

Optimizing Collection Strategy- Labor Force Survey

Cindy Ubartas and Sylvie Cyr (Statistics Canada, Canada)

sylvie.cyr@statcan.gc.ca

Abstract

In the context of declining response rates for the Labour Force Survey (LFS), our organization is implementing innovative strategies to improve engagement and participation. This includes optimizing our collection strategy, enhancing our outreach efforts, and leveraging technology to make the survey process more user-friendly and accessible. Statistics Canada's new model for LFS will leverage pre-contact and pre-collection activities in advance of the regular 10 day collection cycle, allowing for further respondent engagement and positive contact opportunities and support the promotion of electronic questionnaire (EQ) self-response as the primary collection mode. The agency continues to utilize experimental design principles, para data analysis and collection experience from other household surveys and Census to evaluate and shape our vision and balance the needs of data quality, cost and response burden. We will present an outline of the challenges and opportunities to help increase our response rate, while taking into consideration the possible bias of non-response.