

Evidence of the effectiveness of Respondent Centred Survey Design

Andrew Phelps

ONS Social Survey Transformation

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 Labour Market Survey quantitative testing

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 advance comms strategy

Basic design

- Mail out to c.37,000 households across Great Britain
- Average interview length – 11 min 33 (actual)
- Tested:
 - **Advanced mailing strategies**
 - **Envelope colour**
 - **Day of week the invite letter is received**
 - **National branding on envelopes**

2017 Online Take up Tests

Test 1b: 24th November - 4th December 2017

Purpose

- Early indication of attrition for an online Labour Market Survey

Basic design

- Mail out to c.5,200 households who completed at Wave 1 and gave an email or phone number for recontact
- Average interview length – 17 min 00 (actual)
- Tested in a ‘Wave 2’ context:
 - **Envelope colour**
 - **National branding on envelopes**

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 most cost effective incentive strategy

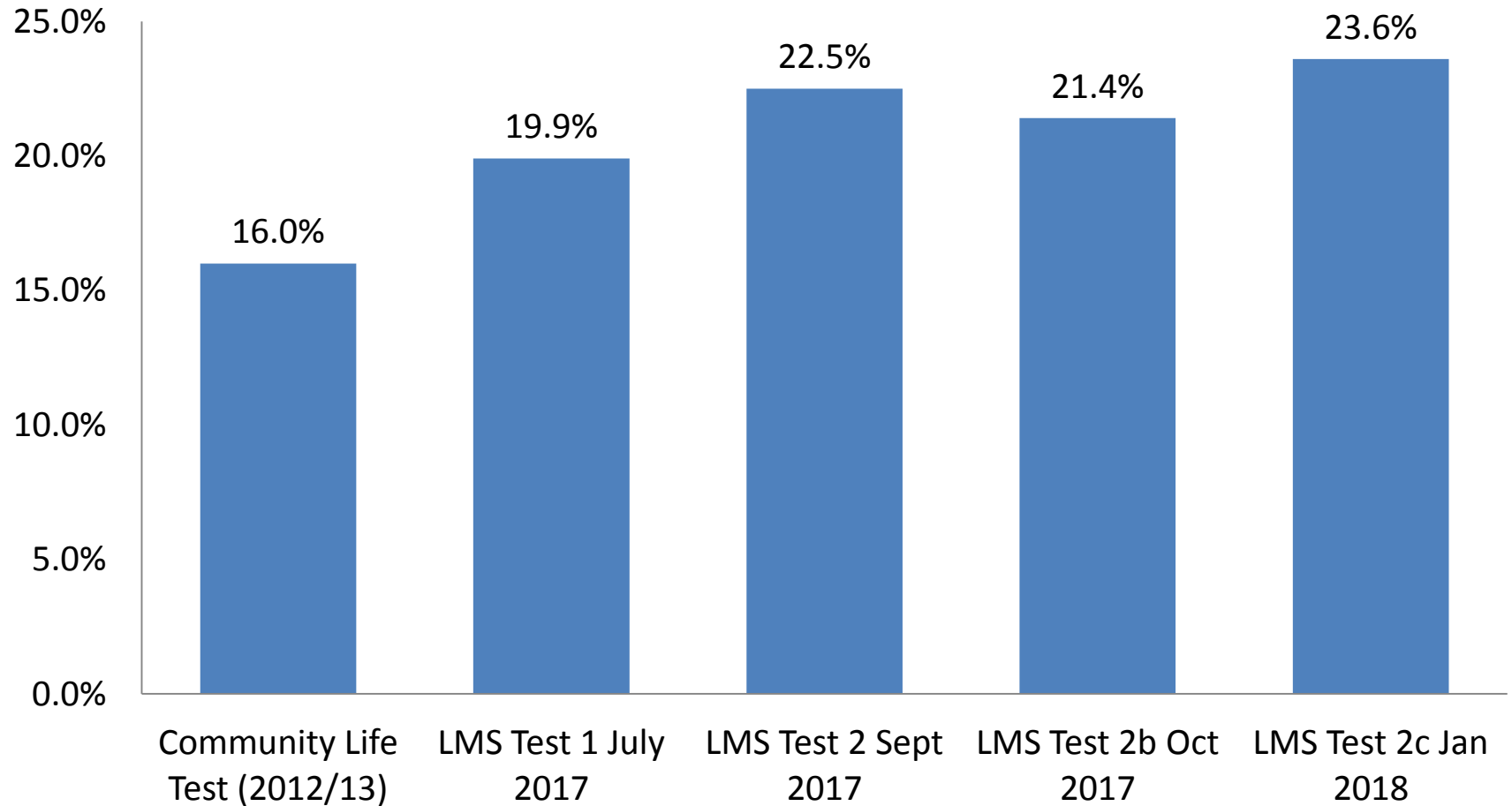
Basic design

- Mail out to c.40,000 households
- Average interview length – 18 min 12 (actual)
- Test impact of:
 - **No incentive**
 - **£5 unconditional + £10 conditional**
 - **£5 unconditional**
 - **Non-monetary incentive (tote bag)**



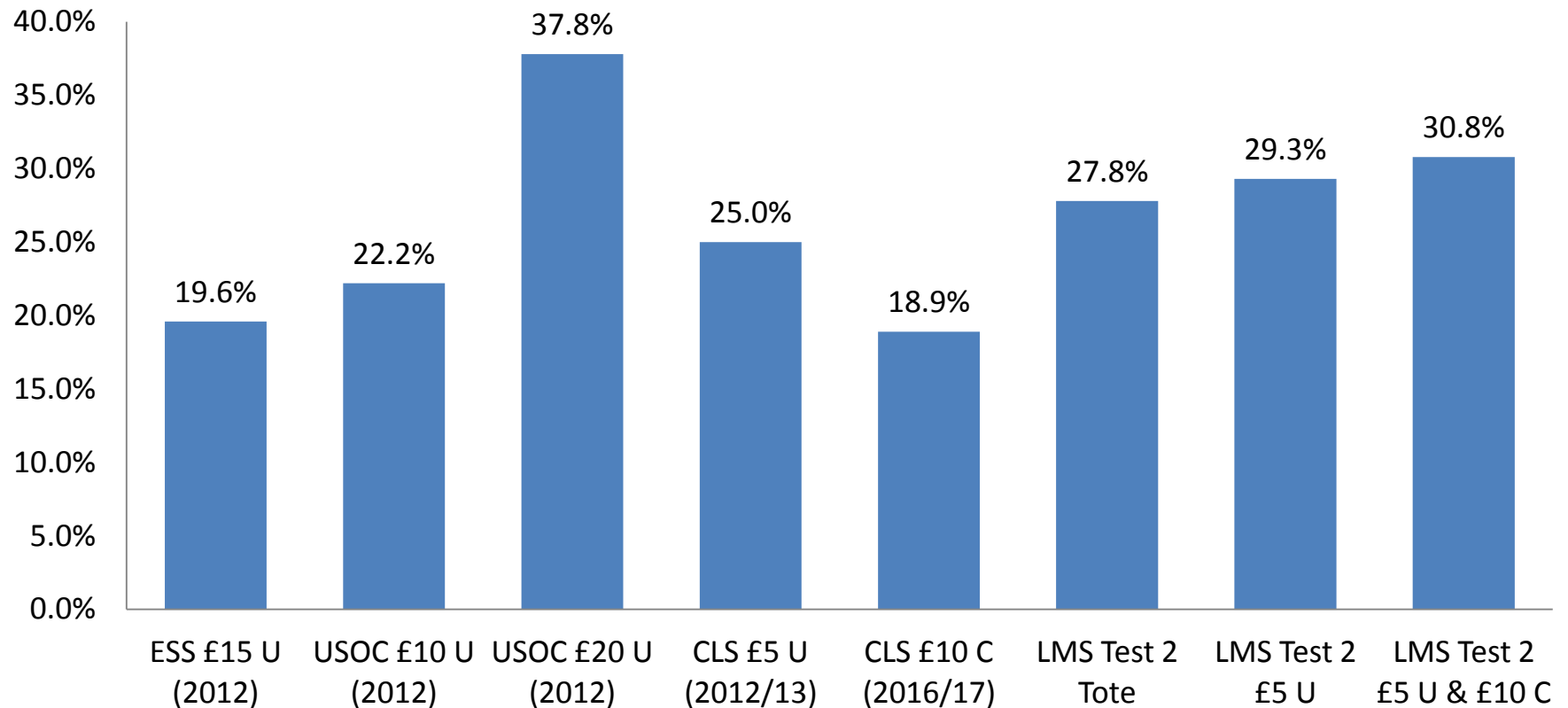
What take up rates did our new advance materials achieve?

Online take up compared with other UK social surveys – no incentive



Source: TNS BMRB (2013). Community Life Survey: Summary of web experiments.

Online take up compared with other UK social surveys –incentive



Sources:

- Humphrey, A. & Agur, M. (2013). European Social Survey Round 6 UK Mixed Mode Experiment. NatCen Social Research.
- Jäckle, A., Lynn, P., & Burton, J. (2015). "Going online with a face-to-face household panel: effects of a mixed mode design on item and unit nonresponse." *Survey Research Methods* 9
- TNS BMRB (2013). Community Life Survey: Summary of web experiments.
- DCMS (2017). Community Life Survey 2016 to 2017: technical report

Evidence of a positive respondent experience

Respondent rating of survey experience (Test 2 question)

How easy or difficult did you find this survey?				
1	2	3	4	5
Very difficult	Difficult	Neither difficult or easy	Easy	Very Easy

Answer	n	%
Very Easy	3,482	48.0
Easy	2,545	35.1
Neither Difficult or Easy	1,074	14.8
Difficult	104	1.4
Very Difficult	45	0.6
Total answering the question	7,250	

Household response rates

Response as a proportion of all accessing the survey	Test 1 (%)	Test 2 (%)
Complete whole households	86.4	85.2
Partially complete households	6.2	7.0
Complete and partially complete households	92.6	92.2
Partial response	3.2	4.9
Accessed but did not complete household grid	3.8	2.9
Accessed but did not answer any questions	0.3	0.2
All accessing survey	100.0	100.0

Sample composition

Sample composition - sex

	Individuals completing the survey	As a proportion of those answering the question	ONS population estimates (2016)
	n	(%)	(%)
Gender			MYE for GB (2016)
Male	7,336	49.3	49.3
Female	7,548	50.7	50.7
Total	14,884	100.0	100.0

Sample composition - age

	Individuals completing the survey	As a proportion of those answering the question (%)	ONS population estimates (2016)
	n	(%)	(%)
Age			MYE for GB (2016)
Aged 15 or younger	1,830	13.3	18.8
Aged 16 to 24	1,072	7.8	11.1
Aged 25 to 34	1,336	9.8	13.6
Aged 35 to 44	1,426	10.5	12.7
Aged 45 to 54	1,996	14.7	14.1
Aged 55 to 64	2,523	18.5	11.6
Aged 65 or over	3,495	25.5	18.1
Total	13,678	100.0	100.0

Sample composition - education

Highest Level of Qualification	Respondents who completed the questionnaire		Respondents from 2011 Census
	n	(%)	(%)
No qualifications	2,831	16	23
Level 1	986	6	13
Level 2	2,786	16	15
Apprenticeship	905	5	4
Level 3	2,166	12	12
Level 4 and above	7,545	43	27
Other qualifications	279		
Foreign Qualifications	44	2	6
Total	17,542	100	100

Take up rate- IMD

IMD Decile	Households that accessed the questionnaire	Proportion of sample that accessed the questionnaire
	n	(%)
1 - Most Deprived	331	8.3
2	489	12.7
3	492	12.9
4	659	16.7
5	657	17.1
6	787	20.4
7	815	21.7
8	791	21.9
9	901	24.7
10 – Least Deprived	908	26.5
Total	6,832	

Other evidence

Proxy rate compared with f2f survey

- Individual adult completions by proxy –
 - Test 1: 19.6%
 - Test 2: 21.1%
- (Current LFS has around 35% proxy rate)

Proportion completing in one sitting

- Test 1 – 98% in one sitting
- Test 2 – 96% in one sitting

Proportion completing using a smart phone

	Test 1	Test 2
	(%)	(%)
Desktop computer	56	58
Tablet	26	23
Smart phone	15	16
Unknown	3	3
Total	100	100

Proportion giving email/phone details

- Test 1:
 - 5,906 fully complete households asked for email/phone
 - 5,125 gave an email or phone number (88%)
- Similar proportion at Test 2

Thank you, you're almost done!

Your contribution so far has been invaluable! Before you submit your answers, please provide an email address - you may be re-contacted to take part in future research.

Phone number [OPEN TEXT]

Email address [OPEN TEXT]

Confirm email address [OPEN TEXT]

1. Next

2. Previous

Proportion went on to do a second wave (Test 1b)

	Response	
	n	(%)
Complete whole households	2,941	56.5
Partially complete households	174	3.3
Complete and partially complete households	3,115	59.8
Partial response	77	1.5
Accessed but did not complete household grid	35	0.7
Accessed but did not answer any questions in the household grid	3	0.1
All accessed	3,230	62.0
Total issued sample	5,207	-

Summary

- Overall take-up rates suggest well designed advance materials?
- Evidence from various paradata to suggest a positive respondent experience

Questions/discussion



Contact me:

andrew.phelps@ons.gsi.gov.uk

Contact our team:

ssd.transformation@ons.gsi.gov.uk