

# Modernization at Statistics Canada: Options for the Time Use Survey

Presentation to the Expert Group Meeting (EGM)  
on Innovative and Effective ways to collect Time-  
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STATISTICS CANADA  
ONE HUNDRED YEARS AND COUNTING



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# Today's Reality

Rapidly changing and increasingly complex economy and society



Proliferation of data and data providers

Data revolution, ingenuity and innovation



Increased expectations and demand for “real-time” and micro/detailed data



# Renewing and Modernizing Statistics Canada



**Sharing and  
collaboration**



**User-centric  
service delivery**



**Leading edge  
methods and  
data integration**



**Statistical  
capacity building  
and leadership**



**Modern  
workforce and  
flexible  
workplace**

# Modernization of the General Social Survey



## DATA MAPPING EXERCISE

All themes of all GSS cycles are being combined into one spreadsheet to help conceptualize new approaches.

## FORESIGHT: ENVIRONMENTAL SCAN

A scan of the external environment to communicate to Statistics Canada decision-makers, emerging issues, events, trends and relationships affecting the GSS.

## USER EXPECTATIONS

What are users expecting based on their experience with private POR companies and other government surveys (Canadian and international)?

## LEARNING FROM EXPERIMENTS

Learn fast, try new things.

## USER MAPPING EXERCISE

All users of GSS are being mapped to help with user-centric design informed by consultations.

## FORESIGHT: SCENARIO PLANNING SESSIONS

In-person scenario planning sessions, informed by the environmental scan, will crowd-source the development of plausible outcomes for the GSS.

## COMPLIMENTARITY

Who else has data? How can GSS complement other data and vice versa?

## LEADING EDGE METHODS

Different data may need different designs and those designs need to be nimble, affordable and responsive to changing technology.



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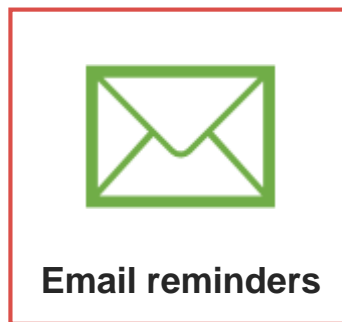
## Time Use Survey Experiments

- Testing a range of “evolutionary” changes along with one “revolutionary” change all in the name of choosing a design for Time Use Survey 2021 that aims to improve ease of responding, reducing overall survey costs.

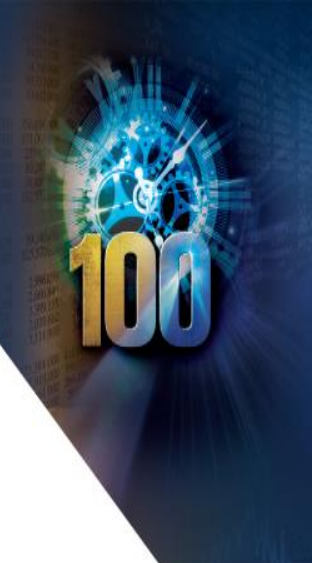
# Time Use Test # 1: Reminders



vs.



vs.



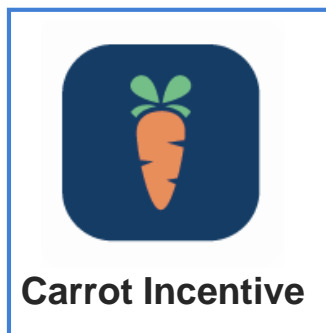
## Experiment Design

- Uses the electronic questionnaire time diary from GSS 29 (previous iteration)
- Experiment will compare:
  - 1) Letter reminders: some respondents will receive up to 3 letter reminders if they do not complete the survey
  - 2) Email reminders: some respondents will receive up to 3 email reminders if they do not complete the survey
  - 3) SMS reminders: some respondents will receive up to 3 SMS reminders if they do not complete the survey

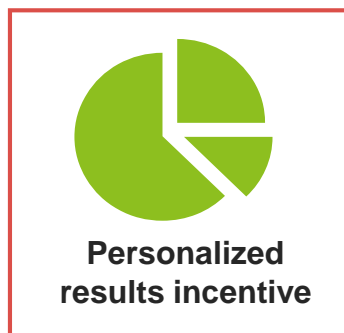
## Research question

- What type of reminder is most effective in increasing response rates?

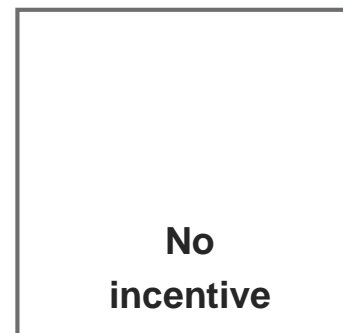
# Time Use Test # 2: Incentives



vs.



vs.



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## Experiment Design

- Uses the electronic questionnaire time diary from GSS 29 (previous iteration)
- Experiment will compare:
  - 1) Carrot Incentive: some respondents will be told they will receive Carrot rewards upon completing the survey
  - 2) Personalized results incentive: some respondents will be told they will receive statistics about how people with their socio-demographic profile spend their time upon completing the survey
  - 3) No incentives

## Research question

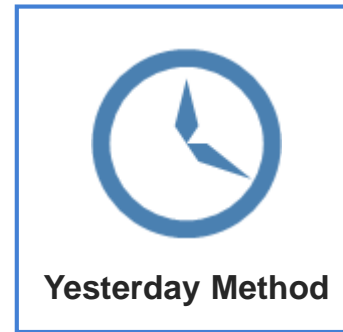
- Do incentives increase response rates?
- What is the most effective incentive?



# Time Use Test # 3: Yesterday vs Reference Day



VS.



## Experiment Design

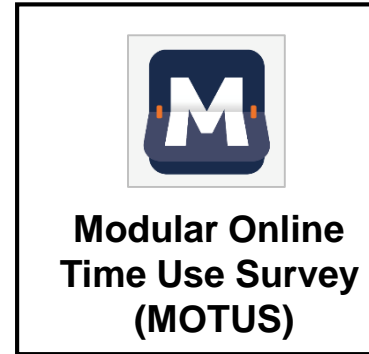
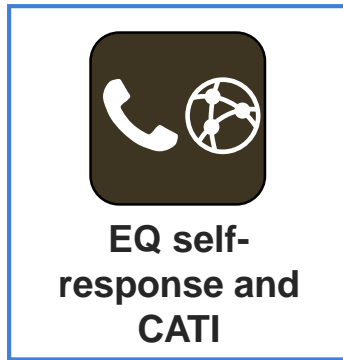
- Uses the electronic questionnaire time diary from GSS 29 (previous iteration)
- Experiment will compare:
  - 1) Reference day (GSS29 method): some respondents are randomly assigned a day for which to fill out a time diary
  - 2) Yesterday method: some respondents are told to fill out a time diary for yesterday

## Research question

- Will using the 'yesterday method' increase response rates, in comparison to the 'specific reference day' method used in GSS29?



# App: Time Use and Experience Sampling Method



## Design

- Phase 1: Determine feasibility of collecting data on Time Use using MOTUS in Canada
- Phase 2: Conduct a pilot of MOTUS to collect time use and subjective well-being data in Canada
  - On-the-go data collection vs. recall diary (previous iteration)
  - New mode: mobile app
  - Experience Sampling Method
  - GPS data

## Research question

- Will an mobile app mode improve response rates to Time Use?
- Can the Experience Sampling Method effectively measure the effect of participation in cultural activities on subjective well-being?

# Questions?

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