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The Potential of Time Use Data for Gender Statistics

The Case of Morocco

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Presentation Outline

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Big Data, AI, administrative registers

01 Relevance of Time Use Statistics & Link to the SDGs

Link to the SDGs

SDG 5.4.1 — Proportion of time spent on unpaid care and domestic work, by sex and age

SDG 8 — **Decent work and economic growth** — recognizing unpaid work

SDG 10 — Reduced **inequalities**, including gender gaps in the distribution of time

SDG 1 — Measuring **time poverty** — an invisible dimension of multidimensional poverty

What these data make possible

Making it visible
Domestic work & care are absent from national accounts

Measuring the gaps
The gendered division of labor quantified, compared, monitored

Satellite accounts
Monetary valuation of households' unpaid work

Guiding policy
Transport, care, social protection, workplace equality

02 Reference Framework: International standards & Moroccan experience

Milestones of the Moroccan experience

1997

Time Budget Survey
First survey — **women only**

2011–12

TUS 2012
Women, men and children — benchmark results

2026–27

TUS 2026-2027
Care economy — NCATUS — 14,000 households

Reference standards and norms

ICATUS 2016 (UN)

→ Adapted NCATUS 2026

19th ICLS — ILO Recommendations on:

employment, work and underutilization

ILO Resolution 2013 on the forms of work:

employment, volunteering, training, own-use

SNA 2008

→ Household satellite accounts — valuation of unpaid work

03 TUS 2012 Results: Main Gender Disparities

SDG 5.4.1— women vs men

	WOMEN	MEN
Domestic work and care for members	20,8%	3%
Domestic work	18,5%	2,6%
Care for members	2,4%	0,4%

Source: HCP — TUS 2012

Same total workload — different composition

Women — 6h21

paid 21%

Men — 6h08

unpaid. 12%

×7 women/men gap — Unpaid work

×4 men/women gap — paid work

+3h daily overload — working women

Unpaid domestic work

Women: 95% participate — 5h00/day — 89% indoors
Men: 45% participate — 43 min/day — 75% outdoors

34.5% of GDP — 92% of it produced by women

04

FROM TUS 2012 TO TUS 2026-2027

From measuring time to analyzing the care economy

TUS 2012 — The diagnosis

→ Women do ×7 more domestic work; men ×4 more paid work

→ Unpaid domestic work ≈ 34.5% of GDP — 92% produced by women

→ Same total workload — radically different composition

The inequalities are measured — but the system behind them remains invisible.

14 years late

TUS 2026-2027 — The response ★

→ Who provides care, to whom, at what cost, with what quality?

→ Which care needs remain unmet — and why?

→ Couples, well-being, inter-household solidarity

Designed to answer the questions 2012 left open — the care economy in full.

Continuity

Same international standards — before/after comparability 2012 → 2027

Deepening

From how much time to why and how — care measured as a system

Scaling up

9,000 → 14,000 households — ICATUS 2016

04 TUS 2026-2027: Methodological Aspects

Scope & Population

• Entire territory of the Kingdom of Morocco
• Ordinary households in their main residence
• Excluded: institutional households, nomads, homeless

Sample Size

• 14,000 households

- 1 woman + 1 man (15 and over) per household (Kish)
- Children: 7 to 14 from 1/3 of the simple

Space-Time Coverage

• All regions and provinces of the Kingdom
• All 7 days of the week equally represented
• 12 months: 20 April 2026 → 19 April 2027
• Uniform spread — seasonal variations captured

Data Collection — CAPI

• Face-to-face interviews on tablets
• 1 controller + 2 interviewers (M & F) per team
• Mixed-gender pairs — a gender guarantee
• Computer Assisted Personal Interviewing

04 TUS 2026-2027: What's New & Survey Architecture

★ **THE MAJOR INNOVATION — a dedicated module measuring the Care Economy**

Who provides care, to whom, at what cost, with what quality — and why some needs go unmet → **detailed on the next slide**

14,000 households

expanded sample — vs 9,000 in 2012

Adoption of ICATUS 2016 NCATUS classification (**343 activities-4 digits) -** aligned with ICATUS 2016

FOUR NEW THEMATIC MODULES

Division of Tasks within the Couple

→ Distribution of household chores and of care for dependent members
→ Fairness as perceived by each partner
→ Perceived mental and physical load
→ Social visibility and recognition of the work

Work / Family Life Balance

→ Employment contract and schedule flexibility
→ Remote work: practice and preferences
→ Impact of employment on family life — career sacrifices
→ Self-assessed balance difficulties

Well-being, Stress & Time Management

→ Feeling of time pressure — irregular meals and sleep
→ Impact of daily life on physical / mental health
→ Perceived sufficiency of free time
→ Overall satisfaction with time management

ICT & Artificial Intelligence Use

→ Equipment and daily time per type of device
→ Use: communication, social media, work
→ Exposure to digital risks
→ Use of generative AI (ChatGPT, Gemini…)

04 ★ TUS 2026-2027 — The Care Economy: Detailed Modules & Objectives

Overall objective: measure the whole care ecosystem — who provides care, at what cost, with what quality, and why some needs go unmet

1 Module — Free Exchanges between Households

Objective: Quantify inter-household solidarity and unpaid mutual aid — a form of unpaid work absent from conventional statistics.

Covers: Services received free from another household • Services provided free to another household

→ Type of service (10 categories: housework, shopping, care, transport…)

→ Days & average hours/day over the last month • Family tie between beneficiary and provider • Main reason for mutual aid

2 Module — Care Received from Providers outside the Household

Objective: Measure the use of formal and informal care for vulnerable members — unmet needs, costs and perceived quality.

Covers: Persons with disabilities • Dependent persons (elderly, chronically ill) • Children 0–3 • Children 3–5

→ Types of care: physical, medical, emotional, educational • Provider: qualified (public/private/NGO) or unqualified

→ Days & hours/day • Cost per unit of time • Perceived quality • Reasons for use and non-use

3 Module — 24-hour Activity Diary (Women, Men & Children)

Objective: Capture all activities over 24 hours — including passive care and simultaneous activities — for satellite accounts and SDG indicators.

Covers: Reference women (15+) • Reference men (15+) • Reference children (7 to 14)

→ 04:00–03:59 grid, activities coded with NCATUS (343 activities) • Context: where, with whom, for whom (passive care captured)

→ Simultaneous secondary activity • ICT use during the activity • Retrospective diary completed during the interviewer's visit

05 Analytical Potential — What TUS 2026-2027 Will Make Possible

Care economy measured → **Solid evidence available** → **Targeted public policies**

Satellite Accounts

→ Monetary valuation of unpaid work

→ Women's real contribution to the invisible GDP

→ Before/after comparison: TUS 2012 → 2027

SDG Monitoring

→ SDG 5.4.1 — improved measurement with the care economy

→ NCATUS aligned with ICATUS 2016 — comparability

→ CEDAW, Agenda 2030, AMU, Arab League reporting

Social Protection & Care

→ Unmet care needs identified

→ Vulnerable groups targeted (elderly, disabled)

→ Families' out-of-pocket costs measured

Female Employment

→ link between Care burden and female underemployment → Advocacy

→ Childcare: distance, cost, non-use

Family Policies

→ Intergenerational reproduction of gender roles

→ Impact of cultural norms on task division

→ Children 7–14: schooling and work data

Regional and international Comparability

→ NCATUS → ECA and ESCWA regional databases

→ International time-use survey networks

→ A model for the MENA region

06 Challenges and New Perspectives

Challenges of traditional surveys

Heavy & infrequent operations

High cost, several years of work, 10–15 years between cycles — data quickly outdated.

Respondent burden & buy-in

Long activity diaries cause fatigue, under-reporting and refusals from unconvinced households.

Under-reporting of passive care

Passive care and simultaneous activities are hard to capture

Under -use of data

Just for plaidoyer

New perspectives — our responses by 2030

Looking ahead to 2030, two strategic priorities stand out:

Modernizing Data Collection

•Develop a mixed-mode data collection approach (face-to-face, telephone, and web): Real-time self-completed diaries (ESM) → less recall bias

Enhancing Efficiency through Innovation

•Integrate administrative data sources to pre-fill available information and reduce the burden on respondents and interviewers.
•Leverage artificial intelligence for activity coding, quality control, and data processing.

Conclusion

Time use data — a gender public good

1

Proof through data

TUS 2012 demonstrated that time use data turn gender inequalities into measurable, comparable and actionable facts — Morocco has a robust, internationally recognized foundation.

2

The 2026-2027 qualitative leap

The care economy, work-family balance, the division of tasks within couples: TUS 2026-2027 moves from describing time to analyzing an economic system that is invisible yet central to equality.

3

The policy promise

These data will inform policies on social protection, female employment, parental leave and childcare — with a solid empirical base and guaranteed international comparability.

Thank you for your attention