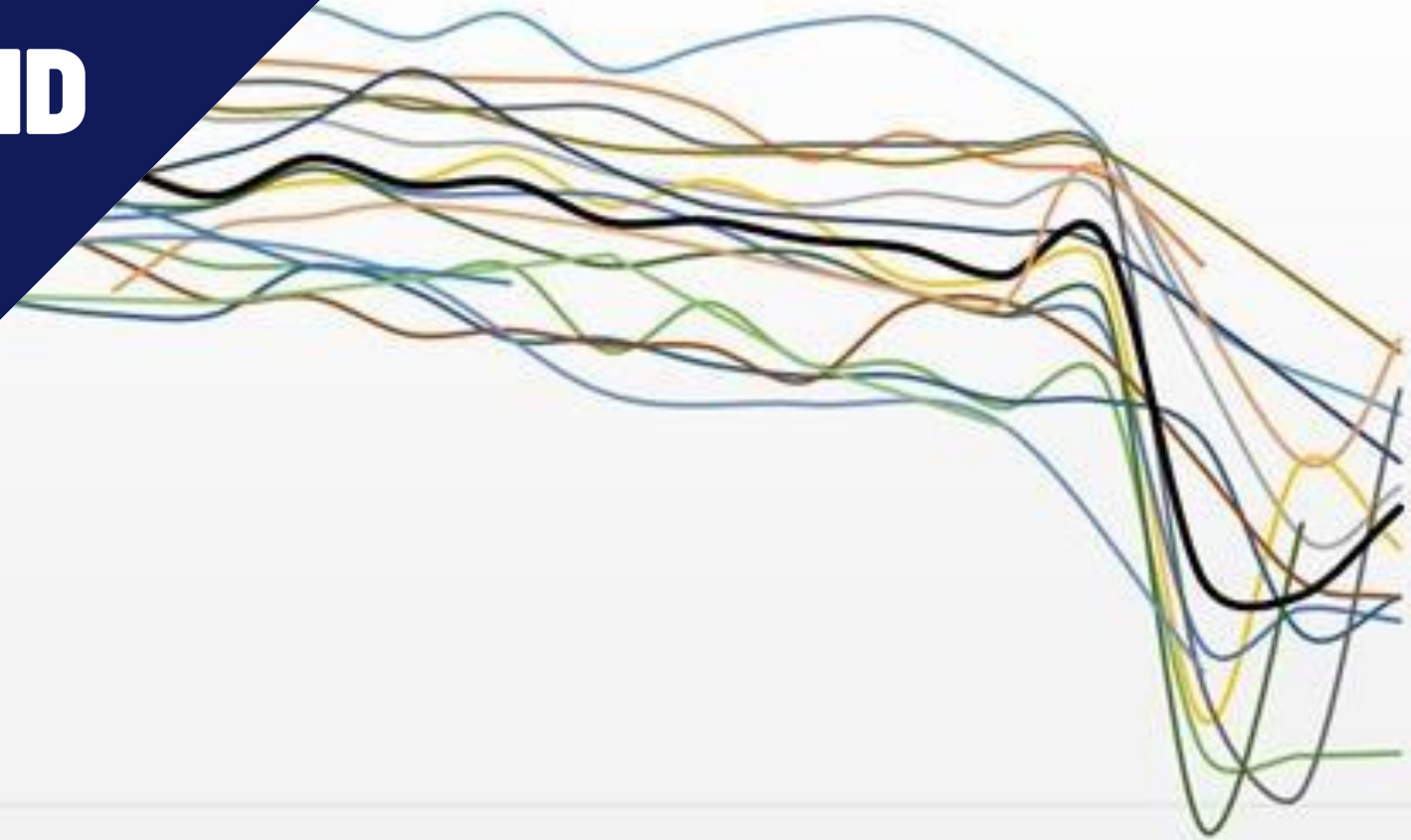


SURVEY FUTURES: EVOLUTION OF F2F SURVEYS IN SCOTLAND

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Trends seen before the pandemic accelerated...

1

Increasing pressure on response rates

2

Increasing difficulty of recruiting good interviewers

3

Increasing pressure on public sector budgets

4

Greater potential of other sources of data eg. admin data, passive measurement

SHS Response outcomes in selected years: the challenge of increasing refusals

Outcome	2001/2002	2012	2015	2019	2022
Responding	61%	62%	59%	57%	41%
Deadwood	9%	8%	7%	8%	7%
Refusal	14%	20%	24%	26%	35%
Non-contact	14%	6%	5%	5%	13%
Other	2%	4%	4%	2%	4%
Total	100%	100%	100%	100%	100%

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The pandemic accelerated innovation



New:

REACT, ONS Coronavirus Infection Study

Major new studies set-up to track infection trends.



New:

KnowledgePanel UK

Random probability online panel



Revised:

Major household surveys in Scotland all innovated

Various different approaches were trialled

But evolution had been a common feature on the major surveys

E.g. Changes to the approach of the SHCS since 1991...

1991: First Scottish House Condition Survey

1996: Major overhaul of the physical dwelling inspection (allowing SAP ratings to be calculated)

2002: Survey becomes continuous

2012: Move to the digital pen system

2012: SHCS becomes part of the SHS

2020: Physical survey suspended

2021: External+ approach

2025: Move from paper form to the tablet system

Selected methodological work on the major scottish surveys

- **Pre-Covid**

- SCS Calibration Experiment (2003 wave, published in 2005)
- SCJS Methodological workshop (2018)
- SHS – Impact of reissues on survey estimates (2014/2016 data, published 2020)
- SCJS – Impact of reissues on survey estimates (12/13 and 16/17 data, published in 2020)
- SHS – Tote bag experiment (2020 wave, published 2022)

- **During Covid**

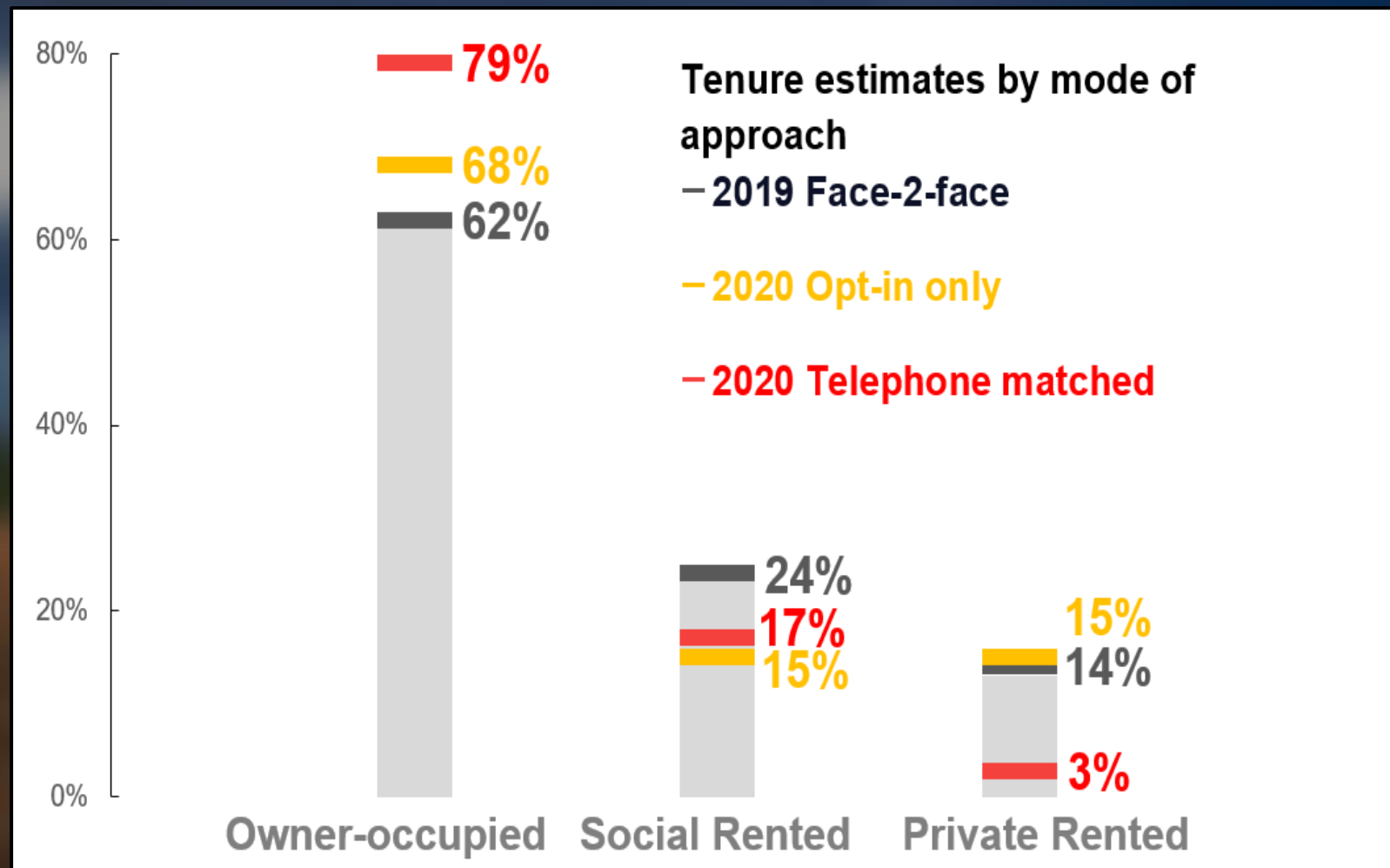
- Major changes in approach for all three studies (2020/2021)
- Analysis of impact of change of approach on SHS (2020 wave, published in 2022)
- Analysis of impact of change of approach on SCJS (2021/2022)

- **Post-Covid**

- Mixed-mode research to inform Long-term Survey Strategy (forthcoming)
- Response rate behaviours (2025)

Covid and the Scottish Household Survey

The impact of the changes during Covid on tenure estimate



Change to design to SHS during covid

Reliance on people opting-in rather than interviewers persuading them to take part.

Interviews carried out remotely by telephone or video

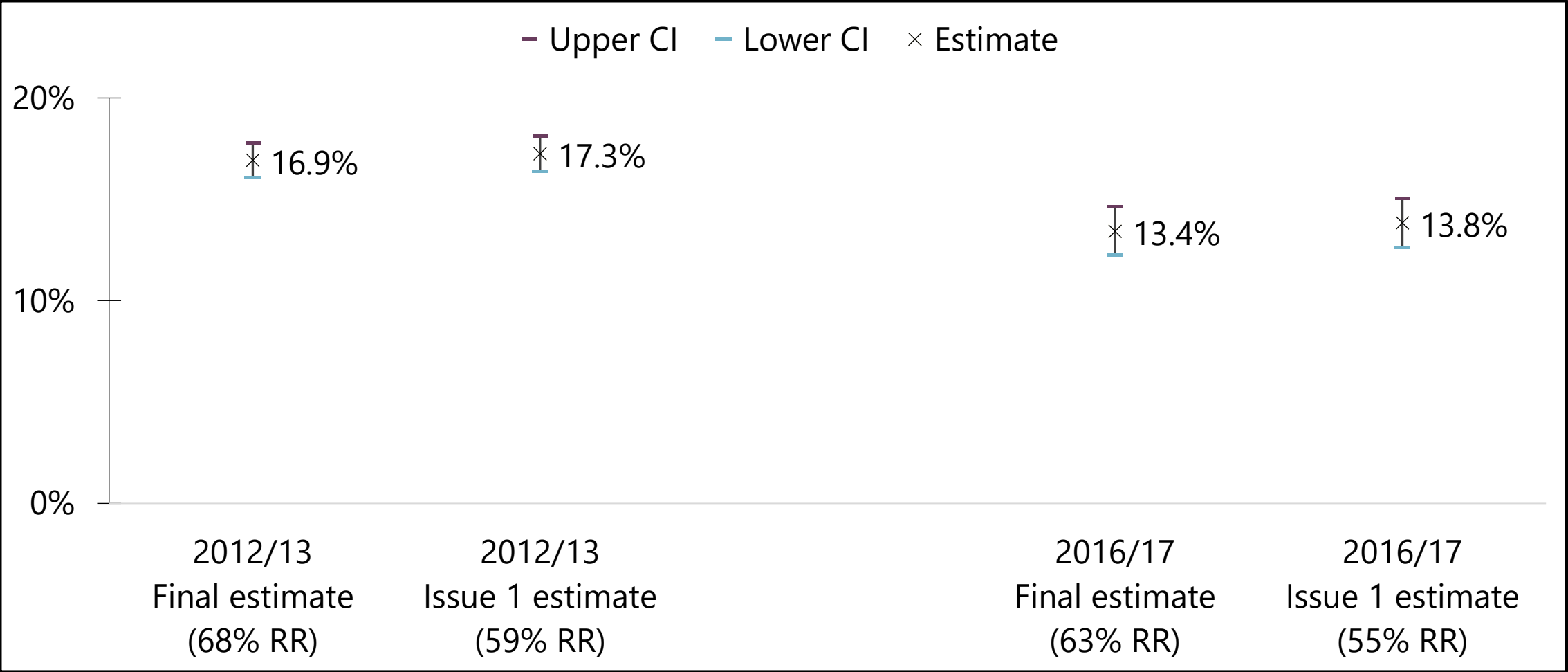
Tried to match telephone numbers to PAF to allow approach by phone

Incentives used

Opt-in only response rate – 14%

Telephone matched sample response rate – 37%

Impact of ressiues in SCJS: experienced any crime in last 12 months



Key drivers in the evolution of f2f survey data collection



Changes to the how? Factors that impact on survey data collection

- Declining willingness to participate in surveys
- Increased difficulty in recruiting and retaining good quality interviewers
- Changes to sampling frames
- Technological advances
- Etc.



Changes to alternatives to f2f survey data

- Potential use of administrative data
- Potential use of passive measurement
- Changes to other survey modes
- Etc.



Changes to the why? Policy demand

- Reflect changing political agenda
- Local/National indicators (National Performance Framework, Single Outcome Agreements, Child Poverty Indicators, Fuel Poverty estimates etc.)
- Monitor different policy interventions (e.g. active travel)
- Policy formation/costing (extension of free bus passes, minimum EPC regulations in private sector housing stock etc.)



“Scotland should have a **national house condition survey**. We should assess the scale of damage and need before we plan how to meet it. It is not confined to the public sector [...] It would extend into the more difficult private sector area. A survey would give us an **accurate snapshot of the state of our housing stock, which could then be updated.**

[...] the checklists compiled by local authorities seriously underestimate the scale of the dampness problem. An impartially conducted survey — "impartially" meaning an outside agency performing a specific task with training—would provide a more accurate picture of Scottish housing.

This is not a revolutionary proposition.”

Donald Dewar, House of Commons debate, 1986

