TW POLICY GROUP

Global Agriculture, Rural Employment & Population Intelligence Toolkit

The complete user manual for TW Policy Group's integrated data platform. Three connected dashboards, one workflow for labour, demographic, and rural development evidence.

- Agricultural Employment
- Rural Employment
- Population Dynamics

1947–2025

Powered by FAOSTAT & ILO modelled estimates

User Manual · Edition 2

twpolicygroup.com

GETTING ORIENTED

One platform, three connected views

> This toolkit brings agricultural employment, rural employment, and population dynamics into a single decision workflow covering 1947 to 2025. Each dashboard works on its own, and together they let you connect a country's labour structure to its demographic reality, from one interface, in English, French, or Spanish.

The three dashboards share the same logic, the same filters, and the same design language, so once you learn one you can navigate all three. This manual is organised so you can read it front to back, or jump straight to the section you need.

What's inside

Three questions, one workflow

How do people work?
The Agriculture and Rural dashboards show what share of a country works in agriculture and rural economies, how productive that work is, and who does it.

Who are the people?
The Population dashboard shows how many people there are, how the rural and urban split is shifting, and how the balance changes over decades.

› **New here?** Start with Section 1. It explains the filters, the summary panel, and the language switch that behave the same way across all three dashboards.

SECTION 01

Shared essentials

Every dashboard in the toolkit is built the same way. Learn these five things once and they apply everywhere.

1.1 The layout at a glance

- **Header bar** — the dashboard title, the data source, and TW Policy Group branding.
- **Control row** — the filters that shape everything below: Country, Year, Source, Sex, and Language, plus a Theme toggle for light or dark viewing.
- **Chips row** — rounded tags that confirm exactly what you are looking at (for example "World · Year: 2025 · Total"). They appear as soon as a filter is active.
- **Summary for decision-makers** — a plain-language paragraph that rewrites itself instantly based on your selection.
- **Signals and charts** — the indicators, time series, and animated views specific to each domain.

1.2 The filters and what they do

Country / Region	Choose a single country for a national profile, or several to compare. The summary reports each selection's share of the world total.
Year	Pick a specific year, or leave it on the latest available. All growth and change signals recalculate against the year you choose.
Sex	Filter to Total, Female, or Male. Every share and quality indicator is then computed within that scope, so you can compare gender outcomes directly.
Source	Switch between harmonised sources (national surveys, ILO modelled estimates, census data) to compare estimates and understand reporting quality.
Language	Switch the entire interface between English, French, and Spanish. Labels, narrative, and number formatting all follow.

› **Filters combine.** Every filter you add narrows the view further, and the chips row always shows the full active selection so you never lose track of scope.

1.3 Reading the summary for decision-makers

This is the fastest way to understand any selection. In one paragraph it gives you the latest-year level, whether it rose or fell versus the year before, the relevant share of the total, the female and male split, and a plain reading of quality or structure. It updates the instant you change a filter.

When data is missing: if your selection has no data for the chosen year, the summary hides the details that would otherwise mislead, rather than showing zeros or false precision.

SECTION 02 · DOMAIN ONE

Agricultural Employment

Sectoral composition, gender and age structure, productivity quality, and policy signals for agriculture, agrifood systems, fishing and forestry employment across countries and regions.

This dashboard gives a dynamic picture of who works in agriculture, how that is changing, and how productive the work is. Use it to compare countries, track labour productivity, unpack gender and age composition, and turn indicators into policy options.

2.1 What you can do here

- **See the latest level and its momentum** — employment now, plus how it changed versus last year and over the last three and five years.
- **Understand structure** — sectoral share of total employment, female versus male participation, youth versus older cohorts, and self-employment versus wage work.
- **Track productivity** — value added per worker, average working hours, and productivity trajectories over time.
- **Scan inclusion signals** — gender parity, youth participation, informality levels, and demographic succession risk.

2.2 Key indicators

Total employed
Headline agricultural employment level for your selection.

Sectoral share
Agriculture as a percentage of total employment, a core structural transformation signal.

Female share
Women as a percentage of the agricultural workforce.

Youth share
Workers aged 15 to 24 as a percentage of the total.

Productivity per worker
Value added per worker, banded low, medium, or high against global quartiles.

Self-employment share
An informality proxy; higher values signal more precarious work.

Deeper labour-market signals

- **Gender gap** — the difference between female and male productivity or earnings, where available.
- **Productivity momentum** — the five-year change in value added per worker.
- **Demographic succession risk** — the share of workers aged 55 and over set against the youth entry rate.
- **Informality trend** — the five-year change in self-employment share, in percentage points.

SECTION 03 · DOMAIN TWO

Rural Employment

Rural labour markets in full: on-farm and off-farm work, informality, wage versus self-employment, and how rural livelihoods shift as economies transform.

The Rural Employment dashboard widens the lens from agriculture alone to the whole rural economy. It shares the Agriculture dashboard's filters and reading logic, so everything you learned in Section 2 applies here, with a rural rather than purely sectoral focus.

3.1 What this view adds

- **Rural labour scope** — employment across the rural economy, not only crop and livestock work, capturing off-farm and non-agricultural rural jobs.
- **Livelihood quality** — the balance of wage employment against self-employment as a signal of rural job security.
- **Structural shift** — how rural employment evolves as economies diversify away from agriculture over the decades.
- **Inclusion in rural markets** — gender and youth participation specifically within rural labour.

3.2 How to read it

Use the same rhythm as the Agriculture dashboard: start broad, read the summary, then open the signals. The Country, Year, Sex, and Source filters behave identically. Where the Agriculture dashboard answers "how big and productive is farming employment," the Rural dashboard answers "how healthy and inclusive is the wider rural labour market."

› **Pair the two.** Reading Agriculture and Rural side by side shows whether a country's rural economy is diversifying beyond farming, or whether rural work still depends almost entirely on agriculture.

3.3 Signals to watch

Rural employment level
Total rural employment for the selected scope and year.

Self-employment share
The informality proxy, often higher and more telling in rural markets.

Female & youth share
Inclusion signals for rural labour participation.

Growth & momentum
Year-on-year and multi-year change in rural employment.

SECTION 04 · DOMAIN THREE

Population Dynamics

The demographic foundation beneath the labour data: total population, the rural and urban split, sex composition, and how the balance shifts across decades.

The Population dashboard is the newest addition to the toolkit. It provides the demographic context that makes the employment data meaningful, showing not just how people work, but how many people there are and where they live.

4.1 What you can explore

- **Total population by country** — population size for any country or region, across the full time span.
- **Rural versus urban split** — how the population divides between rural and urban living, and how that balance shifts over time, the demographic mirror of the employment story.
- **Sex composition** — population by both sexes or by female breakdown, consistent with the employment dashboards' Sex filter.
- **Long-run trajectories** — decades of change in a single view, so you can see turning points in a country's demographic path.

4.2 The two ways to view

Population view

The standard read: pick a country and see its population totals and rural/urban composition, with the same summary logic as the other dashboards.

Country race

An animated ranking that plays population change over time, showing how countries rise and fall against one another across the decades. Use the play and pause controls, and set the animation speed with the seconds-per-year control.

4.3 Measure and time series

Switch the **Measure** between **Absolute** (raw population counts) and **Share %** (proportional view, useful for reading the rural/urban balance). The time series view then traces your selected measure across the full period, so you can watch, for example, a country's rural share decline as urbanisation accelerates.

› **Connect it back.** A falling rural population share alongside steady agricultural employment can signal intensifying pressure on rural labour. Reading Population next to Agriculture and Rural is where the toolkit earns its value.

SECTION 05

Analysis recipes

Repeatable workflows for the questions decision-makers ask most. Each is a short sequence you can follow in any of the three dashboards.

One-page country profile

Select a country → read the summary → open the signals → scan the productivity or population trend.

Gender-focused brief

Select a country → set Sex to Female → read the female share, productivity, and informality signals against the total.

Youth employment scan

Select a country → read the youth share → compare it with the demographic succession-risk signal to gauge renewal.

Regional benchmarking

Select several countries in one region → compare sectoral shares, productivity, and informality side by side.

Structural transformation watch

Track sectoral share over decades in Agriculture → then read rural share decline in Population → see how fast the economy is shifting.

Labour-meets-demography read

Open Agriculture and Rural for a country → then open Population → set both to Share % → see whether labour and population trends move together or diverge.

Donor-alignment check

Match the signals to SDG, CAADP, and AfCFTA indicators → capture the summary paragraph → pair it with a time series for your proposal.

› **Build the story.** For any brief or slide, pair the summary paragraph with a single time-series chart. One sentence of narrative plus one trend line is usually all a decision-maker needs.

SECTION 06

Frequently asked questions

Q Nothing shows in the chips row.

A That is expected on the default global view. Select at least one filter, a country, sex, year, or source, and the chips will appear.

Q Can I compare several countries at once?

A Yes. Select multiple countries in the Country filter. The charts rank them and the summary reflects the combined selection.

Q Why do some countries have missing years?

A The data reflects country submissions and survey availability. Gaps are preserved rather than filled in, to avoid false precision.

Q Productivity shows "n/a".

A Productivity needs both employment and value-added data for the selected scope. When either is missing, the indicator is hidden rather than estimated.

Q The numbers differ from ILOSTAT or national accounts.

A The toolkit harmonises several sources and may reconcile them differently. Check the Source filter and compare matching definitions before drawing conclusions.

Q How do I reset to the default view?

A Clear all filters using the reset control, or deselect each active item. The dashboard returns to the world baseline.

Q I need exact figures.

A Hover any chart for precise values. The summary paragraph also shows the exact figure in brackets alongside the readable one.

Q How do I switch language?

A Use the EN / FR / ES control in the header. The entire interface, including number formatting, switches live.

Q What does the Country race view show?

A In the Population dashboard, it animates how countries rank against each other over time. Use play, pause, and the speed control to set the pace.

SECTION 07

Methods, definitions & responsible use

7.1 Acronyms and symbols

YoY	Year-over-year growth
CAGR	Compound annual growth rate
VA / worker	Value added per worker (productivity proxy)
LFS	Labour force survey
ppt	Percentage points (share changes)
Δ Level	Absolute change in number of workers

7.2 Core computation rules

- **Selection scope** — all shares and signals are computed over your current on-screen selection (Country, Sex, Year, Source).
- **Sectoral share** — agricultural employment divided by total employment for the same scope.
- **Gender split** — female or male workers divided by total workers in scope.
- **Latest year** — the most recent year with non-blank totals under the current selection.
- **Growth rates** — YoY uses (t − t−1) / t−1; CAGR uses the standard compound formula, with guards against zero bases.
- **Productivity bands** — value added per worker classified against global quartiles into low, medium, and high.
- **Zero and blank guards** — metrics show "n/a" when inputs are blank, and growth rates avoid dividing by zero.

7.3 Scope and limitations

The toolkit harmonises country submissions, ILO modelled estimates, and census data. Coverage varies across countries and years, and older series or developing-country data may be sparser. It is built to support decision context, not to replace stock assessments of labour-market quality. Pair it with national labour-force survey data and qualitative diagnostics for final policy design.

7.4 Responsible use

- Use the deep signals to prioritise questions, not to replace national labour-force survey analysis.
- When informality and productivity stagnation both flag high, prioritise data-quality improvements and targeted formalisation support before major decisions.
- These indicators are based on reported and modelled data. They are not a substitute for national surveys or formal impact evaluations.