

# Facebook Future of Business COVID-19 Survey

**Wave 1 data 28<sup>th</sup> – 31<sup>st</sup> May for ~26,000 business owners & managers**

# Sreelakshmi Papineni

# WEtalks Webinar

# June 30<sup>th</sup> 2020



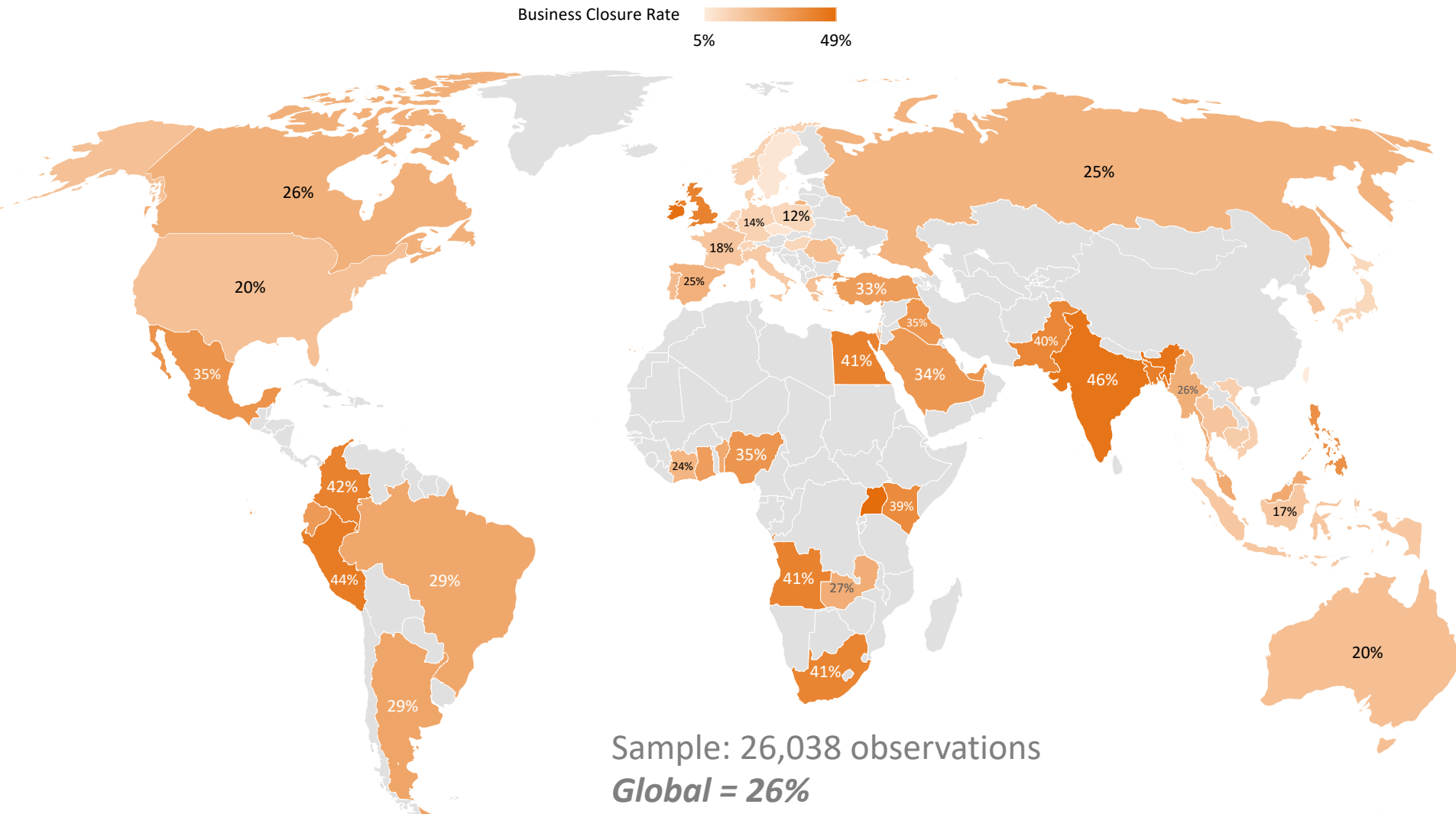
GENDER  
INNOVATION  
LAB

## Facebook Future of Business (FoB) Survey



- 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 28<sup>th</sup> – May 31<sup>st</sup>



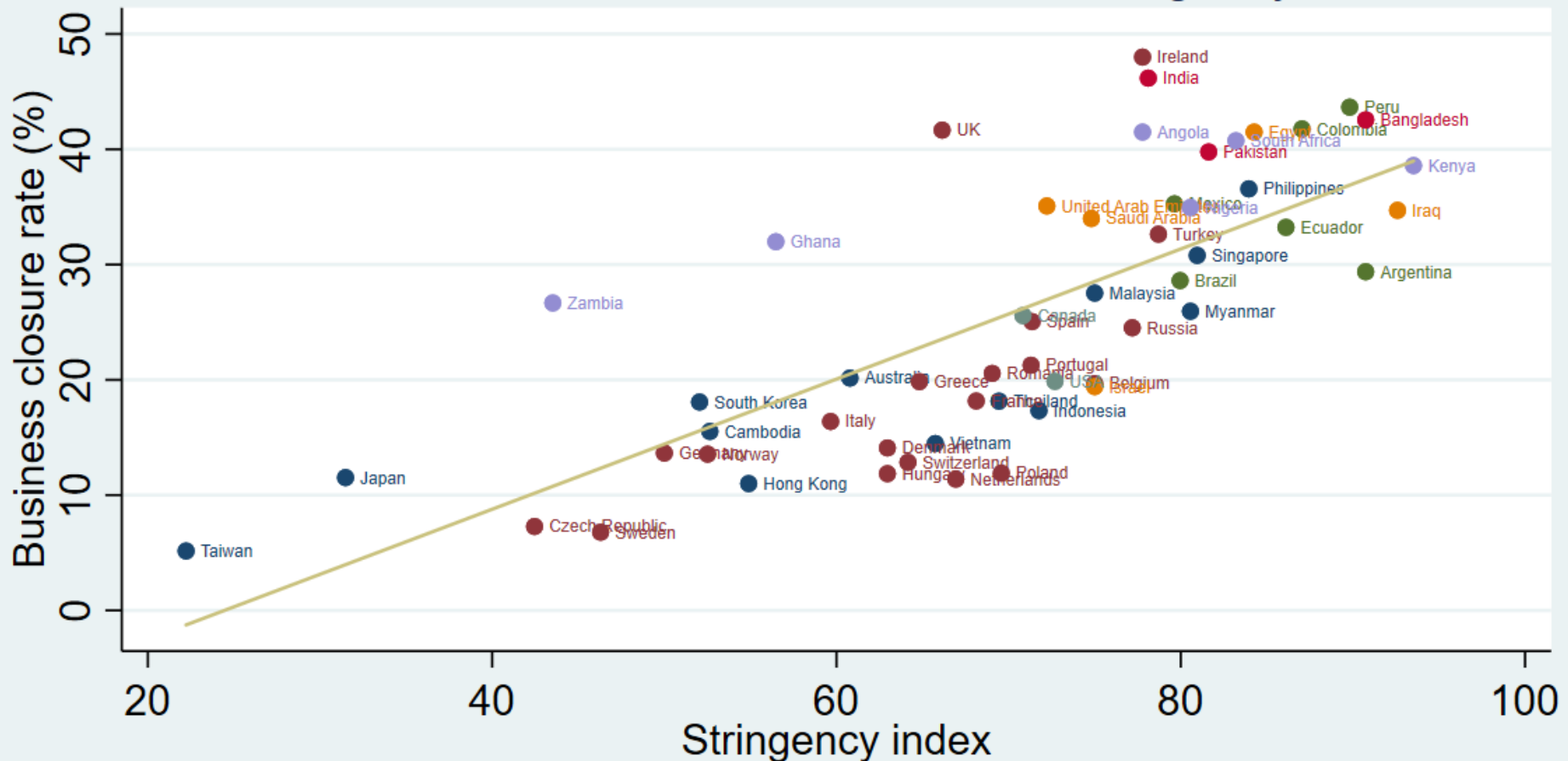
Sample: 26,038 observations

**Global = 26%**

***“Rest of Sub Saharan Africa” = 32%***

# FoB Business Closure x Lockdown Policies

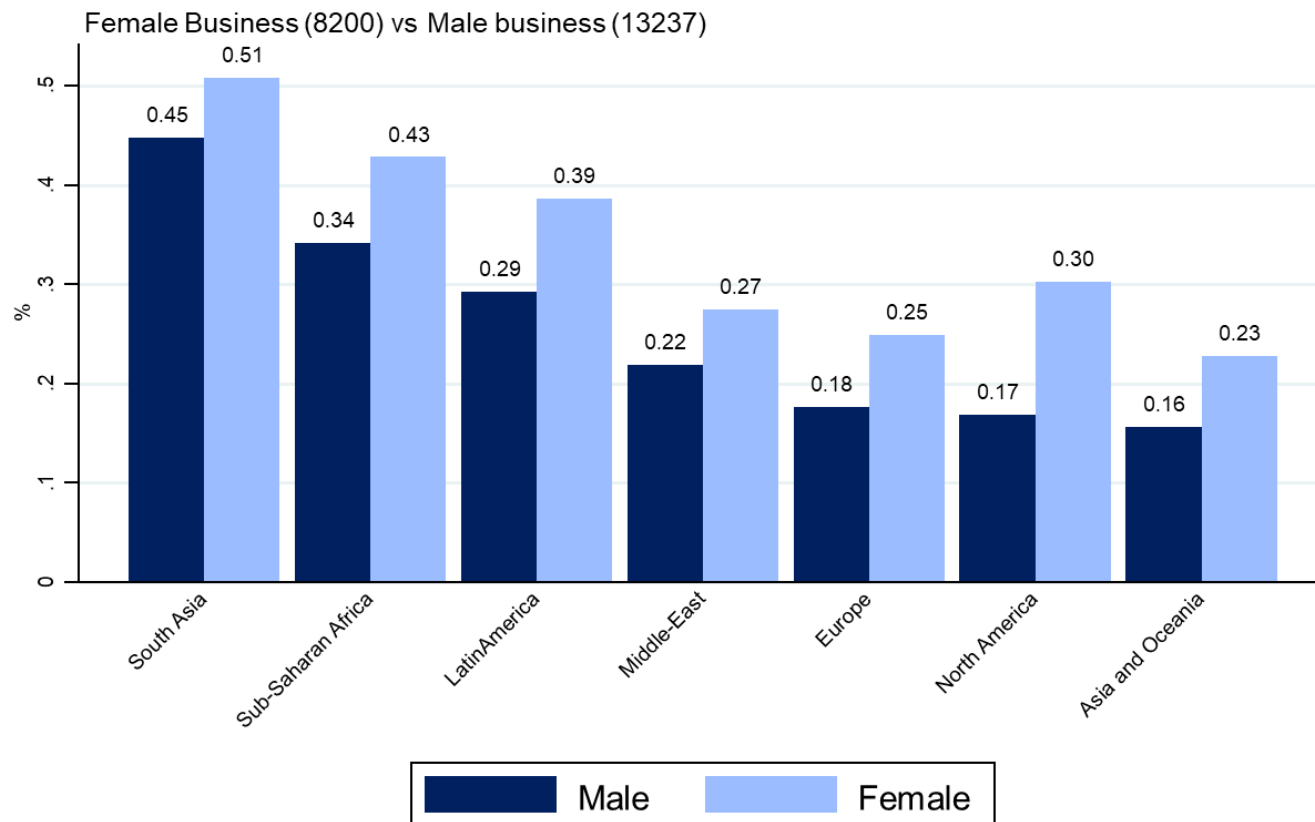
Business closure and lockdown stringency



Data source Stringency Index: [Oxford COVID-19 Government Response Tracker](#)

# GENDER GAP IN BUSINESS CLOSURES BY REGION

Region: Business Closure Rate by Gender

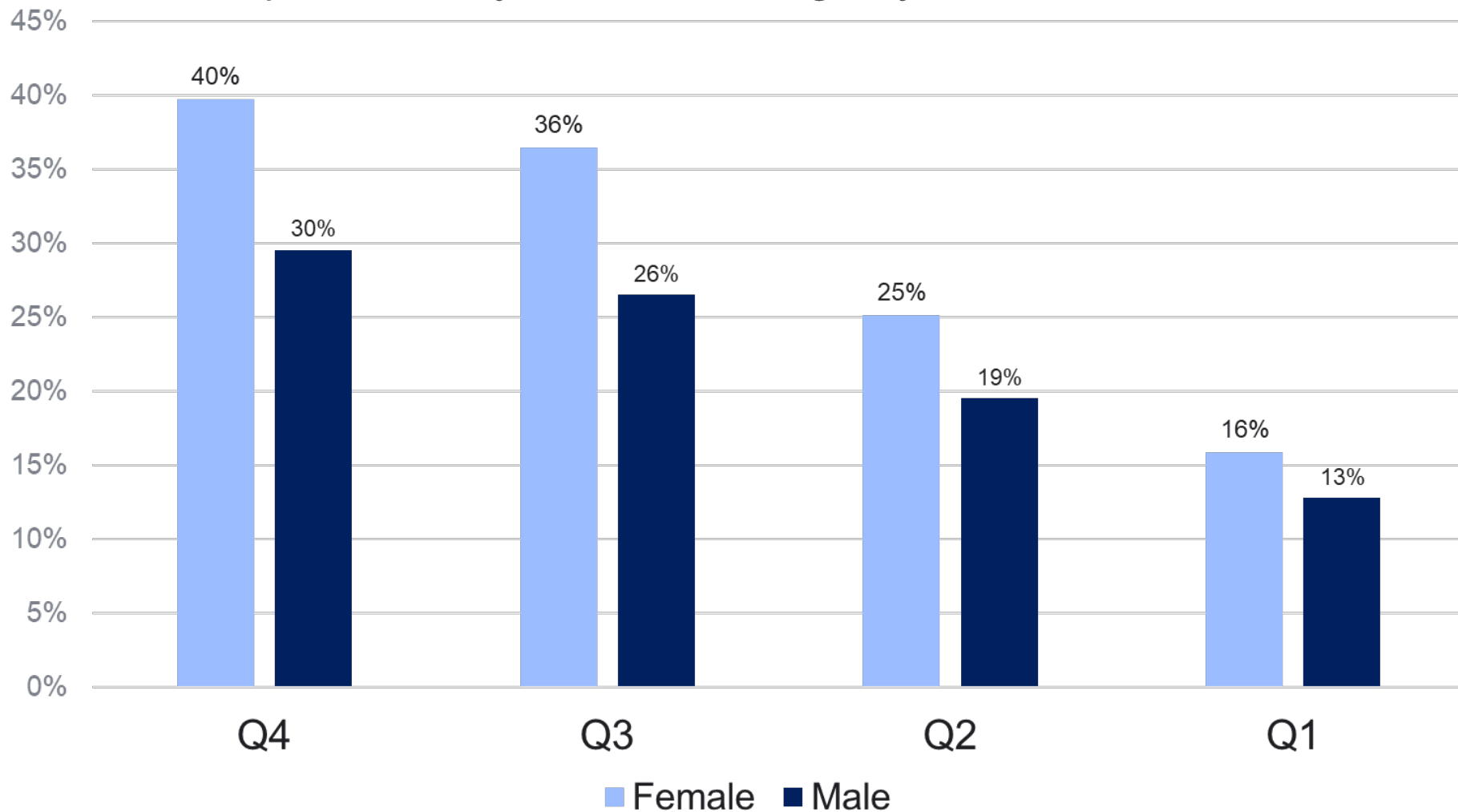


Sample: Europe(9031), North America(1457), LAC(1836), Asia & Oceania(4713), South Asia(976), SSA(2765), Middle-East(711)  
Regional averages computed using country average (conditional female>100)

Globally, female-owned businesses were 5.9 percentage points more likely to close their business than male-owned businesses, when controlling for region.

*Q4 = strictest lockdown policies in place during the survey period*

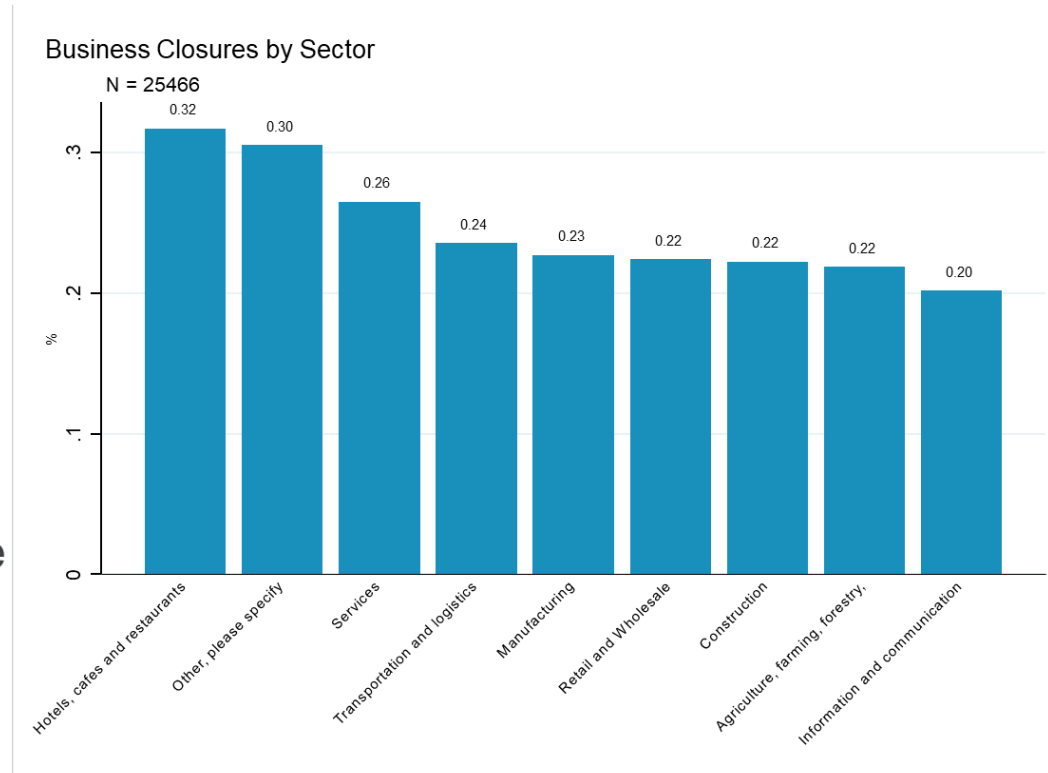
## Gender Gap Closures by Lockdown Stringency Quartile



# SECTOR

## ■ 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.



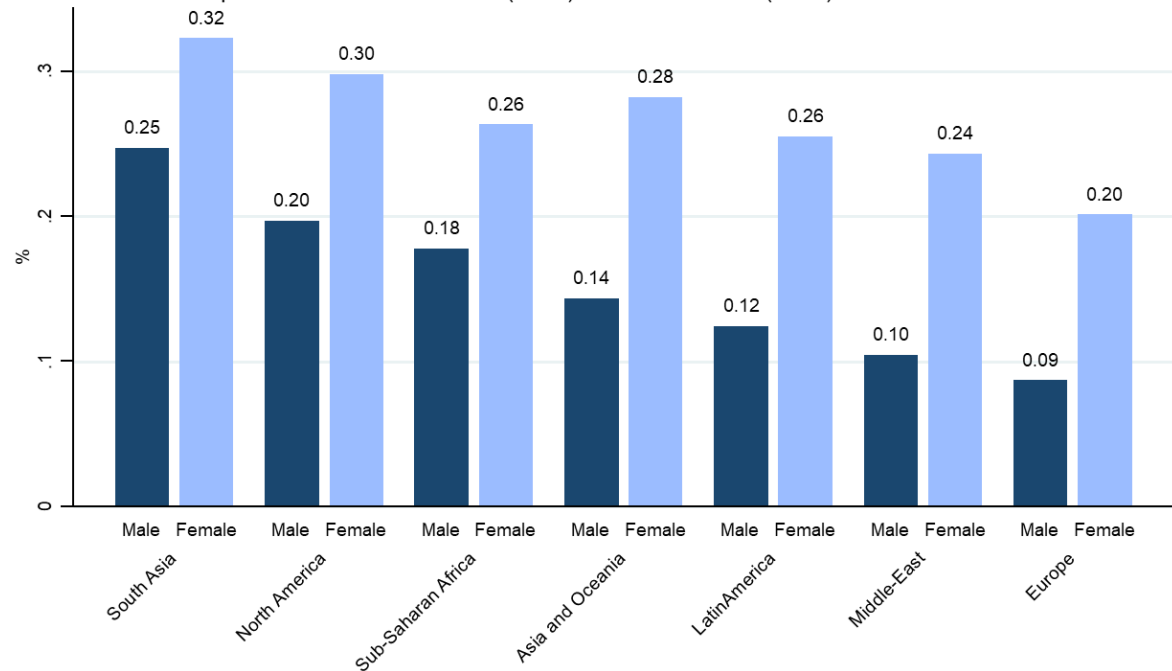
*Female-owned firms concentrated in consumer-facing sectors (services, hospitality, retail trade) where demand shock hitting hardest*

# DOMESTIC RESPONSIBILITIES

- **Time Spent on Domestic Tasks**
- A large proportion of operational businesses are also having to manage domestic responsibilities.
- This could be the result of the extra burden that may come from staying home during a quarantine or school closures or having to take care of other family members who have fallen ill.

## More than 6h per day in domestic tasks or family care activities

Business in operation: Female Business(3214) vs Male business(5952)



Sample: Europe(4071), North America(623), LAC(766), Asia & Oceania(2056), South Asia(306), SSA(790), Middle-East(572)  
Regional averages computed using country average (conditional female>100)  
Married Households

*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.*



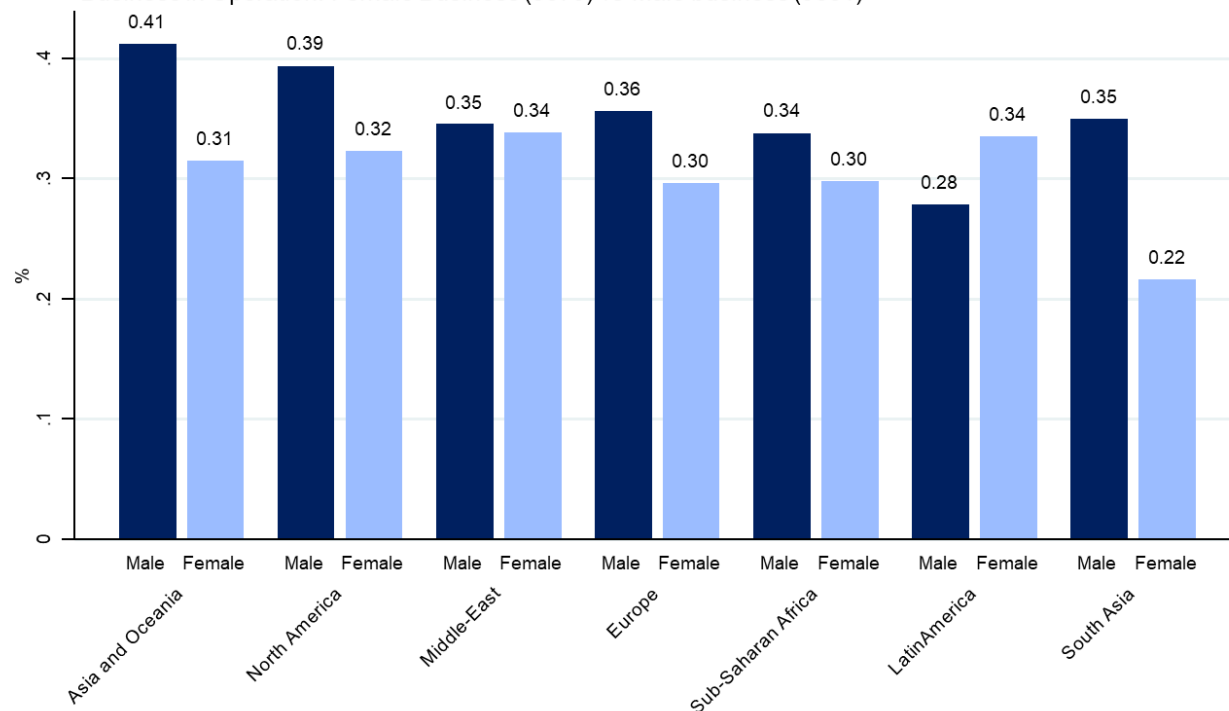
# ACCESS TO FINANCE

## ■ 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 finance

Business in Operation: Female Business (5079) vs Male business (9601)

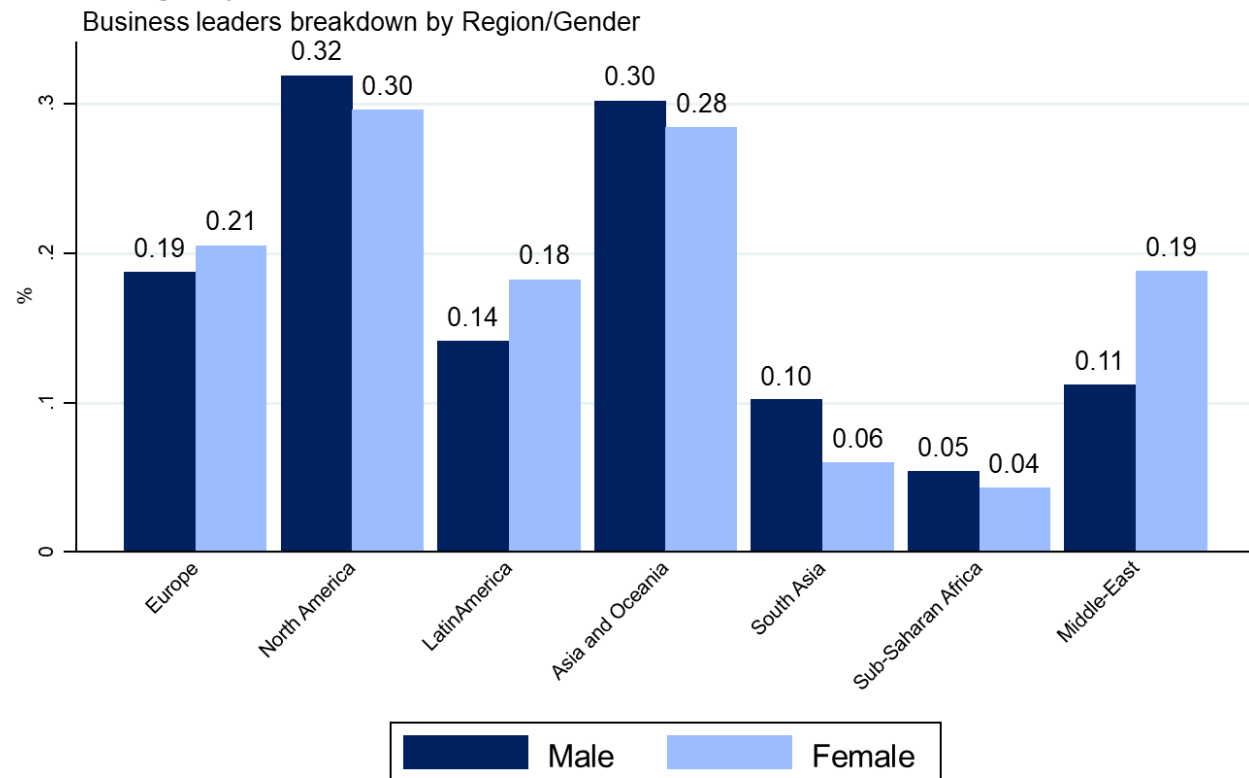


Sample: Europe(6125), North America(936), LAC(1296), Asia & Oceania(3293), South Asia(571), SSA(1486), Middle-East(1004)  
Regional averages computed using country average (conditional female>100)  
Excluding do not know

# 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.

## Receiving any form of financial assistance in response to COVID-19

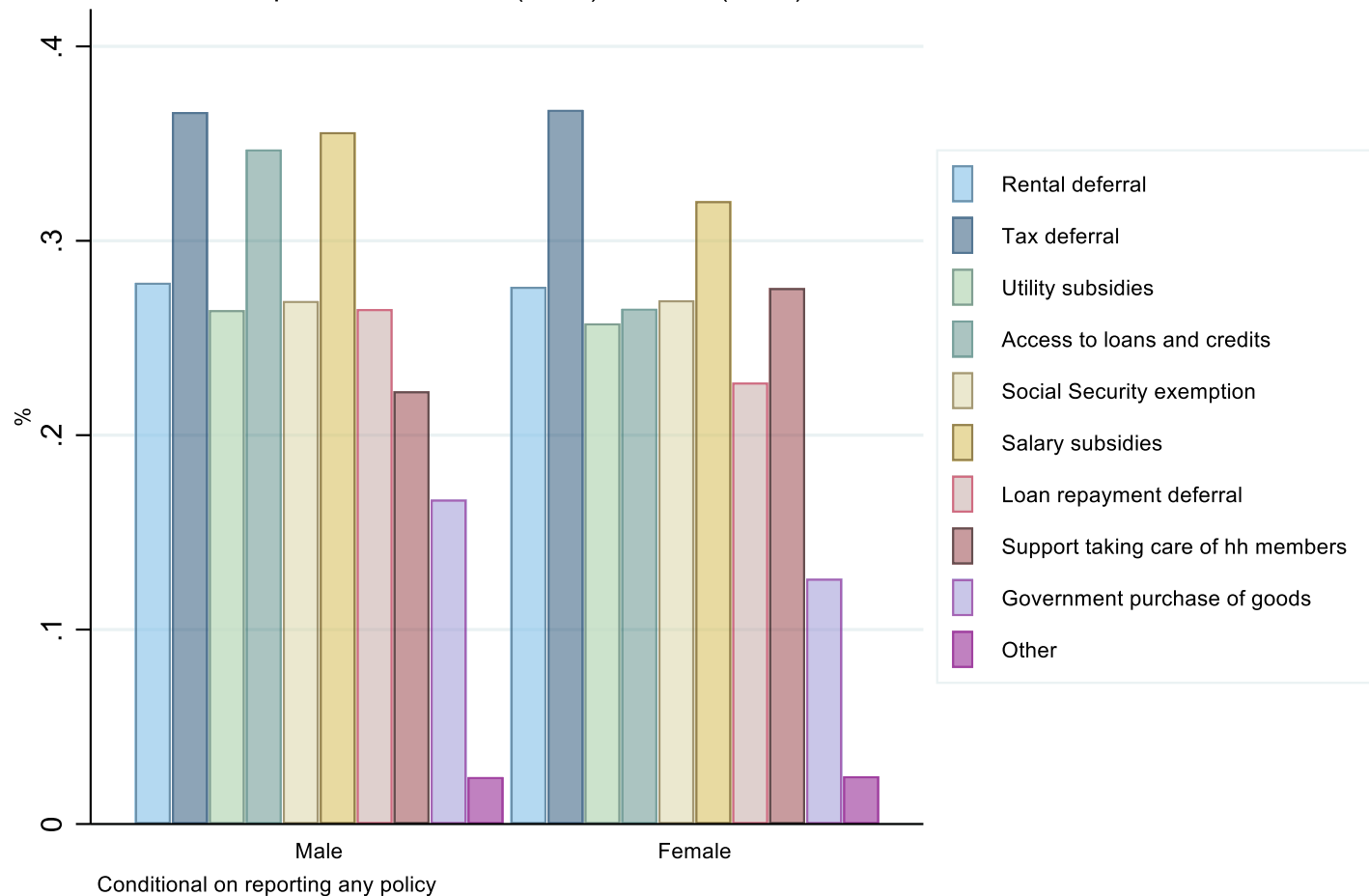


Sample: Europe(6854), North America(1082), LAC(1825), Asia & Oceania(3595), South Asia(993), SSA(2237), Middle-East(1315)  
Regional averages computed using country average (conditional female respondents >= 100)

# Most Needed Policies in Response to COVID-19

## Most Needed Policies

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



**Thank you**

For more, visit:

**[www.worldbank.org/africa/gil](http://www.worldbank.org/africa/gil)**

**[www.dataforgood.fb.com/tools/future-of-business-survey/](http://www.dataforgood.fb.com/tools/future-of-business-survey/)**