

FINANCE & BANKING | NATIONAL SAMPLE

# Weighting a national banking customer tracker

Rim weighting on age, gender, region and income, so every wave of a 2,500-respondent banking tracker matches national targets.



## AT A GLANCE

CLIENT

Retail bank insights team

INDUSTRY

Finance & Banking

MARKET

National sample

METHOD

Survey data weighting

SAMPLE

2,500 respondents per wave

TIMELINE

Monthly

## THE CHALLENGE

A bank's monthly tracker showed shifts between waves that came from sample mix rather than real change in customer views. The team needed every wave weighted to the same national targets.

## OUR APPROACH

We designed a weighting scheme with the client and applied it to every wave with documented checks.

- 1 Agreed national targets for age, gender, region and income
- 2 Applied rim weighting with capped weight factors
- 3 Reported weighting efficiency for every wave
- 4 Documented the method for the client's records

## THE RESULTS

- ✓ Every wave weighted to the same national targets
- ✓ Weight factors kept within agreed limits
- ✓ Wave-on-wave changes the client can trust

## SERVICES USED

Data processing and tabulation

Survey weighting

## ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

### Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

### Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

### Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

## WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

## Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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### SEND A BRIEF

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*Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.*