Approved by the order of the Chairman of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan dated February 14, 2017

no. 33

Methodology for conducting market surveys of enterprises and organizations

## Chapter 1. General provisions

1. Methodology for conducting market surveys of enterprises and organizations (hereinafter - Methodology) refers to the statistical methodology, formed in accordance with international standards and approved in accordance with the [Law](http://adilet.zan.kz/rus/docs/Z100000257_#z0) of the Republic of Kazakhstan dated March 19, 2010 "On State Statistics".

2. This Methodology defines the main aspects and methods for obtaining statistical information in order to obtain short-term economic indicators that allow assessing the current financial and economic condition and predicting the cycles of economic activity of enterprises.

3. The methodology is intended for use in statistical activities by employees of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan and its territorial bodies.

4. For conducting business surveys, data from national statistical observations of quarterly periodicity.

**Chapter 2. Objects of the survey**

5. Business surveys are conducted for enterprises according to the list formed by sampling. The total number of enterprises included in the list is at least 6% of the general population.

6. The main feature for the formation of the list of enterprises is the number of employees, type of economic activity, as well as the activity of the enterprise.

7. According to the general type of economic activity, business surveys are carried out in the following sectors:

industry;

agriculture;

construction;

trade;

transport;

communications;

tourism.

8. The survey is the receipt of primary statistical data by questioning respondents on national statistical observation, which provide a qualitative assessment of the state of affairs at the enterprise, as well as a forecast of possible changes in the near future. Based on the estimates obtained, monitoring and forecasting of the cycles of economic activity of enterprises is carried out.

## Chapter 3 Processing questionnaires and preparation of analytical materials

9. When processing questionnaires received from respondents on questions of a qualitative nature, the relative frequency
of each answer option is calculated in percent. Next, the difference in the relative frequencies of positive and negative answers to questions is calculated, which represents the index of changes and is called the "balance".

10. The balance is understood as the difference between the shares of respondents who noted "increase" ( " improvement") and "decrease" ("deterioration") of the indicator of economic activity of the surveyed enterprise, in percent. The balance is calculated in order to compare respondents' assessments of the indicators of production and economic activity at the surveyed enterprises in different periods.

11. Indexes of change are shifting above and below zero. The positive sign of the index means the rise in economic activity, and the distance from the zero mark - the magnitude of the rise. The change index shows the direction and magnitude of change.

12. Based on the results of quarterly market surveys of various sectors of the economy, analytical materials are being prepared on the state of the financial and economic activities of enterprises.

## Chapter 4 Construction and application

## "Entrepreneurial Confidence Index"

13. The results of surveys of business activity of enterprises in industry, construction and trade provide a quantitative and qualitative assessment of the past, current and future (short-term) state of the sectors of the economy.

14. On Based on the data obtained, business confidence indices and an index of expected investments are built, which are indicators of industry development trends and characterize the change in the economic situation at enterprises.

15. In industry, the business confidence index is aggregated from three indicators (components):

1) the expected output of products;

2) actual demand;

3) current balances of finished products.

16. The Entrepreneurial Confidence Index is calculated based on the results of answers to questions about changes in the three indicators specified in paragraph 15 of this Methodology, and represents the arithmetic average of the “balances” of the shares of respondents who noted an “increase” and “decrease” in each indicator. The balance of finished products is calculated with the opposite sign.

17. The index of expected investments is calculated based on the results of answers to questions about expected investments in fixed capital and represents the difference in the shares of respondents who noted "increase" and "decrease" in investments in the market survey.

18. In construction, the entrepreneurial confidence index is aggregated from two indicators (components):

1) the current state of the portfolio of orders;

2) the future trend of the number of employees.

19. In trade, the business confidence index is aggregated from three indicators (components):

1) current changes in the economic situation;

2) expected changes in the economic situation;

3) the level of commodity stocks .

20. For each indicator, a balance is calculated - the difference in the proportions of respondents who noted the "increase" and "decrease" of each indicator.

21. When assessing the current state of activity and forecasting the cycles of economic activity of the enterprise, the main indicators of the output of the main type of product, demand for products sold, stocks finished products, portfolio of orders, the cost of construction and installation works, the volume of trade have a theoretical and practical basis.