



Virtual Event 15-18 June 2020
**2020 Asia-Pacific
Statistics Week**

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SD2: MODERNIZATION IS A MUST – SIX REASONS WHY

Implementation of Online Questionnaire in General Household Survey in Hong Kong

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#apstatsweek2020



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About General Household Survey (GHS) in Hong Kong

- Started in August 1981
- Conducted on a continuous month-to-month basis
- Voluntary survey
- Basically Labour Force Survey
 - To collect data on the labour force, employment, unemployment and underemployment; demographic and socio-economic characteristics of the population
 - Moving-quarter statistics are compiled and published monthly
- Rotational replicate sample design
- All along, face-to-face data collection using paper questionnaires by field officers, together with computer-assisted telephone interviews (CATI) on repeated cases



Drivers to implement Online Questionnaire in GHS

Changing lifestyle of some households that become harder to reach by field visits



Costs of traditional face-to-face interviews have increased

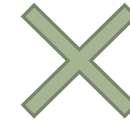
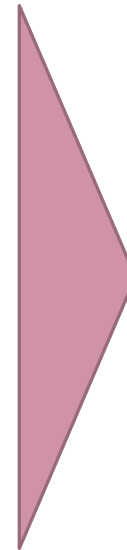


Technological readiness



Implementation considerations

- Data collection and dissemination to remain **uninterrupted** and as scheduled
- **Technical complexity** of Online Questionnaire System
- **Operational procedures** need to be redesigned
- **Training** of staff
- **Receptiveness** of respondents
- **Data quality**



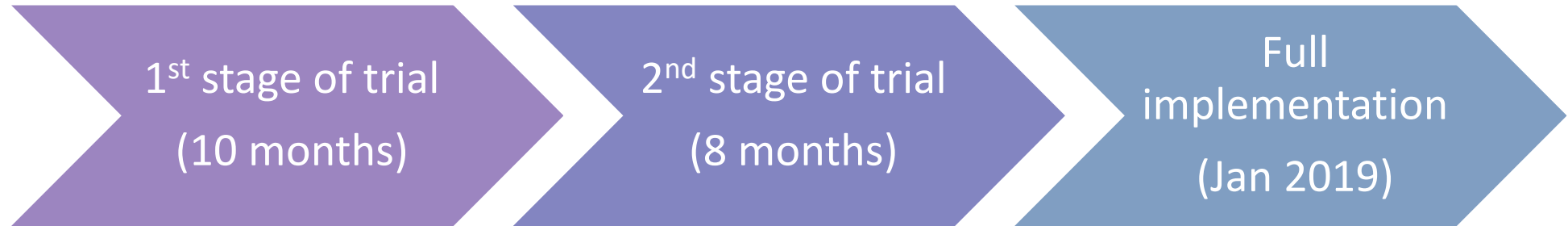
Full-blown implementation



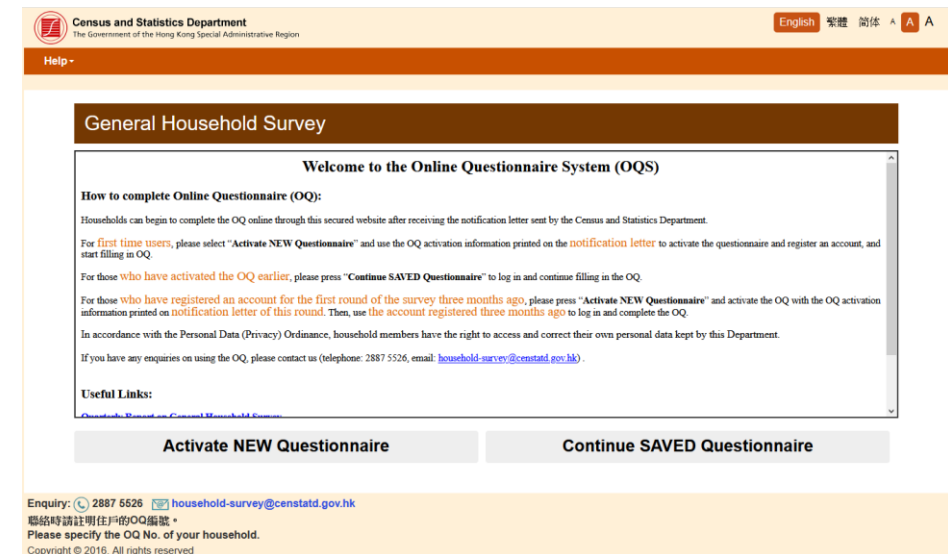
Two-stage trial implementation



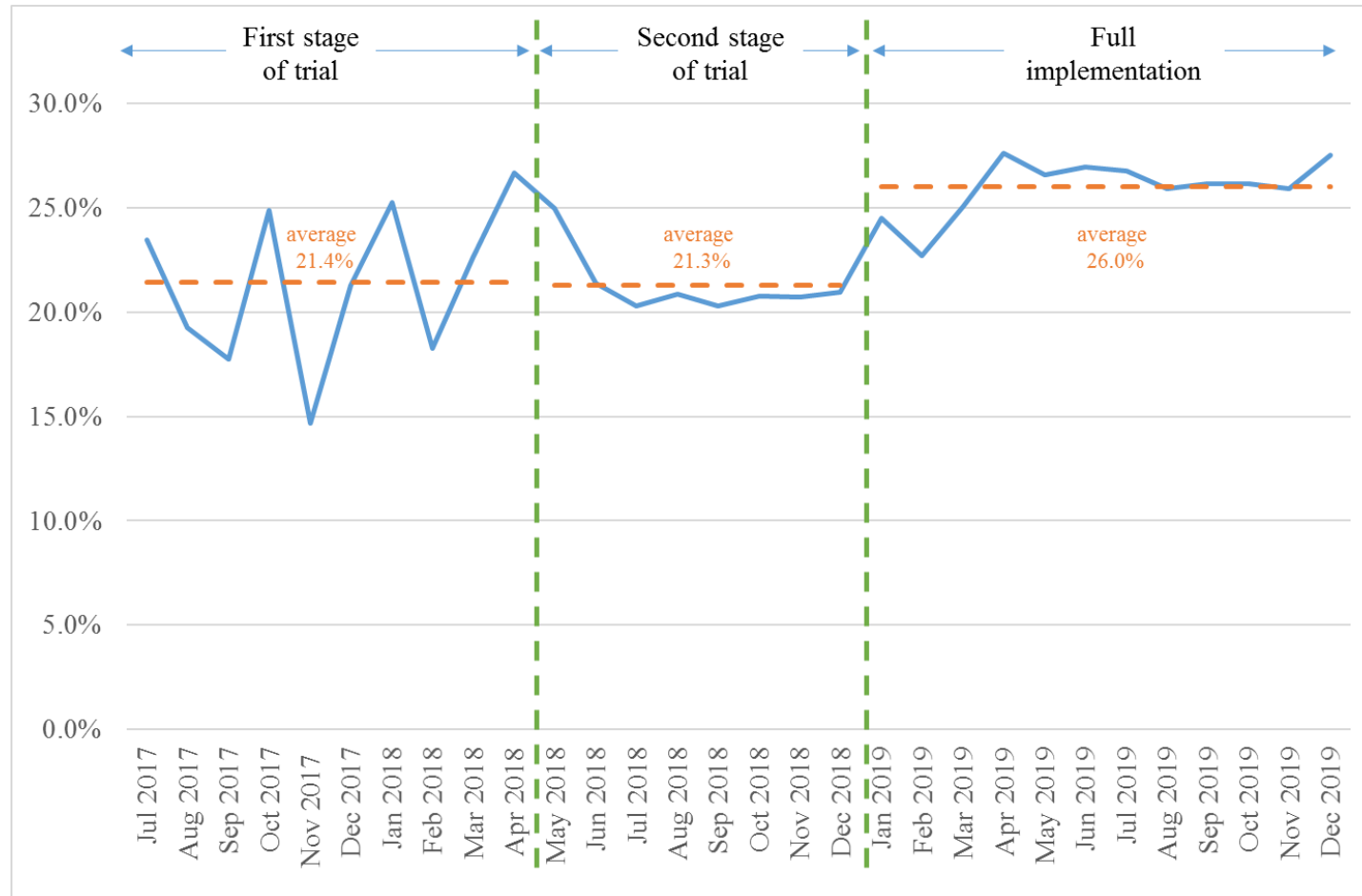
Two-stage trial implementation



- Started off with **<1%** of monthly sample
- Gradually increased the number of cases invited to use OQ
- Selection based on field officers
- **Prompt support** to fix any technical or operational problems
- Procedures and system continuously refined
- Started off with **1 replicate out of 18** of monthly sample
- Gradually increased the number of replicates invited to use OQ
- **Expansion in a controlled manner**
- Allowed comparison of OQ and non-OQ replicates



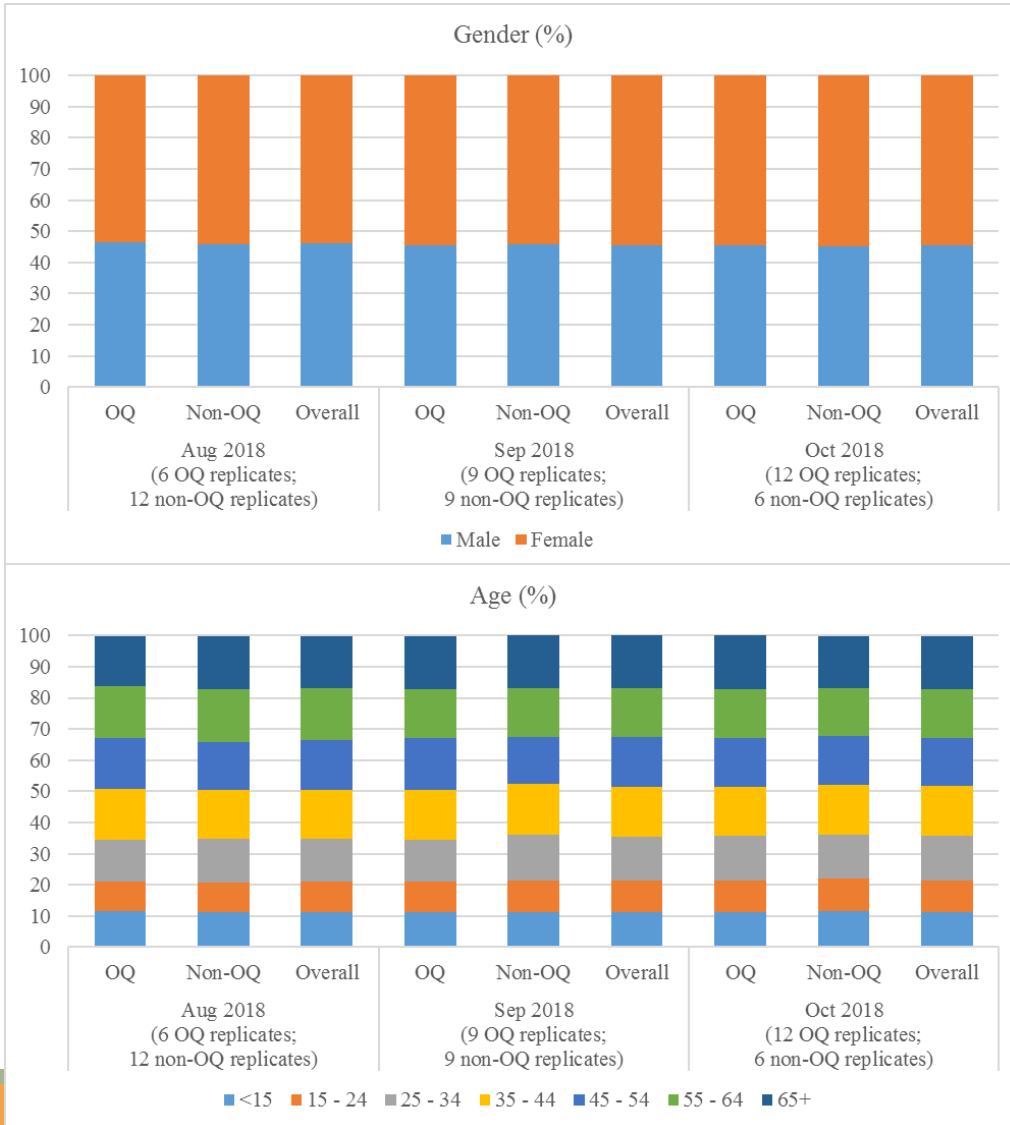
Results – Take-up rate of online questionnaire



OQ take-up rate during trial implementation and after full implementation
 (July 2017 – December 2019)



Results – Impact to statistics



- Comparing OQ replicates and non-OQ replicates to study if the introduction of new mode would pose any impact to the key statistics compiled from the GHS
- **No significant differences** observed in the **demographic distributions of persons enumerated** between the OQ and non-OQ replicates
- **Unemployment rates and underemployment rates compiled** with OQ and non-OQ replicates in the moving quarters in the second stage of trial implementation also showed **no notable differences** upon statistical testing



Concluding remarks

- Implementing Online Questionnaire has effectively **modernized the data collection processes** in GHS
- GHS is the first regular survey introducing Online Questionnaire as an additional mode of data collection
 - After building the platform and setting up the protocols, other statistical surveys can make use of the Online Questionnaire System and introduce Online Questionnaire to their data collection
 - **Modernization of data collection extended**
- Online Questionnaire proved to be particularly useful during the recent **COVID-19 outbreak**
 - **Face-to-face enumeration suspended**
 - More measures to encourage use of Online Questionnaire -> further increase of some 10% pt in take-up rate
 - Reliable statistics could be published as scheduled





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