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Annual Enterprise Survey Population

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The target population is all economically significant enterprises that operate within New Zealand, see ([economically significant enterprises](#)).

Some industries are excluded on statistical grounds due to the difficulty of collecting the data from respondents. The industry exclusions are listed below:

- superannuation funds (K633000*)
- residential property operators (L671100*)
- foreign government representation (O755200*)
- religious services (S954000*)
- private households employing staff and undifferentiated goods and service-producing activities of households for own use (S960100-300*)

*The Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06).

Non-market government units have not been included in the AES population for all data published since the AES 2015. (Non-market government units include central government institutions, funded social insurance schemes and local government institutions - Institutional Sector 3). This is because coverage of non-market government data was incomplete within the AES and made interpretation of the AES data more difficult by mixing sector data. Similar data is available from other sources.

For data on non-market government units see [Government finance statistics](#)

The target population for the AES provides information which covers a 12-month period, with the balance date (ie last day of the financial year) falling between 1 October and 30 September of the following year. For example, the AES 2020 financial year covers balance dates from 1 October 2019 to 30 September 2020.

Predominant balance dates for AES by the New Zealand Standard Industrial Output Categories (NZSIOC) are available on request. These balance dates are determined by total income. With increasing use of administrative data, more estimation of balance date is occurring in some industries, therefore this data should be used with caution.