

# Paper Summary of Research on Sample Survey of Small-scale Business Owners

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“Small-scale Business Owners” refer to individual or private industry and trade owners who have registered in Industrial and Commercial Department and are engaged in such business. In Chengde City, Hebei Province, the total amount and scale of individual business sharply developed after three peak periods. By the end of 1998, the amount of individual business owners who had registered in Industrial and Commercial Department had come up to 180,000. Labours who took part in this field reached to 40,000, taking a percentage of over 10% of the population of Chengde City. The volume of business had come up to 7.04 billion yuan. It took a percentage of 53.7% of the total retail sales of consumer goods in Chengde City.

On the one hand, the development of individual business enriched urban and rural supply, provided good service for residence, absorbed a great amount labours and stepped up commodity current. On the other hand, its management had run out of control due to too fast development. For example, it brought new challenge to statistics. Under such circumstance, Chengde Statistical Bureau and Chengde Industrial and Commercial Bureau had conducted a great amount research and experiment at selected points. Based on the result of the research, a program called Individual Business Sample survey was regulated and put into effect in October, 1998.

Brief Introduction of the Program

## 1. The objective of Investigation.

To eliminate personal interference and improve the quality of the sales data of the individual business, the Program was particularly regulated.

## 2. Function and object

Individual industry and trade owners who have registered in Industrial and Commercial Department according to Civil Code and Temporary Code of Management of Urban and Rural Individual Industry and trade owners.

## 3. Contents and forms of the Investigation

The contents will be sales and retail sales of individual business.  
Forms are omitted.

## 4. Means of Investigation

(1) To set sample scale

(2) To take out samples. According to the principle of random sampling, the method of equidistance sampling will be adopted. The necessary samples will form an overall sample.

## 5. The estimated Sample error

Sample error ( $r$ ) =  $\mu$

$\mu$ : Probability guaranteed percentage, it will be 95 percent in this program. So, the figure 1.96 is adopted in this formula.

$s$ : Sample's square of error

$x$ : Calculated value of samples

## 6. To strictly record to guarantee the authenticity of the investigation.

we have obtained certain effect after hard working for one year:

(1) We have standardized the rules and regulations on sales. We monthly took out 10 percent owners among every fields as samples for the program. Experiential estimation was replaced by the scientific method, to calculate overall sales from individual sales.

We have laid a solid foundation to carry on statistics scientifically.

(2) We have met the demand of gradual examination and decision making.

(3) We have improved the authenticity of the data.

Though we have got some positive result from the program, we can not ignore some problems and negative influence. For example, in order to escape paying tax, some owners might determine to reduce sales reports. At the same time, some owners do not bear the responsibility of reporting due to lack of a sense of legality. These are problems that we should solve in the future.