Globalization and Enterprise Profiling

Ongoing work at Statistics Canada

Tammy Hoogsteen
Chief of Business Register Profiling
Statistical Registers and Geography Division

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Introduction

- Over the past few years, Statistics Canada has been working towards gathering information on the global involvement of Canadian Businesses

  - Positioning in the Global Value Chain

  - Impact of Canadian businesses internationally

Questionnaire

Development of a "Filter" Questionnaire to determine the business involvement, if any, in the following activities

- Manufacturing Service Providing

- Merchanting

- Factory Less Goods Producing

- Holding Inventories Abroad

Questionnaire

- There were two rounds of testing completed

  - First Round
    - Presented to respondents in person
    - Collected all feedback
    - Revised Questionnaire

  - Second Round – the focus of this presentation
    - Revised version of questionnaire
    - Presented to business profilers
    - Collected through telephone contact and email

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Objectives

- Qualitative Testing

- Two Objectives

    - Identifying appropriate respondent

    - Questions and flow

Sample Characteristics

- Sample Size – 75 units
  - 30 units from Enterprise Profiling Program (EPM)
  - 45 units from Business Register Profiling Program (BRP)

- Wholesaling or manufacturing sector

- Varying legal and operating structure complexity

- 25 units selected from administrative file of importers/exporters

Results

- 55 fully completed questionnaires
  - 47 responding positively to global activity
    - 19 EPM program cases
    - 28 BRP cases

  - 19 of the 55 were units identified on the importer/exporter list
    - 18 indicated involvement in global activity

  - Of the 47-
    - 9 simple legal structures
    - 38 varying levels of complexity and size

Observations and Findings

- Objective One – Identifying appropriate respondent
  - Both teams commented on difficulty in determining the respondent
    - High level company contact would identify the appropriate person to complete questionnaire

    - No consistency in position titles – varied from company to company
      - Examples – plant managers, warehouse managers, CEO's and Presidents

    - Some instances required more than one respondent to complete questionnaire

Observations and Findings

- Objective Two – Questions and flow
  - Varied terminology was used for this questionnaire

    - Examples of possible terms were supplied to the profiler and subsequently the respondent
      - Example for manufacturing service providers
        - custom work, custom manufacturing, tolling, consignment

  - Questions were easily understood and followed once appropriate respondent was found

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Continued Work

- Data Storage and Implementation on Statistical Business Register

    - Current SBR to be enhanced to store four auxiliary variables
        - indicating four global activities

    - Development in early discussions with projected implementation strategy in 2017

Continued Work

- Initialization and Maintenance on Statistical Business Register

  - Several sources being assessed to identify and maintain units on SBR that are globally active

    - Administrative sources

    - Additional questions on current surveys

    - Profiling Activities

  - Implementation Strategy needs to be developed

Questions?