



Middle East Entrepreneur Training (MEET) IMPACT SURVEY

Purpose of Survey: To gather additional information about the impact of MEET training programs on individual entrepreneurs, their companies, and their communities. Two versions of the survey were used, one for business entrepreneurs and one for civil society organization (CSO) entrepreneurs. Survey questions addressed both behavioral and attitudinal changes and were designed to supplement quarterly surveys that collect information about new venture creation, venture growth, and implementation of business/action plans.

Survey type: Forced-choice 18 question survey, telephone interview for selected participants (5 open-ended questions, averaging 30 minutes)

Survey response rate: 35%

Survey conducted: September/October 2009

Key Findings:

The MEET program is contributing to economic development in ways that extend significantly beyond new venture creation and growth.

- Nearly half of the businesses and CSOs created employ more than 15 people
- 75% of jobs created pay at least double the country's minimum wage
- Nearly all businesses and CSOs reported purchasing additional business services in their country; the most common services purchased are advertising/marketing, telecommunications, printing, and information technology

The MEET program is supporting an attitudinal shift in regards to entrepreneurship; further this attitudinal shift is being transmitted beyond the individual program participant and into their network.

- The number of participants stating that "I am confident that starting a new business venture is a good option for me" doubled after completion of the training program
- 90% of participants have encouraged friends or family to pursue entrepreneurship after completing the training

MEET training most directly supports increased economic activities, but also supports increased political and civic participation

- Nearly half of respondents indicated that their political and civic participation has increased since completing the training program
- A strong majority stay informed about political events by accessing a variety of news sources and more than half of respondents vote.

The MEET program helps participants network.

- Nearly 70% of respondents stated that their professional network has expanded "somewhat" or "significantly" since completion of the training program
- Nearly all interviewees noted the MEET network is the most valuable aspect of the MEET program

Tabulated survey results for Business Entrepreneurs, CSO Entrepreneurs, and summary notes from interview questions are included as *Attachment A – MEET Impact Survey Detail*.

