

## Enumerators Manual

### Kenya Business Enterprise Questionnaire

#### Introduction

The Kenya Business Enterprise Questionnaire is a non-representative survey of rural businesses that fall within the sampling frame of the Kenya OVC-CT program evaluation study. The purpose of the Enterprise survey is to collect information about the local economy in the areas where the OVC-CT program operates. That information will then be analyzed using quantitative modeling techniques in order to identify the economic multiplier effects of unconditional cash transfer programs, such as the OVC-CT.

Although the Enumerator should attempt to interview several businesses in each community, no business is obligated to participate, as all interviews are conducted on a voluntary basis. Businesses should be reassured that all information collected by the questionnaire remains confidential and that it will only be used for the purposes of this study. The questionnaire should take no longer than 10-30 minutes to complete.

#### Instructions

- This questionnaire should be administered only in **rural** areas. That is, it should not be administered in any peri-urban areas (as the notion of community is not well-defined in these settings). A list of the rural areas will be prepared by the Field Operations Coordinator for the supervisors to have clear guidelines on which areas should be excluded.
- The interview will be conducted by the team supervisor.
- In each community, the questionnaire should be administered to at least 2 businesses.
- In each community, the list of local businesses will be collected in the community questionnaire in the Section on Economic Activities in the community. Businesses will be selected off this list in the following fashion:
  - Initially, of the two interviews one will be of a grocery or petty trader. If more than one grocer/petty trader in a given community, chose the largest business.
  - The second business will be chosen off the list of businesses collected in the community survey. Select the businesses in a way to capture the diversity of the local economy, including rare or unusual businesses. By the end of the survey, we want to have interviewed at least 2 times—and ideally 4 times—every kind of business that is reported in the community surveys.
  - Given that multiple teams will be in the field concurrently, the frequency of the different types of business chosen will need to be monitored by the Field Operations Coordinator, and a centralized list updated daily. The Field Operations Coordinator can then guide each team towards which businesses to focus on, and which may have already filled the quota.
- In case there are no business enterprises in a given community, the supervisor can conduct the interviews with the business(es) closest to the community. This may be on the road leading to the community, or on the road closest to the community. The decision will be taken by the supervisor.
- Only administer this Questionnaire to the **Owner** of the business.

In advance of approaching a business, the Supervisor should complete questions Q1 through Q8 that identify the location of the business, and which identify the type of business (Q8). If multiple businesses for a given owner exist, the supervisor will focus on the most important one.

Once questions Q1 through Q8 are completed, the interview can proceed with the Enumerator asking permission to the business for their involvement in the survey:

"I would like to ask you some questions about your business for a study on economic activity in this area. This information you provide is strictly confidential. Your assistance is critical to this study" May I please proceed with the questions?"

Supervisors should approach the business and ask permission for their involvement in the survey.

### **Business Description**

Q9. Ask the respondents what kinds of goods and services he/she provides. Also make a visual inspection of the premises. For each good/service provided, write "01" in the line on the right. If it is not provided, leave the space blank. If the goods/services the business sells/provide do not appear in the list provided, specify which goods or services at rows below 23, so in "Other? Please specify\_\_\_\_\_".

### **Business Operations and Income**

Definitions: "Last 12 Months", "Last Year", "Past Month" etc

- Last 12 months (last year) is defined as the previous 12 months (so May 15, 2010 to May 14 2011 if the interview is given on May 15). Past month is defined as the previous 30 days (so April 15 – May 14 if the interview is given on May 15).

Q10. The informant should provide the year the business was operational for the first time. Write the year with 4 digits, such as "1999" or "2008".

Q11. The number in months in operation should be from 1 to 12 months. If less than 1 month, write "1".

Q12. The informant should provide the number of adult males (>15 years), adult females and children under 15 years **that are household members** who helped with this business during the last 12 months. Here the informant should exclude the business owner from the calculation.

Q13. Here the enumerator should ask if the owner keep any accounting (written records) of costs and sales. If so, the respondents should ask to see them for next questions, if possible.

Q14. The informant should provide monthly gross earnings from the past month. That is, income before expenses should be reported.

Q15. The informant should provide worst gross monthly earnings from the last year. That is, income before expenses should be reported. Worst gross earning refers the lowest gross revenue in the past 12 months.

Q16. The informant should provide best gross monthly earnings from the last year. That is, income before expenses should be reported. Best gross earning refers the highest gross revenue in the past 12 months.

Q17. The informant should provide monthly total profit in the last year. That is, income after expenses should be reported.

Example: if the total monthly gross earning is 1000KSh and the expense for the same month is 600, then the profit is 1000 minus 600 which will be 400 KSh.

Q18. The informant should provide worst profit monthly earnings from the last year. That is, income after expenses should be reported.

Q19. The informant should provide best profit monthly earnings from the last year. That is, income after expenses should be reported.

Q20. Ask for (a) through (f) if (yes/no) the business sold any good/service to the category listed. If YES, write "01" and if NO, write "02".

Q21. For the categories where the Business responded YES in Q20, ask what percentage of its total sales was sold to that category. The sum of (a) through (f) should be 100. If the total is not 100, review the answers to Q20 with the business to ensure they sum to 100.

## **Labour**

Reference period: Last Month (30 days)

Format: Rows. Complete each row of Q23 through Q28 before going on to the next row.

Q22. This is a filter. If the answer is NO, skip to Q29. Hired in labour includes all labour contracted for pay, in-cash or in-kind, that was not provided by the household members of the business. OR only include labour provided by the household members of the business owners if they also received a wage in-cash or in-kind.

Q23. The Business should list all employee types that hired-in in the past 30 days. Note the code "01" through "07" corresponding with the employee type.

*From here, questions Q24 through Q28 should be answered row-by-row.*

Q24. The number of employees hired in should be identified.

Q25. The number of hours for which the employee was hired should be reported. In order to calculate this, you can take the number of days worked and multiply by the average number of hours per day.

Q26. The Business owner should report the amount paid during the last 30 days of work for all employees of each type. For example, if it paid 3 Clerks, 1000 KSHS each for 30 days of work, the total to write down is 3000 KSHS for Clerks.

Q27. This is a filter. If the answer is NO, write "02" and continue with the next row.

Q28. The Business owner should estimate the value of all benefits paid to the employee type, in-cash and in-kind, such as insurance, meals, transportation, uniforms, and other benefits. If he/she has trouble estimating the value of those benefits, encourage him/her to think of how much it would cost him if he had to purchase each benefit in-cash.

Write down the total value of benefits for all employees of the type being discussed (e.g. Clerks).

### **Local Inputs**

Q29. This refers to inputs that were **produced locally**, that is, in the same community as the business. If the answer is NO skip to Q36. Otherwise continue with Q30.

Note: Local inputs are those which are purchased locally. This section differentiates between:

- (1) Inputs produced and purchased locally
- (2) Inputs produced locally and purchased from an intermediary rather than directly from the producer
- (3) Inputs purchased locally but produced elsewhere

For Q30 through Q35 you should complete the rows on Fruits, Vegetables, Food crops, Meat, Local crafts **row-by-row**. This means that Q30-Q35 should be completed for one row before continuing on to the next row.

When you reach the row labeled "Other local goods, specify", the business should list which other inputs it purchased locally that were produced locally in the first cell for rows "f" and "g". List all additional inputs and then continue with the row-by-row approach as described above.

Q30. For the item being discussed, the informant should indicate whether or not it was purchased in the **last 30 days**. If the answer is NO, write "02", skip Q31-Q33 and go to the Q34.

Q31. The informant should report the total value spent on the item being discussed during the past 30 days. This should not be the price per unit, but the **total value of purchases on the item**.

Q32. Another filter question. If any of the input being discussed was purchased from some person or some other business that did not produce the input, the answer is YES (01) and Q33 should be answered. If the answer is NO, skip Q33 and go to Q34.

Q33. The percent of the inputs that were purchased from an intermediary should be reported. This should be based on the amount spent. For example, if the business spent 500 KSHS on Vegetables as input, and 100 KSHS were purchased from an intermediary, dividing 100 by 500 equals 0.2 so the percentage value that should be written down is **20**. **See example below.**

	Q.1	Q.2	Q.3	Q.4
Locally sourced inputs (from community)	In the last 30 days, did you purchase [ ] for the business?	How much did you spend on [ ] in the last 30 days?	Was any of [ ] purchased from an intermediary (not directly from the local producer)?	What % of [ ] was purchased from an intermediary
	01 Yes 02 No ► <b>Next item</b>	<i>KSH</i>	01 Yes 02 No ► <b>Next item</b>	%
a) Fruits	<b>2</b>			
b) Vegetables	<b>1</b>	<b>500</b>	<b>1</b>	<b>20</b>

NOTE: The last row of this section is for writing the total. After completing this section, sum the values in Q31 and write the total in the last cell of the respective column.

Q34. This question asks if the respondent borrow money (from any source) in the past 12 months to purchase locally sourced inputs. If YES, move to Q35 and if NO, move to next row.

Q35. This question probes the source of credit to purchase the inputs. Write only one code if more than applies.

#### **Non-Local Inputs (Purchased locally; Produced non-locally)**

Q36. This refers to inputs that were purchased locally (in the same community) but **produced outside the community**. If the answer is NO skip to Q42 Otherwise continue with Q37.

Q37. For these questions, we are interested in collecting the total amount of inputs that were **purchased locally but produced outside the community** over the past 30 days. We do not care about each item; the row detail is there to help the enumerator to keep track of multiple items. This detailed information will not be input by data entry.

Q38. The informant should report the total value spent during the past 30 days. This should not be the price per unit, but the **total value of purchases**.

Q39. Here the informant should report whether any of the inputs are produced in another country other than Kenya. If the answer is No or Don't know (DK), write the indicated code, and go to the next section.

Q40 and Q41. For each item or value reported, the Business should identify the Percentage (%) of the inputs that were produced in other areas of Kenya (Q40) and the percentage (%) that were produced in another country (Q41). The sum of Q40 and Q41 for each row should total 100.

#### **Non-Local Inputs (Purchased non-locally; Produced non-locally)**

Q42. This refers to inputs that were **purchased outside the community**. This means that the business owner or someone associated with the business traveled outside the community in order to make the input purchase. If the answer is NO skip to Q51 Otherwise continue with Q43.

Q43. For these questions, the business owner should report all inputs that were **purchased outside the community** in the **last 30 days**. Again, we are only interested in the total, and the item-level information will not be captured by data entry.

Q44. The informant should report the total value spent during the past 30 days. This should not be the price per unit, but the **total value of purchases**.

Q45, Q46 and Q47. For each item or value reported, the Business should identify the

- If the inputs were produced in other areas of Kenya, including Nairobi (Q45)
- If the inputs were produced in another country but purchased in Kenya (Q46); and
- If the inputs were produced in another country and purchased outside Kenya (Q47).

Q48, Q49 and Q50. For each item or value reported, the Business should identify the

- Value (KSH) or percentage (%) inputs that were produced in other areas of Kenya, including Nairobi (Q48);
- Value (KSH) or percentage (%) that were produced in another country but purchased in Kenya (Q49); and
- Value (KSH) or percentage (%) that were produced in another country and purchased outside Kenya (Q50).

The percentage sum of Q48, Q49 and Q50 for each row should total 100.

### **Other Monthly Expenditures**

For this section, complete each row of Q51 through Q54 before going on to the next row.

Note: This section collects monthly expenditures information for other inputs that are necessary for the business to operate, but that the business does not necessarily re-sell or include in its goods/services for resale.

Q51. This is a filter. If the Business did not spend on the item, write “02” and continue to the next row.

Q52. The informant should report the total value spent in the **past month** on the item being discussed. If not known, writ “88” and if none write “00” and continue to the next row.

Q53. This is another filter. If the Business made the expense to a person or institution in the community, write 01 and continue to Q54. If the expense was made to someone outside the community, then write 02 and go to the next row.

Q54. The percentage of the payment that was made to an entity within the community should be reported.

### **Other Annual Expenditures**

For this section, complete each row of Q55 through Q58 before going on to the next row.

Note: This section collects annual expenditures information for other inputs that are necessary for the business to operate.

Q55. This is a filter. If the Business did not spend on the item, write "02" and continue to the next row.

Q56. The informant should report the total value spent in the **past 12 months** on the item being discussed. If not known, write "88" and if none write "00" and continue to the next row.

Q57. This is another filter. If the Business made the expense to a person, business or institution in the community, write 01 and continue to Q58. If the expense was made to a person, business or institution outside the community, then write 02 and go to the next row.

Q58. The percentage of the payment that was made to an entity within the community should be reported.

Q59. The informant should report if s/he operates any other business additional to the one this interview has focused on. If there is any, write "01" and go the next question, if the answer is No write "02" and that is the end of the interview.

Q60. If the informant runs additional business, s/he should report the kind of business. Multiple responses are allowed.

#### **Itinerant traders (Q61-Q62)**

Q61. This is a filter question. If the business owner has ever sell goods/services to beneficiaries of the CT-OVC (cash transfer recipients), write "01" (YES) and go to next question Q62. Otherwise, if s/he has never sold to CT-OVC beneficiary, write "02" (NO) and that is the end of the interview.

Q62. If the business owner has increased his/her sale as a result of the existence of CT-OVC program, write "01" (YES). Otherwise, if s/he the sale hasn't increased, write "02" (NO).