

7th Global Forum on Gender Statistics 2018
Session 3

Statistics Canada Time Use presentation abstract

Statistics Canada has been collecting Time Use data as part of the General Social Survey program since 1986 using a computer assisted telephone interview system. For its 2015 Time Use survey, Statistics Canada used a light version of the 24 hour recall time use diary in addition to a mixed mode collection. Despite the use of mixed mode and light diary, the 2015 Time Use survey attained a low response rate of 38%. This was largely attributed to the collection strategy of having respondents report on a specific pre-assigned reference day within 48 hours of that reference day.

The current context of declining response rates to household surveys, increasing use of smartphones and internet based technologies, is opening up an opportunity to explore new innovative ways of collecting data from Canadians that are in line with the ways they use technology. These new technologies are offering opportunities to collect data in new ways that can be potentially more accurate as well as less burdensome and costly.

There are different innovations and changes in terms of functionality and methodology that can be tested. However, different innovations and changes are more amenable to be tested to some business cases rather than others. The presentation will highlight the different testing approaches that Statistics Canada plan to do within the next year in preparation of the 2021 Time Use collection.