



**LATVIJAS  
UNIVERSITĀTE**  
ANNO 1919

# Survey Organisation Issues for Micro and Small Size Enterprise Managers

**Ināra Kantāne**  
**Biruta Sloka**

4th International Conference  
Economic Challenges in Enlarged Europe  
17–19 June 2012, Tallinn, Estonia

# Introduction

- Academic and practical research more and more pay attention to quality of survey organisation, realisation and survey data processing
- Thousands of scientific publications are devoted to those issues
- Researcher groups have evaluated how often, on what extent and how deep such research has been done

# Introduction

- Questionnaire design, survey realisation, response rate, tools for organisation of responses collection, issues of representativity ensurance of the sample, and many other issues are on agenda for researchers
- Current paper has examined some theoretical findings as well as practical survey realisation for micro and small enterprise managers in Latvia in 2010 – 2011

- **Research methods applied:**
- academic literature studies and updates
- evaluation of real survey realisation:
- comparisons for population and sample data
- discussions on attitude measurement scale use

# Survey organisation and main empirical research results

- The population of the survey - micro and small medium enterprises in Latvia
- Survey conducted  
December 2010 till August 2011  
when started economic growth after  
financial crisis

# Survey organisation and main empirical research results

## Selection of respondents:

- by systematic sample (to be able to use different multivariate analysis methods for data processing)
- it was approached every third company from Latvia Investment and Development Agency and LAD who have contracts in period 2007-2013
- and every tenth company from ZL Hotline data basis. It was made sure to avoid inclusion of the respective company from different data bases

# Survey organisation and main empirical research results

## Before the survey

- 8 pilot interviews to test the questionnaire
- mainly used internet survey
- telephone survey
- interviews in case of unavailability of the internet access
- phone call to micro and small company managers to invite to participate in the survey and fill in the questionnaire

# Survey organisation and main empirical research results

## Representation of the survey:

- interviewed 1188 MMU managers
- 1064 or 89.6% were micro enterprises
- 124 or 10.4% small size enterprises
- According data of the Central Statistical Bureau of Republic of Latvia in 2010 there were
  - 91.1% micro enterprises
  - 7.2% small enterprises



# Survey organisation and main empirical research results

- Most **reflected activity fields** in the survey
- trade - 22.2% of respondents,
- agriculture, forestry and fishery – 17.6%
- other services – 11.9%, professional, scientific and technical services – 11.4%, etc
- which corresponds with data of the Central Statistical Bureau of Republic of Latvia (Number of Companies, CSB, 2012)

Table 1  
**Comparison of Response Shares of the  
Survey and CSB Results on Kinds of  
Activities**

Kind of Activity	Share of Micro and Small Size Enterprises (%)	
	CSB data*	MSE survey data
Trade, car and motorbike reparation	18.2	22.2
Agriculture, forestry and fishery	22.6	17.6
Other services	9.4	11.9
Professional, scientific and technical services	8.9	11.4
Processing industry	5.4	9.5
Construction	5.0	7.1
Transport	4.0	5.2
Information and communication services	2.4	4.8
Health care and social care	3.1	3.6
Hospitality and catering services	2.3	3.6
Electrical power, gas supply, heating and air conditioning	0.3	0.9

Source: Ināra Kantāne calculations, CSB data and Ināra Kantāne conducted survey (December 2010 – August 2011), sample size  $n = 1188$ ; \* \* <http://data.csb.gov.lv/Dialog/Saveshow.asp> – observed

# Survey organisation and main empirical research results

After **three times** attempt to every possible respondent the response rate was 21.7%

Distribution of respondents in statistical regions:

Rīga region – 35.3%

Pierīga – 16.9%

Kurzeme region – 14.2%

Latgale region – 13.1%

Vidzeme region – 11.2%

Zemgale region – 9.3%

corresponds to the data of Central Statistical Bureau of Latvia on distribution of micro and small enterprises by regions (Table 2).

Table 2  
Comparison of Shares of CSB and Survey  
Data by Regions of Latvia

Region	Share of Micro and Small Size Enterprises (%)	
	CSB data*	MSE survey data
<b>Rīga</b>	<b>38.2</b>	<b>35.3</b>
<b>Pierīga</b>	<b>15.3</b>	<b>16.9</b>
<b>Vidzeme</b>	<b>10.8</b>	<b>11.2</b>
<b>Kurzeme</b>	<b>12.6</b>	<b>14.2</b>
<b>Zemgale</b>	<b>10.4</b>	<b>9.3</b>
<b>Latgale</b>	<b>12.7</b>	<b>13.1</b>

Source: Ināra Kertāne calculations, CSB data and Ināra Kertāne conducted survey (December 2010 – August 2011), sample size n = 1188; \* \* <http://data.csb.gov.lv/Dialog/Saveshow.asp> – observed



# Survey organisation and main empirical research results

Survey results and CSB data (population data) differ only by some percent, those differences are not significant for all regions and for all kinds of activities

# Survey organisation and main empirical research results

Evaluations of micro and small enterprise managers on internet use indicates that many of managers evaluate highly internet use, but still there are managers who are not so fond of internet use,

half of the respondents evaluated importance of the internet use by 8 (in 1 – 10 scale) and half of the respondents have evaluated less than 8 (median),

most often evaluation was 10 – mode (Table 3).

# Evaluations of MSE Managers on Internet Use

<b>Statistical indicators</b>	<b>Values of Statistical Indicators</b>
Number of respondents	<b>1051**</b>
Arithmetic mean	<b>7.22</b>
Standard Error of Arithmetic Mean	<b>0.09</b>
Median	<b>8.00</b>
Mode	<b>10</b>
Standard deviation	<b>3.115</b>
Range	<b>10</b>
Minimum	<b>0</b>
Maximum	<b>10</b>

*Source: Calculations on Ināra Kantāne conducted survey (December 2010 – August 2011), sample size n = 1188; Evaluation scale 1 – 10, where 0 – do not use; 1 – use very seldom; 10 – use very often; \*\*number of replied respondents*



# Survey organisation and main empirical research results

## **internet use by MSE**

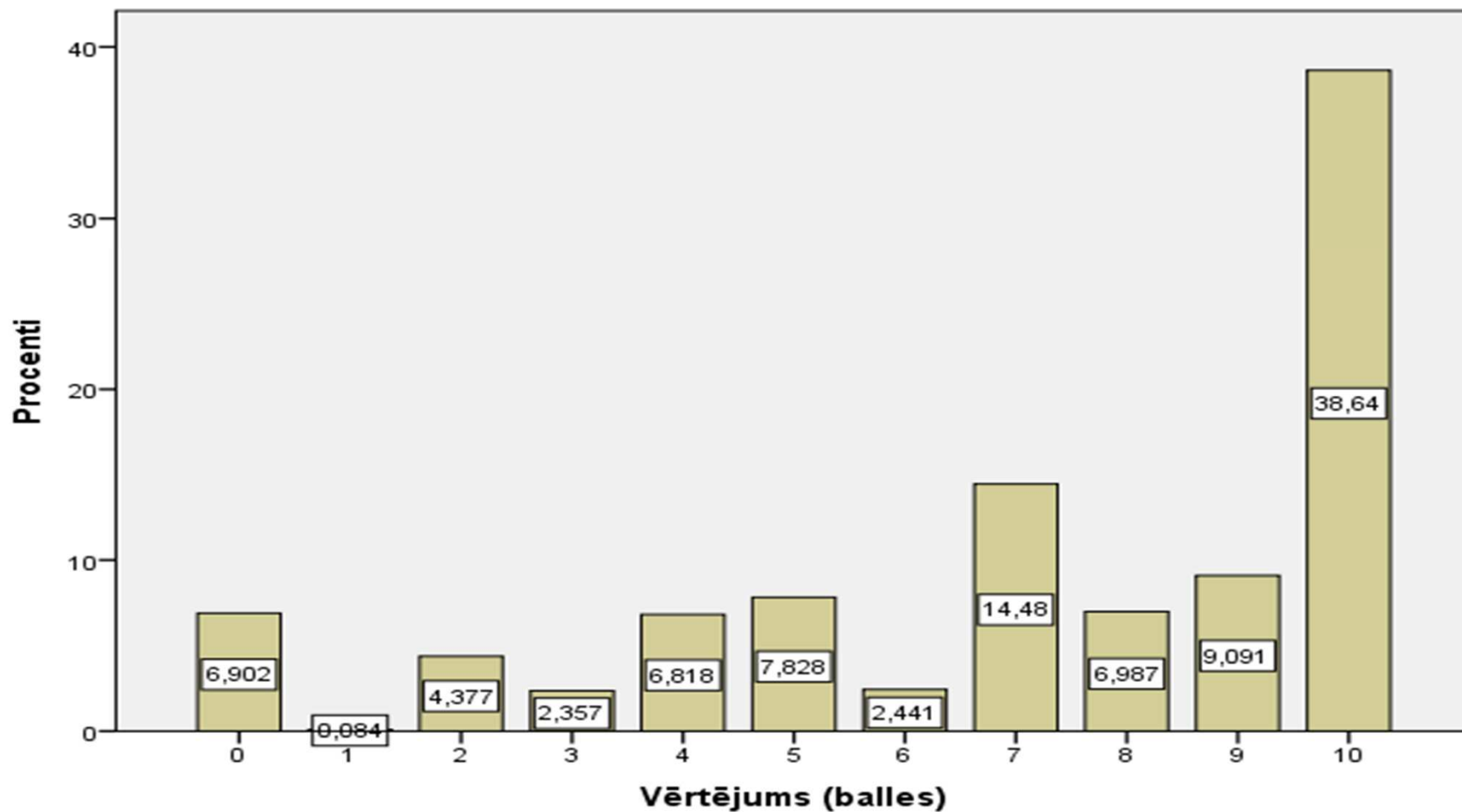
actively 54.7% (evaluation 8 – 10)

very widely 38.64%

do not use 6.9%



# Figure 1 Distribution of Responses on Internet Use in Micro and Small Enterprises



Source: Calculations on Ināra Kantāne conducted survey (December 2010 – August 2011), sample size  $n = 1188$ ; Evaluation scale 1 – 10, where 0 – do not use; 1 – use very seldom; 10 – use very often; \*\*number of replied respondents

# Survey organisation and main empirical research results

MSE managers have mentioned that mostly internet they use for communication with state and municipality institutions, clients and other business persons

# Survey organisation and main empirical research results

## **company webpage:**

44.8% have company webpage

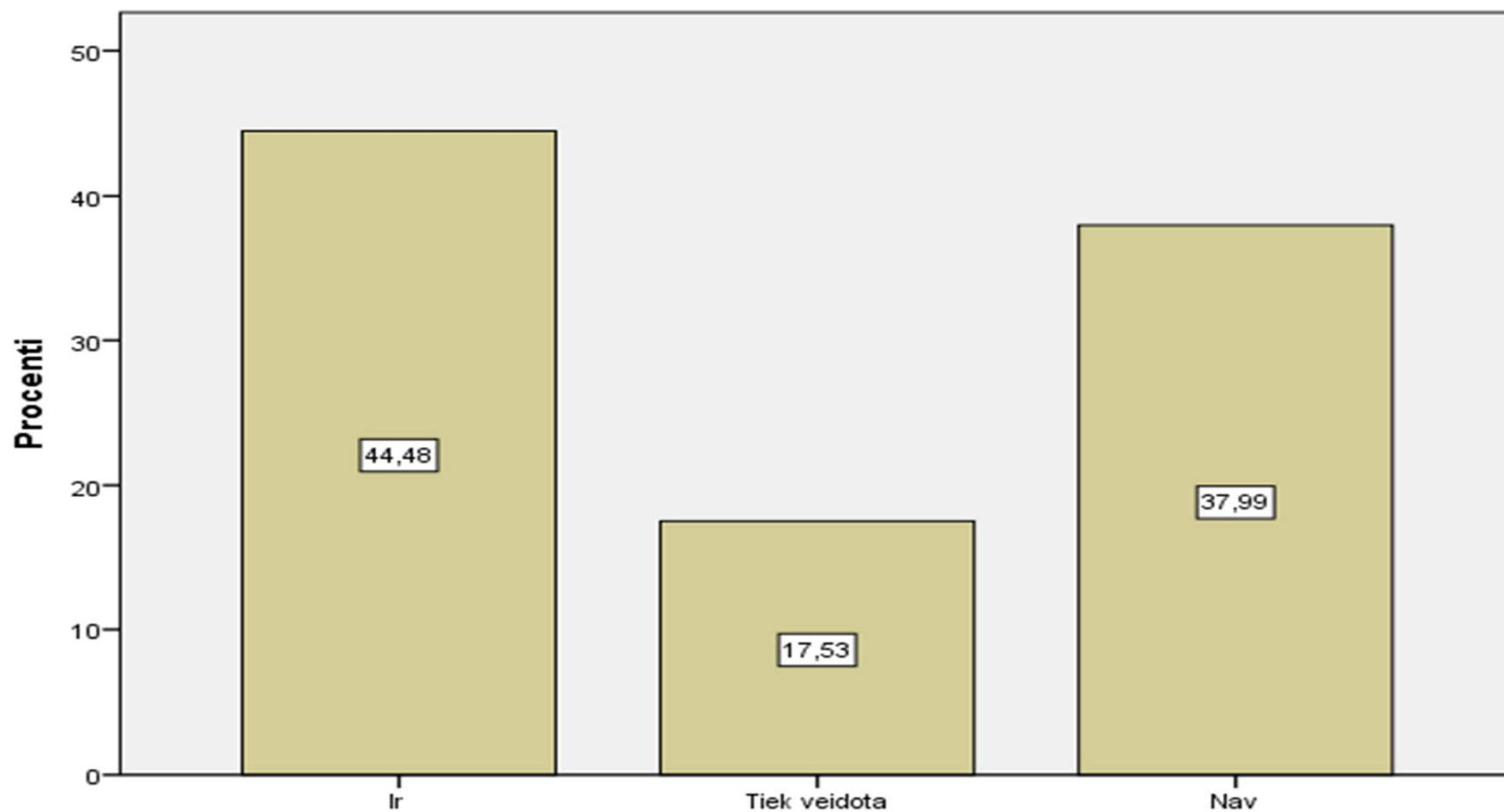
17.53% company webpage is under construction

28.57% do not have company webpage

(Figure 2)

Survey results correspond to information on company webpages by Central Statistical Bureau of Republic of Latvia (Information Technologies, CSB, 2012)

## Figure 2 Distribution of Responses on Availability of Company Homepage in MSE



Source: Calculations on Ināra Kantāne conducted survey (December 2010 – August 2011), sample size  $n = 1188$

# Survey organisation and main empirical research results

MSE managers have mentioned that internet webpage can ensure with more precise information for service receivers and, most important it is to provide information about the respective company possibly wider audience – current and future clients

# Survey organisation and main empirical research results

Obtained results on internet use confirm that 6.9% of the companies do not use internet, but 13.6% of the companies internet use seldom what influences communication with government institutions, use of e-services, obtaining information on state support and other important issues as well as information exchange in the company, communication with clients and suppliers. MSE managers who do not use internet are in great extent excluded from actual business competition

Micro and small size enterprises in Latvia are not well equipped with the internet, survey conduction via internet is not possible on full extent

To conduct surveys for those companies lacking internet connections or abilities of internet use it is necessary to reserve additional time and other resources to get information from companies not having access to the Internet and having limited abilities of information technologies use

For different evaluations in the survey evaluation scale 1 – 10 has been acceptable and well understandable for respondents



**Thank you for attention!**