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Time Use Surveys in Canada

Paul J. Hartung
Statistics Canada

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Presentation outline – Time Use Surveys in Canada

- Introduction
- Survey methodology
- Collection method
- Time Use survey content
- Time Use Diary
- Challenges and how to address them
- Progress on 2010 survey and future plans



Time Use Surveys in Canada

Data from Canadian Time Use surveys have been used to study:

- Stress and well-being
- Time crunch
- Family dynamics
- Sports and leisure
- Work arrangements
- Commuting patterns



Survey Methodology

- Repeated approximately every 5-7 years (1986, 1992, 1998, 2005, 2010)
- Collection carried out between January and December 2010
- Randomly selected individuals from randomly selected households
- Targeted sample of 22,000 individuals
- Population living in private households in the 10 provinces, aged 15 years and over



Collection method

- Computer Assisted Telephone interviews (CATI)
- Data collection each day over a 12-month collection period (January to December)
- Collection takes place in two-month waves (six waves in total)
- Collection of data through the time use diary method



Time Use Survey Content

1. *Time Use Diary
2. Household Composition
3. Perception of Time
4. Unpaid Work
5. Health and Well-Being
6. Work and Education
7. Cultural Activities and Sport Participation
8. Transportation
9. Socio demographic and economic characteristics



Time Use Diary

- Provides a comprehensive account of participation in, and time spent on, a wide variety of day-to-day activities
- Data is collected on each day of each month from January to December
- A specific reference day is systematically assigned to each respondent
- The reference day is the day for which the respondent has to report his/her diary activities
- Reference day can be one or two days before the day of the interview (for recall)

Diary Activities

- The survey asks respondents about their primary activity
 - What were you doing?
 - How long did you spend on this activity?
- For the first time in 2010, the survey also collects information about simultaneous activities
 - Were you doing anything else at the same time?
 - What were you doing? (up to 3 activities)
 - How long did this activity last? (up to 3 activities)
- Additional questions on primary activity
 - Where were you?
 - Who was with you?
 - And then what did you do?



Coding Activities

- Coding list is based on the Harmonized European Time Use Surveys (HETUS) classification, but is more detailed and includes our own national codes
- Has been expanded and improved over time for better comparability and to collect information on emerging areas
- Three-tier, four digit system with 264 activity codes



Activity codes – primary activity

1. Personal care
2. Meals
3. Education activities
4. Paid work activities
5. Child/adult care
6. Leisure activities (active and passive)
7. Computer use
8. Socializing
9. Unpaid work activities (respondent's household)
10. Civic, religious and unpaid work for non-household members
11. Shopping activities
12. Travel-related activities



Why collect simultaneous activities?

To find out:

- What types of activities are done simultaneously?
- How much time is spent on childcare—active and passive?
- What is the relationship between new technologies and multi-tasking?
- When does most multi-tasking take place?
- Who is most likely to be involved in multiple activities?



Simultaneous activities

1. Talking, conversation (not on the phone)
2. Radio listening
3. Watching television, rented movies
4. Eating and drinking
5. Domestic work (meal prep and cleanup, cleaning, laundry)
6. Reading (books, newspapers)
7. Childcare (talking; teaching; supervising; all other)
8. Listening to MP3 players, CDs, cassette tapes or records
9. Talking on the phone
10. Computer use (excluding email, chat groups, social networking)
11. Email, chat groups, social networking
12. Sending or receiving text messages
13. Adult care
14. Work- and school-related activities (paid work; education related)
15. Other—specify



In addition to the diary, the survey captures information on the following:

1. Household Composition
2. Perception of Time
3. Unpaid Work
4. Health and Well-Being
5. Work and Education
6. Cultural Activities and Sport Participation
7. Transportation
8. Socio-demographic and economic characteristics



Health and Well-being

- Self-rated health
- Health and activity limitations
- Life satisfaction
- Main source of stress
- Perceptions of time (time crunch)



Challenges with time use surveys

- Response burden
- Survey complexity
- Declining response rates
- Diminishing quality of the telephone frame
- Staying relevant - emerging needs versus trends over time
- Maintaining international comparability



Addressing the challenges

- Conversational-style interviewing for diary component
- Introductory postcard
- Flexibility with collection processes
- Exploring options for survey redesign
- Participating in UN Task force on time-use surveys



Survey progress and future plans

- Collection completed end of 2010
- Response rate of 55%
- Results from survey to be released in Summer 2011
- Table products, Analytical series, Public Use Microdata file, Custom tabulation service
- Analyses on unpaid work, commuting, time fragmentation and everyday stress and well-being



Paul J. Hartung
Senior Technical Officer
General Social Survey
Statistics Canada
Government of Canada
Paul.Hartung@statcan.gc.ca