Survey of surveys

Answering practices to the French industry survey

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Abstract

The French National Statistical Institute (Insee) has been conducted the industry survey since 1951. This survey is rather welcomed by enterprises. The response rate is up to 75%. Weighted by enterprises turnover, the response rate is up to 85%. Around 3000 businesses regularly answer to this survey. They have a choice to respond either by paper or by filling an on-line questionnaire available on the Insee website. The share of enterprises responding by internet is up to 70%. This survey has become an important tool for Insee forecasters who prepare every quarter, a short-term economic scenario for the six to nine months ahead.

In order to improve the understanding of answering practices to the industry survey, Insee decided to send to 2500 enterprises a 4-page questionnaire by email. The questionnaires were sent the 9th of September 2014. The response rate is already up to 40%. The first results of this survey will be presented at the next BCS workshop. They confirm the fact that businesses base their answers on hard information and not only on a subjective assessment. Some results were quite surprising and will probably lead us to add some clarifications in the French BS questionnaire.

We are very grateful to Jonathan Wood, who graciously sent us information related to the 2012 CBI answering practices enquiry.