

Appendix 2

Outline of “the Monthly Survey on Service Industries”

1 Survey Objective

The main aim of the surveys is to provide the best possible estimates of sales and persons working at the location of establishment for the service industries and subsequently to enhance the accuracy of economic indicators such as Quarterly Estimates (QE) of GDP.

2 Coverage of the Survey

The population of the survey is based on the 2009 Economic Census for Business Frame. The survey covers establishments and enterprises, etc. selected using a statistical method^{*1} from the country’s establishments and enterprises, etc. and other entities mainly engaging in the service sector^{*2}.

The monthly survey covers about 39,000 establishments and enterprises, etc.

The annual survey (expanded survey) covers about 77,000 establishments and enterprises, etc.

*1 Refer to Appendix 3 for details on the selection method.

*2 Refer to Appendix 6 for details on sub-sectors covered by this survey.

3 Types of Questionnaires and Survey Items

(1) Types of Questionnaires

A. Monthly survey

“Questionnaire for the first month” is used at the beginning of the survey while the “Monthly questionnaire” is used from the second month and onward. Both questionnaires have two types: one for establishments and another for enterprises, etc.

B. Annual survey

“Expanded questionnaire” for establishments or for enterprises, etc. are used.

(2) Survey Items

Questionnaire items for each type of monthly and expanded questionnaires are presented in the table shown below.

A. Monthly survey

		Monthly sales	Demand situation	Categories of main business of establishments	Number of persons working at the location of establishment and breakdowns
For establishments	Questionnaire for the first month	○ (*)	○	○	○ (*)
	Monthly questionnaire	○	○	-	○
For enterprises, etc.	Questionnaire for the first month	○(*) (By business activity)	○ (By business activity)	-	○ (*)
	Monthly questionnaire	○ (By business activity)	○ (By business activity)	-	○

*Each survey item of survey month and the previous month is surveyed.

B. Annual survey

	Legal organization and the amount of capital, etc.	Period for posting sales (income)	Annual sales (income), etc.	Types of major business of establishments	Number of persons working at the location of establishment and breakdowns
Expanded questionnaires for establishments	○	○	○	○	○
Expanded questionnaires for enterprises, etc.	○	○	○ (By prefectures by business activity)	—	○ (By business activity)

4 Implementation of the Survey

The Statistics Bureau of Japan (SBJ) entrusts the implementation of the survey to research companies. Questionnaires are distributed and collected by mail or online.

However, for establishments whose number of persons working at the location of establishment is less than 10 and for which questionnaires have yet to be collected, the enumerators can directly visit the surveyed establishment and collect questionnaires.

5 Tabulation of the Survey

The SBJ entrusts the tabulation to the National Statistics Center.

6 Release of the Survey Results

The results are shown on the SBJ website and laid open for public inspection.

(1) Monthly survey

- Preliminary report: In principle, released in late the second month after the survey month.
- Final report: In principle, released in late the fifth month after the survey month.

(2) Annual survey

- Preliminary report: In principle, released in late December of the survey year.
- Final report: In principle, released around autumn of the next year.