

Fact Sheet: Native Hawaiian and Other Pacific Islander

NWBC Analysis of 2012 Survey of Business Owners

As of 2012:

There are **25,165** Native Hawaiian and Other Pacific Islander (NHOPI) women-owned businesses¹ in the United States. This reflects an increase of **68.2%** from 2007. In comparison, NHOPI men-owned grew **41.2%** since 2007.

Women-owned firms make up **45.7%** of all NHOPI nonfarm and non-publicly-held businesses.
NHOPI women own **0.3%** of all women-owned businesses.

NHOPI women-owned businesses generated a total of **1.9 billion** in receipts, an increase of **29.1%** since 2007. In 2012, of these firms, **94.1%** have no employees other than the owner. These firms have receipts of **\$526.7 million**.

94/1% of these firms are non-employer firms, with average receipts of **\$22,234**.

The remaining **5.9%** of firms have paid employees, employing **11,798** people in addition to the owners, With an annual payroll of **382.2 million**. These employer firms have average receipts of **\$77,406**.

Geography

States with the highest number of NHOPI women-owned firms:

1. California (7,050 firms)
2. Hawaii (6,243 firms)
3. New York (1,527 firms)
4. Florida (1,473 firms)
5. Texas (1,125 firms)

NHOPI women-owned employer firms by number employed

1. Hawaii (2,917)
2. California (2,052)
3. Indiana (1,187)
4. Texas (530)
5. Washington (312)

Highest number of NHOPI women-owned employer firms by average receipts

1. Alaska (\$225,807)
2. Ohio (\$215,130)
3. Virginia (\$203,684)
4. Massachusetts (\$186,900)
5. Indiana (\$157,811)

Industry

Top industries with highest representation of NHOPI WOBs include:

1. Health Care and Social Assistance (5237 firms, 78.9% of NHOPI firms in said industry)
2. Other Services² (Except Public Administration) (4706 firms, 53.9% of NHOPI firms in said industry)
3. Administrative and Support and Waste Management and Remediation Services (3105 firms, 48.14% of NHOPI firms in said industry)
4. Professional, Scientific, and Technical Services (2507 firms, 39.6% of NHOPI firms in said industry)
5. Retail Trade (2472 firms, 52.0% of NHOPI firms in said industry)

Industries with lowest representation of NHOPI WOBs include:

1. Management of Companies and Enterprises (1 firm, 11% of NHOPI firms in said industry)
2. Utilities (5 firms, 21.7% of NHOPI firms in said industry)
3. Mining, Quarrying, and Oil and Gas Extraction (8 firms, 17.8% of NHOPI firms in said industry)
4. Agriculture, Forestry, Fishing and Hunting (96 firms, 15.2% of NHOPI firms in said industry)
5. Information (255 firms, 40.7% of NHOPI firms in said industry)

¹Women-owned businesses, as defined by the US Census, are businesses in which women own 51 percent or more of the equity, interest, or stock of the business. **Men-owned** businesses are defined as men owning 51 percent or more of the equity, interest, or stock of the business. **Equally men-/women-owned** businesses those in which the equity, interest, or stock of the business is shared 50-50 among men and women owners. Publicly held, foreign-owned, and non-profit businesses are not included in this data.

²As an industry classification, Other Services (except Public Administration) is defined as businesses that provide services not specifically provided for elsewhere in the classification system. These businesses are primarily engaged in activities such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.