

**Title: LFS response, weeks 71m thru 72b**

Categorisation

PWA Personal Work Areas\ [REDACTED]

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**1 Issue**

1.1 Weeks 71m thru 72b have seen historically low response rates for wave 1 main LFS. The achieved response was approximately 66% for these weeks which is below anything previously achieved on this survey. This note looks at possible causes for this decline and attempts to identify actions to prevent such falls happening in the future.

**2 Description**

2.1 Over the past 6 months, weekly wave 1 main LFS response has been stabilising at around 70%, with fluctuations of +/- 2% being usual. The rates achieved in these weeks were significantly outside of this range.

2.2 The field periods for the two weeks were as follows:

Survey week	Main period	Reissue	Days fieldwork (excluding holidays)
71m	26 March - 1 April	2 April - 10 April*	13
72a	2 April - 8 April	9 April - 16 April	12

\* The last effective date for interviewing would have been Sunday 8 April

2.3 For 71m, the Easter holiday fell in the reissue week and for 72a, it was in the main field period.

2.4 Historically Easter has been a problematic period for fieldwork which is reflected in the granting of a field extension over this period. That said, the fall in response this year is much greater than in previous years. Response over Easter was approximately 2% lower last year.

2.5 The following table shows the breakdown of response for these two weeks along with response for the most recent completed quarter as a comparator. It is fairly evident that the reasons for non-response differ across the two weeks, with non-contact being the more important factor in 71m and refusals (in particular outright refusals) in 72a. With respect to 71m, a higher than usual number of wave 1 cases had to be coded out as unallocated - in total 19 were treated this way, therefore adding to the non-contact rate. As the number 1 priority survey, unallocated LFS should not happen and this needs to be addressed with the relevant RM/FM.

	71m	72a	Jan-March '07
Full + partial response	65.7	66.3	70.0
Outright refusal	10.9	12.2	10.4
Circumstantial refusal	7.7	6.7	6.4
Refusal to HQ letter	5.2	5.5	5.2
Non contact	10.5	9.2	8.1

2.6 Looking at the reasons given for refusals - to add

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2.7 Interviewer effort - what has happened with the amount of calls in these weeks. Are they significantly down?

2.8 Composition of field force - more inexperienced interviewers? To add

2.9 Aside from the "Easter effect" there are a number of other factors that may have contributed to the decline in response at this time:

- interviewer holiday arrangements and the end of the holiday year. For many interviewers their leave year runs from April to March. Interviewers are not allowed/discouraged to carry leave over tend to take leave at this time, a consequence of which might be a higher proportion of new interviewers worked to cover this allocation.
- recent mailout of new interviewer contracts (28 April) may have had an impact on interviewer motivation. Some evidence of dissatisfaction which may have affected interviewer motivation.

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