

The Brazil 2025 World Bank Enterprise Survey Implementation Report

I. Introduction

This document provides information on the World Bank Enterprise Surveys (WBES) implemented in Brazil between March 2024 and April 2026. The WBES collect both objective data based on firms' day-to-day experiences, and perceptions of enterprises regarding the business environment in which they operate. The WBES has global coverage. The WBES are also used to build a panel of enterprise data that will make it possible to track changes in the business environment over time.¹

This report describes the sampling design of the survey, the data set structure as well as additional information that may be useful when using the data, such as information on survey non-response and the appropriate use of the sampling weights.

II. Sampling Structure

The WBES use stratified random sampling, where the population of establishments is first separated into non-overlapping groups, called strata, and then respondents are selected through simple random sampling from each stratum. The detailed methodology is provided in the Sampling Note.² Stratified random sampling has several advantages over simple random sampling. In particular, it:

- produces unbiased estimates of the whole population or universe of inference, as well as at the levels of stratification
- ensures representativeness by including observations in all of those categories
- produces more precise estimates than simple random sampling for a given sample size or budget allocation, and
- may reduce implementation costs by splitting the population into convenient subdivisions.

The WBES typically use three levels of stratification: industry classification, establishment size, and subnational region (used in combination). Starting in 2022, the WBES bases the industry classification on ISIC Rev. 4 (with earlier surveys using ISIC Rev. 3.1).³ For regional coverage within a country, the WBES has national coverage.

¹ A “panel interview” refers to an interview with a business that was also interviewed in the previous WBES.

² The Sampling Note is available at:

https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Sampling_Note-Consolidated-2-16-22.pdf.

³ The WBES universe includes: all manufacturing (ISIC 4.0 codes 10-33), services (ISIC 4.0 codes 41-43, 45-47, 49-56, 58, 61, 62, 69-75, 79, 95). Details on sectoral coverage and the WBES universe of inference can be found in the *Enterprise Surveys Manual and Guide* (p. 4).

II.1 Universe

The universe of inference includes all formal (i.e., registered) private sector establishments⁴ (with at least 1% private ownership) and with at least five employees. In terms of sectoral criteria, all manufacturing businesses (ISIC Rev 4. codes 10-33) are eligible; for services businesses, those corresponding to the ISIC Rev 4 codes 41-43, 45-47, 49-53, 55-56, 58, 61-62, 69-75, 79, and 95 are included in the Enterprise Surveys. Cooperatives and collectives are excluded from the Enterprise Surveys. All eligible establishments must be registered with the registration agency

. In the case of Brazil, the official registration source used is the *Receita Federal do Brasil* (RFB), the country's federal tax authority. The universe table is the total number of eligible establishments, and the table is partitioned by the stratification groups (industry classification, establishment size, and subnational region) in a country.

For the Brazil 2025 World Bank Enterprise Survey (WBES), the universe table (Table 1) was derived from the *Relação Anual de Informações Sociais* (RAIS), an annual employer-employee linked dataset administered by the Brazilian Ministry of Labor and Employment, using the available reference year of 2022. RAIS provides comprehensive establishment-level information across formal sectors of the economy.

II.2 Sampling Frame

The WBES requires the most complete and up-to-date Sampling Frame, the list of eligible establishments with information on industry classification, size, address and other contact information that will be used to randomly select the sample. In countries where a previous round of the WBES exists, the Sampling Frame also includes the Panel Sampling Frame, which provides information about all the establishments that participated in the previous round of the WBES in the country.

The Sampling Frame for the Brazil 2025 WBES was constructed from the following sources (see counts of establishments in the frame in Table 2). The Panel Sampling Frame was constructed using information on all the establishments that participated in the Brazil 2009 WBES. The Fresh Sampling Frame, i.e., list of establishments that are in the WBES universe and that have not participated in the Brazil 2009 WBES, both manufacturing sector (ISIC 4.0 codes 10-32) and the services sector (ISIC 4.0 codes 41-43, 45-47, 49-56, 58, 61, 62, 69-75, 79, 95) are obtained from the RAIS dataset (*Relação Anual de Informações Sociais*). To enhance the quality and completeness of contact information, establishment records were further enriched through cross-referencing with the *Cadastro Nacional da Pessoa Jurídica* (CNPJ), Brazil's national registry of legal entities maintained by the *Receita Federal do Brasil* (RFB) and accessible through the Portal Rede SIM platform.

⁴ The unit of analysis of every WBES is the establishment defined as a business entity associated with a physical location with its own set of financial statements, including Balance Sheet and Income Statement. However, in many economies official statistics are provided at the firm level, where a firm may be composed of several establishments, the so called multi-establishment firms.

For every WBES, necessary measures are taken to ensure the quality of the frame; however, the sample frames are not immune to the typical problems found in establishment surveys: positive rates of non-eligibility, repetition, non-existent units, etc. Given the impact that non-eligible units included in the sample universe may have on the results, eligibility adjustments may be needed when computing the appropriate sampling weights for individual observations if and only if the universe equals the sampling frame (that is the weights project to universe totals by cell, coming from the sampling frame). Table 4 reports response outcomes.

II.3 Stratification Categories

The Brazil 2025 WBES uses the following stratification categories:

- **Industry: 14 categories:**
 - Within manufacturing: Food, Garments, Rubber & Plastics Products, Basic metals, Basic Metals, Motor Vehicles, Other Manufacturing
 - Within services: Construction, Wholesale, Retail, Transport, Storage, & Communications, Hotels, IT & IT Services, Professional Activities and Other Services
- **Size: 4 categories:** Small (5 to 19 employees), Medium (20 to 99 employees), Large (100 to 305 employees), Very Large (Top 1%)
- **Region: 10 categories:** North, Northeast, Centralwest, São Paulo, Minas Gerais, Rio de Janeiro, Espírito Santo, Paraná, Santa Catarina, and Rio Grande do Sul.

Industry strata for the manufacturing sector were selected based on their contribution to total value added, employment, and total number of establishments, using UNIDO INSTAT 4 and RAIS (Relação Anual de Informações Sociais), available for the year 2022. The five manufacturing sectors stratified separately — Food, Garments, Rubber & Plastic Products, Basic Metals, and Motor Vehicles — account for approximately 48% of total manufacturing value added, 46% of manufacturing employment, and 38% of manufacturing establishments, with the remaining manufacturing sectors grouped into a residual "Other Manufacturing" stratum. By number of establishments, the manufacturing sectors stratified separately represent 7% of the whole ES universe.

The strata for the services sector were selected by their contribution to the total number of establishments, using RAIS. The sectors stratified separately — Construction, Wholesale, Retail Trade, Transport and Storage, Accommodation, IT Services, and Professional Services — represent approximately 87% of the total number of establishments in the services sector, and 71% of the whole ES universe.

Region strata of the Brazil 2025 WBES were selected based on administrative divisions, with some territories grouped together to achieve minimum required precision of estimates at the level of each stratification region. The North, Northeast, and Central-West regions were stratified at the regional level and combining their constituent states was necessary to maximize the precision of estimates. For the remaining regions (South and Southeast), stratification was conducted at the State level (*Unidade Federativa*).

II.4 Sample Design

The WBES sample design, i.e., target number of interviews in each combination of stratification categories (cells), is generated using the two primary criteria: 1) minimize the difference from the purely proportional sample within each cell; and 2) achieve a sufficient sample size by stratification category to allow for estimates of a given level of precision. Additional information on the criteria for determining the sample size by stratification category is given in the *Sampling Note*, and additional information on the sample design is given in the *Enterprise Surveys Manual and Guide*.⁵ The original survey design for the Brazil 2025 WBES is given in Table 3.

III. Data Collection

The detailed information on the WBES methodology and data collection is provided in the *Enterprise Surveys Manual and Guide*. The interviews for the Brazil 2025 WBES were conducted between March 2024 and May 2026. The interviews were conducted in Portuguese. For monetary variables, the currency was Brazilian *Reais*.

Apart from the challenges with participation and call-backs that are standard for all surveys, the Brazil 2025 WBES encountered a complex fieldwork environment. The widespread prevalence of telephone fraud in Brazil has fostered deep-seated skepticism toward unsolicited calls among the business community, posing a significant obstacle to telephone-based data collection. To mitigate this challenge and enhance the credibility of the survey, the team relied on publications and announcements disseminated through business associations and reputable national entities, thereby helping to establish the legitimacy of the survey among potential respondents.

III.1 Questionnaire

The standard WBES questionnaire covers several topics regarding the business environment and business performance. These topics include general establishment characteristics, infrastructure, sales and supplies, trade, management practices, competition, innovation, capacity, land and permits, finance, business-government relations, exposure to

⁵ The *Enterprise Surveys Manual and Guide* is available at:
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Enterprise-Surveys-Manual-and-Guide.pdf>

bribery, labor, and performance. Information about the general structure of the questionnaire is available in the *Enterprise Surveys Manual and Guide*.

III.2 Contractor

The fieldwork for the Brazil 2025 WBES was implemented by Kampo Research, IPSOS-IPEC, Open Social and About Brazil Market Research. The selection for the implementing agency followed the standard World Bank procurement practices that are described in more detail in the *Enterprise Surveys Manual and Guide*.

III.3 Sampling and screening

Samples are drawn by the Enterprise Surveys team in batches, following the stratification and sample design. The contractor conducted a thorough screening process before scheduling the ES interviews. Results of the screening are provided using the eligibility and status codes as listed in Table 4. In cases of unit non-response (either a refusal or an inability to obtain an interview after exhaustive attempts), the contractor proceeded with the contact that appeared next in the list drawn in the respective cell. The process of sampling and screening is described in more detail in the *Enterprise Surveys Manual and Guide*.

III.4 Survey response

In all surveys, including the WBES, some respondents choose not to participate. The Enterprise Analysis team and the contractor take all necessary measures to boost participation, through various methods of recruitment. The proper management of the screening process and sample replacement ensures that the resulting sample remains random.

The main measure of survey participation is the yield, which is the ratio of the total number of achieved interviews to the total number of contacted establishments. There are two main elements that boost yields. First is the survey participation rate, measured as the share of establishments that participated among those that can be assumed to have been eligible. The second element is the quality of frame. If only a small fraction of the contacted establishments is actually eligible to participate in the survey, then the sampling frame is far from ideal. This quality is measured by the ratio of the total number of establishments that are eligible for the WBES to the total number of contacted establishments in the frame. In other words:

$$\text{Yield} = \text{Survey response rate} * \text{Rate of quality of the frame}$$

which can be rewritten as follows:

$$\frac{\text{Total interviewed}}{\text{Total contacted}} = \frac{\text{Total interviewed}}{\text{Assumed eligible}} * \frac{\text{Assumed eligible}}{\text{Total contacted}}$$

Table 5 provides these measures for the Brazil 2025 WBES and across its stratification levels.

III.5 Achieved Sample

Tables 6 and 7 provide counts of the WBES interviews collected for each stratification cell, i.e., broken down by industry, establishment size, and region. Table 6 reports full sample, while Table 7 shows counts of only panel interviews.

III.6 Sampling Weights

Since the WBES uses stratified random sampling, individual observations should be properly weighted when making inferences about the population, since unweighted estimates are biased unless sample sizes are proportional to the size of each stratum. For each WBES, special care is given to correctly compute sampling weights. Whenever the Universe is used to draw the sample (i.e., Sampling Frame is the same as the Universe) it is imperative to accurately adjust the universe within each stratum to account for the presence of ineligible establishments (e.g., the establishment discontinued businesses, or is deemed ineligible due to its business activity or having fewer than five employees). Proper treatment of panel establishments is also crucial. Details about how the WBES sampling weights are calculated are given in the *Sampling Note*.

Three versions of sampling weights are calculated, depending on the assumptions that determine eligibility of establishments to be counted towards the WBES universe. These assumptions are called weak, medium, and strong; and are defined as given in the table below. Prevalence of each of these outcomes for the Brazil 2025 WBES is given in Table 4. All indicators and analysis conducted by the Enterprise Surveys team use the sampling weights based on the median assumption. Tables 8-10 report estimated universe based on the respective assumption.

Assumption	Eligibility codes for inclusion in the WBES universe
Strict	1, 2, 3, 4
Median	1, 2, 3, 4, 10, 11, 13, 133
Weak	1, 2, 3, 4, 10, 11, 13, 133, 91, 92, 93, 94, 12

For descriptions of each eligibility code, see Table 4 of the sampling note.

III.7 Item response rates

Item response rate must be differentiated from survey response rates. The latter refers to participation in the survey itself (see Section III.4) whereas the former refers to the absence of responses to specific survey questions. The WBES, as any survey, suffer from item non-response; and different strategies are used by the data collection team to address this. In particular:

- For sensitive questions, such as on corruption or tax evasion, enumerators were instructed to collect the refusal to respond (-8) as a separate response category from don't know (-9).
- Establishments with incomplete information were re-contacted to fill gaps.

Table 11 provides item response rates for several key variables, broken down across the stratification levels.

III.8 Database Structure

The WBES datafiles are organized in ways that reflect the corresponding questionnaire. The variables that are standard across countries have the first letter in their name correspond to the questionnaire section where the variable belongs in the questionnaire, i.e., *a1* denotes section *A*. All variables are numeric with the exception of those variables with an “x” at the end of their names. The suffix “x” denotes that the variable is alpha-numeric.

The WBES datafiles contain two establishment identifiers, *idstd* and *id*. The former is a global unique identifier of each establishment, while the latter is unique identifier within each survey. The variable *idstd* can be used to match the WBES establishment one-to-one across databases. The variables *wweak*, *wmedian*, and *wstrong* corresponding to sampling weights based on, respectively, weak, median, and strong assumptions about eligibility (see Section III.6). The variable *strata* corresponds to the stratum of each observation.⁶

Additionally, the WBES datafiles contain many standard variables. The variable *d1a2_v4* denotes the main activity of the establishment, as obtained during the WBES interview, coded in the four-digit ISIC Rev. 4. Users should note that this activity may differ from the industry classification given in the Sampling Frame, *a4a*. Users are generally advised to use industry categories based on the realized information in *d1a2_v4*. Additional sampling information is contained in variables *a2* (region) and *a6a* (size). The variable *panel* identifies panel establishments, i.e., those that participated in the Brazil 2009 WBES. The combination of *a4a*, *a2*, *a6a*, and *panel* forms stratum of each establishment, which is contained in variable *strata*.

The last complete fiscal year for each establishment is contained in variables *a20m* (last month of last complete fiscal year) and *a20y* (last complete fiscal year).

Note that when an entry in the WBES database is empty, this means that the question was not asked to the corresponding respondent. This happens when the question is deemed inapplicable, due to skip patterns or other reasons..

⁶ Note that the sampling weights may vary within *strata* for panel establishments due to the procedure used for projecting the universe from the previous round of the survey.

IV. Useful Links

The users of the WBES data may find the following links useful:

- *Sampling Note* is available at:
https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Sampling_Note-Consolidated-2-16-22.pdf
- The *Enterprise Surveys Manual and Guide* is available at:
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Enterprise-Surveys-Manual-and-Guide.pdf>
- The WBES global questionnaires are available at:
<https://www.enterprisesurveys.org/en/methodology>
- The projects that are currently being implemented by the Enterprise Surveys team are available at: <https://www.enterprisesurveys.org/en/project-schedule>
- The list of all WBES databases and detailed information about each is available here:
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/DataDetails.xls>
- The description of the WBES indicators is available at:
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Indicator-Description.pdf>

Fact Sheet

Source of Universe Table	RAIS dataset (Relação Anual de Informações Sociais)		
Source of Sampling Frame	RAIS dataset (Relação Anual de Informações Sociais)		
Levels of Universe Table and Sampling Frame	Universe Table: Establishment-level Sampling Frame: Establishment-level		
Registration agency	Receita Federal do Brasil (RFB)		
Stratification sectors	Manufacturing of: Food, Garments, Rubber & Plastics Products, Basic metals, Basic Metals, Motor Vehicles, Other Manufacturing; Construction, Wholesale, Retail, Transport, Storage, & Communications, Hotels, IT & IT Services, Professional Activities and Other Services		
Stratification sizes	Small (5 to 19 employees), Medium (20 to 99 employees), Large (100 to 306 employees), and Very Large (Top 1%)		
Stratification regions	North, Northeast, Centralwest, Sao Paulo, Minas Gerais, Rio de Janeiro, Espirito Santo, Parana, Santa Catarina, Rio Grande do Sul		
Contractor	Kampo Research, IPSOS-IPEC, Oppen Social and About Brazil Market Research		
Fieldwork dates	March 2024 – May 2026		
Interview languages	Portuguese		
Survey software	Survey Solution		
Currency for nominal variables	Reais		
Reference fiscal year	2023 (586 obs.), 2024 (846 obs.), and 2025 (99 obs.)		
VAT Applicable	YES		
Additional definitions	None		
Sample Size	Total: 1,531	Fresh: 1,489	Panel: 42
Survey response rates	Yield: 0.30% Response rate: 3.40% Frame quality: 8.97%		
Item response rates	d2: 95.1% n2a: 91.6% 11: 99.5% all TFPvars ⁷ : 77.4%		

⁷ TFP stands for total factor productivity. TFP variables are d2 (annual sales), n2a (annual cost of labor), n2e (annual cost of intermediate goods) and n7e (replacement cost of capital). Response rate for TFP variables is calculated only for manufacturing establishments.

Additional topics covered in the questionnaire	None
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Additional surveys available (if any)	None
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Tables

Due to large size of the tables for the Brazil 2025 WBES, they are provided in the excel file "Brazil 2025_ES_Implementation Report Tables.xlsx", which is available along with this Implementation Report in the zipfile that contains all the documentation for this survey.