Enterprise surveys

Statistics of International Trade in Service: Challenges and Good Practices
Regional Workshop for South-East Asian Countries
*Hanoi, Vietnam, 30 November – 3 December 2010*

United Nations Statistics Division
Statistics of International Trade in Services Section
Conducting enterprise surveys for SITS

- Recommendations in MSITS 2010
- Recommendations in BPM5 compilation guide
- Defining the population of enterprises
- The sampling frame
- Sampling
- Data collection
- Validation and quality control of the data
- Estimation and weighting procedures
- Reconciliation with ITRS and other data sources
3.302 Surveys of enterprises collect information in aggregate form on the transactions of resident enterprises with non-residents. Such surveys may be full coverage or conducted on a sample basis.
Surveys of enterprises may be conducted to collect information from enterprises engaged in specific activities (for example, airlines that are engaged primarily in carriage of passengers and freight, legal firms that supply only a small range of services, or hotels and restaurants that cater primarily to overseas visitors) or may be applied to a wide range of enterprises to collect information on all of their services transactions, or even on all of their balance of payments transactions.
To be successful, such surveys require the use of an up-to-date register of enterprises and good survey techniques (such as appropriate follow-up, and verification and estimation techniques).
131. The approaches of enterprise surveys may range from data collection by telephone from a few large companies to highly organized, large scale, mail-based collections. An enterprise survey may be designed to capture a specific type of data or to obtain data that supplements other sources, such as an ITRS.
132. ES should be based on clearly defined objectives, sound collection methodology, and a well-established legal basis; properly designed collection forms, full coverage of the population, well-defined data structures and classifications, and effective data validation and aggregation procedures are also required for ES.
Defining a population of enterprises

- Resident enterprises in the reporting economy involved in international trade in services with non-residents.
The sampling frame

- International Transaction Reporting System ITRS
- Administrative registers of enterprises that do international transactions, ex. VAT registers.
- National business register – all registered enterprises
The sampling frame

- Which enterprises should always be surveyed?
- Is there a ‘stable’ population of enterprises involved in international service transactions?
- Coverage of smaller enterprises, stratification (ex. By size and industrial activity)
The population frame

- Stable population from ITRS
- Big firms from VAT-register
- All over 10-employees firms from INE’s business register (DIRCE)

- Stratification on activity (NACE) and size
- Correlation main activity/foreign trade?
  - Import vs export
  - Stable vs unstable population

p<1
• Sample size: How many enterprises to survey?
• Frequency of survey: quarterly, yearly?
• Different surveys to cover different service items or customized to different industries (airliners, hotels and restaurants, construction firms etc.) ….
• … or one survey ‘fits all’?

• Can data from existing administrative sources be used?
• Include questions on external trade in services in other already established enterprise surveys?
Sample CIS 2005

<table>
<thead>
<tr>
<th>NACE</th>
<th>Stable populat.</th>
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<tbody>
<tr>
<td></td>
<td>Stable Population</td>
</tr>
<tr>
<td></td>
<td>DIRCE</td>
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</tbody>
</table>

Legal entities with more than 10 employees
Ways of data collection
- telephone interview
- questionnaires by mail,
- electronic questionnaires,
- web-surveys
Validation and quality control of the data

- Follow up on non-response
- Reduce respondent errors
- Make sure there is as little processing error introduced as possible – sound system for data revision
Validation and quality control – example Norway

Respondent

Controls

TIS OK

NO Controls

YES

Missing reports

Previous report

Contact phone

Annual report

Web-site

Revision

System revision

Weighing up

Use in the BoP

Other publishing

Growth

Decline

New service

Old service missing

New enterprise
• Linking the survey responses to initial sample design
• Making sure we have a sample that is representative of the underlying population of all enterprises
• Non-response
• Imputation
• Comparing the grossed up results of survey and ITRS
• If possible, study on micro-level any discrepancies
• If needed, do adjustments to reconcile the statistics
### COMPARISON BOP-ITS SURVEY RESULTS (V): STRUCTURE BY TYPE OF SERVICE

<table>
<thead>
<tr>
<th>BOP ITEM</th>
<th>2006</th>
<th>2007</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IT$ (adj.)</td>
<td>BOP</td>
<td>IT$ (adj.)</td>
<td>BOP</td>
</tr>
<tr>
<td>Transport</td>
<td>52.26%</td>
<td>33.07%</td>
<td>49.34%</td>
<td>30.45%</td>
</tr>
<tr>
<td>Communication</td>
<td>5.93%</td>
<td>2.57%</td>
<td>4.73%</td>
<td>2.33%</td>
</tr>
<tr>
<td>Construction</td>
<td>3.33%</td>
<td>3.98%</td>
<td>4.04%</td>
<td>5.16%</td>
</tr>
<tr>
<td>Insurance</td>
<td>2.02%</td>
<td>1.38%</td>
<td>3.14%</td>
<td>2.10%</td>
</tr>
<tr>
<td>Financial</td>
<td>7.26%</td>
<td>7.07%</td>
<td>7.69%</td>
<td>8.56%</td>
</tr>
<tr>
<td>Computer and Information</td>
<td>15.79%</td>
<td>7.22%</td>
<td>13.73%</td>
<td>7.36%</td>
</tr>
<tr>
<td>Royalties</td>
<td>2.12%</td>
<td>1.71%</td>
<td>1.54%</td>
<td>0.75%</td>
</tr>
<tr>
<td>Personal</td>
<td>1.95%</td>
<td>2.25%</td>
<td>2.96%</td>
<td>2.37%</td>
</tr>
<tr>
<td>Government</td>
<td>1.88%</td>
<td>1.45%</td>
<td>1.49%</td>
<td>1.37%</td>
</tr>
<tr>
<td>Other business services</td>
<td>7.94%</td>
<td>39.29%</td>
<td>11.33%</td>
<td>30.56%</td>
</tr>
</tbody>
</table>

Source: Banco de España.

- Regarding structure by BOP item, stands out the loose of weight of Other business services.
- Gaining in importance Transportation, Communication, Computer and Information services and Royalties and license fees.
- In the case of the imports, it is worthy to mention the increase of the weight over total of the Royalties and license fees component.