



Data collection & the impact, challenges and opportunities of the COVID-19 pandemic

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Statistics
Canada Statistique
Canada

Canada

Background

In Canada, collection activities have adapted to those uncharted time adapting to COVID.

➤ How we evolved

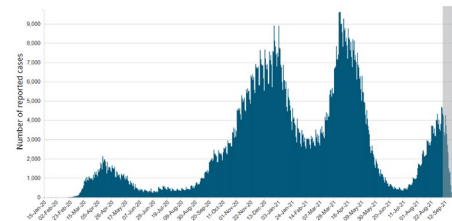
Collection staff

- March 2020
 - Five call centers were closed
 - CATI and CAPI interviews are completed by phone from the interviewers' house.
- June 2020 – CAPI Lite
 - Start of CAPI letter drop-off activities
- August 2021 - CAPI Lite Plus
 - CAPI interviewers are back contacting respondents (where sanitary conditions allows) contacting and convincing respondents to participate to surveys, updating telephone number and scheduling phone interviews.

Collection workload

- March to July 2021
 - Collection activities were restraint to mission-critical surveys and COVID-19 related surveys.
- July 2020
 - The agency starts supporting health authorities by conducting contact tracing and monitoring activities
- August 2020
 - Regular survey collection workload has resumed – with restriction due to sanitary conditions in CAPI

Figure 3. COVID-19 cases (n=1,586,272 ¹) in Canada by date of illness onset ² as of September 24, 2021, 7 pm EDT (total cases ³)



Impact of COVID-19 on StatCan Collection

➤ Impact on Response Rates

For EQ/CATI social surveys – stable

For CAPI surveys substantial decline

For EQ/CATI business small decline



Collection Opportunities – Introduction of CAPI Lite/CAPI Lite Plus

- **Health and Safety FIRST - Since June 2020, 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 knocking at respondent's door and making contact at distance. They are:
 - obtaining up-to-date contact information from respondent and/or planning an appointment OR
 - If there is no response at the door, dropping-off a personal reminder letters asking respondent to call back the interviewer and to provide them with updated contact information and/or complete the interview.

Some Results of CAPI Initiatives – LFS

Letter Asking Respondents to Call Back	CAPI Lite	CAPI Lite Plus	Regular CAPI
• 5% <u>Response Rate</u>	• 35% <u>Response Rate</u>	• 65% <u>Response Rate</u>	• 85% <u>Response Rate</u>

Collection Issues– Introduction of CAPI Lite/CAPI Lite Plus



Coverage Issue

- For sanitary health and safety reasons, CAPI Lite Plus collection is being conducted only in areas that are identified as green (e.g. low incidence of COVID cases/adequate health system capacity)
- In the March 2021, LFS collection, CAPI Lite/CAPI Lite Plus collection was done for 10% of cases only.
- Overall LFS CAPI results – March 2021 - 41%
- Upon reopening of regions, this approach contribute to optimizing responses of CAPI cases.

Collection Opportunities

100

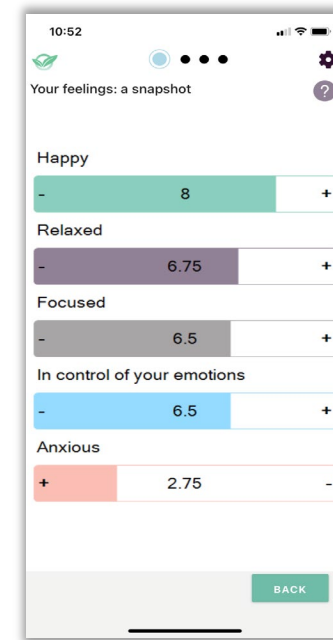
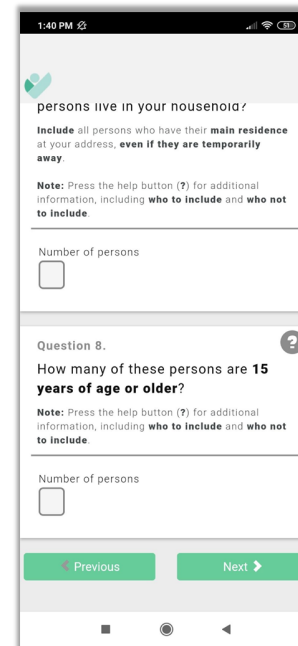
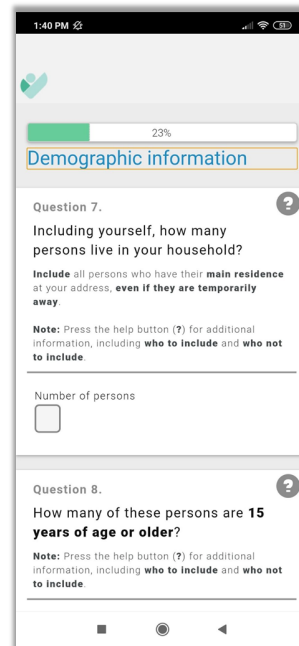
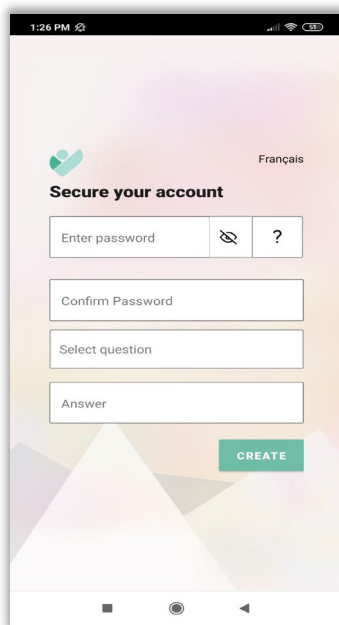
- Implementing new flexible and agile collection vehicles using EQ/CATI
 - Crowdsourcing
 - Panel surveys
 - Omnibus surveys

- Low cost
- Fast turnaround time
- Shorter content - simpler flow
- National and provincial estimates

Collection Opportunities

100

- Developing new electronic collection tools
 - Mobile collection application - **Vitali-T-Stat**





Collection Opportunities

- Updating the frames
 - Business Register - increase timeliness of business contact information updates
 - Household Dwelling Frame - increase updates from admin sources, will benefit from Census 2021 updates

Collection Opportunities

- Improving capacity monitoring and hiring process
 - Capacity monitoring/coordination of workload done weekly with all regional offices
 - A new head office team has been created to help support the regional offices in the hiring process
 - Excellent collaboration from all regions and head office in order to meet collection workload objectives

Interview Staff (persons) March 2020	July 2021	September 2021
1,300	2,100	1,800

Collection Opportunities

- Adapting respondent relations to the COVID context
 - Standard letter/email template have been developed and includes COVID content that is being reviewed punctually
 - The Informing Survey Respondent portal of the STC website is also being reviewed regularly
 - Refusal conversion strategies were reviewed

Next steps

- New operational context in being continuously updated in regards to staffing and operation (adjustments to collection agreement, re-evaluating CATI/CAPI workload/response rate targets, adjusting the production plan model, training...)
- CAPI Lite Plus is being implemented nationally – close monitoring will be done to ensure safety and security and monitor results
- Continuous reviewing of strategic decision and planning in the uncertain context of COVID-19



Questions ?

