Survey of Surveys

Answering practices to the industry survey

Catherine Renne
Head of business surveys section
The survey of survey in brief…

<table>
<thead>
<tr>
<th>Enterprise size</th>
<th>Number of enterprises surveyed</th>
<th>Number of respondents</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-99 employees</td>
<td>795</td>
<td>296</td>
<td>37%</td>
</tr>
<tr>
<td>100-499 employees</td>
<td>1,229</td>
<td>533</td>
<td>43%</td>
</tr>
<tr>
<td>500 employees +</td>
<td>510</td>
<td>196</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,534</strong></td>
<td><strong>1,025</strong></td>
<td><strong>40%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of enterprises surveyed</th>
<th>Number of respondents</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man. of food products, beverages and tobacco products</td>
<td>575</td>
<td>217</td>
<td>38%</td>
</tr>
<tr>
<td>Man. of coke and refined petroleum products</td>
<td>14</td>
<td>5</td>
<td>36%</td>
</tr>
<tr>
<td>Man. of electrical, computer and electronic equipment</td>
<td>419</td>
<td>198</td>
<td>47%</td>
</tr>
<tr>
<td>Man. of motor vehicles, trailers and semi-trailers</td>
<td>115</td>
<td>54</td>
<td>47%</td>
</tr>
<tr>
<td>Man. of other transport equipment</td>
<td>49</td>
<td>21</td>
<td>43%</td>
</tr>
<tr>
<td>Other manufacturing</td>
<td>1,362</td>
<td>530</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,534</strong></td>
<td><strong>1,025</strong></td>
<td><strong>40%</strong></td>
</tr>
</tbody>
</table>
Who usually fills in the industry survey?

- Business leader: 31%
- Financial manager/member of financial department: 55%
- The questionnaire's being circulated:
  - 20-99: 2%
  - 100-499: 12%
  - 500+: 3%
- Other:
  - 20-99: 11%
  - 100-499: 14%
  - 500+: 3%
Q1 – How has your production developed over the past 3 months?

- From beginning to end of the 3-month period: 55%
- 3 months as a whole compared to the previous 3 months: 37%
- 3 months as a whole compared to one year ago: 43%
- Other: 5%

Size categories:

- 20-99 employees: 5%
- 100-499 employees: 5%
- 500+ employees: 6%
Q1 – How has your production developed over the past 3 months?

- From beginning to end of the 3-month period
- 3 months as a whole compared to the previous 3 months
- 3 months as a whole compared to one year ago
- Other

<table>
<thead>
<tr>
<th>Industry</th>
<th>3 months as a whole compared to one year ago</th>
<th>3 months as a whole compared to the previous 3 months</th>
<th>From beginning to end of the 3-month period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>9%</td>
<td>41%</td>
<td>48%</td>
</tr>
<tr>
<td>Equipment</td>
<td>3%</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Transport</td>
<td>4%</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Other manufacturing</td>
<td>5%</td>
<td>42%</td>
<td>51%</td>
</tr>
</tbody>
</table>
Q1 – Information on which responses are based?

- **Quantities produced**: 46% (20-99), 55% (100-499), 57% (500+)
- **Bills**: 32% (20-99), 21% (100-499), 17% (500+)
- **Number of hours worked**: 3% (20-99), 3% (100-499), 2% (500+)
- **By a subjective assessment**: 8% (20-99), 8% (100-499), 4% (500+)
- **Other**: 12% (20-99), 13% (100-499), 17% (500+)
Q1 – Information on which responses are based?

**Survey of surveys**

- **Quantities produced** (72%)
- **Bills**
- **Number of hours worked**
- **By a subjective assessment**
- **Other**

### Food
- Quantities produced: 11%
- Bills: 5%
- Number of hours worked: 12%
- By a subjective assessment: 12%
- Other: 2%

### Equipment
- Quantities produced: 27%
- Bills: 12%
- Number of hours worked: 18%
- By a subjective assessment: 18%
- Other: 2%

### Transport
- Quantities produced: 38%
- Bills: 9%
- Number of hours worked: 12%
- By a subjective assessment: 13%
- Other: 6%

### Other manufacturing
- Quantities produced: 55%
- Bills: 23%
- Number of hours worked: 13%
- By a subjective assessment: 11%
- Other: 5%
Q1 – % variation which causes to answer “unchanged”

- 1% - +1%: [39%, 33%, 42%, 47%, 52%, 47%]
- 5% - +5%: [11%, 11%, 7%, 2%, 4%, 5%]
- 10% - +10%: [20-99, 100-499, 500 +]
Other: [-1% - +1%, -5% - +5%, -10% - +10%]
Q1 – % variation which causes to answer “unchanged”

- **Food**:
  - [-1% - +1%]: 38%
  - [-5% - +5%]: 47%
  - [-10% - +10%]: 12%
  - Other: 2%

- **Equipment**:
  - [-1% - +1%]: 28%
  - [-5% - +5%]: 56%
  - [-10% - +10%]: 11%
  - Other: 5%

- **Transport**:
  - [-1% - +1%]: 25%
  - [-5% - +5%]: 64%
  - [-10% - +10%]: 7%
  - Other: 4%

- **Other manufacturing**:
  - [-1% - +1%]: 40%
  - [-5% - +5%]: 46%
  - [-10% - +10%]: 10%
  - Other: 3%
Q2 – Do you consider your current overall order books to be…?

Understanding of "normal for the season"

- You exclude seasonal variations
- Your don't exclude seasonal variations
- Seasonal factors are not significant for your business
- Other

<table>
<thead>
<tr>
<th>Category</th>
<th>You exclude seasonal variations</th>
<th>Your don't exclude seasonal variations</th>
<th>Seasonal factors are not significant for your business</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-99</td>
<td>28%</td>
<td>28%</td>
<td>41%</td>
<td>3%</td>
</tr>
<tr>
<td>100-499</td>
<td>34%</td>
<td>31%</td>
<td>32%</td>
<td>3%</td>
</tr>
<tr>
<td>500+</td>
<td>26%</td>
<td>29%</td>
<td>29%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Q2 – Do you consider your current overall order books to be…?

Understanding of "normal for the season"

- You exclude seasonal variations
- Your don't exclude seasonal variations
- Seasonal factors are not significant for your business
- Other

### Food
- You exclude seasonal variations: 35%
- Your don't exclude seasonal variations: 47%
- Seasonal factors are not significant: 15%
- Other: 3%

### Equipment
- You exclude seasonal variations: 27%
- Your don't exclude seasonal variations: 17%
- Seasonal factors are not significant: 52%
- Other: 4%

### Transport
- You exclude seasonal variations: 35%
- Your don't exclude seasonal variations: 24%
- Seasonal factors are not significant: 39%
- Other: 3%

### Other manufacturing
- You exclude seasonal variations: 36%
- Your don't exclude seasonal variations: 28%
- Seasonal factors are not significant: 34%
- Other: 2%
Q2 – % variation which causes to answer “normal for the season”

- **[- 1% - +1%]**
- **[- 5% - +5%]**
- **[- 10% - +10%]**
- **Other**

<table>
<thead>
<tr>
<th>Size Range</th>
<th>[- 1% - +1%]</th>
<th>[- 5% - +5%]</th>
<th>[- 10% - +10%]</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-99</td>
<td>16%</td>
<td>51%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>100-499</td>
<td>23%</td>
<td>57%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>500+</td>
<td>29%</td>
<td>51%</td>
<td>12%</td>
<td></td>
</tr>
</tbody>
</table>
Q2 – % variation which causes to answer “normal for the season”

- **[−1% - +1%]**
- **[−5% - +5%]**
- **[−10% - +10%]**
- **Other**

<table>
<thead>
<tr>
<th>Category</th>
<th>-1% - +1%</th>
<th>-5% - +5%</th>
<th>-10% - +10%</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>31%</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment</td>
<td>17%</td>
<td>58%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transport</td>
<td>19%</td>
<td>63%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other manufacturing</td>
<td>29%</td>
<td>53%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Survey of surveys
Q5 – How do you expect your production to develop over the next 3 months?

Information on which responses are based

- On the basis of unfilled orders, only
- The expected change in demand over the next 3 months
- By a subjective assessment concerning your enterprise
- By a subjective assessment concerning your sector
- Other

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Based on Unfilled Orders</th>
<th>Subjective Assessment Enterprise</th>
<th>Subjective Assessment Sector</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-99</td>
<td>8%</td>
<td></td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>100-499</td>
<td>7%</td>
<td></td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>500+</td>
<td>6%</td>
<td></td>
<td>10%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Survey of surveys

On the basis of unfilled orders, only

- 8% of small companies (20-99 employees)
- 7% of medium-sized companies (100-499 employees)
- 6% of large companies (500+ employees)

The expected change in demand over the next 3 months

- 48% of small companies (20-99 employees)
- 45% of medium-sized companies (100-499 employees)
- 39% of large companies (500+ employees)
Q5 – How do you expect your production to develop over the next 3 months?

Information on which responses are based

- On the basis of unfilled orders, only
- By a subjective assessment concerning your enterprise
- The expected change in demand over the next 3 months
- By a subjective assessment concerning your sector
- Other

<table>
<thead>
<tr>
<th>Industry</th>
<th>On the basis of unfilled orders, only</th>
<th>By a subjective assessment concerning your enterprise</th>
<th>The expected change in demand over the next 3 months</th>
<th>By a subjective assessment concerning your sector</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>3%</td>
<td>1%</td>
<td>36%</td>
<td>50%</td>
<td>1%</td>
</tr>
<tr>
<td>Equipment</td>
<td>1%</td>
<td>1%</td>
<td>45%</td>
<td>32%</td>
<td>11%</td>
</tr>
<tr>
<td>Transport</td>
<td>1%</td>
<td>11%</td>
<td>25%</td>
<td>0%</td>
<td>17%</td>
</tr>
<tr>
<td>Other manufacturing</td>
<td>6%</td>
<td>2%</td>
<td>36%</td>
<td>48%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Q14_16 – How has your competitive position developed over the past 3 months?

Understanding of "competitive"

- Price competitiveness
- Market share
- Development of range of products
- Reputation of products
- Other

Survey of surveys
Q14_16 – How has your competitive position developed over the past 3 months?

Understanding of "competitive"

- Price competitiveness
- Market share
- Development of range of products
- Reputation of products
- Other

**Food**
- Price competitiveness: 27%
- Market share: 48%
- Development of range of products: 17%
- Reputation of products: 4%
- Other: 5%

**Equipment**
- Price competitiveness: 23%
- Market share: 53%
- Development of range of products: 14%
- Reputation of products: 5%
- Other: 5%

**Transport**
- Price competitiveness: 22%
- Market share: 54%
- Development of range of products: 13%
- Reputation of products: 6%
- Other: 6%

**Other manufacturing**
- Price competitiveness: 29%
- Market share: 46%
- Development of range of products: 18%
- Reputation of products: 3%
- Other: 4%
Conclusion

- Business managers base their answers on hard information and not only on a subjective assessment.
- The results of this survey confirm findings of studies in progress:
  - Comparison of industry BS with the monthly branch survey (IPI).
  - Comparison of business answers to $Q_{1M}$ and $Q_{5M-3}$ or $M-4$.
- Some modifications could be made in the French questionnaire in the future.
Thank you for your attention!