

Addressing Challenges in Survey Participation and Data Quality: UK Perspective

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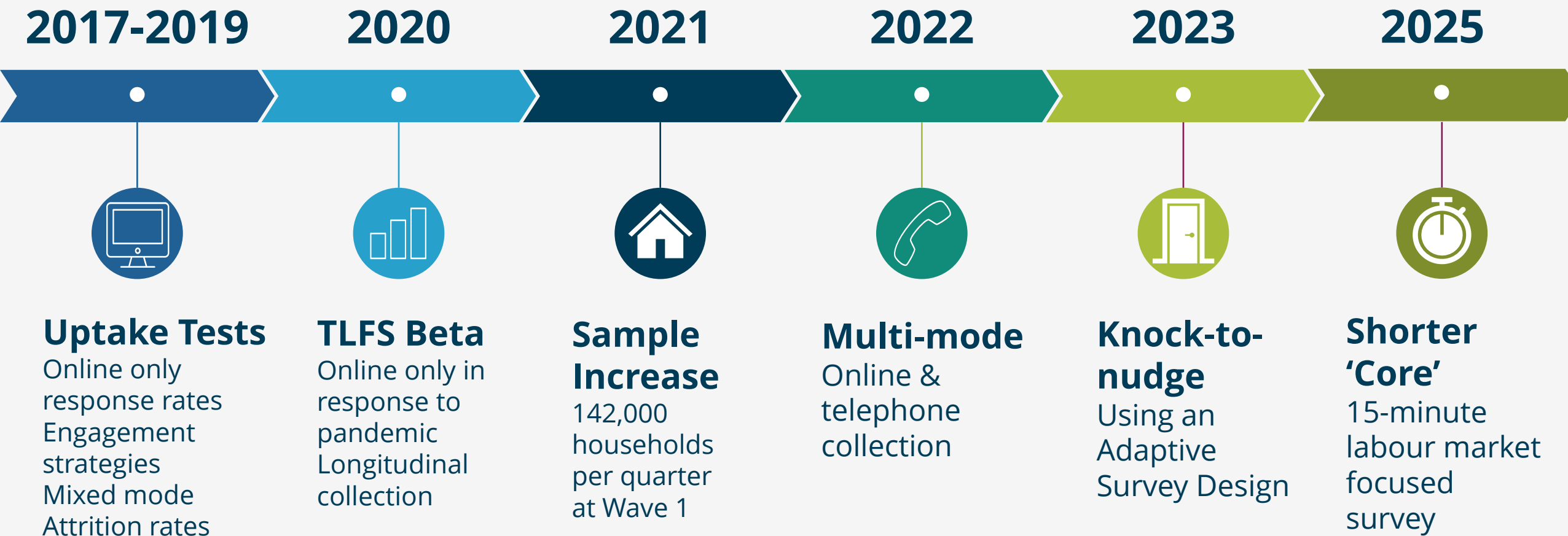


The Transformed Labour Force Survey (TLFS)

- Online first re-design of the voluntary Labour Force Survey (LFS)
- A complete redevelopment based on concepts being measured
- Respondent first design
 - Qualitative research with quantitative testing
 - Relatable, understandable questions
 - Better comprehension = better quality data

Increasing Participation and Survey Quality

The Iterative Journey of the TLFS



Designing the TLFS: Continuous Improvement

Survey Design

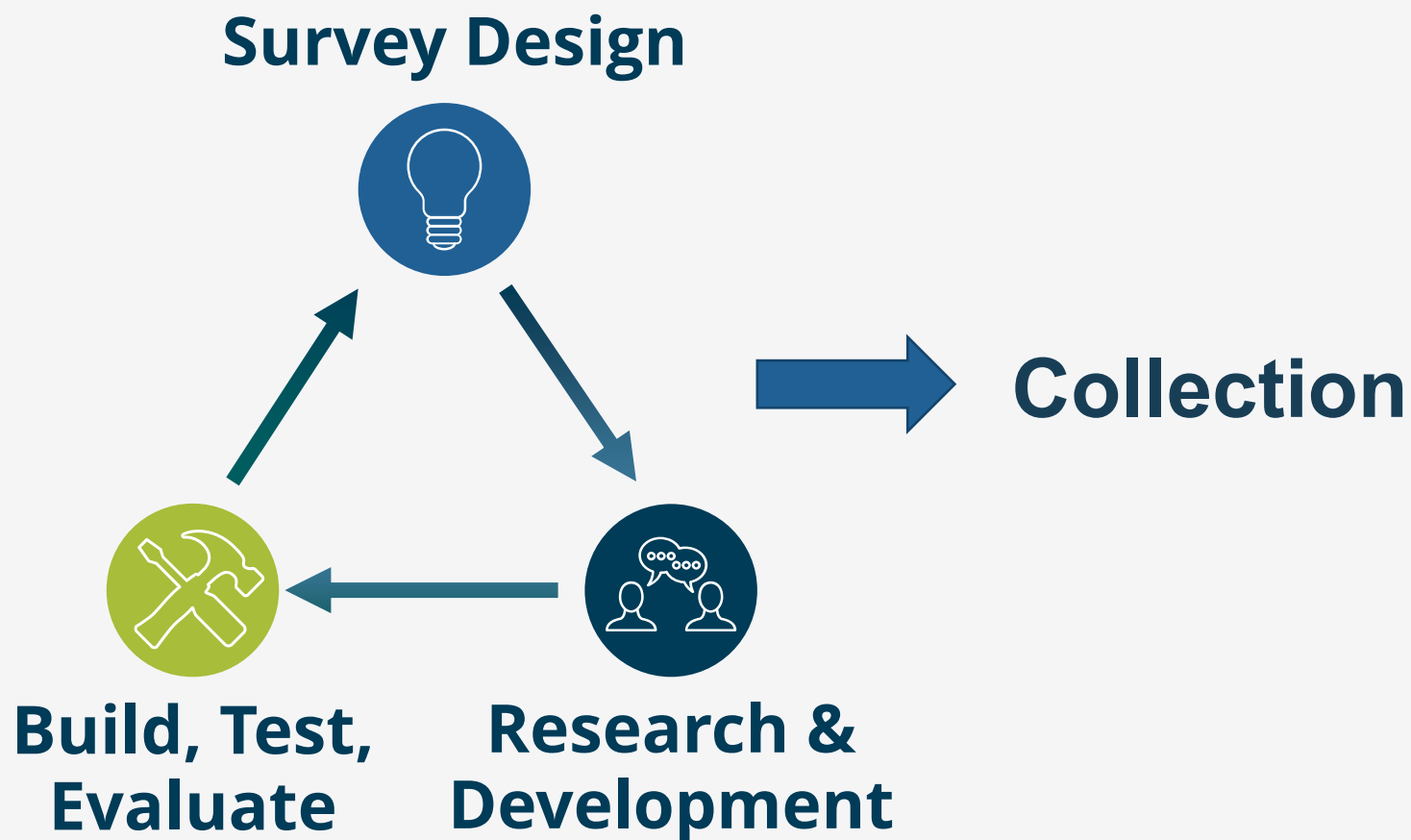
- Sample design & specification
- Collection design
- Stakeholder engagement

Research & Development

- Question development,
- Questionnaire specification,
- Respondent materials

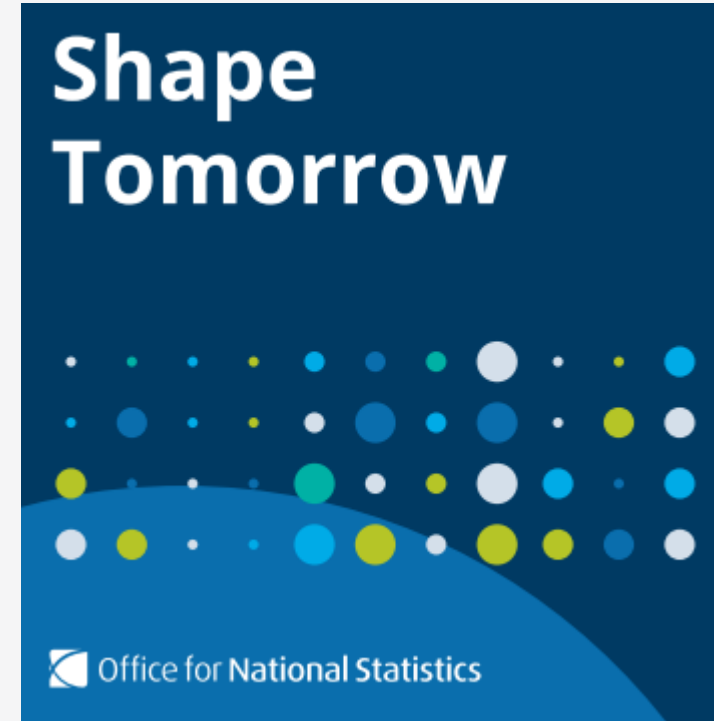
Build, Test, Evaluate

- Testing instrument against specification,
- Evaluation of data quality,
- Identify areas for improvement



Incentivising Participation

- All households receive a Notepad at Wave 1 as an **unconditional** incentive
- A £10 Voucher is also offered as a **conditional** incentive
- This requires **all members** of the household to complete the survey



TLFS Data Collection Modes



Online (Self completion)



Telephone Interview (Telephone Interviewers)



Knock to Nudge (Field Interviewers)



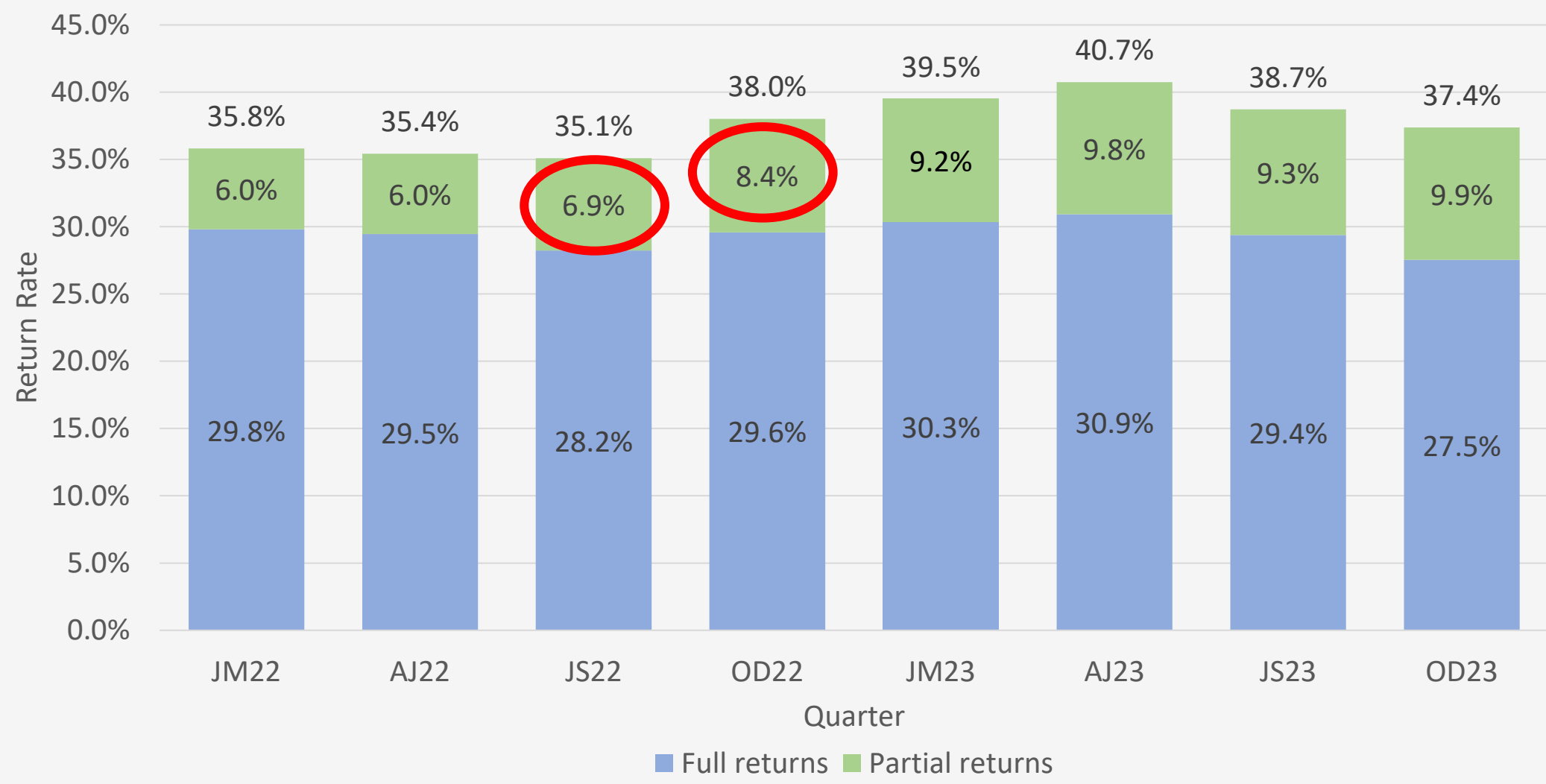
Supported Completion (Field Interviewers)

Participation and Quality Challenges

Partial Responses

- A high proportion of online responses are ‘partials’
 - Household partials – at least one person has not fully completed the survey
 - Individual partials – respondents who do not provide data for all questions they are asked
- This can cause issues with analysis of key variables if there is a high amount of missing data

TLFS Wave 1 Response, 2022 - 2023



Longer questionnaire – added 10 minutes of new content to the survey

Operational Challenge – Coverage and Cost

- Large sample size (720,000 per year at Wave 1)
- Cannot follow up all non-responding households with other modes
- How can we make the best use of our resources?

Adaptive Survey Design (ASD)



- Categorising the sample into smaller groups with similar characteristics
- Created using previous survey data, plus administrative data sources
- Online response biased towards **white, male, home owners, aged over 45 years**
- Unequal response distribution across **urban/rural** and **deprivation indices**
- Adaptive Survey Design categorisation allows **targeted non-response follow up**
- Resource focused on **urban areas, more deprived areas, aged under 45 years**
- **Knock to nudge** – interviewers encourage online response or collect a telephone number – no face-to-face interviewing

Adaptive Survey Design (ASD) Outcomes

- Increase in response of ~7-8 percentage points
- Increased representation within data
- Reduction in differences between ASD categories
- Expansion in October 2025 to include 'Supported Completion'
- Interviewers can help respondents to complete the survey online – not a face-to-face interview
- Expected to increase response for those who cannot complete online

Thank You for Listening

- Contact:

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- Transformation of Labour Market Statistics Articles:

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