

BPIX Survey Methodology

BPIX conducts representative national surveys using state-of-the-art internet methodology. **BPIX** utilizes a large master panel of over one-quarter million potential respondents recruited using a variety of proven techniques. The result is that the master panel contains large numbers of people in various basic socio-demographic groups that comprise contemporary British society. When a survey is conducted, **BPIX** respondents are selected in numbers that mirror the proportions of those demographic groups. For example, for a national survey of 1000 members of the British electorate, the number of female and male respondents selected will be 520 and 480, respectively, to match the 52/48 split of women and men in the population as reported in the most recent census.

Respondents selected for a particular survey are notified by email, and a link to the survey questionnaire is provided. A modest conditional incentive (varying from 50p to £1) is offered to encourage participation. Use of the internet enables **BPIX** to conduct surveys with great speed. Internet methodology also enables researchers to conduct sophisticated survey experiments using rich audio-visual stimuli.

Once fieldwork for a survey is completed, a standard set of post-stratification weights (for age, gender, social class, newspaper readership and political partisanship) is used to fine tune the representative character of the data. Data and accompanying summary reports are then quickly distributed by email to clients. **BPIX** works on a 24/7 basis with clients needing fast turnaround on survey research projects geared to fast-breaking news events.

Survey data provided to clients and subsequently posted on the **BPIX** website are analyzed using the SPSS and other proven statistical software programs. **BPIX** analysts have very extensive research experience and statistical expertise at the disposal of clients. **BPIX** personnel have published in many leading research journals in the social sciences, and they have authored books with major presses such as Cambridge University Press, Oxford University Press, and the University of Toronto Press. They also have taught courses on survey research methods and data analysis at major universities in the Britain, the United States and Canada. Survey data analytics ranging from simple frequency distributions and crosstabulations to sophisticated multivariate analyses are quickly provided with accompanying interpretations of key findings.