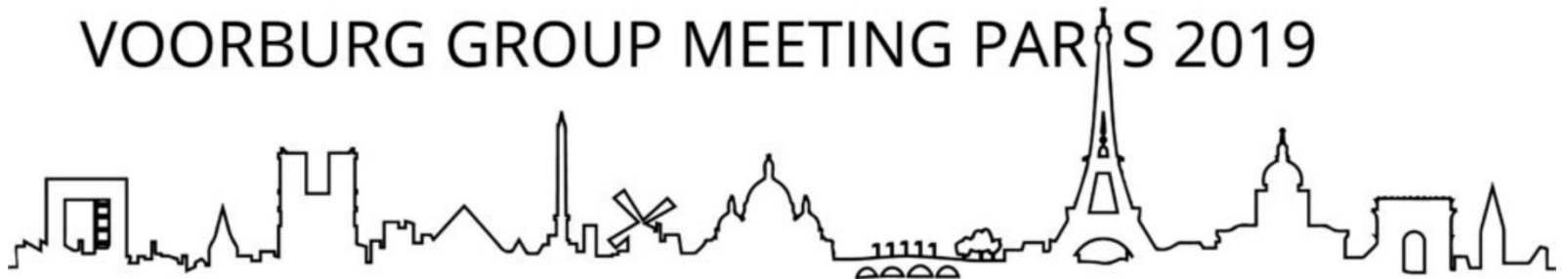# 34th Voorburg Group Meeting
Paris France
Country Progress Report: 2019

VOORBURG GROUP MEETING PARIS 2019

VOORBURG - PARIS - 2019

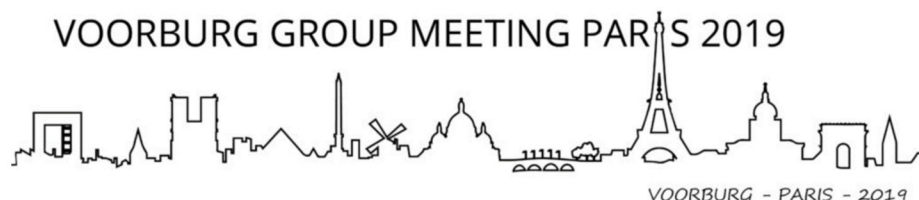# *Industries for Which Progress Assessed: VG 2019*

Detailed Progress Reports

5510 – Short term accommodation activities

5812 – Publishing of directories and mailing lists

5813 – Publishing of newspapers, journals and periodicals

7311 - Advertising

Industry Country Summaries

- Industry country summaries identify areas of strength and weakness, along with best opportunities for improvement.

- Industry country summaries are used to assess VG country achievement in all areas and serve as part of the VG's concrete deliverables to the UNSC (along with the sector papers).

Summary of Progress

- 24 countries reported progress – more nonresponse from attendees than in past years – 14 countries registered but did not submit progress. On the bright side, several countries not attending did respond.

- <u>Detailed</u> industry scorecard country summaries prepared for each of the industries covered by mini-presentations or the revisited sector paper this year, showing the number of countries having:
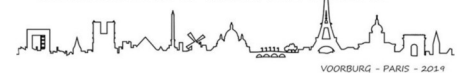
Number
___ PPI details $\geq$ CPC
___ PPI details $\geq$ CPC soon
___ Turnover details $\geq$ CPC
___ Turnover details $\geq$ CPC soon
___ Industry-level prices calculated
___ Industry-level turnover collected

Rating
1. ___ Detailed turnover and prices well aligned
2. ___ Detailed turnover and prices well aligned soon
3. ___ Industry-level turnover and prices aligned
4. ___ Industry-level turnover and prices aligned soon
5. ___ Other-no industry coverage for prices and/or turnover

5510 Short term accommodations

Number of countries having:

  2 PPI details > CPC

  1 PPI details > CPC soon

  3 Turnover details > CPC

  1 Turnover details > CPC soon

 11   Industry-level prices calculated

 19   Industry-level turnover collected

Ratings of:

1. 3 Detailed turnover and prices well aligned

2. 0 Detailed turnover and prices well aligned soon

3. 9 Industry-level turnover and prices aligned

4. 0 Industry-level turnover and prices aligned soon

5. 11 Other-no industry coverage for prices and/or turnover

5812 – Publishing of directories and mailing lists

Number of countries having:

_1_ PPI details $\geq$ CPC

_0_ PPI details $\geq$ CPC soon

_2_ Turnover details $\geq$ CPC

_0_ Turnover details $\geq$ CPC soon

_5_ Industry-level prices calculated

_20_ Industry-level turnover collected

Ratings of:

1. _1_ Detailed turnover and prices well aligned

2. _0_ Detailed turnover and prices well aligned soon

3. _4_ Industry-level turnover and prices aligned

4. _0_ Industry-level turnover and prices aligned soon

5. _18_ Other-no industry coverage for prices and/or turnover

5813 – Newspapers, journals and periodicals

Number of countries having:

_5_ PPI details > CPC

_0_ PPI details > CPC soon

_2_ Turnover details > CPC

_0_ Turnover details > CPC soon

_14_ Industry-level prices calculated

_20_ Industry-level turnover collected

Ratings of:

1. _2_ Detailed turnover and prices well aligned

2. _0_ Detailed turnover and prices well aligned soon

3. _12_ Industry-level turnover and prices aligned

4. _0_ Industry-level turnover and prices aligned soon

5. _9_ Other-no industry coverage for prices and/or turnover

7311 - Advertising

Number of countries having:

 6 PPI details $\geq$ CPC

 0 PPI details $\geq$ CPC soon

 8 Turnover details $\geq$ CPC

 0 Turnover details $\geq$ CPC soon

 17   Industry-level prices calculated

 20   Industry-level turnover collected

Ratings of:

1. 5 Detailed turnover and prices well aligned
2. 0 Detailed turnover and prices well aligned soon
3. 11 Industry-level turnover and prices aligned
4. 1 Industry-level turnover and prices aligned soon
5. 6   Other-no industry coverage for prices and/or turnover

Summary Observations

- Accommodations was last studied in 2010. Some progress (maybe). Still only about half of respondents have coverage in both turnover and prices.

- A little better for 5813, last surveyed in 2012. Was over half without turnover and prices, now about 36%

- 5812 is a concern – possible home of rapidly growing data brokers activity, but over 75% do not have turnover and prices. Little change from 2012.

- Advertising last studied in 2004 pre-CDF so no comparative data. By far the best results with about 75% having turnover and prices aligned now or soon.

Alternative Data

Alternative Data Usage

- Definition: Alternative data is defined as source data for economic statistics that is obtained using methods other than direct collection by statistical programs. Examples include administrative data collected by other agencies (tax, labor hours, VAT, etc.) and third party commercial data sources such as scanner data or other industry produced data sources.

- Does your agency use alternative data to develop your business register (Y/N):

    If yes, is the source administrative data or third party data?

- Does your agency use alternative data in the development of economic statistical estimates for the services sector?

    If yes, please describe the source (administrative or other) and the use.

Responses

- 19 reported using alternative data for BR
- Growing use in estimates with various sources:
  - Purchased third party
  - Collected third party data (e.g., web scraping
  - Tax data for small (and sometimes medium) enterprises
  - Other government agencies (turnover and prices)

Sources of Alternative Data

Far more detail reported on sources of alternative data in the second year of this part of the detailed status report (administrative data and third party data)

- Tax
- Motor vehicle association data
- Scanner data
- Purchased volume data in air freight
- Construction permit data
- Commercial property rents database
- Purchased FTE, wage, resales and raw materials data
- Public company financial reports
- Social security, payroll and employment data
- Government healthcare data
- Medicare (social insurance) reimbursement data
- Web scraping

Wide Range of Uses

- Supplement survey data
- Modeling (trend and QA)
- Data confrontation
- Replacement of problematic survey data
- Replacement for direct survey
- Direct use of prices
- Sampling frames
- Non-response imputation
- Estimates for regional activity in national samples

Suggestions for change?

- Maybe specific questions about third party data sources that did not work?
- Maybe …?

- More discussion on this during the coming week