Mainstreaming a Gender Perspective into Trade Statistics

Task Team – International Trade Statistics
H.5 Impact of Trade on Well-being, Labor, and Productivity
December 12th, 2022

Any opinions and conclusions expressed herein are those of the author(s) and do not reflect the views of the U.S. Census Bureau.
# Members of the TT-ITS H.5 Sub-Group

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<thead>
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Survey found that up to 75% of Canadian women entrepreneurs believe gender inequalities and stereotypes affect their ability to engage in international trade, citing “perceived lack of respect by male business owners, bravado, chauvinism, not being taken seriously, businessmen who refuse to do business with a woman, and verification of decisions through male employees.”
Good for Growth

On average, in the US women-owned firms that export **pay more**, are **more productive**, **employ more** workers and report **higher** than average sales. **Suggests** that increasing export participation by women-owned businesses may be one route to creating higher middle-class incomes.
Microdata Linking

Microdata linking provides the main method of mainstreaming a gender perspective into trade statistics by offering additional characteristics for enterprises within the Statistical Business Register. This enables the development of **statistics and indicators** on entrepreneurial performance of enterprises **engaged in international trade** by **select characteristics**.
Current work of the H.5 Subgroup

• Provide the following updates for the International Trade Manuals (IMTS 2010, MSITS 2010)
  • Clarifications (statistics disaggregated by sex)
  • New definitions (trading status, domestic/multinational enterprises)
  • Methodology & Best Practice Examples
  • New principal indicators with a gender perspective
    • 5 - Productivity
    • 3 - Labor
    • 6 – Wellbeing
Conceptual Updates to Trade Manuals

• “At the Census Bureau, the sex question wording very specifically intends to capture a person's biological sex and not gender. Ambiguity of these two concepts interferes with accurately and consistently measuring what we intend to measure—the sex composition of the population.”

• Clearly define disaggregation by sex:
  • Sex as based on biological attributes of males and females (chromosomes, anatomy, and hormones)

Trade Status Definitions and Thresholds for categorization of STEC and TEC

• Exporter - Exports exceeding $5,000.
• Importer - Imports exceeding $5,000.
• Two-way trader - Enterprise satisfies thresholds for both exporter and importer.
• Trader – Enterprise satisfies one of the above thresholds.
• Non-trader - Enterprise does not belong to the above categories.
Methodology – Business Ownership

Demographics

B.1 Percent Ownership
For the person(s) owning the largest percentage(s) in this business in 2021, list each person’s name and percentage owned.

- Do not report percentages owned by parent companies, estates, trusts, or other entities.
- If more than 4 people owned this business equally, select any 4 people.
- Round percentages to whole numbers. For example, report 1/3 ownership as 33%.

<table>
<thead>
<tr>
<th>Name of Owner</th>
<th>Percentage Owned (Estimates are acceptable.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name 1:</td>
<td>Owner 1: 0 %</td>
</tr>
<tr>
<td>Name 2:</td>
<td>Owner 2: 0 %</td>
</tr>
<tr>
<td>Name 3:</td>
<td>Owner 3: 0 %</td>
</tr>
<tr>
<td>Name 4:</td>
<td>Owner 4: 0 %</td>
</tr>
</tbody>
</table>

If percent entered for Owner 1 is more than 0%, then answer questions for Owner 1 on pages 7, 8, and 9.
If percent entered for Owner 2 is more than 0%, then answer questions for Owner 2 on pages 10, 11 and 12.
If percent entered for Owner 3 is more than 0%, then answer questions for Owner 3 on pages 13, 14 and 15.
If percent entered for Owner 4 is more than 0%, then answer questions for Owner 4 on pages 16, 17 and 18.

B.1.1 Sex
What is the sex of Owner 1?
- Male
- Female

B.1.10 Education Prior to Owning the Business
Prior to establishing, purchasing, or acquiring this business, what was the highest degree or level of school Owner 1 completed?
- Less than high school / secondary school graduate – Skip to ‘B.1.12 Age’ on page 9
- High school / secondary school graduate – Diploma or GED – Skip to ‘B.1.12 Age’ on page 9
- Technical, trade, or vocational school – Skip to ‘B.1.12 Age’ on page 9
- Some college, but no degree – Skip to ‘B.1.12 Age’ on page 9
- Associate Degree (for example, AA, AS) – Skip to ‘B.1.12 Age’ on page 9
- Bachelor’s Degree (for example, BA, BS)
- Master’s Degree (for example, MA, MEng, MEd, MSW, MBA)
- Doctorate Degree (for example, PhD, EdD)
- Professional Degree, beyond a Bachelor’s Degree (for example, MD, DDS, DVM, LLB, JD)
Methodology – Business Ownership

Demographics continued

- Business ownership is defined as having 51% or more of the stock or equity in the business
- Four Owner Rule
- 10% Percent Rule

Sole Owner

- 100%

Majority Owner

- 60% 20% 20%

Majority Combination of Owners

- 25% 30% 35% 10%
Trends of Business Ownership in the US

Source: U.S. Census Bureau, 2019 Nonemployer Statistics by Demographics
Principal Indicator Example: Trade participation of women/men owned businesses

The indicator provides insight into discrimination and potential existence of sex-based barriers to participation in international trade.

• 75% women entrepreneurs believed stereotypes affected their ability to engage in international trade.

Full and effective workforce participation and equal opportunity for leadership for both men and woman are an economic and social imperative.

• Higher: pay, productively, employment

<table>
<thead>
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<th>Breakdown</th>
<th>Ownership status by sex and industry are needed to calculate this indicator</th>
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<tbody>
<tr>
<td></td>
<td>It is recommended to have a breakdown by 2-digit ISIC division at a minimum.</td>
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<tr>
<td></td>
<td>It is recommended to have a breakdown by enterprise size –</td>
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<tr>
<td></td>
<td>The enterprise size is defined as follows: Micro: 0-9 employees;</td>
</tr>
<tr>
<td></td>
<td>Small: 10-49 employees;</td>
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<tr>
<td></td>
<td>Medium: 50-249 employees;</td>
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<td></td>
<td>Large: 250+ employees.</td>
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<td></td>
<td>It is recommended to have a breakdown by trading status -</td>
</tr>
<tr>
<td></td>
<td>Exporter - Exports exceeding €5,000 and export intensity above 5 per cent.</td>
</tr>
<tr>
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<td>Importer - Imports exceeding €5,000 and import intensity above 5 per cent.</td>
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| Algorithm | Trade Participation by sex of businesses owner \( = \) (sex of businesses owner in trader status by ISIC categories by firm size) \( / \) (total businesses in trader status by ISIC categories by firm size) \( \times 100 \) |
List of Proposed Principal Indicators

Productivity Related

• Labor productivity levels by trade openness of countries
• Contributions of labor and capital inputs to growth by trading status and industry
• Productivity in small and medium enterprises (SMEs) and large firms by trading status
• Labor income and productivity by trading status and industry
• ICTs and e-commerce and productivity

Labor Related

• Employment and types of jobs by age, skills, education, ethnicity, trading status and industry
• Wages and salaries by sex, age, skills, education, ethnicity, trading status, industry
• Employment and wages supported by trade in services

Well-Being Related

• Income inequality of employees, entrepreneurs or self-employed by age, sex, ethnicity, education, rural/urban etc.
• Employment share of woman and men by age, education, type of company, owner
• Types of jobs held by women and men by age, education, type of company, owner
• Gender pay gap by type of job, status in employment, age, education, type of company, owner
• Trade participation or trade intensity of woman/men owned businesses
• Share of imported goods in consumption by household type
Key Takeaways

“Gender statistics and data **disaggregated by sex** with an intersectional approach are key to analyzing the **gender impact of trade** policy, and subsequently to strengthening policies so that they advance equal economic empowerment of women and men. When policymakers have the **relevant data** to determine **trends over time**, they can [...] remove barriers and create opportunities for women-owned businesses and women workers.” – *Gender and Trade*, 2020

- Feedback from IAEG-GS
  - Proposed updates to Manuals
  - Principal Indicators meta
  - Country/Methodology Examples
Thank You!

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References

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