



USAID
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Local Enterprise Support Project

Micro and Small Enterprise (MSE) Survey

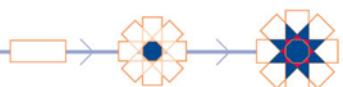
Results for Zarqa Governorate

Sunday, August 24, 2015

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Data was compiled using data file “**final_lens_spss.sav**” (SHA-1 digest c245f0c809)



Introduction

Jordan's economy is dominated by micro and small enterprises (MSEs).¹ The majority of businesses in the country employ fewer than four workers,² and approximately 90% of all registered enterprises are categorized as microenterprises. Yet, despite their prominence, little is known about MSEs in Jordan.

The USAID Local Enterprise Support Project (LENS) works to improve the business environment for local economic development and to strengthen the ability of MSEs to operate and grow. In late 2014 USAID LENS conducted a survey of MSEs to better understand this target population and to assess the major barriers and opportunities for growth. The study covered general demographics, workforce trends, firm performance, access to finance, processes and networks, and the impact of the Syrian refugee crisis.

This report focuses exclusively on results for the governorate of Zarqa. Findings are taken from USAID LENS' MSE survey, and can reliably be generalized to all MSEs falling within this geographic boundary.³

About the Survey

The survey consists of 87 questions in a double sampling design with stratification. The data gathers representative information for all MSEs operating in the areas of East Amman,⁴ Zarqa and Irbid. Although the study is not intended to be national in scope, the three governorates capture roughly three quarters of all businesses in Jordan. USAID LENS plans to expand the research to the governorates of Karak, Tafileh, and Aqaba in 2015.

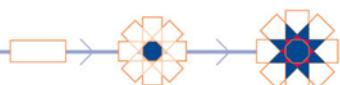
As a complex survey, the research design was undertaken using probability sampling in two phases. In the first phase, 570 geographic clusters were randomly selected from municipalities of more than 5,000 inhabitants across the three governorates of East Amman, Zarqa, and Irbid. From a sample of 570 clusters, 67,000 households were contacted through door-to-door interviews, of which 6,574 reported owning a business. A sub-sample of 3,112 MSEs was then drawn, optimally stratified by ISIC-4 information and governorate. 2,443 of these MSEs were then successfully surveyed (495 in Zarqa).

¹ In this paper, a microenterprise is a business (formal or otherwise) having fewer than 10 full-time employees (excluding the owner). A small enterprise is a business with 10 to 49 full-time employees, as determined by the LENS project.

² DoS Business Census, 2012

³ Although results are representative of MSEs within each geographic area, results cannot be disaggregated on a more granular geographic level without compromising on acceptable sampling error rates. This is due to the clustering design in the first phase.

⁴ Throughout this paper, the group "East Amman" comprises of municipalities in the eastern part of the Amman Governorate, plus the municipality of Naour. These municipalities collectively fall outside of boundaries of Greater Amman Municipality ("GAM").



Highlights

**15,756
MSEs**

**8 %
WOMEN**

**4/5
REGISTER**

**5 YEARS
IN EXISTENCE**

**250 JD
PROFIT**

**12% USE
COMPUTERS**

**<6%
PENETRATION**

MSES ARE THE MAJORITY > There are an estimated 15,756 Micro and Small Enterprises in Zarqa. Roughly half of all MSEs are single-person businesses, and just under half operate in retail.

MSES ARE MALE-DOMINATED > Only 8.3% of Zarqa's MSEs are female-owned. Women who have MSEs are more likely than men to earn less, to operate out home locations, and to work out of necessity.

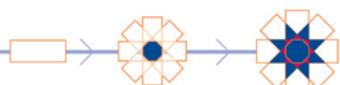
MSES EXIST ON PAPER > Despite the fact that most MSEs do not pay tax and only half have employees, four in five are nonetheless registered with the Ministry of Industry and Trade.

MSES ARE NACENT > The typical MSE has been in business for five years. Three quarters of businesses in Zarqa believe they will continue to operate for at least 3 years.

MSES STRUGGLE TO GET BY > The typical profit of an MSE in Zarqa is 250 JD per month (usually excluding the MSE owner's own salary). 59% of MSEs are losing money or struggling to live comfortably.

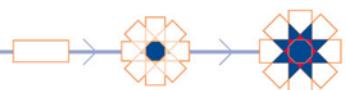
MSES ARE DIGITALLY ABSENT > Only 12% of businesses use a computer in the course of their work. Less than one in five uses social media either for work or personal purposes.

MSES LACK COLLECTIVE POWER > Membership in associations are weak. With this exception of the chambers, the penetration rate for trade associations, business groups, and cooperatives is below 6%.



NEGATIVE ON SYRIA

MSES DO NOT SEE THE SYRIAN REFUGEE CRISIS
FAVORABLY > 3/4 of Jordanian-owned MSEs maintain there was no
positive impact from the crisis, and virtually none hire Syrian labor.



General Demographics

Firm Characteristics

Based on the survey research, there are an estimated 15,756 MSE owners in Zarqa.⁵ An overwhelming majority of these are owned or managed by males (91.0%).

The proportion of male to female businesses is generally consistent with government figures. According to the Department of Statistics (DOS), women account for only 13.0% of the Jordanian labor force nation-wide. According to the survey, only one in 10 businesses in Zarqa either employs women or is managed by one.

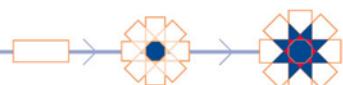
Demographics (Zarqa)	Sample	Population Estimate ⁶	
	n = 495	N = 15,756	% of group
By Target Sector⁷			
Tourism	49	1,577	10.0%
ICT	30	517	3.3%
Transport	32	1,115	7.1%
Food Processing	61	2,162	13.7%
Other	323	10,386	65.9%
By Sex			
Male	451	14,332	91.0%
Female	44	1,424	9.0%

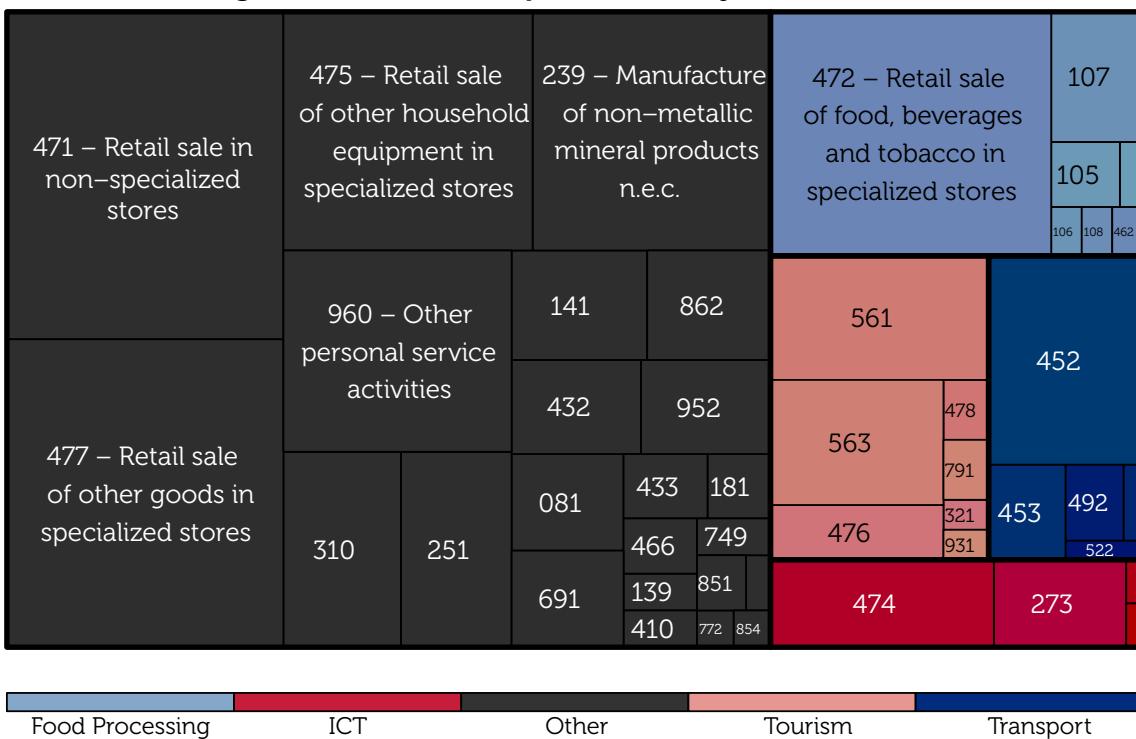
Food Processing accounts for the largest of the four LENS target sectors, representing 13.7% of all MSEs in Zarqa. Tourism follows with 10.0%, Transport with 7.1%, and ICT with 3.3%. MSEs outside of these target sectors account for the remaining 65.9%. ‘Other’ business types include mainly manufacturing of apparel, structural metal products, furniture in addition to retail trade, medical and dental activities, repair of personal and household goods and other personal service activities.

⁵ This total represents an estimate for the total number of MSE-owners, without accounting for multiple ownership. The survey reveals that 12.1% of business owners in Zarqa have a second business. The total number of MSEs is therefore higher than the total number of MSE owners. Throughout this report, we relax this strict distinction and commonly use language such as “X% of MSEs...” when referring to data about MSE owners.

⁶ In this report, “Population Estimate” means the absolute number of MSE owners in Zarqa, estimated using inclusion probabilities from the random sample. This statistical definition of “population” is not the same as the general understanding of the word in everyday language, which refers to the total number of people living within the boundaries of a nation state. Although many statistical publications use \hat{t} or \hat{Y} when referring to these estimates, in this report we use the more intuitive notation N to denote population estimates, and n to denote unweighted sample counts.

⁷ Four sectors are examined throughout this report: Tourism, ICT, Transport, and Food Processing. These groupings are created on the basis ISIC-4 classifications collected in the survey, and are the primary data to reflect the four target sectors used for interventions in the LENS project.

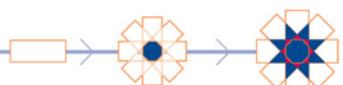


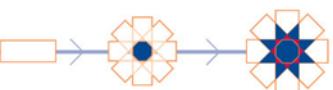
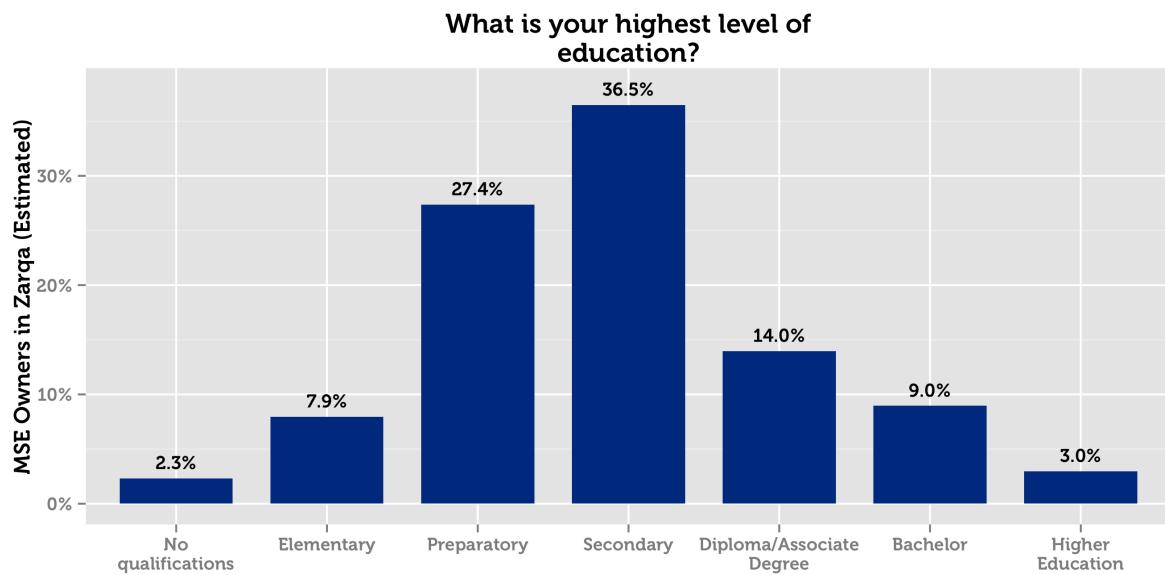
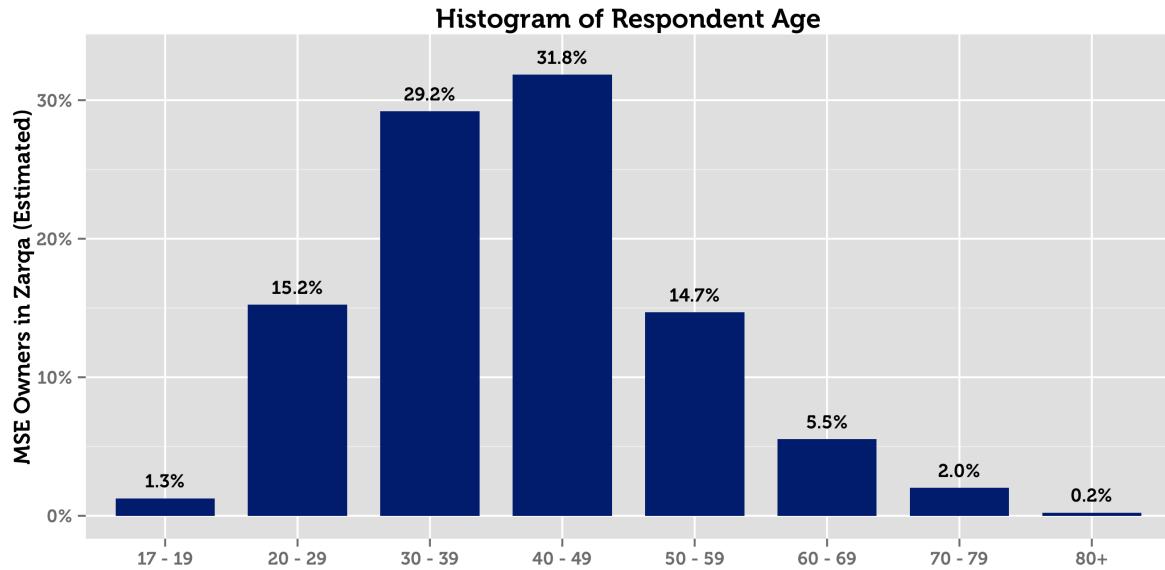
Target Sectors in Zarqa (labeled by ISIC-4 codes)


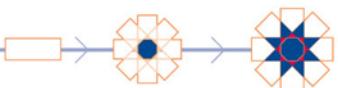
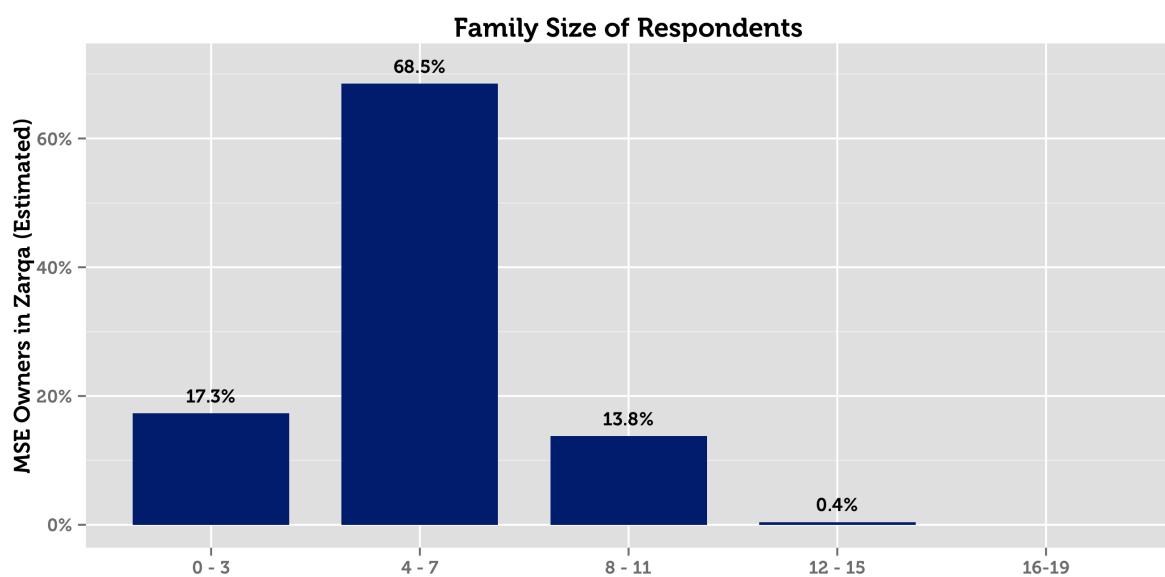
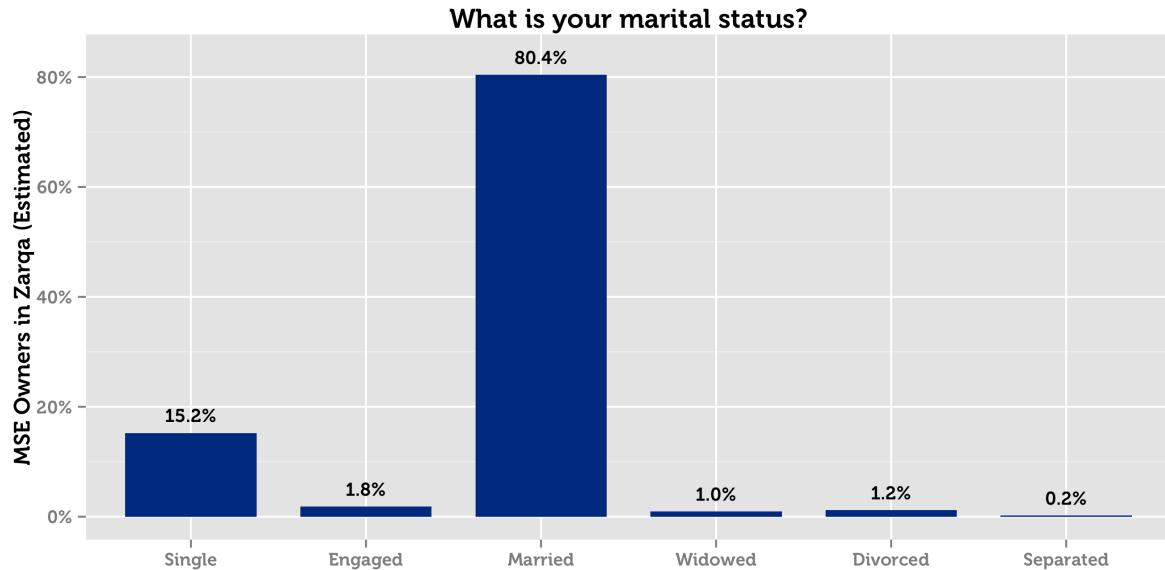
The treemap diagram above shows the relative sizes of each business category, as classified by ISIC-4 codes. The colors and placement of these categories cluster ISIC codes by USAID LENS' target sectors. Smaller groupings are only labeled by ISIC-4 code.

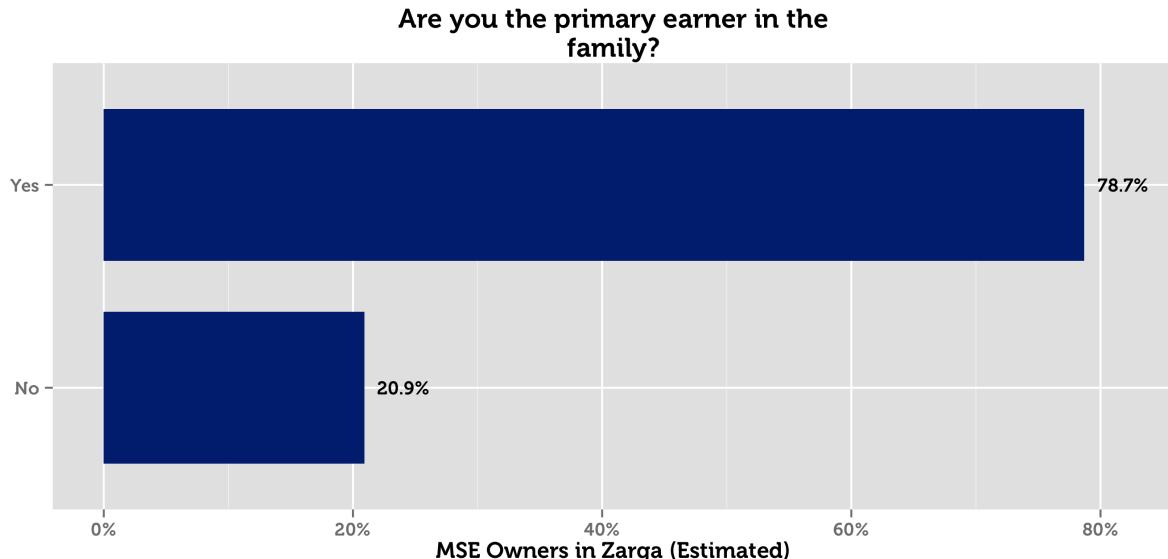
Respondent Characteristics

The typical MSE owner in Zarqa is a married, 41-year old male having completed secondary school as his highest level of education. Two thirds of these owners have families of moderate size (4 – 7 members). Male business owners are typically the primary earners of their household, in sharp contrast to female MSE-owners, who are rarely the breadwinners for their families.



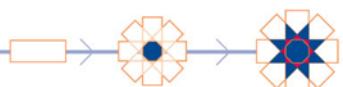






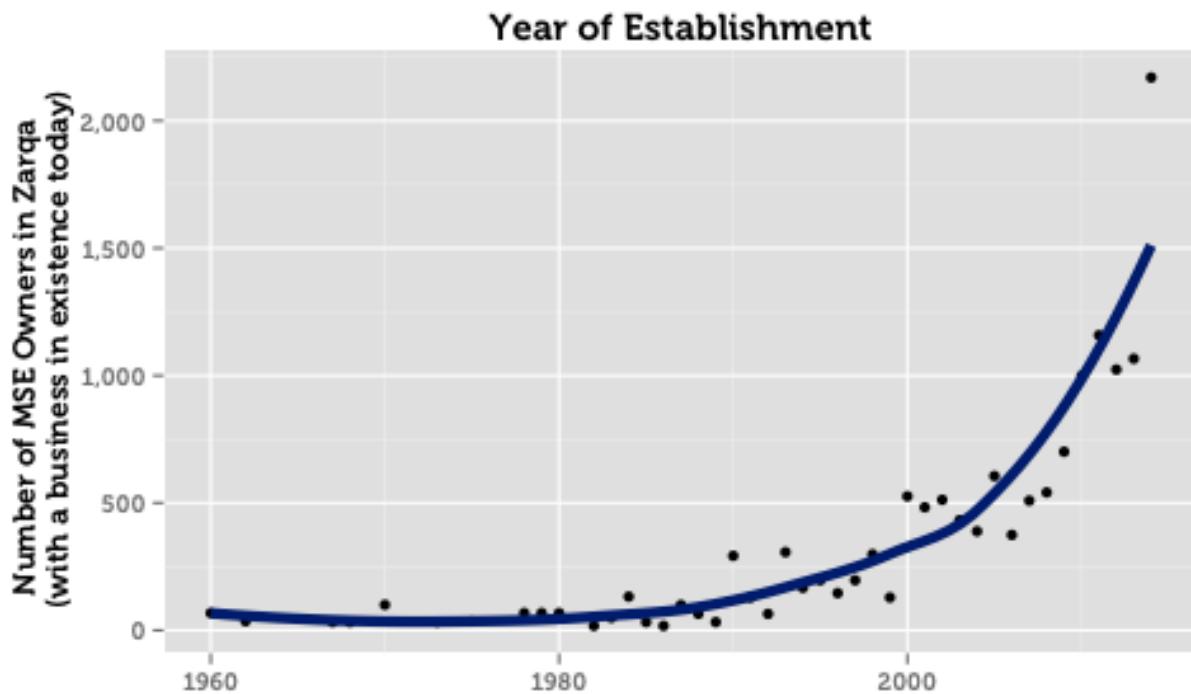
Legal Status

For MSEs that participate in the formal economy, the overwhelming majority are sole proprietorships (88.3%). Other forms, such as general partnerships and Limited Liability Companies are far less frequent.



Establishment & Business Continuity

The survey reveals that roughly half of the MSEs in Zarqa in existence today were established after 2007. Going back further, 80% of MSEs registered after 1998. Four in five of all MSEs in Zarqa believe that they will continue with the business over the next three years.



The above chart plots the frequency of business registrations by year. The upward trend in registrations over time is explained by three factors: (1) growth in the population of Jordan, (2) initiatives by the government to increase awareness and simplify the registration process, and (3) survival rates. The third reason implies that businesses that existed in the past but no longer operate become excluded from the sample. Such business may have gone out of business for financial reasons, or ceased to exist due to the passing of the owner.

Seasonal Business

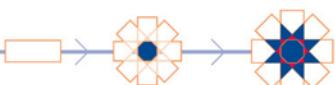
An estimated 96.9% of MSEs are not seasonal. Almost three times the proportion of women have seasonal businesses compared to men (6.7% for women, 2.5% for men).

Working Hours

54.9% of businesses work over the recommended 49 hours a week. This trend of long work hours is particularly pronounced in the Food Processing and Tourism sectors. It is also higher than East Amman and Irbid, where only 44.2% and 47.0% work more than 49 hours respectively. Registered businesses are also more likely to put in long hours.

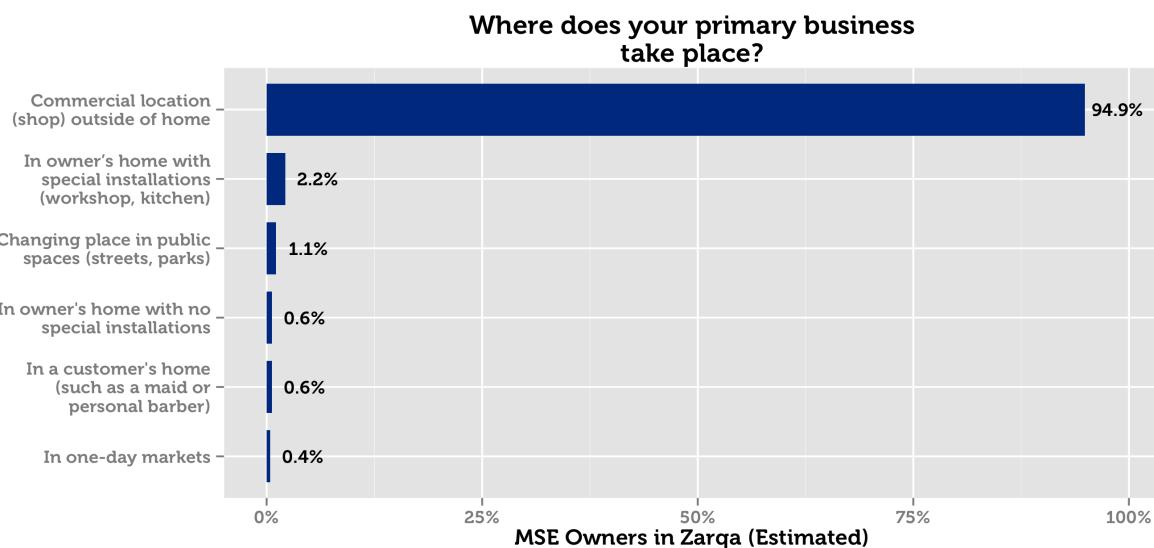
Location of Conducting Business

In Zarqa, the majority of business is conducted from commercial location (94.9%). This primacy of



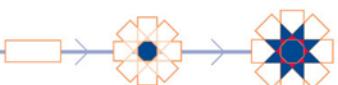
commercial locations is consistent across sector and gender. However, it is less pronounced for women-owned businesses and businesses in the Transport industry.

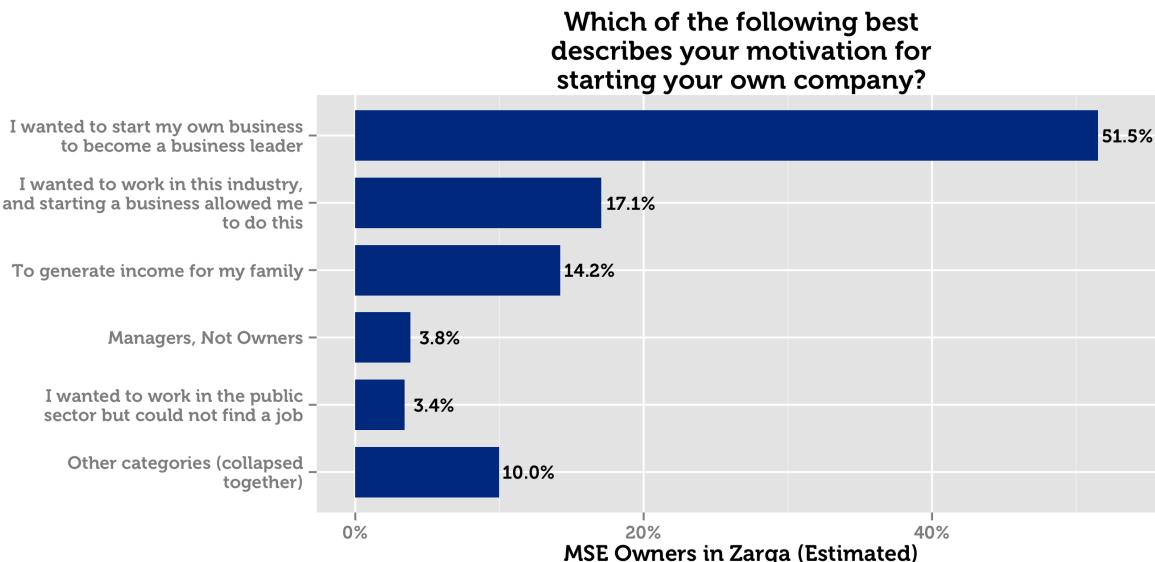
In stark comparison, 3.4% of those interviewed work out of their homes. Gender differences on this dimension are high: 15.8% of female-owned business operate in a home, compared to 2.2% for men. Home-based businesses are most commonly found in the business of Electrical/plumbing, manufacturing of wearing apparel, or building. Only 1.1% of all businesses are run at changing place public spaces (such as markets). Those who participate in these changing locations are almost exclusively male.



Business Motivation

The motivation for starting an MSE is primarily a result of the desire to become a business leader. 51.5% of MSEs state that this the main reason they started their business. The second most popular reason is an interest in the line of industry, followed by a need to generate income for the family. This third response was more common among female owners (27.3% of women cited this as their primary motivation, compared to 12.9% of men). This suggests that women may be under greater pressure to provide additional income to support family. It is noteworthy that the first two reasons—which pertain to a positive driving force rather than necessity—represent 68.6% of businesses.





Conducting Other Business

A low number of MSE owners have more than one business. Only 12.1% of MSEs undertake additional work either in the industrial or service sectors. Men are 1.4 times as likely as women to have another business.

Legal Ownership of Business

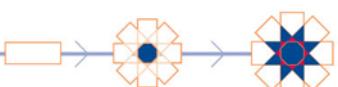
76.6% of businesses in Zarqa are self-owned. For the others, 6.8% are owned by a male family member, and 6.2% by a male non-family member.

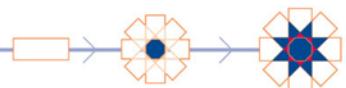
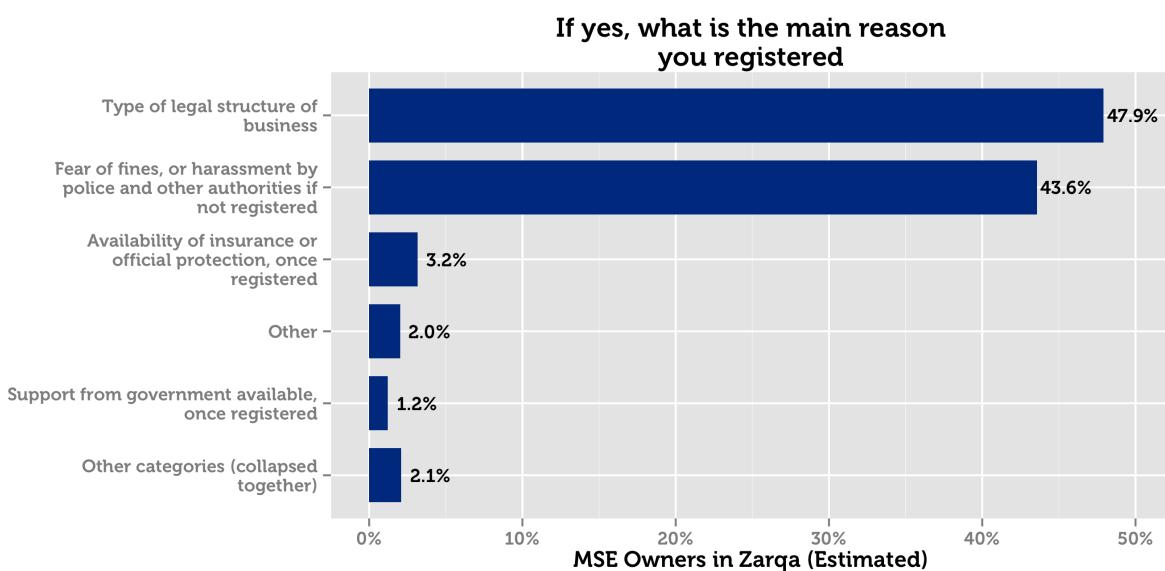
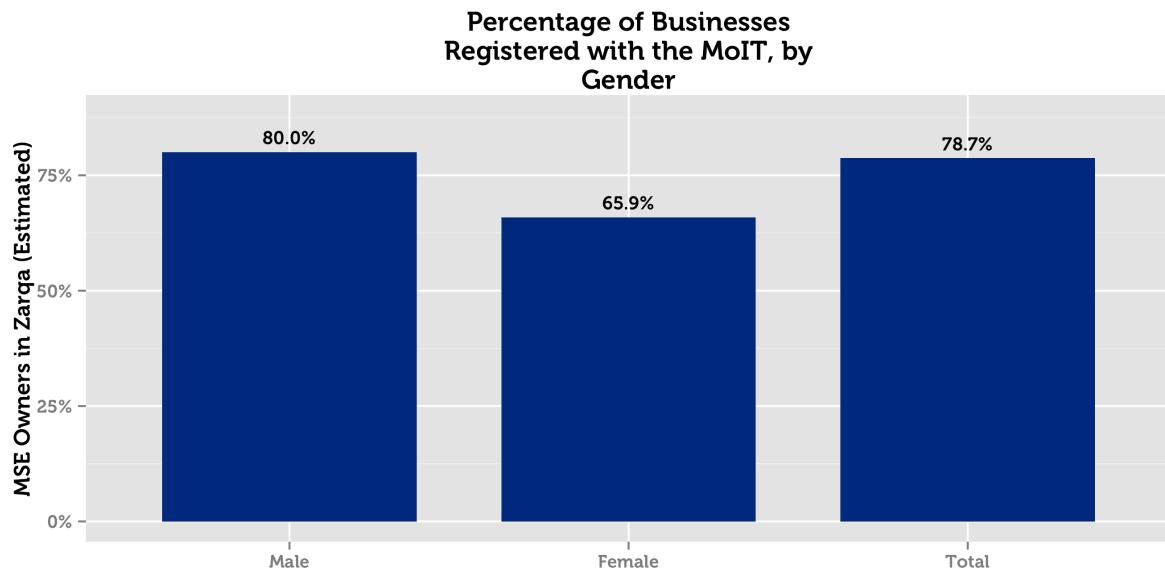
Business Registration

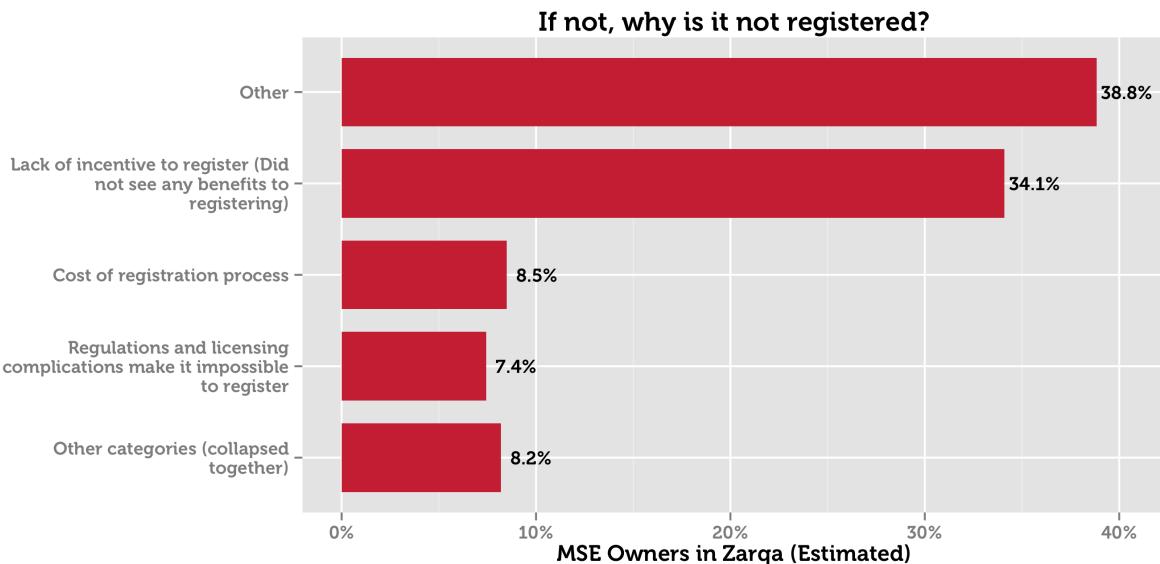
A higher number of businesses are registered with the Ministry of Industry and Trade (MoIT) than anticipated. 78.7% of all MSEs in Zarqa are registered with the Ministry, a figure that is dramatically higher for male-owned businesses (80.0% for men compared to 65.9% for women). Single-person businesses are 1.9 times as likely to be unregistered compared to one-person MSEs. Target sector businesses are more frequently registered than non-target sector businesses.

For those who chose to register, two main reasons emerge. The first is that registration is legally compulsory for their type of business (cited by 47.9%, and more common in ICT and Tourism). The second reason is that MSE owners fear fines or harassment by police and authorities (cited by 43.6%). Government support, availability for protection, need to export were not considered to be important motivations for business registration.

On the flip side, the reasons for MSEs not registering are not very clear. Most MSEs who did not register responded with the category “Other” when asked for a reason. Approximately 1/3 responded that they were not registered because of a lack of incentive. Only 15.9% of businesses that are not registered choose not to do so because of explicitly negative pressures such as cost or difficulty.

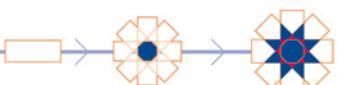
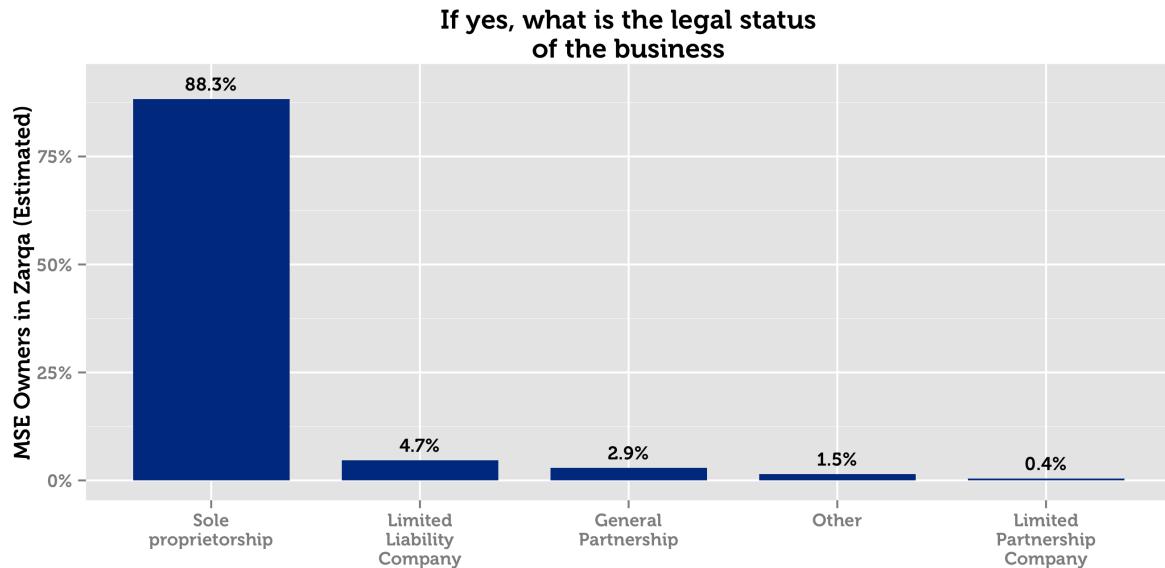






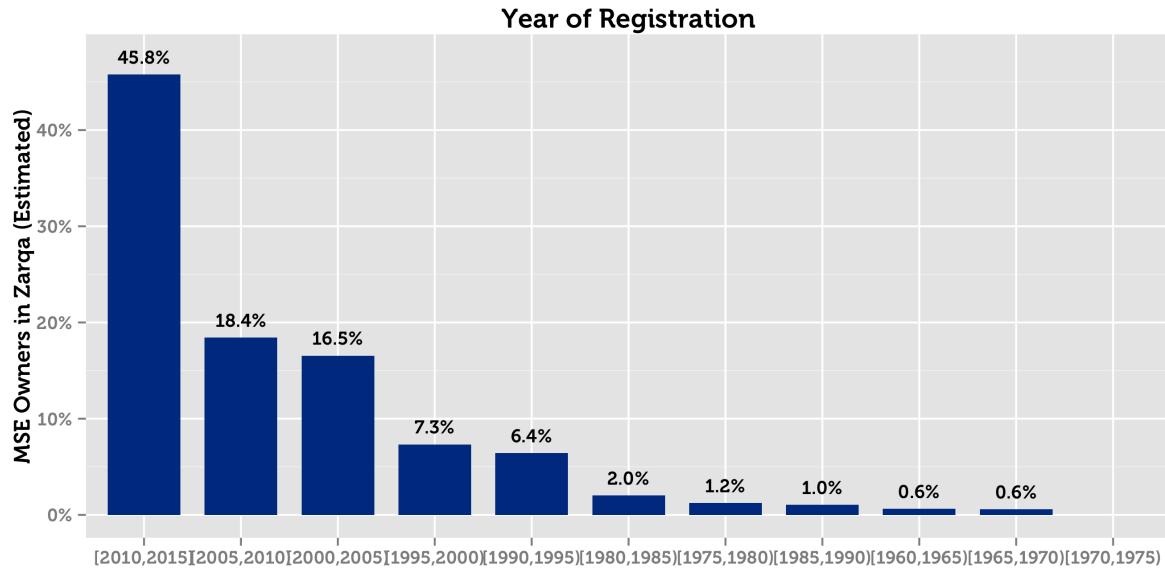
Legal Form

The majority of MSE owners who are formally registered exist as sole proprietorships (88.3%). Others are typically either Limited Liability Companies (4.7%) or General Partnerships (2.9%). These last two categories are more common among companies that have employees. This is not surprising, given we would expect multi-person enterprises to take advantage of these legal forms.



Year of Registration

Most formal MSEs in Zarqa today were only registered in the last ten years. The typical business was registered in 2008.⁸

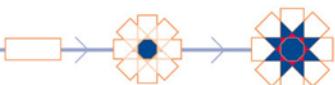


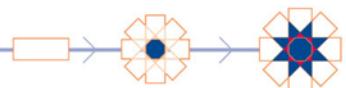
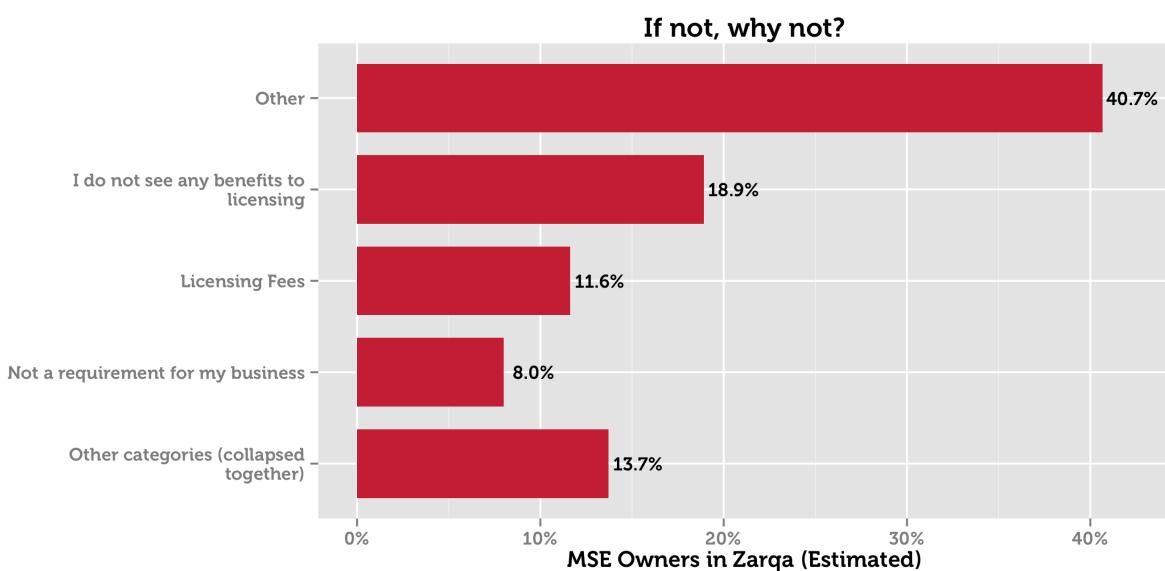
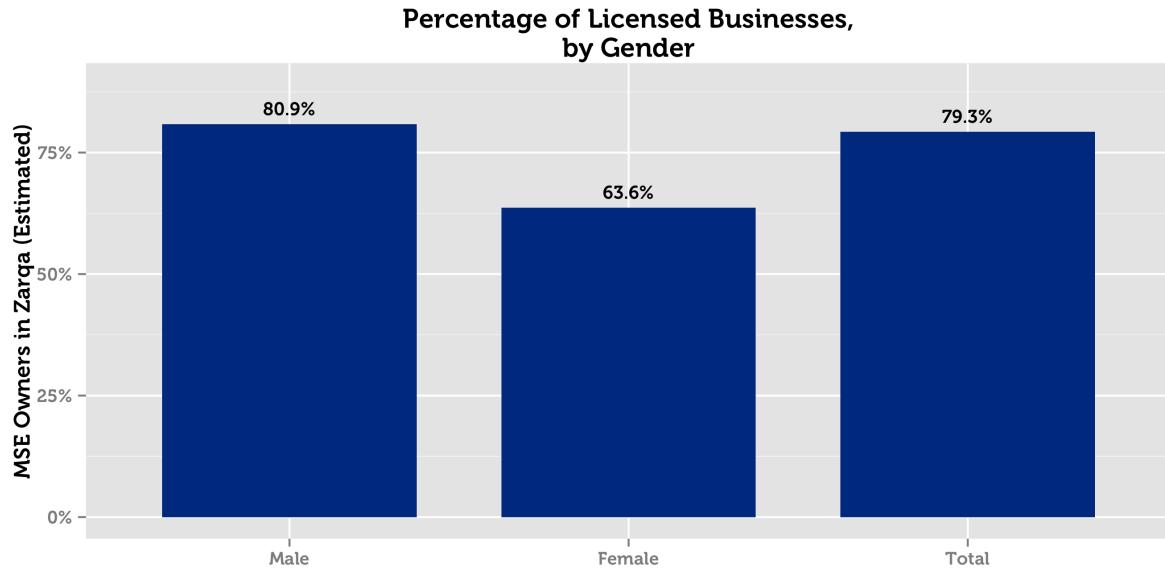
Licensing

MSEs are by and large licensed with their municipalities. However, there exists a small subset that are registered but not licensed (0.8%), and a subset that are licensed but unregistered (1.8%). This may point to either a) misunderstanding on behalf of the respondent b) an expired license from the municipality c) an informal or illicit acquisition of a license from the municipality. Female MSE owners are nearly twice as likely to be unlicensed compared to male owners, though this relationship is strongly confounded by the fact that a greater proportion of female MSE owners work from home with no special installations. As one might expect, home-based businesses like these have far higher chances of being unlicensed. As expected, single-person businesses are also more likely to be unlicensed.

As with registration, the primary reasons cited for not being licensed is unclear (40.7% respond using the “other” category).

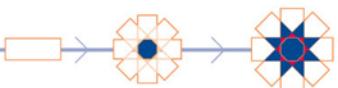
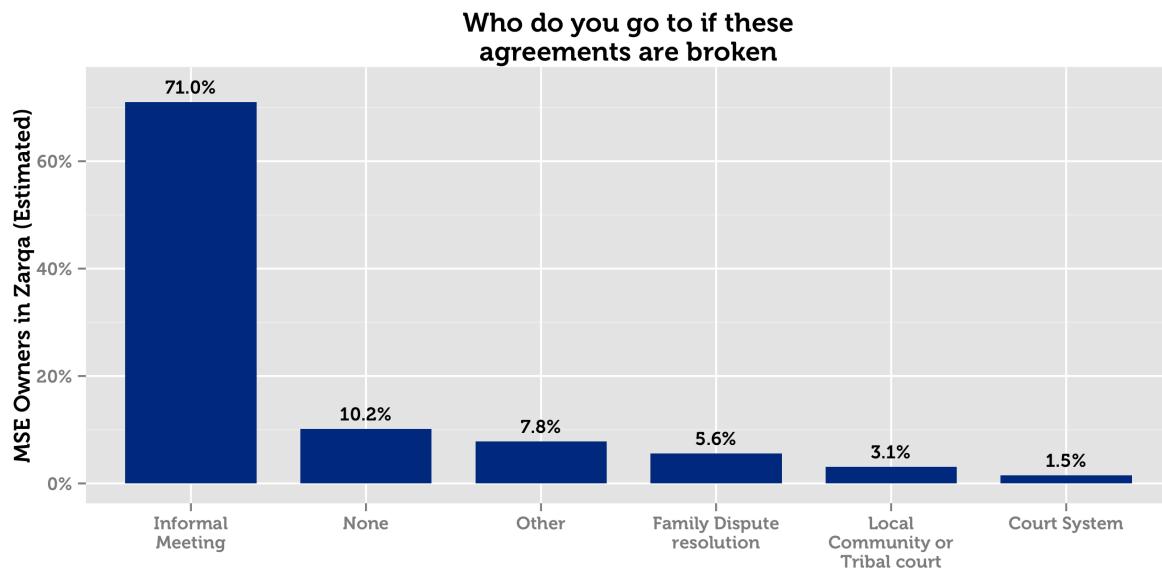
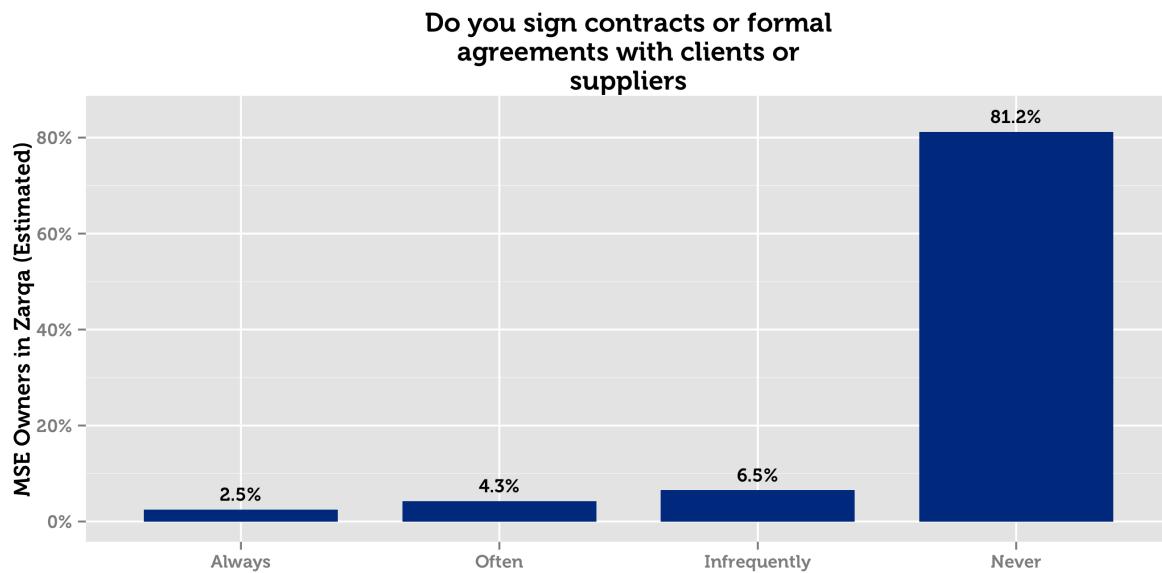
⁸ Due to the high skew in the data, the median value (2008) is a more representative measure in comparison to the mean (2005).





Contracts

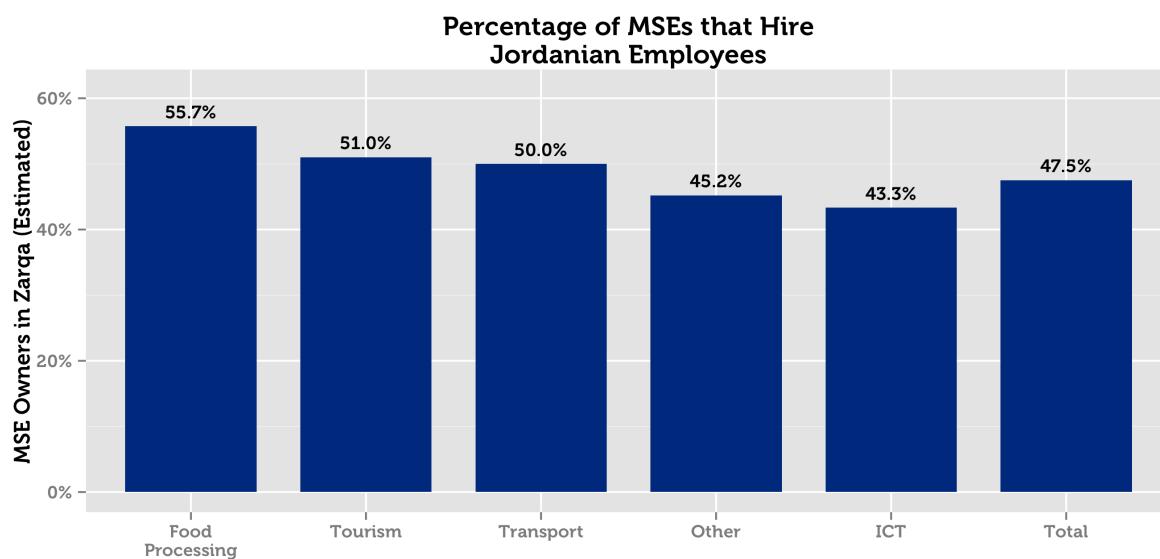
An overwhelming majority of surveyed enterprises never sign contracts: 81.2% of all MSEs. Only 6.7% report signing contracts either always or often. What's more, in an event of a dispute, almost no MSE owners opt to take legal proceedings. One in ten reports that they will resort to doing nothing. 71.0% will resort to informal meeting or family intervention. This likely reflects the general perception that legal proceedings are a lengthy process, characterized by complications and costs. On the other hand, it may also reflect the context of traditions in a close-knit society.



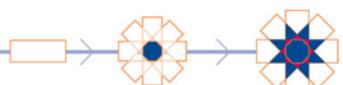
Workforce

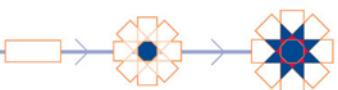
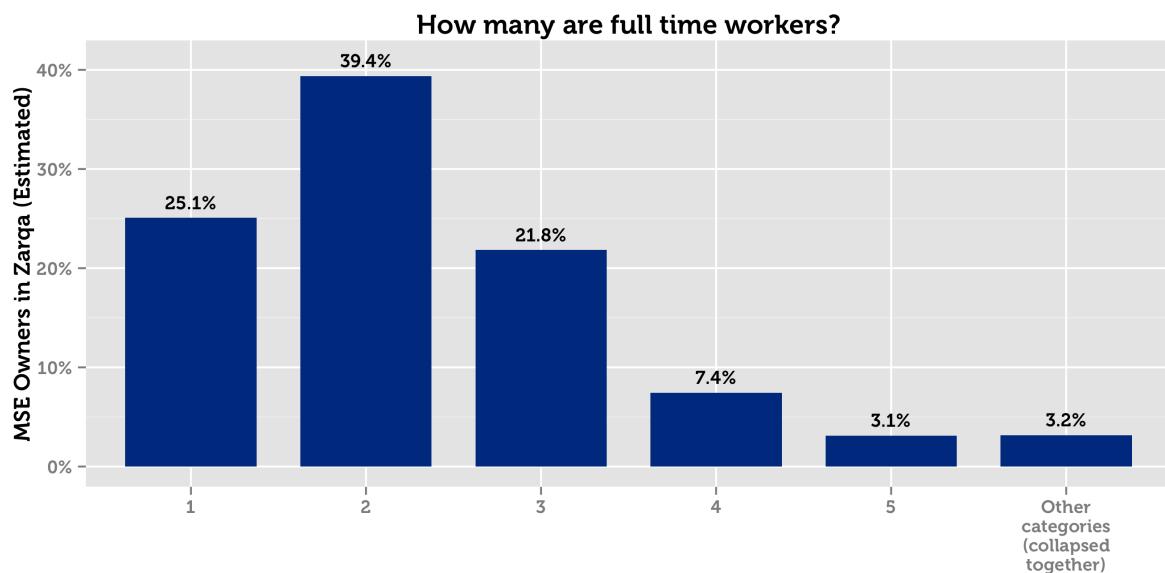
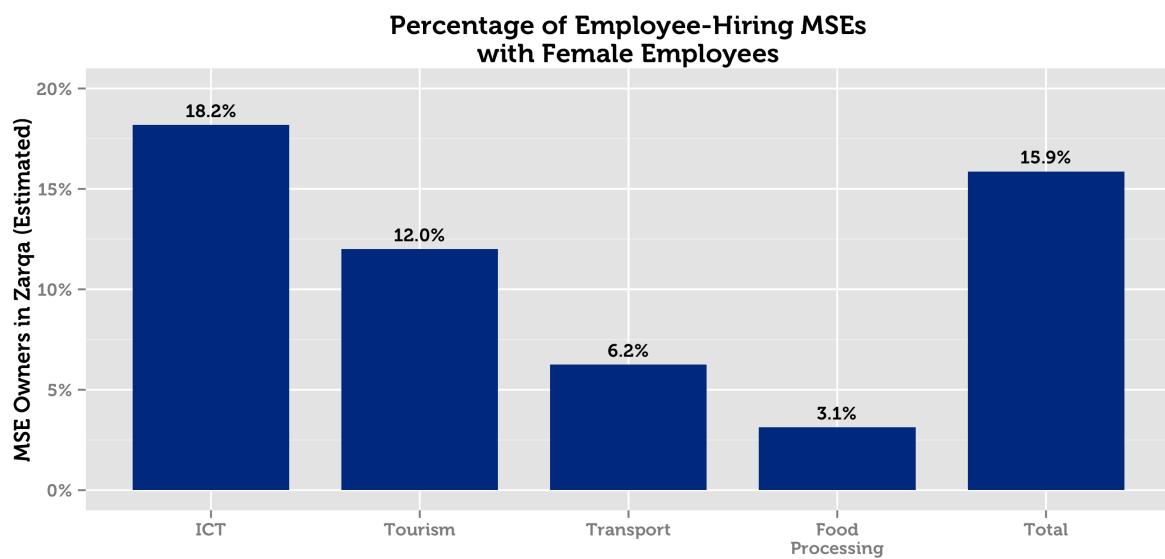
Just over half of Zarqa's MSEs hire employees⁹—51.1%. Roughly two thirds of these enterprises employ less than three full-time workers across various sectors. Employment of women is rare, as a small 7.4% of MSEs have female employees. This rate is even lower when we drill down into the four target sectors: 11.8% of non-target-sector businesses are operated by women, compared to 3.8% within target sectors. The majority of women classify their business as retail sale of other goods in specialized stores (22.6%) or 'other personal service activities' (20.3%).

Roughly speaking, one third of MSEs in Zarqa did not hire any new employees in the last year, and one third hired exactly one employee. Only 6.1% of these enterprises report employing workers below the age of 18.



⁹ The domain of analysis in the Workforce section pertains to MSEs that have employees. Unless specified otherwise, one-person businesses are excluded from totals when calculating percentages in this section. For findings about Syrian labor, see the section on the Syrian Refugee Crisis.





Employee Training

Most MSEs with employees – 75.3%—do not offer their workers in-house training. Those that did typically offered technical training or informal mentorship. External trainings for employees are less common at 15.5%.

MSEs that Offer Employee Training* (Zarqa)	In-House	External
	24.7% N = 1,846	15.5% N = 1,163
Technical	75.0%	65.3%
Informal advice/mentorship	71.4%	57.7%
Other	40.9%	50.0%
Marketing assistance/market information	36.0%	31.4%
Business Management training	32.2%	14.3%
Recordkeeping	17.9%	11.5%
Human resources/soft skills training	16.1%	8.5%

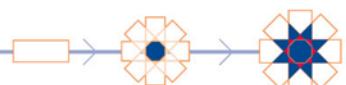
* Domain of analysis excludes companies without employees and companies without any training whatsoever

Negligible numbers received technical assistance from a Donor –funded Program, Government, informal agents, private companies, or business service providers such as the BDC or IRADA.

External Assistance

A high proportion of MSEs in Zarqa received assistance¹⁰ from a private company (52.7%). In comparison to Irbid, far fewer received assistance from a Business Service Provider (32.3%), from informal networks such as friends and family (20.3%), or from government (23.9%). Assistance from donor-funded programs is even less common, at 7.7%.

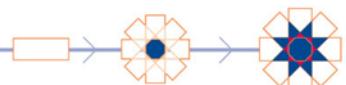
¹⁰ Understood as financial or resource contributions from an international or local agency



Hiring and Worker Retention

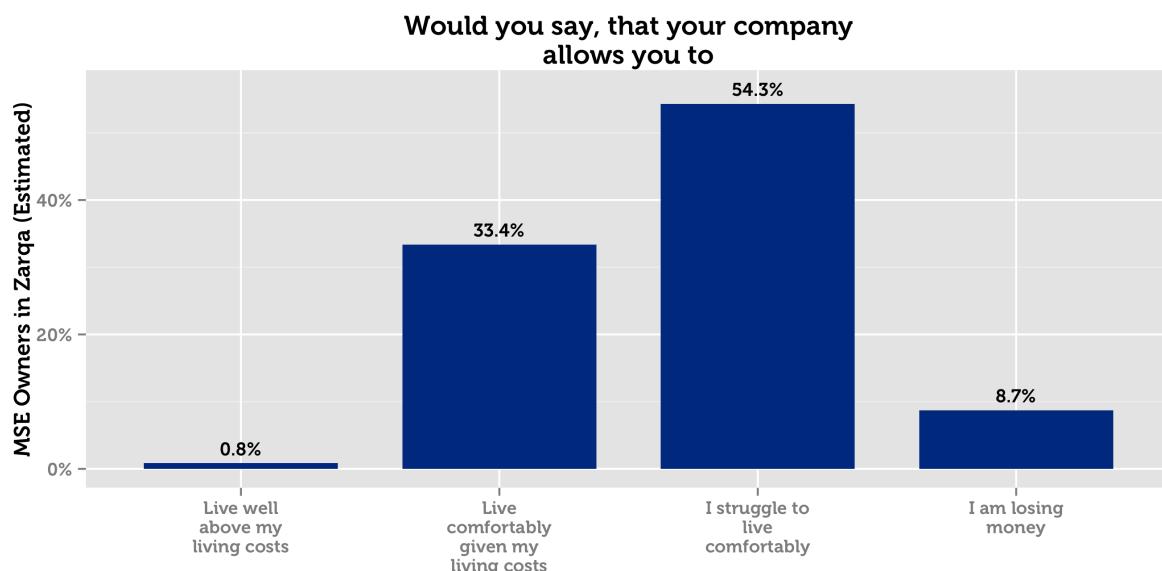
One in five enterprises hired between 1-3 workers in the past year. Of those that hire workers, 71.2% said that none left their business during the last 12 months. Of those who did experience talent loss, the major attributions were to competitors attracting their employees, personal reasons, and unsuitable working hours. This last reason is far more common in Zarqa than the other Governorates.

Primary Reason for Employee Loss (Zarqa)	All
	<i>N = 1,186</i>
Hired by a competitor for a better wage	25.0%
Personal reasons	24.9%
Unsuitable working hours	24.7%
Employee's salary demands were too high	8.7%
Other reasons	16.7%



Firm Performance

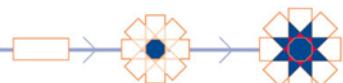
63.0% of MSE owners report that they are either losing money or struggling to live comfortably. Only one third of surveyed enterprises maintained that their business allowed them to live comfortably, and less than 1% claimed that their company allowed them to live well above their living costs.



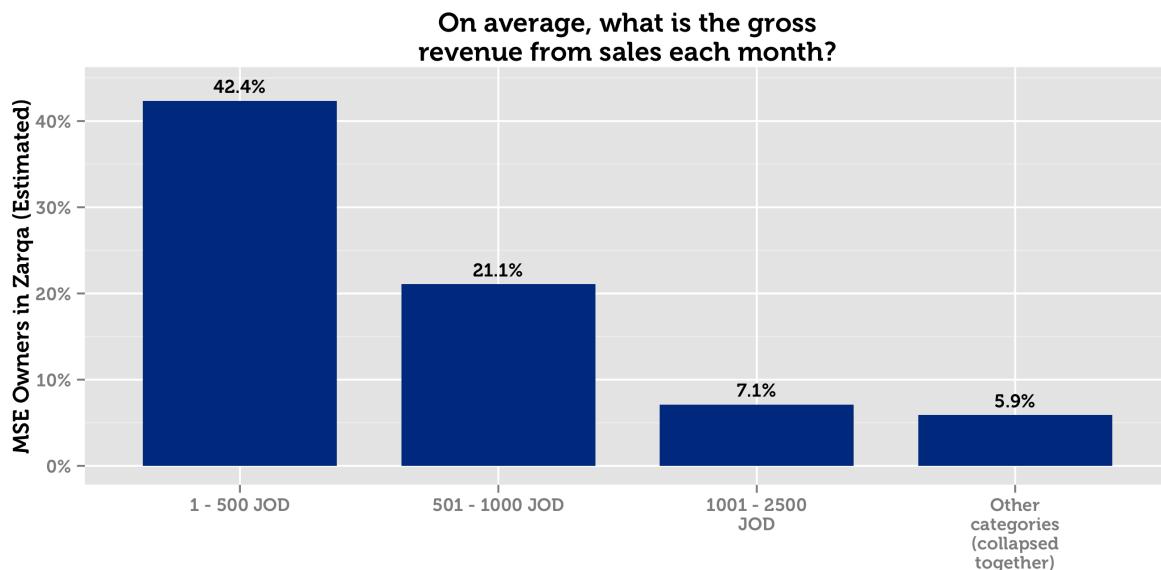
Barriers to Economic Growth for MSEs

Respondents were asked to state whether they agreed or disagreed that the following items represent barriers to the development their firms:

Barriers to Success (Zarqa)	All		By Sex	
	N = 15,756	Men	Women	
Low Demand	68.2%	68.5%	65.7%	
Low Purchasing Power	55.1%	55.0%	56.7%	
Lack of family support	24.6%	24.3%	27.3%	
Lack of human resource options	21.8%	22.2%	18.1%	
Uncompetitive Products	21.2%	21.3%	20.3%	
Cannot compete with quality of the products?	21.1%	21.4%	18.3%	
Lack of financial support	19.5%	19.1%	22.8%	
Lack of appropriate suppliers	17.9%	17.0%	27.1%	
Lack of management skills	16.4%	16.7%	13.5%	
Lack of market information about the markets	14.5%	14.6%	13.5%	
Lack of proper marketing skills	13.5%	12.8%	20.3%	
Weak technical support or skills in this area	13.4%	13.4%	13.5%	
Unreliable transportation network	11.8%	12.3%	6.8%	



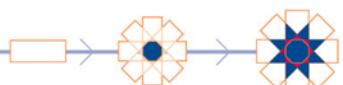
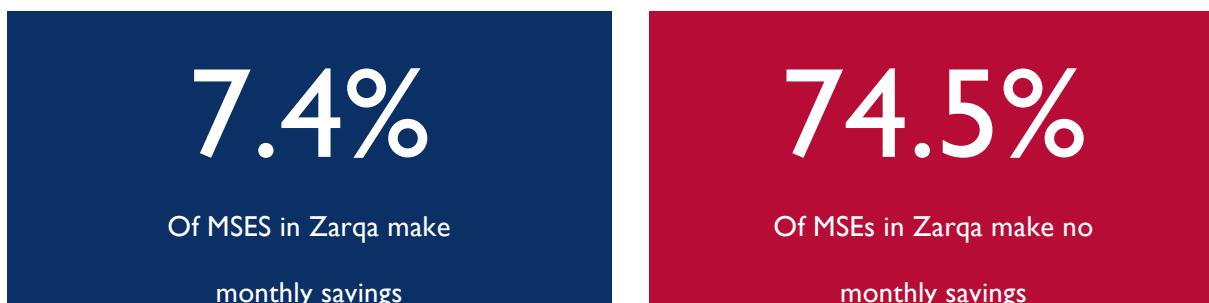
The majority of firms believe that the major barriers are macro-economic in nature. Low purchasing power and low demand top the list of barriers to success. Despite the fact that most MSEs lack many formal processes and mechanisms such as having a bank account or trainings, most do not perceive this a major gap or barrier. Women seem to be more strongly disadvantaged with respect to four barriers: family support, lack of human resource options, lack of appropriate suppliers and lack of financial support.



Financial Performance

63.4% of MSEs report a monthly turnover of JOD 1,000 or less. However, as many as 23.5% did not know or refused to answer. On average, women-owned MSEs, non-registered or home businesses, and single-person enterprises reported significantly lower gross revenue.

Profit is a more sensitive issue: 11.9% refused to answer, and one in three MSE owners did not know how much profit they made. Nevertheless, for those who responded, the reported average was JOD 361 per month. 43.6% reported having made less than JOD 600 in the last month, and 9.8% reported zero profit. Oddly, the average amount of savings per month was cited to be JOD 637, nearly twice the amount of profit. This phenomenon may be in part due to selective answering of questions, and in part to respondent error.

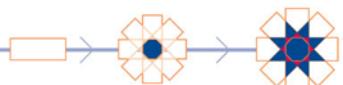


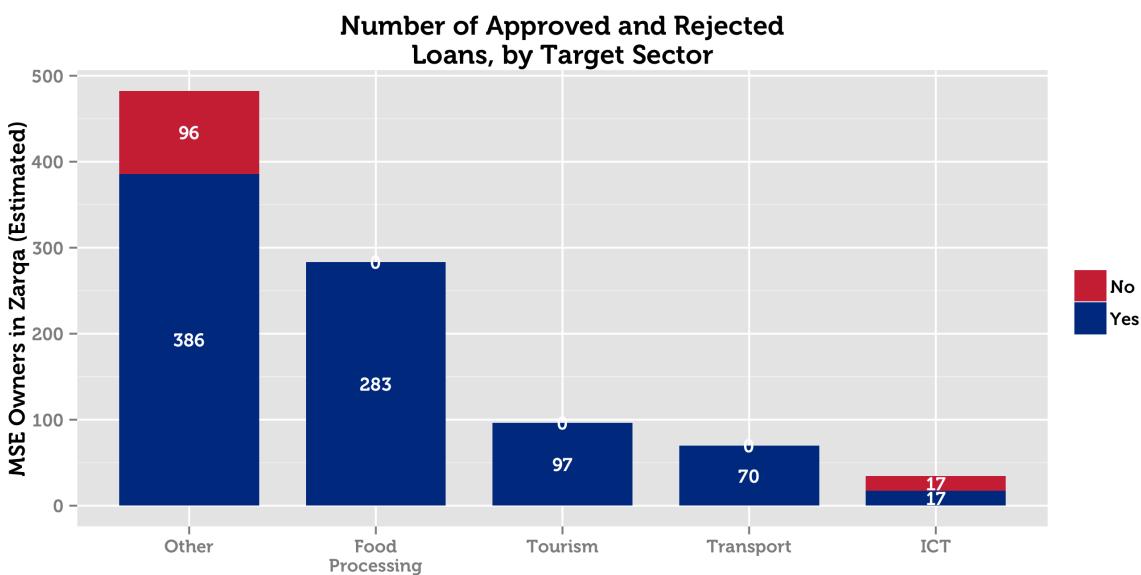
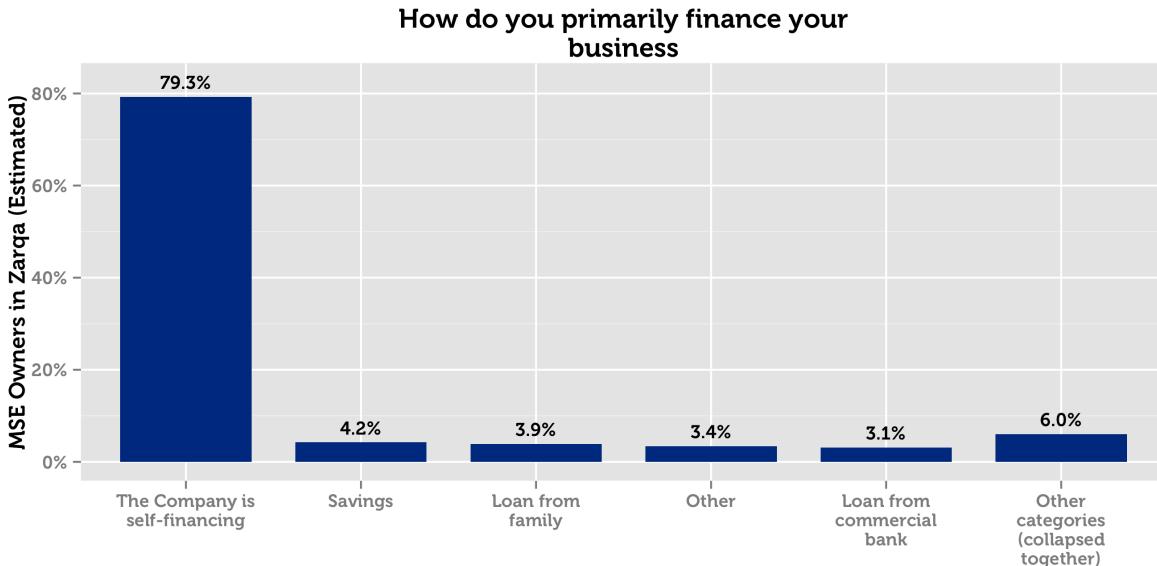
Access to Finance

Four in five micro and small enterprises are self-financed. Although many MSE owners struggle to live comfortably, as many as one in three say that they do not need a loan. Accordingly, financial institutions play a minor role in the economic development of MSEs, evidenced by the fact that only 6.5% have applied for credit. Being in the Middle East, religious reasons have a part to play in this phenomenon. Although the rise of Islamic Banking products has expanded the market, no less than 29.5% of MSE owners cite religious prohibition as the main reason for not taking a loan. The overall availability of credit may be another supporting factor. However, the most likely explanation is that MSE owners do not interact much with providers of credit, or even know about money markets. This is likely in view of the fact that only 14.2% of MSEs have bank accounts, that most loan applications get approved (82.7% reported approval), and that only 19.4% believe that they only have one source of credit to their disposition.

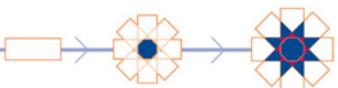
Approved loans were typically used for business purposes, primarily to buy more resources, add new products or business activities to the current business, or to improve or upgrade products already being sold. Only in limited cases (<12%) was financing used to purchase property or to pay off company and personal debts. On average, male owners and target sector MSEs report a lower rate of success in their loan applications.

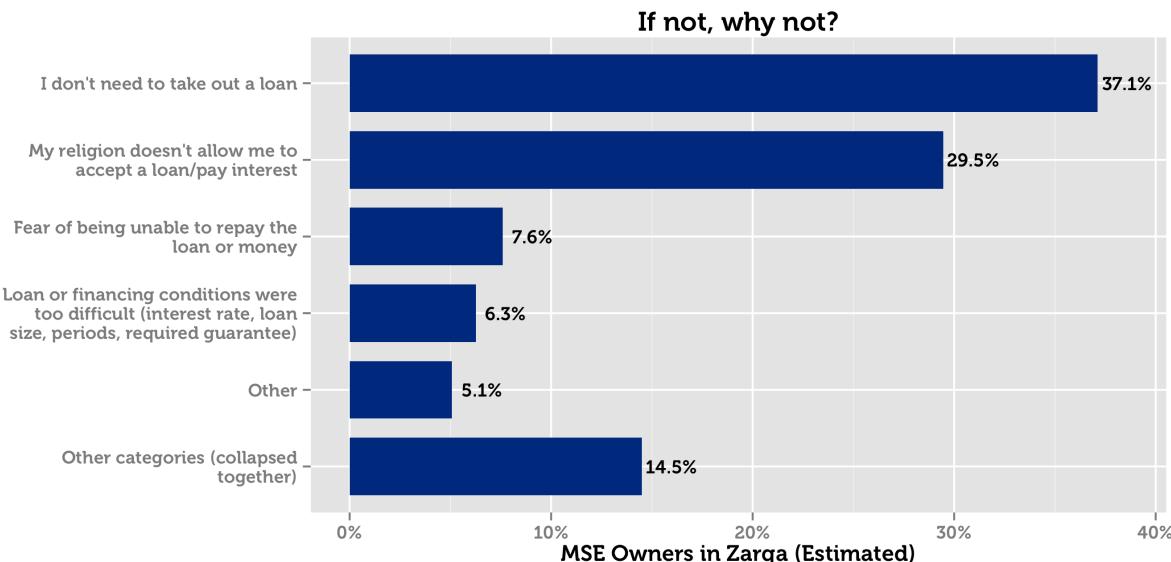
An incidental factor for not applying for finance whatsoever may also be the high number of MSEs (82.1%) who do not own a bank account for their business. Of those who do not, enterprises cited work requires dealing with cash (37.8%), religious reasons (19.9%), low sales volume (19.3%) - hence no need to open an account – and, dealing with cash makes work faster and easier (10.7%), commissions. Banking fees, a lack of trust in financial institutions and ‘other’ represented less than 10% of the total number of MSEs.





Although self-financing operations are the norm for both sexes, women are less likely than men to be self-financing, and more likely to finance their businesses with the help of a commercial bank. For MSEs in general, the less frequent models include financing through savings (4.2%), through family and friends (3.9% and 1.1%), or through commercial banks and microfinance institutions (3.1% and 1.4%).

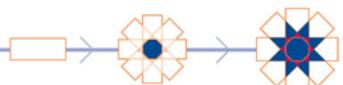




Of those who received a loan, 44.9% reported having received it from a micro-finance institution. Other sources for credit included banks (33.8%), private money lenders (6.6%), international donor (or donor-funded) projects (6.5%), and government programs (4.8%). When asked about the primary reasons for choosing a specific institution, 43.2% cited that their institution of choice offered the best financial prospects. 24.1% cited that they chose a particular avenue because it was easy to understand and followed simple procedures. 6.6% cited that it was the best strategic option—a much lower figure than for MSEs in East Amman (at 16.5%).

Men and women differ greatly in the amount of money requested in loan applications. Whereas men requested an average of 3,325 JOD, women MSE owners were far more conservative at 500 JOD. Even without considering gender differences, these amounts are already far lower than those in other Governorates, where the average amount requested was JOD 5,636 (Irbid) and JOD 8,594 (East Amman).

One in every seven respondents has a deposit account for their business: 14.2%. The reasons cited for this is that a large grouping deal entirely in cash (37.8%) or—at minimum—find that working cash makes work faster and easier (10.7%). Others report low sales volume, and see no need to open an account (19.3%). Another 19.9% report they did not open a bank account for religious reasons, which is a more important reason for MSEs in Zarqa than it is in the other governorates.



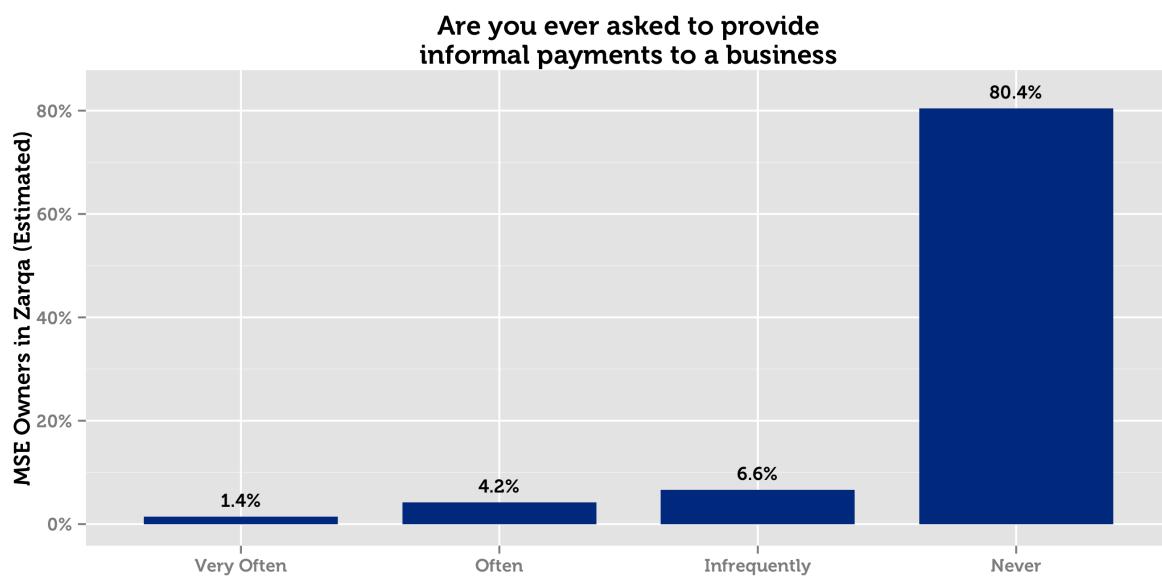
Systems, Processes and Networks

Online and offline use of computers or internet is minimal, at about 13% of firms. The use of smart phones is not very common. Ordinary mobiles, on the other hand, are more common, and used by nearly two thirds of MSEs.

Resource Use (Zarqa)	All	By Sex	
	N = 15,756	Men	Women
Mobile Phone	65.2%	65.8%	59.4%
Smart Phone	32.4%	32.0%	36.1%
Vehicle	28.2%	29.5%	15.8%
Social Media (Work or Personal)	17.5%	16.6%	27.1%
Computer (with internet)	13.1%	12.8%	15.8%
Computer (without internet)	11.8%	10.9%	20.3%
Internet at a Public Location	6.4%	5.9%	11.3%
Email (Work)	5.3%	4.5%	13.5%

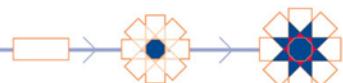
Corruption

With respect to bribery, four fifths of enterprises report that they have never been asked for an informal payment. The perception of bribery is more pronounced in the Transport sector and amongst males.



Social Media & Digital Correspondence

Only 6.5% use social media as part of business operations. Naturally, this rate is more pronounced in the ICT sector, for which the digital environment is the main mode of work. This low figure is not per say reflective of a business choice not to use these digital channels. 11.1% use social media only



for personal purposes. This suggests that few MSE owners understand social media, and that any target audience for social media is small. Use of email for work is even more uncommon, at 5.3%.

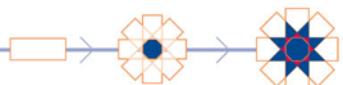
Financial Planning

The majority of businesses keep some form of financial records (77.7%). However, the vast majority of these do on paper. Almost one in five businesses (19.9%) keep no financial records whatsoever. A further indication of the lack of planning and financial organization is that only 39.7% compare performance against business goals. Over half (51.6%) do not compare firm performance against business goals.

Memberships & Access

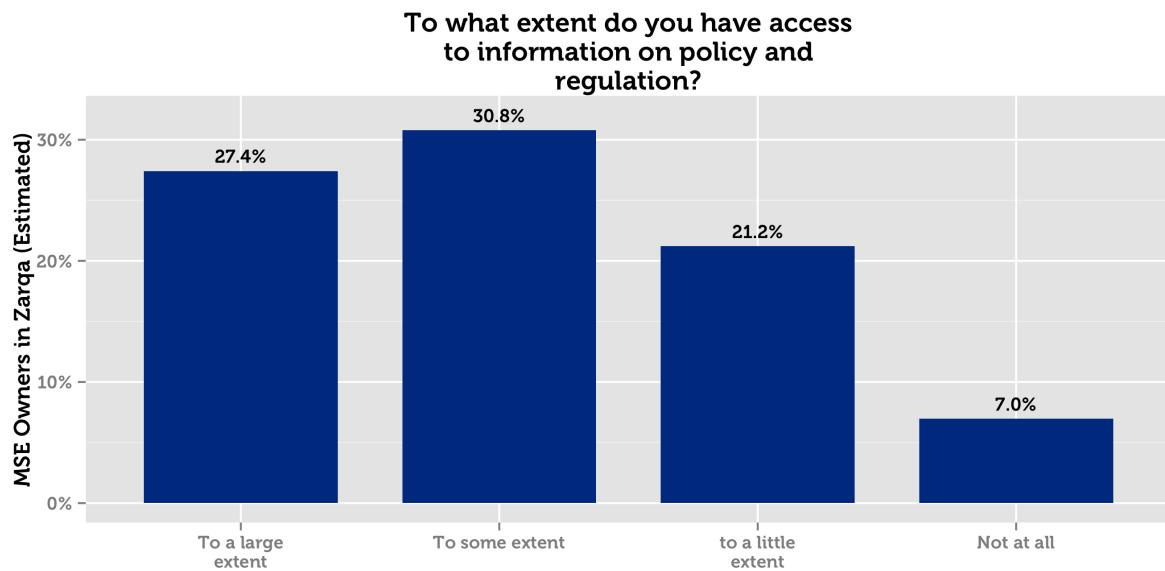
For the most part, MSEs in Zarqa are not part of associations. With the exception of the Chambers of Commerce and Industry (for which 16.5% and 13.3% of MSEs were members), each response category elicited less than 6% of respondents affirming membership. These categories included professional or trade associations (5.4%), cooperatives (2.3%), NGOs (1.1%), youth groups (0.8%), village committees (0.6%), women's groups (0.4%), informal savings or loan groups (0.8%), or micro-finance groups (0.2%).

Despite the fact that few participate in formal networks, 46.6% maintain they can get a meeting with the Mayor. This is lower for female-owned businesses.

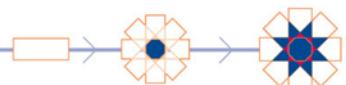


Policy and Regulations

With relatively low ‘digital literacy’ we find that almost two thirds resort to traditional sources of information. MSE owners go to their municipality, friends and family, or lawyer for information. Only one out of ten resort to government websites. Two-thirds of business owners feel they have adequate levels of access to information about policies and regulations, and 14.0% feel they have no use for this information.



Policy Sources (Zarqa)	All		By Sex	
	N = 15,756	Men	Women	
Local municipality	28.5%	29.8 %	16.0%	
Family and friends	24.2%	25.5%	11.5%	
Lawyer	10.1%	9.3%	18.1%	
Online/Website about the government	8.2%	8.1%	9.0%	
Don't Know	5.6%	5.3%	9.0%	
Other	4.2%	3.5%	11.3%	
Local businesses and enterprises	3.8%	3.9%	2.3%	
Business support center	1.2%	1.1%	2.3%	



Syrian Refugee Crisis

There is a strong perception among Jordanian MSE owners in Zarqa that the Syrian refugee crisis has no positive outcomes. In fact, 74.1% maintain there was no positive impact from the Syrian crisis, while 35.1% maintain there was no negative impact. 36.1% believe the crisis is a threat to their business, and roughly half of respondents believe that wages have dropped as a result of it.

Despite the large increase in refugee population, very few MSEs—3.9%—employ Syrian labor. For those that do, the main reason is MSEs in Zarqa cannot find local Jordanians who want to work in their business (47.1%). Other reasons are that they believe that Syrian nationals perform better (26.2%), or that they will make more money by hiring Syrians (23.6%).

Only 8.3% see business opportunity as a result of the refugee crisis. 7.4% believe that they can charge more for their products as a result, and 7.3% believe that they can sell more. The top two negative impacts are increasing competition (25.3%) and higher costs (19.2%). On the whole, women view's on the crisis tend to be less negative.

The crisis has further left an indelible impression on the access and quality of utilities. 77.0% believe that the availability of housing has been negatively affected by the Syrian crisis. Roughly half believe the same to be true about water supply (56.9%) electricity (51.6%), healthcare (57.2%), and education (52.2%). Approximately one in three has felt impact on the availability or quality of gas/diesel, policing and security, and/or access to finance,

Top Impacts* of the Syrian Refugee Crisis (Zarqa)	All	By Sex	
	N = 14,463	Men	Women
Positives			
I can charge more for my products	7.4%	7.4%	7.1%
I can sell more goods or services	7.3%	7.5%	4.7%
There is no positive impact	74.1%	73.6%	78.7%
Negatives			
Increasing costs	19.2%	20.5%	7.1%
More competition	25.3%	26.4%	14.2%
Demand for the services/goods/products has decreased	6.7%	6.9%	4.7%
There is no negative impact	35.1%	33.3%	52.5%

* Certain low-response categories from the survey are not displayed above

