

Optimizing Collection for Labour Force Survey (LFS)

Statistics Canada

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Abstract

Labor Force Survey

- In the context of declining response rates for the Labour Force Survey (LFS), our organisation 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, paradata 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.



What is the Labour Force Survey (LFS)?

Measures the
current state
of the
Canadian
labour market

Mission
Critical

Mandatory

Monthly

Dwelling
Based

Began in 1945

Rotating
panel

10 day
collection

Multi-mode

In sample
for 6
months*

*provincial dwellings

Sample
76,500*

Birth Month 1
(CAPI/CATI)

Dedicated
workforce

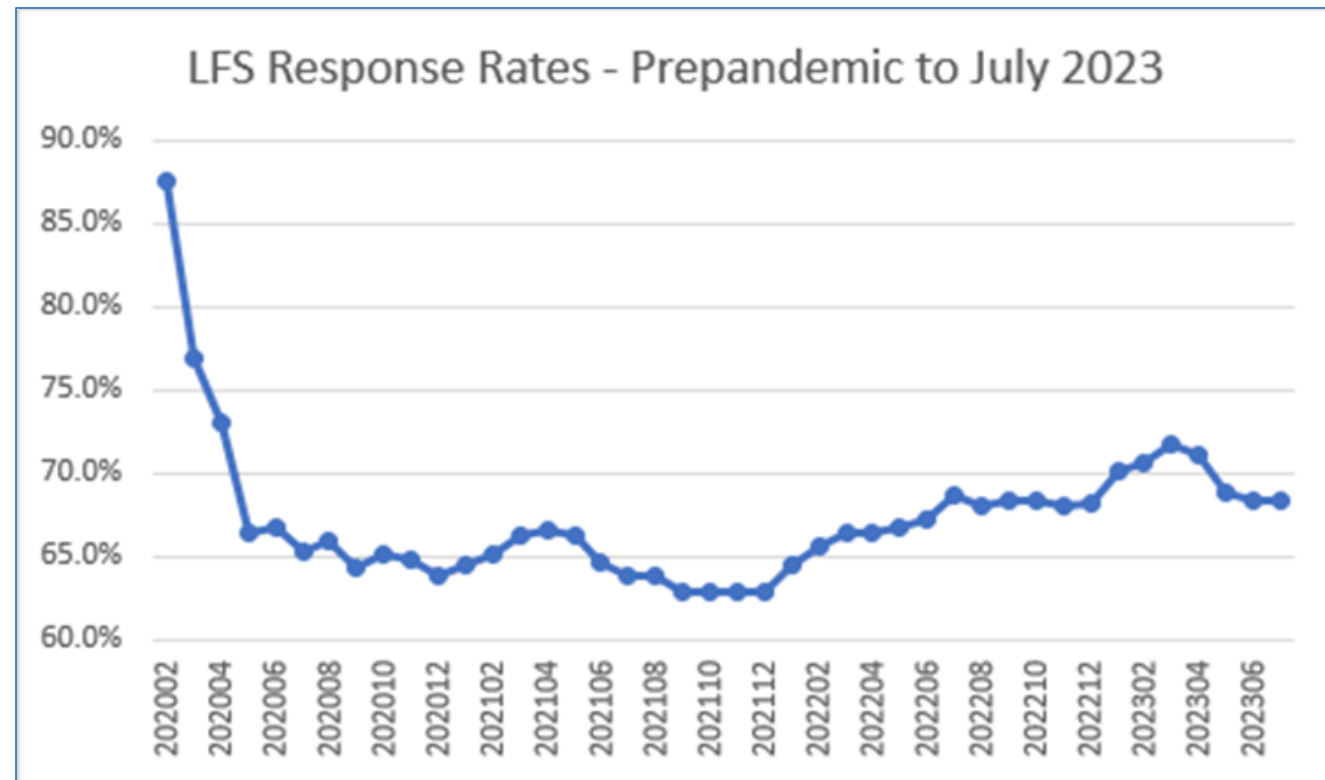
Supplement
content

*diverse populations



History of Declining Response Rates (RR)

- Trend of declining response rates (post-pandemic)
 - Pre-pandemic RR averaged 87%; fell to 62.9%
- Stopped face-to-face interviews (March 2020)
 - Difficult to identify out-of-scope cases
 - Less responses / More no contact
 - Missing phone numbers & quality of numbers
 - Respondent behaviour/interest
- Interviewers working from home (Virtual call centres)
- New collection system
- New Statistical Building Register (frame)
- Similarly declining response rates across other surveys



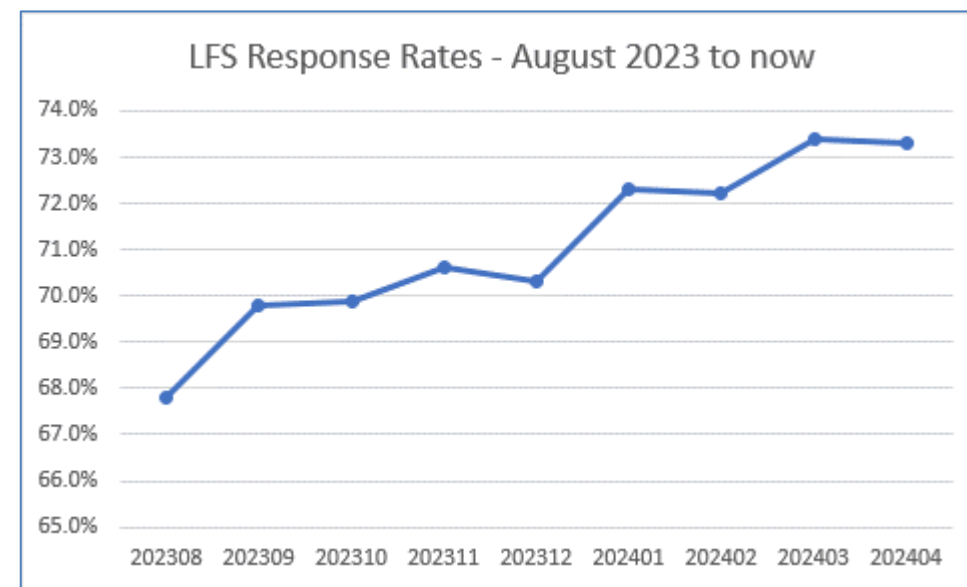
Pivot during Pandemic

- During the pandemic (aim to stabilize RR):
 - EQ initiative for hard-to-reach cases – letter invite (May 2020)
 - Letter drop-off and visual listing (CAPI 'Lite version')
 - Experiment with personalized letters
 - Expanded to door knock with social distance interaction
 - Engagement and collect phone number if missing
- Responsive collection design for CATI (June 2020)
 - Identify chronic non-response cases after 4th/5th month, limit and control timing of collection effort
 - Ensure varied collection effort (total # of calls, different time slices)
 - Stop collection efforts (close case) after effort exhausted
- Reminder letters and mobile text (short messaging service)
 - Expansion to non-responders in subsequent months (2nd & 3rd month)
- **Return to CAPI Nov 2022**



Initiatives

- Fall 2023: “LFS Return-to-80” Project, collaboration between partners
- Various initiatives and pilots implemented:
 - Case prioritization and mode transfers
 - Precontact collection (including building access) pilot
 - Focused Interviewer training, performance monitoring and targeted coaching
 - Interviewer branding (vests)
 - Optimize field staff planning (advance cycles)
 - Frame updates – admin files, missing postal codes
 - Field Listing activities
 - Standardization of out-of-scope protocols
 - Expanded call scheduler model for birth telephone first contact (TFC) cases
 - Paradata analysis and adjustments (time slices, prioritization/weighting)
 - Focused effort on CAPI first



5.6% RR increase

Embarking on LFS New Vision



- Month Zero (M0) – precontact and pre-collection activities
 - Establish contact and rapport
 - Roster household members
 - Identify out of scope dwellings
 - Remind respondent of upcoming interview period
 - Targeted communication

M0 Survey

Main LFS Survey M1 to M6

- EQ first approach
 - EQ as primary mode + CATI with NonResponse Followup + CAPI as-required (Census 'wave' model adaptation)
 - Prefill Month 1 based on data from Month 0
- Supported by Frame maintenance and Field Listing Activities
- Ongoing evaluation of data quality, cost and response burden
- Support future changes to survey design and collection strategies
- Explore non-response bias studies



Developing New Respondent Centric Digitalized Collection and Contact Tools



Optimize respondent experience by tailoring communication tools to increase response rates, ensure data quality, and reduce collection costs.

- Respondent demographics
- Geographic locations
- SMS, letters and emails
- Chatbot assistance
- Mobile device optimization

Exploring and Developing Leading-edge Collection Methods and Tools



Leveraging leading-edge methods and technologies to optimize proactive collection management.

- Methodological acceleration
- Segmentation
- Field and office listings
- Artificial Intelligence (AI)
- Robotic Processing Automation (RPA)
- Geo-visualisation
- CATI Monitoring
- Virtual Call Centre replacement
- Collection portal enhancements
- Telephone automation process

Focus on Business Intelligence



Leveraging data analysis to inform collection strategies and drive **informed decisions** for active management.

- Data Warehouse
- Power BI reporting framework
- Production plan review
- Geographic location analysis

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