

Promoting Inclusive Growth

World Bank Enterprise Surveys on Gender

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**What are
the World Bank
Enterprise Surveys?**

Transparency

Publicly available granular data,
creating a global public good

Nationally Representative

Interviews with private firms' top
managers or owners

Comparable

Consistent questionnaire and
methodology since 2006, data are
comparable across economies and time

Business Environment

Measures of the business
environment, firm characteristics
and outcomes

How Are They Implemented?

SURVEY DESIGN
Questionnaire design
Sampling frame and universe



SAMPLING

Representative at size, industry,
location level



FIELDWORK

Local private contractor
Close monitoring



DATA PUBLICATION

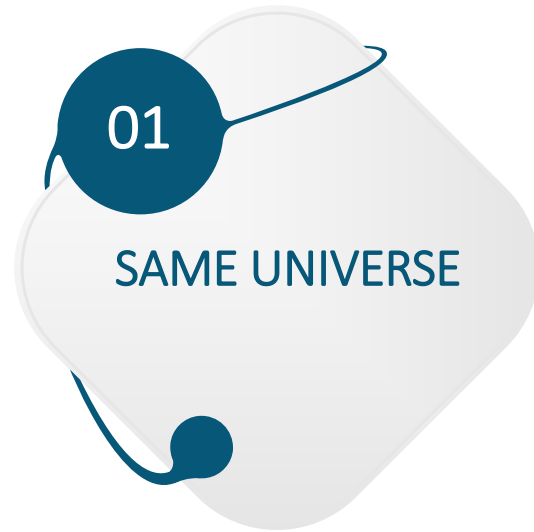
Data published right after all checks

DATA QUALITY CONTROL

Regular and consistent checks



Global Methodology



01
SAME UNIVERSE

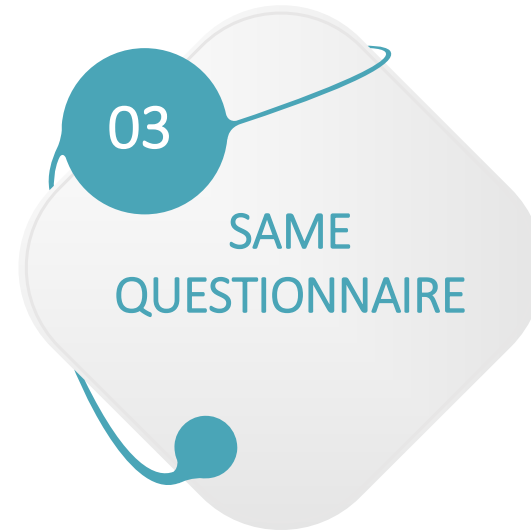
Non-agricultural
Non-extractive
Formal
At least 1% privately owned
5+ employees



02
SAME
STRATIFICATION
CRITERIA

Manufacturing
Retail
Services

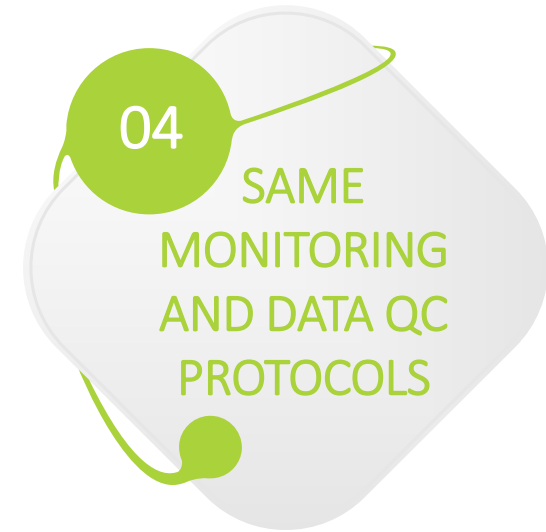
Excludes:
Government
Health
Education
Utilities



03
SAME
QUESTIONNAIRE

Size:
Small (5-19)
Medium (20-99)
Large(100+)

Sectors
Nationally representative



04
SAME
MONITORING
AND DATA QC
PROTOCOLS

Frequency

The World Bank Group has launched **Business Ready (B-READY)**, a new project to assess the global business and investment climate. This initiative replaces the earlier Doing Business project and reflects a more balanced and transparent approach toward evaluating an economy's business and investment climate.

Expert Questionnaires

Data from experts



De jure and de facto



Annual cycle



Enterprise Surveys

Data from firms

De facto

Three-year cycle


The Questionnaire - Gender questions

The questionnaire has 16 sections with questions about the firm characteristics, sales, financing, innovation, permits, performance, management, labor, among others.

The questions about gender include:

1. Are there **women** amongst the **owners of the firm**?
2. What **percentage** of the company is **owned by women**?
3. Is the **Top Manager** a woman?
4. Number of **permanent, full-time women workers** (disaggregated by Production workers and Non-production workers)
5. Number of **permanent, full-time seasonal or temporary women workers** (disaggregated by Production workers and Non-production workers)

Indicators about Gender

Indicator	Mexico 	Latin America & Caribbean	All Economies
Percent of firms with women participation in ownership	14.9	47.4	33.7
Percent of firms with majority women ownership	11.2	18.7	15.1
Percent of firms with a woman top manager	15.7	20.2	18.7
[B-READY] Percent of firms owned or managed by women among those that held a government contract in last 3 years	0.3	54.2	38.6
Proportion of permanent full-time workers that are women (%)	34.8	35.3	32.5
Proportion of permanent full-time production workers that are women (%)*	28.8	25.5	28.1
Proportion of permanent full-time non-production workers that are women (%)*	41.1	45.7	42.1
Proportion of women workers offered formal training over last fiscal year (%)*	74.3	68.1	45.2
Proportion of women workers offered formal training over last fiscal year (% , only service sector)	79	63.9	45.8

Informal Sector Enterprise Survey

- Informality is a multi-faceted concept; focus here is on legal informality, meaning lack of registration.
- Informal businesses can account for more than 80% of employment in many countries.
- They often contribute a large share of GDP.
- Informal businesses are ubiquitous but do not appear in most registries or sampling frames. This absence makes population-level inferences challenging.
- The Informal Survey of the Enterprise Analysis Unit contributes with data in large cities around the world.



Methodology Informal Surveys

- Area-based sampling: Adaptive Cluster Sampling of a city grid. Look for informal businesses near where others are discovered. Generates population estimates as well as interview data
- Gender questions
 1. Is the owner a woman?
 2. Number of female owners
 3. Number of paid and unpaid female workers



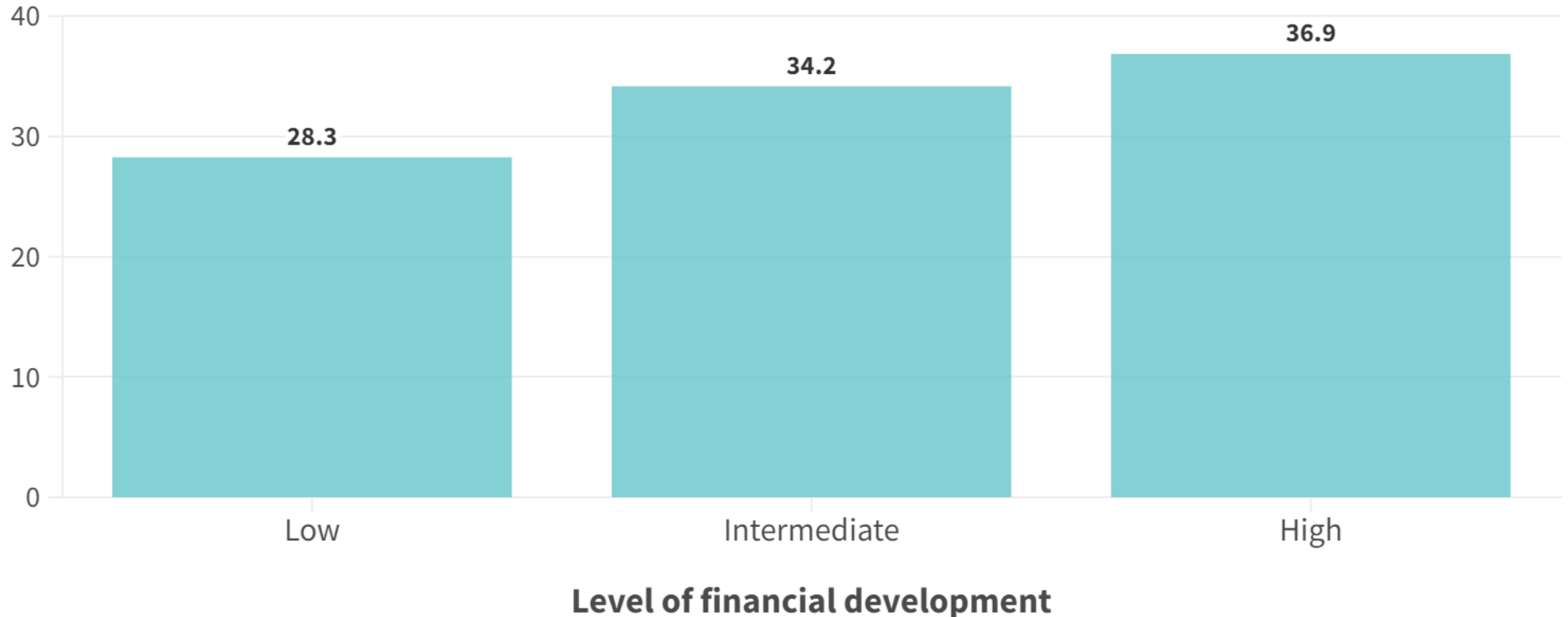
Use of Enterprise Surveys and other country level data

- Identify factors that drive women's employment
- Distribution of women's employment by sector, labor productivity of firms, and exporting activity
- Estimate the difference in the performance of firms owned/run by women and men
- Identify what prevents women from becoming top managers of firms compared to men
- In some cases, a distinction is made between SMEs and large firms and manufacturing vs. service sector firms

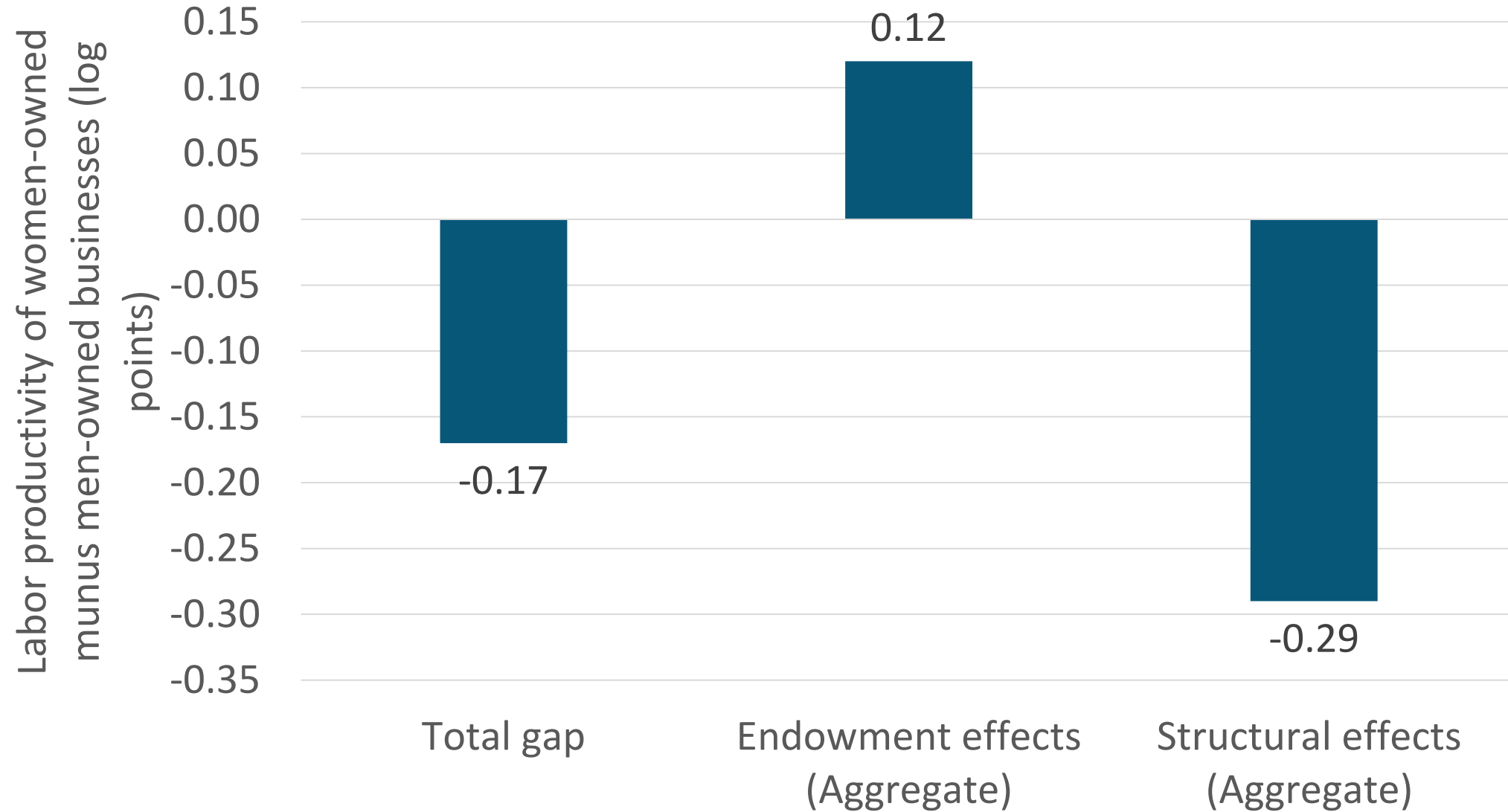


Women's participation in the workforce is higher with better financial development

Share of women workers



Equality in “returns” is key for closing the gender gap



Future Research

1. What drives “glass ceilings” vs. “sticky floors” in the formal sector
2. Are there gendered effects of the business environment elements other than finance (corruption, regulatory burden, power supply)?
3. How are informal businesses owned/run by women different from those owned/run by men?



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<https://www.enterprisesurveys.org>