



## Public Attitudes Tracker: Consultation on future developments

12 November 2020

### Overview

The BEIS Public Attitudes Tracker (PAT) contract expires in May 2021 after Wave 37 and is therefore due to be retendered shortly. Before we proceed with the retender, we are very interested in the views of users to help inform the future direction of the survey.

### Background

The PAT is currently a quarterly survey which has run continuously since March 2012. It is designed to track awareness of and attitudes towards Department for Business, Energy and Industrial Strategy (BEIS) policy areas such as energy, climate change, consumer rights, artificial intelligence and workers' rights. Up to March 2020 the data was collected via face-to-face household interviews using a consistent methodology, which enabled trends to be monitored over time. Following the outbreak of Covid-19, face-to-face fieldwork was suspended halfway through the March 2020 wave of the tracker (wave 33). A further wave of fieldwork for March (wave 33) was therefore collected via the Kantar online omnibus survey. Subsequent modules in June and September 2020 were also collected using the Kantar online panel.

This enforced change in data collection mode has two important implications:

- The long-term time series has been broken. Sample and mode effects mean we cannot directly compare results from the face-to-face survey with the online panel.
- We have some information on the impact of changing data collection mode on different types of questions (specifically, the impact of moving from the previous face-to-face methodology to the online panel)

In considering the future direction of the survey there are a number of key questions to consider. We would value users' opinions on these questions, set out below, together with any other thoughts or comments on the survey.

### How to respond

Responses should be sent by email to [BEISPAT@beis.gov.uk](mailto:BEISPAT@beis.gov.uk)

Responses should be received by **30 November 2020**. We will consider the responses and use them to inform the retendering process. Please note in your response if you are happy for us to contact you to discuss your comments further.

We will notify users of our future plans and rationale via the [Public Attitudes Tracker webpage](#).



## Questions

1. Which topic areas are you most interested in?
2. Which particular questions or results do you use?
3. Is it important to you to be able to measure trends over time?
4. Is it important for you to have disaggregated data, showing results for particular sociodemographic groups (region, age, sex, ethnicity etc)? If so, which groups or disaggregations are useful to you?
5. How frequently do you need results from the survey – quarterly, biannually, annually, other?
6. Would you prefer for the survey to cover a few topics in more detail or many topics in less detail?
7. Would you like to see the questions vary more between each wave e.g. more ad hoc questions relating to areas topical at the time of the wave?
8. Do you have any other comments or suggestions on the future development of the BEIS Public Attitudes Tracker?

Thank you for taking the time to respond to this consultation.