Challenges to Face-to-Face Data Collection

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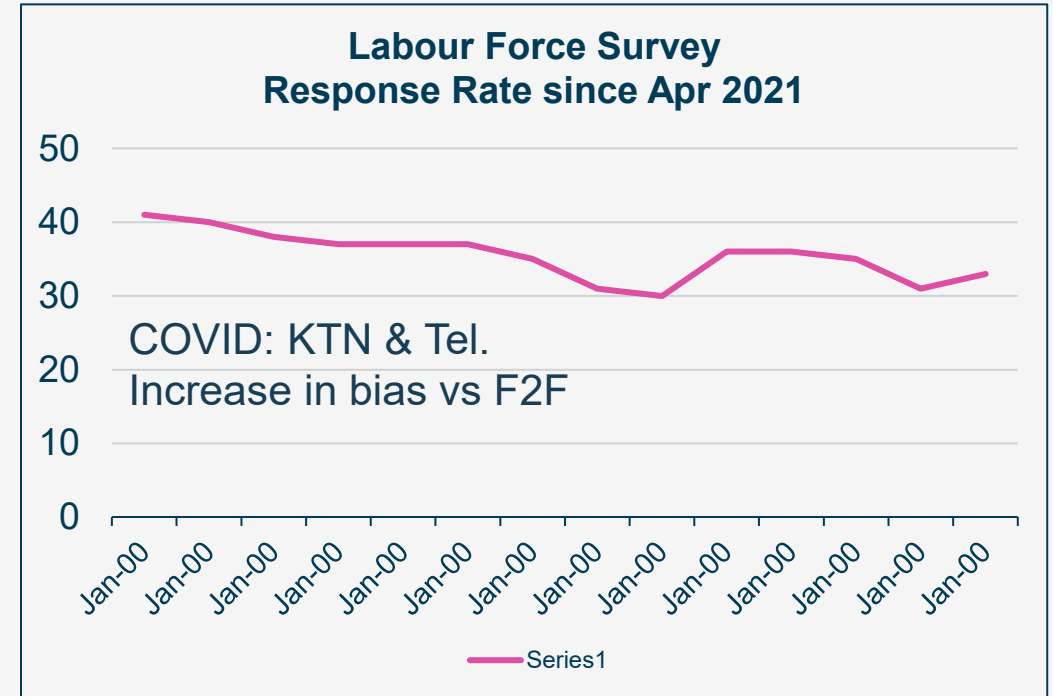
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Operational Challenges

- 'Knock to Nudge (KTN)' – April 21
- Initial +10% response reducing
- Respondent behaviours evolving
- Top 3 operational challenges:

Insufficient field force resources
(pandemic / cost of living / sample sizes)

'Knock to Nudge' leakage - not as
effective as in-home interviewing

Escalating travel costs impacting
calling patterns

Labour Force Survey
Response Rate since Apr 2021

COVID: KTN & Tel.
Increase in bias vs F2F

Series1

Currently averaging only 1.5 calls per respondent in single time-slot.
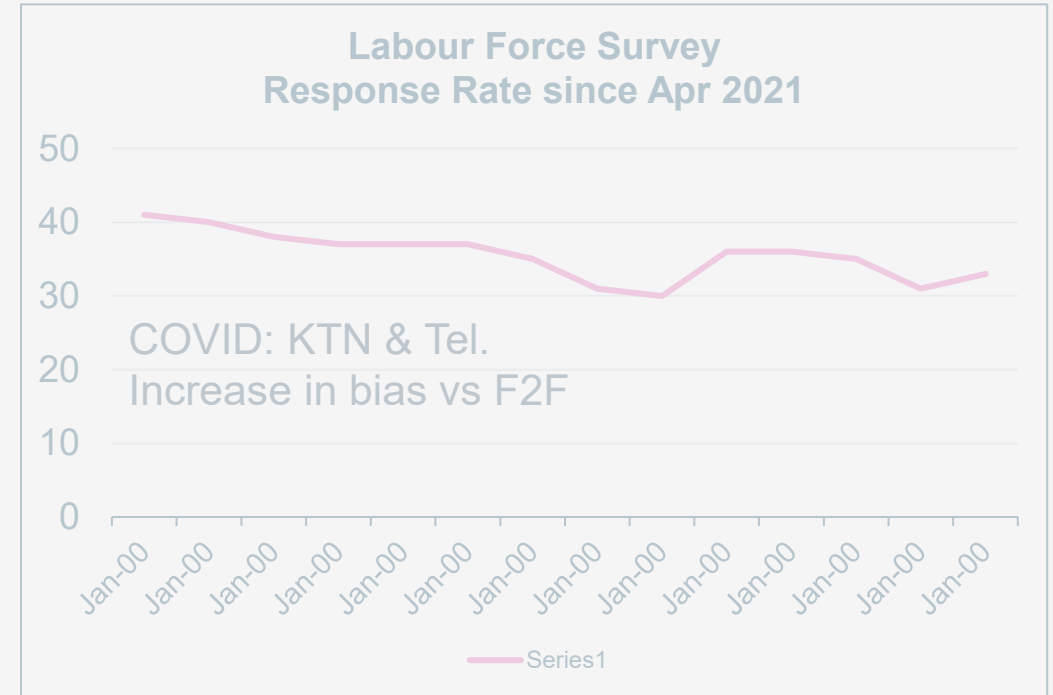
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Escalating travel costs impacting
calling patterns

1. Return to 'pre-COVID' sample sizes

2. Re-instate more F2F interviewing

3. Expand recruitment efforts

4. Exploring options on pay/travel issues

Strategic Challenges

Cost

Sustainability

Respondent Environment

Workforce

Quality

Addressing the Strategic Quality Challenge

Three priority areas for data collection

1. Reducing Bias

2. Reducing Attrition

3. Improving Response

- Ensuring representative achieved sample
- Focus on national and local improvements
- Drive to maximise inclusivity
- **Minimise variability in response across**
  - **Index of Multiple of Deprivation**
  - **Output Area Classification**
  - **Geographic Regions**
- Evaluation of proportional make-up of achieved sample for age, sex, disability, tenure, ethnicity, occupation, industry

Future of Face-to-Face Data Collection

- An intensely valuable asset – deployed sparingly…:

Targeted deployment in support of an online-first/telephone data collection approach
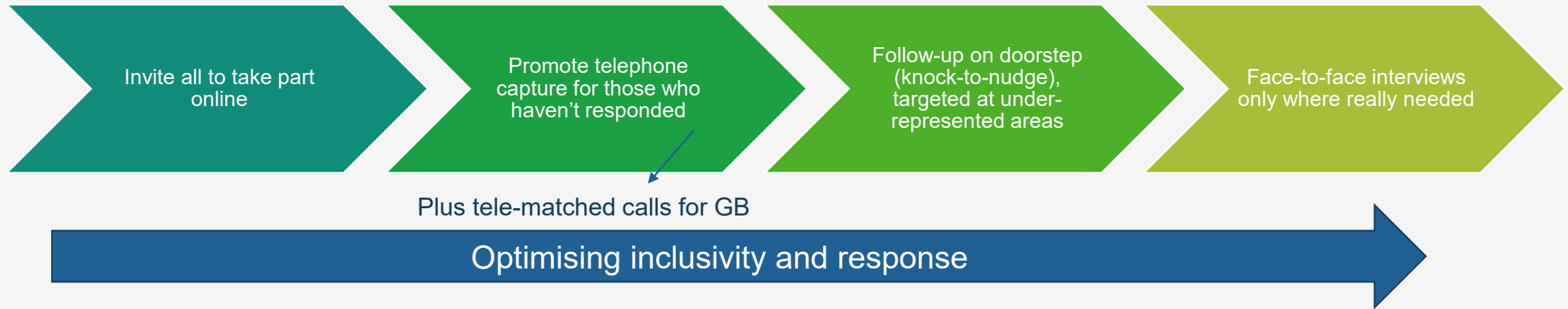
Complete within next 5 years

Where online/telephone data collection is not appropriate

Quality assurance and validation exercises

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Adaptive Survey Design & Responsive Operation

- Face to face data collection applied to specific sub-groups to reduce non-response bias:

| Invite all to take part online | Promote telephone capture for those who haven't responded | Follow-up on doorstep (knock-to-nudge), targeted at under-represented areas | Face-to-face interviews only where really needed |

Plus tele-matched calls for GB

Optimising inclusivity and response

- Funnelling from an online-first design to a multi-mode survey
- Telephone capture promoted in reminder letter
- Not all non-responding households receive field visits
- Focus on minimising variability in response rates geographically rather than maximising overall response
- Targeted use of resources, funnelling most expensive options towards those who won't respond otherwise

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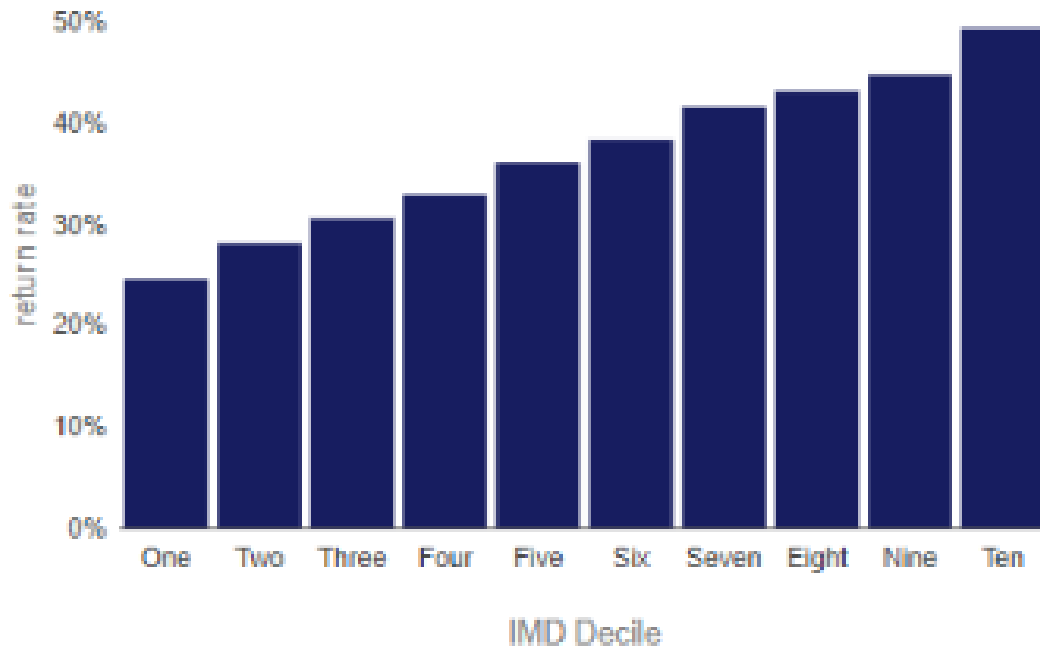
'Live' experimental LMS data

Adaptive Survey Design & Responsive Operation

- Face to face data collection applied to specific sub-groups to reduce non-response bias.

- In development (within a year):
  - Responsive operation - real time monitoring of non-response bias with live field interventions
  - Targeted community engagement

- For the future:
  - Over-sample under-represented areas
  - Targeted materials / communications
  - 'Signs of life data' and field intel. to inform field operations

'Live' experimental LMS data
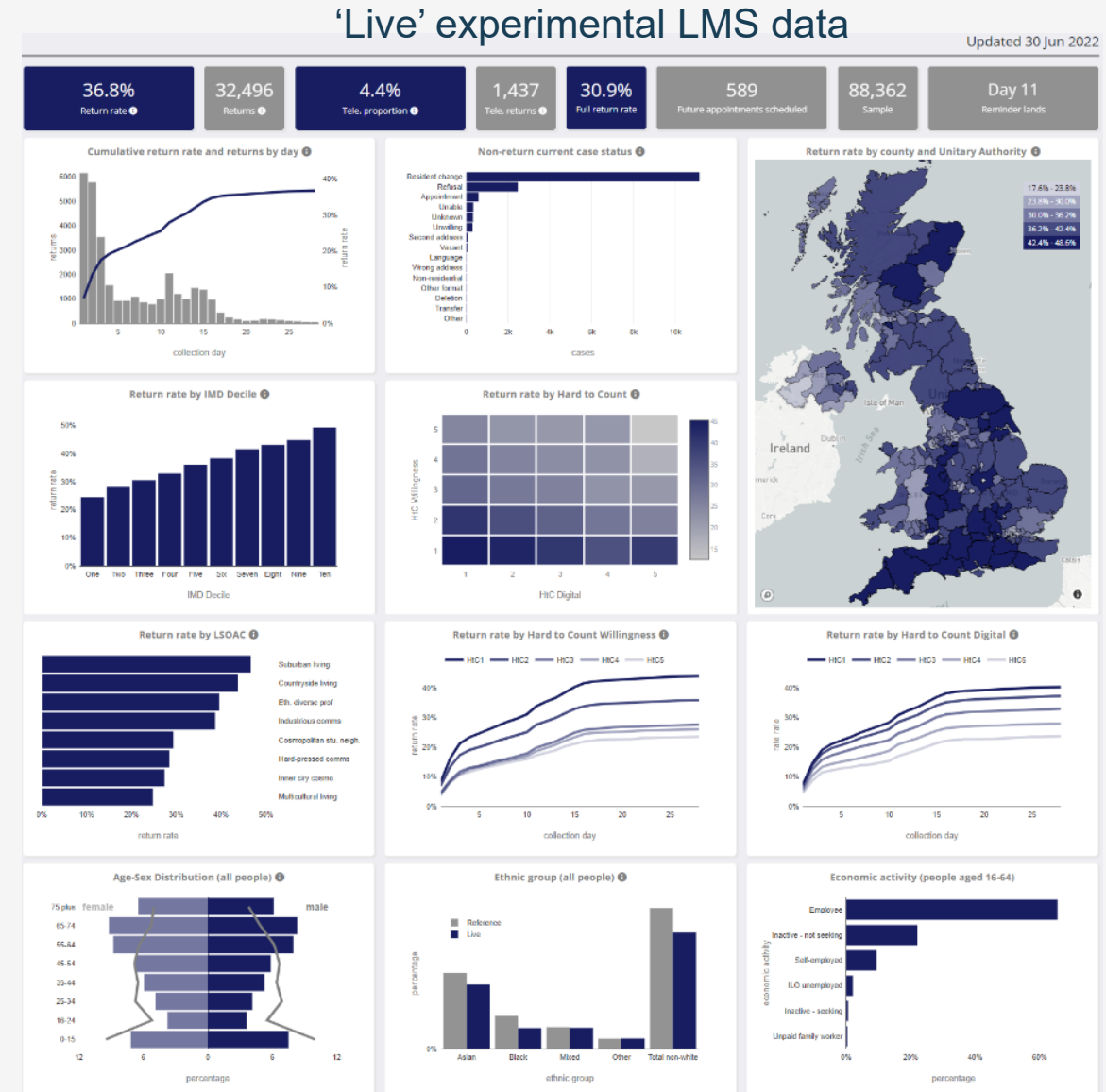
A Different Future Field Community

- Smaller and focused where it counts
- From 3 month negotiated workload planning to weekly automated allocation
- More mobile? (hard to count = hard to recruit)
- Electric (or hybrid) vehicles
- Multi-grade, more-diverse, mentoring, career structure, community engagement…

A tougher role?

Thank you

Questions?

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