Developing a Quick Business Survey for an Existing Online Platform

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Division of Administrative Statistics/
Office of Employment and Unemployment Statistics

FedCASIC 2018
April 17, 2018
Annual Refiling Survey (ARS)

- State UI program industry classification is subject to BLS review and verification
  - 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 its 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

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

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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

Did you hear the one about the respondent who completed our survey?

Yeah, neither did we.
**QBS click-through rates - Random**

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

*Preliminary thru 4-9-18*
Comparison of Click-through Rates

Quota Sample
- 69% response rate 6,549/9,494
- 74% Click-through rate (6,549+502)/9,494
- 93% Completion after click-through 6,549/(6,549+502)

Random Sample*
- 67% response rate 1,256/1,866
- 73% Click-through rate (1,256+111)/1,866
- 92% Completion after click-through 1,256/(1,256+111)

*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

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

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