Conducting enterprise surveys during the Covid-19 crisis

Guidelines and survey template

A product of the ILO Sustaining Competitive and Responsible Enterprises (SCORE) Programme, with the support of:

Norad

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1. Purpose of this document

This guidance and survey template is designed to help the ILO Sustaining Competitive and Responsible Enterprises (SCORE) Programme to gather information from enterprises that are participating in SCORE Training on the impact of Covid-19. Based on the survey results, the programme will adjust its assistance to enterprises and partner organizations to better meet their needs. Results will also be made available to public and private partner organizations.

The survey template is available for business support organizations as a ready-made survey in Google Docs Format. Should you wish to obtain the form in an editable format, please email scoreglobal@ilo.org. We will provide the template free of charge and can help you adjust it. In exchange, we would like to kindly request access to the survey findings for global compilation, guaranteeing full anonymity if this is required.

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2. Guidance

1. Why administer an enterprise survey during the Covid-19 crisis?
The public health crisis due to Covid-19 is leading to the biggest economic and social crisis since 2008. To prevent a large scale closure of businesses and unemployment many Governments agencies, employer organizations and business associations plan to assist enterprises during these difficult times. However, what kind of support enterprises need is not always clear. An enterprise survey can be a useful tool to collect data on the situation of enterprises and to better understand what kind of assistance they might need.

2. How should the survey be administered?
Considering that physical contact between people should be currently minimized, a self-administered online survey designed to be completed by a respondent without intervention of an interviewer is currently among the most suitable ways to administer a survey. Self-administered surveys are safe, cheap and can reach many enterprises in short time. Disadvantages include a low response rate as the survey might not reach the right recipient (outdated email-address, spam folder etc) or the recipients might not return the survey on time or at all. Data quality might also suffer as recipients might skip or misunderstand questions.

Another option is a phone-administered survey where an interviewer reads questions to the respondent and records his or her answers. This option might be more suitable for surveying micro and small enterprises who might not necessarily be reachable or able to complete an online survey. On the phone, the interviewer can clarify questions for the respondent and each question can be answered. Disadvantages include the slower speed of data collection and higher costs as interviewers need to be recruited and paid to administer the survey.
3. When is the best moment for a survey?
Countries are at different stages of the virus outbreak with different implications for businesses. Authorities are also responding differently, ordering many businesses to close or taking more nuanced measures. As long as the situation is unstable and public emergency measures are changing by the day, conducting a survey might not be that useful as data will quickly be outdated. The best moment might be when the outbreak situation and applied measures have somewhat stabilized, making it easier for enterprises to predict the impact on them and provide data that will remain valid for some time.

4. How representative will the findings be?
Survey findings will only be representative if responses come from a large number of enterprises and if the sample somewhat represents the characteristics of enterprises in reality. Unless you use specific methodologies to generate a representative enterprise sample, it is unlikely that your findings will be representative. In the worst case they could be distorted, if for example most respondents come from a specific enterprise segment such as large enterprises. A simple way to deal with this challenge is to check whether you have a large enough number of respondents from different size groups, geographic areas, sectors etc in your sample and take the characteristics of responding enterprises into account in the analysis of your results.

5. Target group
This survey template is most suitable for formal small and medium-sized enterprises (SMEs). To use the survey for informal enterprises or capture more impacts on workers, further adaptation is advised.

3. Survey template
ILO SCORE Covid-19 Enterprise Survey

Thank you for taking your time to participate in this survey to collect data on the impact of Covid-19 on enterprises and what assistance enterprises might need. It should take maximum 10 minutes and will help us to better support you.

* Required

Part 1. How is your business impacted by the Covid-19 crisis?

1.1 Have you stopped operations because of the current crisis? *

Mark only one oval.

- No, operations are still running
- Yes, temporarily stopped because of Covid-19 cases in our business
- Yes, temporarily stopped because of reduced orders
- Yes, temporarily stopped because of instructions by authorities
- Yes, stopped operations previously but currently running again
- Yes, permanently stopped
- Other

1.2 What has been the impact of Covid-19 on your business until now? *

Mark only one oval per row.

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>-25% to -25%</th>
<th>-25% to -50%</th>
<th>-50% to -100%</th>
<th>Increase</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orders</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workforce</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.3 What impact of Covid-19 on your business do you expect for 2020? *

*Mark only one oval per row.*

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>0 to -25%</th>
<th>-25% to -50%</th>
<th>-50% to -100%</th>
<th>Increase</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
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<tr>
<td>Orders</td>
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<tr>
<td>Workforce</td>
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</tr>
</tbody>
</table>

1.4 Have you faced difficulties with the following so far due to Covid-19? *

*Mark only one oval per row.*

<table>
<thead>
<tr>
<th>Difficulties</th>
<th>No</th>
<th>Yes</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shortage of supplies/input materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipping of finished goods</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shortage of cash flow</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.5 Do you expect difficulties with the following for 2020 due to Covid-19? *

*Mark only one oval per row.*

<table>
<thead>
<tr>
<th>Difficulties</th>
<th>No</th>
<th>Yes</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shortage of supplies/input materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipping of finished goods</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shortage of cash flow</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.6 Do you face a shortage of workers? If yes, for what reasons?

Mark only one oval per row.

<table>
<thead>
<tr>
<th>Reason</th>
<th>No</th>
<th>Main reason</th>
<th>Minor reason</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>No (select no and move to next question)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because workers are infected with Covid-19</td>
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</tr>
<tr>
<td>Because workers staying away afraid of getting infected</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because workers are restricted in their movement or quarantined</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because workers are taking care of family</td>
<td></td>
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</tr>
</tbody>
</table>

Part 2. How are you dealing with the occupational safety and health challenge?

2.1 Have any of your workers contracted the virus? *

Mark only one oval.

☐ Yes
☐ No
☐ Don't know
2.2 What are you doing to protect workers from being infected? *

Check all that apply.

- Informing workers on Covid-19 transmission and prevention measures
- Encourage workers to stay home when they feel sick
- Physical distancing between workers
- Staggered shift work
- Teleworking
- Temperature checks
- Providing personal protection equipment like masks
- Expanded paid sick leave

Other:  

Part 3. How is your enterprise responding to the crisis?

3.1 What actions are you currently taking? *

Check all that apply.

- Reducing production of goods or services
- Increasing production due to increased demand
- Diversifying products to respond to new demands (producing masks, sanitizer etc.)
- Diversifying sales channels – online marketing, sales, delivery
- Negotiating payment terms with banks and suppliers
- Negotiating with workers
- Using downtime to retrain workers
- Other
- No action
3.2 Do you have idle workers due to reduced operations? If yes, have you done any of the following? *

Check all that apply.

- No (select checkbox and move to the next question)
- Yes, I have taken the following actions:
- Reduced number of temporary workers
- Laid off permanent workers
- Reduced working hours
- Asked workers to take paid leave
- Asked workers to take unpaid leave
- Asked workers to work for reduced pay
- Other

Part 4. What support do you need?

4.1 What business development services do you need? *

Select and rank your top three priorities.

<table>
<thead>
<tr>
<th>Service</th>
<th>1st priority</th>
<th>2nd priority</th>
<th>3rd priority</th>
<th>Lower priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice on how to prevent infections while maintaining business operations</td>
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<td></td>
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<tr>
<td>Advice with business continuity planning</td>
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<tr>
<td>Business advice on diversification of products and sales channels</td>
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<tr>
<td>Advice on export and logistics restrictions and requirements</td>
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<tr>
<td>Online business management training</td>
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<tr>
<td>Online worker training</td>
<td></td>
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<tr>
<td>Legal advice on application of labour regulations during crisis</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
### 4.2 What Government support do you need? *

*Select and rank your top three priorities.*

<table>
<thead>
<tr>
<th>Priority</th>
<th>1&lt;sup&gt;st&lt;/sup&gt; priority</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; priority</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; priority</th>
<th>Lower priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>More information on transmission and spread of the virus</td>
<td></td>
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<tr>
<td>More clarity on official measures to contain the crisis</td>
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<tr>
<td>Supplies of personal protection equipment like masks, thermometers etc.</td>
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<tr>
<td>Legal advice on application of labour laws and regulations during crisis</td>
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<tr>
<td>Access to cash / short-term finance</td>
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<tr>
<td>Price controls of critical goods</td>
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<tr>
<td>Deferring payments of utilities, social security contributions, loans or</td>
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<tr>
<td>taxes</td>
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<tr>
<td>Extension of social protection for workers</td>
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<tr>
<td>Other</td>
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</tr>
</tbody>
</table>
Respondent information

Industry sector of your enterprises *

Mark only one oval.

☐ Agriculture
☐ Chemical industries
☐ Commerce
☐ Construction
☐ Education
☐ Financial services
☐ Food, drink tobacco
☐ Forestry, wood, pulp and paper
☐ Health services
☐ Hotels, tourism, catering
☐ Logistics
☐ Metalworking
☐ Mining
☐ Mechanical and electrical engineering
☐ Media, culture, graphical
☐ Oil and gas
☐ Transport
☐ Transport equipment manufacturing
☐ Textile, garment, leather or footwear
☐ Utilities
☐ Other

Number of employees in your enterprise *

Mark only one oval.

☐ Below 10
☐ 11 to 50
☐ 51 to 250
☐ Above 250
Location of enterprise (city)

__________________________________________

Are you exporting? *

Mark only one oval.

☐ Yes
☐ No

Ownership of your business *

Mark only one oval.

☐ Publicly owned
☐ Male-owned
☐ Women-owned
☐ Other

Any other comment on your business impact or what assistance you might need?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Thank you for completing this survey. Please answer this last question and click "Submit" below. Would you like us to email you the survey findings? If yes, please provide your email in the field below.

__________________________________________