Informal Businesses COVID-19 Impact Survey: Zimbabwe, Round 1

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 Zimbabwe Informal Businesses COVID-19 Impact Survey is different from the standard follow-up survey conducted by the unit in other countries, the major difference being that this is not a follow-up survey.

The sample for the survey was selected using stratified random sampling, broadly following similar methodology explained in the ES Sampling Note[1]. However, unlike ES that uses three levels of stratification (size, location, and sector), this survey uses two levels of stratification, namely location/region of the informal business and the gender of the main business owner.

Stratified random sampling was preferred over simple random sampling for several reasons:

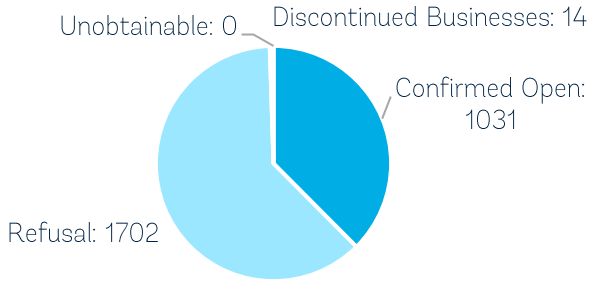
a) To obtain unbiased estimates for different subdivisions of the population with some known level of precision.
b) To obtain unbiased estimates for the whole population. The whole population, or universe of the study, is informal sector businesses operating in Zimbabwe. Informality is defined as any business that don't have registration from Zimbabwe Registrar of Companies.
c) To make sure that the final total sample includes establishments from different regions and from businesses owned by male and female.
d) To exploit the benefits of stratified sampling where population estimates, in most cases, will be more precise than using a simple random sampling method (i.e., lower standard errors, other things being equal.)
e) Stratification may produce a smaller bound on the error of estimation than would be produced by a simple random sample of the same size. This result is particularly true if measurements within strata are homogeneous.
f) The cost per observation in the survey may be reduced by stratification of the population elements into convenient groupings.

This first round of the survey was implemented as follows:

- Method of Data Collection: **Computer Assisted Telephone Interviews (CATI)**
- Data Collection Period: **July 30 – September 13, 2021**
- Reference to last completed month in data: **June/July/August**
- Total Sample Target: **1020**
- Response Rate: **37.8%**
- Sample Frame Source: **List of informal businesses from Zimbabwe Informal Business Association.**
- Average Length of Interviews: **25.9 minutes**
- Implementing Agency: **Probe Market Research**
- Interview Language: **English**

[1] The complete text can be found at http://www.enterprisesurveys.org/~/media/GIAWB/EnterpriseSurveys/Documents/Methodology/Sampling_Note.pdf

Figure 1: Outcome of Contacting the Sample



Since the sampling design was stratified and employed differential sampling, individual observations should be properly weighted when making inferences about the population. Under stratified random sampling, unweighted estimates are biased unless sample sizes are proportional to the size of each stratum. With stratification the probability of selection of each unit is, in general, not the same. Consequently, individual observations must be weighted by the inverse of their probability of selection (probability weights or pw in Stata.)

Special care was given to the correct computation of the weights. It was imperative to accurately adjust the totals within each region/gender of owner stratum to account for the presence of ineligible units (the business discontinued operation or was unattainable, no reply after having called in different days of the week and in different business hours, no tone in the phone line, answering machine, fax line, wrong address or moved away and could not get the new references). The information required for the adjustment was collected during the data collection process. Using this information, each stratum of the universe was scaled down by the observed proportion of ineligible units within the cell. Once an accurate estimate of the universe cell (projections) was available, weights were computed using the number of completed interviews.

Establishments that have closed permanently are interviewed using a short questionnaire, which is also available in the dataset.

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