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The Evolution of Electronic Questionnaire Collection Strategy at Statistics Canada

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



Original EQ Uptake and Results

Survey Name	Total Sample Size	EQ Sample Size	EQ uptake Rate	EQ Response Rate	Total 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		Multi-Mode (Phone, EQ, Fax, Mail)	
Monthly Surveys			
	Date	Days after Mail out	Type of Follow up
Pre-contact		n/a	
Mail out / EQ invitation send date:		0	
Collection Start date:			
Bounce back Follow up		1 or 2	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		7	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		X	no fax unless requested
Mail		X	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		12	2nd reminder email
Fax		X	no fax unless requested
Mail		X	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		X	no fax unless requested
Mail		X	no mail unless requested



Results observed to date from the use of this strategy

Survey Name	Total Sample Size	EQ Sample Size	EQ uptake Rate	EQ Response Rate	Total 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 optimum 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?

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