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# Evolution of Electronic Questionnaire Collection at Statistics Canada –

## Interviewer EQ/Respondent EQ (iEQ/rEQ)

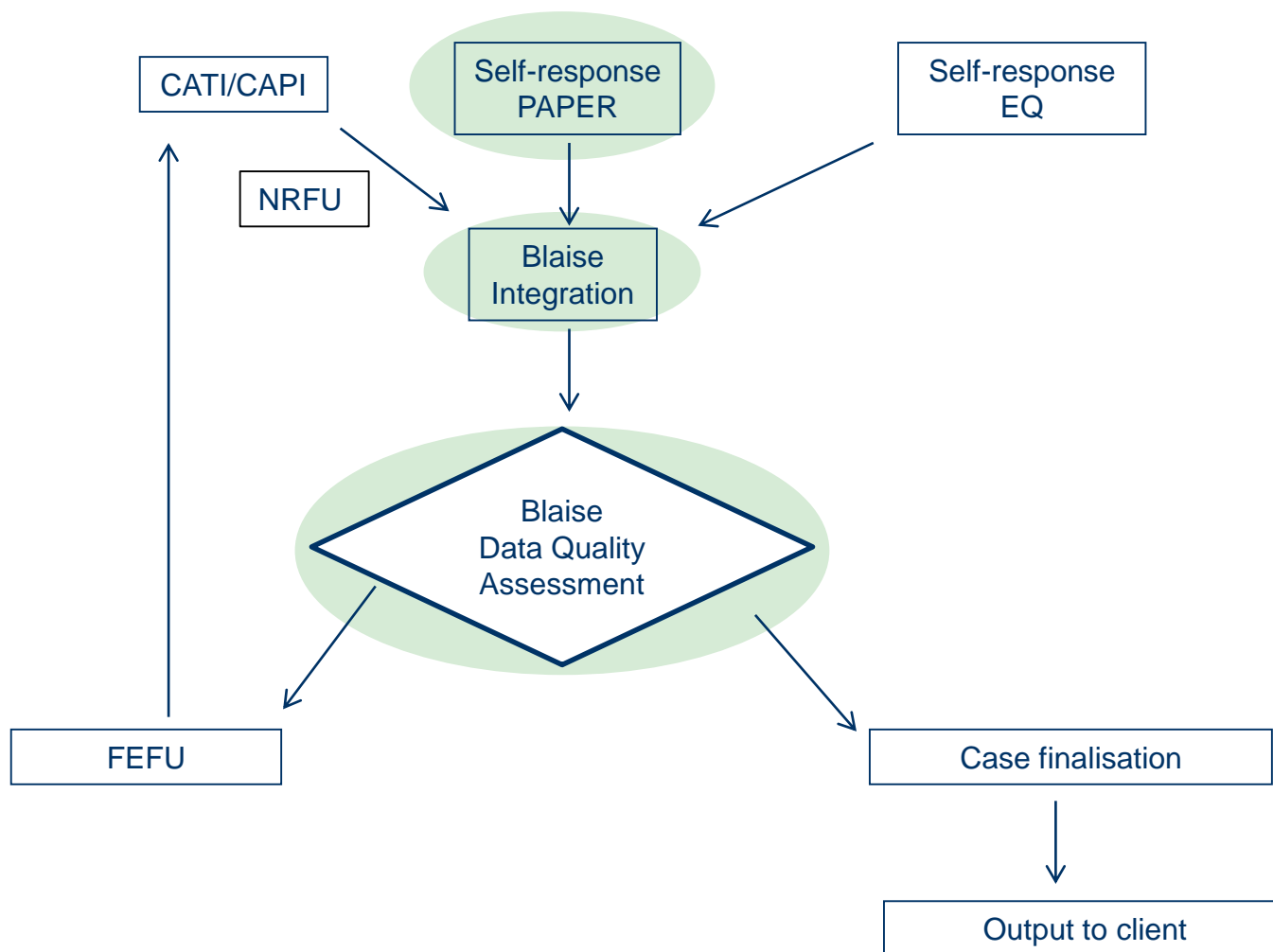
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# History of Web based Design at Statistics Canada

- Electronic data reporting platform in place since 2003-04
- The concept of a fully functional web-based questionnaire introduced in 2008-09
- Increased demand from respondents for an electronic questionnaire, secure, reduce burden and create collection efficiencies.
- Web based questionnaire with simple edits and Blaise evaluated once data submitted.



# Current Blaise Model with EQ

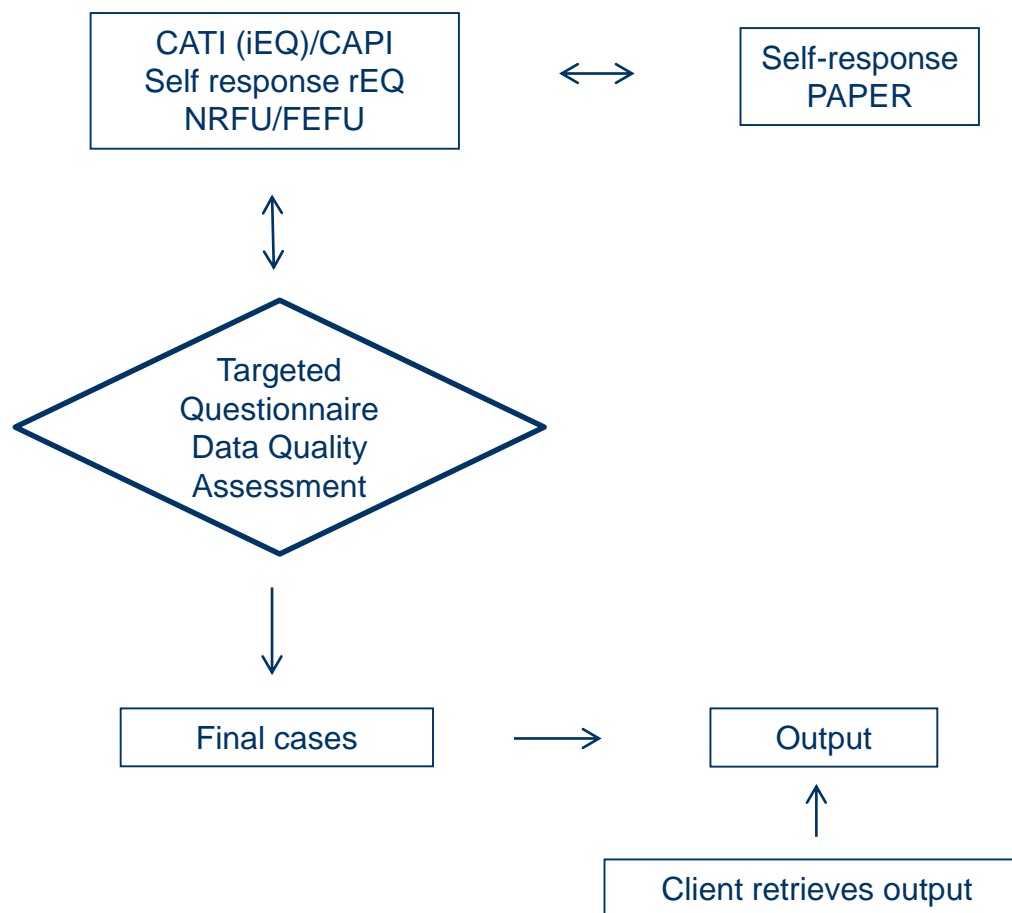


# New EQ Development Design

- Development of a web based questionnaire with no Blaise - interviewer EQ/respondent EQ (iEQ/rEQ)
- Identical for both the interviewer and the respondent
  - Same questions
  - Same response categories
  - Same Help text
  - Same flows
  - Same edits
- Subject Matter retrieves data output in the form of standard XML files.



## Interviewer EQ / Respondent EQ



## Drivers behind iEQ/rEQ

- Elimination of Redundant Capacity and Collection Applications (Infrastructure)
  - Fewer resources required to develop and maintain these tools
  - Development – fewer platforms to build
  - Testing – fewer platforms to test / integrate
- Exploit and Optimize the use of the Web based collection tool
  - Lower collection costs

## Drivers behind iEQ/rEQ – Continued

### ■ Standardization

- Design – common look and feel for all Statistics Canada Surveys
- Tools – built in help and edits
- Systems training materials – One general training for systems and shorter content specific training
- Collection Strategies
- Reports

## Drivers behind iEQ/rEQ – Continued

- Reduced respondent burden
- Time to complete survey
- Privacy
- Green initiative
- Generate Efficiencies
  - Re-investment and analysis



# Web base collection challenges

- Roles and Responsibilities
- Communication
- Change Management
- Collection Strategies
  - Number of e-reminders to use
  - Respondent tolerance to edits
  - Increasing the proportion of electronic responses received



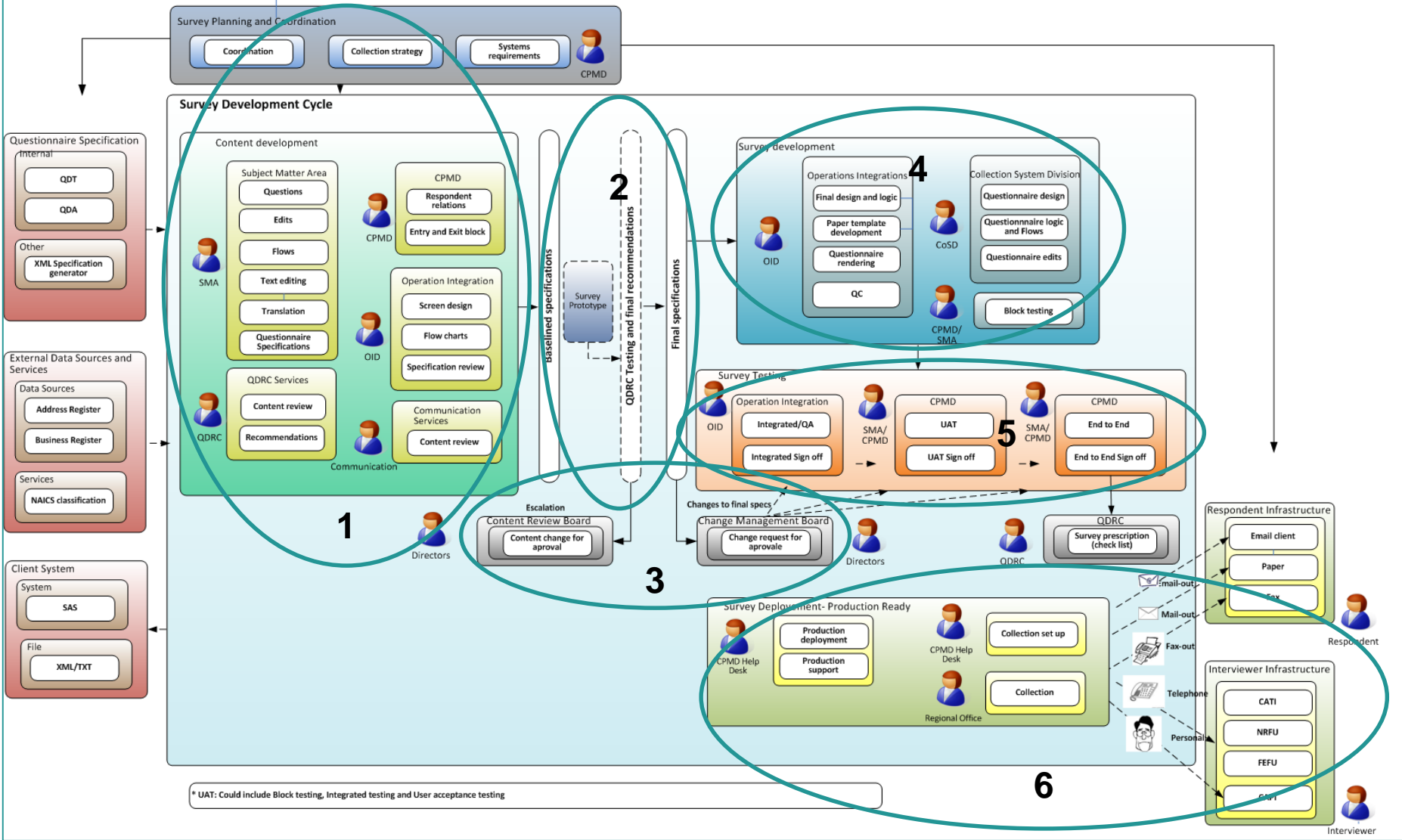
## Web base collection challenges - Continued

### ■ New Functionalities

- Pre-fill Authorization / Shared Secret
- Attachments
- Respondents who must reply for multiple surveys
- Surveys with multiple respondents
- Delinquent responders
- Live updates



# Multimode Survey Development (I- EQ R-EQ Paper)





# Questions?

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