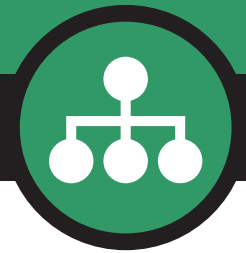
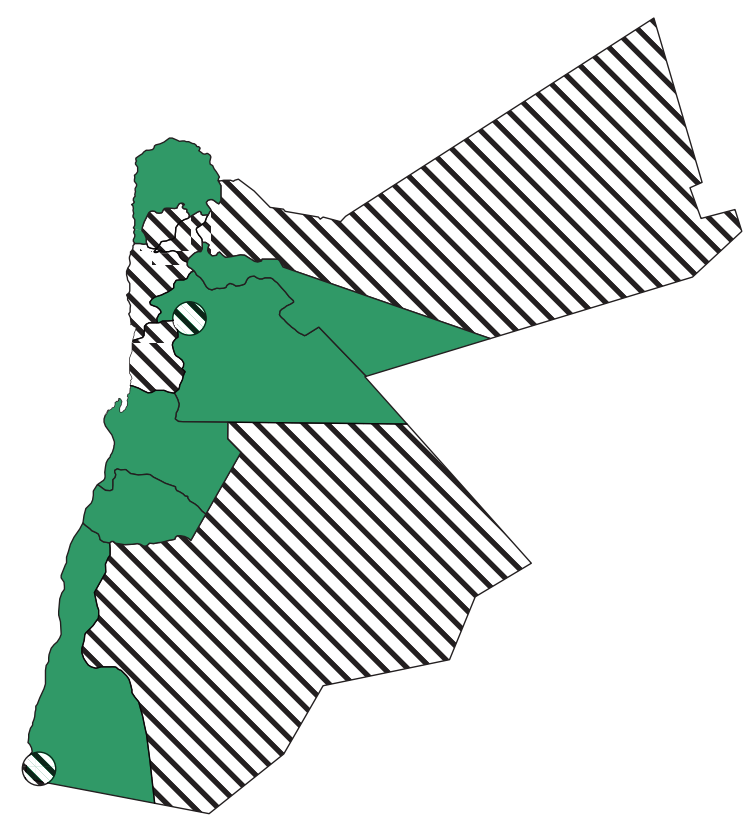


# USAID LENS MSE SURVEY SURVEY MECHANISM

THIS INFOGRAPHIC VISUALIZES DATA FROM THE MSE SURVEY, A PROBABILISTIC STUDY COMMISSIONED BY THE USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS).<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)



## 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

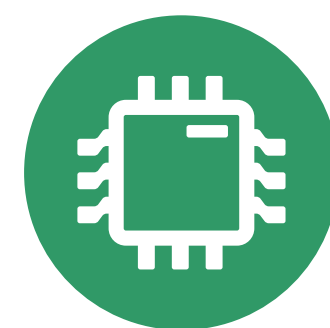
FORMAL  
BUSINESSES



## AREAS OF RESEARCH



POLICY  
REGULATIONS



TECH &  
INNOVATION



ACCESS TO  
SERVICES



ACCESS TO  
FINANCE



FIRM  
PERFORMANCE



SECTOR  
CHARACTERISTICS



FIRM & OWNER  
CHARACTERISTICS



WORKFORCE

**82**

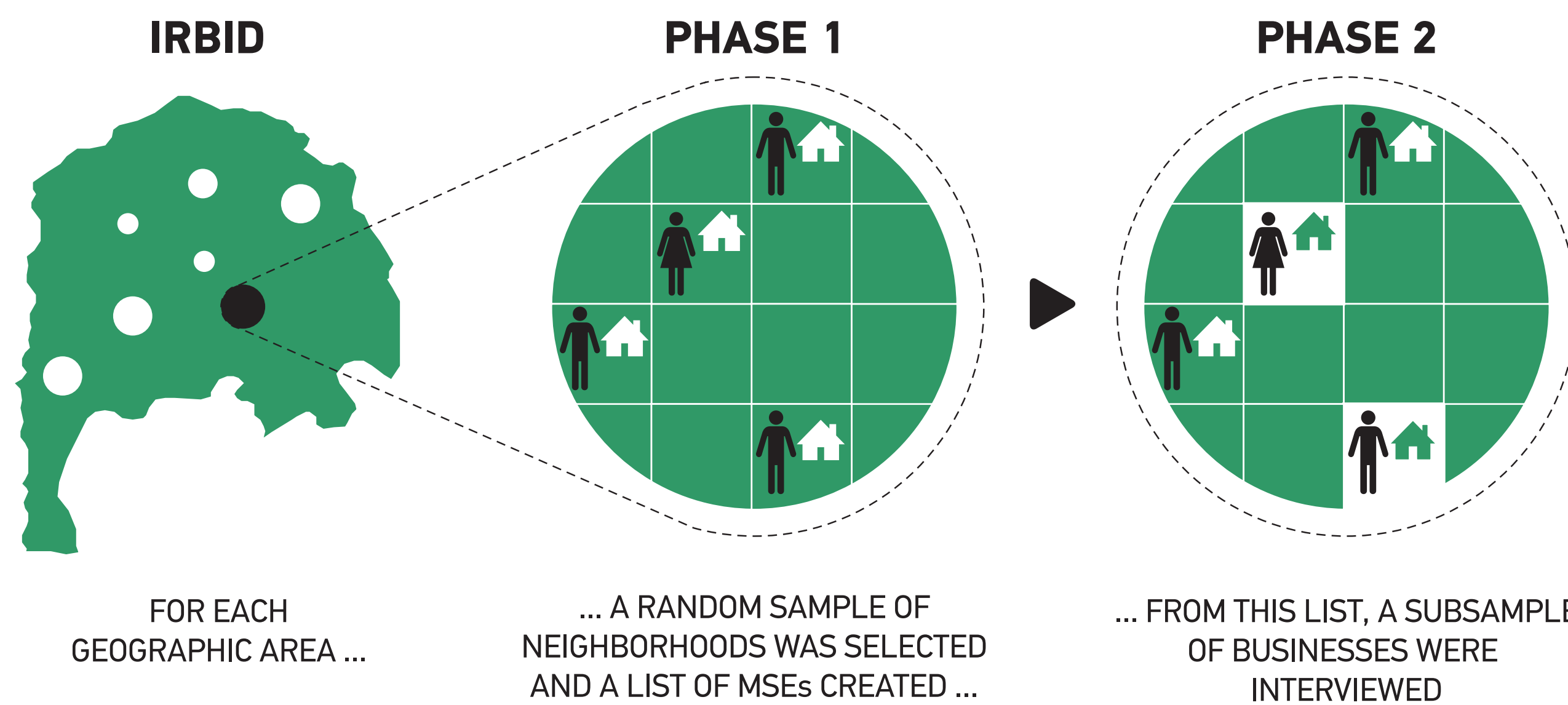
**QUESTIONS**

**GOAL**

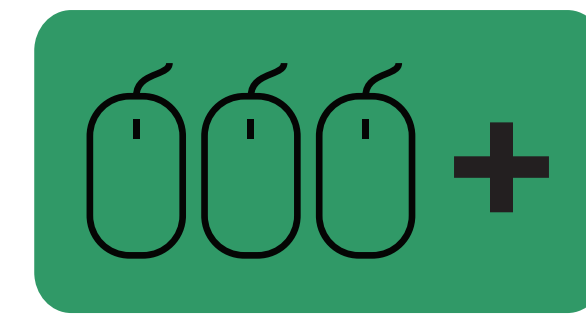
IMPROVE UNDERSTANDING OF THE CONDITIONS, CHALLENGES, AND OPPORTUNITIES FOR GROWTH OF MICRO AND SMALL ENTERPRISES IN JORDAN.



## SURVEY DESIGN



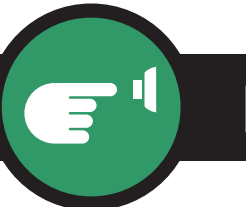
THE SURVEY EMPLOYS TWO-PHASE SAMPLING



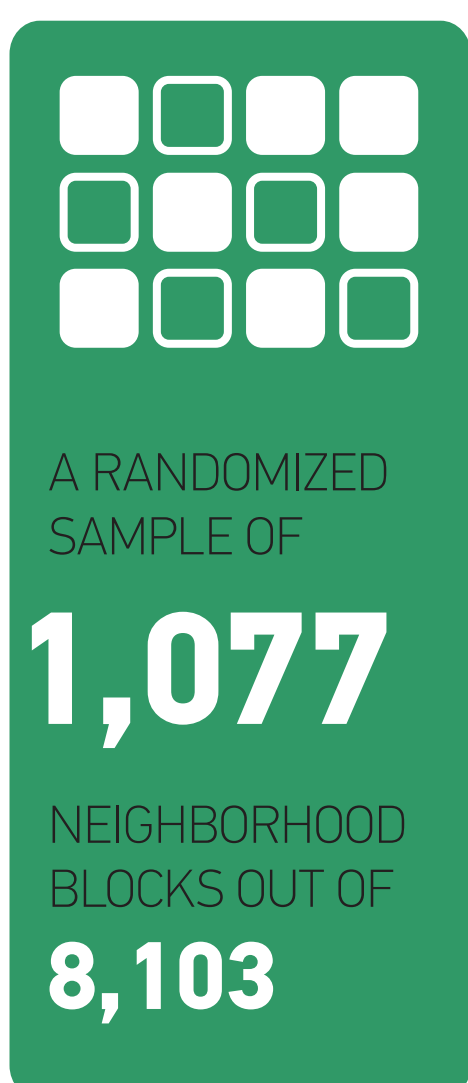
AS ICT BUSINESSES ARE RARE, A LARGER NUMBER WERE SAMPLED TO INCREASE NUMERIC PRECISION



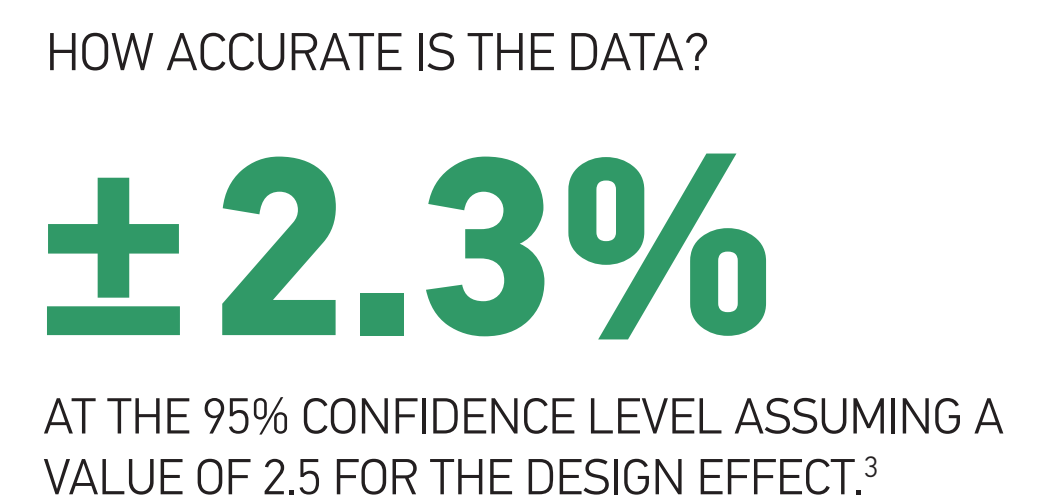
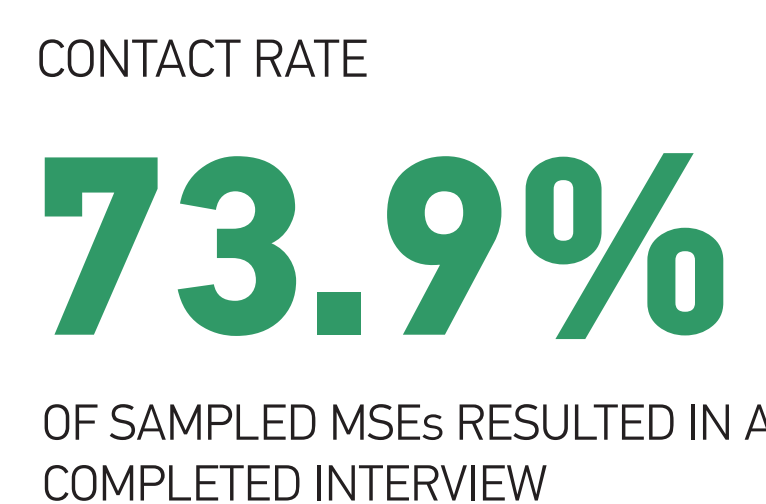
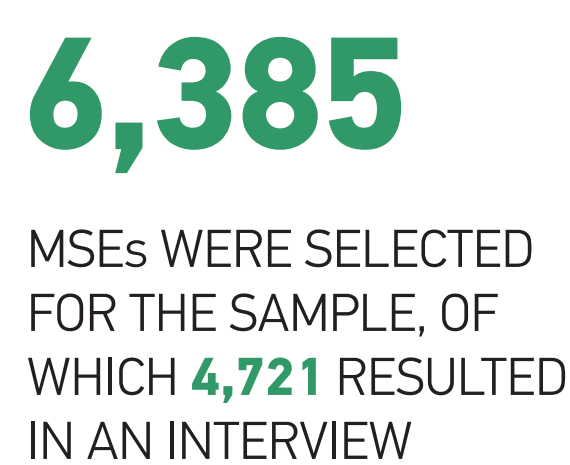
OTHER KEY DEMOGRAPHICS SUCH AS WOMEN-OWNED MSEs WERE SIMILARLY OVER-SAMPLED



## PHASE 1: FINDING THE BUSINESSES



## PHASE 2: CONVERSATIONAL INTERVIEWS



<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> 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.

<sup>3</sup> 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  $z_{\alpha/2} \times \sqrt{(p(1-p) \times deff)/n} = 1.96 \times \sqrt{(0.5(1-0.5) \times 2.5)/4721} = \pm 2.3\%$ , 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.