



INDUSTRY  
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CENSUS 2011



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**PRESS RELEASE**

**9<sup>TH</sup> INDUSTRY AND SERVICES,  
INSTITUTIONS AND NON-PROFIT  
ORGANISATIONS CENSUS UNDERWAY**

*The survey will involve a sample of 260,000 companies, over 470,000 non-profit organisations, and public institutions.  
Giovannini: the research will aid Italy's economic policy decisions and help businesses to develop*

*Rome, 10<sup>th</sup> September 2012* - The aim of the 9<sup>th</sup> census is to depict in a dynamic way the current situation for businesses, non-profit organisations and institutions. The survey features innovative questions and new survey techniques, and is targeted at large corporate groups, small and medium-sized businesses, non-profit organisations and public institutions. The data collected will allow a picture to be drawn of these individual entities, defining precisely the relationship between them and the system in which they operate. The capacity for innovation, new organisational and financial strategies and plans for future development and market positioning are also at the heart of the census.

**USING KNOWLEDGE TO ESCAPE THE CRISIS**

The census is a tool that will help Italy overcome its difficulties: *"I believe that this survey can be defined a census for businesses"*, said **Enrico Giovannini**, President of **Istat**. *"The data it produces will offer a precious support framework for economic policy decisions in the Country and for the governance of the business system. In difficult and complex situations it is all the more important to have detailed information on the economic structure of the Country, on the way that businesses themselves have reacted or have faced up to the challenges posed by the economic climate and the external changes that have affected the sectoral structure of the Italian manufacturing sector. It will also be a good opportunity to establish a well-informed relationship with large businesses, which is fundamental if we want to fully understand very complex situations"*.

**THE PHASES OF THE CENSUS**

The first questionnaires were sent out to businesses and non-profit organisations on **03<sup>rd</sup> September**, and this will continue until the **14<sup>th</sup> September**. From 10<sup>th</sup> September, companies and non-profit organisations can start to complete the questionnaire, with the option to fill it in online from 3pm that day. The deadline for completing all the surveys has been set as **20<sup>th</sup> December 2012**; the data will be published on Istat's website sometime during the **second half of 2013 in a dedicated Data Warehouse**, as already trialled for the agricultural census. The answers to the questionnaires should give a snapshot of the situation as of **31<sup>st</sup> December 2011**, the census' date of reference. The first phase of the survey of public institutions, launched on **26<sup>th</sup> July** and **running until 20<sup>th</sup> September**, will be a questionnaire asking for general information. The second phase will take place between **01<sup>st</sup> October and 20<sup>th</sup> December 2012**, with a more in-depth questionnaire.

**SURVEY OF BUSINESSES: GOVERNANCE, COMPETITIVENESS AND STRATEGIES AT THE HEART OF THE RESEARCH**

The most important innovation in the survey of businesses is that the old way of periodically monitoring businesses is no more, replaced by a new concept of **"continuous census."** Traditional information, largely gathered from administrative archives, will be bolstered by statistical records related to

9<sup>th</sup> Industry and services, institutions and non-profit organisations census

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employment, which together will provide a solid base on which to base annual surveys into Italian entrepreneurship. Moreover, the census data will provide fresh insight into topics such as governance, inter-business relations, competitiveness, internationalisation and financial strategies. The survey does not directly involve all businesses, which number around **4.5 million**, but instead uses a representative sample of around **260,000** firms, including all large businesses and around **190,000** small and medium-sized manufacturing companies. This decision was made in order to reduce the burden to a minimum for businesses already working hard to survive in this complex economic and financial climate.

#### **SURVEY OF NON-PROFIT ORGANISATIONS: A CONSTANTLY EVOLVING SYSTEM**

Italy, one of the few European countries to periodically carry out a census of the varied world of non-profit organisations, has **474,765** institutions involved in this census, divided up into various categories, ten years since the last survey was carried out. They include cultural and sporting associations, voluntary organisations, cooperatives, foundations, NGOs and study and research institutions. The individual organisations were chosen on the basis of conformity to the **System of National Accounts (SNA)** international definition, based mainly on the following criterion: *“the prohibition of the distribution of profits or various other earnings received from the work carried out to founding members or shareholders”*.

The methods used for formulating the pre-census list were completely redesigned from the last census, integrating almost 30 different sources, both administrative and statistical.

The survey of the Italian non-profit sector will help to acquire key data for an analysis of Italy's socio-economic situation: *“The characteristics, consistency and resilience of the social system within troubled Western economies, and the ability of the non-profit sector to provide support and the chance of survival to whole economic sectors are amongst the most relevant issues today”*, commented **Giovannini**.

#### **SURVEY OF PUBLIC INSTITUTIONS: WHAT DIRECTION IS PA (PUBLIC ADMINISTRATION) TAKING IN THE THIRD MILLENNIUM?**

The survey includes around **13,000** institutions. It involves all constitutional bodies and organisations of constitutional importance, local bodies, administrative authorities, tax agencies and other types of institution, such as Chambers of Commerce, colleges and professional associations. The survey will provide an accurate picture of the structural and organisational characteristics of the public sector, focusing on the work of regional branches and on the process of modernisation that public administration is undergoing.

#### **SURVEY OF AREAS AFFECTED BY THE EARTHQUAKE: ASSISTANCE AND A VARIETY OF COMMUNICATION CHANNELS TO FACILITATE THE SENDING AND COMPLETION OF THE CENSUS**

The 9<sup>th</sup> Census will also go ahead in the regions affected by the earthquake, taking account of the particular conditions faced by businesses and non-profit institutions that operate in these areas.

When selecting the sample to be surveyed, small and medium-sized businesses active in the municipalities affected by the earthquake were excluded, and replaced by other organisations in the same provinces but located in non-affected municipalities, thus maintaining the structure of businesses in the census. Special assistance is on offer for large businesses and non-profit organisations, with telephone helplines, information support for businesses involved in the survey, and a variety of means of getting in touch and returning the questionnaires.