



## White Women-Owned Businesses (WOBs)

NWBC Analysis of 2012 Survey of Business Owners

### AS OF 2012:

- ★ There are **6,091,716** White women-owned businesses<sup>1</sup> in the United States. That's an increase **526,101** of businesses, or **9.5%**, from 2007. Of nonfarm and privately-held White businesses, **32.1%** are women-owned, in 2007, **27.7%** were women-owned. White women-owned businesses generated **\$1.2 trillion** in receipts.
- ★ In 2012, of these firms, **87.0%** have no employees other than the owner. These firms have receipts of **\$157.1 billion**. In 2007, **87.0%** of women-owned firms were sole proprietorships with receipts of **\$137.0 billion**.
- ★ The remaining **13.0%** of firms employ **6,754,361** people in addition to the owner. In 2007, they employed **6,281,878** people in addition to the owner. In 2012, White women-owned employer firms paid their employees **\$217.5 million**, a **\$34.9 million** or **19.1%** increase since 2007. White women-owned firms with employees generated **\$994.5 billion** in receipts.

### GEOGRAPHY:

Highest number of women-owned firms:



1. California	589.8K firms, 9.8% of White WOBs
2. New York	394.6K firms, 6.5% of White WOBs
3. Texas	386.3K firms, 6.3% of White WOBs
4. Florida	370.2K firms, 6.1% of White WOBs
5. Illinois	255.6K firms, 4.2% of White WOBs

Highest percentage of women-owned businesses relative to men-owned and equally-owned:



1. Washington, D.C.	37.7%
2. New Mexico	37.2%
3. Oregon	36.4%
4. Hawaii	35.5%
5. Colorado	35.2%

Highest percentage growth of women-owned businesses:



1. South Dakota	38.5%
2. North Dakota	29.8%
3. Montana	25.6%
4. Idaho	22.2%
5. Utah	22.0%

### INDUSTRY:

Highest number of women-owned firms:



1. Professional, scientific, and Technical Services	1.0M firms
2. Other Services <sup>2</sup>	915.0K firms
3. Health Care and Social Assistance	786.3K firms
4. Retail Trade	741.9K firms
5. Administrative and Support and Waste Management and Remediation Services	575.6K firms

Highest percentage of women-owned businesses relative to men-owned and equally-owned:



1. Health Care and Social Assistance	55.6%
2. Educational Services	55.4%
3. Other Services	45.6%
4. Administrative and Support and Waste Management and Remediation Services	42.4%
5. Retail Trade	40.7%

Highest average receipts:



1. Management of Companies and Enterprises	\$2,569,039
2. Wholesale Trade	\$2,230,701
3. Manufacturing	\$1,136,619
4. Mining, Quarrying, and Oil and Gas Extraction	\$589,689
5. Construction	\$457,682

<sup>1</sup>Women-owned businesses, as defined by the U.S. 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.

<sup>2</sup>As an industry classification, Other Services (except Public Administration) is defined as businesses that provide services not specifically provided for elsewhere in the classification system. Please see U.S. Census Bureau's NAICS classification System.

\* All calculations are based off of the SBO 2012 classification of "all firms classifiable by gender, ethnicity, race, and veteran status" rather than "all firms." Therefore, "publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status" are not taken into account in the current calculations.