BEIS Public Attitudes Tracker: Technical Report for Waves 1 to 4 Autumn 2021 to Summer 2022, UK

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Contents

Introduction

The BEIS Public Attitudes Tracker (PAT) survey measures public awareness, attitudes and behaviours relating to Department for Business, Energy and Industrial Strategy (BEIS) policies such as energy, climate change, consumer rights, artificial intelligence and workers' rights.

This technical report covers methodological information about the four quarterly Public Attitudes Tracker (PAT) survey waves completed between Autumn 2021 and Summer 2022. It provides information about the background to the study and its objectives, as well as details of the research methodology. More specifically, this technical report describes the data collection model, the sampling approach, the questionnaire structure and development process, the fieldwork method and performance, the data processing approach, the weighting design and the reporting outputs.

Background

In the first year of the new PAT series, four waves were completed. The first wave was conducted in Autumn 2021 (15 September to 17 October 2021), the second wave was conducted in Winter 2021 (24 November to 22 December 2021), the third wave in Spring 2022 (24 February to 24 March 2022) and the fourth wave in Summer 2022 (9 June to 7 July 2022).

Before Autumn 2021, previous tracker surveys had been conducted covering many of the same topics. However, these earlier surveys were conducted using a different methodology. Significant changes affecting both survey sample and mode mean that the results from the new PAT series are not directly comparable with results collected via surveys conducted using the previous methodology. A brief explanation of the differences between the previous tracker surveys and the new tracker survey is provided below.

Previous tracker survey series

The Public Attitudes Tracker began in March 2012 and was run on a quarterly basis with a total of 37 waves of data collection conducted between 2012 and 2021.

Until March 2020, the survey was conducted using in-home interviews via the Kantar UK face-to-face Omnibus, which employed a random location quota sampling method. However, in March 2020, the survey methodology changed due to the impacts of Covid-19 when face-to-face fieldwork in the UK was halted[1]. Between March 2020 and March 2021, the survey fieldwork was instead conducted via the Kantar online omnibus. Given this break in the time series, no direct comparisons were made between the surveys conducted on the Kantar online panel survey and the surveys conducted using the face-to-face omnibus.

The online panel methodology was set up at short notice and was always regarded as an interim methodology given its limitations in terms of sample representativeness and potential

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[1] Fieldwork in March 2020 was conducted in two stages. The survey was initially run on the Kantar face-to-face Omnibus but stopped early due to the outbreak of COVID-19 and the start of the lockdown. The findings, based on a truncated face-to-face sample, were published in May 2020 https://www.gov.uk/government/statistics/beis-public-attitudes-tracker-wave-33. The remainder of this wave was conducted on the Kantar online omnibus to trial the online omnibus approach and to compare the results with the face-to-face survey.

panel conditioning. In November 2020, BEIS undertook a review and consultation to plan for the longer-term future of the survey.

New tracker survey series

In Summer 2021, BEIS recommissioned the survey with the aim of creating a new time series based on a methodology which will allow more robust tracking of measures over the longer-term. This was in the context of continued uncertainty about the feasibility of face-to-face data collection.

The new survey series, beginning in Autumn 2021, uses Address Based Online Surveying (ABOS), a cost-effective method of surveying the general population using random sampling techniques. ABOS is a 'push to web' methodology where the primary method of data collection is online, but respondents are also able to complete a paper version of the questionnaire which enables participation among the offline population. Full details of the ABOS methodology are covered in the section 'Details of the data collection model'.

Comparisons with previous tracker series

It should be noted that changes in methodology can lead to both selection effects (that is differences due to the different sampling methods employed) and measurement effects (that is differences due to the different interview modes). Although attempts have been made to reduce the selection effects between surveys, the results from the new time series spanning the four waves from Autumn 2021 to Summer 2022 should not be directly compared with previous waves where data was collected either face-to-face (waves 1 to wave 33) or via an online panel (waves 33 to 37).

However, results from the Autumn 2021, Winter 2021, Spring 2022 and Summer 2022 surveys are comparable with one another. The 'Summary of changes' section outlines minor differences in the conduct of the survey in each of these four waves, but these are not of a magnitude which would undermine the new time series.

When it comes to measurement effects, differences in results could be caused by a number of factors (see below). Measurement effects cannot be ameliorated by weighting, although it is sometimes possible to estimate their direction and scale and (at least partially) account for them in analysis.

Some examples of measurement effects:

- Face-to-face and telephone interviewers can provide motivation or clarification when required; this cannot truly be replicated online.

- People who would not disclose sensitive personal information or socially undesirable opinions/behaviours to an interviewer may be more willing to provide this information online.

- Where a response scale is used (for example, running from "strongly agree" to "strongly disagree"), interview respondents are generally more likely to select a 'strong' response – at either end of the scale – than they would if they were completing the survey online.

- For logistical reasons, when changing from face-to-face to self-completion modes, the questionnaire has to be adapted slightly and this can affect measurement:

  o Long questions or response lists are not suitable for smartphone presentation and will need to be edited in some cases.

  o Unprompted questions ('do not show screen') have to be converted into prompted versions for online presentation which will limit compatibility.

  o Presentation of "don't know" answer codes. In interviewer-assisted modes (face-to-face and telephone) these are usually collected as spontaneous codes, meaning the interviewer will only select these if the respondent mentions it. However, on paper and CAWI these codes have to be available more explicitly for respondents.

Interpretation of findings and further resources

In the published reports for the new PAT series, differences between groups are only reported if the 95% confidence interval level does not include zero (i.e., the difference is statistically significant at the .05 level). Further information about significance testing is provided later in this Technical Report.

Results from the survey are published in individual topic reports covering results from each of the four waves of the survey grouped by theme. We have also published the online and paper questionnaires for each wave. From Spring 2022 onwards, in response to requests from users, we have published a set of tables showing the time series for questions asked quarterly or biannually and a quarterly set of tables containing crosstabulations for headline questions by gender, age, highest qualification and region. An Excel formatted (.xlsx) database containing anonymised respondent-level data was published for each wave of the new PAT series up to Spring 2022, alongside anonymised respondent-level CSV files. Datasets are now deposited at the Secure Research Service.

Survey objectives

The BEIS Public Attitudes Tracker aims to continue building a better understanding of public awareness, attitudes and behaviours relating to BEIS policies in order to provide robust and reliable evidence for policy development, and to see how these measures shift over time. Data is collected from a representative sample of the UK population, so that the results fairly represent the views of the wider population.

The main objectives of the new PAT series are:

• To provide the department with attitudinal data on BEIS priorities

• To understand how BEIS policies affect customers

• To provide robust evidence for early policy development

• To monitor changes in public attitudes and awareness over time

• To establish a robust methodology for tracking change, which is future-proofed, ensuring comparable data collection over time.

Understanding public attitudes and awareness is essential in developing effective and targeted policies. Findings from this work help BEIS stay abreast with where the public are in relation to the Department's priorities and can perform a high-level evaluative and communication purpose. Owning public attitudes data also allows the Department to respond effectively to research published by external stakeholders.

Details of the data collection model

Address Based Online Surveying (ABOS) is a type of 'push-to-web' survey method.

The basic ABOS design is simple: a stratified random sample of addresses is drawn from the Royal Mail's postcode address file and an invitation letter is sent to each one, containing username(s) and password(s) plus the URL of the survey website. Sampled individuals can log on using this information and complete the survey as they might any other web survey. Once the questionnaire is complete, the specific username and password cannot be used again, ensuring data confidentiality from others with access to this information.

It is usual for at least one reminder to be sent to each sampled address and it is also usual for an alternative mode (usually a paper questionnaire) to be offered to those who need it or would prefer it. It is typical for this alternative mode to be available only 'on request' at first. However, after nonresponse to the web survey invitation, this alternative mode may be given more prominence.

Paper questionnaires ensure coverage of the offline population and are especially effective with sub-populations that respond to online surveys at lower-than-average levels. However, paper questionnaires have measurement limitations that constrain the design of the online questionnaire and also add considerably to overall cost. For the BEIS PAT, paper questionnaires are used in a limited and targeted way, to optimise rather than maximise response.

Sampling

Sample design: addresses

The address sample design was intrinsically linked to the data collection design (see the section 'Contact procedures') and was designed to yield a respondent sample that is representative with respect to geography, neighbourhood deprivation level, and age group. This approach limits the role of weights in the production of unbiased survey estimates, narrowing confidence intervals compared with other designs.

Although an initial sample was drawn to cover the first two survey waves, numerous revisions were made to the Autumn and Winter 2021 samples in response to the real-time fieldwork projections generated by Kantar Public's ABOS monitoring system. This included issuing a large reserve sample in Autumn 2021 and a significant amendment to the issued sample profile in Winter 2021 (reflecting what had been learned in the Autumn wave about stratum-level response rates). New samples were drawn for Spring and Summer 2022 to better reflect the response data obtained in 2021. In the event, these samples required no further revision apart from a small boost to the Northern Ireland sample in Summer 2022.

For the purpose of this report, the sample is described *as issued* rather than as originally intended. The principles underpinning the design remained the same throughout.

First, a stratified master sample of 264,000 addresses in the UK was drawn from the Postcode Address File (PAF) 'small user' subframe. Before sampling, the PAF was stratified by ITL1 region (12 strata) and, within region, by neighbourhood deprivation level (5 strata). A total of 60 strata were constructed in this way. Furthermore, within each of the 60 strata, the PAF was sorted by (i) local authority, (ii) super output area, and finally (iii) by postcode. This ensured that the master sample of addresses was geographically representative within each stratum.

In practice, this process was carried out twice, once with a master sample of 110,000 addresses (used for the Autumn and Winter 2021 surveys) and then with a new master sample of 154,000 addresses (used for the Spring and Summer 2022 surveys).

Each master sample of addresses was augmented by data supplier CACI. For each address in the master sample, CACI added the expected number of resident adults in each ten-year age band. Although this auxiliary data will have been imperfect, Kantar Public's investigations have shown that it is reasonably effective at identifying households that are mostly young or mostly old. Once this data was attached, the master sample was additionally stratified by expected household age structure based on the CACI data: (i) all aged 35 or younger (14% of the total); (ii) all aged 65 or older (22% of the total); (iii) all other addresses (64% of the total).

From each master sample, Kantar drew two stratified random sub-samples to cover two waves of the PAT. In total, 102,306 addresses were issued: 32,619 in Autumn 2021 (incorporating an initial issue of 19,521 addresses plus a reserve issue of 13,098)[2]; 23,520 in Winter 2021; 22,916 in Spring 2022; and 23,251 in Summer 2022. The addresses that were not allocated to any wave formed a reserve pool. The conditional sampling probability in each stratum was varied to compensate for any (expected) residual variation in response rate that could not be 'designed out', given the constraints of budget and timescale. The underlying assumptions for

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[2] See '[Fieldwork numbers and response rates](#)' section

this procedure were updated wave by wave as more evidence was obtained about how the PAT works in practice, as opposed to ABOS studies in general.

Figure 1 shows the issued sample structure with respect to the major strata, combining all four surveys together[3].

Figure 1: Address issue by area deprivation and household age structure: Autumn 2021 through Summer 2022 surveys

Expected household age structure	Most deprived	2nd	3rd	4th	Least deprived
All <=35	5,753	5,112	3,793	2,459	1,899
Other	16,970	15,003	12,682	11,514	9,418
All >=65	3,698	3,448	3,759	3,156	3,642

Sample design: individuals within sampled addresses

All resident adults aged 16 and over were invited to complete the survey. In this way, the PAT avoided the complexity and risk of selection error associated with remote random sampling within households.

However, for practical reasons, the number of logins provided in the invitation letter was limited. The number of logins varied between two and four, with this total adjusted in reminder letters to reflect household data provided by prior respondent(s). Addresses that CACI data predicted contained only one adult were allocated two logins; addresses predicted to contain two adults were allocated three logins; and other addresses were allocated four logins. The majority of addresses were given either two or three logins. Paper questionnaires were available on request to those who are offline, not confident online, or unwilling to complete the survey this way. Furthermore, some addresses were sent a paper questionnaire at the initial point of contact – further details are provided in the 'Contact procedures' section.

Questionnaire

Questionnaire design

The starting point for developing questions at each wave was to review questions from the original PAT survey series which ran from 2012 to 2021, but also to develop new questions from scratch based on new policy priorities. However, given that we were starting a new timeseries, it was not essential to keep wording consistent with the original PAT series. This provided an opportunity to update wording, make question wording improvements, build in

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[3] In addition, higher sampling fractions were applied to the three least populous ITL1 regions (NE England, Wales and N Ireland) so that the expected number of completed questionnaires was at least 220 in each one.

more consistency, and think about the question ordering and structure across waves on a more holistic level.

Surveys as part of the previous PAT series were either designed to suit interviewer face-to-face presentation, or more latterly (following the Covid-19 pandemic) to suit online presentation. However, in the current PAT survey series, all questions needed to be designed for mixed-mode, with questions suitable for both online and paper-based presentation. The main considerations when designing questions are set out below.

Mixed mode adaptation

The aim was to ensure that questions were presented consistently across modes to avoid mode effects and to ensure that data collected from the two modes could be merged. The starting principle was to design questions to be 'unimodal', that is to use a standard question format across modes. However, in some cases, and especially where the question format was non-standard, we took an 'optimode' approach to designing questions. This refers to a more flexible approach where the design is optimised to suit mode, but also ensuring consistency in outputs. In the documented questionnaires, colour coding is used to indicate where question formatting or routing differs by mode.

The main mode-based considerations were as follows:

- Question order and routing were aligned between modes by ordering questions in a way which provided simple navigation on paper. Routing instructions were added explicitly on the paper version. However, in some cases, the filter was widened for postal respondents (for example widened to 'ask all' with an added 'not applicable' option) which avoided the need for complex visual routing. Where this occurred, data editing was later applied to ensure equivalence across modes.

- Grid-style questions often required the need for different presentation by mode, with paper-based questions set up as more traditional static grids, while online these were presented more dynamically to better suit navigation on laptop, tablet and smartphone screens.

- Where a question required a long list (for example more than 12 items), this were retained as a long list on paper, but for online this was split into two or more lists to better suit web-based presentation.

- All response lists were presented in a fixed order (as opposed to randomised or rotated) to ensure mode equivalence for online and paper.

Use of scales

Where scales were used across different items in the questionnaires (e.g. 5 point scales for knowledge/awareness, agree/disagree and support/oppose) these were standardised to ensure consistent presentation throughout.

Demographic questions

Wherever possible, these were based on ONS harmonised[4] versions of questions at the time of setting up the first wave of the survey.

Cognitive testing

Cognitive interviewing helps to identify problems in question wording and any words or phrases that are open to misunderstanding or misinterpretation. It does this through assessing the thought processes that respondents go through when trying to answer a question.

Cognitive testing was used to test and refine proposed new questions before adding them to the Tracker. In the first survey year (covering the Autumn 2021, Winter 2021, Spring 2022, Summer 2022 survey waves) cognitive testing was conducted in November 2021 and April 2022.

The November 2021 phase of testing included questions on low carbon heating, renewable energy infrastructure in the local area, the perceived impact of renewables on energy bills, hydrogen, carbon capture and storage, home insulation, consumer problems, corporate trust, and National Minimum Wage.

The April 2022 phase of testing included questions on 'time of use' electricity tariffs, smart electric vehicle charging, energy smart appliances, business regulation, business rates, Brexit, innovation, diverse renewables, the need to change the way homes are heated, and fusion energy.

Each of these stages of cognitive testing involved 10 interviews with adults aged 16+ spread across relevant demographics such as age, gender, region, education level, and tenure. Interviews were carried out by members the project team and other researchers trained in cognitive testing techniques.

Questionnaire structure

As far as possible at each wave, repeat questions are included with a similar placement, and with a similar preceding context, to minimise context effects. Quarterly questions are always asked at the beginning (after the opening demographics) to ensure that these are not impacted by other questions which may affect knowledge or attitudes towards these key topics.

A list of survey topics and the waves where these are included is included in Figure 2. Questions are broken down by theme, in line with the coverage in each topic-based report.

Figure 2: Survey topics and the waves in which each topic was included

	Autumn 2021	Winter 2021	Spring 2022	Summer 2022
Artificial intelligence				
Awareness and attitudes towards AI	✓			✓
Attitudes towards specific AI applications	✓			✓

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[4] https://gss.civilservice.gov.uk/guidances/harmonised-standards-guidance/

	Autumn 2021	Winter 2021	Spring 2022	Summer 2022
Net zero and climate change				
Awareness of Net Zero	✓	✓	✓	✓
Concern about Climate Change	✓	✓	✓	✓
Behaviours to tackle climate change				✓
Trust in information sources				✓
Attitudes towards climate change				✓
Energy Infrastructure and Energy Sources				
Support for renewable energy	✓	✓	✓	✓
Support for different types of renewables	✓		✓	
Attitudes towards renewable energy and infrastructure			✓	
Awareness and support for fusion energy	✓		✓	
Awareness and support for shale gas	✓			
Awareness of small modular reactors	✓			
Attitudes towards nuclear energy		✓		
Awareness and support for carbon capture and storage			✓	
Awareness of hydrogen			✓	
Attitudes towards energy security				✓
Heat and energy in the home				
Awareness of heating changes to meet Net Zero targets and of low carbon heating	✓	✓	✓	✓
Low carbon heating systems		✓		
Heating and cooling in the home		✓		
Attitudes towards heating in the home		✓		
Replacing heating systems		✓		
Insulation in the Home		✓		
Attitudes towards solar panels in the home			✓	
Energy Performance Certificates (EPCs)		✓		
Awareness of rental property energy standards			✓	
Energy bills and tariffs				
Smart Meters			✓	✓
Saving energy in the home			✓	
Concern about paying energy bills			✓	
Perceived impact of renewables on energy bills			✓	
Energy suppliers			✓	
'Time of use' electricity tariffs				✓

	Autumn 2021	Winter 2021	Spring 2022	Summer 2022
Smart electric vehicle charging				✓
Energy smart appliances				✓
Consumer issues				
Use of online retailers and services	✓			
Understanding Terms and Conditions	✓			
Knowledge of consumer protection	✓			
Awareness of consumer dispute resolution services	✓			
Awareness and trust of consumer organisations	✓			
Shopping around and purchasing in last 12 months		✓		
Switching		✓		
Consumer problems			✓	
Workers' rights				
Knowledge of employment rights	✓			
Problems with employment rights at work	✓			
Businesses and trade				
Trust in corporate governance				✓
Attitudes towards business rates				✓
Attitudes towards Brexit and trade				✓

The full questionnaires from each survey wave are published alongside the survey results for each wave.

Definitions

The table below sets out the key terms used within the questionnaires and gives a brief definition for each term.

Figure 3: Definitions of terms used in questionnaires

Term	Definition
Artificial intelligence	Technologies with the ability to perform tasks that would otherwise require human intelligence, such as visual perception, speech recognition, and language translation.
Business rates	A 'business rate' is a local tax that is paid by the occupiers of all business properties in the same way that a council tax is a tax paid for domestic properties.

Term	Definition
Carbon capture and storage (CCS)	Carbon capture and storage is a technology that stops greenhouse gases entering the atmosphere. It typically involves capturing carbon dioxide (CO_2) emissions from power stations or industrial facilities where emissions are high. The CO_2 is then piped to offshore underground storage sites, where it can be safely and permanently stored.
Climate change / Global warming	Long-term shift in the planet's weather patterns and rising average global temperatures.
Consumer dispute resolution services	Independent organisations which help people resolve a consumer dispute, such as an ombudsman.
Corporate governance	Corporate governance describes the way in which companies are governed. For the purposes of the PAT, there is a focus on businesses' approach to diversity and inclusion, their openness and honesty in the reporting on their finances, environmental impact and approach to anti-corruption, anti-bribery and other social matters.
Energy infrastructure	A term used to capture a range of different energy sources that are covered by the survey and the interconnections between them. This includes a range of renewable sources (on-shore and off-shore wind, solar, wave and tidal, and biomass), nuclear, shale gas, and carbon capture and storage as well as the pipeline and other interconnectors between them.
Energy Performance Certificate (EPC)	An Energy Performance Certificate (EPC) measures the energy efficiency of a property and is needed whenever a property is built, sold or rented. The certificate includes recommendations on ways to improve the home's energy efficiency.
Energy smart appliances	Energy smart appliances (ESAs) are electrical consumer devices that are communications-enabled and capable of responding automatically to incentive signals (such as price) and/or other more direct control signals (such as specific instruction to operate at a given power at a certain time of day), by shifting or modulating their electricity consumption and/or production. Appliances with this functionality include EV charge points, batteries, heat pumps, heat batteries, storage heaters, air conditioning/ventilation systems, wet/cold appliances, building energy management systems, smart EV charging cables and solar panels with 'smart' storage systems, amongst others.
Energy tariffs	The pricing plan for energy used (e.g. for electricity and gas).
Fusion Energy	Fusion energy is an experimental technology that works by fusing together atoms in order to release energy. The UK is

Term	Definition
	exploring whether this technology could be used to generate zero carbon electricity.
Hydrogen	Hydrogen is used as a fuel in some industrial processes. It is not naturally available, which means it needs to be produced from other sources, such as natural gas, nuclear power, or renewable power like solar and wind, to be used as a fuel. When produced in an environmentally friendly way, hydrogen can help reduce the carbon emissions in industries, power generation, heavy transport (such as buses, lorries, shipping and aircraft) and potentially home heating.
Low carbon heating systems	Heating systems that use energy from low-carbon alternatives such as hydrogen, the sun, or heat pumps which draw heat from the ground, air or water to heat homes.
Net Zero	Net Zero means that the UK's total greenhouse gas (GHG) emissions would be equal to or less than the emissions the UK removed from the environment. This can be achieved by a combination of emission reduction and emission removal. A new Net Zero target was announced by the Government in June 2019, which requires the UK to bring all greenhouse gas emissions to Net Zero by 2050.
Nuclear Energy	Nuclear power is the use of nuclear reactions to produce electricity. This source of energy can be produced in two ways: fission – when nuclei of atoms split into several parts; or fusion – when nuclei fuse together. Fission is the process which occurs in nuclear power stations across the UK. Fusion is an experimental technology which the UK is exploring as a possibility to produce zero carbon electricity.
Renewable energy	Renewable energy technologies use natural energy resources that are constantly replaced and never run out to make electricity. Fuel sources include wind, wave, biomass and solar.
Shale gas and fracking	Shale gas is natural gas found in shale, a non-porous rock which does not allow the gas to escape. Hydraulic fracturing or "fracking" is a process of pumping water at high pressure into shale to create narrow fractures which allow the gas to be released and captured. The gas can then be used for electricity and heating.
Shopping around	In the context of consumer purchases, comparing different products, services, deals or providers.

Term	Definition
Small Modular Reactors	These are a type of nuclear fission reactor, similar to existing nuclear power stations, but on a smaller scale. They can be used for electricity generation, to provide industry with heat and power, or to provide energy to UK communities. not connected to the national gas grid.
Smart meters	A smart meter measures energy use in the same way as a traditional gas or electricity meter. However, unlike a traditional meter, it sends readings to an energy supplier remotely. Householders can track their energy use via an In-Home Display (IHD), a portable handheld device which provides them with accurate cost and consumption information.
Smart electric vehicle charging	Charging an electric vehicle (EV) in response to communication signals, at times when demand for electricity is lower, for example at night, or when there is a lot of renewable energy on the grid. Advanced forms of smart charging also enable energy to be shared from the vehicle battery for another use providing additional benefits to the EV driver and the energy system.
Switching	In the context of consumer purchases, changing provider or contract for products or services.
Time of use energy tariffs	Time-of-use tariffs change the price of energy charged by an energy supplier, based on the time it is consumed. Time-of-use tariffs are intended to help manage energy demand by rewarding consumers for shifting consumption to times that align better with the supply of electricity. Traditional time-of-use tariffs are simple, 'static' tariffs that do not change from one day to the next. They generally offer two rates (a daytime and night rate), such as Economy 7. Some suppliers are introducing 'dynamic' time of use tariffs that offer rates of electricity that change throughout the day or night depending on overall demand and supply, with prices typically changing every half an hour.

Fieldwork

Contact procedures

All sampled addresses are initially sent a letter inviting them to take part in the survey. Letters are sent by 2nd class franked mail in a white C5 window envelope. The envelope has an 'On Her Majesty's Service' logo printed on it. As discussed further below, some envelopes also include paper questionnaires, giving the respondent the option either to complete the survey online or by filling in paper questionnaires.

The letter contains the following information:

- A brief description of the survey and its connection to BEIS

- The URL of the survey website (https://www.patsurvey.co.uk) and details of how to log in to the survey

- A QR code that can be scanned to access the online survey (from the Spring 2022 wave onwards)

- Log-in details for the required number of household members (up to four)

- An explanation that participants will receive a £5 gift voucher

- Information about how to contact Kantar Public in case of any queries

- The reverse of the letter featured responses to a series of Frequently Asked Questions.
- Those whose envelopes do not include paper questionnaire(s) are told that they may request paper questionnaires
- Those whose envelopes do include postal questionnaire(s) are told that they may either complete the survey online or by filling in the enclosed paper questionnaire

A privacy notice is also provided for those whose envelopes include a postal questionnaire.

Respondents with addresses in Wales are sent a Welsh language version of the letter alongside the English language version.

Copies of the invitation and reminder letters for the Summer 2022 wave, along with the Autumn 2021 invitation letter and the survey FAQs, are included in Appendix A.

Figure 4 summarises the contact design within each stratum, showing the number of mailings and type of each mailing: push-to-web (W) or mailing with paper questionnaires included alongside the web survey login information (P). For example, 'WP' means an initial push-to-web mailing without any paper questionnaires followed by a second mailing with paper questionnaires included alongside the web survey login information.

The four-week timescale of each wave of the PAT – as well as the available budget – limits the maximum number of mailings to each address to two, a fortnight apart. There was also a limit on the number of mailings that included a paper questionnaire alternative. They were included in one of the mailings to sampled addresses where the CACI data indicated that every resident would be aged 65 or older. These addresses comprised 17% of the sampled total.

Figure 4*: Data collection design by stratum (Area deprivation quintile group and Expected household age structure)

Expected household age structure	Most deprived	2nd	3rd	4th	Least deprived
All <=35	WW	WW	WW	WW	WW
Other	WW	WW	WW	WW	WW
All >=65	WP	P	P	P	P

Fieldwork performance

Fieldwork dates

Fieldwork for each wave of the survey is run over a period of approximately one month. Figure 5 summarises the specific fieldwork dates for each survey wave.

Figure 5*: Fieldwork dates

Wave	Fieldwork dates
Autumn 2021	15 September to 17 October 2021
Winter 2021	24 November to 22 December 2021
Spring 2022	24 February to 24 March 2022
Summer 2022	9 June to 7 July 2022

Fieldwork numbers and response rates

A target of 4,000 complete interviews is set for each wave of the PAT. When the new methodology was first employed in the Autumn 2021 wave, there was some degree of uncertainty around response rates. Early fieldwork monitoring suggested response was lower than anticipated so a large reserve sample was issued. It subsequently transpired that the low response was due to postal service disruptions, with the result that the target of 4,000 was exceeded by a significant amount. Overall, a total of 5,560 interviews was achieved in the Autumn 2021 wave.

The measurement of response rate provided by the Autumn 2021 wave allowed a more accurate calibration of how many addresses it was necessary to invite to participate in the following waves of the PAT. Accordingly, all waves from Winter 2021 to Summer 2022 have achieved a total sample size within around 7% to 12% of the target sample size.

Figure 6 summarises the sample sizes by data collection method at each wave.

Figure 6: **Sample sizes by data collection method**

Wave	Total sample sizes (adults aged 16+)	CAWI completes	CAWI completes as percentage of total wave completes	Paper completes	Paper completes as percentage of total wave completes
Autumn 2021	5,560	3,806	68%	1,754	32%
Winter 2021	3,706	3,020	81%	686	19%
Spring 2022	4,381	3,525	80%	856	20%
Summer 2022	4,490	3,755	84%	735	16%
Total	18,138	14,107	78%	4,031	22%

The initial invitation letter sent to the group who were mailed postal questionnaires did not also include online logins. This may have contributed to the high incidence of paper completes in the Autumn 2021 wave, though online login details were added to the reminder letters sent to this group.

In total, there were 18,138 respondents across all four waves, a conversion rate (responses/issued addresses) of 0.18.

This can be converted into an individual level standardised response rate of 10.2% if it is assumed that (i) 92% of sampled addresses are residential, and (ii) an average of 1.89 adults live in the residential addresses. These assumptions are well-evidenced in general but not known with certainty for the particular sample that was drawn.

Using the same assumptions, the standardised household response rate (at least one response) was 14.2%. On average, 1.36 responses were received from each responding household.

Incentives

Each respondent who completes the survey receives a £5 gift voucher incentive. Respondents who complete the survey online are able to claim their voucher via the online 'Perks' platform, which allows respondents to choose from a range of vouchers. Those who complete a postal questionnaire are mailed a £5 Love2shop voucher.

Survey length

Figure 7 shows the average (median) time taken to complete the survey in each wave, based on those completing the survey online, rounded to the nearest minute. Timings for those completing the paper version of the survey are not available – however, the questionnaire content for both data collection methods is largely mirrored and completion lengths are likely to be broadly similar.

Figure 7: **Average (median) length of each survey wave for those completing online**

Wave	Average Interview length
Autumn 2021	15 minutes
Winter 2021	15 minutes
Spring 2022	16 minutes
Summer 2022	16 minutes

Response Burden

The GSS has a policy of monitoring and reducing statistical survey burden to participants where possible, and the burden imposed should be proportionate to the benefits arising from the use of the statistics. As a producer of statistics, BEIS is transparent in its approach to monitoring and reducing the burden on those providing their information, and on those involved in collecting, recording and supplying data.

The compliance cost of a survey is calculated by multiplying the number of responses to the survey in each wave by the median time spent completing the survey per wave. The BEIS PAT had 5,560 respondents in Autumn 2021 with a median survey completion time of 15 minutes; 3,706 respondents in Winter 2021 with a median completion time of 15 minutes; 4,381 respondents in Spring 2022 with a median completion time of 16 minutes; and 4,490 respondents in Summer 2022 with a median completion time of 16 minutes. Therefore the compliance cost of interviews which fulfilled the quality check standards for this survey this year was 4,682 hours and 6 minutes. This assumes that the median survey completion time for postal questionnaires was the same as the median completion time for online questionnaires.

Data processing

Data management

Due to the different structures of the online and paper questionnaires, data management was handled separately for each mode. Online questionnaire data were collected via the web script and, as such, were much more easily accessible. By contrast, paper questionnaires were scanned and converted into an accessible format.

For the final outputs, both sets of interview data were converted into IBM SPSS Statistics, with the online questionnaire structure as a base. The paper questionnaire data was converted to the same structure as the online data so that data from both sources could be combined into a single SPSS file.

Quality checking

Initial checks were carried out to ensure that paper questionnaire data had been correctly scanned and converted to the online questionnaire data structure.

Once any structural issues had been corrected, further quality checks were carried out to identify and remove any invalid interviews. To do this, a range of 'potential invalid interview' flags were created and applied to the data.

Any cases that were allocated a duplicate flag, a super-speeding flag, an extreme straightlining flag, or a flag which indicates that they were missing the 'confirmation of accuracy', were immediately removed.

Any cases allocated three or more of the other flags were also removed. So, for example, a case which had a minimum interviews flag, plus a missing demographic flag, plus a moderate straightlining flag, would also be removed.

The quality checks are as seen in Figure 8.

Figure 8*: Potential invalid interview checks*

Type	Process
Duplicate on Individual Serial	Check for duplicate serials. Manually review the flagged cases and decide whether it is a duplicate based on demographics, email addresses used to claim Perks incentives and respondent name. If so, flag for removal. Otherwise attach a new, unique serial.
Minimum interviews	Flag households where there are more interviews than the minimum reported number of people in that household (different respondents from the same household may report a different number of household members).
Maximum interviews	Flag households where there are more interviews than the maximum reported number of people in that household (different respondents from the same household may report a different number of household members). Manually review these flagged households and decide whether there are any duplicates based on demographics, email addresses used to claim Perks incentives and respondent name. Flag any duplicates for removal.
Super speeding	Allocate a super speeding flag to any interviews with a length of less than 5 minutes and remove from dataset.
Moderate Speeding	Allocate a moderate speeding flag to interviews which took longer than 5 minutes to complete but were still in the lowest 10th percentile of interview length.
Missing demographic information	Only for PAPI questionnaires. Attach a missing demographic flag if more than one variable is missing from: ageband; gender; numadults; ethnic; and tenure.
Moderate straightlining of grids	Apply a moderate straightlining flag if more than half of the answered grids have been straightlined (i.e. the same response code is given for each item in the grid).

Type	Process
Extreme straightlining of grids	Apply an extreme straightlining flag if all answered grids were straightlined and remove from dataset.
Have not ticked the "confirmation of accuracy" box	Flag for removal if a CAWI respondent has not typed in their name to verify that 'I confirm that all of my answers were given honestly and represent my own views'. Flag for removal if a PAPI respondent has not signed to verify that 'I confirm that I answered the questions as accurately as possible and that the answers reflect my own personal views'.

The following number of invalid cases was identified in each survey wave:

- Autumn 2021: 173 invalid cases (3% of all cases)

- Winter 2021: 239 invalid cases (6.1% of all cases)

- Spring 2022: 150 invalid cases (3.3% of all cases)

- Summer 2022: 225 invalid cases (4.8% of all cases)

Data checks and edits

Upon completion of the general quality checks described above, more detailed data checks were carried out to ensure that the right questions had been answered according to questionnaire routing. Unless a programming error has been made, this is correct for all online completes, as routing is programmed into the scripting software. However, data edits were required for paper completes. Data is also checked against the raw topline data outputs and checks are also implemented to verify that any weighting has been correctly applied.

There were three main types of data edit, both affecting the paper questionnaire data:

- If a paper questionnaire respondent had mistakenly answered a question that they weren't supposed to, their response in the data was allocated a 'SYSMIS' value.

- If a paper questionnaire respondent had neglected to answer a question that they should have, they were assigned a response in the data of "-4: Not answered (Paper)".

- If a paper questionnaire respondent selected multiple responses to a single-coded question, their answers to that question were excluded from the data and they were instead allocated a response in the data of "-5: Multiple options chosen (Paper)".

Other minor edits were made on a question-specific basis, to ensure that there were no mutually exclusive combinations of responses for paper completes (e.g. 'none of these' being recorded alongside a specific response code).

Coding

Post-interview coding was undertaken by members of the Kantar coding department. The coding department coded any verbatim responses recorded in 'other specify' questions.

If the open-ended response corresponded to one of the pre-coded categories for a given question, the coding team would reallocate the open-ended response to the relevant pre-coded category and the response was removed from the 'other' category.

The threshold for adding a new response code to the reported data is met when 1% of the wave respondents provide open-ended answers which can be meaningfully grouped together (equivalent to around 40 responses from the target wave total of 4,000). This threshold was not met in any of the waves from Autumn 2021 to Summer 2022 - no new codes were therefore added.

Data outputs

Once the checks were complete a final SPSS data file was created that only contained valid interviews and edited data. Individual SPSS data files were created for each of the four PAT waves from Autumn 2021 to Summer 2022.

Based on these SPSS datasets, data tables in an Excel format were produced for each PAT wave. There are no combined wave databases for the current PAT series.

Key sub-group reporting variables

The variables which are the main focus of sub-group reporting in the PAT survey series cover a range of demographic and profiling measures. These are created using a consistent specification in each wave, as outlined in Figure 9.

Figure 9*: **Sub-group reporting variable specification**

Top level grouping	Detailed grouping	Definition
Gender	Male	GENDER=1
Gender	Female	GENDER=2
Gender	Prefer to self-describe	GENDER=3
Age	16 to 24	AGE>=16 OR <=24 OR AGEBAND=1 OR 2
Age	25 to 34	AGE>=25 OR <=34 OR AGEBAND=3
Age	35 to 44	AGE>=35 OR <=44 OR AGEBAND=4
Age	45 to 54	AGE>=45 OR <=54 OR AGEBAND=5
Age	55 to 64	AGE >=55 OR <=64 OR AGEBAND=6
Age	65+	AGE>= 65 OR AGEBAND=7 OR 8
Highest qualification	Degree level or above	HIGHQUAL=1
Highest qualification	Another kind of qualification	HIGHQUAL=2
Highest qualification	No qualifications	HIGHQUAL=3

Top level grouping	Detailed grouping	Definition
Tenure	Owner	TENURE=1,2,3
Tenure	Renter	TENURE=4
Rental type	Social renter	LANDLORD=1,2
Rental type	Private renter	LANDLORD=7
Rental type	Other type of renter	LANDLORD=3,4,5,6
Property type	A house or bungalow	ACCOMTYPE_COMB = 1,2,3
Property type	Flat	ACCOMTYPE_COMB = 4,5,6,7
Property type	Other	ACCOMTYPE_COMB = 8,9
GOR	North East	GOR=1
GOR	North West	GOR=2
GOR	Yorkshire & Humber	GOR=3
GOR	East Midlands	GOR=4
GOR	West Midlands	GOR=5
GOR	East of England	GOR=6
GOR	London	GOR=7
GOR	South East	GOR=8
GOR	South West	GOR=9
GOR	Wales	GOR=10
GOR	Scotland	GOR=11
GOR	Northern Ireland	GOR=12
Number of adults in household	1	NUMADULTS=1
Number of adults in household	2	NUMADULTS=2
Number of adults in household	3+	NUMADULTS>=3
Number of children in household	None	ChildHH=1
Number of children in household	1	CHILDHH=2
Number of children in household	2+	ChildHH>=3
Household decision maker	Respondent	HHRESP=1 OR NUMADULTS=1

Top level grouping	Detailed grouping	Definition
Household decision maker	Joint	HHRESP = 3
Household decision maker	Someone else	HHRESP=2
Current working status	Working full time (30+ hours a week)	WORKSTAT=1
Current working status	Working part time (less than 30 hours a week)	WORKSTAT=2
Current working status	Unemployed and available for work	WORKSTAT=6
Current working status	Wholly retired from work	WORKSTAT=7
Current working status	Full-time education at school, college or university	WORKSTAT=8
Current working status	Looking after home or family	WORKSTAT=9
Current working status	Permanently sick or disabled	WORKSTAT=10
Current working status	Other	WORKSTAT=3, 5, 11
Ethnicity	White	ETHNIC=1,2,3,4
Ethnicity	Mixed or multiple ethnic groups	ETHNIC=5,6,7,8
Ethnicity	Asian or Asian British	ETHNIC=9,10,11,12,13
Ethnicity	Black or Black British	ETHNIC=14,15,16
Ethnicity	Other ethnic group	ETHNIC=17,18
NS-SEC	Managerial, administrative, and professional occupations	(OCCUPATION=1,8 AND EMPSTATUS=1,2,3,4,5,6,7) OR (OCCUPATION=2 AND EMPSTATUS=1,4,5,6) OR (OCCUPATION=3,7 AND EMPSTATUS=1,4,5,6,7) OR (OCCUPATION=4 AND EMPSTATUS=1,4,5) OR (OCCUPATION=5,6 AND EMPSTATUS=1,4,5)
NS-SEC	Intermediate occupations	(OCCUPATION=2 AND EMPSTATUS=7)
NS-SEC	Small employers and own account workers	(OCCUPATION=2 AND EMPSTATUS=2,3) OR (OCCUPATION=3,7 AND

Top level grouping	Detailed grouping	Definition
		EMPSTATUS=2,3) OR (OCCUPATION=4 AND EMPSTATUS=2,3) OR (OCCUPATION=5,6 AND EMPSTATUS=2,3)
NS-SEC	Lower supervisory and technical occupations	(OCCUPATION=4 AND EMPSTATUS=6,7) OR (OCCUPATION=5,6 AND EMPSTATUS=6)
NS-SEC	Semi-routine and routine occupations	(OCCUPATION=5,6 AND EMPSTATUS=7)
NS-SEC	Never worked	JOBEVER=2
Mode	CAWI	CAWI_PAPI = 1
Mode	PAPI	CAWI_PAPI = 2

Weighting

PAT data was weighted separately for each survey wave.

The PAT is largely used to collect data at the person-level but there are a small number of questions where the respondent is asked about the household as a whole or is asked to give an opinion on a household-level matter. For these specific questions, the data has been weighted and reported by household (from the Winter 2021 wave onwards). The details of these two types of weights are provided below.

Individual weight

A three-step weighting process was used to compensate for differences in both sampling probability and response probability:

Step 1: An address design weight was created equal to one divided by the sampling probability; this also served as the individual-level design weight because all resident adults could respond.

Step 2: The expected number of responses per address was modelled as a function of data available at the neighbourhood and address levels. The step two weight was equal to one divided by the predicted number of responses.

Step 3: The product of the first two steps was used as the input for the final step to calibrate the sample. The responding sample was calibrated to the contemporary Labour Force Survey (LFS)[5] with respect to (i) sex by age, (ii) educational level by age, (iii) ethnic group, (iv) housing

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[5] June-August 2021 for the Autumn and Winter 2021 surveys; October-December 2021 for the Spring 2022 survey; and January-March 2022 for the Summer 2022 survey.

tenure, (v) region, (vi) employment status by age, (vii) the number of co-resident adults, and (viii) internet use by age.[6]

The statistical efficiency of the individual-level weights was 65% (Autumn 2021), 71% (Winter 2021), 73% (Spring 2022), and 73% (Summer 2022). This gradual improvement reflects the benefit of modifying the issued sample profiles in response to accumulated field data.[7]

It should be noted that the weighting only corrects for observed bias (for the set of variables included in the weighting matrix) and there is a risk of unobserved bias. Furthermore, the raking algorithm used for the weighting only ensures that the sample margins match the population margins. There is no guarantee that the weights will correct for bias in the relationship between the variables.

Finally, because the new methodology employs a random sampling technique, the weighting procedure is different from those used for the face-to-face surveys (up to wave 33) and online panel surveys (waves 33-37) in the original PAT series. However, the objective – elimination of sample bias – was the same.

Household weight

The household weight is used for questions which are best interpreted at a household level, for example factual questions such as main method of heating the home, switching energy provider, and whether the household has a smart meter. Note, there is no household weight for the Autumn 2021 survey.

The full list of household weighted variables is:

- HEATMAIN
- COOLMAIN
- ENERGSWITCH
- ENERGBUST
- SMARTMET

To analyse household-level survey data, it makes sense to convert the weighted sample of adults aged 16+ into a weighted sample of households.

This was achieved in two steps:

Step 1: The person-level weight of each respondent was divided by the reported number of adults aged 16+ in that respondent's household (that is, the number of survey-eligible residents). This provisional weight was used as the input weight for step 2.

Step 2: A household-level calibration procedure was carried out using the contemporary LFS household-level dataset as the benchmark. Household totals were obtained for (i) housing tenure, (ii) region, (iii) the number of adults aged 16+ in the household, and (iv) the number of children aged under 16 in the household.

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[6] Internet use by age was based on LFS data from January-March 2021, as this data is only collected in these months. This variable was not included in the January-March 2022 LFS dataset (used to weight the Summer 2022 survey) so the 2021 data was retained for all four surveys.

[7] The statistical efficiency is the size of the effective sample size as a proportion of the actual sample size, taking only weighting into account (i.e. ignoring the effects of sample stratification and clustering by household).

This approach to constructing the household-level weight has the advantage of making use of data from all respondents. The unweighted base is therefore the same for both person-level and household-level estimates. However, multiple respondents reporting about the same household are likely to provide very similar answers. The practical consequence is that the *statistically effective sample size* for household-level estimates will be *smaller* than for person-level estimates, even if the unweighted base is the same.

Reporting and data

Data delivery

Any respondent-level data is transmitted using Kiteworks software, which provides a highly secure and trackable means of transferring sensitive data. Kiteworks employs AES-256 encryption at rest and TLS 1.2 encryption when the data is in transit.

Reporting outputs

The following reporting outputs are published for the PAT:

- Individual topic reports covering results grouped thematically for each wave e.g. 'Net Zero and Climate Change' or 'Energy Infrastructure and Energy Sources' (.pdf formatted)
- A technical overview of the methodology for each wave (.pdf formatted)
- The online and paper questionnaire for each wave (.pdf formatted)
- Tabulations showing the time series for questions asked quarterly or biannually (.xlsx formatted) from Spring 2022 onwards
- Tabulations showing key questions from each wave cross-tabulated against gender, age, highest qualification and region (.xlsx formatted) from Spring 2022 onwards
- A database containing anonymised respondent-level data, including both values and labels (.xlsx formatted) from Autumn 2021 to Spring 2022
- A database containing anonymised respondent-level data, including only values (.csv formatted) from Autumn 2021 to Spring 2022
- A database containing anonymised respondent-level data, including only labels (.csv formatted) from Autumn 2021 to Spring 2022

Significance testing

Significance testing is a statistical process which shows whether differences between sub-samples, or over time, are likely to be real (as opposed to being an artefact of the confidence intervals which are usually inherent in any sample survey).

Significance tests were applied throughout the reporting of the current PAT series and the commentary in the published reports focused on those differences which were statistically significant at the 95% confidence level.

Details of how the significance testing was conducted are outlined below.

Within-wave significance testing

The significance tests for any within wave comparisons (e.g. comparing response data for men with response data for women) were automatically conducted within the Dimensions software package which Kantar uses to produce data tabulations.

The software uses a column proportions test which looks at the rows of a table independently and compares pairs of columns, testing whether the proportion of respondents in one column is significantly different from the proportion in the other column.

The column proportions test is performed separately for each relevant pair of columns within each relevant row. The tests were conducted at the 95% confidence level and the weighted base size and unrounded percentages were used as the input values for within-wave significance testing.

Cross-wave significance testing

Significance testing for differences between waves of data was conducted manually using a two-tailed t-test, based on the proportion of respondents giving the response in question at each wave. This significance testing was again conducted at the 95% confidence level. The unweighted base size and rounded percentages were used as the input values for cross-wave significance testing.

Summary of changes

There have been some minor differences in the PAT methodology employed in each of the waves from Autumn 2021 to Summer 2022. As previously discussed, these changes are not of a magnitude that is likely to have impacted on the validity of the data series across these four waves. The weights applied to the data in each wave serve to mitigate any impacts that the slight changes in the profile of addresses invited to participate in each wave may have had.

The questionnaire content also varies from wave to wave, as outlined in the 'Questionnaire structure' section – this is a fundamental part of the research design for the PAT.

The key differences in approach for each wave are outlined below.

Autumn 2021 wave

The primary difference between the Autumn 2021 wave and the following waves is that a large reserve sample was issued during the Autumn 2021 wave. This is because response rates from the originally issued sample were lower than had initially been forecast and it was therefore necessary to send survey invites to more addresses, thereby ensuring that the target of 4,000 complete interviews was achieved. Further detail can be found in the 'Fieldwork performance' section.

Winter 2021 wave

The sample for the Winter 2021 wave, and all subsequent waves, was informed by the response patterns of the Autumn 2021 wave. Reflecting the lower-than-expected response rate to the Autumn 2021 wave, a higher number of addresses were included in core sample for the Winter 2021 waves onwards. The profile of the sample was also refined in the Winter 2021 and

subsequent waves, reflecting what had been learned in the Autumn wave about stratum-level response rates.

The invitation letter was changed in this wave in an effort to boost response. This included changes to the body of the letter to include bullet points.

The wording of the question on number of adults in the household was changed from 'Including yourself, how many adults aged 16 or over do you live with? Include anyone aged 16 or over with whom you usually share cooking facilities as well as a living room, sitting room or dining area.'. The new wording from Winter 2021 onwards is 'Including yourself, how many adults aged 16 or over are currently living in your household?'.

The open-ended categories for number of adults and number of children in this household were changed to '10 or more' opposed to '10+' as they had been in the Autumn wave.

Due to a scripting error, data for number of children in the household (CHILDHH) is missing from this wave.

From this Winter 2021 onwards, the response option 'employed but on furlough' was removed from the question on current working situation as the furlough scheme had ended.

Spring 2022 wave

There were no significant revisions to the survey methodology in the Spring 2022 wave.

A QR code directly individuals to the survey website was added to the invite letters from the Spring 2022 wave.

A new closing demographic question was added in Spring 2022 on household responsibility. This question reads "Which of the following best describes who is mainly responsible for decisions about this household, for example paying household bills or choosing a provider for energy or broadband?".

The response option "some other type of accommodation" was added to the paper questionnaire from Spring 2022 after previously being omitted.

Summer 2022 wave

In the Summer 2022 wave, the number of survey invitations sent to addresses in Northern Ireland was slightly boosted to ensure that the sample size was large enough to allow reliable analysis.

Research and statistical term definitions

The table below sets out the key terms used within this report and gives a brief definition for each term.

Figure 10*: Definitions of research and statistical terms*

Term	Definition
ABOS (Address Based Online Surveying)	A 'push to web' survey methodology where letters are sent to a sample of home addresses inviting household members to complete the survey online. However, householders are also given the option to complete a paper version of the questionnaire which enables participation among the offline population.
Base	The number of people answering a survey question. In the PAT, the base number varies slightly between questions asked to equivalent subgroups. This is because of the ABOS methodology which includes a mixture of online and paper responses. On paper it is possible to leave a question blank or answer multiple responses at a single-coded question; in these situations, the answers are removed from the overall base.
CAWI	Computer-assisted web interviewing.
Fieldwork	The period of time over which data are collected for a survey (whether by face-to-face interviews, online completions or paper-based questionnaire completions).
NS-SEC	National Statistics Socio-Economic Classification. The PAT survey uses the self-coded method of deriving NS-SEC which classifies people into six categories: 1. Managerial, administrative and professional occupations 2. Intermediate occupations 3. Small employers and own account workers 4. Lower supervisory and technical occupations 5. Semi-routine and routine occupations 6. Never worked
Omnibus survey	A method of quantitative survey research where data on a variety of subjects submitted by a range of funders is collected during the same interview.
Privacy notices	Information provided by a service provider to inform users how they will use their personal information.
Random location quota sampling	A hybrid form of sampling that combines elements of quota sampling and random probability sampling. The principal distinguishing characteristic of random location sampling is that interviewers are given very little choice in the selection of respondents. A random sample of geographical units is drawn (usually postcode sectors) and respondents in each interviewer assignment are then drawn from a small set of homogenous

Term	Definition
	streets within these. Quotas are set in terms of characteristics which are known to have a bearing on individuals' probabilities of being at home and so available for interview. Rules are given which govern the distribution spacing and timing of interviews.
Representativeness	Similarity of the sample profile to benchmark population statistics, such as the Office for National Statistics mid-year population estimates.
Sample size	The number of people included in the sample (a subset of the population).
Statistical significance	A statistical test to determine whether relationships observed between two survey variables are likely to exist in the population from which the sample is drawn. We only report on findings that are statistically significant at the 95% level.

Appendix A – Survey invitation letters

Overview

Copies of the advance letters and reminders from the Summer 2022 wave are included in this appendix, alongside an example of the initial letter design which was used in the Autumn 2021 wave. As outlined below, there were some refinements to the letter design between these waves.

Addresses were sent survey invitation letters. Reminder letters were also sent as necessary. Letters that invited addresses to participate online were slightly different to those which included a postal questionnaire alongside the invitation letter.

The number of online survey logins provided to each address varied between two and four. The example letters in this appendix show the variants which included two logins.

Each advance letter included a description of the survey content. These descriptions varied each wave, as follows:

Autumn 2021: Your contribution will help to inform decisions being made about important topics such as climate change, new technologies and workers' rights, and will allow the government and other public sector organisations to track changes over time.

Winter 2021: The study covers a range of topics including heating in the home, climate change and consumer issues, and will inform key decisions made by the government and other public sector organisations.

Spring 2022: The study covers a range of topics including energy bills, climate change and consumer issues, and will inform key decisions made by the government and other public sector organisations.

Summer 2022: The study covers a range of topics including climate change, energy bills, and new technologies, and will inform key decisions made by the government and other public sector organisations.

Refinements to the invitation letters

The wording of the Winter 2021 invitation letter was amended so that the invitation appeared more personal. Whereas the Autumn 2021 letter opened with text saying 'This is an invitation to take part in the BEIS Public Attitudes Tracker', the Winter 2021 letter opened with text saying 'I am writing to invite you to take part in the BEIS Public Attitudes Tracker, an official Government study'. This approach was maintained in the Spring 2022 and Summer 2022 waves.

The layout of the invitation letter was also amended from the Winter 2021 wave onwards – bullet points were added to the body text, with the aim of making it easier for respondents to take in the key points.

Text explaining that 'Your household is part of a scientific sample of 19,000 households, designed to reflect the UK population as a whole' was also added to the Winter 2021 letter. A

brief explanation about the sampling approach was also included in the Spring 2022 and Summer 2022 waves.

A QR code was added to the Spring 2022 invitation letter, allowing respondents to access the online questionnaire by simply scanning the code. This approach was continued in the Summer 2022 wave.

The respondent FAQs included alongside each letter remained consistent across all four waves.

Autumn 2021 – Online English language invitation letter

See next page.

Department for Business, Energy & Industrial Strategy (BEIS)
1 Victoria Street
London, SW1H 0ET

Address
Address
Address
000000000   Address

00 MM YYYY

The BEIS Public Attitudes Tracker
Have your say, inform key decisions

This is an invitation to take part in the BEIS Public Attitudes Tracker, an official Government study that allows your views to be heard on a wide range of issues affecting how people live and work across the UK.

Your contribution will help to inform decisions being made about important topics such as climate change, new technologies and workers' rights, and will allow the government and other public sector organisations to track changes over time.

The survey takes around 15 to 20 minutes and, as a thank you for taking part, each person who completes it will receive a **£5 shopping voucher**.

It is easy to take part. Simply go online to www.patsurvey.co.uk and log in using one of the reference numbers and password details provided. Up to two people aged 16 or over can take part in your household. Each set of login details can only be used once.

Person 1	**Person 2**
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

The closing date for the survey is **Wednesday 13 October.**

The survey can be completed on a laptop, tablet or smartphone. If you need more login details, or are unable to complete the survey online and require a paper version of the questionnaire, please use the contact details in the box below. If you request a paper version of the questionnaire, we will also provide you with a paper copy of the survey privacy notice.

I hope you enjoy the survey and the opportunity to express your thoughts and opinions on these important issues.

Thank you in advance for your help.

Yours faithfully,

Bilal Evans
Acting Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

This study is being carried out on behalf of the Government by Kantar Public, an independent social research organisation. If you would like to talk to someone about the study or if you require a postal version of the questionnaire, please contact Kantar between 9am-5pm on Monday to Friday, via the email address or information line below.

✉ patsurvey@kantar.com   ☏ Information line: 0800 051 0887

See next page.

Address
Address
Address
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The BEIS Public Attitudes Tracker
Have your say, inform key decisions

This is an invitation to take part in the BEIS Public Attitudes Tracker, an official Government study that allows your views to be heard on a wide range of issues affecting how people live and work across the UK.

Your contribution will help to inform decisions being made about important topics such as climate change, new technologies and workers' rights, and will allow the government and other public sector organisations to track changes over time.

The survey takes around 15 to 20 minutes and, as a thank you for taking part, each person who completes it will receive a **£5 shopping voucher**.

It is easy to take part. All you have to do is fill in a paper questionnaire and send it back to us at no cost to you.
Up to two people aged 16 or over can take part in your household, and I have included two paper questionnaires with this letter as well as a pre-paid envelope to return the completed questionnaires to us. I have also included a paper copy of the survey privacy notice.

The closing date for the survey is **Wednesday 13 October.**

If you need more paper questionnaires, please use the contact details in the box.

I hope you enjoy the survey and the opportunity to express your thoughts and opinions on these important issues.

Thank you in advance for your help.

Yours faithfully,

Bilal Evans
Acting Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

This study is being carried out on behalf of the Government by Kantar Public, an independent social research organisation. If you would like to talk to someone about the study or if you require a postal version of the questionnaire, please contact Kantar between 9am-5pm on Monday to Friday, via the email address or information line below.

✉ patsurvey@kantar.com   ☏ Information line: 0800 051 0887

See next page.

HM Government

Department for Business, Energy & Industrial Strategy (BEIS)
1 Victoria Street
London, SW1H 0ET

Address
Address
Address
000000000   Address

00 MM YYYY

The BEIS Public Attitudes Tracker
Have your say, inform key decisions

I am writing to invite you to take part in the BEIS Public Attitudes Tracker, an official Government study.

- The study is being carried out by the research company **Kantar Public**, on behalf of the **Department for Business, Energy and Industrial Strategy**.
- Your household is part of a scientific sample of **over 20,000 households**, designed to reflect the UK population as a whole.
- The study covers a range of topics including climate change, energy bills, and new technologies, and will inform key decisions made by the government and other public sector organisations.
- The survey takes around 15 to 20 minutes to complete. You can take part using a computer or mobile device **online**. If you require a **paper version**, please use the contact details in the box at the bottom of this letter.
- We will give everyone who takes part a **£5 gift voucher** as a thank you.

It is easy to take part. Simply go online to **www.patsurvey.co.uk** (or scan the QR code below) and log in using one of the reference numbers and password details provided. Up to two people aged 16 or over can take part in your household. Each set of login details can only be used once.

Person 1	**Person 2**
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

The closing date for the survey is **Thursday 7th July 2022.**

I hope you enjoy the survey and the opportunity to express your thoughts and opinions on these important issues.

Thank you in advance for your help.

Yours faithfully,

Jessie Evans
Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

This study is being carried out on behalf of the Government by Kantar Public, an independent social research organisation. If you would like to talk to someone about the study or if you require a postal version of the questionnaire, please contact Kantar between 9am-5pm on Monday to Friday, via the email address or information line below.

✉ patsurvey@kantar.com   ☏ Information line: 0800 051 0887

Summer 2022 – Postal English language invitation letter

See next page.

HM Government

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The BEIS Public Attitudes Tracker
Have your say, inform key decisions

I am writing to invite you to take part in the BEIS Public Attitudes Tracker, an official Government study.

- The study is being carried out by the research company **Kantar Public**, on behalf of the **Department for Business, Energy and Industrial Strategy**.
- Your household is part of a scientific sample of **over 20,000 households**, designed to reflect the UK population as a whole.
- The study covers a range of topics including climate change, energy bills, and new technologies, and will inform key decisions made by the government and other public sector organisations.
- The survey takes around 15 to 20 minutes to complete. You can take part using a computer or mobile device **online**.
- We will give everyone who takes part a **£5 gift voucher** as a thank you.

It is easy to take part. Simply go online to **www.patsurvey.co.uk** (or scan the QR code below) and log in using one of the reference numbers and password details provided. Up to two people aged 16 or over can take part in your household. Each set of login details can only be used once.

Person 1	**Person 2**
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

Alternatively, I have included two paper questionnaires with this letter as well as a pre-paid envelope to return the completed questionnaires to us. I have also included a paper copy of the survey privacy notice. If you require further paper questionnaires, please use the contact details in the box at the bottom of this letter.

The closing date for the survey is **Thursday 7th July 2022.**

I hope you enjoy the survey and the opportunity to express your thoughts and opinions on these important issues.

Thank you in advance for your help.

Yours faithfully,

Jessie Evans
Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

Summer 2022 – Online Welsh language invitation letter

See next page.

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Traciwr Agweddau Cyhoeddus BEIS
Dweud eich dweud, llywio penderfyniadau allweddol

Dyma wahoddiad i gymryd rhan yn y Traciwr Agweddau Cyhoeddus BEIS, astudiaeth swyddogol gan y Llywodraeth.

- Mae'r arolwg yn cael ei gynnal ar ran yr **Adran Busnes, Ynni a Strategaeth Ddiwydiannol** gan **Kantar Public**, asiantaeth ymchwil annibynnol.
- Mae eich cartref yn rhan o sampl wyddonol o **dros 20,000** o gartrefi, a gynlluniwyd i adlewyrchu poblogaeth y DU gyfan.
- Mae'r astudiaeth yn ymdrin ag amrywiaeth o bynciau gan gynnwys newid yn yr hinsawdd, biliau ynni, a thechnolegau newydd, a bydd yn llywio penderfyniadau allweddol a wneir gan y llywodraeth a sefydliadau eraill yn y sector cyhoeddus.
- Mae'r arolwg yn cymryd tua 15 i 20 munud. Os na allwch gwblhau'r arolwg **ar-lein**.
- Fel diolch am gymryd rhan, bydd pob person sy'n ei gwblhau yn derbyn **taleb siopa gwerth £5**.

Mae'n hawdd cymryd rhan. Yn syml, ewch ar-lein i www.patsurvey.co.uk (neu sganiwch y cod QR isod) a mewngofnodwch gan ddefnyddio un o'r cyfeiriadau a'r manylion cyfrinair a ddarparwyd. Gall hyd at ddau o bobl 16 oed neu'n hŷn gymryd rhan yn eich cartref. Dim ond unwaith y gellir defnyddio pob set o fanylion mewngofnodi.

Person 1	**Person 2**
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

Dyddiad cau'r arolwg yw **Dydd Iau 7th Gorffennaf 2022.**

Gobeithio y gwnewch chi fwynhau'r holiadur a'r cyfle i fynegi eich meddyliau a'ch barn ar y materion pwysig hyn.

Diolch ymlaen llaw am eich help.

Yn gywir,

Jessie Evans
Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

Mae'r astudiaeth hon yn cael ei chynnal ar ran y Llywodraeth gan Kantar Public, sefydliad ymchwil cymdeithasol annibynnol. Os hoffech chi siarad â rhywun am yr astudiaeth neu os oes angen fersiwn bost o'r holiadur arnoch chi, cysylltwch â Kantar rhwng 9am-5pm o ddydd Llun i ddydd Gwener, drwy'r cyfeiriad e-bost neu'r llinell wybodaeth isod.

✉ patsurvey@kantar.com   📞 Information line: 0800 051 0887

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Traciwr Agweddau Cyhoeddus BEIS
Dweud eich dweud, llywio penderfyniadau allweddol

Dyma wahoddiad i gymryd rhan yn y Traciwr Agweddau Cyhoeddus BEIS, astudiaeth swyddogol gan y Llywodraeth.

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- Mae'r astudiaeth yn ymdrin ag amrywiaeth o bynciau gan gynnwys newid yn yr hinsawdd, biliau ynni, a thechnolegau newydd, a bydd yn llywio penderfyniadau allweddol a wneir gan y llywodraeth a sefydliadau eraill yn y sector cyhoeddus.
- Mae'r arolwg yn cymryd tua 15 i 20 munud. Os na allwch gwblhau'r arolwg **ar-lein**.
- Fel diolch am gymryd rhan, bydd pob person sy'n ei gwblhau yn derbyn **taleb siopa gwerth £5**.

Mae'n hawdd cymryd rhan. Yn syml, ewch ar-lein i www.patsurvey.co.uk (neu sganiwch y cod QR isod) a mewngofnodwch gan ddefnyddio un o'r cyfeiriadau a'r manylion cyfrinair a ddarparwyd. Gall hyd at ddau o bobl 16 oed neu'n hŷn gymryd rhan yn eich cartref. Dim ond unwaith y gellir defnyddio pob set o fanylion mewngofnodi.

Person 1	Person 2
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

Fel Arall, rwyf wedi cynnwys dau holiadur papur gyda'r llythyr hwn yn ogystal ag amlen ragdaledig I ddychwelyd yr holiaduron wedi'u cwblhau atom. Rwyf hefyd wedi cynnwys copi papur o hysbysiad preifatrwydd yr arolwg. Os oes angen mwy o holiaduron papur arnoch, defnyddiwch y manylion cyswllt yn y blwch.

Dyddiad cau'r arolwg yw **Dydd Iau 7th Gorffennaf 2022.**

Gobeithio y gwnewch chi fwynhau'r holiadur a'r cyfle i fynegi eich meddyliau a'ch barn ar y materion pwysig hyn.

Diolch ymlaen llaw am eich help.

Yn gywir,

Jessie Evans
Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

Respondent FAQS (consistent across all waves) – English language

See next page.

Why did we choose your address?
As it is not possible to ask everyone to take part in the survey, we select a sample of addresses to represent the entire country. Your address was chosen at random from a list of private addresses held by the Royal Mail.

Who is conducting the survey?
The survey is being conducted on behalf of the Department for Business, Energy & Industrial Strategy (BEIS) by **Kantar Public** an independent research agency.

More information about the survey is available online at www.patsurvey.co.uk

Is this survey confidential?
Yes. The information that is collected will only be used for research and statistical purposes. Your contact details are kept separate from your answers and will not be passed on to any other organisation.

Data from the survey will be shared with BEIS for the purpose of producing and publishing statistics. The data shared with BEIS won't contain your name or contact details, and no individual or household will be identifiable from the results. Your answers will be combined with others that take part in the survey. You will not receive any 'junk mail' as a result of taking part.

Why are your views important?
We need people from all age groups and backgrounds to take part. Your views are important to us as without them we may not have a representative picture of people's views from across the country.

Data protection
All information will be processed in accordance with the MRS Code of Conduct, and in compliance with the Data Protection Act 2018 and UK General Data Protection Regulation for the performance of official authority and public interest and will only be held for as long as it is being used to produce statistics.

Further information about the way we handle your personal data can be found at www.patsurvey.co.uk

Should you have any specific concerns or queries please contact: dataprotection@beis.gov.uk and quote 'BEIS Public Attitudes Tracker'

What do you need to do?
Up to four people aged 16 or over in your household can complete the survey. If you wish to complete online, go to www.patsurvey.co.uk, enter one of the reference numbers and associated passwords provided and complete the questionnaire **by the date shown on the front of the letter**.
Alternatively, fill in one of the paper questionnaires we have provided and then return it to us using the pre-paid envelope. Additional logins and paper questionnaires can be requested by contacting patsurvey@kantar.com

How do you collect the voucher? Online: As a thank you for taking part, everyone who participates will be offered a shopping voucher after completing the survey. This will be provided by the online platform 'Perks'. Once you have completed the survey online, there will be a link to the 'Perks' website where you will be able to choose from a range of different vouchers. Instructions will be provided at the end of the survey, and you can claim your voucher instantly.

Postal: As a thank you for returning the completed survey, we will post a £5 shopping voucher to your address within 10 working days.

How will the information be used?
The information collected in this survey will be used to inform important decisions that affect the way we all live and work. Your attitudes, opinions, and experiences will help government departments to create policy which reflects the needs of people like you across the country. The information will also be used to produce and publish statistics which are used by a wide range of charities, academics, and other public sector bodies.

To learn more about the BEIS Public Attitudes Tracker, please visit www.patsurvey.co.uk and click "Find out more"

What are your rights?
Completion of this survey is voluntary. We will ask for details such as your views on a range of topics. We will also ask you for sensitive information such as your age and ethnicity, but you don't have to answer these questions.

For more information see:
www.ico.org.uk/for-the-public

If you are not happy with the way we are processing your data, you have the right to lodge a complaint with the Information Commissioner's Office about our practices at: www.ico.org.uk/concerns

Respondent FAQS (consistent across all waves) – Welsh language

See next page.

Wam wnaethon ni ddewis eich cyfeiriad?
Gan nad yw'n bosib gofyn i bawb gymryd rhan yn yr arolwg, rydym yn dewis sampl o gyfeiriadau i gynrychioli'r wlad gyfan. Dewiswyd eich cyfeiriad ar hap o restr o gyfeiriadau preifat a gedwir gan y Post Brenhinol.

Pwy sy'n cynnal yr arolwg?
Mae'r arolwg yn cael ei gynnal ar ran yr Adran Busnes, Ynni a Strategaeth Ddiwydiannol (BEIS) gan Kantar Public, asiantaeth ymchwil annibynnol. Mae rhagor o wybodaeth am yr arolwg ar gael ar-lein yn www.patsurvey.co.uk

A yw'r arolwg hwn yn gyfrinachol?
Ydy. Dim ond at ddibenion ymchwil ac ystadegol y bydd y wybodaeth a gesglir yn cael ei defnyddio. Mae eich manylion cyswllt yn cael eu cadw ar wahân i'ch atebion ac ni fyddant yn cael eu trosglwyddo i unrhyw sefydliad arall.

Bydd data o'r arolwg yn cael ei rannu â BEIS at ddibenion cynhyrchu a chyhoeddi ystadegau. Nid yw'r data a rennir â BEIS yn cynnwys eich enw na'ch manylion cyswllt, ac ni fydd modd adnabod unrhyw unigolyn nac aelwyd o'r canlyniadau. Bydd eich atebion yn cael eu cyfuno ag eraill sy'n cymryd rhan yn yr arolwg. Ni fyddwch yn derbyn unrhyw 'bost sothach' o ganlyniad i gymryd rhan.

Pam mae eich barn yn bwysig?
Mae arnom angen i bobl o bob grŵp oedran a chefndir gymryd rhan. Mae eich barn yn bwysig i ni oherwydd hebddyn nhw efallai na fydd gennym ni lun cynrychioliadol o farn pobl o bob cwr o'r wlad

Diogelu data
Bydd yr holl wybodaeth yn cael ei phrosesu yn unol â Deddf Diogelu Data 2018 a Rheoliad Diogelu Data Cyffredinol y DU ar gyfer perfformiad awdurdod swyddogol a

budd y cyhoedd a dim ond cyhyd â'i bod yn cael ei defnyddio i gynhyrchu ystadegau y bydd yn cael ei chadw.

Mae rhagor o wybodaeth am y ffordd rydym yn trin eich data personol ar gael yn www.patsurvey.co.uk

Os oes gennych unrhyw bryderon neu ymholiadau penodol, cysylltwch â: dataprotection@beis.gov.uk a dyfynnwch 'BEIS Traciwr Agweddau Cyhoeddus'

Beth sydd angen i chi ei wneud?
Gall hyd at bedwar o bobl 16 oed neu drosodd yn eich cartref gwblhau'r arolwg.

Ar-lein: Rhaid i chi fynd i www.patsurvey. co.uk, nodi un o'r cyfeirnodau a'r cyfrineiriau cysylltiedig a ddarperir a chwblhau'r holiadur erbyn y dyddiad a ddangosir ar du blaen y llythyr. Gellir gofyn am fewngofnodi ychwanegol trwy gysylltu â patsurvey@ kantar.com

Os na allwch gwblhau'r arolwg ar-lein a bod angen fersiwn bapur o'r holiadur arnoch, defnyddiwch y manylion cyswllt yn y blwch isod.

Cymraeg: Os hoffech gymryd rhan yn Gymraeg, cyfeiriwch at ein manylion cyswllt ar flaen y llythyr hwn.

Sut ydych chi'n casglu'r daleb?
Ar-lein:: Fel diolch am gymryd rhan, bydd pawb sy'n cymryd rhan yn cael cynnig taleb siopa ar ôl cwblhau'r arolwg. Darperir hwn gan y platfform

ar-lein 'Perks'. Ar ôl ichi gwblhau'r arolwg ar- lein, bydd dolen i'r wefan 'Perks' lle byddwch yn gallu dewis o ystod o dalebau gwahanol. Darperir cyfarwyddiadau ar ddiwedd yr arolwg, a gallwch hawlio'ch taleb ar unwaith.

Sut fydd y wybodaeth yn cael ei defnyddio?
Gall hyd at bedwar o bobl 16 oed neu drosodd yn eich cartref gwblhau'r arolwg. Llenwch un o'r holiaduron papur rydyn ni wedi'u darparu ac yna ei ddychwelyd atom gan ddefnyddio'r amlen ragdaledig erbyn y dyddiad a ddangosir ar du blaen y llythyr

hwn. Os oes angen mwy o holiaduron arnoch, cyfeiriwch at ein manylion cyswllt ar du blaen y llythyr hwn.

Mae rhagor o wybodaeth am yr arolwg ar gael ar-lein yn www.patsurvey.co.uk

Beth yw eich hawliau?
Mae cwblhau'r arolwg hwn yn wirfoddol. Byddwn yn gofyn am fanylion megis eich barn ar ystod o bynciau. Byddwn hefyd yn gofyn i chi am wybodaeth sensitif megis eich oedran a'ch ethnigrwydd, ond does dim rhaid i chi ateb y cwestiynau hyn.

Am ragor o wybodaeth gweler: www.ico.org.uk/for-the-public

Os nad ydych yn hapus â'r ffordd rydym yn prosesu'ch data, mae gennych hawl i gyflwyno cwyn i Swyddfa'r Comisiynydd Gwybodaeth am ein harferion yn: www.ico.org.uk/concerns

Online reminder letter example – English language (Summer 2022)

See next page.

HM Government

Department for Business, Energy & Industrial Strategy (BEIS)
1 Victoria Street
London, SW1H 0ET

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The BEIS Public Attitudes Tracker
Have your say, inform key decisions

We recently invited your household to take part in the BEIS Public Attitudes Tracker, an official Government study. Our records suggest that the survey has not yet been completed by all adults in your household. We are writing again because of the importance of your household in helping us to gather accurate information.

This is your opportunity to make your views heard on a wide range of issues that affect the way people live and work across the UK. Each person who completes the survey will receive a £5 shopping voucher to thank them for their time.

It is easy to take part. Simply go online to **www.patsurvey.co.uk** (or scan the QR code below) and log in using one of the reference numbers and password details provided. Up to two people aged 16 or over can take part in your household. Each set of login details can only be used once.

Person 1	**Person 2**
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

The closing date for the survey is **Thursday 7th July 2022.**

You can choose to redeem your voucher from a range of retailers.

The survey takes around 15 to 20 minutes and can be completed on a laptop, tablet or smartphone. If you need more login details, or are unable to complete the survey online and require a paper version of the questionnaire, please use the contact details in the box below. f you request a paper version of the questionnaire, we will also provide you with a paper copy of the survey privacy notice.

Thank you for taking the time to tell us about your views and contributing to an official government study.

Yours faithfully,

Jessie Evans
Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

This study is being carried out on behalf of the Government by Kantar Public, an independent social research organisation. If you would like to talk to someone about the study or if you require a postal version of the questionnaire, please contact Kantar between 9am-5pm on Monday to Friday, via the email address or information line below.

✉ patsurvey@kantar.com   ☏ Information line: 0800 051 0887

Online reminder letter example – Welsh language (Summer 2022)

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Traciwr Agweddau Cyhoeddus BEIS

Dweud eich dweud, llywio penderfyniadau allweddol

Yn ddiweddar, gwnaethom wahodd eich cartref i gymryd rhan yn y Traciwr Agweddau Cyhoeddus BEIS, astudiaeth swyddogol gan y Llywodraeth. Mae ein cofnodion yn awgrymu nad yw'r arolwg wedi'i gwblhau eto gan bob oedolyn yn eich cartref. Rydym yn ysgrifennu eto oherwydd pwysigrwydd eich cartref wrth ein helpu i gasglu gwybodaeth gywir.

Dyma'ch cyfle i leisio'ch barn ar ystod eang o faterion sy'n effeithio ar y ffordd y mae pobl yn byw ac yn gweithio ledled y DU. Bydd pob person sy'n cwblhau'r arolwg yn derbyn taleb siopa gwerth £5 i ddiolch iddynt am eu hamser.

Mae'n hawdd cymryd rhan. Yn syml, ewch ar-lein i **www.patsurvey.co.uk** (neu sganiwch y cod QR isod) a mewngofnodwch gan ddefnyddio un o'r cyfeiriadau a'r manylion cyfrinair a ddarparwyd. Gall hyd at ddau bobl 16 oed neu'n hŷn gymryd rhan yn eich cartref. Dim ond unwaith y gellir defnyddio pob set o fanylion mewngofnodi.

Person 1	**Person 2**
Ref No:	Ref No:
IndividualSerial1	IndividualSerial2
Password: Pass1	Password: Pass2

Dyddiad cau'r arolwg yw **Dydd Iau 7th Gorffennaf 2022**. Gallwch ddewis ad-dalu'ch taleb gan ystod o fanwerthwyr.

Mae'r arolwg yn cymryd tua 15 i 20 munud a gellir ei gwblhau ar liniadur, llechen neu ffôn clyfar. Os oes angen mwy o fanylion mewngofnodi arnoch, neu os na allwch gwblhau'r arolwg ar-lein a bod angen fersiwn papur o'r holiadur arnoch, defnyddiwch y manylion cyswllt yn y blwch isod. Os gofynnwch am fersiwn bapur o'r holiadur, byddwn hefyd yn darparu copi papur o hysbysiad preifatrwydd yr arolwg i chi.

Diolch i chi am gymryd yr amser i ddweud wrthym am eich barn a chyfrannu at astudiaeth swyddogol y llywodraeth.

Yn gywir,

Jessie Evans
Chief Statistician
Department of Business, Energy & Industrial Strategy
HM Government

Further information

Future updates to these statistics

Results from the Public Attitudes Tracker are published quarterly. Note that not all tracker questions are included in each wave.

Revisions policy

The BEIS statistical revisions policy sets out the revisions policy for these statistics, which has been developed in accordance with the UK Statistics Authority Code of Practice for Statistics.

Related Statistics

There are various other surveys which seek the general public's opinion on topics related to those covered by the BEIS Public Attitudes Tracker. These include:

Public Attitudes to Science

A collection of studies looking at the UK public's attitudes to science, scientists and science policy.

National Travel Attitudes Study (NTAS)

The Department for Transport publishes a wide range of reports on the public's attitude to various modes of transport.

Transport and Transport Technology: Public Attitudes Tracker

The Department for Transport also publishes an attitudes tracker to monitor trends in public attitudes to and awareness of transport technologies in England

Public Attitudes to Trade Tracker

The Department for International Trade runs a survey twice a year to collect data on public attitudes towards trade and government trade policy.

The English Housing Survey

The English Housing Survey is a continuous national survey commissioned by the Department for Levelling up, Housing and Communities (formerly Ministry of Housing, Communities and Local Government). It collects information about people's housing circumstances and the condition and energy efficiency of housing in England.

BEIS also publishes a wealth of energy statistics which provide context for the attitude data collected by the PAT. These are available on the Statistics at BEIS website.

Uses of these statistics

These statistics are used by BEIS to guide BEIS policy, by many academics in their related studies, by ministers and by the general public. Some examples on the uses of previous waves of the PAT include:

- Monitoring attitudes towards fracking by policy makers, the media and local groups to understand how this is changing over time and the reasons why people support or oppose it.

- Understanding public awareness of key BEIS policies such as the concept of Net Zero.

- Monitoring public attitudes to climate change and government policies associated with this and understanding how concern varies between demographic groups.

- Understanding public acceptability of different renewable energy sources which contribute to the Government's aim to reduce the dependence on fossil fuels.

User engagement

Users are encouraged to provide comments and feedback on how these statistics are used and how well they meet user needs. Comments on any issues relating to this statistical release are welcomed and should be sent to: BEISPAT@beis.gov.uk.

The BEIS statement on statistical public engagement and data standards sets out the department's commitments on public engagement and data standards as outlined by the Code of Practice for Statistics.

Pre-release access to statistics

Some ministers and officials receive access to these statistics up to 24 hours before release. Details of the arrangements for doing this and a list of the ministers and officials that receive pre-release access to these statistics can be found in the BEIS statement of compliance with the Pre-Release Access to Official Statistics Order 2008.

Contact

- Responsible statistician: Antonia Ren

- Email: BEISPAT@beis.gov.uk

- Media enquiries: 020 7215 1000; newsdesk@beis.gov.uk