

**Social Data Collection & Admin**  
**Sources BDB on NP3APP001**

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Categorisation  
BUS Survey Management\Regional  
Management

Dear All

With Christmas fast approaching and the concerns I have about (LFS) response at this time, I thought I'd give a brief update of where I think we are at the moment. After an improvement at the start of November when the wave 1 response hit a two year (?) National high (73.2%), we have dropped back to hovering around the 70% mark. However, in the past two weeks we've fallen below that mark. As ever the reasons are complex but can be summarised as an increase in non-contacts (back to 8+%) and an increase in outright refusals (10+%).

I said to a few of you that rather than only having response rate targets, it would be useful to also have targets related to the number of achieved interviews. Such a target might be easier to sell to FMs/Interviewers - eg we need to get X interviews per week might be more of a motivating factor than a response target. The table below suggests what these targets might be by region. This work is really in its infancy and should be taken as only a guide for the moment. Nevertheless, you may find this helpful.

What I have done is work out the modal number of productive interviews achieved by region over the past 7 weeks. The intention is to calculate this over a longer period but for now 7 weeks will do. Taking Brian's region as an example, on average 48 productives are achieved, with the best week being 55 over that 7 week period. For the week just gone, 49 were achieved, so above "target" but below the best. The final column shows how many productives have been achieved up to Tuesday of this week in relation to week 9, or week i in LFS speak. In Brian's case it is 38 with there being 32 cases still in the field. Therefore for him to reach 48, 10 of the 32 outstanding need to end up as productives.

The figures can be a little misleading at times and this shows that more work needs to be done. For example, in [REDACTED] area, the allocation of work in the past few weeks has been smaller and along with a larger than usual number of ineligible, makes it almost impossible for his region to reach the target number. So, I don't expect these figures to be used on their own as a means of judging performance. They may however be a useful indicator or yardstick for judging where we are until SCMS comes along.

I must stress that the "target" numbers should not be used as a means of making decisions about allocation. I could see someone saying that once the target is reached, should interviewers be instructed to work on other surveys. That may come in time, but for now that is not the case.

I welcome any feedback you may have on this. Perhaps we could discuss this at the next RM meeting.

Cheers

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Regional Manager	Target number of achieved interviews (full+partial) per week	Highest # of interviews in previous 7 weeks (64a-g)	Number of interviews week h	Number of interviews as at 6 Dec (outstanding cases) for week i
■■■■■	48	55	49	38 (32)
■■■■■	72	83	80	63 (23)
■■■■■	49	59	40	32 (9)
■■■■■	75	81	63	65 (19)
■■■■■	71	85	60	47 (48)
■■■■■	77	82	81	61 (23)
■■■■■	74	77	79	65 (16)
■■■■■■■■	89	105	95	78 (25)
■■■■■	75	84	70	50 (37)
■■■■■	90	95	76	72 (38)
■■■■■	115	128	117	109 (16)