

# Measuring the Impact of COVID-19 in the Private Sector

Jorge Rodriguez Meza

Enterprise Analysis Unit, Development Economics

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# Where We Stand

Countries with recent Enterprise Surveys

Candidates for COVID Follow-Up

19 ES currently in the field plus  
4 upcoming countries

Proposed COVID module

Interviews with informal and micro firms  
Upcoming surveys in at least 3 countries

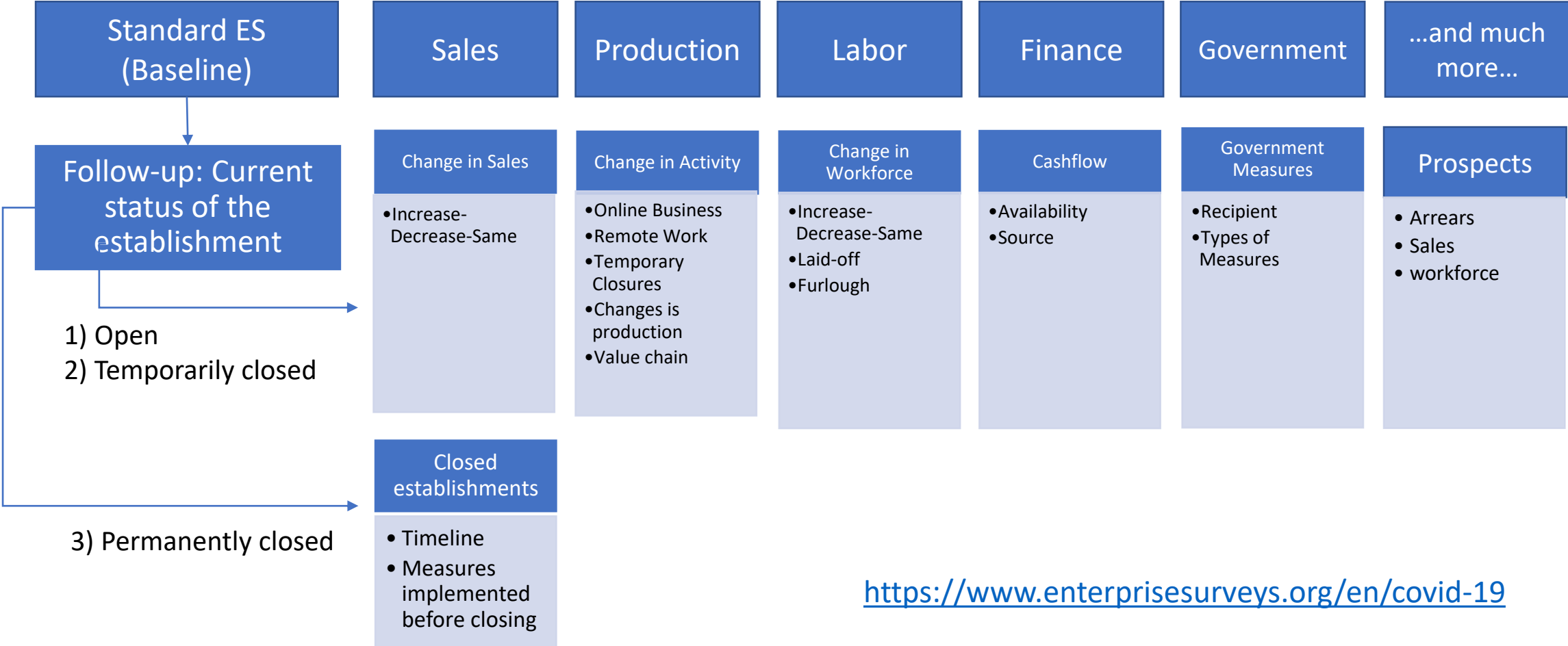
Research using Existing Data

COVID Focus

# Advantage of Follow-Up

- Full baseline data pre-outbreak → ***before and after*** analysis
- Representative sample of the private sector excluding agriculture and extractive industries → metrics of ***exit*** and ***magnitude*** of changes
- Existing contracts with local vendors → ***faster*** contracting
- Existing relationship with respondents along with full **updated contact information** (phone numbers and emails)
- **Existing infrastructure** (Samples/Training/Quality Assurance)
- Fully **converged** with PULSE FCI survey

# Follow-up Questionnaire Composition



<https://www.enterprisesurveys.org/en/covid-19>

# Implementation

- Phone interviews supported by email for self-administered if needed
- Questionnaire designed to last at most 15 minutes, average of 10 mins.
- 3 waves: now, in 3 months, in 6 months
  - Now? → definition adapted to each country's stage in virus evolution
- Questionnaire to be adapted with the evolution of the crisis
- Collection time: approximately 2 to 4 weeks
- Budget: external cost of data collection

# Evidence from Financial Crisis Surveys 2009

	Turkey	Romania	Hungary	Latvia	Lithuania	Bulgaria
Firms that Discontinued Business or Inactive (confirmed)	5%	2%	0%	4%	1%	2%
Firms that Discontinued Business or Inactive plus Firms Impossible to Contact (assumed exit)	12%	10%	10%	7%	3%	18%
<b>Response rate</b>	<b>93%</b>	<b>92%</b>	<b>90%</b>	<b>97%</b>	<b>98%</b>	<b>84%</b>

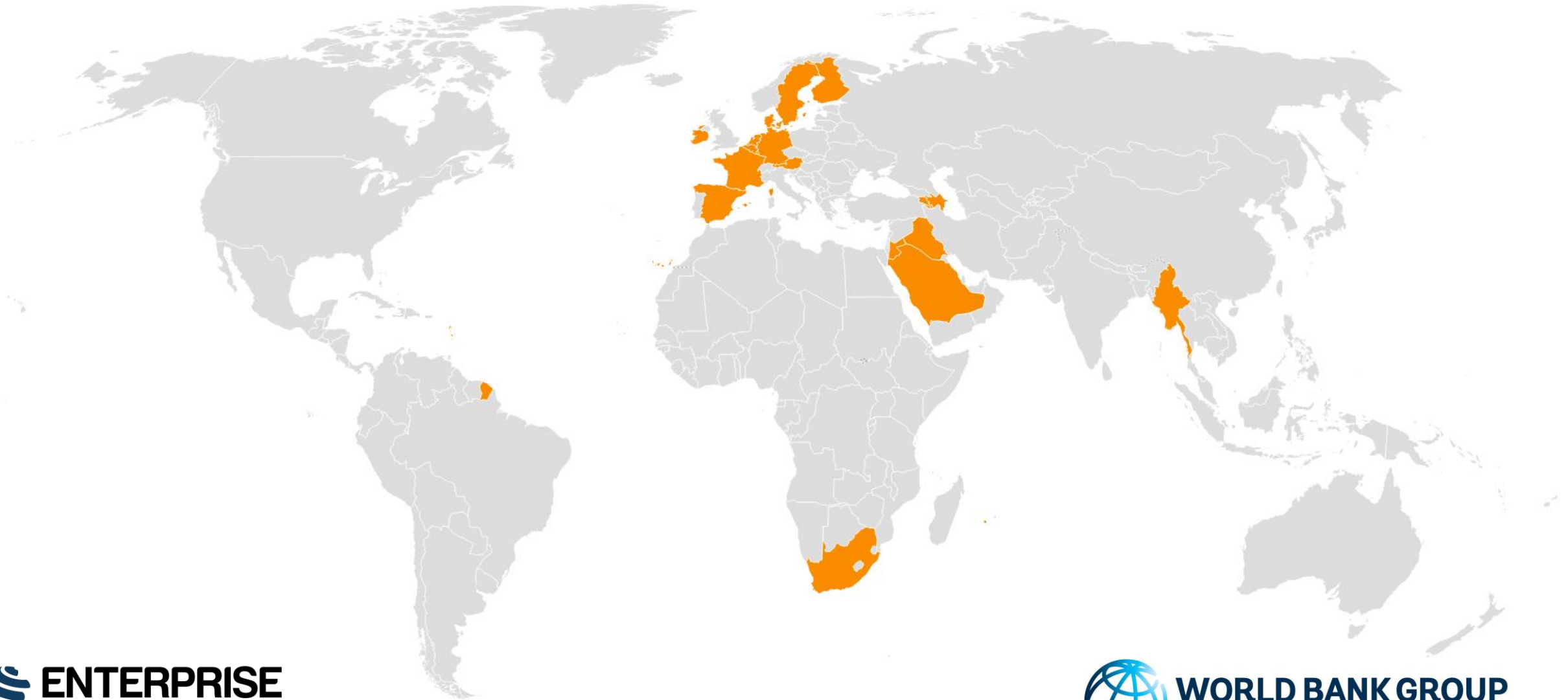


# On-Going Surveys Adaptation & Upcoming ES

- Revisit recently completed interviews with small module
- Add module to existing questionnaire for interviews yet to complete
- Add module to future ES project in the year: we will revisit how these will be implemented
- Topics covered in the module:
  - Changes in sales, demand of products or services, and supply of inputs
  - Changes in workforce
  - Changes in cashflow availability and source
  - Government measures



## On-Going Surveys:



# Informal Surveys and Micro-Firms Surveys

- Covid-19 module for upcoming informal surveys
- Small module being defined for these surveys
- Adding more questions to identify emerging informal surveys due to Covid-19
- Sampling is geographical so follow-up by phone on existing data is not possible
- We will start collecting phone numbers