



2. Methodology

The 2003 Employee Survey questionnaire was closely modeled on the previous two survey questionnaires in order to ensure comparability of results. It was important to the research team that the third survey be similar in concept and design to its predecessors in order to facilitate comparisons and to track trends over time. The questionnaire was only updated to reflect current issues as well as to evaluate changes in the workplace, including follow up to initiatives put into place as a result of feedback provided in the previous surveys. The development of the 2003 Survey included a one-day consultation session with the TCS survey management team. Representatives of various divisions, including the new e³ initiative, were also included in the consultation process.

For the first time, an Internet-based approach was used for the TCS Employee Survey in order to decrease the time and costs associated with data collection (mailing out the surveys and then having them mailed back to the consulting team). It was also felt that the web survey would assist in sustaining the response rate by reducing the respondent burden and improving data quality through automated skips in the questionnaire. This was particularly important as some questions were intended for only those employees at Posts.

Survey invitation e-mails were sent out individually to every TCS employee by IBM Business Consulting Services (IBM). A complete list of employees eligible to participate in the 2003 survey is provided in Appendix A. The invitation included instructions as well as a web-enabled link to the survey. Employees were assured of confidentiality and their responses were maintained on a secure server by IBM. At no time did any members of the DFAIT management team have access to individual responses. The survey was in the field for three weeks during May 2003. Two reminder e-mails were also sent by IBM.

2.1 Response Rate and Weighting

In total, 1,501 survey invitations were distributed to TCS employees with 853 completed, resulting in a response rate of 57%. This response rate represents a high degree of statistical validity (+/- 2.2%, 95% confidence) with respect to the results being representative of all TCS employees. Furthermore, the resulting data was weighted to ensure that it is reflective of true population proportions.