

GHANA 2023 INTEGRATED BUSINESS ESTABLISHMENT SURVEY I (IBES I)

Use of Questionnaires in Enumerating Different Business Activities



GHANA
STATISTICAL SERVICE



GHANA STATISTICAL SERVICE
BUSINESS IN OPEN SPACE QUESTIONNAIRE



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Reference Number

Reg. Code	District Code	District Type	Sub-Metro Code	EZ No.	EA No.	Est. No.
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GPS Code:

November-December 2023

GHANA 2023 INTEGRATED BUSINESS ESTABLISHMENT SURVEY (IBES)

Data for Prudent Business Decisions

Presentation Outline

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Introduction (1/2)

- IBES 2023 seeks to gather data on all forms of businesses undertaken within the Ghanaian economy.
- As a result of this, enumerators are expected to identify all forms of businesses in the EZ they are assigned and then enumerate them.
- IBES I considers two broad types of businesses. These are
 - Physical Business
 - Business Establishments (they operate in structures)
 - Businesses operating in open spaces but fixed locations
 - Mobile Businesses
 - Virtual Businesses

Introduction (2/2)

- These businesses can be identified mainly by their mode of operation.
- Thus, to achieve complete coverage of all businesses based on their peculiar characteristics and mode of operation, three different questionnaires have been developed to facilitate the collection of relevant data for IBES 2023.
- This presentation focuses on how enumerators can identify the appropriate questionnaire to use and various enumeration procedures they are expected to employ during field work.

Purpose and Learning Outcomes

- The purpose of this presentation is to equip trainees with the knowledge and skills needed to use the IBES questionnaires in enumerating various types of businesses
- By the end of this presentation the participants should be able to:
 1. Identify the different business activities and their mode of operation;
 2. Explain the procedures to enumerate these business activities;
 3. Enumerate the different categories of businesses using the appropriate questionnaires.

Concepts and Definitions(1/5)

1. Business Activities

- These are activities for producing goods or rendering services, either for-profit or non-profit.
- Type of businesses in IBES 2023 are defined by their mode of operations.

2. Physical Businesses

- These businesses operate from structures in fixed locations or operate while in motion.

3. Virtual Businesses

- These are business activities whose transactions are virtual (electronic). It includes buying and selling online or providing an online service.
- e.g., Jumia Ghana, Tonaton, Jiji Ghana

Concepts and Definitions(2/5)

4. Establishment: refers to an enterprise, or part of an enterprise, that is situated in a single location and in which only a single productive activity is carried out or in which the principal productive activity accounts for most of the value added. Examples include Blue Skies , Peace FM etc.
5. Enterprise: refers to an institutional unit as a producer of goods and services. An enterprise may be a corporation, a quasi-corporation, a non-profit institution, or an unincorporated entity. Examples include MTN Group Ltd, GCB Bank Ltd etc.

Concepts and Definitions(3/5)

6. Business Establishments

- These are businesses that operate from structures with or without enclosures.
- This includes:
 - Businesses operating from 2021 PHC structures. i.e., Businesses in a residential and non-residential buildings with an enclosure
 - E.g., factory, an assembly plant, retail store or warehouse
 - Businesses operating from structures without enclosures. E.g., sheds
 - Businesses operating temporarily in the same location but in structures.
 - E.g., churches in classrooms operating only in the evenings / mornings or Saturdays, Sunday markets

Concepts and Definitions(4/5)

7. Businesses in Open spaces

- These are economic activities undertaken in fixed locations but not in structures and are exposed directly to weather conditions.
- These type of businesses may be:
 - outside or independent of a designated market area for such activities
 - undertaken not in stalls or under sheds but around designated market areas

Concepts and Definitions(5/5)

8. Mobile Businesses: These are businesses that operate not in a fixed location and not in structure. Typically, they operate while in motion
- Vehicle-assisted mobile businesses - These are businesses undertaken not in structures or fixed location but are mobile with the aid of a vehicle
 - E.g., selling ice cream in a van or bicycle, selling bread in a van, selling bitter cola, dates fruit in a wheelbarrow.
 - Hawking Businesses - These are persons who sell their goods or provide services by moving from one point to the other on foot.
 - E.g., street hawkers, shoe-shine boys, ice-water sellers, porters etc.

Why Enumerate different categories of Economic Activities?

- The IBES 2023 seeks to enumerate all economic activities within the boundaries of Ghana irrespective of size, location and number of persons engaged.
- It would provide information on the distribution of economic activities across the country.
- Enumerating all economic activities is to ensure complete coverage.
- Different questionnaires and approaches have been developed to capture the various business activities.
- The categorization of the economic activities is based on location and mode of operation.

Questionnaires and their Corresponding Business Activities

1. The Business establishment questionnaire
2. Business in Open Space Questionnaire
3. Mobile Business Questionnaire

Use of Questionnaires for Enumeration (1/2)

- The establishment questionnaire (Businesses in Structures)
 - This questionnaire will be used for businesses operating from residential and non-residential structures
 - It would also be used to enumerate businesses operating under separate and independent shelters without enclosure, either completed or uncompleted.
- The establishment questionnaire would also be used for specialized business activities such as
 - Mechanic workshops in open spaces
 - Carpentry workshops in open spaces
 - Washing bays and
 - Car garages (where cars are sold)

Use of Questionnaires for Enumeration (2/2)

- The establishment questionnaire would also be used to enumerate virtual businesses as well.
- Establishments in temporary locations must be enumerated using the establishment questionnaire.
- The open space questionnaire
 - This questionnaire is meant for business activities undertaken in open spaces outside and around the designated area for market activities.
- Mobile Businesses Questionnaire
 - This questionnaire will be used for businesses that operate while in motion.

How to Enumerate Business Establishments(1/3)

- In an EZ with more than one EA, exhaust one EA before moving to other EAs with the guide of the EA boundaries.
- Enumerator starts from the EA base in each EA within the EZ and move in a serpentine manner till the EA is completed.
- Where type III EAs are involved, the enumerator must finish with one locality in the EA before moving to the next locality. This should be done till all localities within the EA are exhausted.

How to Enumerate Business Establishments(2/3)

- Proceed until the enumeration zone assigned is exhausted.
- The Enumerator must visit all structures in his/her assigned EZ.
- For all non-residential structures, the enumerator must enquire about the kind of activities that is undertaken there.
- Where there is no one to speak to in a non-residential structure, the enumerator must ask people in the neighborhood to confirm the activities that takes place there.

How to Enumerate Business Establishments(2/3)

- Use of Signpost
 - The source signpost of businesses provides some information.
 - Note the salient information on all signposts in the enumeration zones.
 - *E.g., Type of business, contact address and contact numbers, among others*
 - The enumerator must endeavor to look out for the business stated on the signpost and enumerate it
 - Where businesses are not found, enquire from the community the whereabouts of such businesses.
 - If the establishments are within the EZ, proceed and enumerate them.

How to Enumerate Business Establishments (3/3)

- Businesses operating in residential structures
 - Enumerators must visit every residential structure to check for any ongoing business in that structure.
 - All businesses identified in residential structures must be enumerated using the establishment questionnaire

How to Enumerate Businesses Operating from Open but Fixed Locations

- All businesses that operate in open spaces within the EZ must be enumerated whilst moving within the EZ.
- Enumerators are however expected to use the Business in Open Space questionnaire.
- Apart from the enumeration of businesses in open space but fixed locations by the primary enumerator, some secondary enumerators would also be deployed based on the density of these businesses in the EA.

Enumeration of Mobile Businesses

- The enumeration of mobile businesses would be done in a single day by all enumerators.
- Hotspots for mobile activities within a district would be identified ahead of enumeration for one-shot data collection in a day.
- The number of enumerators deployed for the one-shot data collection will depend on the density of mobile business activities in a hotspot
- Each mobile business enumerated must be given an identification tag to avoid double counting

Business Activities Likely to be Omitted (Caution)

- During enumeration, there is the likelihood to omit some business activities, for example:
 1. Business activities in residential structures
 2. Businesses in temporary but fixed locations (e.g., Churches in School Buildings or residential structures)
 3. Business activities which cannot be easily located (e.g. Virtual Businesses)

Note: As a result, enumerators should double check with these categories to ensure no business is omitted from the IBES.

Use of Call-backs

- In some cases, there will be no one around to provide the required information when you visit a structure.
- Since we do not want to miss any business from the IBES, you must get the contact of persons who are expected to respond to the questionnaires when they are unavailable
- You must call back, to know the appropriate time to get them to complete the questionnaire
- Try to call back at different times of the day or ask neighbours when they are likely to be around when you find it difficult meeting these people.
- Use call-backs for only businesses that operate from structures

Revision

1. Adwoa Mansa sells store shirts in front of her house. Each time it rains she is compelled to pack all her wares back to the house. Which questionnaire would be appropriate for her enumeration? Why?
2. Joe Mensah advertises IT product on Facebook and direct people to his house to buy. Describe the procedure to enumerate such an activity.
3. Outline the procedure for enumerating business activities in residential structures

THANK YOU

Please Any Question...?

