

## Research survey methodology

### Covid-19 news and information omnibus survey

The omnibus is a weekly quantitative interview amongst 2,000 UK adults aged 16+ via an online panel. Populus' online panel consists of 185,000 UK adults and is the primary source of sample. Invitations to complete the survey are sent out to a national representative online sample of UK adults 16+. The fieldwork takes place each weekend, with the first wave taking place between 27-29 March 2020.

Quotas are set on age, gender, region and social grade, and the data weighted to the known profile of the UK using age, gender, government office region, social grade, taken a foreign holiday in the last three years, tenure, number of cars in the household and working status. Targets for quotas and weights are taken from the National Readership Survey, a random probability face to face survey conducted annually with 34,000 adults.

There are data tables for each week of research, and a rolling average set covering four weeks of research. Please note that some responses were not in the questionnaire for the full four weeks of research and therefore those responses are averaged over the weeks they have been on the survey.

The data provides Ofcom with a continuous understanding of how UK adults are getting news and information about the coronavirus over the next three months.