

**THE WORLD BANK**  
**China - Enterprise Survey**  
*Services Module (2012)*

GPS Coordinates **[TO BE COMPLETED USING GOOGLE MAPS]**

Degrees North (Latitude)	<b>lat</b>
Degrees East (Longitude)	<b>lon</b>

**A. CONTROL INFORMATION [TO BE COMPLETED BEFORE INTERVIEW]**

A.0 Questionnaire <b>a0</b>	Module
Retail	2
Other Services	3

**A.1 Country**

**a1**

**A.1a Language**

**a1a**

**A.2**

	Sampling Region <b>a2</b>
Hefei City	1
Beijing (municipalities)	2
Guangzhou City	3
Shenzhen City	4
Foshan City	5
Dongguan City	6
Shijiazhuang City	7
Tangshan City	8
Zhengzhou City	9
Luoyang City	10
Wuhan City	11
Nanjing City	12
Wuxi City	13
Suzhou City	14
Nantong City	15
Shenyang City	16
Dalian City	17
Jinan City	18
Qingdao City	19
Yantai City	20
Shanghai (municipalities)	21
Chengdu City	22
Hangzhou City	23
Ningbo City	24
Wenzhou City	25

**A.3a**

	Screener Region (coded ex post) <b>a3a</b>
Hefei City	1
Beijing (municipalities)	2
Guangzhou City	3
Shenzhen City	4
Foshan City	5
Dongguan City	6
Shijiazhuang City	7
Tangshan City	8
Zhengzhou City	9
Luoyang City	10
Wuhan City	11
Nanjing City	12
Wuxi City	13
Suzhou City	14
Nantong City	15
Shenyang City	16
Dalian City	17
Jinan City	18
Qingdao City	19
Yantai City	20
Shanghai (municipalities)	21
Chengdu City	22
Hangzhou City	23
Ningbo City	24
Wenzhou City	25

**A.3x Name of city/town/village**

**a3x**

**A.3b Is this city the official capital city? **a3b****

Yes	1
No	2

**A.3c Is this city the main business city? **a3c****

Yes	1
No	2

**A.3 Size of locality a3**

City with population over 1 million – other than capital	2
Over 250.000 to 1 million	3
50.000 to 250.000	4
Less than 50.000	5

**A.4 Industry**

		Samplin g sector <b>a4a</b>	Screener sector <b>a4b</b>
<b>Manufacturing :Section D</b>	Food	15	15
	Tobacco	16	16
	Textiles	17	17
	Garments	18	18
	Leather	19	19
	Wood	20	20
	Paper	21	21
	Recorded media	22	22
	Refined petroleum product	23	23
	Chemicals	24	24
	Plastics & rubber	25	25
	Non metallic mineral products	26	26
	Basic metals	27	27
	Fabricated metal products	28	28
	Machinery and equipment	29	29
	Electronics (31 & 32)	31	31
	Precision instruments	33	33
	Transport machines (34&35)	34	34
Furniture	36	36	
Recycling	37	37	
<b>Government owned</b>	100% state owned enterprise	100	100
<b>Retail</b>	Retail	52	52
<b>Other Services</b>	Wholesale	51	51
	IT	72	72
	Hotel and restaurants: section H	55	55
	Services of motor vehicles	50	50
	Construction Section F:	45	45
	Transport Section I: (60-64)	60	60

**A.5 Sector match between screener information and sample frame a5**

Yes, screener and sample frame info match	1
No, screener and sample frame do not match but establishment still does activities which match sample frame	2
No, does not match	3

	<b>Sampling size a6a</b>	<b>Screener Size a6b</b>
<b>A.6 Size</b>		
Small >=5 and <=19	1	1
Medium >=20 and <=99	2	2
Large >=100	3	3

**A.7 Establishment is part of a larger firm a7**

Yes	1
No, a firm on its own	2

**A.7a**

Number of establishments that form the firm	<b>a7a</b>
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**A.8 Type of establishment a8**

HQ without production and/or sales in this location	1
HQ with production and/or sales in this location	2
Establishment physically separated from HQ and other establishments of the same firm	3
Establishment physically separated from HQ but with other establishments of the same firm	4
<b>Does not apply</b>	<b>-7</b>

**A.9 Are establishment's financial statements prepared separately from HQ's statements? a9**

Yes	1
No	2
<b>Does not apply</b>	<b>-7</b>

**A.10 Are establishment's financial statements prepared separately from other establishments of the same firm? a10**

Yes	1
No	2
<b>Does not apply</b>	<b>-7</b>

**A.11 If HQ, are financial statements independent from the rest of establishments? a11**

Yes	1
No	2
<b>Does not apply</b>	<b>-7</b>

**A.12 Interviewer code a12**

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**A.13 Supervisor code a13**

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**A.14 Time face-to-face interview begins:**

<b>Day (dd)</b>	<b>Month (mm)</b>	<b>Year (yyyy)</b>	<b>Hour (00 to 23)</b>	<b>Minutes (00 to 59)</b>
<b>a14d</b>	<b>a14m</b>	<b>a14y</b>	<b>a14h</b>	<b>a14min</b>

**READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING.**

The goal of this survey is to gather information and opinions about the business environment in China. The information gathered here will help to develop new policies and programs that enhance employment and economic growth.

The information obtained here will be held in the strictest confidentiality. Neither your name nor the name of your business will be used in any document based on this survey.

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**B. GENERAL INFORMATION**

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**READ OUT THE FOLLOWING INTRODUCTORY SENTENCE ONLY IF A7 = 1 (yes):**  
**The first few questions apply to the firm which your establishment is part of.**

**B.1**      What is this firm's current legal status? **SHOW CARD 1**

Shareholding company with shares trade in the stock market	1	<b>SKIP TO B.2</b>
Shareholding company with non-traded shares or shares traded privately	2	
Sole proprietorship	3	
Partnership	4	
Limited partnership	5	
<b>Other (spontaneous - specify) <u>  b1x  </u></b>	6	
<b>Don't know (spontaneous)</b>	<b>-9</b>	<b>b1</b>

**B.3**      What percentage of this firm does the largest owner or owners own?

	<b>Percent</b>
Percentage held by largest owner or owners	<b>b3</b> %
<b>Don't know (spontaneous)</b>	<b>-9</b>

**B.2** What percentage of this firm is owned by each of the following: **SHOW CARD 2**

	Percent	Don't know (spontaneous)
Private domestic individuals, companies or organizations	<b>b2a</b> %	-9
Private foreign individuals, companies or organizations	<b>b2b</b> %	-9
Government or State	<b>b2c</b> %	-9
Other	<b>b2d</b> %	-9
	<b>100%</b>	

*If 100% terminate interview UNLESS a4a is 100 (state owned)*

**INTERVIEWER: CHECK THAT TOTAL SUMS TO 100% (UNLESS RESPONDENT DOES NOT KNOW)**

**B.4** Amongst the owners of the firm, are there any females?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**b4**

**READ ONLY IF A7=1 (yes)**  
**I want to proceed by asking you about this establishment only.**

**B.5** In what year did this establishment begin operations?

	Year
Year establishment began operations	<b>b5</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**INTERVIEWER: PROVIDE FOUR DIGITS FOR YEAR**

**B.6** How many full-time employees did this establishment employ when it started operations? Please include all employees and managers (**INTERVIEWER: include respondent when applicable**)

	Number
Full-time employees at start-up	<b>b6</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**B.6a** Was this establishment formally registered when it began operations?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**b6a**

**B.6b** In what year was this establishment formally registered?

	Year
Year establishment formally registered	<b>b6b</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>
<b>Never registered (spontaneous)</b>	<b>-7</b>

**INTERVIEWER: PROVIDE FOUR DIGITS FOR YEAR.**

**B.7** How many years of experience working in this sector does the Top Manager have?

	Years
Manager's experience in sector	<b>b7</b>
<b>Less than one year</b>	<b>1</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**B.7a** Is the Top Manager female?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**b7a**

**B.8** Does this establishment have an internationally-recognized quality certification?  
**(INTERVIEWER: if there is need for clarification, some examples are: ISO 9000, 9002 or 14000, or HACCP)**

Yes	1
No	2
<b>Still in process</b>	<b>-6</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**b8**

**C. INFRASTRUCTURE AND SERVICES**

**READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING.**  
 Now, we turn to the establishment's operations in fiscal year **2011**.

**C.3** Over the last two years, did this establishment submit an application to obtain an electrical connection?

Yes	1
No	2
Don't know (spontaneous)	-9

*GO TO QUESTION C.6*  
*GO TO QUESTION C.6*

**c3**

**C.4** In reference to that application for an electrical connection, approximately how many days did it take to obtain it from the day of the application to the day the service was received?

Days	
Wait for electrical connection	<b>c4</b>
Less than one day	<b>1</b>
Still in process	<b>-6</b>
Application denied	<b>-5</b>
Don't know (spontaneous)	<b>-9</b>

**C.5** In reference to that application for an electrical connection, was an informal gift or payment expected or requested?

Yes	1
No	2
Don't know (spontaneous)	-9
REFUSE (spontaneous)	-8

**c5**

**C.6** Over fiscal year **2011**, did this establishment experience power outages?

Yes	1
No	2
Don't know (spontaneous)	-9

*GO TO QUESTION C.10*  
*GO TO QUESTION C.10*

**c6**

**C.7** In a typical month, over fiscal year **2011**, how many power outages did this establishment experience?

Number	
Average number of power outages per month	<b>c7</b>
Don't know (spontaneous)	<b>-9</b>

*IF 0, GO TO QUESTION C.10*

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**C.8** How long did these power outages last on average?

	Hours
Average duration of power outages	<b>c8</b>
<b>Less than one hour</b>	<b>1</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**C.9** Please estimate the losses that resulted from power outages either as a percentage of total annual sales or as total annual losses.

	Percent
Loss as percentage of total annual sales due to power outages	<b>c9a %</b>
<b>None</b>	<b>0</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**PROVIDE EITHER ONE OR THE OTHER, NOT BOTH**

	Yuan
Annual losses due to power outages	<b>c9b</b>
<b>None</b>	<b>0</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**C.10** Over the course of fiscal year **2011**, did this establishment own or share a generator?

Yes	1	<b>GO TO QUESTION C.12</b> <b>GO TO QUESTION C.12</b>
No	2	
<b>Don't know (spontaneous)</b>	<b>-9</b>	

**c10**

**C.11** In fiscal year **2011**, what percentage of this establishment's electricity came from a generator or generators that the establishment owned or shared?

	Percent
Percentage electricity from generators	<b>c11 %</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**C.12** Over the last two years, did this establishment submit an application to obtain a water connection?

Yes	1	<b>GO TO QUESTION C.19</b> <b>GO TO QUESTION C.19</b>
No	2	
<b>Don't know</b>	<b>-9</b>	

**c12**

**C.13** In reference to that application for a water connection, approximately how many days did it take to obtain it from the day of the application to the day the service was received?

	<b>Days</b>
Wait for water connection	<b>c13</b>
<b>Less than one day</b>	<b>1</b>
<b>Still in process</b>	<b>-6</b>
<b>Application denied</b>	<b>-5</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**C.14** In reference to that application for a water connection, was an informal gift or payment expected or requested?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>
<b>REFUSE (spontaneous)</b>	<b>-8</b>

**c14**

**C.19** Over the last two years, did this establishment submit an application to obtain a telephone connection?

Yes	1	<i><b>GO TO QUESTION C.22</b></i> <i><b>GO TO QUESTION C.22</b></i>
No	2	
<b>Don't know (spontaneous)</b>	<b>-9</b>	

**c19**

**C.20** In reference to that application for a telephone connection, approximately how many days did it take to obtain it from the day of the application to the day the service was received?

	<b>Days</b>
Wait for telephone connection	<b>c20</b>
<b>Less than one day</b>	<b>1</b>
<b>Still in process</b>	<b>-6</b>
<b>Application denied</b>	<b>-5</b>
<b>Don't know (spontaneous)</b>	<b>-9</b>

**C.21** In reference to that application for a telephone connection, was an informal gift or payment expected or requested?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>
<b>REFUSE (spontaneous)</b>	<b>-8</b>

**c21**

**C.22a** At the present time, does this establishment use e-mail to communicate with clients or suppliers?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**c22a**

**C.22b** At the present time, does this establishment use its own website?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**c22b**

**C.23** Does this establishment have a high-speed Internet connection on its premises?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**GO TO QUESTION C.28**  
**GO TO QUESTION C.28**

**c23**

**C.24** Is this establishment's Internet connection used to:

**INTERVIEWER: READ EACH OPTION ALOUD**

		<b>Yes</b>	<b>No</b>	<b>Don't Know (spontaneous)</b>	<b>NA (spontaneous)</b>
Make purchases for this establishment	<b>c24b</b>	1	2	<b>-9</b>	<b>-7</b>
Sell and market products	<b>c24f</b>	1	2	<b>-9</b>	<b>-7</b>
Do research and develop ideas on new products and services	<b>c24d</b>	1	2	<b>-9</b>	<b>-7</b>

**C.28** Does this establishment currently use cell phones for the operations of the establishment?

Yes	1
No	2
<b>Don't know (spontaneous)</b>	<b>-9</b>

**c28**

**C.30** Using the response options on the card; To what degree is **Electricity** an obstacle to the current operations of this establishment?

Using the response options on the card; To what degree is **Telecommunications** an obstacle to the current operations of this establishment?

[SHOW CARD 3](#)

	No obstacle	Minor obstacle	Moderate obstacle	Major obstacle	Very Severe Obstacle	Don't Know (spontaneous)	Does Not Apply (spontaneous)
Electricity <b>c30a</b>	0	1	2	3	4	-9	-7
Telecommunications <b>c30b</b>	0	1	2	3	4	-9	-7

**D. SALES AND SUPPLIES**

**READ THE FOLLOWING TO THE RESPONDENT BEFORE PROCEEDING:**  
**The next topic to be covered is how and where this establishment makes its sales.**

**D.1a1** In fiscal year **2011**, what was this establishment's main product or service, that is, the product that represented the largest proportion of annual sales

**Description**  
**d1a1x**

**D.1a2** **TO BE CODED AFTER THE INTERVIEW** please choose the 4-digit code that best applies to the main product of this establishment

	<b>Code</b>
Code of main product	<span style="color: red;"><b>d1a2</b></span>
<span style="color: blue;"><b>Don't know (spontaneous)</b></span>	<span style="color: blue;"><b>-9</b></span>

**D.1a3** What percentage of total sales does the main product or service represent?

	<b>Percent</b>
Percentage of sales represented by main product	<span style="color: red;"><b>d1a3 %</b></span>
<span style="color: blue;"><b>Don't know (spontaneous)</b></span>	<span style="color: blue;"><b>-9</b></span>

**D.2** In fiscal year **2011**, what were this establishment's total annual sales for ALL products and services?

	<b>Yuan</b>
Last complete fiscal year's total sales	<span style="color: red;"><b>d2</b></span>
<span style="color: blue;"><b>Don't know (spontaneous)</b></span>	<span style="color: blue;"><b>-9</b></span>
<span style="color: blue;"><b>Please also write out the number (i.e. 50,000 as Fifty Thousand)</b></span>	
<span style="color: red;"><b>d2x</b></span>	

**N.3** In fiscal year **2009**, three fiscal years ago, what were total annual sales for this establishment?

	<b>Yuan</b>
Total annual sales three years ago	<span style="color: red;"><b>n3</b></span>
<span style="color: blue;"><b>If establishment was not in business three years ago</b></span>	<span style="color: blue;"><b>-7</b></span>
<span style="color: blue;"><b>Don't know (spontaneous)</b></span>	<span style="color: blue;"><b>-9</b></span>

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