An investigation into the use of mixed mode data collection methods for UK business surveys

Catherine Bremner
Overview

• Background

• Results of additional question

• Response rate

• Reasons behind preferred option

• Summary
Capital Expenditure Survey (Capex)

- Total sample of 26,000 businesses

Of which:
- Businesses with 300+ employment were excluded;
- 12,500 businesses were asked an additional question;
- 4000 businesses were given the option of returning their data via the internet or self complete/TDE;
- 1000 businesses had to return their data via the internet.
Additional Question:

In the future, how would you prefer to return your completed questionnaire:

a) Paper questionnaire? .................

b) Internet questionnaire on a computer? ....

c) Other? ................................. Please specify .................................
Results of additional question:

Sample Size 12638 Capital Expenditure Survey
# Results of mode:

<table>
<thead>
<tr>
<th>Mode used – across the top</th>
<th>Self-complete</th>
<th>Phone</th>
<th>Internet</th>
<th>Non-response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampled mode – down the side</td>
<td>69%</td>
<td>21%</td>
<td>No option</td>
<td>10%</td>
</tr>
<tr>
<td>Usual response</td>
<td>3%</td>
<td>7%</td>
<td>49%</td>
<td>41%</td>
</tr>
<tr>
<td>Internet only</td>
<td>50%</td>
<td>30%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Optional</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Reasoning behind preferred option

- Internet sample
  - Internet
  - Non response
- Optional sample
  - Internet
  - Paper/TDE
How did respondents choose their mode of data collection?

- **Internet only quotes**
  - ‘Everything is going online these days’
  - ‘I didn’t know there was an alternative’

- **Non response quotes**
  - ‘I can’t remember seeing the web option’
  - ‘Quicker to complete paper’
Continued…..

• **Optional Internet quotes**
  - ‘Quicker than postal’
  - ‘Mail can get lost’

• **Paper/TDE quotes**
  - ‘Login time consuming’
  - ‘I tried to use the web but couldn’t find the link’
Any Questions?

catherine.bremner@ons.gov.uk