

# The Kenya 2013 Enterprise Surveys Data Set

## I. Introduction

1. This document provides additional information on the data collected in Kenya between January 2013 and February 2014 as part of the Africa Enterprise Survey 2013, an initiative of the World Bank. The document also provides information on the Kenya micro survey carried out, in parallel to the Enterprise Survey, between April 2013 and January 2014.

As part of its strategic goal of building a climate for investment, job creation, and sustainable growth, the World Bank has promoted improving business environments as a key strategy for development, which has led to a systematic effort in collecting enterprise data across countries. The Enterprise Surveys (ES) are an ongoing World Bank project in collecting both objective data based on firms' experiences and enterprises' perception of the environment in which they operate.

The Enterprise Surveys currently cover over 130,000 firms in 135 countries, of which 121 have been surveyed following the standard methodology. This allows for better comparisons across countries and across time. Data are used to create statistically significant business environment indicators that are comparable across countries. The Enterprise Surveys are also used to build a panel of enterprise data that will make it possible to track changes in the business environment over time and allow, for example, impact assessments of reforms.

The report outlines and describes the sampling design of the data, the data set structure as well as additional information that may be useful when using the data, such as information on non-response cases and the appropriate use of the weights.

## II. Sampling Structure

2. The sample for Kenya was selected using stratified random sampling, following the methodology explained in the *Sampling Manual*<sup>1</sup>. Stratified random sampling<sup>2</sup> was preferred over simple random sampling for several reasons<sup>3</sup>:

a. To obtain unbiased estimates for different subdivisions of the population with some known level of precision.

b. To obtain unbiased estimates for the whole population. The whole population, or universe of the study, is the non-agricultural economy. It comprises: all manufacturing sectors according to the group classification of ISIC Revision 3.1: (group D), construction sector (group F), services sector (groups G and H), and transport, storage, and communications sector (group I). Note that this definition excludes the following sectors: financial intermediation (group J), real estate and renting activities (group K, except sub-sector 72, IT, which was added to the population under study), and all public or utilities-sectors.

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<sup>1</sup> The complete text can be found at [http://www.enterprisesurveys.org/documents/Implementation\\_note.pdf](http://www.enterprisesurveys.org/documents/Implementation_note.pdf)

<sup>2</sup> A stratified random sample is one obtained by separating the population elements into non-overlapping groups, called strata, and then selecting a simple random sample from each stratum. (Richard L. Scheaffer; Mendenhall, W.; Lyman, R., "Elementary Survey Sampling", Fifth Edition).

<sup>3</sup> Cochran, W., 1977, pp. 89; Lohr, Sharon, 1999, pp. 95

c. To make sure that the final total sample includes establishments from all different sectors and that it is not concentrated in one or two of industries/sizes/regions.

d. To exploit the benefits of stratified sampling where population estimates, in most cases, will be more precise than using a simple random sampling method (i.e., lower standard errors, other things being equal.)

e. Stratification may produce a smaller bound on the error of estimation than would be produced by a simple random sample of the same size. This result is particularly true if measurements within strata are homogeneous.

f. The cost per observation in the survey may be reduced by stratification of the population elements into convenient groupings.

3. Three levels of stratification were used in this country: industry, establishment size, and region. The original sample design with specific information of the industries and regions chosen is described in Appendix E.

4. Industry stratification was designed in the way that follows: the universe was stratified into four manufacturing industries (food, textiles and garments, chemicals and plastics, other manufacturing) and two service sectors (retail and other services).

5. For the Kenya Enterprise Survey (ES), size stratification was defined following the standardized definition for the rollout: small (5 to 19 employees), medium (20 to 99 employees), and large (more than 99 employees). The micro sample consists of firms with 1 to 4 employees.

6. Regional stratification for the Kenya ES as well as the Kenya micro surveys was defined in five regions: Central, Nyanza, Mombasa, Nairobi, and Nakuru.

### **III. Sampling implementation**

7. Given the stratified design, sample frames containing a complete and updated list of establishments as well as information on all stratification variables (number of employees, industry, and region) are required to draw the sample. Great efforts were made to obtain the best source for these listings. However, the quality of the sample frames was not optimal and, therefore, some adjustments were needed to correct for the presence of ineligible units. These adjustments are reflected in the weights computation (*see below*).

8. TNS Opinion was hired to implement the Africa 2013 enterprise surveys roll out. In Kenya the local subcontractor was TNS RMS East Africa Limited.

9. For the Kenya ES, two sample frames were used. The first was supplied by the World Bank and consists of enterprises interviewed in Kenya 2007. The World Bank required that attempts should be made to re-interview establishments responding to the Kenya 2007 survey where they were within the selected geographical regions and met eligibility criteria. Due to the fact that the previous round of surveys seemed to have utilized different stratification criteria (or no stratification at all) and due to the prevalence of small firms and firms located in the capital city in the 2007 sample the

following convention was used. The presence of panel firms was limited to a maximum of 50% of the achieved interviews in each cell. That sample is referred to as the Panel.

The second frame was the 2012 Census of Business Establishments of the Kenya National Bureau of Statistics (KNBS). For confidentiality purposes, KNBS randomly drew the sample of fresh establishment to be interviewed based on the sample design provided by the World Bank. The database contained the following information

- Detailed stratification variables;
- Location identifiers- address, phone number, email;
- Contact name(s).

The 2012 KNBS Census of Business Establishments was used a sample frame for the survey of micro firms.

The sample frames were supplemented by an additional list of 70 establishments from the Nairobi City Council out of which 31 interviews were completed.

Counts from the KNBS sample frames are shown below.

## Kenya MAIN ES, Sample Frame

Source: 2012, Census of Business Establishments Kenya National Bureau of Statistics (KNBS)

Region name	Sampling Employee size	Food 15	Textile and Apparel 17-18	Chemicals and Plastics	Other Manufacturing	Retail 52	Other Services	Total
Central	Small 5-19	232	3	3	9	132	144	523
	Med 20-99	100	5	3	16	32	89	245
	Large 100+	76	7	2	13	3	9	110
		<b>408</b>	<b>15</b>	<b>8</b>	<b>38</b>	<b>167</b>	<b>242</b>	<b>878</b>
Nyanza	Small 5-19	7	1	2	18	103	188	319
	Med 20-99	4	1	1	12	26	88	132
	Large 100+	23	0	2	4	2	4	35
		<b>34</b>	<b>2</b>	<b>5</b>	<b>34</b>	<b>131</b>	<b>280</b>	<b>486</b>
Mombasa	Small 5-19	14	0	3	14	169	345	545
	Med 20-99	9	3	3	21	20	186	242
	Large 100+	6	6	1	15	2	44	74
		<b>29</b>	<b>9</b>	<b>7</b>	<b>50</b>	<b>191</b>	<b>575</b>	<b>861</b>
Nairobi	Small 5-19	34	7	41	120	795	954	1951
	Med 20-99	59	15	83	217	168	481	1023
	Large 100+	67	31	56	134	18	79	385
		<b>160</b>	<b>53</b>	<b>180</b>	<b>471</b>	<b>981</b>	<b>1514</b>	<b>3359</b>
Nakuru	Small 5-19	14	1	2	23	133	196	369
	Med 20-99	14	2	2	10	17	102	147
	Large 100+	7	9	1	4	10	16	47
		<b>35</b>	<b>12</b>	<b>5</b>	<b>37</b>	<b>160</b>	<b>314</b>	<b>563</b>
<b>Grand Total</b>		<b>666</b>	<b>91</b>	<b>205</b>	<b>630</b>	<b>1630</b>	<b>2925</b>	<b>6147</b>

## Kenya Micro, Sample Frame

Source: 2012, Census of Business Establishments Kenya National Bureau of Statistics (KNBS)

Region name	Sampling Employee size	Manufacturing	Retail	Other Services	Total
Central	Micro	25	191	103	319
Nyanza	Micro	27	112	107	246
Mombasa	Micro	11	242	168	421
Nairobi	Micro	109	1618	676	2403
Nakuru	Micro	28	165	135	328
<b>Grand Total</b>	Micro	<b>200</b>	<b>2328</b>	<b>1189</b>	<b>3717</b>

10. The enumerated establishments with 5 employees or more (fresh and panel) were then used as the sample frame for the Kenya Enterprise Survey with the aim of obtaining interviews at 720 establishments. The enumerated establishments with less than five employees (micro establishments) were used as sample frame for the Kenya micro survey with the aim of obtaining interviews at 360 establishments.

11. The quality of the frame was assessed at the onset of the project through visits to a random subset of firms and local contractor knowledge. The sample frame was not immune from the typical problems found in establishment surveys: positive rates of non-eligibility, repetition, non-existent units, etc. In addition, the sample frame contains no telephone/fax numbers so the local contractor had to screen the contacts by visiting them..

12. Given the impact that non-eligible units included in the sample universe may have on the results, adjustments may be needed when computing the appropriate weights for individual observations. The percentage of confirmed non-eligible units as a proportion of the total number of sampled establishments contacted for the survey was 1.3% (26 out of 1990 establishments)<sup>4</sup> for the main ES firms and 5.2% (39 out of 756) for micro firms.

#### IV. Data Base Structure:

13. The structure of the data base reflects the fact that 3 different versions of the survey instrument were used for all registered establishments. Questionnaires have common questions (*core* module) and respectfully additional manufacturing and retail specific questions. The eligible manufacturing industries have been surveyed using the **Manufacturing** questionnaire (includes the *core* module, plus manufacturing specific questions). Retail firms have been interviewed using the **Retail** questionnaire (includes

<sup>4</sup> Based on out of target contacts and impossible to contact establishments

the *core* module plus retail specific questions) and the residual eligible services have been covered using the core module only (*Other Services* questionnaire). Each variation of the questionnaire is identified by the index variable, *a0*.

14. All variables are named using, first, the letter of each section and, second, the number of the variable within the section, i.e. *a1* denotes section A, question 1 (some exceptions apply due to comparability reasons). Variable names preceded by a prefix “*KEN*” and “*A2F*” indicate questions specific to some countries in Africa, therefore, they may not be found in the implementation of the rollout in other countries. All other suffixed variables are global and are present in all country surveys over the world. All variables are numeric with the exception of those variables with an “x” at the end of their names. The suffix “x” denotes that the variable is alpha-numeric.

15. There are 2 establishment identifiers, *idstd* and *id*. The first is a global unique identifier. The second is a country unique identifier. The variables *a2* (sampling region), *a6a* (sampling establishment’s size), and *a4a* (sampling sector) contain the establishment’s classification into the strata chosen for each country using information from the sample frame. The strata were defined according to the guidelines described above.

16. There are three levels of stratification: industry, size and region. Different combinations of these variables generate the strata cells for each industry/region/size combination. A distinction should be made between the variable *a4a* and *d1a2* (industry expressed as ISIC rev. 3.1 code). The former gives the establishment’s classification into one of the chosen industry-strata, whereas the latter gives the actual establishment’s industry classification (four digit code) in the sample frame.

17. All of the following variables contain information from the sampling frame. They may not coincide with the reality of individual establishments as sample frames may contain inaccurate information. The variables containing the sample frame information are included in the data set for researchers who may want to further investigate statistical features of the survey and the effect of the survey design on their results.

-*a2* is the variable describing sampling regions

-*a6a*: coded using the same standard for micro, small, medium, and large establishments as defined above. The code -9 was used to indicate units for which size was undetermined in the sample frame.

-*a4a*: coded using ISIC codes for the chosen industries for stratification. These codes include most manufacturing industries (15 to 37), other manufacturing (2), retail (52), and (45, 50, 51, 55, 60, 63, 72) for other Services.

18. The surveys were implemented following a 2 stage procedure. Typically first a screener questionnaire is applied over the phone to determine eligibility and to make appointments. Then a face-to-face interview takes place with the Manager/Owner/Director of each establishment. However, the phone numbers were unavailable in the sample frame, and thus the enumerators applied the screeners in person. The variables *a4b* and *a6b* contain the industry and size of the establishment from the screener questionnaire. Variables *a8* to *a11* contain additional information and were also collected in the screening phase.

19. Note that there are variables for size (*l1*, *l6* and *l8*) that reflect more accurately the reality of each establishment. Advanced users are advised to use these variables for analytical purposes. Variables *l1*, *l6* and *l8* were designed to obtain a more accurate measure of employment accounting for permanent and temporary employment. Special efforts were made to make sure that this information was not missing for most establishments.

20. Variables *a17x* gives interviewer comments, including problems that occurred during an interview and extraordinary circumstances which could influence results. Please note that sometimes this variable is removed due to privacy issues.

21. Note that the fiscal years vary by firm as there is no standard for all firms in Kenya. The start and end dates for the fiscal year for each firm can be found in the *a20* variables in the dataset

## **V. Universe Estimates**

21. Universe estimates for the number of establishments in each cell in Kenya were produced for the strict, weak and median eligibility definitions. The estimates were the multiple of the relative eligible proportions.

22. Appendix B shows the overall estimates of the numbers of establishments in Kenya based on the sample frame.

23. For some establishments where contact was not successfully completed during the screening process (because the firm has moved and it is not possible to locate the new location, for example), it is not possible to directly determine eligibility. Thus, different assumptions about the eligibility of establishments result in different adjustments to the universe cells and thus different sampling weights.

24. Three sets of assumptions on establishment eligibility are used to construct sample adjustments using the status code information.

25. Strict assumption: eligible establishments are only those for which it was possible to directly determine eligibility. The resulting weights are included in the variable *wstrict*.

$$\text{Strict eligibility} = (\text{Sum of the firms with codes } 1,2,3,4,\&16) / \text{Total}$$

26. Median assumption: eligible establishments are those for which it was possible to directly determine eligibility and those that rejected the screener questionnaire or an answering machine or fax was the only response. The resulting weights are included in the variable *wmedian*.

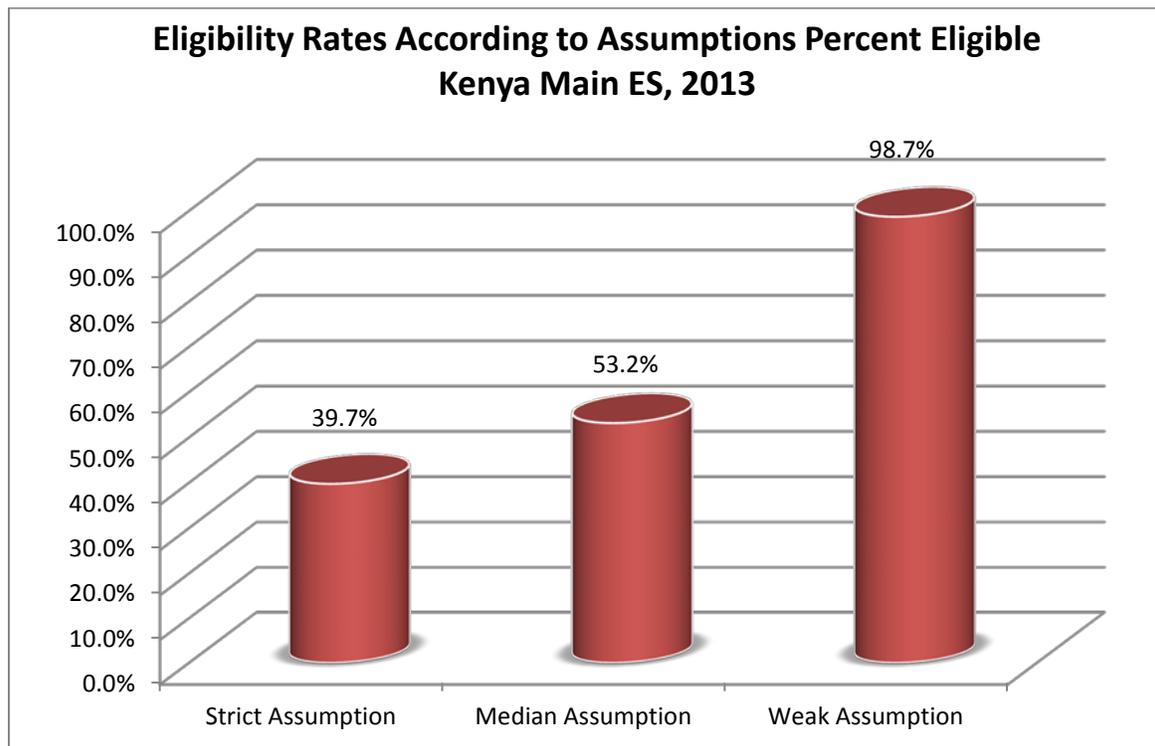
$$\text{Median eligibility} = (\text{Sum of the firms with codes } 1,2,3,4,16,10,11, \& 13) / \text{Total}$$

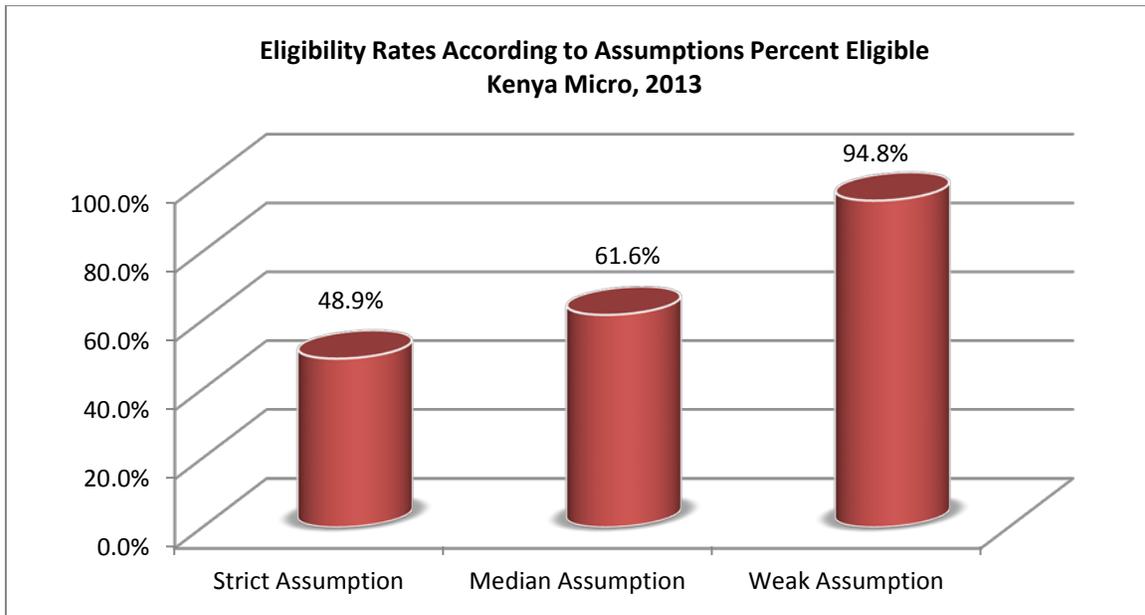
27. Weak assumption: in addition to the establishments included in points a and b, all establishments for which it was not possible to contact or that refused the screening

questionnaire are assumed eligible. This definition includes as eligible establishments with dead or out of service phone lines, establishments that never answered the phone, and establishments with incorrect addresses for which it was impossible to find a new address. Under the weak assumption only observed non-eligible units are excluded from universe projections. The resulting weights are included in the variable *wweak*.

$$\text{Weak eligibility} = (\text{Sum of the firms with codes } 1,2,3,4,16,91,92,93,10,11,12, \&13) / \text{Total}$$

28. The indicators computed for the Enterprise Survey website use the median weights. The following graph shows the different eligibility rates calculated for firms in the sample frame under each set of assumptions. The eligibility rates for micro firms are also provided below.





29. Universe estimates for the number of establishments in each industry-region-size cell in Kenya were produced for the strict, weak and median eligibility definitions. Appendix D shows the universe estimates of the numbers of registered establishments that fit the criteria of the Enterprise Surveys.

30. Once an accurate estimate of the universe cell projection was made, weights for the probability of selection were computed using the number of completed interviews for each cell.

## VI. Weights

31. Since the sampling design was stratified and employed differential sampling, individual observations should be properly weighted when making inferences about the population. Under stratified random sampling, unweighted estimates are biased unless sample sizes are proportional to the size of each stratum. With stratification the probability of selection of each unit is, in general, not the same. Consequently, individual observations must be weighted by the inverse of their probability of selection (probability weights or *pw* in Stata.)<sup>5</sup>

32. Special care was given to the correct computation of the weights. It was imperative to accurately adjust the totals within each region/industry/size stratum to account for the presence of ineligible units (the firm discontinued businesses or was unattainable, education or government establishments, establishments with less than 5 employees, no reply after having called in different days of the week and in different business hours, no tone in the phone line, answering machine, fax line<sup>6</sup>, wrong address or moved away and could not get the new references) The information required for the adjustment was collected in the first stage of the implementation: the screening process.

<sup>5</sup> This is equivalent to the weighted average of the estimates for each stratum, with weights equal to the population shares of each stratum.

<sup>6</sup> For the surveys that implemented a screener over the phone.

Using this information, each stratum cell of the universe was scaled down by the observed proportion of ineligible units within the cell. Once an accurate estimate of the universe cell (projections) was available, weights were computed using the number of completed interviews.

33. Appendix C shows the cell weights for registered establishments in Kenya.

## **VII. Appropriate use of the weights**

34. Under stratified random sampling weights should be used when making inferences about the population. Any estimate or indicator that aims at describing some feature of the population should take into account that individual observations may not represent equal shares of the population.

35. However, there is some discussion as to the use of weights in regressions (see Deaton, 1997, pp.67; Lohr, 1999, chapter 11, Cochran, 1953, pp.150). There is not strong large sample econometric argument in favor of using weighted estimation for a common population coefficient if the underlying model varies per stratum (stratum-specific coefficient): both simple OLS and weighted OLS are inconsistent under regular conditions. However, weighted OLS has the advantage of providing an estimate that is independent of the sample design. This latter point may be quite relevant for the Enterprise Surveys as in most cases the objective is not only to obtain model-unbiased estimates but also design-unbiased estimates (see also Cochran, 1977, pp 200 who favors the used of weighted OLS for a common population coefficient.)<sup>7</sup>

36. From a more general approach, if the regressions are descriptive of the population then weights should be used. The estimated model can be thought of as the relationship that would be expected if the whole population were observed.<sup>8</sup> If the models are developed as structural relationships or behavioral models that may vary for different parts of the population, then, there is no reason to use weights.

## **VIII. Non-response**

37. Survey non-response must be differentiated from item non-response. The former refers to refusals to participate in the survey altogether whereas the latter refers to the refusals to answer some specific questions. Enterprise Surveys suffer from both problems and different strategies were used to address these issues.

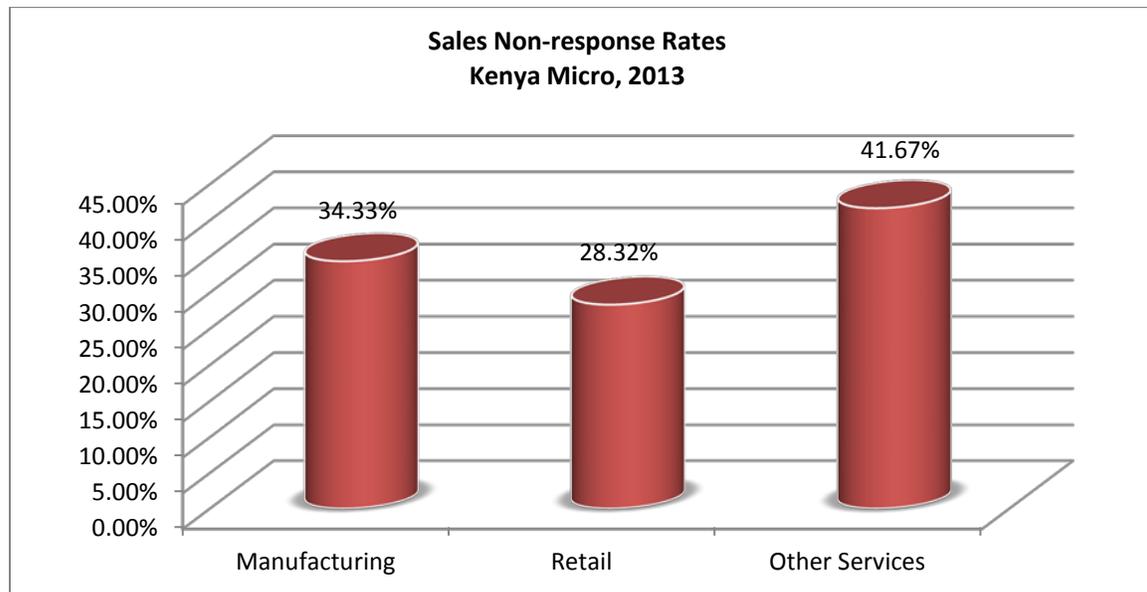
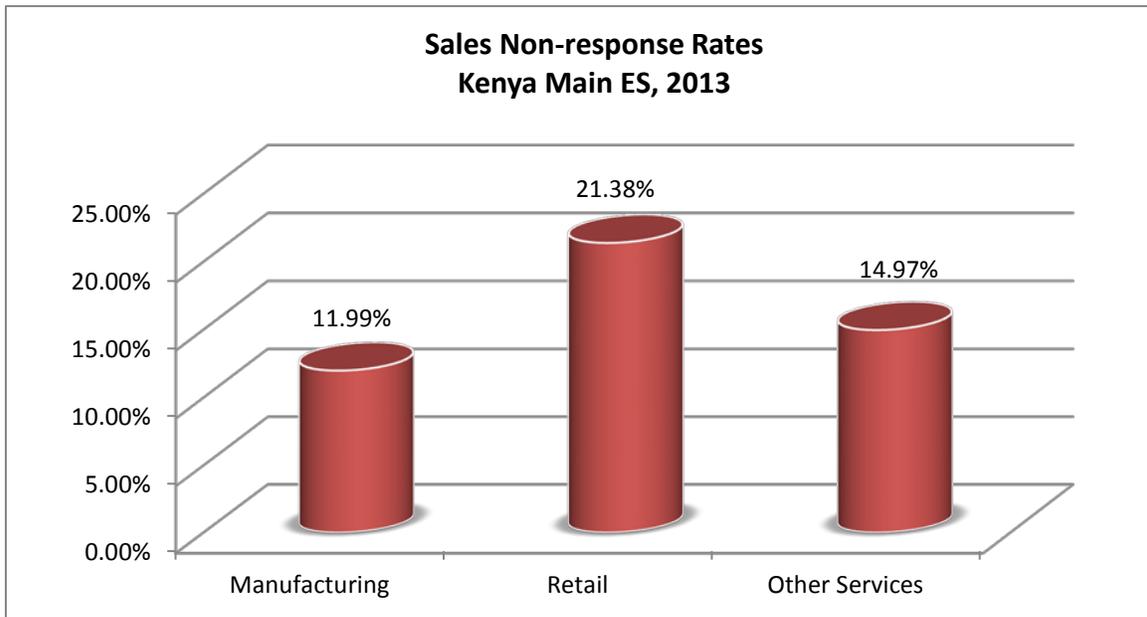
38. Item non-response was addressed by two strategies:  
a- For sensitive questions that may generate negative reactions from the respondent, such as corruption or tax evasion, enumerators were instructed to collect the refusal to respond as a different option from don't know (-7).

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<sup>7</sup> Note that weighted OLS in Stata using the command regress with the option of weights will estimate wrong standard errors. Using the Stata survey specific commands svy will provide appropriate standard errors.

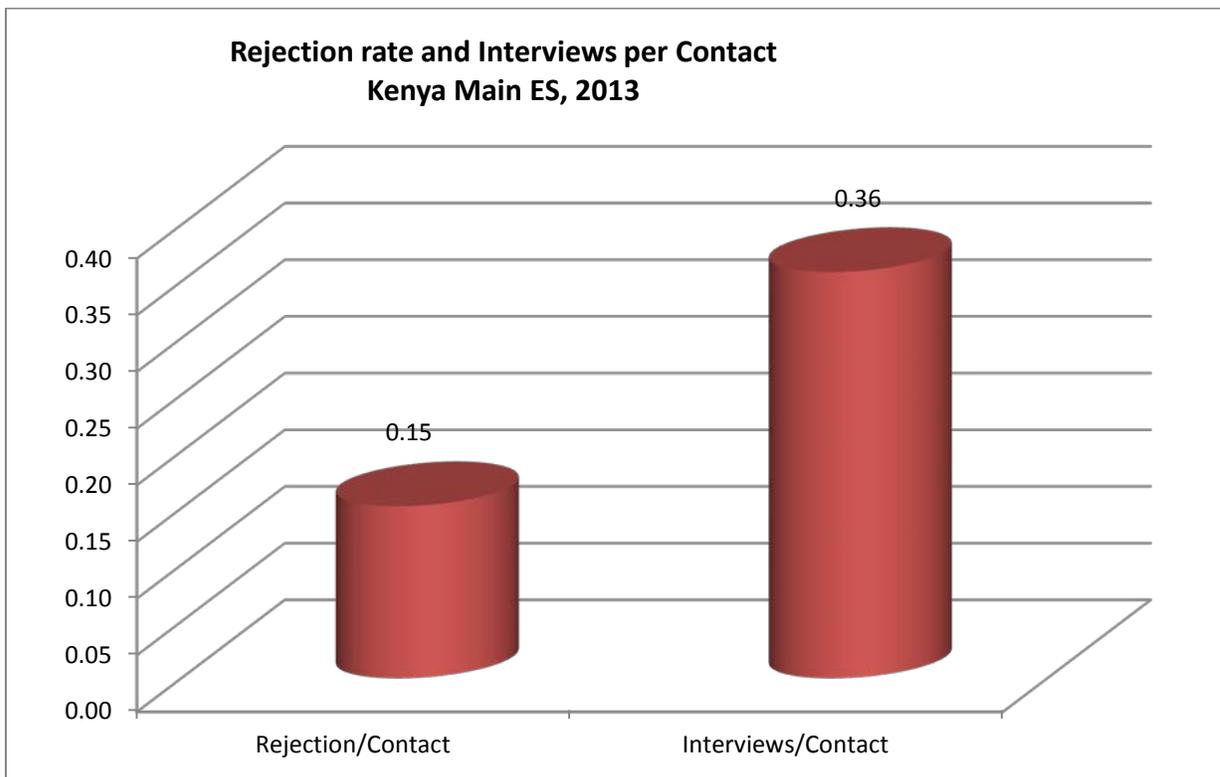
<sup>8</sup> The use weights in most model-assisted estimations using survey data is strongly recommended by the statisticians specialized on survey methodology of the JPSM of the University of Michigan and the University of Maryland.

b- Establishments with incomplete information were re-contacted in order to complete this information, whenever necessary. However, there were clear cases of low response. The following graph shows non-response rates for the sales variable, *d2*, by sector. Please, note that the coding utilized in this dataset does not allow us to differentiate between “Don’t know” and “refuse to answer”, thus the non-response in the charts below for both enterprise surveys (ES) and micro firms reflect both categories (DKs and NAs).

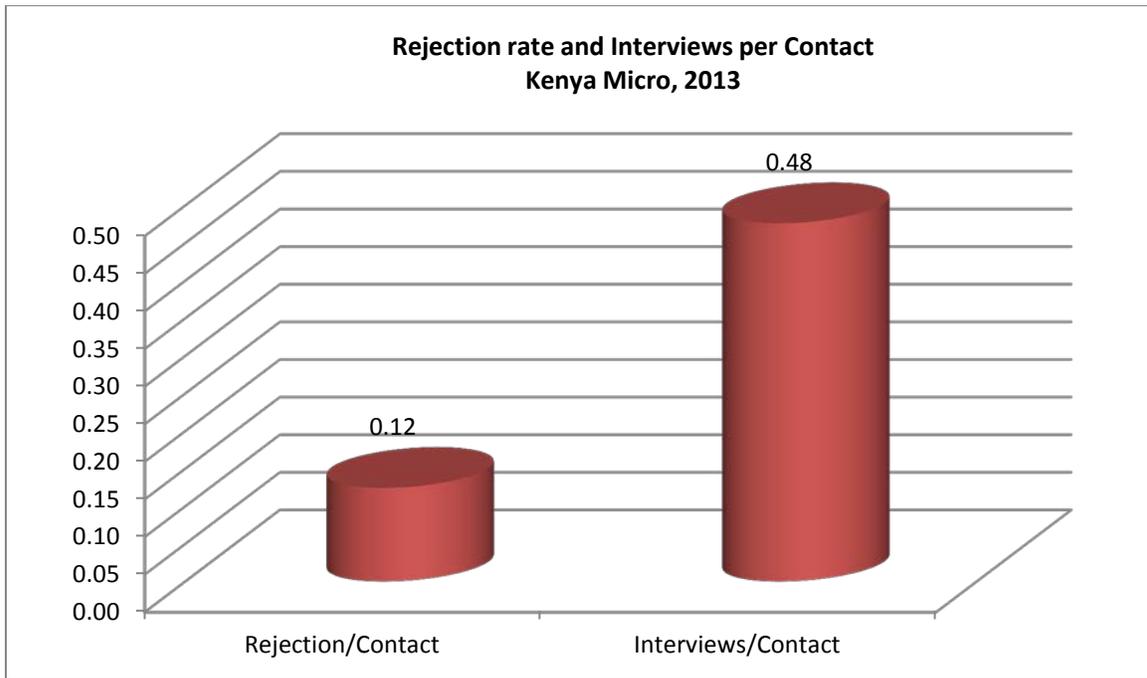


39. Survey non-response was addressed by maximizing efforts to contact establishments that were initially selected for interview. Attempts were made to contact the establishment for interview at different times/days of the week before a replacement establishment (with similar strata characteristics) was suggested for interview. Survey non-response did occur but substitutions were made in order to potentially achieve strata-specific goals. Further research is needed on survey non-response in the Enterprise Surveys regarding potential introduction of bias.

40. As the following graph shows, the number of interviews per contacted establishments was 0.36 for the main ES firms and 0.48 for micro firms<sup>9</sup>. This number is the result of two factors: explicit refusals to participate in the survey, as reflected by the rate of rejection (which includes rejections of the screener and the main survey) and the quality of the sample frame, as represented by the presence of ineligible units. The number of rejections per contact was 0.15 for main ES firms and 0.12 for micro firms.



<sup>9</sup> The estimate is based on the total no. of firms contacted including ineligible establishments.



41. Details on the rejection rate, eligibility rate, and item non-response are available at the level strata. This report summarizes these numbers to alert researchers of these issues when using the data and when making inferences. Item non-response, selection bias, and faulty sampling frames are not unique to Kenya. All enterprise surveys suffer from these shortcomings, but in very few cases they have been made explicit.

**References:**

Cochran, William G., Sampling Techniques, 1977.

Deaton, Angus, The Analysis of Household Surveys, 1998.

Levy, Paul S. and Stanley Lemeshow, Sampling of Populations: Methods and Applications, 1999.

Lohr, Sharon L. Sampling: Design and Techniques, 1999.

Scheaffer, Richard L.; Mendenhall, W.; Lyman, R., Elementary Survey Sampling, Fifth Edition, 1996.

## Appendix A

### Status Codes Enterprise Survey (ES) Total:

<b>ELIGIBLES</b>		
<b>Eligible</b>	1. Eligible establishment ( <i>Correct name and address</i> )	787
	2. Eligible establishment ( <i>Different name but same address - the new firm/establishment bought the original firm/establishment</i> )	1
	3. Eligible establishment ( <i>Different name but same address - the firm/establishment changed its name</i> )	2
	4. Eligible establishment ( <i>Wrong address - the firm/establishment has changed address and the address could be found</i> )	1
	16. Panel firm - now less than five employees	0
<b>Ineligible</b>	5. The establishment has less than 5 permanent full time employees	1
	6. The firm discontinued businesses	23
	7. Not a business: private household	0
	8. Ineligible activity: education, agriculture, finances, governments...	2
<b>Unobtainable</b>	91. No reply ( <i>after having called in different days of the week and in different business hours</i> )	384
	92. Line out of order	163
	93. No tone	57
	94. Phone number does not exist	131
	10. Answering machine	21
	11. Fax line - data line	20
	12. Wrong address/ moved away and could not get the new references	171
	13. Refuses to answer the screener	226
<b>14. In process</b> ( <i>the establishment is being called/ is being contacted - previous to ask the screener</i> )		<b>0</b>
151. Out of target - outside the covered regions, firm moved abroad		0
152. Out of target - firm moved abroad		0
153. Impossible to find		0
<b>Total</b>		<b>1990</b>

### Response Outcomes Enterprise (ES) Survey Total:

Complete interviews ( <i>Total</i> )	713
Incomplete interviews	0
Eligible in process	2
Refusals	76
Out of target	26
Impossible to contact	947
Ineligible - coop.	0
Refusal to the Screener	226
<b>Total</b>	<b>1990</b>

### Status Codes Enterprise Survey (ES) Fresh:

ELIGIBLES		
Eligible	1. Eligible establishment ( <i>Correct name and address</i> )	700
	2. Eligible establishment ( <i>Different name but same address - the new firm/establishment bought the original firm/establishment</i> )	1
	3. Eligible establishment ( <i>Different name but same address - the firm/establishment changed its name</i> )	2
	4. Eligible establishment ( <i>Wrong address - the firm/establishment has changed address and the address could be found</i> )	1
	16. Panel firm - now less than five employees	0
Ineligible	5. The establishment has less than 5 permanent full time employees	1
	6. The firm discontinued businesses	22
	7. Not a business: private household	0
	8. Ineligible activity: education, agriculture, finances, governments...	0
Unobtainable	91. No reply ( <i>after having called in different days of the week and in different business hours</i> )	368
	92. Line out of order	151
	93. No tone	57
	94. Phone number does not exist	116
	10. Answering machine	21
	11. Fax line - data line	20
	12. Wrong address/ moved away and could not get the new references	106
	13. Refuses to answer the screener	217
<b>14. In process</b> ( <i>the establishment is being called/ is being contacted - previous to ask the screener</i> )		<b>0</b>
151. Out of target - outside the covered regions, firm moved abroad		0
152. Out of target - firm moved abroad		0
153. Impossible to find		0
<b>Total</b>		<b>1783</b>

### Response Outcomes Enterprise Survey (ES) Fresh:

Complete interviews ( <i>Total</i> )	630
Incomplete interviews	0
Eligible in process	2
Refusals	72
Out of target	23
Impossible to contact	839
Ineligible - coop.	0
Refusal to the Screener	217
<b>Total</b>	<b>1783</b>

### Status Codes Enterprise Survey (ES) Panel:

ELIGIBLES		
Eligible	1. Eligible establishment ( <i>Correct name and address</i> )	87
	2. Eligible establishment ( <i>Different name but same address - the new firm/establishment bought the original firm/establishment</i> )	0
	3. Eligible establishment ( <i>Different name but same address - the firm/establishment changed its name</i> )	0
	4. Eligible establishment ( <i>Wrong address - the firm/establishment has changed address and the address could be found</i> )	0
	16. Panel firm - now less than five employees	0
Ineligible	5. The establishment has less than 5 permanent full time employees	0
	6. The firm discontinued businesses	1
	7. Not a business: private household	0
	8. Ineligible activity: education, agriculture, finances, governments...	2
Unobtainable	91. No reply ( <i>after having called in different days of the week and in different business hours</i> )	16
	92. Line out of order	12
	93. No tone	0
	94. Phone number does not exist	15
	10. Answering machine	0
	11. Fax line - data line	0
	12. Wrong address/ moved away and could not get the new references	65
	13. Refuses to answer the screener	9
<b>14. In process</b> ( <i>the establishment is being called/ is being contacted - previous to ask the screener</i> )		<b>0</b>
151. Out of target - outside the covered regions, firm moved abroad		0
152. Out of target - firm moved abroad		0
153. Impossible to find		0
<b>Total</b>		<b>207</b>

### Response Outcomes Enterprise Survey (ES) Panel:

Complete interviews ( <i>Total</i> )	83
Incomplete interviews	0
Eligible in process	0
Refusals	4
Out of target	3
Impossible to contact	108
Ineligible - coop.	0
Refusal to the Screener	9
<b>Total</b>	<b>207</b>

## Status Codes Micro:

### ELIGIBLES

Eligible	1. Eligible establishment ( <i>Correct name and address</i> )	370
	2. Eligible establishment ( <i>Different name but same address - the new firm/establishment bought the original firm/establishment</i> )	0
	3. Eligible establishment ( <i>Different name but same address - the firm/establishment changed its name</i> )	0
	4. Eligible establishment ( <i>Wrong address - the firm/establishment has changed address and the address could be found</i> )	0
	16. Panel firm - now less than five employees	0
Ineligible	5. The establishment has less than 5 permanent full time employees	19
	6. The firm discontinued businesses	20
	7. Not a business: private household	0
	8. Ineligible activity: education, agriculture, finances, governments...	0
Unobtainable	91. No reply ( <i>after having called in different days of the week and in different business hours</i> )	49
	92. Line out of order	90
	93. No tone	33
	94. Phone number does not exist	46
	10. Answering machine	12
	11. Fax line - data line	0
	12. Wrong address/ moved away and could not get the new references	33
	13. Refuses to answer the screener	84
	<b>14. In process (<i>the establishment is being called/ is being contacted - previous to ask the screener</i>)</b>	<b>0</b>
	151. Out of target - outside the covered regions	0
	152. Out of target - firm moved abroad	0
	153. Impossible to find	0
	<b>Total</b>	<b>756</b>

## Response Outcomes Fresh Micro:

Complete interviews (Total)	360
Incomplete interviews	0
Eligible in process	0
Refusals	10
Out of target	39
Impossible to contact	263
Ineligible - coop.	0
Refusal to the Screener	84
<b>Total</b>	<b>756</b>

## Appendix B

### Universe Estimates as in the KNBS Census of Establishment 2012, Kenya:

#### MAIN ES

Region name	Sampling Employee size	Food 15	Textile and Apparel 17-18	Chemicals and Plastics	Other Manufacturing	Retail 52	Other Services	Total
Central	Small 5-19	232	3	3	9	132	144	523
	Med 20-99	100	5	3	16	32	89	245
	Large 100+	76	7	2	13	3	9	110
		<b>408</b>	<b>15</b>	<b>8</b>	<b>38</b>	<b>167</b>	<b>242</b>	<b>878</b>
Nyanza	Small 5-19	7	1	2	18	103	188	319
	Med 20-99	4	1	1	12	26	88	132
	Large 100+	23	0	2	4	2	4	35
		<b>34</b>	<b>2</b>	<b>5</b>	<b>34</b>	<b>131</b>	<b>280</b>	<b>486</b>
Mombasa	Small 5-19	14	0	3	14	169	345	545
	Med 20-99	9	3	3	21	20	186	242
	Large 100+	6	6	1	15	2	44	74
		<b>29</b>	<b>9</b>	<b>7</b>	<b>50</b>	<b>191</b>	<b>575</b>	<b>861</b>
Nairobi	Small 5-19	34	7	41	120	795	954	1951
	Med 20-99	59	15	83	217	168	481	1023
	Large 100+	67	31	56	134	18	79	385
		<b>160</b>	<b>53</b>	<b>180</b>	<b>471</b>	<b>981</b>	<b>1514</b>	<b>3359</b>
Nakuru	Small 5-19	14	1	2	23	133	196	369
	Med 20-99	14	2	2	10	17	102	147
	Large 100+	7	9	1	4	10	16	47
		<b>35</b>	<b>12</b>	<b>5</b>	<b>37</b>	<b>160</b>	<b>314</b>	<b>563</b>
<b>Grand Total</b>		<b>666</b>	<b>91</b>	<b>205</b>	<b>630</b>	<b>1630</b>	<b>2925</b>	<b>6147</b>

#### Micro

Region name	Sampling Employee size	Manufacturing	Retail	Other Services	Total
Central	Micro	25	191	103	319
Nyanza	Micro	27	112	107	246
Mombasa	Micro	11	242	168	421
Nairobi	Micro	109	1618	676	2403
Nakuru	Micro	28	165	135	328
<b>Grand Total</b>	Micro	<b>200</b>	<b>2328</b>	<b>1189</b>	<b>3717</b>

## Appendix C

### Strict Cell Weights Kenya:

Fresh Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>1.98</b>	<b>6.47</b>	<b>2.03</b>	<b>6.36</b>	<b>14.38</b>	<b>55.17</b>	<b>14.40</b>
Small (5 to 19)	2.97	5.41	2.86	2.97	32.35	141.45	31.33
Medium (20 to 99)	2.96	6.51	1.90	3.16	7.83	21.82	7.36
Large (100+)	0.00	7.49	1.34	12.94	2.96	2.23	4.49
<b>Mombasa</b>	<b>1.33</b>	<b>1.87</b>	<b>1.61</b>	<b>1.85</b>	<b>4.05</b>	<b>19.23</b>	<b>4.99</b>
Small (5 to 19)	1.00	1.39	0.00	2.17	9.60	20.80	5.83
Medium (20 to 99)	3.00	1.24	2.88	1.81	2.54	35.10	7.76
Large (100+)	0.00	2.99	1.94	1.57	0.00	1.79	1.38
<b>Nairobi</b>	<b>6.47</b>	<b>8.86</b>	<b>2.82</b>	<b>15.07</b>	<b>16.28</b>	<b>15.41</b>	<b>10.82</b>
Small (5 to 19)	8.34	6.87	1.91	31.74	15.37	20.32	14.09
Medium (20 to 99)	3.97	15.20	1.59	9.57	30.83	20.89	13.67
Large (100+)	7.11	4.50	4.95	3.90	2.64	5.03	4.69
<b>Nakuru</b>	<b>0.98</b>	<b>1.89</b>	<b>0.96</b>	<b>1.79</b>	<b>6.68</b>	<b>20.46</b>	<b>5.46</b>
Small (5 to 19)	1.00	1.93	1.00	2.93	11.62	35.33	8.97
Medium (20 to 99)	1.95	1.79	1.88	2.44	5.16	18.22	5.24
Large (100+)	0.00	1.95	0.00	0.00	3.25	7.82	2.17
<b>Nyanza</b>	<b>1.68</b>	<b>1.98</b>	<b>0.67</b>	<b>1.00</b>	<b>3.30</b>	<b>11.21</b>	<b>3.31</b>
Small (5 to 19)	2.01	2.32	1.00	1.55	3.43	17.08	4.57
Medium (20 to 99)	1.00	1.00	1.00	1.43	4.48	16.55	4.24
Large (100+)	2.03	2.63	0.00	0.00	2.01	0.00	1.11
<b>Grand Total</b>	<b>2.49</b>	<b>4.21</b>	<b>1.62</b>	<b>5.21</b>	<b>8.94</b>	<b>24.30</b>	<b>7.79</b>

Panel Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Small (5 to 19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Medium (20 to 99)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Large (100+)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Mombasa</b>	<b>0.33</b>	<b>0.72</b>	<b>0.00</b>	<b>0.67</b>	<b>0.54</b>	<b>0.54</b>	<b>0.47</b>
Small (5 to 19)	0.00	0.00	0.00	1.00	1.63	0.00	0.44
Medium (20 to 99)	1.00	1.00	0.00	1.00	0.00	1.62	0.77
Large (100+)	0.00	1.17	0.00	0.00	0.00	0.00	0.19
<b>Nairobi</b>	<b>1.12</b>	<b>1.13</b>	<b>1.16</b>	<b>2.21</b>	<b>0.44</b>	<b>1.02</b>	<b>1.18</b>
Small (5 to 19)	1.00	1.18	1.49	1.00	1.31	1.07	1.17
Medium (20 to 99)	1.02	1.22	1.00	2.91	0.00	1.00	1.19
Large (100+)	1.33	1.00	1.00	2.72	0.00	1.00	1.18
<b>Nakuru</b>	<b>0.00</b>	<b>0.45</b>	<b>0.00</b>	<b>1.22</b>	<b>0.37</b>	<b>0.33</b>	<b>0.39</b>
Small (5 to 19)	0.00	1.34	0.00	1.00	1.11	1.00	0.74
Medium (20 to 99)	0.00	0.00	0.00	1.65	0.00	0.00	0.28
Large (100+)	0.00	0.00	0.00	1.00	0.00	0.00	0.17
<b>Nyanza</b>	<b>0.00</b>	<b>1.03</b>	<b>0.33</b>	<b>0.57</b>	<b>0.67</b>	<b>1.88</b>	<b>0.75</b>
Small (5 to 19)	0.00	1.00	1.00	1.70	1.00	3.60	1.38
Medium (20 to 99)	0.00	1.09	0.00	0.00	1.00	1.05	0.52
Large (100+)	0.00	1.00	0.00	0.00	0.00	1.00	0.33
<b>Grand Total</b>	<b>0.29</b>	<b>0.67</b>	<b>0.30</b>	<b>0.93</b>	<b>0.40</b>	<b>0.76</b>	<b>0.56</b>

Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	0.25	1.63	0.62	0.83
Mombasa	0.27	2.37	0.58	1.07
Nairobi	0.34	3.86	1.18	1.80
Nakuru	0.25	1.56	0.67	0.83
Nyanza	0.26	1.12	0.62	0.67
<b>Grand Total</b>	<b>0.27</b>	<b>2.11</b>	<b>0.73</b>	<b>1.04</b>

## Median Cell Weights Kenya:

Fresh Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>1.19</b>	<b>6.33</b>	<b>1.55</b>	<b>4.59</b>	<b>9.56</b>	<b>35.61</b>	<b>9.81</b>
Small (5 to 19)	1.63	4.89	2.04	2.01	20.73	89.08	20.06
Medium (20 to 99)	1.93	6.98	1.61	2.54	5.95	16.29	5.88
Large (100+)	0.00	7.14	1.01	9.24	2.00	1.48	3.48
<b>Mombasa</b>	<b>1.04</b>	<b>1.96</b>	<b>1.40</b>	<b>1.46</b>	<b>2.92</b>	<b>14.60</b>	<b>3.89</b>
Small (5 to 19)	1.00	1.35	0.00	1.59	6.66	14.17	4.13
Medium (20 to 99)	2.11	1.43	2.64	1.58	2.09	28.34	6.36
Large (100+)	0.00	3.08	1.58	1.21	0.00	1.29	1.19
<b>Nairobi</b>	<b>2.35</b>	<b>5.57</b>	<b>1.44</b>	<b>6.65</b>	<b>7.29</b>	<b>6.60</b>	<b>4.98</b>
Small (5 to 19)	2.86	3.88	1.00	13.41	6.14	7.98	5.88
Medium (20 to 99)	1.61	10.16	1.00	4.79	14.61	9.72	6.98
Large (100+)	2.57	2.67	2.32	1.73	1.11	2.08	2.08
<b>Nakuru</b>	<b>0.69</b>	<b>1.53</b>	<b>0.77</b>	<b>1.09</b>	<b>3.76</b>	<b>11.37</b>	<b>3.20</b>
Small (5 to 19)	1.00	1.45	1.00	1.65	6.19	18.49	4.96
Medium (20 to 99)	1.06	1.60	1.32	1.63	3.26	11.30	3.36
Large (100+)	0.00	1.54	0.00	0.00	1.82	4.31	1.28
<b>Nyanza</b>	<b>1.18</b>	<b>2.10</b>	<b>0.67</b>	<b>0.82</b>	<b>2.57</b>	<b>8.56</b>	<b>2.65</b>
Small (5 to 19)	1.23	2.33	1.00	1.17	2.44	11.95	3.35
Medium (20 to 99)	1.00	1.18	1.00	1.28	3.78	13.72	3.66
Large (100+)	1.30	2.78	0.00	0.00	1.51	0.00	0.93
<b>Grand Total</b>	<b>1.29</b>	<b>3.50</b>	<b>1.17</b>	<b>2.92</b>	<b>5.22</b>	<b>15.35</b>	<b>4.91</b>

Panel Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Small (5 to 19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Medium (20 to 99)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Large (100+)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Mombasa</b>	<b>0.33</b>	<b>0.81</b>	<b>0.00</b>	<b>0.67</b>	<b>0.67</b>	<b>0.51</b>	<b>0.50</b>
Small (5 to 19)	0.00	0.00	0.00	1.00	2.01	0.00	0.50
Medium (20 to 99)	1.00	1.00	0.00	1.00	0.00	1.53	0.76
Large (100+)	0.00	1.43	0.00	0.00	0.00	0.00	0.24
<b>Nairobi</b>	<b>1.27</b>	<b>1.30</b>	<b>1.28</b>	<b>2.28</b>	<b>0.57</b>	<b>1.03</b>	<b>1.29</b>
Small (5 to 19)	1.00	1.46	1.85	1.00	1.70	1.10	1.35
Medium (20 to 99)	1.16	1.44	1.00	2.89	0.00	1.00	1.25
Large (100+)	1.66	1.00	1.00	2.95	0.00	1.00	1.27
<b>Nakuru</b>	<b>0.00</b>	<b>0.52</b>	<b>0.00</b>	<b>1.18</b>	<b>0.45</b>	<b>0.33</b>	<b>0.41</b>
Small (5 to 19)	0.00	1.56	0.00	1.00	1.36	1.00	0.82
Medium (20 to 99)	0.00	0.00	0.00	1.55	0.00	0.00	0.26
Large (100+)	0.00	0.00	0.00	1.00	0.00	0.00	0.17
<b>Nyanza</b>	<b>0.00</b>	<b>1.07</b>	<b>0.33</b>	<b>0.55</b>	<b>0.67</b>	<b>1.84</b>	<b>0.74</b>
Small (5 to 19)	0.00	1.00	1.00	1.66	1.00	3.51	1.36
Medium (20 to 99)	0.00	1.21	0.00	0.00	1.00	1.00	0.53
Large (100+)	0.00	1.00	0.00	0.00	0.00	1.00	0.33
<b>Grand Total</b>	<b>0.32</b>	<b>0.74</b>	<b>0.32</b>	<b>0.94</b>	<b>0.47</b>	<b>0.74</b>	<b>0.59</b>

Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	0.25	1.81	0.82	0.96
Mombasa	0.34	2.52	0.73	1.19
Nairobi	0.55	5.14	1.86	2.52
Nakuru	0.30	1.58	0.80	0.89
Nyanza	0.31	1.10	0.72	0.71
<b>Grand Total</b>	<b>0.35</b>	<b>2.43</b>	<b>0.98</b>	<b>1.25</b>

## Weak Cell Weights Kenya:

Fresh Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>1.98</b>	<b>6.47</b>	<b>2.03</b>	<b>6.36</b>	<b>14.38</b>	<b>55.17</b>	<b>14.40</b>
Small (5 to 19)	2.97	5.41	2.86	2.97	32.35	141.45	31.33
Medium (20 to 99)	2.96	6.51	1.90	3.16	7.83	21.82	7.36
Large (100+)	0.00	7.49	1.34	12.94	2.96	2.23	4.49
<b>Mombasa</b>	<b>1.33</b>	<b>1.87</b>	<b>1.61</b>	<b>1.85</b>	<b>4.05</b>	<b>19.23</b>	<b>4.99</b>
Small (5 to 19)	1.00	1.39	0.00	2.17	9.60	20.80	5.83
Medium (20 to 99)	3.00	1.24	2.88	1.81	2.54	35.10	7.76
Large (100+)	0.00	2.99	1.94	1.57	0.00	1.79	1.38
<b>Nairobi</b>	<b>6.47</b>	<b>8.86</b>	<b>2.82</b>	<b>15.07</b>	<b>16.28</b>	<b>15.41</b>	<b>10.82</b>
Small (5 to 19)	8.34	6.87	1.91	31.74	15.37	20.32	14.09
Medium (20 to 99)	3.97	15.20	1.59	9.57	30.83	20.89	13.67
Large (100+)	7.11	4.50	4.95	3.90	2.64	5.03	4.69
<b>Nakuru</b>	<b>0.98</b>	<b>1.89</b>	<b>0.96</b>	<b>1.79</b>	<b>6.68</b>	<b>20.46</b>	<b>5.46</b>
Small (5 to 19)	1.00	1.93	1.00	2.93	11.62	35.33	8.97
Medium (20 to 99)	1.95	1.79	1.88	2.44	5.16	18.22	5.24
Large (100+)	0.00	1.95	0.00	0.00	3.25	7.82	2.17
<b>Nyanza</b>	<b>1.68</b>	<b>1.98</b>	<b>0.67</b>	<b>1.00</b>	<b>3.30</b>	<b>11.21</b>	<b>3.31</b>
Small (5 to 19)	2.01	2.32	1.00	1.55	3.43	17.08	4.57
Medium (20 to 99)	1.00	1.00	1.00	1.43	4.48	16.55	4.24
Large (100+)	2.03	2.63	0.00	0.00	2.01	0.00	1.11
<b>Grand Total</b>	<b>2.49</b>	<b>4.21</b>	<b>1.62</b>	<b>5.21</b>	<b>8.94</b>	<b>24.30</b>	<b>7.79</b>

## Panel Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Small (5 to 19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Medium (20 to 99)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Large (100+)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Mombasa</b>	<b>0.36</b>	<b>1.71</b>	<b>0.00</b>	<b>0.68</b>	<b>1.51</b>	<b>1.43</b>	<b>0.95</b>
Small (5 to 19)	0.00	0.00	0.00	1.00	4.52	0.00	0.92
Medium (20 to 99)	1.08	1.39	0.00	1.04	0.00	4.28	1.30
Large (100+)	0.00	3.75	0.00	0.00	0.00	0.00	0.62
<b>Nairobi</b>	<b>3.02</b>	<b>3.20</b>	<b>3.68</b>	<b>4.30</b>	<b>1.15</b>	<b>2.22</b>	<b>2.93</b>
Small (5 to 19)	1.00	4.09	7.08	1.31	3.46	3.24	3.36
Medium (20 to 99)	3.37	3.49	2.10	5.80	0.00	1.59	2.73
Large (100+)	4.69	2.01	1.85	5.80	0.00	1.83	2.70
<b>Nakuru</b>	<b>0.00</b>	<b>0.69</b>	<b>0.00</b>	<b>1.16</b>	<b>0.44</b>	<b>0.33</b>	<b>0.44</b>
Small (5 to 19)	0.00	2.07	0.00	1.00	1.32	1.00	0.90
Medium (20 to 99)	0.00	0.00	0.00	1.48	0.00	0.00	0.25
Large (100+)	0.00	0.00	0.00	1.00	0.00	0.00	0.17
<b>Nyanza</b>	<b>0.00</b>	<b>1.10</b>	<b>0.34</b>	<b>0.57</b>	<b>0.67</b>	<b>2.23</b>	<b>0.82</b>
Small (5 to 19)	0.00	1.00	1.03	1.71	1.00	4.58	1.55
Medium (20 to 99)	0.00	1.30	0.00	0.00	1.00	1.11	0.57
Large (100+)	0.00	1.00	0.00	0.00	0.00	1.00	0.33
<b>Grand Total</b>	<b>0.68</b>	<b>1.34</b>	<b>0.80</b>	<b>1.34</b>	<b>0.75</b>	<b>1.24</b>	<b>1.03</b>

## Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	0.34	2.29	1.06	1.23
Mombasa	0.50	3.44	1.02	1.65
Nairobi	1.15	10.11	3.76	5.01
Nakuru	0.38	1.85	0.96	1.06
Nyanza	0.42	1.40	0.94	0.92
<b>Grand Total</b>	<b>0.56</b>	<b>3.82</b>	<b>1.55</b>	<b>1.97</b>

## Appendix D

### Strict Universe Estimates

Fresh Enterprise Survey

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Other Services	Retail	Grand Total
<b>Central</b>	<b>4</b>	<b>381</b>	<b>12</b>	<b>28</b>	<b>160</b>	<b>109</b>	<b>694</b>
Small (5 to 19)	2	205	2	6	89	83	387
Medium (20 to 99)	2	105	5	13	65	24	213
Large (100+)	0	71	5	9	6	2	94
<b>Mombasa</b>	<b>5</b>	<b>25</b>	<b>7</b>	<b>38</b>	<b>399</b>	<b>121</b>	<b>596</b>
Small (5 to 19)	3	14	0	10	227	107	359
Medium (20 to 99)	2	6	3	17	142	15	184
Large (100+)	0	6	5	11	31	0	53
<b>Nairobi</b>	<b>68</b>	<b>57</b>	<b>27</b>	<b>179</b>	<b>594</b>	<b>385</b>	<b>1310</b>
Small (5 to 19)	14	8	2	40	351	295	710
Medium (20 to 99)	31	20	9	86	214	73	433
Large (100+)	23	29	16	52	29	17	167
<b>Nakuru</b>	<b>3</b>	<b>26</b>	<b>2</b>	<b>18</b>	<b>158</b>	<b>71</b>	<b>278</b>
Small (5 to 19)	2	10	1	12	92	56	173
Medium (20 to 99)	1	11	1	7	56	10	86
Large (100+)	0	5	0	0	9	5	19
<b>Nyanza</b>	<b>4</b>	<b>33</b>	<b>2</b>	<b>22</b>	<b>188</b>	<b>78</b>	<b>326</b>
Small (5 to 19)	1	7	1	13	119	61	203
Medium (20 to 99)	1	4	1	9	69	15	98
Large (100+)	1	22	0	0	0	2	25
<b>Grand Total</b>	<b>83</b>	<b>523</b>	<b>51</b>	<b>284</b>	<b>1499</b>	<b>763</b>	<b>3203</b>

Panel Main ES

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Large (100+)	0	0	0	0	0	0	0
Medium (20 to 99)	0	0	0	0	0	0	0
Small (5 to 19)	0	0	0	0	0	0	0
<b>Mombasa</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>14</b>
Large (100+)	0	1	0	0	0	0	1
Medium (20 to 99)	1	2	0	4	0	2	9
Small (5 to 19)	0	0	0	2	2	0	4
<b>Nairobi</b>	<b>6</b>	<b>15</b>	<b>5</b>	<b>15</b>	<b>5</b>	<b>11</b>	<b>56</b>
Large (100+)	2	3	1	3	0	1	10
Medium (20 to 99)	3	6	2	6	0	3	20
Small (5 to 19)	1	6	2	6	5	7	26
<b>Nakuru</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>16</b>
Large (100+)	0	0	0	1	0	0	1
Medium (20 to 99)	0	0	0	2	0	0	2
Small (5 to 19)	0	2	0	2	4	6	14
<b>Nyanza</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>19</b>
Large (100+)	0	2	0	0	0	1	3
Medium (20 to 99)	0	2	0	0	2	1	5
Small (5 to 19)	0	1	1	2	3	4	10
<b>Grand Total</b>	<b>7</b>	<b>25</b>	<b>6</b>	<b>27</b>	<b>16</b>	<b>24</b>	<b>105</b>

Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	17	137	60	213
Mombasa	5	161	91	257
Nairobi	29	587	199	814
Nakuru	17	137	91	245
Nyanza	16	89	69	174
<b>Grand Total</b>	<b>84</b>	<b>1112</b>	<b>509</b>	<b>1705</b>

## Weak Universe Estimates

Fresh Main ES

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Nyanza</b>	<b>5</b>	<b>31</b>	<b>2</b>	<b>27</b>	<b>106</b>	<b>254</b>	<b>424</b>
Small (5 to 19)	2	7	1	17	86	171	284
Medium (20 to 99)	1	3	1	10	18	83	116
Large (100+)	2	21	0	0	2	0	25
<b>Nakuru</b>	<b>4</b>	<b>32</b>	<b>3</b>	<b>30</b>	<b>130</b>	<b>283</b>	<b>482</b>
Small (5 to 19)	2	14	1	21	105	177	318
Medium (20 to 99)	2	13	2	10	15	91	133
Large (100+)	0	6	0	0	10	16	31
<b>Nairobi</b>	<b>181</b>	<b>94</b>	<b>53</b>	<b>384</b>	<b>932</b>	<b>1424</b>	<b>3067</b>
Small (5 to 19)	42	14	4	95	738	894	1786
Medium (20 to 99)	75	30	14	172	154	459	906
Large (100+)	64	49	35	117	40	70	375
<b>Mombasa</b>	<b>6</b>	<b>25</b>	<b>9</b>	<b>47</b>	<b>171</b>	<b>551</b>	<b>809</b>
Small (5 to 19)	3	14	0	13	154	333	516
Medium (20 to 99)	3	5	3	20	18	176	224
Large (100+)	0	6	6	14	0	43	69
<b>Central</b>	<b>6</b>	<b>400</b>	<b>15</b>	<b>38</b>	<b>164</b>	<b>238</b>	<b>860</b>
Small (5 to 19)	3	227	3	9	129	141	513
Medium (20 to 99)	3	98	6	16	31	87	241
Large (100+)	0	75	7	13	3	9	106
<b>Grand Total</b>	<b>202</b>	<b>581</b>	<b>82</b>	<b>526</b>	<b>1502</b>	<b>2750</b>	<b>5643</b>

Panel Main ES

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Small (5 to 19)	0	0	0	0	0	0	0
Medium (20 to 99)	0	0	0	0	0	0	0
Large (100+)	0	0	0	0	0	0	0
<b>Mombasa</b>	<b>1</b>	<b>7</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>23</b>
Small (5 to 19)	0	0	0	2	5	0	7
Medium (20 to 99)	1	3	0	4	0	4	12
Large (100+)	0	4	0	0	0	0	4
<b>Nairobi</b>	<b>16</b>	<b>36</b>	<b>13</b>	<b>25</b>	<b>10</b>	<b>26</b>	<b>127</b>
Small (5 to 19)	1	16	7	8	10	19	62
Medium (20 to 99)	10	14	4	12	0	5	45
Large (100+)	5	6	2	6	0	2	20
<b>Nakuru</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>16</b>
Small (5 to 19)	0	2	0	2	4	6	14
Medium (20 to 99)	0	0	0	1	0	0	1
Large (100+)	0	0	0	1	0	0	1
<b>Nyanza</b>	<b>0</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>7</b>	<b>20</b>
Small (5 to 19)	0	1	1	2	3	5	11
Medium (20 to 99)	0	3	0	0	2	1	6
Large (100+)	0	2	0	0	0	1	3
<b>Grand Total</b>	<b>17</b>	<b>51</b>	<b>14</b>	<b>38</b>	<b>24</b>	<b>43</b>	<b>186</b>

Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	23	192	102	317
Mombasa	10	234	160	403
Nairobi	97	1537	632	2265
Nakuru	26	163	131	319
Nyanza	25	112	106	243
<b>Grand Total</b>	<b>181</b>	<b>2238</b>	<b>1129</b>	<b>3548</b>

## Median Universe Estimates

Fresh Main ES

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Other Services	Retail	Grand Total
<b>Central</b>	<b>4</b>	<b>381</b>	<b>12</b>	<b>28</b>	<b>160</b>	<b>109</b>	<b>694</b>
Small (5 to 19)	2	205	2	6	89	83	387
Medium (20 to 99)	2	105	5	13	65	24	213
Large (100+)	0	71	5	9	6	2	94
<b>Mombasa</b>	<b>5</b>	<b>25</b>	<b>7</b>	<b>38</b>	<b>399</b>	<b>121</b>	<b>596</b>
Small (5 to 19)	3	14	0	10	227	107	359
Medium (20 to 99)	2	6	3	17	142	15	184
Large (100+)	0	6	5	11	31	0	53
<b>Nairobi</b>	<b>68</b>	<b>57</b>	<b>27</b>	<b>179</b>	<b>594</b>	<b>385</b>	<b>1310</b>
Small (5 to 19)	14	8	2	40	351	295	710
Medium (20 to 99)	31	20	9	86	214	73	433
Large (100+)	23	29	16	52	29	17	167
<b>Nakuru</b>	<b>3</b>	<b>26</b>	<b>2</b>	<b>18</b>	<b>158</b>	<b>71</b>	<b>278</b>
Small (5 to 19)	2	10	1	12	92	56	173
Medium (20 to 99)	1	11	1	7	56	10	86
Large (100+)	0	5	0	0	9	5	19
<b>Nyanza</b>	<b>4</b>	<b>33</b>	<b>2</b>	<b>22</b>	<b>188</b>	<b>78</b>	<b>326</b>
Small (5 to 19)	1	7	1	13	119	61	203
Medium (20 to 99)	1	4	1	9	69	15	98
Large (100+)	1	22	0	0	0	2	25
<b>Grand Total</b>	<b>83</b>	<b>523</b>	<b>51</b>	<b>284</b>	<b>1499</b>	<b>763</b>	<b>3203</b>

## Panel Main ES

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Large (100+)	0	0	0	0	0	0	0
Medium (20 to 99)	0	0	0	0	0	0	0
Small (5 to 19)	0	0	0	0	0	0	0
<b>Mombasa</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>14</b>
Large (100+)	0	1	0	0	0	0	1
Medium (20 to 99)	1	2	0	4	0	2	9
Small (5 to 19)	0	0	0	2	2	0	4
<b>Nairobi</b>	<b>6</b>	<b>15</b>	<b>5</b>	<b>15</b>	<b>5</b>	<b>11</b>	<b>56</b>
Large (100+)	2	3	1	3	0	1	10
Medium (20 to 99)	3	6	2	6	0	3	20
Small (5 to 19)	1	6	2	6	5	7	26
<b>Nakuru</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>16</b>
Large (100+)	0	0	0	1	0	0	1
Medium (20 to 99)	0	0	0	2	0	0	2
Small (5 to 19)	0	2	0	2	4	6	14
<b>Nyanza</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>19</b>
Large (100+)	0	2	0	0	0	1	3
Medium (20 to 99)	0	2	0	0	2	1	5
Small (5 to 19)	0	1	1	2	3	4	10
<b>Grand Total</b>	<b>7</b>	<b>25</b>	<b>6</b>	<b>27</b>	<b>16</b>	<b>24</b>	<b>105</b>

## Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	17	152	78	248
Mombasa	7	171	113	291
Nairobi	46	782	312	1140
Nakuru	21	139	109	268
Nyanza	19	88	81	188
<b>Grand Total</b>	<b>109</b>	<b>1333</b>	<b>693</b>	<b>2134</b>

**Appendix E**  
**Original Sample Design, Kenya:**

Region name	Sampling Employee size	Food 15	Textile and Apparel 17-18	Chemicals and Plastics	Other Manufacturing	Retail 52	Other Services	Total
Central	Small 5-19	27	3	3	7	3	3	46
	Med 20-99	10	5	2	8	3	3	31
	Large 100+	9	6	2	5	3	3	28
		<b>46</b>	<b>14</b>	<b>7</b>	<b>20</b>	<b>9</b>	<b>9</b>	<b>105</b>
Nyanza	Small 5-19	6	1	2	16	15	5	45
	Med 20-99	4	1	1	12	3	3	24
	Large 100+	17	0	2	4	2	3	28
		<b>27</b>	<b>2</b>	<b>5</b>	<b>32</b>	<b>20</b>	<b>11</b>	<b>97</b>
Mombasa	Small 5-19	11	0	3	12	10	11	47
	Med 20-99	4	2	2	14	3	3	28
	Large 100+	3	6	1	8	2	10	30
		<b>18</b>	<b>8</b>	<b>6</b>	<b>34</b>	<b>15</b>	<b>24</b>	<b>105</b>
Nairobi	Small 5-19	3	3	10	6	57	49	128
	Med 20-99	4	12	43	30	3	15	107
	Large 100+	10	11	35	20	3	3	82
		<b>17</b>	<b>26</b>	<b>88</b>	<b>56</b>	<b>63</b>	<b>67</b>	<b>317</b>
Nakuru	Small 5-19	13	1	2	20	7	3	46
	Med 20-99	9	2	2	10	3	3	29
	Large 100+	3	7	1	4	3	3	21
		<b>25</b>	<b>10</b>	<b>5</b>	<b>34</b>	<b>13</b>	<b>9</b>	<b>96</b>
<b>Grand Total</b>		<b>133</b>	<b>60</b>	<b>111</b>	<b>176</b>	<b>120</b>	<b>120</b>	<b>720</b>

**Micro Survey**

Region name	Sampling Employee size	Manufacturing	Retail	Other Services	Total
Central	Micro	25	15	20	60
Nyanza	Micro	26	15	20	61
Mombasa	Micro	9	15	27	51
Nairobi	Micro	33	60	40	133
Nakuru	Micro	27	15	13	55
<b>Grand Total</b>	<b>Micro</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>360</b>

## Completed Interviews, Kenya:

	Chemicals and Plastics	Food	Textile and Apparel	Other Manufacturing	Retail	Other Services	Grand Total
<b>Central</b>	<b>2</b>	<b>67</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>105</b>
Small (5 to 19)	1	42	1	3	4	1	52
Medium (20 to 99)	1	15	3	5	4	4	32
Large (100+)	0	10	5	1	1	4	21
<b>Mombasa</b>	<b>5</b>	<b>19</b>	<b>4</b>	<b>32</b>	<b>24</b>	<b>46</b>	<b>130</b>
Small (5 to 19)	3	10	0	8	17	16	54
Medium (20 to 99)	2	6	1	15	7	6	37
Large (100+)	0	3	3	9	0	24	39
<b>Nairobi</b>	<b>38</b>	<b>26</b>	<b>22</b>	<b>60</b>	<b>71</b>	<b>90</b>	<b>307</b>
Small (5 to 19)	6	6	3	9	51	50	125
Medium (20 to 99)	22	6	11	20	5	25	89
Large (100+)	10	14	8	31	15	15	93
<b>Nakuru</b>	<b>3</b>	<b>18</b>	<b>2</b>	<b>15</b>	<b>18</b>	<b>18</b>	<b>74</b>
Small (5 to 19)	2	8	1	9	12	11	43
Medium (20 to 99)	1	7	1	5	3	5	22
Large (100+)	0	3	0	1	3	2	9
<b>Nyanza</b>	<b>3</b>	<b>19</b>	<b>3</b>	<b>19</b>	<b>35</b>	<b>18</b>	<b>97</b>
Small (5 to 19)	1	4	2	12	28	11	58
Medium (20 to 99)	1	5	1	7	6	6	26
Large (100+)	1	10	0	0	1	1	13
<b>Grand Total</b>	<b>51</b>	<b>149</b>	<b>40</b>	<b>135</b>	<b>157</b>	<b>181</b>	<b>713</b>

## Micro

	Manufacturing	Retail	Other Services	Grand Total
Central	17	21	24	62
Mombasa	5	17	39	61
Nairobi	21	38	42	101
Nakuru	17	22	34	73
Nyanza	15	20	28	63
<b>Grand Total</b>	<b>75</b>	<b>118</b>	<b>167</b>	<b>360</b>

## Appendix F

### Local Agency team involved in the study:

Local Agency	<b>Name:</b> TNS RMS East Africa Limited <b>Country:</b> Kenya <b>Activities since:</b> 1975
Enumerators involved:	<b>Enumerators:</b> 49 <b>Recruiters:</b> 10
Other staff involved:	<b>Fieldwork Coordinators:</b> 3 <b>Data Entry:</b> 3 <b>Data Processing:</b> 1

### Sample Frame:

<b>Characteristic of sample frame used:</b>	Panel: List from the 2007 Enterprise Survey Fresh: Census of Business Establishments,
<b>Source:</b>	Kenya National Bureau of Statistics (KNBS)
<b>Year:</b>	2012
<b>Additional list</b>	List of 70 establishments from the Nairobi City Council

### Sectors included in the Sample:

Original Sectors	<p>The manufacturing sector comprises all manufacturing establishments as mentioned in group D</p> <p>The service sector includes Group F (construction), Groups G, Group H (hotels and restaurants), Group I (transport, storage, and communications) and subsector 72 from Group K</p>
Added (top up) Sectors	None

### Fieldwork and country situation:

Date of Fieldwork	06 January 2013 to 17 February 2014
Country	Kenya
Use of CAPI	<ul style="list-style-type: none"><li>• Computer-assisted personal interviewing (CAPI) was used to collected data. The <b>SODA</b> mobile research app was used</li></ul>
Problems found during fieldwork:	<ul style="list-style-type: none"><li>▪ In some cases the sample frame did not provide establishment's contact details. In these cases, firms were screened by going to the establishment physical location.</li><li>▪ Several interviews were completed in more than one visit.</li><li>▪ Respondents were in general inclined to think the study aimed to get tax and social security defaulters. This might have affected the reliability of answers related to revenue and costs.</li></ul>
Country specific situation	<ul style="list-style-type: none"><li>▪ Fiscal years differ across firms</li></ul>