





canadian labour force survey

Of the



LABOUR FORCE QUALITY REPORT

December, 1972

CONFIDENTIAL NOT FOR RELEASE

> Labour Force Survey Section Field Division Special Surveys Development Staff

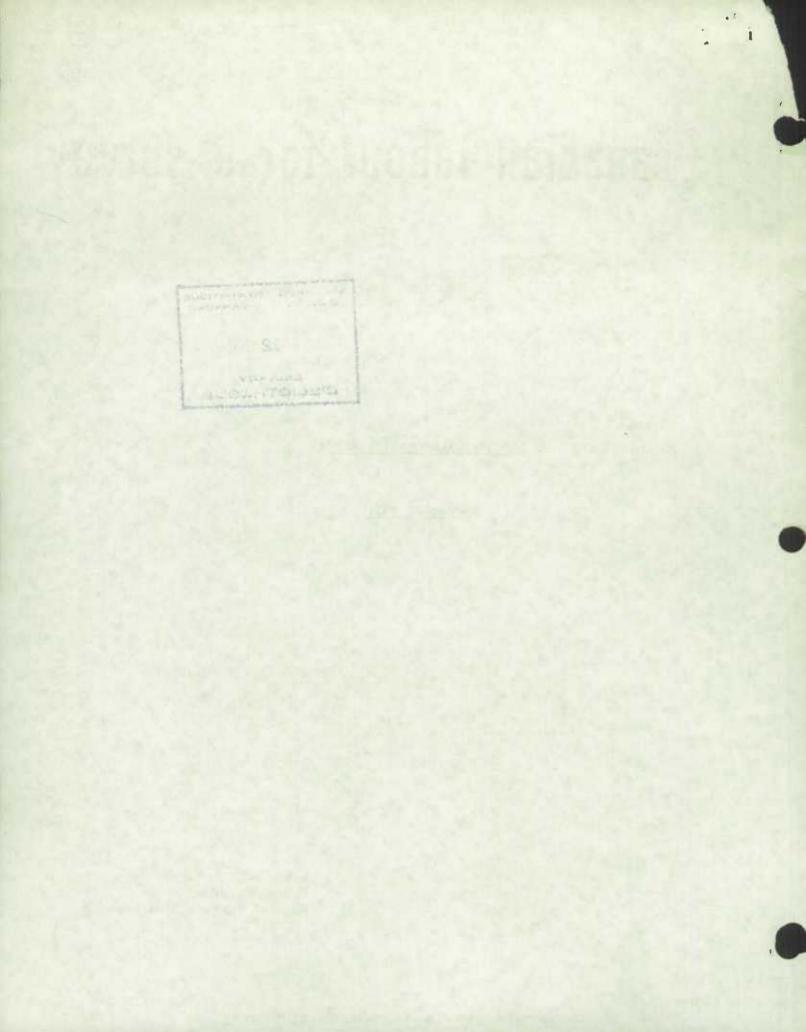
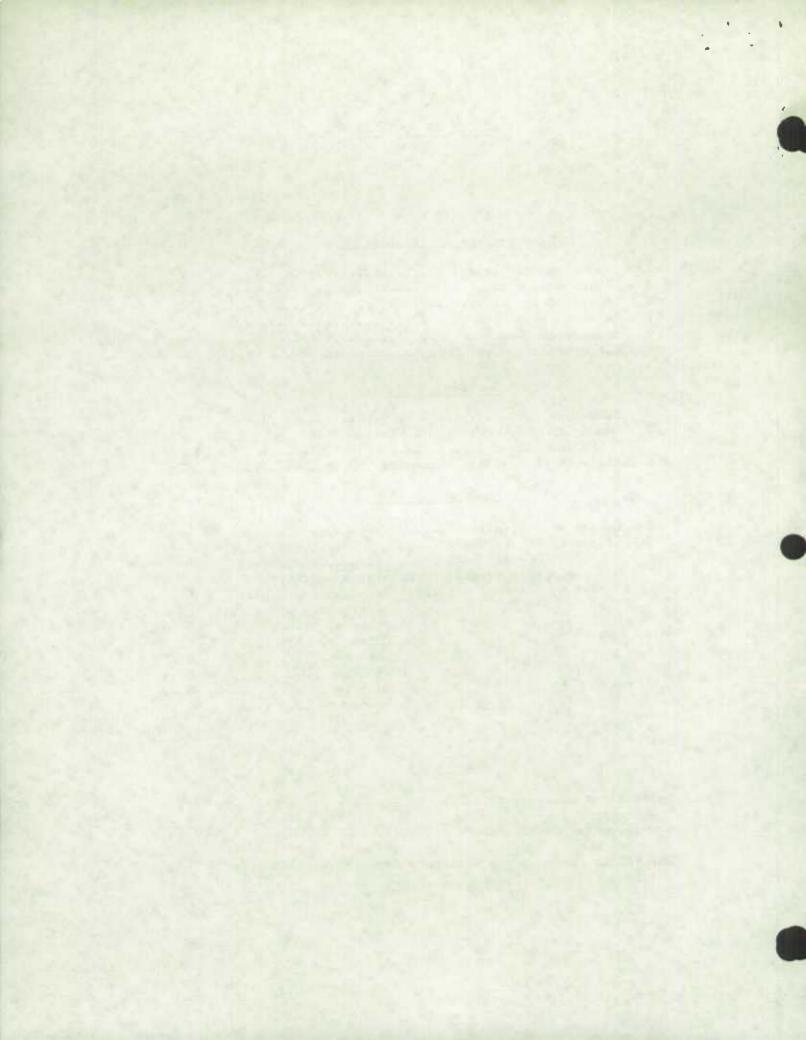


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HIGHLIGHTS

(See Dummary Dable page 5)

A. COMPARISON OF SERIES

1. UIC Claimants and LFS Unemployed:

Apart from the odd movement in February in the unemployed and the one month lag in the UIC figures in July (graph G-1 (1)), both series show the same movements throughout 1972. The difference in the level established in the beginning of the winter seems very stable.

For more details see tables on pages 5 and 6, and the notes and definitions, Appendix 1.

Canadian and American Unemployment Rates:

The gap between the two series is wider in November this year than in recent years. This is due to the fact that while the U.S. rate is at a lower level than the previous years, the Canadian rate is slightly higher (highest for that month since 1960). Looking at the series (graph G-1 (2)) we notice that the closeness observed during the summer was terminated in October. Also, the magnitude of the gap in November is bigger than previous years in spite of the reference week for November of the American survey being a week later (more towards winter) than the Canadian reference week.

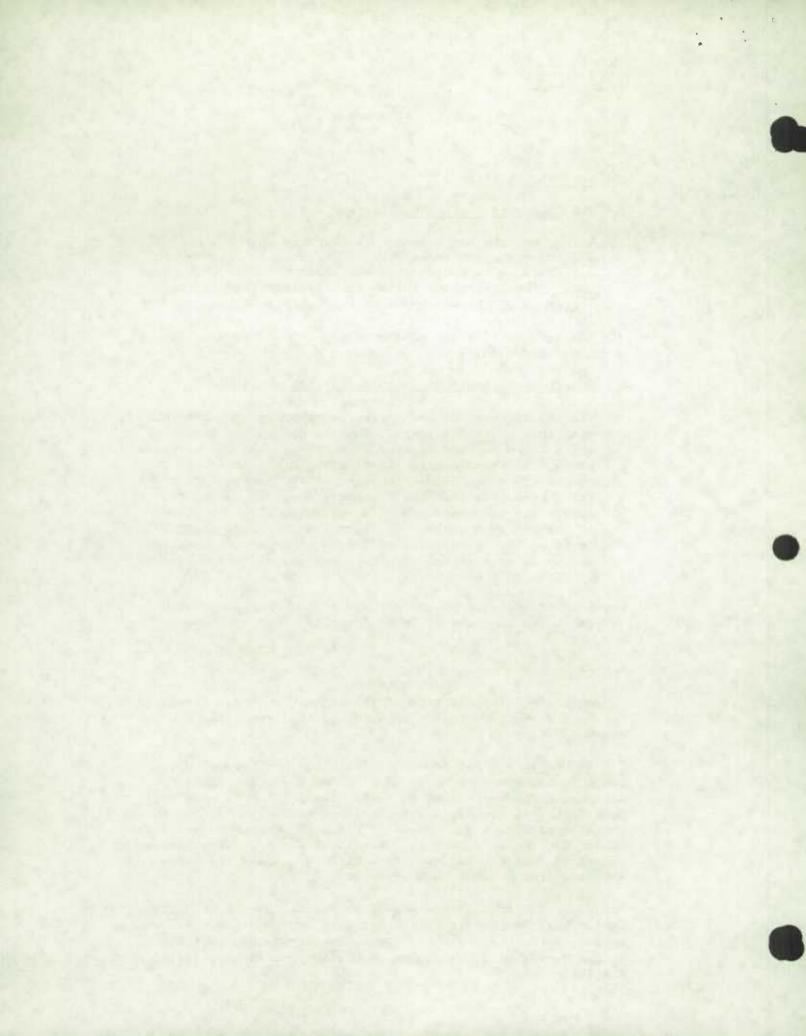
For more details on the actual and seasonally-adjusted rate, see the Summary Table (page 5).

B. SLIPPAGE

The estimated slippage rate at the Canada level has increased from 4.2 in October to 4.6 in November (see graphs page G-2 and G-3).

1 - By Province: All provinces exhibited positive slippage
rates in November. From October to November, decreases in
slippage rates were noted in Newfoundland (Chart 1 page G-2),
Nova Scotia (Chart 3), New Brunswick (Chart 4), Manitoba (Chart 7),
and Alberta (Chart 9). On the other hand, Prince Edward Island
(Chart 2), Quebec (Chart 5), Ontario (Chart 6), Saskatchewan
(Chart 8) and British Columbia (Chart 10) showed increases in
slippage from October to November.

The highest slippage rate was again exhibited by Newfoundland. In fact, in Newfoundland, the estimate derived from the November Labour Force Survey sample represents only 92.0% (that is, a slippage rate of 8.0%) of the population estimate projected from the 1961 Census.



2 - By Age: The slippage rate of 14.3% for the 20-24 age group is the highest recorded in the past three years. The 65 and over age group was still the only age group with a negative slippage rate.

From October to November, the slippage rates increased in all age groups except for the 45-64 age group where the rate remained stationary. (See graphs on page G-3).

C. NON-RESPONSE

The Canadian overall non-response rate increased slightly from October to November (5.1% to 5.2%). At 5.2% the November 1972 rate indicates an improvement over the November 1971 rate of 6.1%.

For further information concerning the non-response rates, see Appendix A.

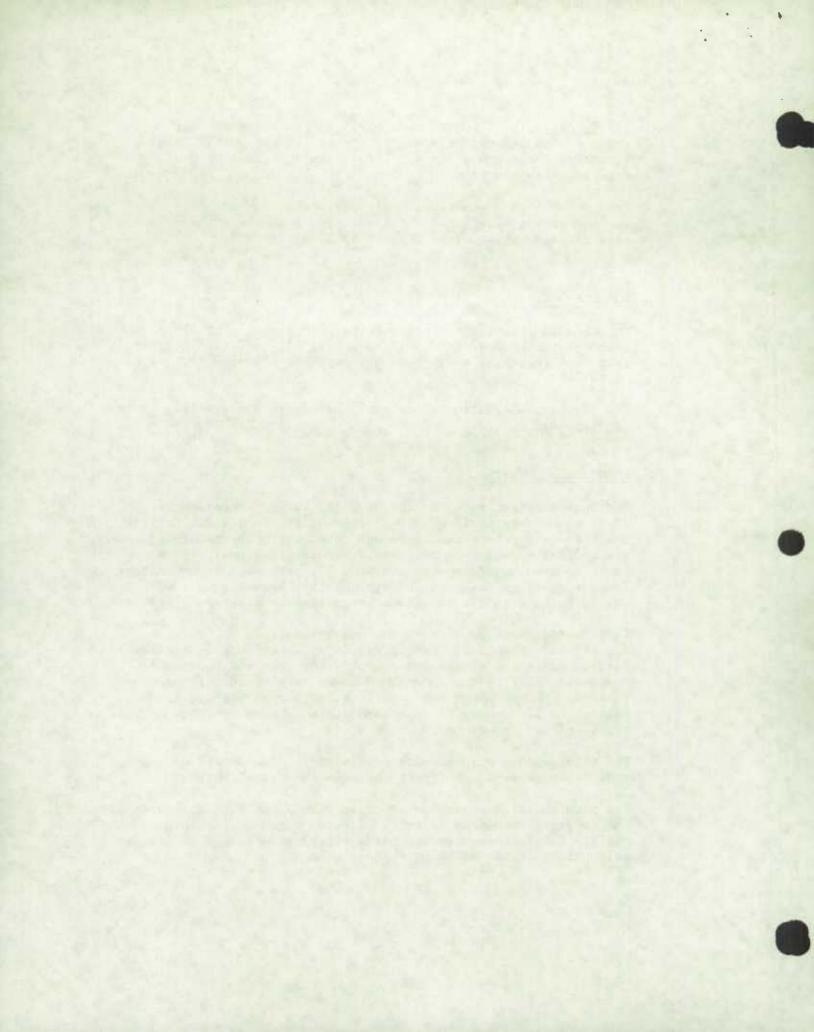
D. REJECTED DOCUMENTS

The Canada reject rate for the November survey decreased from 13.5% in October to 12.8%. Two offices, St. John's and Halifax registered increases in the reject rate, while the remaining six offices showed some decrease. Winnipeg Regional Office achieved the lowest reject rate at 7.4%, down 4.3% from October. The number of rejects due to Supplementary Items is up 1.0% while the rejects due to Labour Force questions is down 1.8%.

There were decreases in both the number and rate of "Careless Errors" and "Blanks in Identification". There were 5,386 Careless Errors, producing an average of 7.1 errors per 100 documents processed; this is down from 7,996 and a rate of 10.5 in October. There were 3,246 blanks in identification for an average of 4.3 blanks per 100 documents processed; this is down from 5,255 and a rate of 6.9 in October.

The total number of documents processed is down by 179 documents and this represents the first decrease in several months.

The problem still presented by these figures is that approximately one in eight documents is being rejected because of errors. New quality control measures are being established to ensure against malfunction of the document readers each month.



E. ENUMERATION COSTS

The overall cost per household increased from \$2.08 in September to \$2.10 in October. The increase is accounted for by a 2¢ increase in the average fees paid to interviewers.

The cost per household in SRU areas remained constant at \$1.99 with a 1¢ increase in Fees and a corresponding 1¢ decrease in Expenses. The cost per household in NSRU areas increased from \$2.19 in September to \$2.23 in October, the increase being the result of a 2¢ increase in Fees and a 2¢ increase in Expenses.

Three Regional Offices registered decreases in overall cost per household; Halifax and Montreal were down 2¢ per household from September and Ottawa was down 3¢. Four Regional Offices showed an increase in the cost: Toronto Regional Office (3¢) Edmonton (5¢), St. John's and Vancouver (8¢). Winnipeg Regional Office remained the same.

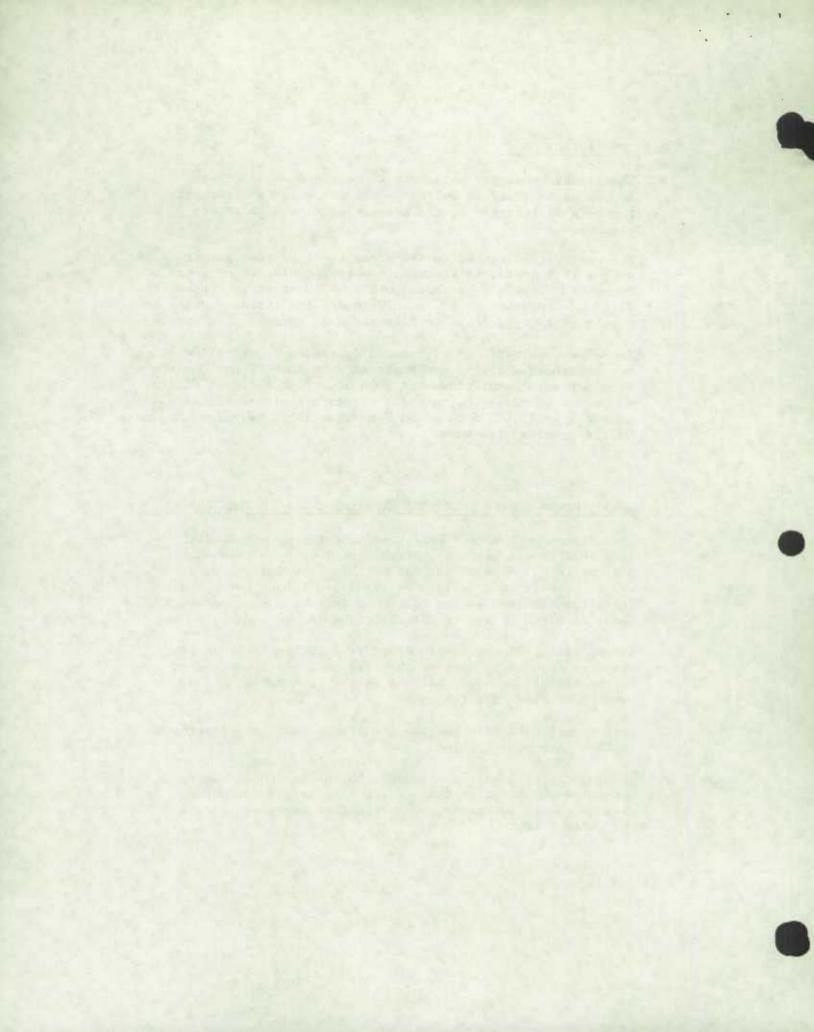
F. LABOUR FORCE SURVEY TELEPHONE EXPERIMENT - A SPECIAL REPORT

The Labour Force Survey Telephone Experiment commenced in June 1972 in all Regional Office cities except Ottawa-Hull and Montreal. A major purpose of this experimented survey was to compare some quality measures and labour force characteristics obtained by the telephone interview procedure with those obtained by the regular interviewing procedure.

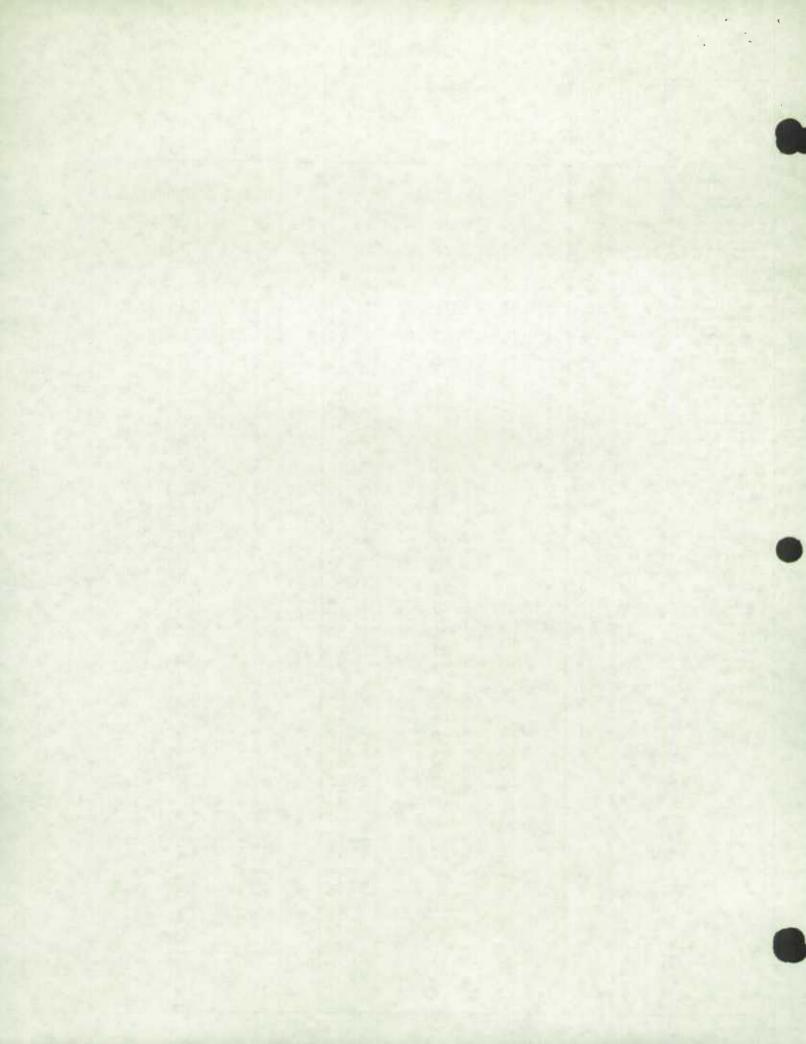
The special report given in Appendix 3 outlines the various measures of quality used in the telephone experiment based on the monthly results obtained in the five month period, June to October 1972 inclusive.

This report will only outline the trends that have developed in this five month period.

Some special projects connected with the telephone survey are being conducted at the present time to find out the reasons for these trends, no conclusions have been made in the present report.



	-	Monthly Estimates and Rate						Month-to-Month Change						Year to Year change	
			g gggra eireb velablishe	1972			10	71	1972				1971 1972		
		Nov.	Oct.	Sept.	Aug.	July	Nov.	Oet,	Oct. to Nov.	Sept to Oct.		to iept.	fuly to Aug.	Nov.	Ort, to Det.
Comparison of Series															
LES Unemployed	00014	524	483 709	459 692	503 722	543 762	503 538	447 436	+ 41		4 - 7 -	30	- 40	÷ 21	4 36
Unemployment Rates - Canadian (Actual) - American	7.	5.9	5.4	5.2	5.4	5.8 5.8	5.8	5.1	- 0.2	- 0	3 ~	0.1	- 0.4	- 0.8	0.3
Unemployment Rates - Canadian (Seasonally-adjusted) - American	7	6.6	6.9	7.1	6.7 5.6	6.3 5.5	6.6	6.5 5.8	- 0.3		2 -		+ 0.4		0.4
Slippage	36										2	0.1	4 0 1		. 0.5
Canada - Total	7.	4.6	4.2	4.5	4.7	4.6	3.6	1.5					+ 0.1) A 0.5
14-19 years	7. 7. 7. 7.	3.3 14.3 4.1 3.1 - 0.1	2.9 14.2 3.7 3.1 0.8	3.2 12.5 4.1 3.8 - 0.1	3.1 12.8 6.1 2.6 - 1.6	2.6 10.9 5.5 3.5 0.0	11.4 3.7 1.7 3.4	11.8 3.4 1.4 4.0	+ 0.1 + 0.4 + 0.7	+ 1 - 0 - 0 - 0	7 - 4 - 7 + 7 +	0.3 2.0 1.2 1.5	+ 1.9 + 0.6 - 0.9 - 1.6	+ 2.9 + 0.4 + 1.4 - 3.5	0 4 2.4 4 0.3 4 1.7 5 4 1.7
Newfoundland Prince Edward Taland Nova Scotta New Brunswick Chiebec Ontario Manltoba Saskatchewan Alberta British Columbia		8.0 4.6 5.1 7.0 4.0 5.2 0.4 3.3 1.4 6.8	8,6 1.5 5.2 7.3 3.2 4.9 0.6 1.3 3,1 6.3	8.2 0.4 4.1 9.0 3.7 5.1 1.7 0.7 3.1 6.7	8.9 - 0.7 4.2 9.4 4.3 5.2 0.8 0.8 3.2 6.6	8.5 1.9 4.0 9.1 3.8 5.3 3.3 - 0.4 2.1 6.9	3.1 3.5 4.3 4.7 3.8 4.1 0.4 0.4 3.6 3.8	4.0 1.3 5.1 4.4 3.8 3.8 0.2 0.8 4.1 4.3	+ 3.1 - 0.1 - 0.3 + 0.8 + 0.3 - 0.2 + 2.0 - 1.7	+ 1 + 1 - 1 - 0 - 0 - 1 + 0	.1 + .17521 + .6	1.1 0.4 0.6 0.1 0.9	+ 0.4 - 2.6 + 0.2 + 0.3 + 0.5 - 0.1 - 2.5 + 1.2 + 1.1 - 0.3	+ 1.1 + 0.8 + 2.3 + 0.2 + 1.1	9 + 4.6 1 + 0.2 3 + 0.1 3 + 2.9 2 - 0.6 1 + 1.1 4 0.4 9 + 0.5 2 - 1.0 0 + 2.0
Non-response(1)															
Ganada	ζ .	5.2	5.1	6,1	10.1	12.4	6.1	7. l							9 - 2.0
St. John's Hallfax Montreal Ottawa Tornoto Winnipos	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	3.9 5.7 5.6 3.8 4.3 2.1 6.5 7.5	3.4 5.5 5.3 3.3 4.4 2.7 6.6 7.6	4,3 6.1 5.9 4,5 5.5 3.3 8.4 9.0	8.0 9.3 10.3 7.9 11.2 4.9 11.7 13.8	9.5 9.4 15.7 9.8 13.8 7.2 14.8	6.6 4.6 5.4 5.9 7.8 4.0 7.8 6.6	6.1 6.9 6.8 5.2 9.0 4.4 8.0 7.1	+ 0.2 + 0.3 + 0.5 - 0.1 - 0.6 - 0.1	- 0 - 1 - 1 - 1	.6 -	3.2 4.4 3.4 5.7 1.6	- 1.5 - 0.1 - 5.4 - 1.9 - 2.6 - 2.3 - 3.1 + 0.3	+ 1. + 0. - 2. - 3. - 1.	7 - 2.7 1 - 1.4 2 - 1.5 1 - 1.9 5 - 4.6 9 - 1.7 3 - 1.4 9 + 0.5
Rejected Documents(1)									777						
Anada	7.	12.8	13.5	9.9	16.2	11.3	12.8	13.0					+ 4.9		
St. John's iislifax Montreal Ottawa Toronto Winnipeg Edmonton Vancouver	7. 7. 7. 7. 7. 7. 7. 7. 7.	15.1 12.7 11.8 10.9 16.5 7.4 11.7	11.3 10.1 12.4 12.8 17.7 11.7 14.2 16.0	8.0 9.4 8.0 14.7 19.7 10.0 8.9 10.1	18.9 21.0 14.5	10.2 11.9 8,6 11.4 14.7 9.9 10.5 11.2	12.5 13.5 14.6 10.5 13.2 12.2 10.2	11.7 11.7 14.1 11.4 14.0 14.2 12.0	+ 2.6 - 0.6 - 1.9 - 1.2 - 4.3 - 2.5	+ (9 -	6.7 - 5.6 - 4.2 - 9.3 - 4.5	+ 1,3 + 4,2 + 5,0 + 7,3 + 6,3 + 4,6 + 3,6 + 5,0	- 0. - 2, + 0. + 3. - 4. + 1.	6 - 0.4 8 - 1.6 8 - 1.7 4 + 1.4 3 + 3.7 8 - 2.5 5 + 2.2 + 3.2
Enumeration Cost per Household(1)			2.10	2.00	2 11	2.13	1.85	2,03		A 0	02	0.01	- 0.02		+ 0.07
Canada - Total	\$ \$		2.10 1.99 2.23	2.08 1.99 2.19	1.98	2.01	1,77	1.93				0.01	- 0.0		+ 0.06 + 0.06
St. John's - Total	\$ \$ \$		2.35 1.92 2.52	2.27 1.98 2.36	2.08	2,38 2,30 2,40	1.89 1.81 1.92	2.29 2.01 2.39		0	.06	_ 0.10	+ 0.00 - 0.2 + 0.1	2	+ 0.06 - 0.09 + 0.13
Halifax Total	\$ \$		1.75 1.58 1.86	1.77 1.66 1.85	1.66	1.83 1.63 1.96	1.56 1.40 1.66	1.74 1.64 1.83		- 0 - 0 + 0	.08		- 0.0 + 0.0 - 0.1	3	+ 0.01 - 0.06 + 0.03
Montreal - Total S.R.U N.S.R.U. ,	\$ \$ \$		2.27 2.18 2.43	2.20	2.22	2.25 2.15 2.44	2.03 1.92 2.25	2.16 2.02 2.45		- 0	.02	_ 0,0	7 + 0.1 2 + 0.0 7 + 0.1	7	. 0.11 . 0.16 . 0.02
Ottawa . Total	\$ \$ \$		2.26 2.19 2.37	2.27	2.14	2.31 2.30 2.33	1.80 1.83 1.76	1.98 1.95 2.05		- 0	.08	a 0.1	4 = 0.0 3 = 0.1 1 + 0.0	6	+ 0.28 + 0.24 + 0.32
Toronto . Total	\$ \$ \$		2.29 2.23 2.43	2.19	2.17	2.22 2.14 2.44		2.35 2.29 2.53		+ 0	.04	4 0.0	+ 0.0 2 + 0.0 1 + 0.0	3	- 0.06 - 0.06 - 0.10
Winotony Total	\$ \$ \$		2.16 1.97 2.32	1,93	1.93	2.43 2.25 2.61	1.71	2.01 1.80 2.21			.04		3 = 0.2 - 0.3 5 - 0.1	2	+ 0.15 + 0.17 + 0.11
R.U	\$		1,88 1.57 2,16	1,53	1.59	1.89 1.57 2.18	1.46	1.72 1,41 1,98		+ 0	.04	_ 0.0	3 = 0.0 6 + 0.0 1 = 0.0	2	+ 0.16 + 0.16 + 0.18
Vancouver • Total	\$		1.97 1.84 2.20	1.79	1.77	1,94 1.86 2.07	1.66	1,78	1	+ (.05	+ 0.0	1 = 0.0	9	+ 0.02 + 0.06 - 0.05



	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
<u>1969</u>												
LFS Unemployed (000's)	467 616	473 631	448 594	432 527	386 305	383 277	349 279	318 268	279 260	314 280	354 349	38 3 537
Ratio: Claimants Unemployed	1.32	1.33	1.33	1.22	0.79	0.72	0.80	0.84	0.93	0.89	0.99	1.40
1970												
LFS Unemployed (000's)	485 659	526 694	542 705	544 6 91	513 505	529 442	518 439	448 409	398 391	419 399	476 480	538 672
Ratio: Claimants Unemployed	1.36	1.32	1.30	1.27	0.98	0.84	0.85	0.91	0.98	0.95	1.01	1.25
<u>1971</u>												
LFS Unemployed (000's)UIC Claimants (000's)	668 844	675 888	650 857	659 819	543 496	551 420	514 413	455 411	434 433	447 436	503 538	530 689
Ratio: Claimants Unemployed	1.26	1.32	1.32	1.24	0.91	0.76	0.80	0.90	1.00	0.98	1.07	1.30
<u>1972</u>												
LFS Unemployed (000's)	6 6 5 827	627 912	642 914	592 874	552 814	568 753	543 762	503 722	459 692	483 709		
Ratio: Claimants Unemployed	1.24	1.45	1.42	1.48	1.47	1.33	1.40	1.44	1.51	1.47		
% of Claimants under Old Act												
1971		(All clais	mants unde	r Old Act	:)		80.4	61.9	44.2	36.6	25.4	17.8
1972	11.9	7.8	5.0	3.4	1.5	0.2	0.1	~ ~ .	(All c	claimants	under New	Act)

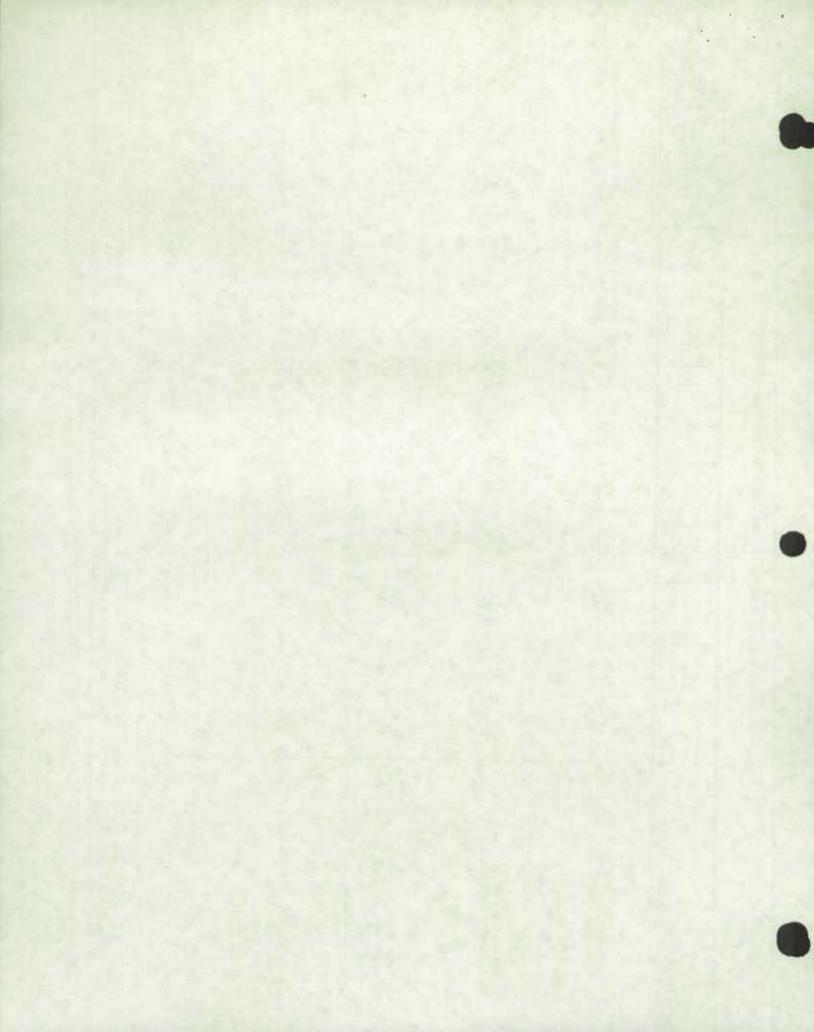
Note: 1. Seasonal Benefits Regulations were applicable from December to mid-May until 1971. This is the reason why in 1972 there was no large decline between April and May in the UIC Claimants as in previous years.

^{2.} The Unemployment Insurance Act, 1971, was introduced June 27, 1971. The lower portion of the above table indicates the percentage of claimants under the provision of the old Unemployment Insurance Act during the period July 1971 to August 1972.

^{3.} Under the universal provision of the new Unemployment Insurance Act, some 2,000,000 persons - formerly excluded under the old Act were insured effective January 2, 1972.

New Act introduced June 27, 1971.

^{...} Less than 0.1%.

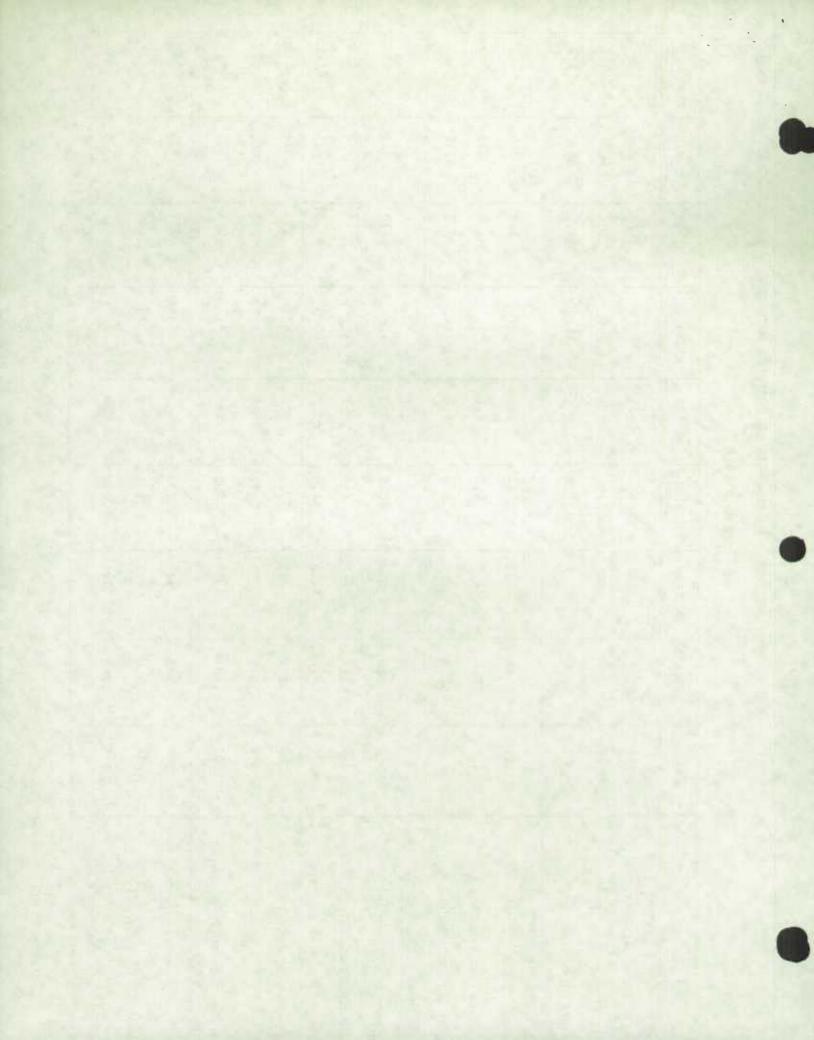


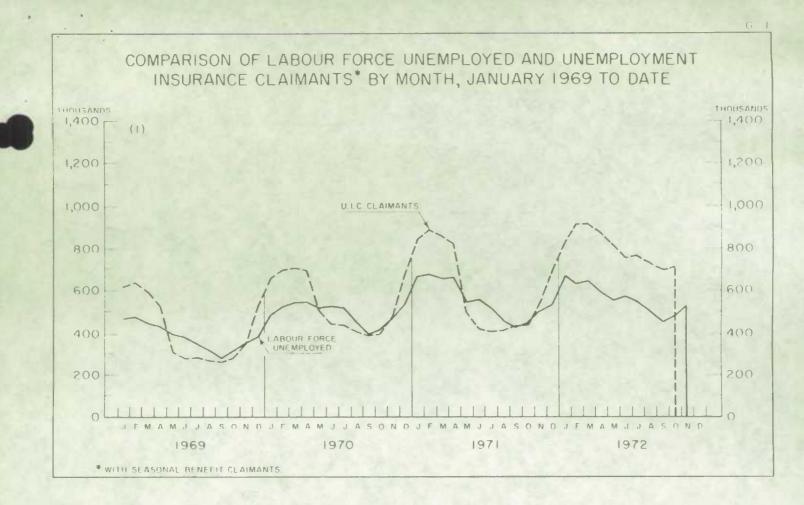
LABOUR FORCE SURVEY ANALYSIS OF REJECTED DOCUMENTS

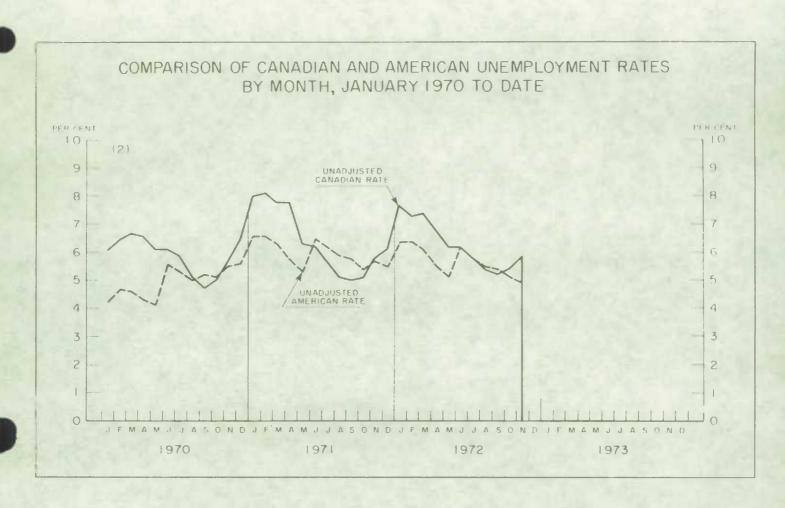
NOVEMBER 1972

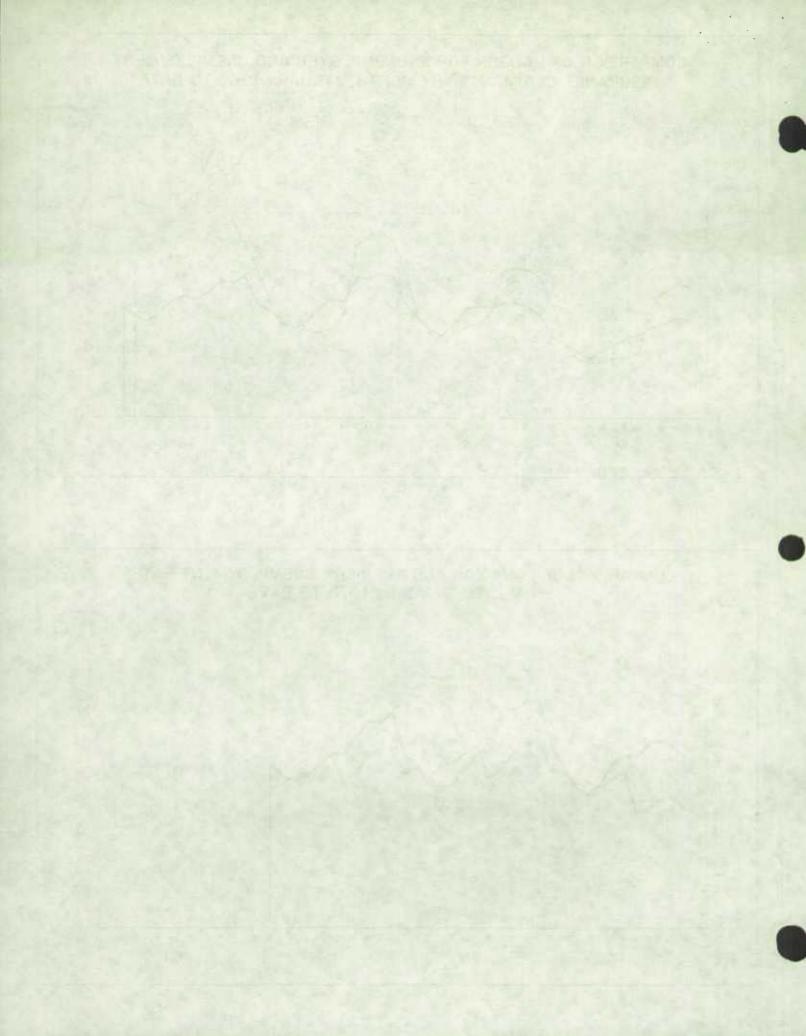
		4							
	CANADA	ST.JOHN'S	HALIFAX	MONTREAL	OTTAWA	TORONTO	WINNIPEG	EDMONTON	VANCOUVER
OTAL DOCUMENTS RECEIVED	75788	4535	13141	14453	4694	15499	7196	8562	7698
EJECTED DOCUMENTS	9682	684	1669	1702	511	2562	534	1001	1019
REJECTED DOCUMENTS	12.8	15.1	12.7	11.8	10.9	16.5	7.4	11.7	13.2
SUPPLEMENTARY ITEMS EJECTED DOCUMENTS	3564	344	630	654	188	876	124	359	389
OF TOTAL DOCUMENTS	4.7	7.6	4.8	4.5	4.0	5.7	1.7	4.2	5.1
OF REJECTED DOCUMENTS	36.8	50.3	37.7	38.4	36.8	34.2	23.2	35.9	38.2
LABOUR FORCE ITEMS									
EJECTED DOCUMENTS	6118	340	1039	1048	323	1686	410	642	630
OF TOTAL DOCUMENTS	8.1	7.5	7.9	7.3	6.9	10.9	5.7	7.5	8.2
OF REJECTED DOCUMENTS	63.2	49.7	62.3	61.6	63.2	65.8	76.8	64.1	61.8
o. OF CARELESS ERRORS	5386	329	749	1035	170	1821	353	516	413
'E. PER DOCUMENT .	.071	.073	.057	.072	.036	.117	.049	.060	.054
E. PER REJECTED DOCUMENT	. 556	.481	.449	.608	.333	.711	.661	.515	.405
o. OF BLANKS IN ID.	3246	1.98	311	733	45	1124	257	324	254
ERAGE PER DOCUMENT	.043	.044	.024	.051	.010	.073	.036	.038	.033
E. PER REJECTED DOCUMENT	.335	.289	.186	.431	.088	.439	.481	.324	. 249
		!							

CARELESS ERROR: sum of errors for items 1 to 10 and 24, 25, and 26 on the LFS document.

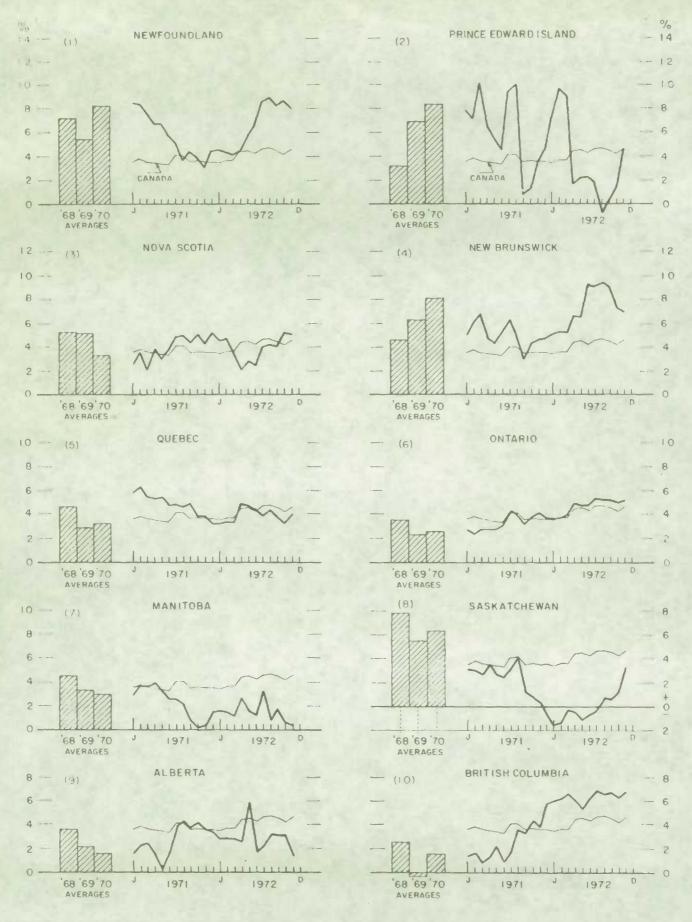


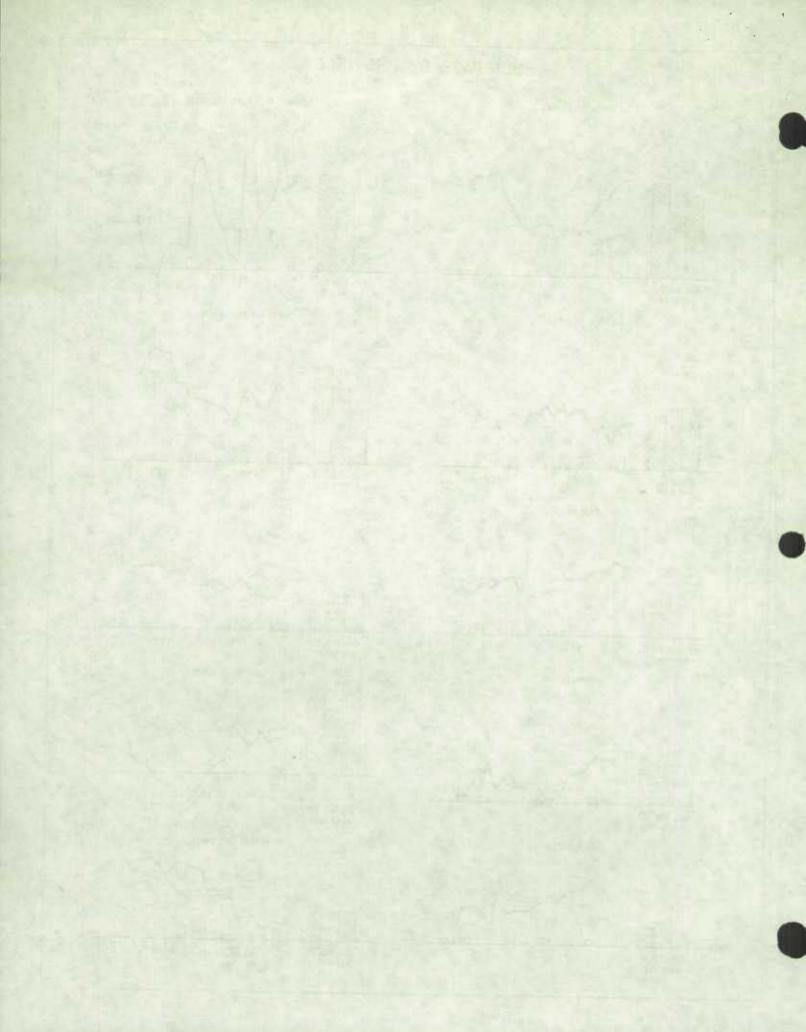


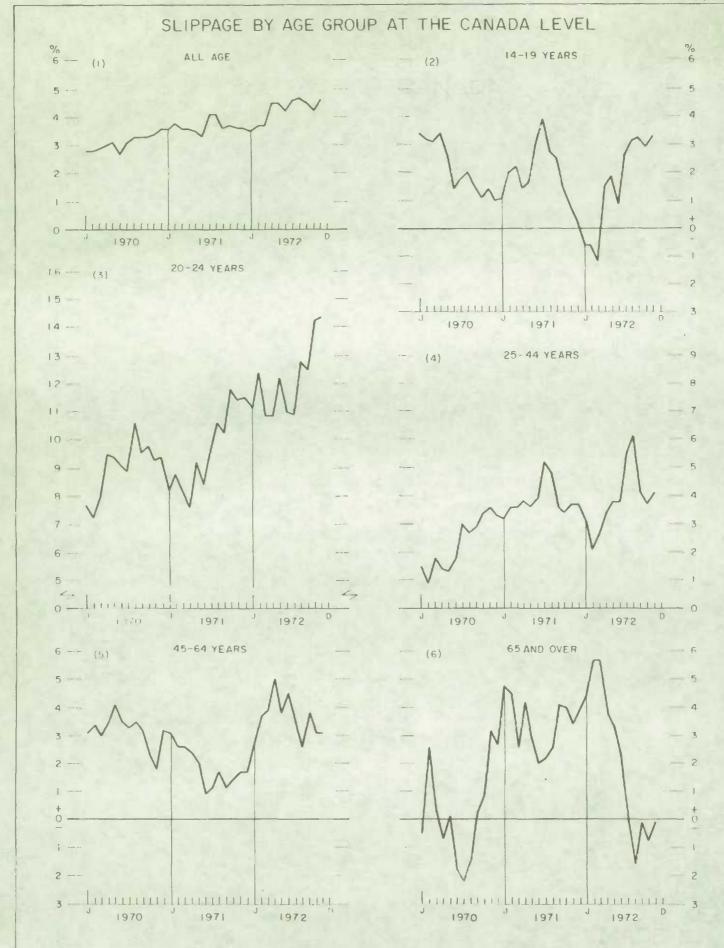


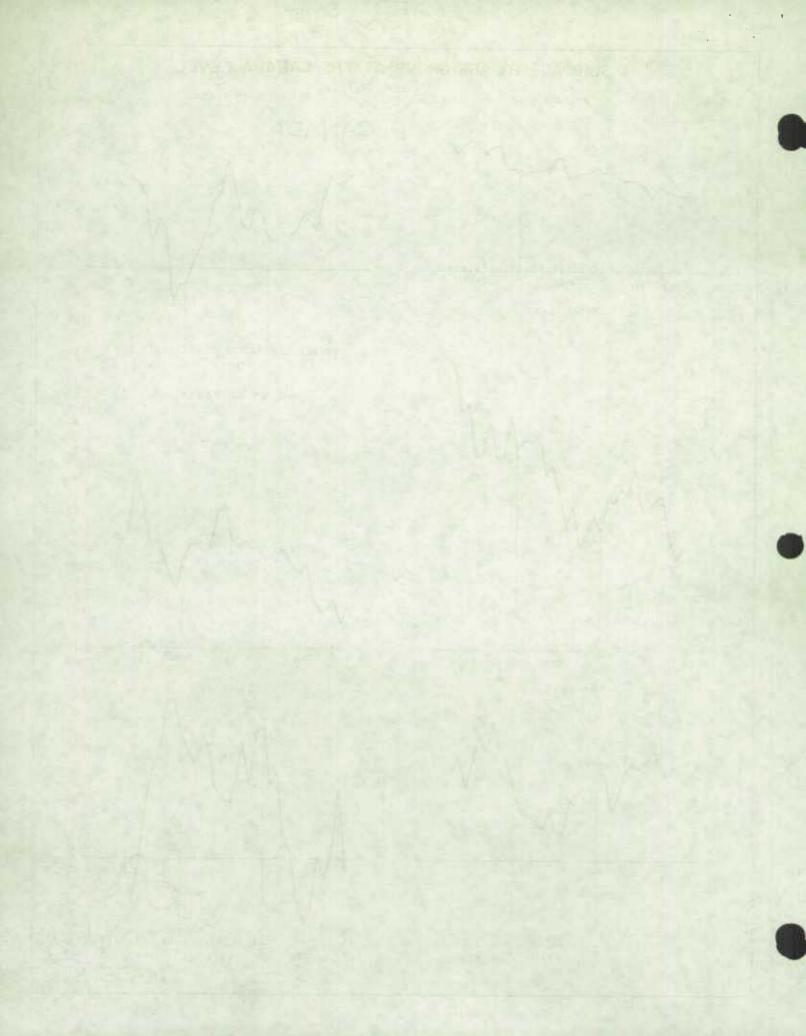


SLIPPAGE BY PROVINCE

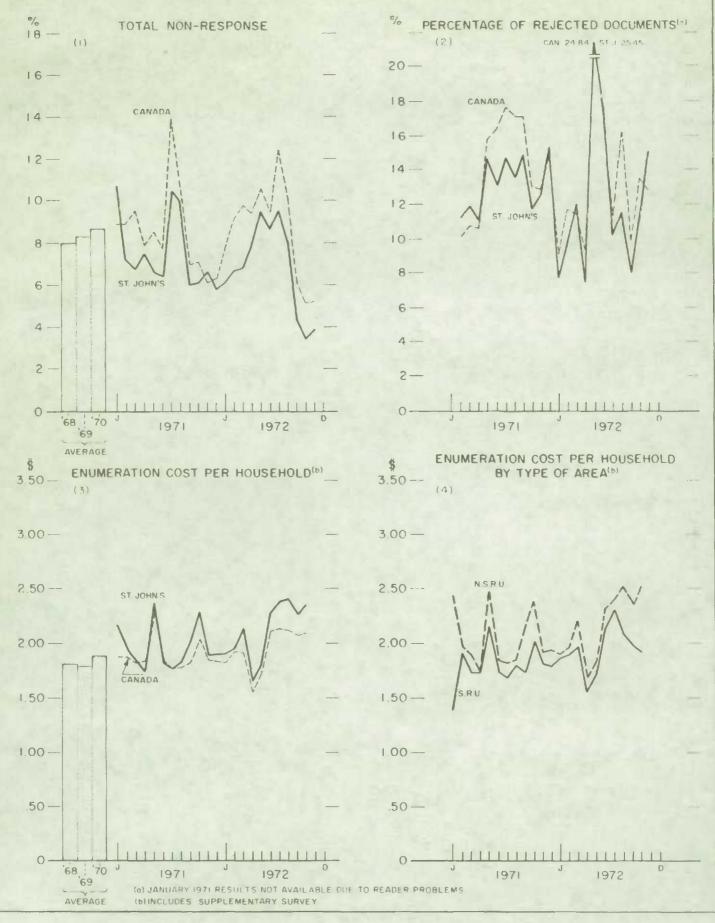




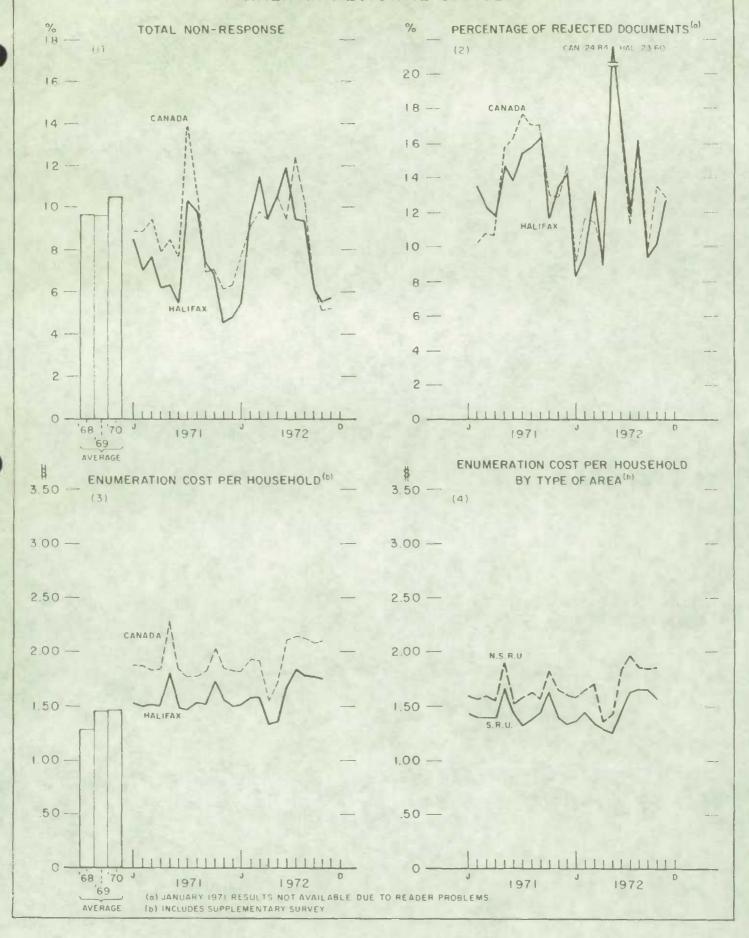


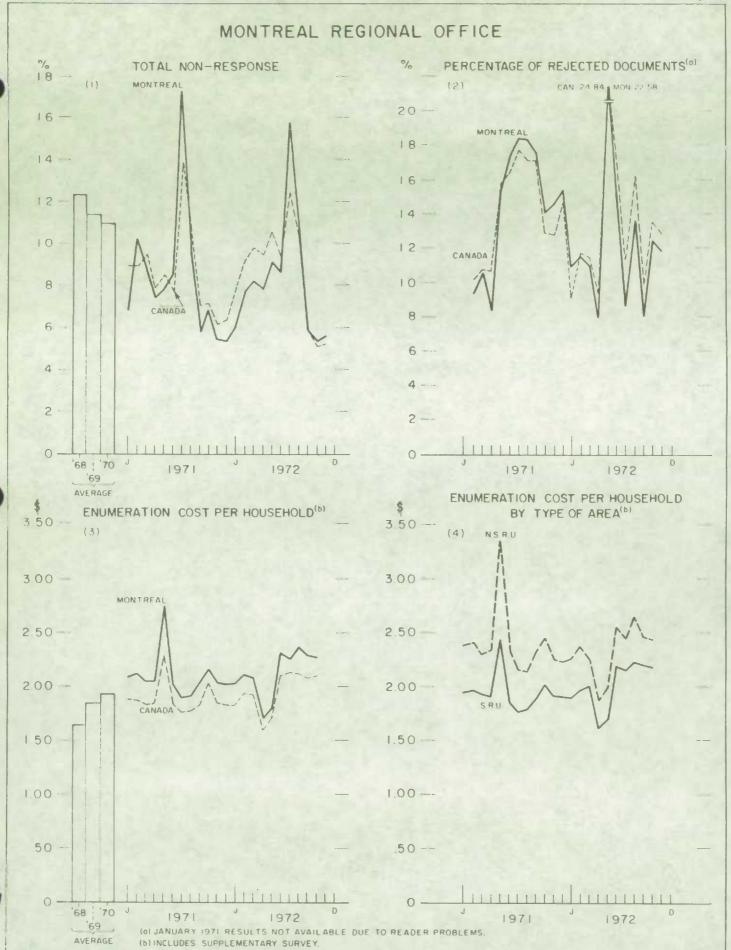




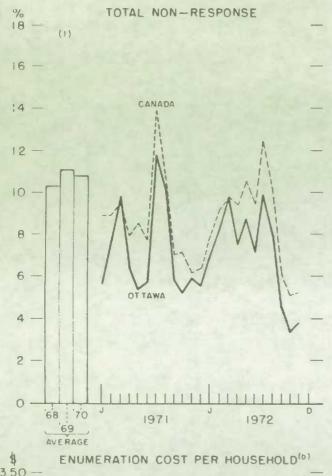


HALIFAX REGIONAL OFFICE



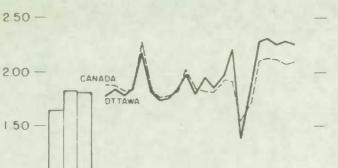


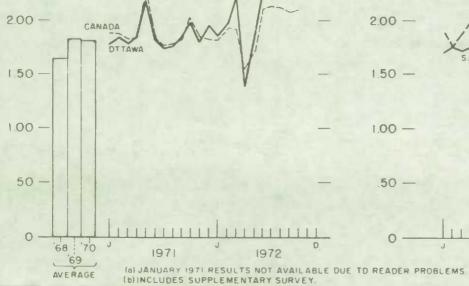
OTTAWA REGIONAL OFFICE

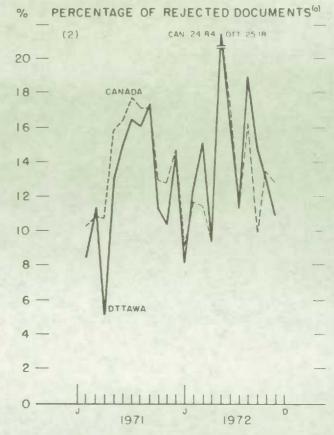


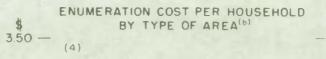


300 -



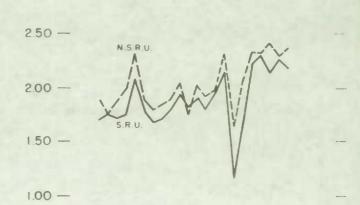


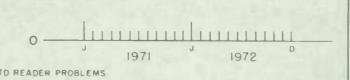




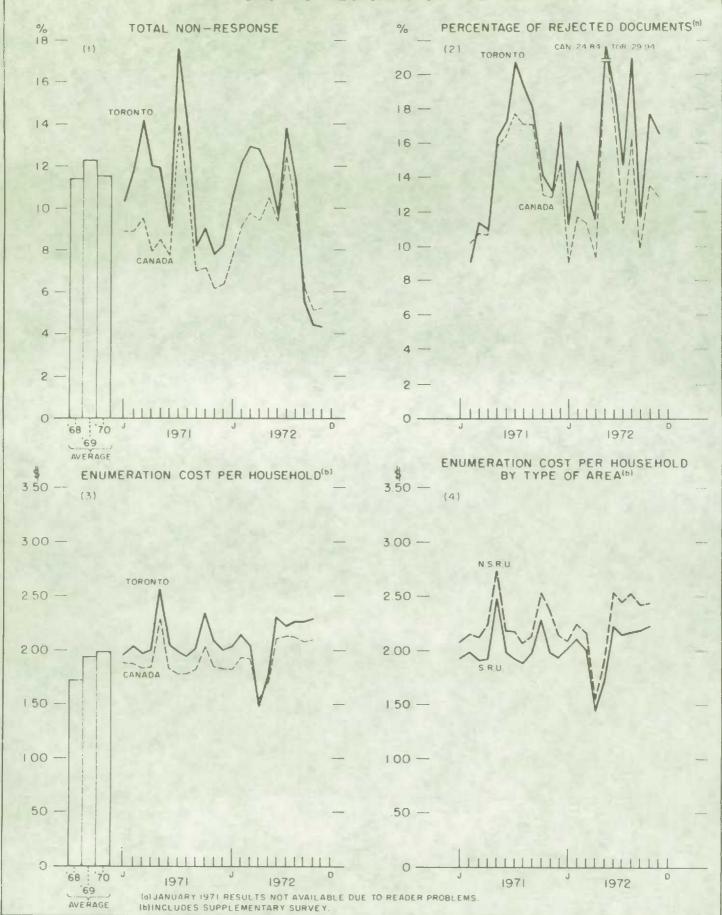
3.00 -

50 -



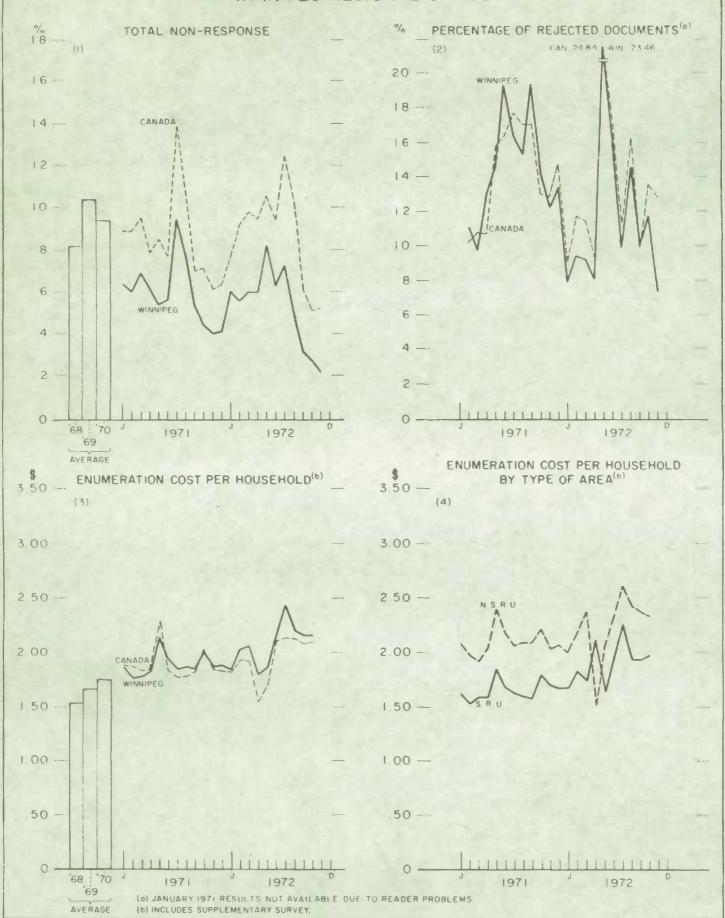


TORONTO REGIONAL OFFICE

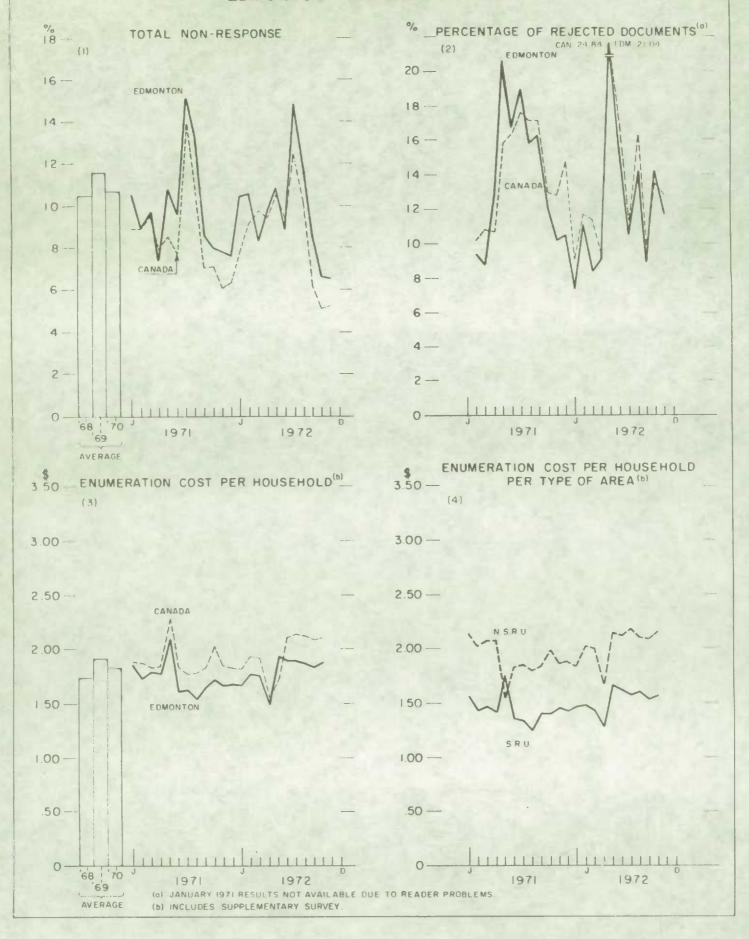


to the pure transfer work and the contract of the contract of

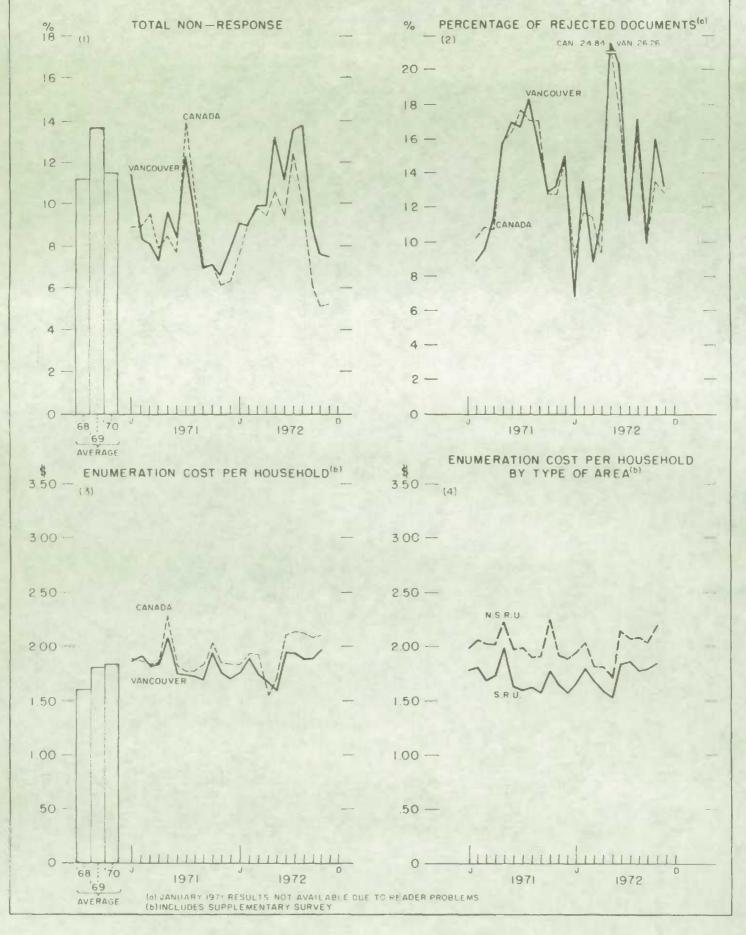
WINNIPEG REGIONAL OFFICE



EDMONTON REGIONAL OFFICE



VANCOUVER REGIONAL OFFICE



RELATED TO SECTION 1A

Unemployment rate represents the number unemployed as a per cent of the civilian labour force.

Canadian civilian Labour Force (in the Labour Force Survey concept is composed "of that portion of the civilian non-institutional population 14 years of age and over who, during the reference week, were employed or unemployed.

American civilian Labour Force in the Current Population Survey concept) is composed of that portion of the civilian non-institutional population 16 years of age and over who, during the reference week (which contains the 12th day of the month), were employed or unemployed

List of some differences in the concepts of claimants and unemployed

UIC

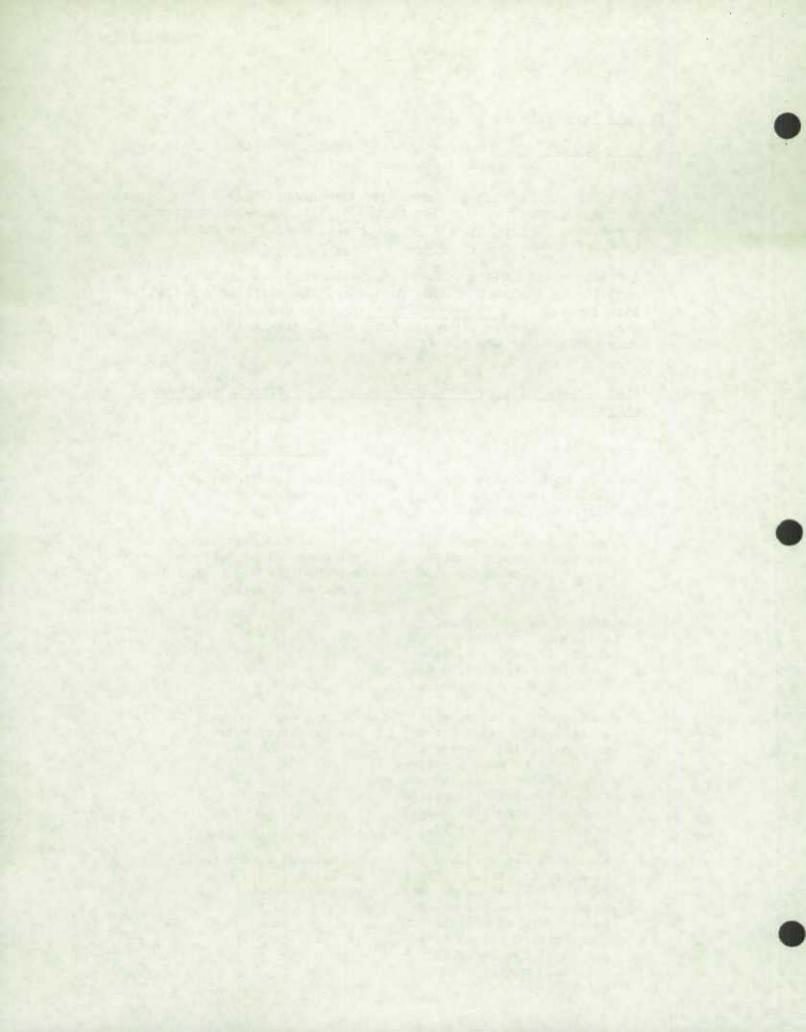
- need to have worked at least 8 weeks in past year to be eligible
- interruption of earnings resulting from unemployment, illness or pregnancy
- must be capable of and available for work and unable to obtain suitable employment (except in case of illness and pregnancy)
- contribution and benefit entitlement ceases for a person: a) at the age of 70, or b) to whom a retirement pension under the Canada Pension Plan or the Quebec Pension Plan has at any time become payable
- claimants can work and be eligible for total benefit if weekly earnings do not exceed one quarter of weekly rate of benefit; work-related income in excess of 25% of weekly rate is deducted from benefit.

LF unemployed

- does not need to have worked before
- activity concept: 1) did not work, 2) actively searched for a job, and 3) was able to work

no upper age boundaries.
 See activity concept.

 unemployed cannot have worked a single hour in reference week



RELATED TO SECTION 1B

Slippage - population slippage is defined as the percentage difference between the Census population projection, Pp (based on the 1961 Census) for a given month and the population estimate Pp derived from the Labour Force Survey sample for the same month. It is given by

RELATED TO SECTION IC

Total non-response - proportion of households which were not interviewed due to lack of co-operation or their unavailability to the survey interviewer.

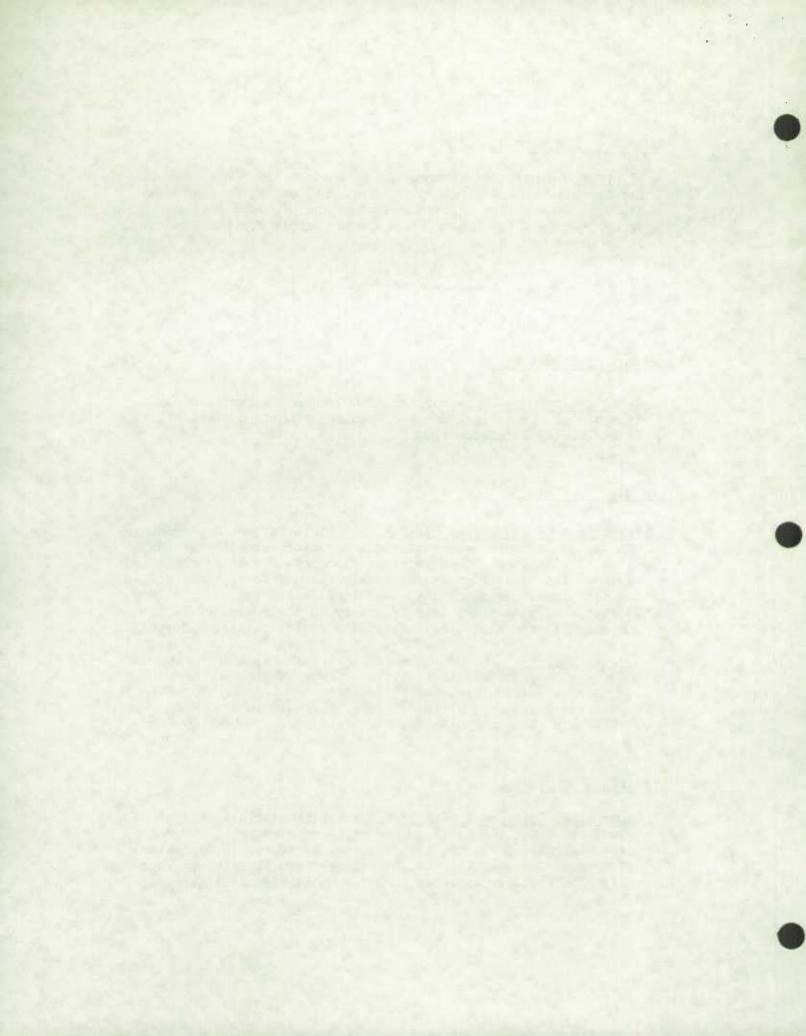
RELATED TO SECTION 1D

Percentage of Reject Documents - The charts reflect a percentage of all labour force documents requiring clerical edits prior to final tabulations. These rejected documents result from missing or inconsistent entries in the regular labour force items and in the additional questions (supplementary) asked for every survey. Since the supplementary questions vary in their complexity from one month to the next, they affect the reject rate considerably.

Careless Errors - The term "careless errors" refers to omissions, poor marks and inconsistent entries on the Labour Force schedule for identification, sex, marital status, relationship to head and age as taken from the entries on the Household Record Card, plus the failure to answer item 26, "Was this person interviewed?"

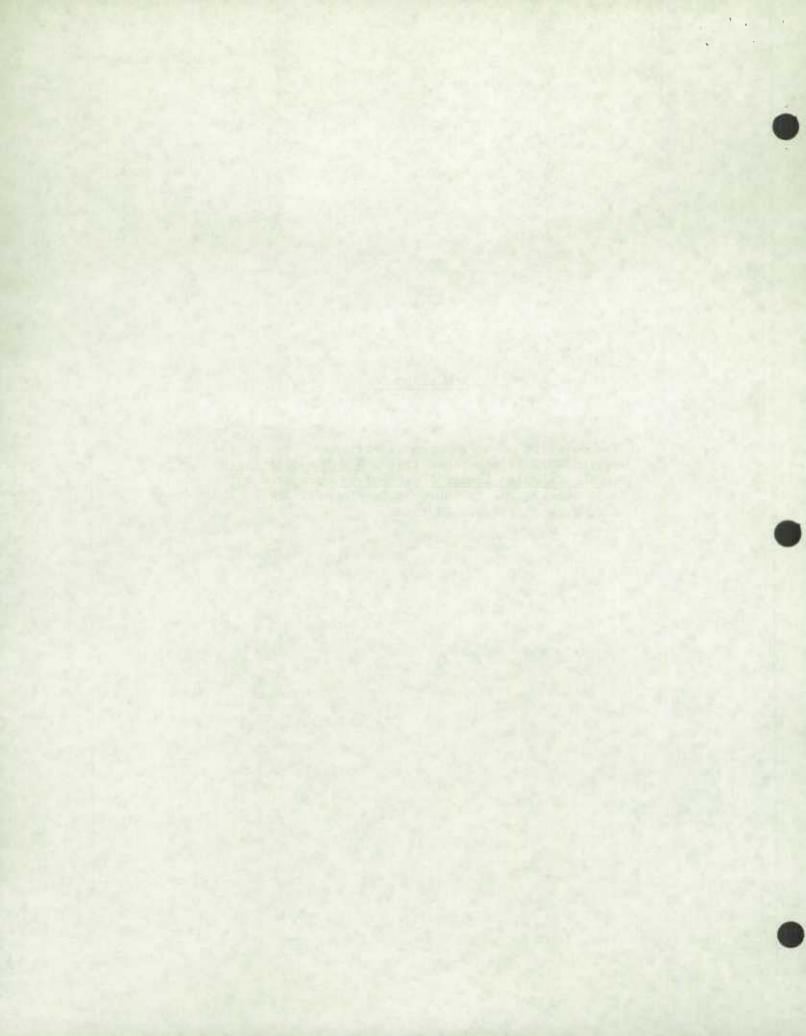
RELATED TO SECTION 1E

Enumeration Cost per Household - The per household costs are calculated using the total number of households sampled for the survey in relation to the cost incurred to do the interviewing in terms of fees paid to the interviewer (hourly rated employee) and the interviewer expenses to cover the assignment (mileage, etc.).



NON-RESPONSE

The contents of this appendix are taken from publication NR72-11 (November 1972), Non-Response Rates in the Canadian Labour Force Survey, prepared by D.S. Murray, Special Surveys Development Staff, and E.T. McLeod of Field Division.





labour force survey papers articles sur la population active

m 72-11 (November 1972)

D.S. Murray Special Surveys Development Staff

T.". McLeod, Wield Mayisian

Published December 1072

THE PROPERTY PATES IN THE

CANADIAN LAPOUR FORCE SURVEY

DOCUMENT FOR RESTRICTED CIRCULATION WITHIN STATISTICS CANADA DIFFUSION RESTREINTE À L'INTÉRIEURE DE STATISTIQUE CANADA

The LFSP series is designed to increase internal communications on a wide variety of topics connected with the Labour Force Survey and often will contain work in progress. The views expressed in these papers are those of the authors. Cette série d'articles a pour but d'accroître les communications internes sur une grande variété de sujects reliés à l'enquête sur la population active et portera souvent des travaux en cours. Les opinions exprimées dans ces articles n'engagent que les auteurs.

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1. Introduction

There are a number of ways of measuring the quality of the Labour Force Survey. One such method is the calculation of non-response rates. The sampling variability of weighted up statistics is inversely proportional to the response rate so that published figures based on a sample with only 80% response rate (20% non-response rate) will have 90/80 or 1.125 times the sampling variability of corresponding figures based on the same sample with 90% response rate (or 10% non-response rate). Together with the increase in sampling variability caused by higher non-response rate there is also a possible increase in the mean square error as a result of the non-response bias. If the characteristics of non-respondents are significantly different from those of respondents, then the higher the non-response rate, the greater the contribution to the mean square error by the non-response bias. The extent of this bias is unknown at present but must be obtained from outside sources of similar data or from special experiments on non-response characteristics.

The non-response rates are presented in the form of graphs for Canada and for regional offices. The rate of non-response is given for each of the four components and for total non-response by month and year.

Mon-response follows a marked seasonal pattern, generally peaking in the summer months and declining during the spring and autumn (Graph 2.1a). The seasonality effect is caused by the "temporarily absent" component which increases sharply during the summer months when people generally are away on vacation (Graph 2.1a).

II. Format of Non-Response Graphs and Monthly Meeting

The non-response rates for each regional office are presented by component on a separate page. This format facilitates the examination of the contributions of each component of non-response to the total non-response. In this form comparison between regional offices can also be made.

The monthly meeting on November non-response with D.S. Murray, Labour Force Methodology Section and E.T. McLeod, Field Division deals with the more pronounced movements in the current non-response data.

¹ See definitions

III. Analysis of Conthly Non-Response

Canada

The overall non-response rate at the national level increased slightly from October to November (5.1% to 5.2%). At 5.2% the November $1^{\circ}72$ rate indicates an improvement over November $1^{\circ}71$ when the rate was 6.1%.

The comparison between October and November 1972 shows T.A. remaining constant, N₁ increasing by 0.2%, N₂ remaining constant and "other" decreasing by 0.1%.

The overall levels in October and November are the lowest in at least seven years.

St. John's

The St.John's Regional Office, with an overall rate of 3.9% in November, showed a 0.5% increase compared with October. There was a 1.0% increase in the N₁ component which was partially offset by decreases in each of the remaining three components. The November 1972 overall rate compares very favourably with the 6.6% rate indicated in November 1971.

Mulifax

The overall rate for November in the Palifax office at 5.7% exceeded the national average by 0.5%. When compared with the October rate a slight increase (0.2%) was noticed in November but continued to remain relatively low. With the exception of the October survey, November's rate is at its lowest in 1972.

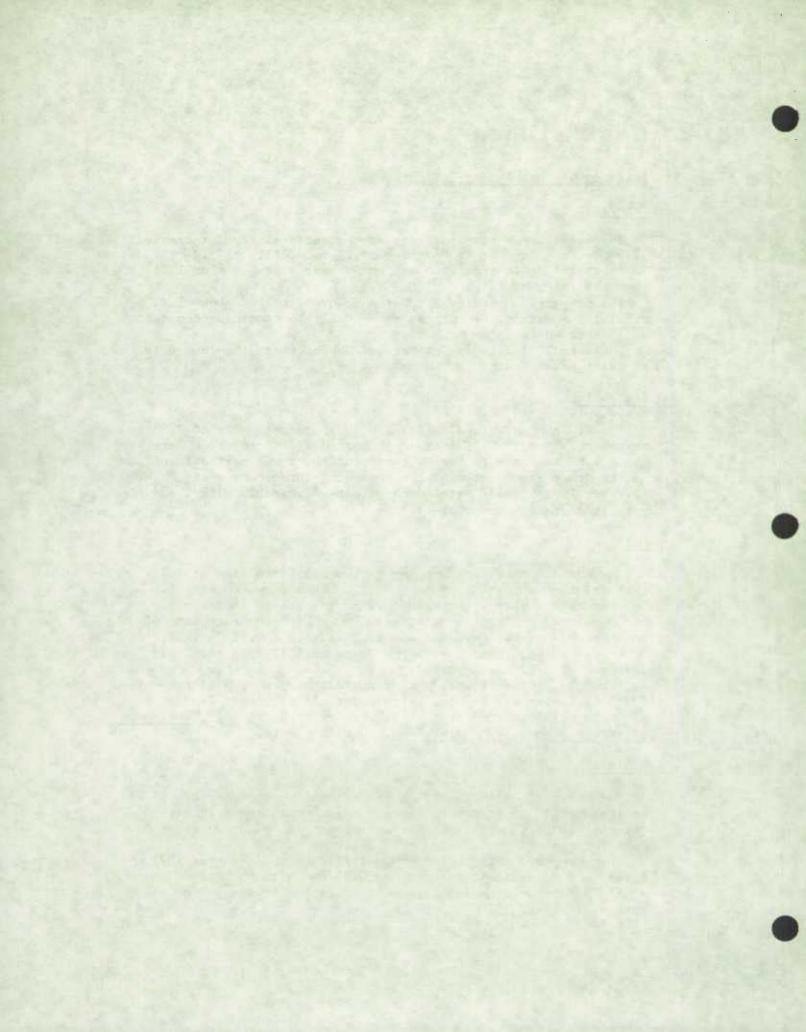
If comparison is made with the November 1971 rate (4.6%) an increase of 1.1% has occurred.

Economic Region 31, St. John area, indicated a refusal rate of 4.9%. This was the bighest M2 rate for all F.P.'s in Canada. For futher information on this M.P. refer to Section IV, Follow-up on Previous Month's Observations, in this report.

"ontreal

The Montreal Pegional Office experienced an increase of 0.3" in the overall non-response rate in Movember as compared with October. Only the T.A. and "other" components changed: the former increased by 0.2" and the latter by 0.1".

When compared with the Movember 1971 rate the November 1972 survey showed a slight increase of 0.2% and with the exception of the October survey indicated the lowest non-response for all surveys in 1972.



Tilles is

Again in November, the Ottawa Regional Office non-response rate was next to the lowest in Canada. The overall rate, at 3.0° was considerably lower than the national average despite a 9.5° increase from October. Examination of the graph will indicate that the October and November rates were the lowest of the last 35 surveys. It can also be seen from the graph that the November 1972 rate was almost 5.0° lower than the November 1971 rate.

Toronto

The Toronto office indicated an overall rate in November of 4.3" which is the lowest shown on the graph. The November rate showed a slight decrease (0.1%) compared with the October rate. Only one E.P. (54) experienced a rate in excess of 5.0%. This particular E.R. showed an overall rate of 8.7% of which 4.9% was attributable to the N1 component. This seems high in view of the fact that all the remaining E.P.'s in the Toronto office indicate N1 rates less than 2.3%.

Winnipeg

The Winnipeg office has continued to show a decreasing non-response rate. The overall rate declined from 2.7% in October to 2.1% in Movember and was the lowest in Canada. The staff in this office continue to be aware of the importance of complete coverage of the sample and have instructed interviewers accordingly. This has been augmented by the fact that this office has instituted a Senior Interviewer program.

From October to November, the T.A., N_1 and N_2 components all declined while the "other" component remained unchanged. The overall rate is the lowest for at least the past seven years.

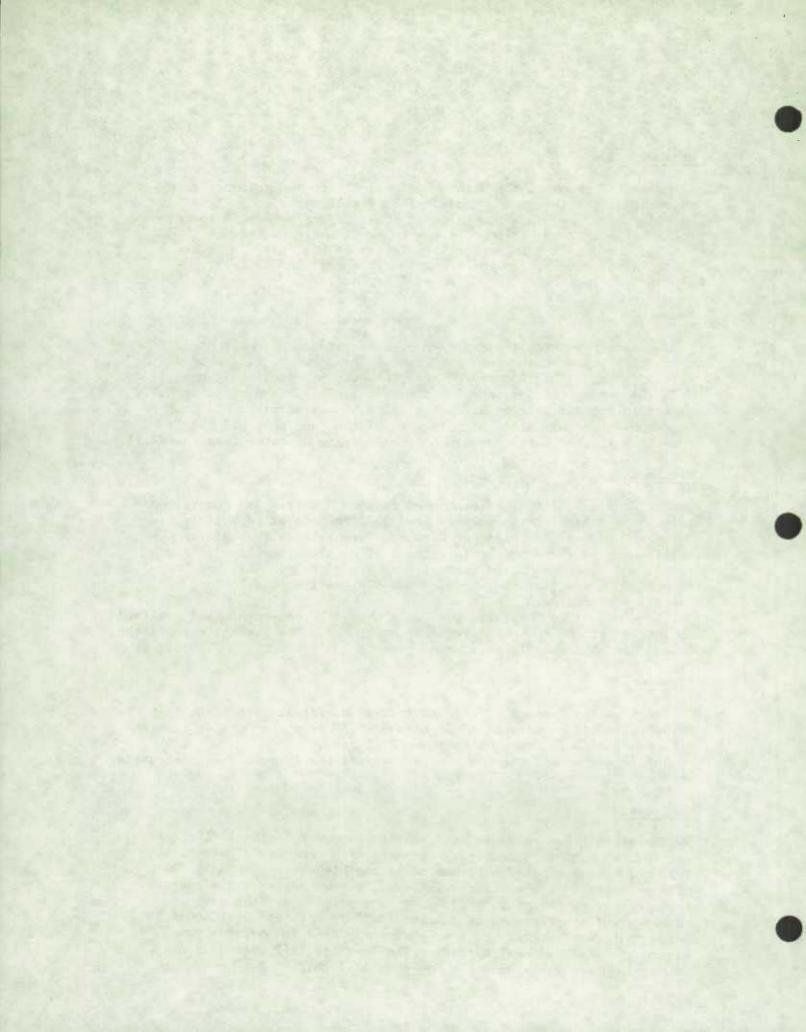
Edmonton

The Edmonton Regional Office indicated an overall rate of 6.5% in November. This represents a decrease of 0.1% from the October rate and a decrease of 1.3% from the November 1971 rate.

The levels of all the components changed: the largest change occurring in the N_1 component (0.5% decrease).

Vancouver

The overall non-response rate in the Vancouver Regional Office has declined by 0.1% in November as compared with October. However, at 7.5% the November rate continues to be the highest in Canada. This office indicated the highest N₁, N₂ and "other" rates in the country. From October to November the T.A. rate, now 1.5%, was the only component of non-response to decline (2.1% in October). It could be noted that the T.A. rate in the Vancouver office in November was 1.0% higher than the national average. The November 1972 rate of 7.5% compares unfavourably with the November 1971 rate of 6.6%.



It could be noted that both the Edmonton and Vancouver offices have not reduced non-response rates to the same levels as have other regional offices. These offices have indicated in the past that one possible reason for high non-response is the repeated sampling of segments. That is, households which have recently been rotated out of the sample are being sampled again and respondent resistence has resulted in increased refusals.

It should be borne in mind that repeated sampling of segments occurs in only N.S.R.U. areas. Thus, if repeated sampling does increase non-response, the refusal rate would be expected to be high(er) in N.S.P.U. areas. Particularly with regard to the Vancouver office, the refusals seem to be concentrated in the S.R.U. areas, specifically the city of Vancouver.

It would seem, with repard to Vancouver, that follow-up procedures on refusals have not been instituted.

IV. Follow-up on Previous Month's Observations

Halifax: As was indicated in the previous issue of this report, NR 72-10, the refusal rate seemed high in E.R. 31 in October. By assignment, the refusals are accounted for in the following manner:

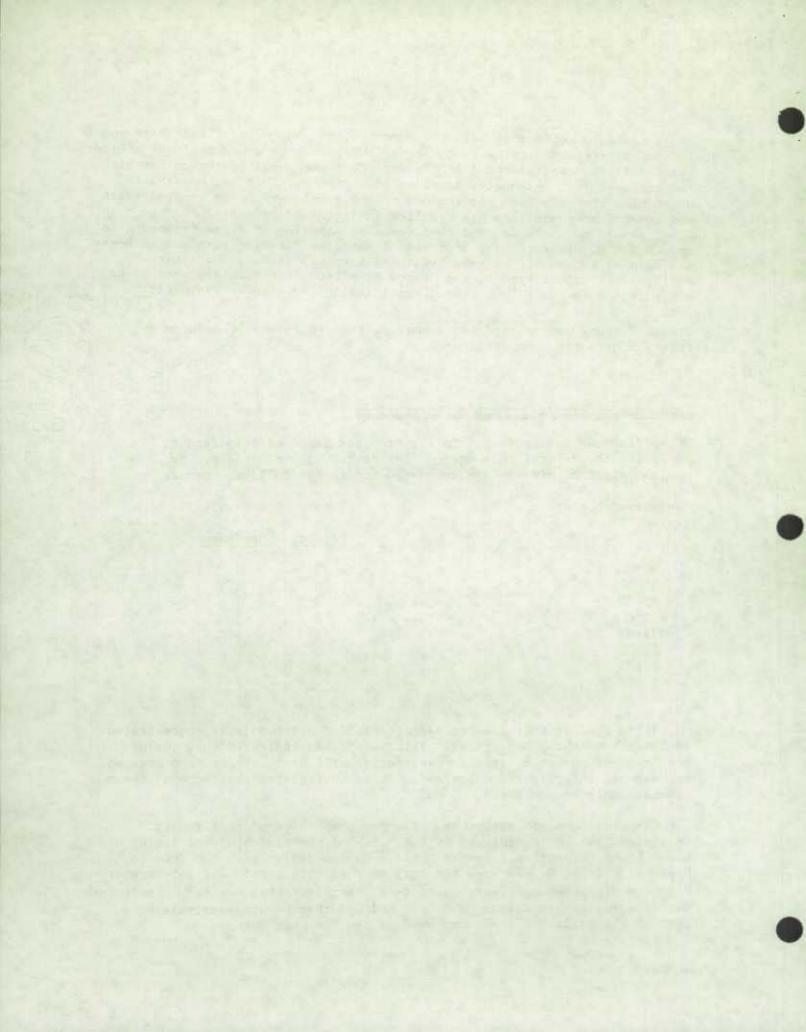
Assignment Hember

humber of Perusula

	Concer	November
31005	1	1
31007	0	1
31008	0	1
31101	2	3
31102	4	1
31103	5	6
31105	5	9
31107	4	7
	21	29

It is obvious that a large proportion of the refusals is concentrated in 3 assignments. The regional office staff has indicated that during the December survey a Field Representative will be in the St.John area to contact the interviewers concerned. It is anticipated that some of these refusals will be converted

Toronto: Economic Region 54. The previous issue of this report indicated that an interviewer in E.R. 54 had the misfortune of losing her October transmittals in the mails. In discussion with the Toronto Regional Office, it has been ascertained that this particular interviewer has been dismissed. It seems that this interviewer had not been completing her enumerating yet claimed that she had and that her transmittals were lost in the mails. She was replaced in the Movember survey.

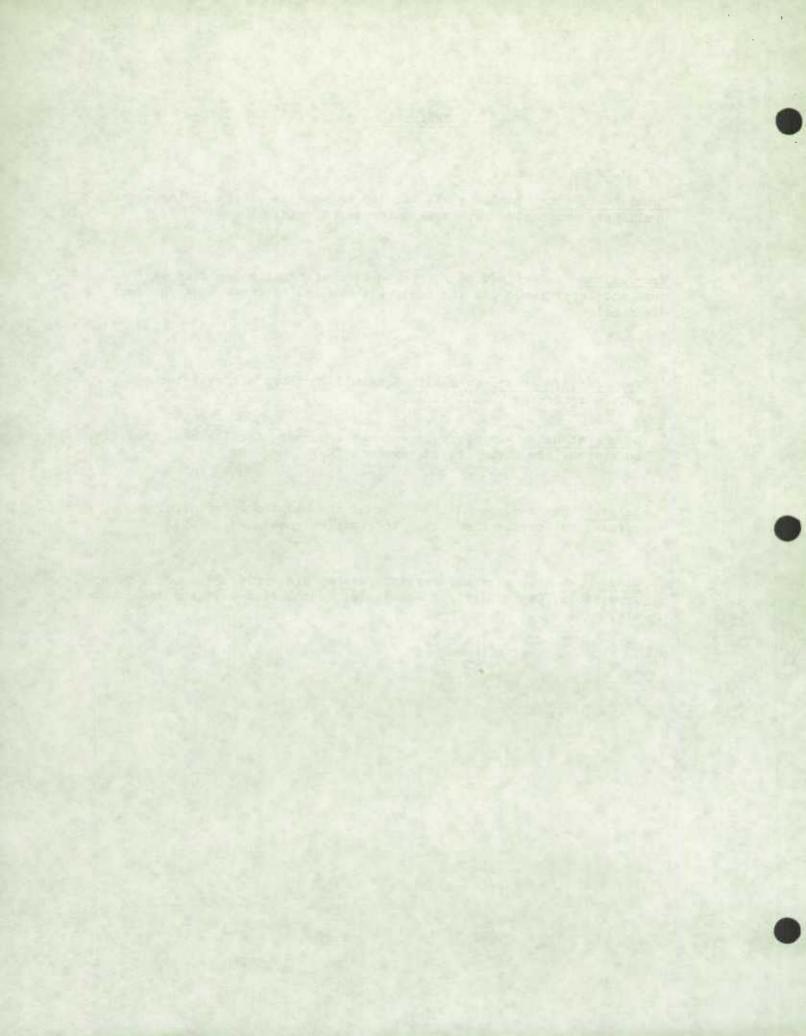


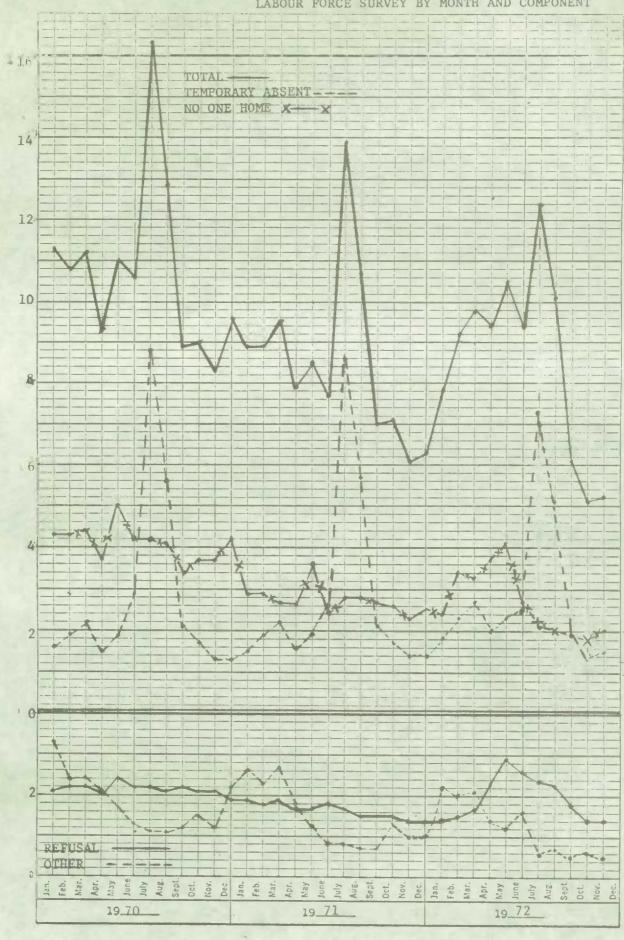
Definitions

Total households includes all sampled households but excluding vacant dwellings, households not to be interviewed, etc.

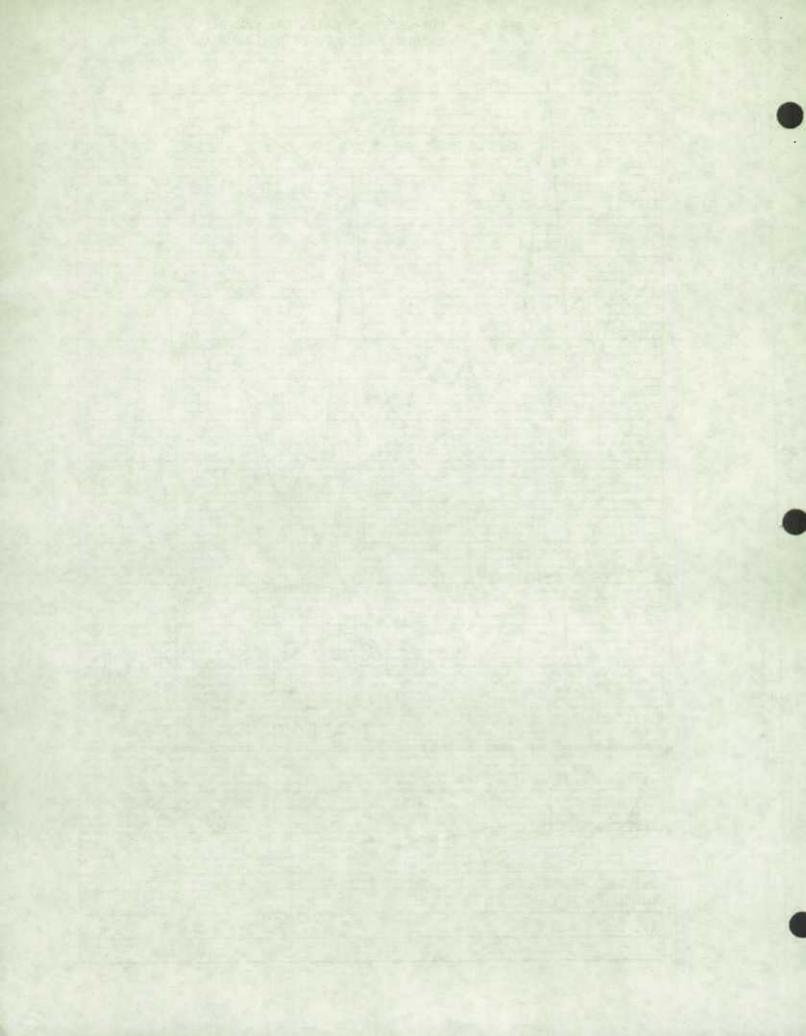
Non-response is defined as the proportion of total households which were not interviewed for the reasons shown and is the sum of the four given below.

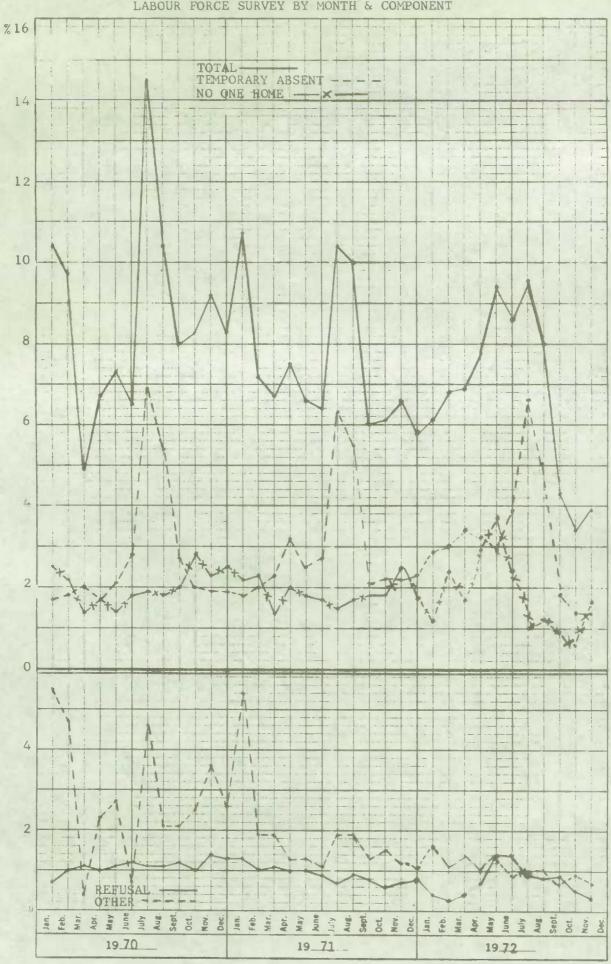
- Temporarily absent When all households members are away for the entire interview week. (T.A.)
- $\frac{No\ one\ at\ home\ When\ after\ a\ reasonable\ number\ of\ callbacks,\ there\ is\ no\ responsible\ member\ to\ interview.}{(N_1)}$
- refusal When a responsible member of the household definitely refuses to provide the survey information requested. (2)
- Other When none of the foregoing reasons are applicable, e.g., roads impassible, enumerator not available, death, illness, language problems, etc. (N₃₋₅)



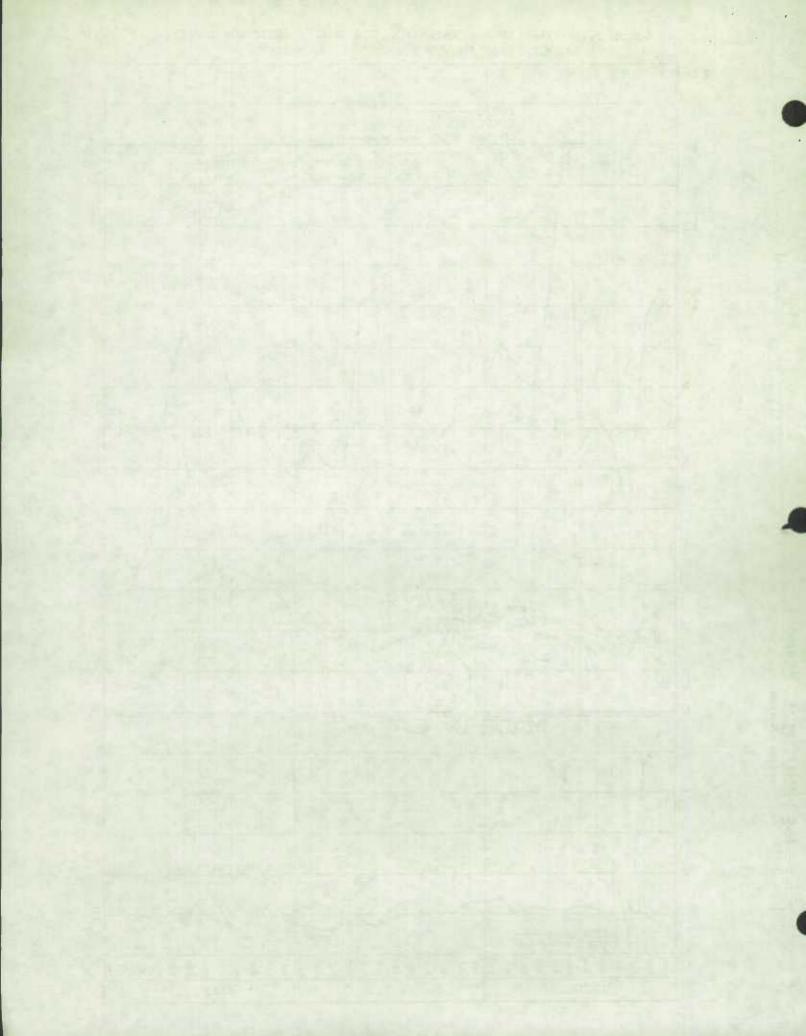


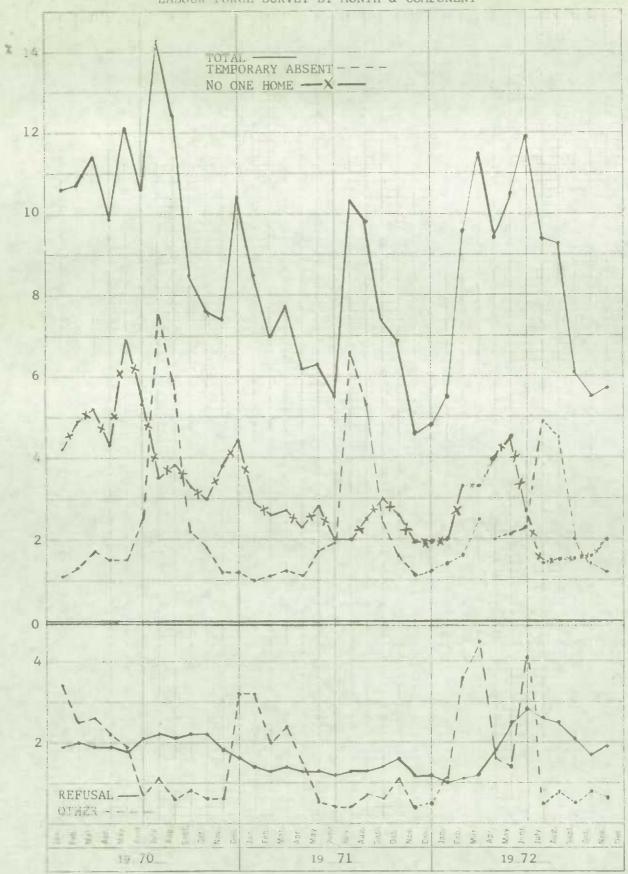
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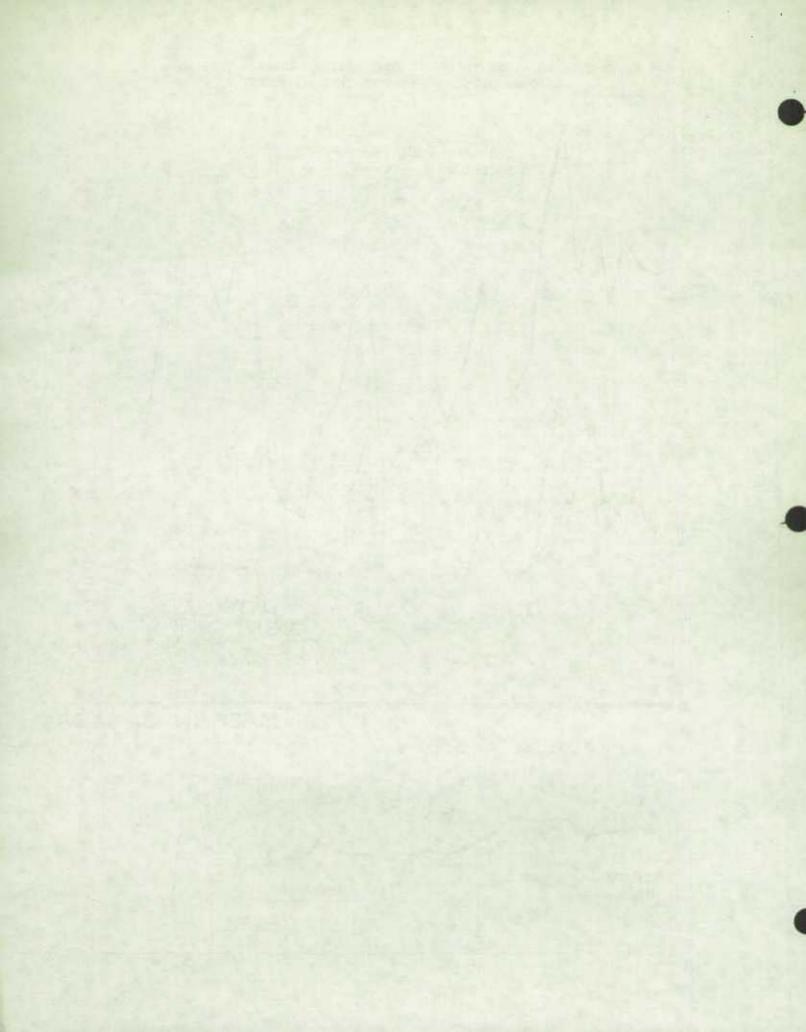




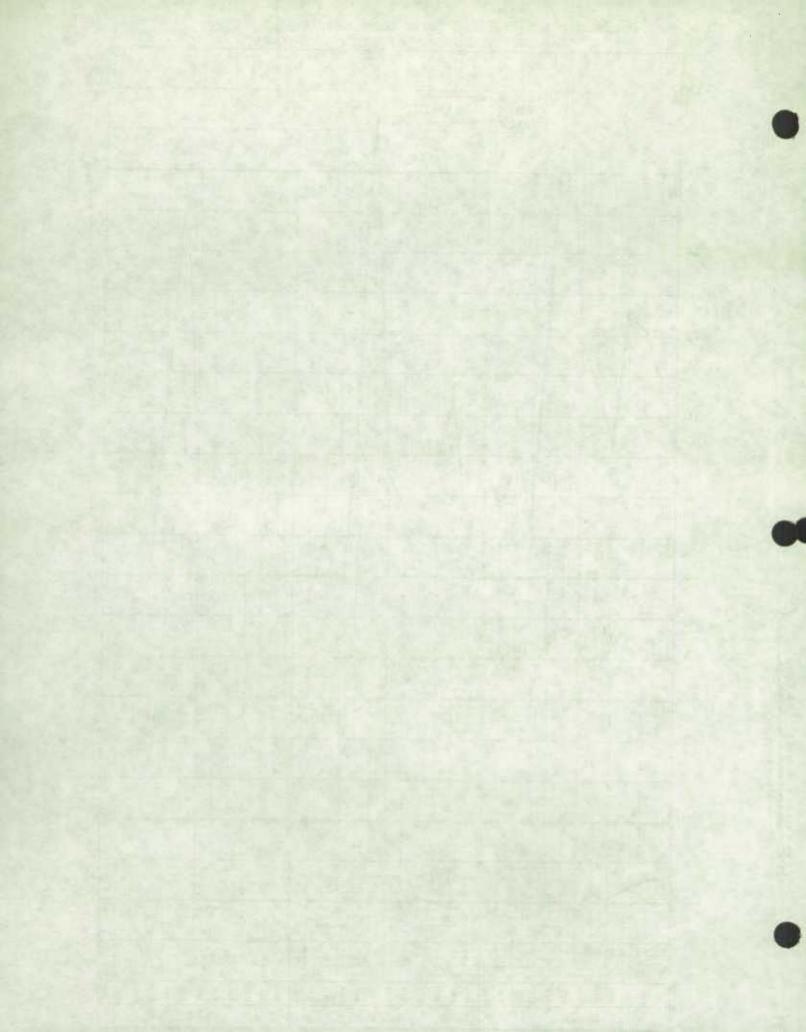
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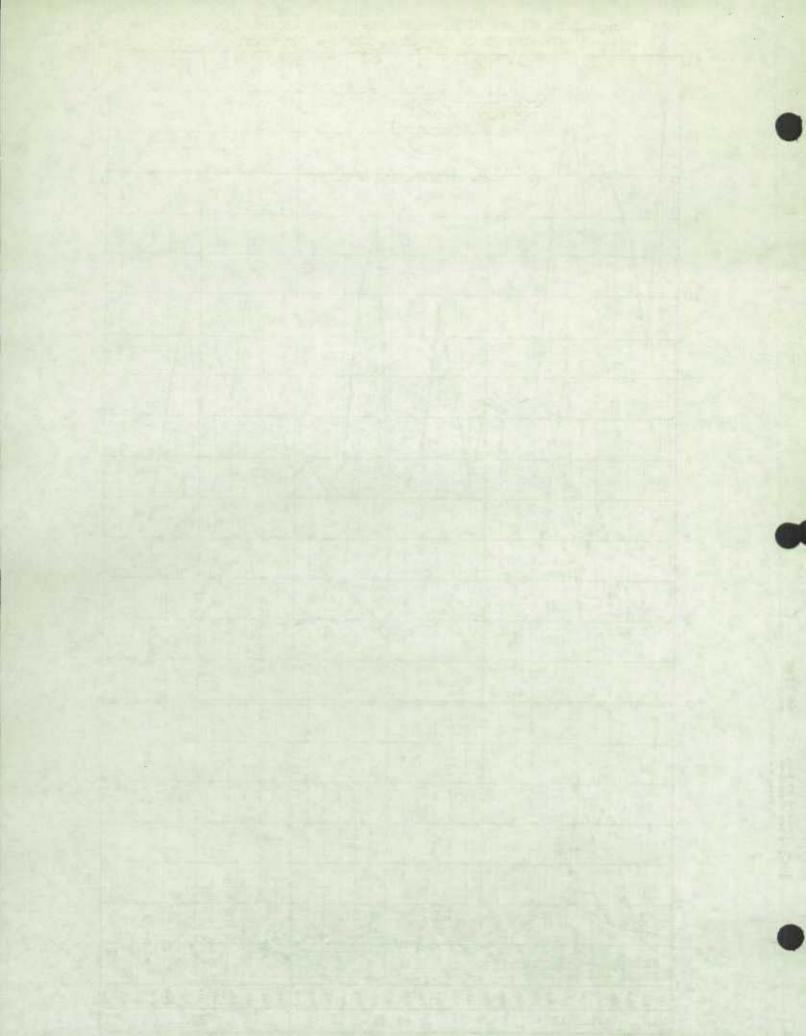


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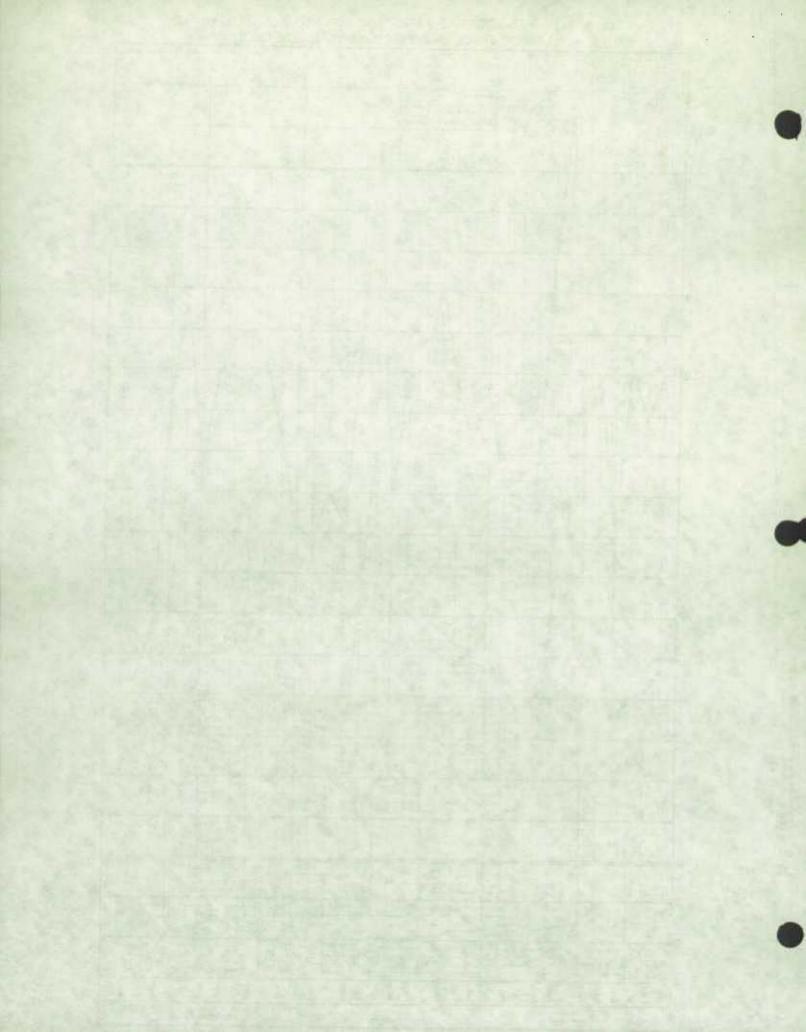
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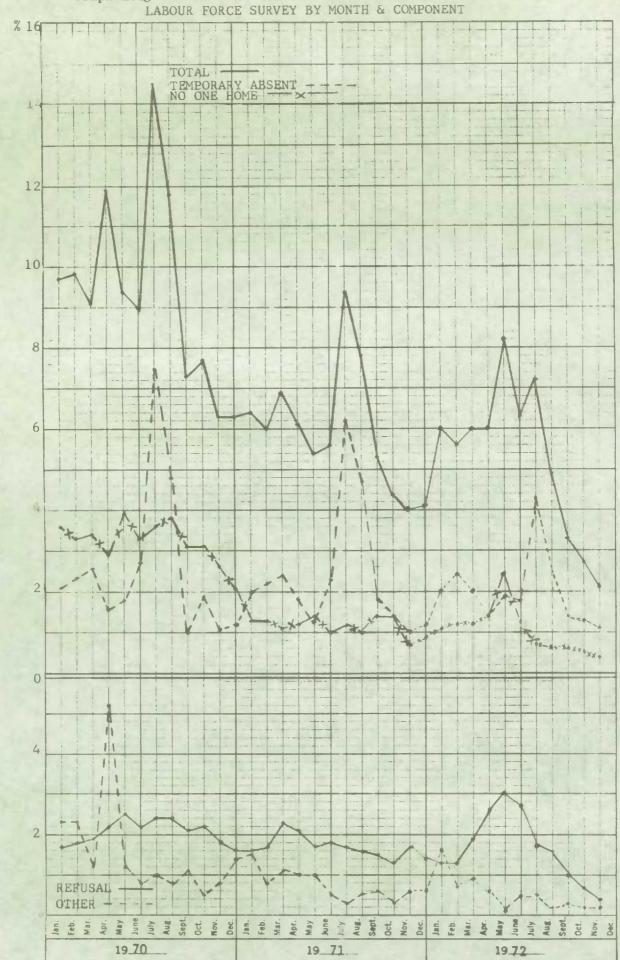
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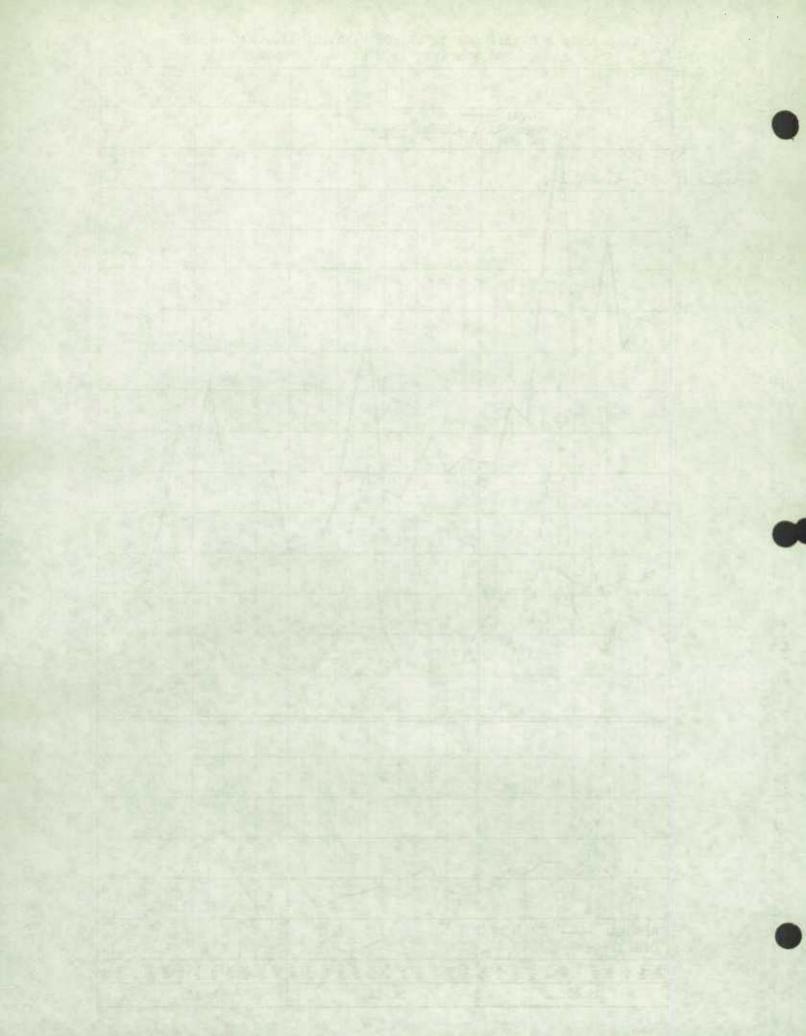
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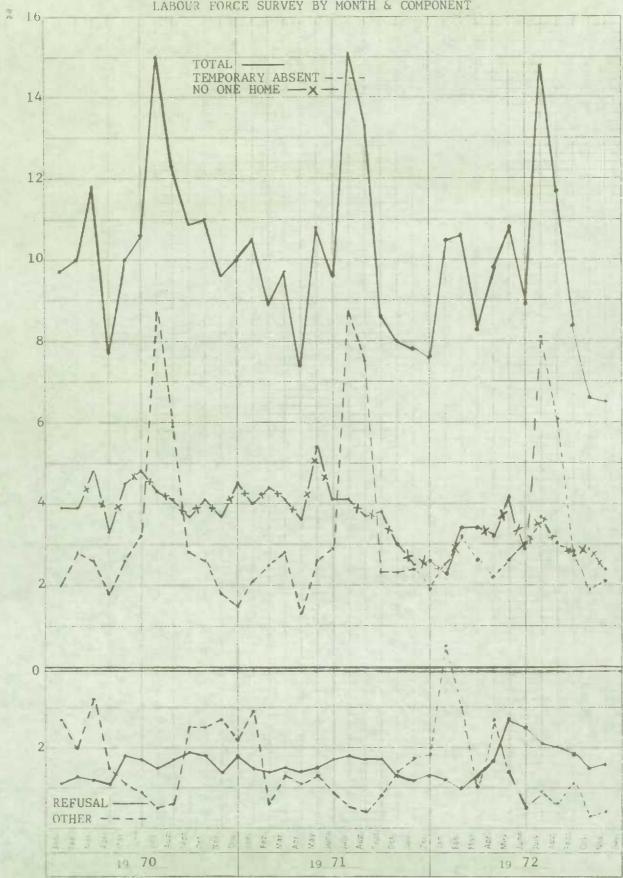
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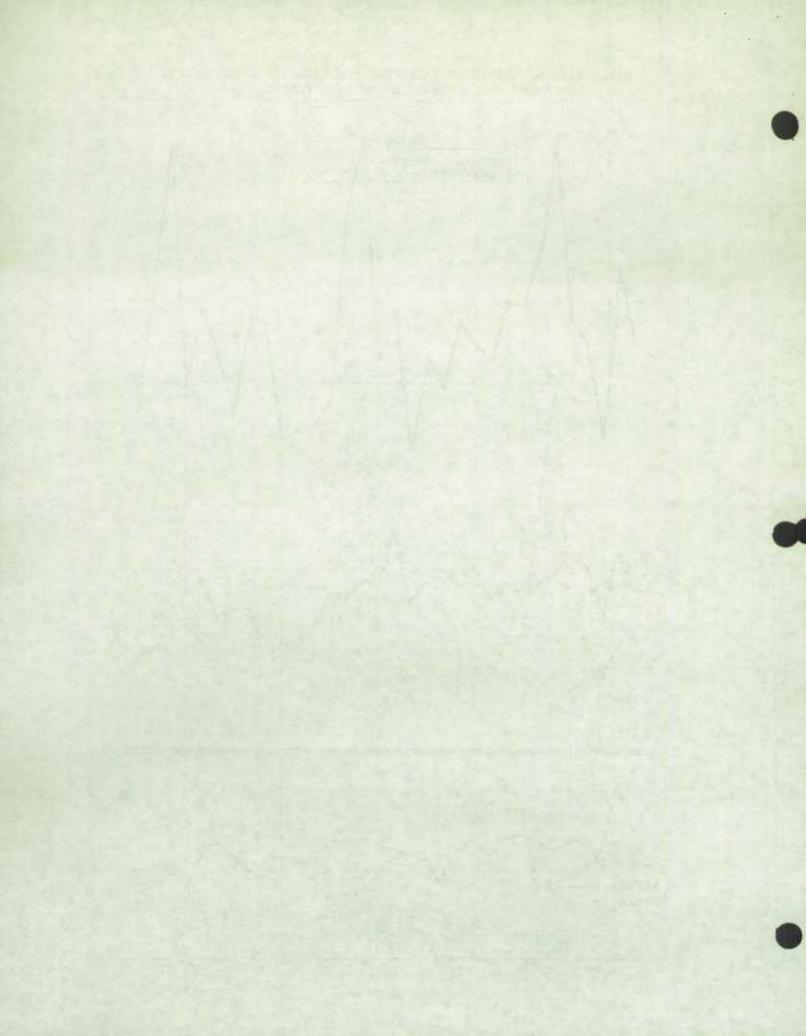




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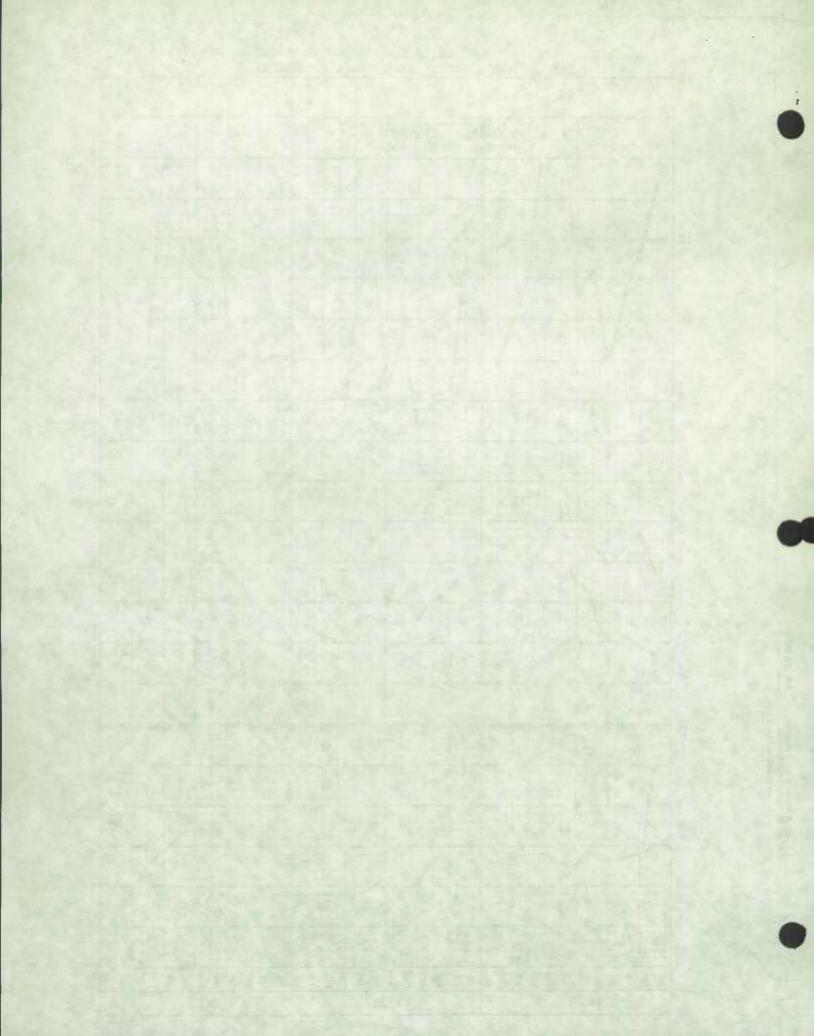






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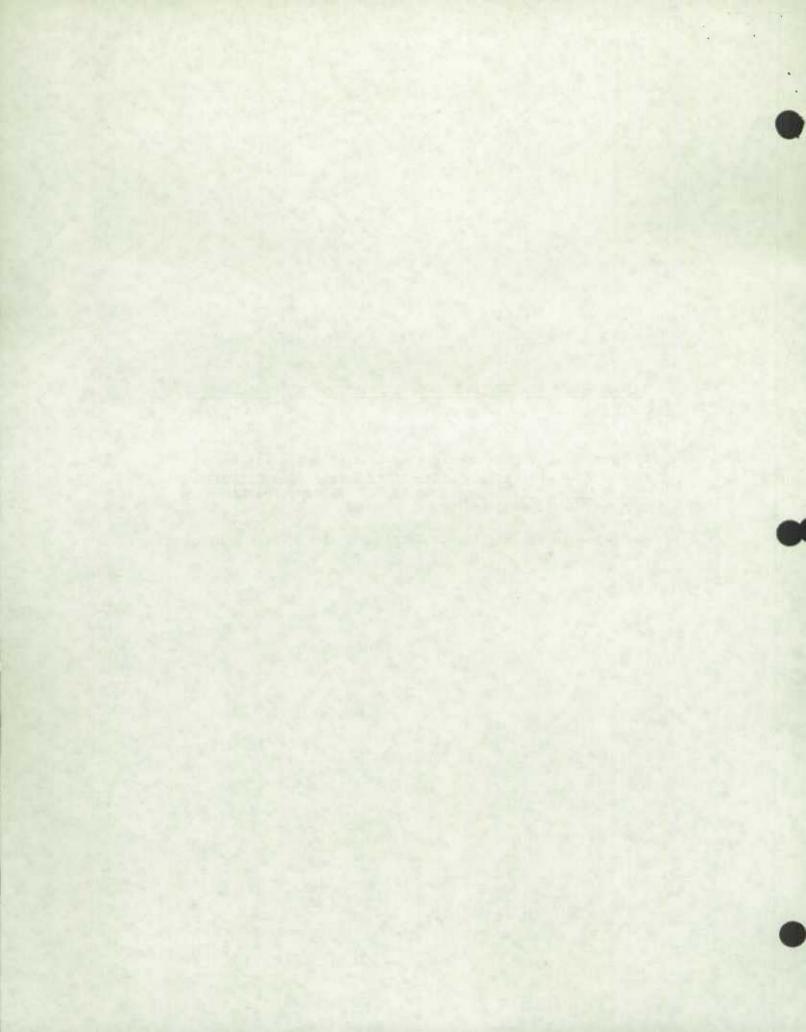
X 3 YEARS BY MONTHS
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LABOUR FORCE SURVEY TELEPHONE EXPERIMENT - A SPECIAL REPORT

The contents of this appendix consist of a Special Report relating to the Labour Force Survey Telephone Experiment, June - October 1972, prepared by F.T. Newton, Special Surveys Development Staff.

See notes in the Highlights Section of the Quality Report, page 4.





labour force survey papers articles sur la population active

LFSP 73-65

F.T. Newton Special Surveys Development Staff Published December 1972

THE LABOUR FORCE SURVEY TELEPHONE EXPERIMENT

. JUNE - OCTOBER 1972

DOCUMENT FOR RESTRICTED CIRCULATION WITHIN STATISTICS CANADA
DIFFUSION RESTREINTE À L'INTÉRIEURE DE STATISTIQUE CANADA

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1. Introduction

The Labour Force Survey Telephone Experiment commenced in June 1972 in the metropolitan areas of six Regional Office cities; namely, St. John's, Halifax, Toronto, Winnipeg, Edmonton, and Vancouver. Within each metropolitan area, the "Non-Participant" group was determined. This group consisted of entire assignments which were not eligible for inclusion in the telephone survey because the interviewers did not have private lines. The remaining assignments in each metropolitan area were then systematically allotted from a random starting point to either the telephone sample (which used the telephone interviewing procedure) or to the control sample (which retained the regular face to face interview).

As a result, the design of the Telephone Experiment yielded three major categories:

1. Telephone Sample

The telephone sample consisted of entire selected assignments which, at design, were designated for the telephone interviewing procedure.

II. Control Sample

The control sample consisted of entire selected assignments which, at design, were designated for the regular personal interviewing procedure.

III. Non-Participant Group

The non-participant group consisted of entire assignments which were originally intended for the telephone study but because interviewers did not have private lines, the regular personal interviewing procedure was employed for all households in these assignments.

The two interviewing procedures employed in this experimental study are outlined below:

(1) Telephone Interviewing Procedure

Interviewers in the telephone sample were required to conduct interviews in the following manner:

(a) All first interviews of a household in the telephone sample were to be completed by personal visits. These first month visits were made to request permission from the respondents to obtain survey information by telephone in subsequent months.

(b) All other interviews were to be conducted by telephone. However, if for any reason, the interviewer was not able to complete the interview by telephone, a personal visit was required in order to either complete the interview or to determine the reason for the non-interview.

Of the telephone sample during the interval June to October, 1972, about 2/3 of the interviews were completed by telephone while 1/3 of them were completed by personal interview.

(2) Personal Interviewing Procedure

Interviewers in the control sample and non-participant group were required to make personal visits to all the households in their assignments to either interview the occupants personally or to determine the reasons for the non-interview.

2. Purpose

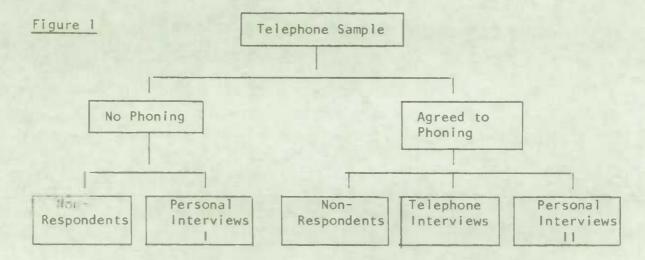
A major purpose of the telephone experiment was to compare the measures of quality and of Labour Force characteristics as obtained by the telephone interview procedure with those derived through the use of the regular personal interviewing procedure. The measures of quality used were:

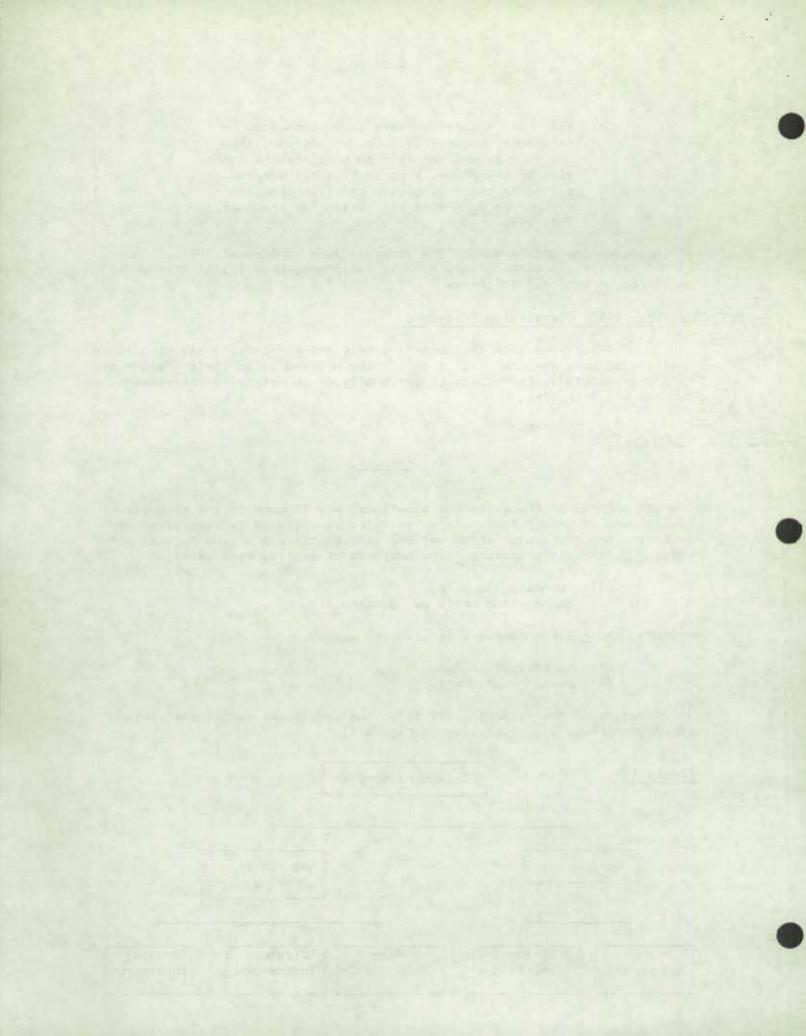
- (1) Non-Response Rates
- (2) Enumeration costs per household

and the Labour Force characteristics used were:

- (3) Participation Rates
- (4) Unemployment Rates.

In the study of non-response, the telephone sample was partitioned into two major groups as illustrated in Figure 1.





The "Agreed to Phoning" group referred to the aggregate of all those souseholds that gave permission to conduct telephone interviewing and received at least one phone call. If the phone calls proved unsuccessful, these households would be visited personally in order to either complete the interviews or to determine the reason for the non-interviews.

The "No Phoning" group referred to the aggregate of those households originally selected as telephone respondents but were not phoned at all for a number of reasons. These include

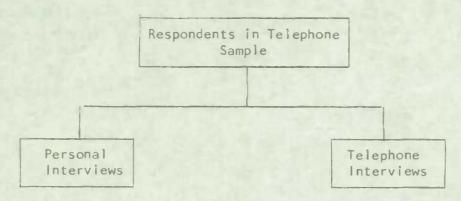
- (1) first month visit to household
- (2) household denied permission to phone
- (3) household has no phone available
- (4) language problems etc.

The "Personal Interview I" and "Personal Interview II" groups (See Figure 1) referred to those respondents who were picked up by personal visits in the "No Phoning" and "Agreed to Phoning" groups respectively.

The "Telephone Interviews" group referred to the respondents in the "Agreed to Phoning" group who were picked up on the telephone.

In the study of unemployment and participation rates, the respondents in the telephone sample were assigned to one of the following two groups as illustrated to the following two groups are in the following two groups as illustrated to the following two groups as illustrated to the following two groups are illustrated to the following

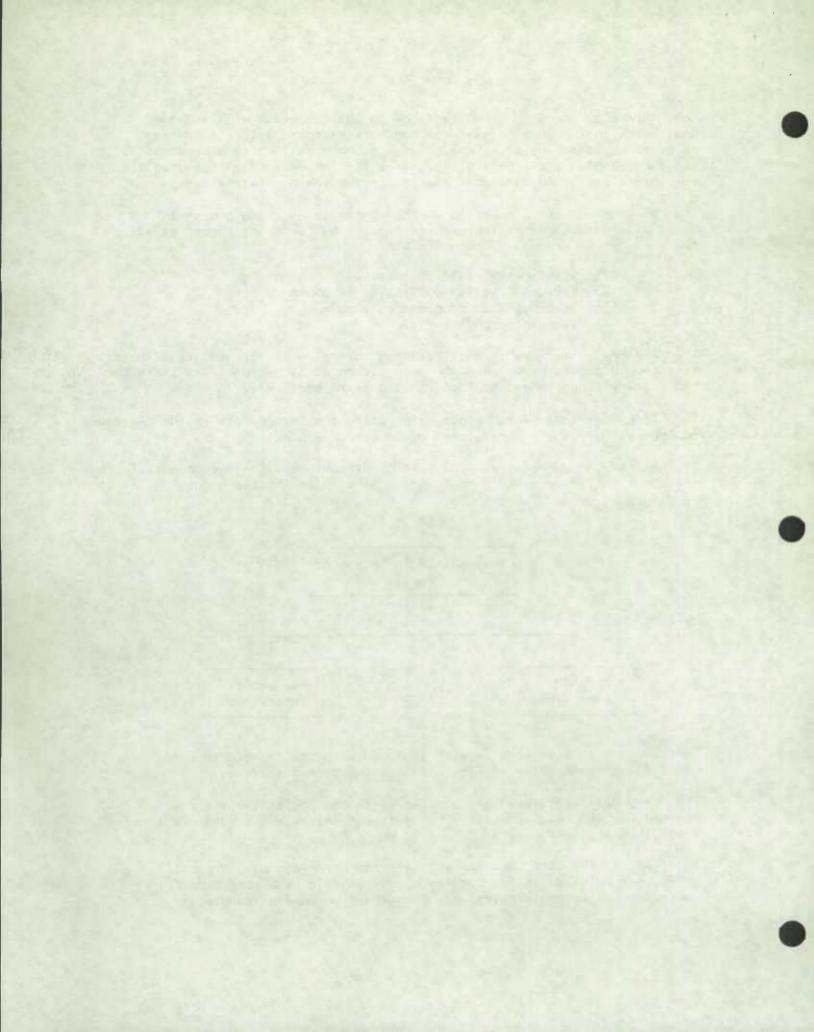
Figure 2



"Respondents in telephone sample" included both the "Agreed to phone" and "No Phoning" categories of Figure 1 less the non-respondents.

The "Personal Interviews" group referred to the aggregate of those respondents who were classified as "Personal Interviews I" and "Personal Interviews II" in Figure 1.

In Figure 2, the data used to calculate the unemployment and participation rates were weighted up for non-response. This is in contrast to Figure 1 where the non-response rates were computed from unweighted counts.



3. Highlights

1. Non-Response

From Graph 1, the non-response rates have been noticeably lower in the ''Agreed to Phoning'' group than in the control sample in each of the six Regional Office cities except in Winnipeg where, in October, the non-response rate among those who agreed to telephone interviewers was higher than that of the control sample.

The "No Phoning" group, on the other hand, exhibited a decidedly higher non-response rate, than that in the control sample over all five months in each of the six metropolitan areas.

Those persons that agree to telephoning may be more conducive to responding and this may be reflected in the lower non-response rate among "Agreed to Phoning" than among either the "Control" or "No Phoning" groups.

II. Enumeration Costs

Overall, the enumeration cost per household was lower in the telephone sample than in the control sample during each of the five months.

Costs for the telephone sample in St. John's, Toronto and Vancouver have been lower over the entire survey period. In Halifax and Winnipeg, the enumeration costs for the telephone sample have been lower in all months except June and in Edmonton for all months except July.

III. Participation Rates

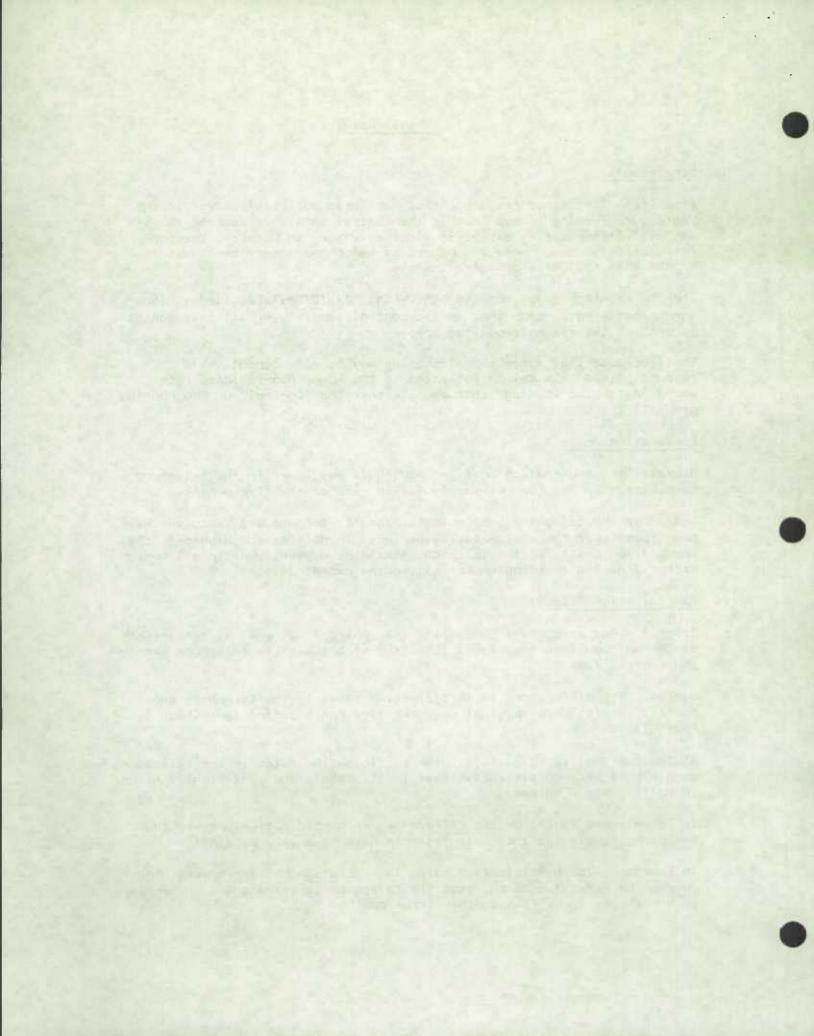
Graph 3 shows an overall comparison (see Chart 7) as well as comparisons at the metropolitan area level (Charts 1-6) between the telephone sample and control sample.

Overall, the differences in participation rates in the telephone and control samples were marginal over the five month period (see Graph 3, Chart 7).

At the metropolitan area level, the participation rates in the telephone sample have been consistently lower in St. John's and consistently higher in Halifax and Winnipeg.

In Toronto and Vancouver the differences in participation between the telephone sample and the control sample have been very marginal.

In Edmonton, the participation rates in the telephone sample were higher during the first two months that the Telephone Experiment was in operation but were lower in the other three months.



In each of the six metropolitan areas, no significant differences between the telephone sample and the control sample were observed in the participation rates.

In Graph 4, the telephone sample was broken down into the "Personal Interview" and the "Telephone Interview" groups. In general, the participation rates for the "Telephone Interviews" group tended to be higher than those of the "Personal Interview" group. In other words, those interviewed on the telephone were more inclined to be participants and those interviewed personally in the telephone sample showed a greater tendency to be non-participants.

IV. Unemployment Rates

Graph 5 gives a comparison of unemployment rates between the telephone sample and control sample.

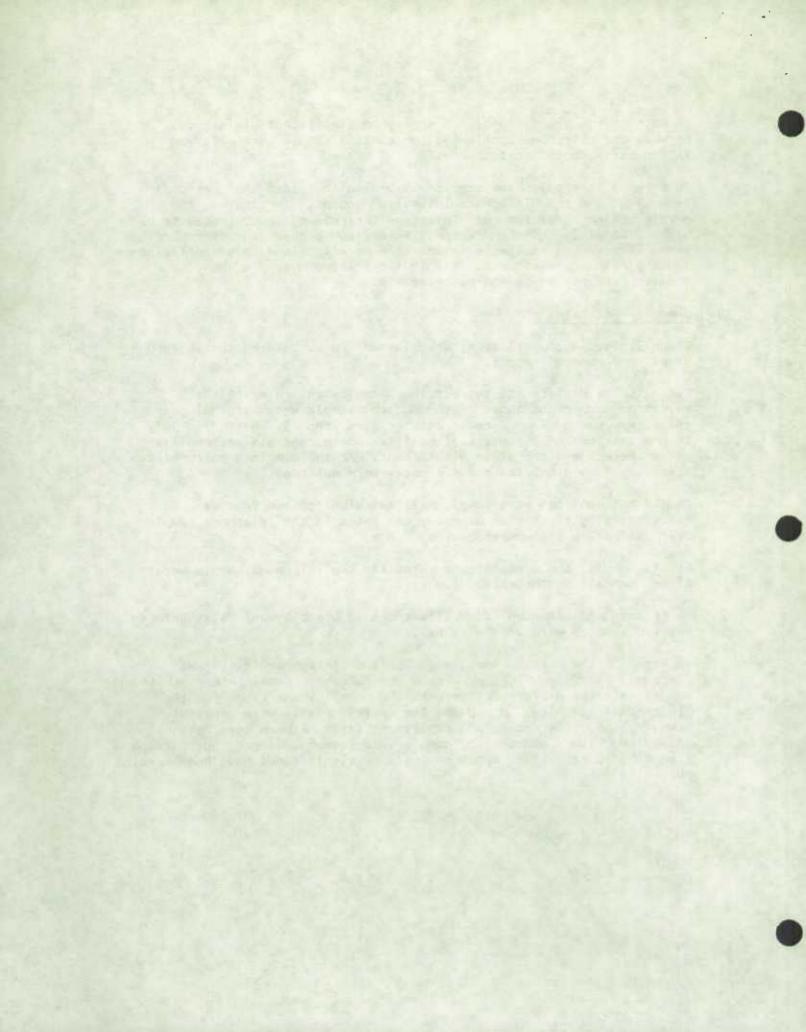
Overall, the differences between the unemployment rates of the telephone sample and those of the control sample were marginal over the survey period from June to October (see Graph 5, Chart 7). Only in one case out of 30 observations (five months and six metropolitan areas) were the differences significant. At the combined metropolitan area level, no significant differences were observed.

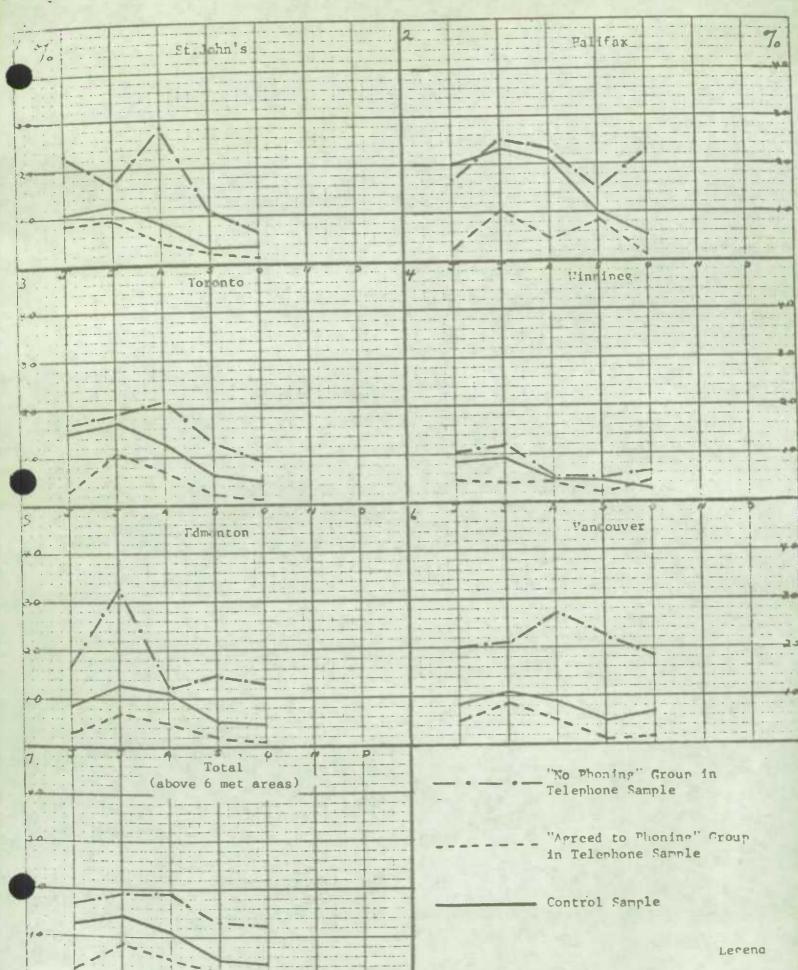
At the metropolitan area level, Halifax, Winnipeg and Vancouver have exhibited slightly higher unemployment rates in the telephone sample over the entire five month period.

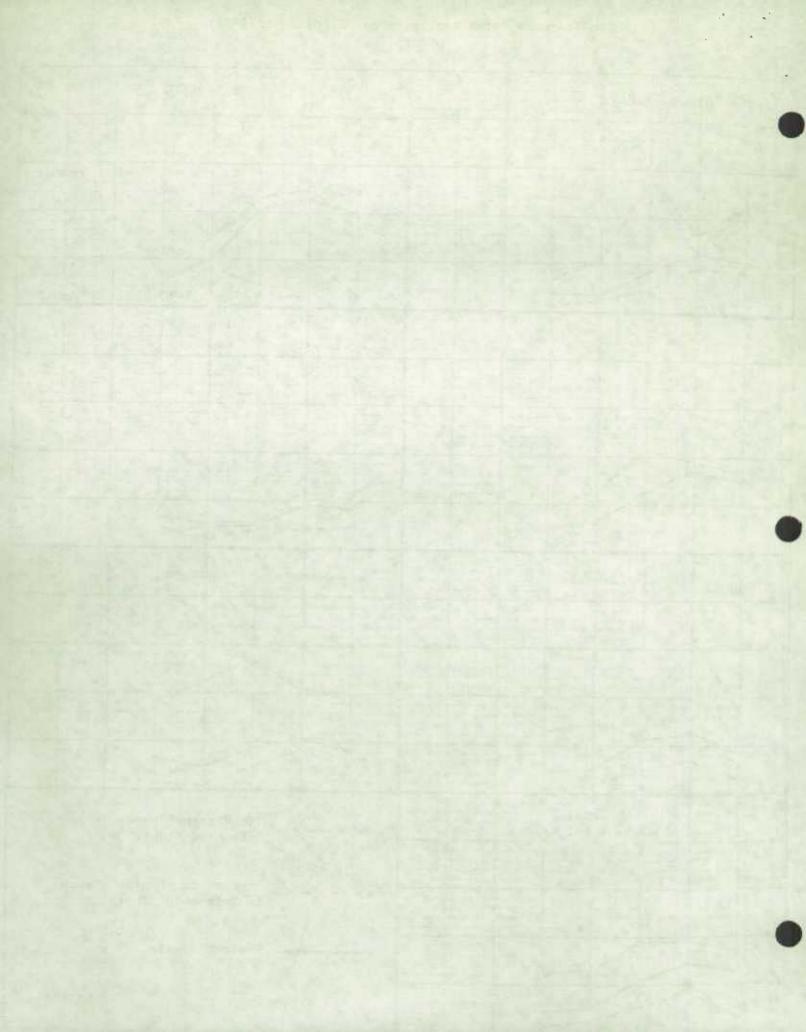
In St. John's, the unemployment rates for the telephone sample were higher for all months except August.

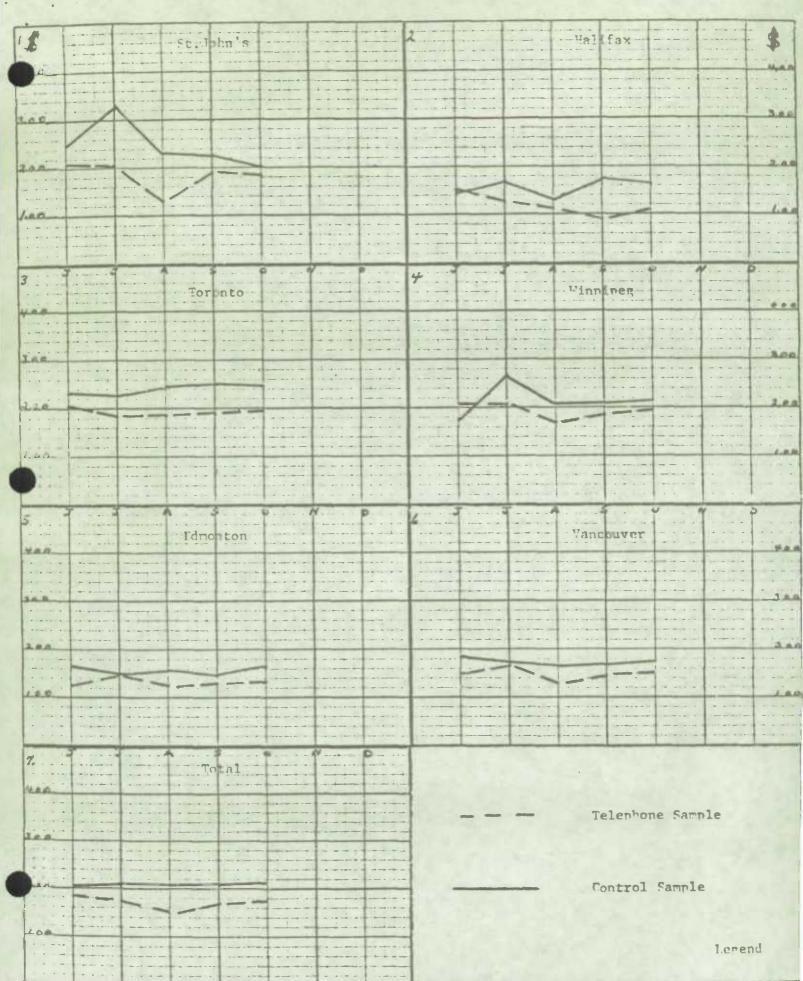
In Toronto and Edmonton, the differences in unemployment rates between the two samples were very marginal.

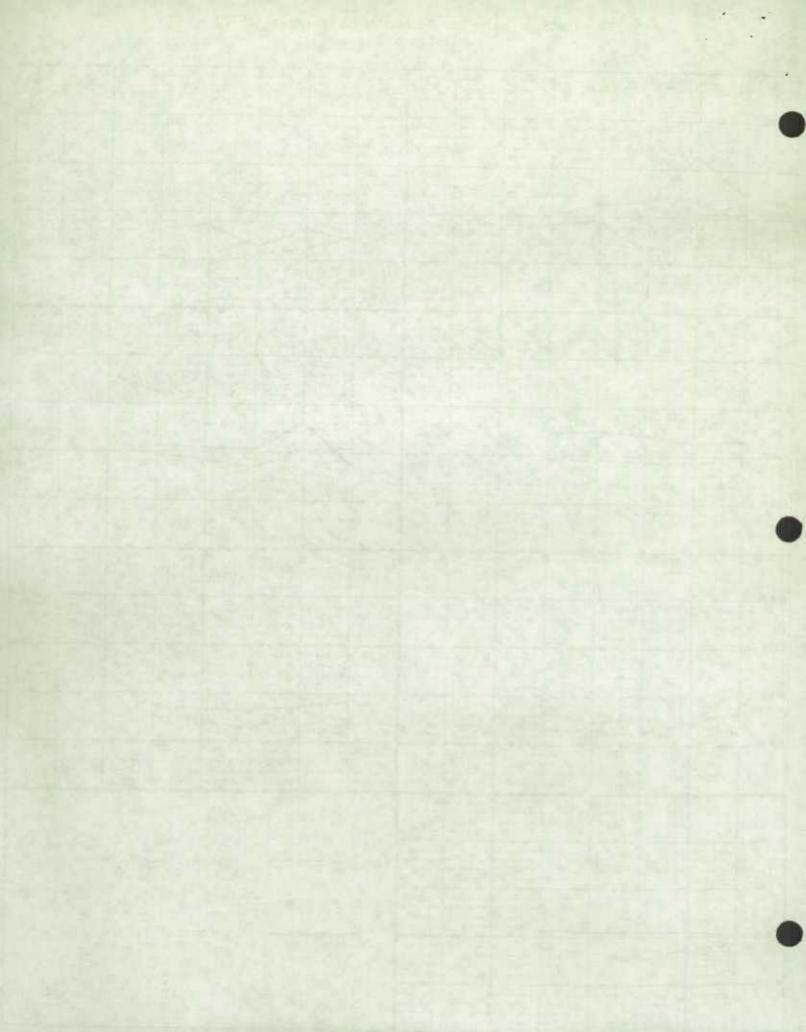
In Graph 6, the unemployment rates for the "Telephone Interviews" and "Personal Interviews" groups within the telephone sample are exhibited. In general, the differences between the unemployment rates for the "Telephone Interviews" group and the control sample were marginal. However, the differences in unemployment rates between the "Personal Interviews" group and control sample were somewhat larger, but, at the time of preparing this report no tests of significance have been carried out.



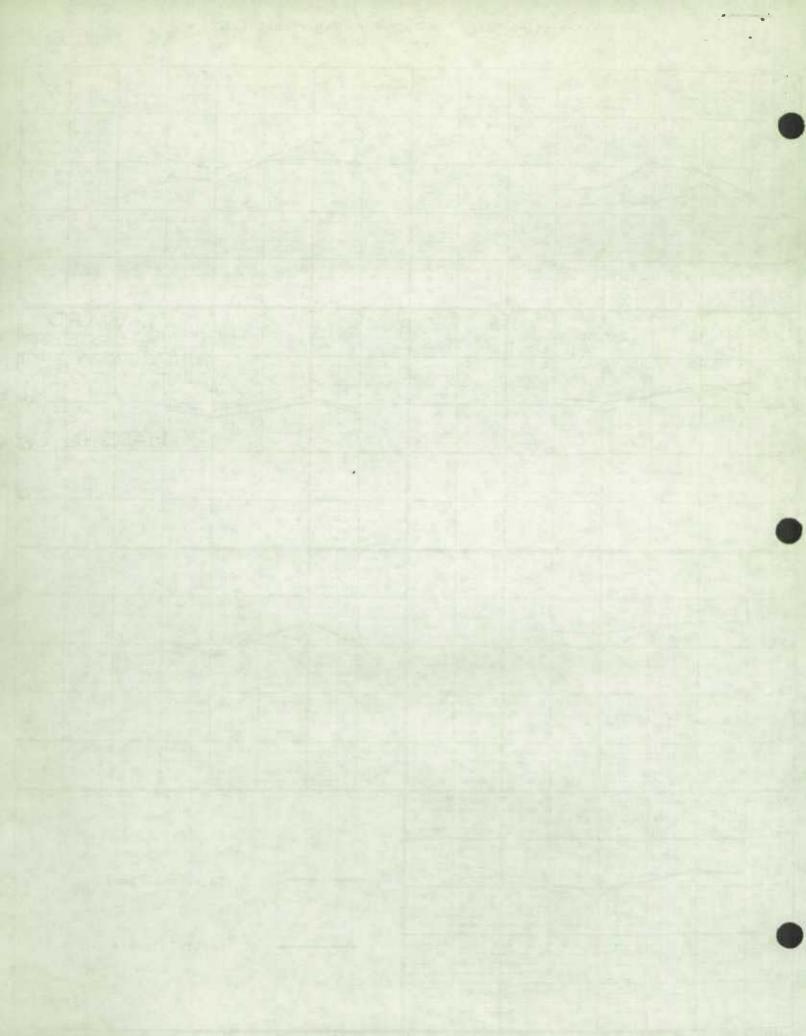


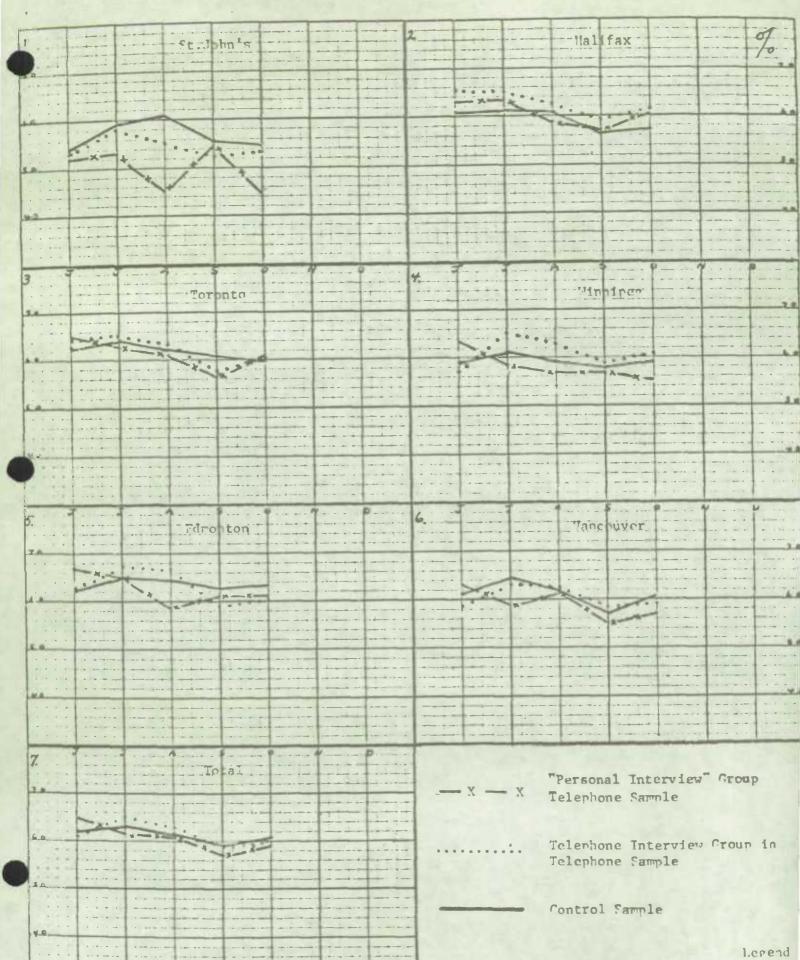


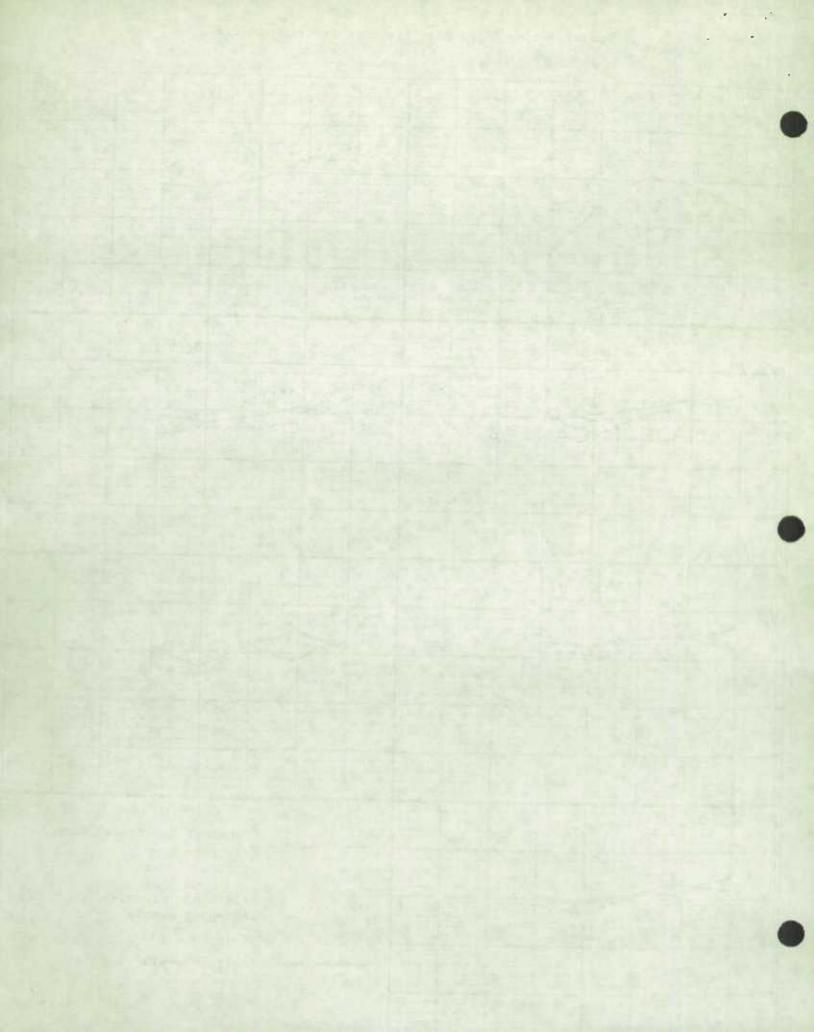




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