

Guide to the Opinions and Lifestyle Omnibus Service

The Opinions and Lifestyle Omnibus Service allows our clients to obtain data for collections that would normally be considered too small to justify the costs incurred with undertaking a stand-alone survey. Our clients provide us with a set (or module) of questions that they want to ask the population. We do the rest of the work, designing and testing the questionnaire, undertaking the fieldwork, cleaning the data and delivering a dataset that can be used for data analysis.

Survey Information

Survey Design	Cross-sectional
Frequency	8 months per year (January, February, April, May, July, August, October, November)
Sample Size	1,000 interviews achieved each month on average
Scope	All persons aged 16 and over living in private households in Great Britain. We also have experience collaborating with the Northern Ireland Omnibus Service to provide full UK coverage.
Number of questions per module	We can accommodate small to medium sized collections from one question up to 40 questions

How do I commission a module?

To commission a module please email us at omnibus@ons.gov.uk. Please include, if possible, the following information:

- The topic(s) of the module
- The number of questions you want to ask and, if known, the question content
- The month(s) in which you want to run
- The purpose of collecting the data

You can also call our survey manager on 01633 456886.

What can I ask on the survey?

We have capacity for 45 minutes of client questions in each month that the survey runs. Your questions can cover almost any topic that you may be interested in, and can be opinion or fact-based. The ONS Omnibus Service is particularly relevant for:

- Establishing the level of support for policy
- Evaluating the effectiveness of awareness campaigns
- Establishing social and political attitudes
- Identifying the prevalence of certain behaviours
- Evaluating levels of service satisfaction
- Measuring consumption of goods or services
- Testing / piloting questions before they are used in larger scale surveys

What do I get with my data?

Our client deliveries consist of the following:

Dataset	A respondent level, anonymised dataset which contains the client and classificatory variables for each respondent.
Report	A high level survey report for the month which contains technical information; response rates; frequency counts for both the client and classificatory variables; and questionnaire documentation which details the routing and text for the client and classificatory variables.
Standard errors	An Excel file displaying the sampling errors for the client and classificatory variables.

Additional Services

We offer a number of additional services to clients. Our experienced team of social researchers provides expert advice on question design and development.

In addition to our standard omnibus service, we are also able to offer the following services:

- **Questionnaire design** – for those who do not feel confident drafting and developing questions, we can design questions for you based on your specifications
- **Analysis and report writing service** – we can analyse the data and produce a report on the findings
- **Research sample** – we can provide a sample for follow-up research

Please contact the team to find out more about these services.

Survey Methodology

Our gold standard in omnibus survey methodology sets us apart from other omnibus services.

The ONS Omnibus Service is the only random probability omnibus service currently available in Great Britain. Our methodology adheres to the [Code of Practice for Official Statistics](#), and ONS produces a number of publications from the survey that have been designated with [National Statistics](#) status. This gold standard in omnibus service methodology sets us apart from random location, quota based omnibus sampling approaches.

Further detail on our methodology can be found in our ONS Omnibus Service Methodology document.

Contact us

If you have any questions or would like to find out more about any of the services that we offer please contact our Omnibus service manager:

Email omnibus@ons.gov.uk
Telephone +44(0) 1633 456886