



An
Phríomh-Oifig
Staidrimh

Central
Statistics
Office

Rapid Change in Data Collection - Problems and Solutions

Presentation to UNECE
October 2020

Pandemic 2020

- Field Force withdrawal – March 2020
- Mode change from CAPI to ?
- Call Centre remained working



Pandemic 2020 - Challenges

- Process change CAPI to
 - Letter of Invitation (followed by postcard reminder)
 - Telephone interview



Postcard



Do Phobal, Do Chontae, Do Thír
Your Community, Your County, Your Country

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Tag/Ref:

Do Phobal, Do Chontae, Do Thír

Sheol mé litir chugat le déanaí thar ceann na Príomh-Oifige Staidrimh (CSO) ag iarraidh ort páirt a ghlacadh inár suirbhé ar líonta tí.

Tá an-tábhacht leis an t-eolas a bhailiú an CSO inár suirbhéanna líon tí. Léargas a mbeidh ann do lucht déanta beartais faoi impleachtaí ghéarchéim Covid-19 ar líonta tí in Éirinn agus cinntí a bhaineann linn go léir á ndéanamh acu.

Déanfar an suirbhé ar an guthán agus dearbhaítear rúndacht an eolais a thugann tú dúinn faoin Acht Staidrimh, 1993.

Le do thoil, tar i dteagmháil liom ag an uimhir thíos agus is féidir linn am a fheileann duit a shocrú.

Your Community, Your County, Your Country

I recently sent you a letter on behalf of the Central Statistics Office (CSO) asking you to participate in our household survey.

The information gathered by the CSO in our household surveys is very important. It will inform policy makers of the impact of the Covid-19 crisis on households in Ireland as they make decisions that affect us all.

The survey will be conducted via telephone and the confidentiality of the information you supply is guaranteed by law under the Statistics Act 1993.

Please contact me at the number below and we can arrange a time that is most convenient for you.

To:


Ainm/
Name:

Guthán/
Tel:



Letter of Invitation

REF:
Block: L
LDU:
LFS/GEN1

 SuirbhéannaCSO
CSOSurveys


Your **Community**, your **County**, your **Country**

Dear

Your household has been selected along with others throughout the country to participate in the Central Statistics Office's (CSO) household survey. This survey is essential for providing a picture of employment and unemployment across Ireland. Never has this been more important than now and your household can play its part.

Whether you are employed, looking for work, retired, a homemaker or a student your contribution is important.

Under normal circumstances, I would call to your home to collect this information. However, due to public health guidelines, I am unable to do so. Therefore, I am asking you to please contact me at the number shown below to arrange a suitable time for a telephone interview to take place. Alternatively, you can copy the link or scan the QR code into your web browser and enter your contact details. I will then ring you back to complete the interview at a time that is convenient for you.

<https://launch.survey.cso.ie/public-survey?surveyid=984> 

If you are unable to contact me for any reason, you can nominate another member of the household over the age of 18 to contact me on your behalf.

By completing this survey, you will be providing essential help in informing national policy makers in many areas that affect us all, particularly in relation to:

♦ job creation



Lots of challenges

- Use of family name
- Unique addresses
- Interviewer effect of mode change



Solutions & Innovations

- Advertising/Branding Campaign launched



Review of disposition codes

Interviewer	Y2020 Q1	Y2020 Q1 Ac	Y2020 Q2	Y2020 Q2	Y2020 Q2 Ac	Y2020 Q3	Y2020 Q3	Y2020 Q3 Ac	Co-Ordinator	Interview Duration	Interview Duration	Attempts per
Shirley Higgins	21	25.61%
	5	45.45%
	68	51.52%	149	60	40.27%	124	47	37.90%	Cork	00:06:26	00:00:09	2.73
	71	51.45%	181	46	25.41%	130	38	29.23%	Dublin 3	00:18:21	00:15:47	5.82
	63	65.63%	153	65	52.42%	61	19	31.15%	Thurles	00:13:56	00:14:21	4.82

	50	43.48%	85	25	41.67%	188	50	31.06%	Galway	00:14:15	00:13:32	4.32
	34	48.57%
	2	16.67%
	.	.	239	15	6.28%	154	14	9.52%	Nationwide	00:19:57	00:17:20	3.77
	34	47.22%	222	49	22.07%	160	15	9.38%	Clonmel	00:08:45	00:08:54	2.61
	59	45.04%	31	2	6.45%
	80	62.02%	167	64	40.51%	147	56	38.10%	Ballina	00:14:17	00:12:19	3.18
	45	38.14%	169	45	26.63%	43	7	16.28%	Dublin 3	00:16:02	00:17:58	2.1
	61	40.40%	193	48	24.87%	137	41	37.96%	Galway	00:21:30	00:22:26	3.41
	71	55.47%	200	73	36.50%	54	26	48.15%	Dublin 1	00:12:18	00:09:49	2.87
	53	45.69%	143	34	30.63%	119	30	30.93%	Dublin 3	00:15:25	00:10:54	3.2
	.	.	212	21	9.91%	213	18	8.45%	Nationwide	00:15:16	00:14:47	3.82
	70	54.69%	124	37	29.84%	118	38	32.20%	Dublin 1	00:22:49	00:22:42	3.14
	54	42.86%	166	42	29.17%	106	35	41.18%	Cork	00:14:11	00:13:02	3.31
38	35.19%	196	57	29.08%	109	35	32.11%	Mullingar	00:13:33	00:13:29	3.17	
Shirley Higgins	91	56.52%	167	57	34.12%	102	26	24.95%	Dublin 2	00:18:04	00:16:11	2.92



Respondents

- Continuous review of wording of letter – worked with behavioural economists
- Introduction of ‘Expression of Interest’ and QR code

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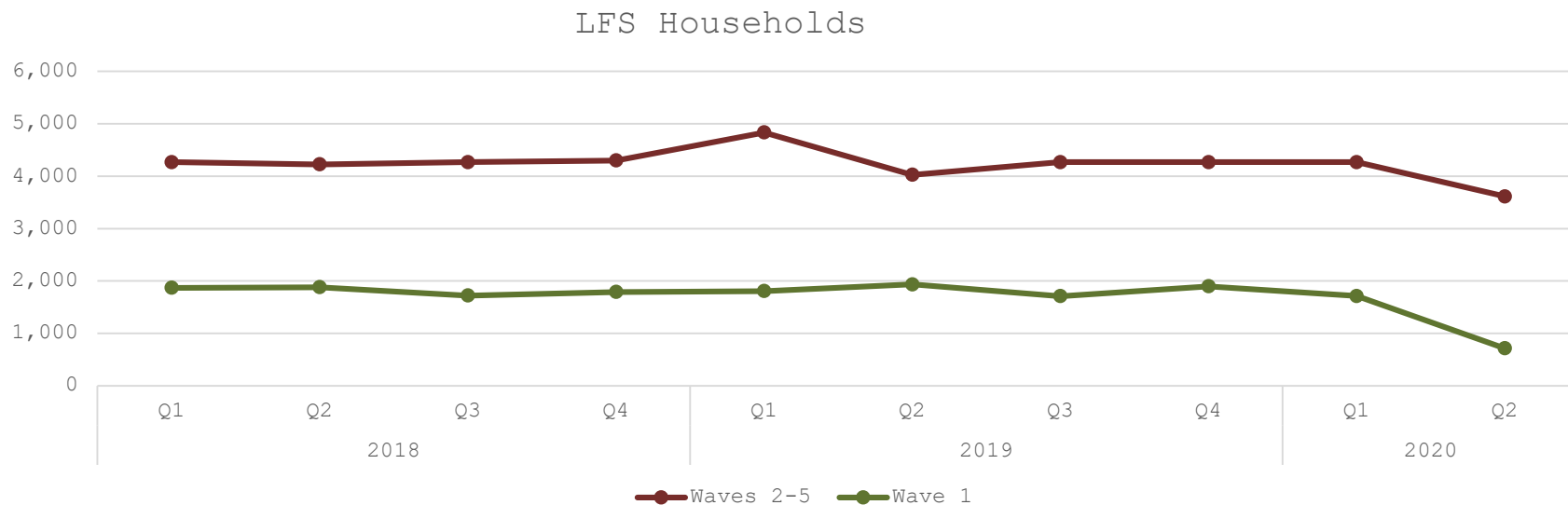


Outcomes

- Response rates acceptable for longitudinal LFS, low but improving for Wave 1.
- SILC rates better than expected.
- HFCN in Q3 /Q4 – response rates very good.



Pandemic 2020



Pandemic 2020 - next steps

- Mode effect has been reviewed. Certain questions needed more training for interviewers i.e. provision of PPSN
- Pilot completed for f2f interviews and a return to the field for Wave 1 LFS ONLY (Level 1 and Level 2 only)
- More expedited move to CAWI – pilot of LFS CAWI expected Q2 2021





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Thank you