

Evolution of the Canadian Time Use Survey and the 2015 qualitative results of a mixed mode approach using a light diary

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EGM on Time Use

www.statcan.gc.ca

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STATISTICS CANADA
ONE HUNDRED YEARS AND COUNTING

Preview

Overview of Time Use survey from 1986 to 2015

Collection mode and coding

2015 survey results

Mode effect EQ/CATI qualitative results

Moving forward



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Overview of Time Use survey

Time Use data are being collected as part of the Canadian General Social Survey program (GSS)

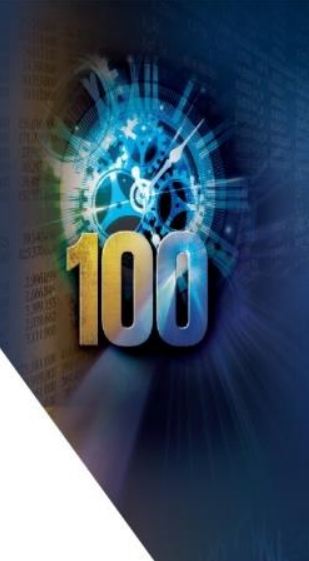
The GSS program runs yearly and collects information on 6 different topics: Time Use, Victimization, Caregiving and care receiving, Families, Social Identity and Giving, Volunteering and Participating. A new survey was run in 2016 on Canadians at work and at home.

Time Use data have been collected every 5 to 7 years since 1986. (1986, 1992, 1998, 2005, 2010 and 2015)

Overview of Time Use survey

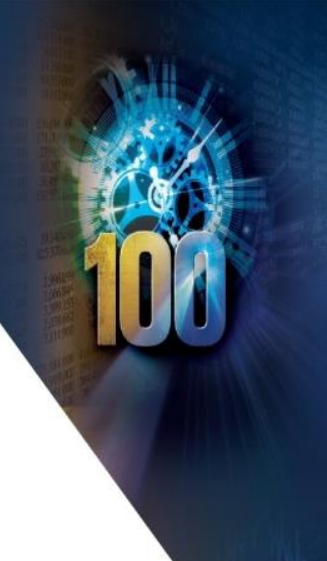
•Survey methodology

- A random sample is drawn from a telephone frame containing landline and cell phone numbers in the 10 Canadian provinces.
- Each contacted household rosters every person living there. From the list, one person 15 years old or more is randomly selected to complete the survey.
- During sample creation, a reference day was assigned to each case. The selected respondent must report his/her activities during a 24 hour period for this specific day.
- The retrospective interview must be completed no later than 48 hours from the reference day to enhance recall.



Collection tool and coding

- Time Use survey uses 2 parts
 - A 24 hour recall diary for one selected week day or weekend day
 - In 2015, 2 new questions were added:
 - a subjective wellbeing question was asked twice based on two random hours.
 - A question about the use of technology
 - A set of stylized questions for socio-demographic information
 - New question on texting was added in 2015



Activity codes across cycles

1986 = 84 activity codes

1992 = 153 activity codes

1998 = 163 activity codes

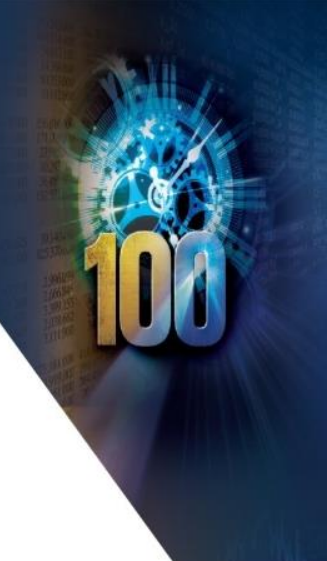
2005 = 167 activity codes

2010 = 264 activity codes

2015 = 64 activity codes (use of a light diary)

New mode of collection could not adapt to past 3-tier activity coding

Up to 2 pre-defined simultaneous activities were collected with each main activity



Activity codes across cycles

14 major indicators

Sleep

Personal care

Eating and drinking

Travel and going from place to place

Paid work activities

Studying or learning

Household chores and maintenance

Parental role, caring and help to others

Shopping for goods and services

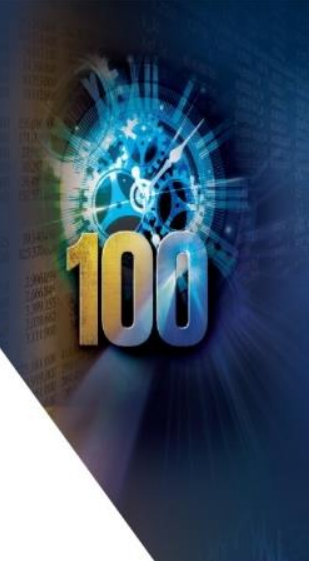
Socializing and communicating

Civic, religious and organisational activities

Sports, exercise and outdoor activities

Leisure, hobbies and down time

Other (uncodable or unknown)



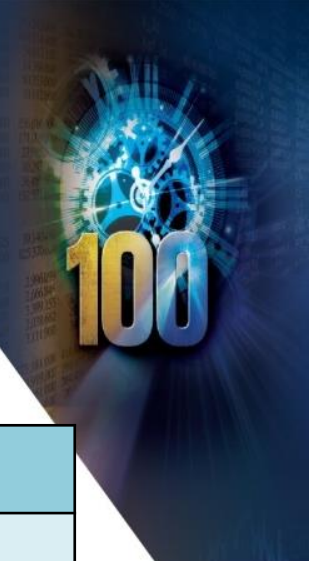
Pre-defined categories



| CODE | Simultaneous activities |
|------|--|
| 100 | Preparing meals |
| 101 | Eating or drinking |
| 102 | Housework |
| 103 | Parenting, care or assistance to others |
| 104 | Organizing, planning or paying bills |
| 105 | Pet care |
| 106 | Social interaction such as talking or conversation |
| 107 | Social networking, texting, emailing |
| 108 | Reading |
| 109 | Watching TV or videos |
| 110 | Listening to music or radio |
| 111 | General computer use |
| 112 | Hobbies |
| 113 | Other |

| Code | Who you were with |
|------|---|
| 200 | On my own |
| 201 | Spouse, partner |
| 202 | Household child(ren) - less than 15 years old |
| 203 | Household child(ren) - 15 years or older |
| 204 | Parents or parents-in-law |
| 205 | Other household adult(s) |
| 206 | Other family member(s) from other households |
| 207 | Friend(s) |
| 208 | Colleague(s) or classmate(s) |
| 209 | Other people |

Pre-defined categories



| CODE | Where were you |
|------|--|
| 300 | At home or on property |
| 301 | At place of work or school |
| 302 | Away on business |
| 303 | At someone else's home or property |
| 304 | In the neighbourhood |
| 305 | Outdoors |
| 306 | Grocery store, other stores or mall |
| 307 | Library, museum or theatre |
| 308 | Sports centre, field or arena |
| 309 | Restaurant, bar or club |
| 310 | Place of worship |
| 311 | Medical, dental or other health clinic |
| 312 | Elsewhere |

| CODE | Where were you |
|------|--|
| 313 | Travel - Car (Driver) |
| 314 | Travel - Car (Passenger) |
| 315 | Travel - Walk |
| 316 | Travel - Bus (includes street cars, metro) |
| 317 | Travel - Airplane |
| 318 | Travel - Bicycle |
| 319 | Travel - Taxi, Limousine Service |
| 320 | Travel - Boat, ferry |
| 321 | Travel - Other |

CATI collection

Yesterday at 4:00 AM, what were you doing?

Code:

Main Activity:

How long did you spend on this activity?

Start :

End :

Hours :


Minutes :

Were you doing anything else at the same time?

Code:

Simultaneous Activity:

Who was with you?

- On my own  Or Spouse, partner
- Household child(ren) - less than 15 years old
 - Household child(ren) - 15 years or older
 - Parents or parents-in-law
 - Other household adult(s)
 - Other family member(s) from other households
 - Friend(s)
 - Colleague(s) / classmate(s)
 - Other people

Where were you?

During this time period, did you use any information technology device such as a tablet, smartphone, computer or laptop?

EQ Diary instrument

Time Use

General Time Use



7%

The next questions will deal with your use of time for 24-hour period starting at 4:00 in the morning.

You will be asked to provide details of your activities over a 24-hour period on a specific day. Please report all activities that lasted at least 10 minutes, including activities such as travelling from place to place.

You will be asked to list the different activities done during this past Monday.

Stop & Finish Later

< Previous

Next >

EQ Diary instrument

What were you doing at **4:00 a.m.**?

<<< Select >>>

Sleeping

Sleeping, napping, resting, relaxing, sick in bed

Own personal care

Personal - hygiene, washing, dressing, hair care, brushing teeth

Praying, spiritual activities, meditating

Sexual activities

Health professional visit, consultation

Taking blood pressure, sugar level, medication, treatment

Eating or drinking

Preparation - meals, snacks, lunches

Eating or drinking - meals, snacks, drinks

Paid work activities

Working at main job or other jobs

Business travel

Looking for work

Other income-generating activities

Paid training

Personal appointment

Break or lunch

Studying or learning

Main schooling full time/part time - on site

Main schooling full time/part time - online

Homework

Self development

Break or lunch

Leisure and special interest classes

Travel and going from place to place

Transport to or from activity

Household chores or maintenance

Starting at 4:00 AM, how long did this activity last?

<<< Hour >>>

<<< Minute >>>

Please indicate if you were doing any of these activities at the same time.

4:00 AM ;

Simultaneous Activity 1

<<< Select >>>

Simultaneous Activity 2

<<< Select >>>

Where were you?

4:00 AM ;

<<< Select >>>

Who was with you?

4:00 AM ;

Select all that apply

On my own

OR

Spouse, partner

Household child, children (less than 15 years old)

Household child, children (15 years or older)

Parents or parents-in-law

Other household adult(s)

Other family member(s) from other households

Friend(s)

Colleague(s), classmate(s)

Other people

During this time period, did you use any information technology device such as a tablet, smartphone, computer or laptop?

4:00 AM ;

Yes

No



Subjective wellbeing scale question

On a scale of -3 to +3 where -3 means very unpleasant and +3 means very pleasant; at **11 o'clock**, how would you rate the activity you were doing?

- 3
- 2
- 1
- 0
- +1
- +2
- +3



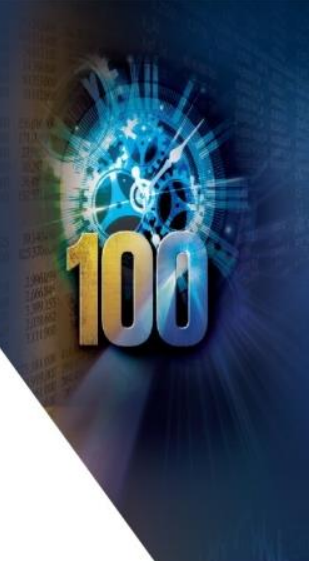
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Qualitative analysis of the 2015 pilot survey

CATI VS EQ Mode effect??

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Qualitative analysis pilot survey

CATI

2 weeks of collection or 400 respondents.

(July 7th to 20th 2014)

389 completed cases

EQ

1400 e-mails sent at the rate of 200 per day for seven days. Up to 3 reminders were sent.

(October 14th to November 16th 2014)

473 completed cases

Qualitative analysis pilot survey– Respondents' characteristics



Respondents' characteristics*

| | Age distribution | | Proportion of women | Proportion of married or common-law respondents | Proportion of respondents with child in household | Proportion of respondents with 65+ member in household |
|------|------------------|---------|---------------------|---|---|--|
| | (15-24) | (45-64) | | | | |
| CATI | 8% | 38% | 52% | 58% | 19% | 32% |
| EQ | 3% | 49% | 51% | 62% | 18% | 28% |

* Unweighted data



Qualitative results of the pilot survey

Education / Work

CATI respondents

Education

- 84% had at least a high school diploma
- 31% had a University degree or more

Work

- 49 % were working. Among the workers, 49% were women
- 3 times more **women** were still working in the age group 65+

EQ respondents

Education

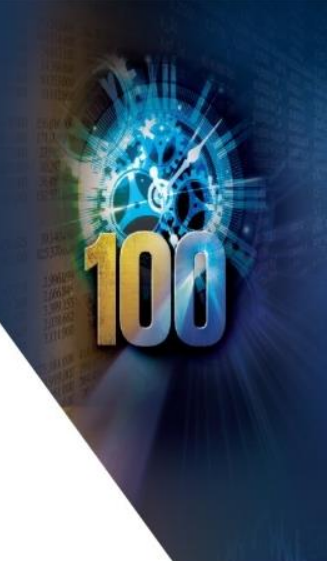
- 97% had at least a high school diploma
- 47% had a University degree or more

Work

- 54% were working. Among the workers, women represented 49%
- almost 3 times more **men** were still working in the age group 65+

Qualitative results of the pilot survey

Reference day distribution



CATI respondents

➤ highest number of completed diaries

- ✓ Monday
- ✓ Sunday
- ✓ Saturday

➤ lowest number of completed diaries

- ✓ Wednesday
- ✓ Tuesday
- ✓ Thursday

EQ respondents

➤ highest number of completed diaries

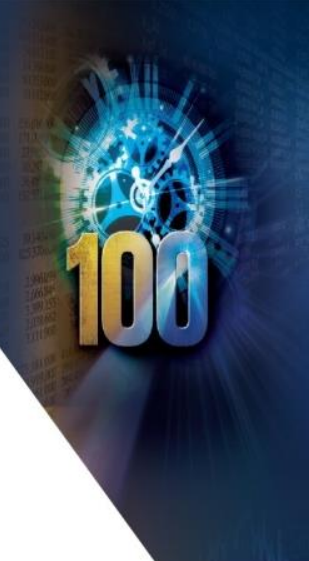
- ✓ Tuesday
- ✓ Wednesday
- ✓ Friday

➤ Lowest number of completed diaries

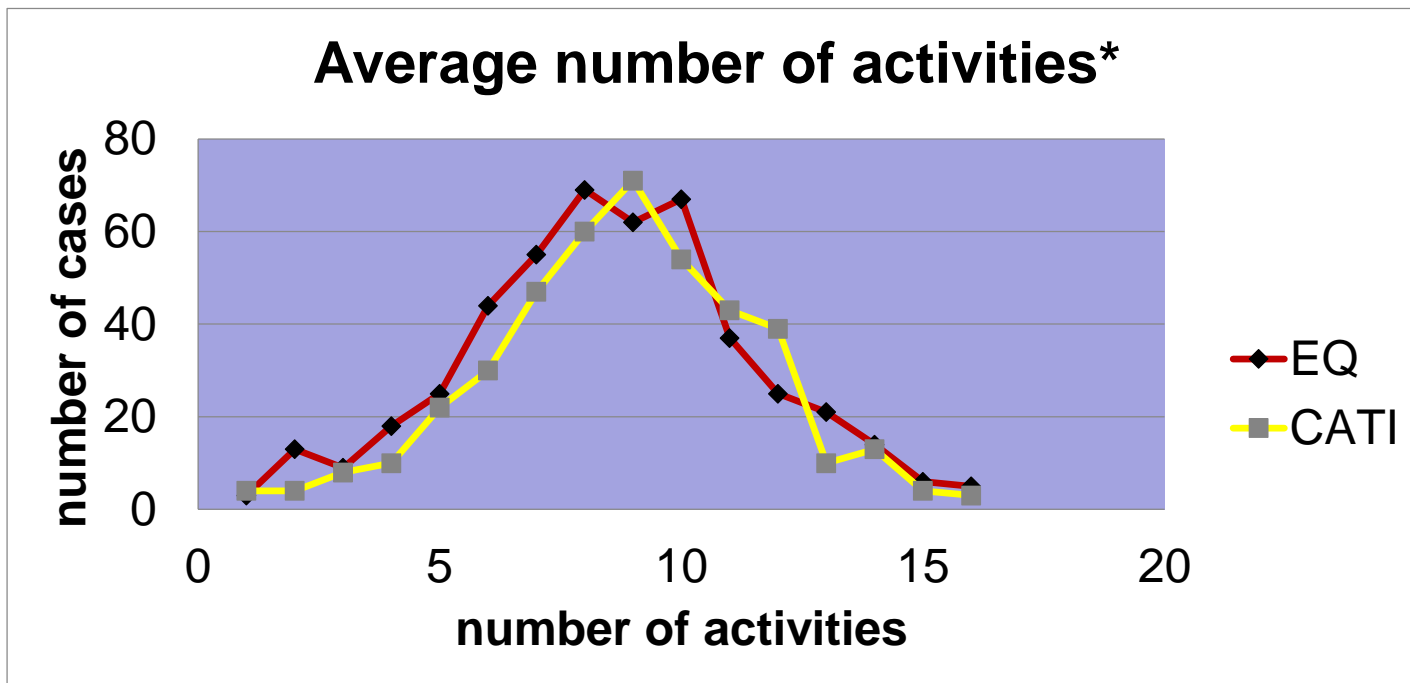
- ✓ Saturday
- ✓ Sunday
- ✓ Monday

Qualitative results of the pilot survey

number of episodes by mode



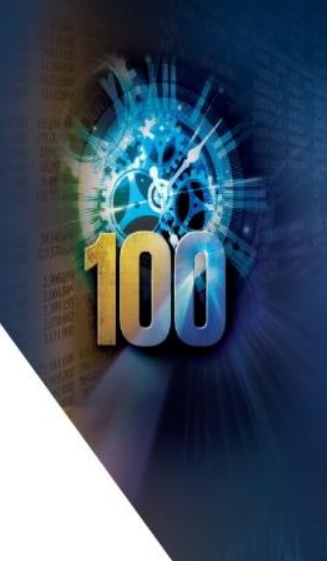
70 % of the CATI diaries had between 10 and 21 episodes where EQ had between 8 and 18



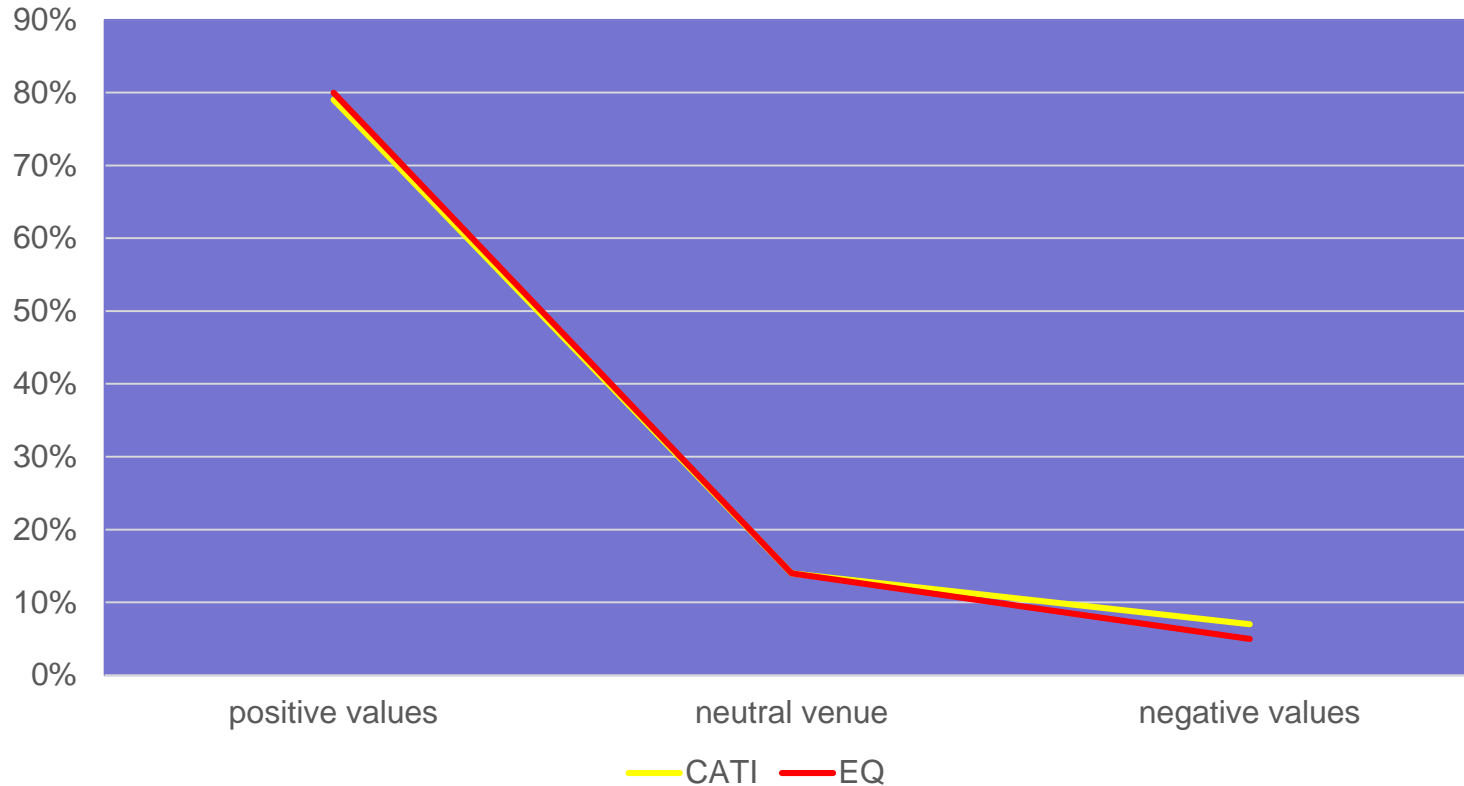
* Unweighted data

Qualitative results of the pilot survey

Subjective well-being



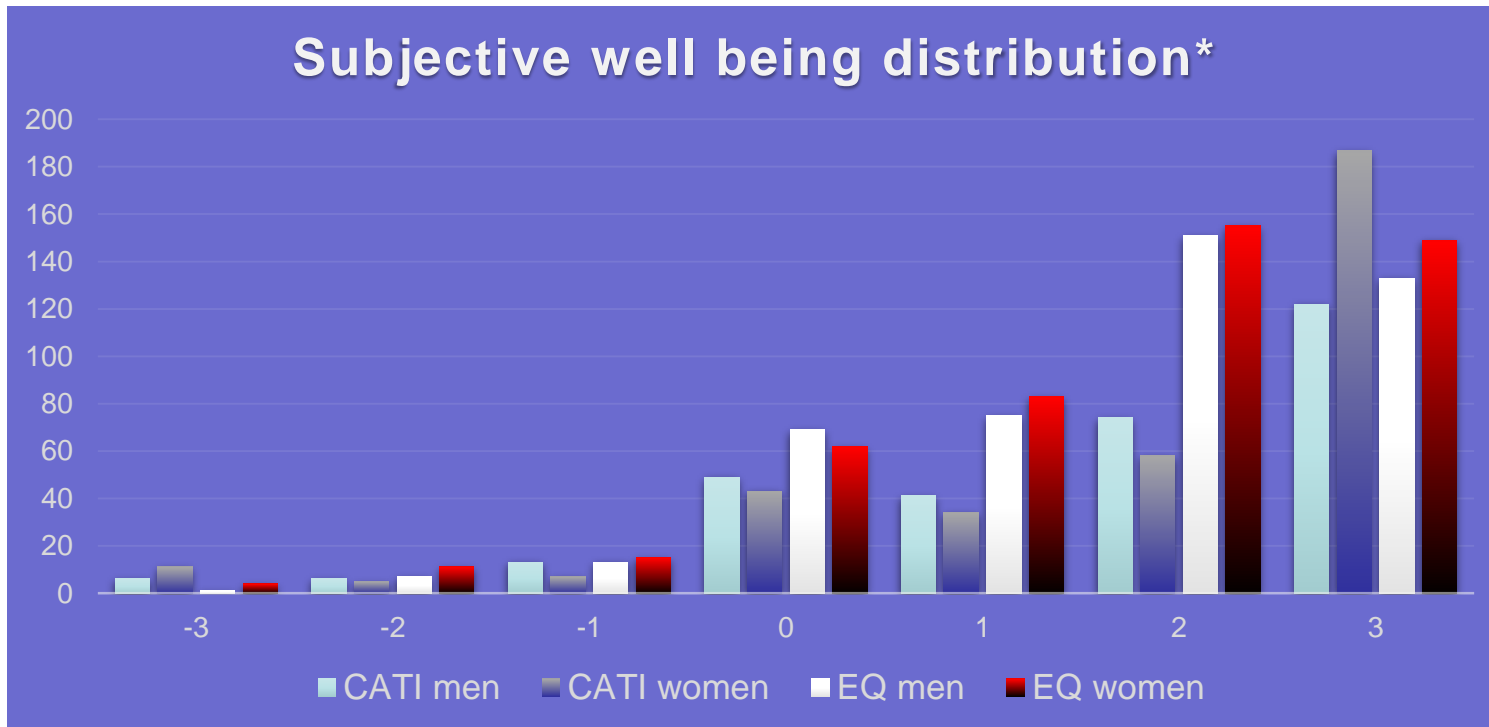
Subjective well-being scale



Qualitative results of the pilot survey

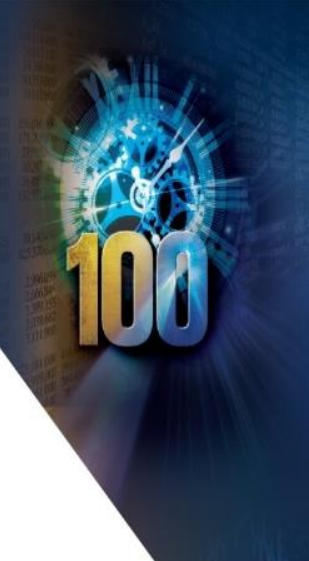
Subjective well-being

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* Unweighted data

Qualitative results of the pilot survey conclusion



Respondents have different characteristics according to the mode.

The number of provided activities are similar between modes.

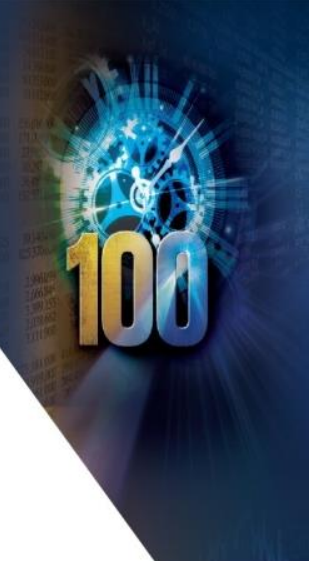
Interviewer effect could bias result of the subjective well-being scale.

2015 Collection Issues

- Telephone frame, no pre-selected respondent
 - Priority rules applied
 - Rostering process limited EQ

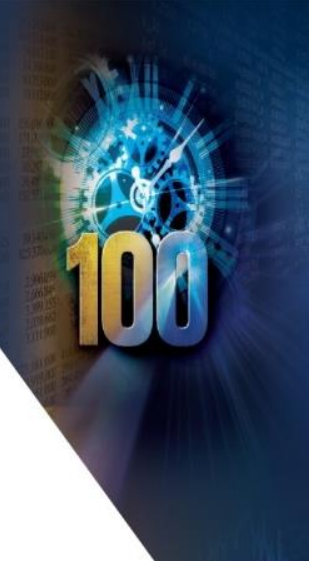
- Collection started with CATI only
 - Migration to a new EQ system version

- EQ acceptance \approx disguised refusal
 - Additional script added



Moving forward

- Time Use survey is scheduled for collection in 2021. It will be the first survey to use new innovative tool for collection
- Content consultation should start in Fall 2019
- Start of collection aimed for January 2021



- Questions ???

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