

# Current ESRC-funded population surveys with face-to-face data collection

## Cross-sectional

European Social Survey

British Election Survey

Skills & Employment Survey 2023

National Survey of Sexual Attitudes & Lifestyles  
(ESRC co-funder with Wellcome & DHSC)

## Longitudinal

Understanding Society

Centre for Longitudinal Studies' cohorts:

- 1958 cohort (NCDS)
- 1970 cohort (BCS70)
- Next Steps
- Millennium Cohort Study
- COSMO
- Early Life Cohort Feasibility Study

Also a major funder of methodological research, both within these investments and via bespoke grants

# Future demand

- Survey design decisions are led by the research community
- ESRC's role is to ensure resources are committed appropriately and deliver value to the public
- Evidence so far demonstrates an ongoing need for interviewers to play an active part in:
  - Recruiting new samples
  - Contacting more reluctant participants
  - Collecting complex and/or sensitive data
- Need to understand the benefits of moving data collection online and the risks of reducing the role of interviewers
- ESRC has the advantage of being in a position to manage risks across its portfolio of studies

# Current concerns

- Data quality
  - Need to demonstrate that studies are still scientifically valid
  - Do we have the metrics we need for this?
- Inclusivity
  - Need to demonstrate that studies represent all communities of interest
  - Have population surveys ever managed to do this?
- Cost pressures
  - Need to demonstrate that studies still deliver value for money
  - How high can data collection costs go before they are unaffordable?