Measuring Entrepreneurship from a Gender Perspective: U.S. Census Bureau

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Survey of Business Owners (SBO)

- **Owner Information**
  - Role in business
  - Demographics: gender, race, ethnicity, age, education, veteran status

- **Business Information**
  - Age
  - Source and amount of start-up capital
  - Type of customers

- **SBO Public Use Microdata Sample (PUMS)**
SBO Methodology

- Part of the Economic Census
- Conducted every five years
- Conducted in two distinct phases
- Primarily electronic
- Some paper form for follow-up

<table>
<thead>
<tr>
<th>Mailout operation</th>
<th>Date</th>
<th>Employer status</th>
<th>Sampled</th>
<th>Estimated number in sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase I</td>
<td>September 2013</td>
<td>Employers</td>
<td>1 in 6</td>
<td>850,000</td>
</tr>
<tr>
<td>Phase 2</td>
<td>May 2014</td>
<td>Nonemployers Employer births</td>
<td>1 in 20</td>
<td>900,000</td>
</tr>
</tbody>
</table>
SBO Example

Women-Owned Firms
Percent of All Firms in Each State: 2007
Percent of All Firms in the United States: 28.7

More information is available at www.census.gov/econ/sbo or by calling 888-225-4623.


United States Census Bureau
Economic Statistics
Quarterly Workforce Indicators (QWI)

• Content
  – 32 labor market indicators in four broad categories of measures
    • Employment
    • Employment dynamics, individuals (hires, separations)
    • Employment dynamics, firms (job gains, job losses)
    • Earnings
  – Characteristics
    • Demographic (gender, age, race, ethnicity, education)
    • Business (ownership, geography, industry, firm age, size)

• Methodology
  – Administrative data from states and other sources
  • See http://lehd.ces.census.gov/applications/qwi_online/.
QWI Example

Percentage of Female Workers by Firm Age, 2002 - 2012

Source: U.S. Census Bureau, Center for Economic Studies, Quarterly Workforce Indicators, 2013 Q3 Release
Note: Data is for privately-owned firms and does not include workers in the following states: AZ, AR, DC, MA, MS & NH.
Research on Future Statistics

- As part of its mission, the Census Bureau maintains an active research agenda devoted to improving our products and processes.

- Census has research projects looking into the feasibility of producing business ownership data on an annual basis.

- This research examines the feasibility of supplementing survey data with administrative records and using modeling.
Thank you!

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