

**ORGANISATION FOR ECONOMIC
CO-OPERATION AND DEVELOPMENT**

ASIAN DEVELOPMENT BANK

**Centre for Co-operation with
Non-Member Economies**

**WORKSHOP
ON
BUSINESS TENDENCY SURVEYS**

Manila, 16-19 November 1999

**THE ABSTRACT INTRODUCTION TO
NATION-WIDE
BUSINESS TENDENCY SURVEYS
IN CHINA**

**Lu Haiqi
National Bureau of Statistics of
People's Republic of China**

The Abstract Introduction to Nation-wide Business Tendency Survey in China

*By Lu Haiqi
National Bureau of Statistics of People's Republic of China*

National Statistical Bureau of China has been conducting nation-wide business tendency survey (BTS) quarterly since the 3rd quarter of 1994. The survey is designed to collect the managers' opinions about the producing and operating condition of their juridical-person enterprises, the development trend of the industry each enterprise belongs to, to collect the suggestions of the managers concerning the development of the industry in the field of governmental economical administration. The survey is limited to the industries whose value added amounts to 61% of the total GDP in 1998 as follows:

- a) mining and quarrying, manufacturing, electricity, gas and water;
- b) construction,
- c) transportation, storage and communication,
- d) whole, retail sale trade and catering services,
- e) real estate services, and
- f) social services.

I. the Contents of the Survey

The enterprise surveyed is asked to fill two questionnaires. One is about the basic condition about the enterprise, which is filled annually. The other is about the opinions of the condition of the enterprise's producing and operation and the development trend of both the enterprise and the industry the enterprise belongs to, which is filled quarterly. So the second one for one industry is different from the other 5 industries.

The questions in the basic information questionnaire include contacting details of the enterprise, the scale of the enterprise as well as the industry IDs.

The second questionnaire includes three kinds of questions. Firstly, manager's estimation of the current business prosperity and future prosperity of the industry the enterprise belongs to. Secondly, manager's judgement about the both the operating condition and the estimation about the future condition of the enterprise. Thirdly, the main problems the enterprise encounters and what the manager requests the economical administrative office to do of top priority.

II. Selecting Survey Units

In 1999, more than 15,000 enterprises are chosen as survey units and surveyed in the nationwide survey which come from the 6 industries mentioned above. The total number of survey units of a province (municipal or autonomous region) depends on the proportion of provincial GDP as percentage of the national GDP. Regarding the great difference of GDP between provinces, the gap of number of survey units between provinces is shortened.

$$n_{ij}=N*(VA_{ij})^{1/2}/\sum\sum(VA_{ij})^{1/2}$$

Among which,

- n_{ij} is the number of survey units of the j^{th} industry in the i^{th} province,
- N is the total number of the nationwide survey units,
- VA_{ij} is the value added of the j^{th} industry in the i^{th} province.

The provincial bureaus can also choose their additional units as provincial survey units besides the national survey units.

Regarding to the definite industry in a definite province, survey units are comprised by large enterprises, medium-size enterprises and small enterprises. All the large enterprises including both listed companies in domestic market and overseas market should be investigated. If the number of medium-size enterprises is less than the 90% of n_{ij} minus the number of large enterprises, all the medium-size enterprises in the province should be investigated. And the rest of the units are samples from small enterprises. If the number of medium-size enterprises is larger than 90% of n_{ij} minus the total number of large enterprises, the sample units of medium-size enterprises is chosen in the PPS method, i.e. proportional possibility survey. And the small sample enterprises are also chosen in the same method, which amounts to no less than 10 percent of the total survey units of the definite industry in the province.

III. Reporting and Processing

Survey time lasts from February 25 to March 1, or May 25 to June 1, or August 25 to September 1, or November 25 to December 1. And the business prosperity of the past 3 months is investigated respectively. Provincial bureau of statistics should finish checking and inputting of the original data of the questionnaires and forward them to National Bureau of Statistics no later than the 10th day of the 3rd month of each quarter. In the following days, NBS will do data processing and aggregating, and the final result about the whole country will be publicized in the coming month.

IV. Application of the Results from the Survey

The final results from the nation-wide survey are the main foundation to form the basic judgement about the business tendency about the whole national economy and the 6 industries and thereby provide the governments with suggestions of macro-economical adjustments. NBS has opened a specialized box on both Economic Daily and the 2nd channel of CCTV since 1994, in which the analytical papers have been

presented.