

Retail trade and automobile trade and repair Tendency Survey

CONTACT	
Country (Area)	France.
Survey	Retail trade and automobile trade and repair.
Service investigator	National Institute of Statistics and Economic Studies Economic Studies and National Accounts Directorate Short Term Economic Forecasts Department Business Tendency Surveys Division.
Reference year of data	2010.
Data of completion	March 2011.

METHODOLOGY	
Population Reference (Universe)	Legal units of the retail trade field. Around 300,000 firms (NACE rev2 divisions 45 and 47).
Sampling frame	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).
Size of the actual frame list	43,000 firms
Characteristics of the frame list	Identification, address, NACE code, workforce size, turnover
Frame list update	Every year.
Sampling method	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"> - 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; - Sample increase: random drawing of firms according to a stratified sampling.
Sample size	3,750 units
Sample coverage	2% in number of firms, 50% in terms of turnover, 45% in terms of number of employees.
Sectors and/or categories currently covered	Retail trade and automobile trade and repair, except nearby food retail trade (surface under 400 m ²), food specialized 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 rev2 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.

METHODOLOGY (cont'd)	
Sample representativeness	Between 2 to 3 points of balance.
Response rate	Non-weighted response rate: 73% (annual average 2010). Weighted response rate (by turnover): 89% (annual average 2010).
Treatment of non-responses	"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.
Weighting	Two-stage aggregation: <ul style="list-style-type: none"> - 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; - 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.
Periodicity	Monthly.
Survey method	Postal mail or Internet data collection, since June 2007.
Fieldwork period	First 3 weeks of the current month
Timeliness	4 working days before the end of the month.
Remarks	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.