

Developing a Quick Business Survey for an Existing Online Platform

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Annual Refiling Survey (ARS)

- State UI program industry classification is subject to BLS review and verification
 - ▶ In-scope establishments: >3 Ann. Avg. Emp.
 - ▶ Out-of-scope establishments: Ann. Avg. Emp. ≤ 3 ; or are in low-change NAICS.
 - ▶ 1/3 of in-scope establishments are surveyed each year (~1.2m)
- Asked to review their address and industry information and to correct if necessary

2017 Quarterly Collection Test

- Can we collect the ARS within a much shorter window? “Quick” vs. “Annual”
- 2017 ARS collected btw July 2016 – June 2017
- What did we learn?
 - ▶ Need more time for collection
 - ▶ Lower response rates
 - ▶ Each quarter has it’s own challenges
 - ▶ No benefit without a planned supplement



What did we do next?

- Returned the ARS to an annual collection cycle for 2018
- Conducted a pilot test for a supplemental survey in conjunction with the 2018 ARS
 - ▶ Random sample
 - ▶ February - June, 2018
 - ▶ Alternative sampling



Thank you for submitting the Annual Refiling Survey

This year, we are implementing a new initiative to save tax dollars by asking you to go paperless for the Business Research Survey since you are already logged into the system. The information collected will be used for statistical purposes and other purposes in accordance with law.

Please take a moment to complete the Business Research Survey.

Continue

The Bureau of Labor Statistics, its employees, agents, and partner statistical agencies, will use the information you provide for statistical purposes only and will hold the information in confidence to the full extent permitted by law. In accordance with the Confidential Information Protection and Statistical Efficiency Act of 2002 (Title 5 of Public Law 107-347) and other applicable Federal laws, your responses will not be disclosed in identifiable form without your informed consent. Per the Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data.

Time of completion is estimated to be 5 minutes on average. This estimate includes time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing this information. If you have any comments regarding these estimates, or any other aspect of this survey, please contact us at the address located at the bottom of this page. You are not required to respond to the collection of information unless it displays a currently valid O.M.B. number. The O.M.B. control number for this survey is 1220-0192 and it expires on 01/31/2019.

If you have questions or comments, please send e-mail to: BusinessResearchSurvey@bls.gov

Version: 1.0

If you have questions about the Business Research Survey, please contact:

Bureau of Labor Statistics
QCEW – Business Research Survey
2 Massachusetts Ave NE, Suite 4860
Washington, DC 20212



QBS Questions

1. What company do you work for?
2. In what department do you work?

Can you answer questions about:

3. How job openings are advertised? **Y/N**
4. How many job openings are you trying to fill? **Y/N**
5. The total revenue from sales or receipts? **Y/N**
6. The top three revenue producing products? **Y/N**
7. The number of 1099-MISC filed in the last year? **Y/N**
8. Permanent layoffs in the last three months? **Y/N**



Peak ARS Response Times*

- 72,000 ARS responses collected in 3 weeks after two consecutive e-mail blasts
- 200,000 ARS responses collected in 9 days after 1st mailout
- 95,000 ARS responses collected in 10 days after 2nd mailout

* 2017 ARS



QBS Sampling

■ Random Sample

1. Establish sampling criteria
2. Select the sample
3. Solicit the sample via email/mail
4. Wait for responses
5. Send a second solicitation via email/mail
6. Wait again for responses
7. Send a third email
8. Wait yet again, and finally
9. Send a final paper solicitation.
10. Wait for responses

■ Quota Sample

1. Establish sampling criteria
2. Ask all ARS respondents to answer additional questions for a certain block of time
3. After the targets are met, stop asking the additional questions.

Quota Sample Counts

- Opened collection at 11:00 am on Wednesday, February 14, and closed collection at 10:18 am on Tuesday February 20. The system was closed Saturday – Monday Feb 17-19.
 - ▶ 6,941 completed
 - ▶ 392 completed but had an ARS originally completed outside of the “open” window
 - ▶ 502 left “in-progress”, i.e., incomplete

QBS click-through rates - Quota

- 9,494 ARSWeb responses during the QBS “Open” period
- 6,549 completed QBS responses
 - ▶ 69% response rate $6,549/9,494$
- 502 partial responses
 - ▶ 74% Click-through rate $(6,549+502)/9,494$
 - ▶ 93% Completion after click-through $6,549/(6,549+502)$

Quota Coverage vs. Random Sample

Quota	Size										
NAICS Sector	1	2	3	4	5	6	7	8	9	Total	
11	23	46	19	10	1	1	1			101	
21	10	5	4	5	1	1	1	1		28	
22	4	2	2	3						11	
23	197	205	123	65	23	8	1	1		623	
31	25	19	14	16	5	5		2		86	
32	17	24	20	14	12	10	6	1		104	
33	48	38	46	35	20	15	6	5	1	214	
42	146	128	101	54	18	10	3			460	
44	119	159	110	52	22	15				477	
45	67	57	18	9	4					155	
48	57	34	32	19	5	1				148	
49	8	12	10	7	1					38	
51	58	30	19	12	5					124	
52	83	66	44	19	11	3		1		227	
53	90	70	38	15	3	6	1			223	
54	351	205	105	83	38	14	1		1	798	
55	15	7	11	5		2	1			41	
56	135	113	73	50	19	13	5	2		410	
61	29	30	21	12	8	7	3			110	
62	161	184	130	78	33	33	6	5	2	632	
71	45	37	20	24	15	3	1			145	
72	127	165	210	169	45	10	3			729	
81	153	121	63	40	7	4				388	
92	2									2	
99	258	13	3	1						275	
Total	2228	1770	1236	797	296	161	39	18	4	6549	

Random	Size										
NAICS Sector	1	2	3	4	5	6	7	8	9	Total	
11	68	22	14	10	10	10	10	10	4	158	
21	26	10	10	10	10	10	10	10	5	101	
22	10	10	10	10	10	10	10	10	7	87	
23	609	130	79	51	17	10	10	10	10	926	
31	31	15	13	11	10	10	10	10	10	120	
32	48	20	18	18	11	10	10	10	10	155	
33	85	33	29	28	16	12	10	10	10	233	
42	528	111	78	53	17	10	10	10	10	827	
44	315	182	153	68	20	23	10	10	10	791	
45	144	46	27	17	10	14	10	10	10	288	
48	141	30	23	19	10	10	10	10	10	263	
49	21	11	10	10	10	10	10	10	9	101	
51	127	23	17	13	10	10	10	10	10	230	
52	327	102	45	27	10	10	10	10	10	551	
53	325	61	29	16	10	10	10	10	3	474	
54	993	141	86	56	19	12	10	10	10	1337	
55	44	11	11	11	10	10	10	10	10	127	
56	340	68	47	36	16	12	10	10	10	549	
61	70	20	17	14	10	10	10	10	10	171	
62	473	159	117	82	32	22	10	10	10	915	
71	109	25	20	16	10	10	10	10	10	220	
72	247	146	175	176	43	10	10	10	10	827	
81	328	99	50	24	10	10	10	10	6	547	
92	2									2	
99											
Total	5411	1475	1078	776	331	265	230	230	204	10000	



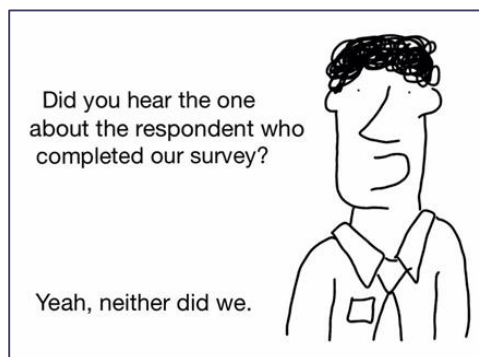
Random Sample Collection

- Emailed 751 establishments - 2/21/18
 - ▶ Emailed 528 establishments - 3/12/18
- Mailed 2,032 ARS letters to establishments - 3/5/18
- Mailed 7,062 QBS letters to establishments - 3/26/18



Preliminary Random Sample Results

- ARS/QBS sample --- 814/2,783 --- **29%**
 - ▶ Email sample --- 315/751 --- 42%
 - ▶ ARS Letter sample --- 499/2,032 --- 25%
- QBS Letter sample --- 442/7,062 --- **6%**
- Total sample --- 1,256/9,845 --- **13%**



As of 4-9-18

*QBS click-through rates - Random

- 1,866 ARSWeb responses
- 1,256 completed QBS responses
 - ▶ 67% response rate $1,256/1,866$
- 111 partial responses
 - ▶ 73% Click-through rate $(1,256+111)/1,866$
 - ▶ 92% Completion after click-through $1,256/(1,256+111)$

*Preliminary thru 4-9-18



Comparison of Click-through Rates

■ Quota Sample

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- ▶ 74% Click-through rate $(6,549+502)/9,494$
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■ Random Sample*

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*Preliminary



Future Plans...

- Complete the 2018 Pilot
- Analyze the Quota and Random Samples
- Pick a topic for another pilot
- Rinse & Repeat



Additional ARS Information

- “Web Collection in the Quarterly Census of Employment and Wages Program” by Stang and Thomas

http://ww2.amstat.org/meetings/ices/2016/proceedings/072_ices15Final00299.pdf

- “Email Solicitation for a Business Establishment Survey - Results from the 2015 Annual Refiling Survey” by Stang and Thomas

<http://www.eventscribe.com/2016/ASA-JSM/assets/pdf/389517.pdf>



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