

## **Characteristics of households using electronic questionnaire in the 2011 Population Census in Hong Kong**

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A multi-model data collection approach was first adopted in the 2011 Population Census (11C) in Hong Kong where respondents were allowed to provide the required information by self-enumeration in addition to the traditional mode of face-to-face interview by enumerators. In the 11C, electronic questionnaire (e-Q) was available for both long form and short form questionnaires for self-enumeration whereas questionnaire in paper form for postal return was only available for short form questionnaire. About 13% of the households had used e-Q for data reporting. This paper aims to study the characteristics of these households. The logistic regression model technique is used to identify the major factors affecting the e-Q usage and examine the substitution effects between the paper mode and the e-Q mode for households of different characteristics.

**Key Words:** Data collection mode, electronic questionnaire, population census, Internet penetration, logistic regression model