

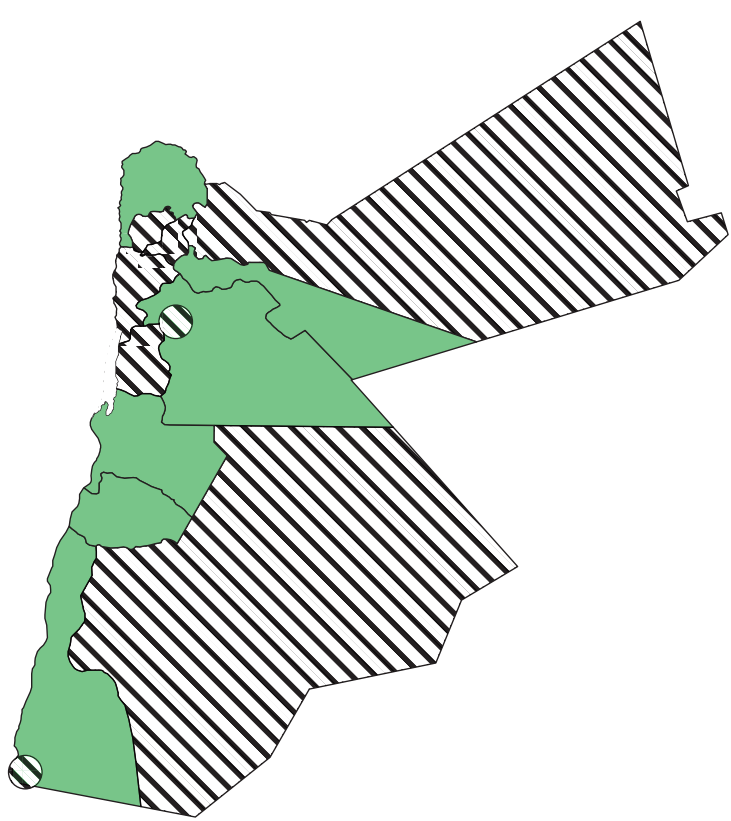
USAID LENS MSE SURVEY

SURVEY MECHANISM

THIS INFOGRAPHIC VISUALIZES DATA FROM THE MSE SURVEY, A PROBABILISTIC STUDY COMMISSIONED BY THE USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS).¹ TO ACCESS THE DATA AND LEARN MORE ABOUT MICRO- AND SMALL ENTERPRISES (MSEs) IN JORDAN, VISIT WWW.JORDANLENS.ORG



GEOGRAPHIC AREAS OF STUDY



4,721

MSEs INTERVIEWED

60%

OF THE KINGDOM'S
POPULATION IS CAPTURED

* "Amman" excludes the Greater Amman Municipality (GAM)
** "Aqaba" excludes the Aqaba Special Economic Zone (ASEZA)

COMPLETED INTERVIEWS PER GOVERNORATE



TARGET POPULATION

REVENUE-GENERATING ENTERPRISES OR PROJECTS WITH

0-50 EMPLOYEES

DATA IS REPRESENTATIVE OF BOTH THE FORMAL AND INFORMAL ECONOMY



HOME-BASED
BUSINESSES



NON-REGISTERED
BUSINESSES



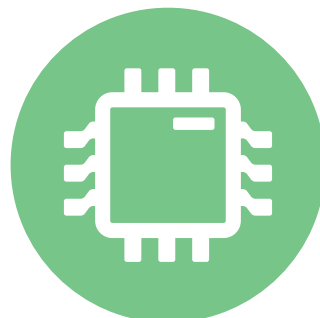
FORMAL
BUSINESSES



AREAS OF RESEARCH



POLICY
REGULATIONS



TECH &
INNOVATION



ACCESS TO
SERVICES



ACCESS TO
FINANCE



FIRM
PERFORMANCE



VALUE CHAIN
CHARACTERISTICS



FIRM & OWNER
CHARACTERISTICS



WORKFORCE

82

QUESTIONS

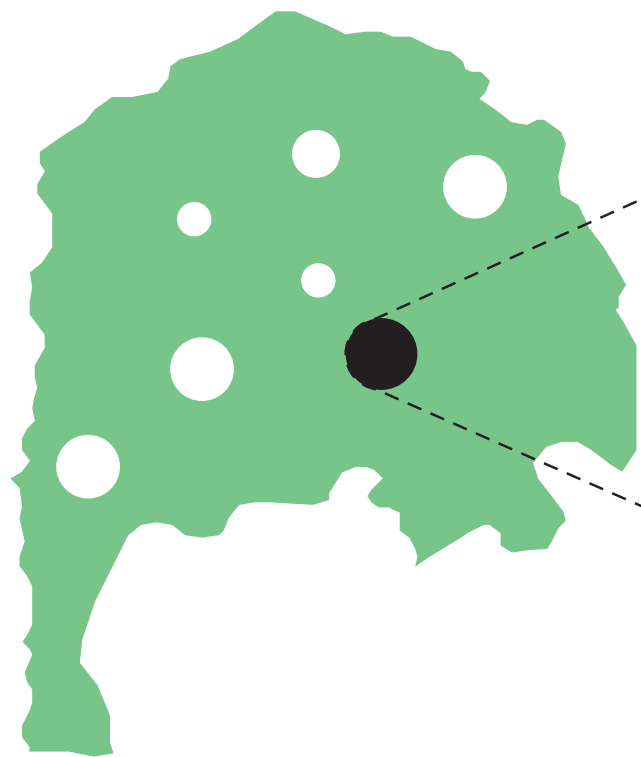
GOAL

IMPROVE UNDERSTANDING OF THE CONDITIONS, CHALLENGES, AND OPPORTUNITIES FOR GROWTH OF MICRO AND SMALL ENTERPRISES IN JORDAN.



SURVEY DESIGN

IRBID



FOR EACH
GEOGRAPHIC AREA ...

PHASE 1

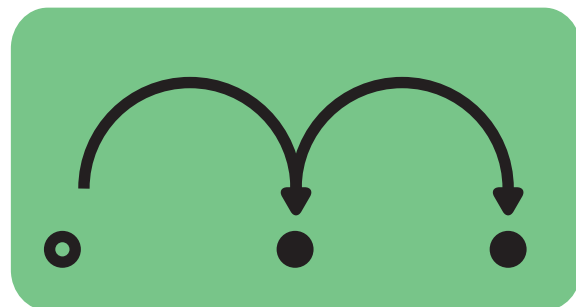


... A RANDOM SAMPLE OF
NEIGHBORHOODS WAS SELECTED
AND A LIST OF MSEs CREATED ...

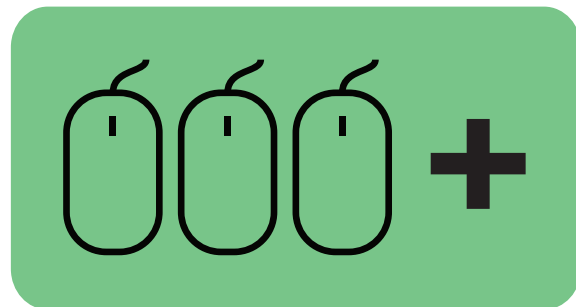
PHASE 2



... FROM THIS LIST, A SUBSAMPLE
OF BUSINESSES WERE
INTERVIEWED



THE SURVEY EMPLOYS
TWO-PHASE SAMPLING



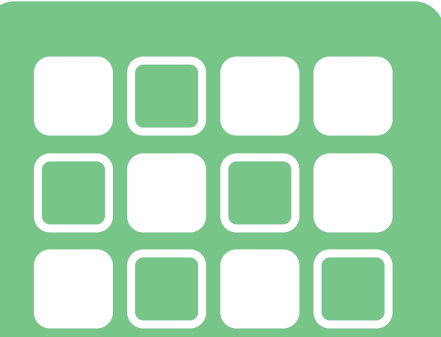
AS ICT BUSINESSES ARE
RARE, A LARGER NUMBER
WERE SAMPLED TO INCREASE
NUMERIC PRECISION



OTHER KEY DEMOGRAPHICS
SUCH AS WOMEN-OWNED
MSEs WERE SIMILARLY OVER-
SAMPLED



PHASE 1: FINDING THE BUSINESSES



A RANDOMIZED
SAMPLE OF

1,077

NEIGHBORHOOD
BLOCKS OUT OF
8,103



THE SURVEYORS
VISITED

97,347

HOUSEHOLDS &
BUILDINGS
DOOR-TO-DOOR
VISITS



ACTIVE BUSINESSES
IDENTIFIED IN
NEIGHBORHOOD

10,197

INFO COLLECTED:²
CONTACT INFORMATION
NUMBER OF EMPLOYEES
SEX OF THE OWNER
NAME/NATURE OF BUSINESS



PHASE 2: CONVERSATIONAL INTERVIEWS

6,385

MSEs WERE SELECTED
FOR THE SAMPLE, OF
WHICH 4,721 RESULTED
IN AN INTERVIEW

41

SURVEYORS TRAINED ON THE
SURVEY, EACH WITH AT LEAST
8 YEARS OF EXPERIENCE

15 min

THE MEDIAN
DURATION OF
AN INTERVIEW

CONTACT RATE

73.9%

OF SAMPLED MSEs RESULTED IN A
COMPLETED INTERVIEW

HOW ACCURATE IS THE DATA?

± 2.3%

AT THE 95% CONFIDENCE LEVEL ASSUMING A
VALUE OF 2.5 FOR THE DESIGN EFFECT.³

¹ The USAID Jordan Local Enterprise Support (LENS) Project is funded by the United States Agency for International Development (USAID) and implemented by FHI 360. This infographic is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of FHI 360 and do not necessarily reflect the views of USAID or the United States Government.

² In the chosen survey design, information collected at phase I is used to draw a stratified sample for phase II. Stratification variables include the sector, and—additionally for Aqaba, Karak, and Tafilah—the sex of the owner. An expert trained in the ISIC (Rev. 4) system of economic classifications assigned each business a sector code based on the name and nature of the business.

³ The true margin of error will differ for each estimated parameter. This is because standard error depends both on the survey design as well as the variability in the data. The maximal margin of error for a proportion p can be approximated by the formula $\frac{1}{2} \times \sqrt{\frac{p(1-p)}{n} \times deff} = 1.96 \times \sqrt{\frac{0.5(1-0.5)}{4721} \times 2.5} = \pm 2.3\%$, where $deff$ is the design effect due to weighting. In this instance, an average design effect of 2.5 has been approximated by a survey statistician.