

The Oman 2026 World Bank Enterprise Survey Implementation Report

I. Introduction

This document provides information on the World Bank Enterprise Surveys (WBES) implemented in Oman between June 2025 and May 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 Oman, registration with Omani Ministry of Commerce, Industry and Investment Promotion was used. 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 Oman 2026 WBES, the universe table, shown in Table 1 below, was obtained from the 2025 register of Omani Ministry of Commerce, Industry and Investment Promotion. It is the complete count of all registered establishments located within the geographical boundaries of the country.

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 Oman 2026 WBES was constructed from the following sources (see counts of establishments in the frame in Table 2). The Fresh Sampling Frame was obtained from Omani Ministry of Commerce, Industry and Investment Promotion.

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 Oman 2026 WBES uses the following stratification categories:

- **Industry:**

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.

1. Manufacturing (ISIC Rev 4.0 codes 10-33)
 2. Retail (ISIC Rev 4.0 code 47)
 3. Other Services (ISIC Rev 4.0 codes 41, 42, 43, 45, 46, 49, 50, 51, 52, 53, 55, 56, 58, 61, 62, 69, 70, 71, 72, 73, 74, 75, 79, 95)
- **Size:**
 1. Small (5 to 19 workers)
 2. Medium (20 to 99 workers)
 3. Large (100 or more workers)
 - **Region:**
 1. Muscat
 2. Northern Coastal (comprising Musandam, Al Batinah North, Al Batinah South)
 3. Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)
 4. Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)

Region strata of the Oman 2026 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. For indicator generation, the Northern Coastal stratum (comprising Musandam, Al Batinah North, and Al Batinah South), the Southern Coastal stratum (Ash Sharqiyah South, Al Wusta, and Dhofar), and the Inland stratum (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, and Ad Dhahirah) were aggregated into a single region designated "Rest of Country," while Muscat was retained as a separate region.

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 Oman 2026 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 Oman 2026 WBES were conducted

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>

between June 2025 and May 2026. The interviews were conducted in Arabic. For monetary variables, the currency was Omani Rial.

Apart from the challenges with participation and call-backs that are standard for all surveys, fieldwork for the Oman 2026 WBES was further complicated by the outbreak of conflict in the Middle East, which prevented the attainment of the original sample target of 480 establishments.

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 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 Oman 2026 WBES was implemented by Gallup International. 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:

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

which can be rewritten as follows:

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

Table 5 provides these measures for the Oman 2026 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 Oman 2026 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 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	2025 Omani Ministry of Commerce, Industry and Investment Promotion
Source of Sampling Frame	2025 Omani Ministry of Commerce, Industry and Investment Promotion
Levels of Universe Table and Sampling Frame	Universe Table: Establishment-level Sampling Frame: Establishment-level
Registration agency	Omani Ministry of Commerce, Industry and Investment Promotion
Stratification sectors	Manufacturing, Retail, Other Services
Stratification sizes	Small (5 to 19 employees), Medium (20 to 99 employees), Large (100-199)
Stratification regions	Muscat; Northern Coastal (comprising Musandam, Al Batinah North, Al Batinah South); Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar); Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)
Contractor	Gallup International
Fieldwork dates	June 2025 – May 2026
Interview languages	Arabic
Survey software	Survey Solutions
Currency for nominal variables	Omani Rial
Reference fiscal year	2024 (141 obs.) and 2025 (158 obs.)
VAT Applicable	YES
Additional definitions	“Consumption Tax” was referred to as VAR. Muscat was entered as the capital city (a3b) and the main business city (a3c)
Sample Size	Total: 299 Fresh: 299 Panel: 0
Survey response rates	Yield: 10.6% Response rate: 34.8% Frame quality: 30.5%
Item response rates	d2: 80.3% n2a: 61.2% 11: 98.3% all TFPvars ⁷ : 31.6%
Additional topics covered in the questionnaire	

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 surveys
available (if any)

Tables

Table 1: Oman 2022 WBES Universe

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	2226	2026	12585	19,883
Muscat	Medium (20-99)	375	253	1902	
Muscat	Large (100-199)	77	98	341	
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Small (5-19)	2093	932	12876	17,279
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Medium (20-99)	332	168	794	
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Large (100-199)	42	10	32	
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Small (5-19)	1223	726	8131	10,982
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Medium (20-99)	162	213	422	
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Large (100-199)	29	40	36	
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Small (5-19)	1385	546	8847	11,494
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Medium (20-99)	139	183	337	
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Large (100-199)	15	23	19	
		8,098	5,218	46,322	59,638

Source: (Establishment-level). 2025 Omani Ministry of Commerce, Industry and Investment Promotion

Table 2: Oman 2022 WBES Sample Frame

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	177	95	351	1121
Muscat	Medium (20-99)	113	68	112	
Muscat	Large (100 or more)	77	98	30	
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Small (5-19)	87	82	68	900
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Medium (20-99)	237	168	235	
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Large (100 or more)	16	3	4	
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Small (5-19)	200	253	211	1067
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Medium (20-99)	73	213	56	
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Large (100 or more)	8	40	13	
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Small (5-19)	119	150	257	858
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Medium (20-99)	86	183	35	
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Large (100 or more)	1	23	4	
		1,194	1,376	1,376	3,946

Source: (Establishment-level) 2025 Omani Ministry of Commerce, Industry and Investment Promotion.

Table 3: Original Survey Design (Fresh)

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	5	5	35	120
Muscat	Medium (20-99)	2	2	5	
Muscat	Large (100-199)	28	24	14	
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Small (5-19)	5	3	31	120
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Medium (20-99)	25	20	24	
Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	Large (100-199)	8	2	2	
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Small (5-19)	3	2	42	120
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Medium (20-99)	16	14	15	
Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	Large (100-199)	4	18	6	
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Small (5-19)	4	2	48	120
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Medium (20-99)	19	17	16	
Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	Large (100-199)	1	11	2	
		120	120	240	480

Table 4: Response Outcomes

		Totals	Rates relative to total contacted
Overall	Contacts available in frame	3,946	
	Issued	2,813	
	Contacted	2,812	
Screening phase	Eligibles	823	29.3%
	Screener refusals	29	1.0%
	Assumed eligibles	859	30.5%
	Ineligible + out of target	323	11.5%
	Unobtainables	1,623	57.7%
Interview phase (only if eligible)	Interview refusals	433	15.4%
	Complete interviews	299	10.6%

Table 5: Survey Yield Rates

Stratification		Yield	Survey response rate	Frame quality
Panel	Fresh	10.6%	34.8%	30.5%
Size	Small (5-19)	8.6%	34.9%	24.8%
	Medium (20-99)	9.8%	30.7%	32.0%
	Large (100+)	21.5%	46.3%	46.4%
Region	Muscat	15.3%	45.1%	33.9%
	Northern Coastal (Musandam, Al Batinah North, Al Batinah South)	9.7%	34.0%	28.5%
	Southern Coastal (Ash Sharqiyah South, Al Wusta, Dhofar)	5.3%	18.2%	29.0%
	Inland (Ash Sharqiyah North, Ad Dakhiliyah, Al Buraymi, Ad Dhahirah)	13.2%	41.5%	31.7%
Sector	Manufacturing	12.5%	34.8%	35.8%
	Retail	12.3%	34.2%	35.8%
	Other Services	8.6%	35.4%	24.3%
Overall	Oman 2026	10.6%	34.8%	30.5%

Notes: the rates are calculated as defined in Section III.4.

Table 6: Achieved Total Sample

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	5	7	25	147
Rest of the country	Medium (20-99)	22	6	33	
	Large (100 or more)	10	5	34	
Muscat	Small (5-19)	17	12	55	152
Rest of the country	Medium (20-99)	8	4	41	
	Large (100 or more)	5	0	10	
		30	16	106	299

Table 7: Weak Universe Estimates

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	1856	869	6272	19977
Muscat	Medium (20-99)	1384	855	7060	
	Large (100 or more)	58	43	1580	
Rest of the country	Small (5-19)	4831	3975	15335	29929
Rest of the country	Medium (20-99)	931	308	4011	
	Large (100 or more)	137	0	402	
		9197	6050	34659	49906

Table 8: Median Universe Estimates

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	481	277	1851	6017
Muscat	Medium (20-99)	495	283	1994	
	Large (100 or more)	35	20	581	
Rest of the country	Small (5-19)	1330	974	3883	7843
Rest of the country	Medium (20-99)	305	86	1065	
	Large (100 or more)	47	0	153	
		2692	1640	9528	13860

Table 9: Strict Universe Estimates

		Manufacturing	Retail	Other Services	Grand Total
Muscat	Small (5-19)	435	252	1647	5442
Muscat	Medium (20-99)	455	256	1805	
Muscat	Large (100 or more)	33	19	539	
Rest of the country	Small (5-19)	1240	888	3588	7278
Rest of the country	Medium (20-99)	293	78	1001	
Rest of the country	Large (100 or more)	47	0	142	
		2504	1493	8722	12719

Table 10: Item Response Rates

	Screeners/Interview	d2	l1	n2a	all TFP variables
Panel	Fresh	80.3%	98.3%	61.2%	31.6%
Size	Small (5-19)	84.3%	99.2%	63.6%	30.0%
	Medium (20-99)	79.8%	100.0%	59.6%	29.2%
	Large (100+)	73.4%	93.8%	59.4%	38.5%
Region	Muscat	77.0%	98.6%	59.0%	37.5%
	Rest of the country	83.1%	98.1%	63.1%	29.3%
Sector	Manufacturing	83.6%	97.0%	70.1%	31.6%
	Other Services	79.3%	98.5%	56.1%	#N/A
	Retail	79.4%	100.0%	73.5%	#N/A
Overall	Oman 2026	80.3%	98.3%	61.2%	31.6%

Notes: the rates are calculated as follows. The number of responses with informative content in the respective variable (or combination of variables in the case of TFP) is divided by the same number plus the number of responses that are "don't know" (code -9) or refusal (code -8).