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Unified Enterprise Survey Information Package

June 1999

Non-technical background paper on the Unified Enterprise Survey Program



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Unified Enterprise Survey Information Package

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The Unified Enterprise Survey

Statistics Canada is redesigning its entire framework for conducting business surveys. Approximately 200 separate business surveys will be integrated into a single master survey program called the Unified Enterprise Survey (UES). The UES will collect more industry and commodity detail at the provincial level than is presently possible and will avoid overlap between different survey questionnaires.

Background

Statistics Canada conducts some 200 business surveys each year, using about 700 distinct questionnaires. These surveys are the responsibility of the program managers of a dozen or so subject matter divisions, such as agriculture, transportation and manufacturing. For several surveys, the production processes are vertically integrated; that is, all production is conducted within the responsible subject matter divisions. The production processes include such steps as producing and mailing out questionnaires, capturing the data when the questionnaires come back, weighting, aggregating and tabulating the data, analysing the results and preparing information products for dissemination. Some surveys centralize certain steps, such as data capture or questionnaire mailing, in specialized “service” divisions. This alternative is more efficient and has the advantage of promoting greater consistency across surveys and sectors.

Statistics Canada encourages the consistent use of concepts, methods and procedures among the different surveys through a number of mechanisms. These include standard conceptual frameworks (such as the System of National Accounts, or SNA), standard classification systems (such as the North American Industrial Classification System, or NAICS), a common Business Register, common staff pools for methodology, operations and systems development, and corporate policies related to survey-taking procedures. Nevertheless, there are significant inconsistencies between business surveys and some needless duplication in questionnaires.

There is also a degree of incoherence in the data collected from business enterprises. Some surveys do not draw their respondents from the common Business Register. In addition, although many surveys use the establishment—or plant—as the basic statistical unit, some use the legal entity or another regulatory unit. This means that when a business enterprise creates new establishments or closes existing ones, the statistical system may not detect the changes for some time. There is no guarantee that all establishments are covered once and only once. Variables that can be measured only at the level of enterprise headquarters, such as corporate profits or balance sheet elements, may not be coherent with variables that are normally measured at the level of the establishment, such as production and sales.

Some areas are not adequately covered. For example, until 1997 there were no surveys in construction and none in some service and transportation industries. Some industries, such as fishing and aquaculture, get little or no coverage because of their relatively minor contribution to the overall national economy—even though they may be crucial to the economies of particular provinces.

Finally, the quality of the data is closely related to the size of the samples. In general, the greater the number of units measured, the better the statistical results. However, existing sample counts are most often geared toward producing reliable data for Canada as a whole—they are not always large enough to produce good provincial data.

Enterprise-centred data collection

Data collection under the UES focuses on the enterprise, rather than on the establishment. There are two types of enterprises:

- *Complex enterprises*, defined as those having more than one company (legal entity) and/or having establishments in more than one province and/or industry.
- *Simple enterprises*, defined as those having just one legal entity and usually just one establishment, or defined as having all establishments in the same province and industry.

Consider, for example, a complex enterprise such as a large integrated oil and gas company. It has hundreds of establishments, some in every province and territory, and some in different industries, such as mining (oil wells), manufacturing (refineries), transportation (trucking operations), and wholesaling and retailing (gas stations).

Complex enterprises pose the greatest challenge to the statistical system. While relatively few in number—there are no more than 10,000 such enterprises in Canada—they account for well over half of the economy by most measures. Their economic activities cross the boundaries of specific provinces or industries for which statistics are developed. Tax-based data are therefore not very useful, because they always apply to an entire company and provide no breakdown of the company's individual establishments within different provinces or industries.

Simple enterprises are far more numerous than complex ones. There are almost one million incorporated simple enterprises and perhaps twice that number of unincorporated enterprises in Canada. Because their economic activities are confined to one particular province, industry and legal entity, it is possible to use tax-based data to measure many of their important characteristics.

Statistics Canada already surveys most of the 8,000 complex enterprises of significant size and their approximately 50,000 establishments. The UES does this more systematically. Statistics on the simple enterprises are being developed from tax data as much as possible, supplemented by surveys only where necessary.

In this regard, the new General Index of Financial Information (GIFI) developed in early 1998 by Revenue Canada is an invaluable source of tax data. Starting in mid-1999, Statistics Canada will collect GIFI-based income statement and balance sheet data from corporations filing their T2 income-tax returns and, later in 2001, from unincorporated business owners filing their T1 income-tax returns. Revenue Canada is also transcribing GIFI-like data from corporate income statements filed with 1998 income tax returns. This source provides standardized income statements and balance sheets for virtually all enterprises, in a timely fashion and in electronic format.

A single master survey starting with 1997 reference year

Through the Unified Enterprises Survey, Statistics Canada is bringing a greater degree of integration to its 200 or so business surveys. The pilot year for the UES includes four main parts:

- Part 1. A survey of about 6,000 complex enterprises of significant size.

The survey collects and uses consolidated balance sheets and income statements to generate figures on corporate profits by province and by industry. The survey also collects information on the structure of the enterprise, its companies and establishments (profiling information).

- Part 2. A survey of about 4,000 establishments belonging to the surveyed complex enterprises of significant size for in-scope industries of the pilot year (that is, Aquaculture, Construction, Couriers, Food Services, Lessors of Real Estate, Real Estate Agents and Taxis).

This survey collects data on each establishment's production, employment, sales, etc. These are used to create statistics on commodities and value added by province and by industry, inter-provincial purchases and sales, and other economic characteristics. The data are collected from establishments in a way that ensures they are consistent with data already collected at the enterprise level.

- Part 3. A sample survey of about 11,000 simple enterprises, with size varying by industry.

This third survey collects data on production, employment, sales, etc., similar to that collected in Part 2. These data are used in conjunction with tax data to produce reliable statistics.

- Part 4. Use of administrative and tax records to make more efficient use of survey results and reduce response burden on smaller businesses.

(Please refer to Appendices 3 and 4 for tables of the target population and sample sizes for the pilot year industries).

Data quality and methodology

Target population

The target population for this survey is:

- all establishments classified to specific NAICS industries selected for coverage in the first year of the UES (that is, Aquaculture, Construction, Couriers, Food Services, Lessors of Real Estate, Real Estate Agents and Taxis); and
- all enterprises that operated for at least one day during the reference year 1997.

Frame and sample design

Two sources of data were used to derive the estimates:

- a probability sample survey of establishments with a gross business revenue of greater than or equal to \$150,000, and a probability sample survey for enterprises with gross business revenue above \$1 million dollars; and
- taxation data for businesses below those thresholds; this data is also used to assist with the imputation and estimation of specific supplemental records for better coverage.

The frame for the selection of the probability sample is Statistics Canada's Business Register. This list frame was converted to a NAICS basis and updated and verified for a large number of businesses (about 220,000 nature of business reports in all) prior to sample selection.

Before a sample was taken, the records were stratified by province and industry. To improve the efficiency of the sample design, two strata were defined using the

gross revenue variable on the Business Register within each province and industry cell. They were a “take all” stratum (all establishments were sent a questionnaire) and a “take some” stratum (a sample of establishments was selected and sent a questionnaire). The approximate overall sample size was 15,000 establishments and 6,000 enterprises.

Data collection

In the spring of 1998, respondents selected in the questionnaire part of the sample were asked to report their fiscal year transactions. The survey was conducted from Statistics Canada’s Ottawa office and from the Vancouver, Edmonton and Halifax regional offices using a mail-out—mail-back approach along with Computer Assisted Telephone Interview (CATI) software for field collection, capture, edit and follow-up. There was also an electronic data collection pilot test.

Data processing

An automated edit and imputation system was used to detect incoherent, inconsistent or missing data entries and correct them with plausible values, partially with the assistance of tax data. This was coupled with a manual analytical review as required to resolve unusual situations. At times businesses' reported data did not correspond directly to the sampled unit of interest resulting in the need for data allocation. Under these conditions essential variables were apportioned across the business to ensure that economic activity was recognized closer to where it occurred (by province for example) or for the sample unit of interest (by industry for example). Later in the process, the fiscal year data were adjusted to align with the calendar year using provincial level industry indicators.

Estimation design

The sampling weights derived from the sample design were modified and improved using post stratification methods. This was possible because, during the time since the sample was selected, the Business Register was continually updated with more complete and timely information.

Analysis of the estimates

The last step of the process was analytical. In some cases industry information may be assessed within the context of other related production statistics available from provincial regulatory sources, other administrative sources or from previous industry studies. Although such alternative sources measure different things, the provincial administrative data on aquaculture, for example, proved valuable to assist in the reduction of error and confirming the accuracy of the estimates, as did comparisons with previous studies on the Couriers and Local Messengers industry and the Taxis and Limousine Services industry.

Data quality

All surveys are subject to sampling and non-sampling errors. Statistics Canada uses a variety of methods to minimize all types of errors. Measures of sampling error along with other indicators of quality are provided.

The coefficients of variation, a measure of sampling error, were computed. The quality of the estimates are classified according to the following scheme:

- **Excellent (CV is 0.01 to 4.99%);**
- **Very good (CV is 5.00% to 9.99%);**
- **Good (CV is 10.00% to 14.99%);**
- **Acceptable (CV is 15.00% to 24.99%);**
- **Use with caution (CV is 25.00% to 34.99%);**
- **Unreliable (> 35.00%).**

Using these ratings, at the national level, the estimates for Aquaculture were judged to be good and at the provincial level the estimates ranged from excellent to acceptable. For Couriers and Local Messengers industry and the Taxis and Limousine Service industry, the total revenue and total expenses estimates were judged to be very good to excellent both at the national and at the provincial/territorial level.

Every effort was made to minimize the non-sampling errors of omission, duplication, reporting and processing. When necessary, some records were imputed using information from tax files where possible.

Summary information on the survey response rates for each of the pilot year industries is provided in Appendix 4, grouped according to the following broad categories:

- **completed, 61%;**
- **partially completed, 7%;**
- **refusal, 2%;**
- **no response before the survey deadline, 9%;**
- **not able to contact, 5%; and**
- **out-of-scope to the specific industry, 16%.**

These response rates, and even the out-of-scope rates, may be considered normal for a business survey that is being conducted for the first time, as was the case for most of these pilot industries. It may also reflect, in part, the impact of the very recent introduction of the new industrial classification system (NAICS) in all of these industries.

Conclusion

The 1997 Unified Enterprise Survey for the Aquaculture industry was the first data release of the UES program. The purpose of this paper was to provide some general background and describe the methodology of the UES and to provide a basis for users to assess future data releases planned by industry sector. The scope of this paper will be expanded as subsequent data releases over the next six months or so provide more industry specific details for the seven new pilot industries included in the 1997 UES. The new pilot industries, and their release schedules, are:

- Aquaculture (March 1999);
- Taxis and Limousine Services, and Couriers and Local Messengers (spring 1999);
- Food Services and Drinking Places; Real Estate Agents, Brokers, Appraisers and other Real Estate Activities; and Real Estate Rental and Leasing and Property Management (not available); and
- Construction (not available).

Appendix 1—PIPES: An Overview

Origin

In early 1997, Statistics Canada launched an important undertaking: the Project to Improve Provincial Economic Statistics (PIPES). The project arose out of discussions in 1996 on sales tax harmonization between the Governments of Canada, New Brunswick, Nova Scotia, and Newfoundland and Labrador. The four governments adopted a common sales tax with a single collection authority, which reduces the administrative burden on business. They agreed on a formula for allocating the pooled revenues among the participating governments. Statistics Canada was asked to provide the detailed provincial economic data needed for the formula. The governments had also considered using an administrative tracking approach, based on tax records. This approach, however, would have required all businesses to maintain detailed records of their purchases and sales, which would be an extra compliance burden. It was rejected in favour of the statistical formula approach.

Statistics Canada recognized that it would need to improve substantially the quality of its statistics on provincial and territorial economies in order to fulfil this new mandate. Its priority until then had been to produce good national economic statistics, using a system that also yielded valuable provincial data. Although the provincial system of economic accounts has been upgraded significantly in recent years, provincial statistics remain largely a by-product of the national system. The quality of provincial data is much lower than that of national data and it is uneven across provinces.

By the end of the year 2000, Statistics Canada programs will be restructured and expanded to provide detailed and reliable economic accounts for the provinces and territories. This superior statistical system will offer rich new insights into the workings of Canada's regional economies.

Benefits of PIPES

Canadian businesses, citizens, policy-makers and academics, as well as all levels of government, will benefit from having more detailed and reliable statistics on provincial and territorial economies.

- Businesses producing for inter-provincial, regional and local markets will have access to more detailed economic information. Statistics Canada's data will be sufficiently detailed to help businesses with their regional investment and marketing decisions.

- Citizens, policy makers and academics will have more coherent, complete and timely numbers upon which to base their analysis and debate in such areas as: inter-provincial trade, regional development, microeconomic adjustment, productivity and competitiveness.
- Federal, provincial and territorial governments will use more reliable provincial data to determine the allocations of harmonized taxes and of federal-provincial transfer payments, both of which are based on statistical formulas.
- Provincial and territorial governments will use the new data to formulate policy and improve their fiscal management system.
- All Canadians will have access to the new information through Statistics Canada's updated corporate database, called CANSIM II. It will be available on the Internet in the year 2000.

Objectives

In broad terms, the goal of PIPES is to increase the amount and quality of provincial and territorial statistical information.

More specifically, this means that Statistics Canada aims to:

1. Create a tightly integrated and reliable system of provincial economic accounts, prepared annually.

These accounts, consisting of income, expenditure and input-output accounts, will measure the total production and consumption of goods and services in all provinces.

2. Achieve a similar degree of statistical reliability from one province to the next.

This means that a given statistical error should be no more likely in New Brunswick, say, than it is in Nova Scotia, Ontario or Alberta.

3. Increase the amount of detail in the statistics on industries and commodities for provinces and territories.

Provincial economic statistics will cover the full spectrum of industries and include significant detail on various commodities.

Since the collection of the new Harmonized Sales Tax (HST) began in April 1997, PIPES will implement as many improvements as possible for the 1997 reference period. Statistics Canada will put in place improved business and

household survey programs as quickly as possible to support the creation of the new provincial input-output tables.

How will the statistics be improved?

PIPES is making improvements under four distinct headings that are sometimes referred to as “the four C’s” of data quality:

- Coverage:

Every significant industry in a province must be included. Industries are defined according to the new North American Industrial Classification System (NAICS). New survey or administrative data programs will be initiated in industries that are not presently covered. Business statistics will account for all business enterprises, whether large or small, incorporated or unincorporated employer or non-employer.

- Counts:

To ensure reliable data, every significant industry in every province there will be represented in sufficiently large samples or through adequate coverage from administrative records. There will still be some variation in the size of samples and degree of precision for different industries.

- Consistency:

One consistent approach will be used for all industries and provinces, with similar statistical units, terminology, questionnaires, survey methodologies, and procedures for capturing and processing data.

- Coherence:

Information on what businesses sold (supply-side data) will be correlated with information on what consumers spent (demand-side data). In addition, data collected from establishments and from the parent enterprise will be examined to be sure that it is internally consistent and comprehensive, and that there is no duplication of data.

Statistics Canada aims to achieve these improvements without imposing an unacceptable burden on businesses or households. This is why the PIPES strategy involves:

1. using tax data or other administrative records instead of surveys, wherever possible;

2. focussing business surveys more on large companies where the information payoff is greatest, and less on smaller companies that can least afford the compliance burden;
3. using simpler and more tightly integrated questionnaires;
4. offering a wider choice of electronic response options;
5. establishing key provider managers who design customized response options for large businesses; and
6. investing more time communicating with business respondents and their associations, to learn directly from them how Statistics Canada can improve its survey processes.

Appendix 2—Improvements to Information Products

By the end of the year 2000, the statistics system and the information it creates will have been fundamentally altered in three major areas: provincial economic accounts, household surveys and business surveys. Statistics Canada's survey of local governments will also be enhanced.

Provincial and territorial economic accounts

An annual program of provincial and territorial input-output accounts will be established, providing detailed industry and commodity statistics. These will serve as benchmark data for revising the annual provincial income and expenditure accounts. The input-output accounts will be produced between two and a half and three years after the reference period. For their part, the income and expenditure accounts will continue to be produced as preliminary estimates in the year immediately following the reference period, and to be revised annually in each of the following three years.

A major revision

A major revision of the Provincial Economic Accounts (PEA) was published at the time of the official release on May 14, 1998. The revision covered the period from 1992 to 1997 and brought the PEA in line with the National Economic and Financial Accounts (NEFA) published early in March. The NEFA had also undergone a major historical revision that achieved three goals. The revision

- retooled the Canadian System of National and Provincial Accounts in line with the new international guidelines for national accounting released in 1993. See the *System of National Accounts 1993*, published jointly by the Commission of European Communities, the International Monetary Fund, the Organisation for Economic Cooperation and Development, the United Nations and the World Bank (ISBN 92-1-161352-3);
- re-based the constant price data and price indexes to the new base year 1992; and
- incorporated statistical revisions relating to new data sources or revised data that had not been used until that time. This included revisions that arose from a more comprehensive integration of the various parts of the Canadian System of National and Provincial Accounts.

Household surveys

PIPES includes annual data from three household surveys: the Survey of Household Spending, the Homeowner Repair and Renovation Survey and the Canadian Travel Survey.

Survey of Household Spending

The Survey of Household Spending (SHS, formerly known as Survey of Family Expenditures or FAMEX) has become an annual program. Its sample size is much larger than that of FAMEX, which was only conducted every 4 years. The main objective of the survey is to examine spending patterns of families and individuals for a calendar year. It also collects information on household composition and income levels to better understand and interpret the expenditure data. The survey results are used in several ways:

- Statistics Canada produces accurate and up-to-date information on household spending at the national and provincial levels; the information is also used in the System of National Accounts.
- Social and economic policy analysts study the differences in living costs and standards of living among different areas across Canada. Canadians moving within Canada use this information, as do governments and businesses that transfer employees. We can also compare Canada's standard of living with that of other countries.
- Lawyers and their clients use the data to determine what is fair for child support and other forms of compensation that depend on cost of living adjustments. Labour and contract negotiators rely on the data when discussing wage and cost of living clauses.
- Governments and social welfare agencies relate people's spending patterns to characteristics such as age, family size and income. These factors influence policy decisions on pension and welfare programs, wage settlements and support payments.
- Producers and retailers use the information to make business decisions and to forecast market demands.
- Researchers use this information to study social issues and trends, such as tax legislation and housing policies.

Homeowner Repair and Renovation Survey

The Homeowner Repair and Renovation Survey (HRRS) has been conducted annually by Statistics Canada since 1987. Canada Mortgage and Housing Corporation and Natural Resources Canada provided financial support during some of these survey years. Beginning with the 1997 reference year, the

Homeowner Repair and Renovation Survey is being conducted as part of PIPES. HRRS, like the SHS, has maintained a conceptual framework similar to the survey that preceded it.

Homeowners are asked detailed questions under five main categories: renovations, additions or alterations, replacement of equipment, new installation of equipment, and repair and maintenance expenditures. For each item, separate expenditure information is collected for work contracted out and for materials purchased separately (in cases where homeowners provide the labour). HRRS data are widely used.

- Statistics Canada uses the data to estimate residential repair and renovation expenditures in the System of National Accounts, and to compile Gross Domestic Product figures.
- Federal, provincial and municipal governments use the data to make policy and program decisions that can affect homeowners.
- Community groups, social agencies, and consumer groups use the data to support their positions and to lobby governments for social change.
- Businesses can use the data to study the market for their products, to locate new outlets, and so on.
- Students and teachers in Canada and around the world can study the data in their courses to better understand trends in home repair and renovation.

Canadian Travel Survey

The Canadian Travel Survey (CTS) has been conducted every two years since 1980. The survey was sponsored by the Canadian Tourism Commission and by the ten provincial governments. Beginning in 1996, the CTS became an annual survey co-sponsored by the federal and provincial partners and PIPES.

The survey is conducted as a monthly supplement to the Labour Force Survey. It collects information on the volume, characteristics and expenditures of travel in Canada. Data collected include origin and destination, reason for travel, main mode of transportation, party size, distance travelled from home, number of nights away from home, type(s) of accommodation used, activities, and expenditures by category (such as amounts spent on food, accommodation, transportation, etc.).

- The data are used by Statistics Canada to estimate the contribution of travel to the Canadian economy and as an input to produce the Tourism Satellite Account and the National Tourism Indicators.

- The Canadian Tourism Commission, the provincial governments and tourism industry organizations use the data to monitor the travel industry in Canada and to aid in developing tourism marketing programs.
- Researchers and academics use the information to study developments in the travel industry.
- The System of National and Provincial Accounts uses the data to estimate the flow of travel spending between provinces.

Business surveys

The entire business survey program will be transformed in a fundamental way to achieve higher standards of coverage, counts, consistency and coherence. The program consists of three major elements: the Unified Enterprise Survey, the Business Register and the use of tax data through the General Index of Financial Information (GIFI).

Unified Enterprise Survey

As was explained in greater length at the beginning of this document, Statistics Canada regularly conducts approximately 200 separate business surveys to gather data on different industries and commodities. Most of these will be integrated into a single master survey program called the Unified Enterprise Survey (UES). The new integrated approach focuses on enterprises: it will ensure that financial data received from an enterprise's head office, such as corporate profits, will be consistent with production and sales data received from its different establishments. The UES will collect more industry and commodity detail at the provincial level and avoid overlap between different survey questionnaires.

Business Register

The Business Register is the survey frame for all Statistics Canada's business surveys. When Revenue Canada recently implemented a new single business number for its Business Registration System, Statistics Canada took the opportunity to incorporate this number into its own business register. This single business number is assigned to all businesses dealing with Revenue Canada, whether they are employer or non-employer, incorporated or unincorporated. This number makes it possible to assemble statistical data from Revenue Canada records of payroll deductions, GST and corporate taxes. Statistics Canada will also be able to keep its Business Register up-to-date by getting information on new businesses and business changes from Revenue Canada.

Using the new business number has allowed Statistics Canada to expand its business survey frame, which previously contained only employer businesses. It now includes all incorporated and unincorporated businesses with or without employees. The number of establishments listed in the Business Register has

grown from just under one million employer establishments to approximately two million incorporated and unincorporated businesses. Classifying the industrial activity of each additional establishment under the 1980 Standard Industrial Classification (SIC) system was a massive project. In addition, staff assigned new NAICS classifications to all two million businesses.

Business Register staff have also focussed their efforts on collecting more detail on the operational structure of Canada's largest businesses. This will ensure that all the activity of large businesses is accounted for, across all provinces and industrial categories. There are also new measures in place to systematically identify smaller enterprises with multi-provincial activity, to ensure that they are included in the collection of data on inter-provincial flows.

In order to reduce the response burden, especially on small businesses, the Business Register has developed a new system to track all contact made with responding businesses. Initially for PIPES surveys and eventually for all business surveys, this new system will allow survey staff to assess the total cumulative reporting burden placed on individual businesses within a target population. They can then design samples to minimize that reporting burden.

Work is also under way to implement a new classification of institutional sectors within the Business Register, based on the international guidelines for national accounting (System of National Accounts) released in 1993. This will bring the Business Register in line with the recently completed revision of the Canadian System of National and Provincial Accounts.

Using tax data through GIFI

Staff from Tax Data Division are working with Revenue Canada to prepare for the implementation of the 1998 General Index of Financial Information (GIFI) program. This program will capture financial statement detail for all incorporated businesses in Canada from their income tax files, starting with the 1998 reference year. Data from unincorporated businesses will be captured later, starting in 2001.

The advantage of the GIFI program is that it covers all enterprises that file a tax return, and provides the data in a standardized format. Previously, Revenue Canada provided data for only a sample of tax filers, and in varied formats, depending on the company.

Staff members have developed quality control strategies for the transcription and capture of data into a GIFI file format. For example, they have developed a pre-audit operation that will assess the quality of transcription in the first few weeks and provide a basis for designing an ongoing quality audit.

Local government surveys

Public Institutions Division has substantially increased the sample size for both the Local Government Revenue and Expenditure Survey and the Local Government Capital Expenditures Survey. The increased samples will improve the accuracy of the data and ensure they are of equal quality across all provinces and territories. New questions were added concerning revenue and expenditure, sales of goods and services, and environmental expenditures on work done by employees and work contracted out.

Statistics Canada staff members are developing an imputation and estimation system for the revenue and expenditure data, to replace most of the manual imputation techniques used in the past. They are also developing a database that will facilitate the review of data from the increased sample, in order to improve data quality and timeliness.

Data improvements for reference year 1997

1997 is the first reference year for which major gains in data quality will be achieved as a first step towards realizing the full project vision.

The various data for reference year 1997 are coming on stream throughout 1998 and 1999. They will be used to create the new provincial input-output tables that will be released in the second half of the year 2000.

The following specific improvements are underway for reference year 1997:

New annual surveys

1. Unified Enterprise Survey – pilot edition for selected industries, conducted in calendar year 1998

Unified Enterprise Survey – Part 1 – survey of enterprises: approximately 6,000 complex enterprises' income statements and balance sheets, for improved estimates of value added and corporate profits, by province and industry

Unified Enterprise Survey – Part 2/3 – survey of establishments in specific industries:

- Survey of the Aquaculture Industry
- Surveys of selected Transportation industries:
 - couriers and local messengers
 - taxis and limousine services

- Surveys of selected Service industries:
 - restaurants and drinking places (food services)
 - real estate agents, and
 - lessors
 - Survey of the Construction Industries
2. Other new business surveys being conducted in 1998:
 - Surveys of financial services
 - Survey of Telecommunications Service Providers
 3. Homeowner Repair and Renovation Survey
 - Conducted in first half of 1998 (see *The Daily*, November 23, 1998)
 4. Statistics on new housing sales and prices
 - Developed from administrative data associated with the GST housing rebates program
 - Cover 1997 and five previous reference years (see *The Daily*, July 17, 1998)

Surveys or products being improved

5. Annual Survey of Household Spending
 - Conducted in early 1998, with shortened questionnaire and larger sample (previously known as FAMEX; see *The Daily*, February 11, 1999)
6. Canadian Travel Survey
 - Quarterly and annual results are now produced for inter-provincial travel spending (see *The Daily*, September 16, 1998)
7. Business surveys detailing inter-provincial trade
 - Wholesale and Retail Commodity Surveys are now annual
 - Annual Survey of Manufacturers includes all the provinces and territories in the list of destinations of manufacturing shipments

These surveys are also improving collection and editing processes.

8. Other business surveys being improved, either with better methodology, increased sample sizes or expanded coverage
 - Monthly Retail Trade Survey
 - Annual Wholesale Trade Survey
 - Quarterly Retail Commodity Survey
 - Surveys of personal services industries
 - Surveys of business service industries
9. Provincial and Territorial Economic Accounts
 - Income and Expenditure Accounts
Major historical revision covering 1992-1997
 - Input-output tables
Will incorporate improved quality data for 1997
10. Local Government Surveys—increased sample sizes and improved methodology

Appendix 3—Table: Who were we aiming to survey in UES 1997?

Target Population & Sample Counts		Total Employees	Establishments in Population	Revenue	Establishments in Survey Sample	Average Sampling Rate
Reference year 1997	Units	1000	No.	\$Million	No.	%
All pilot industries Establishments-level	All	2068	280361	\$161,711	14409	5%
	Complex	237	5234	\$24,603	3620	69%
	Simple	1831	275127	\$137,108	10789	4%
Aquaculture	All	4	581	\$407	121	21%
	Complex	1	15	\$102	13	87%
	Simple	3	566	\$305	108	19%
Construction	All	854	148045	\$92,871	8119	5%
	Complex	69	1269	\$11,583	1044	82%
	Simple	785	146776	\$81,288	7075	5%
Food services	All	928	70064	\$29,705	3119	4%
	Complex	117	2866	\$4,747	1499	52%
	Simple	811	67198	\$24,959	1620	2%
Real estate lessors	All	171	41606	\$27,259	1662	4%
	Complex	18	780	\$5,793	618	79%
	Simple	153	40826	\$21,466	1044	3%
Real estate agents	All	70	11360	\$8,108	576	5%
	Complex	11	130	\$624	107	82%
	Simple	59	11230	\$7,484	469	4%
Taxis	All	11	5276	\$776	320	6%
	Complex	1	9	\$14	7	78%
	Simple	10	5267	\$762	313	6%
Couriers	All	31	3429	\$2,585	325	9%
	Complex	22	165	\$1,740	165	100%
	Simple	9	3264	\$845	160	5%

Appendix 4—Table: How well did we do at getting answers?

Allocation of Sample			Survey response status							Effective Response Rates (% of In-scope usable questionnaires)
	% of Total Survey Sample	Survey Sample Counts	No Contact	Past collection deadline	Refusal	Out of Scope*	Partly Completed	Completed	Sum	
Enterprise-level	31%	6157	5%	15%	2%	3%	75%	100%	77%	
Aquaculture	1%	121	12%	12%	1%	23%	7%	45%	100%	68%
Construction	39%	8119	5%	7%	1%	22%	5%	60%	100%	83%
Food Services	15%	3119	1%	7%	2%	15%	24%	51%	100%	88%
Real Estate Lessors	8%	1662	9%	9%	2%	21%	10%	49%	100%	75%
Real Estate Agents	3%	576	1%	3%	1%	41%	5%	49%	100%	92%
Taxis	1.5%	320	1%	1%	1%	31%	0%	66%	100%	96%
Couriers	1.5%	325	5%	8%	4%	16%	16%	51%	100%	79%
All Industries	100%	100%	5%	9%	2%	16%	7%	61%	100%	81%

*Note: The sample included many units that turned out to be out-of -scope, due to misclassification or cessation of business operations. This was due to the fact the survey frame was new and previously untested.