



Research Methods: Types & Interpretation of Data

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Social surveys

- Social surveys are a popular research method that involve collecting information from a **large number of people**
- A social survey consists of a list of **pre-set questions** that a respondent answers
- The questions are **standardised** so each respondent answers an identical set of questions in the same order

How to carry out survey research

- There are **two main ways** to carry out survey research:
 - Self-completion **questionnaires** that can be delivered and completed in three ways
 - By post
 - Email
 - Hand delivered
 - **Structured** or **formal interviews** where the interviewer reads the questions from an **interview schedule** and they are answered in real-time. They can be carried out in two ways
 - Face to face
 - By telephone

Types of question

- Two types of questions may be used in questionnaires and interviews:
 - **Closed or fixed-choice questions**
 - The respondent must select one of several options, typically by checking a box like a 'yes' or 'no' question
 - Software can **easily analyse** and provide a **statistical summary** of the answers to closed questions
 - It is important that all possible answers are included in the questionnaire
 - Closed questions allow researchers to collect **quantitative data**
 - **Open-ended questions**
 - These allow respondents to put forward their own answers to the set questions, such as 'what are your views on the current government?'
 - Responses to open questions tend to be **varied**, longer and more detailed than responses to closed questions, so they are difficult to convert into statistics

- Open questions allow researchers to collect **qualitative data**

Postal questionnaires



Your notes

- A postal questionnaire is a method of data collection where a questionnaire is sent to a potential participant **by post**, and they fill it out and return it in the post
- The **census** is a compulsory **postal questionnaire** that households are required to fill out on one day every 10 years
 - Households are asked about every person living at the property, including their age, race, occupation and relationship status
 - The information gathered **provides a snapshot of the population**, including its size and the age of people
 - Central and local governments can use this data to plan for housing, education, health care, and transport services
 - Additionally, it makes it possible to track changes over time, like population size
 - The census questionnaire was able to be completed online for the first time in 2021

Evaluation of postal questionnaires

Advantages of postal questionnaires	Limitations of postal questionnaires
Quick and efficient way of obtaining quantitative data from large samples spanning a wide geographical area. The data is likely to be representative .	Postal questionnaires would be unsuitable for some populations , such as the homeless or those with literacy problems.
Cheaper than interviews , as an interviewer does not need to be present when respondents are completing the questionnaire.	As the researcher is not present to clarify any questions, this may lead to misunderstandings or questions answered incorrectly.
Respondents may be more willing to answer personal and sensitive questions as the researcher is not present.	Respondents may give answers that present them in a positive light (social desirability bias). This means that the data collected lacks validity.
The questions are standardised , so each respondent answers an identical set of questions. This means answers can be compared and differences between participants can be easily analysed.	The standardised questions and possible answers have been decided in advance. This is a limitation, as a respondent's answer may not fit one of the options provided, so they lack flexibility .
Standardised questions also mean that replication is possible. Other researchers can replicate the	Response rates are usually low, especially if the questionnaires are lengthy. Those who do not respond to the questionnaire may not be

questionnaire to check whether the findings are reliable or consistent.	representative of the population, therefore making generalisation difficult.
Closed questions provide quantitative data, so it is possible to statistically measure relationships between factors, such as gender and earned income.	Closed questions do not allow respondents to develop their answers, as there is no opportunity to explain why they selected a certain option. Therefore, the data lacks validity .



Your notes



Worked Example

Here is an example of a **research methods question in context**:

Identify and explain **one** disadvantage of using postal questionnaires to investigate attitudes towards cohabitation.

[4 marks]

Model Answer:

Identify the disadvantage in the context of the question:

- A disadvantage is that there is a lack of flexibility as the respondent's attitude towards cohabitation may not fit one of the options provided.

Elaborate in the context of the question:

- This is a weakness because postal questionnaires close off, rather than open up, new and interesting issues and areas about people's attitudes towards cohabitation. Therefore the data collected on how people feel about cohabitation lacks validity.

Level 4 response: 4 marks

Interviews: structured

- Interviews are carried out face-to-face or via telephone
- There are different types of interviews: structured, semi-structured and **unstructured**
 - **Structured interviews** are like questionnaires in that they consist of **closed questions** which are **standardised** so that all respondents are asked the same questions in the same order
- Another similarity between structured interviews and questionnaires is that they collect **quantitative data**
- Due to their similarities, structured interviews and questionnaires share some advantages and disadvantages

Evaluation of structured interviews



Your notes

Advantages of structured interviews	Limitations of structured interviews
The questions are standardised , so each respondent answers an identical set of questions in the same order. Responses can be easily analysed to reveal any real differences in their attitudes or experiences.	Interview bias is a problem, as the interview situation may influence interviewees to give answers that they think are socially acceptable or present them in a positive light (social desirability bias). This means that the data collected lacks validity.
Closed questions provide quantitative data, so it is possible to statistically measure the strength of a connection between factors.	Interviewer characteristics (such as age, gender, ethnicity, and appearance) may influence the respondents' answers. The interviewer effect means that the data collected lacks validity.
Standardised questions also mean that other researchers can repeat the interview to check whether the findings are reliable and if any changes occur over time.	The standardised questions and possible answers have been decided in advance . This is a limitation, as the respondent cannot express their own views as there is little flexibility and no opportunity to ask follow-up questions .
Interviewers are trained so they will be able to clarify the meaning of questions and clear up any misunderstandings.	More costly than questionnaires, as an interviewer needs to be trained and be present when respondents are answering questions.
The interviewer can ensure that all questions are fully completed , whereas this is not possible with a postal questionnaire.	Some feminists dislike structured interviews as they believe them to be based on unequal power relationships between the interviewer and interviewee.



Worked Example

Here is an example of a **research methods question in context**:

Identify and explain **one** disadvantage of using structured interviews to investigate conjugal role relationships.

[4 marks]

Model Answer:

Identify the disadvantage in the context of the question:

- A disadvantage is that the quality of the data gathered does not allow for the collection of in-depth qualitative data about conjugal relationships.

Elaborate in the context of the question:

- This is a weakness because structured interviews are based on a pre-set list of standardised questions. This means that the researcher is imposing their own prior assumptions and thus cannot gain a full insight into conjugal relationships. This prevents the researcher from drawing valid conclusions.

Level 4 response: 4 marks



Your notes

Longitudinal studies

- Researchers may employ a cross-sectional or longitudinal study in research involving questionnaires or interviews
- Longitudinal studies are usually associated with **quantitative** data but qualitative longitudinal research is also possible

Types of longitudinal design

- There are two types of longitudinal design, according to **Bryman (2016)**:
 - A **panel study** where a randomly selected sample is surveyed on **two or more occasions**
 - Such as the [Understanding Society](#) survey that aims to build a picture of how respondents lives are changing over time
 - A **cohort study** where everyone in the cohort shares a characteristic or experience and they are surveyed at **regular intervals**
 - Such as the [1970 British Cohort Study](#), which has monitored the health, education and social and economic circumstances of babies born in 1970
 - There have been nine data collections (or 'sweeps') of the cohort members since 1970

Evaluation of longitudinal studies

Advantages of longitudinal studies	Advantages of longitudinal studies
Longitudinal studies allow researchers to examine social changes over time rather than capturing just one moment in time.	Longitudinal studies are relatively expensive and time-consuming due to the time scale involved.
Researchers can also study changes in individuals daily lives, behaviour, values and opinions.	There are problems with maintaining contact with the original sample over time as people move house or disappear for periods of time.

Longitudinal studies can often use a **smaller sample size** because they focus on following a smaller group of people over time.

People may change their minds and **decide to withdraw** from the study (this is known as **attrition**), so generalisations are difficult to make as the sample size reduces.



Your notes



Worked Example

Here is an example of a **research methods question in context**:

Identify and explain **one** advantage of using a longitudinal study to investigate changing attitudes towards marriage.

[4 marks]

Model Answer:

Identify the advantage in the context of the question:

- An advantage is that they allow researchers to observe attitudes towards marriage over an extended period of time.

Elaborate in the context of the question:

- This is a strength because the sociologist can identify patterns or trends in attitudes towards marriage, such as whether they are positive or negative. Insight is gained on factors affecting attitudes towards marriage, e.g. secularisation which allows the researcher to draw valid conclusions.

Level 4 response: 4 marks



Examiner Tips and Tricks

Positivist sociologists prefer **quantitative** research methods such as **large-scale surveys**, as they gather facts and figures to describe society in statistical terms.



Interviews: unstructured or in-depth

- In qualitative research, sociologists use **unstructured** or **in-depth** interviews
 - Unstructured or in-depth interviews are **unique** as there is no **standardised interview schedule** to follow
- In-depth interviews range from completely unstructured to loosely structured
 - A **completely unstructured interview** is like a conversation with a purpose; the interviewer might ask a question at the beginning, and then the interviewee is free to talk about their experiences
 - A **semi-structured interview** is where the interviewer has a list of questions, points or issues they want to cover; they can be covered in any order, and issues that interviewee raises can be explored

Evaluation of unstructured interviews

Advantages of unstructured interviews	Disadvantages of unstructured interviews
In-depth interviews are much more flexible than standardised methods, as the interviewer can clarify any questions and ask probing follow-up questions.	In-depth interviews are time-consuming and expensive , as interviewers need to be trained and paid a salary.
They offer the opportunity for the respondent to express their views in their own words and bring up significant points that the researcher had not considered.	It can be challenging to get interviewees to open up and continue the conversation, even with training. The validity of the data is impacted if interviewees are not very talkative.
Researchers can collect rich, detailed data that helps them understand the interviewees experiences.	Without a standardised interview schedule, it is difficult to replicate an in-depth interview, so reliability is low.
In-depth interviews allow more complex issues to be explored in comparison to standardised methods, so the data collected has high validity .	Compared to survey research, fewer in-depth interviews can be conducted, so the sample size is relatively small . As a result, generalisability is difficult.



Your notes

Sociologists can develop a strong rapport with interviewees, which allows them to delve deeper into sensitive topics.	The findings will not be valid if the interviewer unintentionally influences the interviewee or poses leading questions. This is known as the interviewer effect .
Feminist sociologists prefer in-depth interviews because they believe that the interviewee and interviewer have an equal relationship. This means that the interviewees can express their experiences and feelings.	As with structured interviews, interview bias is a problem, as the interview situation may influence interviewees to give answers that they think are 'right' or those that present them in a positive light (social desirability bias). This means that the data collected lacks validity.

Interviews: group interviews

- A group interview involves the researcher interviewing **multiple people simultaneously** about a wide range of topics
- It is usually associated with **qualitative** rather than quantitative research and is sometimes used with other research methods
- A **focus group** concentrates on one particular topic and explores how people interact within the group and respond to each other's views

Evaluation of group interviews

Advantages of group interviews	Disadvantages of group interviews
Group interviews give researchers access to a variety of perspectives and experiences, making them a valuable source of information on topics.	It is possible for the interviewees to influence one another . Some may dominate the conversation, meaning that not everyone's voice will be heard.
Interviewing individuals collectively allows the researcher to save time and money .	Practical issues, as the researcher may find it difficult to manage the group , especially when the topics are sensitive.
Because of the support of others, people might feel more at ease talking about their experiences in a group setting.	Transcription of the group interview becomes challenging if interviewees talk over one another.
Group interviews could provide the researcher with fresh concepts to investigate.	Potential ethical issues as the research cannot guarantee confidentiality in group interviews.

Observation: participant



- Sociologists conduct research by **watching people in everyday settings**, listening to them and recording what is observed over time
- In a **participant observation (PO)**, the researcher joins the group and participates in its daily activities. They can do this **overtly** or **covertly**
- PO is used in ethnographic studies to examine different social and cultural influences on their lives

Type of participant observation (PO)	Strengths	Limitations
Overt PO: the group is aware of the researcher's identity.	There are no ethical issues as informed consent can be obtained from participants.	The researcher's presence may change the behaviour of the group that is being studied (the observer effect or Hawthorne effect).
Covert PO: the group is unaware of the researcher's identity.	It may be the only way to study topics related to illegal activity, and the observer or Hawthorne effect is avoided. Therefore, the data collected is valid.	Ethical issues as the people being observed have not given informed consent and their privacy is invaded. Taking notes is challenging as the researcher's identity is hidden.

Evaluation of participant observations

Advantages of participant observations	Disadvantages of participant observations
Unlike standardised approaches like surveys, researchers can observe a group in its natural, everyday environment .	PO is often more expensive and time-consuming than other research techniques.
They are typically conducted over a long period of time to allow the researcher to establish a rapprochement with the participants. This means that valid data can be collected.	The researcher may become so involved with the group that the findings are biased . Since it is hard to maintain objectivity in a PO, the data gathered lacks validity.
The researcher can gain a deeper understanding by considering things from the group's point of view. This helps them to collect rich, in-depth data.	A PO is unique , so it would be impossible to replicate to check the reliability of the findings. Therefore, it is difficult to generalise about similar groups.



A PO might be the **only option available** for groups that refuse to be interviewed, such as drug users and religious cults.

It may be difficult for the researcher to enter the group being studied. It may be **challenging to build trust** once they are allowed in.

Observation: non-participant

- With **non-participant observation**, the researcher observes the group's activities in a natural setting without taking part in them
- The **observer may be present** while studying behaviour or they may videotape the participants instead
- They may use an **observation schedule** to observe and record behaviour as it unfolds
 - E.g. a researcher may observe a class during a lesson and every 30 seconds log the type of activities taking place

Evaluation of non-participant observations

Advantages of non-participant observations	Disadvantages of non-participant observations
Non-participant observations may use an observation schedule so it is possible to replicate in order to check reliability. Therefore, generalising is possible.	As the observer is on the outside of the group, it is difficult to establish a rapport with the participants. This affects the validity of the data collected.
Non-participant observers are less likely than participant observers to get too involved in the group's activities. They can remain more objective , so the data gathered has high validity.	It is more difficult for the observer to gain a deeper understanding of the participants social world or group dynamics as they do not participate in it. This affects the validity of the data collected.

Case studies

- Sociologists sometimes carry out case studies, such as [Ball's \(1981\) study on banding and expectations](#) in a mixed comprehensive school
- A case study is:
 - a **detailed study** of an institution, such as a school or hospital, or a series of related events, such as the moral panic surrounding mods and rockers)
 - usually **longitudinal** as it takes place over a long period of time
- Case studies usually produce **qualitative data** using research methods such as in-depth or group interviews, observation or a combination of methods

- Researchers may also compare case study data with relevant secondary sources, such as official statistics or questionnaires (**triangulation**)



Your notes

Evaluation of case studies

Advantages of case studies	Disadvantages of case studies
Case studies allow more complex issues to be explored in comparison to standardised methods, so the data collected has high validity .	The sample size of case studies tends to be small, so it is not representative of the wider population. This means that generalising the findings is difficult.
Case studies are able to offer rich, detailed insights into real-life situations, particularly as mixed methods can be used so the data collected has high validity .	Ethical issues may arise, such as lack of informed consent and confidentiality. E.g. it can be easy to determine which school was included in the case study even if it is not named, but the location of it is.



Examiner Tips and Tricks

Interpretivist sociologists prefer **qualitative** research methods such as **in-depth interviews** and **participant observation** as they collect rich, detailed accounts rather than statistics.



Official statistics

- Information or data collected by other individuals or organisations is known as **secondary data**
 - Other researchers or government organisations would have gathered this information.
 - It is available to sociologists **second-hand** to use in their research
- Quantitative** secondary data is presented in **statistical form** and examples include birth rates, marriage rates, and unemployment rates
- Government agencies like the **Office for National Statistics (ONS)** compile official statistics
 - The ONS is responsible for the **census**, which is a questionnaire survey that is sent to every household in England and Wales

Evaluation of official statistics

Advantages of official statistics	Limitations of official statistics
Official statistics save time and money because they already exist, are readily available online, and cover many aspects of social life.	Interpretivist sociologists argue that official statistics on divorce or unemployment tell us nothing about what it means to the individuals involved. Therefore, they lack insight .
They are based on large samples and are more likely to be representative , such as the census, which is based on the whole population of England and Wales.	Sociologists can't check the validity of official statistics, as some may not measure what they are supposed to be measuring, such as domestic violence statistics.
They allow sociologists to investigate trends over time , such as the change in crime, marriage, divorce and birth rates, particularly when new legislation has been introduced.	Interpretivists argue that official statistics are a social construct . The statistics are based on decisions made by people involved in their construction; for example, a police officer may decide not to record a crime that is reported, which impacts crime statistics.
Official statistics can be combined with qualitative data in mixed methods research to allow comparisons to be made. For example, official statistics provide quantitative data on gender and subject	Official statistics may not fully fit the sociologist's research aim . For example, divorce statistics provide information on the number of divorces recorded each year but exclude the number of empty-

choice. Any differences can be explored further by collecting qualitative data via in-depth interviews.

shell marriages and separations. Therefore, the data can **lack validity**.



Your notes

Non-official statistics

- Many **non-governmental bodies** in the UK produce statistics, e.g.
 - banks
 - trade associations
 - charities
 - market research organisations
- These are referred to as **non-official statistics**, which can be used in sociological research to **save time and money**, particularly as they can be accessed easily online
- They share many of the advantages and disadvantages as official statistics; however, they **do not share** the **same level of quality** as official statistics

Data collected by other researchers

- Sociologists sometimes analyse **quantitative and qualitative data** that other researchers have already collected
- Sociologists can access quantitative data from large, high-quality surveys online, such as the **UK Data Archive**, and use it for their own research

Evaluation of using existing quantitative data for secondary analysis

Advantages	Limitations
Researchers can save time and money by analysing pre-existing data from surveys rather than collecting data from scratch.	The researcher has no control over the quality of the data as they did not collect it.
Many of the data sets, such as the Millennium Cohort Study, are of high quality as they are based on large samples that are somewhat representative .	The data was collected for other purposes; some key variables may be missing . For example, a researcher who is studying happiness and optimism might find that the data set only includes one of these variables but not both.
It is possible to carry out longitudinal analysis of this data.	The variables may have been defined differently than the researcher would have chosen.



Examiner Tips and Tricks

Remember to use appropriate **sociological terminology** to show that you understand the strengths and weaknesses of each research method.

Avoid using terms such as 'accurate' or 'clear' as strengths of research methods or 'inaccurate' and 'flawed' as weaknesses. You should use sociological terms such as [valid or reliable](#).



Your notes



Sources of qualitative secondary data

- Qualitative secondary data presented in **words** or **visual form** rather than numbers may be useful to sociologists
- Sources of pre-existing qualitative data include:
 - data from **existing research studies** carried out by other sociologists
 - **mass media** products like newspaper articles and television documentaries
 - **personal documents** such as diaries, letters and photographs
 - material produced via the internet, such as email, social media networks and blogs
 - autobiographies and biographies
- Sociologists can access qualitative data in the form of transcriptions from in-depth interviews online from the **UK Data Archive** and use it for their own research
- They can also **share with other researchers** the data that they have collected from their own studies

Evaluation of using existing qualitative data for secondary analysis

Advantages	Limitations
Researchers can save time and money by analysing pre-existing data rather than collecting data from scratch.	Written documents such as diaries or letters may not be genuine but forged. If they are, then the contents may not be true.
Written documents may provide useful background information about the experiences or events they refer to	The experiences or events described in letters or autobiographies may have been misinterpreted or subject to the writer's prejudices.

Content analysis

- Content analysis is a way of **dealing systematically** with qualitative secondary sources, such as analysing the contents of personal documents, photographs newspapers and television advertisements
- For example, feminist studies of the representation of gender in television advertisements might use content analysis in the following way:
 - The researcher constructs **a set of predetermined categories**, for example, 'male advertising tech product/female advertising tech product'

- The researcher then works through the advertisements, **coding all sections** that show a male or female advertising a tech product
- Once the contents have been coded, the **researcher counts up the number of times** a female or male advertises a tech product



Your notes

Evaluation of content analysis

Advantages of content analysis	Limitations of content analysis
It generates quantitative data , so the contents of different products can be compared statistically to identify trends or changes over time.	It can be time-consuming and labour-intensive when developing coding units and analysing the secondary source.
The researcher works with a set of categories or coding units so the analysis can be replicated to check for reliability .	It involves subjective judgements , which may create data that lacks validity.



Examiner Tips and Tricks

Ensure that you learn the advantages and disadvantages of **all** the different research methods and [sampling techniques](#), as well as [ethical issues](#).

To achieve top marks in the research methods questions, you must use appropriate **sociological terminology** in your answer and **relate your answer** to the investigation presented to you in the question.

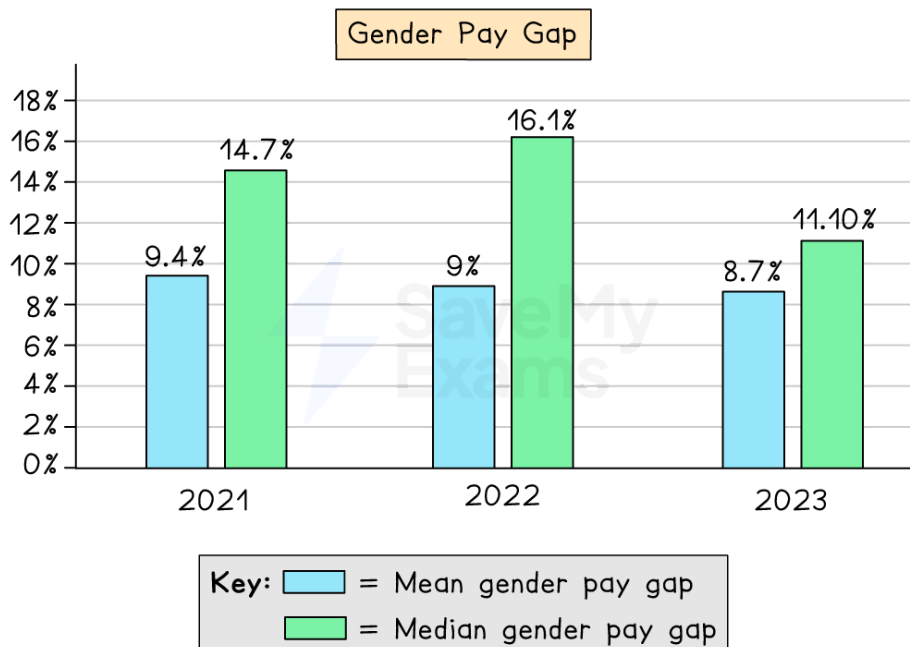


Analysing statistical data

- When presenting numerical data, **graphs** and **charts** are frequently used, especially when demonstrating trends
- A **trend** refers to the general direction in which statistics move
 - E.g. the number of marriages or divorces may change
- The trend could be **rising**, **falling**, or **fluctuating** (changing up and down a lot)

Bar charts

- Data can be represented **visually** using a bar chart
- The data shown on the x-axis of a bar chart is **discrete** (not continuous), such as
 - A-level exam entries by gender
 - 'yes' or 'no' answers ticked on a survey
- Bar charts **have gaps** between each category on the x-axis (unlike histograms)
 - The **x-axis** shows the **categories**, such as gender or time period
 - The **y-axis** shows the **frequency** in terms of score, number or percentage



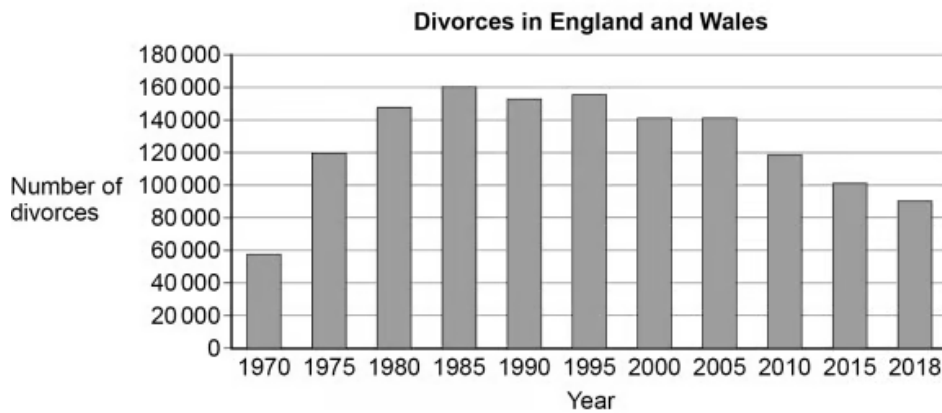
An example of a bar chart (Gender Pay Gap Report, The Insolvency Service, 2024)





Worked Example

Here is an example of an **application (AO2) question** that requires the interpretation of data:



Divorces in England and Wales (Office for National Statistics)

Describe the type of statistical data shown in the **item** above. Identify the trend shown by the data and explain **one** factor which may account for this trend.

[4 marks]

Model Answer:

Describe the type of data in the context of the question:

- Official statistics showing the number of divorces recorded in England and Wales [1 mark]

Identify the trend shown in the item:

- The trend is increasing (since 1970) [1 mark]

Explain one factor that accounts for the trend in the context of the question:

- This could be due to secularisation, which is the declining importance of religion in society, as fewer people have religious objections to divorce [2 marks]

Line graphs

- Line graphs are used to represent **quantitative** data collected on a topic over a **specific time period**
- They are used to represent **changes** that have occurred over a given period of time
 - The **x-axis** usually has a **time period** over which we would like to measure something
 - The **y-axis** shows the **frequency** in terms of score, number or percentage
- A line graph gives a clear picture of an increasing or decreasing trend

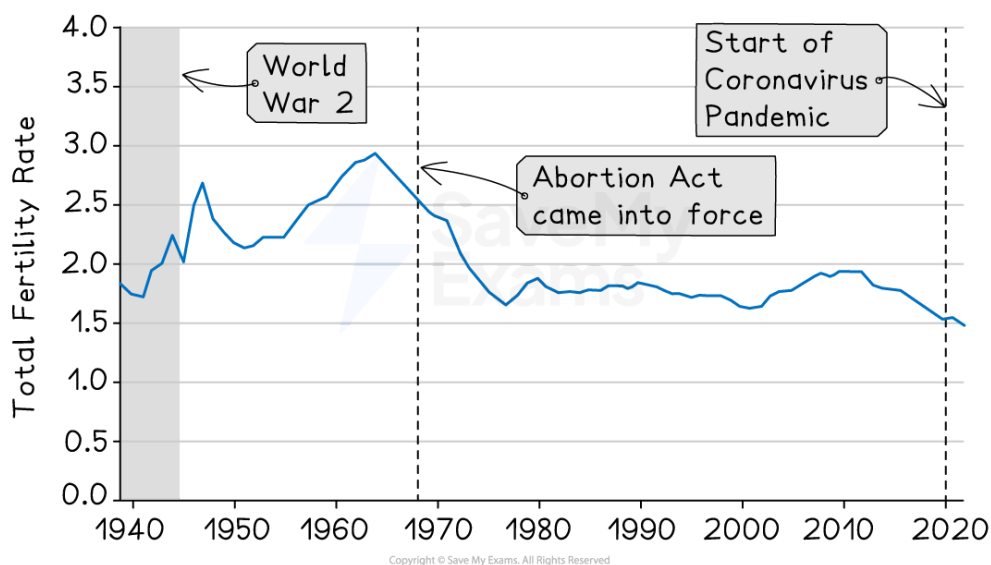


Your notes



Your notes

Total fertility rate, England and Wales, 1939 to 2022

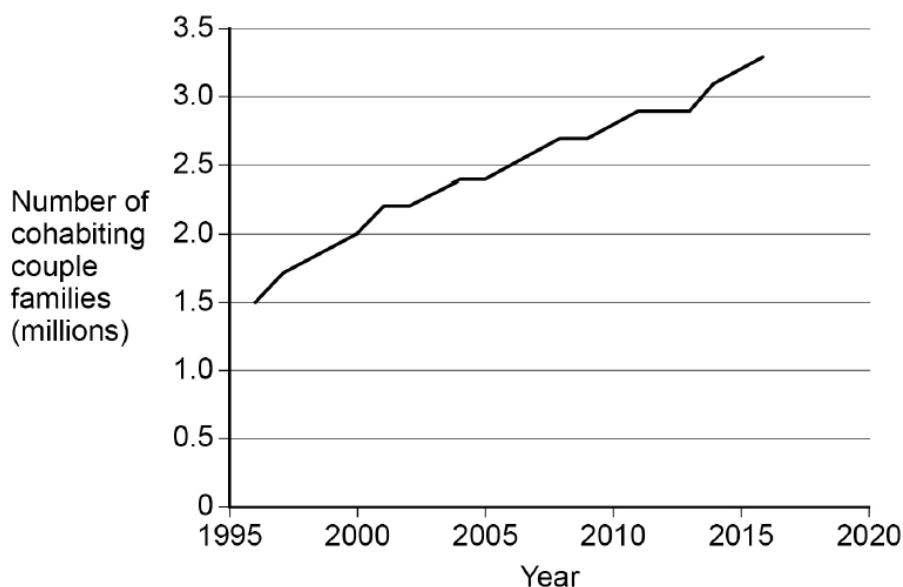


An example of a line graph (Office for National Statistics, 2024)



Worked Example

Here is an example of an **application (AO2) question** that requires the interpretation of data:



Cohabiting Couple Families, UK (Office for National Statistics)

Describe the type of statistical data shown in the **item** above. Identify the trend shown by the data and explain **one** factor which may account for this trend.

[4 marks]

Model Answer:

Describe the type of data in the context of the question:

- Official statistics showing the number of cohabiting couple families in the UK [1 mark]

Identify the trend shown in the item:

- The trend is increasing [1 mark]

Explain one factor that accounts for the trend in the context of the question:

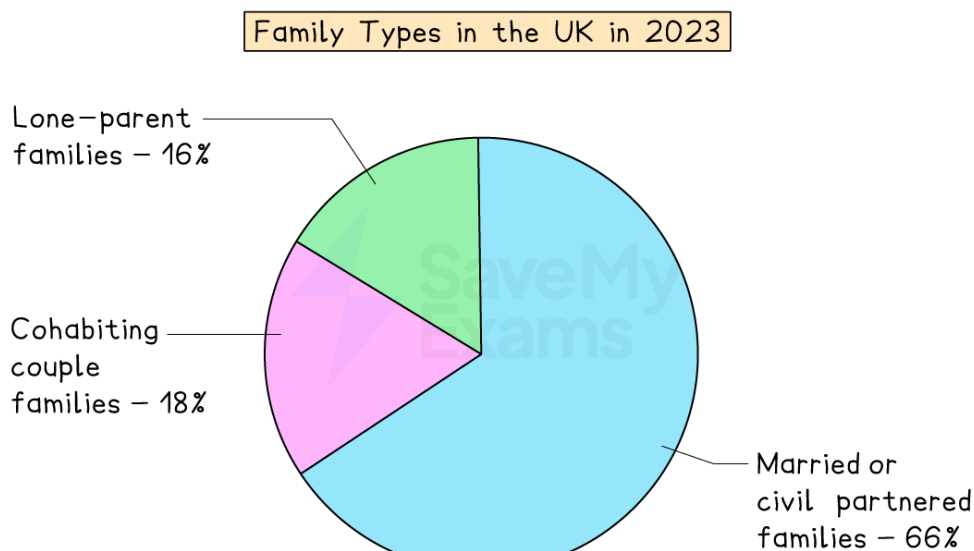
- This could be due to changing social attitudes, as cohabitation nowadays is seen as more socially acceptable within some social groups than it was in the past [2 marks]



Your notes

Pie charts

- A pie chart provides a **visual representation** of all items of data within a data set
 - The various items in the data set are represented by the **sectors** (or slices) of a pie chart; the larger the sector, the more frequently that category of data occurs
- Pie charts are used to represent **categorical data**, such as the different family types in the UK or the different types of crime committed in the UK
- Pie charts are a simple way of presenting data, as each category is easily **comparable**



An example of a pie chart

Tables



Your notes

- Once **quantitative** data has been collected and organised, it may be placed in a table
- This involves arranging information **systematically** into rows and columns, providing a **structured format** for presenting numerical data
- Tables are a simple way of presenting data so that **comparisons can be made** and **conclusions** can be drawn
- Tables tend to be the most common method for presenting analysed data

Poverty rates for the UK population, by family type and country, 2022/23

	England	Wales	Scotland	Northern Ireland
Single, no children	26%	27%	29%	25%
Lone parent	54%	47%	48%	46%
Couple, no children	11%	14%	12%	12%
Couple with children	26%	29%	23%	19%
Pensioner, single	17%	18%	16%	18%
Pensioner, couple	10%	11%	10%	12%

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An example of a table (Social Metrics Commission, Measuring Poverty, 2024)



Worked Example

Here is an example of an **application (AO2) question** that requires the interpretation of data:



Your notes

Age group	Adults who were victims of crime (%)
16–24	23.7
25–34	22.3
35–44	21.5
45–54	21.1
55–64	19.2
65–74	13.8
75+	9.2

Adult Victims of Crime by Age (Office for National Statistics)

The Crime Survey for England and Wales (CSEW) is a large-scale victim survey, conducted by the government since 1981. It measures the amount of crime in England and Wales by asking people about the crimes they have experienced during the past year. The sample size is approximately 50,000 respondents.

Describe the type of survey shown in the **item** above. Identify the age groups most likely to be victims of crime and explain **one** factor which may account for this.

[4 marks]

Model Answer:

Describe the type of survey in the context of the question:

- A victim survey - the CSEW [1 mark]

Identify the age group most likely to be a victim of crime as shown in the item:

- 16–24 year olds are most likely to be victims of crime [1 mark]

Explain one factor that accounts for this in the context of the question:

- One reason for this is because younger people are more likely to be in the areas where crimes are committed and out at times when they occur [2 marks]