

# PRASC



**Project for the Regional  
Advancement of Statistics  
in the Caribbean**

**Projet régional pour  
l'avancement de la statistique  
dans les Caraïbes**



In partnership with

**Canada**



# Canadian Survey on Business Conditions (CSBC)



Delivering insight through data for a better Canada



Statistics  
Canada

Statistique  
Canada

Canada

## Presentation purpose

The purpose of this presentation is to:

- 1) Provide an overview of the **Canadian Survey on Business Conditions (CSBC)**
- 2) Overview of sample design and data quality
- 3) Overview of how new content is created

## Presentation outline

- Background information
- Objectives of the CSBC
- Sample design
- Adding new content
- Data quality
- Imputation

# Background information

- As the pandemic dramatically changed the Canadian economy in March 2020, there was an urgent need to understand the impact of the widespread measures taken to contain the spread of COVID-19 on Canadian businesses and the on-going impact of the pandemic.
- Statistics Canada launched the Canadian Survey on Business Conditions (CSBC) to provide insights on the impacts of COVID-19 on businesses, employees and the economy. The survey allowed Statistics Canada to collect information on...
  - ...the impacts the pandemic was having on businesses in Canada
  - ...the ways businesses were reacting and adapting to the pandemic
  - ...the needs of businesses to continue to allow them to sustain themselves through the pandemic and beyond
- Today, the survey continues on a quarterly basis to collect information on the environment businesses are currently operating in and their expectations moving forward.



# Canadian Survey on Business Conditions

## WHO?

Survey of over 30,000 employer businesses across Canada



## WHAT?

Survey of 30 to 35 questions

- Set of core questions for longitudinal analysis
- Punctual and timely to meet data gaps or emerging needs

## HOW?

Stratification by:

- Industry type
- Employment size
  - Geography (Provinces, Territories & 20 largest cities)



## WHEN?

Conducted on a quarterly basis since April 2020

# Objectives of the CSBC

## Timeliness

- Content updated each quarter based upon **current** and **emerging** needs.
- Survey is conducted on a **quarterly** basis.
- Results are available approximately **3 months** after survey content is finalized / **3 weeks** after collection closes.

## Detail and granularity of data

- Estimates produced at the national, provincial and territorial level by **industry**, by **size**, and by additional **business characteristics** e.g., **age of business**, **type of business**, **majority-ownership** (woman, visible minority, immigrant to Canada, etc.).
- Estimates available for the **20 largest cities** in Canada by request.

## Limited burden

- **Short** questionnaire – 30 – 35 questions
- **Simple** questionnaire – qualitative in nature (yes/no, mark one, mark all that apply, etc.)



100

# Survey development

- Compose a **relevant, simple** and **short** questionnaire each cycle to reflect **current** and **emerging** needs addressing any known **data gaps**
- Through **extensive and broad stakeholder engagement and consultations**
  - Provincial and territorial focal points
  - Federal departments
  - Internal outreach
  - Other
    - Chamber of Commerce
    - Municipalities

## Questionnaire testing

- Content is tested with potential respondents each quarter



# Sample design

The CSBC is a sample survey with a cross-sectional design. The survey uses a stratified random sample of business establishments classified by geography, industry sector and size. The sample is selected using Stratified Simple Random Sampling (Stratified SRS) where the frame is divided into strata and random units are selected from each strata.

For each iteration, each strata was defined using industry classification (derived from NAICS), size group of the business (derived from number of employees), province/territory, and large cities (top 20).

During the allocation of sample units to each domain (the number of units we plan to randomly select from each strata), we targeted a standard error (SE) of 5% for each industry and 6.75% for each province by industry domain.

Because the survey designed to meet rapid data needs, it uses an infrastructure already in place (Business Register).

# Sample design

## Sample size

- ~33,000 establishments ensures quality estimates are disseminated by;
  - industry;
  - employment size categories;
  - province and territory; and
  - the 20 largest cities in Canada.

## Collection method

- electronic questionnaire

## Collection period

- 5 weeks

## Target response rate

- 50% (voluntary survey)

# Content assessment steps

## Stakeholder identifies data need

**Case A:** Agriculture and Agri-Foods Canada (AAFC) is interested in understanding local food sales and barriers to selling food locally.

**Case B:** Several stakeholders interested in obtaining business data by ownership characteristics.

## Assess if good fit for CSBC

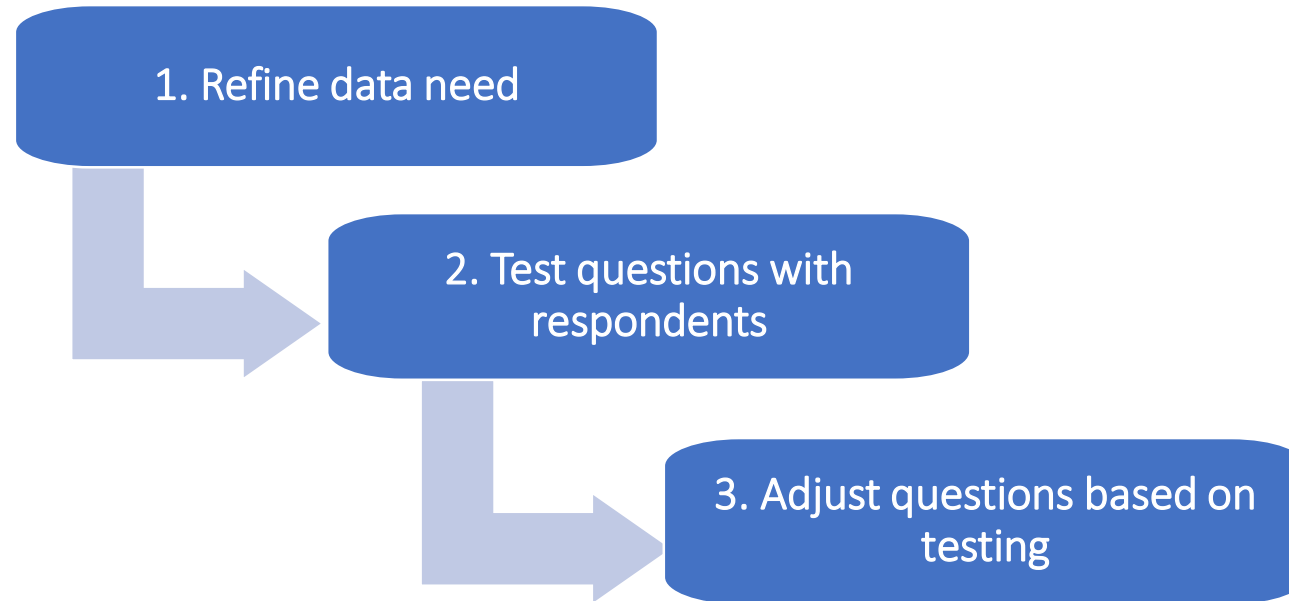
- Does the information being sought fit the scope of the survey?
- Will businesses be able to provide this information?
- Is the topic broadly applicable to businesses?

## Assess internal sources

**Case A:** Consulted with the Agriculture Division responsible for the Census of Agriculture at Statistics Canada.

**Case B:** Various data sources across Statistics Canada, but none that could be linked to the entire CSBC population.

# Content finalization



# Final questions: Local food (Case A)

19. How did this business's or organization's **local food sales in 2019** compare with its **local food sales in 2021**?

- Sales were **significantly higher** in 2021
- Sales were **somewhat higher** in 2021
- Sales were **about the same** in 2021
- Sales were **somewhat lower** in 2021
- Sales were **significantly lower** in 2021
- Don't know

# Final content: Majority ownership (Case B)

36. What percentage of this business or organization is **owned** by **persons with a disability**?

**Include** visible and non-visible disabilities.

Provide your best estimate rounded to the nearest percentage.

Percentage

\_\_\_ %

**OR**

Don't know

37. What percentage of this business or organization is **owned** by **LGBTQ2 individuals**?

The term **LGBTQ2** refers to persons who identify as lesbian, gay, bisexual, transgender, queer and/or two-spirited.

Provide your best estimate rounded to the nearest percentage.

Percentage

\_\_\_ %

**OR**

Don't know

38. What percentage of this business or organization is **owned** by **members of visible minorities**?

A member of a **visible minority** in Canada may be defined as someone (**other than an Indigenous person**) who is non-white in colour or race, regardless of place of birth.

Provide your best estimate rounded to the nearest percentage.

Percentage

\_\_\_ %

**OR**

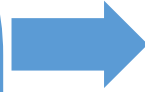
Don't know

# Sample selection

Consult with stakeholder to identify if targeting any specific businesses

**Case A:** Applicable to two specific industries: Crop production (NAICS 111) and Animal production and aquaculture (NAICS 112)

**Case B:** Disseminate data by majority ownership of all businesses in the sample.



Is the target variable available on the Business Register?

**Case A:** Yes, industry information by NAICS is available on the BR.

**Case B:** No, majority ownership information is not currently available on the BR for all units on the frame.

## Sample selection when information is available on the frame (Case A)

Units are selected to ensure there are a sufficient number of responses from these businesses. Also important to coordinate sample selection with other programs to ensure the same businesses are not being overburdened.

Specific to Case A:

- A new agriculture industry “AGR” was defined and contains units in the industries of interest (NAICS 111 and 112)
- The addition of the agriculture industry increased the number of domains and the sample size
- The quality target was slightly lowered compared to previous iteration to accommodate the change in sample
- The total sample size increased by 500 units
- In total 1,834 agriculture units selected in the sample to meet the needs for AAFC
- We coordinated the updated sample with other programs in Agriculture Division

## Sample selection when information is not available on the frame (Case B)

Some of our requests for data are outside the scope of the Business Register in which case information cannot be derived from the Business Register, and must be collected directly from respondents.

Specific to Case B:

- Majority ownership information is not available on the BR and thus data could not be disseminated by ownership. As a result, questions were added to the survey to collect this information.
- This information is self-reported.
- In some cases, efforts were made to boost the sample for these groups with information outside of the BR.

	Future outlook for the business or organization														
	Very optimistic			Somewhat optimistic			Somewhat pessimistic			Very pessimistic			Unknown		
	%	Quality	SE	%	Quality	SE	%	Quality	SE	%	Quality	SE	%	Quality	SE
Majority ownership, all ownerships	20.4	A	0.8	49.1	A	1.0	13.3	A	0.7	3.6	A	0.3	13.5	A	0.7
Majority ownership, woman	20.5	A	1.9	44.3	B	2.6	14.2	A	2.2	3.3	A	0.6	17.8	B	2.5
Majority ownership, First Nations, Métis or Inuit	21.0	C	5.3	46.4	C	6.3	15.9	B	3.8	4.3	A	2.4	12.4	C	5.0
Majority ownership, immigrant to Canada	13.3	A	1.9	48.7	B	2.6	14.9	A	1.7	5.2	A	1.0	17.8	A	1.8
Majority ownership, person with a disability	21.3	D	7.8	32.0	C	7.3	18.8	C	6.6	16.6	E	11.4	11.3	B	4.1
Majority ownership, member of LGBTQ2 community	12.5	C	5.3	66.1	E	10.4	6.9	B	3.7	3.9	A	2.2	10.5	C	5.5
Majority ownership, visible minority	13.3	A	2.2	47.6	B	3.0	16.0	A	1.8	5.3	A	1.1	17.8	A	2.1



# Imputation Rate Q1 2022

Two types of imputation rates are provided to differentiate complete versus partial imputation:

1. Complete means that the entire question was imputed.
2. Partial imputation is only relevant for questions with multiple sub-questions.

More complete imputation was performed than partial. The imputation rates for the first 24 questions are less than 5%. The imputation rates from question 23 onward are all approximately 20% (excluding question 24 where the imputation rate is 49%).

	Question	IR <sub>q</sub> (%)
Ownership	25 – Women	18.5
	26 – First Nations, Métis or Inuit peoples	19.1
	27 – Immigrants to Canada	19.8
		20.3
	28 – Persons with a disability	
	29 – LGBTQ2	22.5
	30 – Visible minorities	20.4
	20.5	
	31 – Breakdown of visible minorities	



# Questions?

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