

# Value of FHRs Consumer Research: Annex 1 Sampling

## Workshop one (England)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	5	4
Age	31 to 50	7	4
Age	51 to 64	3	4
Age	65+	3	4
Gender	Male	9	8
Gender	Female	9	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	14	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	0	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	4, 4	Min 8
SEG	C2, DE	4, 2	Min 8
Awareness of the FSA	Aware of FSA	8	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	4	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	6	A good mix, broadly reflecting national surveys
Awareness and use of FHRs	Aware	9	A good mix, broadly reflecting national survey
Awareness and use of FHRs	Limited awareness	5	A good mix, broadly reflecting national survey
Awareness and use of FHRs	No awareness	4	A good mix, broadly reflecting national survey

## Workshop two (Wales)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	3	4
Age	31 to 50	5	4
Age	51 to 64	2	4
Age	65+	4	4
Gender	Male	7	8
Gender	Female	7	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	9	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	9	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	3, 6	Min 8
SEG	C2, DE	5, 4	Min 8

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Awareness of the FSA	Aware of FSA	6	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	4	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	4	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	9	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Limited awareness	5	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	No awareness	0	A good mix, broadly reflecting national surveys

## Workshop three (England)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	3	4
Age	31 to 50	7	4
Age	51 to 64	3	4
Age	65+	3	4
Gender	Male	7	8
Gender	Female	9	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	7	Quotas to reflect the makeup of the region based on the population profile.
Ethnicity	Ethnic minorities (excluding White minorities)	9	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	2, 7	Min 8
SEG	C2, DE	6, 1	Min 8
Awareness of the FSA	Aware of FSA	8	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	4	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	4	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	6	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Limited awareness	8	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	No awareness	2	A good mix, broadly reflecting national surveys

## Workshop four (Northern Ireland)

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Age	18 to 30	4	4
Age	31 to 50	5	4
Age	51 to 64	5	4
Age	65+	2	4
Gender	Male	8	8
Gender	Female	8	8
Gender	Other/Prefer not to say	-	No quota
Ethnicity	White (including White minorities)	16	Quotas to reflect the makeup of the region based on the population profile.

Quota	Categories	Achieved sample	Target quota (15 to 18 participants)
Ethnicity	Ethnic minorities (excluding White minorities)	0	Quotas to reflect the makeup of the region based on the population profile.
SEG	AB, C1	5, 4	Min 8
SEG	C2, DE	6, 1	Min 8
Awareness of the FSA	Aware of FSA	8	A good mix, broadly reflecting national surveys
Awareness of the FSA	Limited awareness	6	A good mix, broadly reflecting national surveys
Awareness of the FSA	No awareness	2	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Aware	8	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	Limited awareness	7	A good mix, broadly reflecting national surveys
Awareness and use of FHRS	No awareness	1	A good mix, broadly reflecting national surveys