

Social Data Collection & Admin
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Title: Briefing on Social Survey Response: December 2014

Categorisation
BUS Field - Response\Monthly Response
Briefing\2014

1. Background




1.1 This briefing relates to the Sources PI Report [Notes Link](#) December 2014 and the latest IPS Report . The reports are a summary of survey response compared to agreed targets over the previous 12 months.

1.2 The Sources PI Report is a snapshot in time, taken before this briefing is produced. As a result the response rates in this briefing may be more up to date.

1.3 All commentary relates to response achieved for the most recent completed month of fieldwork unless otherwise stated. In addition, the response rate referred to is the rolling 12 month average as shown in the PI report. This report identifies where performance in the most recent months differs from the 12 month trend.

1.4 Interviewer turnover is relatively high resulting in more vacancies, Fortunately the recruitment process has reduced by 2 - 3 weeks as agreement has been given to go straight to stage 4 (external).

1.5 Allocations are being managed on a weekly basis and issues identified are being raised with Interviewer Management.

1.6 The arrows next to each survey update indicate the status – up  , down  , little or no change  .

2. Survey by Survey analysis

 **2.1 LFS Mainstage Wave 1** response in November was 60.1% and slightly up on October. The rolling response rate remains at 59.2%. **LFS waves 2-5** response was 45.4%, also slightly up on last month. The rolling response rate over the last year was 45.1% against a target of 50%. The overall response rate for all waves of LFS in September was 48.5%, the highest since April this year.

Various initiatives to improve TO response have resulted in TO achieving a response rate of 74.3% for W2-5 in November higher than any month since January 2014. W1 response was also the highest in the last year at 56.1%.

➔ **2.2 LCF** November response is 45.8%, comparable with response rates over the last year. Only 90% of field work is complete and the response rate is expected to rise. The 12 month rolling response rate was 48.4%, 3 percentage points below target. The recent lower response rates are being investigated.

➔ **2.3 SLC** response was 74.3% in October. This is in keeping with response rates over the last year. The rolling response rate was up slightly at 74.7%, 6.3 percentage points below the target of 81%.

➔ **2.4 FRS** response in October was 54.1% before reissues. The rolling 12 month response rate is 56% and is currently running at 5 percentage points below target. Work is underway to identify ways to increase response.

📌 **2.5 HAS W4** (the old wave 3 cohort) response in November was 68.1%. The rolling response rate is slightly up at 66.6%, just under the 67% target agreed with DWP. The response in November for the new wave 3 cohort was 51.4, the lowest for some months. The rolling response rate is 55.1% against the target of 55%. (Due to the small W1 sample, the response rate can fluctuate).

➔ **2.6 OPN** response in November was 55.1% in line with response rates in the last year. The longer questionnaire planned for January and February may impact on response.

2.7 IPS Arrivals response rate (completes and partials) in October was 76.1% – compared to 73.4% a year ago. The rolling response rate is 78.1% against a target of 82%. **Departures** response (completes and partials) was 78.1%. The rolling response rate is 80.5% only just below the target of 82%.

2.8 ZHC is planned to run in TO over February – March. Preparations are in progress. BDD have offered to provide contact details for the sample but are unable to undertake field work this time around. It has been agreed to increase the field period by two weeks.

2.9 EDC. The Alpha Pilot has planned a “Dress Rehearsal” of the internal processes. Next steps are being considered.

2.10 The NI Internet Access survey is expected to run in TO during April and May.

2.11 The IPO Innovations survey is planned to run in TO over the summer months. Discussions are under way.

3. Survey changes/New work

3.1 New Incentives Planned. The current contract for the provision of incentive vouchers has ended. A meeting has been held with Procurement and the Post office to discuss their offering (ie whereby ONS can obtain a refund for uncashed vouchers, making much needed savings). These are required for the new FRS contract and if successful could be used for other surveys. The ITT is due to be published.

3.2 Advance Letter and Purpose Leaflets. Survey Ops Research Team are rolling out the new advance letter and purpose leaflets to all surveys following a trial of the new styles on OPN. The roll out will be complete at the end of 2014.

3.3 Field Work Monitoring: A new report has been developed (currently manual) which gives as real-time a view as possible on field work progress.

3.4 LFS: Survey Operations Research Team is carrying out a local area response project that identifies interviewer areas with a statistically significant drop in Labour Force Survey response rates since 2011. Once identified, the areas are brought to the attention of Regional Managers. Some of them are subject to a full analysis to find explanations for the drop in response and RMs will be asked to develop action plans to address these

3.5 LFS: The LFS Research team is considering the impact of stopping the current practice of asking respondents for permission to call back at the next wave. That is – does asking the question give respondents an opportunity to refuse?

3.6 Mentoring: Interviewer Mentoring training session has been developed, piloted and is now being rolled out.

3.7 The LFS Training Day materials were updated in August this year and are available on the Daily via the FM Guide for managers to brief their new interviewers. An evaluation is under way.

3.8 The LCF Briefing is being reviewed. The aim is to improve on the quality of data collected (questionnaire and diary) alongside improving response by giving interviewers greater confidence and support when starting out. The plan is to implement the updated briefing in line with the new LCF year (April 2015).

3.9 FRS November reissues are having a more targeted approach for allocation by Field Managers (FM). Mainstage quotas affected by low response or low coverage have been identified and flagged to FMs with the expectation they will be allocated.