

## **RANDOM LOCATION OMNIBUS**

### **About the Survey:**

KANTAR Omnibus carried out a survey of adults aged 16 years and over using a random location sample. The sample was designed to be representative of all adults in the UK with sampling points selected by probabilistic methods, and individuals in each sampling point selected by quota.

The number of sections included on each survey is variable by week. The interview length is limited to average no more than 30 minutes to avoid respondent and interviewer fatigue. Given the range of topics included, we put those in the best order to create a logical flow for the interview. 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.

Interviewing was carried out using fully trained and supervised market research interviewers. Interviews were carried out in-home, face-to-face, using Computer Assisted Personal Interviewing (CAPI).

Assignments are conducted over two days of fieldwork and are carried out weekday 2pm-8pm and at the weekend.

Each of our interviewers is equipped with tablet computers which allow for high quality data collection with full verbatim responses. All interviewers must leave 3 doors between each successful interview. Completed interviews were subject to a 10% field check.

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.

### **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.

## **KANTAR RANDOM LOCATION OMNIBUS SAMPLE DESIGN**

The KANTAR Random Location Omnibus employs a quota sample of individuals with randomly selected sampling points.

The KANTAR Omnibuses employ a random location methodology each week. A varying number of sampling points are issued depending upon the length of the questionnaire. The number of Great Britain sampling points issued can be 208, 192, 176, 151 or 143 and corresponding sampling points in Northern Ireland are 7, 5 or 4.

The points used are sub samples of those determined in a sampling system developed by KANTAR for its internal use.

2001 Census small area statistics and the Postcode Address File (PAF) were used to define sample points. These are areas of similar population sizes formed by the combination of wards with the constraint that each point must be contained within a single Government Office Region [GOR]. In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible.

600 points were defined south of the Caledonian Canal in Great Britain [GB] with 5 points defined north of the Caledonian Canal. These latter differ in size from the other points and each other to meet the need to separately cover the different parts of the Highlands and Islands.

415 points were selected south of the Caledonian Canal for use by the Omnibuses after stratification by Government Office Region and Social Grade. They were also checked to ensure they are representative by an urban and rural classification. Those points are divided into two replicates. One set are used in one week. The other set are used in the next week.

The statistical accuracy of the GB sampling is maximised by issuing sequential waves of fieldwork systematically across the sampling frame to provide maximum geographical dispersion. This ensures that the sample point selection remains representative for any specific fieldwork wave  
Quotas are set by gender/housewife. Within female housewife presence of children and working status is set, within men working status is set to ensure a balanced sample of adults within effectively contacted addresses.

All interviewers must leave 3 doors between each successful interview.

### **The Selection of respondents**

For each selected Output Area or groups of Output Areas, a list of all residential addresses is produced. This listing is taken from the Postal Address File, which is a listing of all addresses within the United Kingdom, and is updated monthly. The interviewer uses this list to identify the households at which they can interview.

All the sample points in the sampling frame have been divided into two geographically distinct segments each containing, as far as possible, equal populations. The segments comprise aggregations of complete wards.

For the Omnibuses, alternate A and B halves are worked each wave of fieldwork. Each week, different wards are selected in each required half and Census Output Areas selected within those wards.

Then, Output Areas or groups of Output Areas are sampled to give between 200 and 250 addresses per assignment (OAs have an average of 125 addresses in England, Wales and Northern Ireland and average of 55 addresses in Scotland).

The addresses, selected as above, are issued to achieve an adult sample of 10 to 16 interviews in provincial areas and 10 to 15 in London depending upon the questionnaire length. Below is an example of a typical output area address listing.

SAMPLE POINT	100	
WAVE 1		
LUS 6AR	LEIGHTON ROAD,TODDINGTON,DUNSTABLE,BEDS	81 :83 :85 :91 :97 :101 :110 :112 :114 :116 :117 :121
LUS 6AR	LEIGHTON ROAD,TODDINGTON,DUNSTABLE,BEDS	COBBLERS HALL 119 121
LUS 6AS	LEIGHTON ROAD,TODDINGTON,DUNSTABLE,BEDS	THE PADDOCKS
LUS 6BB	MEADOW ROAD,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20
LUS 6BB	MEADOW ROAD,TODDINGTON,DUNSTABLE,BEDS	21 :22 :23 :24 :26 :28 :30 :32 :34 :36 :7A
LUS 6BD	FRENCHMANS CLOSE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :20 :21
LUS 6BD	FRENCHMANS CLOSE,TODDINGTON,DUNSTABLE,BEDS	22 :23 :24 :25 :26 :27 :29 :31 :33 :35 :37 :39 :41 :43 :45
LUS 6DA	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :21
LUS 6DA	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37 :39
LUS 6DB	LAKEFIELD AVENUE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20
LUS 6DB	LAKEFIELD AVENUE,TODDINGTON,DUNSTABLE,BEDS	21 :22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37
LUS 6DB	LAKEFIELD AVENUE,TODDINGTON,DUNSTABLE,BEDS	38 :39 :40 :41 :42 :43 :44 :45 :46 :47 :48 :49
LUS 6EX	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20 :21
LUS 6EX	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37
LUS 6EX	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	23A
LUS 6EY	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	38 :39 :40 :41 :42 :43 :44 :45 :46 :47 :48 :49 :50 :51 :52 :53 :54
LUS 6EY	BRYANT WAY,TODDINGTON,DUNSTABLE,BEDS	55 :56 :57 :58 :59 :60 :61 :62 :63 :64 :65
LUS 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15 :16 :17 :18 :19 :20
LUS 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	21 :22 :23 :24 :25 :26 :27 :28 :29 :30 :31 :32 :33 :34 :35 :36 :37
LUS 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	38 :39 :40 :41 :42 :43 :44 :45 :46 :47 :48 :49 :50 :51 :52 :53 :54
LUS 6FE	RANDALL DRIVE,TODDINGTON,DUNSTABLE,BEDS	55:56:00
LUS 6JA	HOLMFIELD CLOSE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8
LUS 6JB	PEARTREE CLOSE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4 :5 :6 :7 :8 :9 :10 :11 :12 :14 :15
LUS 6JD	FRENCHMANS CLOSE,TODDINGTON,DUNSTABLE,BEDS	47 :49 :51 :53 :55 :57 :59 :61 :63 :65 :67 :69 :71 :73 :75 :77
LUS 6QE	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	41 :43 :45 :47 :49 :51 :53 :55 :57 :59 :61 :63 :65 :67 :69 :71 :73
LUS 6QE	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	75 :77
LUS 6QF	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	38 :40 :42 :44 :46 :48 :50 :52 :54 :56 :58 :60 :62 :64 :66 :68 :70
LUS 6QF	RUSSELL ROAD,TODDINGTON,DUNSTABLE,BEDS	72 :74 :76 :78 :80 :82 :84 :86 :88 :90 :92 :94 :96
LUS 6QP	THE HYDE,TODDINGTON,DUNSTABLE,BEDS	1 :2 :3 :4

The quotas are set in terms of age and sex within working status. No quota is set for social class, as the selection of output areas ensures that the sample is balanced in this respect.

## 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	<b>Working Status</b>	<b>%</b>
		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	<b>Number of adults in household %</b>	
60-64 Female	3.5	One	23.0
65-70 Female	4.0	Two	51.0
71+ Female	7.8	Three +	26.0
<b>Government Office Region</b>	<b>%</b>	<b>TV Region</b>	<b>%</b>
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
<b>1,000 ±%</b>	<b>1.4</b>	<b>1.9</b>	<b>2.3</b>	<b>2.5</b>	<b>2.8</b>	<b>2.9</b>	<b>3.0</b>	<b>3.1</b>
1,500 ±	1.1	1.5	1.9	2.0	2.3	2.3	2.5	2.5
<b>2,000 ±</b>	<b>1.0</b>	<b>1.3</b>	<b>1.6</b>	<b>1.8</b>	<b>1.9</b>	<b>2.0</b>	<b>2.1</b>	<b>2.2</b>
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 =  $\pm 2.34$

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