USAID LENS MSE SURVEY
GENDER DIFFERENCES

9.1% OF MICRO AND SMALL ENTERPRISES IN JORDAN ARE OWNED BY WOMEN

HOME-BASED BUSINESSES

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

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.

ECOLOGICAL INDEPENDENCE AND SUCCESS

3% OF ALL BUSINESS OWNERS WHO ARE THE PRIMARY HOUSEHOLD EARNERS ARE WOMEN

WOMAN-OWNED BUSINESSES ARE LESS LIKELY TO...

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

...USE A VEHICLE FOR THEIR BUSINESS

...BE MARRIED

OTHER NOTABLE TRENDS

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

PERCENT OWNERSHIP BY WOMEN

9.1% CROSS-SECTOR AVERAGE

45%

35%

24%

16%

1%

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

ONLY 14% PARTICIPATE IN THE ECONOMY**

** SOURCE: INTERNATIONAL LABOUR ORGANIZATION (2015)

* RETAIL SALE OF OTHER GOODS INCLUDES THE SALE OF SPECIALIZED GOODS CARRYING A PARTICULAR LINE OF PRODUCTS SUCH AS CLOTHINGS, FOOTWEAR AND LEATHER ARTICLES, PHARMACEUTICAL, AND MEDICAL GOODS, ANIMAL, BIRD, OR INSECT PRODUCTS, FURS AND FUR PRODUCTS, OILS AND FATS. 

** THE MALE MSE WORKFORCE INCLUDES WOMEN WHO WORK IN THE PUBLIC SECTOR JOBS, WHICH ARE NOT INCLUDED IN THE MSE SURVEY.

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

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 The MSE survey’s target population includes the governorates of Amman (excluding the Greater Amman Municipality), 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 operating on a profit-making basis that generate less than 5 million JD.

3 In this infographic, shares on women-owned businesses represent women that operate primarily out of their own home, and excludes businesses operating out of duets' homes.