

Learnings from transitioning face-to-face studies to push-to-web

Childcare and early years survey of parents trial 2019

British Election Study 2019-2020

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Ipsos MORI



Childcare and early years survey of parents trial 2019

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Childcare and early years survey of parents

Existing face-to-face survey

- Department for Education survey, started in 2004
- Aims to measure take-up of childcare and out of school activities, parents' perceptions of local childcare provision, awareness of policies.
- Interview c.6k parents in England with a child aged 0-14.
- Random probability sampling, good response rate (>50%).
- c45 min questionnaire, with complex structure.
- Official Statistic, widely used across Gov't, academia, think tanks, press.

Pressure to move from face-to-face to online

Key factors

- Costs
- Increasing online coverage
- Public expectations
- Declining face-to-face response rates
- Weak associations between response rates and non-response bias

Government seeks to...



...move survey data collection online, changing existing processes so that survey data is predominantly collected using online methods rather than existing use of paper, telephone and face-to-face interviews; non-online methods would only be used where there is an exceptional reason to do so.

ONS Data Collection Transformation Programme

Push-to-web pilot, 2019

- Probability sample, Child Benefit register
- 18,000 children sampled
- Shorter questionnaire, mobile first
- Online only (no offline mode of data collection)
- Hidden/revealed 'Don't know' and 'Prefer not to say' at most questions
- Cognitive testing + usability testing
- 3 mailings: invite letter, reminder letter, postcard reminder
- Unique access code
- Fieldwork: May-July 2019

Experimental design

Full factorial design: 3 (incentive) x 2 (leaflet) x 2 (length)

- Incentive: £5 digital gift voucher, tote bag with invite letter, no incentive
- Leaflet: yes with invite letter, no
- Stated survey length: 15, 20 min



Findings

Response

- 16.7% accessed the survey (n = 2,983), 15.2% completed the survey (n = 2,704)
- Only incentive had impact on response: £5 electronic gift voucher +9.3 ppt, tote bag +4.4 ppt
- No impact from leaflet, stated survey length

Device

- 46% completed on mobile phone, 32% tablet

Sample profile vs face-to-face

- More highly educated, higher incomes, in employment, owner occupiers, white, fewer single parents, less deprived areas, fewer children in household, pre-school children
- £5 electronic gift voucher reduces some, not all biases
- Tote bag exacerbates biases

Survey estimates vs face-to-face

- Similar to face-to-face for simple factual questions, but large differences for attitudinal and intentional questions



Next steps

Decision to continue with interviewer administered survey due to complexity and length of questionnaire

Currently in field with 2 modes of completion: face-to-face, telephone

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Background to BES

- After each general election since 1964
- Non-partisan, objective, independent study providing world-class data and research into British general elections
- Address-based random probability clustered sample, face-to-face interviews
- Managed by a partnership between the University of Manchester and University of Oxford
- Fieldwork in 2019-2020 run by Ipsos MORI in partnership with NatCen



Study design: face-to-face

- ▶ Primary sample units: 2 LSOAs x 400 Parliamentary Constituencies
- ▶ 11 addresses per LSOA / 13 in London
- ▶ One interview per household, Kish selection
- ▶ Eligible to vote in UK General Elections
- ▶ Incentives (£10/£20/£25)
- ▶ Face-to-face, interviewer administered interview
- ▶ 40-50 minute interview

Study design: push-to-web with postal follow-up

- ▶ Sample: all non-response up to that point, excluding hard refusals, ineligible, some deadwood; 5,891
- ▶ 4 mailings (letter, letter, letter, postcard)
- ▶ Online questionnaire (adapted)
- ▶ Postal questionnaire (shorter) made available with mailing 3
- ▶ Unconditional £5 paper voucher with first mailing + conditional incentive £25 voucher, increased to £50 with final reminder)

Findings



Good overall response:

44% yield from BES 2019 (face-to-face + online + postal)

31% from push-to-web sample



Online sample: Younger, more degree holders, mortgage owners, no religion, working full time
Postal sample: Older, retirees, below degree level, home owners, Christian, White British, skew towards women

Blended sample close to face-to-face sample



Key survey estimates close to face-to-face results and benchmark (election turnout and results)



Higher levels of **non-response**, including factual questions, **lower levels of consent** to follow-up research and administrative data linkage

Thank you

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