

GHANA 2023 INTEGRATED BUSINESS ESTABLISHMENT SURVEY I (IBES I)

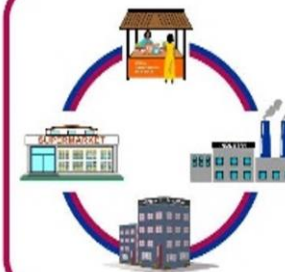


Field Procedures

November-December 2023



GHANA
STATISTICAL SERVICE



GHANA 2023 INTEGRATED
BUSINESS ESTABLISHMENT
SURVEY (IBES)

*Data for Prudent
Business Decisions*

Outline of Presentation

1. Introduction
2. Purpose and Learning Outcomes
3. Identification of businesses
4. What to do during the first visit
5. Completing the questionnaire
6. Enumerator's appointments with the respondent
7. Problems arising from first visit
8. Meeting with your supervisor
9. General field Challenges
10. Field Checks
11. Revision

Introduction

- The success of IBES I is dependent on adhering to effective field procedures, such as planning of fieldwork, locating businesses and meeting with supervisors.
- Field officers are required to handle all documents carefully and conduct their work in a manner that will ensure confidentiality.

Purpose and Learning Outcomes

- The purpose of this presentation is to equip trainees with adequate knowledge and skills on the needed procedures to be carried out in the field to identify businesses.
- By the end of this presentation, trainees should be able to:
 - Locate the assigned EZ and all businesses within the EZ
 - identify appropriate respondents to be interviewed and
 - acquire skills to book appointment with respondents

Identification of Businesses(1/7)

How to find business activities

- An enumerator should start from the EA base and move along the boundaries, lanes, streets within the EA until the entire EA is covered.
- Repeat the process for each EA until the EZ is completed.
- The enumerator must identify all businesses categorised in 2023 IBES;
 - Businesses in PHC structures (Residential and non-residential building)
 - Businesses under shed (structures without enclosure)
 - Businesses in open spaces but with fixed locations
 - Businesses in temporary fixed locations but in structures
 - Mobile businesses (e.g., Hawkers, Mobile Vans, etc.)
 - Virtual establishments/businesses (e.g., Jumia Ghana)

Identification of Businesses(2/7)

How to identify businesses in structures

- All residential and non-residential structures must be visited.
- All residential structures must be visited to check for any possible ongoing business in the structure.
- A structure may have more than one business. In such a case, ensure that each business is treated separately, and a questionnaire administered to each business.
- Examples of these cases are businesses located within shopping malls, office complex, one room housing more than one business etc.

Identification of Businesses(3/6)

How to identify businesses in temporary fixed locations but in structures

- Identify such businesses using the following parameters:
 - Businesses that operate in makeshift structures. For example, churches under canopies on school compounds.
 - Businesses running shifts with other businesses in the same structure. For example, churches in classrooms.
 - Businesses that operate in locations temporally allocated for such activities. Example Sunday market (eg. Cape Coast Commercial Street).

Identification of Businesses(4/6)

How to identify businesses operating in an open space but with a fixed location

- Identify and add on to the list of businesses compiled by the District Statisticians to locate the areas where these businesses can be found and apply the following parameters to identify the businesses:
 - Business activity operating under umbrellas, on the floor, on tabletops etc.
 - Business activity usually operates from and is identified with the same location. This information should be obtained by enquiring from the operator of the business.

Identification of Businesses(5/6)

How to identify mobile businesses

- District Statisticians have identified and picked the GPS locations of all the major hotspots for hawking activities in the district.
- Do not rely solely on the list compiled by the District Statistician since this list may not be exhaustive.
 - Use GPS coordinates compiled to locate the hotspots for hawking activities.
- Capture all businesses that are not in fixed location or structure but within the EZ, such as
 - Street hawkers
 - Mobile vans and cars eg. bread sellers
 - Wheelbarrows e.g., sellers of coconut, bitter cola, date fruit etc.
 - Bicycles, e.g., Yogurt sellers.
 - Carts e.g., sellers of phone accessories.

Identification of Businesses(6/6)

How to identify virtual businesses

- Details of virtual businesses in Ghana has been received from Ghana Revenue Authority (GRA).
- However, the list of virtual businesses from Ghana Revenue Authority is not exhaustive and enumerators are to capture businesses not on the list.
- On your visit to residential structure;
 - (a) You must make enquires about virtual businesses in or around the structure or households.
 - (b) Collate list of virtual businesses and submit to HQ through your supervisor and the Regional Statistician.
- The received list at HQ will be validated with already collected data from IBES I to ensure virtual businesses operating as physical establishments are not double-counted.

What to do during the first visit

- The first day is meant to plan your work.
- Locate the assigned EZ and visit the EA(s) in it
- Inform opinion leaders about the IBES and introduce the purpose and objective of your visit.
- Present your introductory letter and show your field identification card.
- Locate the EA base and identify a business
- Introduce yourself, identify the appropriate respondent(s) to administer the questionnaire.
- Provide paper questionnaire or online link only on demand

Completing the questionnaire(1/ 2)

Respondent completing the questionnaire

- If a respondent wants to complete the questionnaire by himself or herself
 - Let the respondent know of an online questionnaire or
 - Leave the questionnaire behind and make appointment to pick it up.

Respondent needs assistance to complete the questionnaire

- If a respondent needs assistance to complete the questionnaire, assist immediately or book an appointment with the respondent and return for the interview.

Completing the questionnaire(2/2)

Respondent completing the questionnaire

- If the respondent does not ask for the questionnaire, you must not leave a paper questionnaire behind.
- If the respondent asks for a questionnaire to study, you must wait and take it back from the respondent.
- If the respondent insists on keeping it, give out **only one** copy of the paper questionnaire.

Enumerator's appointments with the respondent

- During appointments, politely impress on respondents to see the need to complete field work before the end of the period.
- Be careful not to allow one appointment coincide with another in your planning.
 - Consider the time it will take to move from one appointment to another.
 - Consider the distance between the two establishments.
- Record all appointments you make with respondents in a notepad.

Meetings with your Supervisor

- Before the start of enumeration, supervisor must make arrangements with enumerators on the time and place to meet on daily basis for field discussions.
- All field problems for each day must be reported to the supervisor during meetings.
- The supervisor must review enumerators appointments with their respondents and help address problems, if any.
- Interview period with the respondent takes precedent over the meetings with the supervisor and therefore must be held outside the interview periods.

Problems arising from the first visit

Refusals and non-co-operative respondents(1/2)

- Small-scale establishments such as seamstresses, carpenters and bakers have been known to make appointments and failed to honour the appointment.
- You need to exercise your judgment in such cases to conduct interviews on the first visit.

Problems arising from first visit(1/ 4)

Refusals and non-co-operative respondents(2/2)

- If a respondent tells you he/she is busy and does not want to be disturbed, ask when you should call back.
- If after introducing the questionnaire to a respondent and he/she is reluctant to be interviewed, impress upon the respondent that the information would be kept confidential.
- Explain to the respondent the benefits of the IBES.
- If he/she still refuses, report to your supervisor.

General Field Challenges(2/4)

Workers on leave

- If you come across establishments where all workers of the establishment are on mass leave, enquire from the watchman or neighbours when work will resume and attach a note to the paper questionnaire and give it to your supervisor.
- Arrangements will be made to enumerate the establishment later.

General Field Challenges(3/ 4)

Person to give information not available

- If the person who can give you information has travelled, is sick or not available, find out whether his/her assistant can do so.
- If not, find out when he/she is expected to be back and attach a note to the paper questionnaire and give it to your supervisor.
- The note should indicate the firm's name and exact location to assist in future visit.

General Field Challenges(4/4)

Call-Backs

- In a situation where the respondent is not available for the interview, enumerator must make several attempts to get the respondent to complete the questionnaire.
- Call back at the establishment at different times of the day or ask neighbours when the establishment is likely to be in operation.
- A respondent may reschedule an appointment and ask enumerator to call back.
- If upon several call-back you fail to meet with the respondent or establishment report to your supervisor.
- Any enumerator is in doubt, consult your supervisor.

Field Checks (2/2)

Spot checks

- The supervisor must conduct spot checks to validate data collected.
- ***Use of notepad***
- A notepad is provided to be used as a diary.
- Notepad is used to record field challenges for later discussions with the supervisor.
- ***Completion of your work***
- After the completion of interviews for each day, the enumerator **must** meet with the supervisor for review.

Field Checks (1/2)

- Your supervisor will go through every completed questionnaire with you regardless of whether it was filled out by you or by the respondent.
- The purpose is to identify and correct all errors.
- Supervisor must go through the first two questionnaires completed by the enumerator on their first interviews.
- This will ensure that any errors in the first two questionnaires are not repeated in subsequent interviews.

Revision

1. Explain the procedures involved in identifying an open space businesses.
2. Outline what you should do on your first visit
3. Mention and explain four general enumeration problems and how to address them
4. Describe what goes into field checks

THANK YOU

Please Any Question...?

