

## The Republic of Kenya 2025 World Bank Enterprise Survey Implementation Report

### I. Introduction

This document provides information on the World Bank Enterprise Surveys (WBES) implemented in Republic of Kenya between March and December 2025. The WBES collect both objective data based on firms' day-to-day experiences, and perceptions of enterprises regarding the business environment in which they operate. The WBES has global coverage. The WBES are also used to build a panel of enterprise data that will make it possible to track changes in the business environment over time.<sup>1</sup>

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

### II. Sampling Structure

The WBES use stratified random sampling, where the population of establishments is first separated into non-overlapping groups, called strata, and then respondents are selected through simple random sampling from each stratum. The detailed methodology is provided in the Sampling Note.<sup>2</sup> Stratified random sampling has several advantages over simple random sampling. In particular, it:

- produces unbiased estimates of the whole population or universe of inference, as well as at the levels of stratification
- ensures representativeness by including observations in all of those categories
- produces more precise estimates than simple random sampling for a given sample size or budget allocation, and
- may reduce implementation costs by splitting the population into convenient subdivisions.

The WBES typically use three levels of stratification: industry classification, establishment size, and subnational region (used in combination). Starting in 2022, the WBES bases the industry classification on ISIC Rev. 4 (with earlier surveys using ISIC Rev. 3.1).<sup>3</sup> For regional coverage within a country, the WBES has national coverage.

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<sup>1</sup> A “panel interview” refers to an interview with a business that was also interviewed in the previous WBES.

<sup>2</sup> The Sampling Note is available at:

[https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Sampling\\_Note-Consolidated-2-16-22.pdf](https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Sampling_Note-Consolidated-2-16-22.pdf).

<sup>3</sup> The WBES universe includes: all manufacturing (ISIC 4.0 codes 10-33), services (ISIC 4.0 codes 41-43, 45-47, 49-56, 58, 61, 62, 69-75, 79, 95). Details on sectoral coverage and the WBES universe of inference can be found in the *Enterprise Surveys Manual and Guide* (p. 4).

## II.1 Universe

The universe of inference includes all formal (i.e., registered) private sector establishments<sup>4</sup> (with at least 1% private ownership) and with at least five employees. In terms of sectoral criteria, all manufacturing businesses (ISIC Rev 4. codes 10-33) are eligible; for services businesses, those corresponding to the ISIC Rev 4 codes 41-43, 45-47, 49-53, 55-56, 58, 61-62, 69-75, 79, and 95 are included in the Enterprise Surveys. Cooperatives and collectives are excluded from the Enterprise Surveys. All eligible establishments must be registered with the registration agency. To be eligible for inclusion in the Republic of Kenya 2025 WBES, an establishment must be registered with the Kenya Revenue Authority (KRA).

The universe used for this survey, shown in Table 1 below, is derived from the list obtained from the Kenya Revenue Authority, updated as of March 2025. The universe table is the total number of eligible establishments, and the table is partitioned by the stratification groups (industry classification, establishment size, and subnational region) in a country.

## II.2 Sampling Frame

The WBES requires the most complete and up-to-date Sampling Frame, the list of eligible establishments with information on industry classification, size, address and other contact information that will be used to randomly select the sample. In countries where a previous round of the WBES exists, the Sampling Frame also includes the Panel Sampling Frame, which provides information about all the establishments that participated in the previous round of the WBES in the country.

The Sampling Frame for the Republic of Kenya 2025 WBES was constructed from the following sources (see counts of establishments in the frame in Table 2). The Panel Sampling Frame was constructed using information on all the establishments that participated in the Republic of Kenya 2018 WBES. The Fresh Sampling Frame, i.e., list of establishments that are in the WBES universe and that have not participated in the Republic of Kenya 2018 WBES was obtained from the Kenya Revenue Authority.

For every WBES, necessary measures are taken to ensure the quality of the frame; however, the sample frames are not immune to the typical problems found in establishment surveys: positive rates of non-eligibility, repetition, non-existent units, etc. Given the impact that non-eligible units included in the sample universe may have on the results, eligibility adjustments may be needed when computing the appropriate sampling weights for individual observations if and only if the universe equals the sampling frame (that is the weights project to universe totals by cell, coming from the sampling frame). Table 4 reports response outcomes.

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<sup>4</sup> The unit of analysis of every WBES is the establishment defined as a business entity associated with a physical location with its own set of financial statements, including Balance Sheet and Income Statement. However, in many economies official statistics are provided at the firm level, where a firm may be composed of several establishments, namely the multi-establishment firms.

### II.3 Stratification Categories

The Republic of Kenya 2025 WBES uses the following stratification categories:

- **Industry: 7 categories:**
  - Within manufacturing: Food, Chemicals & Chemical Products, and Other manufacturing
  - Within services: Construction, Retail, Hotels and Restaurants, and Other Services
- **Size: 3 categories:**
  - Small (5 to 19 employees),
  - Medium (20 to 99 employees),
  - Large (100 or more employees)
- **Region: The country is grouped in to 6 regional groups:**
  - Central;
  - Coast;
  - East and Northeastern;
  - Nairobi;
  - Nyanza and Western;
  - Rift Valley

Industry strata for the manufacturing sector were selected by their contribution to number of businesses. The manufacturing sectors are Food, Chemicals & Chemical Products, and Other manufacturing. Similarly, the strata for the services sector were selected by contribution to total number of establishments, using the KRA data. The services sectors are: Construction, Retail, Hotels and Restaurants, and Other Services

Region strata of the Republic of Kenya 2025 WBES were selected by grouping some counties together strictly for survey sampling purposes to achieve minimum required precision of estimates at the level of each stratification region. These groupings reflect technical requirements for this survey and do not imply any judgment on the part of The World Bank concerning the legal status of any territory, the endorsement, or acceptance of such boundaries.

### II.4 Sample Design

The WBES sample design, i.e., target number of interviews in each combination of stratification categories (cells), is generated using the two primary criteria: 1) minimize the difference from the purely proportional sample within each cell; and 2) achieve a sufficient sample size by stratification category to allow for estimates of a given level of precision. Additional information on the criteria for determining the sample size by stratification category is given in the *Sampling Note*, and additional information on the sample design is given in the *Enterprise*

*Surveys Manual and Guide*.<sup>5</sup> The original survey design for the Republic of Kenya 2025 WBES is given in Table 3.

### **III. Data Collection**

The detailed information on the WBES methodology and data collection is provided in the Enterprise Surveys Manual and Guide. The interviews for the Republic of Kenya 2025 WBES were conducted between March and December 2025. The interviews were conducted in Swahili and English. Apart from the challenges with participation and call-backs that are standard for all surveys, there has been no other challenges specific to Republic of Kenya 2025 WBES.

#### **III.1 Questionnaire**

The standard WBES questionnaire covers several topics regarding the business environment and business performance. These topics include general establishment characteristics, infrastructure, sales and supplies, trade, management practices, competition, innovation, capacity, land and permits, finance, business-government relations, exposure to bribery, labor, and performance. Information about the general structure of the questionnaire is available in the *Enterprise Surveys Manual and Guide*.

#### **III.2 Contractor**

The fieldwork for the Republic of Kenya 2022 WBES was implemented by Ipsos Kenya Ltd. The selection for the implementing agency followed the standard World Bank procurement practices that are described in more detail in the *Enterprise Surveys Manual and Guide*.

#### **III.3 Sampling and screening**

Samples are drawn by the Enterprise Surveys team in batches, following the stratification and sample design. The contractor conducted a thorough screening process before scheduling the ES interviews. Results of the screening are provided using the eligibility and status codes as listed in Table 4. In cases of unit non-response (either a refusal or an inability to obtain an interview after exhaustive attempts), the contractor proceeded with the contact that appeared next in the list drawn in the respective cell. The process of sampling and screening is described in more detail in the *Enterprise Surveys Manual and Guide*.

#### **III.4 Survey response**

In all surveys, including the WBES, some respondents choose not to participate. The Enterprise Analysis team and the contractor take all necessary measures to boost participation, through various methods of recruitment. The proper management of the screening process and sample replacement ensures that the resulting sample remains random.

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<sup>5</sup> The *Enterprise Surveys Manual and Guide* is available at: <https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Enterprise-Surveys-Manual-and-Guide.pdf>

The main measure of survey participation is the yield, which is the ratio of the total number of achieved interviews to the total number of contacted establishments. There are two main elements that boost yields. First is the survey participation rate, measured as the share of establishments that participated among those that can be assumed to have been eligible. The second element is the quality of frame. If only a small fraction of the contacted establishments is actually eligible to participate in the survey, then the sampling frame is far from ideal. This quality is measured by the ratio of the total number of establishments that are eligible for the WBES to the total number of contacted establishments in the frame. In other words:

$$Yield = Survey\ response\ rate * Rate\ of\ quality\ of\ the\ frame$$

which can be rewritten as follows:

$$\frac{Total\ interviewed}{Total\ contacted} = \frac{Total\ interviewed}{Assumed\ eligible} * \frac{Assumed\ eligible}{Total\ contacted}$$

Table 5 provides these measures for the Republic of Kenya 2025 WBES and across its stratification levels.

### III.5 Achieved Sample

Tables 6 and 7 provide counts of the WBES interviews collected for each stratification cell, i.e., broken down by industry, establishment size, and region. Table 6 reports full sample, while Table 7 shows counts of only panel interviews.

### III.6 Sampling Weights

Since the WBES uses stratified random sampling, individual observations should be properly weighted when making inferences about the population, since unweighted estimates are biased unless sample sizes are proportional to the size of each stratum. For each WBES, special care is given to correctly compute sampling weights. Whenever the Universe is used to draw the sample (i.e., Sampling Frame is the same as the Universe) it is imperative to accurately adjust the universe within each stratum to account for the presence of ineligible establishments (e.g., the establishment discontinued businesses, or is deemed ineligible due to its business activity or having fewer than five employees). Proper treatment of panel establishments is also crucial. Details about how the WBES sampling weights are calculated are given in the *Sampling Note*.

Three versions of sampling weights are calculated, depending on the assumptions that determine eligibility of establishments to be counted towards the WBES universe. These assumptions are called weak, medium, and strong; and are defined as given in the table below. Prevalence of each of these outcomes for the Republic of Kenya 2025 WBES is given in Table 4. All indicators and analysis conducted by the Enterprise Surveys team use the sampling weights based on the median assumption. Tables 8-10 report estimated universe based on the respective assumption.

Assumption	Eligibility codes for inclusion in the WBES universe
Strict	1, 2, 3, 4
Median	1, 2, 3, 4, 10, 11, 13, 133
Weak	1, 2, 3, 4, 10, 11, 13, 133, 91, 92, 93, 94, 12

For descriptions of each eligibility code, see Table 4 of the sampling note.

### III.7 Item response rates

Item response rate must be differentiated from survey response rates. The latter refers to participation in the survey itself (see Section III.4) whereas the former refers to the absence of responses to specific survey questions. The WBES, as any survey, suffer from item non-response; and different strategies are used by the data collection team to address this. In particular:

- For sensitive questions, on topics such as corruption or tax evasion, enumerators were instructed to collect the refusal to respond (-8) as a separate response category from don't know (-9).
- Establishments with incomplete information were re-contacted to fill gaps.

Table 11 provides item response rates for several key variables, broken down across the stratification levels.

### III.8 Database Structure

The WBES datafiles are organized in ways that reflect the corresponding questionnaire. Variables that are standard across countries follow a naming convention where the first letter correspond to the questionnaire section to which the variable belongs (e.g., *a1* denotes section *A*). 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.

The WBES datafiles contain two establishment identifiers, *idstd* and *id*. The former is a global unique identifier of each establishment, while the latter is unique identifier within each survey. The variable *idstd* can be used to match the WBES establishment one-to-one across databases. The variables *wweak*, *wmedian*, and *wstrong* corresponding to sampling weights based on, respectively, weak, median, and strong assumptions about eligibility (see Section III.6). The variable *strata* correspond to the stratum of each observation.<sup>6</sup>

Additionally, the WBES datafiles contain many standard variables. The variable *d1a2\_v4* denotes the main activity of the establishment, as obtained during the WBES interview, coded in the four-digit ISIC Rev. 4. Users should note that this activity may differ from the industry classification given in the Sampling Frame, *a4a*. Users are generally advised to use industry categories based on the realized information in *d1a2\_v4*. Additional sampling information is contained in variables *a2* (region) and *a6a* (size). The variable *panel* identifies panel establishments, i.e., those that participated in the Republic of Kenya 2018 WBES. The

<sup>6</sup> Note that the sampling weights may vary within *strata* for panel establishments due to the procedure used for projecting the universe from the previous round of the survey.

combination of *a4a*, *a2*, *a6a*, and *panel* forms stratum of each establishment, which is contained in variable *strata*.

The last complete fiscal year for each establishment is contained in variables *a20m* (last month of last complete fiscal year) and *a20y* (last complete fiscal year).

Note that when an entry in the WBES database is empty, this means that the question was not asked to the corresponding respondent. This happens when the question is deemed inapplicable, due to skip patterns or other reasons..

#### IV. Useful Links

The users of the WBES data may find the following links useful:

- *Sampling Note* is available at:  
[https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Sampling\\_Note-Consolidated-2-16-22.pdf](https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Sampling_Note-Consolidated-2-16-22.pdf)
- The *Enterprise Surveys Manual and Guide* is available at:  
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Enterprise-Surveys-Manual-and-Guide.pdf>
- The WBES global questionnaires are available at:  
<https://www.enterprisesurveys.org/en/methodology>
- The projects that are currently being implemented by the Enterprise Surveys team are available at: <https://www.enterprisesurveys.org/en/project-schedule>
- The list of all WBES databases and detailed information about each is available here:  
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/DataDetails.xls>
- The description of the WBES indicators is available at:  
<https://www.enterprisesurveys.org/content/dam/enterprisesurveys/documents/methodology/Indicator-Description.pdf>

## Fact Sheet

Source of Universe Table	The Kenya Revenue Authority
Source of Sampling Frame	The Kenya Revenue Authority
Levels of Universe Table and Sampling Frame	Universe Table: Firm-level Sampling Frame: Firm-level
Registration agency	The Kenya Revenue Authority
Stratification sectors	<ul style="list-style-type: none"> <li>• Food;</li> <li>• Chemicals &amp; Chemical Products;</li> <li>• Other Manufacturing;</li> <li>• Construction;</li> <li>• Retail;</li> <li>• Hotels and Restaurants;</li> <li>• Other services;</li> </ul>
Stratification sizes	<ul style="list-style-type: none"> <li>• Small (5 to 19 employees),</li> <li>• Medium (20 to 99 employees),</li> <li>• Large (100 or more),</li> </ul>
Stratification regions	<ul style="list-style-type: none"> <li>• <b>Central:</b> covers the following counties (Kiambu, Kirinyaga, Murang'a, Nyandarua, Nyer);</li> <li>• <b>Coast:</b> covers the following counties (Kilifi, Kwale, Lamu, Mombasa, Taita-Taveta, Tana River);</li> <li>• <b>East and Northeastern:</b> covers the following counties (Embu, Garissa, Isiolo, Kitui, Machakos, Makeni, Mandera, Marsabit, Meru, Tharaka-Nithi, Wajir);</li> <li>• <b>Nairobi,</b> covering Nairobi country;</li> <li>• <b>Nyanza and Western:</b> covers the following counties (Bungoma, Busia, Homa Bay, Kakamega, Kisii, Kisumu, Migori, Nyamira, Siaya, Vihiga)</li> <li>• <b>Rift Valley:</b> covers the following counties (Baringo, Bomet, Elgeyo-Marakwet, Kajiado, Kericho, Laikipia, Nakuru, Nandi, Narok, Samburu, Trans-Nzoia, Turkana, Uasin Gishu, West Pokot).</li> </ul>
Contractor	Ipsos Kenya Ltd
Fieldwork dates	March to December 2025
Interview languages	Swahili and English
Survey software	<a href="#">Survey Solutions</a>
Currency for nominal variables	Kenyan Shillings
Reference fiscal year	2024 (971 obs.); 2025 (53)

VAT Applicable	Yes
Additional definitions	None
Sample Size	Total:1024      Fresh: 631      Panel: 393
Survey response rates	Yield: 55.2% Response rate: 73.2% Frame quality: 75.5%
Item response rates	d2: 100% n2a: 99.8% 11: 100% all TFPvars <sup>7</sup> : 100%
Additional topics covered in the questionnaire	None
Additional surveys available (if any)	No

<sup>7</sup> TFP stands for total factor productivity. TFP variables are d2 (annual sales), n2a (annual cost of labor), n2e (annual cost of intermediate goods) and n7e (replacement cost of capital). Response rate for TFP variables is calculated only for manufacturing establishments.

## Tables

**Table 1: Republic of Kenya 2025 WBES Universe**

Region	Size	Food	Chemicals and Chemical Products		Other Manufacturing	Construction	Retail	Hotels and Restaurants	Other Services	Grand Total
			Chemicals and Chemical Products	Other Manufacturing						
Central	Small (4-19)	100	8	64	119	104	146	169	<b>1,170</b>	
Central	Medium (20-99)	93	3	52	25	48	66	63		
Central	Large (100 or more)	32	1	41	4	10	8	14		
Coast	Small (4-19)	38	3	92	163	187	307	762	<b>2,331</b>	
Coast	Medium (20-99)	26	4	55	48	45	155	262		
Coast	Large (100 or more)	21	1	36	6	5	49	66		
Eastern and North Eastern	Small (4-19)	16	5	44	62	90	103	104		
Eastern and North Eastern	Medium (20-99)	30	6	39	12	20	62	45	<b>680</b>	
Eastern and North Eastern	Large (100 or more)	12	0	21	1	1	5	2		
Nairobi	Small (4-19)	154	108	656	1131	916	838	2928		
Nairobi	Medium (20-99)	99	89	494	361	259	505	929	<b>10,246</b>	
Nairobi	Large (100 or more)	62	35	261	61	43	122	195		
Nyanza and Western	Small (4-19)	9	3	16	80	95	138	139		
Nyanza and Western	Medium (20-99)	19	0	15	31	31	66	50	<b>749</b>	
Nyanza and Western	Large (100 or more)	15	2	11	7	6	4	12		
Rift Valley	Small (4-19)	54	8	131	177	226	289	318		
Rift Valley	Medium (20-99)	47	2	62	47	63	179	103	<b>1,828</b>	
Rift Valley	Large (100 or more)	29	4	23	8	9	23	26		
		<b>856</b>	<b>282</b>	<b>2,113</b>	<b>2,343</b>	<b>2,158</b>	<b>3,065</b>	<b>6,187</b>	<b>17,004</b>	

Source: The Kenya Revenue Authority (KRA), updated as of March 2025

**Table 2: Republic of Kenya 2025 WBES Sample Frame (Fresh and Panel Combined)**

Region	Size	Food	Chemicals and Chemical Products		Other Manufacturing	Construction	Retail	Hotels and Restaurants	Other Services	Grand Total
			Chemical Products	Other						
Central	Small (5-19)	100	8	64	119	104	139	57	<b>1041</b>	
Central	Medium (20-99)	93	3	52	25	48	66	53		
Central	Large (100 or more)	32	1	41	4	10	8	14		
Coast	Small (5-19)	38	3	91	129	145	193	397	<b>1518</b>	
Coast	Medium (20-99)	26	4	55	48	45	115	56		
Coast	Large (100 or more)	21	1	36	6	5	49	55		
East and Northeastern	Small (5-19)	16	5	44	62	90	103	54	<b>630</b>	
East and Northeastern	Medium (20-99)	30	6	39	12	20	62	45		
East and Northeastern	Large (100 or more)	12	0	21	1	1	5	2		
Nairobi	Small (5-19)	53	108	98	681	286	181	1054	<b>3403</b>	
Nairobi	Medium (20-99)	53	89	102	53	71	55	116		
Nairobi	Large (100 or more)	58	35	96	61	43	53	57		
Nyanza and Western	Small (5-19)	9	3	16	80	95	133	76	<b>681</b>	
Nyanza and Western	Medium (20-99)	19	0	15	31	31	66	50		
Nyanza and Western	Large (100 or more)	15	2	11	7	6	4	12		
Rift Valley	Small (5-19)	54	8	131	157	200	214	123	<b>1461</b>	
Rift Valley	Medium (20-99)	47	2	62	47	63	171	60		
Rift Valley	Large (100 or more)	29	4	23	8	9	23	26		
		<b>705</b>	<b>282</b>	<b>997</b>	<b>1,531</b>	<b>1,272</b>	<b>1,640</b>	<b>2,307</b>	<b>8,734</b>	

Source: The Kenya Revenue Authority (KRA), updated as of March 2025, and list of businesses interviewed in the 2018 Republic of Kenya Enterprise Survey

**Table 3: Original Survey Design (Fresh and Panel Combined)**

Region	Size	Food	Chemicals and Chemical Products	Other Manufacturing	Construction	Retail	Hotels and Restaurants	Other Services	Grand Total
Central	Small (5-19)	11	5	10	11	10	10	4	<b>150</b>
Central	Medium (20-99)	13	2	12	8	10	8	4	
Central	Large (100 or more)	7	1	8	3	5	4	4	
Coast	Small (5-19)	4	2	7	9	11	15	30	<b>140</b>
Coast	Medium (20-99)	5	3	7	5	5	9	4	
Coast	Large (100 or more)	4	1	4	4	3	4	4	
East and Northeastern	Small (5-19)	8	3	11	10	11	9	4	<b>140</b>
East and Northeastern	Medium (20-99)	12	4	13	8	10	9	4	
East and Northeastern	Large (100 or more)	8	0	9	1	1	3	2	
Nairobi	Small (5-19)	4	22	7	33	20	13	70	<b>265</b>
Nairobi	Medium (20-99)	4	24	4	4	4	4	10	
Nairobi	Large (100 or more)	4	18	4	4	4	4	4	
Nyanza and Western	Small (5-19)	6	2	9	11	12	12	4	<b>145</b>
Nyanza and Western	Medium (20-99)	11	0	9	11	11	10	4	
Nyanza and Western	Large (100 or more)	8	2	7	5	4	3	4	
Rift Valley	Small (5-19)	7	5	12	12	16	16	6	<b>160</b>
Rift Valley	Medium (20-99)	9	2	11	7	9	13	4	
Rift Valley	Large (100 or more)	5	4	6	4	4	4	4	
		<b>130</b>	<b>100</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>170</b>	<b>1,000</b>

**Table 4: Response Outcomes**

		<b>Totals</b>	<b>Rates relative to total contacted</b>
Overall	Contacts available in frame	8,734	
	Issued	4,038	
	Contacted	1,854	
Screening phase	Eligibles	1,380	74.4%
	Screener refusals	18	1.0%
	Assumed eligibles	1,399	75.5%
	Ineligible + out of target	220	11.9%
	Unobtainables	236	12.7%
Interview phase (only if eligible)	Interview refusals	354	19.1%
	Complete interviews	1,024	55.2%

**Table 5: Survey Yield Rates**

<b>Stratification</b>		<b>Yield</b>	<b>Survey response rate</b>	<b>Frame quality</b>
Panel	Fresh	52.9%	69.0%	76.7%
	Panel	59.4%	81.0%	73.3%
Size	Small (5-19)	51.0%	71.6%	71.3%
	Medium (20-99)	57.7%	74.8%	77.1%
	Large (100 or more)	64.2%	74.7%	86.0%
Region	Central	52.6%	75.7%	69.4%
	Coast	58.5%	74.7%	78.2%
	East and Northeastern	58.0%	72.8%	79.6%
	Nairobi	51.5%	68.4%	75.3%
	Nyanza and Western	58.4%	77.2%	75.6%
Sector	Rift Valley	57.0%	75.1%	75.9%
	Food	46.1%	69.1%	66.7%
	Chemicals and Chemical Products	54.4%	67.1%	81.1%
	Other Manufacturing	57.1%	72.3%	78.9%
	Construction	46.5%	63.9%	72.8%
	Retail	61.2%	80.2%	76.4%
	Hotels and Restaurants	67.8%	83.2%	81.5%
Other Services	57.9%	77.2%	75.0%	
Overall	Kenya 2025	55.2%	73.2%	75.5%

Notes: the rates are calculated as defined in Section III.4.

**Table 6: Achieved Total Sample (Fresh and Panel Combined)**

Region	Size	Food	Chemicals and Chemical Products	Other Manufacturing	Construction	Retail	Hotels and Restaurants	Other Services	Grand Total
Central	Small (5-19)	12	3	12	13	9	10	4	<b>153</b>
Central	Medium (20-99)	12	2	11	10	9	8	5	
Central	Large (100 or more)	8	1	8	3	5	4	4	
Coast	Small (5-19)	4	0	8	9	11	15	31	<b>145</b>
Coast	Medium (20-99)	5	3	7	5	5	11	4	
Coast	Large (100 or more)	4	1	5	5	4	4	4	
East and Northeastern	Small (5-19)	8	4	12	11	11	10	4	<b>142</b>
East and Northeastern	Medium (20-99)	12	5	12	9	9	9	5	
East and Northeastern	Large (100 or more)	7	0	10	0	1	2	1	
Nairobi	Small (5-19)	4	23	6	31	27	12	61	<b>275</b>
Nairobi	Medium (20-99)	4	24	4	5	5	4	17	
Nairobi	Large (100 or more)	4	20	4	4	5	4	7	
Nyanza and Western	Small (5-19)	4	2	9	12	12	12	5	<b>146</b>
Nyanza and Western	Medium (20-99)	10	0	9	13	10	11	4	
Nyanza and Western	Large (100 or more)	9	1	7	5	4	3	4	
Rift Valley	Small (5-19)	7	4	12	13	17	18	7	<b>163</b>
Rift Valley	Medium (20-99)	10	2	8	7	10	13	5	
Rift Valley	Large (100 or more)	6	3	5	4	4	4	4	
		<b>130</b>	<b>98</b>	<b>149</b>	<b>159</b>	<b>158</b>	<b>154</b>	<b>176</b>	<b>1,024</b>

**Table 7: Achieved Panel Sample**

Region	Size	Food	Chemicals and Chemical Products		Other Manufacturing	Construction	Retail	Hotels and Restaurants	Other Services	Grand Total
			Chemical Products	Other						
Central	Small (5-19)	2	0	7	1	4	5	2	<b>54</b>	
Central	Medium (20-99)	7	0	5	0	4	5	2		
Central	Large (100 or more)	3	1	4	0	0	2	0		
Coast	Small (5-19)	2	0	4	2	6	8	16	<b>70</b>	
Coast	Medium (20-99)	3	1	4	3	3	6	2		
Coast	Large (100 or more)	2	0	3	1	0	2	2		
East and Northeastern	Small (5-19)	2	0	3	1	5	4	2	<b>43</b>	
East and Northeastern	Medium (20-99)	2	1	6	2	2	5	3		
East and Northeastern	Large (100 or more)	0	0	5	0	0	0	0		
Nairobi	Small (5-19)	1	2	5	3	17	3	15	<b>103</b>	
Nairobi	Medium (20-99)	2	12	2	2	3	2	11		
Nairobi	Large (100 or more)	2	8	3	0	3	2	5		
Nyanza and Western	Small (5-19)	0	0	3	1	7	6	1	<b>46</b>	
Nyanza and Western	Medium (20-99)	0	0	5	2	3	5	2		
Nyanza and Western	Large (100 or more)	1	0	4	3	1	1	1		
Rift Valley	Small (5-19)	4	0	6	3	9	9	4	<b>77</b>	
Rift Valley	Medium (20-99)	4	1	5	1	6	7	3		
Rift Valley	Large (100 or more)	3	2	2	2	2	2	2		
		<b>40</b>	<b>28</b>	<b>76</b>	<b>27</b>	<b>75</b>	<b>74</b>	<b>73</b>	<b>393</b>	

**Table 8: Weak Universe Estimates**

Region	Size	Food	Chemicals and Chemical Products	Other Manufacturing	Construction	Retail	Hotels and Restaurants	Other Services	Grand Total
Central	Small (5-19)	57	5	56	92	251	41	223	<b>1251</b>
Central	Medium (20-99)	96	11	74	9	45	57	32	
Central	Large (100 or more)	98	8	55	3	23	4	11	
Coast	Small (5-19)	24	0	63	33	199	111	472	<b>2007</b>
Coast	Medium (20-99)	20	2	32	75	73	313	274	
Coast	Large (100 or more)	14	2	55	44	9	23	172	
East and Northeastern	Small (5-19)	40	2	30	33	41	102	110	<b>775</b>
East and Northeastern	Medium (20-99)	29	12	30	83	29	70	111	
East and Northeastern	Large (100 or more)	9	4	27	3	0	5	3	
Nairobi	Small (5-19)	54	79	298	488	1107	338	1774	<b>8333</b>
Nairobi	Medium (20-99)	205	47	197	416	520	616	1198	
Nairobi	Large (100 or more)	54	38	334	296	29	54	192	
Nyanza and Western	Small (5-19)	0	4	13	51	123	88	58	<b>684</b>
Nyanza and Western	Medium (20-99)	18	2	17	14	36	66	112	
Nyanza and Western	Large (100 or more)	36	6	12	0	3	6	20	
Rift Valley	Small (5-19)	48	2	123	120	144	289	442	<b>1797</b>
Rift Valley	Medium (20-99)	36	6	78	51	9	208	114	
Rift Valley	Large (100 or more)	38	1	26	8	28	19	7	
		<b>877</b>	<b>231</b>	<b>1520</b>	<b>1819</b>	<b>2668</b>	<b>2409</b>	<b>5325</b>	<b>14,848</b>

**Table 9: Median Universe Estimates**

<b>Region</b>	<b>Size</b>	<b>Food</b>	<b>Chemicals and Chemical Products</b>	<b>Other Manufacturing</b>	<b>Construction</b>	<b>Retail</b>	<b>Hotels and Restaurants</b>	<b>Other Services</b>	<b>Grand Total</b>
<b>Central</b>	Small (5-19)	50	4	45	77	203	39	192	<b>1091</b>
<b>Central</b>	Medium (20-99)	81	10	70	8	38	53	30	
<b>Central</b>	Large (100 or more)	92	6	54	2	22	4	11	
<b>Coast</b>	Small (5-19)	21	0	56	26	167	115	378	<b>1766</b>
<b>Coast</b>	Medium (20-99)	17	1	29	69	67	268	238	
<b>Coast</b>	Large (100 or more)	14	1	53	37	9	22	177	
<b>East and Northeastern</b>	Small (5-19)	35	2	24	25	31	96	86	<b>678</b>
<b>East and Northeastern</b>	Medium (20-99)	25	11	25	68	23	59	121	
<b>East and Northeastern</b>	Large (100 or more)	9	4	25	3	0	5	3	
<b>Nairobi</b>	Small (5-19)	48	68	248	371	1014	284	1511	<b>7129</b>
<b>Nairobi</b>	Medium (20-99)	183	43	157	350	341	553	1041	
<b>Nairobi</b>	Large (100 or more)	54	38	314	235	28	55	194	
<b>Nyanza and Western</b>	Small (5-19)	0	3	10	32	87	74	46	<b>537</b>
<b>Nyanza and Western</b>	Medium (20-99)	22	1	12	10	29	53	88	
<b>Nyanza and Western</b>	Large (100 or more)	31	4	10	0	2	5	17	
<b>Rift Valley</b>	Small (5-19)	41	2	97	105	117	244	363	<b>1514</b>
<b>Rift Valley</b>	Medium (20-99)	28	6	62	41	7	185	96	
<b>Rift Valley</b>	Large (100 or more)	38	1	25	7	25	17	7	
		<b>788</b>	<b>205</b>	<b>1317</b>	<b>1466</b>	<b>2211</b>	<b>2130</b>	<b>4598</b>	<b>12,715</b>

**Table 10: Strict Universe Estimates**

<b>Region</b>	<b>Size</b>	<b>Food</b>	<b>Chemicals and Chemical Products</b>	<b>Other Manufacturing</b>	<b>Construction</b>	<b>Retail</b>	<b>Hotels and Restaurants</b>	<b>Other Services</b>	<b>Grand Total</b>
<b>Central</b>	Small (5-19)	49	4	46	75	198	40	194	<b>1084</b>
<b>Central</b>	Medium (20-99)	78	10	67	8	38	53	30	
<b>Central</b>	Large (100 or more)	92	7	54	2	22	4	11	
<b>Coast</b>	Small (5-19)	21	0	54	25	162	123	388	<b>1742</b>
<b>Coast</b>	Medium (20-99)	17	1	28	68	67	253	230	
<b>Coast</b>	Large (100 or more)	14	1	58	35	9	23	163	
<b>East and Northeastern</b>	Small (5-19)	34	2	24	24	30	98	84	<b>687</b>
<b>East and Northeastern</b>	Medium (20-99)	25	11	26	67	23	59	134	
<b>East and Northeastern</b>	Large (100 or more)	9	4	25	2	0	5	3	
<b>Nairobi</b>	Small (5-19)	47	67	239	360	994	274	1489	<b>6991</b>
<b>Nairobi</b>	Medium (20-99)	180	41	157	339	329	547	1025	
<b>Nairobi</b>	Large (100 or more)	54	37	314	232	28	55	184	
<b>Nyanza and Western</b>	Small (5-19)	0	3	10	31	86	73	45	<b>530</b>
<b>Nyanza and Western</b>	Medium (20-99)	22	1	12	10	29	53	87	
<b>Nyanza and Western</b>	Large (100 or more)	30	4	11	0	2	5	17	
<b>Rift Valley</b>	Small (5-19)	39	2	96	105	112	240	356	<b>1489</b>
<b>Rift Valley</b>	Medium (20-99)	29	6	60	39	6	183	97	
<b>Rift Valley</b>	Large (100 or more)	37	1	26	7	25	17	7	
		<b>777</b>	<b>202</b>	<b>1306</b>	<b>1431</b>	<b>2160</b>	<b>2103</b>	<b>4544</b>	<b>12,523</b>

**Table 11: Item Response Rates**

	<b> Screener/Interview</b>	<b>d2</b>	<b>l1</b>	<b>n2a</b>	<b>all TFP variables</b>
Panel	Fresh	100.0%	100.0%	100.0%	100.0%
	Panel	100.0%	100.0%	99.5%	100.0%
Size	Small (5-19)	100.0%	100.0%	100.0%	100.0%
	Medium (20-99)	100.0%	100.0%	99.7%	100.0%
	Large (100 or more)	100.0%	100.0%	99.5%	100.0%
Region	Central	100.0%	100.0%	100.0%	100.0%
	Coast	100.0%	100.0%	100.0%	100.0%
	East and Northeastern	100.0%	100.0%	100.0%	100.0%
	Nairobi	100.0%	100.0%	99.3%	100.0%
	Nyanza and Western	100.0%	100.0%	100.0%	100.0%
	Rift Valley	100.0%	100.0%	100.0%	100.0%
Sector	Food	100.0%	100.0%	100.0%	100.0%
	Chemicals & Chemical Products	100.0%	100.0%	100.0%	100.0%
	Other Manufacturing	100.0%	100.0%	100.0%	100.0%
	Construction	100.0%	100.0%	100.0%	N/A
	Retail	100.0%	100.0%	99.4%	N/A
	Hotels & Restaurants	100.0%	100.0%	100.0%	N/A
	Other Services	100.0%	100.0%	99.6%	N/A
<b>Overall</b>	<b>Kenya 2025</b>	<b>100.0%</b>	<b>100.0%</b>	<b>99.8%</b>	<b>100.0%</b>

Notes: the rates are calculated as follows. The number of responses with informative content in the respective variable (or combination of variables in the case of TFP) is divided by the same number plus the number of responses that are "don't know" (code -9) or refusal (code -8).