Rapid redesign of the Opinions survey: an enabler of evidence-based policy making in a time of crisis.

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The survey is monthly and multipurpose, collecting information on a variety of topics for the clients that commission the questionnaire modules, data are always relevant for the users.

It is used for:
- providing quick answers to questions of immediate policy interest
- measuring the efficacy of publicity campaigns
- measuring public awareness of new policies
- question testing and piloting
- testing questions on subjective well-being, including split-sample trials

Topics that have been on the survey include smoking habits, cancer awareness, charitable giving, disability, relationships with others and internet access.
Mixed-mode data collection – online and telephone
Four week field period
Sampled drawn from the Annual Population Survey (APS)
14 week turnaround time – from commissioning to data delivery
Solid, reliable and …
OPN-COVID Survey

- Aims to help understand the impact of COVID-19
- 2,000 individuals
- Weekend data collection
- Sampled from APS initially
- Currently samples from integrated survey framework
- Online survey with Telephone nudge
- Response rates ~70%
- Flash & Final estimates
OPINIONS & LIFESTYLE COVID Survey

• Content changes weekly
  ➢ Concerns about COVID
  ➢ Information about virus
  ➢ Behaviours incl social distancing, hygiene etc
  ➢ Symptomology & diagnosis
  ➢ Work patterns
  ➢ Financial impact

• https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandwellbeing/bulletins/coronavirusandthesocialimpactsongreatbritain/previousReleases
Rapid Transformation

- Initial transformation project – 18 months
- 3 large tests for impact of mode changes
- Big investment
- Redesigned for COVID
- End-to-end delivery – ~10 days
Many thanks

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