

INTEGRATED SURVEY OF SERVICES (ISS), 2011

KNBS will undertake the Integrated Survey of Services (ISS) from November 2011 to January 2012. The ISS is a comprehensive inquiry of Service Enterprises aimed at producing detailed financial information for the compilation of business and economic statistics to monitor the performance of the Service sector. The ISS 2011 relates to information for each of the sampled Enterprise/Establishments during 2009 and 2010 calendar years.

Service activities covered are transportation, communication, public utilities, wholesale and retail, real estate and other personal and business services. Service activities exclude goods producing sectors such as agriculture, mining, manufacturing, construction, electricity and water.

The objectives of the proposed Survey are to:

- Generate statistics that cater for the broad spectrum of Service activities.
- Provide basic information for policy making and administration.
- Provide reliable primary data for the compilation of Input-Output matrix, Supply – Use Tables (SUT), Social Accounting Matrix (SAM) and district/county Service statistics.
- Provide key macroeconomic indicators such as contribution to GDP and output of the Service sector.
- Provide cost ratios in the Service sector.

The outcome of the ISS will provide important information to stakeholders in the public and private sectors, which include:

- Accurate prediction of the status of the economy and performance of the Service Sector.
- Better planning and development of realistic and achievable Service policies and strategies.
- Availability of reliable and timely Service information and decision by all stakeholders.
- Inform the development of sector specific incentives for identified priority areas.
- Provide investors an opportunity to benchmark their performance and costs ratios against Industry averages for strategic business decisions.
- Reduce the proliferation of data collection instruments by various organizations thereby decreasing the cost of doing business.

Please email your queries on the ISS to directorgeneral@knbs.or.ke or zmwangi@knbs.or.ke