



Measuring Gender equality in entrepreneurship

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Outline

- ① National gender equality and women's entrepreneurship policy framework
- ② Planning and conducting a new survey on business environment development
- ③ Main results and follow-up

National gender equality and women's entrepreneurship policy framework





Policy framework

Women's Entrepreneurship - priority

- ④ Law no. 5 on ensuring equal opportunities for women and men stipulates the equal access to entrepreneurial activity (art. 12)
- ④ **Small and Medium Enterprises Development Strategy for 2012-2020/ ACTION PLAN** on the implementation of SMEDS for 2015-2017
- ④ **Priority 7th.** Development of Women's Entrepreneurship in the Republic of Moldova - Ensuring users with statistical data on women's participation in entrepreneurial activity
- ④ **Pilot Program "Women in Business"-3 phases/ ACTION PLAN** for the Implementation of the Moldova - EU Association Agreement for the period 2014-2016
 - I. support for **starting** a business
 - II. support for **newly created** businesses
 - III. support for **growing** companies
- ④ National Strategy for the Development of the **National Statistical System**, 2016-2020
- ④ National Development Strategy "Moldova 2030"

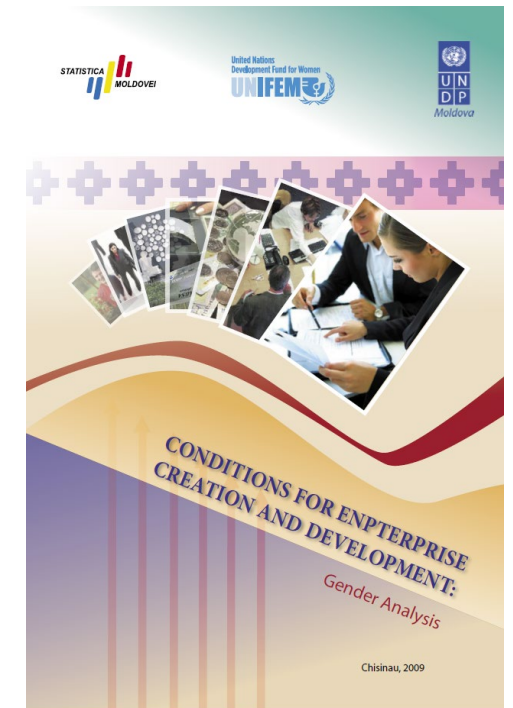


PROGRAMUL
FEMEI IN AFACERI



Survey methodology

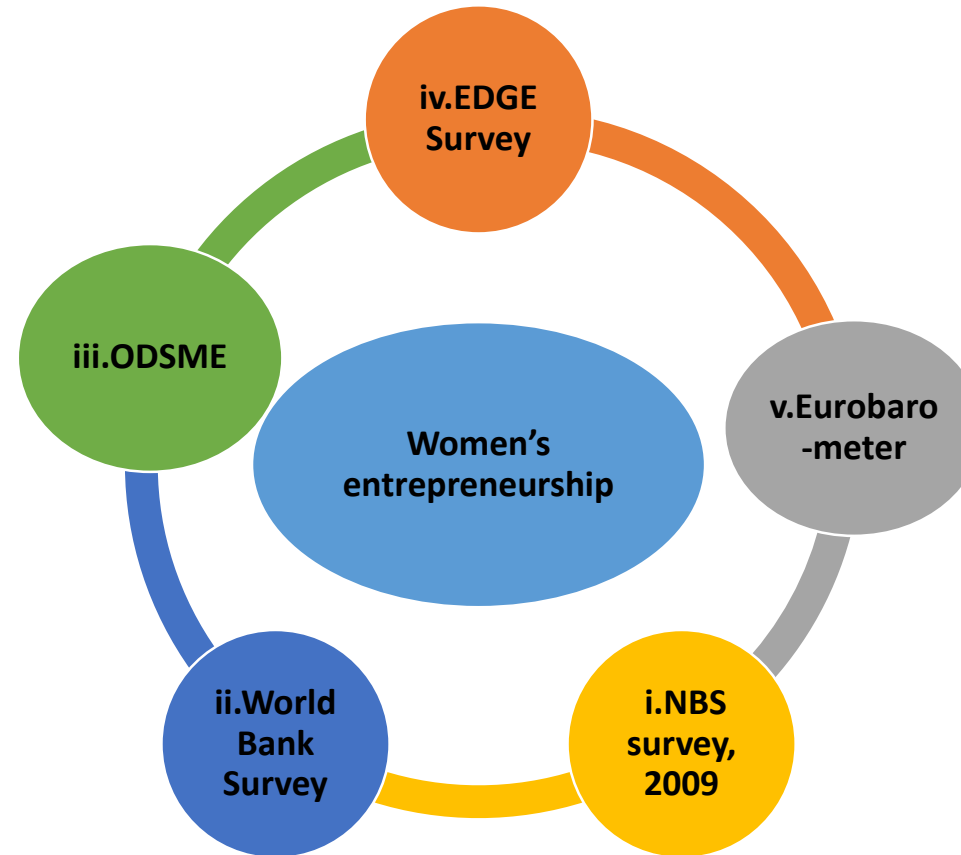
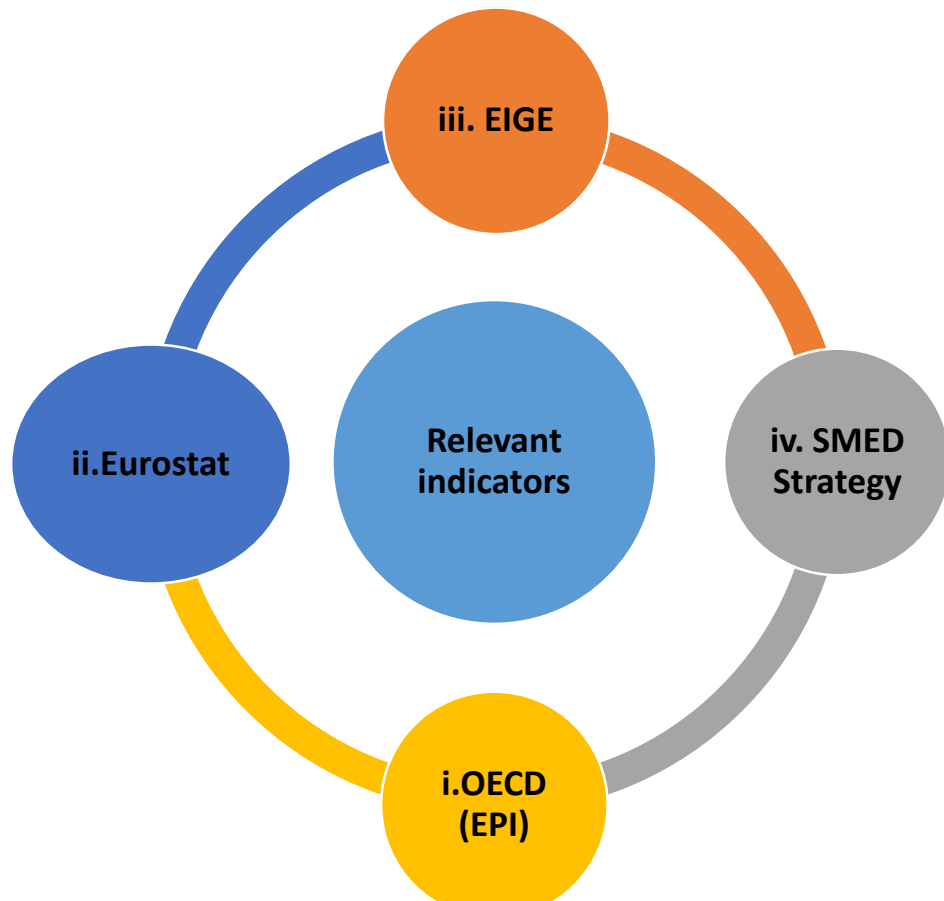
- ① Identify and prioritize user's needs
- ① Mapping of available international recommendations and best practices
- ① Determine the reference unit and survey coverage
- ① Ensure comparability of main indicators with the previous survey (2009)
- ① Making use of available data in short-term business statistics to reduce respondent burden





Overview of data sources / indicators- national needs

- Relevant sources on indicators related to women's entrepreneurship
- Surveys on Women's entrepreneurship at the national and international level



Sampling





Sampling frame

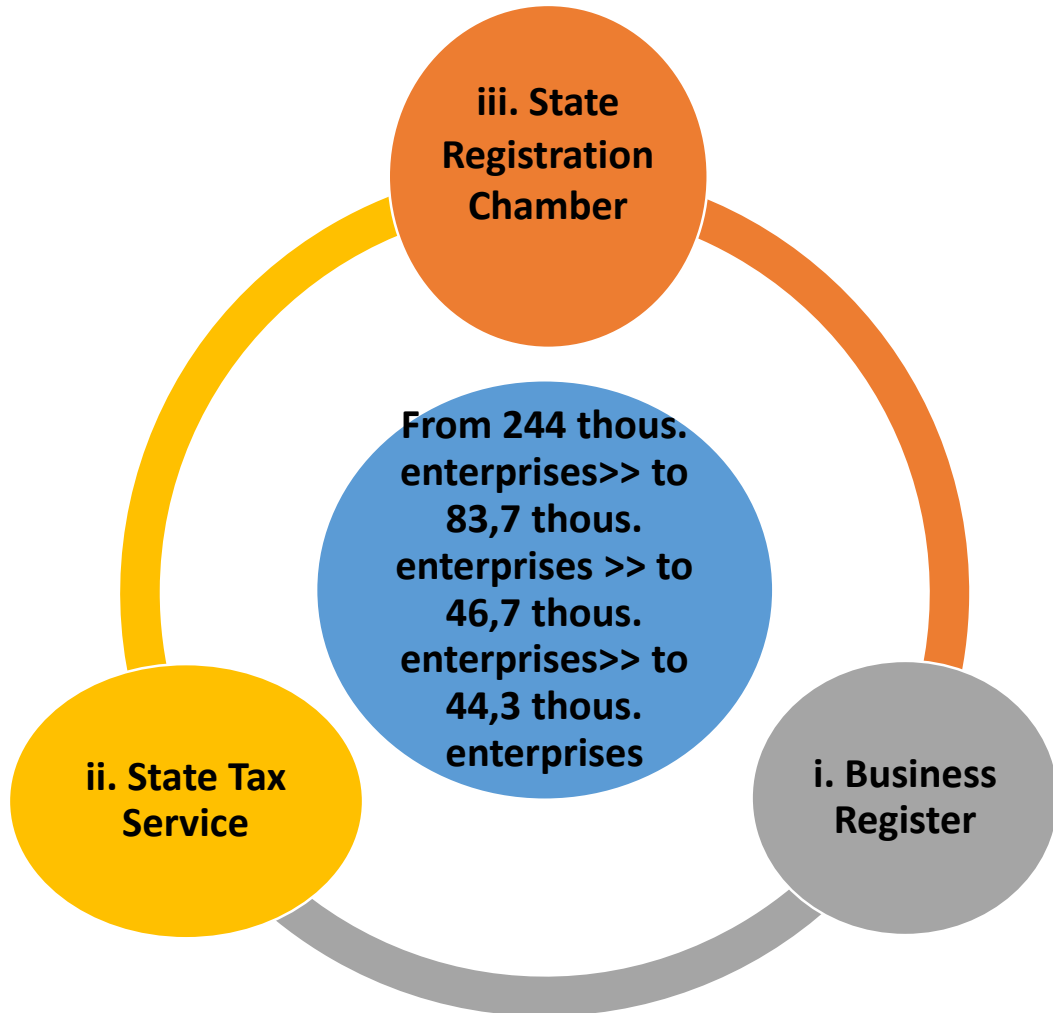
Data sources for sampling

Interest/ available variables for survey sample	Business register	Tax Service	State Registration Chamber
1. IDNO - Unique identification number issued by SRC at the time of registration	+	+	+
2. CUIIO - Unique business identification code used for statistical purposes	+	-	-
3. CFOJ - Code of organizational and legal form	+	-	+
4. CFP - Ownership form code	+	-	-
5. CAEM - Economic activity code of the units, according to the CAEM rev.2 classifier	+	-	+
6. NAME - Business name	+	-	+
7. CUATM- Code of the territorial administrative unit, according to CUATM classifier	+	-	-
8. Legal address of the enterprise;	+	-	+
9. Enterprise's turnover for the year 2016;	+	-	-
10. Average number of employees of the unit during 2016	+	-	-
11. Monthly sales value for 2016 and the first 11 months of 2017	-	+	-
12. Amount of revenues declared for the 2016	-	+	-
13. Date of registration	+	-	+
14. List of managers - name, surname	-	-	+
15. List of founders - name, surname	-	-	+
16. Enterprise status (active or liquidated)	+	-	+
17. Date of liquidation	+	-	+

Algorithm to determine the gender of managers and founders by their name/surname: SSA>> IPUMS>> OpenDataBase



Interest enterprises for the survey



State Registration Chamber	Business Register	Tax service	Enterprises	%
0	0	1	13,985	5,72
0	1	0	3,097	1,27
0	1	1	3,028	1,24
1	0	0	140,540	57,52
1	0	1	31,501	12,89
1	1	0	1,190	0,49
1	1	1	51,027	20,88
Total			244,368	100,0
Total interest for survey			83,718	34,0

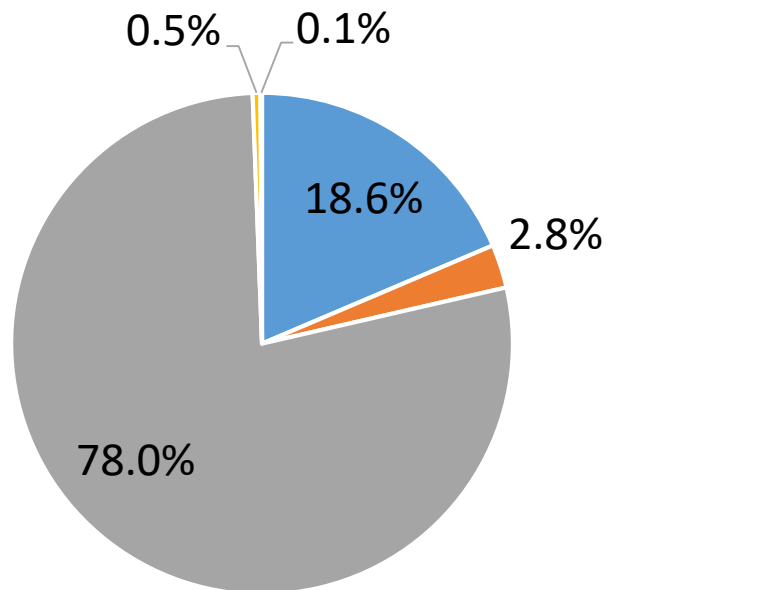
***BR-Active enterprise is considered if it has at least one employee or non-zero turnover during 2 years.
 SRC- not liquidated enterprises
 Tax Service – criteria related to sales/ revenues



Sampling frame

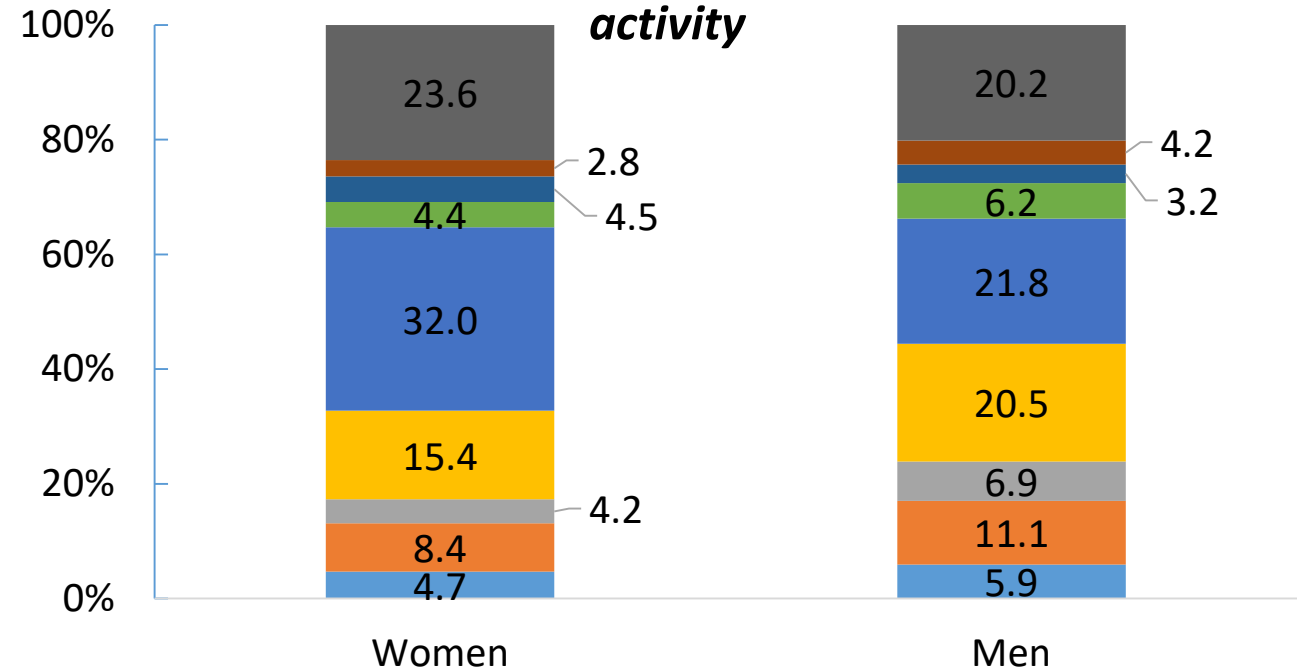
Interest enterprises for the survey

Structure of interest enterprises, by organizational legal form



- Individual enterprises
- Limited Liability Companies
- Business cooperatives
- Joint stock companies
- Production cooperatives

Structure of interest enterprises by sex and activity



- Other services
- Hotels and restaurants
- Retail trade
- Construction
- Agriculture
- Information and communications
- Transport and storage
- Wholesale trade
- Industry

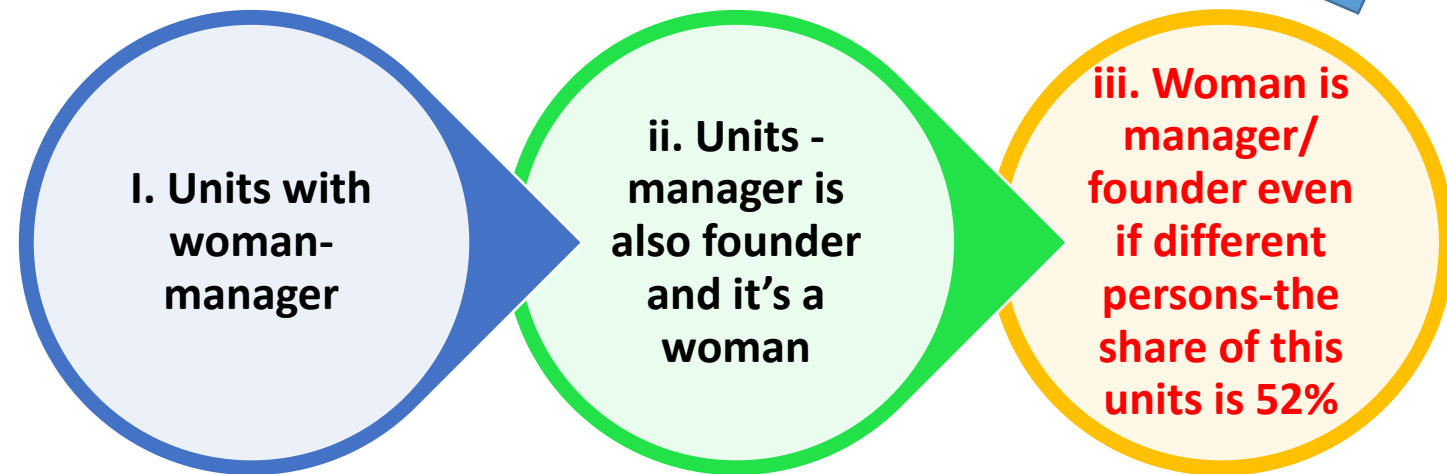


Sampling frame

Probabilistic Sample >> Stratified into 90 strata

- 🕒 To be representative on 3 criteria:
- By size (micro, small, medium, big)
 - By principal economic activity (CEAM, Rev.2)
 - By sex of the founder/manager

FOCUS: The purpose of the survey was to verify the hypothesis if problems faced by women managers/founders are significantly different from those faced by men.



- 🕒 The final sample - 8900 enterprises

Questionnaire design and cognitive testing





Questionnaire



Questionnaire developed in Romanian + Russian (online)

Chapters	Main dimensions
A. Sociodemographic characteristics	Status, sex, age, level of education, presence of children less than 7 years
B. Conditions of creation enterprises/business	Reason, the way it was created, financial sources for, number of employees at the beginning/now
C. Activity of enterprises/business	Properties and buildings, use of IT in activity, difficulties in activity to sell/provide services, export activity, credits and loans experience, credit term, Guarantees offered, credit refusal, expectations for 2018
D. Development of the enterprise/business	Plans for the next 2 years, motivational factors to continue, actions for development, new products/services, main reasons for liquidation
E. Trainings	Attending trainings on how to launch business, trainings on professional competencies/managerial, trainings for employees
F. Opinions on entrepreneurship	Benefiting from Support programs, Knowledge on women's programs, obstacles for women's involvement in business

STATISTICA MOLDOVEI

BIRoul NAȚIONAL DE STATISTICĂ AL REPUBLICII MOLDOVA

Denumirea întreprinderii _____ cuișo _____

IDNO _____

Studiu privind Dezvoltarea Mediului de Afaceri

CHESTIONAR PENTRU PROPRIETAR / MANAGER

Strict confidențial

Răspunsurile date la întrebările din acest chestionar sunt folosite numai în scopuri statistice.

• Răspundeți la întrebări marcând **X** în căsuțele de tip închis **☑**, cifre în căsuțele deschise **□**, sau text în spațiile indicate prin linie _____.

• La întrebările unde apare semnul **⓪** pot fi înregistrate mai multe răspunsuri, iar cele nemarcate acceptă un singur răspuns.

• Cifrele care urmează semnul **☛** din dreptul unei căsuțe indică numărul întrebării la care se va trece după marcarea răspunsului în căsuța respectivă. În cazul în care căsuța marcată nu este urmată de semnul **☛**, se va trece la întrebarea următoare.

Date sociodemografice ale respondentului	
Q1. Statutul DVS. în cadrul întreprinderii	
• proprietar unic	1 <input type="checkbox"/>
• proprietar unic / administrator	2 <input type="checkbox"/>
• co-propietar, indicați cota □□□%	3 <input type="checkbox"/>
• co-propietar/administrator, indicați cota □□□%	4 <input type="checkbox"/>
• manager / administrator	5 <input type="checkbox"/>
Q2. Sexul	
• masculin	1 <input type="checkbox"/>
• feminin	2 <input type="checkbox"/>
Q3. Anul nașterii	□□□□
Q4. Nivelul de educație absolvit	
• fără studii	1 <input type="checkbox"/>
• primar	2 <input type="checkbox"/>
• mediu incomplet/gimnazial	3 <input type="checkbox"/>
• mediu de cultură generală/liceal	4 <input type="checkbox"/>
• secundar profesional (școală de meserie)	5 <input type="checkbox"/>
• mediu de specialitate (colegiu, tehnicum)	6 <input type="checkbox"/>
• superior universitar	7 <input type="checkbox"/>
• masterat, inclusiv rezidentiat	8 <input type="checkbox"/>
• doctorat, postdoctorat	9 <input type="checkbox"/>
Q5. Starea civilă	
• necăsătorit(ă)	1 <input type="checkbox"/>
• căsătorit(ă)	2 <input type="checkbox"/>
• văduv(ă)	3 <input type="checkbox"/>
• divorțat(ă)	4 <input type="checkbox"/>
• căsătorit(ă) neoficial	5 <input type="checkbox"/>
Q6. Aveți copii în vârstă de până la 7 ani?	
• da	1 <input type="checkbox"/>
• nu A1	2 <input type="checkbox"/>

Q7. În grija cui rămân copiii de obicei pe durata orelor de lucru? **⓪**

• servicii de educație timpurie (creșă, grădiniță, alte instituții)

• cu părinții (bunicii)

• alte rude

• bonă

• singur(i)

• altcineva (specificați)

A1. Cui a aparținut ideea creării/prelucrării întreprinderii/afacerii?

• mi-a aparținut mie

• a fost a mea și a unui membru al familiei

• rudelor, prietenii

• din alte surse (internet, TV, presă)

• nu știu/greu de răspuns

A2. Care a fost statutul ocupației dvs. principale până la crearea/preluarea întreprinderii/afacerii?

• salariat

• lucrător pe cont propriu (afacere proprie fără nici un salariat)

• patron (afacere proprie cu cel puțin un angajat permanent)

• student, elev

• casnică

• șomer

• angajat/afat peste hotare (specificați țara)

• alte situații (specificați)



Types of Questions used

47 questions, from which 14 questions from the previous survey

Type of questions	Examples from Questionnaire
Facts Questions	Sex, age, level of education, presence of children less than 7 years
Motivation Questions	1. Which was the main reason why you created this business? 2. Which was the main reason your enterprise has not applied for a credit?
Knowledge Questions	1. Do you know any state support programs in the field of female entrepreneurship?
Evaluation scales/opinion Questions	1. To what extent do you believe the indicated factors (the lack of childcare services, the particularities of the feminine character (fear, doubts), the education of the girls in the family is not oriented towards the development of the entrepreneurial qualities and leadership, etc.) represent an obstacle for women's involvement in business? (appreciated on a scale of 1 to 5)
Close-ended Questions	1. Does the enterprise carry out export activity? 2. What is the main market for selling goods?
Multiple answer Questions	1. In the case of the creation of the enterprise, please mention the sources for the enterprise creation?
Semi- Open Questions	1. In 2017, did your business have any difficulty in selling its production or providing services, if yes, what difficulties?
Open Questions	% for each source of creation, number of employee at the beginning of business/at the moment, number of employee attending trainings



Use current business statistics

Basic indicators have not been collected

Current business statistics

- **Number of employees**
- **Turnover**
- **Number of enterprises with profit/losses**
- **Investments**

Disaggregations

- **Activity duration, sex, size, activity**



Self-administered questionnaire (owner/ manager)

Testing

- ② Developed a Protocol for cognitive testing interview >> conducted 17 interviews>> improved the questionnaire
- ② Data entry Application Cis-2 (soft) + testing: **August**

Data collection strategy

- ② Paper data collection + on-line
- ② Available for online filling on www.raportare.md or downloading on official website

Contact of respondents

- ② Contact: phone, e-mail, other.
- ② User-friendly Participation letters
 - Purpose of survey, its importance,
 - Why this enterprise?, When and How?,
 - The guarantee of confidentiality,
 - Contact info (phone for respondents)

Data collection

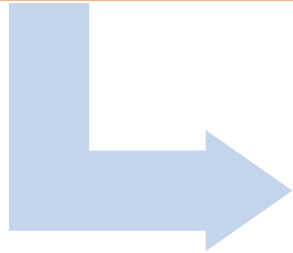




Contact of respondents

Communication

Facebook, official web site



**Data
collection**

Period of data collection: 5-25 September
Contacting and informing the enterprises
on survey/ distribution of printed
questionnaires: **5-10 September**



Data Entry

Paper questionnaires
introduced in system by
territorial statistical
offices: **11-28 September**

Main results and follow-up

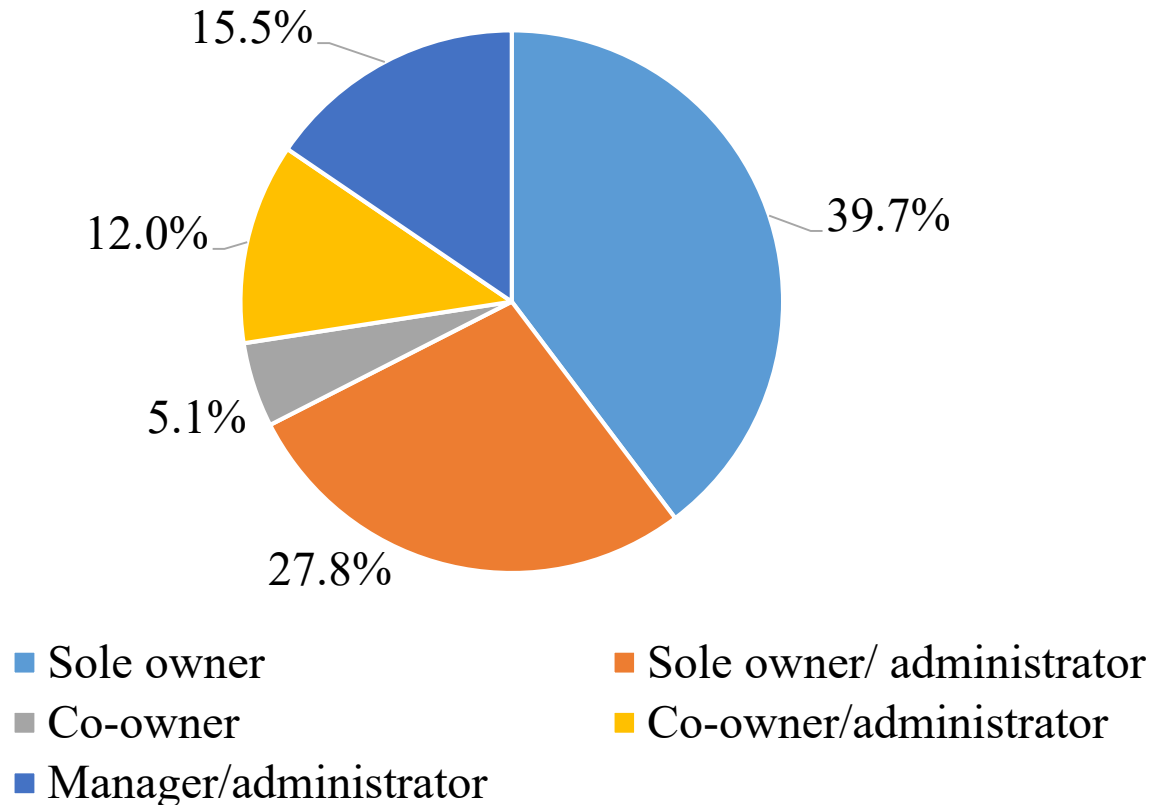




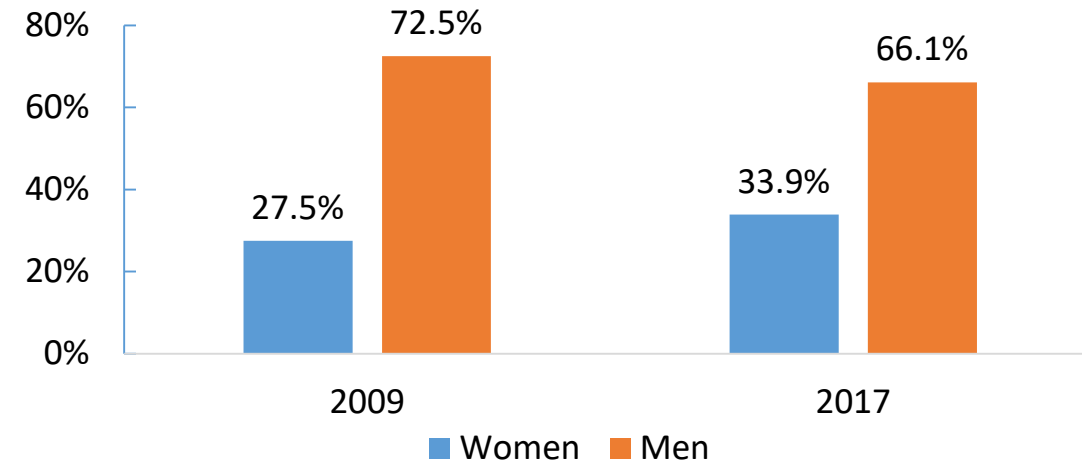
Preliminary results

Response rate – 83,3% (e-reporting-35,2%)

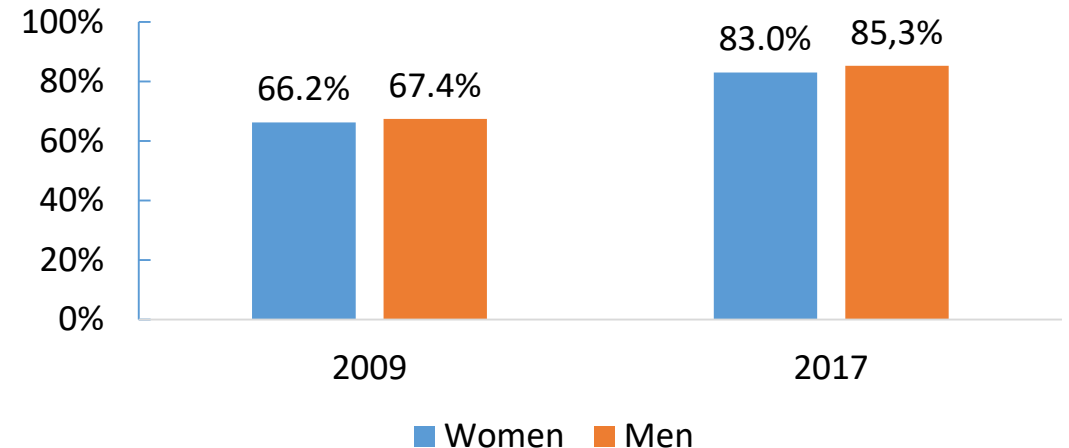
Structure of entrepreneurs



Share of entrepreneurs by sex, 2009 and 2017



Share of owners by sex, 2009 and 2017





Distribution by size of the business

Structure of enterprises by sex and size, 2009 and 2017

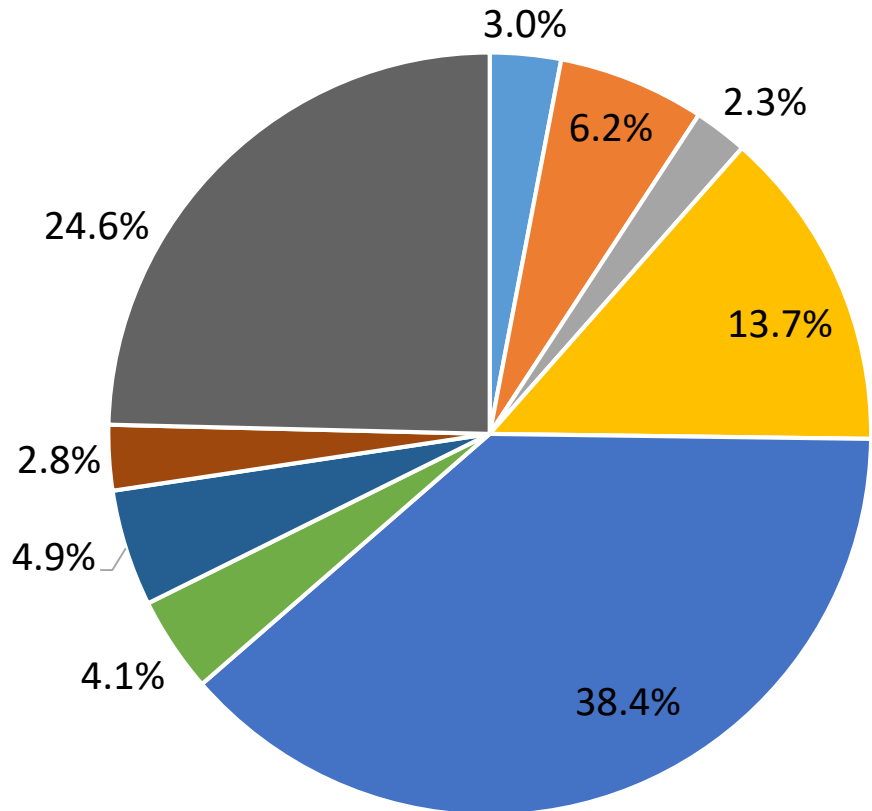




Preliminary results

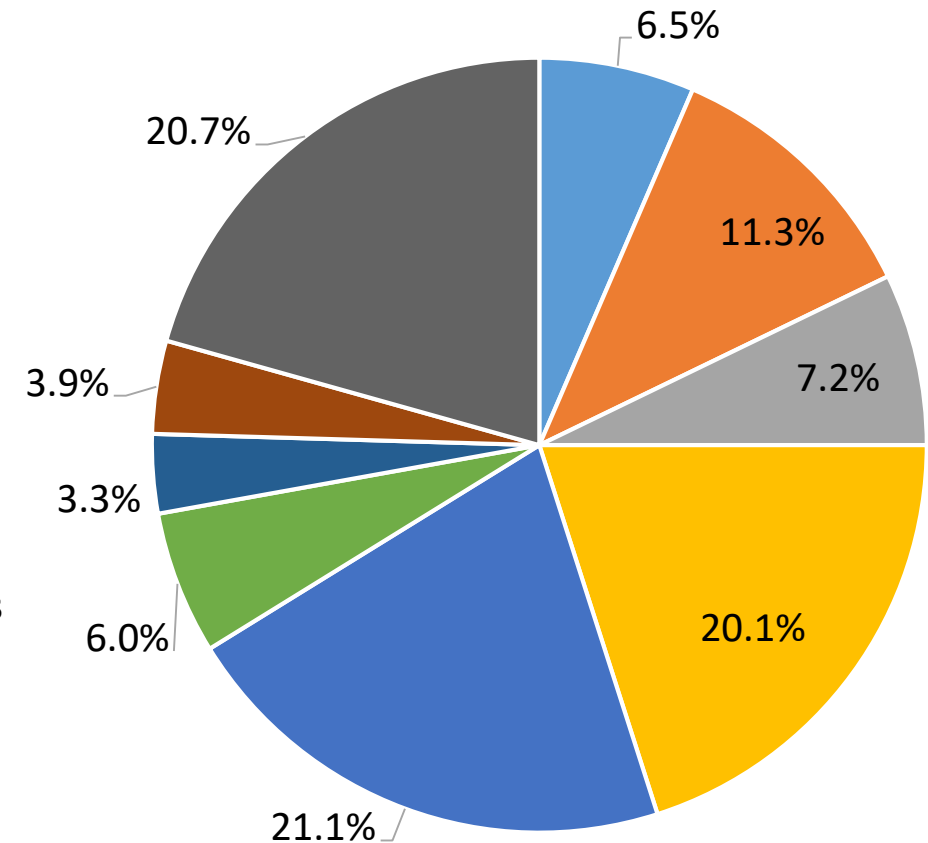
Distribution by economic activity of the business

Women



- Agriculture
- Industry
- Construction
- Wholesale trade
- Retail trade
- Transport and storage
- Hotels and restaurants
- Information and communications
- Other services

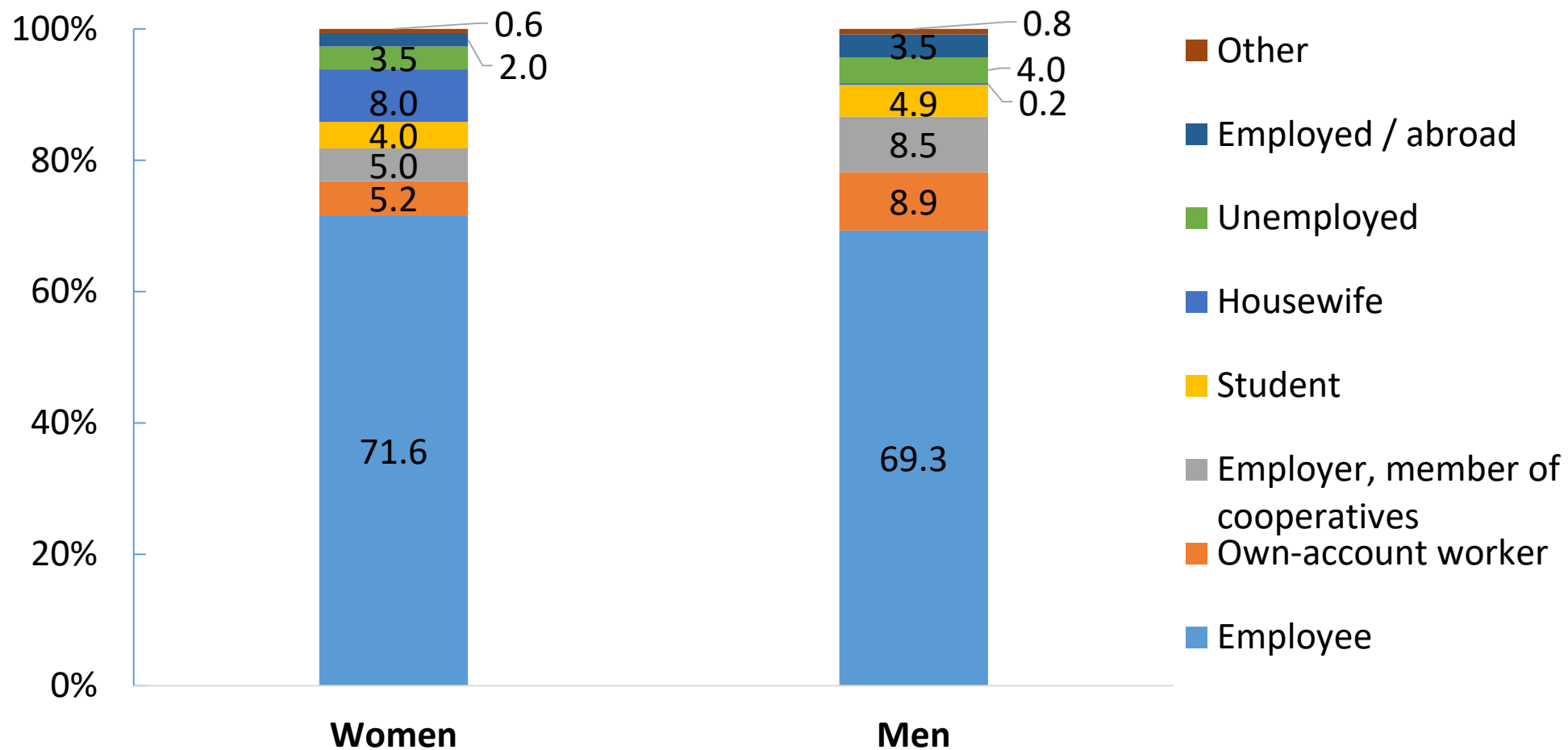
Men





Preliminary results

Distribution by status before starting a business





Preliminary results

Distribution by main reason to create a business

	Men,%	Women,%
Filling a gap in the market with a new product / service or improving one existing product / service	13,6	9,6
Higher earnings	39,5	39,4
Self-realization, to fulfill a dream, passion	24,0	23,1
Business inheritance/bequest from family members / other people	2,3	3,2
Did not have another choice (lost job)	10,3	12,5
Other	1,1	1,0
Do not know/difficult to answer	9,2	11,1

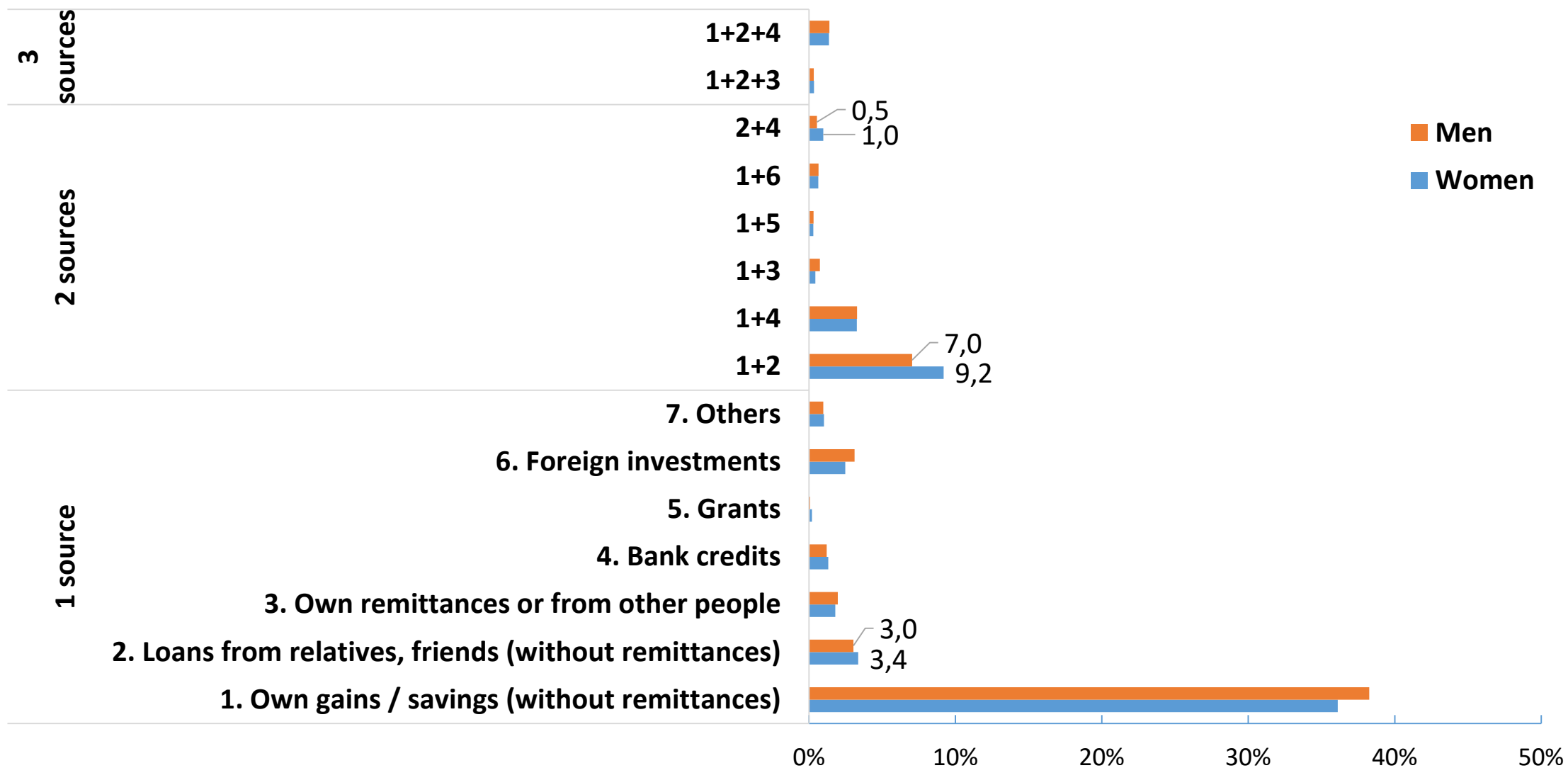
Distribution of entrepreneur's plans for next 2 years...

	Men,%	Women,%
Survival/ continuation of activity	55,5	58,8
Growth/ development of activity	32,9	26,8
Closure/ liquidation of the enterprise	10,0	13,1
Other	1,7	1,3



Preliminary results

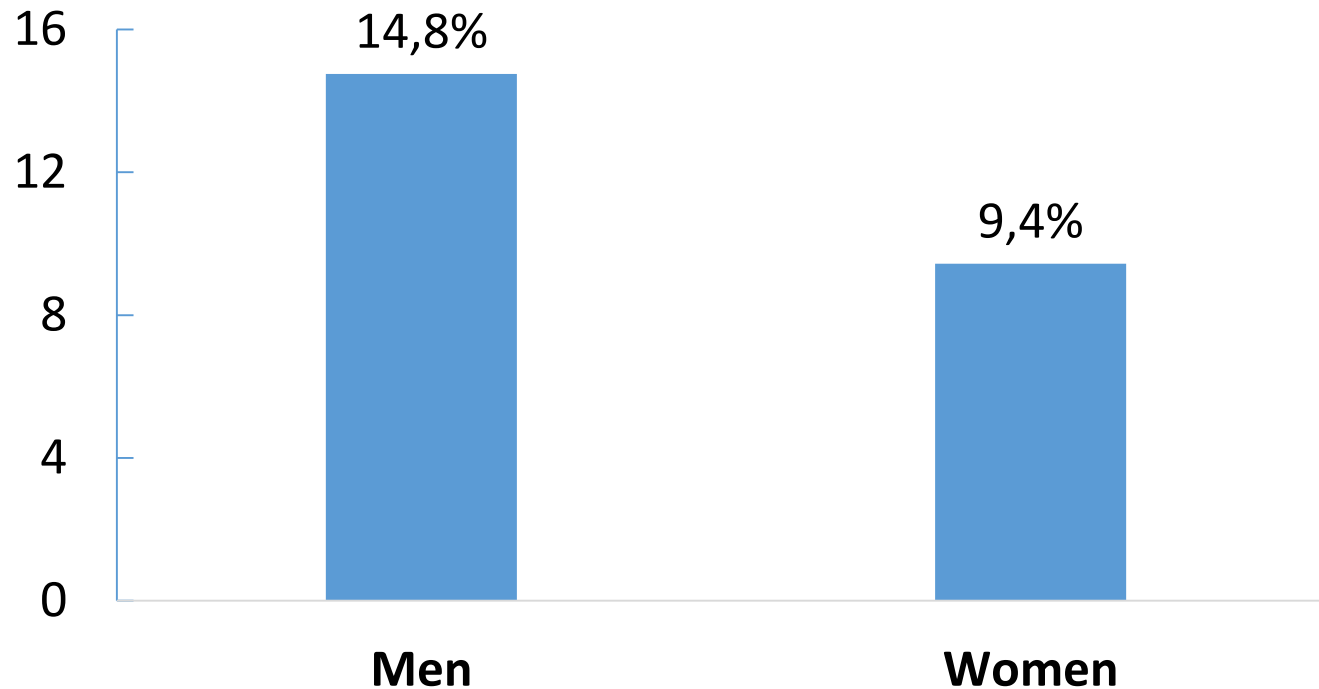
Distribution by sources of creation a business





Distribution of entrepreneurs by applying to credits

Share of entrepreneurs who applied to a credit during 2017 year by sex



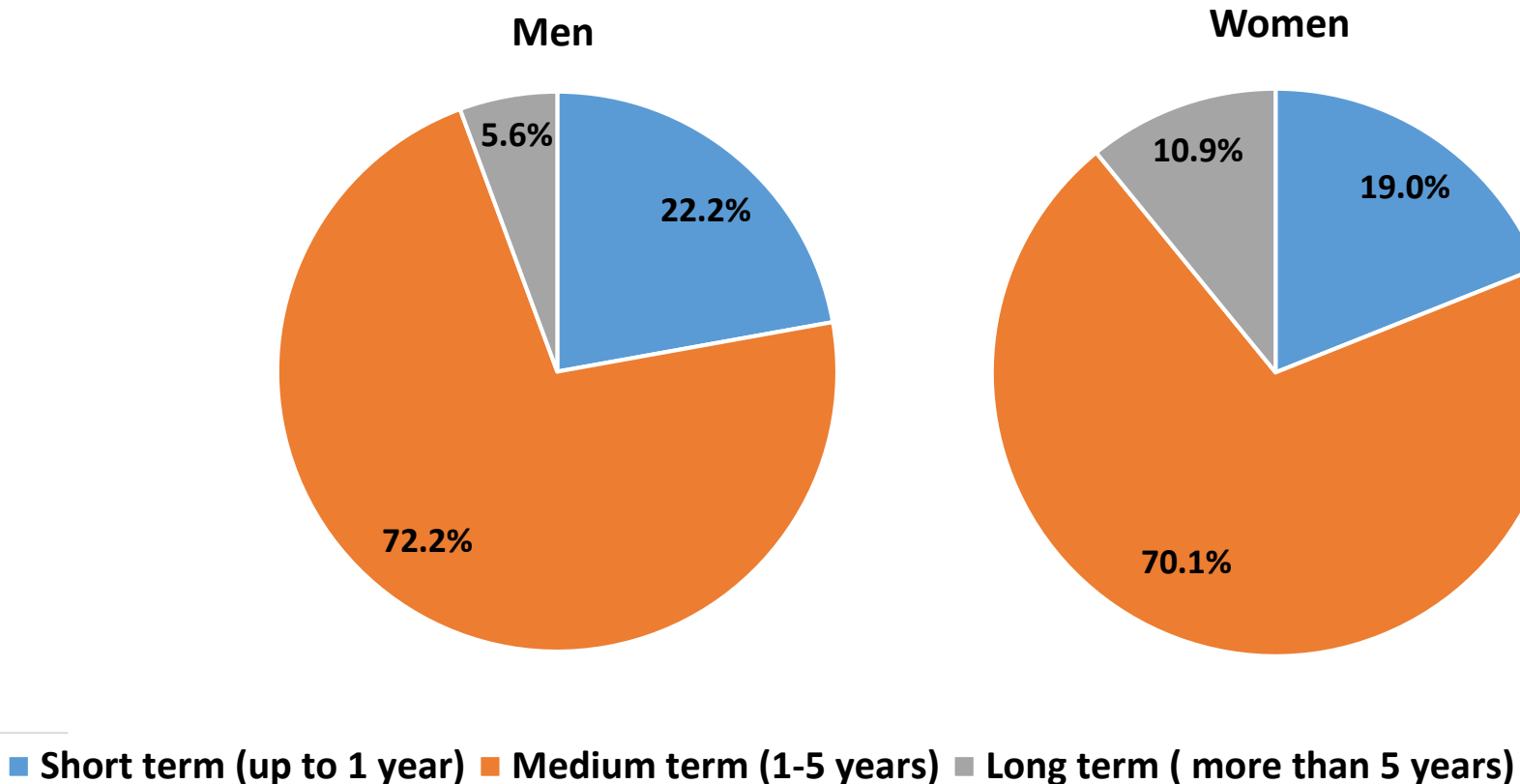
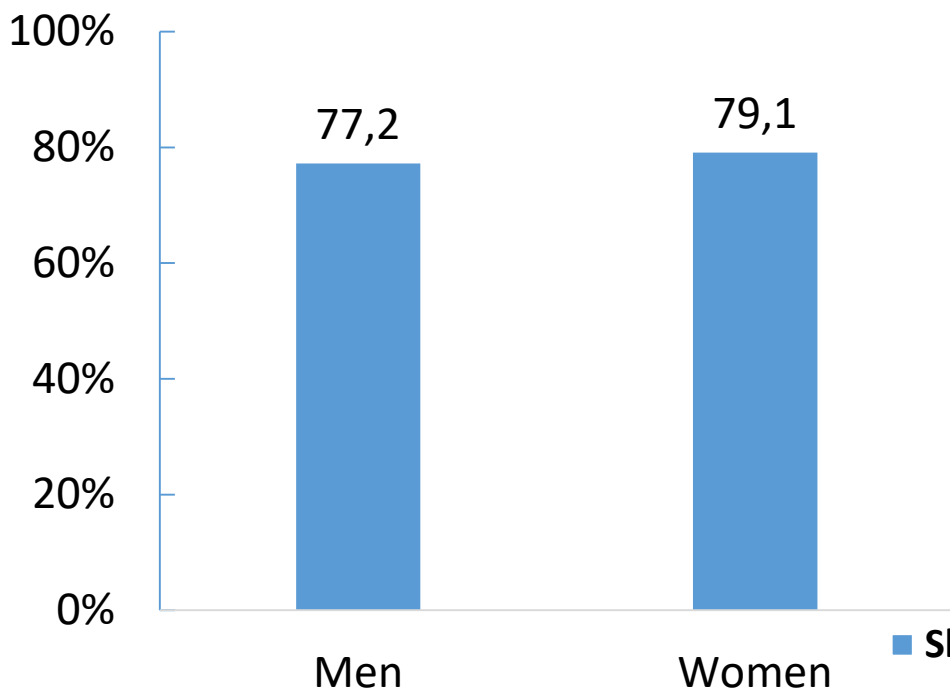
Distribution of entrepreneurs by sex and main reason of credit refusal

	Women,%	Men,%
Lack of gage	29,5	28,0
Insufficient guarantee	26,3	13,5
Unsatisfactory financial situation of the enterprise	32,6	39,8
Lack of necessary documents for the application	9,4	3,9
Other	2,2	14,7



Distribution of entrepreneurs by sex and credit term

Share of entrepreneurs who have a credit at the moment by sex





Follow up

Challenges

- ⊕ Men considered the set of questions on opinions about women's entrepreneurship, obstacles they face are not questions for them.
- ⊕ There was a need for Training of territorial staff
- ⊕ Technical problems because of open questions

Next steps

- ⊕ Disseminate final report
- ⊕ Added value of the survey: combine data from business statistics (financial results) + results from survey
- ⊕ Create infographs



Thank you for attention!

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