



THE FUTURE OF BUSINESS SURVEY: A NEW DATA SOURCE ON FEMALE ENTREPRENEURSHIP



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About the survey

- **Origin:** The Global Partnership for Sustainable Development Data brought together Facebook, OECD SDD and the World Bank
- **Aim:** Contribute to generating information about the business sector by collecting timely data on business perception, motivations and financing
 - For the OECD: Complement our established series of harmonised official business statistics with timely, free-of-charge data; and assess the challenges of collaborating with the private sector for data development



The Future of Business Survey

- Online monthly survey of businesses with a Facebook Page, designed by Facebook, OECD/SDD and World Bank
- Innovative experiment of public-private partnership in data development and collection
- 42 countries in developed and emerging economies (as of November 2018); survey launched in February 2016
- The [Future of Business Survey](#) investigates how firms assess the **current state and future outlook** of their business, the **main challenges** they face, their **use of digital tools** and **involvement in international trade**
 - Breakdowns of variables by key firm characteristics, such as: age of the business, trade status, sex of the business owner/manager
 - Ad-hoc questionnaire modules on topical issues: gender, trade, taxation, regulation

Web site: www.futureofbusinesssurvey.org



Structure of the survey

- Firms' perception about their current and future situation and most important challenges.
- Business profile by:
 - Size
 - Age of the business
 - **Sex of business owners/managers**
 - Sources of business financing
 - Sector of economic activity
 - Participation in international trade
 - Use of digital tools



INSIGHTS FROM THE SURVEY: EXAMPLES

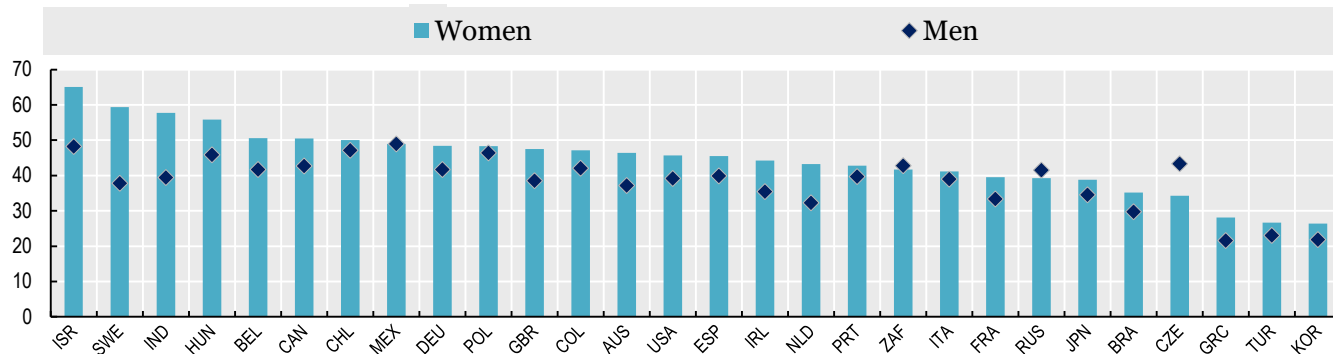


Motivations to create a business differ for men and women

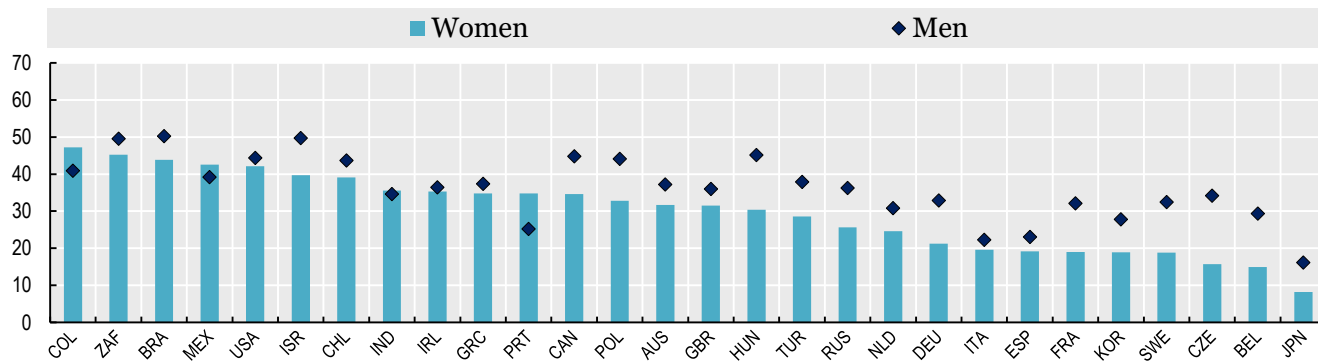
Motivations to set up a business

Percentage of respondents pointing to the option, by sex of ownership or management; Feb-Apr-18

To pursue an interest or hobby



To make more money



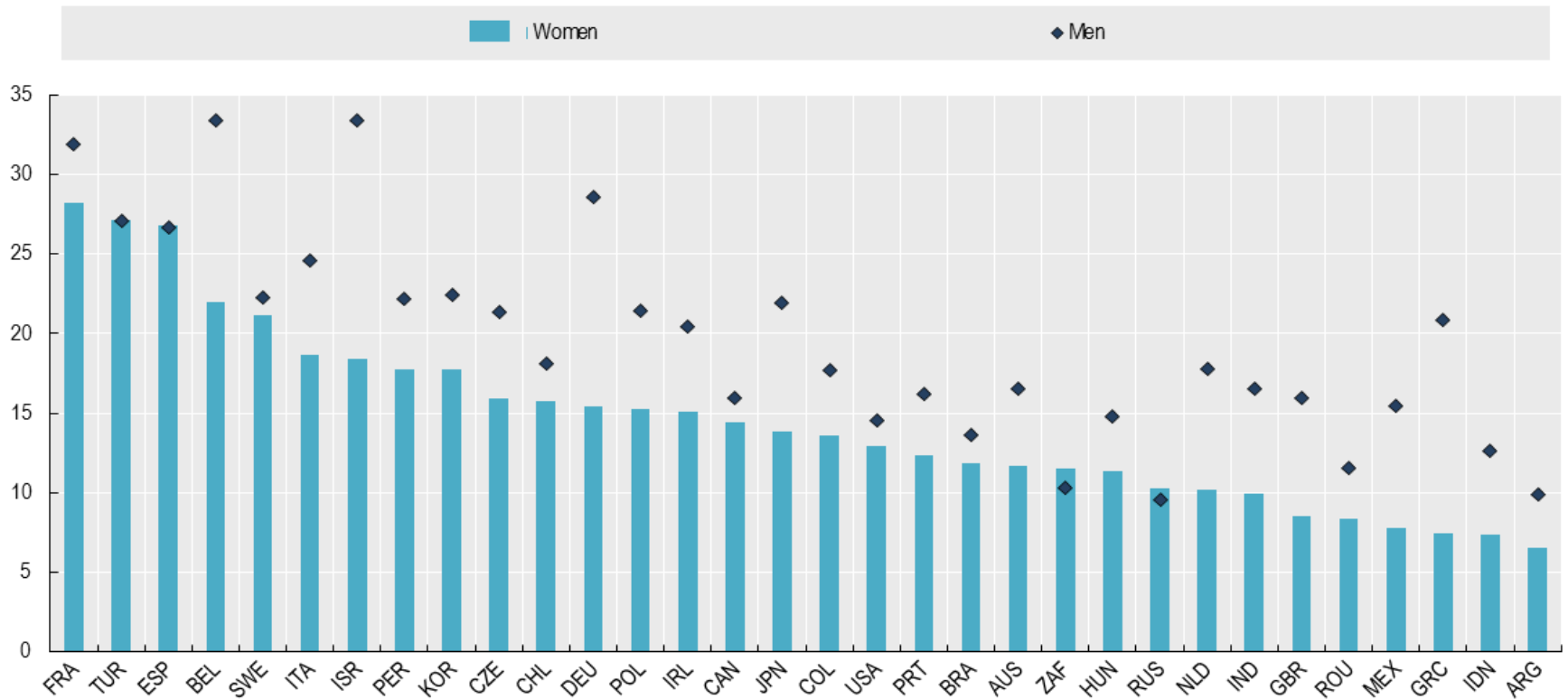
Source: Highlights of Entrepreneurship at a Glance 2018.



Women-owned businesses are typically less likely to use bank loans

Use of bank loans for business financing

Percentage of respondents pointing to the financing source, by sex of ownership or management; Jan-Apr - 2018



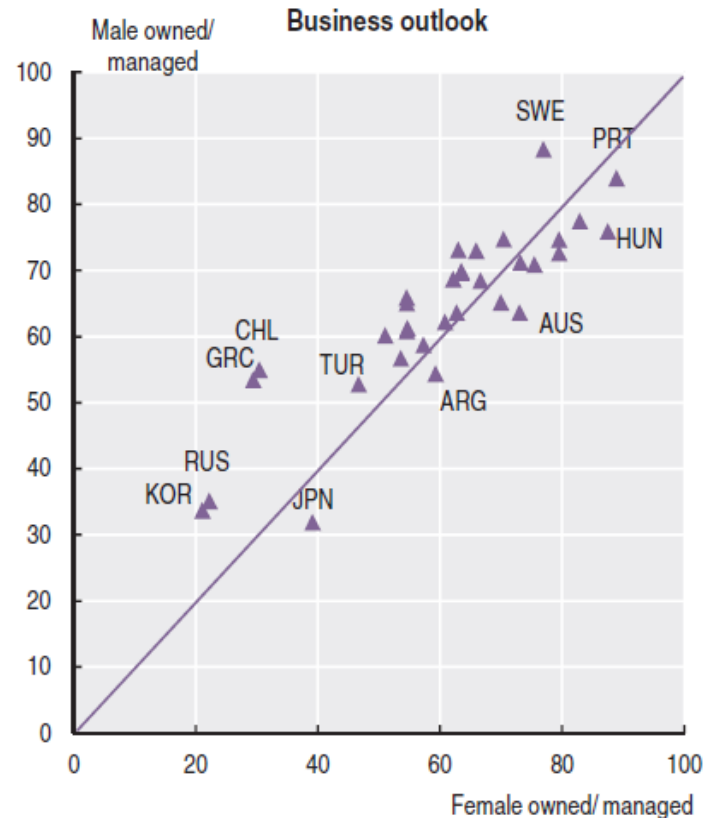
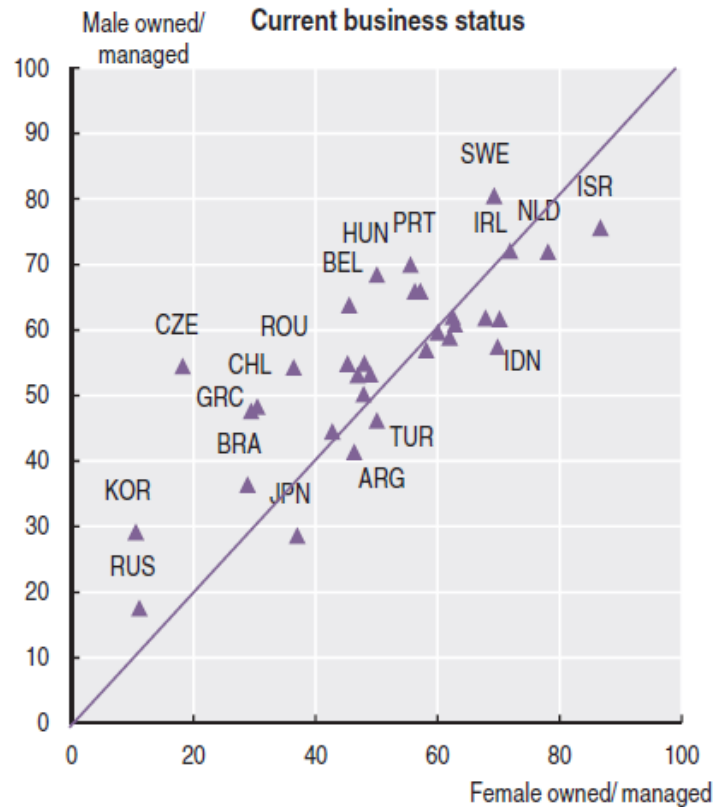
Source: *Highlights of Entrepreneurship at a Glance 2018*.



Women are equally confident as men about the their business, once it is up and running

**Positive current business status and outlook,
by sex of ownership or top management**

Percentage of respondents reporting the reply “Positive”, average 2016-2017

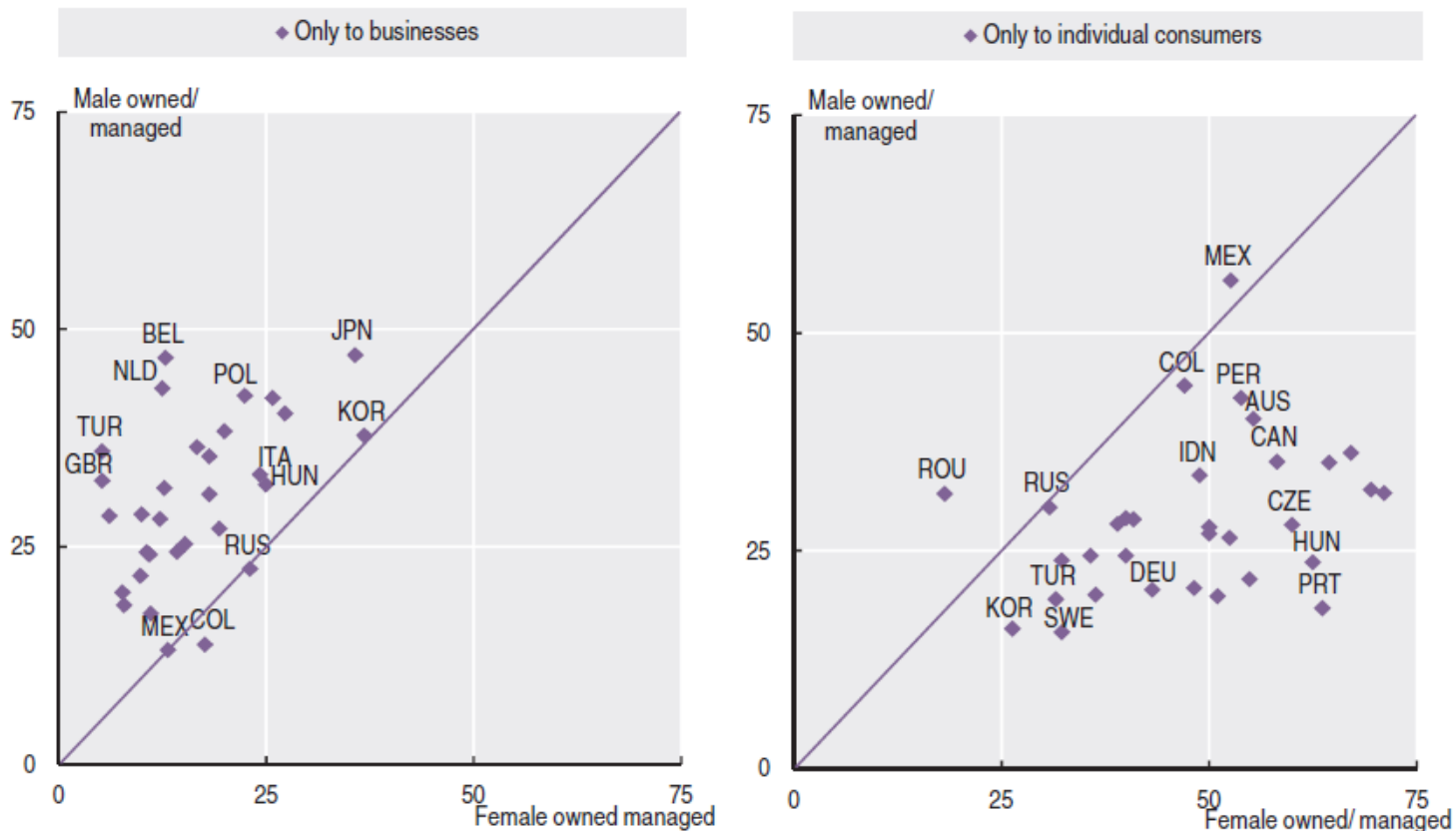


Source: *Entrepreneurship at a Glance 2017*.



High shares of female-run businesses export only to individual consumers, contrary to male-run

Export scope, by sex of ownership or top management
Percentage of all exporting firms, average 2016-2017



Source: *Entrepreneurship at a Glance 2017*.



INFOGRAPHICS



Using the Future of Business Survey: Country infographics on entrepreneurship and gender

New product: Country infographics presenting key findings on entrepreneurial attitude and determinants by sex of the business owner, drawing on questions implemented in special survey modules.

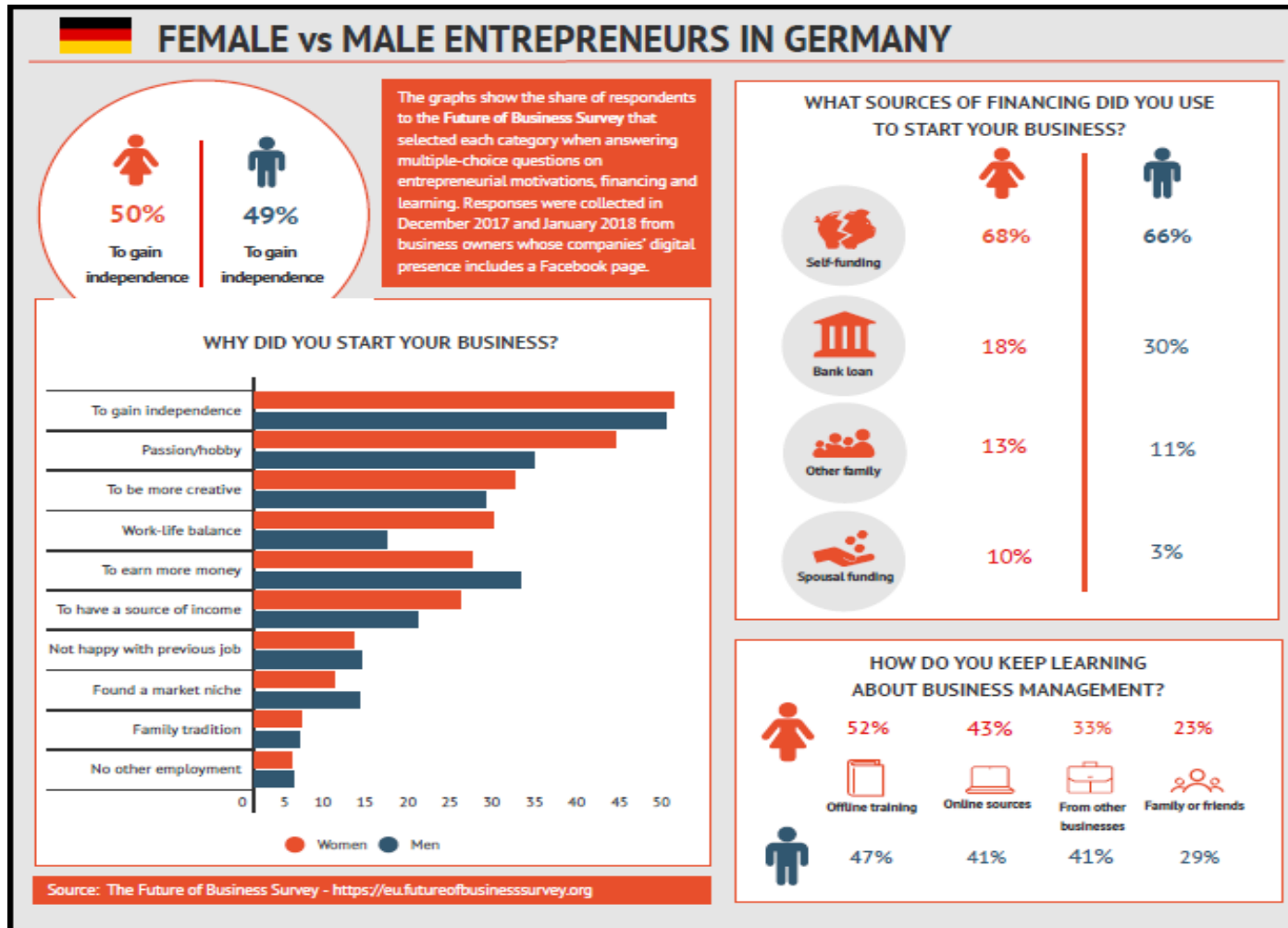
Three topics:

- i. Motivations for creating a business
- ii. Sources of financing for creating a business
- iii. Sources of learning on business management

Web site: <http://www.oecd.org/sdd/business-stats/the-future-of-business-survey.htm>



Country infographics



Source: www.oecd.org/sdd/business-stats/the-future-of-business-survey.htm