# Labour Market Survey Progress Update

# Labour Force and Annual Population Surveys User Conference 2020

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Social Survey Transformation | ONS

# Social Survey Transformation

- **Admin data first** approach but a requirement for **large scale social surveys** will remain

- The purposes of these surveys are likely to change

  - **to fill evidence gaps and fulfil user needs** for info that admin data cannot provide

  - to assess the **coverage** of admin data sources

- New modes of collection - *Digital by Default*

- Re-design of questionnaire content to be **respondent centric**

- Main focus has been on the LFS

# Labour Market Survey

- **<u>LMS</u>** – a fundamental redesign of the Labour Force Survey
- Focuses on 'core' Labour Market content
- Digital by default – online first, face-to-face / telephone follow up

- *Transformation not translation* – the LMS is not just the LFS with an online mode!

- Extensive, iterative testing - large scale, mixed mode collections

# The LMS is NOT the LFS

- Both surveys aim to produce the same key labour market estimates.

- There are a lot of similarities in terms of content and design

- There are a number of big differences driven by the requirement to move to a default online first design.

- Radical redesign

# LMS: Mixed-mode test

- Mixed-mode response rate
- Socio-demographic characteristics of responding households / individuals
- Measure key Labour Market indicators using a new survey data source
- Compare the estimates to the existing data source (Labour Force Survey)

# LMS: Mixed-mode test

- Sample of 14,149 households across England, Wales and Scotland
- Sample issued over 15 weeks ('cohorts') – circa 950 households per week
- 2 weeks data collection online, then 6 weeks face-to-face / online

- Questionnaire content (15-20 minutes for household completion):
  - **Socio-demographics** (e.g. age, sex, nationality etc)
  - **'Core' Labour Market** (e.g. has paid job, full/part time, second job, looking for work etc)
  - **Population Coverage** (household composition on reference day, address history)

# Differences include

- Modes of collection

- References week

- Approach to question design

- Question wording and order

- Different field collection periods

- Incentivisation approach

- Communication materials

# LMS Statistical Test

Report considers 4 key LM variables:
- Economic activity
- Full-time/Part-time
- Current education received
- Total actual ours worked in main and second job(s)
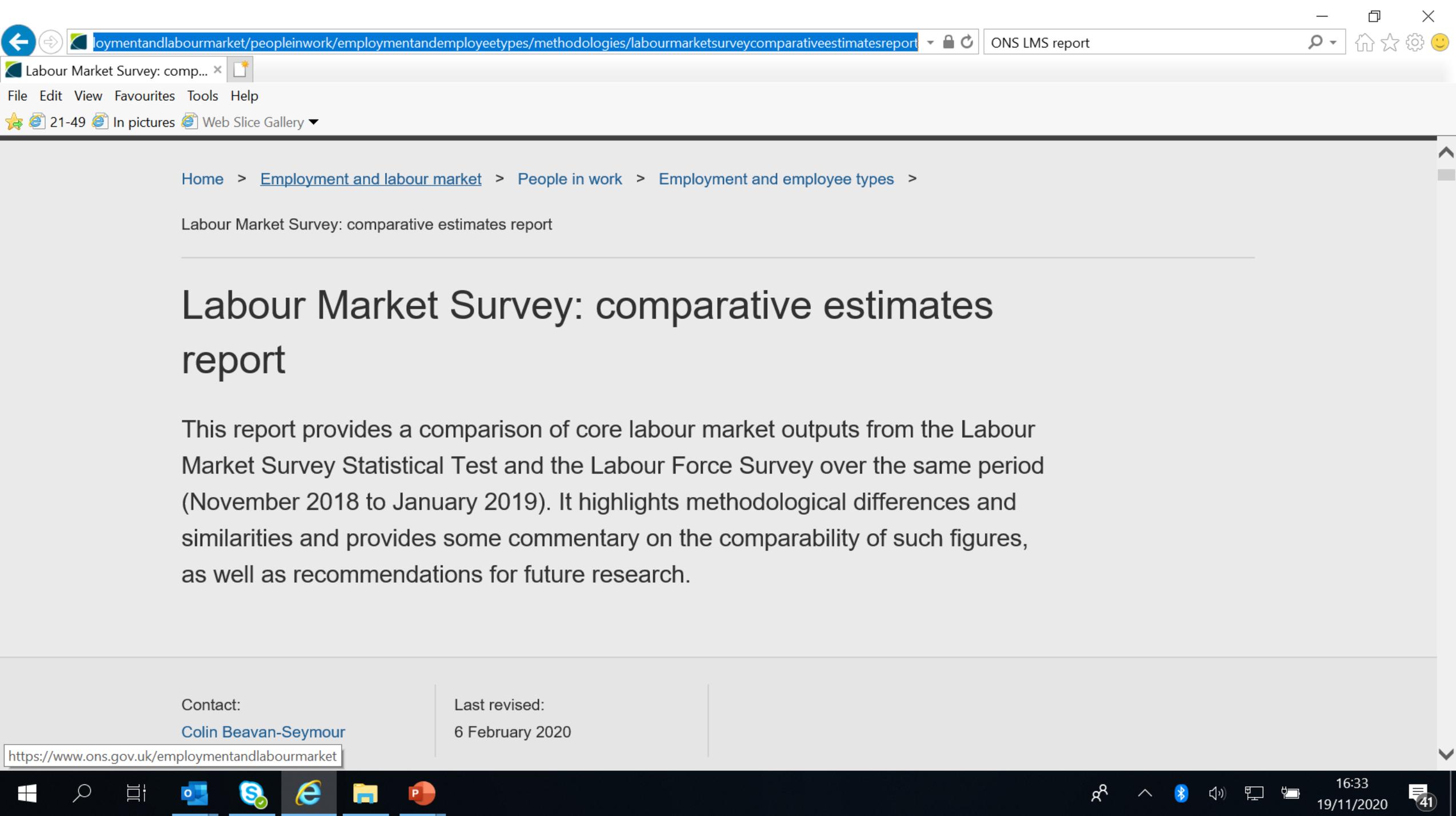
- https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/methodologies/labourmarketsurveycomparativeestimatesreport

Labour Market Survey: comparative estimates report

# Labour Market Survey: comparative estimates report

This report provides a comparison of core labour market outputs from the Labour Market Survey Statistical Test and the Labour Force Survey over the same period (November 2018 to January 2019). It highlights methodological differences and similarities and provides some commentary on the comparability of such figures, as well as recommendations for future research.

Contact:
Colin Beavan-Seymour

Last revised:
6 February 2020

# Key findings – Response & Characteristics

- Overall uptake 60.7%; response 56.5%

- Responding sample distribution broadly comparable
  - Minimal age differences but LMS slightly older
  - LMS achieves more equitable coverage in terms of deprivation as measured by IMD

- Less proxy data  -  higher quality
  - Challenge is getting a reliable measure of individual completion on on-line LMS

# 1. Key findings – high level indicators

- Key LM estimates <u>no significant differences</u>
  - Employment
    - LMS **75.0%** Versus **75.7%** LFS
  - Unemployment
    - LMS **3.3%** Versus **3.4%** LFS
  - Economic activity
    - LMS **77.7%** Versus **78.4%** LFS
  - Ft/Pt Employees
    - LMS F/T **19.7 million** Versus **19.5 million** LFS
    - LMS P/T **6.9 million** Versus **6.8 million** LFS

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# 2. Key findings – high level indicators

- LMS higher numbers in full-time education
  - LMS **3.4 million** Versus **2.9 million** LFS

- Higher number of students in full-time employment
  - LMS **1.1 million** Versus **770K** LFS

- Fewer people self employed
  - LMS **4.4 million** Versus **4.9 million** LFS

- Lower number of hours worked in total
  - LMS **956.6 million** Versus **987.1 million** LFS

- Lower average number of hours
  - LMS **30.4 hours** Versus **31.3 hours** LFS

# Why differences?

Changes to survey design
- Reference week – rolling – less recall bias?

Changes to the question design?
- Question design – less measurement error?

Sampling frame?
- AddressBase gets to multi-occupancy addresses

Mode change?
- More time or interviewer absence – mode bias

# Launching the LMS Beta

# Launching the LMS Beta

- Social Survey Transformation were asked to launch a 'Beta' version of the online Labour Market Survey in March 2020, in response to the COVID-19 pandemic

- Potential alternate source of data should response rates on the Labour Force Survey drop to unusable levels

- The LMS launched ahead of the April-June quarter (in mid-March)

# Survey Design

- Sample drawn from PAF for April-June, and from AddressBase for July-Sept onwards

- Online ONLY design – no F2F or Telephone Collection

- Wave 1 sample size of 20,200 across the UK

- Both an unconditional incentive (reusable Tote Bag) and a conditional incentive (£25 eVoucher) were included

- Continuous

# Questionnaire Content
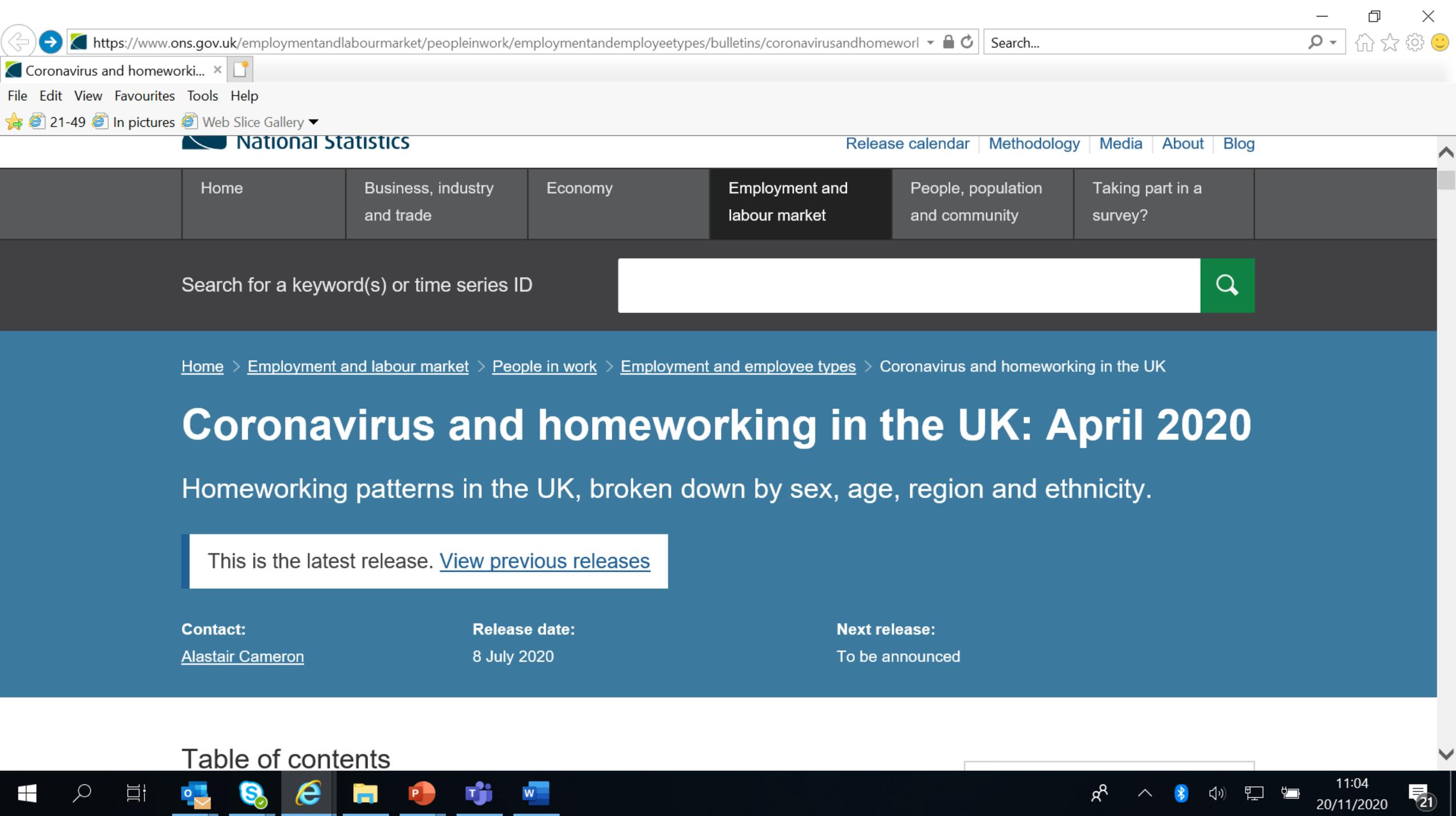
- **Socio-demographics**

    - Household composition

    - Individual characteristics - name, date of birth, sex, ethnicity, nationality, country of birth etc

- **Core Labour Market Content**

    - Employment / unemployment

    - Full time / part time

    - Hours worked

    - Education – enrolment

    - Benefits claimed

    - SIC / SOC – write-in only

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# Questionnaire Content

- **COVID-19 Labour Market Content**

  - Broadband access

  - Home working because of COVID-19

  - Caring responsibilities due to COVID-19

  - Away from work / unable to start work

  - Increase / decrease in hours worked

  - Measures implemented by workplace

  - COVID-19 Job Retention Scheme / COVID-19 Self Employment Income Support Scheme

- **Population Coverage Survey**

  - Address history

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# Coronavirus and homeworking in the UK: April 2020

Homeworking patterns in the UK, broken down by sex, age, region and ethnicity.

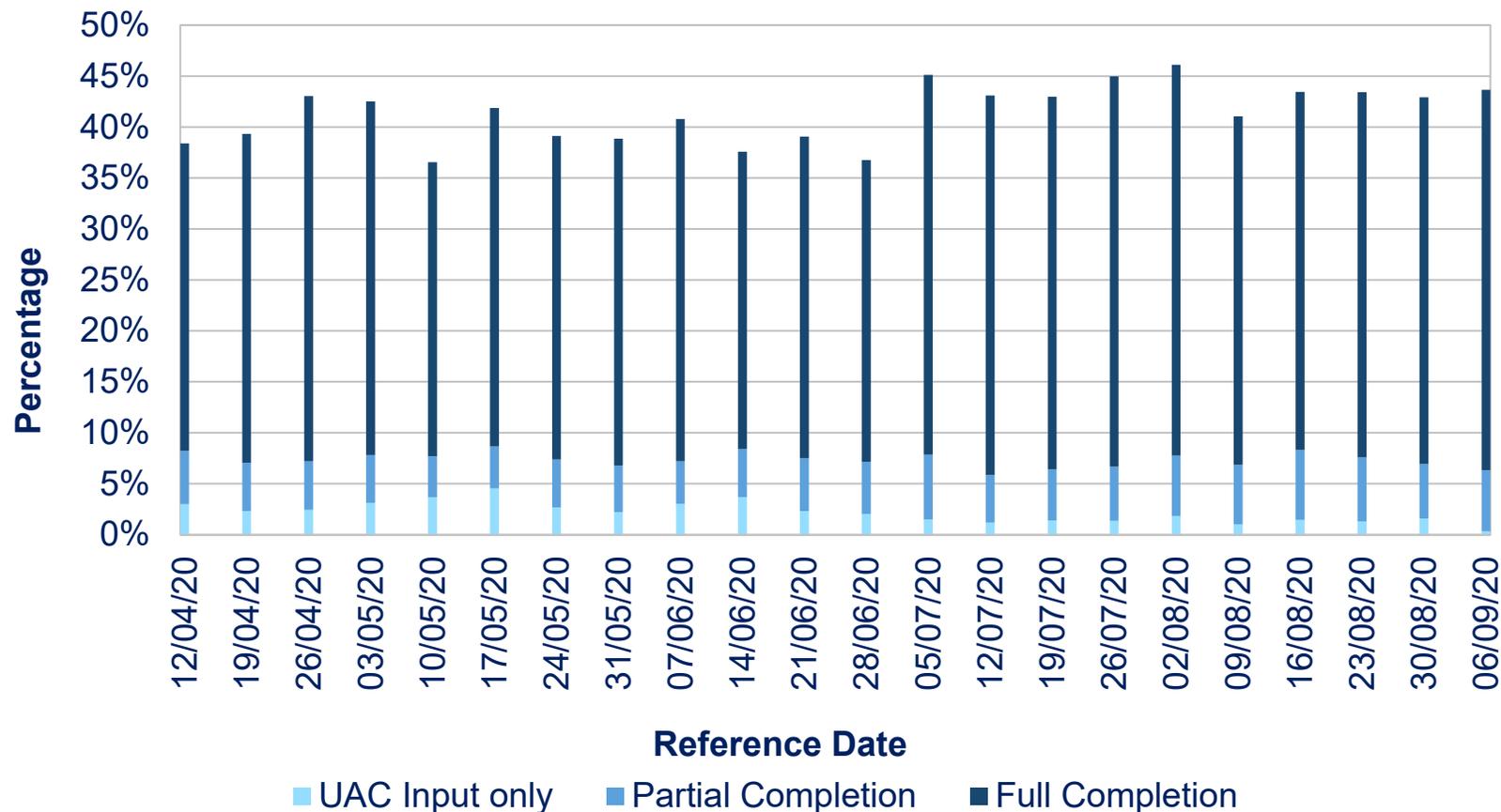This is the latest release. View previous releases

**Contact:**
Alastair Cameron

**Release date:**
8 July 2020

**Next release:**
To be announced

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# Response Rates

# Response Rates – LMS Beta W1



- Completed cohorts only, adjusted for 95% eligibility
- £25 conditional incentive, Tote Bag unconditional incentive
- Eng/Wal/Sco/NI

**Means:**
- UAC only: **2.2%**
- Partials: **5.2%**
- Completions: **34.0%**
- Uptake: **41.4%**

- **Total Sample Size: 34,252**

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# Next steps

- **Telephone Collection**

  - A Discovery Project is underway in ONS to determine how telephone data collection can be incorporated into the LMS

  - A traditional Wave 2+ method is being explored

  - Telephone capture at Wave 1 is also being investigated

    - Use of 'telematching' – possible 10-15% match rate?

    - What are the online response patterns / characteristics of matched / non-matched households?

  - Aiming to introduce telephone collection in 2021

# Any Questions?

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