



Somali National  
Bureau of Statistics  
Federal Republic of Somalia

# BUSINESS ESTABLISHMENT CENSUS

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## Objective of the establishment census

The objective of an establishment census is to create an exhaustive list of active organizations and their characteristics, for statistical purposes.



Such an exhaustively list of organizations and their main characteristics is called a statistical business register (SBR).





The SBR will provide information on, among others, the following:

- Distribution of businesses by main economic activity classified by ISIC 4
- The secondary economic activity of enterprises (>20% of turnover)
- GPS location, type of premises
- Distribution of business establishments across the main 16 cities,
- Types of businesses- Formal Informal, and Micros
- If the establishment is engaged in international trade (import and export)
- Ownership of businesses by gender
- Employment structure (type and gender)
- Legal ownership,
- Turnover as per the turnover classifications



# Content of the questionnaire

## Preloaded variables (automatic)

Location of fieldwork + some questionnaire parameters

## Section 0 Pre-interview questions and questions about refusing or closed establishments

Questions for which the respondent is not yet needed (for example address and type of construction)

## Section 1 Identification and contact information

Details about the establishment

If applicable details about the enterprise to which the establishment belongs

## Section 2-4 Information about operations

Main and secondary activities

Employment (by type of employment and gender) + Optional turnover by size classes

## Section 5-7 Other details

Registration information

Characteristics of the owner(s)

Contact person details

## Wrap up (automatic)

This block doesn't contain questions, but is used for some preprocessing of the data







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# Survey Solutions

Survey Solutions (SUSO) is a Computer-Assisted Personal Interview (CAPI) software developed by the World Bank.



Survey  
Solutions



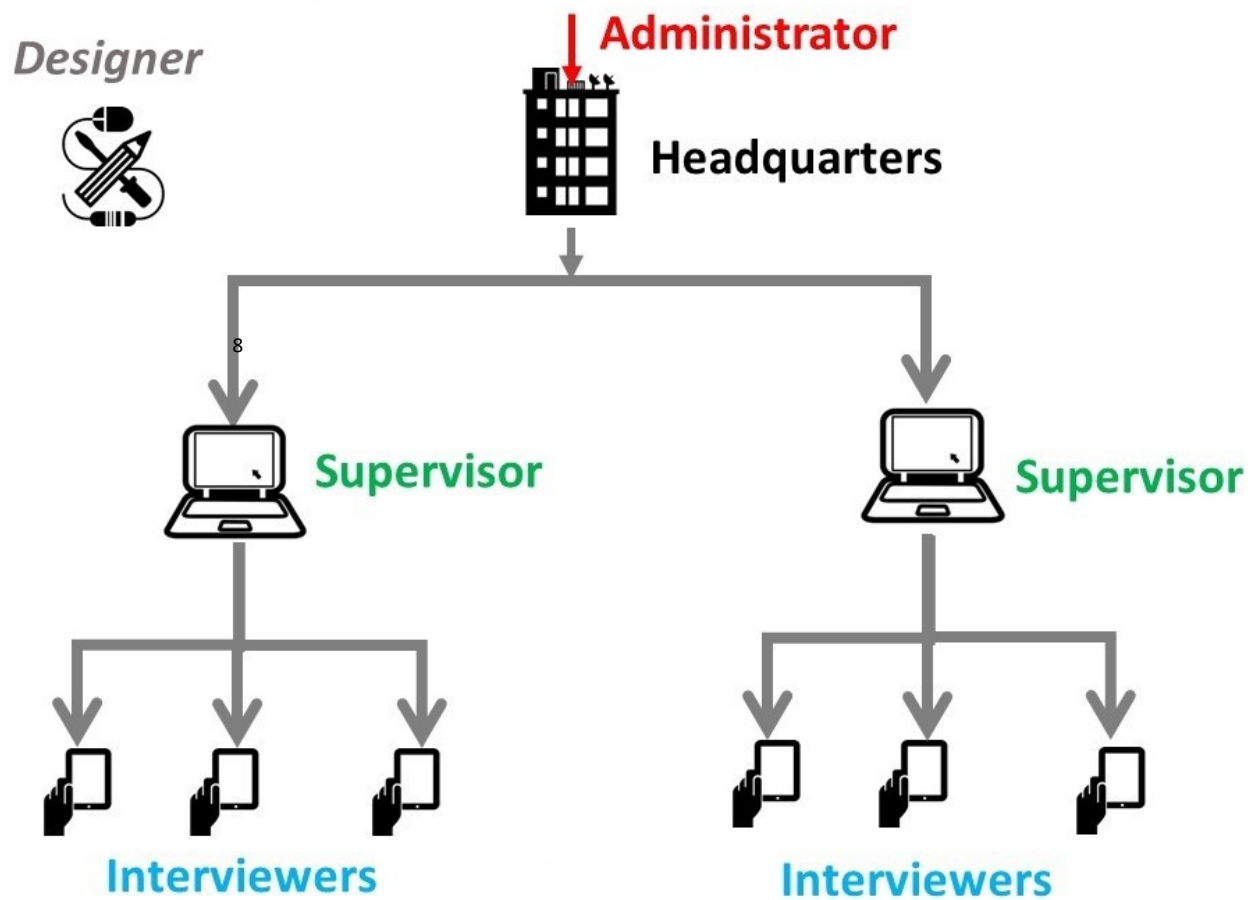
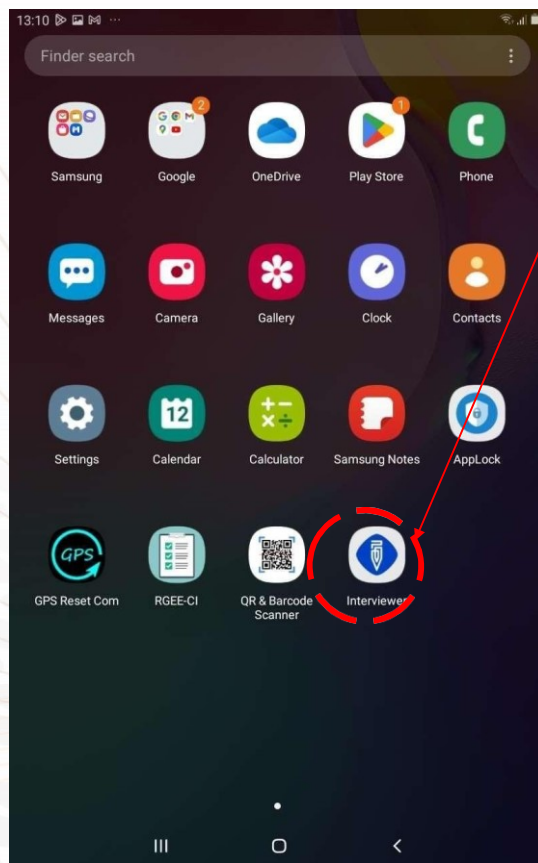


Figure Survey Solution System



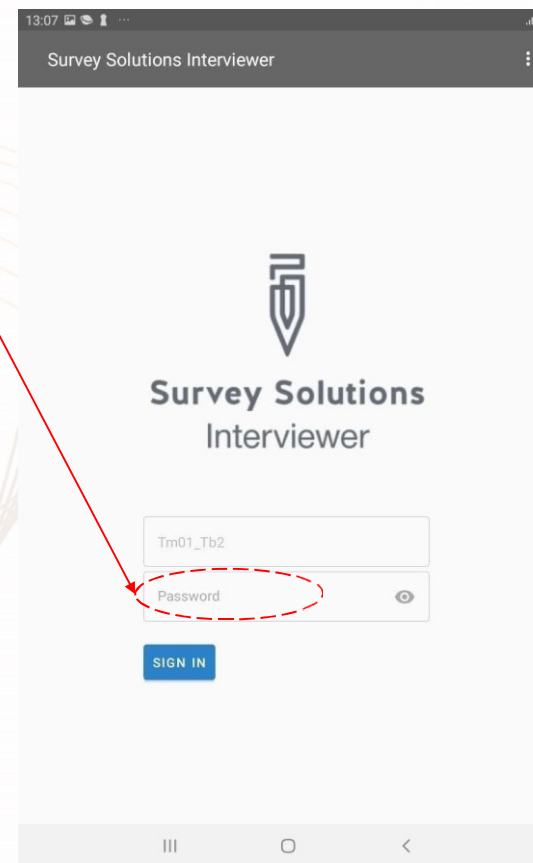
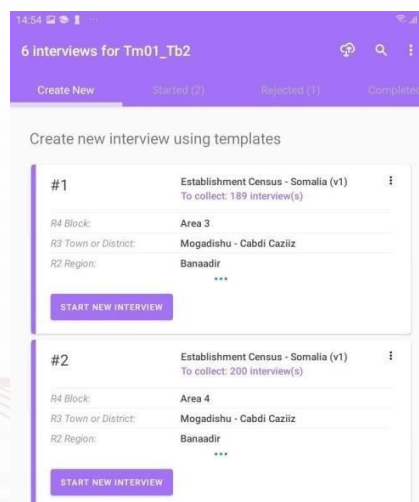


# Start the Interviewer App on the tablet



Trace and click Interviewer app to start

Log in using the assigned Username and Password





# Introduction to interface of the Interview App

The screenshot shows the Interview App interface with the following callouts:

- Number of interviews on tablet: Started + Rejected + Completed**: Points to the header text "6 interviews for Tm01\_Tb2".
- Enumerator ID**: Points to the "Create New" button.
- Activated tab: Indicated by color (purple) and bar**: Points to the purple header bar.
- ID number of assignment: Each enumeration area has a different ID number**: Points to the "#1" and "#2" labels next to the interview cards.
- Identifying variables of interview: Information on enumeration area (and if started on establishment name and address)**: Points to the "START NEW INTERVIEW" button.
- ID number of assignment: Each enumeration area has a different ID number**: Points to the "#1" and "#2" labels.
- Menu button: Press this button to go back to the main dashboard (among others)**: Points to the top right menu icon.
- Search button: Press this button to search in all interviews**: Points to the search icon.
- Synchronize button: Press this button to upload completed interviews and to download new assignments and rejected assignments**: Points to the sync icon.
- Menu button: Press this button to see more variables of this interview**: Points to the vertical ellipsis icon on the interview card.
- Version number of the questionnaire: Verify if you have the right version number if Headquarters reported a new version. Press synchronize to update to the new version. Report issues with Team lead**: Points to the "v1" version indicator.
- Maximum number of questionnaires that can be started in this enumeration area. If the number is insufficient report the issue to your Team lead**: Points to the "To collect: 189 interview(s)" text.
- Enumeration area: Make sure you start the interview that corresponds to the enumeration area where you are**: Points to the "Area 3" label.

# Navigating the questionnaire on the Interviewer App

The image displays two screenshots of the Interviewer App interface, illustrating navigation steps. The left screenshot shows a 'Table of Content' screen with a progress bar at 47% and a list of sections. The right screenshot shows a question screen for 'SECTION 0 : Pre-interview questions'.

**Table of Content will**  
answers to selective questions

Use bars to go to Table of content

Table of Content will  
answers to selective questions

Preloaded information

SECTION 0 : Pre-interview questions

SECTION 1 : Identification and contact information of the establishment

SECTION 2-4: Information about operations of the establishment

SECTION 5-7: Other details related to the establishment

Overview

Complete

Go back

Click on a section to navigate to that section of the questionnaire

14:36

SECTION 0 : Pre-interview questions

Current section of the questionnaire

Use dots to see menu

Question example

Answer options

To deselect an answer, click it again

Scroll down to see more questions

Use < to navigate to higher/previous screen

Dashboard

Language

Diagnostics

Maps

Sign out



# The Interviewer App uses Text Colors to provide guidance

14:13

SECTION 2-4: Information about operations of the establishment

3. EMPLOYMENT

3.1 What type of personnel did work in the establishment in 2023?

Multiple answers are possible

INTERVIEWER: Paid employees are workers that are on the payroll and get a monthly salary. If the owner and/or his family members are on the payroll, then they are paid employees.

Other employees on a contractual basis are employees that contribute directly to the production/sales process but they are hired from and/or on the payroll of another establishment or enterprise.

Working owners and family members: self employed (not on the monthly payroll)

Paid employees (receive wages or salaries)

Warning: In general, informal micro establishments only have working owners or family members. Please verify your answer before proceeding. [2]

3.2a What is the average number of working owners and/or family members (NOT on the payroll) at this establishment?

If on Monday to Friday only  
Sunday the husband, then the wife  
Take the average over the year (round to whole numbers: for example, enter 2 for an average of 1.5).

5

ERROR: For a micro establishment it is hardly possible that on average there are 3 or more working persons.

If on an average day, 3 or more people are working for the establishment, go back to Question 0.1 and select "Informal construction - KIOSK or CONTAINER or PLOT". [2]

Black text: Questions, headings or other text in general

Blue text: Interview instruction for the question above the instruction

Grey text: Answer options to questions

Yellow text:

Warnings related to the provided answer

Pink text: Exceptional warning or message

Red text: Errors in the provided answer



# The Interviewer App uses Colored Blocks to provide guidance

Table of contents of questionnaire

- The contents can change based on response of previous questions
- In principle the entire table of contents must be green when finalizing the interview

The image shows two screenshots from the interviewer app. The left screenshot is a table of contents with a progress bar at 40%. The right screenshot shows a question screen for 'SECTION 1 : Identification and contact information of the establishment' with four radio button options. Below the question are colored blocks: a green block for 'Details of this establishment', a red block for 'Details of the Headquarters (or main location)', and a blue block for 'SECTION 2-4: INFORMATION ABOUT OPERATIONS OF THE ESTABLISHMENT'. A legend on the right explains these colors: Green block: Completed portion, Red block: Portion with errors, Blue block: New or uncompleted portion. A blue arrow points from the legend to the blue block in the screenshot. A grey arrow points from the text 'Use X or click to delete an answer' to the 'X' icon on the second option. A green arrow points from the text 'Green block: Completed portion' to the green block. A red arrow points from the text 'Red block: Portion with errors' to the red block. A blue arrow points from the text 'Blue block: New or uncompleted portion' to the blue block. A blue arrow points from the text 'Use at the bottom to < to hide Table of content' to the bottom of the table of contents screenshot.

Use X or click to delete an answer

Blocks (see below) contain one or more questions. Click on a block to access these questions

Green block: Completed portion

Red block: Portion with errors

Blue block: New or uncompleted portion

Use at the bottom to < to hide Table of content



### The Interviewer App has 4 different tabs (one for each status)

The screenshot displays four mobile app screens, each representing a different status of interviews for 'Tm01\_Tb2'.

- Tab 1 (Purple):** '6 interviews for Tm01\_Tb2'. Buttons: 'Create New', 'Started (2)', 'Rejected (1)'. A red box highlights the 'Create New' button.
- Tab 2 (Blue):** '6 interviews for Tm01\_Tb2'. Buttons: 'Create New', 'Started (2)', 'Rejected (1)'. A red box highlights the 'Started (2)' button.
- Tab 3 (Green):** '6 interviews for Tm01\_Tb2'. Buttons: 'Create New', 'Started (2)', 'Rejected (1)', 'Completed (3)'. A red box highlights the 'Completed (3)' button. A red arrow points from this tab to the 'Completed' view below.
- Tab 4 (Red):** '6 interviews for Tm01\_Tb2'. Buttons: 'Create New', 'Started (2)', 'Rejected (1)', 'Completed (3)'. A red box highlights the 'Rejected (1)' button.

Below the tabs, four views are shown:

- Create new interview using templates:** Shows two templates (#1 and #2) with details like 'R4 Block: Area 3', 'R3 Town or District: Mogadishu - Cabdi Caziiz', and 'R2 Region: Banaadir'. A red box highlights the 'START NEW INTERVIEW' button.
- Interviews which have been started but no You need to complete it to be synchronize:** Shows two assignments with IDs '41-65-13-08' and '81-62-16-97'. A red box highlights the 'OPEN' button for the first assignment.
- Completed interviews, will be uploaded during your next synchronization:** Shows two assignments with IDs '59-96-07-46' and '56-24-64-39'. A red box highlights the 'REOPEN' button for the first assignment.
- Interviews rejected by supervisor Please resolve issues noted on the cover page and send them back to the supervisor:** Shows one assignment with ID '92-66-46-09'. A red box highlights the 'VIEW ISSUES' button. A red box also highlights the rejection message: 'Establishment Census - Somalia (v1) Rejected: 27 minutes ago (Apr 11, 14:51) Description of main activity is unclear'.



## Use of GIS in the Business Establishment Census

- Our team meticulously prepared the blocks for the Business Establishment Census (BEC) using ArcGIS, ensuring accuracy and efficiency.
- Utilizing ArcGIS tools, we divided the target area into manageable blocks. Each block was then digitized and assigned a unique identifier
- We Integrate GIS with mobile data collection tools.
- Use GIS for continuous monitoring and updates



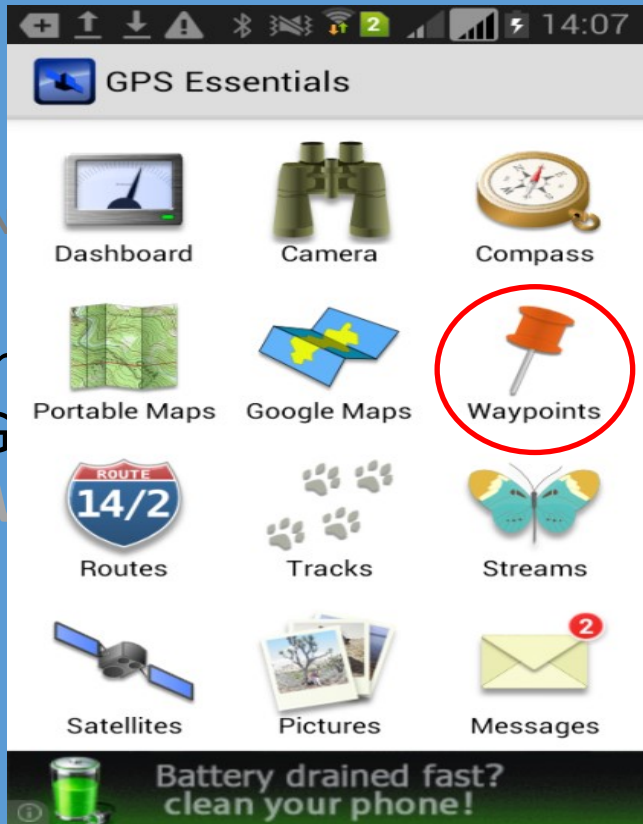


# GPS Essential

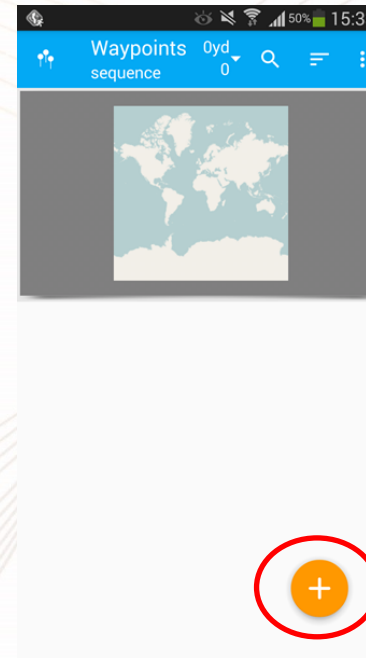
OPEN

In  
G

of



Press the '+ sign' on the bottom right of the screen

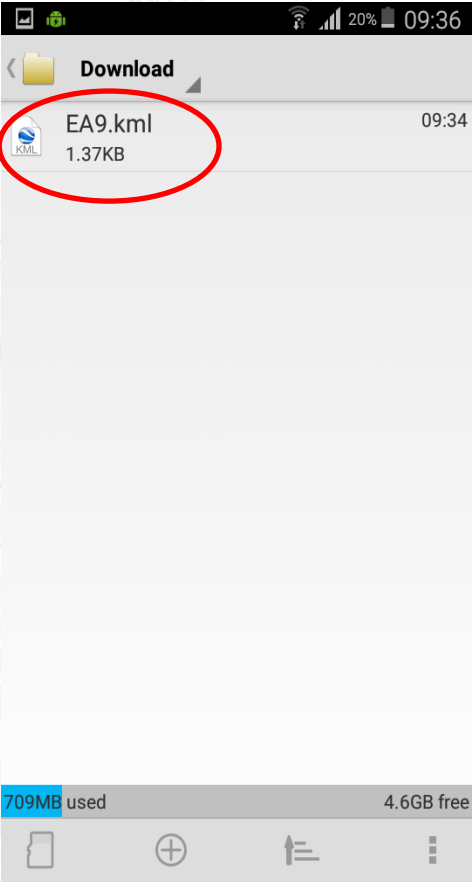




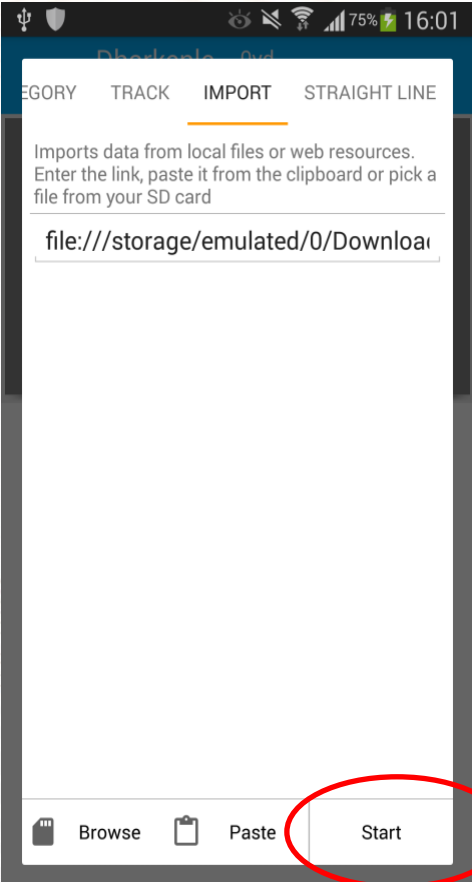
# Step 1: Downloading the EA Map

## Downloading the Map Onto a Device

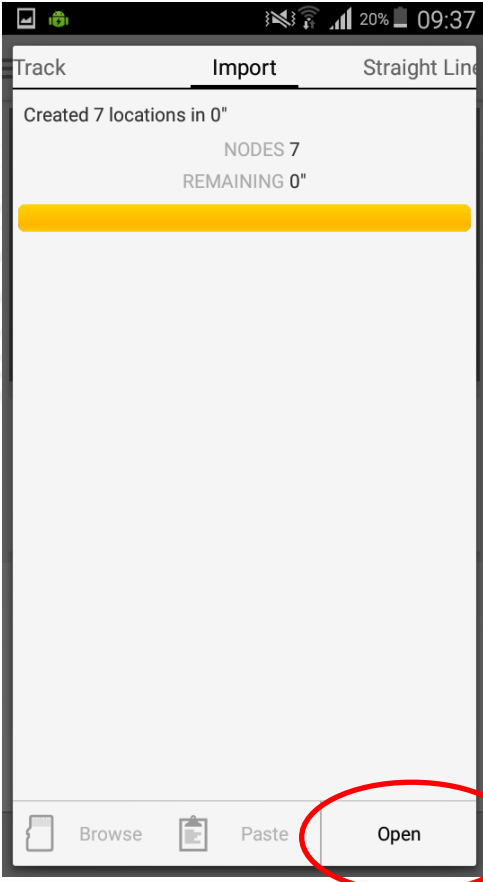
Select the desired map



Click start

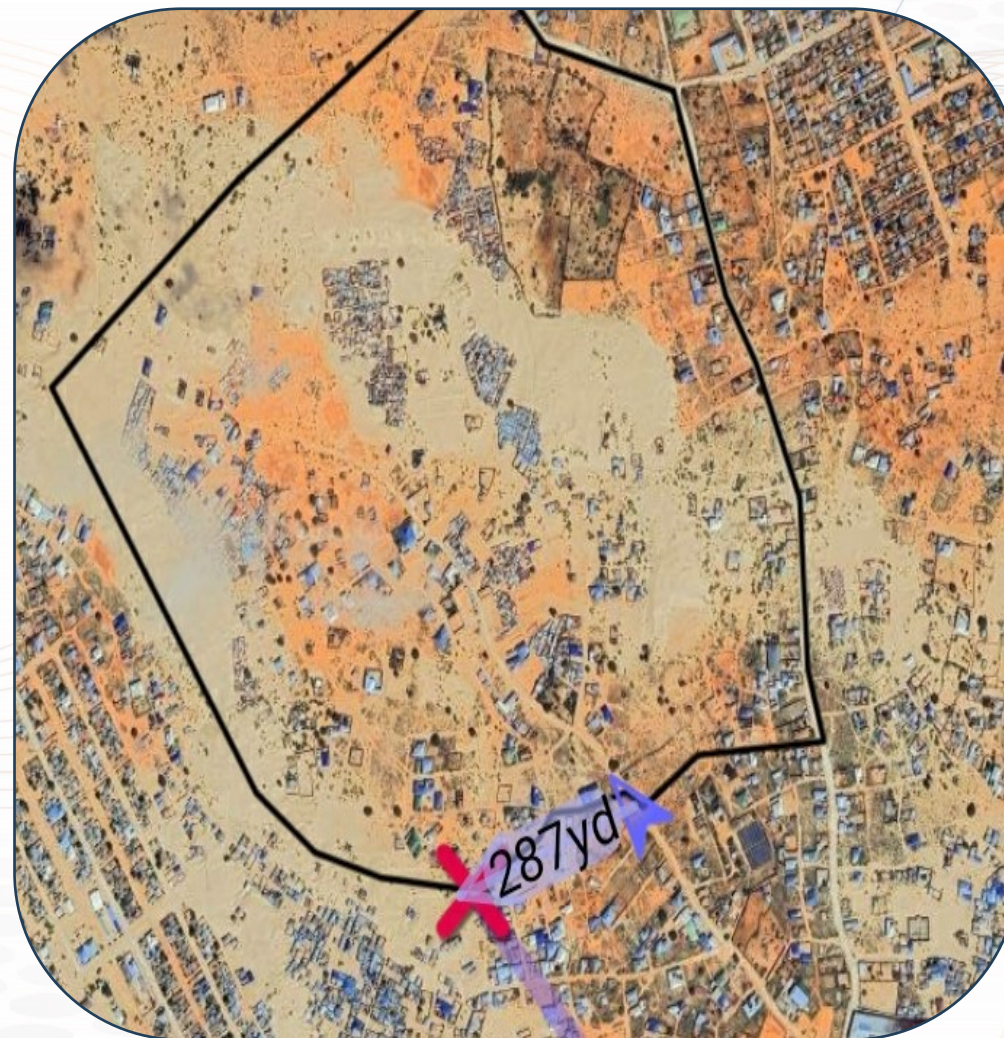


Click Open





Navigating to the assigned Block





# Somali National Bureau of Statistics

## Federal Republic of Somalia

08-49-99-75 Establishment Census - Somalia

Progress: 0/7 0%

Cover

N1 follow\_up\_ref - Not calculated

N2 id\_ref - -

R4 Block

R3 Town or District

R2 Region

Click to answer

entity - 'establishment/goobta ganacsiga'

cover year - 2024

completed year - 2023

GPS

Please register the GPS coordinates close to the entrance.

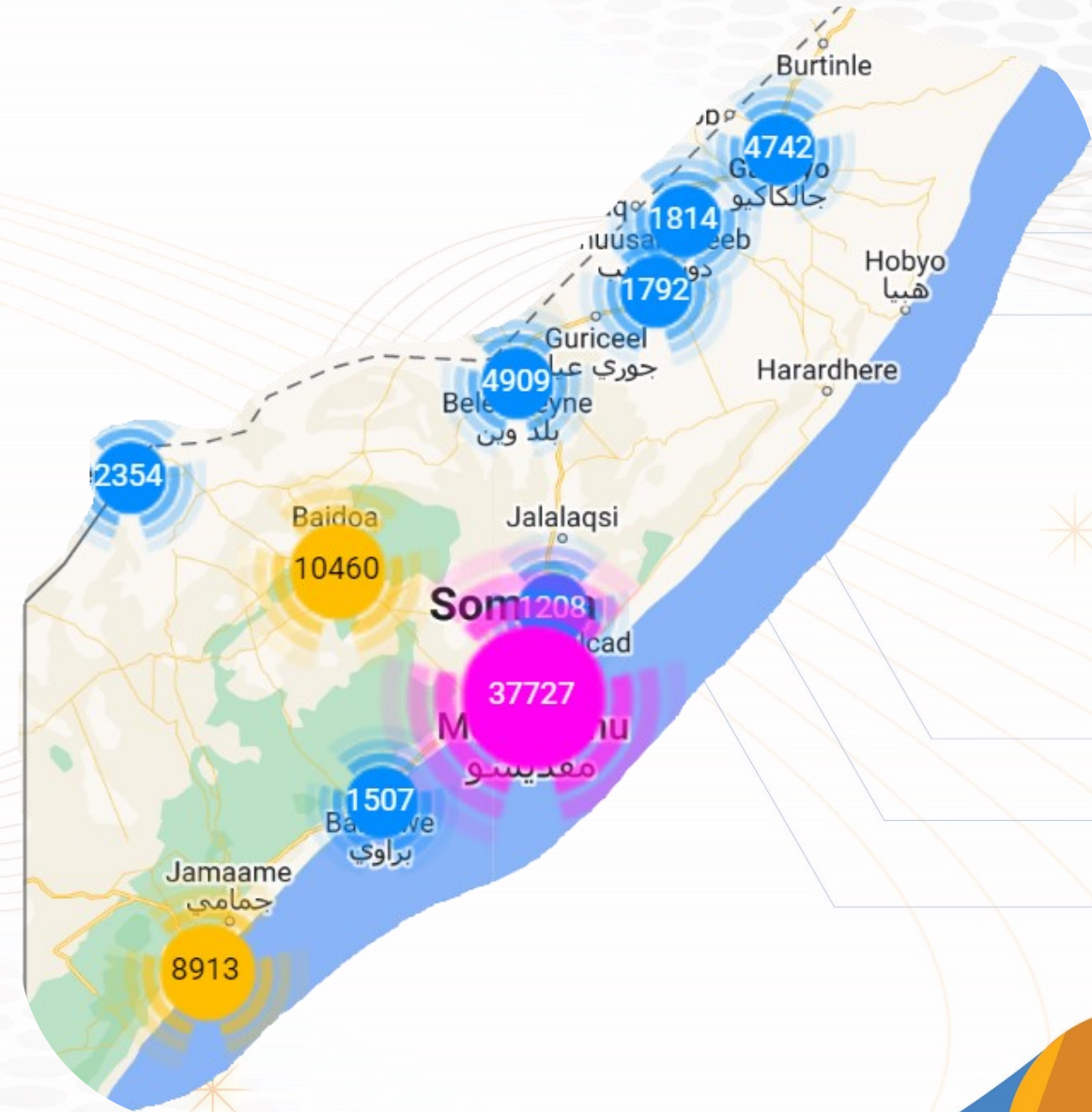
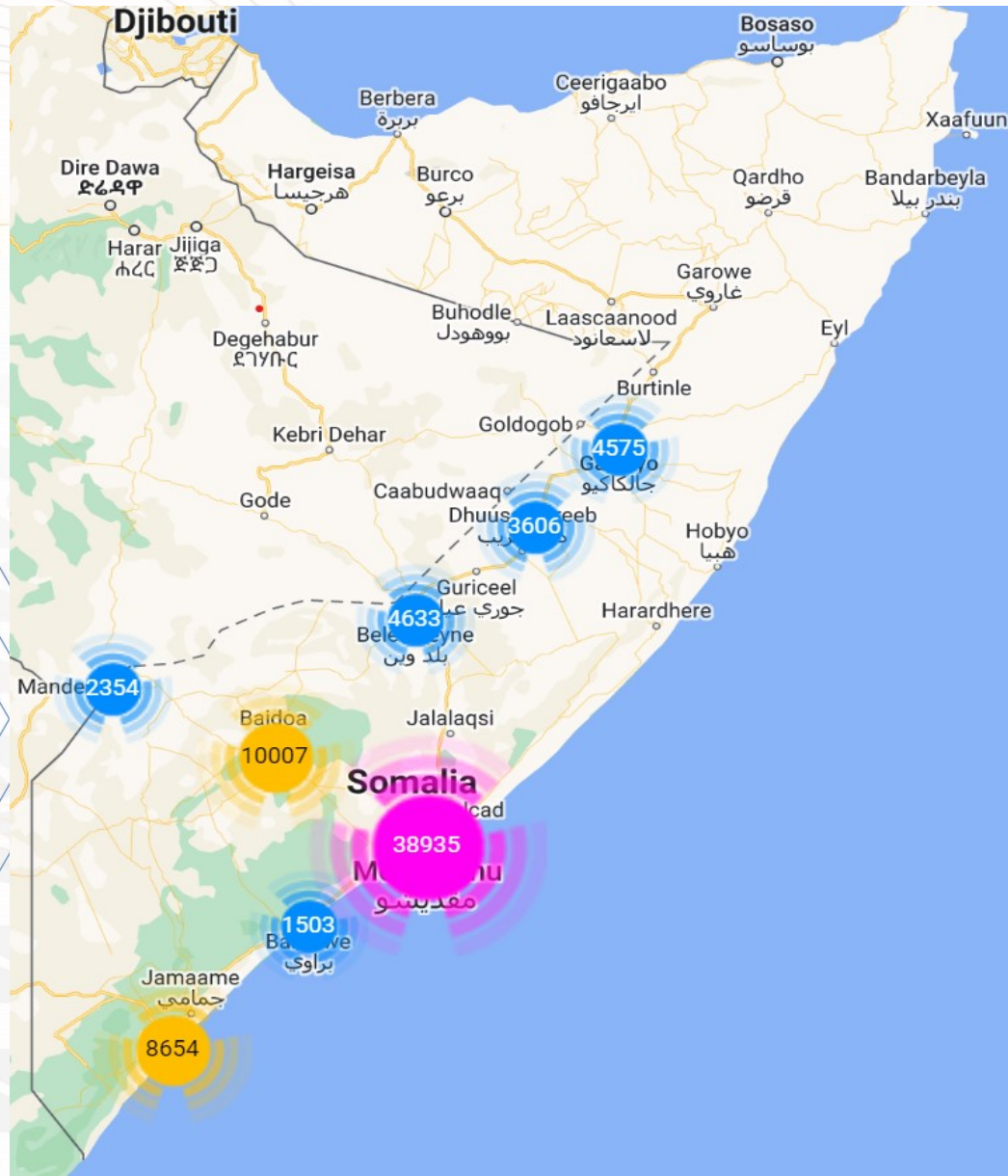
Record GPS

All this part are inserted by the I.T team/GIS-Team



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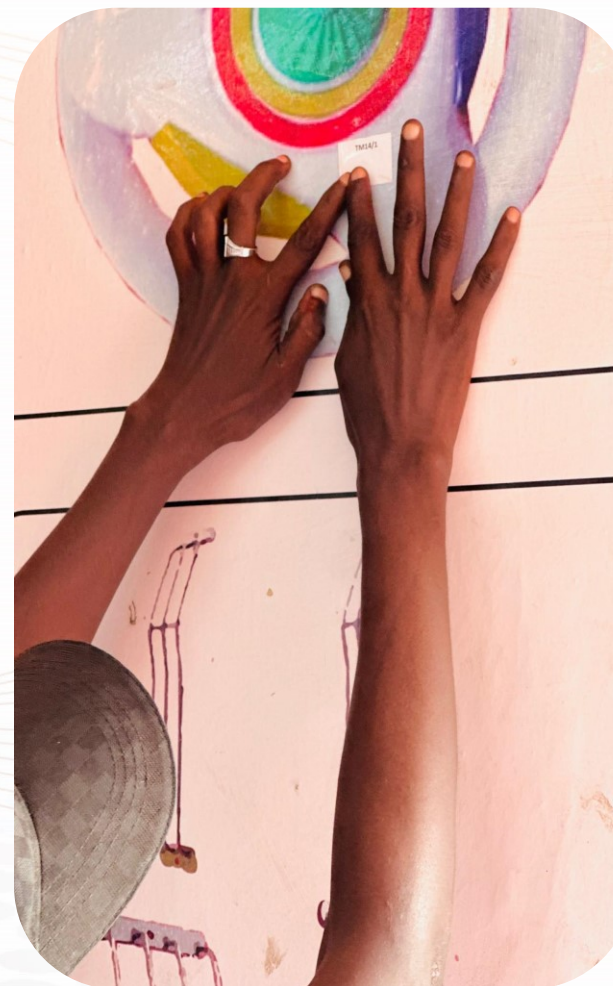
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# Communication channel and Labelling/Sticker user





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# MAHADSANIDIIN