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The French Annual Survey on Service Industries

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The attached table presents some results from the French survey on service industries. The survey is part of the general French system of annual surveys on enterprises (enquêtes annuelles d'entreprises). It is the last to have been launched, in the early 1990s, and it is directly managed by INSEE. Over the years, its scope has been extended, and it concerns presently all market services, except financial services, health, social care, education and research activities. Sixty-seven sectors at the four digit level of the French classification of activities and commodities (NAP: "Nomenclature d'activité et de produits ") are now covered, involving some 600,000 firms and 2,500,000 persons in 1989.

The survey is a survey on firms or "entreprises", in the sense of juridically independent profit making entities. Liberal professions, as lawyers or accountants, are included, but non profit organization are not. The service firms surveyed are classified according to their main activities and can have one or more local units.

This survey is conducted by sending, by mail, a detailed questionnaire to all firms with twenty or more salaried employees, and a simpler one to a representative sample of the smaller firms. The sample for the latter is stratified by size categories and activities (the sampling rate varies between 1 down to 1/100), and is renewed by half each year.

Basically, the survey provides detailed information on the current income accounts of the firms, as well as complementary information on their labor force and capital assets.

The larger firms have to report their statement of income and expense for the last accounting period ("fiscal year") with a breakdown of some 30 operations (sales of merchandises, purchased goods and produced services; purchases of goods and raw material; changes in inventories; taxes; wages and social security costs; interest incomes and expenses; profits and losses). All firms are asked to give a detailed breakdown of their total turnover ("Chiffre d'affaires") by commodities (450 different commodities), and also a detailed one of their purchases (about 35 categories including "goods and services purchased for resale" and various intersectoral exchanges).

As to labor, the following items are asked for: the total number of salaried employees at the end of the year, with a distinction between professionals (i.e., managerial, executive and supervisory personnel), other full-time employees, part-time employees and apprentices; total number of non salaried persons with a distinction between owners and associates (or independent workers), full-time family workers and part-time ones. Total number of hours worked by salaried employees during the calendar year is also asked for, along with corresponding wage bill.

Concerning capital assets, larger firms have to report the gross book values of their fixed assets which are registered in their balance sheets at the beginning and end of their fiscal year, and they have to provide a breakdown of the change in gross book value, occurred over the fiscal year, in terms of acquisition, cessations, discounts, revaluations and other adjustments. For all firms, investment expenditures (measured on the basis of acquisitions) are separated into seven categories: land, new and existing buildings and structures; new and second-hand transportation equipment; new and second-hand machinery and other equipment.

About 90,000 questionnaires have been sent out for the survey on 1988 in March 1989. The rate of non reply has been about 20%, nearly half of which corresponding to firms which have ceased their activities in 1988. In terms of number of firms the rate of missing, incomplete or erroneous data is thus about 20%, but is only about 6% in terms of employees or value added. Starting in 1990 for the year 1989, the sample has been extended to 100,000 questionnaires in order to improve the results at intra-regional levels.

The operational definition of the main activity of a firm depends on the detailed breakdown of the sales by the firm itself. A "weight" is attributed to each kind of sale (e.g. the weight is equal to 1 for a "pure" service sale, and equal to 1/9 for a resale activity); in a first round the main 4-digit weighted activity is calculated, then a the intermediate 4-5 digits activity is calculated within the 4-digit activity and eventually a 5-digit activity is computed in the same way within the 4-5 digit activity.

The table provides the main results of the survey according to the new classification of activities of the European community (NACE Rev 1), based itself on the ISIC. Since a lot of firms includes resale of services or goods in their turnover (or sales), a variable called margin is computed. The margin is equal to:

turnover (sales) + changes in inventories - goods and services purchased for resale.

Year 1988

	Places 4 digits	Number of firms	Number of salaried persons	Number of non- salaried persons	Sales	Margin	Value added	Total invest- ment
Repair of shoes & articles of leather	5 271	5 679	2 821	6 095	1 338,3	1 174,5	786,7	83,7
Repair of electrical household goods	5 272	5 959	8 816	6 584	4 043,7	2 661,0	1 820,4	149,6
Repair of watches, clocks & jewelry	5 273	1 153	365	1 280	253,0	205,6	148,4	11,1
Repair n.e.c.	5 274	1 878	5 059	2 097	1 969,7	1 480,8	1 039,5	76,7
Hotels and motels, with restaurant	5 511	21 480	109 168	27 635	41 041,8	31 105,6	20 014,9	4 535,6
Hotels and motels, without restaurant	5 512	7 695	22 501	8 341	7 980,8	7 478,6	4 833,1	1 351,1
Restaurants	5 530	68 667	204 870	87 721	73 342,4	48 684,5	33 774,2	6 737,6
Bars	5 540	67 427	50 102	80 399	30 477,4	20 780,6	14 983,3	2 235,4
Canteens	5 551	231	1 524	231	431,2	236,9	173,7	42,1
Catering	5 552	1 165	52 794	1 391	13 814,7	8 022,1	6 337,9	362,3
Travel agencies and tour operators	6 330	2 066	24 660	2 150	31 797,3	9 004,0	5 176,8	400,6
Development of real estate	7 011	6 519	21 305	6 409	49 195,9	18 520,4	11 653,5	2 969,1
Buying and selling of own real estate	7 012	4 715	4 418	5 592	20 631,7	5 424,8	3 293,1	311,0
Letting of own property (real estate)	7 020	10 352	83 954	7 397	78 326,1	67 226,8	46 015,8	48 433,1
Real estate agencies	7 031	16 866	31 934	19 448	19 732,0	21 093,8	16 111,5	857,4
Management of real estate (fee/contract)	7 032	4 655	32 193	4 230	14 979,1	13 427,8	8 802,5	2 184,0
Renting of automobiles	7 110	888	6 691	870	5 958,2	5 458,9	3 661,1	4 940,2
Renting of other land transport equipment	7 121	131	487	147	1 400,2	1 249,0	458,1	203,9
Renting of agricultural machinery/equip.	7 131	3 708	1 009	1 536	632,7	561,5	359,3	401,7
Renting of office machinery/equipment	7 132	1 189	8 212	1 173	5 917,0	4 899,4	3 020,2	1 541,9
Renting of others machinery/equipment	7 133	211	2 324	155	8 890,1	7 955,8	5 782,5	6 833,0
Renting of personal & household goods	7 134	1 215	5 164	1 287	4 388,6	3 658,1	2 284,3	3 563,8
Hardware consultancy	7 140	1 759	3 961	1 992	2 451,8	1 803,2	1 226,4	688,1
Software consultancy and supply	7 210	4 023	34 697	3 735	19 708,0	15 067,3	10 726,4	727,5
Data processing	7 220	4 503	39 813	4 726	19 820,4	15 489,7	11 323,1	637,9
Data base activities	7 230	3 388	38 152	3 625	20 571,8	17 289,0	9 949,6	1 385,1
Other computer related activities	7 240	140	846	143	551,7	475,7	243,0	37,1
Legal activities	7 260	2 114	9 197	2 194	5 317,2	3 841,3	2 516,4	452,5
Account. book-keep. audit. tax consult.	7 411	20 122	84 093	27 717	39 554,0	37 293,0	28 894,4	1 235,4
Market research, public opinion polling	7 412	12 840	91 772	12 182	32 026,2	30 033,5	24 216,6	988,3
Business and management consultancy	7 413	5 226	27 073	5 532	10 134,7	8 492,0	5 292,7	301,3
Holdings	7 414	7 691	19 269	8 233	11 051,6	9 427,2	6 156,4	437,1
Architecture engineer., related consult	7 415	2 893	11 696	1 451	51 623,0	18 074,0	9 305,4	1 627,5
Technical testing and analysis	7 420	39 292	123 000	43 539	76 348,8	54 275,7	37 181,7	2 264,4
Advertising	7 430	805	15 472	799	6 112,3	5 765,7	4 112,9	311,2
Labour recruitment, provision of person.	7 440	10 985	58 251	12 001	82 308,3	28 678,3	19 101,2	1 263,5
Investigation and security activities	7 450	2 005	225 260	1 877	37 463,2	36 935,4	33 923,4	308,0
Photographic activities	7 460	1 996	57 468	2 164	9 232,2	8 786,6	6 942,5	274,1
Packaging activities	7 491	6 368	6 665	7 588	5 240,2	3 240,9	1 876,0	307,2
Secretarial & translation activities	7 492	537	7 361	649	2 546,6	1 921,1	1 194,3	156,4
Other business activities n.e.c.	7 493	3 444	2 966	3 505	1 422,8	1 243,5	760,6	73,2
Sewage & refuse disposal, sanitation	7 494	30 363	138 992	44 545	66 437,1	52 039,5	29 679,7	2 859,2
Motion picture and video production	9 000	1 169	25 554	1 104	9 500,7	8 667,5	5 641,5	1 054,1
	9 211	1 920	21 625	2 218	10 642,7	9 184,2	6 174,7	552,1

Data: INSEE - Enquête annuelle services
Unit: million of francs

Year 1988

	Naces 4 digits	Number of firms	Number of salaried persons	Number of non- salaried persons	Sales	Margin	Value added	Total invest- ment
Motion picture and video distribution	9 212	205	943	162	1 810,9	1 120,6	743,0	22,2
Motion picture projection	9 213	936	5 785	843	3 506,3	2 263,6	1 490,8	246,9
Radio and television activities	9 220	410	24 175	374	26 582,4	19 268,4	13 798,7	1 466,0
Washing and (dry-) cleaning	9 301	11 597	32 898	13 120	9 891,8	9 150,5	6 171,9	1 525,2
Hairdressing and other beauty treatments	9 302	56 217	102 651	59 469	19 913,0	18 215,9	13 696,9	1 239,6
Funeral and related activities	9 303	2 291	15 921	2 539	6 155,0	4 263,3	2 960,8	202,3
Physical well-being activities	9 304	686	863	747	266,4	225,2	119,3	21,7
Other service activities n.e.c.	9 305	7 280	3 179	7 680	1 531,0	1 398,9	840,9	89,5

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