

USAID LENS MSE SURVEY

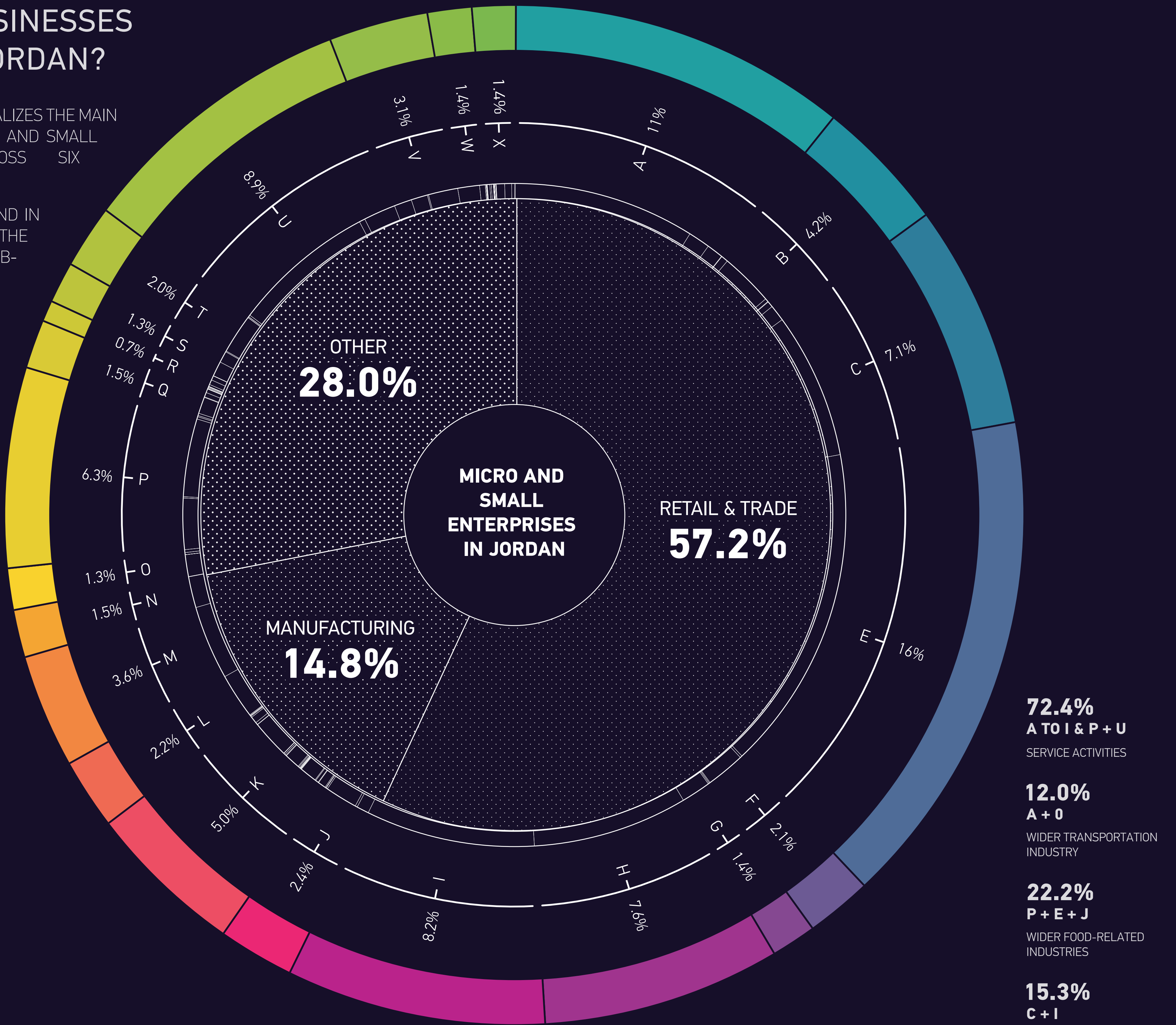
ECONOMIC SECTORS

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

WHAT MICRO AND SMALL BUSINESSES EXIST IN JORDAN?

THIS PIE CHART VISUALIZES THE MAIN SECTORS FOR MICRO AND SMALL BUSINESSES ACROSS SIX AREAS IN JORDAN.²

REFER TO THE LEGEND IN THE LOWER PART OF THE INFOGRAPHIC FOR SUB-SECTORS CODES.



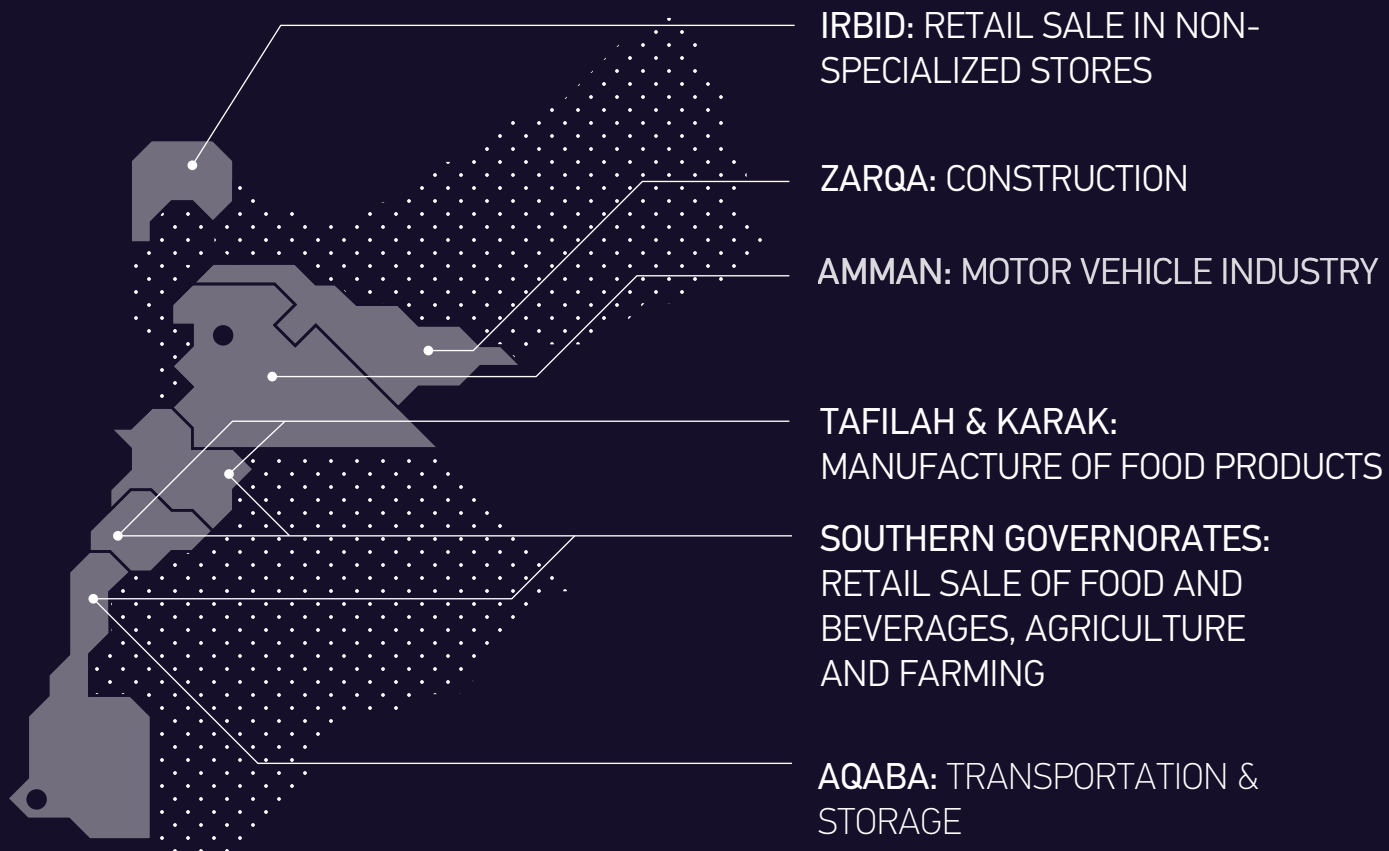
SUBSECTORS BY GOVERNORATE

LARGER CIRCLES REPRESENT SUBSECTORS WITH MORE MSEs, RELATIVE TO THE TOTAL COUNT IN EACH GOVERNORATE



NOTABLE SECTORS

SECTORS WITH A HIGHER PROPORTION OF MSEs, RELATIVE TO OTHER GOVERNORATES



RETAIL AND TRADE

- | | | | |
|----------|---|----------|---|
| A | WHOLESALE AND RETAIL TRADE AND REPAIR OF MOTOR VEHICLES | F | OTHER RETAIL SALE |
| B | WHOLESALE TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES | G | RETAIL SALE OF INFORMATION AND COMMUNICATIONS EQUIPMENT |
| C | RETAIL SALE IN NON-SPECIALIZED STORES | H | RETAIL SALE OF OTHER HOUSEHOLD EQUIPMENT |
| E | RETAIL SALE OF FOOD AND BEVERAGES | I | RETAIL SALE OF OTHER GOODS |

MANUFACTURING

- | | |
|----------|--|
| J | MANUFACTURE OF FOOD PRODUCTS |
| K | OTHER MANUFACTURING |
| L | MANUFACTURE OF CLOTHING |
| M | MANUFACTURE OF FABRICATED METAL PRODUCTS |
| N | MANUFACTURE OF FURNITURE |

OTHER

- | | | | |
|----------|---|----------|--|
| O | TRANSPORTATION AND STORAGE | S | EDUCATION |
| P | ACCOMMODATION AND FOOD SERVICE ACTIVITIES | T | HUMAN HEALTH AND SOCIAL WORK |
| Q | PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES | U | OTHER SERVICE ACTIVITIES |
| R | ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES | V | CONSTRUCTION |
| | | W | AGRICULTURE AND FARMING |
| | | X | OTHER SECTORS NOT ELSEWHERE CLASSIFIED |

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2 The MSE survey's target population includes the governorates of Amman (excluding the Greater Amman Municipality), Aqaba (excluding the ASEZA free zone), Irbid, Karak, Tafilah, and Zarqa. Although not national in scope, these areas capture roughly 60% of the kingdom's population. Economic sectors are classified according to the *International Standard Industrial Classification of All Economic Activities* (ISIC Rev. 4) on the basis of paradata collected in phase I. The results of this enumeration are visualized above, as the 10,197 observations found in the phase I sampling frame offer more statistical precision than the 4,721 observations in the interview data.