Ipsos Online Omnibus

About the Survey:

Ipsos has conducted the Inflation attitudes tracker since February 2022.

In May 2024, a survey amongst UK adults aged 16 to 75 was conducted using an online omnibus methodology. Data collection was conducted from 10th to 13th May 2024.

The number of sections included on each omnibus survey is variable and, given the range of topics included, we put those sections in the best order to create a logical flow for the respondent. Where surveys are repeated over more than one omnibus, as far as possible we aim to position it as the first section immediately after the demographics questions. This approach was adopted for the Bank of England's Inflation Attitudes tracker.

The sample has been weighted to bring it into line with national population profiles and throughout this report both the weighted and unweighted bases have been shown.

Notes to tables:

- The sum of any column of percentages may not exactly amount to 100 on account of rounding to the next nearest whole number for each item shown in the column.
- The sum of any column of figures may add to slightly more or less than the total due to weighting.
- Where more than one answer can be given to a question, the sum of the percentages may exceed 100 per cent.
- The sign * denotes a percentage of less than 0.5%.
- Mean scores – when a factor has been applied to each response (for example: 'Agree strongly' = +2, 'disagree strongly' = -2). The mean score will show the overall average response to a question.
- Standard deviation – this is a measurement of the range of answers within a mean score, of use in determining statistically significant differences between two or more mean scores.
- Further information can be obtained from Ipsos.

Terms of Contract:

No press release or publication of the findings of this survey shall be made without the advance approval of Ipsos. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Quotas

In each wave of the Ipsos online omnibus, approximately 2,200 UK adults (aged 16 to 75) are surveyed, with quotas set on age, gender, region and working status. Flexibility is allowed in the quotas to ensure the sample can be completed in the timeframes. The expected sample profile is shown below:

AGE	**%**	**REGION**	**%**
16-24	15	North East	4
25-34	18	North West	11
35-44	17	Yorkshire and The	8
45-54	18	West Midlands	9
55-64	16	East Midlands	7
65-75	15	East of England	9
		South West	8
GENDER	**%**	South East	14
Male	50	Greater London	14
Female	50	Wales	5
		Scotland	8
WORKING	**%**	Northern Ireland	3
Working	64		
Not working	36		

Online Panel

Interviews are conducted through the Ipsos proprietary panel and those of trusted partners. Ipsos and our panel partners comply with a rigorous set of quality procedures to ensure panellists are real, unique, fresh (not over surveyed on the topic), and engaged.

Post-survey weighting

While the sample is controlled by quotas, the final demographic profile may vary from that of the target population as not all quotas are interlocked, and some flexibility is allowed in the quotas to ensure the fieldwork can be completed in a timely manner. The data will be weighted by age within gender, social grade within gender, working status within gender and region. For the tables combining the 2 February waves, each wave has been weighted separately before combining the data:

Gender		**%**	**Working Status by Gender**		**%**
	Male	49.54		Male Working	34.42
	Female	50.46		Male Not working	15.12
				Female Working	29.16
Age by Gender		**%**		Female Not working	21.3
	Male 16-24	7.55			
	Male 25-34	9.24	**Region**		**%**
	Male 35-44	8.46		North East	3.99
	Male 45-54	9.09		North West	11.01
	Male 55-64	8.08		Yorkshire and The Humber	8.23
	Male 65-75	7.12		West Midlands	8.67
	Female 16-24	7.27		East Midlands	7.29
	Female 25-34	9.08		East of England	9.27
	Female 35-44	8.58		South West	8.41
	Female 45-54	9.34		South East	13.63
	Female 55-64	8.37		Greater London	13.63
	Female 65-75	7.82		Wales	4.69
				Scotland	8.39
Social Grade by gender		**%**		Northern Ireland	2.79
	Male AB	13.6			
	Male C1	13.64			
	Male C2	11.79			
	Male DE	10.51			
	Female AB	12.93			
	Female C1	15.75			
	Female C2	9.7			
	Female DE	12.08			

Source: PAMCo 2021

Confidence limits for observed survey data

For a true random sample, the chances are 95 in 100 that the observed percentage, being estimated by the survey, lies within a range equal to this percentage plus or minus the number of percentage points shown in the tables below.

For example, if 20% of a total sample of 2000 adults said they do something, you can be 95% confident that the true figure for the population is 20% ± 1.8% i.e. it lies somewhere in the range 18.2% and 21.8%.

	Observed percentage							
Sample size	5% or 95%	10% or 90%	15% or 85%	20% or 80%	25% or 75%	30% or 70%	40% or 70%	50%
100	3.4%	5.9%	7.0%	7.8%	8.5%	9.0%	9.6%	9.8%
150	2.9%	4.8%	5.7%	6.4%	6.9%	7.3%	7.8%	8.0%
200	2.6%	4.2%	4.9%	5.5%	6.0%	6.4%	6.8%	6.9%
250	2.3%	3.7%	4.4%	5.0%	5.4%	5.7%	6.1%	6.2%
300	2.2%	3.4%	4.0%	4.5%	4.9%	5.2%	5.5%	5.7%
400	1.9%	2.9%	3.5%	3.9%	4.2%	4.5%	4.8%	4.9%
500	1.7%	2.6%	3.1%	3.5%	3.8%	4.0%	4.3%	4.4%
750	1.4%	2.1%	2.6%	2.9%	3.1%	3.3%	3.5%	3.6%
1000	1.3%	1.9%	2.2%	2.5%	2.7%	2.8%	3.0%	3.1%
1500	1.0%	1.5%	1.8%	2.0%	2.2%	2.3%	2.5%	2.5%
2000	0.9%	1.3%	1.6%	1.8%	1.9%	2.0%	2.1%	2.2%
3000	0.8%	1.1%	1.3%	1.4%	1.5%	1.6%	1.8%	1.8%
4000	0.7%	0.9%	1.1%	1.2%	1.3%	1.4%	1.5%	1.5%

A true random sample would have substantial logistical and cost implications, and is rarely implemented in practice.

The stated confidence limits may need to be increased by a ‘design factor’ for non-random samples. This can vary even within one survey depending on the characteristic measured and on the degree of clustering within the sample. For online surveys, as this is an opt in panel, the design factor is not available, however we would suggest a factor in the region of 1.5 be applied.

To apply the average design factor in the example given above:

Multiply 1.8 from previous example by a design factor 1.5 = ± 2.7

The measured figure of 20% for the population now lies between 17.3% and 22.7%.