Usurv

Usurv is a new generation online market research company using the internet and advances in technology to conduct rapid online surveys and polls. Usurv has been at the vanguard of technological developments in market research for several years and is an accredited company partner of the Market Research Society.

Approach

All Usurv surveys are completed online on a variety of sites; newspaper, charity, hobby, 3rd party and proprietary panel sites. Surveys are completed within a respondents' current digital footprint and invitations come from partner sites according to the requirements of each survey. This leads to a higher level of engagement / trust in the survey and consequently high completion rates.

Respondent Selection

We use a standard approach where respondents are selected according to the gender, age, income and location information they have supplied via a short profiling questionnaire. Only respondents required for a particular study are selected.

Quota Sampling

To be able to conduct a perfect random sample of UK citizens, where every single adult has the same chance of being selected for a survey is impossible. We therefore employ Quota Sampling. Quotas are set for the sample to ensure that respondents reflect set targets, e.g 51% Female, 49% Male, 9% 18 East Anglia etc. Quotas are set for gender and region. When a particular quota is complete it is closed and our sampling algorithm stops inviting respondents from that quota group.

Weighting

Where necessary respondents are iteratively weighted to match the UK Census 2011. Weighting is used to ensure a survey matches the UK population in terms of gender, age, income and region.

Methodological Approach

We have developed an approach similar to Google Consumer Surveys in the US, who according to Nate Silver of the New York Times were the most accurate pollster during the 2012 US Presidential election. Our approach differs in a number of ways, the most significant being we do not infer demographics, but ask them through a profiling questionnaire. This enables Usurv to target specific groups needed for specific projects.

Accuracy of Results

Special attention is paid to the accuracy of answers given by respondents. Any respondents whose answers are deemed to be contradictory or inaccurate is added to a blacklist and they are unable to complete future surveys.

How the data is analysed

Once the data is collected, any weighting (by gender, age, income and region) is automatically applied. Un-weighted and weighted results are available instantly to allow for comparisons across the two data sets.