**The Sample**

YouGov uses its own system, PanMan, for sampling. This system is a propriety system designed by YouGov to ensure respondents are always able to take a survey. YouGov uses targeted quota sampling as opposed to random probability sampling. Using advanced analytical techniques and taking into account several key factors, YouGov’s samples are most frequently assigned to achieve representative samples at the end of fieldwork. The software looks at all surveys that currently need panel members, and calculates how many people to send invites to every 30 minutes. Whilst a panel member is invited because of a certain surveys requirements, it doesn’t mean they will definitely be sent to that survey. For example, if that particular job had closed, they will be taken instead to another survey that requires someone of those demographics. This helps to ensure our panel members are kept highly engaged in our research, and means they have no need to try and screen themselves into any one survey. Sampling frames are drawn according to the population being researched, and will generally contain the same target quotas as we wish to wait to. These can be applied either individually or interlaced as a job requires.

The new system also removes the problem of fast responder bias as respondents are sent a link to the system, and not to individual surveys, and therefore an invite can be in a respondents email inbox for several days before they enter the system. Due to the way jobs are sampled we do not have a per survey response rate, however, the overall response rate for the panel is 21% with the average response time for a clicked email being 19 hours from the point of sending.

**Data Collection**

Data is collected via our propriety scripting system Gryphon, and this is written directly back to a database written in C++ (MongoDB). Survey data can then be accessed via a number of tools including SPSS, Dimensions, and Excel by both researchers and the data processing team. Respondent data is stored against a unique identifier assigned to each panel member, which allows us to match back to demographic information each time, without storing the data sets together in order to ensure we observe data protection policies as required.

**Response and Weighting**

YouGov use a rim weighting system for all work. i.e. we use an iterative process in order to ensure the data we publish is in the correct proportions for each of the major demographics (or rims). Typically these rims are Age/Gender, Region, Social Grade, with targets drawn from sources such as the ONS and NRS. We can expand these to weight on any other variables that may affect the data, assuming we can find reliable information to base this upon. The project ran for the University of Manchester sought to obtain a nationally representative sample, data were weighted to the profile of all adults aged 18+ taking into account age, gender, social class, region, political party identification and newspaper readership. Target percentages are derived from three sources:

1. Census data
2. National Readership Survey (a random probability survey comprising 34,000 random face-to-face interviews conducted annually)
3. YouGov internal analysis conducted on more than 40,000 responses to YouGov surveys at, and shortly after, the May 2005 general election, when respondents were asked both i) whether they generally thought of themselves as Labour, Conservative, Liberal Democrat etc; ii) which party they would support, or had supported, in the 2005 general election; and iii) election results at the time. From this analysis, along with 2005 election results, YouGov derives its party identification target percentages.