Business statistics in France
Orientations and new challenges

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Business statistics in France are constantly evolving
- to better account for the economic reality and its evolutions
  - growing share of the services sector in the economy, of enterprise groups, globalisation, digitalisation, environmental and social responsibility concerns...
  - to contain or reduce the burden on businesses
  - to be more timeliness
  - to produce statistics in a more efficient way

These challenges are not specific to France!
- some illustrations in our national context
- a national context which is also European
- where INSEE’s mission is also to produce analyses, not only figures
Better account for the economic reality and its evolutions (1)

- New short-term indicators on services and trade, following or rather anticipating FRIBS requirements

- Production and sales volume:
  - new monthly index of production in services
  - new monthly sales volume index, covering all trade (wholesale, retail, repair of motor vehicles and motorcycles)
  - disseminated at T+60 days, since March 2017
  - in addition to monthly turnover indices already published

- Producer prices in services:
  - gradual extension of the coverage to all new sectors requested and extension to all customer sectors (from BtoB to BtoAll)
  - extension launched in 2013, achieved in late 2019
  - annual update of weights associated with chaining techniques already effective since 2013
New short-term volume indicators on services

Source: Insee.
Companies are increasingly organised in groups

Structural business statistics are now produced at the “enterprise” level (European regulation on statistical units), based no more on the legal unit but on the enterprise group organisation.

Economic indicators on businesses (productivity, investment rate, export rate...) are therefore more relevant.

A dedicated unit for a better understanding of large and complex enterprise groups has been set up in INSEE: analyses their organisation, identifies enterprises within the groups, calculates consolidated accounts (profiling).

INSEE takes part in all European activities related to globalisation, like the European profiling and the European group register’s development.
Better account for the economic reality and its evolutions (3)

- Digitalisation:
  - measuring the e-commerce
    - ICT European surveys, turnover tax data, maybe credit card payments data in the future
    - measuring the weight of “collaborative economy” or “platform economy”
      - example of the short-stay accommodation offered by platforms in tourism statistics

- Environmental and social responsibility concerns:
  - For many years surveys on wastes, energy consumption, expenditures to protect the environment
  - New surveys on “businesses and sustainable development”, on associations (role of the social economy in the economy)
Short-stay accommodation offered by platforms

Share of short-stay accommodation offered by platforms in total tourist attendance

Source: Insee, estimates based on a panel of companies (members of UNPLV or Gîtes de France).
Contain or alleviate the burden on businesses

- Extensive use of administrative data for many years (national register, unique identifier for all relations between businesses and the French administration) + use of micro-data linking

- How to go further? (done)
  - improve the data collection:
    - a unique web platform for business surveys
  - coordinate samples for surveys and monitor the statistical burden (soon published)

- Use new data sources?
  - scanner data used for the CPI, experiments to use them for sales indicators - use of webscraping (brands networks now, producer prices and product catalogue in the future ?) - in the future: credit card payments data, micro-data on short-stay accommodation offered by platforms ?
  - at this stage: to complement traditional data sources rather than to replace them
  - also to improve timeliness or to better account for some phenomena!
• Use **new data sources and techniques** (webscraping, IA for coding...)

• **Develop shared tools**
  - common web platform to collect surveys, re-used for households surveys
  - common tool to check and correct the answers to business topical surveys, common tool to describe questionnaires and “re-use” questions, controls...
  - more generally, INSEE develops a metadata-driven approach

• **Complete the transition to “no paper” surveys**
  - more than 95% of the answers to business surveys by internet
  - except for tourism surveys => develop automatic answer extracted directly from tourism accommodation management software
The figures are produced to be used...

It is important to help users to interpret them, to put them in perspective

INSEE develops its analyses on businesses
- on specific productions (eg: handbags; pleasure boats... using Prodcom EU statistics)
- on specific sectors (eg: cleaning, trade fairs and exhibitions, IT services companies..., using multiple data sources)
- on cross-domain topics (eg: subcontracting, exports...)
- including European comparisons (eg: based on ICT or Innovation surveys)
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