

Overview of the Opinions and Lifestyle Survey

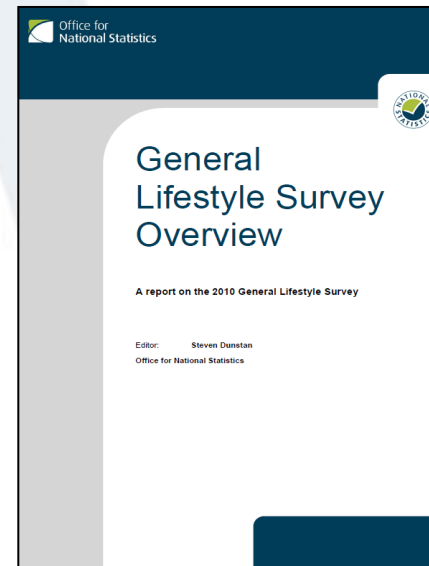
Anne Foulger
Sarah Howe

This session

- The creation of the Opinions and Lifestyle Survey
- How the Opinions and Lifestyle Survey looks now
- Future Opinions and Lifestyle Survey outputs

Opinions and Lifestyle Survey

A new merged survey of the Opinions Survey and the General Lifestyle Survey.



General Lifestyle Survey

The merger consultation

- A public consultation was conducted in early 2011 for all users of the GLF to state their concerns and requirements for 2012.
- All GLF sponsors were contacted in June 2011 declaring the intention to move the content to the new merged survey.
- This consultation finalised which topics and questions were still required, who would sponsor them and whether the Opinions format needed to change.

So we have added...

...Drinking



So we have added...



...Smoking

So we have added...

...Family Information and Fertility



So we have added...

...Use of Medical Services



CASUAL+Y
@ HOLBY CITY



So we have added...

...and General Health



Content of the Opinions and Lifestyle Survey

- These topics total approximately 9 minutes of interviewing time on the merged survey.
- All modules piloted for at least one month on the Opinions Survey in Autumn 2011.
- With the exception of Family Formation and Fertility, all modules have reduced the number of questions asked.
- Family formation has added questions, collecting information on civil partnerships as well as marriage.

GLF and Opinions – a comparison

GLF	Opinions
Face-to-face interviewing	
12 month field period	
Households selected with a probability stratified 2 stage sample design	
Weighting – non-response / calibration adjustments	
~ 60% wave 1 household response rate	~ 60% household response rate
Interview attempted with all adults (aged 16+)	One adult aged 16+ selected at random
~15,000 adults in responding households 13,500 providing an interview in person Child bearing age ~ 3,800 (around 90% answer fertility questions)	~ 13,200 adult respondents all providing an interview Child bearing age ~ 3,400
As Opinions, but with: Income and benefits; housing and material deprivation; family information; fertility; pensions; drinking; health conditions; use of health services.	Core variables: Basic demographics; household structure; tenure; ethnicity; general health and limiting illness; sources of income and gross amount; economic status; education; smoking client modules

What this merger means in practice

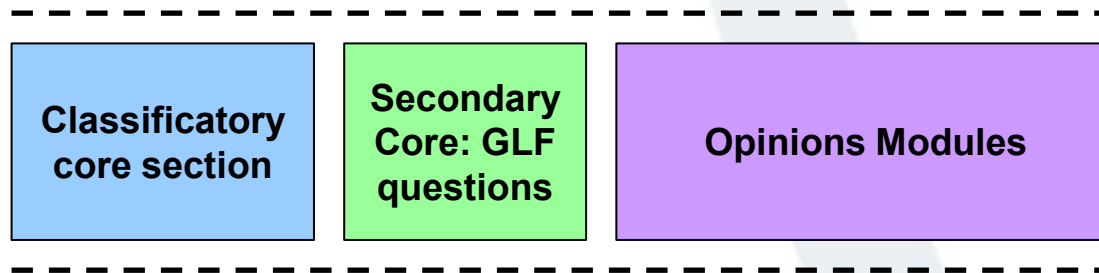
- From April 1st, the two teams (GLF and Opinions) will merge together to become the Opinions and Lifestyle Team working to Anne Foulger.
- Anne will manage the running of the Opinions and Lifestyle Survey and the 2011 outputs of the GLF.
- The merger was previously managed by a dedicated project team but the work has now been embedded into the new team.

Any questions?



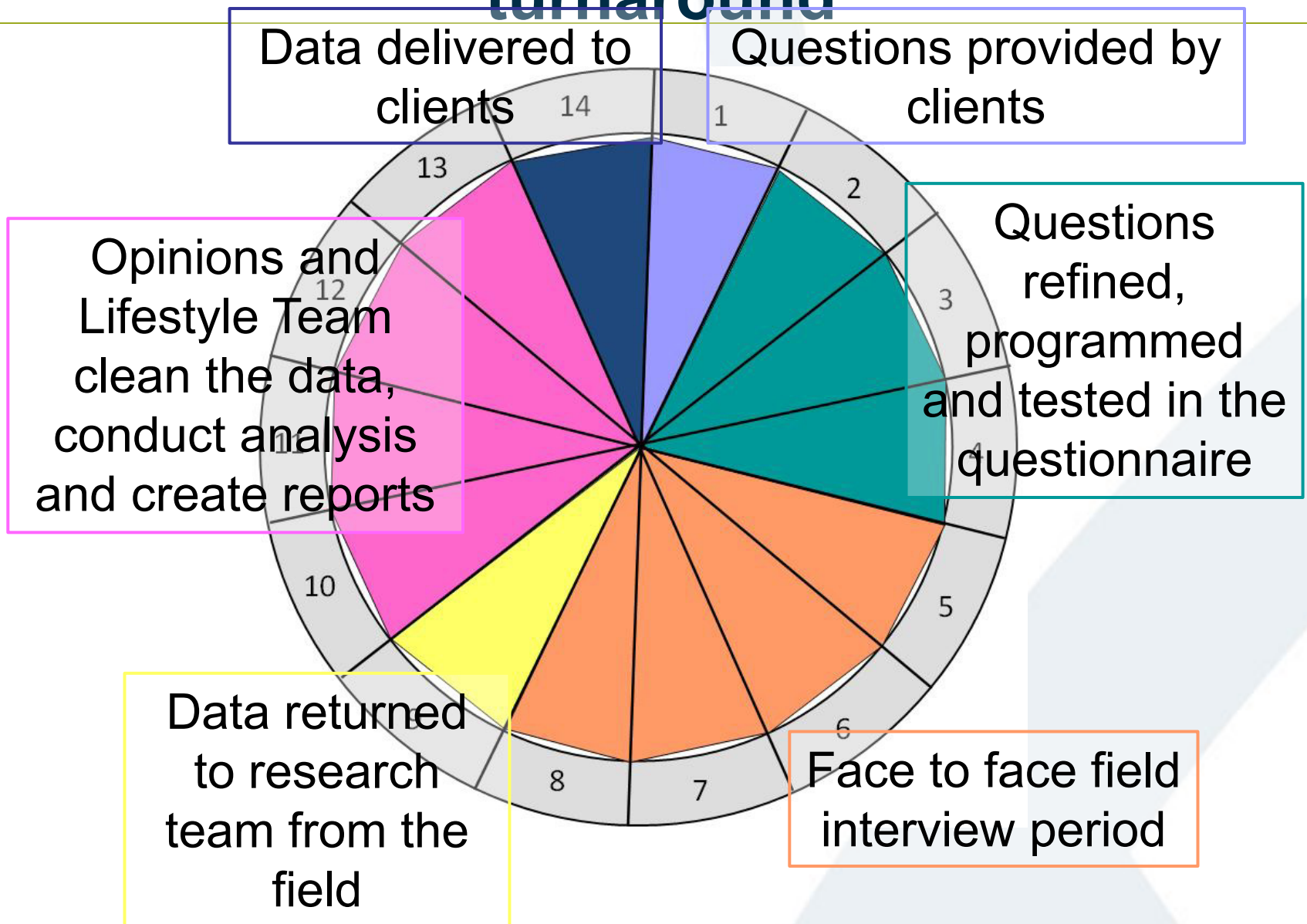
The Opinions and Lifestyle Survey

- The new merged survey will maintain the omnibus nature of the Opinions Survey with the added questions.



- Still runs a diverse range of socially relevant topics
- Flexible survey where changes can be made on a monthly basis
- Able to run questions for a variety of charities, academics and government departments.

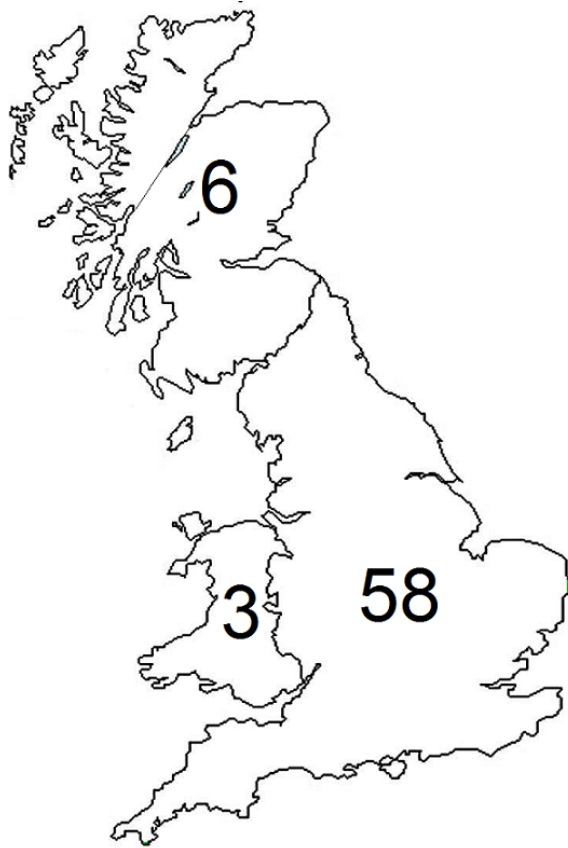
Opinions and Lifestyle 14 week turnaround



Opinions and Lifestyle Survey: Key Facts

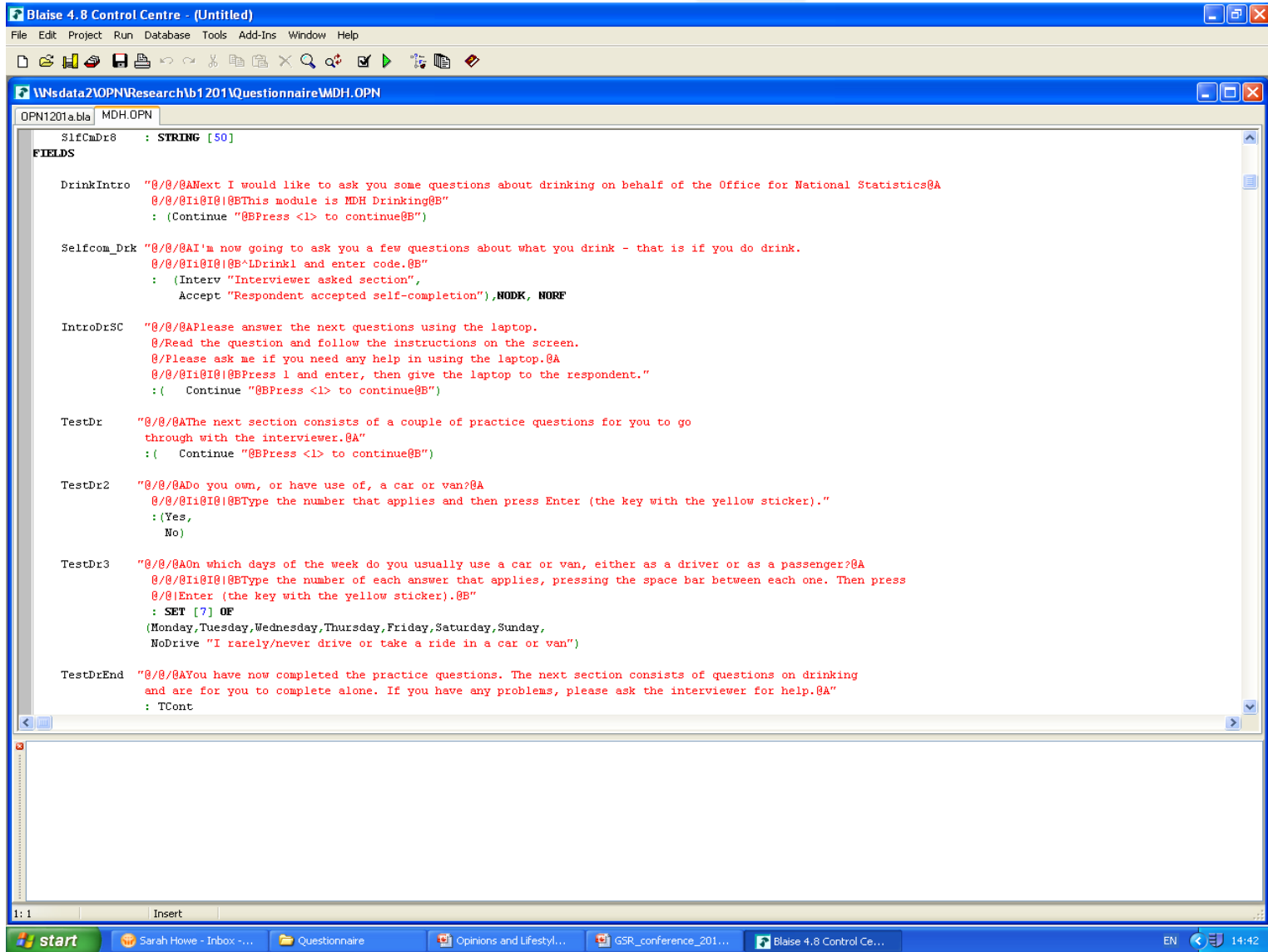
- 2010 addresses selected from the postcode address file each month
- Random probability sample used
- Response rate of around 60% achieving approximately 1100 full interviews each month
- Runs 12 months a year
- Individual interview – person selected at random from all household members at the doorstep using a kish grid
- Data weighted by age, sex and government office region

The Sample



- PAF (Postcode Address File) for small users
- 67 quotas drawn each month (4 digit postcode level)
- 30 addresses in each quota
- Represents all areas of GB (except North of Caledonian Canal)
- Clustering within quotas reduces field costs

CAPI – Blaise Programming



The screenshot shows the Blaise 4.8 Control Centre interface. The main window displays a questionnaire program with the following code:

```
Blaise 4.8 Control Centre - (Untitled)
File Edit Project Run Database Tools Add-Ins Window Help
Wnsdata2\OPN\Research\b1201\QuestionnaireMDH.OPN
OPN1201a.bla MDH.OPN
SlfCmDr8 : STRING [50]
FIELDS
DrinkIntro "0/0/0ANext I would like to ask you some questions about drinking on behalf of the Office for National Statistics0A
0/0/0I0I0|0B^LDrink1 and enter code.0B"
:(Continue "0BPress <1> to continue0B")
Selfcom_Drk "0/0/0AI'm now going to ask you a few questions about what you drink - that is if you do drink.
0/0/0I0I0|0B^LDrink1 and enter code.0B"
:(Interv "Interviewer asked section",
Accept "Respondent accepted self-completion"),NODK, NORF
IntroDrSC "0/0/0APlease answer the next questions using the laptop.
0/Read the question and follow the instructions on the screen.
0/Please ask me if you need any help in using the laptop.0A
0/0/0I0I0|0BPress 1 and enter, then give the laptop to the respondent."
:(Continue "0BPress <1> to continue0B")
TestDr "0/0/0AThe next section consists of a couple of practice questions for you to go
through with the interviewer.0A"
:(Continue "0BPress <1> to continue0B")
TestDr2 "0/0/0ADo you own, or have use of, a car or van?0A
0/0/0I0I0|0BType the number that applies and then press Enter (the key with the yellow sticker)."
:(Yes,
No)
TestDr3 "0/0/0AOn which days of the week do you usually use a car or van, either as a driver or as a passenger?0A
0/0/0I0I0|0BType the number of each answer that applies, pressing the space bar between each one. Then press
0/0/0Enter (the key with the yellow sticker).0B"
:(SET [?] OF
(Monday,Tuesday,Wednesday,Thursday,Friday,Saturday,Sunday,
NoDrive "I rarely/never drive or take a ride in a car or van")
TestDrEnd "0/0/0AYou have now completed the practice questions. The next section consists of questions on drinking
and are for you to complete alone. If you have any problems, please ask the interviewer for help.0A"
:(TCont
```

The status bar at the bottom shows the cursor is at line 1, column 1, in Insert mode. The Windows taskbar at the bottom includes the Start button and several open applications: Sarah Howe - Inbox, Questionnaire, Opinions and Lifestyl..., GSR_conference_201..., and Blaise 4.8 Control Ce... The system clock shows 14:42 on EN.



Thinking now about all kinds of drinks, how often have you had an alcoholic drink of any kind during the last 12 months?

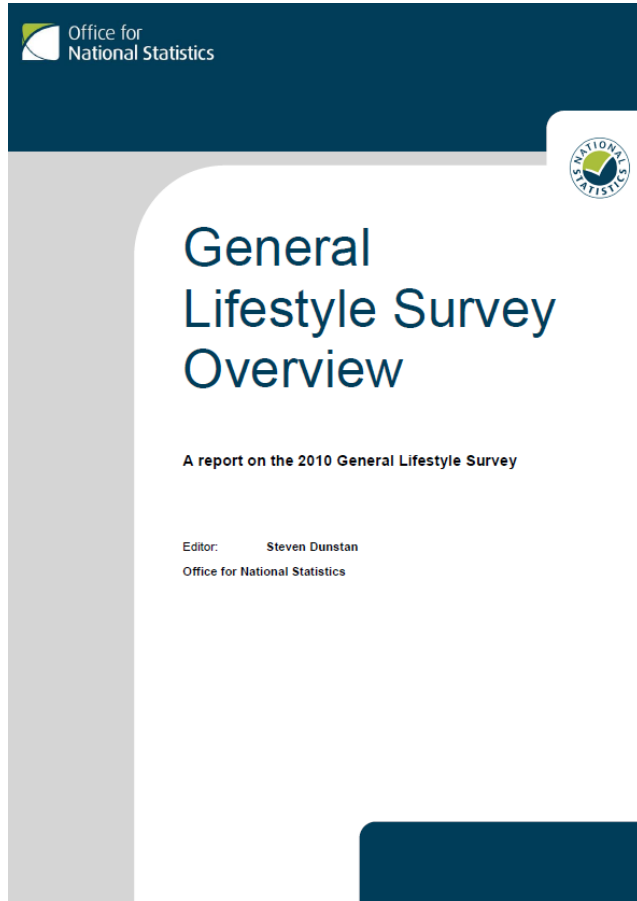
- 1. Almost every day
- 2. 5 or 6 times a week
- 3. 3 or 4 days a week
- 4. once or twice a week
- 5. once or twice a month
- 6. once every couple of months
- 7. once or twice a year
- 8. not at all in last 12 months

DrinkIntro	<input type="text" value="1"/>	Continue	DrinkAny	
Selfcom_Drk	<input type="text" value="1"/>	Interv	DrinkAmt	<input type="text" value="1"/> Hardly
IntroDrSC			DrinkOf	<input type="text"/>
TestDr				
TestDr2				
TestDr3				
TestDrEnd				
DrinkNow	<input type="text" value="1"/>	Yes		

Opinions and Lifestyle Outputs

- The content and format of outputs have yet to be decided but this is the next stage of the project
- Outputs for current 'Opinions' customers will remain the same
- For the new GLF content, it may be different – annual or monthly outputs?
- In developing Opinions and Lifestyle outputs, GLF processes, timetables and publications will be used closely for guidance.

Overview Reports and Outputs



- 2011 General Lifestyle Survey Overview Report is due to be published in January 2013
- Looking to publish an annual overview report for the Opinions and Lifestyle Survey
- We are looking how feasible it is to make the report more timely and reduce the time between field work and publishing the report.

Benefits of the Opinions and Lifestyle Survey

- Retain the benefits of the Opinions Survey:
 - quick turnaround,
 - flexible,
 - ability to make changes and react quickly to emerging trends or find out about things of immediate policy interest.
- Combined with learning from the processes of the GLF in data processing and outputs.

Using the Opinions and Lifestyle Survey

- Questions can be added in any month.
- Our costing model has recently been simplified making our prices more transparent and easier to use and understand.
- We offer questionnaire design guidance.
- Further analysis can be provided for an extra charge.

Summary

- After consultation with sponsors and users, the following topics have been added:
 - Smoking
 - Drinking
 - General Health
 - Use of Medical Services
 - Family Information and Fertility
- GLF topics to act as a secondary core
- OPN methodology maintained
- Opinions and Lifestyle Team to publish 2011 GLF overview report in January 2013
- 2012 Opinions and Lifestyle Overview Report to be published

Contact Details

Opinions and Lifestyle Survey inbox:

opinions@ons.gsi.gov.uk

Data Advice and Relations Team (DART)

socialsurveys@ons.gsi.gov.uk

+44 (0)1633 455678

Anne Foulger – Survey Manager

Anne.Foulger@ons.gov.uk

Sarah Howe – Research Officer

Sarah.Howe@ons.gov.uk