

USAID LENS MSE SURVEY

GENDER DIFFERENCES

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



PARTICIPATION OF WOMEN

9.1%

OF MICRO AND SMALL ENTERPRISES IN JORDAN ARE OWNED BY WOMEN

WOMAN-OWNED
MAN-OWNED

* RETAIL SALE OF OTHER GOODS INCLUDES THE SALE IN SPECIALIZED STORES CARRYING A PARTICULAR LINE OF PRODUCTS SUCH AS CLOTHING, FOOTWEAR AND LEATHER ARTICLES, PHARMACEUTICAL AND MEDICAL GOODS, WATCHES, SOUVENIRS, CLEANING MATERIALS, FLOWERS AND PETS AND OTHERS. ALSO INCLUDED IS THE RETAIL SALE OF USED GOODS.

PRE-PRIMARY AND PRIMARY EDUCATION



MANUFACTURE OF CLOTHING



HAIRDRESSING AND OTHER BEAUTY TREATMENT



RETAIL SALE OF OTHER GOODS*



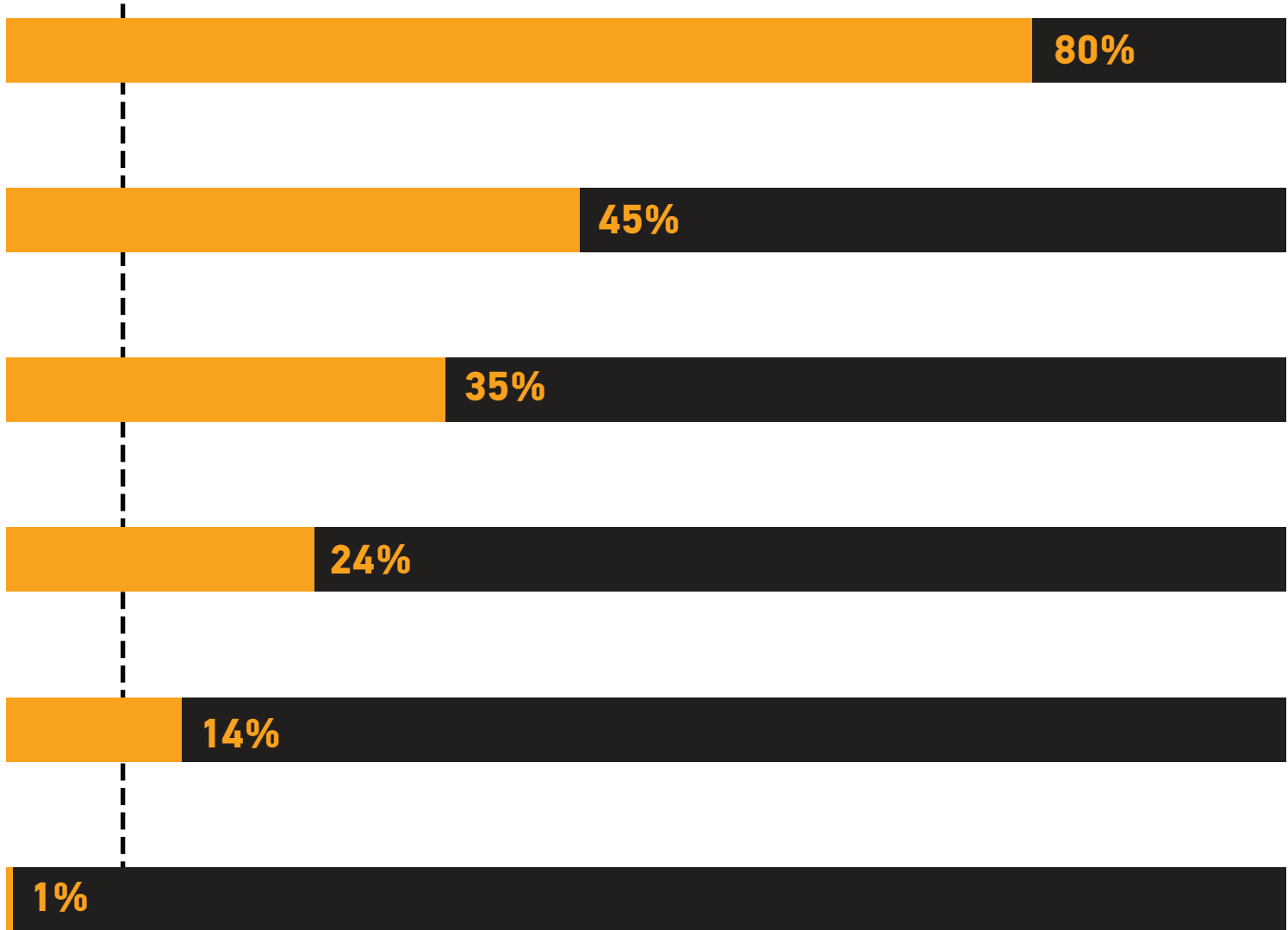
MANUFACTURE OF DAIRY PRODUCTS



MAINTENANCE AND REPAIR OF MOTOR VEHICLES

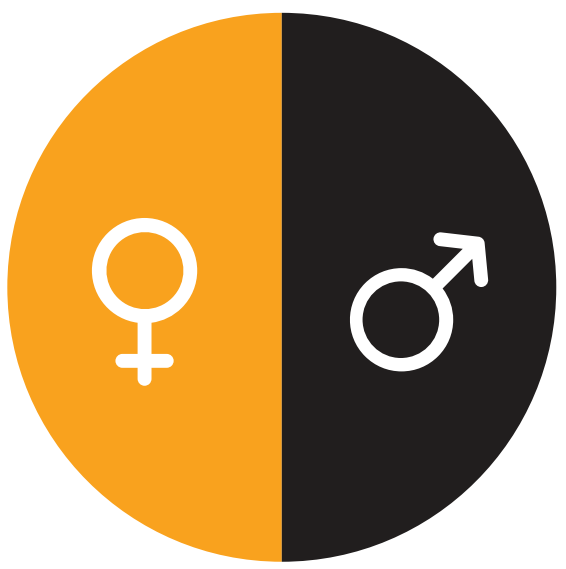


9.1%
CROSS-SECTOR
AVERAGE



PERCENT OWNERSHIP BY WOMEN

DESPITE THE FACT WOMEN REPRESENT HALF OF THE POPULATION IN JORDAN...



ONLY

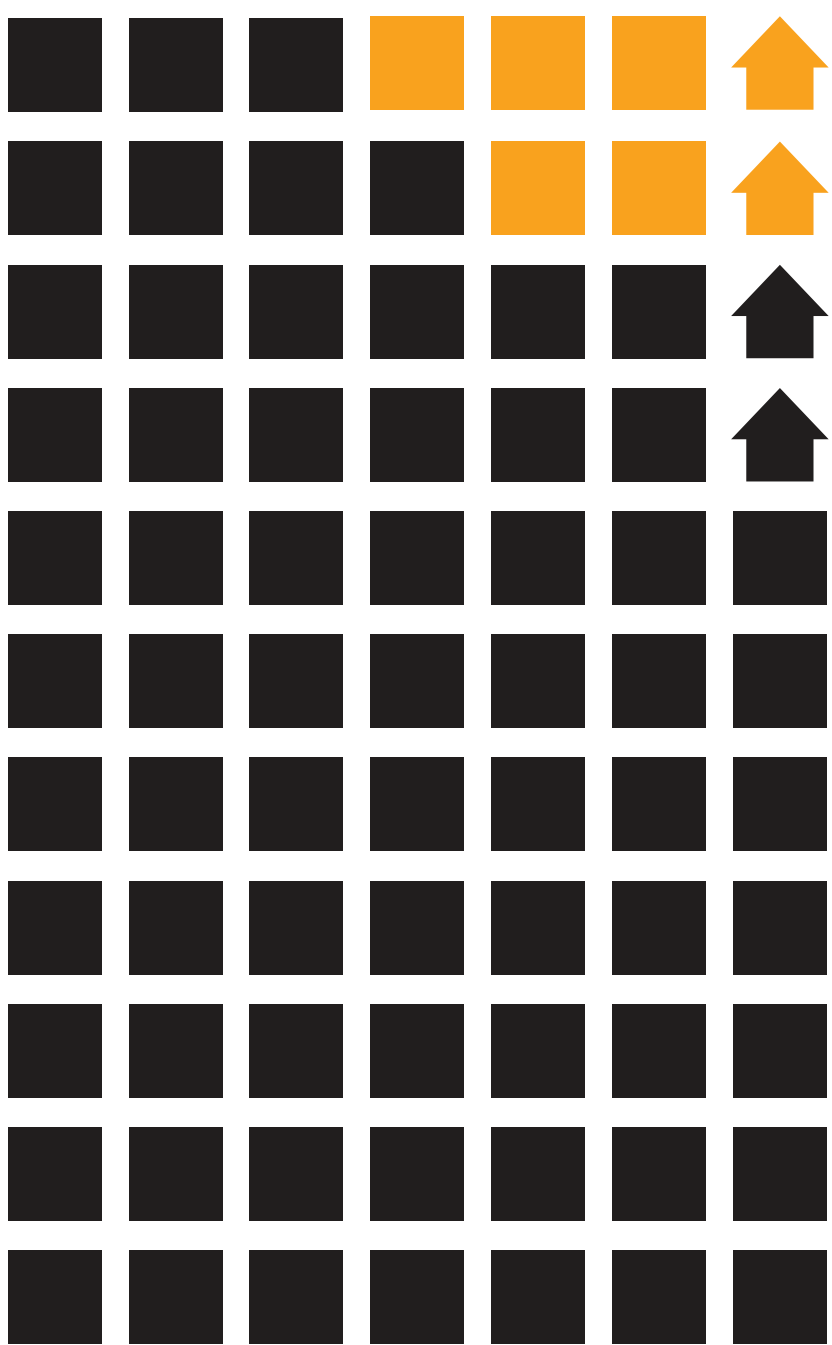
14%

PARTICIPATE IN THE ECONOMY*

* SOURCE: INTERNATIONAL LABOUR ORGANIZATION (2015)



HOME-BASED BUSINESSES



5.2% OF MSEs ARE HOME-BASED BUSINESSES.³ OF THESE, **HALF** ARE OWNED BY WOMEN.

AS A RESULT, A WOMAN-OWNED BUSINESS IS

11x

AS LIKELY AS A MALE-OWNED ONE TO BE HOME-BASED.



FEMALE EMPLOYMENT

WOMAN-OWNED BUSINESSES **EMPLOY 55%** OF THE FEMALE MSE WORKFORCE*

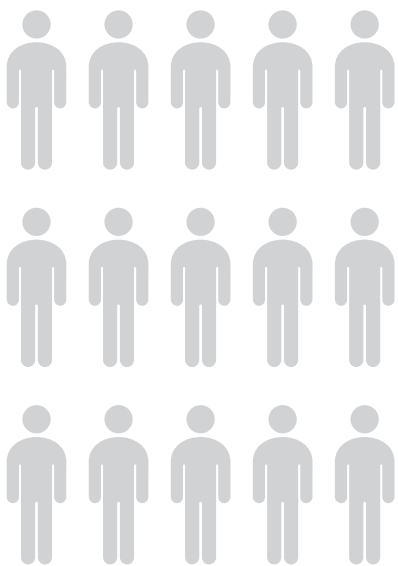
* THE FEMALE MSE WORKFORCE DOES NOT CAPTURE PUBLIC SECTOR JOBS, WHICH ACCOUNT FOR A LARGE PROPORTION OF ALL WOMAN-HELD POSTS IN JORDAN.

THIS MAKES THEM

9.4x

AS LIKELY AS MAN-OWNED ENTERPRISES TO HIRE OTHER WOMEN

15 MAN-OWNED MSEs WILL HIRE **1 WOMAN**



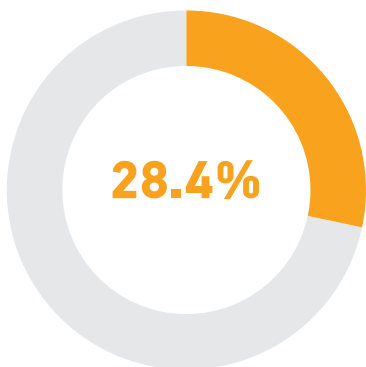
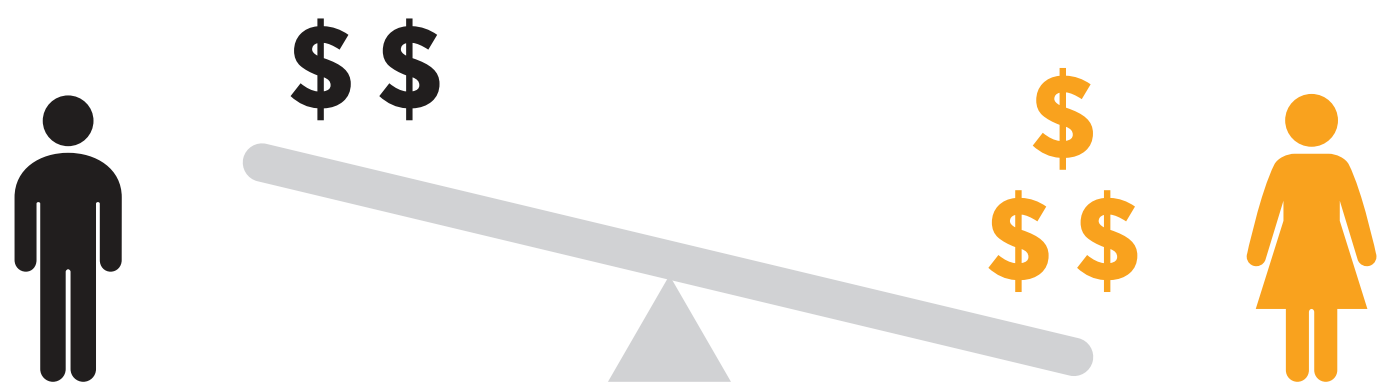
15 WOMAN-OWNED MSEs WILL HIRE **12 WOMEN**



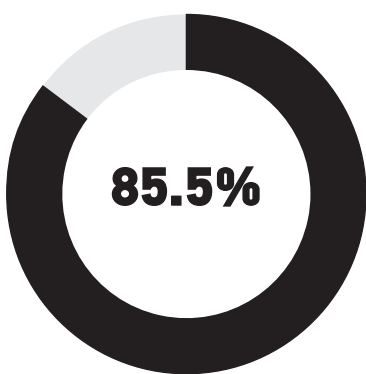
ECONOMIC INDEPENDENCE AND SUCCESS

3%

3.2% OF ALL BUSINESS-OWNERS WHO ARE THE **PRIMARY HOUSEHOLD EARNERS** ARE WOMEN

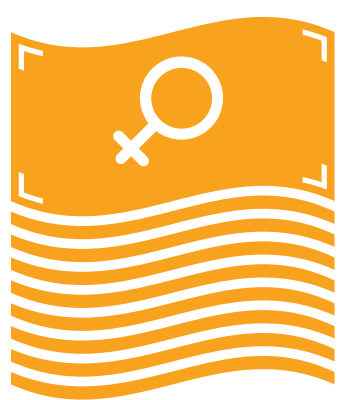


28.4%



85.5%

28.4% OF WOMEN WHO ARE OWNERS OF THEIR OWN BUSINESS ARE THE PRIMARY EARNERS IN THEIR HOUSEHOLD, COMPARED TO 85.5% OF MALE OWNERS.



PROFITABLE MSEs OWNED BY WOMEN MAKE, ON AVERAGE, **210 JD LESS PER MONTH** IN PROFIT THAN THEIR MALE-OWNED COUNTERPARTS-- **NEARLY HALF** OF THE AVERAGE FOR MEN (455 JOD)



OTHER NOTABLE TRENDS

WOMAN-OWNERS ARE LESS LIKELY TO...



...HAVE A BUSINESS THAT OPERATES ALL-YEAR ROUND



...REGISTER WITH THE GOVERNMENT, EVEN IF THEY ARE NOT HOME-BASED



...USE A VEHICLE FOR THEIR BUSINESS



...BE MARRIED