Data Collection & the Impact, challenges and opportunities of the COVID-19 pandemic

UNECE Data Collection Virtual Workshop –
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Delivering insight through data for a better Canada
Background - COVID-19 in Canada

• In Canada, COVID-19 cases started to appear in January

• Mid-March, state of emergency measures were put in place in all provinces/territories.
  • School closed all on-site activities focussing more on on-line classes
  • Non essential businesses closed (e.g. bar, restaurants, movie theaters)
  • Economic assistance programs for individuals and businesses were put in place
  • International travel was banned

• Reopening of the activities started in most parts of Canada in June.
Impact of COVID-19 on StatCan Collection

For health and security reasons during the pandemic, the following actions were immediately taken:

**Collection staff**
- CATI: All five call centers were closed, 500 interviewers equipped with secured laptop and cell phone, using virtual call center
- CAPI: no personal interviews, no travelling. Mid-May, letter drop off
- All CATI and CAPI interviews are completed by phone from the interviewers’ house

**Collection workload**
- Collection activities were restricted to mission-critical surveys and COVID-19 related surveys. Regular survey collection activities resumed in June

**Impact on Response Rates**

Substantial Drop in CAPI Response Rates due to:
- Lower number of completed questionnaires, specially for cases without a valid phone number
- Not able to validate the out-of-scope cases, therefore increasing the number of valid cases and *decreasing collection response rates*
- Not able to perform listing activities to improve the quality of the frame
Collection Opportunities

• Maximizing collection workforce
  • From brick and mortar to virtual call centers
  • Introduction of a CAPI Lite methodology

• Testing new flexible and agile collection vehicles
  • Crowdsourcing
  • Panel Surveys
Collection Opportunities –
From brick and mortar to virtual call centers

- Provided all available CATI interviewers (780) access to secure equipment (laptop and phone), Virtual Call Center, email, training
- Provided all available CAPI interviewers (400) access to secure equipment (laptop and phone), Virtual Call Center, email, training and access to CATI workload
- Use of video conferencing (meetings, training, coaching)
- One StatCan infrastructure for telephony, replacing multiple old ones
Collection Opportunities – Introduction of CAPI Lite

- **HEALTH & SAFETY = TOP PRIORITY**
- Since June, travelling by CAPI interviewers is allowed in areas where the number of COVID-19 active cases is null or low and where the interviewer has agreed to travel
- Interviewers are dropping-off letter at respondents house’s leaving a personalized hand-written message, asking for a call back
  - Results – 30% of cases called us back and completed the questionnaire.
- Ability to partially validate the out-of-scope cases (visual listing)
Collection Opportunities - Testing new flexible and agile collection vehicles

- Crowdsourcing
- Panel Surveys
Crowdsourcing Data on the Social Impacts of COVID-19

From April to August completed eight (8) Crowdsourcing projects

- Impacts of COVID-19 on Canadians
- Impacts of COVID-19 on Postsecondary students
- Impacts of COVID-19 on Canadians - Mental Health
- Impacts of COVID-19 on Canadians - Perception Safety
- Impacts of COVID-19 on Canadians - Trust in Others Crowdsourcing
- Impacts of COVID-19 - Parenting During the Pandemic
- Impact of COVID-19 on Canadians – Living with a Long-Term Condition or Disability
- Impact of COVID-19 on Canadians – Experiences in Discrimination

Three (3) completed crowdsourcing projects – Targeted Population

- Impacts of COVID-19 on Canadians - Statistics Canada Employees
- Impacts of COVID-19 on Canadians - CIRNA/IRC Employees
- Impacts of COVID-19 on Canadians - Statistics Canada Employees - Wave 2

More than 525,000 participants in the general population crowdsourcing collection initiatives
Developed and completed three COVID-19 business surveys

• Business:
  • Canadian Survey of Business Conditions (3 waves)
  • Survey of the Canadian Emergency Business Account (CEBA) – in development
  • Personal Protective Equipment Survey (PPES)
Completed four cycles (4) of collection related to COVID-19 with a new Web Panel

Web Panel: Canadian Perspectives Survey Series

A pool of respondents was created from a sub-sample of respondents to the Labour Force Survey (LFS), who agreed to participate in monthly surveys for a specified period.

Current web panel is approximately 7,200 people.

Topics have included:
1) Impacts of COVID-19
2) Monitoring the Effects of COVID-19
3) Resuming economic and social activities during COVID-19
4) Information sources consulted during the pandemic
Next steps

- Re-evaluating the need for brick and mortar Call Centers
- Rethinking the profile of interviewers
- Evaluate the quality of CPI data since March and assess if visits to store are required
- Align Subject Matter expectations with our delivery capacity