

KANTAR'S ONLINE OMNIBUS

About the Survey:

The Government's social distancing guidance meant that face-to-face interviewing has not been possible since the May 2020 survey. These have been conducted online instead.

Kantar's Omnibus carried out two consecutive surveys amongst UK adults aged 16 years and over using an online methodology. Fieldwork is scheduled to run twice weekly with the first running from Tuesday to Thursday morning and the second survey from Thursday to Monday morning.

The number of sections included on each survey is variable and, given the range of topics included, we put those sections in the best order to create a logical flow for the respondent. Where surveys are repeated over more than one omnibus, we aim to position the section at about the same length of time into the interview.

The sample has been weighted to bring it into line with national population profiles and throughout this report both the weighted and unweighted bases have been shown.

The change in mode of collection resulted in a methodological break in the series in May 2020. For example, the proportions of respondents who answered "Don't know/ No idea" to the May survey's questions declined substantially. That perhaps reflected the design of the online questionnaire, where the option of "Don't know/ No idea" appeared only if the respondent tried to move onto the next question without giving an answer. In the August and November 2020 surveys however, the option of "Don't know/ No idea" appeared in the same showcard as the other options. In both cases, the proportions of respondents answering "Don't know/ No idea" returned to usual levels for most survey questions.

These changes in the mode of collection means caution should be taken when making comparisons across the latest three surveys, and with previous vintages which were based on face-to-face interviews.

Classification by Tenure variable:

The Classification by Tenure is available for only half the sample in the August 2020 survey.

Notes to tables:

- The sum of any column of percentages may not exactly amount to 100 on account of rounding to the next nearest whole number for each item shown in the column.
- The sum of any column of figures may add to slightly more or less than the total due to weighting.
- Where more than one answer can be given to a question, the sum of the percentages may exceed 100 per cent.
- The sign * denotes a percentage of less than 0.5%.

- Mean scores – when a factor has been applied to each response (for example: 'Agree strongly' = +2, 'disagree strongly' = -2). The mean score will show the overall average response to a question at a glance.
- Standard deviation – this is a measurement of the range of answers within a mean score, of use in determining statistically significant difference between two or more mean scores.
- Further information can be obtained from Kantar.

Terms of Contract:

No press release or publication of the findings of this survey shall be made without the advance approval of Kantar Omnibus. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Quotas

Each online omnibus interviews approximately 1,230 nationally representative UK adults (aged 16+), with quotas set on age, gender and region. The expected samples are below:

GENDER/AGE	%	GENDER/AGE	%
Male 16-24	7.50	Female 16-24	7.08
Male 25-34	8.43	Female 25-34	8.43
Male 35-44	8.01	Female 35-44	8.17
Male 45-54	8.51	Female 45-54	8.75
Male 55-64	6.83	Female 55-64	7.01
Male 65+	9.59	Female 65+	11.69

REGION	%
North East	4.05
North West	11.03
Yorkshire & the Humber	8.44
East Midlands	7.05
West Midlands	8.87
East of England	8.99
London	14.56
South East	13.54
South West	7.86
Scotland	8.17
Wales	4.58
Northern Ireland	2.86

Online Panel

The Kantar omnibus works with its in house panel team, Profiles, who offer best-in-class technology and have a proven track record in panel development, recruitment, retention and engagement for major global clients. Profiles' experienced team has refined innovative panel management strategies that can support a demanding and continuous stream of research studies.

Panel Recruitment

Profile's panels are composed of people who make a conscious decision to participate in online surveys through a double opt-in registration process. The life of the panellist in an actively managed panel is closely monitored to ensure effectiveness and usability.

Profiles use several methodologies to recruit panellists, including opt-in email, co-registration, e-newsletter campaigns, traditional banner placements, as well as both internal and external affiliate networks. They also recruit via social networks and via offline surveys.

Selecting the right people to interview

Once the criteria for a study are defined, panellists are selected based on stored background information collected during the registration survey, and their ongoing profiling and screening surveys. A sample frame is assembled for each study, which allows panellists to be invited in batches. The sample frame can be created for specific targets as a percent, absolute value or generated to mirror a predetermined universe. During fieldwork, the batches are closely monitored and Profiles may invite additional panellists in order to complete the fieldwork on time.

To avoid survey bias and ensure fresh sample for tracking studies, they can apply exclusion criteria to any sample selection.

Response validity – detecting fraudulent panellists

When Profiles program and host a survey, a panellist who does not participate to the best of their ability is identified and those answers are removed from the final data set. The panellist's actions are also reviewed for possible removal from the panel. The following quality checks are used:

- De-duplication – blocking survey respondents who attempt to complete the same survey multiple times either within a single panel or across multiple panels
- Survey speedsters – respondents who rush through the survey are identified by comparing survey completion times to the norm
- Grid speedsters – respondents who rush through grid questions are identified by comparing grid completion times to the norm

- Respondent satisfaction – feedback from respondents is gathered and assessed to help determine the quality of the survey.

Post-survey weighting

Given that the sample is controlled by quotas, the final demographic profile should be fairly close to that of the target population. However, the sample will be examined at each Omnibus wave to ensure that the profile is as it should be. The sample will, if necessary, be weighted in order to ensure that it is representative in terms of known population data on age, sex, social class, number of adults in household working status and region, as shown below:

Age/Sex	%	Class	%
16-24 Male	7.3	A	3.9
25-34 Male	8.3	B	18.5
35-44 Male	8.0	C1	27.2
45-54 Male	8.6	C2	21.7
55-59 Male	3.5	D	14.1
60-64 Male	3.3	E	14.6
65-70 Male	3.7		
71+ Male	5.9	Working Status	%
		Men working full time	28.0
16-24 Female	7.0	Men not working full time	21.0
25-34 Female	8.4	Women working	29.0
35-44 Female	8.2	Women not working	22.0
45-54 Female	8.8		
55-59 Female	3.7	Number of adults in household	%
60-64 Female	3.5	One	23.0
65-70 Female	4.0	Two	51.0
71+ Female	7.8	Three +	26.0
Government Office Region	%	TV Region	%
North East	4.1	London	18.7
North West	11.1	Midlands	14.7
Yorkshire & The Humber	8.3	North West	11.1
East Midlands	7.2	Yorkshire	10.2
West Midlands	8.8	Central Scotland	6.3
East of England	9.3	Wales & West	8.6
London	13.1	South & South East	9.8
South East excluding London	13.7	North East	4.4
South West	8.4	East	7.2
Scotland	8.3	South West	2.8
Wales	4.8	Border	1.1
Northern Ireland	2.9	North Scotland	2.2
		Ulster	2.9

ONS 2013 Mid-Year Population estimates

Labour Force Survey Summer 2014

BARB Population Estimates 2014/NRS 2014

Confidence limits for observed survey data

For a true random sample, the chances are 95 in 100 that the observed percentage, being estimated by the survey, lies within a range equal to this percentage plus or minus the number of percentage points shown in the tables below.

For example if 20% of a total sample of 2000 adults said they do something, you can be 95% certain that the figure for the population is $20\% \pm 1.8\%$ i.e. it lies in the range 18.2% and 21.8%.

Observed Percentage								
Sample size	5 or 95	10 or 90	15 or 85	20 or 80	25 or 75	30 or 70	40 or 60	50.0
100 ±%	4.4	5.9	7.1	7.8	8.7	9.0	9.6	9.8
150 ±%	3.6	4.9	5.9	6.6	7.1	7.5	8.0	8.2
200 ±%	3.1	4.3	5.1	5.7	6.1	6.5	7.0	7.1
250 ±%	2.7	3.7	4.5	5.0	5.5	5.7	6.1	6.2
300 ±%	2.5	3.5	4.1	4.6	5.0	5.3	5.7	5.8
400 ±%	2.2	3.0	3.6	4.0	4.3	4.6	4.9	5.0
500 ±%	2.0	2.6	3.2	3.5	3.9	4.0	4.2	4.4
750 ±	1.6	2.2	2.6	2.9	3.1	3.3	3.5	3.6
1,000 ±%	1.4	1.9	2.3	2.5	2.8	2.9	3.0	3.1
1,500 ±	1.1	1.5	1.9	2.0	2.3	2.3	2.5	2.5
2,000 ±	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.2
3,000 ±%	0.8	1.1	1.3	1.4	1.6	1.7	1.8	1.8
4,000 ±	0.7	1.0	1.1	1.3	1.4	1.4	1.5	1.6
5,000 ±	0.6	0.9	1.0	1.1	1.2	1.3	1.4	1.4
7,500 ±	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.2
10,000 ±	0.4	0.6	0.7	0.8	0.9	0.9	1.0	1.0

A true random sample would have substantial logistical and cost implications, and is rarely implemented in practice.

The stated confidence limits may need to be increased by a 'design factor' to reflect the measurable inefficiency of affordable alternatives. This can vary even within one survey depending on the characteristic measured and on the degree of clustering within the sample.

A design factor of about 1.3 is common within surveys using the method reported here, but for issues related to social class it can be as high as 1.6 or 1.7

To apply the average design factor in the example given above:

Multiply 1.8 from previous example by design factor 1.3 = ± 2.34

The measured figure of 20% for the population now lies between 17.66% and 22.34%.