

Kenya - GET Ahead Business Training Program Impact Evaluation 2013 - 2017, Baseline & Follow-up Surveys

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Sampling

Sampling Procedure

The selection of the study areas was the result of a participatory process that involved the Technical Committee of the ILO Women Entrepreneurship and Economic Empowerment (WEDEE) project as well as other relevant stakeholders. A Stakeholder retreat in October 2012 was used to pre-select 10 counties from the 47 counties in Kenya as possible locations for the study. A more detailed review of these 10 counties and consultations with the stakeholders were then used to select 4 counties in which to provide the ILO Gender and Entrepreneurship Together (GET Ahead) training: Kakamega and Kisii in the Western region, and Embu and Kitui in the Eastern region.

In each of Kakamega, Kisii, Embu and Kitui counties field staff from Innovations for Poverty Action, Kenya, mapped out all market centers deemed as medium or large outside of the main cities. Field staff then conducted a market census, applying a 31-question listing questionnaire to each female-owned enterprise operating on a non-market day in these markets. This questionnaire took a median time of 15 minutes to complete, and collected data on business type, education, age, profits and sales, membership in women's associations or merry-go-rounds, and contact follow-up information. The listing operation took place one county at a time between June 3, 2013 and November 1, 2013.

After the census, three markets in Kakamega county were dropped because the number of women in these markets was too few. Researchers then applied an eligibility filter to determine which women to include in the baseline survey. This filter required the women to have reported profits, and not to have reported profits that exceeded sales; to have a phone number that could be used to invite them for training; to be 55 years old or younger; to not be running a business that only dealt with phone cards or m-pesa, or that was a school; that the person responding not be an employee; that the business not have more than 3 employees; that the business have profits in the past week between 0 and 4000 KSH; that sales in the past week be less than or equal to 50,000 KSH; and that the individual had at least one year of schooling. These criteria were chosen to reduce the amount of heterogeneity in the sample (thereby increasing our ability to detect treatment effects), and to increase the odds of being able to contact and find individuals again.

Applying this eligibility filter reduced the 6,296 individuals to 4,037 individuals (64%). Out of a target of 4,037 individuals, the team was able to interview 3,538 (87.6%) in time to consider them for inviting to training.

Randomization process

The individuals who had satisfied the screening criteria and completed the baseline survey were then assigned to treatment and control in a two-stage process:

First, markets were assigned to treatment (have some individuals in them invited to training) or control (no one in the market would be invited to training) status. Randomization was done within 35 strata defined by geographical region (within county) and the number of women surveyed in the market.

Then within each market, individuals were assigned to treatment (be invited to training) or control (not be invited to training) within treated markets by forming four strata, based on quartiles of weekly profits from the census (≤ 450 , 451-800, 801-1500, 1501-4000), and then assigning half the individuals within each strata to training. When the number of individuals in the strata was odd, the odd unit was also randomly assigned to training. This resulted in 1,173 of the 2,161 individuals in treated markets being assigned to treatment, and 988 to control groups.

Additional details on sampling are available in Section 2 of the Working Paper provided under Related Materials.

Response Rate

Overall we were able to interview 95.0 percent of the sample in at least one of round 2 or 3, and 92.3 percent in at least one of round 4 or 5. In addition, in cases where we were unable to interview someone due to refusal, travel, death, or other reasons, we collected information from other household members or close contacts on whether the individual in our sample was currently operating a business. This enables us to have data on survival status for 99.3 percent of the sample at one year, and 97.2 percent at three years. There is no significant difference in data availability with treatment status at the three year horizon, although those assigned to treatment are 1 to 2 percentage points more likely to have data available at the one year horizon. See Appendix Table 2 of the working paper provided under Related Materials details response rates.

Weighting

No weights used

Questionnaires

Overview

The following survey instruments were used for data collection:

- Census of Women Entrepreneurs
- Baseline Questionnaire
- Long Follow-up Surveys (Rounds 2 and 4)
- Short Follow-up Surveys (Rounds 3 and 5)
- Market Census Questionnaires (Rounds 2 and 4)
- Final Market Questionnaire
- Customer Survey Questionnaire

The Market census questionnaire took a median time of 15 minutes to complete. It collected data on business type, education, age, profits and sales, membership in women's associations or merry-go-rounds, and contact follow-up information.

The baseline questionnaire took a median time of 90 minutes to complete. The 30-page questionnaire asked detailed questions about the business owner, her family and business activities.

Data Collection

Data Collection Dates

Start	End	Cycle
2013-06-01	2013-11-01	Listing and baseline surveys
2014-06	2014-10	Round 2 follow-up
2014-11	2015-02	Round 3 follow-up
2016-02	2016-07	Round 4 follow-up
2016-05	2016-10	Round 5 follow-up
2017-06	2017-08	Long-run market census and customer survey

Data Collection Mode

Computer Assisted Personal Interview [capi]

Data Collectors

Name	Abbreviation	Affiliation
Innovations for Poverty Action Kenya	IPAK	

Data Processing

No content available

Data Appraisal

No content available

Related Materials

Questionnaires

Census of Women Entrepreneurs

Title Census of Women Entrepreneurs
 Country Kenya
 Language English
 Description Market Census Questionnaires (Rounds 2 and 4)
 Filename MarketCensusQuestionnaireKenya.pdf

Follow-up Census of Women Entrepreneurs

Title Follow-up Census of Women Entrepreneurs
 Date 2016-12-16
 Country Kenya
 Language English
 Description Market Census Questionnaires (Rounds 2 and 4)
 Filename SecondMarketCensus_Final.pdf

Census of Entrepreneurs

Title Census of Entrepreneurs
 Date 2017-05-12
 Country Kenya
 Language English
 Description Final Market Questionnaire
 Filename Market_Census_Questionnaire_Final.pdf

Baseline Questionnaire

Title Baseline Questionnaire
 Country Kenya
 Language English
 Filename BaselineQuestionnaireKenya.pdf

Kenya Female Enterprise Survey: First Follow-up Survey

Title Kenya Female Enterprise Survey: First Follow-up Survey
 Country Kenya
 Language English
 Description Long Follow-up Surveys (Rounds 2 and 4)
 Filename FirstLongFollowUpSurvey.pdf

Kenya Female Enterprise Survey: Second Follow-up Survey

Title Kenya Female Enterprise Survey: Second Follow-up Survey

Country Kenya
 Language English
 Description Long Follow-up Surveys (Rounds 2 and 4)
 Filename SecondLongFollowupSurvey.pdf

Kenya Female Enterprise Survey: Round 2 Short Follow-up Survey

Title Kenya Female Enterprise Survey: Round 2 Short Follow-up Survey
 Country Kenya
 Language English
 Description Short Follow-up Surveys (Rounds 3 and 5)
 Filename FirstShortFollowupSurvey.pdf

Kenya Female Enterprise Survey: Round 3 Short Follow-up Survey

Title Kenya Female Enterprise Survey: Round 3 Short Follow-up Survey
 Country Kenya
 Language English
 Description Short Follow-up Surveys (Rounds 3 and 5)
 Filename SecondShortFollowupSurvey.pdf

Customer Survey Questionnaire

Title Customer Survey Questionnaire
 Date 2017-01-01
 Country Kenya
 Language English
 Filename Customer_Survey_Questionnaire_Final.pdf

Reports

Unpacking the Determinants of Entrepreneurship Development and Economic Empowerment for Women, Baseline Report

Title Unpacking the Determinants of Entrepreneurship Development and Economic Empowerment for Women, Baseline Report
 Author(s) David McKenzie, World Bank Silvia Paruzzolo, ILO With contributions from: Faizan Diwan and Grace Makana, IPA-Kenya Valerie Breda, Anne-Marie Jamin, Jane Maigua and Amos Wanyiri, ILO
 Date 2014-02-01
 Language English
 Filename kenyabaselinerreport_feb2014.pdf

Invitation Choice Structure Has No Impact on Attendance in a Female Business Training Program in Kenya

Title Invitation Choice Structure Has No Impact on Attendance in a Female Business Training Program in Kenya
 Author(s) Faizan Diwan and Grace Makana, Innovations for Poverty Action, Kisumu and Kakamega, Kenya David McKenzie, Development Research Group, World Bank Silvia Paruzzolo, International Labour Organization
 Date 2014-10-09
 Language English
 Filename PLOSOnePaper_Kenya.pdf

Growing Markets through Business Training for Female Entrepreneurs: A Market-Level Randomized Experiment in Kenya

Title Growing Markets through Business Training for Female Entrepreneurs: A Market-Level Randomized Experiment in Kenya

Author(s) David McKenzie, Development Research Group, World Bank Susana Puerto, Employment Policy Department, International Labour Organization

Date 2017-08-31

Country Kenya

Language English

Filename McKenziePuerto_Aug312017.PDF

Technical documents

Unpacking the Determinants of Entrepreneurship Development and Economic Empowerment for Women - Pre-analysis plan

Title Unpacking the Determinants of Entrepreneurship Development and Economic Empowerment for Women - Pre-analysis plan

Author(s) David McKenzie, World Bank Silvia Paruzzolo, ILO

Date 2014-02-01

Country Kenya

Language English

Description This is the initial pre-analysis plan filed with the AEA RCT registry.

Filename PreanalysisPlanKenyaWED_v2.pdf

Other materials

Stata Do File - Replication of Tables

Title Stata Do File - Replication of Tables

Language English

Description GrowingMarkets_replicationfile_masterdata.do - this creates the variables used in analysis, which were in the pre-analysis plan
 GrowingMarkets_replicationfile_TablesAndFigures.do - this creates the tables and figures in the 2017 Working Paper
 PLOSONeReplicationFile.do replicates the tables and figures published in "Invitation Choice Structure Has No Impact on Attendance in a Female Business Training Program in Kenya" report. The report, working paper and pre-analysis plan are available in Related Materials.

Filename DoFiles.zip
