

WOMEN'S ENTREPRENEURSHIP

Part 1: Are women-owned businesses as successful as male-owned businesses?

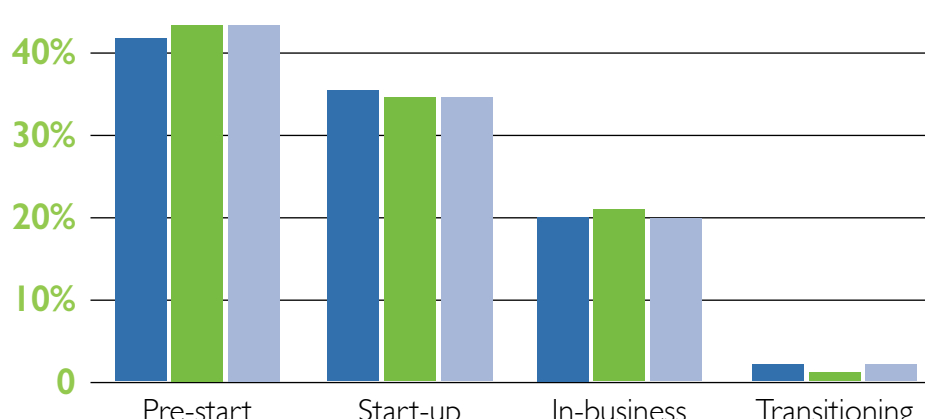
SPRING 2018



WOMEN ARE LEADERS IN NEW BUSINESS STARTS...

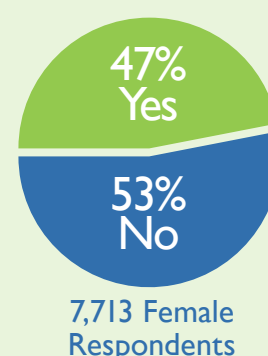
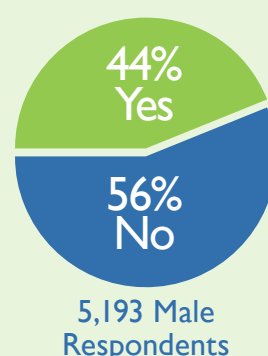
SCORE surveyed more than 20,000 business owners at all points of the business lifecycle:

Men
Women
All



Women are slightly more likely than men to START businesses.

Did you start a business last year?



And they're more likely to launch businesses in healthcare and education

	Men-Owned Businesses	Women-Owned Businesses
Professional Services	15%	19%
Retail Sale/Trade	9%	12%
Health Care and Social Assistance	5%	10%
Arts, Entertainment and Recreation	7%	9%
Educational Services	5%	9%
Hospitality/Food Services/Restaurant	5%	6%
Advertising, Public Relations, Marketing	5%	5%
Construction /Manufacturing	12%	4%
Management/IT Consulting	5%	3%
Real Estate, Rental Leasing	3%	2%
Wholesale Sales/Trade	4%	3%

...AND ARE JUST AS SUCCESSFUL!

IN REVENUE EXPECTATIONS:

For 2018, will revenues:	Male	Female
Increase	59%	57%
Stay the same	15.5%	15.5%
Decrease 1-10%	4.5%	5%
Decrease 11-20%	2%	2%
Decrease > 20%	3%	2%

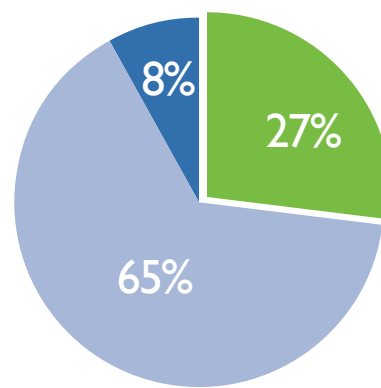
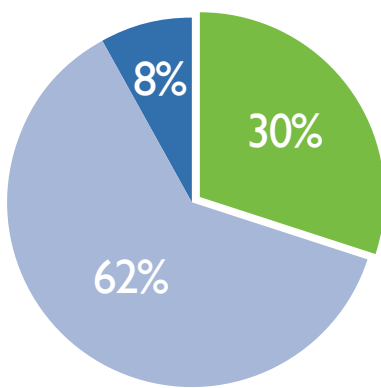
IN LONGEVITY:

Years in business	Male	Female
1 year	5%	4%
2 years	11%	13%
3 years	12%	14%
4 years	8%	10%
5 years	8%	10%
6-10 years	20%	21%
11-20 years	17%	15%
20+ years	17%	13%

IN HIRING:

Did you experience a change in number of employees in the last year?

Increase
Decrease
No Change



AND IN OVERALL REPORTED SUCCESS:

Is your business...	Overall	Male	Female
Struggling?	34%	33%	34%
Maintaining its current size?	32%	32%	32%
Moderately expanding in size/revenue?	29%	28%	29%
Aggressively expanding in size/revenue?	6%	7%	5%

"I was miserable working a 'good' office job at an engineering firm. I was driven by my passion... and a desire to work for myself, to quit my job and teach and train full time. I didn't do it sooner because I didn't have the confidence to believe my dreams were possible. I didn't do it later because I had to get out of the corporate world. Life was constantly throwing me 'signs' to quit my job and do my own thing. Finally, I took the plunge."

– SCORE Survey Respondent on why she started her own business

STAY TUNED...

Part 2: Do women-owned businesses face greater obstacles in financing?

Part 3: Is mentoring linked to success? Does success look different for female versus male entrepreneurs?

CLICK HERE TO READ THE FULL MEGAPHONE OF MAIN STREET WOMEN'S ENTREPRENEURSHIP REPORT FROM SCORE

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- Visit SCORE.org for resources.