

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

Ian O' Sullivan, Andrew Phelps, Becky Samuels, and Sian-Elin Wyatt
Office for National Statistics, United Kingdom

OPINIONS & LIFESTYLE (OPN)

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

Sample 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

ian.o'sullivan@ons.gov.uk
@ianosullivan18