



Profiling

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What is Profiling

- Special treatment for a few units
- Direct engagement
 - Phone calls
 - Surveys
- Manually collecting data
 - Contact details
 - Employment / Income
 - Industry Code
 - Structure

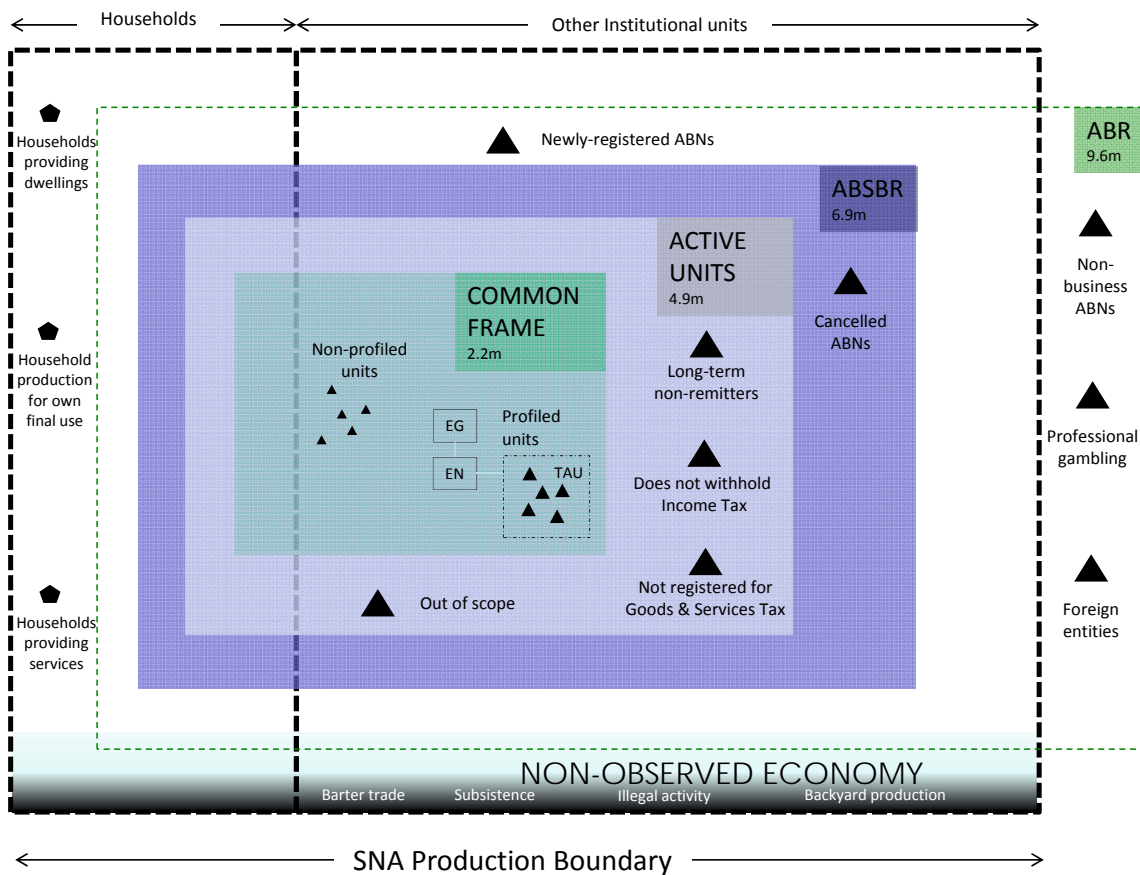
Why Profiling

1. Makes SBR more fit for purpose
2. Responsiveness to change
3. Building relationships with data providers
4. Better response rates
5. More accurate data
6. Reduces provider burden

ABS Example

- Australian (ABS) example
- 2,200,000 legal entities paying tax
- 50,000 of these = 50% of GDP
- 2,500 enterprises
- 5,000 business units

- Less surveys, higher quality, lower costs & happier providers

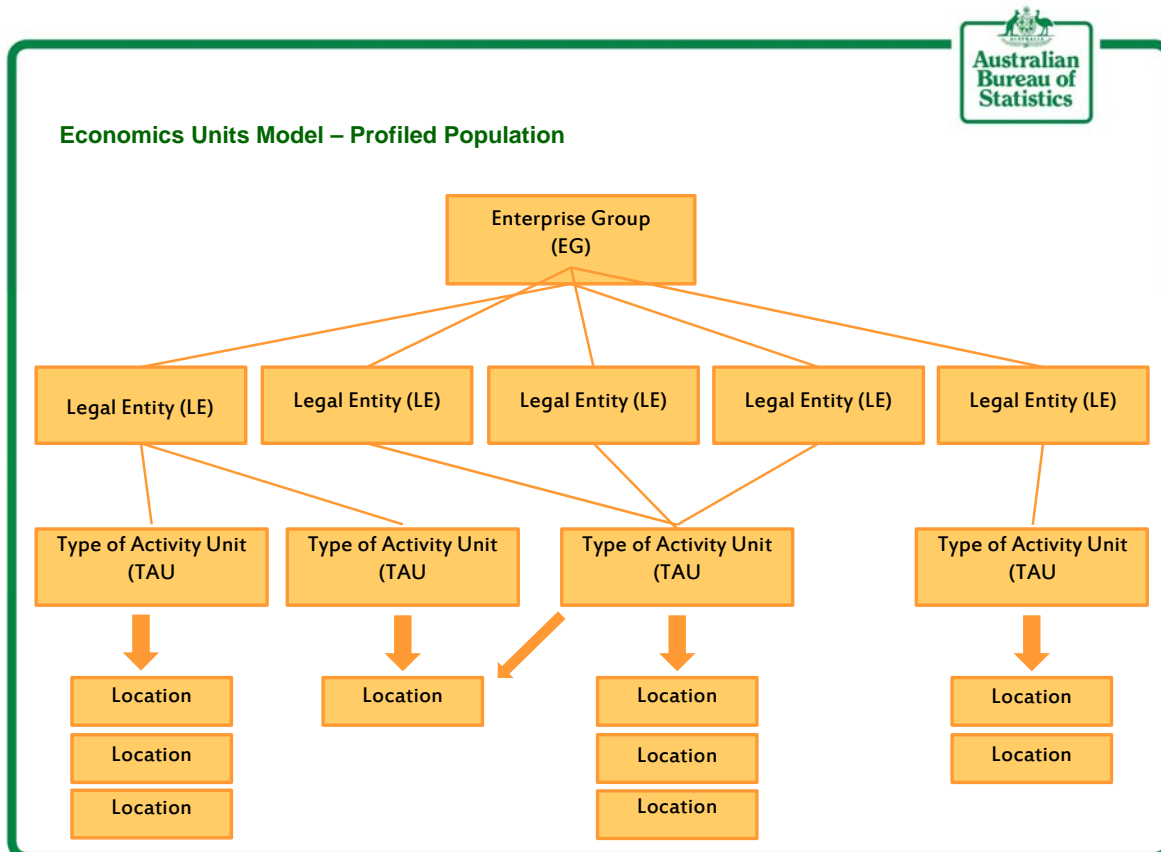


ABS Example

- 25 FTE staff
- About 1200 groups profiled each cycle
- Large Groups are Personally Profiled
 - Phone Call
 - Approach letter
 - Over Phone or face to face
- Smaller groups - Webform
 - Prefilled
 - Update contact details, LE's, employment etc

Profiling survey form

- Sent to enterprise group (EG)
 - List of all legal entities
 - List of own defined business unit
 - Descriptions of economic activity
 - Turnover / Wages / Employment by unit
 - Contact details
-
- Follow up phone calls



What is a TAU?

- Type of Activity Unit (TAU)
- **Agreed** reporting unit between ABS and provider
- Has a single ISIC
- Has detailed accounts
- Replaces LE's for Economic Surveys
- Not an establishment



Who to Profile?

- Size – income and employment
- Complexity – number of legal entities and business activities
- Resources of the agency
- Availability of accurate admin data
 - By Industry
 - Grouped reporting
 - Errors in admin data
- Identify (Media, Admin data etc).



Who to Profile?

- Profiling rules
- 500 employment if single state
- 300 employment if multi state
- If 200+ and ISIC is wrong
- If substantial admin data issue



How do we identify EG's?

- Administrative data
- Group reporting (VAT)
- News
- History (40 years of SBRs)

- Send profiling form
- Very few changes to EGs



Profiling Teams

- Teams grouped by ISIC divisions (since 2012)
- 3 divisions per team
- Know the industry
 - Helps response rates & compliance
 - More efficient processing
- Responsibility for division



Not just about collecting data

- Relationship building
- Educate the providers
- Listen to their concerns
- Learn about the industry

- Improve trust
- Improve response rates



Quality Assurance

- Easy to make mistakes
- Need to be efficient in identifying them
- Profiling report
- Audits
- Validations
- Comment fields
- Feedback from survey areas



Staff training

- System (SBR system)
- Processes (Quality assurance etc)
- Standards (ISIC)
- Programming
- Tax system
- Economic systems and standards



Summary

- Admin data is not perfect
- Where units are large – not fit for purpose
- Profiling resolves this issue
- But is resource intensive
- Population selection and management is key



Q&A

- Thank you

