



Wholesale Origin and Destination of Goods

Redesigning the Collection Strategy for Success

Dominic Roy – Section Chief

Distributive Trades Division



Statistics
Canada

Statistique
Canada

Canada



Wholesale Origin and Destination of Goods (WODG)

- The WODG data is a critical component in the estimation of inter-provincial trade flows; used to estimate provincial GDP
- **ORIGIN** - the last physical location within the supplier prior to shipment to the wholesaler merchant (last origin)
- **DESTINATION** - the first physical location within the customer after shipment by the wholesaler (first destination)





Historical Overview

- Last attempts to collect Wholesale Origin and Destination were for Reference Years 1996, 1998 and 2001
- Previous collection rates were considered of poor quality in the range of 40%
- Further collection was halted until a complete review could make recommendations to collect meaningful data





Task Force - Evaluation

- Task Force created in early 2004 to recommend how to improve quality
- Concluded that the survey was too difficult for respondents to understand and made unrealistic demands
- Recommendations follow two general principles:
 - making the WODG easier for respondents to understand
 - significantly reduce the amount of data required





Task Force - Recommendations

1. Eliminating the commodity dimension from most questionnaires
2. Integrating the WODG survey with the Annual Wholesale Survey (AWS)
3. Adopting a 3-tier collection strategy
4. Customizing questionnaires
5. Adopting initiatives to simplify response
6. Conducting the WODG survey every year
7. Consulting with respondents





Pilot Project Objectives

- To evaluate the questionnaire customization based on respondent complexity (Simple, Moderately Complex, Very Complex)
- To evaluate the impact of the new simplified questionnaire formats at the three levels of complexity
- To evaluate the processes and documentation

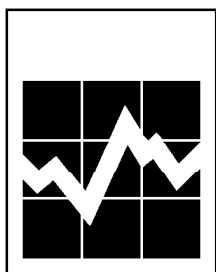




Pilot Project Objectives

- To evaluate the three methods of collection:
 - Mail-out / mail-back
 - Telephone
 - On site
 - Be flexible to other methods to suit respondent





WODG Table

Newfoundland and Labrador																			
3902	SCHOOL SUPPLIES																		
		NL	P.E.I.	NS	NB	Que.	Ont.	Man.	Sask.	Alta.	BC	Y.T.	NWT.	Nt.	USA	Mex	Other	Total	
Cost of goods sold:	%Purchased from (Origin)																		100%
Sales of goods:	%Sold to (Destination)																		100%





WODG Update

DETAILS OF PILOT

- RY2005 sample of 122 respondents
 - Mixed levels of complexity
- RY2006 sample of 738 respondents
 - All births were added to previous year's sample





WODG Report Comparisons

	RY2006	RY2005	RY2001
Simple	62.5%	82.4%	34.7%
Moderately Complex	55.8%	78.0%	40.0%
Very Complex	64.4%	43.5%	36.8%
TOTAL	62.3%	66.4%	37.6%
Financial	68.4%	66.0%	64.1%





RY2006 Report Highlights

- 93.4% of respondents who completed the Annual Wholesale questionnaire also completed the Origin and Destination section
- 29 respondents originally left Origin and Destination blank but were subsequently collect by CATI, (28 complete, 1 partial destination)
- 45 units collected by CATI, (including 29 conversions)
- 28 respondents submitted their questionnaire without Origin and Destination data
- 14 other respondents refused the survey completely





EPM Program

Enterprise Portfolio Managers

- Program handles response management and coherence for large businesses
- Central Statistics Canada focal point for respondents with many surveys



Statistics
Canada

Statistique
Canada

Canada



WODG – EPM Overview

EPM	RY2006	RY2005
Sample	26	30
OOS / OOB	1	0
NO O/D	5	2
Non Response	1	19
Response #	19	9
Response %	76.00%	30%

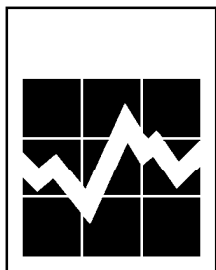




WODG – Overview & Feedback

- A major reason provided by those who were unable to report origin of goods information was that this was not tracked
- Respondents with fewer points of origin and/or fewer products found it easier to report
- Visualization of the data requirement was very important
- Mail-out and Telephone collection were tested successfully while On-site did not get a chance





Mixed Modes

- In past attempts to collect data, mail-outs were used exclusively
- During our pilots, although majority of data was collected by mail, we also collected by:
 - Telephone
 - EDR (Excel questionnaire)
 - Administrative data (data extractions)



Mixed Modes

- The availability and flexibility of using different modes of collection is crucial for respondents' cooperation
- Although mixed mode collection complicates our survey processes and management, the benefits for collecting difficult data are significant
- We are still seeking to attempt on-site collection despite reluctance of respondents





WODG - Recommendations

- Full implementation for RY2008
- Form working group to create development plans and prioritize project components
- Continue collection of Origin and Destination data for RY2007 including new births





THANK YOU



Statistics
Canada

Statistique
Canada

Canada