

Business statistics in France

Orientations and new challenges

Christel Colin
INSEE

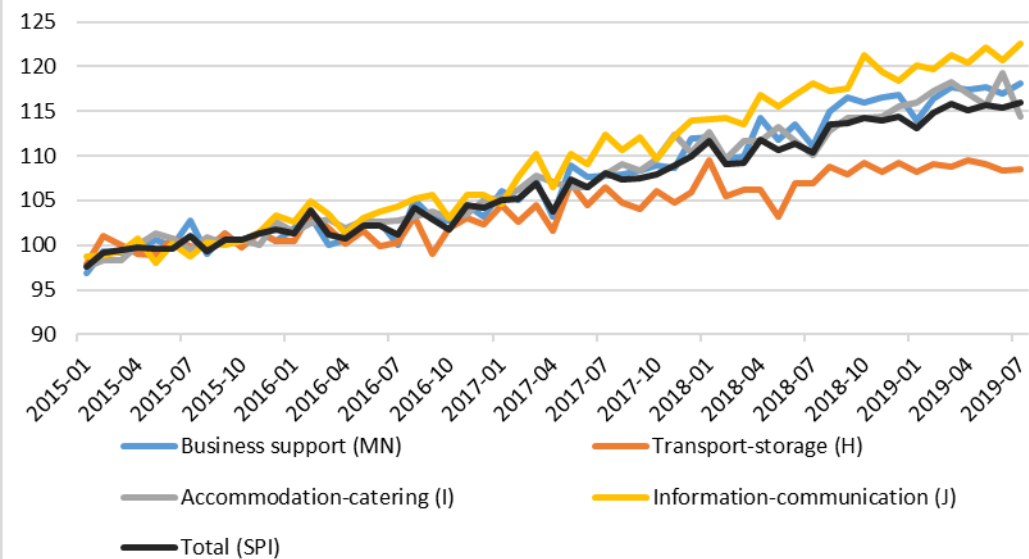
34th meeting of the Voorburg Group, October 2019

- **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

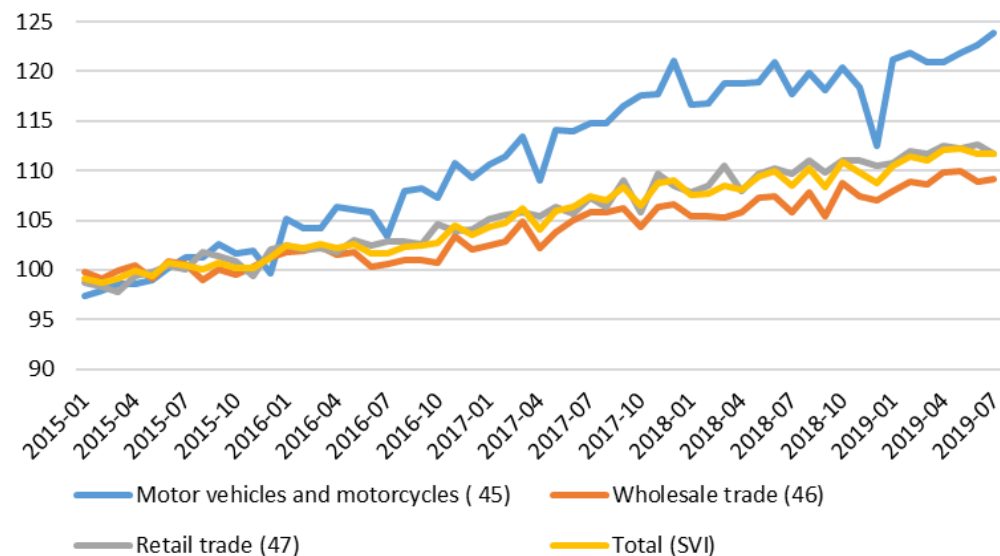
- **New short-term indicators on services and trade**, following or rather anticipating FRIBS requirements
- Production and sales volume:
 - **new monthly index of production in services**
 - **new monthly sales volume index**, covering all trade (wholesale, retail, repair of motor vehicles and motorcycles)
 - 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

Index of production in services



Index of sales volume in trade



Source: Insee.

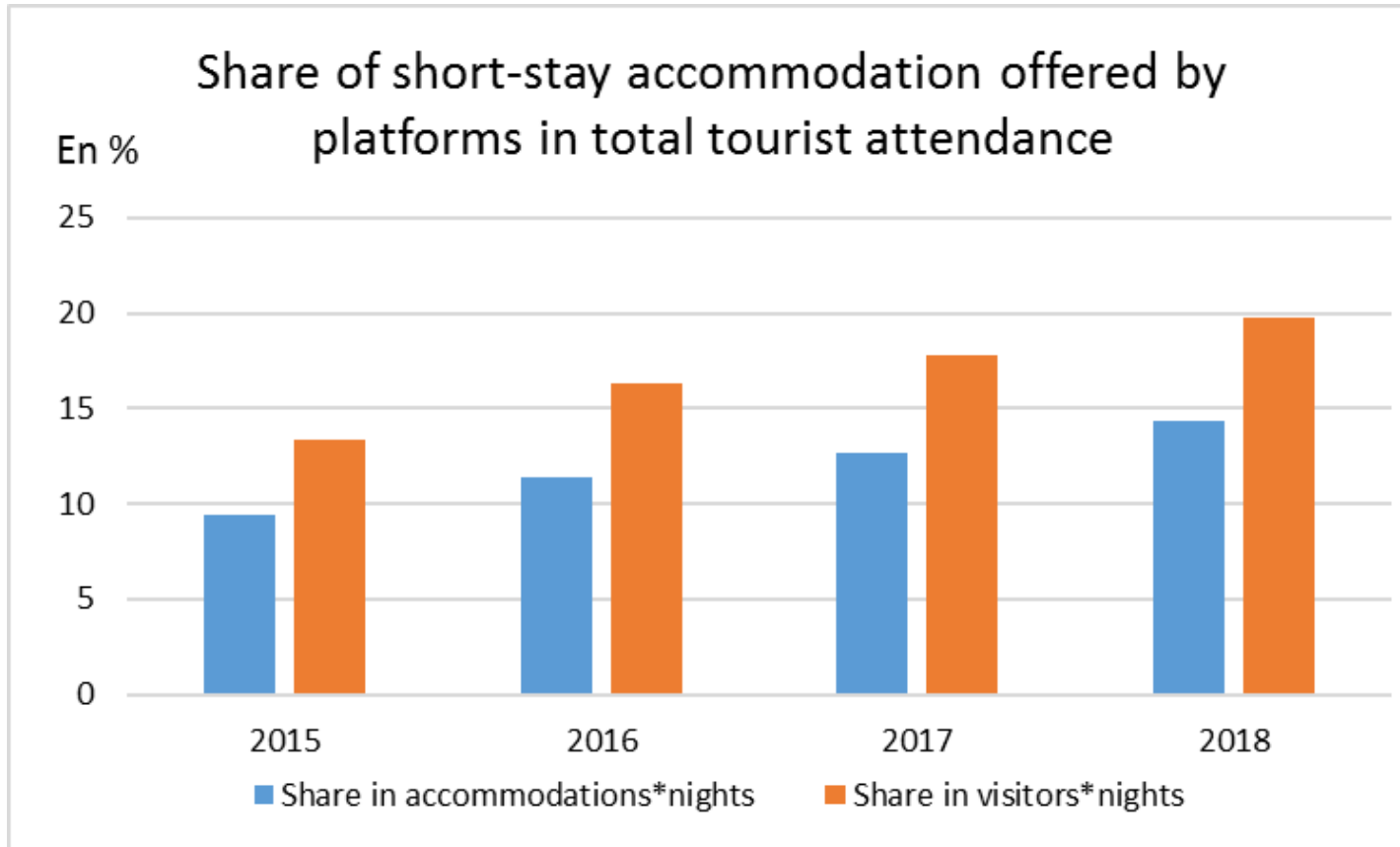
- Companies are increasingly organised in groups
- Structural business statistics are now produced at **the “enterprise” level** (European regulation on statistical units), based no more on the legal unit but on the enterprise group organisation
- Economic indicators on businesses (productivity, investment 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

- **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



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)

Join us on:

insee.fr



Christel Colin
Business Statistics Directorate
Insee
christel.colin@insee.fr

BSDG, 26 June 2019