



Statistics
Canada

Statistique
Canada

Canada



Statistics Canada
www.statcan.gc.ca

Census Non-Response Follow Up: The 2016 Plan

2011 Background

- Non-Response Follow-Up Workload: 3,505,101 dwellings
- 3.2M NRFU field completed cases
 - 1.5M households field completed questionnaires
 - 1M unoccupied dwellings
 - 700K cancelled dwellings
- Increased time per unit and cost per unit over plan

2011 Background

- 30,832 Enumerators on Strength in the field – to start
- June 1 start (in most areas)
- Completed Census in the field on Aug 5, 2011
- Overall Internet Response: approx 54%
- Self Response: 85.1%
- Overall Response Rate: 97.1%
- Not all attempts logged in Field Management System



2016 Plan

- June 1 start (in most areas)
- Completion target in the field July 29, 2016
- Expected internet response: approx 65%
- Changes to the number and timing of mail-outs expected to increase internet completions and generate savings
 - 262,363 fewer interviews expected at significant cost

2016 Overall Strategy

- A well planned and coordinated NRFU approach with shared workload between field and telephone
- Managing by attempts is key
- Field cases to be assigned and telephone cases to be accessed from the pool of unassigned cases
- All attempts logged in Collection Management Portal (forced behavior)

NRFU Model

- NRFU Model built to attempt to predict completion by measuring efficiency of each attempt
- Of the n th NRFU attempt in the field, how many cases are resolved by that attempt and in which way?
- Of the n th NRFU attempt from the Collection Support Unit, how many cases are resolved by that attempt and in which way



NRFU Model

- What is the correct balance between in-person and telephone attempts?
- When is it too expensive to keep knocking?
- When is it no longer effective to keep calling?



Efficiency of Attempts - Field

Attempt	Questionnaire	Unoccupied	Cancelled	Other NRFU resolution	Self-response due to NRFU
1	9.9%	4.7%	9.0%	0.3%	4.0%
2	12.7%	4.3%	4.8%	0.4%	3.8%
3	13.2%	4.2%	3.0%	0.6%	3.7%
4	13.2%	4.6%	2.6%	0.8%	3.5%
5	12.7%	4.4%	2.1%	0.9%	3.3%
6	12.2%	4.4%	1.8%	1.1%	3.2%
7	12.1%	4.5%	1.6%	1.3%	3.0%
8	11.4%	4.4%	1.5%	1.4%	2.8%
9	11.1%	4.3%	1.3%	1.5%	2.7%
10	10.7%	4.3%	1.2%	1.5%	2.5%
11	10.3%	4.1%	1.1%	1.7%	2.3%
12	10.0%	4.0%	1.0%	1.8%	2.2%
13	9.7%	4.1%	0.9%	1.9%	2.0%
14	9.6%	3.8%	0.9%	1.9%	1.8%
15	9.0%	4.0%	0.9%	1.8%	1.7%
16	8.9%	3.8%	0.8%	2.2%	1.5%
17	8.6%	3.6%	0.7%	2.0%	1.3%
18	8.5%	3.4%	0.7%	2.0%	1.2%
19	7.9%	3.5%	0.6%	1.8%	1.0%
20	8.3%	3.2%	0.7%	1.9%	0.8%

Efficiency of Attempts - Telephone

Attempt	Questionnaire	Unoccupied	Cancelled	Other NRFU resolution	Self-response due to NRFU
1	8.5%	0.8%	0.5%	0.05%	1.0%
2	8.3%	0.8%	0.5%	0.05%	1.0%
3	8.1%	0.8%	0.5%	0.05%	1.0%
4	7.9%	0.7%	0.5%	0.05%	0.9%
5	7.8%	0.7%	0.5%	0.05%	0.9%
6	7.6%	0.7%	0.4%	0.04%	0.9%
7	7.4%	0.7%	0.4%	0.04%	0.9%
8	7.2%	0.7%	0.4%	0.04%	0.8%
9	7.0%	0.7%	0.4%	0.04%	0.8%
10	6.8%	0.6%	0.4%	0.04%	0.8%
11	6.6%	0.6%	0.4%	0.04%	0.8%
12	6.4%	0.6%	0.4%	0.04%	0.8%
13	6.3%	0.6%	0.4%	0.04%	0.7%
14	6.1%	0.6%	0.4%	0.04%	0.7%
15	5.9%	0.6%	0.3%	0.03%	0.7%
16	5.7%	0.5%	0.3%	0.03%	0.7%
17	5.5%	0.5%	0.3%	0.03%	0.6%
18	5.3%	0.5%	0.3%	0.03%	0.6%
19	5.1%	0.5%	0.3%	0.03%	0.6%
20	4.9%	0.5%	0.3%	0.03%	0.6%

Field Staff

- Similar number of field staff from 2011
- Crew Leaders generate assignment lists in system using paradata
- All attempts made recorded in Collection Management Portal
- Paper questionnaires completed at dwellings
- Increased focus on performance management and cost control

Collection Support Units

- 20-seat outbound call unit in each of the planned 25 Local Census Offices
- Will access NRFU cases from a pool of available telephone cases currently not assigned to field staff
- Cases will be delivered to CSU operators via call scheduler and based on a priority score
- Run out of telephone cases early to mid-July
- Will complete questionnaires using the EQ



2016 – The Best Census Ever!

- Earlier completion
- Expecting less variability in response rates across the country (even attempts everywhere)
- Changes to the timing of mailouts/reminders
 - More self-response
 - Fewer overall interviews needed
 - Large cost savings



Questions??