

D	Interview number				
(HAS TO BE UNIQUE - ONE NUMBER PER INTERVIEW)					

THE WORLD BANK
Screener Questionnaire
2011

ID number from sample:

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Telephone number:

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IF NO ANSWER/ INELEGIBLE INDICATE:

The firm discontinued businesses	6
Not a business: Private household	7
Ineligible activity: Education, Agriculture, Finances, Government etc.	8
No reply after having called different days of the week and different business hours	91
Line out of order	92
No tone	93
Number does not exist	94
Answering machine	10
Fax line - data line	11
Wrong address / moved away and could not get the new references	12
Refuses to answer the screener	13
Out of target – outside the covered regions	151
Out of target – firm moved abroad	152
Out of target – firm is not registered with the official registration office (country specific)	153

Good morning/afternoon/evening. I am calling from **AC Nielsen** 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: **AC Nielsen** has been contracted by the World Bank to carry out a survey of the businesses and investment climate in **Sri Lanka**. 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:

Day (dd)	Month (mm)	Year (yyyy)	Hour (00 to 23)	Minutes (00 to 59)

When put through, continue.

Good [morning/afternoon/evening]. I am [insert your name] from **AC Nielsen**. On behalf of the World Bank we seek the opinions of business leaders like you with respect to the business and investment climate in Sri Lanka. 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 :Section D	Food	15
	Tobacco	16
	Textiles	17
	Garments	18
	Leather	19
	Wood	20
	Paper	21
	Recorded media	22
	Refined petroleum product	23
	Chemicals	24
	Plastics & rubber	25
	Non metallic mineral products	26
	Basic metals	27
	Fabricated metal products	28
	Machinery and equipment	29
	Electronics (31 & 32)	31
	Precision instruments	33
	Transport machines (34&35)	34
	Furniture	36
	Recycling	37
Retail	Retail	52
Other Services	Wholesale	51
	IT	72
	Hotel and restaurants: section H	55
	Services of motor vehicles	50
	Construction Section F:	45
	Transport Section I: (60-64)	60

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

S.2	Matches	1
	Does not match	2

SKIP TO QUESTION S.4

S.3	Does this firm also do (MENTION THE SECTOR FROM THE SAMPLE FRAME)
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Yes	1
No	2

S.4	How many employees does this firm have?
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Number of employees
Fewer than 5

TERMINATE UNLESS IT IS PANEL FIRM

S.5	What kind of firm is this?
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A private for-profit establishment	1
A government-owned establishment	2
A partially government owned establishment	3
A community – owned establishments	4
A cooperative	5

TERMINATE

TERMINATE

TERMINATE

S.5b	Is this establishment registered with the Registrar of Companies or the Divisional Secretary Division?
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Yes	1
No	2

TERMINATE

S.6	Is this establishment part of a larger firm? a7
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Yes, is part of a larger firm	1
No, it is a firm on its own	2

SKIP TO APPOINTMENT INFORMATION

S.6a	How many establishments are part of the firm? a7a
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	Number of establishments
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S.7	What type of establishment is this? a8
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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

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

SKIP TO S.11

S.9	Are financial statements of this establishment kept separate from financial statements that cover activities of other establishments of the same firm? a10
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Yes	1
No	2

SKIP TO APPOINTMENT INFORMATION

SKIP TO S.11

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

S.11	How many establishments – counting the headquarters- are included in the financial statements kept in the headquarters? a7a
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	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://www.enterprisesurveys.org/>

APPOINTMENT DATE: _____ TIME: _____

NAME OF RESPONDENT: _____

POSITION OF RESPONDENT: _____

ADDRESS OF ESTABLISHMENT: _____

ESTABLISHMENT NAME: _____

TELEPHONE: _____

E-MAIL: _____