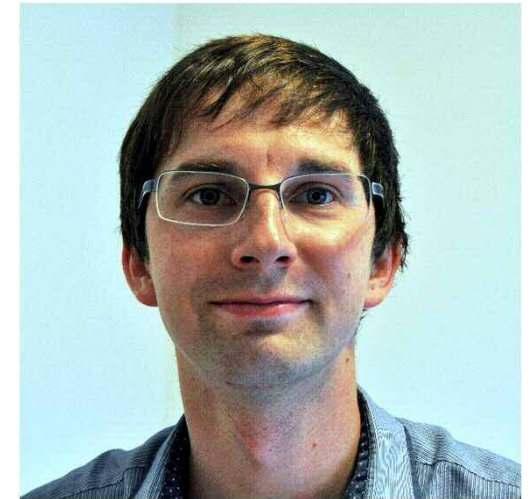


The Opinions and Lifestyle survey (OPN)



Becky Samuel & Tim Vizard

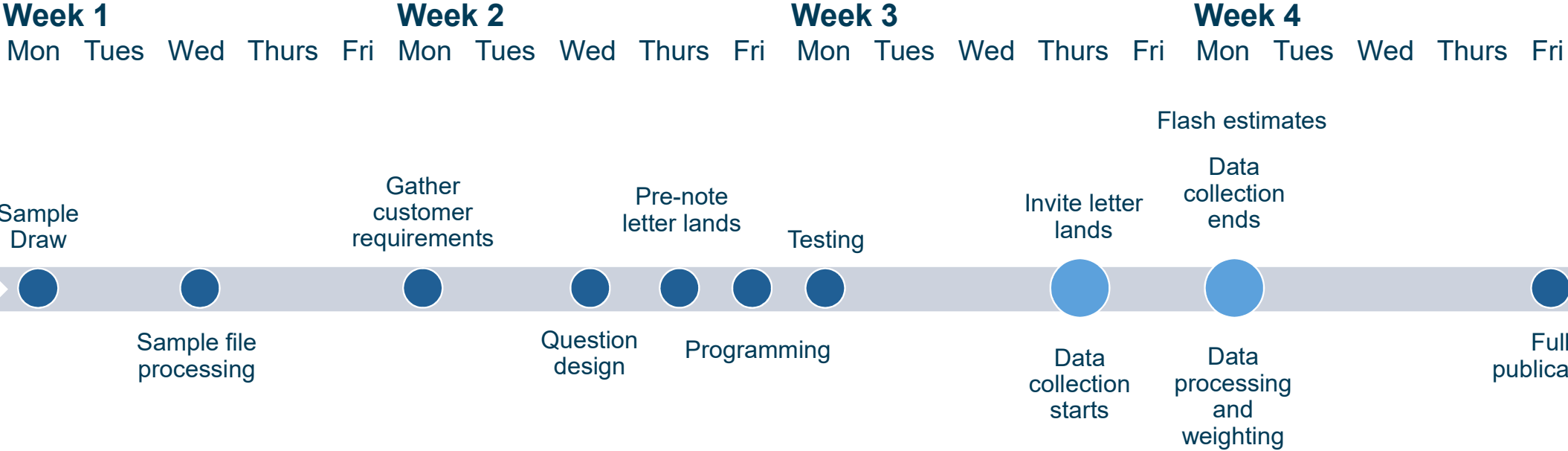
30th June 2020

What is the OPN?

Setting up the surveys

- Weekly surveys
- Sample: 2,500 cases (originally 2,010) from Great Britain
- Online collection with a telephone element
- Field period: 4 days (originally 10 days)

Survey timeline

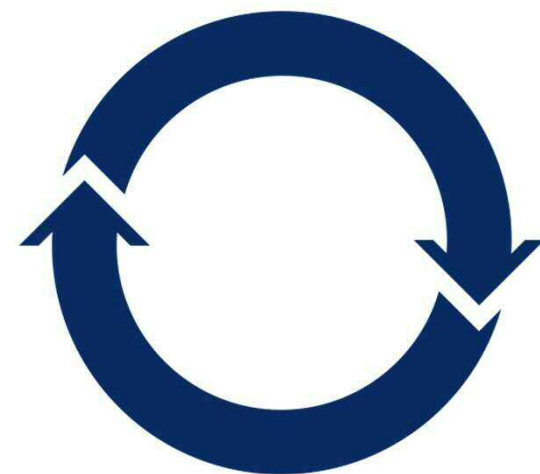


Sampling

- Wave 2 Labour Market Survey (LMS)
- Wave 6 Labour Force Survey (LFS)
- Opinions and Lifestyle survey (Wave 7)

Data requirements and question design

- Question requirements: government departments, universities and advisory groups
- Core questions and rotated questions
- Expertise in online question design
- Feedback from testing scenarios



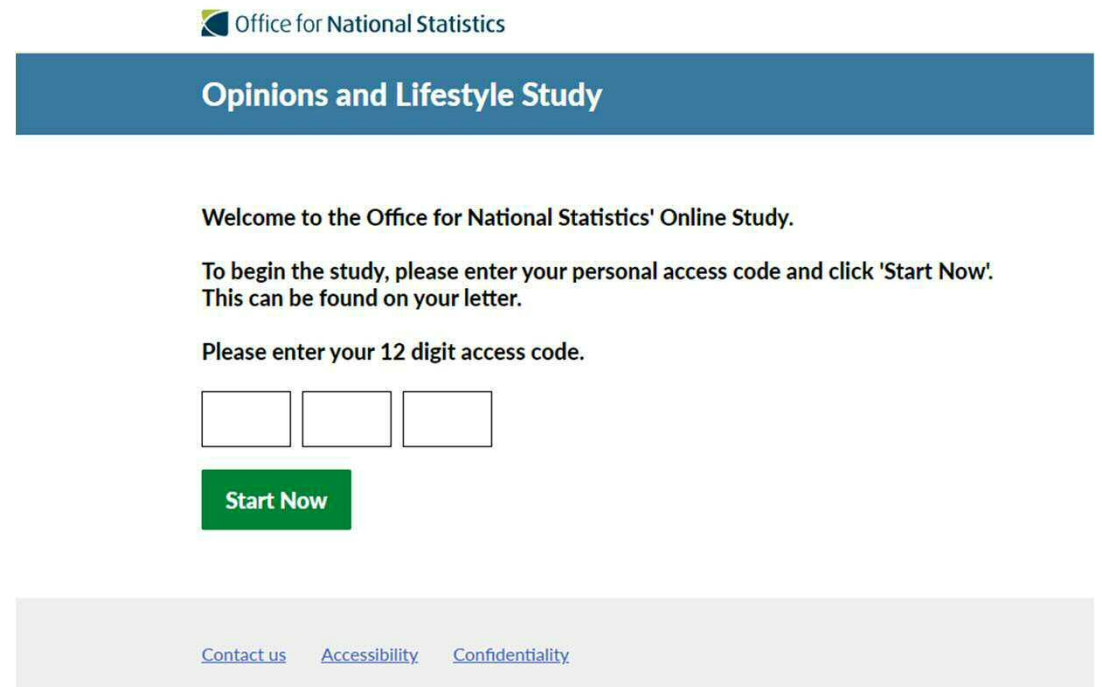
UKSA – Rapid review

We welcome the rapid development of these statistics so they could support the UK Government's pandemic management, demonstrating their high relevance to policy makers. Following their publication, their public good will be further demonstrated by helping a wider range of organisations and the general public to understand how citizens have adapted their behaviours in response to the pandemic.

<https://www.statisticsauthority.gov.uk/correspondence/rapid-review-of-ops-opinions-and-lifestyle-survey-covid-19-questions/>

Collecting timely data

- Programming and testing changes
- Field period changes
- Data processing and analysis



The screenshot shows the login page for the Office for National Statistics' Opinions and Lifestyle Study. At the top, there is the Office for National Statistics logo and the text "Office for National Statistics". Below this is a blue header bar with the text "Opinions and Lifestyle Study". The main content area contains the following text: "Welcome to the Office for National Statistics' Online Study.", "To begin the study, please enter your personal access code and click 'Start Now'. This can be found on your letter.", and "Please enter your 12 digit access code.". Below the text are three empty input boxes for the access code. A green "Start Now" button is positioned below the input boxes. At the bottom of the page, there is a grey footer bar with three links: "Contact us", "Accessibility", and "Confidentiality".

Office for National Statistics

Opinions and Lifestyle Study

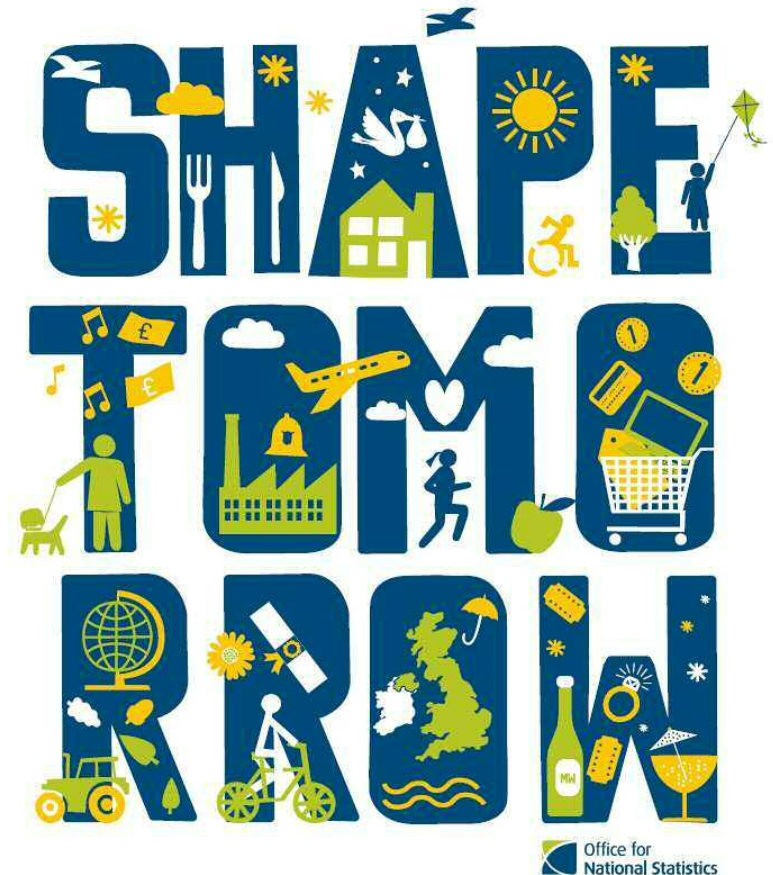
Welcome to the Office for National Statistics' Online Study.

To begin the study, please enter your personal access code and click 'Start Now'.
This can be found on your letter.

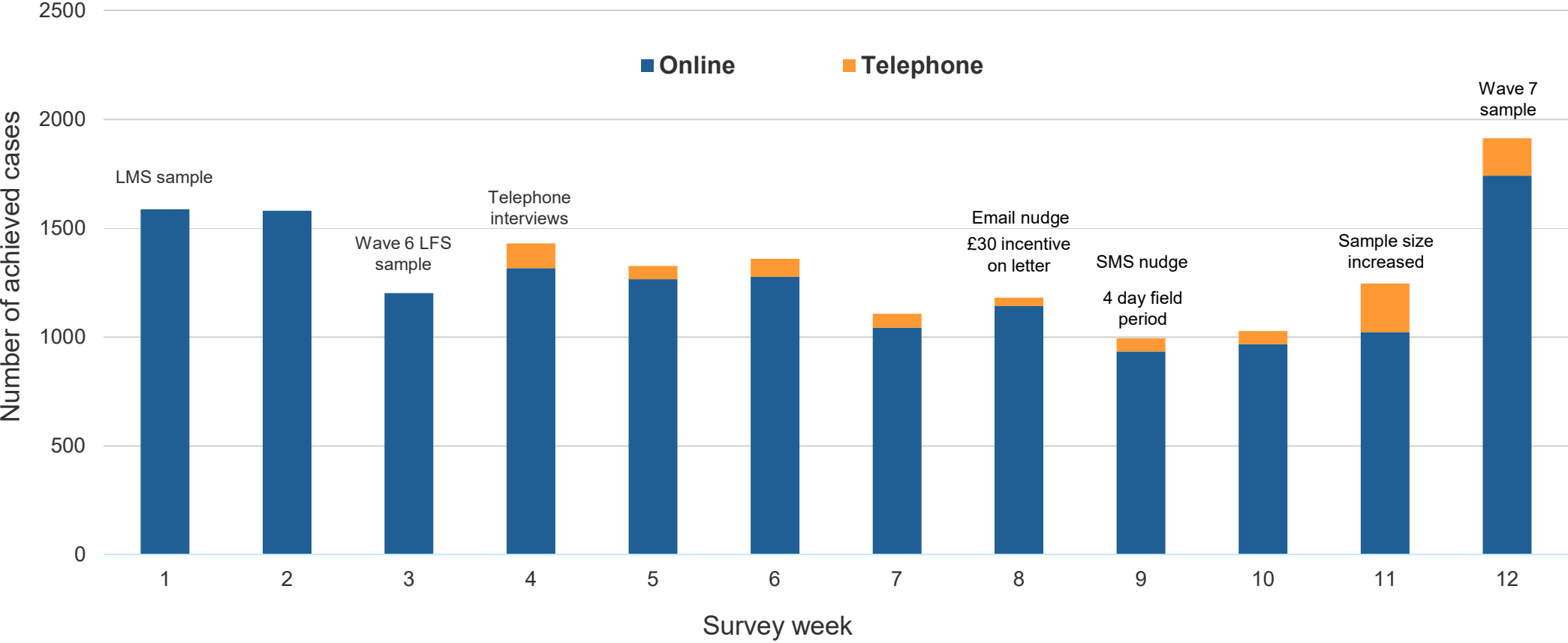
Please enter your 12 digit access code.

Survey response

- Field period changes
- Sample changes
- Incentives
- Telephone, email and text
'nudging'



Response count across 12 weeks of OPN COVID-19 surveys



Representativeness of data

- Data weighted to match population totals (age, sex and region)
- Non-response weighting to account for those who are unable to take part
- Data representative at population level, however some groups are under-represented (young adults, adults of Black and Minority Ethnic backgrounds)

Analysis of data

- Results made available to Civil Contingencies Secretariat, with data feeding into the Number 10 daily briefings (when they took place)
- Weekly results published in the “[Coronavirus and the social impacts on Great Britain](#)” bulletin
- More focused articles also published on different themes.

Themes in the data

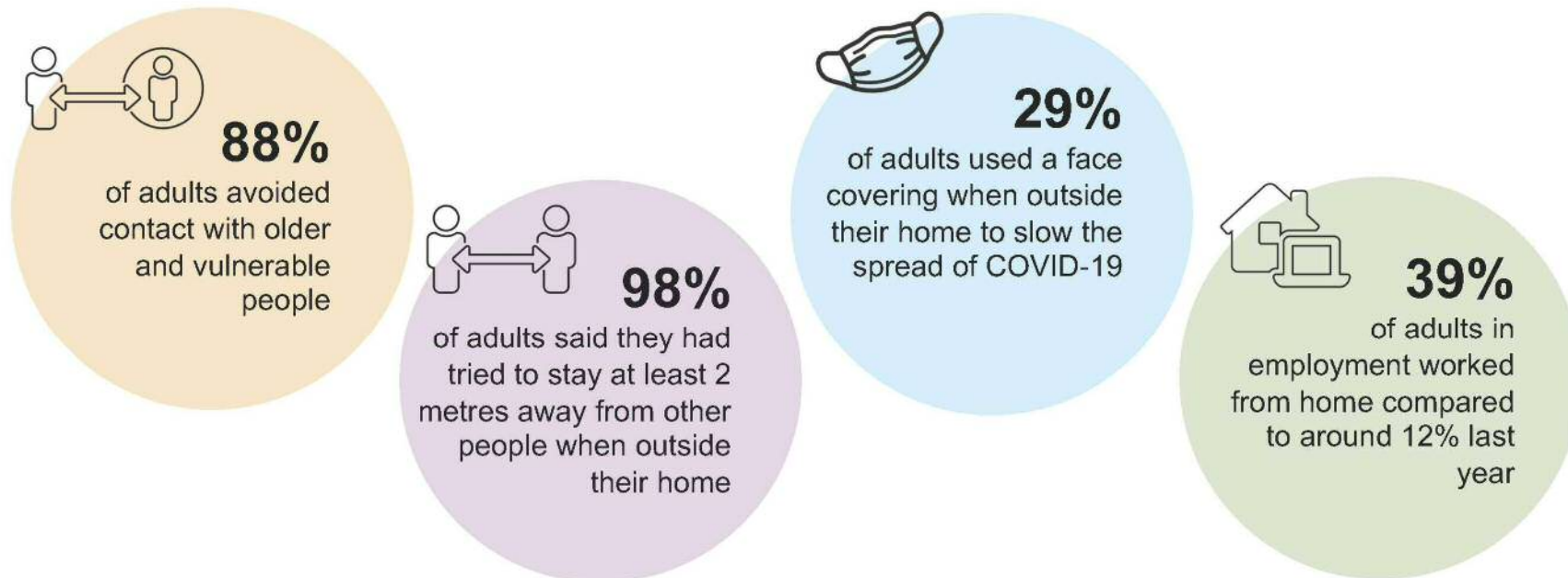
The survey has collected info on the following themes:

- Demographics
- Well-being, loneliness and support
- Health status
- Work status and caring responsibilities
- Concerns and effects on life, finances and work
- Self isolation, social contact and facemasks
- Perceptions of country and community

Key findings from OPN

Social distancing (Great Britain)

Opinions and Lifestyle Survey
21 May to 24 May



Availability of data

- Reference tables for key findings are published each week on [ONS website](#).
- Data is available in the [ONS Secure Research Service](#).
- Search for “Coronavirus and the social impacts on Great Britain”
- Available in STATA and SPSS format

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OPN queries – Omnibus@ons.gov.uk

Accessing the data - research.support@ons.gov.uk

Thank you