

Maximizing take up to the Labour Force Survey with an initial online mode invitation

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Data Collection Transformation at ONS

- Moving survey data collection online
- Survey and administrative data integration
- Moving to generic, shared IT systems
- Business and social survey rationalisation
- Field force modernisation



Labour Force Survey (LFS)

- Study of the employment circumstances of the UK population
- Provides official measures of employment & unemployment
- Approx 40,000 responding households & 100,000 individuals per quarter
- Representative of the entire UK population
- Respondents interviewed for 5 successive waves at 3 monthly intervals

Design Principles

Transforming questionnaire

- Not 'translating'
- Starting with output requirements
- Respondent centric
 - start with what makes sense!
- Optimising for the mode and device
- International feedback

Transforming materials

- Respondent centric (barrier)
- Strategy: Letter, leaflets, post cards, emails, SMS
- Behavioural Insights
- Nation-specific materials
- Between wave engagement

Design Principles

Radical re-design approach

Statistical re-design

Questionnaire

Resp. materials

Respondent centric

Agile delivery

Key aims and Research Areas

To establish the optimal approach to moving to a Labour Market Survey that is mixed-mode (including on-line self-completion)

Maximising
online take-up

Mode switching
and mode
effects

What mixed
mode response
rates can we
expect?

Online retention
in later waves

Can non survey
data help to
improve the
sample frame?

Can non survey
data replace
questions?

2017 Online Take up Tests

Test 1: 7th - 19th July 2017

Purpose

- Early indication of uptake for an online Labour Market Survey
- Provide evidence of the most effective comms strategy

Basic design

- Mail out to c.37,000 households across Great Britain
- Tested:
 - **Advanced mailing strategies**
 - **Envelope colour**
 - **Day of week the invite letter is received**
 - **National branding on envelopes**

Headline results – Test 1

19.9%
of households entered access code + started survey

Communication Strategy

- Invite + Reminder - 17.9%
- Prenote + Invite + reminder- 20.2%
- Invite + 2 reminders- 21.4%

Envelope colour

- Brown – 20.2%
- White – 19.5%

Mailing Day

- Wednesday – 20.7%
- Friday – 19.1%

Nation Specific Branding

- Scotland
 - With – 18.5%
 - Without – 18.9%
- Wales
 - With – 19.8%
 - Without -19.1%

2017 Online Take up Tests

Test 2: 13th Sept - 2nd Oct 2017

Purpose

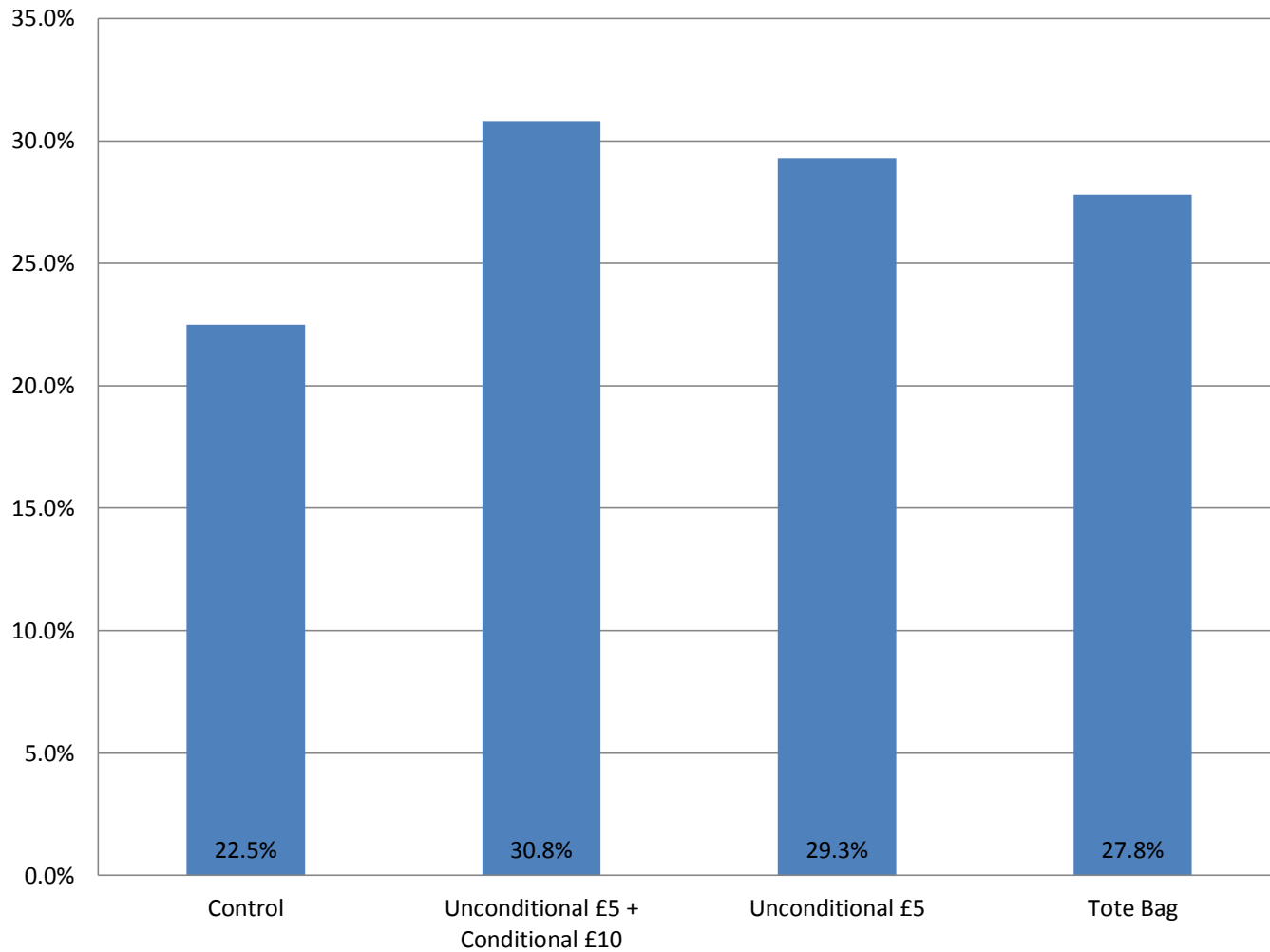
- Another indication of uptake for a Labour Market Survey online
- Establish the likely most cost effective incentive strategy

Basic design

- Mail out to c.40,000 households
- Test impact of:
 - **No incentive**
 - **£5 unconditional + £10 conditional**
 - **£5 unconditional**
 - **Non-monetary incentive (tote bag)**



Headline Results – Test 2



More results

- Household completion time:

Test 1: 11 mins 33 secs

Test 2: 18 mins 12 secs

- Device type:

	<u>Test 1</u>	<u>Test 2</u>
○ Desktop Pc	56%	58%
○ Tablet	26%	23%
○ Smartphone	15%	16%

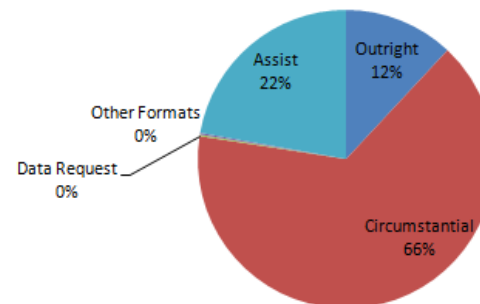
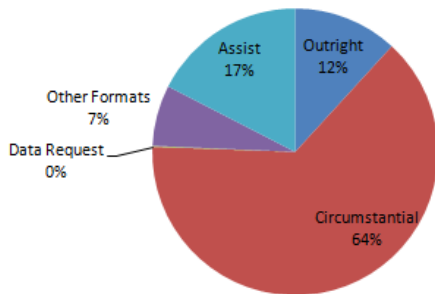
- Not just young people using smart phones!

- Individual completions by proxy – 42.2%- test 1, 46.8% -test 2

- Online response was higher in regions where f2f response tends to be lower

More results

	<u>Test 1</u>	<u>Test 2</u>
% of households gave re-contact details	83%	85%
% of those who started gave a full household response	86%	85%
% of household completion in one sitting	98%	96%
<ul style="list-style-type: none">• Higher no incentive response rate for test 2• Majority of calls to helpline were circumstantial refusals		



Overall (draft) testing plan

- Online take up tests (July and Sep 2017)
 - Mixed mode pre-test (October 2017)
 - Online retention test (Nov 2017) – 2 waves
 - Statistical mixed mode test (Summer 2018) – 1 wave
 - Longitudinal test (2019)
 - Parallel run start (2020)
- Iterative process – detail of later tests likely to change following results of early tests

What next? – Summer 2018

1 wave mixed mode test:

- What happens when the interviewers visit online non-responders? What response rate do we get?
- What do outputs/estimates look like from mixed mode data?
- Issue c.11-12k online, c. 8k to field
- Scope to do an online Wave 2

Mixed mode pre test outcomes

- 2004 addresses issued – 53.8%
- 483 online (47.2%), 11 telephone (1.1%), 530 face-to-face (51.8%)

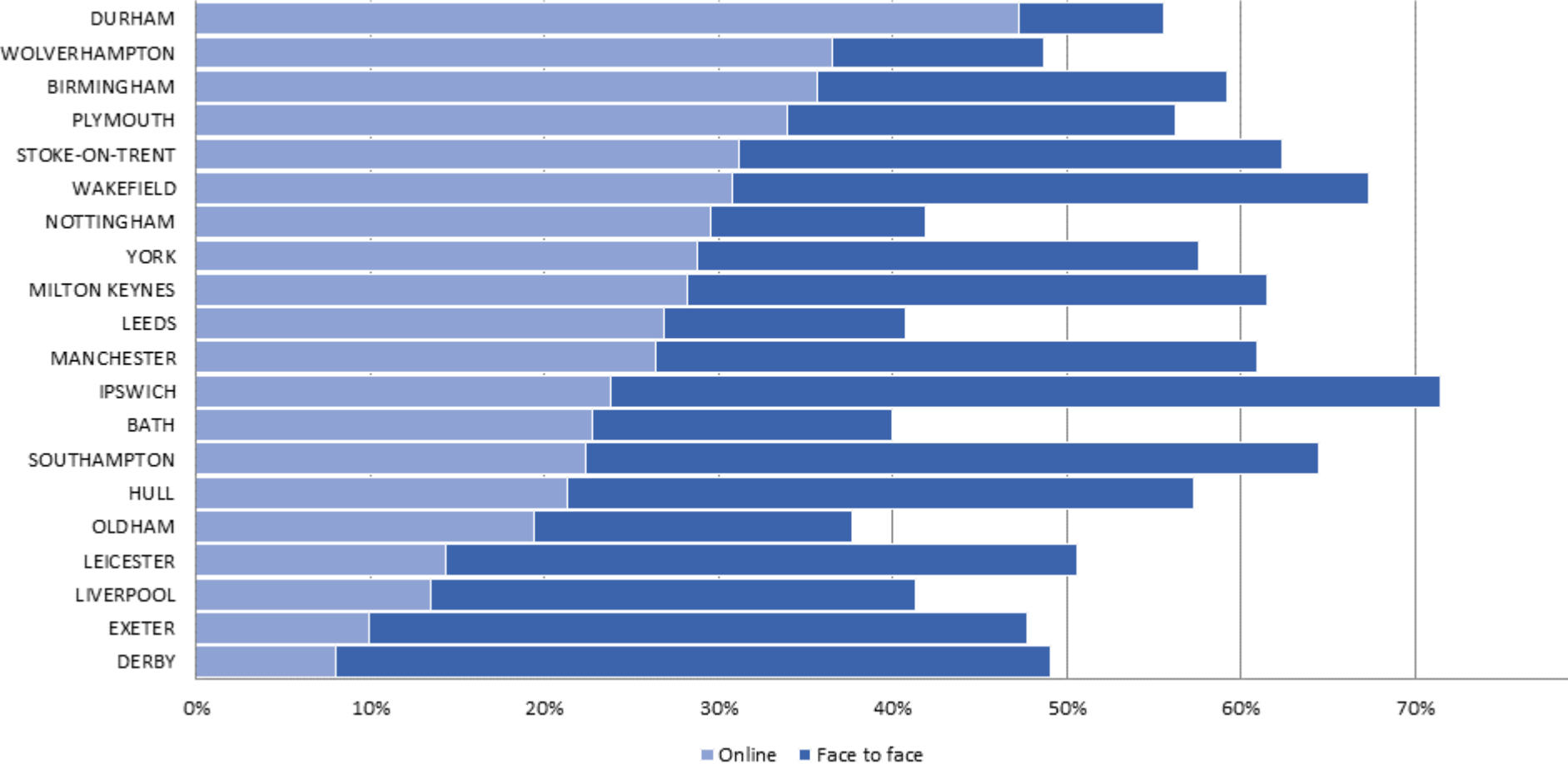
- Initial online response rate – 21.4%
- Final online response rate – 25.4% (var: 8% to 47%)

- Field response rate – 37.1% (var: 0% to 94%)

- ‘Fob-off’ rate – 77% (123 of 159 households)
- ‘Fibbing’ rate – 64% (16 of 25 households)

Mixed mode pre test outcomes

LFS Test 2, tranche 3 - Response rate by local area



Questions?



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