

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

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*December 5-6, 2013*

# U.S. Census Bureau

The Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers.

# Survey of Business Owners (SBO)

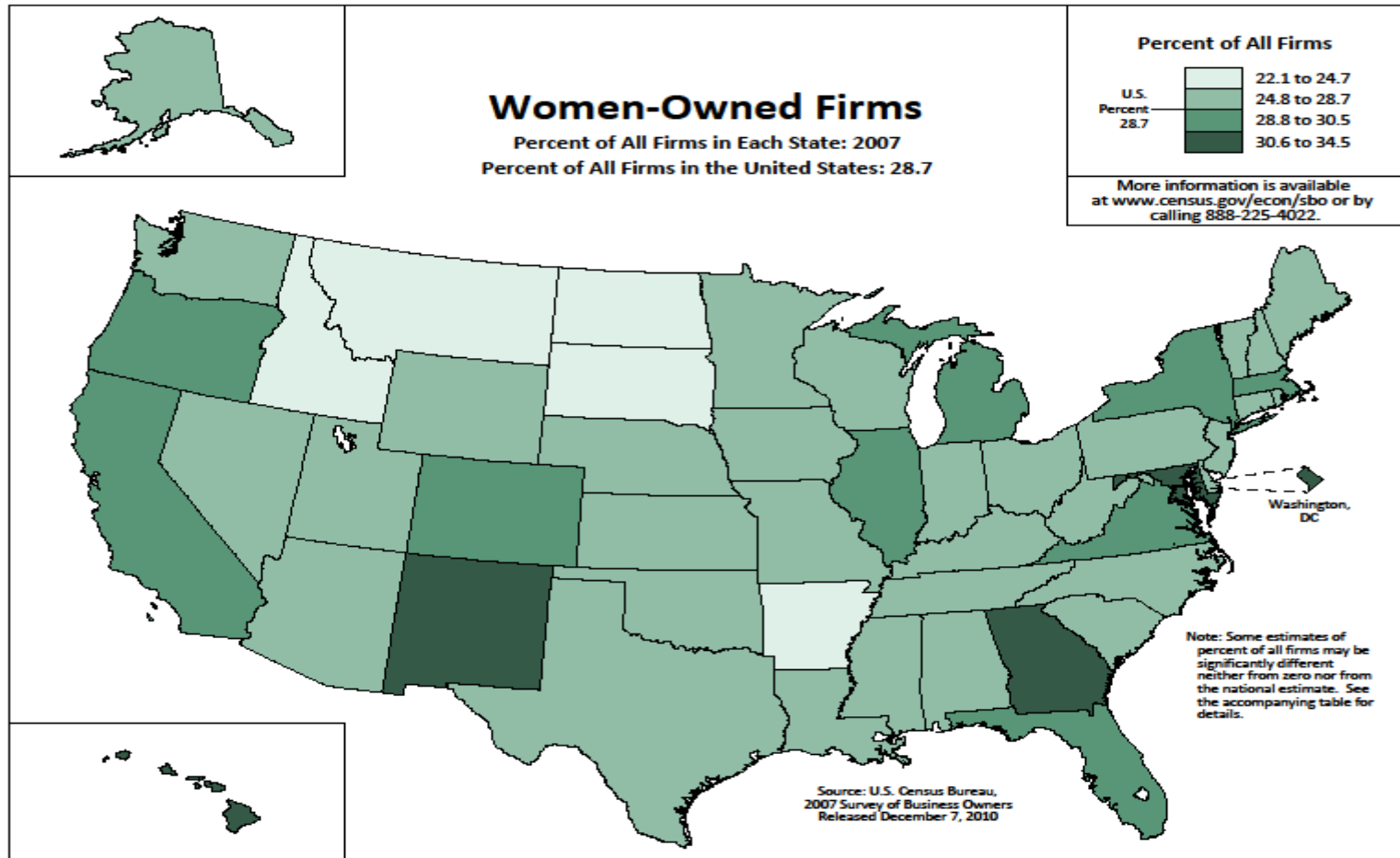
- Owner Information
  - Role in business
  - Demographics: gender, race, ethnicity, age, education, veteran status
- Business Information
  - Age
  - Source and amount of start-up capital
  - Type of customers
- SBO Public Use Microdata Sample (PUMS)
  - See <http://www.census.gov/econ/sbo/pums.html>.

# SBO Methodology

Mailout operation	Date	Employer status	Sampled	Estimated number in sample
Phase 1	September 2013	Employers	1 in 6	850,000
Phase 2	May 2014	Nonemployers Employer births	1 in 20	900,000

- Part of the Economic Census
- Conducted every five years
- Conducted in two distinct phases
- Primarily electronic
- Some paper form for follow-up
- See <http://www.census.gov/econ/sbo/>.

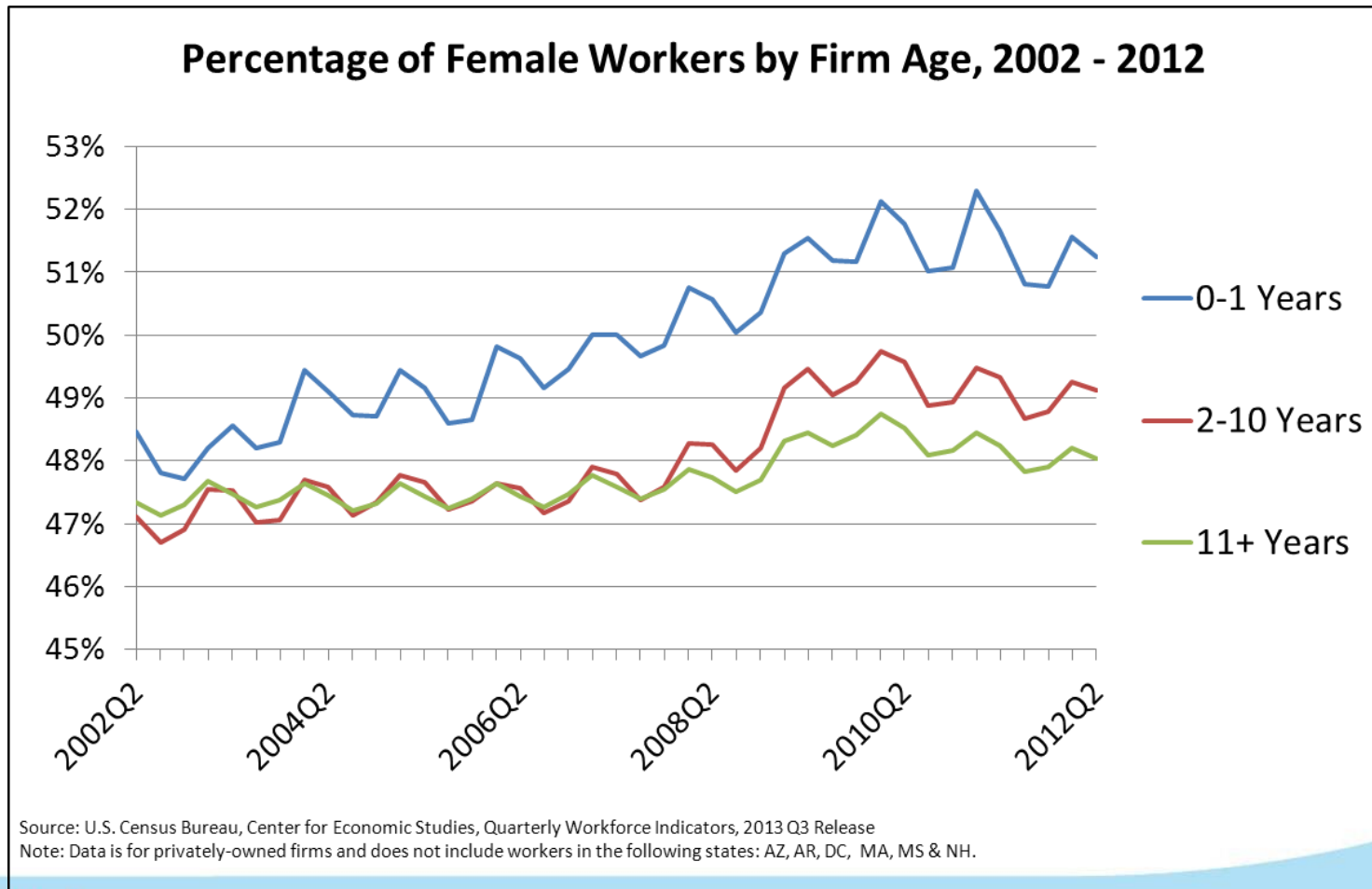
# SBO Example



# 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/](http://lehd.ces.census.gov/applications/qwi_online/).

# QWI Example



# 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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