

Workforce Services Customer Survey Methodology

A. Survey Population / Sampling Plan

The survey population included all jobseekers who registered for or accessed CalJOBSSM during the period from March 27, 2018 through June 26, 2018. From the population of 310,488 jobseekers who registered for or accessed CalJOBSSM during this time period, the researchers selected a randomly drawn sample of 2,000 jobseekers to take part in the online questionnaire.

B. Survey Questionnaire

The questionnaire consisted of 28 closed-ended and seven open-ended questions. The Spanish Translation Services unit of the Public Affairs Branch (PAB) translated the questionnaire into Spanish so that the survey could be conducted in either English or Spanish, depending on the preference of the respondent. Nine 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). A print version of the questionnaire appears in the Appendix.

C. Procedures

The WSB provided the Survey and Applied Research (SAR) Section with a data file containing the contact and demographic information, including preferred language, for all jobseekers who registered for or accessed CalJOBSSM during the period from March 27, 2018 through June 26, 2018. The SAR Section selected a random sample of 2,000 jobseekers to participate in the survey.

The survey period for this questionnaire was from July 11, 2018 through August 15, 2018. On July 11, 2018, the EDD's Mail Operations and Distribution Section (MODS) sent out survey invitation letters containing the participant's access code and directions to take the online questionnaire to all sample members. Using the preferred language data from the data file provided by WSB, MODS sent Spanish versions of the letters/emails translated from English by the PAB Spanish Translation Services unit to those who indicated a preference for communications in Spanish (228) and English letters/emails to the rest (1772). All contacts who still had not completed the online questionnaire were also sent a first, second, and final reminder by postal mail on July 18, 2018; July 25, 2018; and August 1, 2018; respectively. Jobseekers for whom email addresses were available were sent corresponding email versions of the survey invitation and reminders on the day following each postal mailing. Jobseekers with both a postal and email address available received notices by both methods.

Survey notifications were resent in English by email to four CalJOBSSM jobseekers who had Spanish indicated as their preferred language in the data file, but who sent emails to the SAR Section requesting that the notices be resent in English. Any subsequent

follow up notifications by postal mail or email were also sent in English for those respondents, per their revised preference.

All letters and emails contained the SAR Section's email address in order to allow participants to ask questions or to report any issues trying to access the survey. The last letter and email also contained telephone numbers for English and Spanish speakers without online access. When contacted, researchers completed the questionnaire over the phone in English or in Spanish. Only 1.5 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 benefits.

D. 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.

To protect respondent confidentiality, the Survey and Applied Research (SAR) Section researchers made special efforts to edit respondent comments. All responses were minimally edited to correct major misspelling and grammatical errors; Spanish responses were not translated. In addition, any identifying information such as names and locations contained in the respondent comments was masked with generic terms placed within brackets.

Although we masked the identifying information, the public or other entities may misinterpret the comments and/or inadvertently identify respondents and break anonymity. 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 Workforce Services Branch.

E. Outcome Rate Statistics

Table 1
Response Rate Calculation

Description	Number	Percent
Survey sample	2000	100.0%
Completed Surveys <i>(80-100% complete)</i>	548	27.4%
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>	15	0.8%
Logon only <i>(Logged on to survey, but did not complete any questions)</i>	30	1.5%
Undeliverable	14	0.7%
Refused	3	0.2%
Ineligible*	16	0.8%
No response	1369	68.5%
Response Rate**		27.9%

*Sixteen of the jobseekers in the sample were under 18 years of age and so not eligible to take the survey.

**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 American Association for Public Opinion Research. 2016. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition.* AAPOR.

F. Efforts to Reduce Potential Error

- **Non-Coverage Error:** The WSB provided the SAR Section with a data file containing the contact and demographic information for all jobseekers who registered for or accessed CalJOBSSM during the period from March 27, 2018 through June 26, 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. Most questions were 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 jobseekers who registered for or accessed CalJOBSSM during the period from March 27, 2018 through June 26, 2018. We had 553 completed or partially completed surveys, giving us a

± 4.2 percent overall sampling error based on a 95 percent 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, veteran status, age, education, and ethnicity. 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 are you with the EDD’s efforts to help you return to work?”

There were no or negligible significant differences between non-responders and responders on gender, veteran status, and ethnicity. Tests of significance indicated a statistically significant difference in the mean ages and education levels of the respondents and non-respondents.

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. We observed a statistically significant but negligible association between the satisfaction ratings on the test question for respondents age 39 or older and respondents age 38 or younger.

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 of those with an associate degree or technical certificate or less education responded. However, responses to the test question did not significantly differ.

¹ This sampling error means that 19 out of 20 times that a random sample of 553 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 4.2 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 65.8 and 74.2 percent.

G. Question Text and Sampling Error for Published Results

CalJOBSSM jobseeker satisfaction with EDD efforts to help them return to work:

Sampling error: $\pm 4.3\%$

In general, how satisfied are you with the EDD's efforts to help you return to work?

- Completely satisfied
- Mostly satisfied
- Moderately satisfied
- Only a little satisfied
- Not at all satisfied
- I have not used any of the EDD's employment services

En general, ¿qué tan satisfecho está usted con los esfuerzos que ha hecho el EDD para ayudarle a regresar a trabajar?

- Completamente satisfecho
- Casi completamente satisfecho
- Más o menos satisfecho
- Un poco satisfecho
- No estoy nada satisfecho
- No he utilizado ningunos de los servicios de empleo del EDD

Jobseeker satisfaction with CalJOBSSM: conducting a job search:

Sampling error: $\pm 5.3\%$

How satisfied are you with CalJOBSSM for conducting a job search?

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

¿Qué tan satisfecho está usted de haber podido buscar empleo a través de CalJOBSSM?

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

Jobseeker satisfaction with CalJOBSSM: building a resume:
Sampling error: $\pm 6.9\%$

How satisfied are you with CalJOBSSM for building a resume?

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

¿Qué tan satisfecho está usted de poder desarrollar un historial de empleos (currículum) a través de CalJOBSSM?

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

Jobseeker satisfaction with CalJOBSSM: finding labor market information:
Sampling error: $\pm 8.6\%$

How satisfied are you with CalJOBSSM for finding labor market information?

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

¿Qué tan satisfecho está usted de haber encontrado información acerca del mercado laboral a través de CalJOBSSM?

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

Jobseeker satisfaction with CalJOBSSM: receiving job alerts:
Sampling error: $\pm 8.7\%$

How satisfied are you with CalJOBSSM for receiving alerts about job openings using Virtual Recruiter?

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

¿Qué tan satisfecho está usted de poder recibir alertas sobre oportunidades de empleo utilizando el Reclutador Virtual a través de CalJOBSSM?

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

Satisfaction of CalJOBSSM jobseekers with services received from the America's Job Center of CaliforniaSM:
Sampling error: $\pm 8.6\%$

How satisfied are you with the employment assistance services you received from the America's Job Center of CaliforniaSM?

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

¿Cuál es su nivel de satisfacción referente a la asistencia con la búsqueda de empleo que usted recibió por parte del Centro de Empleo de América en California?

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