

LFS & APS User Update

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LFS and APS BAU developments

Recent developments

Actions to improve response

- Restinting project to maximise fieldwork efficiency – postponed due to other projects that impact on sample size
- Split sample £5 an £10 incentive continued. Ongoing work to look into non-monetary incentives and conditional incentives.
- Behavioural Insights Team experiment to look at the impact of the Messenger Effect within respondent materials - complete
- Responsive design- method that prioritises cases in the TO based on their propensity to respond active.
- Between wave text trial -completed and implemented

Text Message
Today 12:47

Hello! Your household took part in an Office for National Statistics study in January. We appreciate your commitment to representing your community. We'll call you for the next round of the study this week from [023 9295 8174](tel:02392958174)



Recent developments

Outputs development

- Biannual weighting process agreed. Next reweighting process starts in October 2020 incorporating the 2019 Sub-National Population Projection data (published in Spring 2020), and 2019 Mid-Year Estimates (published in June 2020). Provisional timetable:
 - LFS Person to be published in Feb'21
 - APS Person to be published in March'21
 - LFS Household to be published in Apr 21
 - APS Household to be published in July'21
- APS income weight – added to rolling datasets going forward and annual datasets only from JD12 to JD18
- Longitudinal weights – Revision back to 2012 due to updated calibration factors. Data to be sent out from Feb 20.
- SOC2020 – Planning to implement in January 2021. Lookups and mapping to be made available to users.
- Leap week – No data collection for 1 week in October 2020 to realign weeks with quarters.

Findings and evidence from large-scale mixed mode testing of transformed social surveys



Labour Market Survey

- **LMS** – a fundamental redesign of the Labour Force Survey
- Focuses on ‘core’ Labour Market content
- Integrates Population Coverage Survey (PCS) questions
- 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 built upon the research and evidence you’ve just seen

Mixed-Mode Statistical Test

Main Research Objectives

Online Uptake Rate

Mixed Mode
Response Rate

Mode Effects

Responding / Non-
Responding
Household
Characteristics

Key Employment
Estimates – LMS
and LFS

Population
Coverage Data
Collection

Test Design

Sample of 14,149 households across England, Wales and Scotland

Sampling frame – AddressIndex – estimated eligibility rate of 95%

Collection period: 01 November 2018 to 02 April 2019

Sample issued over 15 weeks ('cohorts') – circa 950 households per week

2 weeks data collection exclusively 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)

Data collection contracted out to Ipsos Mori

Rolling Reference Week

Cognitive testing demonstrated recall of information for fixed reference weeks can be difficult with online data collection, particularly if the interview starts more than 1 week after the fixed reference week

Interviewers can help with recall – not possible with online mode

Decision taken to test a **'rolling' reference week** – the **week prior to starting** the interview

Distribution of reference week data anticipated to have more variation than LFS; analysis of the data will explore the impact of this

Response Results & Progress

- Overall uptake: **60.7%**
- Online uptake: **31.1%**
- F2F uptake: **29.6%**

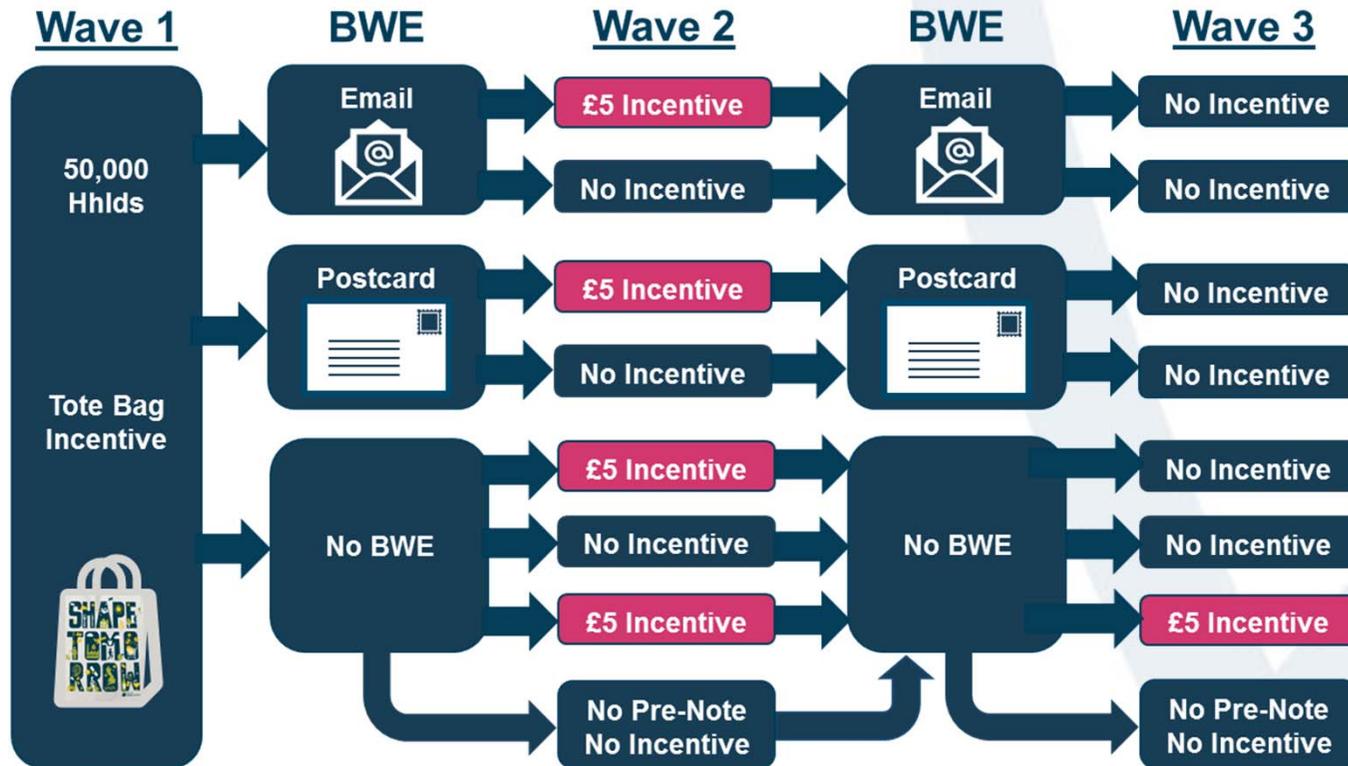
- Data analysis is ongoing
- Weighting of the data has commenced – three levels of weights
 - Age, sex, GOR – as per LFS
 - Rolling reference week control
 - Mode distribution control
- A cut of 13 weeks of data will be analysed – matches equivalent LFS period – November 2018 to January 2019

Key Labour Market Outputs

- Six key labour market estimates will be produced:
- **INECAC** Economic activity (international definition)
- **CURED** Current education received
- **DURUN** Duration of ILO unemployment
- **REDUND** Whether made redundant in last 3 months
- **SECJMBR** Whether second job / status in second job
- **SUMHRS** Total actual hours worked in main and second job

Online Attrition Test

Attrition Test Design



Preliminary Response Analysis

Wave 1 – 50,000 Households (England, Wales, Scotland)

Household Response Category	Response (%)*
Complete whole households	25.0
Partially complete households	4.0
Accessed but did not complete the household grid	0.4
All Accessed ('Uptake')	29.4

- **83%** of completing households found the survey 'easy' or 'very easy' to complete
- **2%** found it 'difficult' or 'very difficult'

*Assumed 95% eligibility = base of 47,500 households

Preliminary Response Analysis

Wave 2 – Between Wave Engagement & Incentivisation

	No Incentive (% response)	£5 Voucher (% response)
No BWE	55.7	69.9
Email	57.5	<u>71.5</u>
Postcard	52.8	67.5
Control Group	55.7	n/a

- Results need to be tested for significance – still more work to be done!
- Partial rate was circa 5 to 6% across all groups – slightly higher than W1 (4%)
- Response for the ‘reduced comms’ group was ~0.8% higher than the control group

Next Steps & Future Research

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- Attrition Test Wave 3 – complete. Analysis underway
- Publication of Statistical Test results – **Spring**
- Integrated Population and Characteristics Survey Parallel Run - **July 2020**

- Questionnaire research and design for Labour Market & Population Coverage
- Feasibility of using non-survey data sources to supplement/replace questions
- Evaluation and refinement of materials, communications & incentives

Any Questions?

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