



Proposed EDGE methodology on
measuring entrepreneurship from
a gender perspective:
data collection strategies



Building on existing household-level data collection

- Introducing changes in existing household-level data collection is most feasible strategy to pursue within time frame of EDGE project
- Design of household surveys is generally more flexible than design of enterprise surveys
- Relevant synergies can be exploited with the EDGE household survey modules on asset ownership and control
- 3 options proposed in EDGE methodological guidelines



Option 1, household data collection

- Add 2 internationally standardized questions to household or LF surveys that identify enterprise owners (with and with/o employees) from broader set of self-employed
 - Overcomes uncertainties and comparability issues of cross-country analysis based on # of self-employed
 - Enables derivation of core participation indicators:
 - ✓ Percentage of enterprise owners who are women, by number of employees
 - ✓ Percentage of adult population who are entrepreneurs, by sex



Option 1 (cont'd.)

- Q1. Are you (in your primary work)
 - a) paid a salary or a wage by an employment agency?
 - b) a sole director of your own limited-liability enterprise?
 - c) a partner/associate in your own limited-liability enterprise?
 - d) running alone your own enterprise or a professional practice?
 - e) a partner in an enterprise or a professional practice?
 - f) none of the above



Option 1 (cont'd.)

- Q2. Excluding yourself, has any paid employee worked for your enterprise or professional practice over the last month?
 - a) yes, 1-5 paid employees
 - b) yes, 6-15 paid employees
 - c) yes, more than 15 paid employees
 - d) no, I only receive unpaid help
 - e) no, I do not have any paid or unpaid employees



Option 2, household data collection

- Add a few additional questions to household or LF surveys for all individuals who **jointly own** an enterprise to identify primary ownership and management
 - Slightly increases data collection and response burdens
 - But allows finer insights on gendered participation in entrepreneurship by focusing on **owners with primary decision-making responsibilities**
 - Enables derivation of core indicator: percentage of women who are the main owners and managers of enterprises, by presence of employees



Option 2 (cont'd.)

- Individuals who report that they jointly own an enterprise in Q1 (Option 1) should be asked:
 - the **gender, relationship and ownership shares** of the 4 main owners of the enterprise
 - who has **main responsibility** for day-to-day production and selling activities
 - who has **main responsibility** for managing day-to-day operations
 - who holds **financial control** of enterprise (signs loans/contracts, hires/fires)



Option 3, household data collection

- Add a full module on entrepreneurship to household or LF surveys that measures the four dimensions of the EDGE framework:
 - Motivations and aspirations
 - Entrepreneurial resources and constraints
 - Entrepreneurial participation
 - Enterprise performance

Building on existing enterprise-level data collection



- Representative enterprise survey data and business registers linked with administrative sources on individuals are more suited than population surveys to **analysis of how heterogeneous outcomes of enterprises relate to owner characteristics**
- Provide critical source of information for understanding **sorting of women and men into different types of entrepreneurial activities**
 - Better cover full population of enterprises
- But most existing enterprise surveys **do not collect information about individual owners**



Option 1- Enterprise data collection

Add 1 question to ongoing enterprise surveys:

- **Who is the main owner of the enterprise?**
 - a) 1 or more women
 - b) 1 or more men
 - c) ownership is distributed between women and men, all in the same family
 - d) ownership is distributed among women and men, not in the same family
 - e) it may be difficult in case on an enterprise with too many owners



Option 2- Enterprise data collection

- Add an ownership module to ongoing enterprise surveys with questions on:
 - the gender, ownership shares and other characteristics of the 4 main enterprise owners
 - average hours spent working on enterprise
 - prior management experience
 - management responsibilities
 - financial control



Option 3 - Enterprise data collection

- Canvass an internationally harmonised enterprise survey linked to the business register
 - Information on employment, turnover, industry, etc. can be extracted directly from business register, reducing response burden on enterprises
 - Enables monitoring of measures of enterprise performance (exit, employment, turnover growth) in years following initial survey without need for longitudinal design
 - Models include Eurostat Factor of Business Success Survey, US Census Survey of Business Owners, Chilean Encuesta Longitudinal de Empresas



Additional avenues to explore

- Strategies to increase relevance of economic censuses and business registers for gender analysis
 - Very limited questions on characteristics of enterprise owners can be added to economic census since it is a complete enumeration exercise
 - Business registers are of limited use for gender statistics in most countries but have great potential, especially if they can be linked to individual tax records and other sources of data on individuals



Next steps

- Feedback from NSOs (afternoon session)
- Revision and circulation of draft methodological guidelines (first half of 2015)
- Refinement of draft guidelines based on pilot data collection (second half of 2015)
- Presentation of draft guidelines to UN Statistical Commission (2016)



Thank you!