

ES follow-up on COVID-19: Zambia

Implementation Report

As part of the efforts of the World Bank Group to understand the impact of COVID-19 on the private sector, the Enterprise Analysis unit is conducting follow-up surveys on recently completed Enterprise Surveys (ES) in several countries. These short surveys follow the baseline ES and are designed to provide quick information on the impact and adjustments that COVID-19 has brought about in the private sector.

The follow-up surveys re-contact all establishments [sampled in the standard ES using stratified random sampling](#). The universe of inference is all registered establishments with five or more employees that are engaged in one of the following activities defined using ISIC Rev. 3.1: manufacturing (group D), construction sector (group F), services sector (groups G and H), transport, storage, and communications sector (group I) and information technology (division 72 of group K).

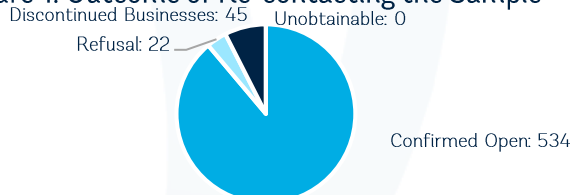
The baseline ES for the [Zambia](#) contains a total of 601 interviews conducted from September, 2019 through March, 2020. The follow-up data can be merged with the baseline data set using the variable **idstd**.

This Zambia of follow-up surveys was implemented as follows:

- Method of Data Collection: **Computer Assisted Telephone Interviews (CATI)**
- Data Collection Period: **June 16 – July 17, 2020**
- Reference to last completed month in data: **May/June**
- Total Sample Target: **601**
- Response Rate: **96.1**
- Sample Frame Source: **Completed interviews in the Zambia 2019 ES**
- Average Length of Interviews: **16 minutes**
- Implementing Agency: **Ipsos Zambia**
- Interview Language: **English**

The dataset contains three weight variables. The baseline weights are denoted **wmedian_ES** and are used to compute the indicators that project to the baseline Universe (e.g. exit rates). To account for non-response in the follow-up, these sampling weights are adjusted by cell of stratification (combination of size, sector, and location). The resulting variable **wmedian_COVID** – recommended to be used for analysis and used to compute all other indicators – assumes that businesses that could not be re-contacted (unobtainable) have exited the market. The variable **wweak_COVID** assumes that unobtainable businesses continue to exist. Establishments that have closed permanently are interviewed using a short questionnaire which is also available in the dataset. Figure 1 reflects the outcome of attempting to re-contact the entire sample from the baseline ES.

Figure 1: Outcome of Re-contacting the Sample



The dataset contains all observations from the standard ES with the variable **eligibilitycode** indicating the outcome after attempting to reach the corresponding firm.

For more information regarding the ES follow-up surveys on COVID-19, visit <https://www.enterprisesurveys.org/en/covid-19>