



Micro and Small Enterprise (MSE) Tracker Surveys to Inform Policy

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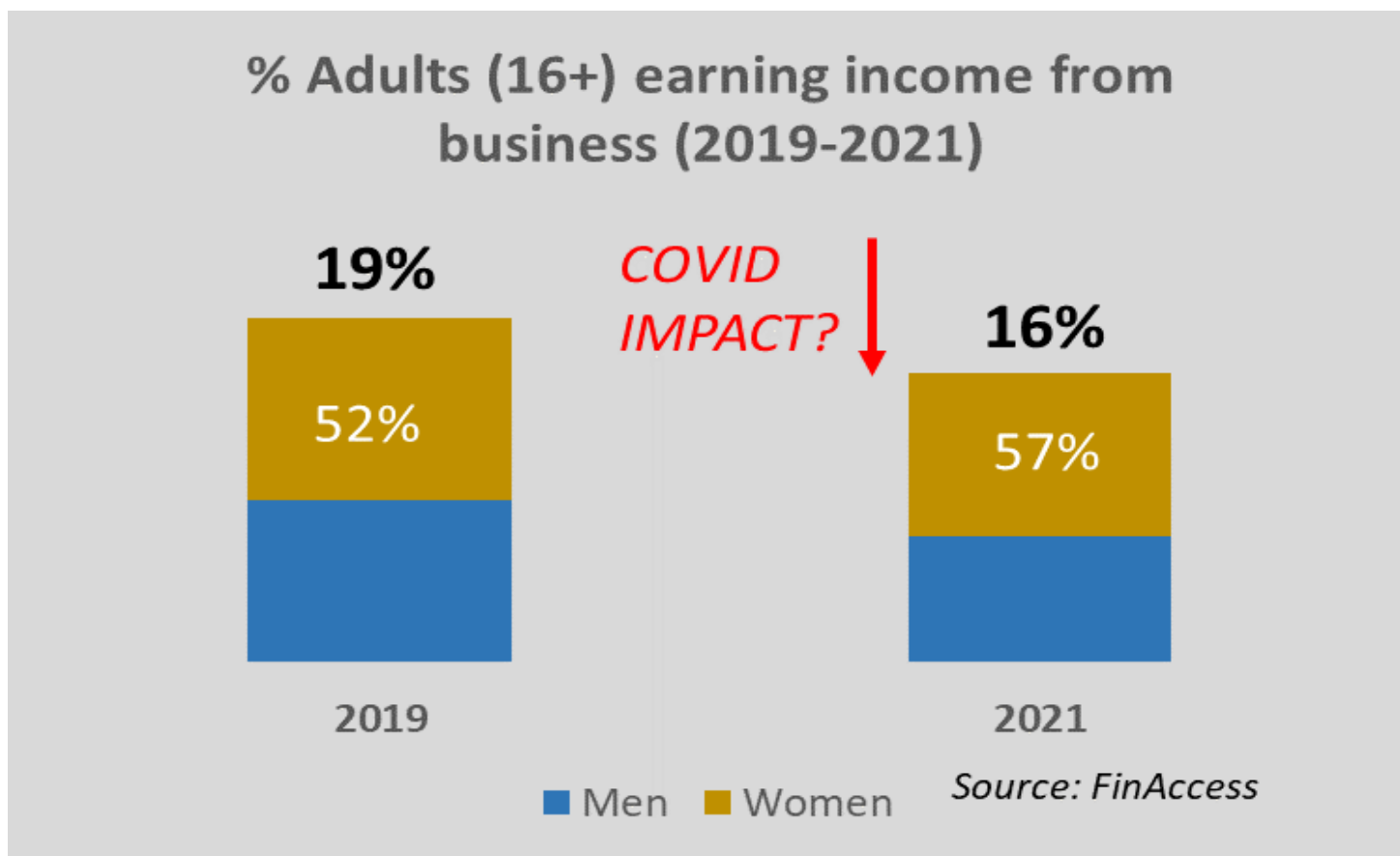


CENTRAL BANK OF KENYA



finaccess¹

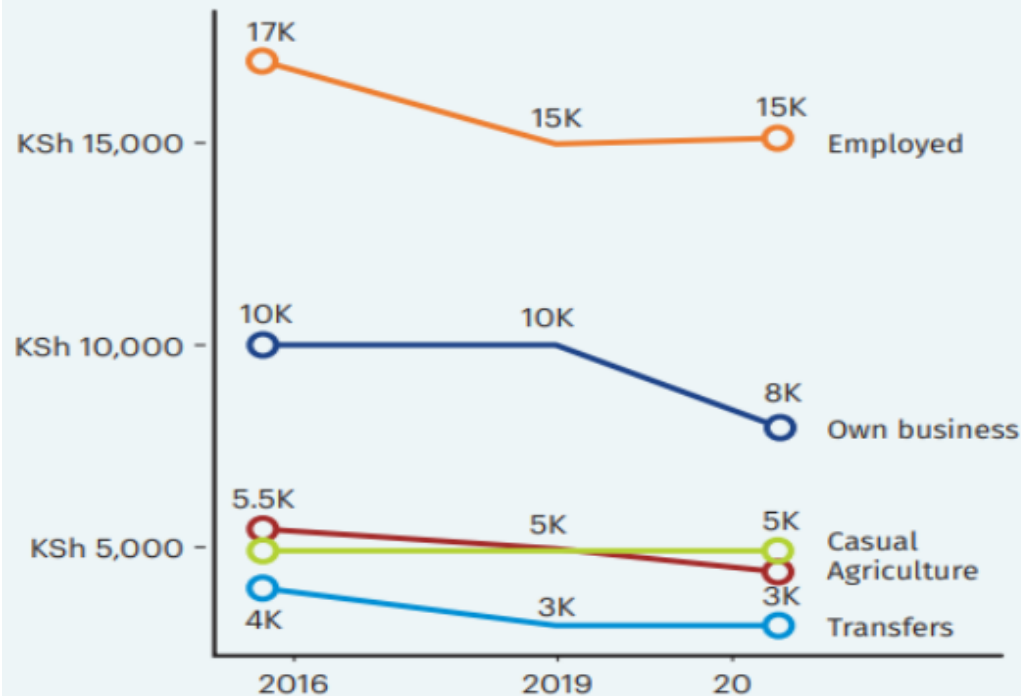
FinAccess 2021: livelihood decline....



FinAccess 2021 – Reduction in incomes

Median incomes have either stagnated or fallen for different livelihoods

Personal monthly income (KSh, self-reported)



- Own business livelihoods experience more risk on income
- How do we track effects of policy on MSEs?: revenue and business environment

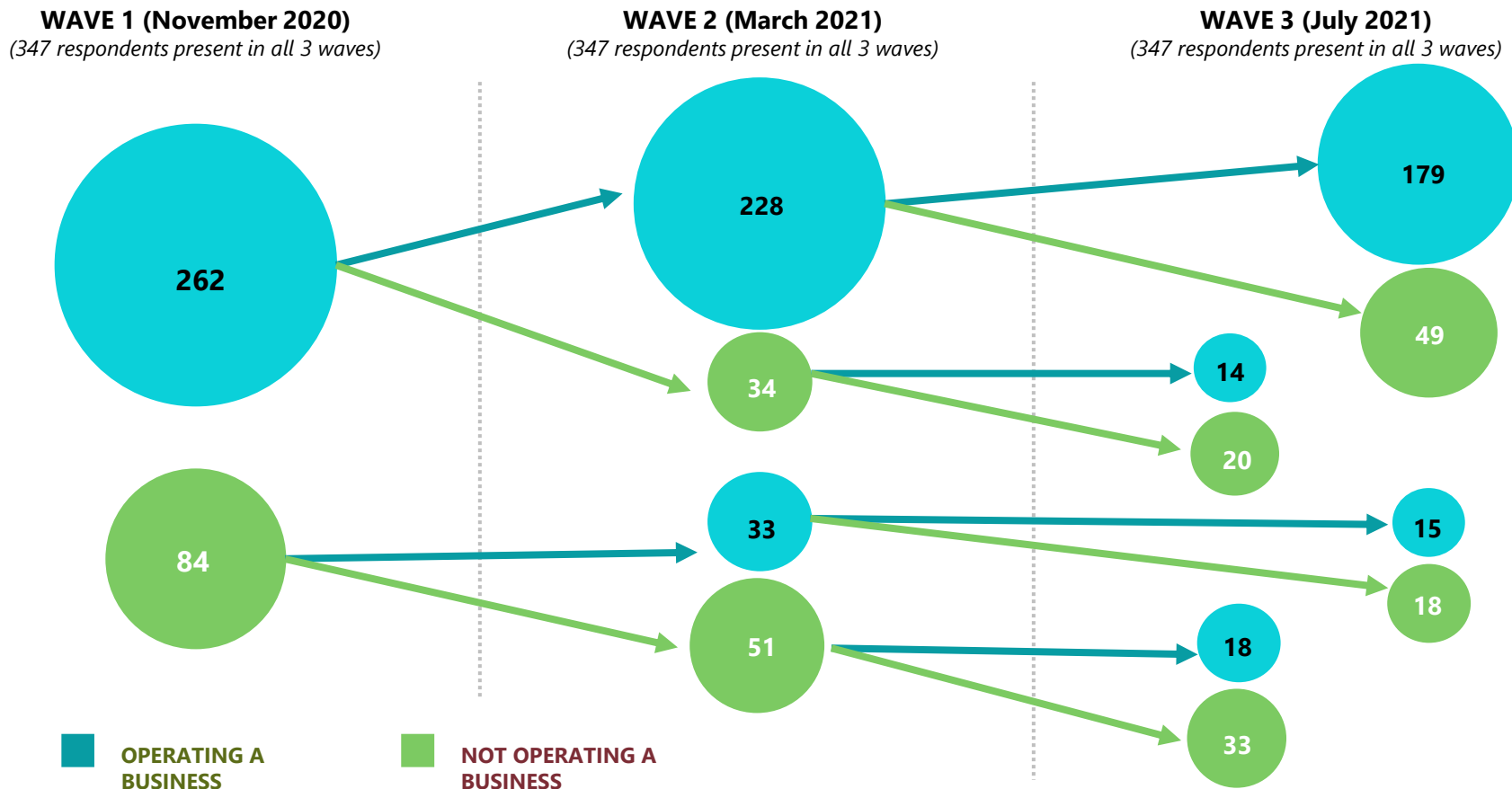
MSEs Tracker Survey

	Wave 1	Wave 2	Wave 3
Initial sample	848	590	602
Respondents picked up	-	492	514
Respondents consented	753*	473	483
Interview fully completed	603	443	433
Completed interviews % of initial sample	71%	75%	72%

Note: *And had a cluster, household and line number

MSE tracker survey sample overview

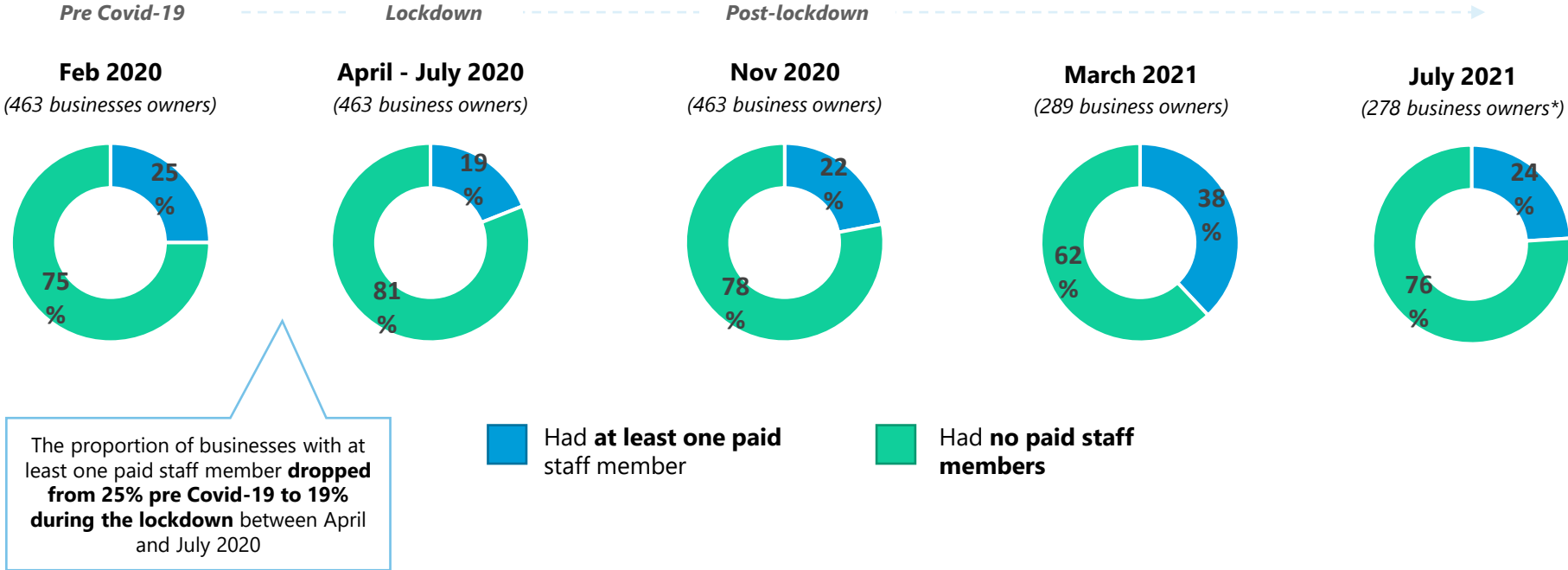
of the 347 respondents that were present in all three waves of the survey over half were operating a business in all three waves. Of those respondents who were operating a business in November 2020, 74% were running a business in July 2021. Of those respondents who were not operating a business in November 2020, almost 40% were operating a business in July 2021



Customers demand

The majority of business owners surveyed across the three survey waves did not employ any paid staff in their business

PAID STAFF EMPLOYMENT



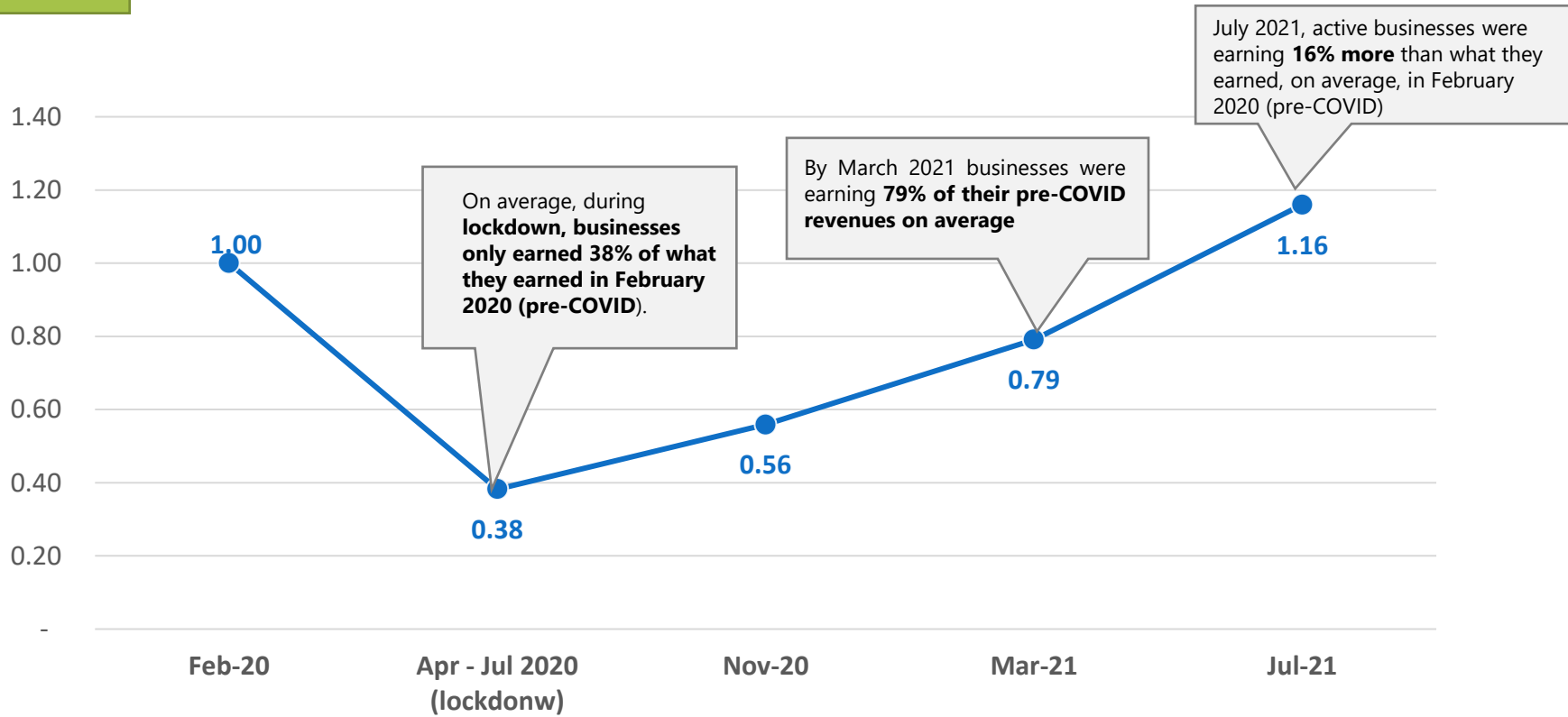
Note: *The sample size for the three periods in 2020 (Feb, April – July(lockdown), and Nov) was 463 business owners from Wave 1 (had active businesses in Nov 2020 and provided data on staff /employment). The sample for March 2021 (Wave 2) was 289 business owners that had active businesses as at March 2021, and for July 2021 (Wave 3) it was 278 business owners that had active businesses as at July 2021 and provided staff data

Revenue Patterns

business owners *that remained active over the entire period* their revenues have been tracked and indexed to their reported revenues in February 2020. The Wave 3 data finds that in July 2021 businesses were earning 16% more than what they were earning in February 2020 on average

REVENUES

PANEL SAMPLE



Note: Based on active businesses only. Data for February 2020, lockdown and November 2020 collected from Wave 1 (sample size 404). Data for March 2021 from Wave 2 (sample size 188). Sample size for July 2021 from Wave 3 (sample size 168)

From patterns to segmentation

seven segments were identified based on revenue estimates over the year

Business recovery segment description

Continual decrease



Feb Apr - Jul Nov

Revenues decreased during lockdown and continued to decrease after lockdown

Decrease with no recovery



Feb Apr - Jul Nov

Revenues decreased during lockdown and stayed at that level

Decrease with some recovery



Feb Apr - Jul Nov

Revenues decreased during lockdown, however there has been some recovery, but not back to pre-lockdown levels

Bounce back



Feb Apr - Jul Nov

Revenues decreased during lockdown, but have since recovered to pre-lockdown levels

Stayed the same



Feb Apr - Jul Nov

Revenues remained stable over the year

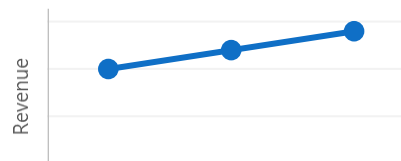
Increase and back to normal



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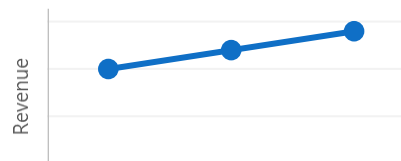
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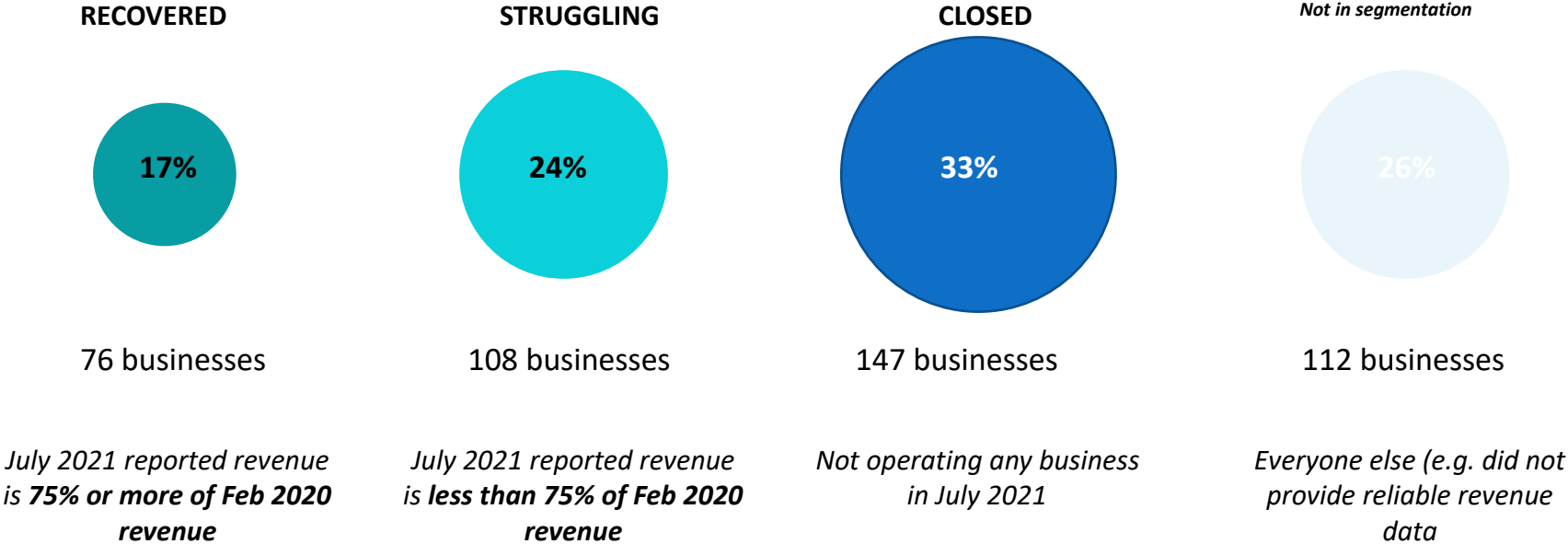


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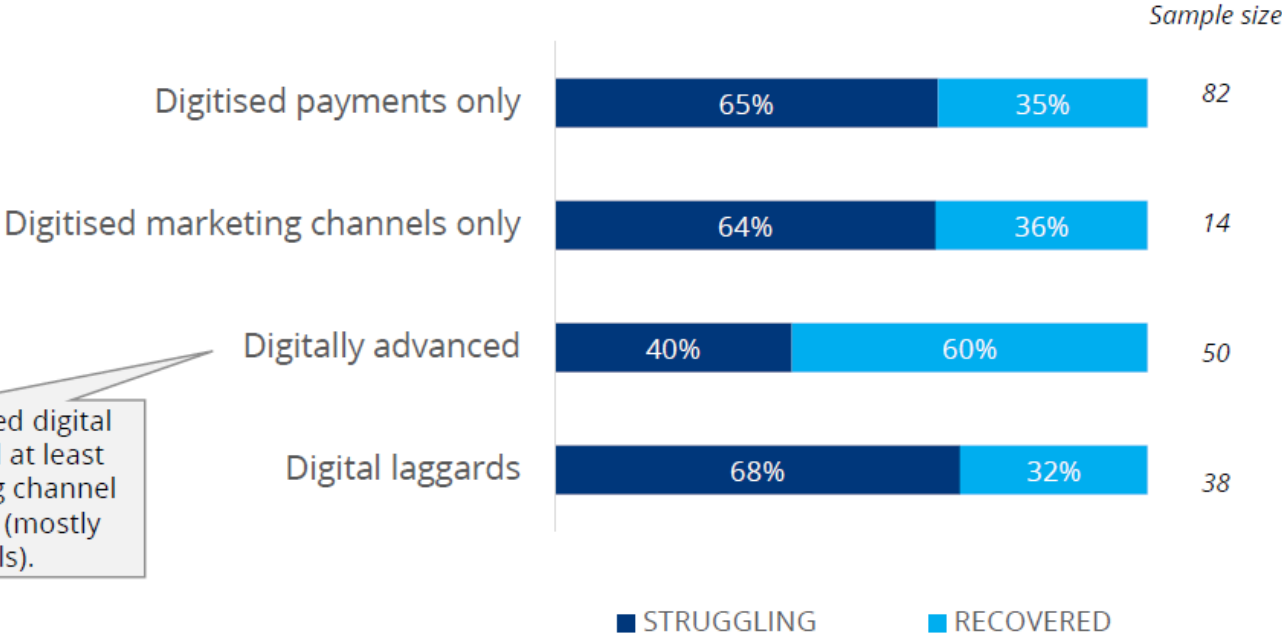
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Segmentation Based On Wave 3 Data



Recovered segments were more 'digitally advanced' than other segments

DIGITAL ADVANCEMENT by segment



***Definition:** Accepted digital payments **and** used at least one digital marketing channel to reach customers (mostly SMS/phonecalls).



<https://www.knbs.or.ke/download/finaccess-mse-covid-19-tracker-survey/>

Thank You!