

Moving towards Web Data Collection in Household Surveys

2 – Quality
Improvement Methods
in Household Surveys

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Web is a strategic choice and a big investment

Statistics Finland has set a strategic goal:

Web will be included as a data collection method in all household surveys in 2018.

→ Considerable revisions of data collection processes, strategies, questionnaires etc.

→ New data collection management system is needed

Benefits: Better service for respondents, reduction of costs, new ways to fight the rising non-response rate

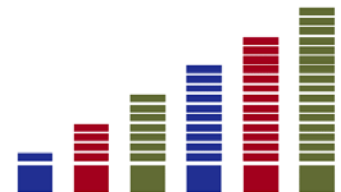


Fig. 1. Planned implementation schedule of mixed mode data collection in household surveys at Statistics Finland

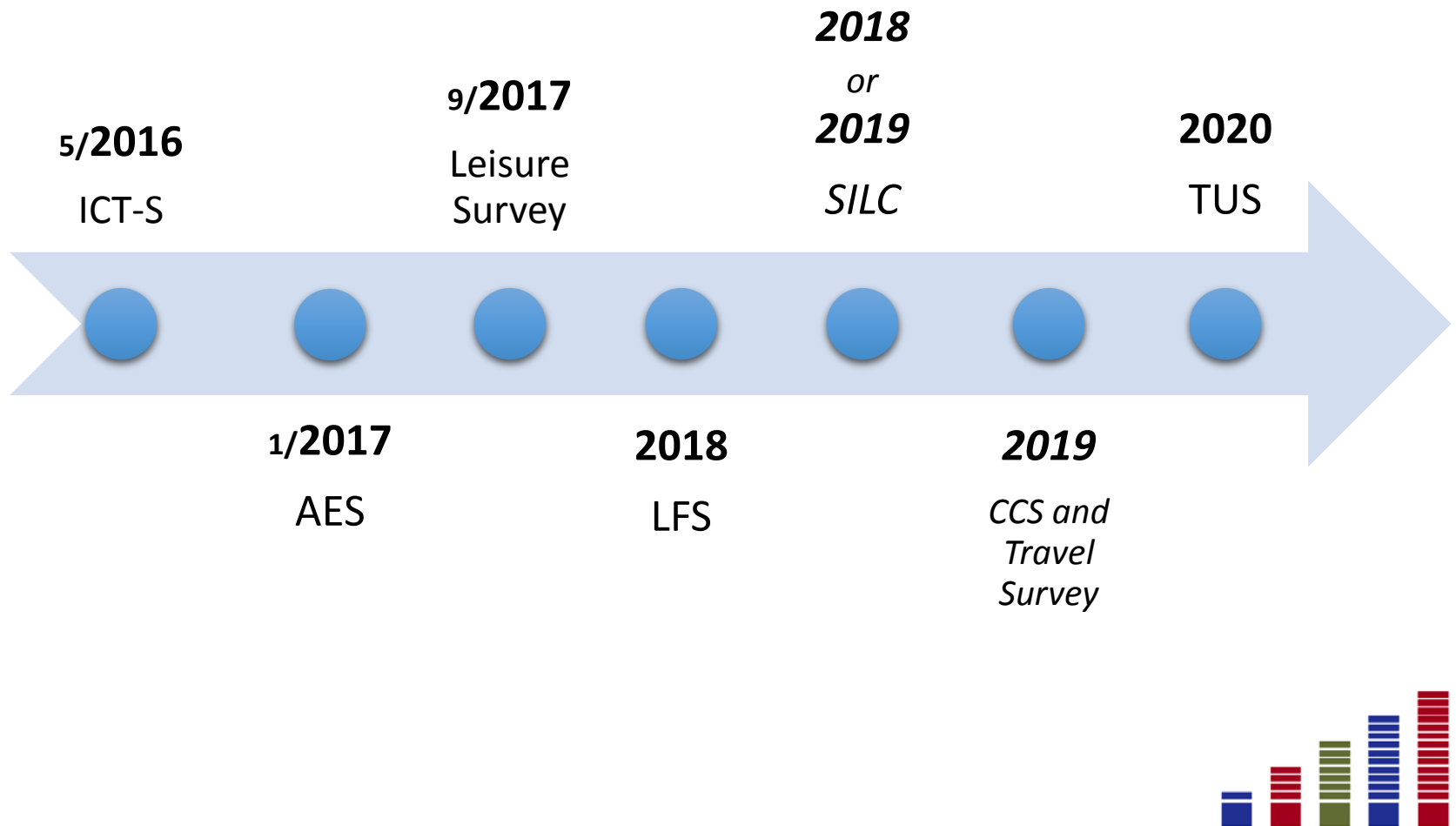


Fig. 2. Response rate of the Finnish LFS 1997-2015

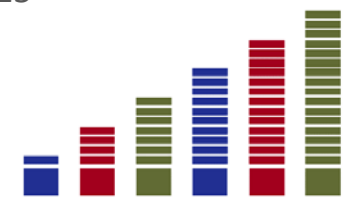
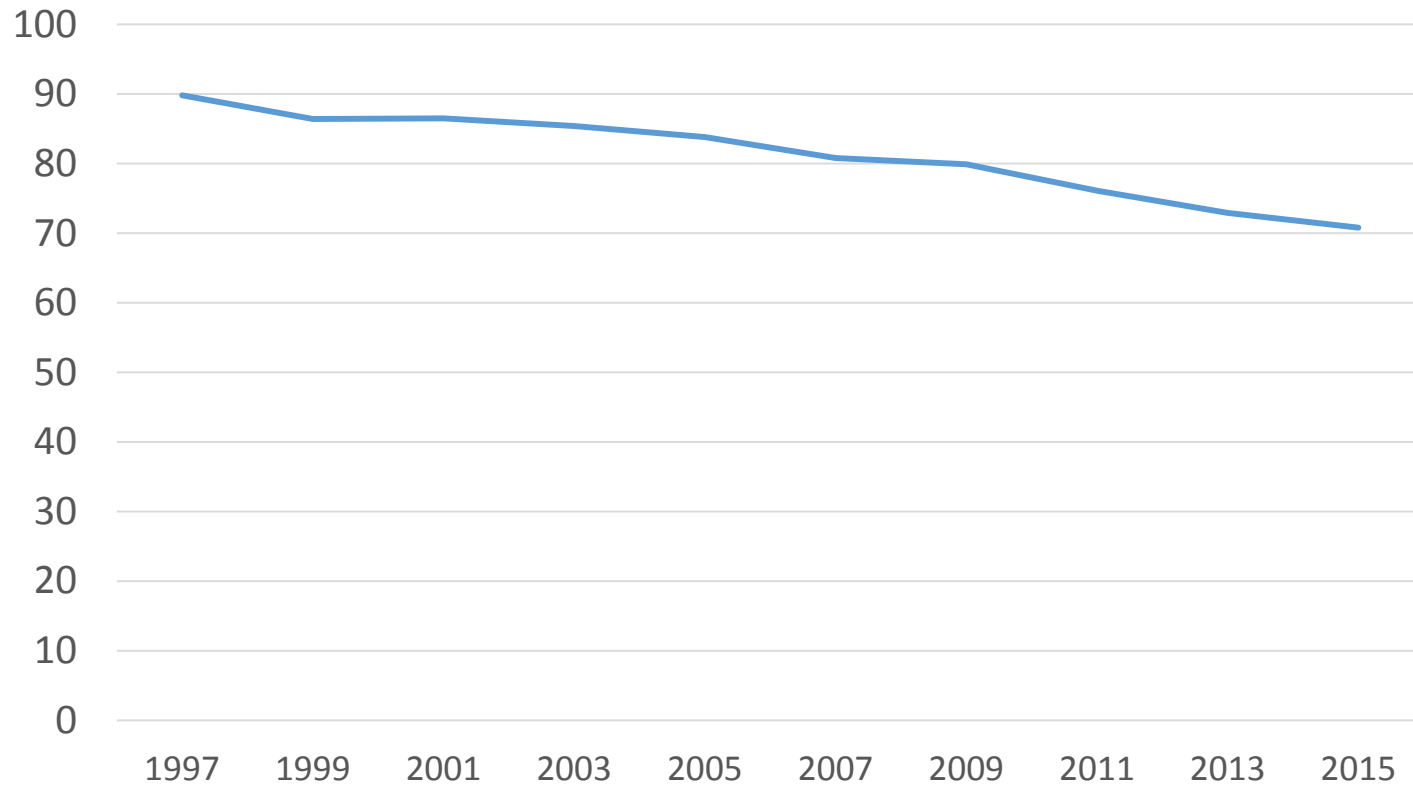


Fig. 3. Share from net sample by reason of non-response, LFS 2015, all waves

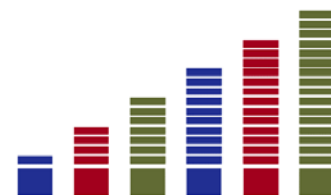
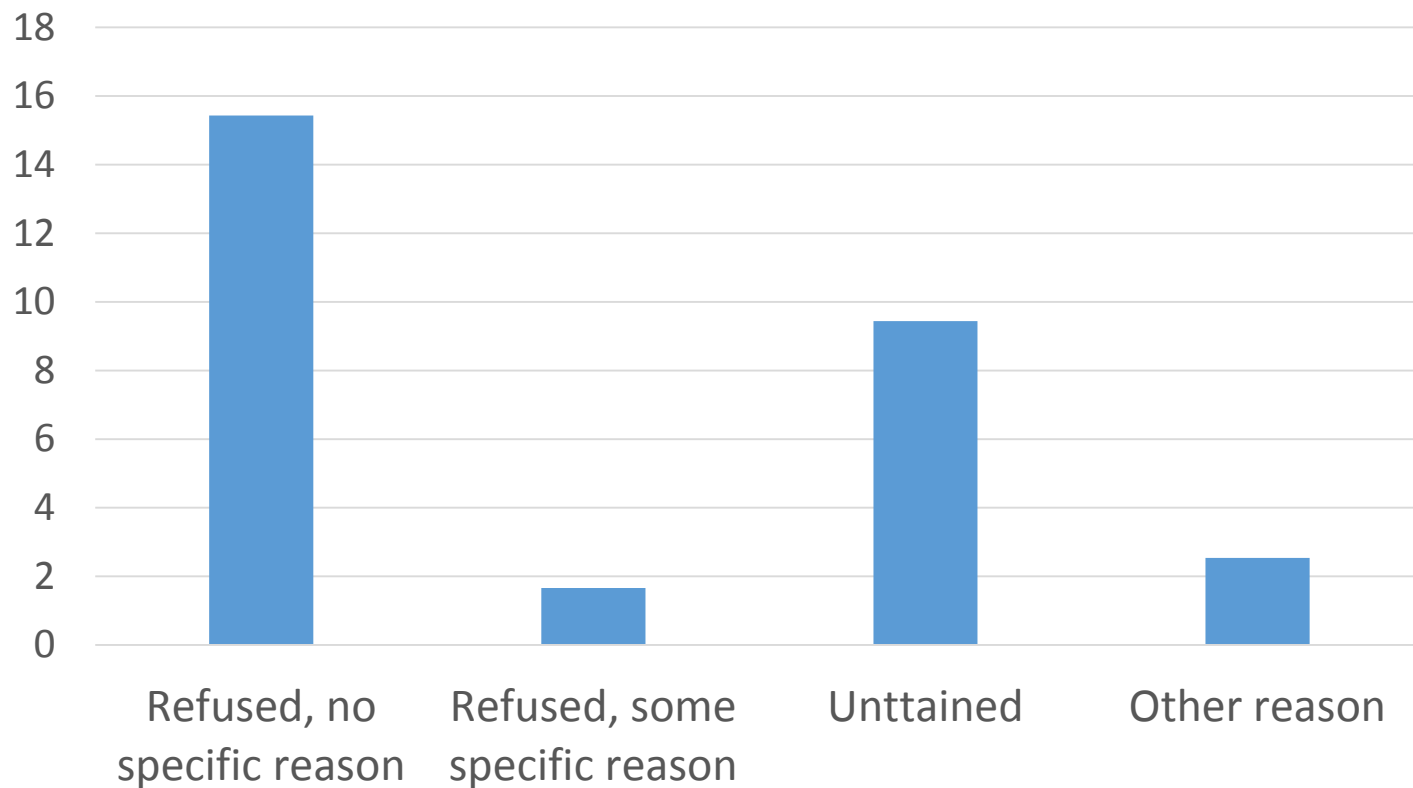


Fig. 4. Number of CATI interviews by length of interview, LFS 2015, 1st Wave

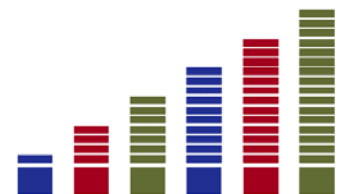
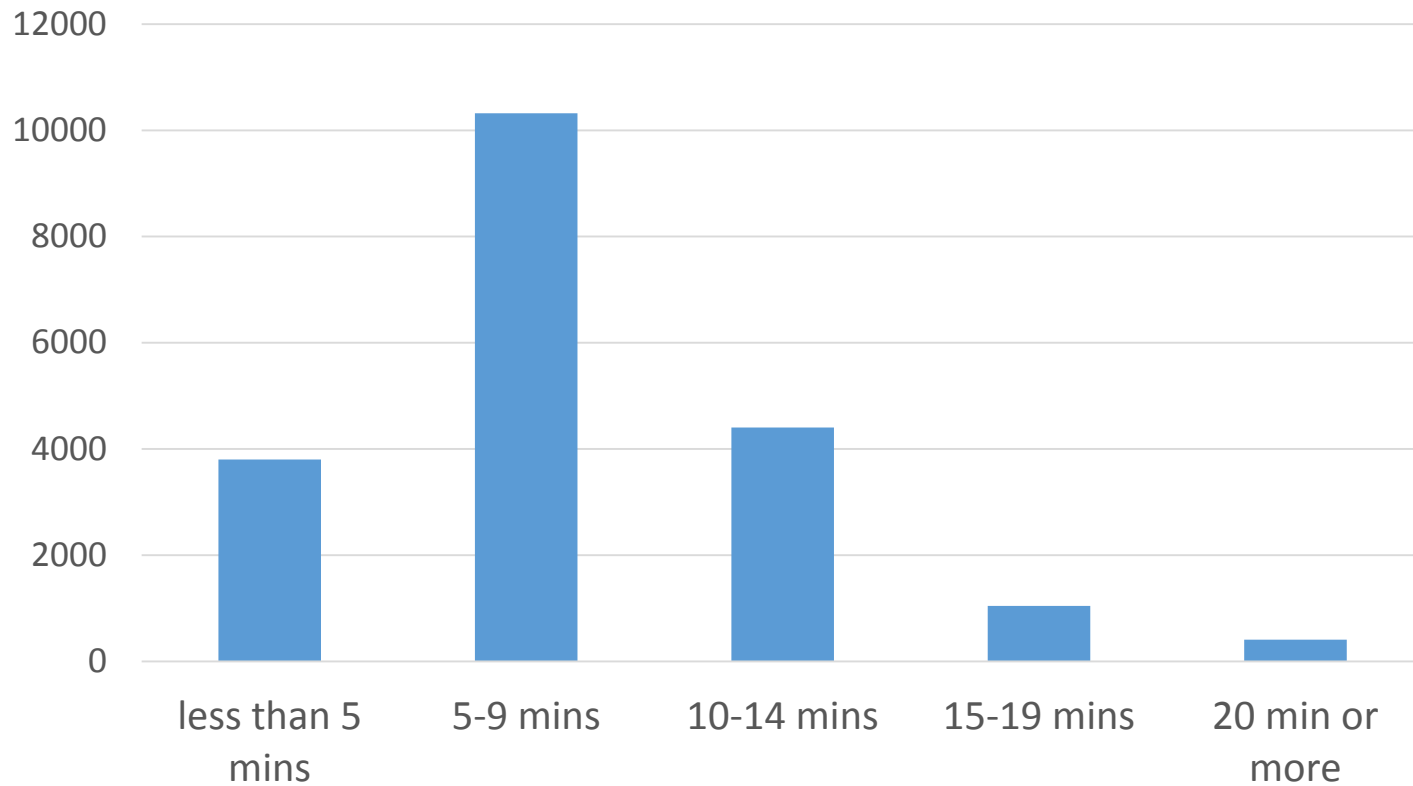
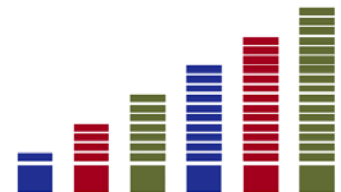
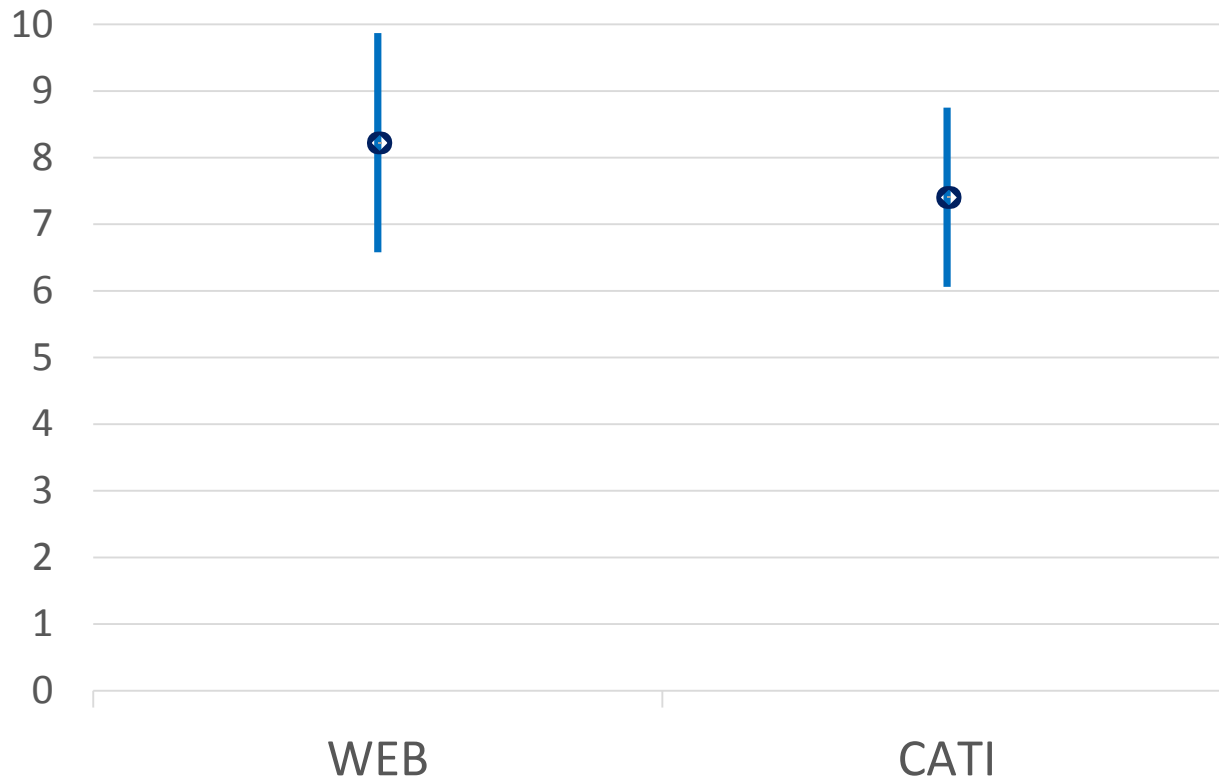
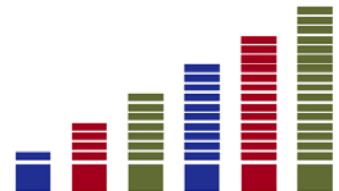


Fig. 5. Unemployment rate estimate and its 95 % confidence interval, LFS Web Pilot and CATI, October 2013



Final pilot for the mixed mode LFS

- Three rounds 2016-2017 (CAWI + CATI)
- WEB option will be offered first
 - Pilot is possible to go through without direct contact with an interviewer
- Questionnaire technically suitable for all devices
- Text message and e-mail reminders
- Advance letter (paper)



Advance letter text (upper part)

Welcome to take part in the Labour Force Survey

The Labour Force Survey applies to all people, such as wage and salary earners, entrepreneurs, home-makers, unemployed, students, pupils and pensioners.

The Labour Force Survey provides statistical data, for example, on employment and unemployment in Finland. Questions are asked about working hours, job seeking, duration of unemployment, participation in training and work done last.

Two ways to respond to the Labour Force Survey

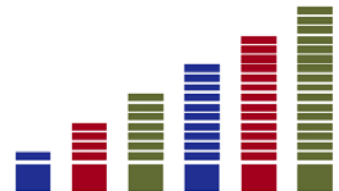
Responding by web questionnaire

The responding time is between xx. - xx.xx. For the information security log in to the form with your bank identifiers.

Write on the browser line www.stat.fi/keruu/tyve/lomake

Responding by telephone

If you cannot or do not want to reply online, our interviewer will contact you after the online responding time.





LFS Leaflet



THE SURVEY ALSO MEASURES CHANGE

The same respondents are interviewed five times over a period of around eighteen months for the Labour Force Survey. Thus, we can follow changes in the labour market in various ways.

THE DATA ARE CONFIDENTIAL

Statistics Finland is a government agency, which produces statistics describing conditions in society.

Statistics Finland does not carry out market research as referred to in the Personal Data Act.

Statistics Finland does not release the data it collects to other agencies.



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Statistics Finland 

LABOUR FORCE SURVEY

Reliable data on employment and unemployment

What are the data used for?



The Labour Force Survey provides fast information on how economic trends affect the labour market, such as the number of the employed and the unemployed. The data are utilised by all key actors within business and the economy, such as ministries, employer and employee organisations, and research institutions.

The Labour Force Survey collects data on:



- Number of gainfully employed persons
- Generality of part-time employment relationships
 - Employed people's working time arrangements
 - Number of persons who have sought for a new job
 - The employment rate for different age groups.

I am under 18 / over 65. Should I participate?



All persons aged 15 to 74 drawn to the sample are included. By interviewing different age groups the results can also be compared internationally because the age when people start working and retire varies from one country to another. There are also questions about participation in education, not only about employment.

Where can you see the results?



Once a month Statistics Finland reports on its webpages on the status of the labour market, such as the unemployment rate. More detailed data, for example on hours worked, number of part-time employment relationships and regional employment development are released quarterly and annually. The results of the Labour Force Survey are reported in various media every month.

How does participation benefit me?



Participation is a civil right.

With the help of the results from the Labour Force Survey social decision making can be based on reliable information. All people benefit from this.

I do not work. Should I respond?

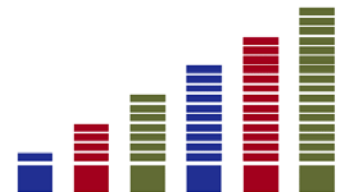


The situation of each person drawn to the sample is important when describing the employment market regardless of whether they work or not. If we interviewed only people who work it would give a distorted picture of the overall situation.



Challenges of mixing modes (LFS)

- Questionnaire (two “sides” – CAWI and CATI)
 - Cognitive and field tests needed
- Comparability issues (mode effect)
 - E.g. unemployment; willingness to take a job
- Technical platform
- Data collection sequence problem (concurrent/sequential design?)
- Response rate
- Dissemination





Thank you!

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