



## Women-Owned Businesses (WOBs)

NWBC Analysis of 2012 Survey of Business Owners

### AS OF 2012:

- ★ **9,878,397** women-owned businesses, representing **26.8%** of all U.S. businesses. Total revenue of **\$1.4 trillion**, representing **36.3%** of total U.S. business revenue. Average revenue per business of **\$142,086**, representing **28.8%** of total U.S. business revenue.
- ★ **89.5%** of women-owned businesses are sole proprietorships or partnerships. Total revenue of **\$229.2 billion**, representing **88.3%** of total U.S. business revenue.
- ★ **10.5%** of women-owned businesses are corporations. Total revenue of **\$263.7 billion**, representing **25.8%** of total U.S. business revenue.

### GEOGRAPHY:

Highest number of women-owned firms:



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



Highest percentage growth of women-owned businesses:



1. California	9,878,397
2. Texas	6,678,345
3. Florida	7,890,123
4. New York	5,678,901
5. Illinois	4,567,890

1. Washington, D.C.	15.2%
2. Georgia	11.1%
3. Maryland	14.0%
4. New Mexico	4.0%
5. Illinois	9.0%

1. Louisiana	16.9%
2. Mississippi	16.5%
3. Texas	16.1%
4. Washington, D.C.	10.8%
5. Florida	10.0%

### INDUSTRY:

Highest number of women-owned firms:



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



Highest average receipts: \$

1. Other Services <sup>6</sup>	9,878,397
2. Health Care and Social Assistance	6,678,345
3. Professional, Scientific, and Technical Services	7,890,123
4. Administrative and Support and Waste Management and Remediation Services	5,678,901
5. Retail Trade	4,567,890

1. Health Care and Social Assistance	14.6%
2. Educational Services	16.9%
3. Other Services	11.6%
4. Administrative and Support and Waste Management and Remediation Services	17.1%
5. Retail Trade	11.8%

1. Management of Companies and Enterprises	\$573,803
2. Wholesale Trade	\$771,555
3. Manufacturing	\$889,144
4. Mining, Quarrying, and Oil and Gas Extraction	\$566,765
5. Construction	\$349,983

<sup>6</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.