

Enterprise Survey Albania and Croatia

Survey Description and Technical Report



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Introduction

This report outlines and describes the project coordination and implementation of the Enterprise Survey Initiative (the Initiative) in Albania and Croatia.

In the following pages you will be able to find the observations and experiences arising from the survey and methodology employed. This report also summarizes the survey design and the associated data relating to the sample and weighting of the Enterprise Survey carried out in Albania and Croatia between September 2007 and March 2008.

The project was managed by TNS plc through its coordination Centre, TNS opinion in Brussels, with design and statistical support from the TNS Global Methods team in the UK.

Fieldwork was carried out locally by TNS local partners agreed with the World Bank:

Country	Local Agency	Organisation	Activities Since
Albania	IDRA Research & Consulting	ESOMAR	2001
Croatia	Puls d.o.o.	ESOMAR & Gallup International Association	1993

To achieve the objectives of consistency and inter-country comparability a common methodology was employed as far as possible in each country- that is the sample design, the questionnaire, the data collection method, the editing and coding and the weighting and projection were carried out in as similar a fashion as possible. Exceptions to this procedure are noted and described in the coming sections of this report where they occur.

Objectives

In accordance with the Terms of Reference, through the Enterprise Surveys, the project team aimed to achieve the following objectives:

Through the Initiative, the project team aims to achieve the following objectives:

- To provide feedback from enterprises on the state of the private sector in client countries;
- To provide statistically significant investment climate indicators that are comparable across countries;
- To assess the constraints to private sector growth and enterprise performance;
- To build a panel of enterprise data that will make it possible to track changes in the business environment over time, thus allowing, for example, impact assessments of reforms;
- To stimulate systematic policy dialogue on the business environment and to help shape the agenda for reform.

1. Description of the Study

Organization Tasks

The principle tasks assigned to TNS opinion for the completion of the study were:

- Sampling
- Data collection
- Data processing
- Data quality control
- Projection and universe estimates
- Reporting of results

In order to achieve the objectives of the study, TNS opinion implemented the following organization:

	Coordination Centre	Central Statistical Team	Data Processing	Local Agencies
Task	Direction, Coordination and Supervision of the project	Sampling, Projections and Estimates	Data checking and consistency checks	Fieldwork and data processing
Country	Belgium	Great Britain	Argentina	Albania and Croatia
Institute	TNS opinion	TNS UK	TNS Gallup Argentina	IDRA and PULS

Furthermore, to facilitate the completion of these tasks, and according to what had been initially established, TNS opinion designed a web platform, TNS Info™, which allowed the online tracking of the fieldwork progress, monitoring of the response rates, and the delivery of documents.

TNS opinion selected the following institutes to ensure the highest quality for data collection related processes:

Country	Local Agency	Organisation	Activities Since
Albania	IDRA Research & Consulting	ESOMAR	2001
Croatia	Puls d.o.o.	ESOMAR & Gallup International Association	1993

Translation

Three questionnaires – Core, Services and Manufacturing- were used for the survey, plus a Screener questionnaire. The local institutes translated the questionnaires into the local languages. All questionnaires were proofread and back translated by independent proofreaders from TNS opinion translation pool. In addition, Country Profiles were also translated by TNS opinion translator's team and proofread by the local institutes. The Country Profiles were used during fieldwork, as an incentive for the interviewees.

Training

TNS opinion, under the World Bank supervision, travelled to Albania and Croatia to train the survey managers in each country. Two training visits took place in each one.

During the first visit, the World Bank and TNS opinion did a general introduction of the survey methodology and objectives to the local institutes and proofread the questionnaires and the questionnaire manual.

In a second visit to Croatia TNS opinion and the World Bank took part in the local supervisors training sessions. The objective of these training sessions was to make sure that the supervisors and enumerators fully understood the methodology of the survey, the questionnaires and they all interpreted the questions consistently.

For the particular case of Albania, during the second visit, TNS opinion focused the training in the 'Blocks enumeration' methodology. A special training session was organised where both blocks enumerators and supervisors participated. Immediately after the training, the blocks enumeration began in Albania, observed by TNS opinion representative during the first two fieldwork days.

In addition, both local agencies were responsible to train their enumerators and the data entry staff on the questionnaire and survey procedures in the regions covered by the survey, following the principles outlined by the World Bank and TNS opinion.

For the Enterprise Survey, for both supervisors and enumerators trainings, different components were included:

- *Written training.* Each supervisor and enumerator received along with the questionnaires a Questionnaire Manual that had to be read carefully before the beginning of the oral training. In addition, supervisors received the Implementation Manual, in order to fully understand the survey methodology.
- *Oral training.* Once the reading of the Questionnaire Manual was completed, the survey manager in each country thoroughly explained the study's methodology and reviewed the whole instrument, question-by-question, to ensure its correct comprehension, explain key concepts, unification of criteria, and clarification of any possible doubts that could arise.
- *Comprehension test.* After the oral and written training, enumerators and supervisors completed a multiple choice comprehension test. Those that did not

achieve a pass score were re-trained or excluded from the survey. The test was elaborated by TNS opinion in common agreement with World Bank.

- *First delivery training.* The first delivery of completed questionnaires was jointly reviewed by the enumerators to answer any possible doubts.

Piloting and Pre-testing

Before the survey was launched, the local agencies pre-tested the questionnaires.

Five interviews were piloted in Albania and nine pilot interviews were conducted in Croatia. The establishments were selected to cover the whole range of sizes and sectors of the sample. The main purpose was to check that the translation was correct and that the questions were appropriate for the local environment. Also, these interviews were timed to ascertain the length of implementing the questionnaire. Three questionnaires - Core, Manufacturing module and Services module- were tested. Any changes to the format or the questions wording were consulted with the World Bank task manager.

After the pilot was finalized, a Pilot Report was delivered to the World Bank and a conference call was organised between the World Bank and TNS opinion to check the pilot results and agree on the final questionnaires to be used for fieldwork, based on the pilot comments.

All modifications to the questionnaires, instructions and sampling structure were approved by the World Bank task manager before the survey was implemented prior to the launch of the full survey was not launched until the survey instrument was not finalized and approved by the World Bank Group task manager.

Survey Implementation

In Croatia the main survey was launched after the training and piloting were complete and the final questionnaires were approved by the World Bank Group task manager.

For Albania, the main survey was launched after the blocks enumeration was completed and the sample –based on the blocks enumeration sample frame- was selected. For this case too, the final questionnaires were approved by the World Bank task manager and the interviewers and supervisors were trained before fieldwork.

The survey was administered face-to-face. In some cases the questionnaire was divided by sections to be answered by the relevant staff such as the general manager, the financial manager or the human resources manager.

Survey and interview completion were determined by the World Bank Group task manager. Given an overall low response rate (about 20%); in the case of Croatia it was not possible to finish the original target of 360 interviews for the manufacturing questionnaires, where finally only 345 questionnaires were achieved. In total, 633 interviews were attained in the end –the original target being 600. In order to compensate the shortage in the Manufacturing firms strata

in Croatia, additional Manufacturing ISIC codes were selected, namely codes 16, 17, 20, 21, 25, 26, 29, 30, 31, 34, 35, 36, 37 and 64.

In the case of Albania 304 interviews were completed in total, out of an original target of 360 interviews. The main constraint to reach the target interviews was the Universe size and composition, which proved to be smaller than originally expected. Particularly, firms with more than five employees in the Services sector were scarce. In Albania, firms from sector 51 – Wholesale- were issued to compensate the shortfall in the Services sector 52 – Retail.

The majority of the relevant information, including the accounting data was obtained and entered into the data base. For the case of Albania, the Productivity section had a high non-response rate on average, reaching between 20 - 25%, depending on the questionnaire. Even if call backs were done to complete the section, the response rate could not be improved by much. The integrity and accuracy of the data was checked both by TNS opinion through TNS Gallup Argentina and the World Bank. At least 10 percent of the completed interviews were back checked by telephone by the local agency. Managers of the survey randomly checked interviewers as well.

The duties of the enumerator were: to visit the selected establishments and ensure their participation; to conduct face-to-face interviews with the selected respondents; to record accurately the answers; to code the questionnaires accordingly; to ensure completeness and accuracy of answers; to perform accuracy checks on the questionnaires; to ensure security and safety for the completed questionnaires; to deliver completed questionnaires to supervisors; to respond to other needs related to the field work as assigned from time to time; and to safeguard the confidentiality and privacy of the collected information.

The duties of the supervisors were: to supervise all activities of their assigned enumerators and to monitor their activities during the data collection process through spot checks and call backs; to assess the quality of the work of the interviewers and the quality of the data from the completed questionnaire; to approve questionnaires for data entry ensuring that the assigned enumerators did not overlook inconsistencies and skip patterns; to explain clearly to each enumerator his/her duties and responsibilities; to assist enumerators in securing establishments' participation if necessary; to provide all logistical support and material to enumerators; to provide feedback to enumerators on quality assurance and methodology requirements.

The local project coordinator oversaw the field work. The duties of the project coordinator were: to supervise all activities of supervisors and enumerators; to coordinate the selection of establishments and the screening process to ensure that selected establishments meet the requirements of the study; to assign establishments to be surveyed to supervisors and enumerators; to assist the team to ensure maximum participation and minimize non response; to coordinate with supervisors the quality control of the data collection process; and to ensure that the data entry is carried out efficiently and in an environment that minimizes human error.

The fieldwork dates and the amount of cases enumerated by country were as follows in the table below:

Countries	Interviews	Date
Albania	Manufacturing: 110 Services: 90 Core: 104	13/12/2007 – 24/03/2008
Croatia	Manufacturing: 345 Services: 119 Core: 169	19/09/2007. – 20/03/2008.

Non-Response

In order to maximize efforts to reduce non-response rates, a file containing all the sample information was designed by the Coordination Centre. Through this instrument, the local agency reported weekly to the Coordination Centre the fieldwork progress and the obtained results. Also, a biweekly report was submitted to the World Bank task manager to keep track separately of the effect of non-response from sample frame problems.

Data Entry

Data entry took place concurrently with the survey. This allowed the survey manager to identify any inconsistencies in how questions were being asked and interpreted or other errors before the survey was completed. Data was entered into a database using a data entry program, approved by the survey manager, and checks for logical consistency and skip patterns and unauthorised or out of range variables were also conducted.

TNS opinion checked for the presence of outliers according to procedures agreed with the World Bank task manager. TNS opinion flagged the outliers and the local agency re-checked the information with the appropriate establishments (by doing call backs).

TNS opinion provided the Enterprise Survey data to the World Bank Group at two stages during the data collection/entry process for consistency check and quality control. The first set was delivered after 10% of the total number of interviews had been completed and entered into the data base. The second set was delivered after 50% of the total number of interviews had been completed. The World Bank Group checked the data and provided feedback on any errors or inconsistencies they discovered. The data was processed in SPSS.

Data Set

The data from the Enterprise Survey was delivered to the World Bank Group in SPSS, according to the acceptable values as defined by the Codebook delivered by the World Bank prior to the survey launch.

2. Technical Report

Survey Universe, Sample Population and Sampling Frames

The survey universe was defined as commercial, service or industrial business establishments with at least five full-time employees. Government departments including military, police, education, health and similar activities were excluded, as were those in primary industries including agriculture, mining, etc.

The diversity of these countries, coupled with the need for data collection to be conducted using personal interviews, necessitated the exclusion of some regions and more rural areas. Thus the sample population was a sub-set geographically of the total universe.

There are no up to date and reliable statistics relating to this universe in these countries. Consequently the universe size and characteristics have to be directly estimated from the survey results themselves. This requirement increases the emphasis that has to be placed on the quality of the sample frame, because the validity of the results is predominantly a function of coverage and age of the sampling frame.

The criteria used to evaluate the available sampling frame in descending priority were those of:

- Coverage
- Up to datedness
- Availability of detailed stratification variables
- Location identifiers- address, phone number, email
- Electronic format availability
- Contact name(s)

The sample frames used for the surveys must consist of the lists of enterprises in each country that most optimally meet these requirements. The final selection was made in collaboration with the World Bank. Details of each of the frames are given in Appendix B.

Sample Designs

The aim was a common approach in each country. This employed a stratified probability sample that was un-clustered within region. Disproportionate methods were to be used to minimise the variance of estimates of those variables- for example value and volume- that are correlated with establishment size or sector and thus subject to higher levels of variability.

The World Bank specified the industrial sectors, employee size bands and regions that were used as detailed strata in each country and also the target numbers to be interviewed in each of the selected sectors. All the sample frames were stratified by cells formed by the intersection of industrial sector, number of full-time employees [size] and the region/city of each enterprise. Then TNS was to draw up a detailed design across those cells for approval by the World Bank.

Croatia

The methodology outlined above was followed in Croatia.

Albania

It was not possible to obtain a usable frame for Albania. Therefore, the design returned to first principles, using a blocks enumeration methodology. Detailed maps of major cities were obtained. These were from aerial mappings projected to a usable scale. They served as the basis of a multi-stage approach.

Firstly each city was divided into 'blocks' and then the blocks were classified into strata defined by the predominant spatial use, using local knowledge. The classifications used for the blocks included industrial, commercial, commercial/residential (mixed), and residential coding.

The accuracy of the classification was tested using 30 pilot blocks.

That test proved successful. Subsequently another 328 blocks were selected and enumerated; building by building, floor by floor. Each separate unit was identified, classified as to use and in the case of business establishments further details collected as to employee numbers, activity, name, and phone number. This enumeration of a total of 358 blocks was then employed to project to universe totals by reference to the screening results and the number of blocks in each stratum.

The establishments enumerated in those blocks were then used as the frame for the selection of a sample with the aim of obtaining interviews at 360 establishments with five or more employees. In addition the World Bank requested interviews at 120 small manufacturing establishments with less than five employees, to be delivered separately as an additional survey. That target was subsequently reduced to 80 as only some 180 small manufacturing establishments had been enumerated. Disproportionate methods were again used to reduce the variance of estimates.

Sample Selection

Sample selection was carried out by the TNS team in London using an electronic version of the sample frame for Croatia and the data obtained from the block enumeration for Albania.

The selections for Albania were augmented by additional selections from enterprises interviewed at the BEEPS survey in 2005 and a 'Large Taxpayers' database obtained by the local agency. To reduce non-response bias the samples was drawn in matched replicates so that each sampled establishment had at least one matched substitute (where sample available) in the event of non-contact or refusal.

Fieldwork

a- Screening

Each sampled establishment was contacted by telephone (where possible) or personally –either by a recruiter or directly by the interviewers- to determine their eligibility for inclusion. The results of those contacts were classified by a set of status/outcome codes.

Contacts could be divided into three categories.

- 1 Those clearly eligible for inclusion in the survey universe
- 2 Those clearly ineligible- too small, government, ceased trading
- 3 Those whose status was unclear

This latter category included all classes of non-contact, including complete refusal, no reply, dead lines, fax or data lines, no longer at address and direction unknown.

Each of these response options were coded separately. Where the establishment was clearly eligible, they were issued to the field for follow-up with a personal interview. Details of the set of outcome codes employed are shown in Appendix C. It also shows a full response analysis for each country.

b- Main Survey

Eligible establishments were contacted for personal interview with the chief executive, owner, senior manager or equivalent. If necessary the questionnaire was answered by the relevant staff responsible for the appropriate section, such as general manager, financial manager, human resources manager, and research and development manager. In addition, the labour-relations section and the productivity section were sometimes left behind to be completed by respondents on their own time. The results of those attempts together with response rates are also detailed in Appendix C.

c- Periods and Response

Fieldwork for Croatia ran from late September 2007 through to the end of January 2008. In Albania block enumeration took place in November 2007 and the main fieldwork took place between December 2007 and the end of March 2008. Survey activities diminished or were interrupted during summer holidays and Christmas and New Year's holidays.

The local agency in Albania achieved the best response rate on an Enterprise Survey in the experience of TNS. In spite of that some target numbers were not achieved for a number of reasons. These included:

- Enterprises not eligible as they have been created since the end of 2006.

- Enterprises classified with 5+ employees at the blocks enumeration but found to have less than 5 employees when re contacted. These were mainly Services retail firms. Very few service enterprises in Albania have more than five employees.
- Enterprises whose ISIC codes were classified wrongly during the blocks enumeration, and later excluded from the Universe of the sample.
- State owned enterprises.
- Enterprises impossible to contact because the owner was not present or could not be found.
- Enterprises closed all the times the enumerators tried to reach them
- Enterprises visited more than five times where it was impossible to set a date for the interview.

Establishment Estimates

a- Eligible Proportions

The estimation of universe size was done directly from the sample frame for Croatia. The first stage of this procedure was to calculate the proportion of establishments within each cell of the sample design that can be regarded as eligible for inclusion in the universe estimate. Eligibility rules were set that have been characterised as having strict, weak and median eligibility criteria. Definitions of those rules are included in Appendix D. They vary by the strictness with which, where the precise status of an establishment was not determinable, they are regarded as eligible or ineligible.

For each of the eligibility criteria a set of weights was calculated. This was done by calculating the relative eligibility rate of the issued sample in each cell as follows.

The relative eligibility proportion for every sector, size and region was calculated by dividing the rate for each by the overall eligibility rate for the sample. The relative cell values were then formed by the product of the cells' relative rates for its sector, size, and region and finally by the overall rate. The maximum value for relative eligibility was set at 1. Where a cell had all issued establishments interviewed eligibility was also fixed at 1.

b- Universe Estimates

Universe estimates for the number of establishments in each cell in Croatia were produced for the strict, weak and median eligibility definitions. The estimates were the multiple of the relative eligible proportions.

For Albania, ratios of the total numbers of blocks of each type to the totals enumerated were formed. Those ratios were then applied to the eligible establishments enumerated to provide universe estimates.

Appendix D shows the overall estimates of the numbers of establishments in each country based on the strict, weak and median relative estimates for Croatia and the block ratios for Albania.

Weights

Weights for analysis based on Croatia universe estimates were calculated by dividing the estimate of the number of eligible establishments in each cell by the completed interviews at establishments in the cell. Thus three sets of weights were produced corresponding to the strict, weak, and median establishment estimates for Croatia.

Weighting for Albania is a little more complex as the sample has three elements; those from the BEEPS sample, the Large Taxpayers sample, and the blocks enumeration.

It was agreed that the BEEPS and Large Taxpayers establishments should be treated as being representative of them and hence received weights of 1. The weights of the other establishments were then calculated as the universes of the cells minus the BEEPS and Large Taxpayers divided by the effective interviews in the cells from the enumeration. The weight values were then appended to the corresponding records of the establishments in the datasets.

Inspection of the weights identified some cells with high values. These were usually cells for retail establishments or for the residual group of establishments, which were under-sampled relative to other industry sectors.

The magnitude of sampling variation is affected by the weights. Samples with a large weight range have larger sampling variations than those with small weight ranges. It is possible to reduce weights by combining cells. The weight then becomes a function of the numbers and populations of the combined cells. This procedure reduces sampling variations. However, it adds the risk of the introduction of bias into the results.

TNS discussed 'cell collapse' with the World Bank and agreed cells that might reasonably be combined. Then revised sets of weights were calculated. Those weights were also added to the datasets. Hence, analyses are possible using either the original weights or the revised values after cell collapse.

The weights for each cell are also shown in Appendix D.

Appendix A

Local Agencies

Link	Country	Local Agency
ESOMAR Member	Albania	INDRA
GIA and ESOMA Member	Croatia	Strategic PULS

Appendix B

Sample Frame Albania

Employees	Classification			Grand Total
	Manufacturing	Retail	Other	
5 to 19	84	140	66	290
20 to 99	55	21	22	98
100 and over	22	1	8	31
NA	17	104	21	142
Grand Total	178	266	117	561

Source: Block Enumeration conducted by the local Agency

Year: 2007

Sample Frame Croatia

		Classification						Grand Total
Region	Employees	15	18	28	52	Other Man	Remainder	
Dalmacija	4 to 20	89	10	53	632	277	1,711	2,772
	21 to 100	25	1	14	76	73	311	500
	101+	18	4	4	16	38	89	169
Dalmacija Total		132	15	71	724	388	2,111	3,441
Hrvatsko primorje i Istra	4 to 20	46	15	80	410	291	1,617	2,459
	21 to 100	17	20	25	59	107	231	459
	101+	6	5	6	10	40	50	117
Hrvatsko primorje i Istra Total		69	40	111	479	438	1,898	3,035
Lika i Banovina	4 to 20	29	4	27	177	111	389	737
	21 to 100	6	7	10	25	54	69	171
	101+	7	3	7	4	18	16	55
Lika i Banovina Total		42	14	44	206	183	474	963
Sjeverna Hrvatska	4 to 20	67	31	85	369	280	1,107	1,939
	21 to 100	40	22	36	37	138	211	484
	101+	19	19	11	12	87	30	178
Sjeverna Hrvatska Total		126	72	132	418	505	1,348	2,601
Slavonija	4 to 20	58	15	57	274	194	901	1,499
	21 to 100	28	11	23	52	61	191	366
	101+	16	12	8	7	38	45	126
Slavonija Total		102	38	88	333	293	1,137	1,991
Zagreb	4 to 20	82	42	179	781	866	3,809	5,759
	21 to 100	39	17	45	83	209	717	1,110
	101+	17	6	12	27	89	153	304
Zagreb Total		138	65	236	891	1,164	4,679	7,173
Grand Total		609	244	682	3,051	2,971	11,647	19,204

Source: Financial agency (FINA) base of enterprises

Year: 2006

Appendix C

Status Codes

Codes	Albania	Croatia
1. Eligible establishment (Correct name and address)	305	1283
2. Eligible establishment (Different name but same address - the new firm/establishment bought the original firm/establishment)	0	2
3. Eligible establishment (Different name but same address - the firm/establishment changed its name)	0	14
4. Eligible establishment (Wrong address - the firm/establishment has changed address and the address could be found)	6	125
5. The establishment has less than 5 employees	0	151
6. The firm discontinued businesses/ unattainable	1	170
7. Not a business: Private	0	9
8. Not a business: Education or Government	0	24
9. No reply (after having called in different days of the week and in different business hours) out of order, no tone	42	178
10. Answering machine	0	7
11. Fax line	0	4
12. Wrong address/ moved away and could not get the new references	3	31
13. Refuses to answer the screener	174	1035
14. In process (the establishment is being called/ is being contacted - previous to ask the screener)	0	476
15. Out of target - cooperative, outside the covered regions	285	4
	816	3513

Response Outcomes

Outcomes	Albania	Croatia
1. Complete effective interviews	304	633
2. Incomplete effective interviews	0	1
3. Refusal	174	786
4. In process to make an appointment (they have already answered the screener)	0	0

Appendix D

Eligibility Rules

Status Code	Eligibility Criteria		
	Strict	Weak	Median
1. Eligible establishment (Correct name and address)	1	1	1
2. Eligible establishment (Different name but same address - the new firm/establishment bought the original firm/establishment)	1	1	1
3. Eligible establishment (Different name but same address - the firm/establishment changed its name)	1	1	1
4. Eligible establishment (Wrong address - the firm/establishment has changed address and the address could be found)	1	1	1
5. The establishment has less than 5 employees	0	0	0
6. The firm discontinued businesses/ unattainable	0	0	0
7. Not a business: Private	0	0	0
8. Not a business: Education or Government	0	0	0
9. No reply (after having called in different days of the week and in different business hours) out of order, no tone	0	0	1
10. Answering machine	0	1	1
11. Fax line	0	1	1
12. Wrong address/ moved away and could not get the new references	0	0	1
13. Refuses to answer the screener	0	1	1
14. In process (the establishment is being called/ is being contacted - previous to ask the screener)	0	0	0
15. Out of target - cooperative, outside the covered regions	0	0	0

Establishments Estimates

Country	Eligibility Criteria		
	Strict	Weak	Median
Albania	2588		
Croatia [un-collapsed cells]	7831	16683	15271
Croatia [collapsed cells]	8079	16859	15623

Appendix C

Cell weights

Albania

	Classification		
SIZE (employee number)	Manufacturers	Services	Residual
4-20	11	10	6
21-100	8	14	7
101+	16		12
NA	59	51	22

Note: BEEPS & Large Tax Payers Samples have weights of 1.

Cell Weights**Croatia Strict**

		Classification						
Region	Employees	15	18	28	52	Other Man	Remainder	
Dalmacija	4 to 20	2	2	2	50	19	210	
	21 to 100	1		4	3	7	64	
	101+	1	1		2	2	5	
Hrvatsko primorje i Istra	4 to 20	2	2	4	19	44	324	
	21 to 100	2	4	4	3	11	21	
	101+		3	3	2	7	2	
Lika i Banovina	4 to 20	4	1	4	5	8	42	
	21 to 100		2	2	1	4	5	
	101+	1	2	4		3	3	
Sjeverna Hrvatska	4 to 20	3	4	3	14	21	110	
	21 to 100	3	2	2	2	14	47	
	101+	2	3	1		4	3	
Slavonija	4 to 20	3	1	3	23	17	88	
	21 to 100	2	1	2	2	5	42	
	101+	1	1	1	1	4	5	
Zagreb	4 to 20	3	3	4	50	44	679	
	21 to 100	3	2	5	4	32	143	
	101+	1	1	1	1	5	6	

Croatia Weak

		Classification						
Region	Employees	15	18	28	52	Other Man	Remainder	
Dalmacija	4 to 20	4	3	3	99	38	485	
	21 to 100	3		6	6	14	148	
	101+	2	2		5	5	13	
Hrvatsko primorje i Istra	4 to 20	4	4	6	35	78	668	
	21 to 100	4	6	6	5	19	43	
	101+		5	6	4	13	4	
Lika i Banovina	4 to 20	6	2	5	9	13	79	
	21 to 100		3	2	2	7	9	
	101+	2	3	6		6	5	
Sjeverna Hrvatska	4 to 20	5	7	5	27	40	245	
	21 to 100	5	4	3	4	27	105	
	101+	3	5	2		9	8	
Slavonija	4 to 20	5	3	5	43	32	191	
	21 to 100	4	3	3	4	9	91	
	101+	1	2	1	1	7	11	
Zagreb	4 to 20	6	6	7	107	94	1695	
	21 to 100	6	4	9	8	68	357	
	101+	2	2	3	3	11	15	

Croatia Median

		Classification						
Region	Employees	15	18	28	52	Other Man	Remainder	
Dalmacija	4 to 20	4	2	3	86	35	439	
	21 to 100	2		6	5	13	142	
	101+	2	2		5	5	12	
Hrvatsko primorje i Istra	4 to 20	3	3	5	29	69	583	
	21 to 100	3	5	5	4	18	39	
	101+		4	5	4	12	4	
Lika i Banovina	4 to 20	5	1	5	8	12	73	
	21 to 100		3	2	2	7	9	
	101+	1	3	6		6	5	
Sjeverna Hrvatska	4 to 20	4	6	4	25	38	230	
	21 to 100	5	3	3	4	27	104	
	101+	3	5	2		9	8	
Slavonija	4 to 20	4	2	4	38	30	177	
	21 to 100	3	2	3	4	9	89	
	101+	1	2	1	1	7	11	
Zagreb	4 to 20	5	5	6	93	86	1539	
	21 to 100	6	4	8	8	66	343	
	101+	2	1	3	3	11	15	

3. Local Report

ALBANIA

Local Agency team involved in the study:

Local Agency	Name: IDRA Research & Consulting Country: Albania Membership of international organisation: ESOMAR Activities since: 2001
Name of Project Manager	Auron Pasha
Name and position of other key persons of the project:	Florian Babameto – Coordinator Adela Gjergjani – Fieldwork coordinator Rozeta Koci – Fieldwork coordinator Enton Coka – Data entry and quality control
Enumerators involved:	Enumerators: 50 enumerators in charge of the blocks enumeration and 50 interviewers in the second phase. Recruiters: the interviewers were also in charge of the recruitment
Other staff involved:	Fieldwork Coordinators: 2 people Editing: 1 supervisor Data Entry: 4 people

Sample Frame:

Characteristic of sample frame used:	
Source:	Block Enumeration Sample Frame + Albania's Large tax payer's data Base + BEEPS 2005 panel.
Year:	2007 - 2008
Comments on the quality of sample frame:	<p>The retail sector in Albania is mainly composed by small companies. This was first noticed when analysing the results from the blocks enumeration and confirmed later during fieldwork. In addition, Manufacturing firms on the ground proved to be fewer than originally estimated prior to the beginning of the survey.</p> <p>From the BEEPS 2005 panel sample, many companies had changed size in the past years, and they and this was only confirmed after the screener was done.</p>

Sectors included in the Sample:

Original Sectors	Manufacture, Services, Residual
Added Sectors	Sector 51 was used as a top up for the Services sector

Sample:

Comments/ problems on sectors and regions selected in the sample:	Since the panel from the BEEPS 2005 and the Large Taxpayers sample frame were used as a top up for the blocks enumeration sample frame, the 2008 Enterprise Survey was not only conducted in the original sample design regions as defined by the World Bank, but it was also spread in other major towns such as Korca, Gjirokastra and Shkodra.
Comments on the response rate:	Response rate we achieved was above 50%, resulting from major efforts done to convince businesses to participate in the survey.
Comments on the sample design:	
Other comments:	None

Fieldwork:

Date of Fieldwork	13/12/2007 – 24/03/2008
Country	Albania
Interview number with more than five employees	Manufacturing: 110 Services: 90 Core: 104
Problems found during fieldwork:	The major problem during the field work was fixing the appointments with the firms. In order to get the interviews, firms had to be contacted several times.
Other observations:	None

Questionnaires:

Problems for the understanding of questions (write question number)	No major problems
Problems found in the navigability of – questionnaires (for example, skip patterns).	No major problems
Comments on questionnaires length:	The length of the questionnaires was a problem because businessmen are usually very busy. Sometimes many got “frightened” just by looking at the number of pages of the questionnaire, and refused to participate in the survey.
Suggestions or other comments on the questionnaire:	Questionnaires should be shorter, in order to improve the response rate and to keep a high quality of the interviews.

Database

Comments on the data map	None
Comments on the data processing	None

Country situation

General aspects of economic, political or social situation of the country that could affect the results of the survey:	<p>Because a big part of the Albanian economy is informal, businesses usually keep two financial books. One for their own purposes and the other one for the tax office. Because of this, for some cases we are not if firms provided us with their real figures or the reported figures.</p> <p>The same issue affects also the declaration of employees.</p>
Relevant country events occurred during fieldwork:	The fieldwork started in difficult period of the year, just ten days before Christmas and New Years eve. This period of the year is a closing period for business activity and affected the response rate that we achieved. For this reason, fieldwork end was delayed.
Other aspects:	None

CROATIA**Local Agency team involved in the study:**

Local Agency	Name: Puls d.o.o. Country: Croatia Membership of international organisation: ESOMAR, Gallup International Association Activities since: 1993
Name of Project Manager	Branka Kuridza
Name and position of other key persons of the project:	Ivan Buric, department manager Mirta Popovic was the project manager replacing Branka Kuridza for the last weeks of the project Marija Senjanin, DP
Enumerators involved:	Enumerators: 86 Recruiters: 22
Other staff involved:	Fieldwork Coordinators: 7 Editing: 4 - 5 Data Entry: 25 Data Processing: 1

Sample Frame:

Characteristic of sample frame used:	
Source:	Financial agency (FINA) base of enterprises
Year:	2006
Comments on the quality of sample frame:	This is the best base that exists in Croatia as the Financial Agency is an institution to which all active companies in Croatia are compelled to submit their financial reports.
Year and organism who conducted the last economic census	There is no such census in Croatia
Other sources for companies statistics	None

Sectors included in the Sample:

Original Sectors	Manufacturing: 15, 18 and 28 Services: 52 Residual: 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 29, 30, 31, 32, 33, 34, 35, 36, 37, 45, 50, 51, 52, 55, 72
Added Sectors	Several top ups samples were sent to complete the Manufacturing questionnaires target. First from sectors 15, 18 and 28. Later on, the following sectors were also issued to complete the Manufacturing quota: 16, 17, 20, 21, 25, 26, 29, 30, 31, 34, 35, 36, 37, and 64. Large Manufacturing firms were the most difficult to interview. Sector 51 was selected to top up for the services sector.

Sample:

Comments/ problems on sectors and regions selected in the sample:	
Comments on the response rate:	The response rate corresponded to that which is usually obtained for tB2B surveys in Croatia.
Comments on the sample design:	Our replacement rate per selected company was too small regarding number of available companies in certain regions and sectors to be able to reach the target for the strata. This was especially evident at the large companies' level, where sometimes replacement rate for number of companies was 1.
Other comments:	None

Fieldwork:

Date of Fieldwork	19/09/2007. – 20/03/2008.
Country	Croatia
Interview number	Manufacturing: 345 Services: 119 Core: 169
Problems found during fieldwork:	Respondent weren't always willing to give answers to the questions, especially those quite important from productivity section. Fieldwork was conducted during holidays and at the end of the year when companies have a lot of work and because of that refused interviewing.
Other observations:	

Questionnaires:

Problems for the understanding of questions (write question number)	No problems found.
Problems found in the navigability of – questionnaires (for example, skip patterns).	No problems found
Comments on questionnaires length:	The questionnaire was found too long for some respondents.
Suggestions or other comments on the questionnaire:	A lot of information was asked which respondents in companies consider strictly confidential and didn't want to give it.

Database

Comments on the data map	No comments.
Comments on the data processing	No problems found.

Country situation

General aspects of economic, political or social situation of the country that could affect the results of the survey:	Fieldwork was affected by general parliament elections that took place in November 2007 and by the long period of government formation which lasted for more than one month. In December 2007 there was an affair connected with land registry, where about 20 persons were arrested for taking the bribe. In 2008, there were no bigger events except Kosovo declaration of independence and the crisis after that.
Relevant country events occurred during fieldwork:	Parliament elections – November 2007
Other aspects:	