



JORDANIAN PRIVATE SECTOR SURVEY

Gaining insight and understanding into the needs of the Jordanian Private Sector

USAID Jordan’s Monitoring and Evaluation Support Project (MESP), in partnership with Mindset, implemented a survey of 1,864 registered businesses throughout Jordan between November 2017 – December 2017. The MESP Private Sector Survey expands on the World Bank Enterprise survey and other existing measures of private sector well-being to give the most comprehensive view into the perceptions/perspectives of the Jordanian private sector on topics including company performance, employment, access to finance, the business enabling environment, connectedness, attitudes toward women and youth.

Company Information	Business Environment	Company Performance	Access to Finance	Employment	Connectedness
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The survey was used to inform an assessment of economic growth and competitiveness in Jordan, as well as, to provide valuable information on private sector perspectives and experiences for USAID, USAID Implementing Partners and key development and growth stakeholders in Jordan

METHODOLOGY

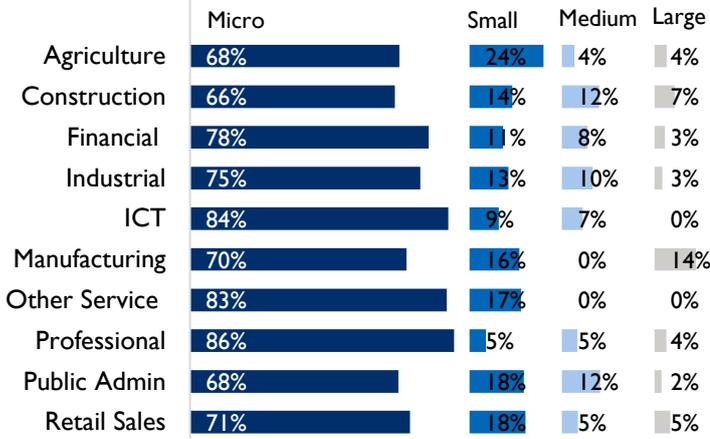


Starting from a universe of over 80,000 registered Jordanian businesses, the Private Sector Survey used quota based non-equal probability sample that allows for representative data at the company size, sector and governate level. MESP mapped each of the 80,000+ businesses to existing ISIC sector and subsector classifications. MESP’s local data collection partner, Mindset, conducted interviews across all 12 governates over a period of two months.

A copy of the final data set can be downloaded from KAMP and a full report on all key survey findings and questions will be available to download in the fall. To find out more about the private sector survey, or to attend any data dissemination or data workshop events please contact mlada@msi-jordan.com

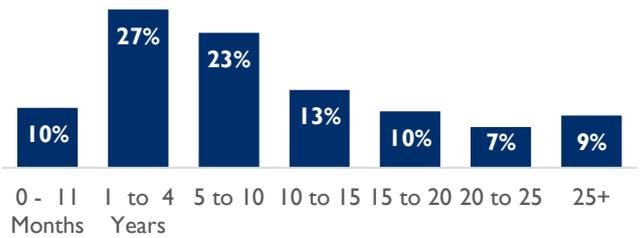
PRIVATE SECTOR SURVEY FINDINGS

Company Size
(percent business surveyed)



The survey interviewed businesses in 10 sectors across all 12 governorates. The businesses ranged from sole proprietorships to large companies with over 100 employees. The survey reached businesses that had just started up as well as more established firms.

Company Age
Percent business surveyed



HEAVY RELIANCE ON REVENUE LEADING TO UNCERTAIN FUTURE

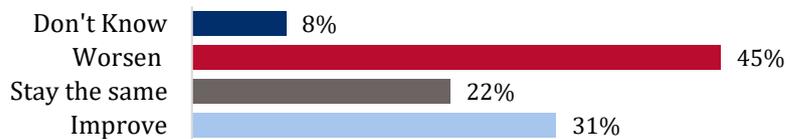


82% of business owners reported using revenue and personal savings as the main source of finance

60% of business owners reported that they struggled to live off their business or were losing money

14% more surveyed businesses reported that their sales *decreased* rather than *increased* in the last year

Sales/Profit Trends
(percent businesses surveyed)



PRIVATE SECTOR IS UNDERSERVED AND UNDERCONNECTED

Service Availability
(percent business surveyed)



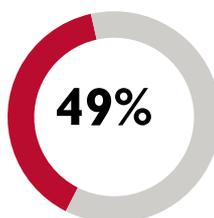
The majority of business surveyed reported that there are few to no services available to them.

On average only 12% of businesses work with other trade associations or other organized interest groups

HEAVY RELIANCE ON REVENUE LEADING TO UNCERTAIN FUTURE

83% of business owned by men

16% of business owned by women



Of businesses do not hire women

Top Reasons for not hiring women include:

- Belief that they are unskilled/unsuited for work
- cost of maternity leaves
- belief that women do not want the jobs offered

All findings are rounded to the nearest percent