

Innovative and effective ways to collect time-use data – Canada's experience

United Nations Expert Group on Innovative and Effective Ways to Collect Time-Use Statistics



Delivering insight through data for a better Canada



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Self-completion tool by design

- Statistics Canada now develops a single application for all its surveys that is web-based and adapted to be also used for telephone interviews
- The application needs to be user friendly and comply with Common Look and Feel (CLF) 2.0 standards for visual impaired persons which could limit the use of some functionalities, especially visual ones.

2022 Canadian Time use Survey

- The STATCAN Electronic Questionnaire development tool allowed the use of more complex decision tree activity selection
 - ICATUS 2016 was adopted as the classification coding tool to facilitate international comparison
 - Terminology needed to be adapted to a self-administered mode and Canadian context
 - Qualitative tests were conducted to ensure the proper operationalization in the Canadian context and that terminology used was clear
 - Some high level categories had to be separated to facilitate activity research.

Response Categories - 2022

19. What were you doing?

- Sleeping
- Own personal care
- Caring for household members **17 years of age or younger**
- Caring for household members **18 years of age or older**
- Eating or drinking
- Regular** household tasks
 - e.g., preparing meals, dishwashing, indoor house cleaning, laundry, pet care
- Occasional** household tasks
 - e.g., do-it-yourself maintenance or construction, packing or unpacking luggage, cutting grass, snow removal, gardening
- Travel or going from place to place
- Paid work activities
- Studying or learning
- Shopping
- Socializing or communicating
- Unpaid help or care provided to other households or the community, organization-based volunteering or other unpaid work
- Civic or religious activities or community social events
- Sports participation or physical exercise
- Culture, sports events, hobbies, leisure or outdoor activities
- Mass media activities (reading, television, music, technology)
- Waiting time, doing nothing or other activities

19. What were you doing?

- Sleeping
- Own personal care
 - ↳ More specifically, what were you doing?
 - Personal care (personal hygiene, getting dressed, meditating, sexual activities)
 - Self-administered medical care (taking blood pressure, sugar level, medication, treatment)
 - Health professional visit, consultation (doctor, dentist, physiotherapist, alternative care practitioner, psychologist, personal support worker)
 - Receiving personal care from another household member
 - Receiving personal care from other personal care providers (hair stylist, barber, beauty specialist, nail technician)
 - Travel to or from receiving personal care



Respondent relation material

- A lot of effort was put in informing the respondents about the importance and use of the survey data and how to complete the 24-hour diary
 - No contact from an interviewer to explain/sell the survey
 - Information had to be self-explanatory and easy to understand
- A brochure was developed to accompany the introduction letter
- 3 short videos were created to explain how to properly complete the diary.
 - A hyperlink to the videos was also added in the application

How does the diary work and what questions are asked?



This video is a tool for respondents who have been selected for the Time Use Survey 2022, and explores how to complete the time diary.

Video: Time Use Survey: How does the diary work and what questions are asked?

What if I was doing more than one activity at the same time?



This video explores how to report simultaneous activities within the time diary of the Time Use Survey 2022.

Video: Time Use Survey: How does the diary work and what questions are asked?

How to report travel activities?



This video explores what to do if a travel edit is triggered while completing the time diary of the Time Use Survey 2022.

Video: Time Use Survey: Reporting travel activities

www.statcan.gc.ca/diary



Collection and processing challenges

❖ Collection strategy

- One year collection divided in 12 waves of between 28 to 35 days
- Each selected household is pre-assigned a reference day
- Introduction letter is sent to selected household for which we have an e-mail address and is being followed by an e-mail invitation (containing the respondent selection method and the link to the survey)
- Invitation letter is sent to household for which we have a phone number or only an address (this letter contains the respondent selection method and a secure access code to the survey)
- Sample is batched by days of the week and e-mail invitations are sent the morning after the designated reference day
- Telephone follow up will be done for non-response cases having a phone number (For CAWI the selected households receive one invitation and up to three reminders)

Collection and processing challenges

❖ Processing challenges

- Edits within the application and new questions based on last web experience (eating follow-up)
- Recoding of activities
 - Comparison with previous collected data to assess quality
 - Imputation process
 - Eating, shopping, commuting
 - Addition of edit steps to untangle some episodes
 - Travel
 - Wrong location
 - Wrong activity

Did you eat anything?

28. Did you eat anything yesterday?

- Yes
- No

29. When did you eat?

Select all that apply.

> Was it:

Breakfast time





How much time did you spend eating?

- Less than 15 minutes
- 15 to less than 30 minutes
- 30 minutes or more

- In the morning
- Lunchtime
- In the afternoon
- Dinnertime
- In the evening
- During the night



Collection observations

- Collection mode effect
 - Strong effect for duration
 - Child care
 - Strong effect on participation rate
 - Eating or drinking (imputation), mass media, TV watching
- Questionnaire design effect
 - Display and order of activities
 - Caring 
 - Television 

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Conclusion

- Statistics Canada Time use Survey has innovated :
 - By developing and adapting a single web collection tool in a mixed mode approach
 - By taking the opportunity to adopt and adapt the international classification tool ICATUS 2016
 - By creating targeted respondent relation material
- Statistics Canada Time Use Survey is facing some challenges:
 - Following international collection standards within limits of the generic collection platform
 - After the fact coding of diaries
 - Trends comparability

Questions about the survey?

Do not hesitate to reach out!

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Visit our website for respondent information and FAQs:

<https://www.statcan.gc.ca/time>

<https://www.statcan.gc.ca/diary>

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