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*Tammy Hoogsteen*  
*Statistics Canada*  
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*Globalization and Profiling*

***Globalization Profiling at Statistics Canada***

With international focus turning to improved measurement of global economic activities, Statistics Canada conducted testing on the collection of globalization indicators. The purpose of this project was to determine the extent of the global activities being conducted by Canadian owned corporations, the effectiveness of the use of administrative data and the appropriate method of collecting respondent data for statistical identification and use.

As administrative data would be the most cost efficient way of identifying globally active units, various data sources were assessed for use in co-ordination with collected survey data. As well, two questionnaires were designed, the first of which is used to identify establishments engaged in global activities and the second, longer and more detailed questionnaire, sent to those who are positively identified as “globally active” as determined by the responses received on the “filter” questionnaire.

The questionnaires were designed to identify and collect data on four specific global scenarios:

- 1) Companies that perform custom work in Canada for foreign clients (exports of services) – manufacturers not owning the intellectual rights to the products
- 2) Companies that pay foreign entities to perform custom work outside of Canada (imports of services) - owners of property subcontracting the manufacturing to foreign companies or factoryless goods producers
- 3) Companies that engage in merchanting - direct trading in foreign markets of products never entering or exiting Canadian borders – buying and selling “as is” products
- 4) Companies that hold inventories abroad – goods that have left Canada but have not changed ownership

Questionnaire testing was initially conducted by subject-matter specialists and led to the conclusion that a significant level of complexity is involved in collecting the global indicator data, it was decided that business register expertise was required and that the questions should be presented to the respondent through a different forum, at which point the Business Register Enterprise Profilers were implicated in the testing.

The purpose of the questionnaire testing was twofold:

- 1) To test the wording and understanding of the questions by the respondent as presented by an experienced business profiler. This one-on-one conversation with the respondent would help provide feedback on additional concerns with the wording or understanding of the main questions and sub-questions. This would help continue to improve the questionnaire for future use either through regular profiling activities or as an inclusion to the annual questionnaire program.
- 2) To test the assumptions in the identification of the “type” of businesses most likely to be engaged in these types of global activities. Not only did we select establishments with various levels of legal and operational complexity but the sample also consisted of two different groups – those where administrative data was received signaling possible global activity and those where no administrative data had yet been received.

This paper will focus on the aspects of the “filter” questionnaire testing, such as, the:

- questions asked
- characteristics of the units in sample
- complexities and issues confronted by the profiler
- overall results observed
- data storage and implementation on the Statistical Business Register (SBR) for future use, such as sampling, business demographics and analysis