



Statistics Canada www.statcan.gc.ca

## The Evolution of Electronic Questionnaire Collection Strategy at Statistics Canada

Wade Kuseler FedCASIC March 2013





#### History of Web based Collection at Statistics Canada

- Why introduce web based questionnaire collection?
  - Requests from respondents
  - Secure means to respond
  - Reduce respondent burden
  - Cost savings
- When was it introduced?





#### **Evolution of the Web based Collection Strategy**

- Our success to-date
- Subject Matter Area (client) concerns and the unknown of Web based collection
- Original E-Questionnaire collection strategy
- Early EQ uptake rates and results observed using the original strategy
- Review of this strategy and changes made to ensure optimal efficiency as we moved forward
- Uptake rates and results using the new strategy
- Challenges / Promotion of web based collection



### **Surveys with Web based collection**

Survey	Web based start date			
Unified Enterprise Surveys (7 surveys)	March 2011			
Residential Care Facilities	April 2011			
Quarterly Survey of Financial Statements	July 2011			
Survey of Suppliers of Business Financing	July 2011			
Agriculture surveys – 2 surveys	July / August 2011			
Research and Development in Canadian Industry	October 2011			
Regulatory Compliance Cost Survey	December 2011			
Sawmills	February 2012			
Balance of Payments – 3 surveys	March / April 2012			
Business Payroll Survey	December 2012			
Monthly Food Survey	May 2013			





### Initial Concerns with the EQ Collection Strategy

- Roles and responsibilities of all collection partners
- Uptake rates, response rates, the number of ereminders to use, when and how should we follow-up? Standards?
- Subject matter areas were concerned that respondents would not receive their e-invitation
- Followed general collection strategy used for paper and CATI follow up





#### **Original EQ Collection Strategy**

Residential Care Facilities	Research & Development in
EQ+Mail+Computer Assisted	Canadian Industry
Interviewing application (Blaise)	EQ+Mail+Blaise
Pre-contact	No pre-contact
Mail / E-mail out	Mail / E-mail out
May 9, 2011	Oct 14, 2011
1st E-reminder /fax	Non-Response Follow-up (NRFU)
June 6	Courtesy call (all cases) Oct 17
2 <sup>nd</sup> Phone Non-Response Follow-up	1st E-reminder
(NRFU) (all cases) June 24	Nov 16 (31 days)
3rd E-reminder /fax	Post-card to all Non-Response cases
Aug 26	Nov 21
4th E-reminder / fax	E-reminders
Sept 12	Dec 14, Jan 4 & 18
NRFU blitz Sept 26	NRFU



## **Original EQ Uptake and Results**

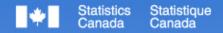
	Total Sample		•	EQ Response	
Survey Name	Size	EQ Sample Size	Rate	Rate	Response rate
Residential Care Facilities (annual)	6846	6192	90.4%	75.9%	72.0%
Research and Development in Canadian Industry (annual)	1955	1473	75.3%	63.0%	74.2%
Quarterly Survey of Financial Statements (Q1 2011)	1170	1152	98.5%	58.0%	50.2%
Specialized Design (annual)	1471	956	65.0%	72.1%	75.2%
Computer Services (annual)	2546	1418	55.7%	75.1%	64.3%
Engineering Services (annual)	680	546	80.3%	78.2%	66.4%
Architecture (annual)	728	586	80.5%	81.7%	84.9%





## Improvements to the EQ Collection Strategy

- EQ is the main collection mode/option
- Developed a more strategic and standardized collection strategy
- EQ sample receives e-invitation and e-reminders until later in collection when NRFU begins by phone/mail/fax
- Review of collection paradata
- Improved wording used in e-invitations and e-reminders
- Access code letters and e-mail address field on paper questionnaires
- Automating processes



#### **Survey Collection Strategy Guidelines**

Collection Strategies	Mu	lti-Mode (F	Phone, EQ, Fax, Mail)	
Monthly Surveys				
		Days after Mail		
	Dete			
Dra contact	Date	out	Type of Follow up	
Pre-contact		n/a		
Mail out / EQ invitation send date:		0		
Collection Start date:				
Bounce back Follow up			3 days max to complete Follow-up then switch back to mail for those where you cannot get correct email	
1st Follow up attempt date: Phone			Only for those without e-mail address, reminder, courtesy call, data gathering, Key Variable (KV) collection. Allow enough time for the mail out to complete so the respondents have the materials.	
EQ		7	1st reminder email	
Fax			no fax unless requested	
Mail			no mail unless requested	
2nd Follow up attempt date:				
Phone		12	only for those without e-mail address, reminder, courtesy call, data gathering, KV collection	
EQ			2nd reminder email	
Fax		Х	no fax unless requested	
Mail			no mail unless requested	
3rd Follow up attempt date:				
Phone		16	all except those with fax number, reminder, courtesy call, data gathering, KV collection	
EQ		16	3rd reminder email	
Fax		16	fax reminder with copy of survey for those without email address	
Mail		16	mail only to those without email address or fax number	
4th Follow up attempt date:				
Phone		20	only for those without e-mail address, reminder, courtesy call, data gathering, KV collection	
EQ		20	4th reminder email	
Fax		Х	no fax unless requested	
Mail		Х	no mail unless requested	





# Results observed to date from the use of this strategy

	Total Sample		•	EQ Response	Total
Survey Name	Size	EQ Sample Size	Rate	Rate	Response rate
Quarterly Survey of Financial Statements (Q4 2011)	1213	1194	98.4%	55.4%	49.0%
Business Payroll Survey (Nov 2011) (monthly)	1143	570	49.9%	72.8%	84.9%
Specialized Design (annual)	1335	1024	76.7%	78.8%	80.8%
Computer Services (annual)	2533	1775	70.1%	73.9%	71.0%
Engineering Services (annual)	745	640	85.9%	76.0%	71.6%
Architecture (annual)	729	638	87.5%	82.8%	82.4%



#### Web base collection challenges

- Clearly defined roles and responsibilities
- Expertise in the development process
- Development of web based functionalities
- Collection and management of previous outstanding cycle data and respondents with multiple questionnaires
- Automation
- Reports
- No metrics as to why some respondents are not using web based reporting tools





#### **Continuing Promotion of the Electronic Collection Instrument**

- Work towards developing <u>optimum</u> collection strategy to obtain expected results
- Collaboration with development and collection partners
- Regular monitoring
- Responsive Design focusing effort
- Access code letters
- Implementing new approaches Shared Secret
- Review wording in respondent correspondence
- Analysis using EQ paradata





#### **Questions?**

#### Wade Kuseler – wade.kuseler@statcan.gc.ca