



Codebook
**The Survey of Enterprises' Digitization in
the three MENA Countries 2022**
(Egypt, Morocco, Jordan)

The Survey of Enterprises' Digitization

**ECONOMIC
RESEARCH
FORUM**



**منتدى
البحوث
الاقتصادية**

OPEN ACCESS MICRO DATA INITIATIVE (OAMDI)
*for the Arab Countries,
Iran and Turkey*

Variables of Enterprises and Digitalization Phone Survey				
Variable name	Variable label	Ranges & States	Universe	Notes
Identifiers				
phase	Phase	Categorical 1= Phase 1 2= Phase 2	All	Phase 1 is used to screen the percentage of digitalized firms, & phase 2 was to complete the quota of E-firm for the survey.
country	Country	Categorical 400= Jordan 504= Morocco 818= Egypt	All	
serial	Unique firm identifier within country	numeric	All	can be used for within country analysis
firmid	Unique firm identifier - between countries	String	All	can be used if countries are combined
Demographics				
eg_cor8	Egypt-In which governorate is your business located?	Categorical	All	
jo_cor8	Jordan-In which governorate is your business located?	Categorical	All	
ma_cor8	Morocco-In which governorate is your business located?	Categorical	All	
cor9	Is the head office of this establishment located at Urban/Rural?	(1) Urban, (2) Rural	All	
Weights				
wfinal	Weight	numeric		
Result of call				
cor2_1	Result of call first try	Categorical	All	
date_1	Record the first try date			
time_1	Record the first try time	time	All	
cor2_2	Result of call second try	Categorical	All	

date_2	Record the second try date			
time_2	Record the second try time	time	All	
cor2_3	Result of call third try	Categorical	All	
date_3	Record the third try date			
time_3	Record the third try time	time	All	
cor4	Do you agree to be recorded for quality control purposes?	1 (Yes), 2 (No)	All	
resp	What is your role in the business?	Categorical	All	
Firm characteristics				
cor5	Currently, How many workers were working in your firm including yourself (paid a	Categorical	All	
cor7	Establishment's main activity	Categorical	All	
cor7_oth	COR7_other(specify)	String	All	
cor10	In what year did your establishment begin operations?	Integer	All	
fir1	How many total workers (paid and unpaid, or full time and part time) does this e	Integer	All	
fir1_1	Is there anyone else helping you at work in the last month (2022)?	1 (Yes), 2 (No)	if FIR1=0	
fir2	How many female workers does this establishment have in (last month) 2022?	Integer	All	
fir3	How many part time workers does this establishment have in (last month) 2022?	Integer	All	
fir4	How many indefinite duration contract workers does this establishment have in (l	Integer	All	
fir5	How many unpaid workers does this establishment have in (last month) 2022?	Integer	All	

fir6_a	Is the owner/CEO male or female?	(1) Male, (2) Female	All	
fir6_b	What is the last educational level that the owner completed successfully?	Categorical	All	
fir7	On average, what is the share of Highly educated workers does this establishment	Categorical	All	
Sales, revenues,assets, and labour cost				
fir27	establishment's total annual sales/revenue in 2021	Integer	All	The value will be adapted based on the country currency
eg_fir28	Egypt- category was the establishment's total annual sales/revenue in 2021?(in EGP)	Categorical	if FIR27 = 998 or 996	
jo_fir28	Jordan- category was the establishment's total annual sales/revenue in 2021? (in Jordanian dinars)	Categorical	if FIR27 = 998 or 997	
ma_fir28	Morocco- category was the establishment's total annual sales/revenue in 2021? (in Dirham)	Categorical	if FIR27 = 998 or 998	
fir29	establishment's total annual sales/revenue in 2020	Integer	if COR10 <= 2020	The value will be adapted based on the country currency
eg_fir30	Egypt- category was the establishment's total annual sales/revenue in 2020?(in EGP)	Categorical	if FIR29 = 998 or 996	
jo_fir30	Jordan- category was the establishment's total annual sales/revenue in 2020?(in Jordanian Dinars)	Categorical	if FIR29 = 998 or 997	
ma_fir30	Morocco- category was the establishment's total annual sales/revenue in 2020?(in Dirham)	Categorical	if FIR29 = 998 or 998	

fir31	establishment's total annual sales/revenue in 2019	Integer	if COR10 <= 2019	The value will be adapted based on the country currency
eg_fir32	category was the establishment's total annual sales/revenue in 2019?(in EGP)	Categorical	if FIR31 = 998 or 996	
jo_fir32	category was the establishment's total annual sales/revenue in 2019?(in Jordanian Dinars)	Categorical	if FIR31 = 998 or 997	
ma_fir32	category was the establishment's total annual sales/revenue in 2019?(in Dirham)	Categorical	if FIR31 = 998 or 998	
fir39	the value of fixed assets in 2021	Integer	All	The value will be adapted based on the country currency
eg_fir39_1	category was the value of fixed assets in 2021 (in EGP)?	Categorical	if FIR39 = 998 or 996	
jo_fir39_1	category was the value of fixed assets in 2021 (in Jordanian Dinar)?	Categorical	if FIR39 = 998 or 997	
ma_fir39_1	category was the value of fixed assets in 2021 (in Dirham)?	Categorical	if FIR39 = 998 or 998	
fir42	total labor cost (including wages,salaries,bonuses, etc.) in 2021	Integer	All	The value will be adapted based on the country currency
eg_fir42_1	category was total labor cost in 2021(in EGP)	Categorical	if FIR42 = 998 or 996	
jo_fir42_1	category was total labor cost in 2021(in Jordanian Dinar)	Categorical	if FIR42 = 998 or 996	
ma_fir42_1	category was total labor cost in 2021(in Dirham)	Categorical	if FIR42 = 998 or 996	
Importing and Exporting				
fir33	Did the firm export in 2021?	Categorical	All	
fir34	What was the share of exports over sales in 2021?	Integer	if FIR33=1 "Yes"	
fir35	Did the firm import in 2021?	Categorical	All	

fir36	What was the share of imports from total inputs (any materials that be used for)	Integer	if FIR35=1 "Yes"	
Ownership				
fir37	Who are the owners of this establishment?	Categorical	All	
fir37_oth	fir37_other(specify)	String	All	
fir38_1	% owned by private domestic individuals, companies or organizations	Integer	All	
fir38_2	% owned by private foreign individuals, companies or organizations	Integer	All	
fir38_3	% owned by government/state	Integer	All	
fir38_4	% owned by other	Integer	All	
Competition and innovation				
fir40	What is the number of competitors for your main product/service in the main market	Categorical	All	
fir41	what is the share of competitors in the same sector who rely on digital technology	Integer	if FIR40 >=1	
fir44	Has your establishment introduced new products/services, or introduced any innovation	1(Yes). 2(No)	All	
fir45	Has your establishment spent on R&D during last 3 years?	Categorical	All	
Participation in digital economy				
cor11	Does your firm have it own website in (last month) 2022?	1 (Yes), 2 (No)	All	
cor12	Is the firm listed on any app or website – e.g. a food delivery app., Amazon,	1 (Yes), 2 (No)	All	
cor13	Does your firm have online buying in (last month) 2022?	1 (Yes), 2 (No)	All	E-firm in the second phase is defined by answering yes to cor13 or yes to cor14

cor14	Does your firm have online selling in (last month) 2022?	1 (Yes), 2 (No)	All	
cor15	Does your firm have self-built sales website that enables online payment in (las	1 (Yes), 2 (No)	All	
cor16	Does your firm use the Internet in (last month) 2022?	1 (Yes), 2 (No)	At Phase 1: ask only if no in all (COR11, COR12, COR13, COR14)	At phase 2 it was asked to all included efirms
fir8_1	when did your establishment start having access to high speed internet?(month)	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir8_2	when did your establishment start having access to high speed internet?(year)	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir9	What was the cost of access to high speed internet (last month) in 2022?	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir10	What was that as a share of your establishment's total cost last month?	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir11_1	when did your establishment start having access to online payment services?(month)	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	

fir11_2	when did your establishment start having access to online payment services?(year	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir12	Did your establishment have online sales (last month) in 2022?	1(Yes), 2(No)	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir13	What is the percentage of online sales from the total sales (last month) in 2022	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir14	Did your establishment purchase inputs (any materials that be used for the work	1(Yes), 2(No)	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir15	What is the percentage of online input purchase from total input (any materials	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir16	Have your firm employees used the smartphones to conduct online transactions for	1(Yes), 2(No)	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	

fir17	What is the percentage of workers in the firm their work requires computer usage	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir18	Do digital skills play a role in your decision to appoint managerial staff?	1(Yes), 2(No)	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir19	Do digital skills play a role in your decision to recruit workers?	1(Yes), 2(No)	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir20	Does the Firm have IT person (whether full time, part time)?	Categorical	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir21_1	when did your establishment start to have its own website?(month)	Integer	if COR11=1 "Yes"	
fir21_2	when did your establishment start to have its own website?(year)	Integer	if COR11=1 "Yes"	
fir22	Are you using the social media for business purposes?	1(Yes), 2(No)	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir23	How important is the use of the social media (Like Facebook, instrgram,etc.	Categorical	if FIR22=1 "Yes"	

fir24	On Average, What is the number of power outage in (last month) 2022?	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir25	What is the number of days with no internet access (interruption) in (last month)	Integer	Phase 1: if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16) Phase 2: if the firm buy or sell online	
fir26	What is the number of days with no online services (interruption) in (last month)	Integer	if COR13=1 "Yes", or COR14=1 "Yes"	