Whole Sale Trade Tendency Survey

CONTACT	
Country (Area)	France.
Survey	Whole sale trade.
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 whole sale field. Around 155,000 firms.
Sampling frame	Yearly survey (exhaustive for wholesalers of 20 employees or more), called "Enquête Structurelle Annuelle dans le commerce de gros" (Yearly Business Survey In Whole Sale Trade), carried out by INSEE.
Size of the actual frame list	Around 25,000 firms
Characteristics of the frame list	Identification, address, contact, NAF rév.2 code (at the level underclass A732), number of employees, turnover.
Frame list update	Every year
Sampling method	The sample is stratified by sector activity (at the level underclass A732) and size's company (calculated according to workforce and turnover). There are 210 strata in the survey. The firms with more than 200 employees, or with a turnover greater than a threshold dependant on the NAF rév.2 code (at the level underclass A732), are automatically included into the sample (exhaustive stratum). Updating every year or every two years: - 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; few regularly answering little companies questioned for a long time are also eliminated in order to reduce the response's burden of these little companies. - Sample increase: random drawing of firms according to a stratified sampling.

METHODOLOGY (cont'd)	
Sample coverage	45% in terms of turnover
Sectors and/or categories currently covered	Wholesalers dealing in: - gross agricultural products and living animals (group 46.2 in NAF rév.2), - alimentary goods and beverages (group 46.3 except for the underclass 46.35Z in NAF rév.2), - domestic goods (group 46.4 in NAF rév.2), - capital goods for information and communication (group 46.5 in NAF rév.2), - other industrial capital goods (group 46.6 in NAF rév.2), - other specialized products (group 46.7 except for the underclass 46.77Z in NAF rév.2),
Sample representativeness	Around 2 points of balance.
Response rate	Non-weighted response rate: 75% (annual average 2010). Response rate weighted by turnover: 80% (annual average 2010). Response rate weighted by workforce: 80% (annual average 2010).
Treatment of on-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: - 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, depending on the question; - At a second stage, strata average results are aggregated at less broken-up levels using weights computed from the last available Yearly Business Survey (ESA) , using either turnover or the workforce, depending on the question. Notice: the balance of opinion related to the general expectations on activity is calculated both with and without leading. In this second case, no leading, at the first aggregation level and at second aggregation level, is applied.
Periodicity	Bimonthly.
Survey method	Postal mail, or Internet data collection (since January 2004).
Fieldwork period	First 3 weeks of the current month.
Timeliness	2 working days before the end of the first month of the surveyed two-month.
Remarks	The first results relating to a survey are provisional. Revised results are released at the following survey. These definitive results take into account of late responses arrived after the first release.

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