

Data Collection Initiatives for the International Study of Adults

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Outline

- International Study of Adults (ISA) Overview
- Challenges
- Active Management Actions
- Other Collection Initiatives
- Summary and Lessons Learned



International Study of Adults (ISA)

- Programme for the International Assessment of Adult Competencies (PIAAC) in Canada
- Collecting information on literacy, numeracy and problem-solving skills of adults
- Gathers information and data on how adults use their skills at home, at work and in the wider community
- Conducted in 32 countries around the world, including Canada
- The interview consists of two main parts:
 - The first part covers questions about education, work experience, technology use, etc.
 - Participants are then given a tablet and asked to complete exercises similar to everyday life, such as reading a flight schedule at the airport, choosing a car route, or returning a product
- First post-pandemic survey being conducted with regular Computer-Assisted Personal Interviews (CAPI) as a main collection mode
- Collection dates: September 2, 2022 to July 16, 2023

Challenges

- Timing: did not have a chance to fully reintroduce CAPI in regular collection activities before this survey
 - Impact of the pandemic on the desire of Canadians to complete personal interviews was unknown
- Massive hiring required for this survey in particular
 - For those hired during the pandemic: requirements different for conducting in-person interviews
- Length (4 different components)
 - More than 2 hours on average
 - Refusals: At least 15% of cases with one refusal outcome and 4% coded as final refusals (3+ refusals) as of May 16th
- Regulated by an International Consortium
 - Positive to harmonize between countries for comparable results
 - But cannot take advantage of our own collection systems compared to when a survey is managed entirely internally

Active Management Actions

- Focus on training and monitoring by using and sharing best practices
 - Built new interviewer-level reports
- CATI for the first component (with agreement of Consortium) to be more efficient starting mid-November 2022
- Paused collection for cases when Consortium standards were met for # and timing of attempts
- Sent email and SMS reminders on an ongoing basis
 - People could not remember having received an introduction letter
 - Lead to many calls back
 - Outreach initiative good for survey promotion
 - Facilitate the task of CAPI interviewers when contacting respondents
- Travel teams were set up in April to help provinces that had more difficulties hiring

Other Collection Initiatives

- Offered compensation for respondents' time
 - Not common practice at Statistics Canada
 - Test with limited number of interviewers from December 23rd to January 23rd
 - Offered more broadly starting on January 24th
 - Limitation: no experimental design embedded in the test
- **Considered** a non-response bias study
 - Will not go ahead
 - Details in the appendix



Compensation: preliminary conclusions

- **N.B.** Final results/evaluations can only be provided when collection is over
- No significant impact on responses observed (nationally and by province)
- No significant difference on education levels and household incomes
- But... Cases where collection started after January 24th have:
 - Smaller average (and median) number of attempts to get a response
 - Slightly smaller final refusal rate
- When comparing September-January to February-April:
 - Average number of responses per month increased
 - Average number of hours to complete a case decreased substantially
 - Average cost decreased, despite the compensation
- Improvements observed throughout collection
 - Can be attributed to a combination of all collection initiatives described in this presentation
 - Difficult to isolate the impact of one factor

Summary / Lessons learned

- Very challenging due to timing, hiring & length
- Different initiatives developed
- All of them contributed to increase response rate
- If compensation offered for next cycle (or for any potential survey):
 - Test it with an experimental design in a pilot survey
 - Have a clear protocole for the offer
 - Ensure good communication and clear instructions for the interviewers
 - Be careful with perception of the public

Questions?

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Appendix: Non-response Bias Study

- Will not reach original target
- Goal: study non-respondents' characteristics and evaluate potential bias
- Main Principles
 - Small number of non-respondents across Canada (400)
 - Simple questionnaire with a maximum of 25 questions
 - Allow EQ/CATI/CAPI for a large response rate (85%)
- Issue: find one or two questions that would really allow evaluating bias
- Decided not to go ahead
 - Households selected from Census long-form: already have some information on non-respondents
 - Research project: study paradata to better understand non-response
- Allowed developing a framework for future non-response bias studies with other surveys