

# Canada's Annual Survey Redesign for Services

A practical view of model survey

Presented at the Voorburg meeting  
September 2005

# Outline

- The context of the redesign (Why ?)
- The objectives (What ?)
- The new modular approach (How?)
- The benefits of the new redesign (So what?)

# The context (Why?)

- Before 1997 the development was piecemeal as funding was becoming available
- 1997-2002 - Program to Improve Provincial Economic Statistics forced standardization and centralization of process under an Unified Enterprise Survey

# The context (Why?)

- 2002: Strategic plan to provide more information on characteristics of businesses active in the service sector.
- 2002-2005 : Budget constraint, integration of cultural statistics, re-balancing of I/O tables, uses of administrative data.

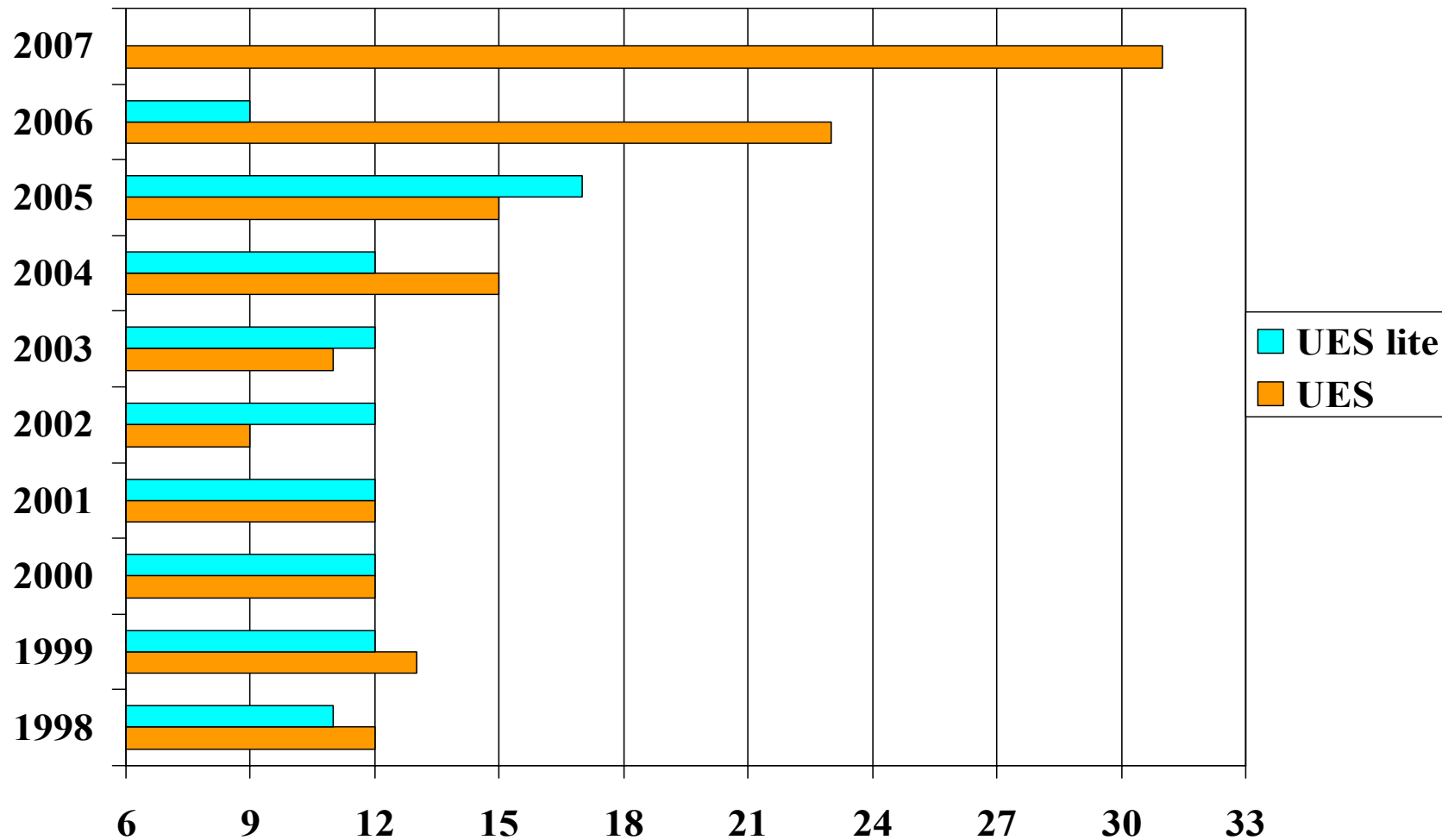
# Objectives (What ?)

- The implementation of new STC standards for business surveys (COA and NAPCS);
- The harmonization of concepts across the annual survey program;
- The simplification of data processing received from the field;

# Objectives (What ?)

- The facilitation in the transition of SID annual surveys to UES;
- The development of a standard for characteristic surveys and;
- The development of program flexibility for cost recovery work.

# Transition SID program to UES



# The redesign (How ?)

- 32 annual surveys:
  - 10 generic modules - content standardised
  - 3 industry specific modules
  - Modules will be activated (on-off) as required by survey



# Questionnaire design

Generic modules	Industry specific modules
<ol style="list-style-type: none"><li>1. Reporting period</li><li>2. Revenues</li><li>3. Expenses</li><li>4. Type of client</li><li>5. Employment</li><li>6. Client location</li><li>7. Foreign trade</li><li>8. Provincial grid</li><li>9. Certification</li><li>10. Comments</li></ol>	<ol style="list-style-type: none"><li>1. Main business activity</li><li>2. Product information (NAPCS)</li><li>3. Other industry characteristics</li></ol>

# Questionnaire design

Generic modules	Industry specific modules
<ol style="list-style-type: none"><li>1. Reporting period</li><li>2. Revenues</li><li>3. Expenses</li><li>4. Type of client (on-off)</li><li>5. Employment (on-off)</li><li>6. Client location (on-off)</li><li>7. Foreign trade (on-off)</li><li>8. Provincial grid (on-off)</li><li>9. Certification</li><li>10. Comments</li></ol>	<ol style="list-style-type: none"><li>1. Main business activity</li><li>2. Product information (NAPCS) (on-off)</li><li>3. Other industry characteristics (on-off)</li></ol>

# Characteristic questionnaire

## Generic Modules

1. Reporting period
2. Revenues (1/3 page) - off
3. Expenses (1 page) - off
4. Type of client (on-off)
5. Employment (on-off)
6. Client location (on-off)
7. Foreign trade (on-off)
8. Provincial grid - off
9. Certification
10. Comments

## Industry specific modules

1. Main business activity
2. Product information (NAPCS)
3. Other industry characteristics (on-off)

An example

Food services

# The benefits

- Simplify the development and maintenance of processing tools and systems
- Simplify the transition of our surveys to the Unified Enterprise Survey
- Allows flexibility in the creation of new modules and better response to client needs