Introduction

The Canadian Business Register is a statistical business register which is mostly derived and maintained through the use of administrative data. In Canada, the legal entity data received and used to construct the Business Register comes from the national taxation agency (Canada Revenue Agency). These data provide a rich source of information at the legal entity level on all foreign and domestic enterprises operating in Canada but provides limited information necessary to create complex structures. Statistics Canada requires a more complex view of the enterprise; as enterprises could be comprised of many establishments in many areas of Canada and involved in many sectors of activity. Therefore, a significant investment is made to conduct profiling activities by Business Structure Specialists. Essentially, profiling is the process of creating and maintaining the production units of a complex enterprise on the Business Register in order to derive the appropriate level of statistical indicators, so that economic statistics programs can properly target units to produce official statistics for a given geographic region and/or industry as required by the Canadian System of National Accounts (SNA).

This paper will describe the profiling program at Statistics Canada, the benefits of profiling, the challenges that the program continues to face and the future direction of the program.

Role of the Business Register

The role of the Canadian Business Register (BR) is to provide statisticians, engaged in the production and analysis of economic statistics, with the highest quality frame in terms of coverage and data elements. It encompasses some of the fundamental concepts of the System of National Accounts that require the accurate and coherent delineation of economic activities by geographical location and industrial activity. The BR provides a facility to store, browse, maintain and retrieve frame information. It is also responsible for supporting all data collection processes by storing the contact name, address, telephone...
number and the survey questionnaire identifiers. The Register, upon request, can generate an accurate list of contacts which is required for the survey data collection process. It monitors the level of response burden imposed upon each Canadian business by Statistics Canada and provides relevant information to effectively manage all response burden issues. Finally, it provides statistical information regarding the composition of the population of businesses in Canada in terms of organisational structure, industrial activity, size and geography.

The Business Register Division’s mandate is to collect, compile and maintain a full repository of economic businesses in Canada, in order to provide a complete, unduplicated and up-to-date frame for business programs. The Business Register Division is one of five divisions with a formal function under the Statistical Infrastructure Branch at Statistics Canada along with Standards, Administrative Data Division, Geography and Information Management Division.

From the 80 employees assigned to the Business Register Division, approximately 60% of the functional budget of the Business Register is dedicated directly to the Business Profiling Program which demonstrates the importance of the profiling activities.

**Use of Administrative Data on the Business Register**

In 1995 there was a federal government initiative to simplify the way businesses managed the various government program requirements by introducing a 15 digit unique identifier called the Business Number (BN) that would be used by the Canada Revenue Agency (CRA) for the various taxation programs such as payroll deduction accounts, corporate tax filers, goods and services tax. The 15 digit identifier would consist of a 9 digit unique number that identifies the legal entity, a two digit code identifying the program of registration and a five digit version code indicating how many times they registered for the same program. This registration number is used by businesses when communicating with CRA about pre-existing accounts or in order to register new program accounts. Until the introduction of the Business Number, the BR had used the payroll deduction account as the principal source of administrative information. As well, access to the Incorporation tax files, however, there was no unique identifier linking the two types of accounts creating duplication issues. Therefore, the BR coverage was limited primarily to businesses that were employers. With the introduction of the BN, the BR was able to significantly increase the coverage as virtually all businesses were registered with CRA; as well, a common identifier across programs provided coherence in the data for the purposes of linking multiple administrative sources and therefore, reducing duplication.

Effectively, the business number master file from the Canada Revenue Agency is used to identify potential births, deaths and to update tombstone data using a code set indicating whether the program is active, closed, dissolved or amalgamated. Although the birth of a new BN entity is almost instantaneouse on the Canadian Business Register, the inactivation, dissolution or closing of the entities cannot be immediately identified. In order to meet Statistics Canada requirements, the BR has developed a methodology to automatically identify businesses that ceased operations. The advantage is that it is at least being identified without increased survey sampling costs and response burden.
The increased integration of administrative data onto the Business Register has improved frame coverage, coherence of the data and the quality of the business profile. It has greatly reduced the manual intervention required to maintain simple legal operating entities and greatly improved the accuracy and timeliness of maintaining the large and complex enterprise group structures by providing monthly signals on changing enterprises.

Overview of Business Register Concepts and Definitions

Businesses are commonly viewed through their legal structure and their operating structure. These views are commonly known and understood by the business community. On the Business Register (BR), the legal structure is composed of entities recognised as Legal Operating Entities (LOE), and the operating structure is composed of entities recognised as Operating Entities (OE). Since accounting practices differ from business to business, the availability of the economic and financial data needs to be recorded for all entities within business structures.

At Statistics Canada, we assign statistical indicators to all business entities (LOE and OE) to determine which economic data can be obtained and what can be measured. For businesses composed of multiple entities, defining the legal and operating structures, as well as assigning statistical indicators is done through the profiling activity. First, businesses are consulted about their legal and operating structures and their accounting practices in order to delineate by type of responsibility centers. Secondly, using the responsibility centers, a standardized methodology developed at Statistics Canada assigns statistical indicators to each business entities. These indicators are: Enterprise, Company, Establishment & Location indicators.

### Key Concepts of the BR:

- Legal Operating Entities (LOE),
- Operating Entities (OE),
- Statistical Indicators (SI)
The Investment Center represents the legal operating entity (LOE) signifying the availability of full financial statements and operating profits. The Profit Center, Cost Center-Production, Revenue Center, Cost Center Support units represents the operating entities (OE) – depending on the availability of data and responsibility center type they could be represented by an establishment indicator or location indicator.

A simple legal operating entity would represent a single line with all four statistical indicators indicating full availability of data at all statistical levels.

A complex structure would be comprised of both LOE’s and OE’s with the breakdown of statistical indicators identifying the availability of data for each structural unit.

To complicate the enterprise group further is the existence of the consolidation. Where all data would be available at the reporting entity for the consolidation leaving only one enterprise level statistical entity to be surveyed for the whole group of legal entities. The collected consolidation information is additional information that is used by enterprise level surveys. It would contain the consolidated classification of the enterprise group, the total revenue of the enterprise group excluding all intercompany sales and the total value of assets.
Business Register Coverage and Maintenance

The business register contains 5.6 million enterprises where the majority are simple single units operating in one sector of activity. The coverage is very close to 100% of all Canadian businesses operating in Canada.

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Number of enterprises</th>
<th>Generated Revenue</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple</td>
<td>5.4 million</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Complex</td>
<td>20,000</td>
<td>53%</td>
<td>41%</td>
</tr>
<tr>
<td>Administrative Complex</td>
<td>260,000</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

On the Canadian Business Register a simple legal operating entity is represented by one unit with full legal attributes. It is eligible for sampling for all levels of surveys. It has a direct link to the administrative data sources and is updated automatically on a regular basis using administrative data. There is little manual intervention required on these units with the automated processes Statistics Canada has implemented using predetermined methodology. Subject-matter specialists and collection agents have the permissions to maintain the units as required. There are no profiling resources assigned to maintain these units.

The complex units are mainly maintained manually and are prioritized for profiling using the following factors: size variables - revenue and employment, number of geographical locations, number of industrial activities and number of surveys impacted by changes to the structure. The legal operating entities within an enterprise group structure have direct links to their Business Numbers and are updated monthly using administrative data to represent the current stratification variables. However, the operating entities are not maintained automatically and therefore, manual intervention is required to maintain accuracy and coherence. This is where the allocated profiling resources are utilized. Although they represent only .4% of the total number of legal entities on the Business Register, they represent 53% of the total generated revenue in Canada and 41% of the total employment.

The administrative complex structures are created and maintained annually through automated processes using the administrative data files that identify these specific units as complex but not yet
prioritized for profiling. This group includes sole proprietors that file multiple income statements for personal tax purposes. From this information, we can determine (without profiling and increasing response burden) that these units are reporting for multiple economic activities and therefore can automatically delineate the legal operating entity by economic activity. Also included in this group are employers that file employment tax information for multiple provinces in Canada but again have not yet fallen into scope for profiling. For the employer units, we can delineate by province, however, we have no further information on the economic activity. All the units in the administrative complex group are created for allocation purposes which will be discussed later in this document.

**Profiling Prioritization Process**

Simply, a profile is a survey of one or more related business entities, intended to collect information on the legal and operational structure of the business, for the purpose of delineating the operational structure by geographical area and economic activity. It is conducted to improve the accuracy, coherency and relevance of the data for economic program use for sample stratification and statistical estimation.

As described earlier, the complex portion of the Business Register is assessed and prioritized based on the complexity score of each enterprise group generated by using the following factors: revenue and employment, number of statistical units crossing multiple geographical locations and industrial sectors; as well, the number and frequency of the surveys impacted by the structure. In processing the complexity score, Statistics Canada has broken down the complex portion of the Business Register into four tiers. As the functional budget for profiling at Statistics Canada cannot sustain the program to profile all complex structures, Tier 4 is a group of complex structures deemed as out of scope for profiling and therefore alternative methods are utilized to maintain these structures. The process of assessment of the complexity score is done on an annual basis. At this time, enterprise group structures could be demoted or promoted depending on the current status of the structure. At the same time, we also assess the units deemed as critical for the annual surveys, meaning these particular structures must be updated and completed prior to the sampling selection for the annual survey program; 95% of the critical units fall into Tier 1, 2 and 3. Some very large simple units can also be deemed as critical but do not require profiling.

**Tier 1 Profiling**

This group consists of the 350 largest, most complex enterprise group structures operating in Canada which is divided into smaller groups of 35 cases and assigned to 10 profilers. The profilers responsible for these units not only collect frame information for the purposes of updating the legal and operating structure but they also co-ordinate the collection of surveys for each of these enterprise groups. The purpose of the Tier 1 program is to reduce the response burden significantly for these very large, multi-surveyed, critical (to collection) entities. The non-response of these units to economic surveys would have a drastic impact on the estimations and the dissemination of the data. As well, the
misrepresentation of the enterprise group structure on the register would significantly impact the SNA, along with significantly increasing the survey sampling costs and collection costs for the agency. As expected, all these units are directly contacted by the profiler, in most cases to arrange an onsite visit, to ensure the full dedication of time by the respondents in providing all the necessary data to maintain the structure and to aid in the completion of surveys being collected. Although, the profilers create response burden in 100% of the cases in this group, the overall burden is greatly reduced for the respondents with the co-ordination of efforts to the profiling and survey data. Profilers in this group have access to a team of frame analysts to help them in the co-ordination of the survey data and in processing the updates to the structure on the business register as the manual updating of these very large units can be extremely time-consuming.

The expected completion rate in this group is approximately 115 per year (a third of the group) ensuring a full and comprehensive profile is performed once every three years for each structure in this group. However, the monitoring and maintenance of the structures is a monthly activity; an onsite profile is not expected to be done more than once every three years.

**Tier 2 Profiling**

This group consists of approximately 1,800 enterprise group structures divided into portfolios of 150 cases each and assigned to 12 profilers. The focus of the Tier 2 profilers is to ensure the accuracy and coherency of each structure in their portfolio on the business register. Although they monitor and take note of the surveys collecting on these units, at this time, they do not co-ordinate the collection of the survey data but focus solely on the accuracy of the frame information. In approximately 20% of the cases in this group, the full profile and maintenance can be accomplished through an administrative profile. An administrative profile can be completed solely using administrative data, internet research and survey feedback and does not require the direct contact with a respondent. There is no additional response burden generated through the administrative profile. However, response burden is still generated in 80% of the cases as the majority of the structures cannot yet be fully updated administratively or through research. These units are also considered critical to survey areas and must be monitored and maintained monthly. However as in the Tier 1 group, the goal is to profile one third of this group every year, ensuring a full profile is done once every three years for each structure. As you can imagine though, as some companies undergo many changes in consecutive years, there may be situations arising requiring full profiles on a more frequent basis.

At this time, these profilers do not have analysts or frame specialists assigned to consistently help in the processing of these structures but this is being currently reviewed as a possibility. The complexity of the profile collection of this group is increasingly more complicated due to the increasing demands of survey area and globalization. Problematic areas such as the oil and gas industry, factoryless goods producers and the complexity of the financial sector are becoming more prominent and more time consuming.
**Tier 3 Profiling**

In this group, there are approximately 7,500 units divided into portfolios of 750 cases each and assigned to 10 profilers. Although these units are complex and cannot be automatically updated, there are normally only one or two enterprises in each of the structures that require delineation by geographical area or economic activity. The focus of the profilers assigned to this group is the enterprise profile, the delineation of only those units with multiple establishments and locations. The structures in this group are still of very high importance to survey areas, however, easier to maintain and to profile. The response burden generated in this group is in about 50% of the cases. Administrative profiles are the goal of this group but the information found is sufficient for only half of the cases. The response burden, however, is not as intense as in the previous two groups and most cases can be resolved by requesting answers to only one or two questions. The expectation of this group is, again, to complete one third of the cases every year with continuous monitoring of feedback and administrative signals to ensure that the structures are current and coherent.

**Tier 4 – Out of Scope for Profiling**

This group consists of approximately 12,000 cases (the rest of the complex universe of the business register). Although, the structures are complex indicating multiple legal entities, the enterprise units, in most cases, do not have multiple establishments and therefore, do not require profiling for delineation purposes. This group is mostly maintained by subject-matter specialists and collection agents. As well, Statistics Canada is currently developing the methodology to further use administrative processes for the maintenance of these structures.

**Allocation Factoring for Complex Structures**

The goal of the profiling program is to conduct a full profile once every three years for each enterprise group structure or complex enterprise. As stated previously, in some cases where there are significant changes to a structure, the profile may be done on a more frequent basis. However, with the current established budget for the program and with the focus on the reduction of response burden, it is not feasible to expect that profiling can be completed more frequently for each structure on a consistent basis. This is where the allocation comes into play to help supplement the profiling data and keep the coherency of the structure current and up-to-date with annual and monthly administrative financial sources.

Considering that the legal entities are updated monthly with current employment figures and annually with income tax figures, it is reasonable to assume that it will not take too long before the establishment and location level data becomes incoherent to the data found at the enterprise level. The allocation factors were created to systematically disperse the enterprise level data down to the establishments and locations based on the most current profiled data distribution of employment and revenue. This allows more accurate sampling by geographical area and sector of activity on a consistent basis without incurring additional costs or increasing response burden.
Profiling Quality Assurance Processes

The quality assurance team runs monthly reports to verify the validity of the statistical structure changes. They provide feedback to profilers of incoherency issues, classification propagation issues or concept integration issues. All three reports are for the purpose of ensuring consistent and coherent representation for all complex enterprise structures on the BR. The profilers use the reports to target the structures of concern to ensure the quick resolution of high impact problems.

As stated above under allocation factoring, coherence analysis on complex structures is the process of ensuring the appropriate representation of the size and characteristic variables from the enterprise level to the establishment or location level in a complex structure. Coherency between the enterprise level data and the establishment and location level data is essential for the Canadian System of National Accounts and impacts all economic survey programs. The quality assurance monthly reports provide us a detailed look at the incoherencies between administrative data sources and profiled figures prior to releasing the monthly survey universe file on revenue, employment, province and classification in economic activity. This gives the profilers the opportunity to ensure the largest, most surveyed units are corrected in a timely fashion with the least amount of impact to users.

As the Business Register is a dynamic frame that is being used directly for collection purposes and by economic survey areas directly for micro-analysis of their sample universe, it is not only the profiling specialists that can update the enterprise group structures. Although the majority of the updates processed on complex structures from teams external to the BR are not automatically implemented but require profiling intervention, there are some direct changes that can be made that will impact the coherency and validity of a structure. The BR has incorporated a notification system that signals the profilers when there have been changes processed on their structures that requires their review. In this sense, the profilers themselves are also conducting quality assurance on their assigned units to ensure the consistency and quality of the data is maintained.

The Training program built at Statistics Canada provides varying levels of training depending on the user requirements. In order to get access to the Business Register, all users must take a two day Introduction to BR Concepts course. This is to ensure that the interpretation of the BR data remains consistent and that the data concepts are known and understood by all users. The training program increases in complexity with the use of the BR ending with the most complex training being for the profilers – business structure specialists. This training has changed in length over the last couple of years as we have refined the process and reviewed each of the modules. Presently, it is an in-class training session of three weeks. The three weeks of training is followed by two months of on-the-job training including the repetition of varying tasks ending with a complete enterprise group profile. There is a support team in place to address any questions and to hold review sessions until all concepts and procedures are fully integrated. Case discussion groups are held periodically to present special case structures and to discuss problematic areas of concern.
Finally, there is a subject-matter notification system built into the Business Register that signals significant changes to complex structures in their survey universe by profilers. This notification signal is triggered by the profilers to the subject-matter experts requesting a consultation of the changes that have been processed. During the profiling process, there may be research found that contradicts the information received by survey feedback. This process gives subject-matter sufficient notification to review the structure and ensure they have no further information that needs to be assessed or to make adjustments to their sampling strategies.

**Challenges in Profiling**

Globalization has significantly changed the economic environment creating issues in profiling for all Business Registers. Conceptual issues such as; international investments and economic interests, factoryless goods producers, special production entities, flow-through entities, etc; require special consideration and consistency in treatment to ensure appropriate representation on the BR. Working groups and steering committees, including SNA representatives, have been set up to work on these specialized areas of interest and to provide consistent and appropriate procedures. These developing changes in the economic environment are a continual concern and efforts need to be made to ensure the immediate understanding and consistent treatment of these units.

Instability in staffing creates a challenge for the Profiling program. The concept of one position for one person for their whole career is extinct. The present day workforce searches for challenges, opportunities and advancements; as well, resources with extensive business register expertise are hunted by the economic program divisions. With new recruitment and rotation initiatives at Statistics Canada, it is difficult to maintain a stable profiling team with the experience and knowledge to maintain the BR at the high level of quality required. The implementation of an extensive training program and a support team of experienced profilers is an important aspect of managing the recruitment and retention of conceptual and procedural knowledge. The budgetary implications on the fluctuation of staff and the training requirements must be considered annually and advance preparation is the key to a successful and sustainable program, however challenging it may be.

As stated previously, the BR has made huge strides in opening up access to the Business Register to collection and subject-matter areas which has greatly increased the efficiency of data processing and improved the timeliness of the changes collected from respondents through survey feedback. Opening up the BR to the collection and subject-matter area teams, has changed the process of flow of information for the profilers. Therefore, the Profiling program has had to adapt to the changes and has had to reconfigure the procedures of profiling to appropriately handle the influx of this information. As well, the profilers have had to adjust to now take on a role of quality assurance, ensuring all the structure changes have been appropriately applied and are inclusive of all changes occurring to the unit implicated. These changes have also significantly increased the need for a continual and formal training program. This also presents challenges for the division. The Business Register concepts are consistent and stable; however, there are ever changing technological advancements and new functionalities being
developed. In turn, this requires flexible and adaptable training documentation and communication vehicles to ensure an efficient and effective sharing of information and training programs.

As with any program, there are always new challenges to overcome. The profiling program has evolved and adapted over the years to address the ever changing economic environment along with advancement in technologies and increasing access to information.

**Benefits of a Profiling Program**

As stated throughout this paper, the largest benefit to the establishment of a profiling program is the accurate delineation of complex structures for the Canadian System of National Accounts and all economic programs. The profiling permits the accurate delineation of necessary information at the statistical unit level in order to assign coherent statistical indicators for sampling purposes and to estimate the production where it happens, in the right geographical area and sector of activity. This alone is the reason Statistics Canada has established and supported a profiling program. The importance of the accuracy and coherency of the data by geographical location and industrial activity justifies the expenditure of resources into this program on an annual basis. In addition to the required delineation, other benefits extend to the agency as a whole, the economic program areas and the respondents.

The profiling also permits the derivation of allocation factors that use the collected profiling size measures at the establishment and location level. These allocation factors are used by all the economic programs for either; allocating administrative data (such as tax data) reported at the legal units or allocating collected data at a higher level in the structure for the purpose of producing estimates at the establishment level. In being able to use allocation factors there has been a reduction in response burden, the cost to the agency has reduced and data coherence among economic programs has increased.

As well, the central maintenance of the large and complex enterprise structures reduces overall costs of the economic programs using the BR for their individual survey programs. The co-ordination of efforts by a business structure specialist to resolve all structural and characteristic issues for a large and complex enterprise structure effectively reduces the cost of frame maintenance on the survey program side. The implication of being able to forward information to the profiler to have them fully assess the situation for each case ensures the relevance and accuracy of the structure for sampling purposes by all surveys. The profiler assesses the concerns of all survey programs targeting the particular enterprise group structure and assures the accuracy for all programs while maintaining the integrity of the BR concepts. Their unbiased viewpoint is to ensure the enterprise group is accurately represented and to provide the feedback necessary to survey areas for possible adjustments to sampling and estimations. The centralized focus of consistent implementation of concepts and profiling procedures reduces overall agency costs related to methodology, sampling and economic program management.
Another positive side effect of profiling and co-ordination of efforts is the ultimate reduction in response burden. The expert maintenance of a business structure significantly impacts the burden placed on the large and complex enterprises across Canada. Profiling reduces the error in sample selection in turn reducing the number of surveys sent to respondents in error. The accuracy of the profile ensures the timely creation, removal and updating of each operating entity in the structure, reducing the survey completion time for all enterprise respondents. The concept of an assigned profiler provides the respondent with a contact at Statistics Canada to resolve any possible issues and builds confidence in the statistical program. The professional and interactive communication between the profiler and the respondent builds trust, thus improving respondent relations, and reduces the need for additional contact from collection areas such as, the reduction in pre-contact that naturally follows the completed profile whether contact with a respondent was required or not. This reduction in response burden is invisible to the respondents but reduces the cost of the agency in collection and improves the efficiencies of the economic programs.

An established profiling program in place for many years builds the expertise in profiling and the information required to successfully collect and maintain the structures. This in turn leads to expertise in administrative data sources and available files of information. With this increased knowledge and expertise comes the possibility of efficiencies for the future. Benefits of this program are not all realized immediately but can have a profound effect on the future of the statistical program. This can be seen in the evolution of the program through the years and the efficiencies that have been realized at Statistics Canada and have yet to be realized in the near future.

**Future Direction of Profiling**

With response burden reduction and increased efficiencies in federal budgets continuing to be of high importance, the future direction of profiling is focused on increased utilization of administrative sources to improve the quality of the complex enterprise structure without increased budgetary costs and increased response burden. Statistics Canada continues to challenge the current infrastructure of the federal government to improve and increase the use of diverse sources of economic information, including the use of provincially collected information. A data sharing agreement between the federal and provincial governments could significantly improve the timeliness and relevance of the data on the BR without significant increase in manual effort.

The increase in the collection of mandatory information from Canada Revenue Agency would continue to improve the quality of the data on the BR. For example, in Canada, the Canada Revenue Agency has implemented a mandatory industrial classification field to be completed when filing annual income taxes. This self-coding of economic activity has proved beneficial to the economic program in ensuring the coding of thousands of units that had remained statistically unavailable for sampling due to the missing classification. The BR has historically budgeted resources to focus on assigning an industrial classification to new economically active units. However, the number of unclassified units was consistently large as the budget would never be sufficient to meet the requirements. Further efforts
with federal departments to co-ordinate collection of data necessary to multiple departments for varying uses will continue to improve the quality of the BR and continue to decrease the costs and efforts of profiling.

Statistics Canada has implemented an electronic questionnaire module used for the collection of social and economic surveys. Improvements and efficiencies to the e-questionnaire model, as well as the increased popularity of use by respondents could improve the frequency of profiling and the ease with which respondents can provide structure changes to the BR in the future. Providing an easy to use vehicle for the transfer of electronic information to Statistics Canada could improve the accuracy of the data received as well as the response rates on profiling questions. The agency can foresee providing business respondents secure access to the Business Register to view, browse and update their legal and operating structures including any changes to their characteristic information such as industrial activity and addresses. These future advancements could greatly benefit all economic programs and redefine the future of profiling.

Also, Canada recently launched the Integrated Business Statistics Program (IBSP) which has many objectives, including improving data coherence. The IBSP provides a standardized framework for economic surveys. Questionnaires are based on harmonized concepts with content closely aligned to SNA requirements and surveys share common sampling, collection and processing methodologies that are driven by metadata. The IBSP first wave of the program was launched in January 2014 and will continue to grow over the next three years. As more economic areas integrate their surveys into this program, the coherence, accuracy and relevance of the feedback will increase, adjustments to the procedures in profiling to fully utilize the tool for the verification in data will be necessary with the goal to increase efficiencies and consistency in data while continuing to reduce response burden.

**Conclusion**

In conclusion, the profiling program at Statistics Canada is extensive and comprehensive. It positively impacts every facet of the economic programs and it provides the required information at the desired level for the Canadian System of National Accounts. Although there is a significant budgetary cost for the program and continual challenges to face, the overall benefits to the agency outweigh the annual costs; reduction in response burden, less survey sampling errors, more co-ordination of efforts between the frame and survey teams, consistency in concepts increasing the relevance and coherence of the data. Statistics Canada has realized success with the profiling program and continues to build on that success towards efficiencies for the future.
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