Facebook Future of Business COVID-19 Survey

Wave 1 data 28th – 31st May for ~26,000 business owners & managers

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WEtalks Webinar

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• Preliminary findings from wave 1 of the FoB survey to Facebook Business Page Administrators in about 50 countries.

• Use wave 1 data to put a gender lens on the impact of the COVID-19 pandemic on entrepreneurs.
Business Closure Rates Wave 1 May 28th – May 31st

Sample: 26,038 observations

Global = 26%
“Rest of Sub Saharan Africa” = 32%
FoB Business Closure x Lockdown Policies

Business closure and lockdown stringency

Data source Stringency Index: Oxford COVID-19 Government Response Tracker
GLOBALLY, FEMALE-OWNED BUSINESSES WERE 5.9 PERCENTAGE POINTS MORE LIKELY TO CLOSE THEIR BUSINESS THAN MALE-OWNED BUSINESSES, WHEN CONTROLLING FOR REGION.

Sample: Europe (9031), North America (1457), LAC (1836), Asia & Oceania (4713), South Asia (978), SSA (2785), Middle-East (711)
Regional averages computed using country average (conditional female > 100)
Q4 = strictest lockdown policies in place during the survey period
**Sector**

Within services, men are more likely to operate in the “professional services” sector which faced relatively lower business closures than “education and child care services” and “wellness, personal grooming, sports and fitness services,” where women business owners are more likely to be concentrated.

![Business Closures by Sector](chart)

*Female-owned firms concentrated in consumer-facing sectors (services, hospitality, retail trade) where demand shock hitting hardest*
We find women were more likely to close their business as a result of a school closure policy, in place at the time of the survey, than men.
**Loans**

- Businesses that have an outstanding loan at the time of the survey.
- 45% of those with outstanding loans report a “loan payment deferral” is a needed policy at this time.
ACCESS TO COVID-19 FINANCIAL ASSISTANCE

COVID-19 Response

Regional disparities in the likelihood a business is receiving financial assistance.

Business owners in Sub-Saharan Africa and South Asia are the least likely to be receiving any financial assistance at this time.

Sample: Europe(6854), North America(1082), LAC(1825), Asia & Oceania(3595), South Asia(993), SSA(2237), Middle-East(1315)
Regional averages computed using country average (conditional female respondents>=100)
Most Needed Policies in Response to COVID-19

Most Needed Policies

Business in operation - Female (4469) vs Male (9079)

- Rental deferral
- Tax deferral
- Utility subsidies
- Access to loans and credits
- Social Security exemption
- Salary subsidies
- Loan repayment deferral
- Support taking care of hh members
- Government purchase of goods
- Other

Conditional on reporting any policy
Thank you

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