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# Project EDI 2019

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## **SURVEY IDENTIFICATION INFORMATION QUESTIONNAIRE DESCRIPTION**

### **IDENTIFICATION**

No sub-sections, No rosters, Questions: 11.

### **INTRODUCTION**

No sub-sections, No rosters, Questions: 1, Static texts: 1.

### **SECTION A: CONTACT INFORMATION**

No sub-sections, No rosters, Questions: 21, Static texts: 1, Variables: 1.

### **SECTION B: BUSINESS INFORMATION**

No sub-sections, No rosters, Questions: 6, Static texts: 1.

### **SECTION C: BUSINESS PERFORMANCE**

No sub-sections, No rosters, Questions: 5, Static texts: 1.

### **SECTION D: INDIVIDUAL CHARACTERISTICS**

Sub-sections: 1, No rosters, Questions: 3, Static texts: 1.

### **SECTION E : ACCESSING PROFESSIONAL SERVICES**

Sub-sections: 3, No rosters, Questions: 39, Static texts: 3.

### **SECTION F: ADDITIONAL QUESTIONS**

No sub-sections, No rosters, Questions: 6, Static texts: 2.

### **SECTION G: NEXT OF KIN**

No sub-sections, No rosters, Questions: 10, Static texts: 2.

### **APPENDIX A — INSTRUCTIONS**

### **APPENDIX B — VARIABLES**

### **LEGEND**



# *SURVEY IDENTIFICATION INFORMATION QUESTIONNAIRE DESCRIPTION*

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## **Basic information**

*Title* Project EDI 2019

# IDENTIFICATION

Firm unique ID	NUMERIC: INTEGER SCOPE: IDENTIFYING -----bis_ID
RespondentAddress	TEXT SCOPE: IDENTIFYING -----res_add
Business Name	TEXT SCOPE: IDENTIFYING -----biz_name
State of Business (Location)	TEXT SCOPE: IDENTIFYING -----stat
City	TEXT SCOPE: IDENTIFYING -----city
Business Sector	TEXT SCOPE: IDENTIFYING -----Sector
Name of surveyor	TEXT -----X1
User unique ID	TEXT -----X2
Date of the interview	DATE: CURRENT TIME -----X3
ENUMERATOR - Take GPS reading outside the structure	GPS -----gps
	N  W <input type="radio"/> <input type="radio"/>

Respondent availability	SINGLE-SELECT -----avail
	01      Respondent available for interview 02      Respondent not available

# INTRODUCTION

E avail==1

## **INTRODUCTION**

*This survey is being conducted by TNSRMS on behalf of the World Bank. Its purpose is to help better understand how Nigerian firms use the marketplace of business services. The data you provide is completely confidential. All of your responses to this survey will be held in the highest confidence.*

Input serial number of firm	SINGLE-SELECT <div> 01 <input type="radio"/> 1  02 <input type="radio"/> 2  03 <input type="radio"/> 3  04 <input type="radio"/> 4  05 <input type="radio"/> 5 </div>	Firm
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SECTION A: CONTACT INFORMATION

E avail==1

STATIC TEXT

In this section, we shall ask you some basic questions about yourself and your business location.

INTERVIEWER: Please record the date and time of the interview.	<div>DATE: CURRENT TIMEIntv_Start</div> <div>-----</div>
Interview start time Record in 24 hours clock	<div>TEXTtime1</div> <div>-----</div>
A.1a. What is your first name? Please confirm the respondent's first name.	<div>TEXTA1a</div> <div>-----</div>
A.1b. What is your last name? Please confirm the respondent's last name.	<div>TEXTA1b</div> <div>-----</div>
A.2a. What is your mobile phone number?	<div>TEXTA2a</div> <div>-----</div>
A.2b. What is your other alternative mobile phone number? Record 99 if don't have	<div>TEXTA2b</div> <div>-----</div>
A.2c. What is your email address? Record 99 if don't have email address	<div>TEXTA2c</div> <div>-----</div>
A.3a. What is your gender? Please don't ask respondent. Observe and indicate the gender of the respondent.	<div>SINGLE-SELECTA3a</div> <div> 01 <input type="radio"/> Male  02 <input type="radio"/> Female </div>
A.3b1. In what year are you born?(4-DIGIT) V1 / Example of using the InRange function to check the number entered is within a certain range. This validation checks if the year of birth is between 1900 and 2017. / self.InRange(1900,2018) M1 Please enter a valid year of birth.	<div>NUMERIC: INTEGERdob_year</div> <div>-----</div>

A3b1_1. In What month are you born?(MONTH)	<div>SINGLE-SELECT <span>dob_month</span></div> <div> 01 <input type="radio"/> JANUARY  02 <input type="radio"/> FEBRUARY  03 <input type="radio"/> MARCH  04 <input type="radio"/> APRIL  05 <input type="radio"/> MAY  06 <input type="radio"/> JUNE  07 <input type="radio"/> JULY  08 <input type="radio"/> AUGUST  09 <input type="radio"/> SEPTEMBER  10 <input type="radio"/> OCTOBER  11 <input type="radio"/> NOVEMBER  12 <input type="radio"/> DECEMBER  99 <input type="radio"/> DON'T KNOW </div>
<div>VARIABLE</div> <div> / This calculate the age from the given date of birth. Since both month can be 99, then we have to write multiple cases to account for 99 values. FullYearsBetween finds the number of years between tw </div> <div> <a href="#">And 368 other symbols [1]</a> </div>	<div>LONG <span>age_cur</span></div>
<div>A.3b2. By today's date of birth how old are you?</div> <div> V1 / Check this recorded age is the same as the calculated age from DOB / self == age_cur  M1 The age recorded (%age% years old) does not match the age calculated from the date of birth (%age_cur% years old). Please verify that you have recorded the date of birth and age correctly </div>	<div>NUMERIC: INTEGER <span>age</span></div> <div>-----</div>
A.3c. What is the highest qualification that you hold?	<div>SINGLE-SELECT <span>A3c</span></div> <div> 01 <input type="radio"/> No Schooling (BUT literate or numerate-adult education)  02 <input type="radio"/> Primary School (up to 6 grades completed; usually 11-12 years)  03 <input type="radio"/> Middle School (7-9 grades completed; usually 13-15 years)  04 <input type="radio"/> Secondary School (12 grades completed)  05 <input type="radio"/> College (fewer than 2 years completed)  06 <input type="radio"/> College – Associate Degree (2 year diploma)  07 <input type="radio"/> College – Undergraduate Degree (3-4 year diploma)  08 <input type="radio"/> Master's Degree (graduate, post-undergraduate)  09 <input type="radio"/> Professional Degree (e.g. JD, LLM, CA)  10 <input type="radio"/> Doctorate – PhD (any discipline)  11 <input type="radio"/> Doctorate – MD (medical doctor)  12 <input type="radio"/> Post-Doctorate (specialized, 2nd PhD)  99 <input type="radio"/> Do not know </div>
A.4a. Confirm the name of your business{%biz_name%}	<div>SINGLE-SELECT <span>A4a</span></div> <div> 01 <input type="radio"/> Correct  02 <input type="radio"/> Incorrect </div>
Please enter the correct name of the firm	<div>TEXT <span>A4a_1</span></div> <div>-----</div>

E A4a==2

A. 4b. Please confirm that your current business operates in this sector { %Sector% }	<div>SINGLE-SELECT</div> <div>A4b</div> <div>01 <input type="radio"/> Correct</div> <div>02 <input type="radio"/> Incorrect</div>
I [READ WHAT APPEARS ON THE SCREEN]	
Please enter the correct sector of the business	<div>TEXT</div> <div>A4b_1</div>
E A4b==2	
A4.c. Please confirm that your main office is located in this city { %city% }	<div> <div><input type="radio"/></div> <div>SINGLE-SELECT</div> <div>A4c</div> </div> <div>01 Correct</div> <div>02 Incorrect</div>
Please enter the correct city of the business	<div>TEXT</div> <div>A4c_1</div>
E A4c==2	
A. 4d. Please confirm that your main office is located in this state { %stat% }	<div>SINGLE-SELECT</div> <div>A4d</div> <div>01 Correct</div> <div>02 Incorrect</div>
Please enter the correct state of the main office of the business	<div>TEXT</div> <div>A4d_1</div>
E A4d==2	
A. 4e Please include any other information that will be helpful to us in locating your business (i.e. street address, business district, landmarks, color of building, signs, etc.). [DESCRIBE YOUR DIRECTIONS IN DETAIL]	<div>TEXT</div> <div>A4e</div>

I Ensure the directions are precise and clear enough that any person can easily find the business in the subsequent follow-up. Be careful while using terms like opposite, left or right. These are very [And 201 other symbols \[1\]](#)

## SECTION B: BUSINESS INFORMATION

E available==1

STATIC TEXT

*READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING: In this section, we would like to learn more about your business and how you offer your product /services. The questions are to better understand how you run your enterprise. It will enable us to assess whether this program is actually efficient*

*We will ask you questions about your business. From now on, please focus on your primary business.*

B.0a Could you describe briefly your main activity/product/service?

TEXT

B0a

I [READ WHAT APPEARS ON THE SCREEN] Ensure that the information provided by the business is similar to the information entered at the registration stage. Detail if the information in the registration form [And 18 other symbols \[2\]](#)

B.0b. How long has your business been operating?

NUMERIC: DECIMAL

B0b

I Record in years  
V1 self.InRange(1, 100)

SPECIAL VALUES  
99 Don't Know



B.0c. Has this business sold any product(s)/service(s) during the last 6 months?	SINGLE-SELECT 01 <input type="radio"/> Yes 02 <input type="radio"/> No or not yet 99 <input type="radio"/> DON'T KNOW	B0c
I This question replaces the question on existing or start-up businesses and will enable you to identify start-up, dormant or operating firms.	SINGLE-SELECT <input type="radio"/> 01 <input type="radio"/> Less than 6 months 02 <input type="radio"/> 3-6 months 03 <input type="radio"/> 7-9 months 04 <input type="radio"/> 10-11 months 05 <input type="radio"/> 12 months 99 <input type="radio"/> DO NOT KNOW	B1
B.1. During the past twelve months, for how many months was your business running, that is, offering products and/or services?  I This refers to the number of months the business was offering a product or service in exchange for money. Even for a seasonal business like a griculture where a farmer plants maize for 6 months and harvests it for 6 months. <a href="#">And 105 other symbols [3]</a>	SINGLE-SELECT	B2
B.2. Do you have a business website?	01 <input type="radio"/> Yes 02 <input type="radio"/> No	
B.3. If yes, what is your business website address?	TEXT	B3

I The name of website should have www. (if needed), .com, .org, or .ng etc. For example www.gem.org or www.gem.ng or www.gem.com. Be careful when entering the information: space counts for instance. The [And 185 other symbols \[4\]](#)

E B2==1

## SECTION C: BUSINESS PERFORMANCE

E available==1

STATIC TEXT

**READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:** I will ask you a few questions on your sales, costs and employees. This information will be kept confidential..

C.1. What were your total sales last month in Naira?	NUMERIC: INTEGER	C1
Please think about all the money that came into your business during the past 30 days or all the money from customers BEFORE paying for any expenses and wages. How much were your sales from all of your customers last month?	SPECIAL VALUES 99 Don't Know	
Make sure that the respondent understands you are talking about SALE S- all the money that the business collected before paying any expense. In other words, if the respondent had collected all the money. <a href="#">And 418 other symbols [5]</a>		
C.2. What were your sales for an average month in the last 12 months?	NUMERIC: INTEGER	C2
I If the respondent's business does not involve monthly sales, interviewer should divide this amount by the number of months to get the average.	SPECIAL VALUES 99 Don't Know	

<p>C.4. How many full-time employees (excluding yourself) do you have working in your business today?</p> <p>These are employees whom you PAY money to work more than 30 hours per week on a permanent basis.</p> <p>I Full-time employees are people that work in the business regularly, for more than 30 hours per week. They are paid money for their work on a regular basis (e.g. every week or every month). They spend <a href="#">And 352 other symbols [6]</a></p>	<p>NUMERIC: INTEGER C4</p> <p>-----</p> <p>SPECIAL VALUES</p> <p>96 Don't have employee</p>
<p>C.5. How many part-time employees do you have working in your business today?</p> <p>These are employees whom you PAY money to work less than 30 hours per week on a permanent basis.</p> <p>I Part-time employees are people that work in the business regularly, but fewer than 30 hours per week. They are paid money for their work on a regular basis (e.g. every week or every month). They mayn <a href="#">And 876 other symbols [7]</a></p>	<p>NUMERIC: INTEGER C5</p> <p>-----</p> <p>SPECIAL VALUES</p> <p>96 Don't have employee</p>
<p>C.6. How many partners do you have for this business?</p> <p>These are people who co-own the business with you and share in the profits.</p>	<p>NUMERIC: INTEGER C6</p> <p>-----</p> <p>SPECIAL VALUES</p> <p>96 Don't have co-partners</p>

## SECTION D: INDIVIDUAL CHARACTERISTICS

E avail==1

### SECTION D: INDIVIDUAL CHARACTERISTICS ATTITUDES

STATIC TEXT

*Please rate how much you agree/disagree with each statement below, using this scale Disagree strongly, Disagree, Neutral, Agree and Agree strongly*

<p>E.1.a Generally speaking, most people in this community are honest and can be trusted</p>	<p>SINGLE-SELECT E1a</p> <p>01 <input type="radio"/> Disagree strongly</p> <p>02 <input type="radio"/> Disagree</p> <p>03 <input type="radio"/> Neutral</p> <p>04 <input type="radio"/> Agree</p> <p>05 <input type="radio"/> Agree strongly</p>
<p>E.1.b It is difficult to find employees who are trustworthy</p>	<p>SINGLE-SELECT E1b</p> <p>01 <input type="radio"/> Disagree strongly</p> <p>02 <input type="radio"/> Disagree</p> <p>03 <input type="radio"/> Neutral</p> <p>04 <input type="radio"/> Agree</p> <p>05 <input type="radio"/> Agree strongly</p>
<p>E.1.c It is hard to keep people accountable for completing the jobs they've been assigned to do.</p>	<p>SINGLE-SELECT E1c</p> <p>01 <input type="radio"/> Disagree strongly</p> <p>02 <input type="radio"/> Disagree</p> <p>03 <input type="radio"/> Neutral</p> <p>04 <input type="radio"/> Agree</p> <p>05 <input type="radio"/> Agree strongly</p>

# SECTION E : ACCESSING PROFESSIONAL SERVICES

E avail==1

## SECTION E : ACCESSING PROFESSIONAL SERVICES HR SERVICES

<p>F.1. In the last 12 months, how did you find your new employees? Please choose all options that apply.</p> <p>I ENUMERATOR: READ THE ENTIRE LIST. Multiple answers are possible so let the respondent choose all hiring methods that were used by his business.</p>	<p>MULTI-SELECT F1</p> <p>01 <input type="checkbox"/> I did not hire any new employees in the last 12 months</p> <p>02 <input type="checkbox"/> I used referrals to find my new employees</p> <p>03 <input type="checkbox"/> I used formal channels like job fairs, job postings, or online job boards to find my new employees</p> <p>04 <input type="checkbox"/> I hired people coming to my shop/factory/outlet whom I met most of the qualifications</p> <p>05 <input type="checkbox"/> The new employees are relatives and/or friends</p> <p>06 <input type="checkbox"/> I used an HR Specialist (HR consultant) to find new employees</p>
<p>F.2. What was the main reason you decided to use an HR Specialist?</p> <p>E F1.Contains(6)</p>	<p>SINGLE-SELECT F2</p> <p>01 <input type="radio"/> To save the time involved in screening and interviewing workers</p> <p>02 <input type="radio"/> To identify workers with skills that I found it difficult to assess on my own</p> <p>03 <input type="radio"/> To find workers with skills that are hard to find</p> <p>04 <input type="radio"/> To receive some form of guarantee for quality</p> <p>05 <input type="radio"/> It was required as part of a government program I was participating in</p> <p>97 <input checked="" type="radio"/> Other (specify): _____</p>
<p>F.2_97. Others_specify</p> <p>E F2==97</p>	<p>TEXT F2_97</p> <p>-----</p>

## SECTION E : ACCESSING PROFESSIONAL SERVICES ACCOUNTING SERVICES

<p>F.4. Over the last 6 months, who was the main person or entity that managed the record-keeping and prepared the formal accounts for your business?</p>	<p>SINGLE-SELECT F4</p> <p>01 <input type="radio"/> No one (does not do any formal accounting)</p> <p>02 <input type="radio"/> Myself (the owner)</p> <p>03 <input type="radio"/> Another employee inside my business (who is dedicated to this job)</p> <p>04 <input type="radio"/> An outside Accounting agency (professional accountant)</p>
<p>F.5. What was the main reason you decided to use an outside Accounting agency?</p> <p>E F4==4</p>	<p>SINGLE-SELECT F5</p> <p>01 <input type="radio"/> To save the time involved in record keeping and preparing accounts</p> <p>02 <input type="radio"/> To complete accounting tasks that I do not trust an employee to be in charge of</p> <p>03 <input type="radio"/> To complete more advanced accounting tasks that I do not have the skills to do myself</p>



E

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## SECTION E : ACCESSING PROFESSIONAL SERVICES MARKETING SERVICES

F.7. Over the last 6 months, who was the main person or entity that managed the marketing and communication activities of your business?	SINGLE-SELECT 01 <input type="radio"/> No one (does not do any formal marketing) 02 <input type="radio"/> Myself (the owner) 03 <input type="radio"/> Another employee inside my business (who is dedicated to this job) 04 <input type="radio"/> An outside Marketing agency (professional marketer)	F7
F.8. What was the main reason you decided to use an outside Marketing agency? E F7==4	SINGLE-SELECT 01 <input type="radio"/> To save the time involved in marketing my business and its products/services 02 <input type="radio"/> To complete marketing tasks that I do not trust an employee to be in charge of 03 <input type="radio"/> To complete more advanced marketing tasks that I do not have the skills to do myself 04 <input type="radio"/> To receive some form of guarantee for quality (e.g. market research and marketing plan completed by an expert marketer) 05 <input type="radio"/> To improve the overall management of marketing activities in my business 06 <input type="radio"/> Other (specify): _____	F8
F.8_6. Others_specify E F8==6	TEXT -----	F8_6

STATIC TEXT

*There are different reasons why SME owners in Nigeria (including yourself) might not go to the open market to use HR specialists to help them find full-time workers for their business, 'outsource' marketing services, or 'outsource' accounting services for their business.*

*For each of the following explanations: rate the likelihood that this is a key reason SME owners do NOT use an outside HR specialist to find new employees, Marketing agency to implement their marketing activities, or an Accounting agency to implement their accounting activities.*

*1 = Not at all likely 2 = Slightly likely 3 = Somewhat likely 4 = Very likely 5 = Extremely likely*

F.9A. SME owners do not know of any outside HR, Accounting, or Marketing agencies that provide this service (i.e. they lack information	SINGLE-SELECT 01 <input type="radio"/> Not at all likely 02 <input type="radio"/> Slightly likely	F9a
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about the market).

- 03 ☐ Somewhat likely
- 04 ☐ Very likely
- 05 ☐ Extremely likely

F.9B. SME owners do not know what kind of expertise their business needs at a given stage of growth (i.e. they can't assess their internal needs).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9b
F.9C. SME owners find it difficult to judge the skills of outsiders (i.e. they can't assess the quality of the HR, Accounting, or Marketing service they're buying).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9c
F.9D. SME owners think there is a low expected return from using an outside HR, Accounting, or Marketing service (i.e. they don't think it will increase their business performance).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9d
F.9E. SME owners think returns are possible but highly uncertain (i.e. HR, Accounting, or Marketing services can increase performance but the payoff is unpredictable).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9e
F.9F. SME owners believe there is a lack of qualified HR specialists, Accountants, or Marketers (i.e. they just don't think there is a supply of talent in the market).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9f
F.9G. SME owners lack the money to pay for these HR, Accounting, or Marketing services (i.e., they cannot afford the upfront costs or the cost to 'test out' a new service).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9g
F.9H. SME owners are not confident they will find someone they can trust with their money/finances or customers/sales (i.e., so they won't be able to delegate responsibilities).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9h
F.9I. SME owners are worried it will take too much time or hassle to find an outside HR, Accounting, or Marketing agency (i.e., search costs are high).	<p>SINGLE-SELECT</p> <p>01 <input type="radio"/> Not at all likely</p> <p>02 <input type="radio"/> Slightly likely</p> <p>03 <input type="radio"/> Somewhat likely</p> <p>04 <input type="radio"/> Very likely</p> <p>05 <input type="radio"/> Extremely likely</p>	F9i

F.9J. SME owners are under pressure to hire family/friends (i.e., they give such jobs to people close to them even if they don't have the skills).

SINGLE-SELECT

F9j

- 01 ☐ Not at all likely  
02 ☐ Slightly likely  
03 ☐ Somewhat likely  
04 ☐ Very likely  
05 ☐ Extremely likely

## SECTION F: ADDITIONAL QUESTIONS

E available==1

STATIC TEXT

*G.1 Suppose you wanted to use a human resources agency to help you find a new worker that would carry out functions like accounting or marketing for your firm.*

G.1a. How confident are you that you could quickly find an HR firm if you wanted to find one?

SINGLE-SELECT

G1a

- 01 ☐ I do not think I could  
02 ☐ Not very confident  
03 ☐ Somewhat confident  
04 ☐ I definitely could

G.1b. How confident are you that before using such a firm, you could judge the quality of an HR firm that you had not previously used?

SINGLE-SELECT

G1b

- 01 ☐ I do not think I could  
02 ☐ Not very confident  
03 ☐ Somewhat confident  
04 ☐ I definitely could

G.1c. How confident are you that you could afford the likely cost of using such a firm?

SINGLE-SELECT

G1c

- 01 ☐ I do not think I could  
02 ☐ Not very confident  
03 ☐ Somewhat confident  
04 ☐ I definitely could

STATIC TEXT

*G.2 Suppose you wanted to use a professional business services provider, like an accounting company or marketing company, to help your firm carry out these tasks.*

G.2a. How confident are you that you could quickly find a professional business service provider if you wanted to find one?

SINGLE-SELECT

G2a

- 01 ☐ I do not think I could  
02 ☐ Not very confident  
03 ☐ Somewhat confident  
04 ☐ I definitely could

G.2b. How confident are you that before using such a firm, you could judge the quality of a professional business provider firm that you had not previously used?

SINGLE-SELECT

G2b

- 01 ☐ I do not think I could  
02 ☐ Not very confident  
03 ☐ Somewhat confident  
04 ☐ I definitely could

G.2c. How confident are you that you could afford the likely cost of using such a firm?

SINGLE-SELECT

G2c

- 01 ☐ I do not think I could  
02 ☐ Not very confident  
03 ☐ Somewhat confident  
04 ☐ I definitely could

## SECTION G: NEXT OF KIN

E available==1

STATIC TEXT

**READ THE FOLLOWING TO THE RESPONDENT** We would also like to ask you for the contact details of two friends or family members who would know how to contact you even if you move and change your phone number or email address.

*Emphasize that the contact person given should have been in touch with the respondent recently. they should also know where the respondent's business is located and where to find him/her outside of business. Reassure the respondent that we will only reach out to these contact persons in circumstances where we need to pass on an urgent message, locate the respondent in future and their phones are off and directions cannot help or they shift their business.*

A.5a. What is the first name of your first contact?	TEXT ----- A5a
A.5b. What is the last name of your first contact?	TEXT ----- A5b
A.5c. What is his/her relationship with you?	SINGLE-SELECT 01 <input type="radio"/> Spouse 02 <input type="radio"/> Child 03 <input type="radio"/> Other family member 04 <input type="radio"/> Business partner 05 <input type="radio"/> Friend A5c
A.5d. What is the mobile phone number of your first contact? I If don't have record 080-000-0000	TEXT ----- A5d
A5a1. What is the first name of your second contact?	TEXT ----- A5a1
A5b1. What is the last name of your second contact?	TEXT ----- A5b1
A5c1. What is his/her relationship with you?	SINGLE-SELECT 01 <input type="radio"/> Spouse 02 <input type="radio"/> Child 03 <input type="radio"/> Other family member 04 <input type="radio"/> Business partner 05 <input type="radio"/> Friend A5c1
A5d1. What is the mobile phone number of your second contact? I If don't have record 080-000-0000	TEXT ----- A5d1
E Take the GPS availl==1	GPS ----- N ----- W ----- A GPs_end

STATIC TEXT

E Firm==2 || Firm==3 || Firm==4 || Firm==5

*After completing this interview, proceed to Dashboard. Copy and paste the link provided to you in your google chrome browser and use the unique ID and Password assigned to the respondent to login.*



X3i. Interview end time

DATE: CURRENT TIME

X3i

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# APPENDIX A — INSTRUCTIONS

- [1] **A4e: A.4e Please include any other information that will be helpful to us in locating your business (i.e. street address, business district, landmarks, color of building, signs, etc.). [DESCRIBE YOUR DIRECTIONS IN DETAIL]**  
Ensure the directions are precise and clear enough that any person can easily find the business in the subsequent follow-up. Be careful while using, terms like opposite, left or right. These are very relative and depend on the position one is standing or approaching the business from. If a business is a start-up and does not have a location write the address of the respondent and their phone number
- [2] **B0a: B.0a Could you briefly describe your main activity/product/service?**  
[READ WHAT APPEARS ON THE SCREEN] Ensure that the information provided by the business is similar to the information entered at the registration stage. Detail if the information in the registration form was not clear.
- [3] **B1: B.1. During the past twelve months, for how many months was your business running, that is, offering products and/or services?**  
This refers to the number of months the business was offering a product or service in exchange for money. Even for a seasonal business like agriculture where a farmer plants maize for 6 months and harvest for 2 months and this is the practice all year round then the business was operational for 12 months
- [4] **B3: B.3. If yes, what is your business website address?**  
The name of website should have www. (if needed), .com, .org, or .ng etc. For example www.gem.org or www.gem.ng or www.gem.com. Be careful when entering the information: space counts for instance. The website should be active and functional and not one where the respondent has thoughts of starting or launching. Tick yes only if the website is functional and has current information.
- [5] **C1: C.1. What were your total sales last month in Naira? If no monthly sales, how much have you made since this year? <br><br> Please think about all the money that came into your business during the past 30 days or all the money from customers BEFORE paying for any expenses and wages. How much were your sales from all of your customers last month?**  
Make sure that the respondent understands you are talking about SALES- all the money that the business collected before paying any expense. In other words, if the respondent had collected all the money in the last 30 days from all that he sold, and he then put it all in a bucket/box/bank account without spending a single penny on any expense, how much would it be? Let the respondent give you the best estimate for total sales last month. This includes credit and cash sales. If the respondent's business does not involve monthly sales, interviewer should divide this amount by the number of months to get the average.
- [6] **C4: C.4. How many full-time employees (excluding yourself) do you have working in your business today? <br><br> These are employees whom you PAY money to work more than 30 hours per week on a permanent basis.**  
Full-time employees are people that work in the business regularly, for more than 30 hours per week. They are paid money for their work on a regular basis (e.g. every week or every month). They spend most of their working time in this business. For example, • A full time manager who is responsible for opening and closing the business from 8:00am-6:00pm each day. • A cashier who works 8-hour shifts each day for five to six days a week. Make sure that any employee you put in this category is paid regularly and works MORE than 30 hours per week.
- [7] **C5: C.5. How many part-time employees do you have working in your business today? <br><br> These are employees whom you PAY money to work less than 30 hours per week on a permanent basis.**  
Part-time employees are people that work in the business regularly, but fewer than 30 hours per week. They are paid money for their work on a regular basis (e.g. every week or every month). They may not spend most of their time in this business, but do spend a few hours per day or per week in the business. For example, • An accountant who comes to balance the books every evening for 2 hours every day and is paid at the end of the month. • An employee who comes during lunch-time and dinner time to a restaurant to help with serving food for 3 hours every day. • A cleaner who cleans the office in the morning and evening, working 20 hours per week and is paid at the end of the week. • An apprentice who works for the business regularly and gets paid regularly, but does not get a full salary. (Note: an apprentice may work for the business for more than 30 hours per week, but does not get paid a full salary; hence we classify them as part-time employees.) Make sure that any employee you put in this category is paid regularly and works FEWER than 30 hours per week.

## APPENDIX B — VARIABLES

[1] [age\\_cur](#):

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/* This calculate the age from the given date of birth. Since both month can be 99, then we have to write multiple cases to account for 99 values.
FullYearsBetween finds the number of years between two given dates This uses the following questions: InterviewDate - date of interview
dob_month-monthin DOBdob_year-yearin DOB*///if month is unknown, calculate age based on year of interview and year of DOBdob_month
== 99 ? Intv_Start.Value.Year - dob_year : FullYearsBetween( new DateTime((int) dob_year, (int) dob_month, (int) 18), Intv_Start )
```

LEGEND

Legend and structure of information in this file

Name of section	Enabling condition for this section	Type of question, scope	Variable name
SECTION 5: OTHER INCOME SOURCES	E s4_other_sources_which.Contains(98)		
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur?	I This refers to family relations E s3_time_other > 0 V1 s4_re1_leaders_which.Contains(98) M1 Can not be itself V2 (s3_time_other_breeding_advice <= (50 - s3_time_art_insem_advice))    s3_time_other_breeding_advice == 0 M2 This person is not in the list F optioncode != s5_ignored_option_code	MULTI-SELECT SCOPE: PREFILLED 01 <input type="checkbox"/> Community animal health workers 02 <input type="checkbox"/> Private 03 <input type="checkbox"/> Government 04 <input type="checkbox"/> Livestock keepers association 05 <input type="checkbox"/> NGO And 5 other [13]	s4_re1_leaders_other
Additional information: "I" – Question instruction "E" – Enabling condition "V1" – Validation condition N°1 "M1" – Message for validation N°1 "F" – Filter in Categorical questions		Link to full set in appendix	
Breadcrumbs	Type or roster	Roster Title	
CHAPTER 3 IDENTIFICATION / Roster: LEADER RELATION DETAILS generated by fixed list:			
01 Ward Livestock Officer			
02 Village Livestock Officer			
99 Other (specify)			
List items			