

SERIAL NUMBER

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THE WORLD BANK
Enterprise Survey
Screener Questionnaire

Number from sample:

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Telephone number:

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If no answer, please indicate:

Wrong number	1
No answer	2
Number disconnected	3

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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 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?

Manufacturing	Food	1
	Garments	2
	Textiles	3
	Machinery & equipment	4
	Chemicals	5
	Electronics	6
	Non-metallic minerals	7
	Other manufacturing	8
Services	Retail	9
	Wholesale	10
	Other services	11
Other	Construction & transport	12

a4b

S.2 How many employees does this firm have?

Fewer than 5	0
Between 5 and 19	1
Between 20 and 99	2
More than 99	3

TERMINATE

a6b

S.3 What kind of firm is this?

A private for-profit establishment	1
A government-owned establishment	2
A community-owned establishment	3
A cooperative	4

TERMINATE

TERMINATE

TERMINATE

S.4 Is this establishment part of a larger firm?

Yes	1
No, it is a firm on its own	2

SKIP TO QUESTION S.8

a7

S.5 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

a8

S.6	Are financial statements of this establishment kept separate from financial statements that cover activities at headquarters?
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Yes	1
No	2
Does not apply	-7

a9

S.7	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
No	2
Does not apply	-7

a10

S.8	(If headquarters) Are financial statements for headquarters independent of the other establishments?
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Yes	1
No	2

a11

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 inform to advise government about 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 check 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://rru.worldbank.org/EnterpriseSurveys/>

APPOINTMENT DATE: _____ TIME: _____

NAME OF RESPONDENT: _____

ADDRESS OF ESTABLISHMENT: _____

ESTABLISHMENT NAME: _____

TELEPHONE: _____

E-MAIL: _____