<u>**Methodology by Ipsos | Global Market Research and Public Opinion Specialist**</u>

European Health Data Space (EHDS) survey:

- The data was collected by means of our proprietary online access panels. Please find below some paragraphs on our panels:

The online survey was conducted among a nationally representative sample of the general population (i.e. EU residents aged 18-65) in the five countries surveyed: Estonia, Germany, France, Spain and Croatia (N=1,000 in each country). In all countries, non-probability/volunteer online access panels were used as a sampling frame. Respondents were randomly drawn from Ipsos' online access panels.

Ipsos online access panels

For the Greens/EFA European Health Data Space survey, Ipsos applied a non-probabilistic sampling method from its proprietary Online Access Panels.

An online access panel is a group of pre-recruited individuals who have agreed to take part in research. Since they have already provided key details about the demographics of all individuals in the household, as well as a range of other information, the surveys sent to each member of the panel are accurately targeted. In online panels, panellists are invited by email to take part in online surveys based on predefined criteria and upon successful completion of an online survey the panellist will receive their allocated incentive.

Ipsos' Online Access Panels comprise individuals who have volunteered to take part in market research surveys and are created and managed for long-term use and access. They are extensively profiled to allow for the efficient targeting of respondents. Sample source plays a vital role in the quality of data collected in panel-based surveys. Ipsos' online panels are continuously refreshed using a variety of sources and methods. The vast majority of panellists are referred to the company through various online suppliers. Multi-source recruitment is the best option for minimising bias and maintaining a representative base of respondents. It uses only high-quality recruitment sources to entice people who are eager to take surveys and is strategically focused on developing processes that reflect the newest internet practices as may currently be found through social networks. Email lists, banners, website and text ads, co-registration, and search engine marketing are also used.

When evaluating the priority of sources, the recruitment process takes into consideration:

Panel parameters: e.g. response rates, attrition, data quality, demographics.

Census representativity: Ipsos aims to recruit a selection of panellists who meet business requirements (including census representative samples for frequently used groups, e.g. women aged 18-49).

High demand groups – e.g. people with certain professions.

In addition to these general considerations, Ipsos places a premium on ensuring among its panels the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.). Doing so helps to increase population coverage and improve the quality of the sample provided. Ipsos constantly carries out targeted recruitment through: various "wide net" methodologies (ex. email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-

online, specialised websites); customised incentives and materials for recruiting special targets such as young people, mothers of babies, age group 55+, etc. Moreover, Ipsos is continuously testing new recruitment sources and methods (specialised websites, social networks, etc.).

All active Ipsos Access Panel members have an Ipsos reward points account and are eligible to participate in the programme and earn points by completing surveys. The number of points allocated to each survey varies according to a number of factors, notably the length and complexity of the questionnaire. This was also the case for the Greens/EFA European Health Data Space survey.

Specifying the sampling procedures

For the Greens/EFA European Health Data Space survey, hard quota targets were set for age group (18-24, 25-34, 35-44, 45-54, 55-65), gender, and region (NUTS2 level).

- Fieldwork dates (data collection): 28/2/2023-10/3/2023