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Electronic Questionnaire Introduction to Monthly Business Surveys

Réjean Doiron

Chief, Collection Planning and Research Division

Statistics Canada

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Outline

- Typical monthly collection cycle
- Web-based questionnaire results
- Response burden improvements
- Conclusion



EQ COLLECTION FOR MONTHLY SURVEYS



Typical cycle for annual survey

Days After Mailout	Action
30	Phone follow-up starts (cases without email)
	1st EQ Reminder
45	2nd EQ Reminder
60	3rd EQ Reminder
75	4th EQ Reminder
90	5th EQ Reminder
	Phone follow-up on all cases
	Fax Reminder
	Mail reminder (letter)
105	6th EQ Reminder
140	Phone all units



Monthly EQ Production Plan

Guiding Principles:

- Three email reminders;
- Let email reminders do their job!!
 - First email reminder ~1 week after initial invite;
 - NRFU phone calls after second reminder;
- Avoid Monday/Friday.

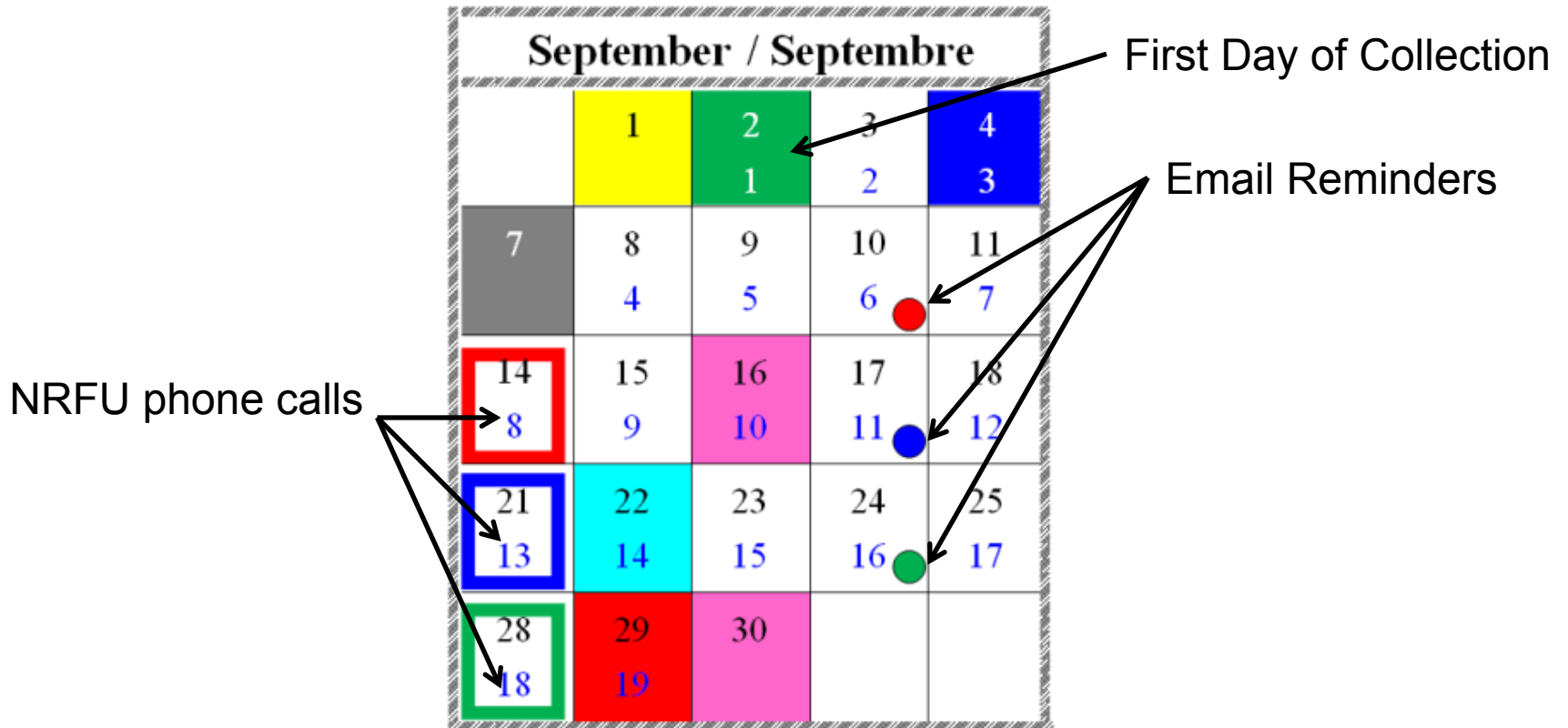


Typical cycle for monthly survey

Days After Mail out	Activity
2-5	Email bounce backs
	Failed edit follow-up (rest of cycle)
6	Email reminder #1
6-10	Non response follow-up #1 (phone, mail cases)
11	Email reminder #2
13-15	NRFU #2 (priority email, phone, mail cases)
16	Email reminder #3
18-end	NRFU/CATI (all cases)

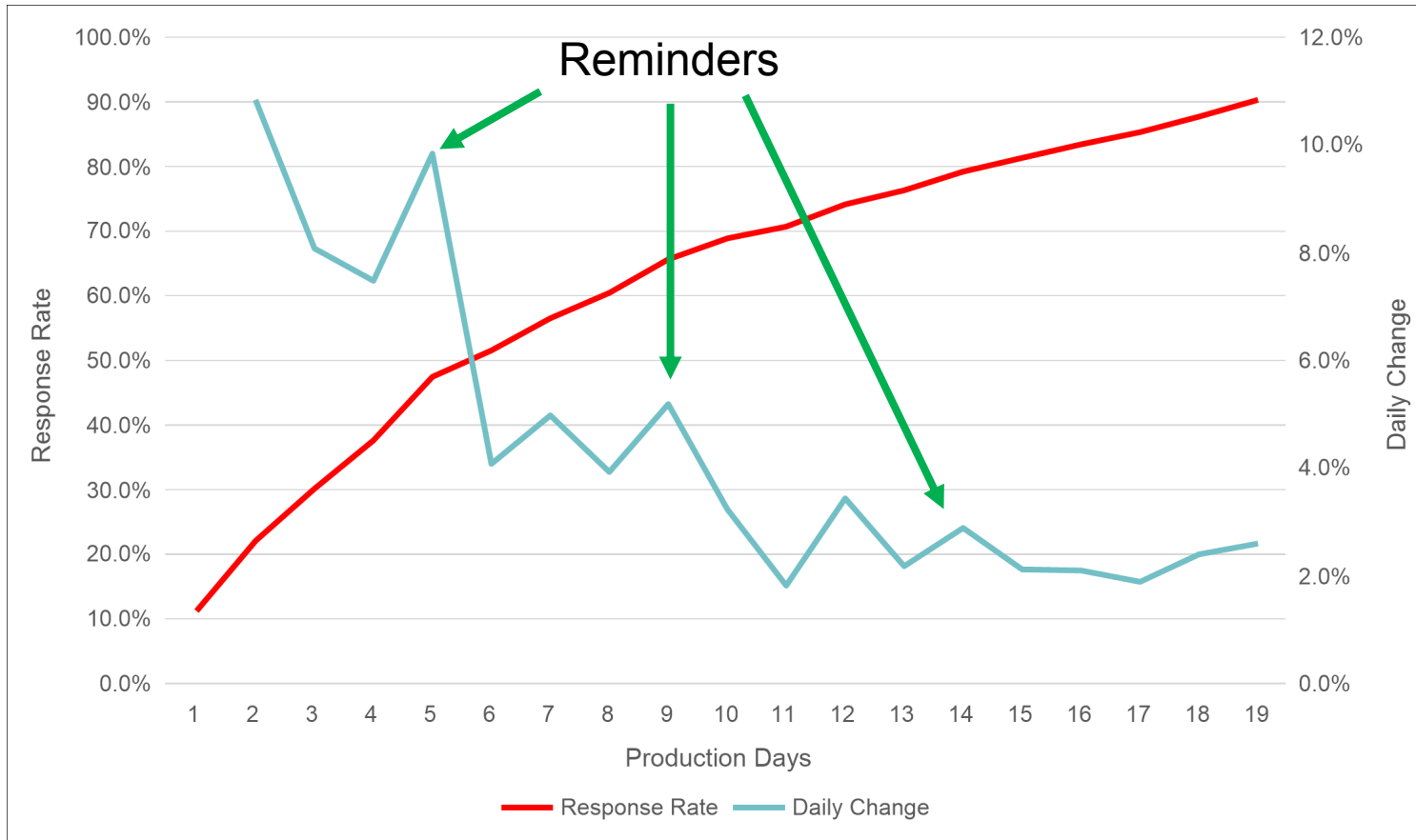


Typical cycle for monthly survey





Response Rates and Reminders





E-QUESTIONNAIRE RESULTS



EQ take-up challenges

- Short collection window;
- New sample cases (births);
- Collection site engagement;
- Respondent inertia;
- Must meet pre-EQ response rate targets;
- Number of respondent contacts:
 - Too many/too few reminders?
 - How soon after initial invite?



EQ uptake initiatives

- Pre-contact of all births (paper, CATI)
- Use CATI hits to sell EQ
- Access Code Letters
- New reporting tools

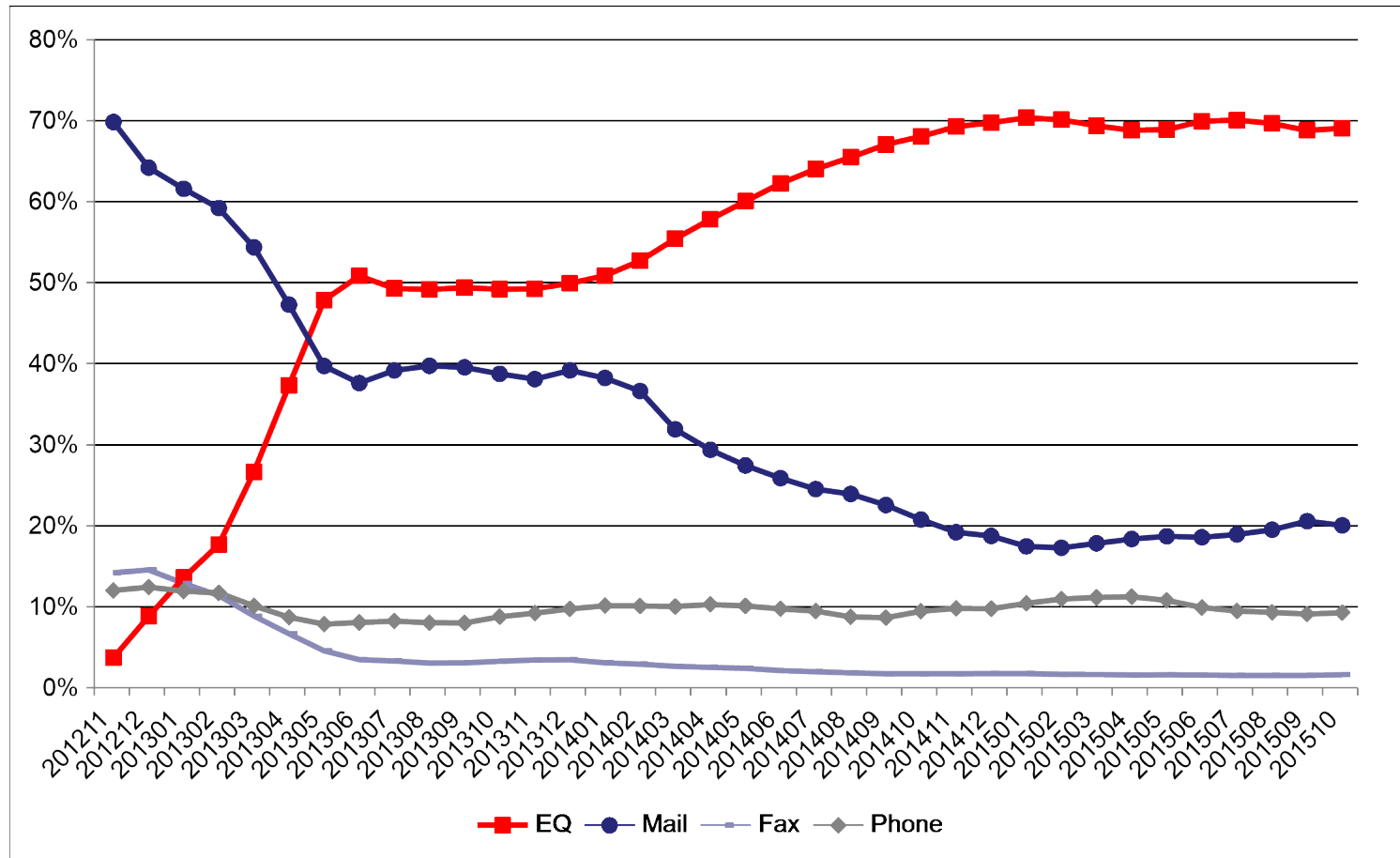


Business Payrolls Survey (BPS)

- EQ since December 2012
- ~15K sample per month
- Mission Critical
- 90% response rate target



Business Payrolls Survey initial collection mode



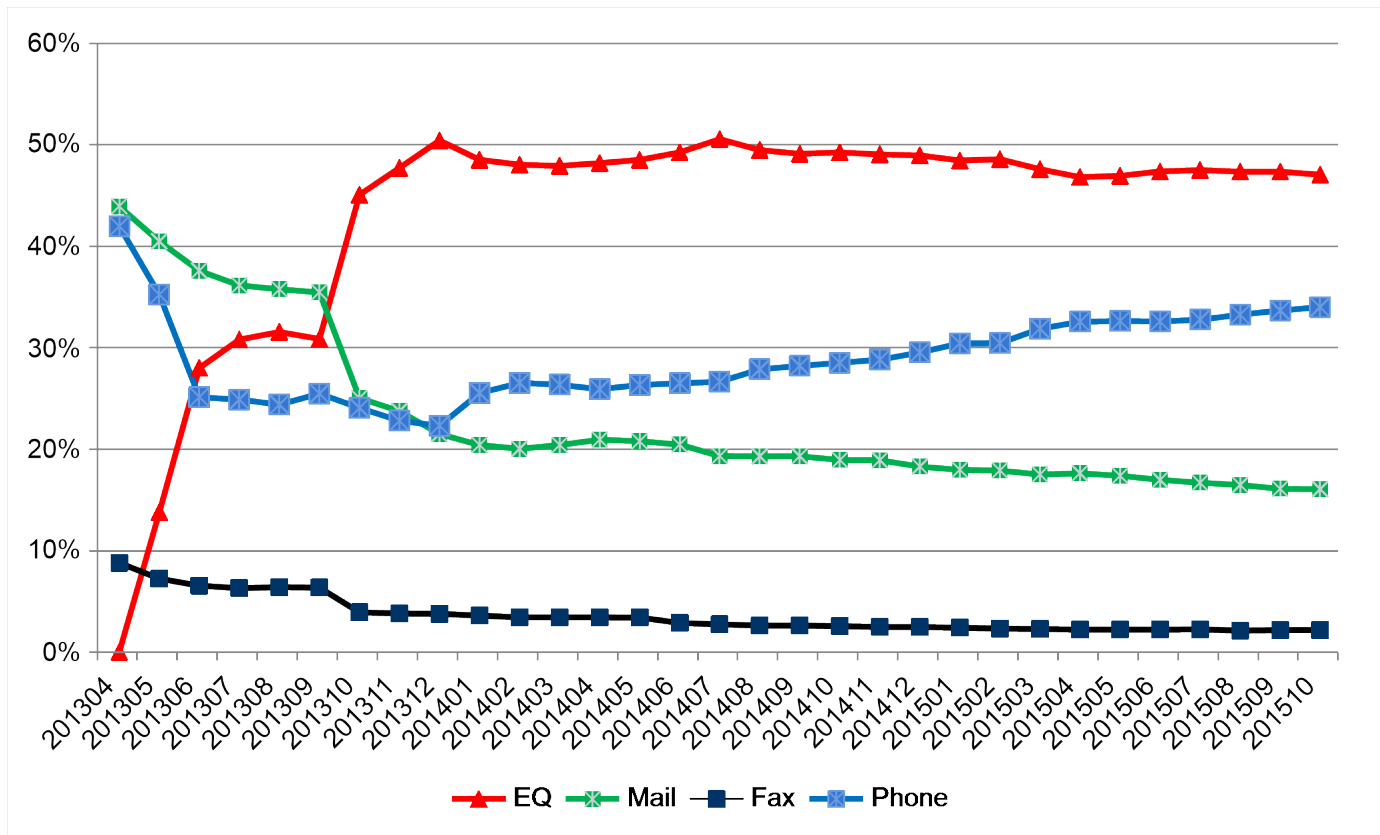


Monthly Food Services (MFS)

- EQ since April 2013
- ~2.5K sample per month
- 75% response rate target



Monthly Food Survey initial collection mode



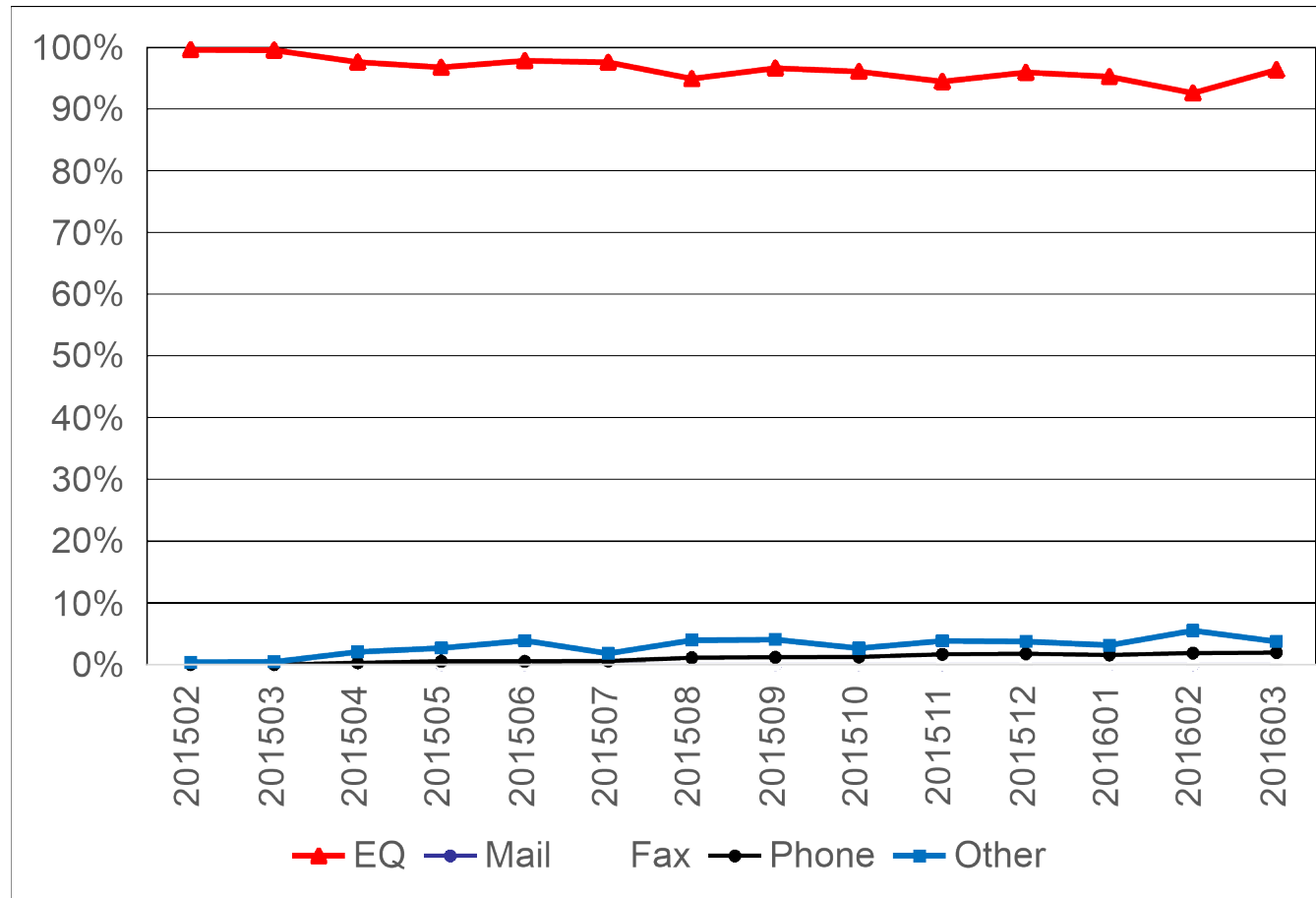


Large Monthly Surveys in EQ (cont'd)

- Job Vacancy and Wage Survey
 - First collected in February 2015
 - ~33K sample per month
 - Monthly/quarterly hybrid
 - 80% response rate target
 - Nearly 100% cases either email or SAC letter
 - ~75% email



Job Vacancy and Wage Survey initial collection mode





RESPONSE BURDEN IMPROVEMENTS



Questionnaire List (small profile)

- Respondent for multiple questionnaires receives one email invitation;
- Opens to a page listing all outstanding questionnaires;



Statistics Canada Electronic Collection



[Helpful resources](#) | [Contact us](#) | [Account settings](#)

Survey X

[Log out](#)

SURVEY X

Our records indicate that you are the contact person for the following Statistics Canada questionnaires. Listed below are those that were not yet received and their expected due date.

To access any of your questionnaires, select the hyperlink from the **Questionnaire Status** column.

Note: A date in red indicates a questionnaire that is past due.

If you have any questions about this page, please take a look at the questions and answers. These can be viewed by selecting the **Helpful resources** tab and then "Frequently asked questions".

▼ Reference Period: 2000Q1 (7 outstanding)

Show entries

Filter by keyword:

Questionnaire Status	Due Date	Questionnaire ID	Legal Name	Operating Name	Coverage Statement
Not Started	2020-04-02	ECON_100CASE_6	Company A	Company A	Please report for the following location:A
Not Started	2020-04-02	ECON_100CASE_5	Company B	Company B	Please report for the following location:B
Not Started	2020-04-02	ECON_100CASE_4	Company C	Company C	Please report for the following location: C
Not Started	2020-04-02	ECON_100CASE_3	Company D	Company D	Please report for the following location:D
Not Started	2020-04-02	ECON_100CASE_2	Company E	Company E	Please report for the following location:E
Not Started	2020-04-02	ECON_100CASE_10	Company F	Company F	Please report for the following location:F
Not Started	2020-04-02	ECON_100CASE_1	Company G	Company G	Please report for the following location:G
Completed (TG65D9RR)	2020-04-02	ECON_100CASE_9	Company H	Company H	Please report for the following location:H
Completed (4GRWKF6L)	2020-04-02	ECON_100CASE_7	Company I	Company I	Please report for the following location: I
Completed (2KCMXB8L)	2020-04-02	ECON_100CASE_8	Company J	Company J	Please report for the following location:J

Showing 1 to 10 of 10 entries

[Previous](#) [Next](#)



Attachments

- Respondents can attach non-standard files (financial statements, certificate of ownership, etc).
- Governance to ensure attachments do not reduce collection efficiency.



62. Would you like to attach any other documents?

To upload your documents press the **Browse** button to find the document, double click to select the document, then press the **Upload files** button to upload the document up to a **maximum of 5 documents**.

Document 1

Document 2

Document 3

Document 4

Document 5



62. Would you like to attach any other documents?

To upload your documents press the **Browse** button to find the document, double click to select the document, then press the **Upload files** button to upload the document up to a **maximum of 5 documents**.

Document 1

Funny Cat.jpg was successfully uploaded

Document 2

Document 3

Document 4

Document 5



Policy on the Review and Testing of Questionnaires

Aims to ensure that questionnaires:

- are adequately tested
- are easy to administer
- collect accurate information
- are easy to process
- are respondent and interviewer-friendly



CONCLUSION

Lessons learned

- Basic collection strategy template works.
 - Slight tweaks to each individual survey.
- EQ impact mainly on paper mode.
 - Phone is “sticky”.
- EQ ramp-up takes time.
- Cost efficiencies mainly on paper transactions (mail out, data capture, etc).
- Infrastructure challenges:
 - Email bottlenecks, need to coordinate invites and reminders.



Discussion

- Access Code letters for recruitment in monthlies... best practices?
- Research on reminders (EQ and Phone):
 - Best time/day
 - Appropriate number per month
- Infrastructure challenges?



Réjean Doiron
Chief
Collection, Planning and Research Division
Statistics Canada
rejean.doiron@statcan.gc.ca



Invitation

La version française suit le texte anglais.

This email was sent by an automated system. Please do not reply.

EMB Presentation Survey

Statistics Canada is currently conducting the **EMB Presentation Survey**. Your business has been selected for participation and your electronic questionnaire is ready for completion. Please complete the questionnaire and submit it within seven (7) days.

This survey is conducted to present the Statistics Canada Executive Management Board the various applications Business Surveys are using to improve collection for both the respondent and the regional office interviewers.

Your answers are collected under the authority of the *Statistics Act* and will be kept strictly confidential. Statistics Canada can share your information with your consent or in limited cases where permitted by the *Statistics Act*.

[Login to the Survey](#)

If the "**Login to the Survey**" link does not open, copy this link <https://www68.statcan.gc.ca/ecp-pce> and paste it into the address bar of your browser. This will enable you to log in to the survey once you have entered your secure access code.

Secure Access Code:
A89171F41DF127FC

Contact Us:

Our agents are available Monday to Friday (except holidays) from 8:00 am to 5:00 pm, Eastern Time.

Online request:

sos@statcan.gc.ca

Telephone:

1-877-949-9492