Electronic Questionnaire
Introduction to Monthly Business Surveys

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May 2016
Outline

- Typical monthly collection cycle
- Web-based questionnaire results
- Response burden improvements
- Conclusion
EQ COLLECTION FOR MONTHLY SURVEYS
## Typical cycle for annual survey

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

<table>
<thead>
<tr>
<th>Days After Mail out</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-5</td>
<td>Email bounce backs</td>
</tr>
<tr>
<td></td>
<td>Failed edit follow-up (rest of cycle)</td>
</tr>
<tr>
<td>6</td>
<td>Email reminder #1</td>
</tr>
<tr>
<td>6-10</td>
<td>Non response follow-up #1 (phone, mail cases)</td>
</tr>
<tr>
<td>11</td>
<td>Email reminder #2</td>
</tr>
<tr>
<td>13-15</td>
<td>NRFU #2 (priority email, phone, mail cases)</td>
</tr>
<tr>
<td>16</td>
<td>Email reminder #3</td>
</tr>
<tr>
<td>18-end</td>
<td>NRFU/CATI (all cases)</td>
</tr>
</tbody>
</table>
Typical cycle for monthly survey

First Day of Collection
Email Reminders
NRFU phone calls
Response Rates and Reminders

![Graph showing response rates and reminders over production days.](image)
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

![Graph showing the monthly collection mode of a food survey from 2013 to 2015. The graph compares different modes of collection: EQ (red), Mail (green), Fax (blue), and Phone (black). The x-axis represents the years from 2013 to 2015, and the y-axis represents the percentage of respondents. The EQ mode shows a steady increase from 2013 to 2015, while the other modes show varying trends.]
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;
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)**

<table>
<thead>
<tr>
<th>Questionnaire Status</th>
<th>Due Date</th>
<th>Questionnaire ID</th>
<th>Legal Name</th>
<th>Operating Name</th>
<th>Coverage Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_6</td>
<td>Company A</td>
<td>Company A</td>
<td>Please report for the following location: A</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_5</td>
<td>Company B</td>
<td>Company B</td>
<td>Please report for the following location: B</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_4</td>
<td>Company C</td>
<td>Company C</td>
<td>Please report for the following location: C</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_3</td>
<td>Company D</td>
<td>Company D</td>
<td>Please report for the following location: D</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_2</td>
<td>Company E</td>
<td>Company E</td>
<td>Please report for the following location: E</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_10</td>
<td>Company F</td>
<td>Company F</td>
<td>Please report for the following location: F</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_1</td>
<td>Company G</td>
<td>Company G</td>
<td>Please report for the following location: G</td>
</tr>
<tr>
<td>Not Started</td>
<td>2020-04-02</td>
<td>ECON_100CASE_9</td>
<td>Company H</td>
<td>Company H</td>
<td>Please report for the following location: H</td>
</tr>
<tr>
<td>Completed (TGGSD5RR)</td>
<td>2020-04-02</td>
<td>ECON_100CASE_7</td>
<td>Company I</td>
<td>Company I</td>
<td>Please report for the following location: I</td>
</tr>
<tr>
<td>Completed (4GRWK6FL)</td>
<td>2020-04-02</td>
<td>ECON_100CASE_8</td>
<td>Company J</td>
<td>Company J</td>
<td>Please report for the following location: J</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 10 entries.
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

**Upload files**
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

Browse...

Document 3

Browse...

Document 4

Browse...

Document 5

Browse...

Upload files
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?
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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