



The KOF Business Tendency Surveys

**A finger on the pulse of
the business world**

Information brochure

The KOF Business Tendency Surveys – A key source of information

In order to take sound decisions about business issues, companies, economic policy makers and private persons require current information. Business surveys deliver up-to-date data about the economic development of the economy as a whole as well as of its different sectors. They also serve as a unique source of information about assessments – for example of the business situation or capacity utilization – as well as about companies’ plans and expectations for the future.

The KOF Business Tendency Surveys provide a visual representation of companies’ evaluations of their current situation. The responses are compiled and aggregated, and cannot be traced back to individual companies. The result is a systematic analysis of companies’ assessments and expectations.

Based on the results of the Business Tendency Surveys, KOF generates indicators on industry and macroeconomic level, such as the KOF Economic Barometer, the KOF Business Situation Indicator and the KOF Employment Indicator. These indicators provide decision makers in companies or in politics, analysts and forecasters with a solid basis for action.

You can find more detailed information about the KOF indicators at

<https://www.kof.ethz.ch/en/forecasts-and-indicators/indicators.html> →



KOF Business Situation Indicator

Internationally positioned – With a focus on the Swiss economy

In a pioneering move, KOF began asking companies about their business situation in 1955. At the time, similar surveys existed only in France and Germany.

Today, business surveys are an **internationally established tool for observing economic developments**. The European Union has a catalogue of harmonised (in other words standardised) questions that are asked in all member states.

International organisations, such as the OECD or the United Nations, publish guidelines for conducting economic surveys. KOF observes these international recommendations, and simultaneously takes into account the characteristics of the Swiss economy. As a result, the survey findings are largely comparable on an international scale.

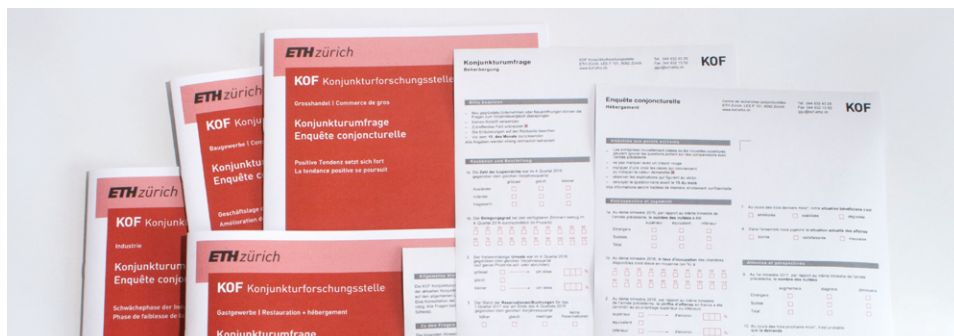
The surveys – Low time commitment required by participants

KOF conducts monthly, quarterly and semi-annual surveys in a wide range of economic sectors: project engineering, construction, retail, financial and insurance services, hotel and catering, wholesale, manufacturing, and other service areas. The surveys cover **the entire private corporate sector** in Switzerland. Currently, around 9,000 companies are regular participants of the surveys.

The questionnaires are short and concise, and can be filled out in a matter of minutes. The surveys ask companies for their assessments of KPIs, such as employment and demand. They request input on general trends, not specific figures, which means participants can answer without dedicating too much time or effort. In general, it is not necessary to refer to internal figures and data in order to respond to the questions. All responses are of course treated confidentially.

Become part of the survey pool – Seize a meaningful opportunity

The quality of survey results depends on participation willingness. That is why your company's answers are important, too. **Join the survey pool and support economic research in Switzerland. In return for your participation, you will receive a detailed evaluation of the findings in the form of an exclusive report. The report contains industry analyses and provides you with an opportunity to react early to changes in the economy.** If you are interested in a specific sector of the Swiss economy whose features are not fully covered by the report, as a survey participant you are permitted direct access to time series data from KOF. This allows you to gain a deeper insight into certain areas of the Swiss economy. You can find more detailed information about KOF's data service at <https://www.kof.ethz.ch/en/data.html> →



More information about the surveys can be found on the KOF website at www.kof.ethz.ch/en/surveys/business-tendency-surveys → You can view the various surveys and sign up to participate.

If you have any questions, do not hesitate to contact us:

KOF

ETH Zurich
KOF Swiss Economic Institute
LEE G 116
Leonhardstrasse 21
8092 Zurich
www.kof.ethz.ch

Contact:

Klaus Abberger
Phone +41 44 632 51 56
abberger@kof.ethz.ch