Impact of paper invitation on Electronic Questionnaires collection strategy.

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Background

- Household Surveys using EQ so far have contacted respondents by telephone first, then offered EQ
    - Labour Force Survey (LFS): first month interview by phone, offer EQ for subsequent months - Mandatory
    - General Social Survey (GSS): roster by telephone, offer EQ to selected respondent - Volontary
- Looking for options to maximize cost savings while:
    - Maintaining or increasing overall response rates, or
    - Reducing bias by improving representativity & coverage

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Overview of the Strategies Tested

- ## Strategy 1: Household sample
  - Paper invitation letter to do EQ survey, addressed "To the occupant"
  - On-line roster, with random selection of respondent
  - Continue to content if household respondent selected
  - Otherwise, send email/paper invitation to selected respondent (secondary respondent)

- ## Strategy 2: Target respondent sample
  - Paper invitation letter to do EQ survey, addressed to target respondent
  - Two types of paper invitations will be used :
    - with a statement of an interviewers contact them if they do not respond
    - without the above statement.

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Samples

- A) Household sample (30,000)
  - Frame = households that responded to National Household Survey (NHS) and had mailable addresses (according to Household Frame)
  - Excluded territories, Indian Reserves, collective dwellings
  - Stratification by region
- B) Target Respondent (TR) sample (6,500)
  - Same frame and stratification as above, but selected one person aged 15+ within the selected household

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EQ application

- Portion of the content (about 10 minutes) was taken from already developed GSS-Social Identity - Volontary

- Name = Survey on Use of Internet and Other Media (SUIOM)

- One single application, with flows determined by sample type:
  - Household - First respondent
  - Household - Secondary respondent
  - Target respondent

- Household flow included on-line roster; if a different person was randomly selected, info screen appeared to explain situation and ask for email address or to confirm mailing address of selected respondent (secondary respondent)

- Flows for target/secondary respondent included demographic questions

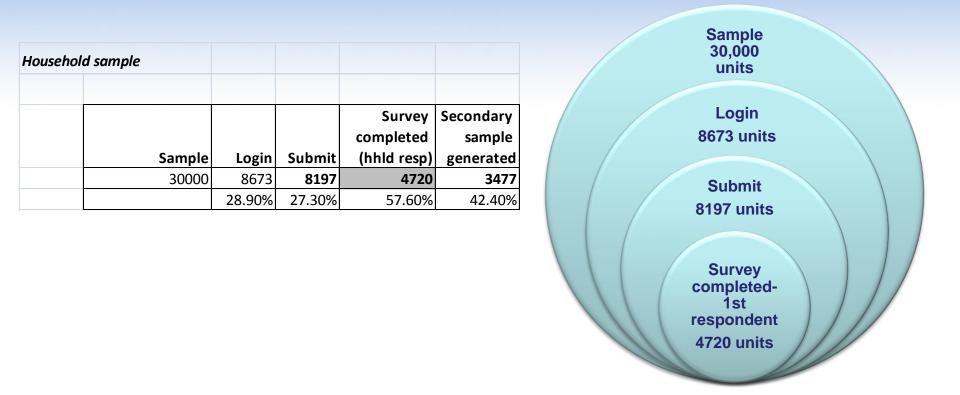Statistics Canada • Statistique Canada

Procedures

- Validate names (TR sample)

- Load sample into EQ to generate Secure Access Code

- Extract file for mail-merge

- Do mail-merge with letter template (3 versions x English/French)

- Mail letters; keep log of Post Office Returns

- On receipt of submitted cases, process data to create turn-around sample of secondary respondents

- Repeat process for secondary sample (email / mail)

- Extract non-submitted case file for reminders, based on original load date…(email / mail)…2 wks after invite

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Collection

- Jan. 6: Invitation letters mailed (36,472)

- Jan. 7: First submissions received

- Jan. 8: First sample for secondary respondents

- Jan. 28: Reminder letters mailed to initial sample (those who had not responded as of Jan. 17)

- Feb. 10: Official end of collection (in letter) (5-1/2 weeks)

- Feb. 12: Application shut down

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Collection Results: Household – First respondent

Household sample					
				Survey completed (hhld resp)	Secondary sample generated
	Sample	Login	Submit		
	30000	8673	**8197**	**4720**	**3477**
		28.90%	27.30%	57.60%	42.40%

Sample 30,000 units

Login 8673 units

Submit 8197 units

Survey completed- 1st respondent 4720 units

Collection Results: Household – Secondary Respondent

Secondary household	A		B		C	C/B	C/A	D	D/B	D/A
	Usable secondary sample		Invitations sent		Login	Login Rate (login/ invitations sent)	Login Rate (login/ usable sample)	Submit	Submit Rate (submit/ invitations sent)	Submit Rate (submit/ usable sample)
Email	2278	66%	2039	71%	1267	62%	56%	1244	61%	55%
Letter	1187	34%	850	29%	365	43%	31%	360	42%	30%
	3465		2889		1632	56%	47%	1604	56%	46%

Overall:	**6324** responses	**21.10%**	= (4720 + 1604) / 30000

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Collection Results: Target Respondent Sample

Target Respondent sample

	A	B	C	D	E	D/A	D/C	E/A	E/C
	Sample	Invitations sent	Post Office Returns	Login	Submit	Login Rate (login/ sample)	Login Rate (login/ (sample-POR))	Submit Rate (submit/ sample)	Submit Rate (submit/ (sample-POR))
Letter P1	5000	4977	597	1321	1295	26%	30%	26%	**29%**
Letter P2	1500	1495	167	454	447	30%	34%	30%	**34%**
Total	6500	6472	764	1775	1742	27%	31%	27%	**30%**

Letter 1: regular invitation

Letter 2: regular invitation, with added sentence – "If we do not receive the completed questionnaire by that date, a Statistics Canada interviewer may contact you to conduct a brief interview."

Collection Results:
Demographics Household sample

Household respondents (those who answered the roster, that is, Person 1 on roster)
8197 respondents

Age group x sex (AGE, SEX)

	Age group				Total
	15-24	25-39	40-64	65+	
M	154	838	2553	982	4527
% of total sex	*3%*	*19%*	*56%*	*22%*	
% of total age group	*48%*	*49%*	*56%*	*61%*	*55%*
F	170	860	2022	618	3670
% of total sex	*5%*	*23%*	*55%*	*17%*	
% of total age group	*52%*	*51%*	*44%*	*39%*	*45%*
Total	324	1698	4575	1600	8197
	4%	*21%*	*56%*	*20%*	

	Proportion (of population 15+)			
	15-24	25-39	40-64	65+
2011 Census Counts	**16%**	**23%**	**43%**	**18%**
2012 Population Projections	16%	25%	42%	17%
*CCHS Area Frame Rostered Households	15%	22%	45%	19%

	15-24	25-39	40-64	65+
Simulated Sample (select one person per household)	**10%**	**23%**	**44%**	**23%**

*CCHS=Canadian Community Health Survey

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Collection Results: Calls to EQ Help Line

- About 2,100 calls/emails
  - 1,100 : barriers to participation (no internet/poor computer skills, sickness); age frequently cited along with no internet or poor computer skills.
  - 850 : accessing questionnaire (going to STC main site and looking for survey; not understanding what to do when arriving at first screen; not being able to distinguish characters in SAC (0 vs O; g vs q; etc.))
  - Other – 40 calls on mandatory vs. voluntary; 70 calls wanting to submit after end date; 40 miscellaneous calls.

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Test Results:

1) Using paper invitation letters for Household surveys – Volontary- could bring between 20 and 30% without any interviewer interaction.

2) Adding a sentence in the invitation letter about the possibility of being contacted by an interviewer could increase the response rate by 5%

3) More analysis need to be conducted to understand the impact on representativity

4) Automatation of more procedures would add efficiency.

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Questions

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