

Conducting enterprise surveys during the Covid-19 crisis

Guidelines and survey template



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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 Disadvantages include a low response rate as the survey might not reach the right recipient (outdated email- address, spam folder etc) or the recipients might not return the survey on time or at all.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

1.3 What impact of Covid-19 on your business do you expect for 2020? *

Mark only one oval per row.

	None	0 to -25%	-25% to -50%	-50% to -100%	Increase	Don't know
Revenues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval per row.

	No	Yes	Don't know
Shortage of supplies/input materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shipping of finished goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortage of cash flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval per row.

	No	Yes	Don't know
Shortage of supplies/input materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shipping of finished goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortage of cash flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.6 Do you face a shortage of workers? If yes, for what reasons?

Mark only one oval per row.

	No	Main reason	Minor reason	Don't know
No (select no and move to next question)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because workers are infected with Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because workers staying away afraid of getting infected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because workers are restricted in their movement or quarantined	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because workers are taking care of family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.

	1 st priority	2 nd priority	3 rd priority	Lower priority
Advice on how to prevent infections while maintaining business operations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice with business continuity planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business advice on diversification of products and sales channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advice on export and logistics restrictions and requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online business management training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online worker training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal advice on application of labour regulations during crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4.2 What Government support do you need? *

Select and rank your top three priorities.

	1 st priority	2 nd priority	3 rd priority	Lower priority
More information on transmission and spread of the virus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More clarity on official measures to contain the crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supplies of personal protection equipment like masks,, thermometers etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal advice on application of labour laws and regulations during crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to cash / short-term finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price controls of critical goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deferring payments of utilities,, social security contributions,, loans or taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extension of social protection for workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.
