

THE WORLD BANK  
Africa Enterprise Survey 2011  
Screener Questionnaire

**Your QUESTIONNAIRE NUMBER**  
**RECORD NUMBER**  
**PREFERENCE NUMBER**


Telephone number:

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**IF NO ANSWER/ INELEGIBLE INDICATE:**

The establishment has less than 5 permanent full time employees <b>NOT APPLICABLE IF A PANEL FIRM</b>	<b>5</b>
The firm discontinued businesses <b>IF PANEL FIRMS GO TO S0</b>	<b>6</b>
Not a business: Private household	<b>7</b>
Ineligible activity: Education, Agriculture, Finances, Government etc.	<b>8</b>
No reply after having called different days of the week and different business hours	<b>91</b>
Line out of order	<b>92</b>
No tone	<b>93</b>
Answering machine	<b>10</b>
Fax line - data line	<b>11</b>
Wrong address / moved away and could not get the new references	<b>12</b>
<b>Refuses to answer the screener</b>	<b>13</b>
Out of target – outside the covered regions	<b>151</b>
Out of target – firm moved abroad	<b>152</b>
Impossible to find	<b>153</b>

**IF FIRM DISCONTINUED BUSINESS PLEASE SPECIFY WHY:**

<b>S0</b>	Establishment went bankrupt	<b>16</b>
	Original establishment disappeared and is now a different firm	<b>18</b>
	Establishment was bought out by another firm	<b>19</b>
	It was impossible to determine for what reason	<b>20</b>
	Other	<b>21</b>
<b>OTHER</b>		<b>21</b>

Good morning/afternoon/evening. I am calling from **[insert name of consulting firm]** a market research company. Could I please speak to the person who most often represents the firm for official purposes, that is the individual who most often deals with banks or government agencies/institutions?

If asked to explain why, add: [insert name of consulting firm] has been contracted by the World Bank a to carry out a survey of the businesses and investment climate in [insert name of country]. They want to better understand the conditions for doing business in the country by asking the opinion of the individuals who are the top firm managers and most often deal with banks or government agencies.

If person is unavailable, arrange a convenient time to call back:

Date	Hour	Minutes	AM/PM

When put through, continue.

Good [morning/afternoon/evening]. I am [insert your name] from [insert name of consulting firm]. On behalf of the World Bank, we seek the opinions of business leaders like you with respect to the business and investment climate in [insert name of country]. Would you please answer a few preliminary questions to determine if we should establish an appointment to complete the survey? Thank you.

**IF THE RESPONDENT SAYS NO, TERMINATE INTERVIEW.**

S.1	Please tell me what type of product or service represents this firm's greatest share of annual sales?
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A.4 Industry		Screener sector a4b
Manufacturing	Food	15
	Textiles	17
	Garments	18
	Chemicals	24
	Plastics & rubber	25
	Non metallic mineral products	26
	Basic metals	27
	Fabricate metal products	28
	Machinery and equipment	29
	Electronics (31 & 32)	31
	Other manufacturing	2
Services	Wholesale	51
	Retail	52
	IT	72
	Hotels and restaurants	55
	Other services	50
Other	Construction	45
	Transport (60-64)	60

**PLEASE INDICATE IF THE SECTOR CLASSIFICATION MATCHES THE ONE PROVIDED IN THE SAMPLE FRAME**

S2	Coincides	1
	Does not coincide	2

**SKIP TO QUESTION S.4**  
a5

S.3 Does this firm also produce .....**(MENTION THE SECTOR FROM THE SAMPLE FRAME)**

Yes	1	a4a
No	2	

S.4 How many employees does this firm have?

Less than 5	0	<b>TERMINATE IF IT IS NOT PANEL FIRM</b>
Small >=5 and <=19	1	
Medium >=20 and <=99	2	
Large >=100	3	

a6b

S.5 What kind of firm is this?

A private for-profit establishment	1
A government-owned establishment	2
A partially government owned establishment	3
A NON PROFIT community – owned establishment	4
A cooperative	5

**TERMINATE**

**TERMINATE**

**TERMINATE**

S.6 Is this establishment part of a larger firm?

Yes, is part of a larger firm	1	a7	<b>SKIP TO APPOINTMENT INFORMATION</b>
No, it is a firm on its own	2		

S.6a How many establishments form the firm ?

a7a	Number of establishments that form the firm
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S.7 What type of establishment is this?

Headquarters with no production/no sales at this location	1
Headquarters with production and/or sales at this location	2
Establishment physically separated from HQ and other establishments of the same firm	3
Establishment physically separated from HQ but with other establishments of the same firm	4

**SKIP TO QUESTION S.10**

**SKIP TO QUESTION S.10**

a8

<b>S.8</b>	Are financial statements of this establishment kept separate from financial statements that cover activities at headquarters?
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Yes	1	<b>a9</b>
No	2	

**SKIP TO S.11**

<b>S.9</b>	Are financial statements of this establishment kept separate from financial statements that cover activities of other establishments of the same firm?
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Yes	1	<b>SKIP TO APPOINTMENT INFORMATION</b>
No	2	

<b>S.10</b>	Are the financial statements for these headquarters independent of the other establishments?
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Yes	1	<b>a11</b>
No	2	

<b>S.11</b>	How many establishments – counting the headquarters- are included in the financial statements kept in the headquarters?
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<b>a7a</b>	Number of establishments
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**APPOINTMENT INFORMATION:**

We would like to schedule an appointment for an interview. The purpose of this survey is to better understand conditions of the local investment climate and how these conditions affect productivity and growth of your establishment. Your responses, and those of other business leaders, will help to design new policies and programs to improve your establishment's productivity and allow it to grow.

The questionnaire will take approximately one hour to complete. Several sections may be filled out by other members of your staff such as your accountant, financial manager, and human resources manager.

All information you provide will be strictly confidential and no individual establishment-level data will be disclosed. Neither your name nor the name of your establishment will be used in any document based on this survey. If you wish, you can see the results of previous surveys and the type of indicators generated from this data by visiting the World Bank website.

**[INTERVIEWER: IF RESPONDENT WOULD LIKE WEB ADDRESS, PLEASE TELL THEM <http://enterprisesurveys.com>**

APPOINTMENT DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

NAME OF RESPONDENT: \_\_\_\_\_

ADDRESS OF ESTABLISHMENT: \_\_\_\_\_

ESTABLISHMENT NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_