

FIFTH INTERNATIONAL WORKSHOP ON BUSINESS DATA COLLECTION METHODOLOGY

19-21 SEPTEMBER 2018 – STATISTICS PORTUGAL, LISBON

MOBILE DEVICE USAGE IN ESTABLISHMENT SURVEYS: CASE STUDIES FROM THREE U.S. FEDERAL STATISTICAL AGENCIES

Rebecca L. Morrison¹, Heather Ridolfo², Jennifer Edgar³, Robin Kaplan⁴

¹National Science Foundation, rlmorriss@nsf.gov ²National Agricultural Statistics Service, ^{3,4}Bureau of Labor Statistic

Organization: U.S. Federal Statistical Agencies (NSF, NASS and BLS)

Abstract

Mobile devices are becoming more of an issue for survey researchers who have to ensure that their web surveys are compatible, and that the use of a mobile device doesn't harm response rates or data quality. However, most of the studies that have been conducted have focused on mobile device usage for household or social surveys. As with many other features of survey design, establishment survey respondents can have a very different response experience and also need to be considered.

Establishment survey respondents are assumed to use desktop or laptop machines to complete surveys, generally because a) they are reliant on records, b) multiple individuals are involved in completing the survey request, and c) questionnaires tend to be lengthy and complicated. Because of these reasons, despite a push for web reporting to save money, establishment surveys have not experienced the same push for mobile optimization that household surveys have.

The three agencies represented by the authors conduct surveys on a variety of topics, including agriculture, employment, and research and development expenditures. These surveys collect information from private industry (including non-profit organizations), farms and ranches, federal and state government agencies, and colleges and universities. Some surveys are exceptionally short or straightforward, while others are longer or more complex. We suspect all of these factors determine how likely a respondent is to access or complete a survey on a mobile device.

By looking at paradata from a range of online surveys, we will take a high-level examination of the use of mobile devices within the establishment survey portfolio at three U.S. federal statistical agencies. This analysis will give agencies insight to allow statistical organizations to make informed decisions about designing online surveys for establishments.