KANTAR

Public Voice

Gold-standard evidence to help
you see the full picture

In today's world, data is easy to come by, but how much of it can you trust?

How much of it has a strong enough provenance that you would happily use it to inform the important decisions you need to make?

Kantar's new Public Voice panel meets these needs - providing robust, representative survey data, available quickly and at a competitive price point.

Public Voice: gold-standard evidence about UK society

Public Voice is a panel research tool developed by Kantar. It allows online surveying of a **randomly selected sample** of the public, and has been designed specifically for research that has social value, or that otherwise requires a **gold-standard evidence base**. It has the support of the **London School of Economics**.

Public Voice employs **classical offline sampling and recruitment methods** to ensure a true cross-section of the population. In this way, it overcomes the principal barrier to online social research - unrepresentative samples - while retaining the **measurement, speed and cost advantages** that online surveying has over interview-based alternatives.

This approach – and the resulting quality of evidence – sets Public Voice apart from other consumer research panels, as it is not limited to those individuals who actively seek out online surveys to complete.

Public Voice provides organisations with strong data provenance at a competitive price point.

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Public Voice at a glance:

- Gold standard evidence about UK society at a competitive price point

- Data from a random sample of the population, not a self-selected one

- Up to 5,000 completed questionnaires per survey

- Online and telephone data collection

- Coverage of the offline ten per cent and other hard-to-reach groups

- Very high survey completion rates (50-60%)

- Longitudinal data, not just snapshot data

- A benchmark for other online studies

- Fully extendable to overcome any location or scale constraints

The power of Public Voice: data from a random sample of the population, not a self-selected one

To build Public Voice, we drew random address samples from the same UK-wide database used for the ONS Crime Survey of England & Wales. We contacted a large sample of individuals to encourage them to join our panel.

Random samples drawn from the full population have multiple advantages over the 'quota' samples drawn from (self-selected) consumer research panels:

— **A much lower risk of sample bias:** Every eligible person in the country has a chance of being asked to take part. The sample is not restricted to the relatively small set of people who actively seek out online surveys to complete;

— **More accurate margins of error:** We are able to precisely estimate the margin of error for each statistic in a way that is not possible for a sample drawn from a self-selected panel;

— **Reduced risk of panel conditioning:** Consumer research panellists tend to take part in lots of surveys which may make them over-familiar with the format. This can lead to them being less attentive than random sample respondents for whom the experience is more novel and less frequent. Public Voice's random sample base significantly reduces this risk.

Coverage of the offline ten per cent

Ten per cent of the UK population never uses the internet, including half of those aged 75+.

Although these 'offliners' represent a shrinking share of the population, their profile is increasingly distinctive. They tend to have poorer socio-economic backgrounds than their online peers and will often have quite different values and behaviours.

Offliners are absent from most consumer research panels, limiting the utility of such panels for whole population research. In contrast, **Public Voice includes offliners via its telephone interview option.**

Longitudinal data, not just snapshot data

With Public Voice, we can implement longitudinal research (the same survey repeated at intervals with the same people), not just one-off 'snapshot' research. We can do this because we:

— Limit the volume of research studies placed with Public Voice so our members are not overwhelmed with requests;

— Use multiple communication channels and time-points to invite participation in each study;

— Reward our members fairly for their help

Although it is hard to guarantee a specific longitudinal response rate for any one study, we can provide you with an informed estimate and guarantee that it will be the highest rate possible.

We can also advise you on, and implement, a missing data strategy to limit the effects of attrition on the accuracy of any inferences drawn from the research.

Greater respondent honesty

Data is still collected by interviewers for most random sample surveys. Recent academic studies have demonstrated that interviewers sometimes affect the data they collect either through their own way of asking the questions or through subtle presentational choices on the part of their respondents.

Because we collect almost all the data online, Public Voice studies are not influenced by this and allow us to deliver more honest data, especially if the topic is a sensitive one.

A benchmark for other online studies

Public Voice has been built using random sampling methods so the data it produces is more accurate than equivalent data from a consumer research panel.

However, for speed and price reasons, consumer research panels are often the preferred approach for 'tracker' surveys, in which the same kind of data is collected at regular intervals to gauge population trends.

One way to enhance the quality of a consumer research panel tracker survey is to commission a parallel Public Voice study to *benchmark* the results. In this way, an organisation benefits from the strong data provenance of Public Voice, while also realising their speed and price requirements.

The frequently-used alternative – benchmarking to an interview survey – has a technical drawback: the same people may answer the same questions differently online than they would in an interview.

Benchmarking to a higher quality study that uses the same data collection mode is a much safer option than benchmarking to a study that uses a different mode. **In this respect, Public Voice provides the perfect 'sense-check' for a time series based on consumer research panel data.**

Overcome any location or scale constraints

With Public Voice, we can provide a nationally representative sample of up to 5,000 adults, allowing granular analysis of your data by gender and age, region, ethnic group, educational level, employment status, personality type, and many other dimensions.

Occasionally that won't be enough, so **we also offer sample extensions via our Address-Based Online Surveying method (ABOS).**

This method employs a random sample data collection design, with online and paper questionnaire options to ensure full population coverage, just like Public Voice. However, unlike Public Voice, ABOS studies can be of almost any scale and as local as you need.

We have used ABOS to survey people living in the streets around Liverpool's Anfield stadium as well as specific postcodes in London, Halifax, Leeds, Bradford, Plymouth, Luton and several other towns and cities.

Our recruitment process

Public Voice has been built using a single comprehensive address database, but two complementary data collection methods:

— One fifth of our members were recruited via a classical face-to-face interview survey, the method that yields the highest response rates of all.

— Four fifths were recruited via our ABOS method in which sampled individuals complete the recruitment questionnaire either online or on paper rather than by interview.

Although the ABOS response rate is lower than the face-to-face interview response rate, our extensive methodological work has demonstrated that the two samples are closely aligned. To ensure near-perfect alignment between our two sample sources, a combination of statistical adjustments and targeted sub-sampling ensures that Public Voice delivers the highest quality data possible.

20%
Face-to-face interview recruitment

80%
ABOS online/paper questionnaire recruitment
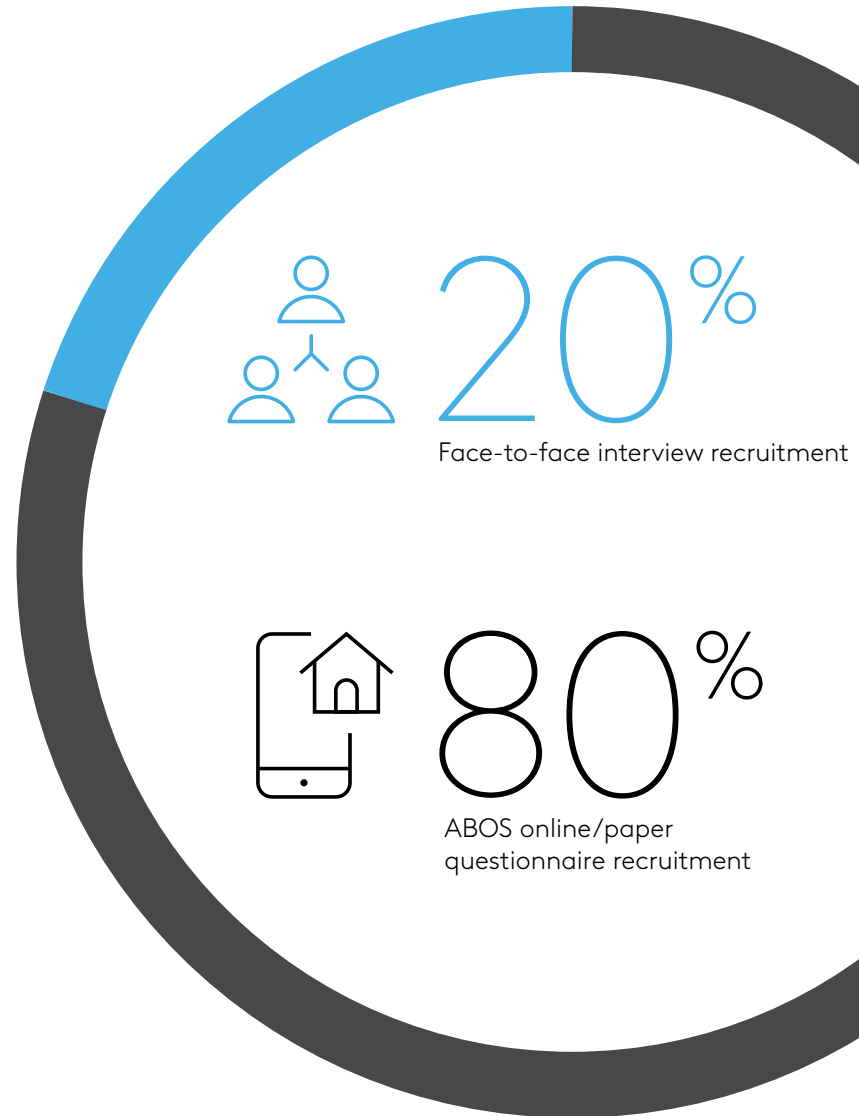
How a Public Voice study is done

Public Voice is a flexible and high-quality tool.

Our specialist evaluators can help your organisation to test and refine your survey questionnaire before it goes live and can advise on every technical element. This is particularly important for organisations who propose any non-questionnaire data collection as part of the study.

Once a survey is launched, we use a combination of emails, text messages and letters to encourage Public Voice members to complete it online. Our telephone interview team will contact any members that fail to complete it, as well as collecting data from our offline participants. It is this degree of effort that leads to between 50 and 60% of our members completing each survey we put to them.

In most cases, fieldwork completes within four weeks. However, some design features might mean this is shortened or extended; we can advise you about this before commissioning.

Data turnarounds depend on the output package that you select but, if your questionnaire is straightforward and you require only a clean data file, we can usually deliver it to you within five working days of fieldwork finishing.

Test and refine data collection tool
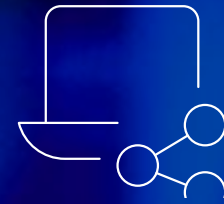
Online data collection (2 weeks)

Telephone data collection (1-2 weeks)

Data processing including weighting (5 working days)

Data delivery

Analysis variables

As standard, we supply a basic demographic pack of ten variables to help you analyse your data. This pack includes the following variables:

— Sex

— Age group

— Household structure

— UK region

— Ethnic group

— Highest educational attainment

— Working status

— Socio-economic status

— Long term illness/disability status

— Internet use frequency

— Local index of multiple deprivation

Additional classification information is also available.

Contact us

To find out more about Public Voice, please email us at **pvoice@kantar.com**

Conditions of use

Published research based on Public Voice data should be fully referenced.

Kantar remains committed to transparency and responsible personal data management - including the requirements of GDPR - and operates a disclosure control protocol on all Public Voice data that is released to our clients. Please contact us for more details.

About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.

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