

E-Firms survey				Notes
COR1	Telephone #			
COR2_1	Result of call	Phone disconnected/ busy	1	Try for up to 3 times
		Not in service	2	
		Did not answer	3	Try for up to 3 times
		Picked up and refused	4	
		Incomplete and refused	5	
		Incomplete and call returned	6	Try for up to 3 times
		Complete	7	
		ineligible	8	
Time_1	Time for first result of call			
Date_1	Date for first result of call			
COR2_2	Result of call	Phone disconnected/ busy	1	Try for up to 3 times
		Not in service	2	
		Did not answer	3	Try for up to 3 times
		Picked up and refused	4	
		Incomplete and refused	5	
		Incomplete and call returned	6	Try for up to 3 times
		Complete	7	
		ineligible	8	
Time_2	Time for second result of call			
Date_2	Date for second result of call			
COR2_3	Result of call	Phone disconnected/ busy	1	Try for up to 3 times
		Not in service	2	
		Did not answer	3	Try for up to 3 times
		Picked up and refused	4	
		Incomplete and refused	5	
		Incomplete and call returned	6	Try for up to 3 times
		Complete	7	
		ineligible	8	
Time_3	Time for third result of call			
Date_3	Date for third result of call			

Consent				
COR3	<p>Good morning/ afternoon/ evening, I am from Phi for Economic Research and on behalf of Economic Research Forum. We are trying to study the impact of global digitization and the social media on the firms' economy and productivity in "Egypt, Morocco, Jordan" for the purpose of scientific research, and we want to ask you some questions.</p> <p>It will take a few minutes to complete this survey.</p> <p>We guarantee to maintain the confidentiality of the data and use it only for scientific research, and not to share with any party.</p> <p>If you have questions, concerns, or complaints, or think the research has hurt you, please contact [xxxx].</p> <p>Do you agree to participate in this survey?</p>		1=Yes; 2=No	If no (=2), end interview
COR4	Do you agree to be recorded for quality control purposes?		1=Yes; 2=No	
COR5	Currently, how many workers are working in your firm including yourself (paid and unpaid)?	Less than 6 6 to 49 50 to 199 200 or more	1 2 3 4	
RESP	What is your role in the business?	Owner General Manager Other senior manager (HR/CFO) Other person who can tell you about the business earnings and employees Someone who cannot tell you about the business earnings and employees	1 2 3 4 5	From 1 to 4, skip to COR7 If 5, try to reschedule with someone who can
ALT_TELNUM	At what number can we reach someone knowledgeable about the firm?		[] number	Ask only if 5 in RESP, then end the interview
COR16	Did your firm use the Internet in (last month) 2022?		1=Yes; 2=No	
COR13	<p>Did your firm make any online purchases in (last month) 2022?</p> <p>[ENUMERATOR: That means the firm has purchased goods and/or services through online orders (over the Internet), regardless of payment methods (online or offline payment)].</p>		1=Yes; 2=No	

COR14	Did your firm make any online sales in (last month) 2022? [ENUMERATOR:That means the firm has sold goods and/or services through public online trading platforms (including self-built websites, and local or international third-party platforms, such as Amazon, eBay...)].		1=Yes; 2=No	*If no (=2), skip the next question *if the answer is No (=2) in COR13 and COR14, then end the interview
COR15	Does your firm have self-built sales website that enables online payment in (last month) 2022? [ENUMERATOR:That is to say, buyers can make purchases on the website built by your company without having to go through third-party platforms.]		1=Yes; 2=No	
COR7	Which activity best describes your current establishment's main activity	Agriculture, fishing or mining Textile & Garments Industry of Food Industry of mechanics or electronics or Vehicles Leather Products Chemicals & Chemical Products Petroleum products, Plastics & Rubber Non-Metallic Mineral Products Basic Metals & Metal Products Wood Products, Furniture, Paper & Publishing Construction or utilities Retail or Wholesale or Services of Motor Vehicles Transportation and storage Accommodation and food services Information and communication or IT Financial activities or real estate Education Health Other Manufacturing or services (specify)	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19	
COR8	In which governorate is your business located?	01. Tanger-Tetouan-Al Hoceima 02. Oriental 03. Fès-Meknès 04. Rabat-Salé-Kénitra 05. Béni Mellal-Khénifra 06. Casablanca-Settat 07. Marrakech-Safi 08. Drâa-Tafilalet 09. Souss-Massa 10. Guelmim-Oued Noun 11. Laayoune-Sakia El Hamra 12. Eddakhla-Oued Eddahab		
COR9	Is the head office of this establishment located at Urban/Rural?	Urban Rural	1 2	
COR10	In what year did your establishment begin operations? ENUMERATOR: 9999 if don't know		[] Year	if the answer =2022, thank and end the interview
COR11	Does your firm have it own website in (last month) 2022?		1=Yes; 2=No	
COR12	Is the firm listed on any app or website – e.g. a food delivery app., Amazon,?		1=Yes; 2=No	

E-Firms Survey				
FIR1	How many workers (paid and unpaid, or full time and part time) does this establishment have including yourself in (last month) 2022?		[] number	if the answer is more than 1, skip the next question
FIR1_1	Is there anyone else helping you at work in the last month (2022)? Researcher: If the answer is yes, repeat the question FIR1		1=Yes; 2=No	if the answer is no, skip to FIR6_A
FIR2	How many female workers does this establishment have in (last month) 2022?		[] number	The number should be less than or equal FIR1
FIR3	How many part time workers does this establishment have in (last month) 2022?		[] number	The number should be less than or equal FIR1
FIR4	How many indefinite duration contract workers does this establishment have in (last month) 2022?		[] number	The number should be less than or equal FIR1
FIR5	How many unpaid workers does this establishment have in (last month) 2022?		[] number	The number should be less than or equal FIR1
FIR6_A	Is the owner/CEO a male or female?	Male	1	
		Female	2	
FIR6_B	What is the highest educational level that the owner completed successfully?	Less than primary	1	
		Primary/ Preparatory	2	
		Secondary Technical/ (general or Azhar)	3	
		Intermediate Institute/ Higher Institute	4	
		University	5	
		Above university level	6	
		I don't know	7	
FIR7	On average, what is the share of Highly educated workers does this establishment have in (last month) 2022? (ENUMERATOR: Highly educated means Intermediate Institute/ Higher Institute, or University, or Above university level)	25% or less	1	if no (=2) in all (COR11, COR12, COR13, COR14, COR15, COR16) ,skip to FIR27
		26% to 50%	2	
		51% to 75%	3	
		more than 75%	4	

Participation in digital economy				
FIR8	<p>you mentioned that your company has internet in the previous questions, when [month/year] did your establishment start having access to high speed internet?</p> <p>ENUMERATOR: Use 99 if don't know at FIR8_1, 9999 if don't know at FIR8_2</p>	<p>FIR8_1: <input type="text"/> Month</p> <p>FIR8_2: <input type="text"/> Year</p>		<p>Ask this question if yes (=1) in any of (COR11, COR12, COR13, COR14, COR15, COR16)</p>
FIR9	<p>What was the cost of access to high speed internet (last month) in 2022?</p> <p>ENUMERATOR: Use 998 if don't know, 996 if refuse</p>		<input type="text"/> number	
FIR10	<p>What was the share of internet cost in the total cost of your business last month?</p> <p>ENUMERATOR: Use 998 if don't know, 996 if refuse</p>		<input type="text"/> percent	
FIR11	<p>you mentioned that your company has online transactions (buying and /or selling), when [month/year] did your establishment start having access to online payment services?</p> <p>ENUMERATOR: Use 99 if don't know at FIR11_1, 9999 if don't know at FIR11_2</p>	<p>FIR11_1: <input type="text"/> Month</p> <p>FIR11_2: <input type="text"/> Year</p>		<p>Ask this question if COR13=1 "Yes", or COR14=1 "Yes"</p>
FIR12	<p>Did your establishment have online sales (last month) in 2022?</p>		1=Yes; 2=No	<p>If no, skip the next question</p>
FIR13	<p>What is the percentage of online sales from the total sales (last month) in 2022?</p> <p>ENUMERATOR: Use 998 if don't know, 996 if refuse</p>		<input type="text"/> percent	
FIR14	<p>Did your establishment purchase inputs (any materials that be used for the workflow) online (last month) in 2022?</p>		1=Yes; 2=No	<p>If no, skip the next question</p>
FIR15	<p>What is the percentage of online input purchase from total input (any materials that be used for the workflow) purchase (last month) in 2022?</p> <p>ENUMERATOR: Use 998 if don't know, 996 if refuse</p>		<input type="text"/> percent	
FIR16	<p>Have your firm employees used the smartphones to conduct online transactions for business?</p> <p>[ENUMERATOR: objective of this question is to understand the role of smartphones (mobile services) in firm's online business transactions]</p>		1=Yes; 2=No	

FIR17	What is the percentage of workers in the firm whose work requires computer usages on daily basis? ENUMERATOR: Use 998 if don't know, 996 if refuse		<input type="text"/> percent	
FIR18	Do digital skills play a role in your decision to appoint managerial staff? ENUMERATOR: Digital skills like microsoft skills, or search on the internet, or deal with Social media, or writing emails, Etc		1=Yes; 2=No	
FIR19	Do digital skills play a role in your decision to recruit workers? ENUMERATOR: Digital skills like microsoft skills, or search on the internet, or deal with Social media, or writing emails, etc		1=Yes; 2=No	
FIR20	Does the Firm have IT person (whether full time, part time)? ENUMERATOR: if yes, ask if the firm has one person only, or has a department for IT, or are outsourced	Yes, one person	1	
		Yes, we have an IT department	2	
		digital tasks are outsourced	3	
		No	4	
FIR21	you mentioned that your company has website, when [month/year] did your establishment start to have its own website? ENUMERATOR: Use 99 if don't know at FIR21_1, 9999 if don't know at FIR21_2	FIR21_1: <input type="text"/> Month FIR21_2: <input type="text"/> Year		Ask this question if COR11=1 "Yes"
FIR22	Are you using the social media for business purposes?		1=Yes; 2=No	Skip the next question if No
FIR23	How important is the use of the social media (Like Facebook, instrgram,etc.) for your business activities?	Very important	1	
		Important	2	
		Neither/ nor	3	
		Not important	4	
		Not important at all	5	
FIR24	On Average, What is the number of power outage in (last month) 2022?			
FIR25	What is the number of days with no internet access (interruption) in (last month) 2022?			
FIR26	What is the number of days with no online services (interruption) in (last month) 2022?			Ask this question if COR13=1 "Yes", or COR14=1 "Yes"

FIR27	What was this establishment's total annual sales/revenue in 2021 (in dirham)? ENUMERATOR: Use 998 if don't know, 996 if refuse			
FIR28	What category was the establishment's total annual sales/revenue in 2021? Enumerator: read all the options except refuse and don't know	20,000,000 dirham or more	1	Only ask if FIR27 = 998 or 996
		4,000,000 dirham to less than 20,000,000 dirham	2	
		500,000 dirham to less than 4,000,000 dirham	3	
		250,000 dirham to less than 500,000 dirham	4	
		0 to less than 250,000 dirham	5	
		Refuse	6	
		Don't know	7	
FIR29	What was this establishment's total annual sales/revenue in 2020 (in dirham)? ENUMERATOR: Use 998 if don't know, 996 if refuse		<input type="checkbox"/> Number (value of sales/revenue)	Ask this question if COR10 <= 2020
FIR30	What category was the establishment's total annual sales/revenue in 2020? Enumerator: read all the options except refuse and don't know	20,000,000 dirham or more	1	Only ask if FIR29 = 998 or 996
		4,000,000 dirham to less than 20,000,000 dirham	2	
		500,000 dirham to less than 4,000,000 dirham	3	
		250,000 dirham to less than 500,000 dirham	4	
		0 to less than 250,000 dirham	5	
		Refuse	6	
		Don't know	7	
FIR31	What was this establishment's total annual sales/revenue in 2019 (Before the COVID-19 Pandemic) (in dirham)? ENUMERATOR: Use 998 if don't know, 996 if refuse		<input type="checkbox"/> Number (value of sales/revenue)	Ask this question if COR10 <= 2019
FIR32	What category was the establishment's total annual sales/revenue in 2019? Enumerator: read all the options except refuse and don't know	20,000,000 dirham or more	1	Only ask if FIR31 = 998 or 996
		4,000,000 dirham to less than 20,000,000 dirham	2	
		500,000 dirham to less than 4,000,000 dirham	3	
		250,000 dirham to less than 500,000 dirham	4	
		0 to less than 250,000 dirham	5	
		Refuse	6	
		Don't know	7	
FIR33	Did the firm export in 2021?		1=Yes; 2=No; 3=NA	*If no, skip next question
FIR34	What was the share of exports over sales in 2021? ENUMERATOR: Use 998 if don't know, 996 if refuse		<input type="checkbox"/> percent	
FIR35	Did the firm import in 2021?		1=Yes; 2=No; 3=NA	*If no, skip next question
FIR36	What was the share of imports from total inputs (any materials that be used for the workflow) in 2021? ENUMERATOR: Use 998 if don't know, 996 if refuse		<input type="checkbox"/> percent	

FIR37	Who are the owners of this establishment?	private domestic individuals, companies or organizations	1	
		private foreign individuals, companies or organizations	2	
		government/state	3	
		other (specify)	4	
FIR38	What percentage of this firm is owned by each of the following: ENUMERATOR: Use 998 if don't know	FIR38_1: % owned by private domestic individuals, companies or organizations	<input type="text"/> percent	
		FIR38_2: % owned by private foreign individuals, companies or organizations	<input type="text"/> percent	
		FIR38_3: % owned by government/state	<input type="text"/> percent	
		FIR38_4: % owned by other	<input type="text"/> percent	
FIR39	What is the value of fixed assets in 2021 (in dirham)? ENUMERATOR: 1- Use 998 if don't know, 996 if refuse 2-Fixed assets such as machinery, trucks, office furniture, land, buildings, and computers		<input type="text"/> Number	
FIR39_1	What category was the value of fixed assets in 2021 (in Dirham)? Enumerator: read all the options except refuse and don't know	20,000,000 dirham or more	1	Only ask if FIR39 = 998 or 996
		4,000,000 dirham to less than 20,000,000 dirham	2	
		500,000 dirham to less than 4,000,000 dirham	3	
		250,000 dirham to less than 500,000 dirham	4	
		0 to less than 250,000 dirham	5	
		Refuse	6	
		Don't know	7	
FIR40	What is the number of competitors for your main product/service in the main market?	none	1	if the answer is (=1), skip the next question
		1 to 5	2	
		6 to 20	3	
		21 to 100	4	
		101 or more	5	
FIR41	what is the share of competitors in the same sector who rely on digital technologies? ENUMERATOR: 1- Use 998 if don't know 2- Technological techniques such as: buying and selling via the Internet, having a website, the use of social media,etc		<input type="text"/> percent	
FIR42	What is the total labor cost (including wages, salaries, bonuses, etc.) in 2021 (in dirham)? ENUMERATOR: Use 998 if don't know, 996 if refuse		<input type="text"/> Number	

FIR42_1	What category was the total labor cost (including wages, salaries, bonuses, etc.) in 2021 (in dirham)? Enumerator: read all the options except refuse and don't know	0 to less than 50,000	1	Only ask if FIR42 = 998 or 996
		50,000 to less than 100,000	2	
		100,000 to less than 200,000	3	
		200,000 to less than 300,000	4	
		300,000 to less than 400,000	5	
		400,000 to less than 500,000	6	
		500,000 to less than 1,000,000	7	
		1,000,000 to less than 2,000,000	8	
		2,000,000 or more	9	
		Refuse	10	
		Don't know	11	
FIR44	Has your establishment introduced new products/services, or introduced any innovation in the production process over last 3 years?		1=Yes; 2=No	
FIR45	Has your establishment spent on R&D during last 3 years?		1=Yes; 2=No; 3=NA	

TR1	We have now come to the end of our interview. Thank you for your participation.
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