



## Benefits of RRFSS Partnership with ISR

### Experience:

- The Institute for Social Research (ISR) at York University is the largest university-based survey research centre in Canada.
- In 2016, ISR celebrated 50 years of excellence in conducting applied and academic social research.
- ISR is a non-profit academic research centre that operates the RRFSS survey (compared to many profit based private research companies).
- ISR has full time dedicated RRFSS project staff with continuous years' experience and over 100 trained onsite interviewers.

### Methodological Expertise:

- Leader in the field of survey sample design and methodology.
- Offers two new data collection options, in addition to the traditional land line telephone survey: a web survey and a cell phone survey (as of 2016).
- Obtains higher survey response rates than private research companies - the average RRFSS response rate is 43% (2015) compared to the typical 20-30% response rate of private research companies.
- ISR calls households a minimum of 14 times compared to a maximum of 8 calls by private survey companies.

### Cost Savings:

- Reduced costs by sharing administrative costs associated with CATI setup and data collection.
- The continuous running of the survey makes the overall cost of a RRFSS survey significantly lower than having an independent health survey conducted.
- Offers budget flexibility through the selection of a large range of options in the number of interviews and interview length which can also be based on any geographic area.
- Allows custom surveys based on individual budgets and provides a range of survey options based on specific budgets. Cost-savings from multi-year contracts are also available.
- Added methodological improvements, such as including youth ages 16 to 17 years old in survey or oversampling those under 30 years old, available at no additional cost (new as of 2016).
- Provides advanced notifications of the RRFSS survey to households at no additional costs, which can increase response rates (new for 2017).
- RRFSS contract costs are mainly used to pay interviewers and staff and ISR is HST exempt.
- At a very minimal cost (starting at \$4,000) analysis packages are available upon request typically including frequency counts and cross-tabulations by gender, age, education and income for each question (new as of 2015)

### Efficiencies in Administration:

- ISR has a permanent in-house call centre to collect RRFSS health-related survey data.
- Continuously collects RRFSS data in three (four month) data collection cycles and datasets are distributed within ten weeks of collecting data for each cycle.
- Provides three time periods when an organization can join RRFSS based on the start of each of the three (four month) data collection cycles: January, May and September.
- In-kind support to RRFSS including participation on Steering Group, Module Development Groups and RRFSS Coordinator.