

Time Use Surveys - Quality

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Australian Bureau of Statistics
Informing Australia's important decisions

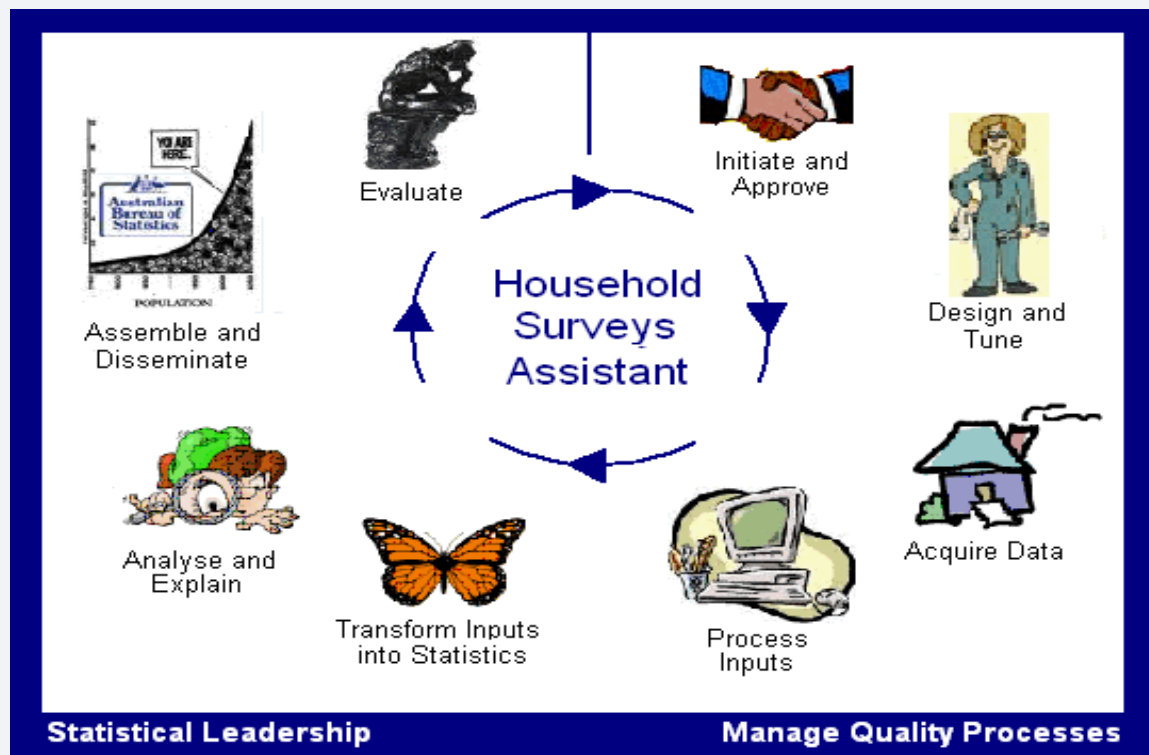


What is quality

- ▶ In relations to statistics quality is generally accepted as ‘fitness for purpose’. It includes:
 - accuracy
 - relevance
 - timeliness
 - coherence
 - interpretability and
 - accessibility
- ▶ It is a balancing act - balancing the above to achieve the best statistical outcome.



Survey cycle



Important – already undertaken the Initiate and Approve stage

- ▶ Already decided that a TUS is the best way to address the data need
- ▶ Consulted with the data users to make sure have a good understanding of their data needs – this will impact the survey design
- ▶ Funding and resources (staff, technology etc are secured)
- ▶ Work within the parameters of your organisation

Topics of discussion

Project management

Design and Tune

- ▶ Survey Design
- ▶ Sample
- ▶ The Diary
- ▶ Survey Content

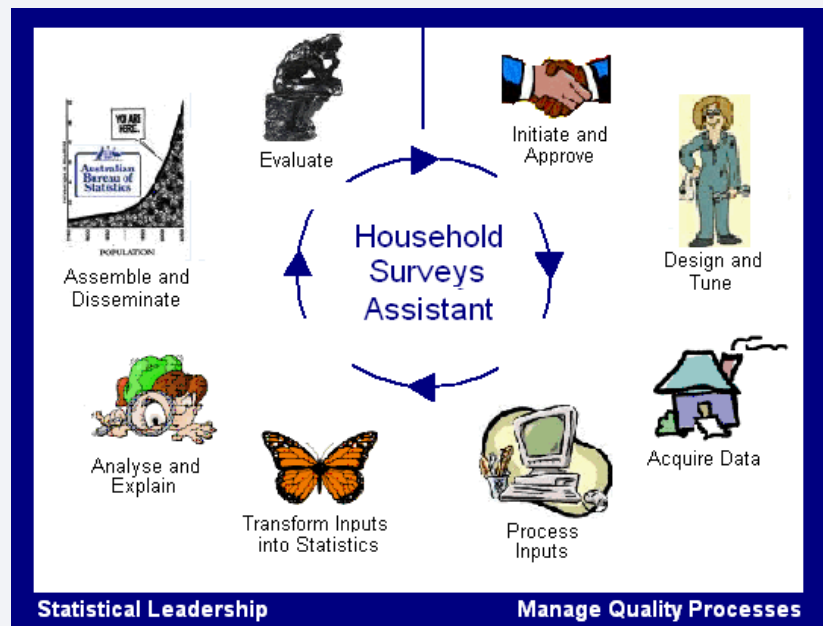
Acquire data

Process inputs, analyse

Disseminate

Activity classification

Evaluation



Invest the time to plan:

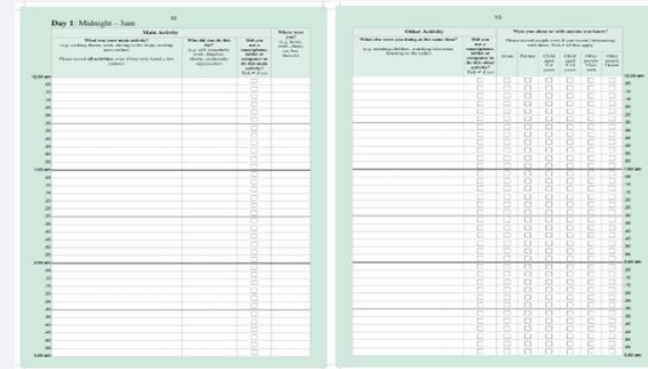
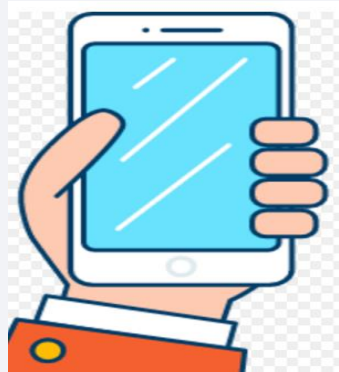
- Project management
- Quality gates – sign off
- Timetable
- Maintain decision register
- Risk contingencies
- Stakeholder progress reports
- Evaluations

- **Scope and coverage** – time of year, age of respondents, children, number of respondents
- **Frequency** – how often do you need/can you afford to run the survey?
- **Survey vehicle** - Stand alone survey or module
- **Enumeration model** – self enumeration or interviewer
- **Type of diary** – electronic or paper



Tips

- Start planning early
- Timetable
- Monitor progress
- Quality gates



The image shows two pages of a paper diary form. The left page is titled 'Day 1: Midnight - 3am' and the right page is titled 'Day 2: 3am - 6am'. Both pages have a grid for recording activities, with columns for 'Time', 'Activity', 'Duration', 'Frequency', 'Intensity', 'Mood', and 'Notes'. The grid is divided into sections for different times of the day.

- **Sample frame** – include whole population, up to date frame
- **Sample size** – sufficient to produce reliable population estimates for key data items

Number	Street	Suburb	Post code
1	Happy Road	Funny Town	1000
2	Happy Road	Funny Town	1000
3	Happy Road	Funny Town	1000
4	Happy Road	Funny Town	1000
5	Happy Road	Funny Town	1000
6	Happy Road	Funny Town	1000
7	Happy Road	Funny Town	1000
2	Fish Street	Summerville	1120
3	Fish Street	Summerville	1120
4	Fish Street	Summerville	1120
5	Fish Street	Summerville	1120
6	Fish Street	Summerville	1120
7	Fish Street	Summerville	1120
1	Tomorrow Avenue	Whenever	2345
5	Tomorrow Avenue	Whenever	2345
8	Tomorrow Avenue	Whenever	2345
10	Tomorrow Avenue	Whenever	2345
19	Tomorrow Avenue	Whenever	2345



- Time interval
 - open
 - fixed
- Reference period –
 - length of time (one day, 2 days, typical day)
 - Type of day – work day, weekend
 - Methodology – actual day, yesterday, typical day/week
- Diary day
 - convenience day
 - designated day
- Type of instrument
 - Full diary
 - Light diary
 - Paper diary
 - Digital diary



Tips

- Focus back on key data requirements
- Factor cost, timeliness, burden etc into decision

The diary (cont.)

- How to collect
 - CAWI – electronic diary
 - CATI
 - CAPI
 - combinations of the above.

Tips

- Easy to use
- If multi-mode consistency between modes



Survey content

- Primary and Secondary activity
- Contextual information – who with, who for etc
- Temporal location – time of day
- Background information – labour force, education, age etc

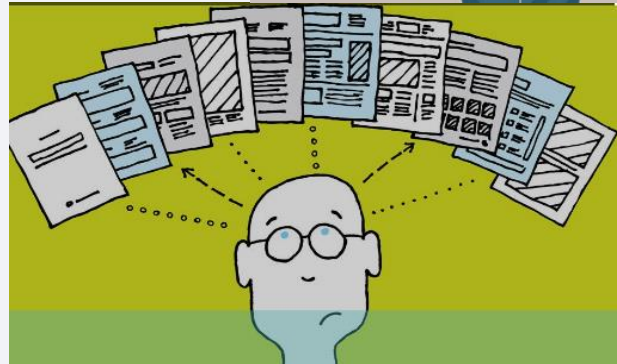


More information = more burden, cost etc



Tips

- Focus on priority data items
- Keep it short and simple
- Must have vs like to know



- Interviewer training – consistency, support
- Conduct interview – CAWI, CATI, CAPI - consistency
- Manage field operations – approach material, number of visits, follow up procedures, risks
- Monitor progress and adjust if required
- Resolve field queries – support field interviewers
- Capture responses – network outages, save responses, keep paper diaries safe and returned properly
- Maintain respondent confidentiality
- Repair the data – editing cleaning



Tips

- Tight and well documented field procedures
- monitor progress
- Risk mitigation strategies

Process inputs, analyse

- Response rate
- Diary acceptance thresholds – number of hours, number of activities
- Data entry, coding and editing
- Imputation – how, what rules etc
- Weighting
- Data confrontation – previous TUS, other surveys



Tips

- Document procedures and decisions
- Quality controls
- Validate findings



Disseminate

- Focus on what is important for your key clients –
 - Main activity, all activities
 - Average time for all persons
 - Average time for participants
- Make sure tables and graphs are labelled and well understood
- Highlight cells in table that have high standard errors or consider suppressing
- Include methodology page to describe how the survey was collected and other details such as sample size, response rates, timing of collection etc
- Produce detailed documentation on how to use data
- Include data item list
- For microdata include instructions about file structure etc

Choose relevant time use activity classifications – ICATUS, HETUS

If creating your own activity classification

- Comprehensive but amount of detail in line with how expect people to report
- No overlap of activities
- Aligned to international classifications so can make comparisons

- Critical for planning next cycle
- Complete as you go
- Document what happened, decisions, problems
- Include input from all stakeholders

GOOD LUCK
Thank you