

The Zambia 2025 World Bank Enterprise Survey Implementation Report

I. Introduction

This document provides information on the World Bank Enterprise Surveys (WBES) implemented in Zambia between October 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, Patents and Companies Registration Agency (PACRA). 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 Zambia 2025 WBES, the universe table, shown in Table 1 below, was obtained from Zambia Statistics Agency (ZamStats) based on the 2025 Economic Census, that was conducted between May 2025 and October 2025.

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 Zambia 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 Zambia 2019 WBES. The Fresh Sampling Frame, i.e., list of establishments that are in the WBES universe and that have not participated in the Zambia 2019 WBES, was obtained from Zambia Statistics Agency (ZamStats) based on the 2025 Economic Census.

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 Zambia 2025 WBES uses the following stratification categories:

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.

- **Industry: 4 categories:**
 - Within manufacturing: Food and Other Manufacturing
 - Within services: Retail and Other Services
- **Size: 3 categories:** Small (5 to 19 employees), Medium (20 to 99 employees), Large (100 or more employees)
- **Region: 3 categories:** Lusaka; Copperbelt; Rest of the Country

Industry strata for the manufacturing sector were selected by their contribution to total number of establishments. The Food sector stratified separately represents 30% of the number of establishments in the manufacturing sector, with the rest of manufacturing sectors grouped into a residual, "Other Manufacturing", stratum. By the number of establishments, the food sector stratified separately represents 5% of the whole ES universe.

The strata for the services sector were selected by contribution to total number of establishments. The Retail sector stratified separately represents 39% of the total number of establishments in the services sector, and 33% of the whole ES universe.

Region strata of the Zambia 2025 WBES were selected based on administrative divisions, with some provinces grouped together to achieve minimum required precision of estimates at the level of each stratification 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 Zambia 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 Zambia 2025 WBES were conducted between October 2025 and May 2026. The interviews were conducted in English. For monetary variables, the currency was Zambian Kwacha (ZMW).

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>

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 Zambia 2025 WBES was implemented by Dalberg Research SEZ Limited. 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 Zambia 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 Zambia 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 Zambia-specific options used in variable *b1*, *k342*, and *k392* are stored in variables named *b1_ZMB*, *k342_ZMB*, and *k392_ZMB*.

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 Zambia 2019 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	2025 Economic Census provided by Zambia Statistics Agency (ZamStats)
Source of Sampling Frame	2025 Economic Census provided by Zambia Statistics Agency (ZamStats)
Levels of Universe Table and Sampling Frame	Universe Table: Establishment-level Sampling Frame: Establishment-level
Registration agency	Patents and Companies Registration Agency (PACRA)
Stratification sectors	Manufacturing of: Food, Other manufacturing; Retail, and Other Services
Stratification sizes	Small (5 to 19 employees), Medium (20 to 99 employees), and Large (100 or more employees)
Stratification regions	Lusaka; Copperbelt; and Rest of the Country
Contractor	Dalberg Research SEZ Limited
Fieldwork dates	October 2025 – May 2026
Interview languages	English
Survey software	Survey Solutions
Currency for nominal variables	Zambian Kwacha (ZMW)
Reference fiscal year	2024 (274 obs.) and 2025 (334 obs.)
VAT Applicable	YES
Additional definitions	“Consumption Tax” was referred to as VAT. For both the capital city (a3b) and the main business city (a3c), Lusaka was entered.
Sample Size	Total: 608 Fresh: 301 Panel: 307
Survey response rates	Yield: 53% Response rate: 88% Frame quality: 60%
Item response rates	d2: 94% n2a: 91% 11: 100% all TFPvars ⁷ : 55%
Additional topics covered in the questionnaire	None (Standard Global Questionnaire)
Additional surveys available (if any)	None

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.

Tables

Table 1: Zambia 2025 WBES Universe

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	117	409	1573	2021	7,219
Lusaka	Medium (20-99)	52	199	239	496	
Lusaka	Large (100-199)	26	41	25	64	
Copperbelt	Small (5-19)	78	200	652	1027	2,499
Copperbelt	Medium (20-99)	30	96	89	230	
Copperbelt	Large (100-199)	7	28	15	47	
Rest of the Country	Small (5-19)	196	252	1005	1602	3,621
Rest of the Country	Medium (20-99)	53	65	101	283	
Rest of the Country	Large (100-199)	9	7	8	40	
		568	1,297	3,707	5,810	13,339

Source: ZamStats (Establishment-level)

Table 2: Zambia 2025 WBES Sample Frame (Fresh and Panel Combined)

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	120	436	1623	2071	5567
Lusaka	Medium (20-99)	66	225	250	545	
Lusaka	Large (100 or more)	46	51	38	96	
Copperbelt	Small (5-19)	81	222	674	1072	2694
Copperbelt	Medium (20-99)	36	112	103	271	
Copperbelt	Large (100 or more)	11	37	16	59	
Rest of the Country	Small (5-19)	203	258	1036	1633	3722
Rest of the Country	Medium (20-99)	55	66	103	300	
Rest of the Country	Large (100 or more)	10	7	8	43	
		628	1,414	3,851	6,090	11,983

Source: ZamStats (Establishment-level)

Table 3: Original Survey Design (Fresh and Panel Combined)

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	4	16	36	47	288
Lusaka	Medium (20-99)	30	19	16	29	
Lusaka	Large (100-199)	28	22	15	26	
Copperbelt	Small (5-19)	4	10	15	24	155
Copperbelt	Medium (20-99)	17	13	8	18	
Copperbelt	Large (100-199)	6	19	7	14	
Rest of the Country	Small (5-19)	5	6	23	37	157
Rest of the Country	Medium (20-99)	21	12	9	18	
Rest of the Country	Large (100-199)	5	3	4	14	
		120	120	133	227	600

Table 4: Response Outcomes

		Totals	Rates relative to total contacted
Overall	Contacts available in frame	11,983	
	Issued	1,906	
	Contacted	1,150	
Screening phase	Eligibles	626	54.4%
	Screener refusals	64	5.6%
	Assumed eligibles	690	60.0%
	Ineligible + out of target	213	18.5%
	Unobtainables	247	21.5%
Interview phase	Interview refusals	15	1.3%
(only if eligible)	Complete interviews	608	52.9%

Table 5: Survey Yield Rates

	Stratification	Yield	Survey response rate	Frame quality
Panel	Fresh	50.7%	83.4%	60.8%
	Panel	55.2%	93.3%	59.2%
Size	Small (5-19)	50.5%	88.5%	57.1%
	Medium (20-99)	52.2%	86.9%	60.0%
	Large (100+)	57.9%	89.3%	64.8%
Region	Lusaka	58.0%	87.3%	66.5%
	Copperbelt	48.0%	92.3%	52.0%
	Rest of the Country	49.8%	85.9%	58.1%
Sector	Food	59.0%	87.1%	67.8%
	Other Manufacturing	53.4%	88.7%	60.2%
	Retail	49.0%	83.6%	58.6%
	Other Services	52.3%	91.5%	57.2%
Overall	Zambia 2025	52.9%	88.1%	60.0%

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

Table 6: Achieved Total Sample (Fresh and Panel Combined)

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	9	24	45	48	286
Lusaka	Medium (20-99)	25	18	15	26	
Lusaka	Large (100 or more)	22	21	6	27	
Copperbelt	Small (5-19)	3	11	21	17	146
Copperbelt	Medium (20-99)	10	10	11	23	
Copperbelt	Large (100 or more)	4	22	3	11	
Rest of the Country	Small (5-19)	8	8	34	40	176
Rest of the Country	Medium (20-99)	12	6	10	40	
Rest of the Country	Large (100 or more)	8	3	2	5	
		101	123	147	237	608

Table 7: Achieved Panel Sample

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	2	22	33	27	169
Lusaka	Medium (20-99)	11	9	6	18	
Lusaka	Large (100 or more)	11	6	4	20	
Copperbelt	Small (5-19)	2	9	14	11	87
Copperbelt	Medium (20-99)	0	8	6	16	
Copperbelt	Large (100 or more)	2	9	1	9	
Rest of the Country	Small (5-19)	1	0	13	10	51
Rest of the Country	Medium (20-99)	1	0	4	17	
Rest of the Country	Large (100 or more)	1	1	1	2	
		31	64	82	130	307

Table 8: Weak Universe Estimates

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	63	449	1235	1576	4210
Lusaka	Medium (20-99)	115	155	170	257	
Lusaka	Large (100 or more)	31	56	6	95	
Copperbelt	Small (5-19)	17	166	480	469	1722
Copperbelt	Medium (20-99)	14	71	124	178	
Copperbelt	Large (100 or more)	5	58	11	128	
Rest of the Country	Small (5-19)	101	147	880	1163	3209
Rest of the Country	Medium (20-99)	27	27	172	602	
Rest of the Country	Large (100 or more)	13	34	7	33	
		388	1164	3087	4502	9140

Table 9: Median Universe Estimates

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	61	361	1046	1324	3566
Lusaka	Medium (20-99)	109	126	155	213	
Lusaka	Large (100 or more)	31	45	6	88	
Copperbelt	Small (5-19)	14	116	281	306	1065
Copperbelt	Medium (20-99)	10	49	60	117	
Copperbelt	Large (100 or more)	4	35	7	65	
Rest of the Country	Small (5-19)	81	89	569	710	2059
Rest of the Country	Medium (20-99)	21	17	125	380	
Rest of the Country	Large (100 or more)	11	26	5	27	
		342	865	2253	3230	6690

Table 10: Strict Universe Estimates

		Food	Other Manufacturing	Retail	Other Services	Grand Total
Lusaka	Small (5-19)	53	318	928	1136	3111
Lusaka	Medium (20-99)	95	104	138	195	
Lusaka	Large (100 or more)	26	37	6	77	
Copperbelt	Small (5-19)	12	97	252	266	948
Copperbelt	Medium (20-99)	10	46	61	106	
Copperbelt	Large (100 or more)	4	31	5	58	
Rest of the Country	Small (5-19)	77	75	510	668	1885
Rest of the Country	Medium (20-99)	19	15	108	354	
Rest of the Country	Large (100 or more)	10	21	4	25	
		307	742	2011	2884	5944

Table 11: Item Response Rates

	Screeners/Interview	d2	l1	n2a	all TFP variables
Panel	Fresh	96.7%	100.0%	94.7%	49.2%
	Panel	90.9%	100.0%	86.3%	63.2%
Size	Small (5-19)	93.3%	100.0%	89.9%	61.4%
	Medium (20-99)	93.2%	100.0%	89.3%	47.4%
	Large (100+)	95.5%	100.0%	93.3%	57.5%
Region	Lusaka	93.7%	100.0%	90.9%	58.9%
	Copperbelt	92.5%	100.0%	91.1%	37.5%
	Rest of the Country	94.9%	100.0%	89.2%	66.7%
Sector	Food	92.1%	100.0%	92.1%	59.4%
	Other Manufacturing	96.7%	100.0%	86.2%	50.9%
	Other Services	92.0%	100.0%	90.7%	#N/A
	Retail	95.2%	100.0%	92.5%	N/A
Overall	Zambia 2025	93.8%	100.0%	90.5%	54.9%

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).