Use of Communication Services, Consumer Omnibus 2020 Technical Report

Use of Communication Services survey

The objective of this survey is to track the access and use of communications devices and services among consumers with and without limiting or impacting conditions, plus monitoring the limitations and preventions of use caused by their limiting or impacting conditions.

This survey was conducted using Kantar's nationally representative UK face-to-face omnibus, administered in-home using computer-assisted personal interviewing (CAPI). Kantar's face-to-face omnibus offers a sample size of over 2,000 UK respondents per week. Each face-to-face omnibus covers a nationally representative sample of UK (including Northern Ireland) adults aged 16+ in home. Quotas are set by Age, Gender and Region.

To achieve a total sample size of 4278, two Omnibus waves were conducted: the first during Wednesday 26th February – Tuesday 3rd March and the second from Wednesday 4th March – Tuesday 10th March 2020. In line with previous trackers this study initially aimed to collect 10 waves of data. However, face to face fieldwork was cut short because of the coronavirus pandemic. Considering this study's unique aims, collecting data via alternative methodologies was likely to make the data unrepresentative and not comparable to the previous tracker in 2018.

Kantar Omnibus

Individual interviewer assignments are conducted over two-day slots within each week of fieldwork and are carried out on weekdays between 2pm and 8pm and at the weekend. The interview length is limited to average no more than 30 minutes across the whole omnibus to avoid respondent and interviewer fatigue. Given the range of topics included, topics are put in the best order to create a logical flow for the interview. Where surveys are repeated over more than one omnibus, they are positioned at about the same length of time into the interview.

Ensuring a Nationally Representative sample

The in-home omnibus survey uses a number of controls to ensure that the starting sample from each wave is nationally representative, thereby delivering a representative consumer sample of any subgroups. These controls are consistently applied in every survey wave to ensure comparability in the data collected in tracking studies and other longitudinal work.

The proprietary sampling approach is designed to provide high quality, replicable cross sections of adults, reflecting the geographic and socio-economic profile of the UK population, wave on wave. Tight constraints are placed on interviewer activity to ensure that they work different days of the week and times of day when fulfilling the assignment, and that a range of respondent types are recruited. Quotas are also used to ensure a representative sample and to combat the natural variation in response propensity (both contact and co-operation) among the local population. Combined with the area stratification (discussed shortly), this method produces robust, representative samples.

Results are weighted at the analysis stage to correct for any slight imbalances introduced by the sampling approach and ensure findings are representative of the UK population aged 16+ (including c.60 respondents in Northern Ireland per wave). A detailed outline of these processes follows.

Random Location Sampling Methodology

Our face-to-face omnibus employs 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, 4 or 4. The points used are sub samples of those determined in a sampling system developed by Kantar for its internal use.

Sampling Frame

2011 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.

Stratification and Sample Point Selection

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.

One of the points north of the Caledonian Canal is also used. 14 of the points in Northern Ireland are selected and divided into four replicates. Those replicates are used in rotation to give a widespread across the Province over time.

Similarly, 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.

Selection of clusters within sampling points

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, groups of OAs containing a minimum of 200 addresses are sampled in those areas from the PAF (a maximum of 250 addresses are issued per assignment)

Standard weighting matrix (based on NRS data)

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, and region, as shown below:

ALL ADULTS BASE = 47125

MALES

	ABC1				C2				DE				TOTAL
	16-24	25-34	35-54	55+	16-24	25-34	35-54	55+	16-24	25-34	35-54	55+	
NORTH	570	605	1312	1214	220	297	675	642	343	307	676	683	7544
MIDLANDS	469	514	1048	971	205	200	544	518	237	194	471	437	5808
SOUTH	858	1023	2141	1749	237	340	728	609	327	308	559	584	9463

FEMALES

	ABC1				C2				DE				TOTAL
	16-24	25-34	35-54	55+	16-24	25-34	35-54	55+	16-24	25-34	35-54	55+	
NORTH	548	630	1501	1445	210	237	550	548	393	329	703	1063	8157
MIDLANDS	415	485	1163	1118	171	183	444	470	269	240	475	759	6192
SOUTH	787	1040	2245	1995	205	316	573	571	354	349	654	872	9961