

Women-Owned Businesses: Vibrant, Expanding and Local



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RESEARCH METHOD



- 1,366 interviews (441 with Women Owners; 925 with Men Owners)
- Businesses with 5-499 employees
- Owners, C-Suite, key decision makers
- Phone → Internet interviews
- Fielded through January 2016

WOMEN-OWNED BUSINESSES ARE A VIBRANT SEGMENT OF THE U.S. BUSINESS MARKET.

Women-Owned companies are a fast growing, substantial part of the U.S. business market. By 2017, they are projected to account for 39% of all U.S. businesses. One-fifth have been in business less than ten years; while one-third (36% vs. 29% of men-owned companies) consider themselves to be in growth mode and just beginning to take off.

WOMEN OWNERS ARE SUCCESSFULLY EXPANDING THEIR COMPANIES AND WORKING HARD.

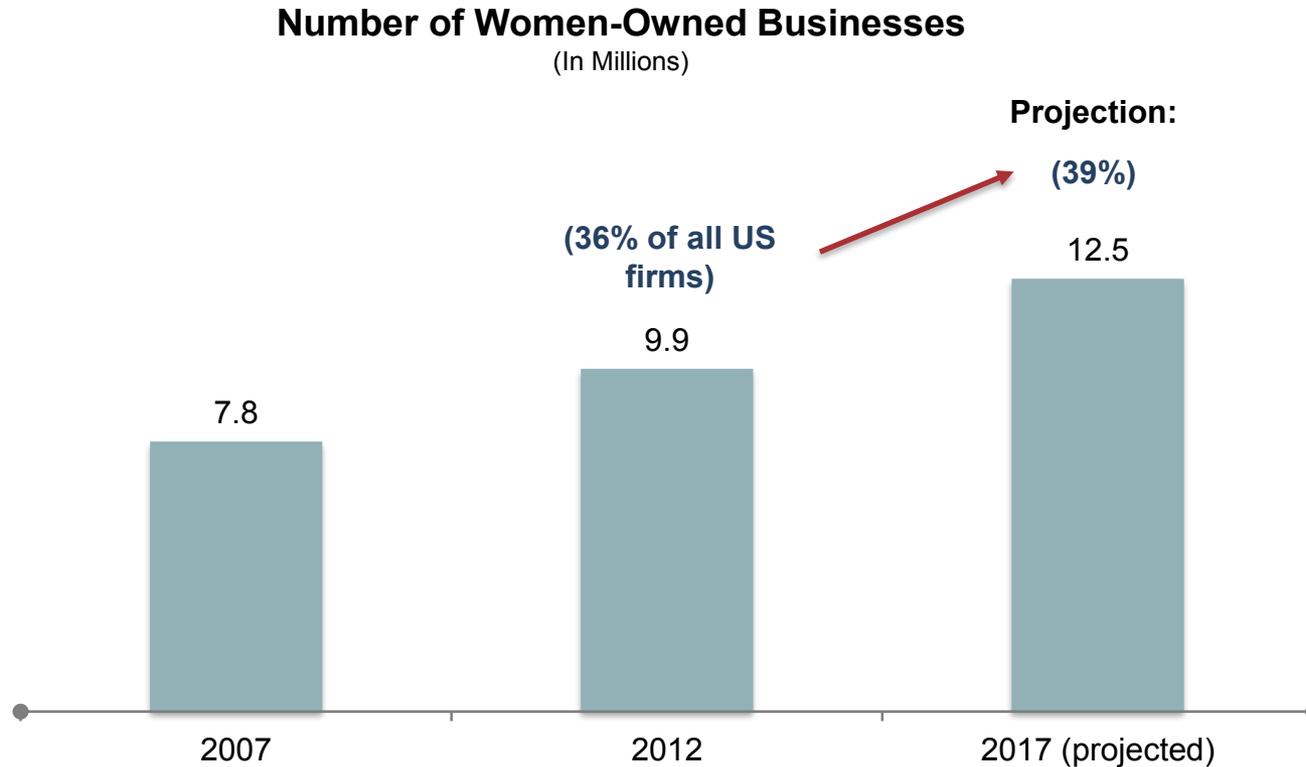
Women owners, who started their own companies 'to build something,' are every bit as driven toward success as their male counterparts. They work hard, with business often taking precedence over their personal lives. The fact that three-quarters are currently hiring new full-time employees is testament to their high level of success.

WOMEN-OWNED COMPANIES HAVE A STRONG LOCAL FOCUS.

Local sales are a ubiquitous phenomena among women-owned companies. Ninety-four percent (94%) generate sales locally, and the large majority agree that local marketing and sales are crucial to their success. Relative to their male peers, women owners are significantly more inclined to see businesses as having social and environmental roles and responsibilities in their communities.

**THERE ARE A GROWING NUMBER OF
WOMEN-OWNED COMPANIES THAT SPAN
INDUSTRIES**

Women-owned businesses will account for 40% of all businesses by 2017

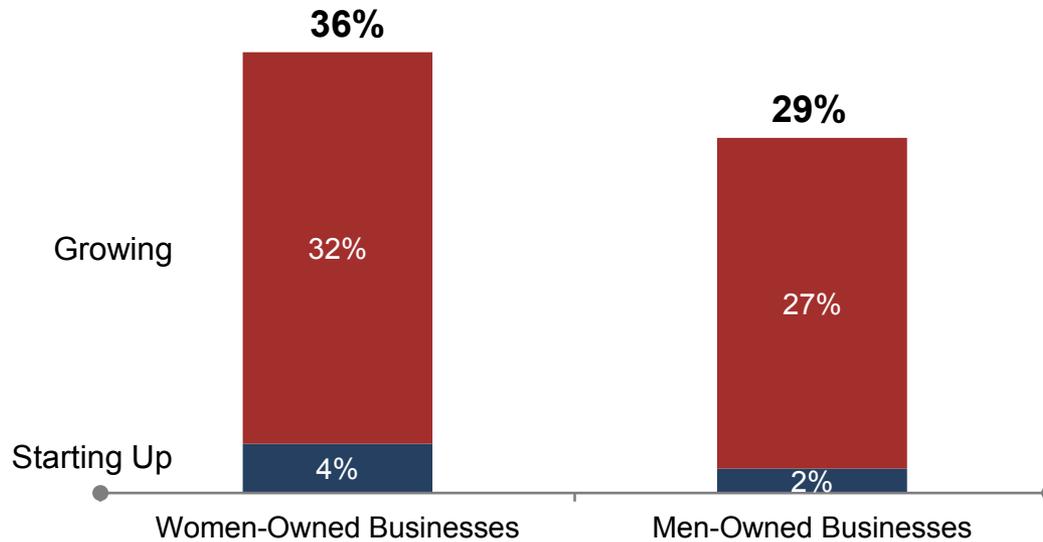


Source: US Census Bureau, Survey of Business Owners (2012 data published 8/18/15); Base: All US Non-farm businesses operating in the 50 states and District of Columbia. NOTE: 2017 projected using 2012 vs. 2007 growth rates.



More women-owned companies are just starting out and growing

Current Business Life Stage

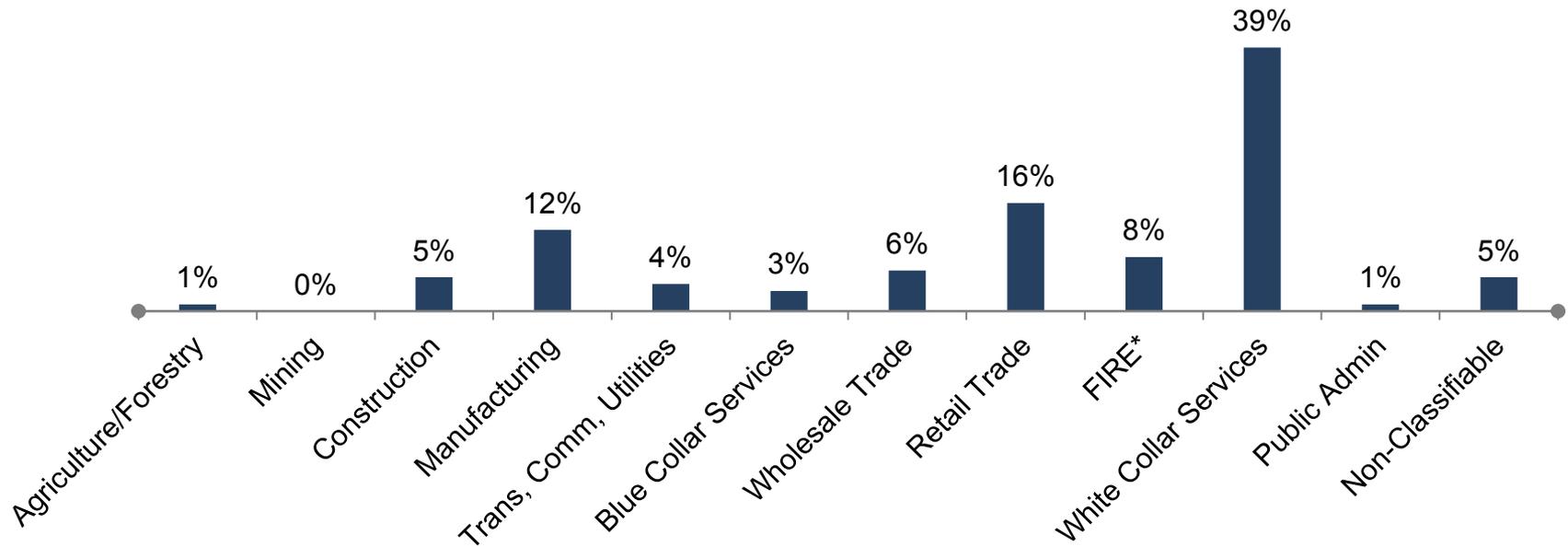


Under 10 Years in Operation	21%	13%
Average Number Years in Operation	24.1	30.3

“Which of the following best represents the business phase your company will be in for the next 3-5 years? Start Ups (recently started the business), Growing (Increasing sales, employees, locations & knowledge)” “How many years has your company been in business?”

Women-owned companies cover a host of industries, with a skew toward services

Industries of Women-Owned Businesses

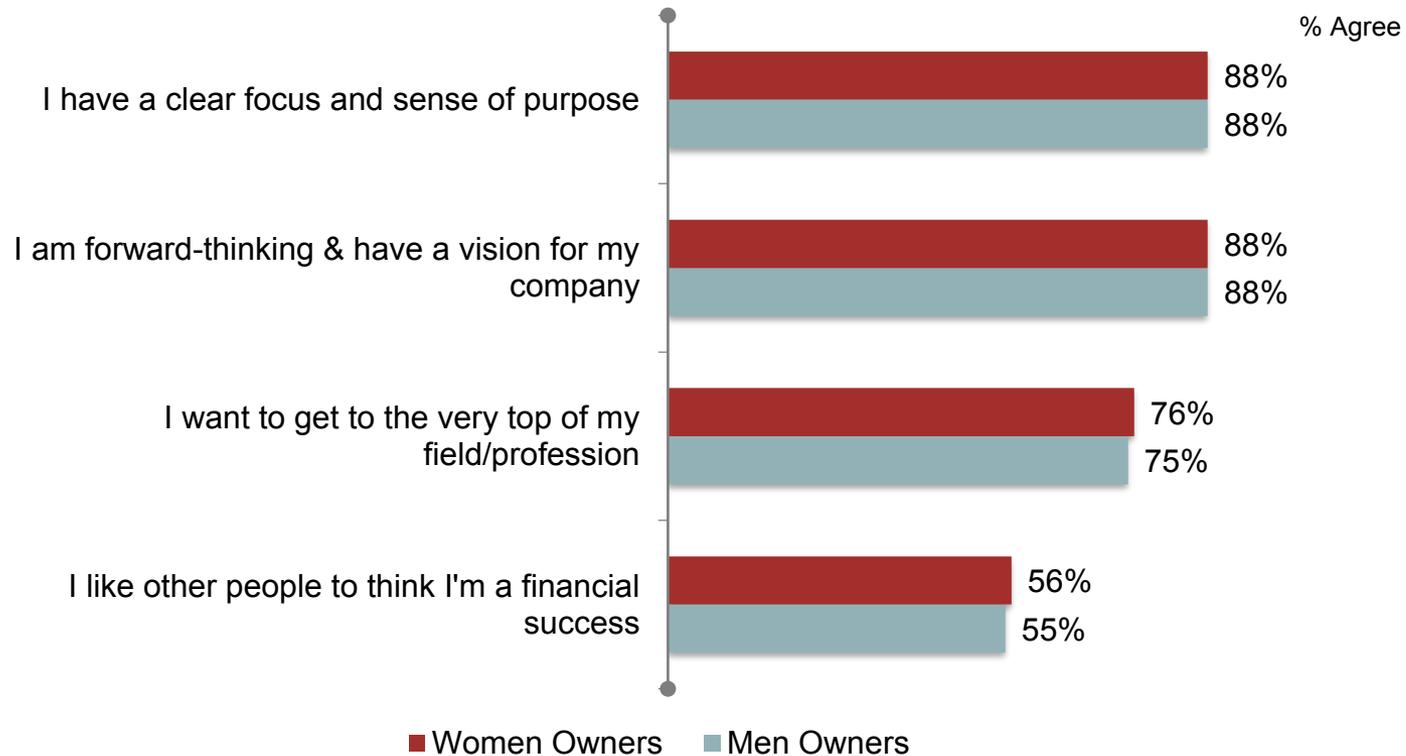


*FIRE = Financial, insurance and real estate

WOMEN OWNERS ARE EXPANDING THEIR BUSINESSES & WORKING HARD



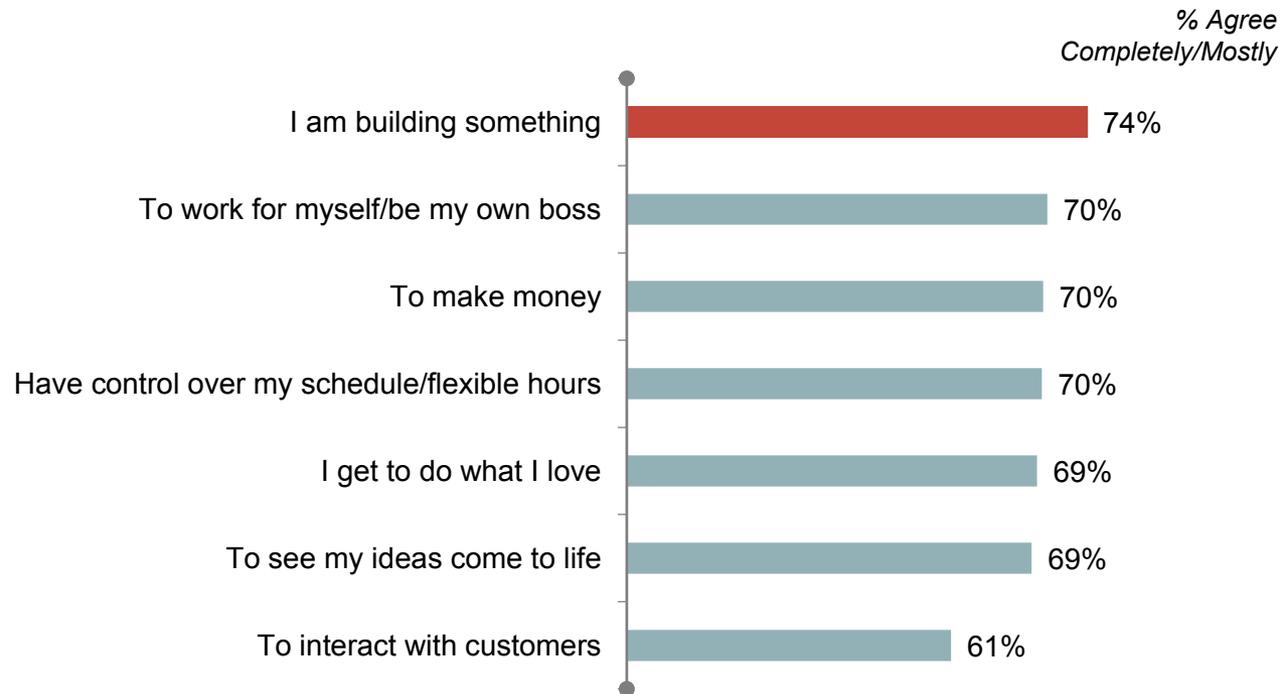
Both women and men owners want to be successful



“Following are a series of statements which may/may not reflect how you think about business, or life in general. Please indicate whether you agree/disagree with each one, using a 0-to-10 scale, where 10 means you ‘strongly agree’ and 0 means you ‘strongly disagree.’

Women owners started their companies to build something, make money & be in control

Reasons Why Women Started Their Own Companies



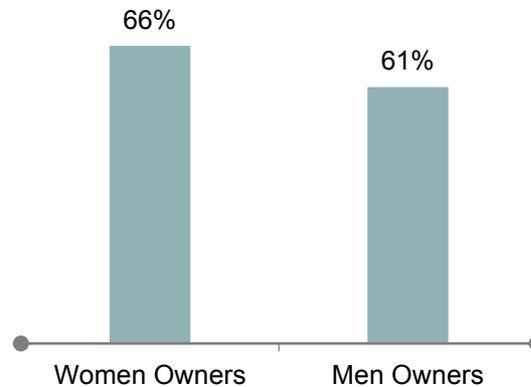
“How much do you agree or disagree with each of the following reasons why you may have started your own business or took a leadership role at your current company?”

Women owners work hard & the business takes precedence; Many are also self supporting

Average Hours Work Per Week

49

“The needs of the business often take precedence over my personal responsibilities”
(% Strongly Agree)

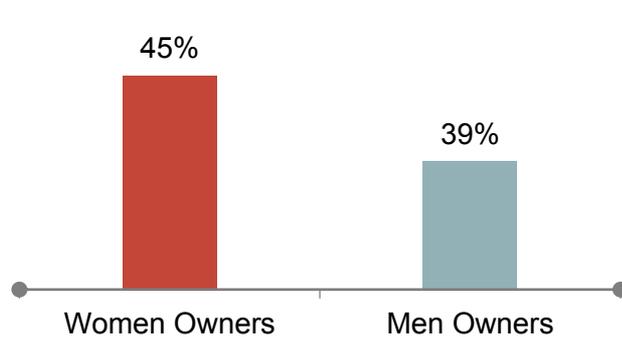


	Women Owners	Men Owners
Married	63%	80%
Single	33	17
Refused/NA	4	3
Kids Living at Home	29	30

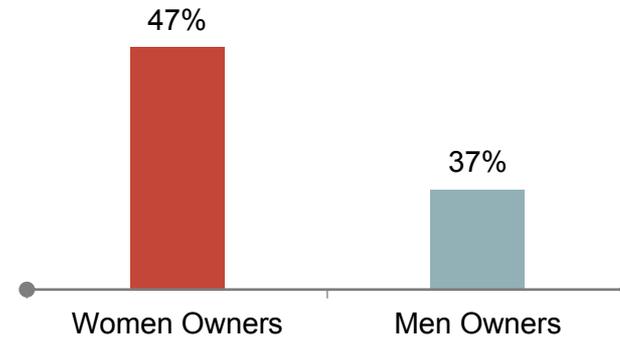
“Approximately how many hours would you say you work in an average week?” Following are a series of statements which may/may not reflect how you think about business, or life in general. Please indicate whether you agree/disagree with each one, using a 0-to-10 scale, where 10 means you ‘strongly agree’ and 0 means you ‘strongly disagree.’ “What is your marital status?” “Do you have any children under 18 living at home?”

Women owners worry more than men about business & personal issues

“Very Concerned” About Business Issues
(Staffing, Costs, Customer Retention, Business Leads, etc.)



“Very Concerned” About Personal Life Issues
(Stress, Time with Family, Having Enough Money, etc.)



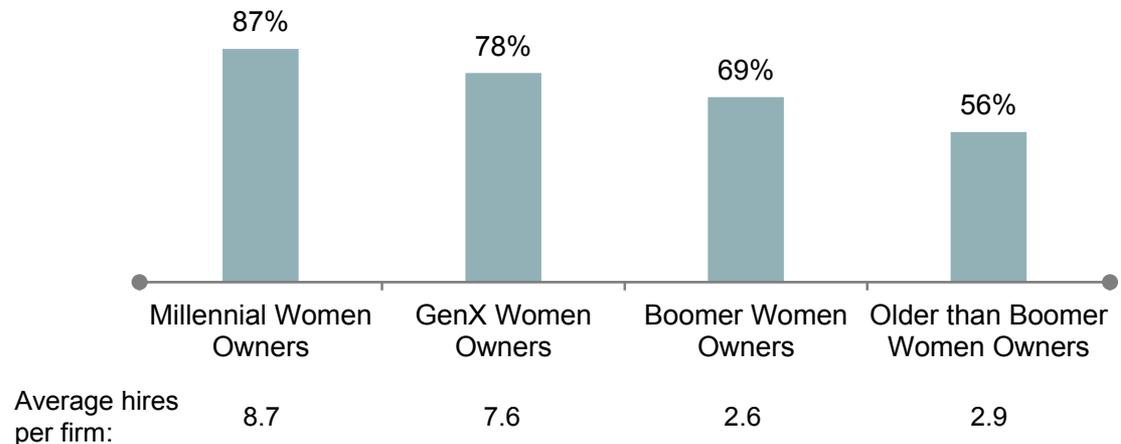
Women owners are successful & hiring; the younger the owner, the more they are hiring

Planning to Hire Full-Time Employees Over the Next 12 Months

77%

Total Women Owners

3.4 new full-time employees
on average per firm



**WOMEN-OWNED COMPANIES HAVE A STRONG
LOCAL FOCUS & FEEL BUSINESSES HAVE A
SOCIAL RESPONSIBILITY TO THEIR COMMUNITIES**



Women owners are highly engaged in the local community

Local Business Attitudes

% Agree



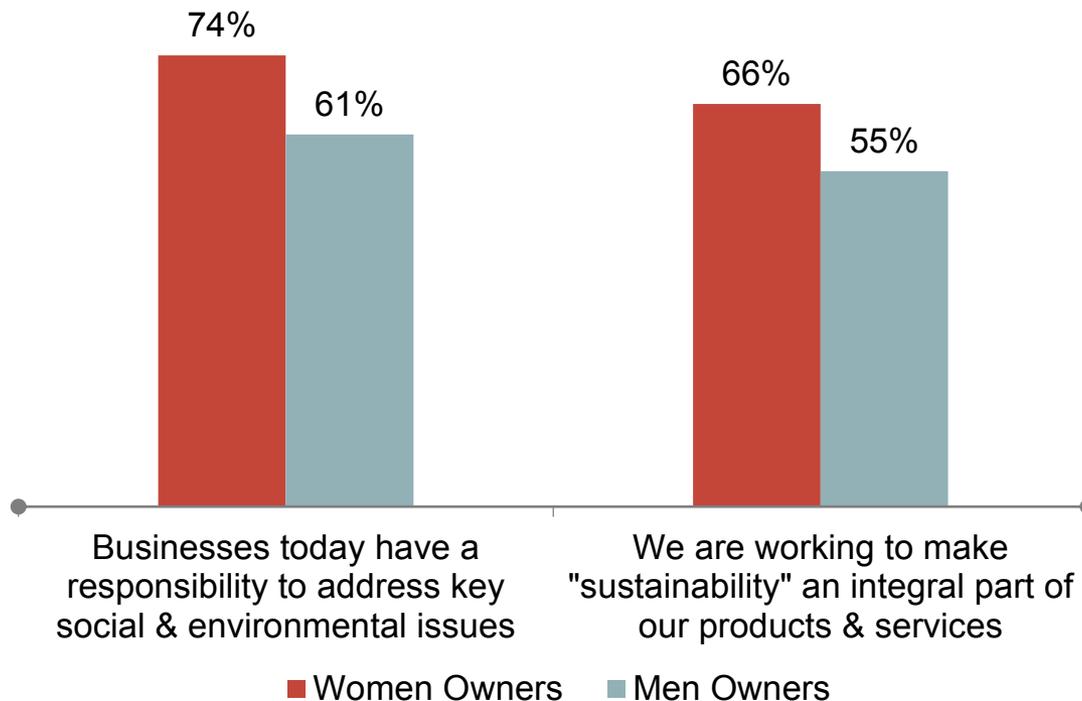
Percentage Who Generate Sales...

Category	Women-Owned Businesses
Locally (Within your local area)	94%
Nationally (The rest of the U.S.)	55
Internationally (Outside the U.S.)	23

“The following are a series of statements which may/may not reflect how you think about business or life in general. By entering a number, please indicate whether you agree or disagree with each one, using a 0-to-10 scale.” “Next, using 100 %points, how would you break down your company’s 2015 sales among the following 3 categories: within you local area, the rest of the US, outside of the US.”

Women owners believe businesses have a responsibility to address both social & environmental issue

Attitudes About Business Responsibility, Social Issues & the Environment
% Agree



"Following are a series of statements which may/may not reflect how you think about business, or life in general. Please indicate whether you agree/disagree with each one, using a 0-to-10 scale, where 10 means you 'strongly agree' and 0 means you 'strongly disagree.'



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