

Methods and secondary data

Some students intended to investigate the quality of the urban environment in Fenham, an inner city area of Newcastle.

- 1 (a) State a qualitative fieldwork method they might use to collect this information.

(1 mark)

- (b) Explain **one** advantage and **one** disadvantage of using stratified sampling when collecting this information.

One advantage of using stratified sampling when carrying out a questionnaire survey is that each age group within the population is properly represented, so this gives an accurate

(4 marks)

- 2 Study Figure 1.

			% of total population of the ward
People and households	Total population	10 954	—
	Total households	4441	—
	Average household size	2.4	—
	Population aged 0–4 (early years)	740	6.8
	Population aged 5–14 (school years)	1271	11.6
	Population aged 15–24 (transition)	1952	17.8
	Population aged 25–64 (working age)	5390	49.2
	Population aged 65 and over (later life)	1601	14.6

Figure 1 2011 census data for Fenham ward, Newcastle

- (a) Identify the type of data shown in Figure 1.

- ☐ A Primary and secondary ☐ C Secondary and tertiary
☐ B Primary ☐ D Secondary

(1 mark)

- (b) Explain how the students could use the data in Figure 1 to collect representative information.

(2 marks)

- 3 The students carried out their data collection on a Monday in September, between 10:00 am and 12:30 pm. Explain why the information they collected would not be representative.

(4 marks)