

**Baseline Surveys  
of Micro and  
Small Enterprises:  
An Overview**

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**GEMINI**

**GROWTH and EQUITY through MICROENTERPRISE INVESTMENTS and INSTITUTIONS  
7250 Woodmont Avenue, Suite 200, Bethesda, Maryland 20814**

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# **Baseline Surveys of Micro and Small Enterprises: An Overview**

by

**Donald C. Mead  
Yacob Fisseha  
Michael McPherson**

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## CHAPTER ONE

### INTRODUCTION

Increased attention has been paid in recent years to micro and small enterprises (MSEs). This attention has focused on the potential contributions these enterprises can make to the improvement of the quality of human life and to expansion of the range of individual opportunities through the development of dynamic free markets in which individual initiatives can flourish (as expressed in the recent A.I.D. Mission Statement).

The design, implementation, and monitoring of the effectiveness of programs to assist these MSEs, however, have often been hampered by the paucity of information concerning the extent and characteristics of these enterprises and the constraints that they face as they seek to grow and develop. Many small-enterprise activities operate out of households, often in rural areas; they may be supplementary to other primary activities, such as farming. That they often operate without licenses or permits, avoiding some or all forms of taxation, gives them an incentive to remain hidden from those collecting government statistics. These characteristics mean that the enterprises often escape the usual statistical nets; official information about their extent and structure is often seriously incomplete. Special care is required to collect valid measures of the extent and significance of the enterprises because most keep no written records and many activities are seasonal in nature.

The approach described in this paper was developed to deal with these problems. While the approach has evolved over time and has been adapted to the needs of the particular country under study, the main elements of the survey have been applied in 11 countries over the past 15 years.<sup>1</sup> A standardized approach, combined with a lean questionnaire, means that it is possible to streamline the data collection, processing, analysis, and report writing. Partial and preliminary results can be provided at the end of the field work. From the start of enumerator training until the submission of a complete draft report normally takes less than five months, although in larger and more comprehensive studies, such as the one in Zambia, the survey has taken longer; for more concentrated surveys, however (for example, in the South African townships), it has taken less than three months.

As described in detail below, the actual survey instrument has two parts. The first part, the enumeration questionnaire, completed for each household or producing unit with a nonfarm activity, collects information about the basic characteristics of all existing enterprises, large, medium, and small, as well as those previously run by households in the sample area but currently closed (see Annex A for sample questionnaires). The second part, the supplementary questionnaire, collects more detailed information about a smaller, random sample of the enterprises enumerated in part one. Part one has typically been completed for 5,000-20,000 enterprises; part two usually has a sample of 200-500 respondents.

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<sup>1</sup> These countries include Sierra Leone, Jamaica, Honduras, Thailand, Egypt, Bangladesh, Zambia, Niger, Lesotho, South Africa (two townships), and Kenya (Kibera).

Among the most important uses for a survey of this type, the following stand out:

- The picture the survey provides of the structure of existing enterprises — by sector, location, size, and employment pattern — can be of great assistance in targeting assistance. While the survey by itself will not answer questions concerning areas of greatest potential growth, it can provide information on past growth patterns, giving important clues as to segments that are growing or stagnating, as well as identifying the factors that have led some enterprises to close down. In providing a comprehensive picture of what is currently there, it helps avoid the danger of concentrating on a small target group simply because it is the most accessible or the most obvious. The survey has also been useful in identifying categories of activities in which women play a major role. All this information can be as useful to credit programs as it is for those designing nonfinancial assistance:
- By developing a statistically based picture of the universe of MSEs, the survey can provide a baseline for monitoring patterns of change by following developments over time for a representative sample of producers. It can provide a basis for determining the extent to which a particular group of enterprises (for example, those receiving credit from a particular source) is representative of the whole universe of small firms. It helps identify nonassisted enterprises that might be displaced by a particular assistance program, providing the basis for the selection of control groups to monitor such displacement effects; and
- The survey can also suggest constraints and problems faced by MSEs at different stages in their evolution. This information can help identify policies or regulations that cause problems for MSEs, and distinguish assistance needs for different categories of producers.

## CHAPTER TWO

### THE SURVEY APPROACH

#### OVERVIEW

The approach of the survey is based on stratified random sampling of localities, with complete enumeration of all enterprises within the selected locations.

Depending on the interests of the client and the level of funding available, the target population could include a whole country, or only selected portions of the country (such as certain provinces, all urban agglomerations above a certain size, or all rural areas). For whatever target population is selected, the first task is to stratify the target area into components felt to be relatively homogeneous from the point of view of nonfarm activities. This could be by size of urban agglomerations, by agroecological zones (in rural areas), or by other criteria. Each stratum is then divided into sampling units (for example, sections of cities, or whole towns, or rural enumeration areas). A random selection is then made among these sampling units, choosing those localities to be enumerated. Within the selected localities, each household or place of business is visited to determine if any nonfarm activity is practiced there; if so, a questionnaire is administered.

Based on this information, it is possible to make statistically valid estimates of the magnitude and characteristics of all enterprises in the area from which the sample is drawn. Among the results is information about the economic sector (at a four-digit ISIC breakdown) and size distribution of MSEs; their location by strata, including the urban-rural dimension; the level of employment (with a breakdown between employers, unpaid family members, paid employees, and apprentices, and a separate breakdown showing the numbers that are part-time workers, female, and children); a measure of the seasonality of the activity (numbers of month over the year that it operates); age and past growth patterns of the enterprise; and an indication of how important this activity is to the household's total income. This picture of the magnitude, composition, and characteristics of small enterprises is a major product of the survey; in most countries, it is the first comprehensive and statistically based picture that policy makers, assistance agencies, and donors have of this important segment of the economy.

The second page of this part of the questionnaire focuses on enterprises previously run by someone from a household in the sample area, but no longer operating. Analysis of the responses makes it possible to make statements about the characteristics of such "dead" firms: their sector, age, and growth patterns during their life; reasons for closure; and current disposition of the person who ran them.

Part two of the survey, the supplementary questionnaire, can be tailored to the particular interests and needs of different clients, but has usually focused on patterns of past growth of the enterprise and problems and constraints encountered by the enterprise, including policy and regulatory problems as well as assistance needs as perceived by the respondent. Other issues that have been addressed in the supplementary questionnaire include the characteristics of the entrepreneur: gender, age, education, experience, and so on. Such information can be helpful in tailoring assistance to the needs of the recipients, and in targeting assistance to those best able to use it. To keep costs and processing time under control, a strong effort is made to keep this part of the survey relatively brief, normally with a maximum of two pages.

## **IMPLEMENTATION**

The actual implementation of the survey can be broken down into five steps.

### **Step One: Preliminary Work**

Activities to be undertaken prior to the start of the field work include the following:

- Discussion with funding agencies and potential clients, to determine their interests and priorities;
- Brief review of previous studies and of laws, regulations, and assistance institutions, to gain an understanding of the context in which the enterprises operate, and to help formulate the survey instruments (particularly for part two of the questionnaire);
- Determination of who will participate in the survey work (institutions or individuals), what will be the responsibility of each, and how funding will be handled. Arrangements for hiring and training of enumerators, travel around the country, and questionnaire handling and computer processing of data will also be made;
- Collection of necessary maps, selection of sample, and selection of enumerators and supervisors;
- Translation of draft questionnaires into national language(s); field testing (in conjunction with training) and revising as necessary; and
- Training of enumerators and supervisors.

The pretesting and training for this survey normally take one week. Some preparatory work needs to be done through correspondence and early discussion, since it requires lead time in staff planning. The main uncertainty in timing for this step concerns the amount of time to be devoted to the second item above, the review of previous studies and of the legal-regulatory-institutional environment. One person-week would seem to be a desirable target for this task. In sum, this step will normally require two person-weeks, plus the training period.

### **Step Two: Field Work**

This is normally done with teams of five or six enumerators, each working with one supervisor. Once a decision is made in the design of the survey concerning the coverage of the survey, that decision (along with the physical geography of the target area — how difficult it is to get around) will determine the number of team-weeks required to complete the work. Annex B provides information on the four most recent surveys, which can provide guidance in determining the likely magnitude of work to be done and in designing a survey in a new country.

### **Step Three: Data Processing**

This is done in the field, using personal computers. Steps include checking of each questionnaire by the supervisor, who passes it to the coder, who checks it again (in particular, the enterprise code); and passing the questionnaire to a data-entry person. All data are entered twice. The results are then compared, to verify the accuracy of the entry process. Data entry is done using SPSS-PC. A set of the data is made available to any potential users in the country, for their further use as they see fit.

### **Step Four: Data Analysis and Report Writing**

Some preliminary tabulations of the data are undertaken on a rolling basis as the survey progresses, and hence are available soon after the completion of the field work, making possible a preliminary report of findings before the survey team leaves the country. More detailed analysis of the data and drafting of the final report is done in the United States. A draft of the complete report should be back in the host country within two months of the completion of the field work, with a revised, final copy sent to the field within a month of receipt of any comments on the draft. An outline of the report, with indications of the types of information that can be expected in it, is included as Annex C.

### **Step Five: Follow-up**

This step involves further interaction with users of the survey results. The GEMINI team is available for several types of follow-up activity, if these are desired, such as:

- Meeting with funding agencies, assistance organizations, or business groups to explore with them the implications of the survey findings for their activities;
- Monitoring changes among MSEs, either by following a sample of enterprises over time to monitor how and why they are changing or by undertaking a similar (or perhaps somewhat more limited) resurvey at a later date, to determine what changes have taken place in the meantime;
- Examining particular subsectors. A survey of this type can provide a well-grounded basis for a more detailed examination. As has been done recently in Niger and Lesotho and is planned in Kenya and South Africa, such studies can help clarify the types of enterprises with the strongest growth potential and identify cost-effective intervention points for raising income and employment; and
- Conducting additional analyses, by using information collected in the survey — analyses for which there is no time in the original tight schedule for report completion. Such analyses include exploring relationships between variables originally considered only one at a time, and providing additional detail and analysis of subcategories not examined in the summary report (for example, in particular locations). Preferably working jointly with analysts in the country, such additional mining of the results can add greatly to the amount that is learned from the survey.

## **CHAPTER THREE**

### **REQUIREMENTS AND PROCEDURES**

#### **INSTITUTIONAL LINKAGE**

An activity of this type will benefit greatly if it can be linked closely to an institution within the country: an assistance organization, academic institution, or government office. Such a linkage can provide a wealth of local knowledge in the design and implementation of the survey. It also means that much more of the learning derived from the survey will remain in the country, where it can feed into further work in the area. Perhaps most important, if those involved in the survey have a direct interest in making use of the survey results, this can contribute greatly to the quality and usefulness of the survey. Efforts are always made — within the limits of the funding available — to maximize such institutional linkages.

#### **PERSONNEL**

##### **International**

At a bare minimum, the international expert responsible for leading the survey would be needed for one week prior to the start of the training; for one week of training for enumerators and supervisors; for the full period of the field work of the survey; and for four weeks after the field work, for data analysis and report writing. As indicated above, it would be preferable to allocate two weeks instead of just one for this person for the preparatory work, allowing more time for a background review of previous studies and a review of the legal, administrative, and institutional context. This minimal schedule allows no time for the follow-up work referred to above.

##### **National**

As indicated above, the basic unit here is the field team, made up of five or six enumerators plus one supervisor. The number of team-weeks required for the survey depends on the target coverage, the magnitude of the part-two survey, and the geography of the country. Some indicative data are provided in Annex B. If the enumerators and supervisors are expected to move around the country, the budget will need to provide appropriate living allowances in addition to their salaries.

In addition to the enumerators and supervisors, other national personnel required include one coder, one data entry person, and drivers for the survey vehicles, all for the full period of the field work. Also, one more senior national is required who is able to undertake tasks requiring more responsibility, before the start of the survey as well as during its implementation (for example, obtaining maps of the survey areas, making contact with government officials to obtain clearance and appropriate introductions, providing insights into the laws and regulations, and participating in interviews with business groups and other client institutions).

### **OTHER DIRECT COSTS**

The main item here is vehicles, one for each team, for the period of training (some of the training will involve work in the field) plus the field work. In addition, a small car is needed for the survey leader to monitor what is going on in the field and to move between the field and the data-entry point. As mentioned above, these vehicles will require drivers. Other expenses include a computer (or perhaps, for a large survey, two), for data entry; supplies (paper, including for the questionnaires; pencils; a plastic bag and clipboards for the enumerators; and so forth); communications expenses; and expenses of reproducing and duplicating the report.

### **CONTRACTING PROCEDURES**

A survey of this type is normally funded through a USAID Mission buy-in to the GEMINI project, a centrally funded project operating out of the Bureau for Asia and Private Enterprise. For further information on these procedures, please contact Elisabeth Rhyne, Project Coordinator, APRE/SMIE, Room 3214 NS, Agency for International Development, Washington DC, 20523 (tel. 202-647-2658; fax 202-647-1805). Questions concerning the approach or content of the surveys can be addressed to James Boomgard, Project Director, GEMINI Project, Development Alternatives, Inc., 7250 Woodmont Avenue, Suite 200, Bethesda, MD 20814 (tel. 301-718-8699; fax 301-718-7968) or to Donald Mead or Carl Liedholm, Department of Agricultural Economics, Michigan State University, East Lansing, MI 48824 (tel. 517-353-7167; fax 517-336-1068).

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**ANNEX A**  
**QUESTIONNAIRES**

	5	SEQUENCE NUMBER
	6	UNIQUE ID NUMBER
	7	TOTAL # OF HH BUSINESSES
	8	PRIMARY BUSINESS TYPE
	9	PRIMARY BUSINESS CODE
	10	% FAMILY INCOME (a)
	11	LOCATION TYPE (b)
	12	# MONTHS PER YEAR
	13	# DAYS PER MONTH
	14	# WORKING PROPRIETORS
	15	# UNPAID FAMILY
	16	# PAID WORKERS
	17	# APPRENTICES
	18	TOTAL # WORKERS
	19	# FEMALES
	20	# PART-TIME
	21	# CHILDREN UNDER 15
	22	YEAR/MONTH BUSINESS WAS ACQUIRED
	23	# WORKERS AT START
	24	SELLS TO WHOM? (c)
	25	NATURE OF INPUTS (d)
	26	PROPRIETOR GENDER (e)
	27	PROPRIETOR CATEGORY (f)
	28	SECONDARY BUSINESS TYPE
	29	SECONDARY BUSINESS CODE
	30	SEC. BUS. LOCATION (g)
	31	# WORKERS IN SEC. BUSINESS
	32	PROPRIETOR'S NAME NICKNAME BUSINESS NAME PHYSICAL ADDRESS
	33	SUPPLEMENTARY QUEST.? (0=YES, 1=NO)
	34	ANY DEAD BUSINESSES? (0=YES, 1=NO)

1) REGION: \_\_\_\_\_  
 2) DEMONSTRATION AREA: \_\_\_\_\_  
 3) \_\_\_\_\_  
 4) \_\_\_\_\_

EXISTING ENTERPRISE QUESTIONNAIRE

DATE COMPLETED: \_\_\_\_\_  
 DATE ENTERED: \_\_\_\_\_  
 DATE VERIFIED: \_\_\_\_\_

NO. #: \_\_\_\_\_  
 OPERATOR: \_\_\_\_\_  
 SUPERVISOR: \_\_\_\_\_

# HOUSEHOLDS W/ NO ACTIVITY: \_\_\_\_\_  
 # HOUSEHOLDS CLOSED: \_\_\_\_\_

Codes:  
 of 1. Provides all of income 2. Provides more than half of income 3. Provides less than half of income 4. Provides about half of income  
 of 1. At home 2. In traditional market 3. In commercial district 4. Standalone 5. Mobile  
 of 1. Individuals near enterprises 2. Individuals elsewhere 3. Urban commercial enterprises 4. Urban w/fb. enterprises 5. Rural commercial enterprises 6. Rural w/fb. enterprises 7. Export 8. Other  
 of 1. Men/women 2. Men/women 3. Men/women 4. Men/women 5. Men/women 6. Men/women 7. Men/women 8. Men/women 9. Men/women 10. Men/women  
 of 1. Owner 2. Partner 3. Employee 4. Other 5. Other 6. Other 7. Other 8. Other 9. Other 10. Other  
 of 1. At home 2. In traditional market 3. In commercial district 4. Standalone 5. Mobile

1) REGION: \_\_\_\_\_  
 2) ENUMERATION AREA: \_\_\_\_\_  
 3) \_\_\_\_\_  
 4) \_\_\_\_\_

DEAD ENTERPRISE QUESTIONNAIRE

DATE COMPLETED: \_\_\_\_\_  
 DATE PROVIDED: \_\_\_\_\_  
 DATE RECEIVED: \_\_\_\_\_  
 DATE REVISITED: \_\_\_\_\_

SEQ. #: \_\_\_\_\_  
 ENUMERATOR: \_\_\_\_\_  
 SUPERVISOR: \_\_\_\_\_

	5	SEQUENCE NUMBER
	6	UNIQUE HOUSEHOLD ID NUMBER
	7	UNIQUE DEAD BUSINESS ID NUMBER
	8	DEAD BUSINESS TYPE
	9	DEAD BUSINESS CODE
	10	% FAMILY INCOME (a)
	11	LOCATION TYPE (b)
	12	BUSINESS LOCATION (c)
	13	YEAR/MONTH BUSINESS WAS STARTED
	14	# WORKERS AT START
	15	YEAR/MONTH BUSINESS CLOSED
	16	# WORKERS AT CLOSE
	17	HIGHEST # OF WORKERS
	18	YEAR/MONTH OF HIGHEST NUMBER OF WORKERS
	19	REASON BUSINESS CLOSED
	20	CLOSURE CODE
	21	WHAT ARE YOU DOING NOW?
	22	CURRENT ACTIVITY CODE(d)
	23	SOLD PRODUCT TO WHOM?(e)
	24	NATURE OF INPUTS (f)
	25	PROPRIETOR GENDER (g)
	26	PROPRIETOR CATEGORY (h)
	27	PROPRIETOR'S NAME NICKNAME BUSINESS NAME PHYSICAL ADDRESS
	28	ENUMERATOR: DID YOU FILL IN EBQ? (0=YES, 1=NO)
	29	DEAD BUSINESS SEQ. #
	30	LAST DEAD MSE IN HH? (0=YES, 1=NO)

Codes:  
 a/ 1. Provides more than half of income 2. Provides less than half of income 3. Provides about half of income  
 b/ 1. At home 2. In traditional market 3. In commercial district 4. Roadside 5. Mobile  
 c/ 1. In this town 2. In the capital city 3. In another town 4. Other  
 d/ 1. Individuals 2. Sole proprietor 3. Partners 4. Joint ownership 5. Mixed joint ownership  
 e/ 1. Subcontractors 2. Suppliers 3. Urban commercial enterprises 4. Rural commercial enterprises 5. Rural commercial enterprises 6. Rural off-enterprises 7. Export 8. Other  
 f/ 1. Family owned 2. Male 3. All male 4. All female 5. Joint ownership 6. All male 7. Joint ownership 8. Mixed joint ownership  
 g/ 1. Male 2. Female 3. All male 4. All female 5. Joint ownership 6. All male 7. Joint ownership 8. Mixed joint ownership  
 h/ 1. Family owned 2. Male 3. All male 4. All female 5. Joint ownership 6. All male 7. Joint ownership 8. Mixed joint ownership

SUPPLEMENTARY QUESTIONNAIRE

Operator: \_\_\_\_\_ Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

Locality: \_\_\_\_\_ Seq. #: \_\_\_\_\_ Page: \_\_\_\_\_ Unique ID #: \_\_\_\_\_ ( )

Proprietor's Name: \_\_\_\_\_ Business Type: \_\_\_\_\_ ( )

\*\*\*\*\*

Characteristics of the Entrepreneur and Household

1. What is your age? \_\_\_\_\_ years ( )

2. What is the highest level of school that you have completed? ( )  
Codes: 1)No school 2)Primary school 3)Secondary school 4)University  
5)Other

3. What did you do before you started this business? \_\_\_\_\_ ( )  
Codes: 1)Ran another business 2)Worked in another business  
3)Was Unemployed 4)This was the first business I ever worked in  
5)Other

4. For how many years have you been engaged in this type of business,  
including this one? \_\_\_\_\_ ( )

5. How many persons are there in this household? \_\_\_\_\_ ( )

Business History

6. a) In what year did your business have the most workers? 19 \_\_\_\_\_ ( )

b) How many people worked at that time, including  
Proprietor(s) \_\_\_\_\_ Family \_\_\_\_\_ ( ) ( )  
Hired \_\_\_\_\_ Apprentices \_\_\_\_\_ ( ) ( )

7. How did you acquire this business? \_\_\_\_\_ ( )  
Codes: 1)Inherited 2)Started from scratch 3)Purchased 4)Rented  
5)Gift 6)Other \_\_\_\_\_

8. What was the principal source of the money you needed to start  
this business? ( )  
Codes: 1)Family/Personal savings 2)Loans/gifts from family or friends  
3)Formal credit institution 4)Moneylender 5)Other \_\_\_\_\_

Business Operation

9. Does your business have a high and a low season? 1)Yes 2)No ( )

10. If yes, when is the high season and how many days/month and hours/day  
does your business operate? What about during the low season?  
Which Months? Days/Month Hours/day  
HIGH SEASON: \_\_\_\_\_ ( ) ( )  
LOW SEASON: \_\_\_\_\_ ( ) ( )

11. If no, how many hours per day does this business  
usually operate? \_\_\_\_\_ ( )

Problems and Constraints

12. Who are your major business competitors? ( )  
Codes: 1) No competitors 2) Businesses located nearby  
3) Businesses located elsewhere 4) Public Enterprises  
5) Other \_\_\_\_\_

13. Did you face any problems when you first acquired this business? 1) Yes 2) No (IF YES, LIST MAJOR TWO IN ORDER OF IMPORTANCE) ( )

1st \_\_\_\_\_ ( )

2nd \_\_\_\_\_ ( )

14. a) Have you ever experienced a period of major growth in your business? 1) Yes 2) No ( )

b) If YES, in what year did it occur? 19\_\_\_\_\_ ( )

c) Did you face any problems during this time? 1) Yes 2) No (IF PROBLEMS, LIST MAJOR TWO IN ORDER OF IMPORTANCE) ( )

1st \_\_\_\_\_ ( )

2nd \_\_\_\_\_ ( )

15. Are you currently facing any problems in this business? 1) Yes 2) No (IF YES, LIST MAJOR TWO IN ORDER OF IMPORTANCE) ( )

1st \_\_\_\_\_ ( )

2nd \_\_\_\_\_ ( )

16. In your perception, how have the following changed over the last five years?

a) The overall demand for products like yours? \_\_\_\_\_ ( )

b) The number of businesses just like yours in your locality? \_\_\_\_\_ ( )

c) The volume of your own business? \_\_\_\_\_ ( )

Code: 1) Much increase 2) Little increase 3) No change  
4) Little decrease 5) Much decrease 6) Do not know

17. a) Have you had any training for your business activities? 1) Yes 2) No ( )

b) If yes,  
SOURCE OF TRAINING REASON FOR TRAINING LENGTH OF TRAINING

\_\_\_\_\_

\_\_\_\_\_

18. a) Have you ever received loans for your business? 1) Yes 2) No ( )

b) If yes,  
SOURCE OF CREDIT WHAT WAS CREDIT USED FOR? AMOUNT OF LOAN

\_\_\_\_\_

\_\_\_\_\_

7. Income

19. What part of your household's total income comes from agriculture? Codes: 1)More than half 2)Less than half 3)About half ( )

20. How much do you pay your best paid worker per day? \_\_\_\_\_ ( )

--THANK YOU FOR YOUR ASSISTANCE!--

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**ANNEX B**

**RECENT BASELINE SURVEYS: SOME CHARACTERISTICS**

**RECENT BASELINE SURVEYS:  
SOME CHARACTERISTICS**

	Niger	Lesotho	South Africa	Kenya
Population: universe	2,100,000	1,718,140	236,600	250,000 +
Population sampled	223,400	113,973	236,600	250,000 +
Enterprises enumerated	18,650	7,267	5,253	7,355
Enumerators	18	16	12	18
Supervisors	3	2	2-3	3
Weeks of field work	5 1/2	5	5	4
Team-weeks of field work	16	10	10	12
Sample population interviewed per team-week	14,000	11,400	23,600	20,800 +
Coverage	2 provinces, 3 strata in each (principal town, secondary towns, rural areas)	whole country; 7 strata (capital; 2 sizes of towns; 4 rural agro-econ. zones)	2 urban townships	1 urban settlement

Note that although in South Africa and Kenya the survey covered 100 percent of the target population (they were, in fact, censuses), in Niger and Lesotho the coverage was 10.6 percent and 6.6 percent, respectively. These latter figures differed widely by stratum; in rural areas, the percentage of the population covered was less than 2 percent in both Niger and Lesotho, while in the largest towns the coverage was 100 percent in Niger, but only 15.8 percent in Lesotho. The fact that one team-week could enumerate 14,000 people in Niger but only 11,000 in Lesotho is a reflection primarily of the more difficult terrain as well as of the fact that the supplementary questionnaire was more complicated and time consuming in the latter country. The pluses ( + ) for Kenya indicate that no one knows the population of Kibera, the low-income settlement where the survey was undertaken. Estimates range between 250,000 and 700,000 people. The figure in this table is clearly only a lower bound.

**ANNEX C**

**PRO FORMA OUTLINE OF BASELINE SURVEY REPORT**

## **PRO FORMA OUTLINE OF BASELINE SURVEY REPORT**

### **1. Introduction**

- 1.1. The national context; MSEs in this country; goals of the survey
- 1.2. Institutional, legal context

### **2. Survey approach**

- 2.1. Coverage
- 2.2. Methodology
- 2.3. Magnitude: staff of survey; timing; number of households and enterprises visited (before extrapolation)

### **3. Survey findings (after extrapolation; all with cross-country comparisons, where possible and appropriate; all by stratum, where possible and appropriate)**

- 3.1. Magnitude: numbers of enterprises, levels of employment. Enterprise and employment densities.
- 3.2. Size distribution of enterprises
- 3.3. Sectoral breakdown, industrial structure
- 3.4. Labor force characteristics; gender dimensions
- 3.5. Patterns of change: growth patterns; disappearances
- 3.6. Other MSE characteristics of interest from survey

### **4. Problems, assistance received, needs**

- 4.1. Problems encountered at different stages in enterprise history
- 4.2. Assistance received: credit, training, etc.
- 4.3. Needs, as perceived by respondents

### **5. Summary, implications, and conclusions**

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## GEMINI PUBLICATION SERIES

### GEMINI Working Papers:

1. "Growth and Equity through Microenterprise Investments and Institutions Project (GEMINI): Overview of the Project and Implementation Plan, October 1, 1989-September 30, 1990." GEMINI Working Paper No. 1. December 1989. [not for general circulation]
- \*2. "The Dynamics of Small-Scale Industry in Africa and the Role of Policy." Carl Liedholm. GEMINI Working Paper No. 2. January 1990. \$5.50
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