

## Quality report on retail trade and automobile trade and repair tendency survey

CONTACT	
<b>Country (Area)</b>	France
<b>Survey</b>	Retail trade and automobile trade and repair
<b>Service investigator</b>	National Institute of Statistics and Economic Studies Economic Studies and National Accounts Directorate Short Term Economic Forecasts Department Business Tendency Surveys Division
<b>Reference year of data</b>	2007
<b>Data of completion</b>	March 2008

METHODOLOGY	
<b>Population Reference (Universe)</b>	Legal units of the retail trade field. Around 300,000 firms (NACE rév. 2 divisions 45 and 47).
<b>Sampling frame</b>	Yearly exhaustive survey (exhaustive for retailers of 20 employees or more), called <i>Enquête Annuelle d'Entreprise</i> (EAE, Yearly Business Survey in retail trade).
<b>Size of the actual frame list</b>	40,000 firms
<b>Characteristics of the frame list</b>	Identification, address, NACE code, workforce size, turnover
<b>Frame list update</b>	Every year
<b>Sampling method</b>	The sample is stratified by workforce and activity sector. The firms with more than 100 employees are automatically included. Updating every year. <ul style="list-style-type: none"> <li>- Sample cleaning: clearance of ceased or out of activity field firms; little companies with erratic answers are also eliminated while new big companies are included;</li> <li>- Sample increase: random drawing of firms according to a stratified sampling.</li> </ul>
<b>Sample size</b>	3,750 units
<b>Sample coverage</b>	2% in number of firms, 55% in terms of turnover, 46% in terms of number of employees.
<b>Sectors and/or categories currently covered</b>	Retail trade and automobile trade and repair, except nearby food retail trade (surface under 400 m <sup>2</sup> ), food specialised retail trade, flowers retail trade, second-hands goods retail trade and retail trade out of store (except mailing retail trade included in the survey field). According to NAF rév. 2 classification: 45, 47.1 (hors 47.11A, 47.11B, 47.11C), 47.3, 47.4, 47.5, 47.6, 47.7 (except 47.76Z), 47.91A, 47.91B.
<b>Sample representativeness</b>	Between 2 to 3 points of balance.

<b>Response rate</b>	Non-weighted response rate: 80% (annual average 2007) Weighted response rate (by turnover): 87% (annual average 2007)
<b>Treatment of non-responses</b>	“Constant sample” method: for qualitative questions, m-1 survey response is carried forward to m survey in case of non-response for this provisional operating. For m-1 survey definitive operating, an intermediate response between m and m-2 is attributed.
<b>Weighting</b>	Two-stage aggregation: <ul style="list-style-type: none"> <li>- The first aggregation level leads to results at strata level. Within this first stage, individual responses to qualitative questions are weighted using the response of the surveyed to a yearly quantitative question concerning either turnover or the workforce, or else another activity variable, depending on the question;</li> <li>- At a second stage, strata average results are aggregated at less broken-up levels using weights computed from the Yearly Business Survey (EAE), using either turnover or the workforce, or else another activity variable, depending on the question.</li> </ul>
<b>Periodicity</b>	Monthly
<b>Survey method</b>	Postal mail or Internet data collection, since June 2007.
<b>Fieldwork period</b>	First 3 weeks of the current month.
<b>Timeliness</b>	4 working days before the end of the month.
<b>Remarks</b>	The first results relating to month m are provisional. Revised results are released at the end of the next month. These definitive results take into account of late responses arrived after the first release.