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Methodology, Panel Integrity and Data Quality Explainer

Data integrity is critical to the success of the Theos report - every decision, insight, and recommendation depends on the accuracy and consistency of the data feeding the analysis. Ensuring clean, reliable inputs means the outputs genuinely reflect reality and can be acted on with confidence.

Methodology

An online questionnaire exploring attitudes towards religion, immigration and ethnicity and local/national issues.

- 18+ nationally representative in 6 markets -UK, Romania, Germany, France, Poland, Hungary
- Quotas applied age, gender, region, social grade, income
- Fieldwork dates: April 7th – 27th 2026 (avoidance of Easter weekend and Holy Week)
- 15 minutes with a blended panel sample
- Boost markets: Boosts were used to ensure a minimum of n=150 'churchgoers' which were then reweighted back to Nat Rep levels for analysis. Boosts happened in France, Germany & Hungary.
- Data was weighted back to nationally representative data for - age, gender, region, Christianity and church going
- Sample sizes by market are detailed below:

	Total	Market					
		UK	Germany	France	Poland	Hungary	Romania
Unwt. Total	10848	1765	1861	1873	1781	1818	1750
Wted. Total	10848	1765	1861	1873	1781	1818	1750

Field-work Partner

Our fieldwork partner, Potentia, is a signatory of the Data Quality Charter and has been recognised in industry awards for their operational excellence (2025) - giving us complete confidence in the integrity and reliability of every dataset they deliver

To ensure a high-quality and robust dataset, a comprehensive set of panel integrity and data quality measures was applied. These combined automated checks, human review, and analytical validation to identify and remove disengaged, contradictory, or potentially fraudulent responses.

AI-Based Quality and Fraud Detection

- **Aftercare (AI quality tool)** was used to flag potential poor-quality or AI-generated open-ended responses, alongside standard checks for speeders, straight-lining, and inconsistent answers.
- **AI follow-up probing** was deployed in the UK, France, Germany, and Poland to assess response quality on a key open-ended question.
- **Verisoul** provided additional fraud detection, identifying bots, professional survey takers, VPN/proxy use, and location spoofing.

Survey-Level Quality Controls

In addition to standard data cleaning, the following controls were applied:

- **Speeder checks**, removing respondents who completed the survey unrealistically quickly.
- **Trap questions** (four standard traps), with respondents removed if they failed any single trap.
- **Manual review of all open-ended responses**, alongside AI-assisted assessment.
- **Age confirmation check** to validate respondent eligibility.
- **Survey logic and consistency checks**, including contradictory responses across related questions (e.g. travel items and attitudinal overlaps).

While automated tools flagged potential issues, **human judgement was retained** throughout to avoid excluding respondents who may have misunderstood questions rather than acted fraudulently.

Panel Strategy

- A **blend of multiple panels** was used to reduce reliance on any single source and strengthen overall sample quality and resilience.

Segmentation and Analytical Validation

Segmentation played a critical role in validating respondent engagement and data integrity.

- **Latent Class Analysis (LCA)** was conducted across a broad set of attitudinal statements related to migration, racism, Islam, and the far right.
- The analysis identified **20 distinct clusters** of respondents based on consistent response patterns.
- Most clusters were coherent, plausible, and interpretable, spanning liberal, illiberal, and more nuanced viewpoints.
- However, **two clusters displayed strongly contradictory attitudes**, suggesting a lack of full engagement or a tendency to answer indiscriminately across the survey.
- These respondents were therefore **removed and replaced**, as their patterns were inconsistent with meaningful or honest participation rather than reflective of genuine opinion.

Overall, this multi-layered approach - combining AI tools, manual review, survey logic checks, and segmentation analysis - ensured that final data was based on engaged, credible respondents and analytically robust segments.