



# Hot Off The Press

LATEST STATISTICS FROM STATISTICS NEW ZEALAND

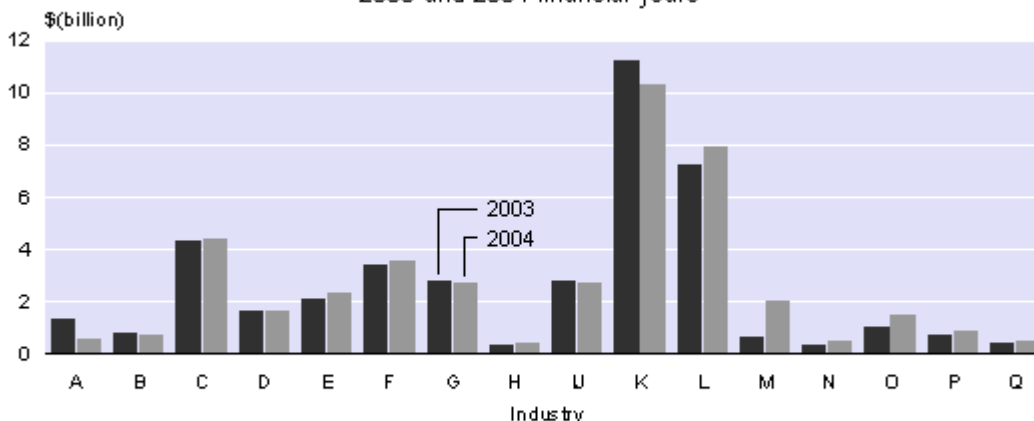
Embargoed until 10:45am – 7 October 2005

## Annual Enterprise Survey 2004 financial year (provisional)

### Highlights

- **Operating surplus across all industries increased by 3.3 percent** to \$42,704 million in the 2003/2004 financial year, maintaining levels reached after a strong increase in 2002.
- **Total sales of goods and services across all industries increased by 5.2 percent** or by \$16,943 million in the 2003/2004 financial year, slightly lower than the 7.8 percent average increase recorded since 1999.
- Following three years of investment of around \$30,000 million, **net additions to fixed assets increased by 36.0 percent** to \$40,854 million in the 2003/2004 financial year.
- The content of this Hot Off The Press has an information focus aimed at providing the reader with a better understanding of the Annual Enterprise Survey (AES) data and how it can be used.

**All Industries: Operating Surplus**  
2003 and 2004 financial years



A Agriculture, forestry and fishing; B Mining; C Manufacturing; D Electricity, gas and water supply; E Construction; F Wholesale trade; G Retail trade; H Accommodation, cafes and restaurants; IJ Transport and communication; K Finance and insurance; L Property and business services; M Government administration and defence; N Education; O Health and community services; P Cultural and recreational services; Q Personal and other services.

Brian Pink  
Government Statistician

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There is a companion Media Release published – [Annual Enterprise Survey: 2004 financial year \(provisional\)](#).

# Commentary

## Introduction

The Annual Enterprise Survey (AES) is New Zealand's most comprehensive source of financial statistics and provides annual financial performance and financial position information about industry groups operating within New Zealand. The industries covered in the survey contribute approximately 90 percent of New Zealand's gross domestic product (GDP). AES is an important source of data for GDP as it is used to calculate detailed annual industry and sector National Accounts.

Data used in this survey is collected from a number of sources, including:

- Administrative data from Inland Revenue (IR10)
- Central Government data from the Treasury's Crown Financial Information System (CFIS)
- Superannuation data from the New Zealand Companies Office (Ministry of Economic Development)
- Local Government data from Statistics New Zealand's Local Authority Statistics
- A sample survey of business financial data representing the rest of the population.

Statistics New Zealand would like to thank respondents for their contribution to this survey. We also acknowledge the cooperation of Inland Revenue, the Treasury and the New Zealand Companies Office in providing administrative data that enables us to lower the size of the postal sample and thereby reduce compliance costs on the business community.

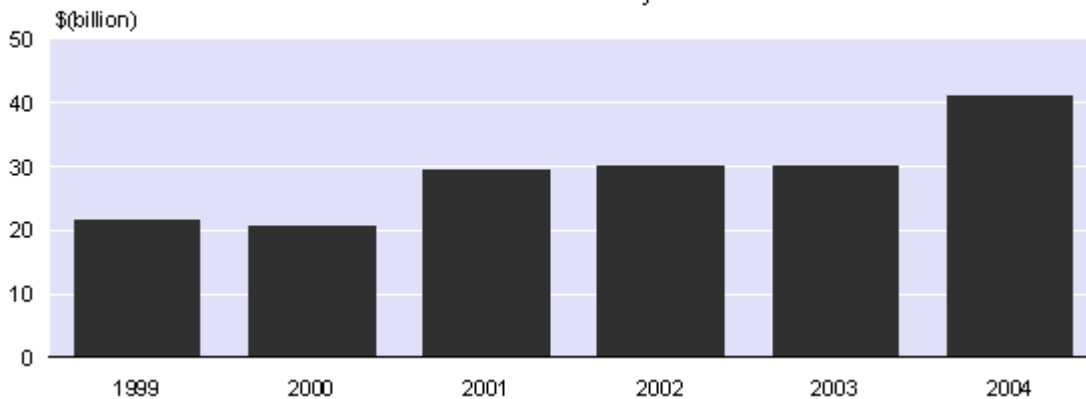
## Overview of results

The AES 2004 financial results reflect a growing economy.

- 14 of the 16 industry groups recorded increases in sales for the 2004 year, resulting in a 5.2 percent increase in the all industries total of \$345,678 million. This year's increase is lower than the 7.8 percent average recorded since 1999, but higher than the 2.5 percent increase recorded in 2003.
- The 5.3 percent increase for purchases and other operating expenses is consistent with the sales result. The increase of \$12,907 million, to \$255,125 million, is lower than the average increase of \$14,761 million since 1999.
- Total operating surplus increased by 3.3 percent to \$42,704 million, maintaining the levels reached after a strong increase in 2002.
- After two relatively flat years, the level of investment in fixed assets grew by 36.0 percent to \$40,854 million in the 2004 year. For further information on the quality of this data refer to point 5 in the Further information for users section of this commentary.
- The current ratio, which measures current assets to current liabilities, is 86.4 percent in the 2004 year. This is down on the 91.5 percent recorded in 2003, due to a drop in current assets and an increase in current liabilities.

## Net Additions to Fixed Assets

1999–2004 financial years



These economy-wide results provide an indication of the change in the size of the economy during the period. However, much of the value available from this data can be found in the specific industry outcomes. Data on a consistent basis is available from 1999 by industry.

### Data availability

Data collected in the AES is available at various levels of detail. The tables included in this release are at ANZSIC division level (16 industries), and a further disaggregation is contained in the [supplementary tables](#), available on the Statistics New Zealand website (40 industries). A finer level is available on request, subject to confidentiality and quality constraints. Depending on the detail and the type of analysis required, there are a number of available options. Statistics New Zealand will advise on the most appropriate data to suit a user's needs. The focus of the remainder of this commentary is on providing information to help users understand more about AES and how it can be used.

Data on the real estate industry provides an example of the range of information available.

The 2004 financial year was another strong year for the real estate industry. Sales increased 22.3 percent in 2004 following a 20.3 percent increase in 2003. Average house prices continued to rise and the average number of days a house was on the market fell. Supporting data suggests a climate of low interest rates and population growth, in which the number of houses sold increased for the third year in a row. Operating surplus was up 54.5 percent and 27.4 percent for the 2003, and 2004 years, respectively. Return on total assets is up from 32.1 percent in 2003 to 37.0 percent in 2004. This is a result of a larger increase in operating surplus than in total assets. Return on equity has been increasing over the last few years, up from 30.9 percent in 2002 to 54.2 percent in 2004. The housing boom has also been reflected in the construction industry, with residential building construction sales up 18.7 percent and operating surplus up 20.6 percent in the 2004 year.

## Real Estate Agents: Operating Surplus and Sales



## Changes introduced in the Annual Enterprise Survey 2004

There are a number of changes introduced into the survey to improve industry estimates and the efficiency of processes for the 2004 year.

### Changes to AES population

Statistics New Zealand implemented a project to review and refine the maintenance of the Business Frame (BF). As a result, a number of improvements were made to the BF population, including automation of the ceasing and birthing of businesses through the use of tax data.

One of the more significant implications for AES 2004 was the addition of approximately 10,000 small units that were not previously in the population. This has resulted in an improved coverage of the population and an enhancement to the levels recorded. A number of industries are affected. However, these units are predominately in the GST-exempt industries of Financial Asset Investors (ANZSIC division K) and Property and Business Services (ANZSIC division L). Their inclusion in the population has introduced a discontinuity in these industries for the AES 2004 results, as they have not been included in any previous years. This will be reviewed as part of a reassessment of our revisions policy in 2006. The published tables include these additional units. Tables that exclude these units are available on request. The tables below show the impact on selected financial variables, for ANZSIC divisions K and L.

Table 1.01

### Finance and Insurance

*ANZSIC division K (excluding class K7412)*

Financial item	2004 actual	2004 without additional units	Value of additional units	Percentage difference
	\$million			
Total Income	45,925	44,918	1,007	2.2
Sales of Goods and Services	11,137	10,919	218	2.0
Interest, Dividends and Donations	30,527	29,739	788	2.6
Total Expenditure	36,431	36,130	301	0.8
Interest and Donations	18,318	18,220	98	0.5
Purchases and Other Operating Expenses	8,756	8,597	159	1.8
Operating Surplus Before Income Tax	9,684	8,978	706	7.9
Total Assets	558,582	549,178	9,404	1.7
Shareholders Funds or Owners Equity	142,830	136,930	5,900	4.3

Table 1.02

### Property and Business Services

ANZSIC division L (excluding class L7711)

Financial item	2004 actual	2004 without additional units	Value of additional units	Percentage difference
	\$million			
Total Income	45,130	45,015	115	0.3
Sales of Goods and Services	41,268	41,180	108	0.3
Interest, Dividends and Donations	1,897	1,890	7	0.4
Total Expenditure	38,475	38,390	85	0.2
Interest and Donations	4,518	4,502	16	0.4
Purchases and Other Operating Expenses	20,330	20,280	50	0.2
Operating Surplus Before Income Tax	7,953	7,923	30	0.4
Total Assets	133,999	133,219	780	0.6
Shareholders Funds or Owners Equity	49,616	49,324	292	0.6

### Questionnaire changes

A supplementary question asking about fuel use was added to all questionnaires for 2004, to provide data for Statistics New Zealand's commodity collection project. This information will feed into the National Accounts supply-use tables and into the redesign of the Business Price Indexes (BPI).

In the questionnaires sent to the health industry, an additional question was included asking respondents to identify their income from sponsorship, donations and non-government grants. This will provide improved information for the non-profit sector in the national accounts.

### The introduction of scanning

Statistics New Zealand has introduced scanning and recognition as a means to capture information supplied via surveys. 2004 is the first year that AES responses have been scanned. It is not expected that scanning will have any significant effect on results. Scanning has provided the opportunity to remove the manual capture phase, allowing more time for confrontation and analysis of the data.

### Changes in the health industry

A number of changes in health funding arrangements have impacted on the AES 2004 results for ANZSIC division O, Health and Community Services. In 2004, total income increased 23.1 percent and total expenditure increased 21.2 percent. Since the 2002 financial year, district health boards (DHBs) have been progressively taking over responsibility for an increasing range of public health and disability services. Besides providing public hospital and health services, the DHBs are now responsible for the needs analysis, health planning, prioritisation and funding of health and disability services. These functions were formerly carried out by the Ministry of Health, which is classified to division M, Government Administration and Defence. This transaction has not previously been included in the AES results, as it was a non-departmental expense which are currently out of scope for AES. The change in funding arrangement means this transaction is now a departmental expense and is included in division O.

In addition, in the year ended June 2003, DHBs were funded on the basis of contracts with health providers located in their area. As from 1 July 2003, DHBs have moved to funding based on the population living in their area.

## **Agriculture time series**

Results for the agriculture industries are currently based on IR10 data. Reintroduction of the agriculture production census in 2002, and the sample surveys in 2003 and 2004, has resulted in progressive enhancement of estimates of the agriculture population. A project to investigate the impact of this feedback on the AES time series is planned for early 2006. In the interim, the time series results should be treated with caution.

## **Size adjustment**

The AES sample is managed within size constraints, and the adjustment made in 2003 for the Accommodation, Cafes and Restaurants had a disproportionate impact on the sample. GST sales for this industry show an increase of 8.5 percent for the 2003 year and 6.1 percent for the 2004 year compared with 0.7 percent and 10.6 percent, respectively, from the AES results. This suggests that the AES results may have been too low in 2003.

## **Impact of restructuring on the Fishing industry**

In the 2004 year, structural changes by units operating within the industry have resulted in some activity being reclassified from other industries into Fishing.

## **Further information for users**

AES provides a wealth of information that can assist in understanding the structure and performance of industries within the New Zealand economy. When using AES data, it is important to be aware that there are a number of design issues that may impact on results. These are discussed below.

1. Results in the AES can be affected by how companies structure themselves and therefore how they are captured and reported in AES. Large corporates often set up separate entities to manage different divisions of their business. These divisions are classified based on their predominant activity. For example, their administration (head office) and their asset-owning activities may be classified to Other Business Services (Division L) and Financial or Non-financial Asset Investors (Division K), respectively. This may mean that a manufacturing unit will not have these support activities recorded in the manufacturing industry.

If a business is divided into different divisions, this may mean AES results will include inter-company flows between divisions. These flows are referred to as gross flows.

2. The time series of AES can be affected by the restructuring of companies. For example, if a business was to restructure and amalgamate the different divisions then the following would happen:

- The consolidation of these units would remove the gross flows and would leave net flows.
- The industrial classification of the resulting unit would be determined by predominant activity and the activity in the other industries would disappear.
- Value added would remain the same in both options.

The reverse may also occur, when restructuring results in net flows being represented in a gross form.

3. The All Industries table is a summation of divisional tables and therefore will include gross flows.

4. AES results are presented for a nominal March year. However, the data is collected from businesses with balance dates between 1 October 2003 and 30 September 2004. The table below lists, for each industry, the predominant balance date by total income.

Table 2.01

### Predominant Balance Dates by ANZSIC Division

Industry	
A - Agriculture, Forestry and Fishing	March
B - Mining	December
C - Manufacturing	March
D - Electricity Generation and Supply, Gas and Water Supply	June
E - Construction	March
F - Wholesale Trade	March
G - Retail Trade	March
H - Accommodation, Cafes and Restaurants	March
I & J - Transport, Storage and Communication	June
K - Finance and Insurance	June
L - Property and Business Services	March
M - Government Administration and Defence	June
N - Education	December
O - Health and Community Services	June
P - Cultural and Recreational Services	March
Q - Personal and Other Community Services	March

Note: This table has been produced using weighted data, and therefore reflects the population as it is represented in AES. The count of predominant balance dates is dominated by the small businesses sourced from IR10s. However, because these units have small values, it is possible for the industry to have a different predominant balance date when looking at total income.

5. In the postal collection, additions and disposals of fixed assets are specifically requested. However, in the administrative data source (IR10), only the closing book value of fixed assets and depreciation are requested. Where IR10s are used the information is modelled using a simple fixed asset equation:

net additions = closing book value - opening book value + depreciation - net gain on sale

**where:**

Opening book value is taken from the previous year's IR10

Positive net additions are reflected as 'additions' and negative values as 'disposals'.

There are three points to note:

- Revaluations should be accounted for, and where they are significant they will impact on results.
- Only net additions are recorded, total additions and disposals are not available.
- Net additions are calculated for total fixed assets and then apportioned by closing book values of each asset type.

6. Statistics New Zealand has a legal obligation to protect companies' privacy and industry-sensitive information. It is for this reason that all tables released have confidentiality rules applied to protect the information supplied by an individual company. Once all confidential financial items have been identified, further items are suppressed to complete the protection of the confidential value.

## Use of Annual Enterprise Survey data

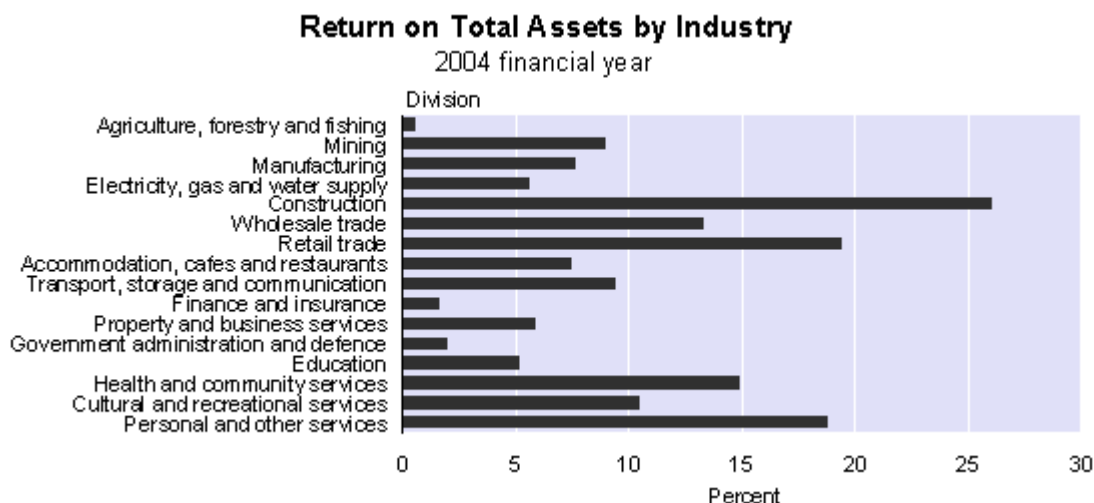
In addition to its use in the National Accounts, AES is also a data source for a number of other existing and upcoming Statistics New Zealand outputs including:

- Regional Gross Domestic Product project
- Longitudinal Research of Business Dynamics project
- Non-profit Satellite Account
- Business Price Indexes
- Industry performance benchmarking project

Since the last redesign of AES, there has been increased demand for non-standard output from users. Statistics New Zealand is providing more input into research surrounding these requests. Examples include:

- The Reserve Bank use of financial position data in their Financial Stability Report
- The Centre for Advanced Engineering (CAE) has established a set of National Key Performance Indicators (KPIs) for the construction industry, one of which is a profitability indicator for which AES data is used
- Requests by turnover bands, which can add significant analytical value and are a popular request
- Requests from businesses for financial data to gauge their performance against industry averages
- Value added per employee count, and turnover per employee count.

Note that any release of information is subject to confidentiality and may have caveats placed on the data.



## Future enhancements

### **New industrial classification**

The development of a new version of ANZSIC has been driven by changes in the structure, composition and organisation of industrial and business activities in Australia and New Zealand. Significant technological changes, since ANZSIC 1996 was developed, have affected the way industry and businesses operate. In addition, industries undertaking new activities have emerged, requiring a review of ANZSIC 1996 and the development of a more contemporary version of the classification to better reflect the new economy. Planning for incorporating the new classification into Statistics New Zealand's industry based statistics (including AES) has started. Further updates will be notified on the Statistics New Zealand website.

### **Review of Annual Financial Statistics**

The AES was last redeveloped in 1999 largely to meet requirements for national accounting purposes. Statistics New Zealand has recently begun a review of the survey against current and future user needs. As part of this investigation, methods of improving the quality of data and the potential to reduce respondent load will be researched.

Previous consultations with users have identified a demand for the following:

- The ability to measure the performance of sub-populations of interest, for example, the tourism industry and regional estimates
- Longitudinal micro-data analysis of financial data
- Data integration with other Statistics New Zealand datasets, such as Balance of Payments
- A sample design that supports the measurement of financial position data by industry.

For more information on this review, contact Julie Smith: [julie.smith@stats.govt.nz](mailto:julie.smith@stats.govt.nz).

### **Commercial property**

Currently commercial property information is sourced from IR10s. From 2004 more extensive data for this industry was collected through a sample survey providing better quality information. The complex units have been surveyed and data will be available for the 2005 financial year in 2006.

### **Benchmarking**

Statistics New Zealand has received funding to introduce a web-based service to provide information against which businesses can benchmark their performance by industry. It is expected that the AES will be a key data source for this project. This is expected to be available during 2007.

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# Technical Notes

## What the Annual Enterprise Survey measures

The Annual Enterprise Survey (AES) provides financial information by industry and sector groups. This includes measures of financial performance and financial position. Output variables include income, expenditure, profit, purchases of fixed assets, and equity. From this data, economic ratios such as the return on assets and profit margin on sales can be derived. The AES data also forms the basis of national accounting variables such as value added, gross output and gross fixed capital formation.

The information contained in the tables in this release is only a sample of the information available. Further information is available on Statistics New Zealand's website ([www.stats.govt.nz](http://www.stats.govt.nz)), or on request.

## Population

The target population for AES is all economically significant businesses (see definition below) operating within New Zealand. However, some industries are excluded on pragmatic grounds. In total, AES is estimated to cover approximately 90 percent of New Zealand's GDP.

The Australia and New Zealand Standard Industrial Classification 1996 (ANZSIC) industry exclusions are:

- Residential property operators nec (L771100-90)
- Foreign government representation (M813000)
- Religious organisations (Q961000)
- Private household employing staff (Q970000).

## Changes to size indicators

From AES 2003 the survey design uses a rolling mean employment (RME) count derived from Inland Revenue employer monthly schedule data, instead of full-time equivalents (FTEs) derived from Statistics New Zealand's Annual Frame Update Survey, as a size indicator. FTE (up to 2003) and now RME is one factor used to determine ANZSIC activity, sample stratification and imputation for non-response. This change in size indicator has not significantly impacted on the survey estimates. The financial ratios, such as total income per employee count, are based on RME. There is no comparable measure for the 2002 financial year, as RME is only available from 2003 onwards.

## Design of the Annual Enterprise Survey

The current design of the AES was introduced in the 1999 financial year. The AES was designed as the principal collection vehicle of data used in the compilation of New Zealand's National Accounts. The data collected feeds into the calculation of the economy's Gross Domestic Product (GDP), via the current price annual industry accounts, which are compiled within an input-output framework.

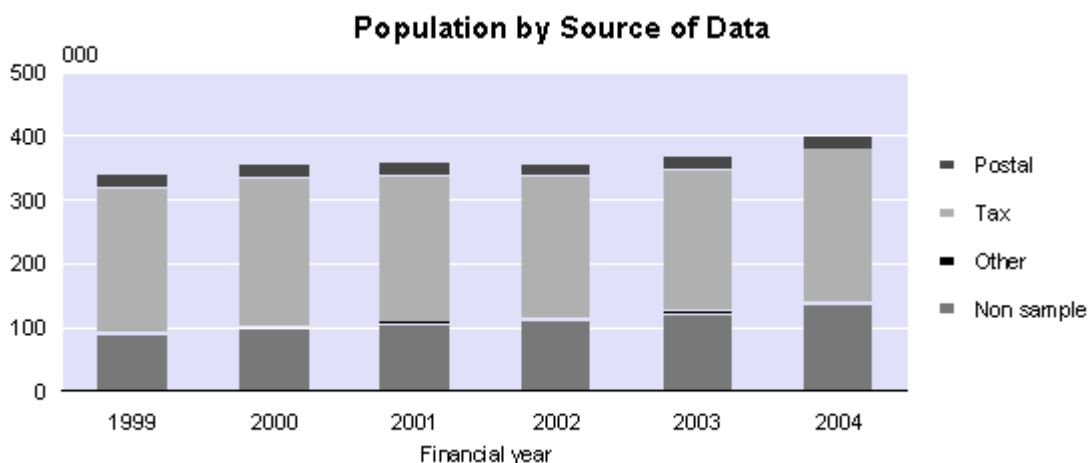
The AES collects financial data for most of the industries operating in the New Zealand economy. The AES industries are based on the ANZSIC. The AES survey is designed at approximately the four digit ANZSIC level, or 107 industries. Data at lower levels can also be produced (subject to confidentiality constraints) but it may have considerably higher sample errors. In addition, limited analysis has been conducted at this level.

The population for the AES 2004 financial year is 399,563 units, and consists of:

- 239,569 (60 percent) sourced from IR10 information
- 20,854 (5.2 percent) sourced from the postal survey
- 3,327 (0.8 percent) sourced from other Statistics New Zealand surveys
- 824 units (0.2 percent) sourced from Ministry of Economic Development data
- 134,989 (33.8 percent) non-sample units.

IR10s sourced from Inland Revenue are used for sole traders and partnerships, as well as to represent all businesses in the agriculture and commercial property industries.

The 20,854 postal survey units responses are weighted to represent the 134,989 non-sample units. The corporate response rate required for the postal collection is set at 85 percent of the industry's Goods and Services Tax (GST) sales. In 2004 this response rate was 90.2 percent, compared with 91.6 percent in 2003.



The population for this survey is selected from the Statistics New Zealand Business Frame.

The Business Frame is a database of all known individual private and public sector businesses and organisations engaged in the production of goods and services in New Zealand that meet significance criteria. The Business Frame provides a consistent reference to standard classifications, which facilitates the integration of statistical outputs and allows it to be used as a classification tool. It also provides links to all economic and financial survey data and the tax system, which allows more effective use of tax data to reduce respondent load.

The structure of each business on the Business Frame consists of an enterprise (ENT), a kind-of-activity unit (KAU) and a geographic unit (GEO). These are collectively referred to as statistical units. Larger or more complex businesses may have a number of statistical units. Each of the statistical units is given an industry classification based on its predominant activity. Different divisions of a company may be spread across several industries, depending on how the company has been structured. The collection unit for the AES is the KAU. By definition a KAU is engaged in predominantly one activity for which a single set of accounting records is available.

#### Sample Design:

- The AES is a stratified sample: Each industry contains between one and four strata, defined by size of turnover (sourced from GST information) and RME. Each industry has a full coverage strata made up of large units with significant economic activity within their industry group. Most industries also have a tax strata where IR10 information is used for self-employed individuals and partnerships up to a level of \$10 million turnover. The remaining strata contain a sample of medium-sized units, which are weighted to represent non-sampled units. For example, a unit may have a weight of 5, meaning it represents itself and four other businesses. Smaller businesses have less chance of being selected and consequently when selected have larger weights representing more units.
- Selection of Sample: Every unit on the Business Frame is given a random number, which is used to determine the sample. The random number is allocated at the enterprise level. Currently, the AES has a limit on the number of units sampled each year, and one method of maintaining this is to adjust the range of the random number line.
- The AES has a two-component design: This is effectively two sample designs, for one survey.
  - Component one collects financial position data. Designed to provide accurate estimates for total assets and total liabilities for institutional sector accounts.
  - Component two collects financial performance and fixed asset data. Designed to provide accurate estimates of value added, total income and gross fixed capital formation by industry and for institutional sectors.
  - The two-component design aims to reduce respondent load by limiting the number of respondents that have to complete the full set of questions.
- The wide range of activities undertaken by New Zealand businesses makes it necessary to have different types of questionnaires. These different questionnaires are referred to as formtypes. Formtypes ask for similar information, but the format and wording of the questionnaires are tailored to suit groups of businesses.
- Currently, three different lengths of formtype are sent to businesses selected in the sample. The most comprehensive of these questionnaires, for units selected in both components, asks for financial performance, position and fixed assets. The other two questionnaires ask specifically for component one or component two information.
- The AES is designed to measure industry levels for a given year. Incremental improvements in measurement, sample design, classification and data collection may influence the inter-period movements, particularly over longer time periods. Work has been done to minimise the impact of these changes and present a consistent time series in the published tables.

Data on an ANZSIC basis is only available back to 1996 at the time of writing.

## Availability of results

This release contains limited results due to the space available. Data are available at the design level (107 industries) upwards, subject to confidentiality. Tables at an even less aggregated level may also be available.

This is the first release of AES results for the 2004 financial year. These results are provisional. They may be revised as further information becomes available over the next couple of years.

## Confidentiality

Data collected and information contained in this publication must conform to the provisions of the Statistics Act 1975. This requires that published information maintains the confidentiality of individual respondents.

## Definitions

Detailed information on the following, and other terms, is available on our website, or on request.

### Economically significant

An enterprise which meets at least one of the following criteria:

- has greater than \$30,000 annual GST expenses or sales
- has RMEs greater than three
- is in a GST-exempt industry (except residential property leasing and rental)
- is part of a group of enterprises
- is a new GST registration that is compulsory, special or forced
- is registered for GST and is involved in agriculture or forestry.

### Enterprise

A single business entity operating in New Zealand either as a legally constituted body such as a company, partnership, trust, local or central government trading organisation, or incorporated society, or a self-employed individual.

### Kind-of-activity unit (KAU)

A subdivision of an enterprise engaged in predominantly one activity and for which a single set of accounting records is available. This is the statistical unit used in the AES.

### Australian and New Zealand Standard Industrial Classification 1996 (ANZSIC)

The ANZSIC has been developed for use in Australia and New Zealand for the production and analysis of industry statistics. The AES has been designed using the ANZSIC classification, with some subdivisions and groups re-aggregated to reflect New Zealand operations.

### Full-time equivalent persons engaged (FTE)

The total number of full-time employees and working proprietors plus half the number of part-time employees and working proprietors.

**Employee count (EC)**

EC is a head count of all salary and wage earners for the reference period. This is mostly employees but can include a small number of working proprietors (who pay themselves a salary or wage).

**Rolling mean employment (RME)**

RME is a 12-month moving average of the monthly employee count figure which replaces the numbers of full-time and part-time employees in the AES.

**Operating surplus before income tax**

Total income less total expenditure (excluding salaries and wages to working proprietors).

**Operating surplus per RME**

Operating surplus before tax and salaries and wages paid to working proprietors divided by rolling mean employment.

**Current ratio**

Current assets divided by current liabilities.

**Quick ratio**

Current assets less closing stocks divided by current liabilities.

**Margin on sales of goods for resale**

Sales of goods not further processed less purchases of goods bought for resale, as a percentage of sales of goods not further processed.

**Return on equity**

Operating surplus before tax and salaries and wages paid to working proprietors divided by shareholders funds.

**Return on total assets**

Operating surplus before tax and salaries and wages paid to working proprietors divided by total assets.

**Liabilities structure**

Shareholders' funds divided by total capital and liabilities.

**More information**

For more information, follow the [link](#) from the Technical notes of this release on the Statistics New Zealand website.

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## **Timing**

Timed statistical releases are delivered using postal and electronic services provided by third parties. Delivery of these releases may be delayed by circumstances outside the control of Statistics New Zealand. Statistics New Zealand accepts no responsibility for any such delays.

### **Next release ...**

*Annual Enterprise Survey: 2005 financial year (provisional)* will be released in October 2006.

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## Tables

The following tables can be downloaded from the Statistics New Zealand website in Excel 97 format. If you do not have access to Excel 97 or higher, you may use the [Excel file viewer](#) to view, print and export the contents of the file.

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