

# Table of Contents

**Foreword** xi

**Acknowledgments** xiii

**Abbreviations and Acronyms** xv

## **Chapter 1.**

Taking A Closer Look at Survey Implementation 1

## **Chapter 2.**

Survey Management: An Overview 9

Overall Program Design 10

Questionnaire Design, Pilot, and Data Entry Form 10

Survey Firm Selection 12

The Sample 18

Training 20

Fieldwork and Data Quality Control 20

## **Chapter 3.**

How Easy It Is to Ask the Wrong Question 27

Practical Guidelines in Questionnaire Designs 29

Question Wording 29

Question Style 44

Question Type 49

Question Sequence 74

Questionnaire Length 78

Questionnaire Layout 80

Translation 85

Pre-Test 86

## **Chapter 4.**

A Practical Approach to Sampling 95

Determining the Sample Size in Simple Random Sampling 96

Determining the Sample Size in Stratified Sampling 99

How to Carry Out Systematic Sampling 104

How to Carry Out the Probability Proportional to Size Selection Method 107

How to Deal with Population Frame Problems 110

Impact of Mergers, Acquisitions, and Separations on Sampling Weights 115

Weight Adjustments and Poststratification 120

Sampling in Practice: How to Maximize the Sample Representativeness while Minimizing the Survey Cost through the Use of Poststratification 129

<b>Chapter 5.</b>	
Respondent's Psychology and Survey Participation	147
Factors Affecting Participation	147
Training	159
Practical Training Tips	163
Securing Participation	164
Conducting the Interview	178

<b>Chapter 6.</b>	
Why Data Management Is Important	187
Coding	188
Editing	189
Electronic Data Entry	191
Cleaning	195

<b>References</b>	219
-------------------	-----

### **Appendixes**

Appendix 1. Perception Questions in the Investment Climate Survey Core Questionnaire	229
--	-----

Appendix 2. Objective Questions Used for Parametric Estimation of Survey Firm Fixed Effect	231
--	-----

Appendix 3. Parametric Results of Survey Firm Fixed Effects on Objective Questions	235
--	-----

Appendix 4. Table of $z_{\alpha/2}$ Distribution Corresponding to Different Levels of Confidence $\alpha$	251
---	-----

Appendix 5. Table of Random Numbers	253
-------------------------------------	-----

Appendix 6. Information Disclosed in Survey Introductions	255
---	-----

Appendix 7. Minimum Fieldwork Log Data	257
--	-----

### **Boxes**

1.1 One Poll, Multiple Interpretations	5
2.1 Criteria to Look at When Selecting a Survey Firm	12
2.2 Key Actors and Their Functions in a Typical Investment Climate Survey	15
2.3 Responsibilities Must be Clearly Identified in the Interview Cycle	23
3.1 List of Questionnaire Problems for Pre-Test Expert Review	91
4.1 The Sampling Unit in Business Surveys	97
4.2 Advising a Mayor	100
4.3 Why it is Important to Use Weights with Stratified Sampling	121
4.4 Using SAS to Draw Samples	142
6.1 How to Assign Questionnaire IDs	193

## Figures

- 2.1 Who Is Asking What? 17
- 2.2 Gantt Charts Illustrate Timing of Survey Activities 24
- 3.1 Levels of Education of IC Survey Respondents 30
- 3.2 A One-word Change Has a Significant Impact on Response 31
- 3.3 Response Rate Distribution When the Order of Alternatives is Reversed 34
- 3.4 Affirmative Questions Reduce Requests for Clarifications 41
- 3.5 Double-Barreled Questions Increase Requests for Clarifications 43
- 3.6 Response Rate Effect of Long Repetitive Lists among Consecutive Questions 45
- 3.7 Interviews Conducted by Government Agencies Decrease Reports of Corruption 52
- 3.8 Index of Memory Error by Mode of Interview 55
- 3.9 Accuracy of Recall Decreases Over Time 59
- 3.10 Effect of Time on Underreporting Hospitalization 60
- 3.11 Respondents Answering "Don't Know" Increases with Option to Opt Out 62
- 3.12 Impact of Numeric Scales on Response Patterns 63
- 3.13 Negative or Positive Words Influence Respondents Differently 68
- 3.14 Event Contamination: Closed-Question Format Is Unable to Detect External Shocks 74
- 3.15 Relationship Between Questionnaire Length and Response Rate 79
- 3.16 Effect of Unclear Terms on Survey Results 88
- 3.17 Unclear Terms Take Longer to Answer 89
- 3.18 Percentage of Problems Identified by Different Pre-Test Methods 90
- 5.1 Factors Affecting Survey Participation 148
- 5.2 Survey Participation By Length of Interview 151
- 5.3 Interview Length Has an Insignificant Effect on Participation 152
- 5.4 Index of Response Error by Interviewer Characteristics 160
- 5.5 Effects of Interviewer Training on Quality and Quantity of Data 162
- 5.6 Effects of Quantity of Arguments on Persuasion 166
- 5.7 Effects of Quality Arguments on Persuasion 167
- 5.8 Effects of Quantity and Quality of Arguments on Persuasion When Respondent's Saliency is High 168
- 5.9 Active Participation Rate of Initially Reluctant Respondents 176
- 5.10 Response Accuracy with Standardized and Flexible Interviewing Styles 181
- 5.11 Probing Styles 184
- 6.1 Difference Among NA, NP, REF, DK, and Zero 190
- 6.2 Blurred Discrimination between Zero or Not Applicable Affects Data Accuracy 198
- 6.3 Respondent's Cognitive Effort by Question Type 200
- 6.4 Ostensibly Innocuous Questions Can Produce Inconsistent Answers 202
- 6.5 Question Flows 206
- 6.6 Question Structure 207

6.7	Inconsistent Answers 1	207
6.8	Inconsistent Answers 2	208
6.9	Inconsistent Answers 3	208
6.10	Questions on Export	210
6.11	Question Structure	210
6.12	Question Inconsistencies	211
6.13	Remote Questions Used for Cross-Checks	211
6.14	Cleaning	212
6.15	Questions Asked to Different Respondents	213
6.16	Distribution of Answers to Questions XV.11 (Q15.11), XV.12 (Q15.12), and VI.11 (Q6.11) before Cleaning	213
6.17	Distribution of Answers to Q15.12 when Q15.11 = "No"	214
6.18	Distribution of Answers between XV.11 (Q15.11) and XV.12 (Q15.12) after Cleaning.	216
6.19	Distribution of Answers Among XV.11 (Q15.11), XV.12 (Q15.12), and VI.11 (Q6.11) after Cleaning.	217

## Tables

1.1	Attitudes and Ambiguities toward Democracy in Latin America (Percent of Respondents)	2
1.2	Same Question (Leading to) Different Answers	3
2.1	Share of Survey Cost in Household Surveys	19
2.2.	Weekly Reports Enable Managers to Monitor Progress	25
3.1	Reported Behavior Using Low and High Category Ranges	34
3.2	Interviews Conducted by Government Agencies and International Private Firms Affect Survey Responses	51
3.3	Accuracy is Higher for Open-Ended Questions	52
3.4	As Frequency of Event Decreases, Use of Episode Enumeration Increases	56
3.5	Higher Event Frequency Has a Negative Effect on Accuracy	57
3.6	Response Time and Episode Enumeration Have a Positive Effect on Accuracy	58
3.7	Perceived Percentage Values Associated with Descriptive Words	66
3.8	Interviews Conducted by Government Agencies and International Private Firms Reduce Probability of Rating Major Constraints	69
3.9	Open- and Closed-Question Formats Generate Different Responses	72
4.1	Weight Adjustments for Noncoverage	111
4.2	Kish's Selection Grid	114
4.3	Frame Accuracy and Sampling Weights: The Case of Mergers, Acquisitions, and Separations in Establishment Surveys	116
4.4	Sample Design: Stratified Sample Random Sampling	123
4.5	Weight Adjustments Components for Stratum A	126
4.6	Weight Adjustments Components for All Strata	127
4.7	Estimation of Final Weights	128
4.8	Population Distribution by Sector, Region, and Size	130

<b>4.9</b>	<b>Sample Size Requirements for 90 Percent Confidence Interval</b>	<b>131</b>
<b>4.10</b>	<b>Stratification and Required Sample Size for 90 Percent Confidence and 5 Percent Error</b>	<b>133</b>
<b>4.11</b>	<b>Employment Contribution by Sector and Location</b>	<b>135</b>
<b>4.12</b>	<b>Target Population (Four Regions and Five Sectors) and Required Sample</b>	<b>136</b>
<b>4.13</b>	<b>Final Target Population (Four Regions and Four Sectors) and Required Sample Size</b>	<b>136</b>
<b>4.14</b>	<b>Expected Sample Sizes and Levels of Statistical Significance</b>	<b>137</b>
<b>4.15</b>	<b>Stratification by Sector and Location</b>	<b>139</b>
<b>4.16</b>	<b>Sample, Replacements, and Total Elements to Draw</b>	<b>141</b>
<b>4.17</b>	<b>Final Sample and Weights</b>	<b>144</b>
<b>4.18</b>	<b>Poststratification by Ownership</b>	<b>145</b>
<b>6.1</b>	<b>Distribution of Consistent and Inconsistent Answers</b>	<b>203</b>
<b>6.2</b>	<b>Multiplicity of Inconsistent Answers</b>	<b>204</b>
<b>A3.1</b>	<b>Survey Firm Fixed Effect on "Unofficial Payments to Get Things Done"</b>	<b>234</b>
<b>A3.2</b>	<b>Survey Firm Fixed Effect on "Gifts Expected as Percent Value of Government Contracts"</b>	<b>235</b>
<b>A3.3</b>	<b>Firm Survey Fixed Effect on "Estimated Percent of Total Sales Declared for Tax Purposes"</b>	<b>236</b>
<b>A3.4</b>	<b>Firm Survey Fixed Effects on "Percent of Senior Management's Time Dealing With Government"</b>	<b>237</b>
<b>A3.5</b>	<b>Firm Survey Fixed Effects on "Total Days Spent With Officials from Tax Inspectorate"</b>	<b>238</b>
<b>A3.6</b>	<b>Firm Survey Fixed Effects on "Days on Average to Claim Imports from Customs"</b>	<b>239</b>
<b>A3.7</b>	<b>Firm Survey Fixed Effects on "Days on Average to Clear Customs for Exports"</b>	<b>240</b>
<b>A3.8</b>	<b>Firm Survey Fixed Effects on "Optimal Level of Employment Compared to Current Level (%)"</b>	<b>241</b>
<b>A3.9</b>	<b>Firm Survey Fixed Effects on "Days of Power Outages/Surges from Public Grid"</b>	<b>242</b>
<b>A3.10</b>	<b>Firm Survey Fixed Effects on "Days of Insufficient Water Supply"</b>	<b>243</b>
<b>A3.11</b>	<b>Firm Survey Fixed Effects on "Days of Unavailable Mainline Telephone Service"</b>	<b>244</b>
<b>A3.12</b>	<b>Firm Survey Fixed Effects on "Percent of Sales Lost Due to Power Outages/Surges"</b>	<b>245</b>
<b>A3.13</b>	<b>Firm Survey Fixed Effects on "Percent of Sales Lost Due to Insufficient Water Supply Last Year"</b>	<b>246</b>
<b>A3.14</b>	<b>Firm Survey Fixed Effects on "Percent of Sales Lost Due to Unavailable Telephone Service Last Year"</b>	<b>247</b>
<b>A3.15</b>	<b>Firm Survey Fixed Effects on "Percentage of Average Cargo Value Lost in Transit"</b>	<b>248</b>