STATISTICS CANADA EXPERIENCES WITH BUSINESS SURVEYS WITH EQ / PAPER COLLECTION

March 23, 2011

OUTLINE

- E-questionnaire (EQ) project

- Quarterly Service Indicators Survey (QSI)

- Collection process:

  - Pre-contact

  - Follow-up strategy

E-QUESTIONNAIRE

- Multiple EDR solutions (Excel; pdf etc.) for some time
- 2007 – focus on two electronic services:
  - E-file transfer
  - E-questionnaire (EQ)
- 2010 – new e-questionnaire corporate project:
  - Create a critical mass of e-questionnaire service users -> 140+ surveys over the next five years
  - Sequential multi-mode approach
  - Conversion of surveys with EDR collection to e-questionnaire
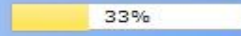
Quarterly Service Indicators Survey (QSI)

- Survey objective
  - Quarterly revenues with provincial breakdown
  - Targeted service industries
- Mandatory
- Census of targeted population
- Establishment-based sample; collection of revenues at activity level
- Quarterly collection
- Two-page questionnaire
- Initially, fax and mail/out collection
  - Added EQ in 2009

Progress: 33% - Quarterly Services Indicators Survey - Windows Internet Explorer

http://f7eqwebpazt1/EQPortal/en/Questionnaire/Page/5104_1_R1?p=2&s=634358628694318348

Live Search

File   Edit   View   Favorites   Tools   Help

Favorites   Advertised selection proc...   Web Slice Gallery   Collection Services updat...   Electronic Collection Servi...   SRMDEV -CPS   Suggested Sites

Progress: 33% - Quarterly Services Indicators Surv...

Page   Safety   Tools

Statistics   Statistique
Canada   Canada

Canadä

Statistics Canada
www.statcan.gc.ca

| Français | Home | Contact Us | Help | Search | canada.gc.ca |

Start of Survey > Quarterly Services Indicators Survey

Quarterly Services Indicators Survey   Logout

B. Coverage   33%

Help

This survey collects information on **business units** with the business activity described below:

(A Business Unit is the lowest level of the firm for which separate records are kept for such details as revenues, expenses, and employment)

NAICS:

1.	If you do not have a business unit in the industry indicated above, please describe the nature of your firm's business activity:
	[ ]

< Back   Save   Next >

Date Modified: 2011-03-15   Important Notices

Top of Page

Progress: 44% - Quarterly Services Indicators Survey - Windows Internet Explorer

http://f7eqwebpazt1/EQPortal/en/Questionnaire/Page/5104_1_R1?p=3&s=634358629707775306

Live Search

File   Edit   View   Favorites   Tools   Help

Favorites   Advertised selection proc...   Web Slice Gallery   Collection Services updat...   Electronic Collection Servi...   SRMDEV -CPS   Suggested Sites

Progress: 44% - Quarterly Services Indicators Surv...   Page   Safety   Tools

1. Please report operating revenues for the specified business activity for the 1st quarter of 2011 by the location of business units.

		Dollars Only
a.	Newfoundland and Labrador	$450
b.	Prince Edward Island	$1
c.	Nova Scotia	$500
d.	New Brunswick	
e.	Quebec	
f.	Ontario	
g.	Manitoba	
h.	Saskatchewan	
i.	Alberta	
j.	British Columbia	
k.	Yukon	
l.	Northwest Territories	
m.	Nunavut	
n.	**Canada** (sum of a. to m.)	$951

2. Are your reported revenues significantly different when compared with the previous quarter?

◉ Yes

○ No

# Quarterly Service Indicators Survey (QSI)

- Sample composition

	Q4-2009 units	Q4-2009 %	Q1-2010 units	Q1-2010 %	Q2-2010 units	Q2-2010 %	Q3-2010 units	Q3-2010 %
Sample	1,791	100%	1,462	100%	1,395	100%	1,323	100%
- EQ	1,703	95.1%	1,342	91.8%	1,240	88.9%	1,177	89.0%
- Paper	6	0.3%	25	1.7%	31	2.2%	24	1.8%
- Fax	82	4.6%	95	6.5%	124	8.9%	122	9.2%

- Response within mode

	Q4-2009 units	Q4-2009 %	Q1-2010 units	Q1-2010 %	Q2-2010 units	Q2-2010 %	Q3-2010 units	Q3-2010 %
Total response	1,082	60.4%	885	60.5%	895	64.2%	869	65.7%
- EQ	1,019	59.8%	807	60.1%	808	65.2%	777	66.0%
- Paper	5	83.3%	18	72.0%	15	48.4%	16	66.7%
- Fax	58	70.7%	60	63.2%	72	58.1%	76	62.3%

COLLECTION PROCESS

Pre-contact → Start collection → Follow-up strategy → Close off collection
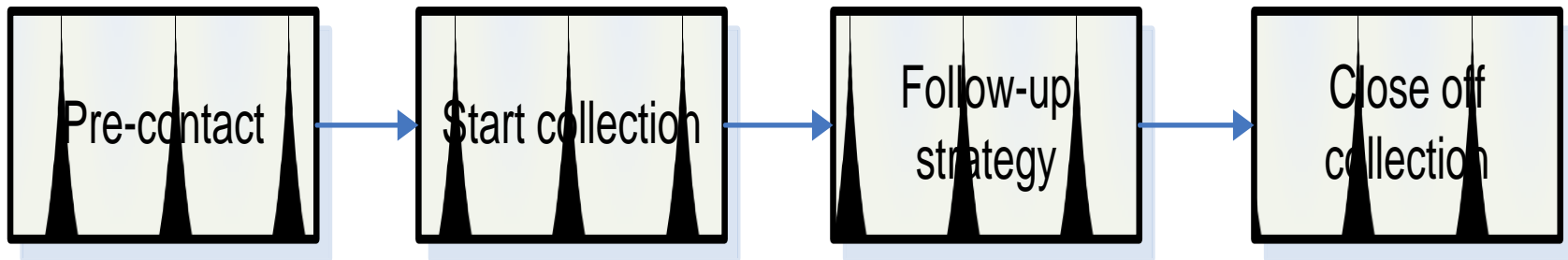
PRE-CONTACT

- Two approaches:
  - Phone pre-contact

    "Birth" cases

    Sell e-questionnaire and collect e-mail addresses
  - Heads-up email

    Units with e-mail addresses

- Shift over time, once e-questionnaire is introduced and went through several collection cycles

- Same trend regardless of collection frequency (annual; quarterly; etc.)

START COLLECTION

- Blaise is the hub
  - Sample in Blaise
- Paper units:
  - Generate mail sample
  - Complete mail out
- EQ units:
  - Generate EQ sample
  - Complete research for bounced back units from heads-up email
  - Send out email invitations
  - Complete research for bounced back units
  - Re-send email invitations

FOLLOW-UP STRATEGY

- Non-response follow-up:
  - Number of attempts
  - Attempt modes
  - Timing of attempts
  - Push for EQ
- Research – bounced-back emails / returned mail
- Failed-edit follow-up:
  - "Light" edits in EQ
  - Blaise as a hub for editing activities
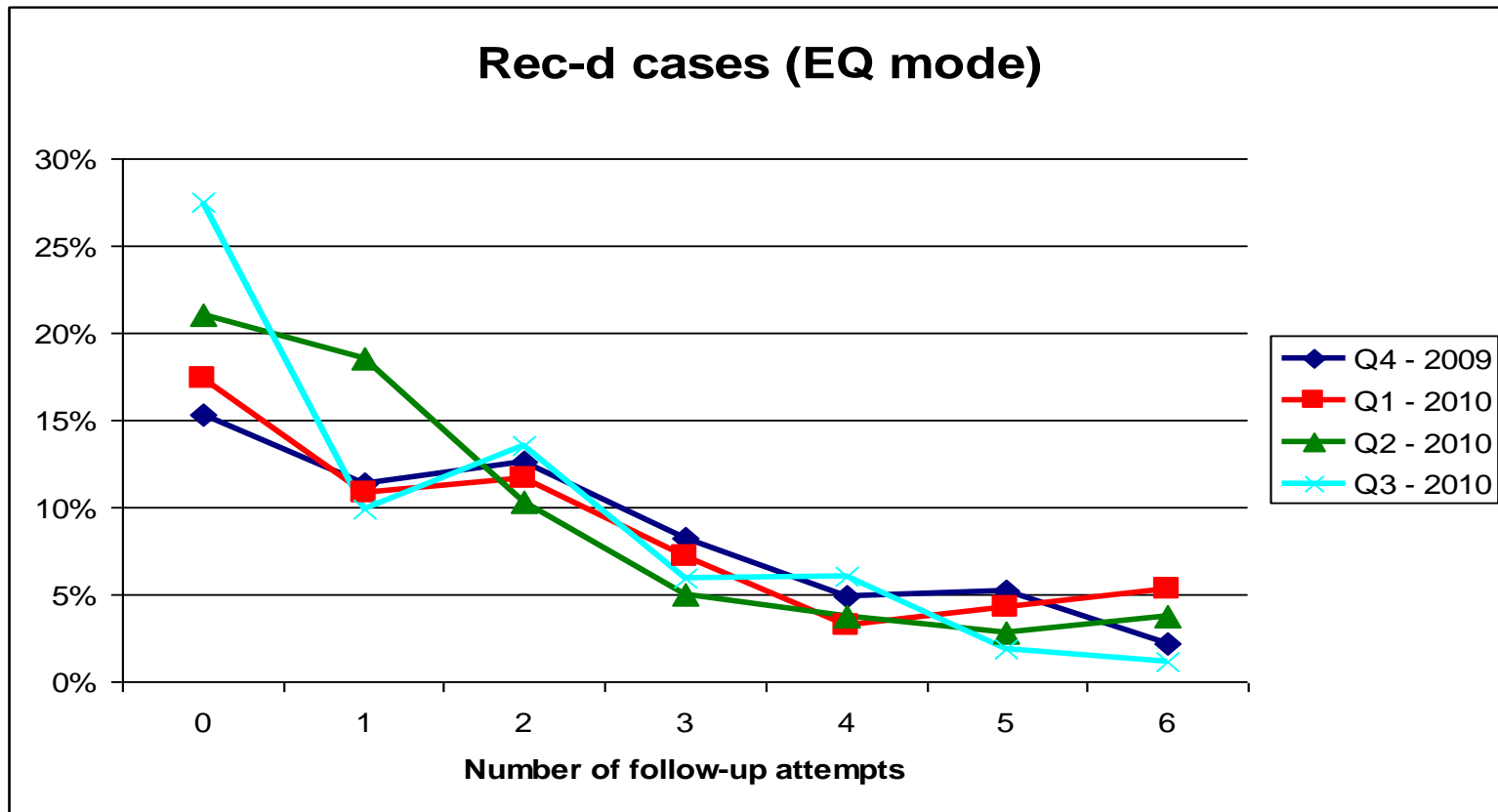- Reflect follow-up strategy for paper collection
  - New approaches

FOLLOW-UP STRATEGY

- QSI strategy:

Follow-up attempts	Follow-up mode / timing in the cycle (EQ cases)			
	Q4 - 2009	Q1 - 2010	Q2 - 2010	Q3 - 2010
1	Call; day 11	Email; day 12	Email; day 12	Email; day 12
2	Email; day 16	Call; day 17	Call; day 17	Call; day 17
3	Email; day 21	Email; day 26	Email; day 27	Email; day 27
4	Call; day 26	Call; day 27	Call; day 31	Call; day 31
5	Email; day 31	Email; day 32	Email; day 41	Email; day 41
6	Fax; day 32	Fax; day 46	Fax; day 45	Fax; day 46

FOLLOW-UP STRATEGY

- QSI strategy (cont-d):

Rec-d cases (EQ mode)

Legend:
- Q4 - 2009
- Q1 - 2010
- Q2 - 2010
- Q3 - 2010

X-axis: **Number of follow-up attempts**

FOLLOW-UP STRATEGY

- QSI strategy (cont-d):

  - Push for EQ response increase

    Phone call to EQ non-respondents ->

    - Too busy, waiting for Statistics Canada to call them
    - Passive refusals – avoidance

  - Email research (bounced back emails):

    First two cycles – around 10% bounced-back emails after each e-mail out

    Last two cycles – 3-5% bounced-back emails after each e-mail out

FOLLOW-UP STRATEGY

- QSI strategy (cont-d):

  - Lessons learned:

    Availability of email addresses

    Bounced-backs – research

    Selling EQ at "birth"

    Building respondent familiarity with EQ

    Follow-up attempts

    Timing

    Mode

    Number

FOLLOW-UP STRATEGY

- United Enterprise Statistics program (UES) – experiment with follow-up strategy:

  - Objectives:

    Use 2011 UES collection for 7 multi-mode surveys
    Experiment with different follow-up strategies
    In the end, propose a single follow-up strategy for future use for this type of surveys (multi-mode collection with e-questionnaire; annual collection cycle)

  - How:

    Experimental design
    Constraint: design implementation to have the least possible impact on collection results

FOLLOW-UP STRATEGY

- UES – experiment with follow-up strategy (cont-d):

  - How far can we get with e-mail only?

  - What is the importance of having the first contact via phone vs. e-mail?

  - Which follow-up strategy produces the best response rates?

  - Which follow-up strategy is the most efficient?

  - How do the e-mail and paper strategies compare?

CLOSE OFF COLLECTION

- Close EQ first

- Transfer saved data to Blaise

- Final blitz
  - If warranted, based on achieved response rates and expected pay back

- Close Blaise

FUTURE PLANS

- Focus on email follow-up attempts
- Births conversion to EQ
  - Selling EQ
- Research email addresses
- Review fax / paper units
  - EQ conversion
- Length of collection
  - Can it be reduced
- Implement standard collection strategies focused on EQ
- Collection strategy for social surveys

For more information, please contact
Pour plus d'information, veuillez contacter

Milana Karaganis

milana.karaganis@statcan.gc.ca