

# The Role of the St. Lucia NSO in the Study of Creative Industries

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# Description of the Saint Lucia CSO

*Director, Mr. Edwin St. Catherine manages approximately 40 staff members who are placed within 5 sections namely:*

- *National Accounts*
- *Demography*
- *Mapping*
- *Surveys*
- *Trade*
- *Administration*

# Legislative Authority

Statistics Act Ch. 17.12 of the Revised Laws of  
St.Lucia (2006)

Authorises the office to :

- *Collect*
- *Compile*
- *Disseminate*

*socio-economic data that is relevant to economic  
planning and policy formulation*

# Types of Data Collected and Compiled, *which are relevant to the Measurement of the Creative Industry's economic contribution*

- *National Accounts Survey*
- *Balance of Payments Survey*
- *Production Survey*
- *Household Expenditure Survey*
- *Trade Data*
- *Labour Force Survey*

The existing GDP series compiled by the St. Lucia NSO does not adequately account for the contribution of the creative industries for three main reasons:

- The sampling selection process
- Characteristics of the Creative Industries
- Classification of type of employment

# Actions taken by the CSO to Capture Elements of the 'Unobserved Economy'

- *Supply and Use Table for 2002 with extended Survey of Establishments*
- *Informal Sector Survey (2008)*
- *Establishment Census in (2009)*

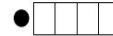
# Informal Sector Survey 2008 (HUEMs)

As adopted by the 15th ICLS, the three main criteria for defining the informal sector are:

- (a) legal organisation (unincorporated enterprises)
- (b) type of accounts (no complete set of accounts)
- (c) product destination (at least some market output)



In 2008, the St. Lucia Statistics Department in collaboration with UNECLAC embarked on a project to measure informal sector activity and employment. This strategy employed the use of a “two stage methodology” of data collection, where the **modified** Labour Force Survey (LFS) was administered in phase 1.



**SAINT LUCIA**  
**LABOUR FORCE SURVEY**  
**QUESTIONNAIRE**



Place an X in the box for multiple choice options

DISTRICT

HOUSEHOLD NO

SUB-SAMPLE

ENUMERATION DISTRICT

# Modification of the LFS

- **Questions related to the informality of the jobs**
- **Questions related to the identification of the HUEMs for Phase2**
- **Questions related to the identification of the informal sector:**
- [StLuciaLFS HUEM2008 \(22596 - Activated, VersiForm\).pdf](#)

# The Transition from Phase 1 to 2

## (Active holders with only one job)

List household members if:  <b>Q14=1 or Q14b=1 or Q15=1</b> <b>(active worker or owner of a business)</b>  Copy Person No. and Name from LFS Form. Report response of member to the response codes specified in given columns.		<i>Status in employment:</i>	<i>Type of enterprise:</i>	Products destination:	<b><u>HUEM – PHASE2</u></b>  Mark “X” if there is an “X” in preceding columns; Else, mark “O”.  → Interview if marked “O”.
		<b>Q27</b> = 4, 5	<b>Q31A</b> = 5	<b>Q31F</b> =1	
Person No	Name of Household Member (Q1)	<i>Employer or own account worker</i>	<i>Household or individual business</i>	<i>Market oriented business</i>	
<b>01</b>	<b>Head of the household</b> <b>(employer : small shop)</b>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>
<b>03</b>	<b>Son of the head</b> <b>(owner of a private company)</b>	<b>O</b>	<b>X</b>		<b>X</b>

## Active holders with multiple jobs

List household members if: <b>Q14=1 or Q14b=1 or Q15=1 (active worker or owner of a business).</b> Copy Person No. and Name from above. Compare response of member to the response codes specified.			Decision for Phase2			
			<i>Status in employment:</i> <b>Q37</b> = 4, 5	<i>Type of enterprise:</i> <b>Q42A</b> = 5	<i>Product destination:</i> <b>Q42F</b> =1	<b><u>HUEM – PHASE2</u></b> Mark “X” if there is an “X” in preceding columns; Else, mark “O”. →Interview if marked “O”.
Person No	Name of Household Member (Q1)	<i>Main or secondary job?</i>	<i>Employer or own account worker</i>	<i>Household or individual business</i>	<i>Market oriented business</i>	
<b>02</b>	<b>John Doe</b>	<i>1- Main job</i> → <i>civil servant</i>	<b>X</b>			<b>X</b>
		<i>2- Secondary job</i> → <i>Own account street vendor</i>	<b>O</b>	<b>O</b>	<b>O</b>	<b>O</b>

# HUEM Questionnaire

- [HUEM2008 Questionnaire.pdf](#)

# Challenges Faced:

- **Prolonged field exercise**
- **Problematic identification of HUEM owners**
- **Numerous visits to the same household**
- **Lengthy interviewing process**
- **Many call-backs**
- **High enumerator dropout rate**
- **Delays in processing**

# The Use of the Census to Capture Data on Household Unincorporated Establishments

*The challenge in using the existing data for creative industries:*

- *aggregation of activities and SLUCOM*
- *Small HUEM sample*

Since the office was about to conduct its census in 2010, it was an opportune time to ensure that data on all unincorporated establishments were captured.



- The questions pertaining to informal activity and informal employment in the modified LFS were added to the person questionnaire of the 2010 population census to ensure consistency of definitions and concepts.

## 74. What category of worker are you /..... in your job?

- Paid Employee - Government
- Paid employee - Private Establishment
- Paid employee - Statutory body
- Paid Employee - Private Home
- Self-Employed with paid employees/Own business
- Self Employed without paid employee/Own business
- Apprentice/Learners
- Unpaid worker/Volunteer
- Unpaid family worker
- Other Specify \_\_\_\_\_
- Don't Know
- Not Stated

## **75. What kind of accounts do you keep for this activity/business?**

- Complete set of written accounts
- Only through informal records of orders, sales, purchases
- Simplified written accounts
- No records are kept.

## **76. Are you registered with the National Insurance Corporation as a self-employed person or an employer?**

- 1. Employer      2. Self-Employed      3. Not Registered

- **77. What kind of work were you/.....doing during the past week? (Give brief description of main duties)**
- **78. What kind of business is carried out at your/.....'s workplace (Industry)?**





## For each building enumerator's record:

- Number of dwelling units within that building
- Number of Households within that building
- The name of the head of the household / dwelling unit
- Business unit number
- Type of business activity
- Number of paid employees etc

Using the data from the VR, supplemented by the data from the census questionnaire we could obtain a population frame for the creative industries.

# How Do We Proceed with Measuring the Contribution of the Creative Industries?

Pages 28-34 of the *Unobserved Economy Manual* details the three methods of measuring the contribution of the creative industries.

- Income Approach (COE, Operating Surplus, mixed incomes and rents)
- Expenditure Approach ( $C+G+I+(X-M)$ )
- Production Approach (Output – IC=Value added)



# Production Approach

- Both the Income and Expenditure Approaches are heavily dependant on administrative sources and outdated/ irregular expenditure surveys
- Lack of adequate registration in the creative industry and the informal sector as a whole makes it almost impossible to use the income approach

Therefore we are left with the production approach as the only viable option, through a direct survey of the productive activities of establishments (including HUEMs) engaged in the creative industries.

# Production Approach

- *Widely accepted international standards, concepts, definitions and national accounting framework*
- *Easier integration into the existing national accounts compilation structure*
- *Consistent with past surveys, like the HUEM survey, facilitates sustainability of the Creative Industry study)*

# • The Instrument

[DraftOECSCopyrightQuestionnaire250311.pdf](#)

# • Incorporation of the Data into the SUT Framework

[Exercise\\_SUT.xls](#)

# Supporting Data Sources to Ensure a Comprehensive Analysis of the Creative Industries

- National Accounts and BOP survey
- External Trade data from Customs Department
- Household Expenditure Survey
- Visitor Expenditure Survey from the Saint Lucia Tourist Board
- Labour Force Survey

- National Insurance Corporation/NIC administrative data
- Population and Housing Census
- Establishment Census

# Conclusion

- This approach will provide an internationally accepted measure of the contribution of Creative Industries to the domestic economy by employing the use of standard definitions, concepts, classifications and national accounting practices.



**THANK YOU!**