

Unemployment Insurance Customer Survey Methodology

A. Survey Population / Sampling Plan

The survey population included all UI claimants with active claims from February 1 through April 30, 2018. From the population of 674,088 claimants during this time period, the researchers selected a randomly drawn sample of 2,000 claimants to take part in the online questionnaire.

B. Data Collection and Analysis

Survey Questionnaire

The questionnaire consisted of 49 closed-ended and 15 open-ended questions in English and Spanish. Seventeen of the questions were answerable by all respondents who completed the survey; presentation of the remaining questions depended on prior answers. The researchers created the electronic questionnaire using IBM SPSS Data Collection software (an online data collection system). Print versions of the questionnaire in both languages appear in the Appendix.

Procedures

The EDD's Business Intelligence Group extracted from the Business Intelligence Competency Center (BICC) and provided the SAR Section with a data file containing the encrypted identification number, contact information, and demographic data for all UI claimants with active claims from February 1 through April 30, 2018. The SAR Section selected a random sample of 2,000 claimants to participate in the survey.

The survey period for this questionnaire was from May 18 through June 22, 2018. On May 18, 2017, EDD's Mail Operations and Distribution Section (MODS) sent an invitation letter containing the participant's access code and directions to take the online questionnaire to all sample members. All participants received a post card thank you / reminder notice in the mail, sent May 25, 2018. To those participants who still had not completed the online questionnaire, the MODS sent a second reminder letter on June 1, 2018, and a final reminder on June 18, 2018. Participants who provided email addresses while filing or managing their claims also received email notices about the survey.

The translation unit in Marketing and Constituent Services translated all of the letters and emails into Spanish. Using the preferred language data that claimants provided during the claim filing process, we sent a Spanish letter/email to those who preferred Spanish (462) and an English letter/email to the rest (1,538).

All letters contained the SAR Section's email address for those with questions. The last letter contained telephone numbers for English and Spanish speaking participants without online access. When contacted, researchers completed the questionnaire over the phone in English or in Spanish. Only three percent of the surveys were completed over the phone.

All participants were provided with this confidentiality guarantee:

*The information you provide is confidential and will not be linked to your name.
Your responses will not affect your UI benefits.*

Data Entry and Analysis

The use of IBM SPSS Data Collection software eliminated any data entry requirements. Researchers analyzed all responses using IBM SPSS Statistics software.

Open-ended comments appearing in this report were masked to protect respondents' identities and minimally edited to correct major spelling or grammatical errors. Researchers replaced all personally identifying information such as names and locations with generic, bracketed terms. All Spanish responses were translated except the final comments and suggestions. Responses with sufficient similarity for grouping were paraphrased.

Although we masked identifying information, the public or other entities may misinterpret the comments. Therefore, the respondent comments should be handled with care. The SAR Section recommends that respondent comments be shared **ONLY** with those individuals within EDD charged with improving the services.

C. Outcome Rate Statistics

Table 1

Response Rate Calculation

Description	Number	Percent
Survey sample	2,000	100.0%
Completed Surveys <i>(80-100% complete)</i>	601	30.1%
Partially completed <i>(50-80% complete)</i>	5	0.3%
Break-off/implicit refusal <i>(At least one question but less than 50% complete)</i>	9	0.5%
Logon only <i>(Logged onto survey, but did not complete any survey questions)</i>	26	1.3%
Undeliverable	3	0.2%
Refused	1	.1%
Ineligible	0	0%
Language problem	1	.1%
No response	1,354	67.7%
Response Rate*		30.3%

*The response rate was calculated using the American Association for Public Opinion Research (AAPOR) Response Rate 4, which counts partial and completed surveys. For details on the different formulas used to calculate response rates see the Standard Definitions Report 2016 at www.aapor.org. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. 9th edition. Lenexa, Kansas: AAPOR.

D. Efforts to Reduce Potential Error

- **Non-Coverage Error:** The EDD's Business Intelligence Group provided the SAR Section with a list of all Unemployment Insurance claimants with active claims from February 1 through April 30, 2018. Thus, the target population coincided with the population sampled and there was no coverage error.
- **Measurement Error:** The researchers employed conventional survey research standards when formulating the questions. Many questions were identical or very similar to questions asked on previous surveys. All questions were reviewed and tested internally for reliability and validity to minimize measurement error.
- **Sampling Error:** The survey population included all Unemployment Insurance claimants with active claims from February 1 through April 30, 2018. We had 606 completed or partially completed surveys, giving us a $\pm 4.0\%$ overall sampling error based on a 95% confidence interval.¹ Sampling error for each question may vary and is provided in the results for each question.
- **Non-response Error:** The researchers compared the non-response among subgroups within: gender, age, education, ethnic identity, occupational group, industry division, spoken language, filing method (used electronic filing), and email contact (provided an email address). Where we found statistically significant differences between respondents and non-respondents on these variables, we used the most important of the questions answered by all respondents to detect and examine the extent of non-response error:

"In general, how satisfied or dissatisfied are you with the process to open a new UI claim?"

Results of Non-response Analysis:

There were no or negligible significant differences between non-responders and responders on gender, ethnicity, foreign language, occupation, or filing method. Tests of significance indicated a statistically significant difference in the mean ages of the respondents and non-respondents. We found a weak association between non-response and education level, industry, and email contact.

Age

We observed a statistically significant difference in the mean ages of the respondents and non-respondents indicating that the respondents were older on average than non-respondents. When tested against quartiles, non-response was moderately associated with age. A significantly lower proportion of sample members from the two youngest age groups (Under 32 and 32 to 42) responded to the survey, while a significantly higher proportion from the two older age groups (43 to 54 and 55 and older) responded. However, we observed no significant differences in the underrepresented groups' responses to the test question.

¹ This sampling error means that 19 out of 20 times that a random sample of 606 from this population were surveyed, the true population value on the main survey question (e.g., did you receive X service [yes or no]) will be contained within 4.0 percentage points above or below the results for this sample. For example, if 70 percent of our sample indicated that they received X service, the true population value is between 66 and 74 percent.

Education Level

A significantly higher proportion of sample members with a bachelor's degree or higher responded to the survey, while a significantly lower proportion responded from those with a high school diploma or GED and those with some college, vocational training, or Associates degree. However, there were no significant differences in the underrepresented groups' responses to the test question.

Industry

A significantly higher proportion from the "Manufacturing" industry responded to the survey while a significantly lower proportion from the "Construction" and "Retail" industries responded. We observed a weak difference in the satisfaction ratings on the test question. Because the difference is minimally acceptable to suggest an association, the researchers conclude that the error due to lower response among the "Construction" and "Retail" industries is low and insufficient to merit adjustment of the data.

Email Contact

A significantly higher proportion of sample members who were contacted by email responded to the survey. However, we observed no significant differences in responses to the test question.

E. Question Text and Sampling Error for Published Results

UI Claimant Satisfaction With the Process of Opening a New UI Claim

Sampling error: $\pm 4.0\%$

First, we want to find out how satisfied you are with the application process when you opened your most recent claim for UI benefits. (These questions refer to your UI application to OPEN or REOPEN a UI claim, *not* the biweekly Continued Claim form to certify for continuing UI benefits.)

In general, how satisfied are you with the process to open a new UI claim?

- Completely satisfied
- Mostly satisfied
- Moderately satisfied
- Only a little satisfied
- Not satisfied at all

Primeramente, el Departamento (EDD) quiere saber qué tan satisfecho estuvo usted con el proceso para presentar la más reciente *Solicitud (inicial) para Beneficios del Seguro de Desempleo (UI)* o con el proceso para reactivar su solicitud existente para beneficios del Seguro de Desempleo (UI). Las preguntas hechas a continuación, no se refieren al proceso para presentar la *Solicitud de Beneficios Continuos*.

En general, ¿Cuál es su nivel de satisfacción referente al proceso para presentar una *Solicitud (inicial) para Beneficios del Seguro de Desempleo (UI)*?

- Completamente satisfecho
- Casi completamente satisfecho
- Más o menos satisfecho
- Un poco satisfecho
- No estoy nada satisfecho

Claimant Satisfaction With the Other Information or Services They Received For Managing Their UI Claims:

Sampling error: $\pm 6.2\%$

In general, how satisfied are you with the other information or services you received for managing your UI claim?

- Completely satisfied
- Mostly satisfied
- Moderately satisfied
- Only a little satisfied
- Not satisfied at all

En general, ¿Cuál es su nivel de satisfacción con la información o servicio que recibió del Departamento (EDD)?

- Completamente satisfecho
- Casi completamente satisfecho
- Más o menos satisfecho
- Un poco satisfecho
- No estoy nada satisfecho

Usefulness Ratings From Users of UI Online MobileSM:

Sampling error: $\pm 7.9\%$

How useful did you find UI Online MobileSM?

- Extremely useful
- Mostly useful
- Moderately useful
- Only a little useful
- Not at all useful

¿Qué tan útil encontró usted UI Online MobileSM?

- Muy útil
- Casi muy útil
- Más o menos útil
- Un poco útil
- De no utilidad