



Office for
National Statistics
Swyddfa
Ystadegau Gwladol

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

Please one box only

a) Paper questionnaire?

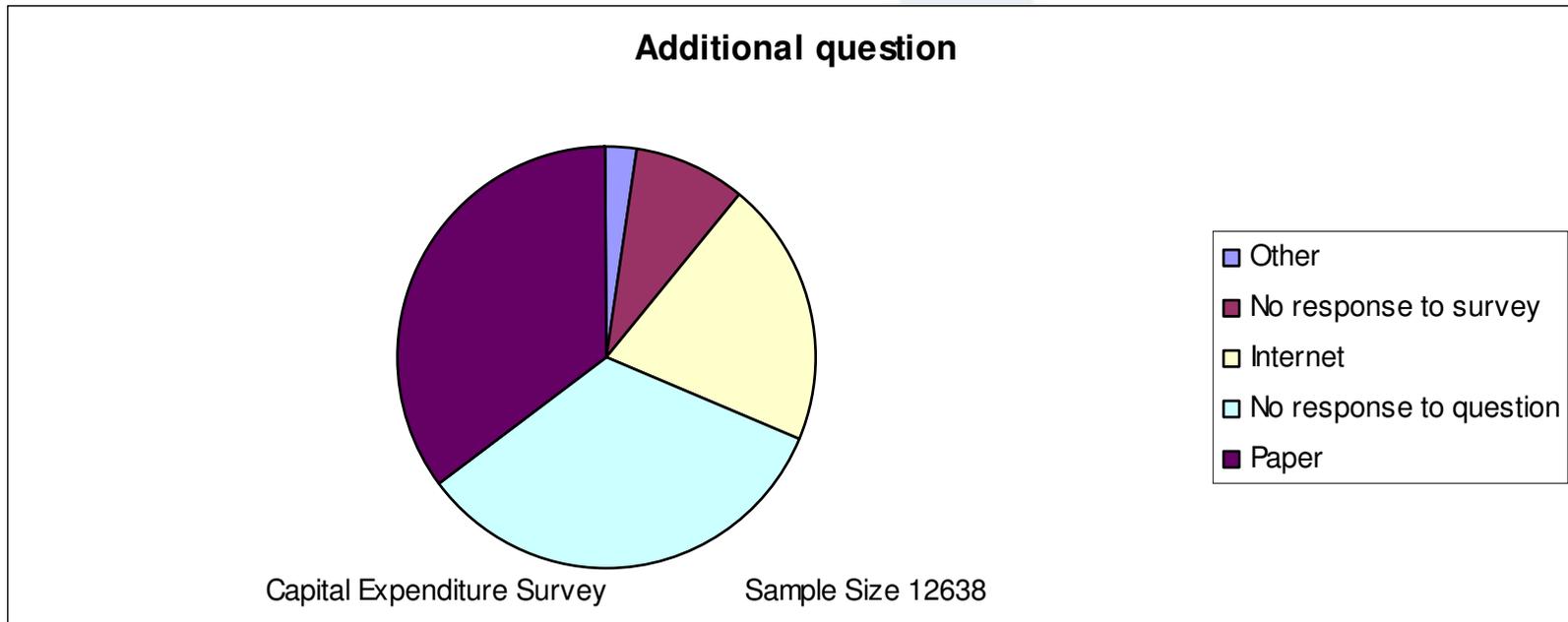
b) Internet questionnaire on a computer?

c) Other?

Please specify

700

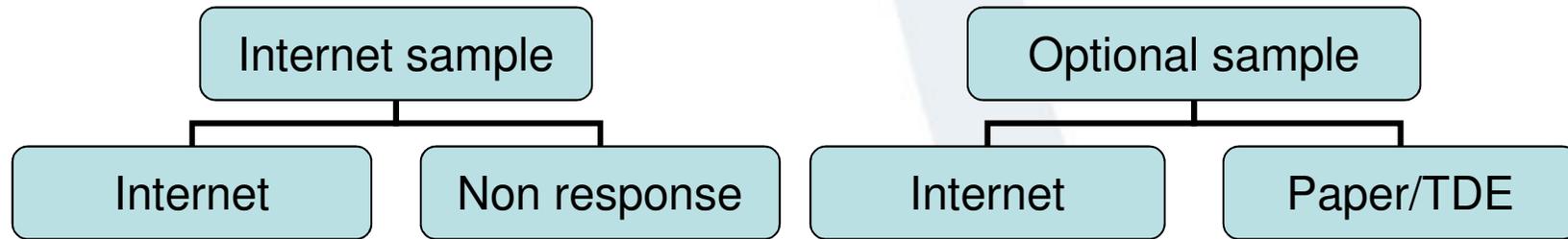
Results of additional question:



Results of mode:

| Mode used –across the top Sampled mode – down the side | Self-complete | Phone | Internet | Non-response |
|---|---------------|-------|-----------|--------------|
| Usual response | 69% | 21% | No option | 10% |
| | | | | |
| Internet only | 3% | 7% | 49% | 41% |
| | | | | |
| Optional | 50% | 30% | 9% | 11% |

Reasoning behind preferred option



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'



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Any Questions?

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