

**LIST OF METADATA ITEMS FOR BUSINESS TENDENCY AND CONSUMER OPINION SURVEYS - 2005
SOUTH AFRICA, BER – OCTOBER 2005**

Top level	Child level	Business/Consumer Survey Specifics
Source	Name of collection / source used	<p>Full name of the business tendency survey or consumer survey used to collect the data.</p> <ol style="list-style-type: none"> 1. BER Manufacturing Survey, sponsored by the Department of Trade and Industry (DTI) 2. BER Building and Construction Survey (incl. residential and non-residential building contractors and sub-contractors, architects, quantity surveyors and civil engineers) 3. BER Retail Survey (incl. retail trade, wholesale trade, motor trade and the consumer survey); the consumer survey is sponsored by First National Bank 4. BER Services Survey (incl. catering & accommodation; transport, storage & communication; real estate & business services; and personal services) – started in 2005, survey results are not released at present 5. Financial Services Survey (incl retail banks, investment banks, investment managers and life insurers), sponsored by Ernst & Young 6. Manufacturing purchasing managers' index (PMI), sponsored by Investec 7. Annual survey on the impact of HIV/Aids on business in South Africa, sponsored by the South African Business Coalition on HIV & Aids (SABCOHA).
	Organisation and contact person	<p>Name of the institute, manager, contact person, address phone, fax, email address, web-site URL (if any)</p> <p>Bureau for Economic Research (BER) at Stellenbosch University Mr George Kershoff BER Private Bag X5050 7599 Stellenbosch South Africa Tel. +27 21 887 2810 Fax +27 21 883 9225 gjjk@sun.ac.za www.ber.sun.ac.za</p>
	Types of data sources used (household, establishment / enterprise survey)	<p>Please indicate whether the data were collected from an enterprise / establishment survey or a household consumer survey</p> <p>All surveys are enterprise surveys except the consumer survey, which is part of no 3</p>
	Source periodicity	<p>Please indicate whether the data is collected monthly, quarterly, etc</p> <p>All surveys are quarterly, except for the manufacturing PMI (no. 6) that is done monthly</p>
Statistical concepts and classifications used	Key statistical concepts used	<p>Please indicate the ordinal scale used</p> <p>Nearly all questions require the respondent to indicate whether a particular activity is “up”, “remained the same” or “down”. However, one question requires respondents to say whether prevailing business conditions are “satisfactory” or “unsatisfactory”. We take the percentage of respondents saying satisfactory as a proxy for business confidence.</p>
	Definition of indicators, variables collected	<p>Please attach a questionnaire in national language or translated into English (if currently available) or provide a list of the variables collected (in English)</p>
	Classification(s) used	<p>Please indicate the national or international classifications used (e.g. ISIC, etc.)</p> <p>ISIC</p>

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Data characteristics and collection	Unit of measure used	Pre-printed response alternatives with three or five reply options: Percentage of positive replies, unchanged replies and negative replies indicating the direction of change of a variable (question) 1. In the case of the <u>enterprise</u> surveys, make use of mail questionnaires. Three reply options in the case of the enterprise surveys Make use of net balance statistic, i.e. percentage “up” less percentage “down” 2. In the case of the <u>consumer</u> survey, make use of personal interviews. We have contracted these face-to-face computer aided personal interviews (CAPI) out to AC Nielsen. Five reply options in the case of the consumer survey. Make use of net balance statistic, i.e. percentage “up” less percentage “down”
	Sampling frame	Please indicate whether the frame used is a statistical or administrative register, or other type of list or area frame. 1. In the case of the <u>enterprise</u> surveys, a national business register is not published for South Africa. The exact size and composition of the universe population is therefore unknown. 2. In the case of the <u>consumer</u> survey, AC Nielsen selects 2 500 actual addresses at random from its household register of 3m addresses. The average coverage of their household register is 63% (3m out of 4.8m households in South Africa). It applies fixed rules for call-backs and substitution.
	Size of actual frame list	Number of enterprises / households in the frame from which the survey sample was drawn See comments above.
	Characteristics included in frame list	Please indicate the items included in the frame used for the survey, e.g. identification number, name, address, contact name, sector code, number of employees, turnover, etc. 1. In the case of the <u>enterprise</u> surveys, ID no., name of contact person, address, tel, fax, e-mail, province, sector, turnover and number of full-time employees. 2 In the case of the <u>consumer</u> survey, race, household income, age, home language, gender, province, TV viewing, community size, living standards measure (LSM) and life stages
	Frame list update	Please indicate the frequency with which the frame is updated and the date of the last update / revision. 1. Enterprise surveys: frame is updated every 2 years; last update was Oct 2005 2. Consumer survey: every quarter
	Sampling method(s)	Sampling method(s) used, e.g. stratified sample, representative panel, judgement sample, etc. 1. Enterprise surveys: A panel is in effect established as the same firms are approached from one survey to the next. Deliberate sampling was used to design the panels. The deliberate sampling method agrees with convenience non-probability sampling. Conventional statistical measures, such as sampling margins of error, cannot be calculated to measure the degree of representation of non-probability samples. 2. Consumer surveys: a new stratified sample is constructed every quarter
	Sample size	Indicate the average number of units included in the survey. Manufacturing: 1204 Building & Construction: 911 (124 architects, 506 building contractors, 174 quantity surveyors, 107 civil engineers) Retail: 1207 (646 retailers, 386 wholesalers, 175 motor dealers) Services: 678 Financial services: 89 (20 retail banks, 20 investment banks, 34 investment managers, 15 life insurers) Manufacturing purchasing managers:284

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		Consumer survey: 2500 adults (1 750 male and 1 750 females of 16 years and older, furthermore it is ensured that 1000 whites, 1000 blacks, 250 coloureds and 250 Indians are included)
	Sample representativeness	<p>Please provide a brief comment on the representativeness of the sample and any indications of possible bias.</p> <p>1. Enterprise surveys: The panel of participants are broadly representative of the formal manufacturing, trade, building, financial and services sectors, taking into account (a) the response rate, (b) the results from a comparison between the composition of the panels and sector specific censuses and other official data and (c) the close correlation between the survey results and other quantitative data series. Informal street vendors, emerging builders, micro-lenders and unregistered businesses are not covered. An article on the representation of the BER's enterprise panels "An evaluation of the BER's trade and building survey panels" appeared in the Journal for Studies in Economics and Econometrics (SEE) vol 26 (1), April 2002, pp 33-49, by GJ Kershoff</p> <p>2. Consumer survey: The survey covers all races living in urban areas with urban being defined as community size 500+. This coverage is representative of 91% of the total urban adult population and 55% of the total adult population. Non-urban blacks are therefore not represented. Although they forms a large number of people, their relative purchasing power is marginal given their extreme poverty.</p>
	Response rate	<p>Please indicate the average response rate for the most recent survey(s)</p> <p>Average for 2004 Retail trade: 43% Wholesale trade: 42% Motor trade: 51% Manufacturing: 36% Building: 41% Total: 40%</p> <p>Although the response rate appear low at first glance, we receive a sufficient number of responses from the 4 100 questionnaires we send out every quarter for the results to be considered reliable. The response rate would have had to be much higher to get a sufficient number of responses if we had send out fewer questionnaires. The response rate has remained between 40% and 45% over the last three decades.</p> <p>The reliability of the survey results is furthermore increased by the fact that the bulk of responses between consecutive surveys are from the same companies. Changes in the survey results can therefore be attributed with larger certainty to changes in the research object than to the response or not of particular companies.</p>
	Non-response procedures	<p>Please briefly indicate the processes used to obtain information from non-responding units</p> <p>No steps are taken to follow up non-responding units, except for the financial survey, where a fax reminder is sent to all non-responding units one week before the date of return.</p>
	Reporting unit	<p>Specify the type of reporting unit used in the survey, e.g. enterprise, establishment, local unit etc.</p> <p>Reporting unit of business surveys: Enterprises Reporting unit of consumer survey: adults</p>
	Survey method	<p>Please indicate the method of data collection, e.g. postal mail, e-mail, internet, field interview, etc.</p> <p>Enterprise surveys: postal mail Consumer surveys: face-to-face interviews</p>
	Timeliness	<p>Please indicate the average delay between the end of the reference period and the date of first public release of data.</p>

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		One week in case of composite indicators Three weeks for detailed survey results
	Reference period	Please indicate the length of the reference period to which the survey data relates, e.g. week, month, quarter, year Enterprise surveys: current quarter compared to the same quarter a year ago Consumer survey: expectations for next 12 months
	Fieldwork period	If relevant, please indicate the period over which enterprise / establishment or household data are collected in the field, e.g. one week, one month, one quarter, etc Enterprise surveys: 3 weeks Consumer surveys: 4 weeks
	Base period	Base period for any confidence or composite indicators calculated in index form No base period
	Date base period last updated	N/A
	Link to release calendar	Please provide a reference (e.g. URL) to any release calendar indicating dates of release of data (if any) www.ber.sun.ac.za; click on "Release calendar" on left panel
	Other data and collection characteristics	Please provide any other key data and collection characteristics not included above (if any)
Statistical population and scope of the data	Statistical population	Please define the target population used for the survey, e.g. all enterprises above a certain size in surveyed sector(s), or all households in a specified geographic area. Only formal (registered) enterprises; exclude informal sector Only urban adults in the case of the consumer survey
	Geographic coverage	Please indicate whether or not the survey includes all the national territory, overseas territories, rural areas, etc Include all provinces. However, survey results for only the 4 largest provinces are published, namely the Western Cape, Gauteng, KwaZulu-Natal and the Eastern Cape
	Sector coverage	Please indicate the ISIC sectors and / or categories covered Manufacturing: ISIC code 3 Building & Construction: ISIC code 5, 88212-88214 Retail: ISIC codes 61, 62 and 63 Services: ISIC codes 64, 7, 84 – 88 (excl. 88212-88214), 99 Financial services: ISIC codes 81-83
	Population coverage	Please provide an indication of the population coverage in the sample expressed as a percentage of the number of employees / turnover in the population geographic area, sector, etc. Enterprise surveys: cover 72% of GDP, coverage per number of employees and turnover unknown Consumer surveys: 91% of the total urban adult population
	Other coverage issues	Please indicate any other issues (if any) related to the survey population
Manipulation and dissemination	Aggregation & consolidation.	Please provide information on the aggregation and consolidation of the data, e.g. the calculation of confidence indicators and component variables (questions). <u>Business confidence</u> = unweighted average of confidence in manufacturing, retail, wholesale, motor trade and building contractors; the percentage of respondents that was satisfied with prevailing business conditions are taken as proxy of business confidence; the index can therefore vary between 0% (all respondents rated business conditions as unsatisfactory) and 100% (all respondents rated business conditions as satisfactory) <u>Financial services confidence</u> = calculated in the same manner as above, except this applies to retail banks, investment banks, investment managers and life insurers <u>Consumer confidence</u> = unweighted average of the net balance to the following 3 questions: expected economic performance during next

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		12 months, expected household finances during the next 12 months and appropriateness of the present time to buy durable goods. <u>Manufacturing PMI</u> = uses the same method as the Institute of Supply Management (ISM) of the United States
	Estimation procedures	Please indicate the procedures used to inflate (or gross up) the data in the sample to represent the whole population of interest. Enterprise survey data is not gross up to the whole population. Consumer survey data is gross up to the population. The official population census of every 5 years is the benchmark.
	Imputation	Please outline imputation procedures (if any) used to estimate missing items. No imputations are done
	Transformations	Please describe any other transformations undertaken such as the calculation of balance or diffusion index calculated as the difference (in percentage points of total answers) between positive and negative answers to each question (variable) Make use of net balance statistics (i.e. percentage “up” less percentage “down”) for activities Regarding the constraints indices, they are weighted as follows: 0.67 (% of respondents rating a certain constraint to be a serious problem) + 0.33 (% of respondents rating it as slightly serious)
	Weights	Please indicate the weights used, i.e. individual weighting of response units based on employment size or turnover etc. and/or aggregation of branch of activity on the basis of value added weights. Individual weights in manufacturing, retail (incl. retail, wholesale and motor trade), services and financial sector. Use “number of factory workers” to weight manufacturing, “turnover” for retail and services and “market capitalisation / size of funds managed” for the financial sector No individual weights in building, survey. Sector weights of manufacturing, and retail are the percentage contribution of each sub-sector to total production and sales respectively. No sector weights for the other surveys.
	Seasonal adjustment	Please name the seasonal adjustment procedure used by your organisation for seasonal adjustment, if performed, e.g. Tramo, X12, etc No seasonal adjustment is done
	Dissemination format(s)	Please indicate where data from the survey are published by your organisation, e.g. publications, websites, notes and studies. Three quarterly publications “Manufacturing Survey”, “Building & Construction” and “Retail Survey” are published in hard copy, on the BER’s web page and the reports or survey data by agreement on some other web pages. Reports appear on the web pages of Sabinet, I-Net Bridge and Ciret. EcoWin, OECD, Global Insight and 80Twenty host the data. Quarterly research Notes on Business Confidence and Consumer Confidence are made available to the BER’s macro clients. First National Bank issue a quarterly press release on consumer confidence and Rand Merchant Bank on business confidence. Investec publishes a monthly report on the PMI and Ernst & Young a quarterly report on the Financial Survey on their web pages. Both companies also issue accompanying press releases. The BER issues quarterly press releases on the building and retail survey results. The DTI issues a quarterly press release on the manufacturing survey results. SABCOHA issues an annual press release and report on the impact of Aids on business in South Africa.
Other aspects	Other comments	Please provide any other information related to limitations on the use(s) of the data (if any)

OECD
Paris
4 April 2005

Stellenbosch
25 Oct. 05