

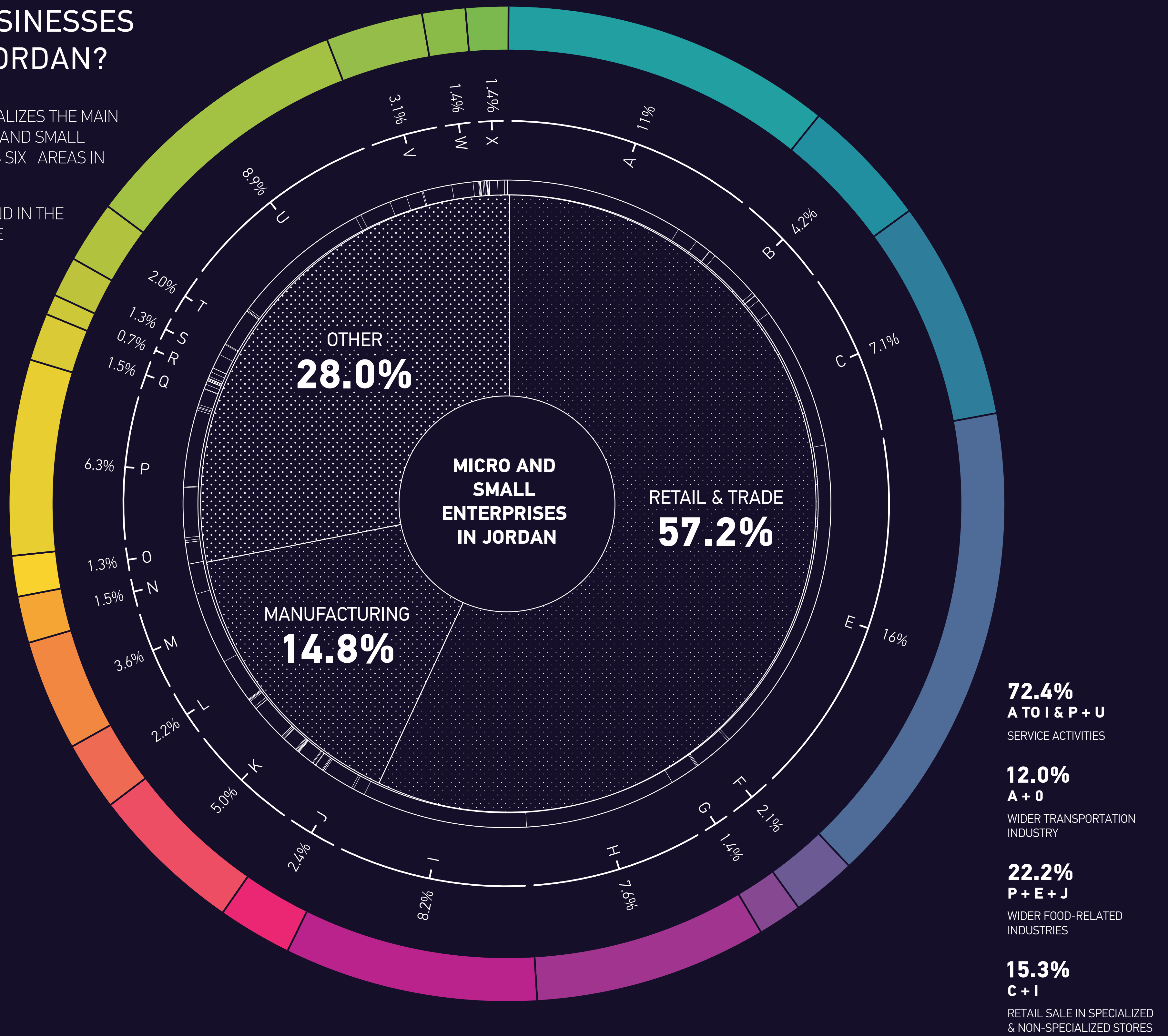
# USAID LENS MSE SURVEY ECONOMIC SECTORS

THIS INFOGRAPHIC VISUALIZES DATA FROM THE MSE SURVEY, A PROBABILISTIC STUDY COMMISSIONED BY THE USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS).<sup>1</sup> TO ACCESS THE DATA AND LEARN MORE ABOUT MICRO- AND SMALL ENTERPRISES (MSEs) IN JORDAN, VISIT [WWW.JORDANLENS.ORG](http://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.<sup>2</sup>

REFER TO THE LEGEND IN THE BOTTOM PART OF THE INFOGRAPHIC FOR SUBSECTORS CODES.



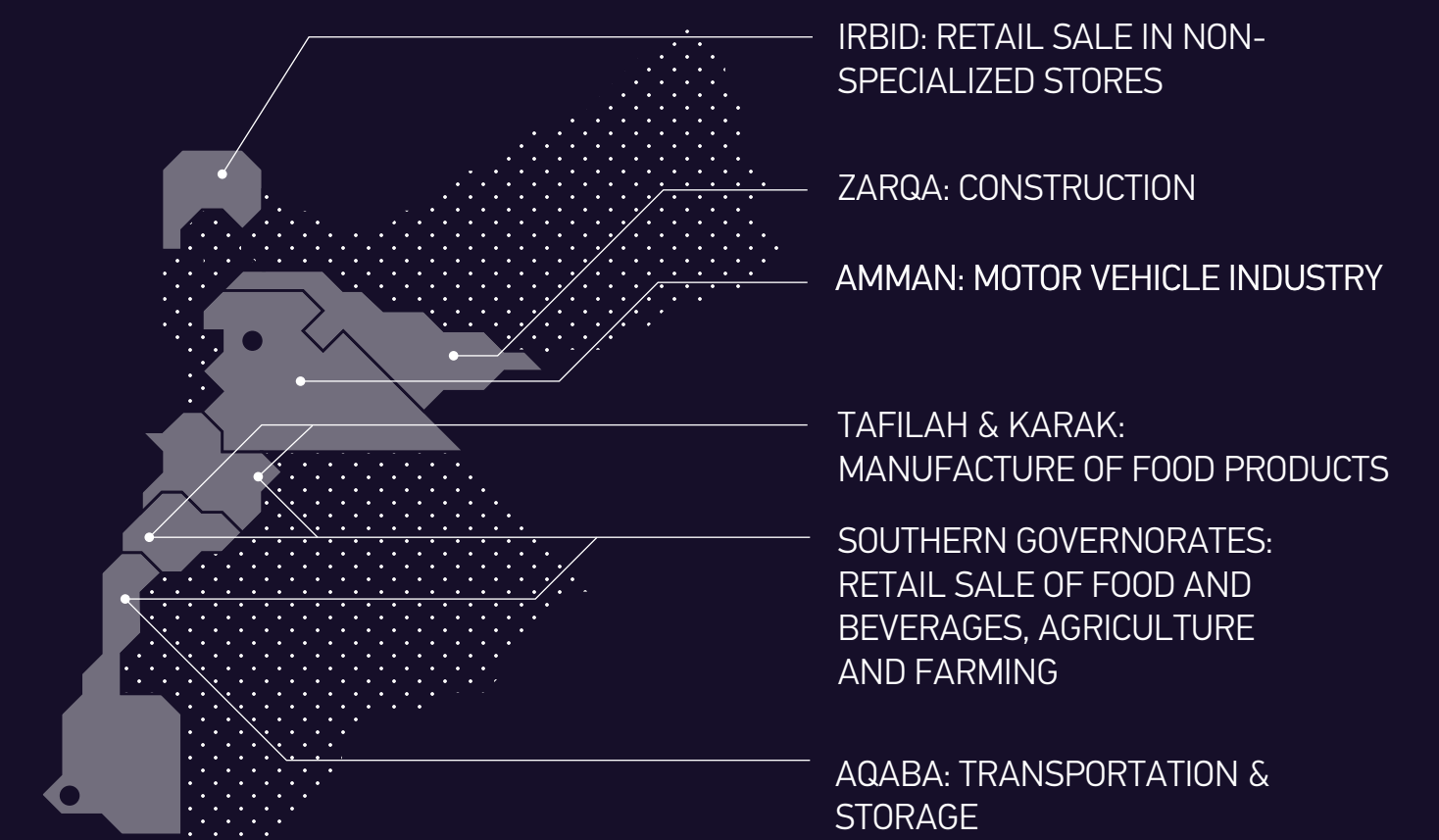
### SUBSECTORS BY GOVERNORATE

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
- B** WHOLESALE TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES
- C** RETAIL SALE IN NON-SPECIALIZED STORES
- E** RETAIL SALE OF FOOD AND BEVERAGES
- F** OTHER RETAIL SALE
- G** RETAIL SALE OF INFORMATION AND COMMUNICATIONS EQUIPMENT
- H** RETAIL SALE OF OTHER HOUSEHOLD EQUIPMENT
- 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
- P** ACCOMMODATION AND FOOD SERVICE ACTIVITIES
- Q** PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES
- R** ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES
- S** EDUCATION
- T** HUMAN HEALTH AND SOCIAL WORK
- U** OTHER SERVICE ACTIVITIES
- V** CONSTRUCTION
- W** AGRICULTURE AND FARMING
- X** OTHER SECTORS NOT ELSEWHERE CLASSIFIED

<sup>1</sup> 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.  
<sup>2</sup> 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. Micro- and small businesses include all businesses and income-generating projects having fewer than 50 employees. 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.