



The National Foundation for Women Business Owners

1999 Facts on Women-Owned Businesses: Trends in the Top 50 Metropolitan Areas



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of Wells Fargo.**

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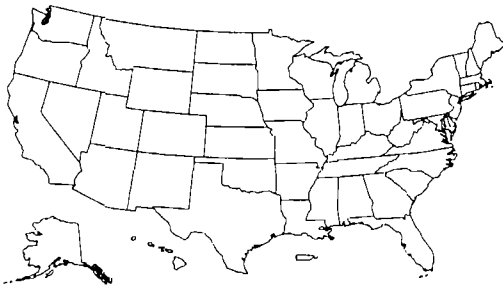
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THE TOP 50 METROPOLITAN AREAS

The fact sheets for each of the top 50 metropolitan areas are listed in this report in alphabetical order. They are:

Atlanta, GA	Nassau-Suffolk, NY
Austin-San Marcos, TX	Newark, NJ
Baltimore, MD	New Orleans, LA
Bergen-Passaic, NJ	New York, NY
Boston, MA-NH	Norfolk-Virginia Beach-Newport News, VA
Charlotte-Gastonia-Rock Hill, NC-SC	Oakland, CA
Chicago, IL	Oklahoma City, OK
Cincinnati, OH-KY-IN	Orange County, CA
Cleveland-Lorain-Elyria, OH	Orlando, FL
Columbus, OH	Philadelphia, PA-NJ
Dallas, TX	Phoenix-Mesa, AZ
Denver, CO	Pittsburgh, PA
Detroit, MI	Portland-Vancouver, OR-WA
Ft. Lauderdale, FL	Riverside-San Bernardino, CA
Ft. Worth-Arlington, TX	Sacramento, CA
Greensboro-Winston-Salem-High Point, NC	St. Louis, MO-IL
Hartford, CT	Salt Lake City-Ogden, UT
Houston, TX	San Antonio, TX
Indianapolis, IN	San Diego, CA
Kansas City, MO-KS	San Francisco, CA
Los Angeles-Long Beach, CA	San Jose, CA
Miami, FL	Seattle-Bellevue-Everett, WA
Milwaukee-Waukesha, WI	Tampa-St. Petersburg-Clearwater, FL
Minneapolis-St. Paul, MN	Washington, DC-MD-VA-WV
Nashville, TN	West Palm Beach-Boca Raton, FL



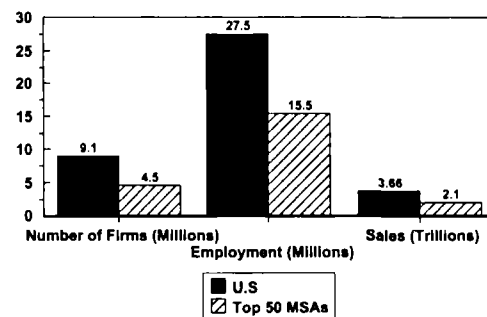
The National Foundation for Women Business Owners

1999 Facts on Women-Owned Businesses: Trends in the Top 50 Metropolitan Areas

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the top 50 metropolitan areas in the United States as of 1999:

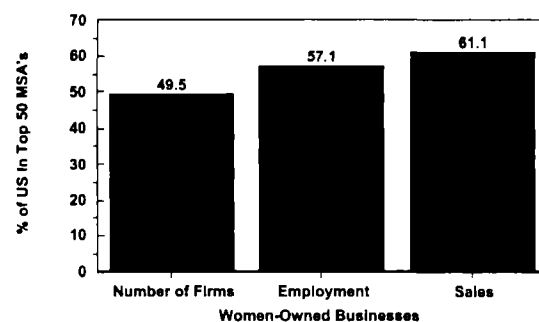
- ❖ As of 1999, there are 9.1 million women-owned businesses in the U.S., accounting for 38% of all firms in the country.
- ❖ Women-owned firms throughout the U.S. employ over 27.5 million people and generate over \$3.6 trillion in sales.
- ❖ Collectively, women-owned firms in the top 50 metropolitan areas in the U.S. number nearly 4.6 million, employ 15.5 million people, and generate over \$2.1 trillion in sales — meaning that half of the number, and more than half of the employment and sales of women-owned firms in the U.S. are accounted for by firms located in the top 50 metropolitan areas.
- ❖ The top 10 metropolitan areas for women-owned firms as of 1999, ranked on an averaging of number of firms, employment, and sales, are: 1) New York, NY; 2) Los Angeles-Long Beach, CA; 3) Chicago, IL; 4) Philadelphia, PA-NJ; 5) Houston, TX;

As of 1999, There are 9.1 Million Women-Owned Firms in U.S., Nearly 4.6 Million in Top 50 Metro Areas



Source: National Foundation for Women Business Owners, (c) 1999

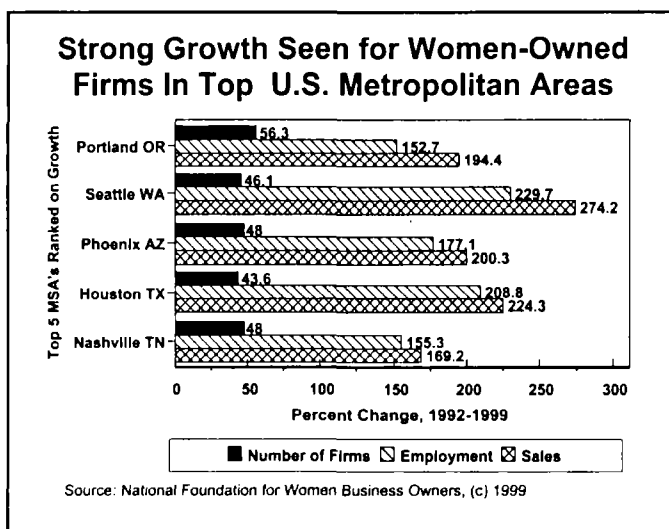
Half of Number, More Than Half of Employment and Sales of Women-Owned Firms Located in Top 50 Metro Areas



Source: National Foundation for Women Business Owners, (c) 1999

6) Washington, DC-MD-VA-WV; 7) Seattle-Bellevue-Everett, WA; 8) Dallas, TX; 9) Orange County, CA; 10) Nassau-Suffolk, NY.

- ❖ The 10 fastest growing metropolitan areas for women-owned businesses, ranked on an averaging of the percent growth in number of firms, employment and sales between 1992 and 1999, are: 1) Portland-Vancouver, OR-WA; 2) Seattle-Bellevue-Everett, WA; 3) Phoenix-Mesa, AZ; 4) Houston, TX; 5) Nashville, TN; 6) Miami, FL; 7) Sacramento, CA; 8) Dallas, TX; 9) Orlando, FL; and 9) San Diego, CA (tied).



- ❖ The 10 metropolitan areas with the greatest share of women-owned firms are: 1) Phoenix-Mesa, AZ (42.4%); 2) Seattle-Bellevue-Everett, WA (41.3%); 3) Tampa-St. Petersburg-Clearwater, FL (41.2%); 4) Oakland, CA (41.0%); 5) Denver, CO (40.9%); 6) Portland-Vancouver, OR-WA (40.7%); 7) Sacramento, CA (40.5%); 8) Norfolk-Virginia Beach-Newport News, VA (40.4%); 9) Riverside-San Bernardino, CA (40.3%) and 10) Washington, DC-MD-VA-WV (40.2%).

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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Number of Women-Owned Firms, Employment and Sales by Metropolitan Area: 1999				
Metropolitan Area	Women-Owned Firms			Overall Ranking
	Number of Firms	Employment	Sales (\$000)	
Total Top 50 MSA's	4,584,500	15,450,000	2,152,638,200	
New York NY	282,200	1,077,900	193,572,200	1
Los Angeles-Long Beach CA	360,300	1,056,600	181,455,900	2
Chicago IL	260,200	1,108,800	161,200,900	3
Philadelphia PA-NJ	144,600	695,900	90,231,000	4
Houston	136,400	560,100	78,180,300	5
Washington DC-MD-VA-WV	193,600	440,000	56,644,000	6
Seattle-Bellevue-Everett WA	105,200	645,900	87,347,900	7
Dallas TX	123,900	431,900	63,114,900	8
Orange County CA	113,600	396,000	66,269,900	9
Nassau-Suffolk NY	108,200	371,800	57,371,300	10
San Diego CA	102,700	571,900	46,179,800	11
Atlanta GA	138,700	331,800	50,206,800	12
Detroit MI	123,600	371,400	50,060,700	12
Minneapolis-St. Paul MN	119,600	337,400	51,063,400	14
Miami FL	91,900	397,900	51,018,000	15
Phoenix-Mesa AZ	94,500	406,100	47,060,000	15
San Francisco CA	91,000	345,800	54,178,100	17
Boston MA-NH	125,900	257,600	36,459,300	18
Denver CO	87,000	349,100	40,888,200	19
Oakland CA	91,900	250,200	36,040,300	20
Portland-Vancouver OR-WA	81,700	269,700	39,612,200	21
Tampa-St. Petersburg-Clearwater FL	83,800	368,600	25,863,400	22
Cleveland-Lorain-Elyria OH	68,800	320,500	31,437,200	23
St. Louis MO-IL	78,100	244,200	30,848,700	24
Riverside-San Bernardino CA	97,700	208,000	24,707,000	25
Ft. Lauderdale FL	67,300	189,100	31,679,700	26
Pittsburgh PA	62,300	201,000	27,673,000	27
Bergen-Passaic NJ	49,300	218,800	37,748,700	28

Number of Women-Owned Firms, Employment and Sales by Metropolitan Area: 1999				
Metropolitan Area	Women-Owned Firms			Overall Ranking
	Number of Firms	Employment	Sales (\$000)	
Indianapolis IN	55,200	216,600	25,908,000	29
Baltimore MD	84,300	163,100	23,539,200	29
Newark NJ	60,700	159,600	27,000,500	31
San Jose CA	60,500	172,200	24,847,600	32
Orlando FL	59,000	182,900	23,897,400	33
Kansas City MO-KS	58,500	123,200	26,040,000	34
Sacramento CA	62,200	140,500	18,624,800	35
New Orleans LA	39,800	218,300	23,747,800	36
Columbus OH	55,800	182,200	16,004,500	37
West Palm Beach-Boca Raton FL	50,300	157,900	19,482,700	38
Cincinnati OH-KY-IN	51,100	128,400	19,485,000	39
Charlotte-Gastonia-Rock Hill NC-SC	42,200	140,000	19,161,200	40
Nashville TN	42,700	139,300	17,323,700	41
San Antonio TX	42,200	138,800	11,560,100	42
Ft. Worth-Arlington TX	54,200	74,900	14,192,200	43
Norfolk-Virginia Beach-Newport News VA	41,300	89,500	16,716,300	44
Milwaukee-Waukesha WI	39,800	127,200	15,691,200	45
Greensboro-Winston-Salem-High Point NC	39,400	122,900	15,055,600	46
Hartford CT	35,900	116,600	15,137,000	47
Oklahoma City OK	40,200	92,100	11,219,500	47
Salt Lake City-Ogden UT	45,600	65,500	10,289,400	47
Austin-San Marcos TX	40,200	74,100	9,601,700	50

SOURCE: The National Foundation for Women Business Owners, using data published by the U.S. Bureau of the Census.

Growth in Number of Women-Owned Firms, Employment and Sales: 1992-1999				
Metropolitan Area	% Change 1992-1999			Overall Ranking
	Number of Firms	Employment	Sales (\$000)	
Total Top 50 MSA's	42.2	108.2	132.2	
Portland-Vancouver OR-WA	56.3	152.7	194.4	1
Seattle-Bellevue-Everett WA	46.1	229.7	274.2	2
Phoenix-Mesa AZ	48.0	177.1	200.3	3
Houston TX	43.6	208.8	224.3	4
Nashville TN	48.0	155.3	169.2	5
Miami FL	55.2	141.7	161.1	6
Sacramento CA	49.8	139.0	169.7	7
Dallas TX	40.9	180.0	192.6	8
San Diego CA	40.9	215.5	183.1	9
Orlando FL	59.0	129.5	155.5	9
Charlotte-Gastonia-Rock Hill NC-SC	51.5	134.6	160.0	11
Riverside-San Bernardino CA	56.5	140.4	138.2	11
New Orleans LA	40.5	165.9	189.5	13
Ft. Lauderdale FL	52.8	107.5	165.3	14
Cleveland-Lorain-Elyria OH	44.0	149.8	154.9	15
Atlanta GA	53.9	110.3	150.3	16
Orange County CA	38.8	146.4	179.2	17
Chicago IL	46.0	126.6	148.5	18
West Palm Beach-Boca Raton FL	54.2	122.7	133.7	18
Salt Lake City-Ogden UT	45.6	97.5	191.1	20
Oakland CA	36.7	137.5	171.6	21
San Jose CA	34.6	141.9	164.1	22
Los Angeles-Long Beach CA	42.3	122.3	158.3	22
Denver CO	33.6	149.3	160.0	24
Columbus OH	50.1	123.4	115.1	24
Tampa-St. Petersburg-Clearwater FL	46.3	140.2	102.1	24
San Francisco CA	35.6	131.4	157.0	27

Growth in Number of Women-Owned Firms, Employment and Sales: 1992-1999				
Metropolitan Area	% Change 1992-1999			Overall Ranking
	Number of Firms	Employment	Sales (\$000)	
Washington DC-MD-VA-WV	45.8	105.1	115.5	28
Minneapolis-St. Paul MN	42.3	95.1	143.4	29
Austin-San Marcos TX	42.8	102.8	128.5	30
Greensboro-Winston-Salem-High Point NC	45.8	100.3	120.2	30
Philadelphia PA-NJ	39.3	122.6	133.4	32
Cincinnati OH-KY-IN	45.0	75.0	137.7	33
San Antonio TX	39.3	126.4	125.4	33
Norfolk-Virginia Beach-Newport News VA	43.8	61.4	139.3	35
St. Louis MO-IL	36.2	106.1	140.7	36
Indianapolis IN	43.8	92.7	123.2	37
Ft. Worth-Arlington TX	41.0	79.4	137.2	38
Detroit MI	40.8	100.4	124.1	38
Bergen-Passaic NJ	41.6	97.7	108.0	40
Pittsburgh PA	38.6	93.7	126.6	41
Oklahoma City OK	33.1	100.6	130.2	42
New York NY	38.3	96.5	116.2	43
Baltimore MD	44.0	61.2	95.5	43
Nassau-Suffolk NY	40.3	89.2	101.5	45
Kansas City MO-KS	33.7	75.8	129.7	46
Milwaukee-Waukesha WI	38.1	90.3	104.5	47
Hartford CT	33.3	81.9	113.9	48
Newark NJ	37.0	52.0	78.5	49
Boston MA-NH	34.3	42.2	54.2	50

SOURCE: The National Foundation for Women Business Owners, using data published by the U.S. Bureau of the Census.



The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Atlanta, GA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Atlanta metropolitan area as of 1999:

- ❖ As of 1999, there are 138,700 women-owned firms in the Atlanta metropolitan area, representing 38% of all firms in the Atlanta metropolitan area.

- ❖ Women-owned firms in Atlanta employ 331,800 people and generate over \$50 billion in sales.

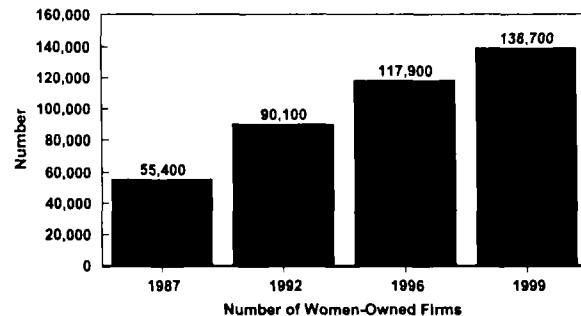
- ❖ Between 1992 and 1999, the number of women-owned firms in Atlanta has increased by 54%, employment has grown by 110%, and sales have risen by 150%.

- ❖ In comparison, throughout the state of Georgia the number of women-owned firms has increased by 54%, employment has grown 172%, and sales have increased 232% from 1992 to 1999.

- ❖ Atlanta ranks 12th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

- ❖ The Atlanta metropolitan area ranks 16th out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

**Women-Owned Firms Now Number Nearly
139,000 in Atlanta**

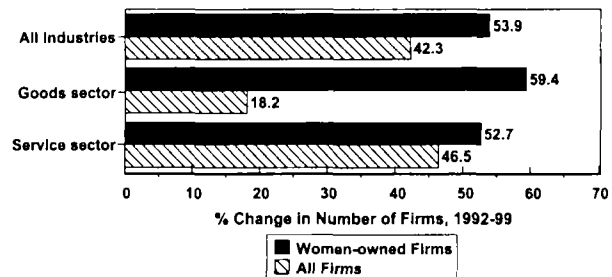


Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Atlanta is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 59% from 1992 to 1999, compared to the overall growth of 54% among all women-owned firms in Atlanta.

Growth Among Women-Owned Firms in Atlanta Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services

Women-Owned Firms in Atlanta, GA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	55,400	90,100	117,900	138,700	53.9
Goods sector	4,000	6,900	9,300	11,000	59.4
Service sector	48,800	78,300	101,900	119,600	52.7
Employment					
Total, all industries	77,300	157,800	222,100	331,800	110.3
Goods sector	10,600	30,400	46,200	82,700	172.2
Service sector	64,500	124,900	173,300	251,900	101.6
Sales (\$000)					
Total, all industries	7,865,700	20,058,400	29,812,600	50,206,800	150.3
Goods sector	1,440,100	5,042,400	7,924,200	15,778,800	212.9
Service sector	6,005,700	14,532,400	21,353,700	34,969,100	140.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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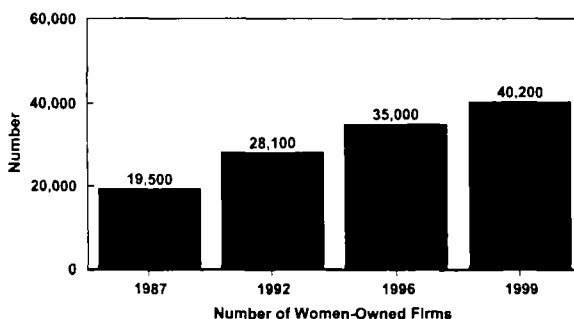


1999 Facts on Women-Owned Businesses: Trends in Austin-San Marcos, TX

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Austin-San Marcos metropolitan area as of 1999:

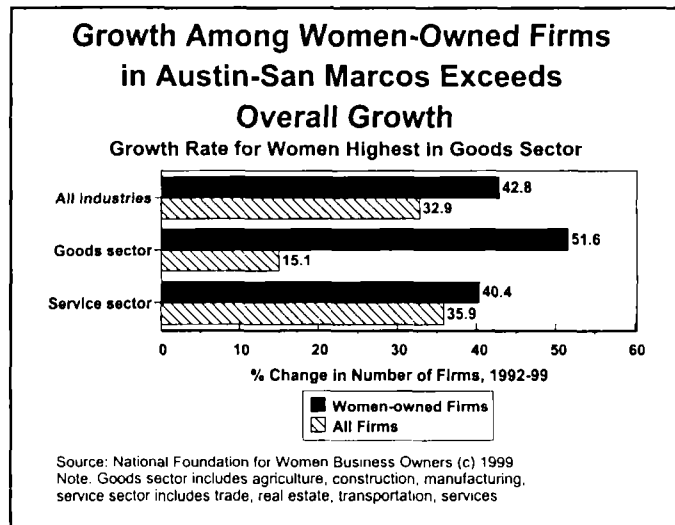
- ❖ As of 1999, there are 40,200 women-owned firms in the Austin metropolitan area, representing 37% of all firms in the Austin metropolitan area.
- ❖ Women-owned firms in the Austin metropolitan area employ over 74,000 people and generate over \$9.6 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Austin has increased by 43%, employment has grown by 103%, and sales have risen by 129%.
- ❖ In comparison, throughout the state of Texas the number of women-owned firms has increased by 39%, employment has grown by 143% and sales have increased by 157% from 1992 to 1999.
- ❖ Austin ranks 50th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Austin metropolitan area ranks 30th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

Women-Owned Firms Now Number Over 40,000 in Austin-San Marcos



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Austin is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 52% from 1992 to 1999, compared to the overall growth of 43% among all women-owned firms in Austin.



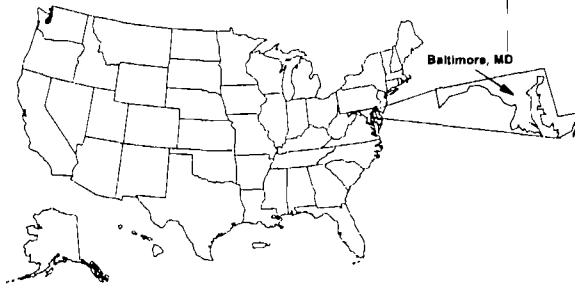
Women-Owned Firms in Austin-San Marcos, TX: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	19,500	28,100	35,000	40,200	42.8
Goods sector	1,800	2,800	3,700	4,300	51.6
Service sector	17,200	24,100	29,700	33,900	40.4
Employment					
Total, all industries	18,700	36,600	50,800	74,100	102.8
Goods sector	2,600	6,600	9,800	16,400	148.7
Service sector	15,600	29,300	40,200	57,400	96.1
Sales (\$000)					
Total, all industries	1,856,700	4,201,500	6,077,300	9,601,700	128.5
Goods sector	278,900	905,700	1,407,100	2,693,000	197.3
Service sector	1,472,200	3,156,700	4,504,400	6,913,600	119.0

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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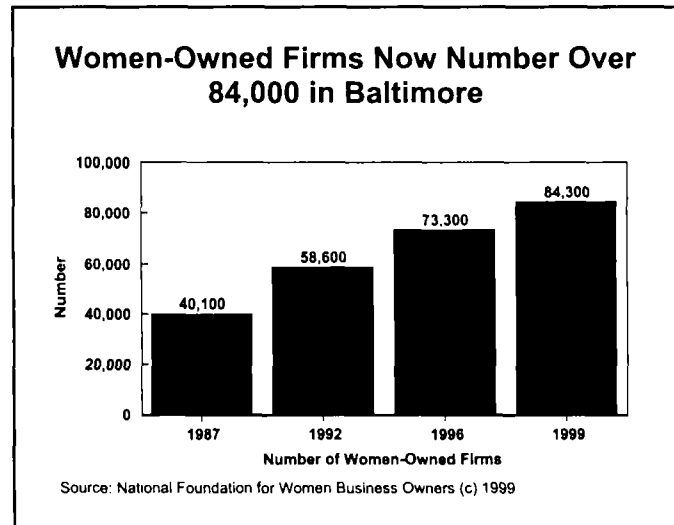
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1999 Facts on Women-Owned Businesses: Trends in Baltimore, MD

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Baltimore metropolitan area as of 1999:

- ❖ As of 1999, there are 84,300 women-owned firms in the Baltimore metropolitan area, representing 39% of all firms in the Baltimore metropolitan area.
- ❖ Women-owned firms in Baltimore employ over 163,000 people and generate over \$23.5 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Baltimore has increased by 44%, employment has grown by 61%, and sales have risen by 96%.



- ❖ In comparison, throughout the state of Maryland the number of women-owned firms has increased by 46%, employment has grown by 82%, and sales have increased 112% from 1992 to 1999.
- ❖ Baltimore ranks 29th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Baltimore metropolitan area ranks 43rd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Baltimore is highest in the “non-traditional” goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 68% from 1992 to 1999, compared to the overall growth of 44% among all women-owned firms in Baltimore.



Women-Owned Firms in Baltimore, MD: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	40,100	58,600	73,300	84,300	44.0
Goods sector	2,200	4,300	5,900	7,100	67.9
Service sector	36,400	51,800	64,100	73,300	41.6
Employment					
Total, all industries	66,900	101,200	128,600	163,100	61.2
Goods sector	11,000	26,300	38,600	62,900	139.2
Service sector	54,400	74,800	91,100	109,600	46.5
Sales (\$000)					
Total, all industries	6,438,700	12,037,700	16,516,900	23,539,200	95.5
Goods sector	1,158,200	4,110,000	6,471,400	12,976,700	215.7
Service sector	4,961,800	7,998,700	10,428,200	13,703,100	71.3

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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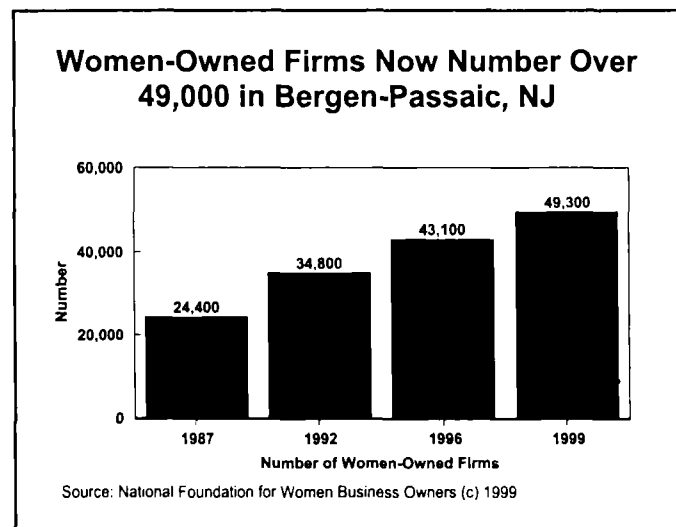
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Bergen-Passaic, NJ

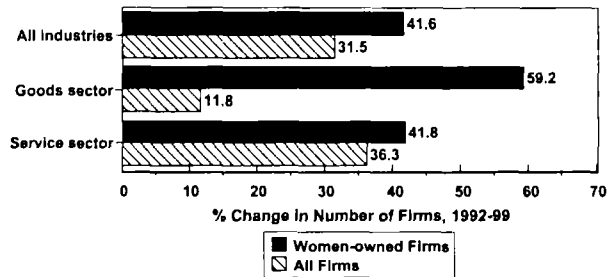
In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Bergen-Passaic metropolitan area as of 1999:

- ❖ As of 1999, there are 49,300 women-owned firms in the Bergen-Passaic metropolitan area, accounting for 34% of all firms in the Bergen-Passaic metropolitan area.
- ❖ Women-owned firms in the Bergen-Passaic metropolitan area employ 218,800 people and generate nearly \$38 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Bergen-Passaic has increased by 42%, employment has grown by 98%, and sales have risen by 108%.
- ❖ In comparison, throughout the state of New Jersey the number of women-owned firms has increased by 40%, employment has grown 84%, and sales have increased 104% from 1992 to 1999.
- ❖ Bergen ranks 28th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Bergen metropolitan area ranks 40th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Bergen-Passaic is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 59% from 1992 to 1999, compared to the overall growth of 42% among all women-owned firms in Bergen-Passaic.

Growth Among Women-Owned Firms in Bergen-Passaic Exceeds Overall Growth
Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Bergen-Passaic, NJ: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	24,400	34,800	43,100	49,300	41.6
Goods sector	1,400	2,500	3,300	4,000	59.4
Service sector	21,500	30,600	37,900	43,400	41.8
Employment					
Total, all industries	58,400	110,700	152,500	218,800	97.7
Goods sector	21,700	24,000	26,000	27,600	14.9
Service sector	38,000	85,500	123,500	194,600	127.6
Sales (\$000)					
Total, all industries	9,020,800	18,150,000	25,453,300	37,748,700	108.0
Goods sector	2,885,900	4,242,000	5,326,900	6,650,300	56.8
Service sector	6,077,500	13,440,200	19,330,300	30,166,000	124.4

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Boston, MA-NH

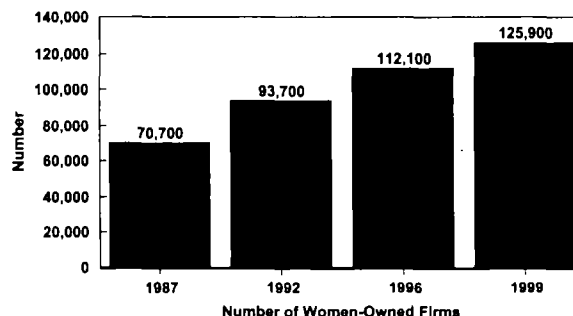
In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Boston metropolitan area as of 1999:

- ❖ As of 1999, there are 125,900 women-owned firms in the Boston metropolitan area, representing 36% of all firms in the Boston metropolitan area.

- ❖ Women-owned firms in the Boston metropolitan area employ 257,600 people and generate nearly \$36.5 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in Boston has increased by 34%, employment has grown by 42%, and sales have risen by 54%.

Women-Owned Firms Now Number Nearly 126,000 in Boston



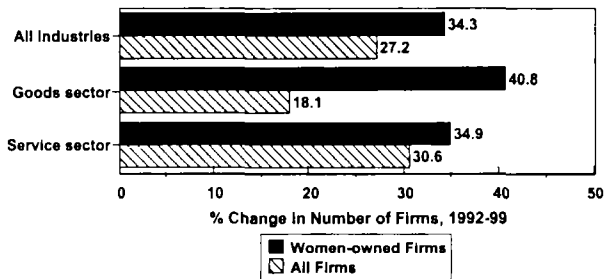
Source: National Foundation for Women Business Owners (c) 1999

- ❖ In comparison, throughout the state of Massachusetts the number of women-owned firms has increased by 34%, employment has grown 42%, and sales have increased 54% from 1992 to 1999. (See special note on p.2.)
- ❖ Boston ranks 18th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Boston metropolitan area ranks 50th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Boston is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The growth in the number of goods-producing women-owned firms has increased by 41% from 1992 to 1999, compared to the overall growth of 34% among all women-owned firms in Boston.

Growth Among Women-Owned Firms in Boston Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing;
 service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Boston, MA-NH: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	70,700	93,700	112,100	125,900	34.3
Goods sector	4,600	6,500	8,000	9,100	40.8
Service sector	63,100	84,000	100,700	113,200	34.9
Employment					
Total, all industries	135,500	181,100	217,600	257,600	42.2
Goods sector	28,000	37,500	45,000	53,300	42.3
Service sector	105,500	141,400	170,100	201,600	42.6
Sales (\$000)					
Total, all industries	16,357,800	23,646,500	29,477,500	36,459,300	54.2
Goods sector	3,359,800	4,855,500	6,052,100	7,484,500	54.1
Service sector	12,351,100	18,009,900	22,537,000	28,010,200	55.5

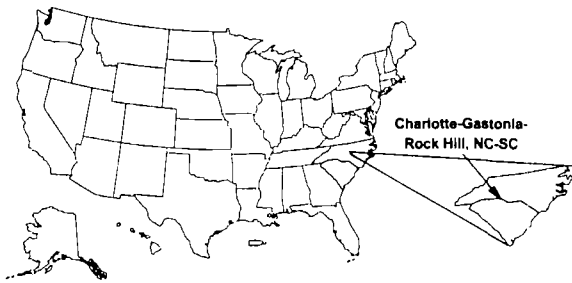
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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SPECIAL NOTE: Since the metropolitan area boundary changes in Boston included many additions at the town level, there was not sufficient information available from the Bureau of the Census to adjust 1987 data. Therefore, growth rates were determined using statewide figures.



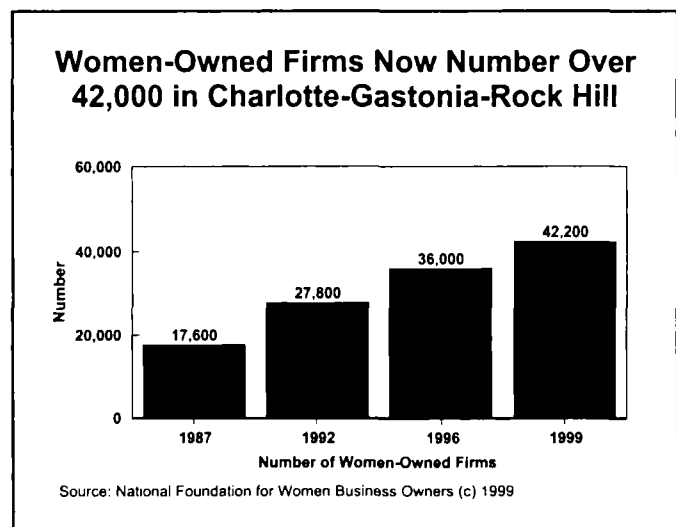
The National Foundation for Women Business Owners



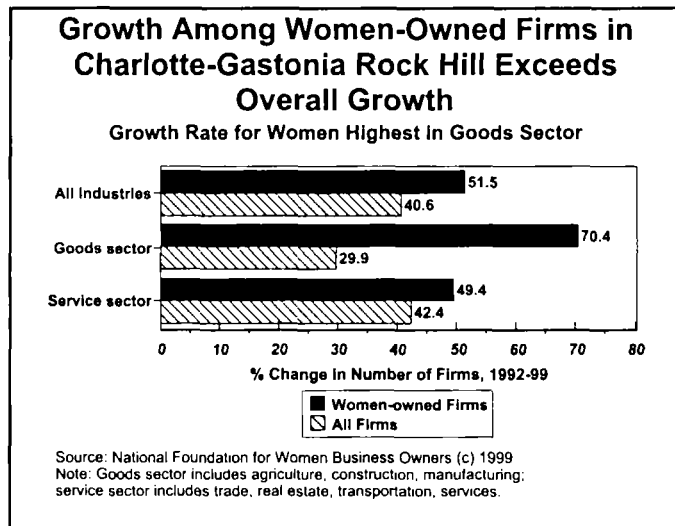
1999 Facts on Women-Owned Businesses: Trends in Charlotte-Gastonia-Rock Hill, NC-SC

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Charlotte-Gastonia-Rock Hill metropolitan area as of 1999:

- ❖ As of 1999, there are 42,200 women-owned firms in the Charlotte-Gastonia-Rock Hill metropolitan area, representing 35% of all firms in the Charlotte-Gastonia-Rock Hill metropolitan area.
- ❖ Women-owned firms in the Charlotte-Gastonia-Rock Hill metropolitan area employ 140,000 people and generate over \$19 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Charlotte-Gastonia-Rock Hill has increased by 52%, employment has grown by 135%, and sales have risen by 160%.
- ❖ In comparison, throughout the state of North Carolina the number of women-owned firms has increased by 48%, employment has grown 87%, and sales have increased 116% from 1992 to 1999.
- ❖ Charlotte ranks 40th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Charlotte metropolitan area ranks 11th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Charlotte-Gastonia-Rock Hill is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 70% from 1992 to 1999, compared to the overall growth of 52% among all women-owned firms in Charlotte-Gastonia-Rock Hill.



Women-Owned Firms in Charlotte-Gastonia-Rock Hill, NC-SC: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	17,600	27,800	36,000	42,200	51.5
Goods sector	1,200	2,400	3,300	4,000	70.4
Service sector	15,500	23,900	30,700	35,800	49.4
Employment					
Total, all industries	25,500	59,700	87,000	140,000	134.6
Goods sector	9,200	16,900	23,100	32,700	93.6
Service sector	16,700	43,000	64,000	108,200	151.9
Sales (\$000)					
Total, all industries	2,744,100	7,369,200	11,069,300	19,161,200	160.0
Goods sector	785,700	2,052,000	3,065,000	5,227,700	154.8
Service sector	1,904,700	5,225,400	7,882,100	13,799,700	164.1

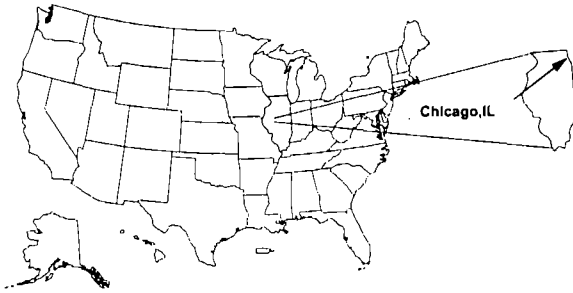
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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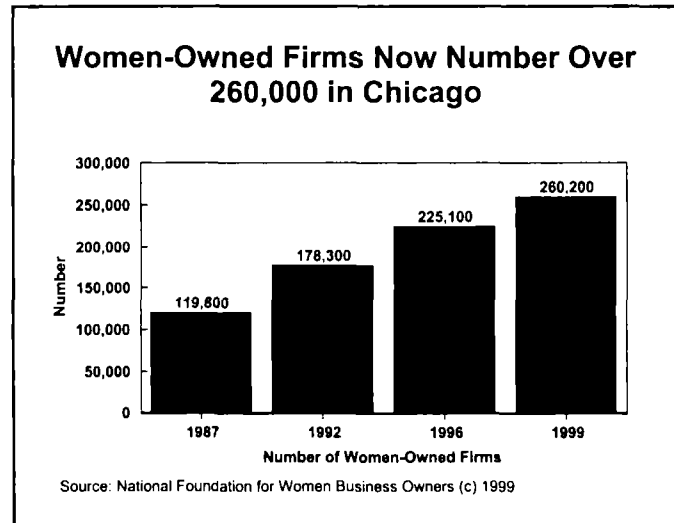
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Chicago, IL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Chicago metropolitan area as of 1999:

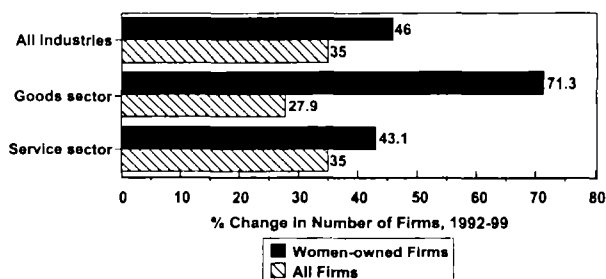
- ❖ As of 1999, there are 260,200 women-owned firms in the Chicago metropolitan area, representing 38% of all firms in the Chicago metropolitan area.
- ❖ Women-owned firms in the Chicago metropolitan area employ over 1.1 million people and generate over \$161 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Chicago has increased by 46%, employment has grown by 127%, and sales have risen by 149%.
- ❖ In comparison, throughout the state of Illinois the number of women-owned firms has increased by 41%, employment has grown 117%, and sales have increased 139% from 1992 to 1999.
- ❖ Chicago ranks 3rd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Chicago metropolitan area ranks 18th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Chicago is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The growth in the number of goods-producing women-owned firms has increased by 71% from 1992 to 1999, compared to the overall growth of 46% among all women-owned firms in Chicago.

Growth Among Women-Owned Firms in Chicago Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing, service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Chicago, IL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	119,800	178,300	225,100	260,200	46.0
Goods sector	6,300	12,800	18,000	22,000	71.3
Service sector	107,400	155,100	193,200	221,900	43.1
Employment					
Total, all industries	218,700	489,400	706,000	1,108,800	126.6
Goods sector	75,100	151,100	212,000	314,400	108.0
Service sector	146,700	342,700	499,600	803,000	134.3
Sales (\$000)					
Total, all industries	25,690,900	64,874,900	96,222,200	161,200,900	148.5
Goods sector	8,988,500	21,819,200	32,083,900	52,630,300	141.2
Service sector	16,777,900	43,333,400	64,577,800	109,492,800	152.7

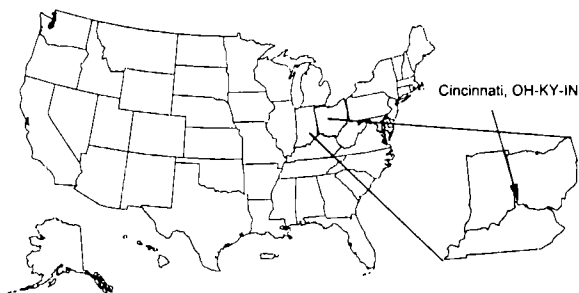
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Cincinnati, OH-KY-IN

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Cincinnati metropolitan area as of 1999:

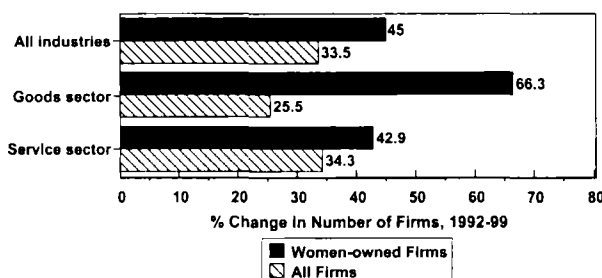
- ❖ As of 1999, there are 51,100 women-owned firms in the Cincinnati metropolitan area, representing 37% of all firms in the Cincinnati metropolitan area.
- ❖ Women-owned firms in the Cincinnati metropolitan area employ 128,400 people and generate nearly \$19.5 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Cincinnati has increased by 45%, employment has grown by 75%, and sales have risen by 138%.
- ❖ In comparison, throughout the state of Ohio the number of women-owned firms has increased by 44%, employment has grown 116%, and sales have increased 136% from 1992 to 1999.
- ❖ Cincinnati ranks 39th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Cincinnati metropolitan area ranks 33rd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Cincinnati is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 66% from 1992 to 1999, compared to the overall growth of 45% among all women-owned firms in Cincinnati.

Growth Among Women-Owned Firms in Cincinnati Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

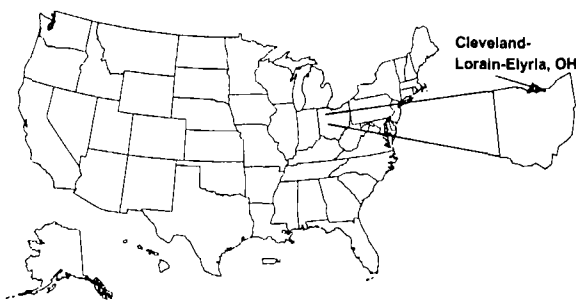
Women-Owned Firms in Cincinnati, OH-KY-IN: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	23,900	35,200	44,300	51,100	45.0
Goods sector	1,400	2,600	3,600	4,400	66.3
Service sector	21,300	30,700	38,200	43,900	42.9
Employment					
Total, all industries	44,500	73,400	96,500	128,400	75.0
Goods sector	12,200	24,600	34,500	51,200	108.7
Service sector	32,300	49,700	63,700	81,500	64.0
Sales (\$000)					
Total, all industries	3,441,000	8,195,600	11,999,400	19,485,000	137.7
Goods sector	1,329,800	3,813,800	5,801,000	10,397,900	172.6
Service sector	2,140,000	4,746,000	6,830,800	10,676,100	124.9

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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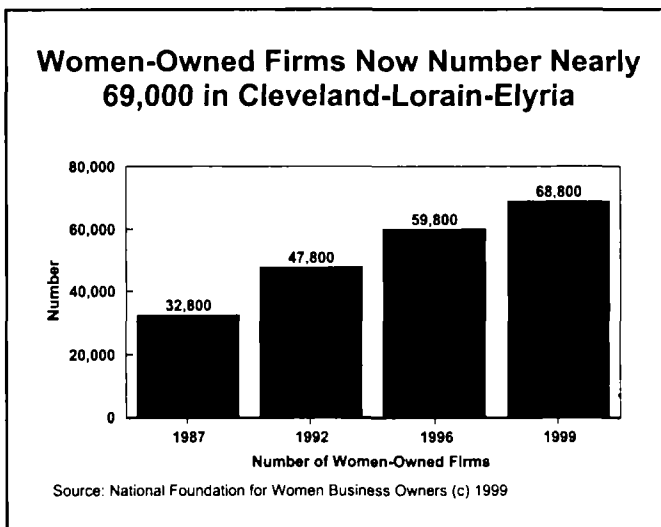
The National Foundation for Women Business Owners



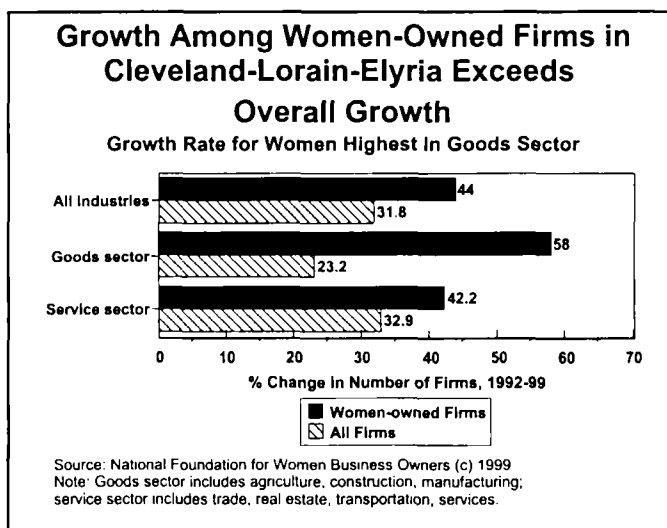
1999 Facts on Women-Owned Businesses: Trends in Cleveland-Lorain-Elyria, OH

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Cleveland-Lorain-Elyria metropolitan area as of 1999:

- ❖ As of 1999, there are 68,800 women-owned firms in the Cleveland-Lorain-Elyria metropolitan area, representing 36% of all firms in the Cleveland metropolitan area.
- ❖ Women-owned firms in the Cleveland-Lorain-Elyria metropolitan area employ 320,500 people and generate over \$31.4 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Cleveland-Lorain-Elyria, has increased by 44%, employment has grown by 150%, and sales have risen by 155%.
- ❖ In comparison, throughout the state of Ohio the number of women-owned firms has increased by 44%, employment has grown 116%, and sales have increased 136% from 1992 to 1999.
- ❖ Cleveland ranks 23rd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Cleveland metropolitan area ranks 15th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Cleveland-Lorain-Elyria, is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 58% from 1992 to 1999, compared to the overall growth of 44% among all women-owned firms in Cleveland-Lorain-Elyria.



Women-Owned Firms in Cleveland-Lorain-Elyria, OH: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	32,800	47,800	59,800	68,800	44.0
Goods sector	2,300	3,800	5,100	6,100	58.0
Service sector	28,900	41,300	51,300	58,800	42.2
Employment					
Total, all industries	50,400	128,300	190,600	320,500	149.8
Goods sector	11,700	34,100	52,100	94,300	176.3
Service sector	38,300	94,200	138,900	229,400	143.6
Sales (\$000)					
Total, all industries	4,720,800	12,335,300	18,427,000	31,437,200	154.9
Goods sector	1,567,600	4,577,300	6,985,100	12,639,500	176.1
Service sector	3,133,200	7,942,600	11,790,200	19,792,800	149.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

For further information about this fact sheet or other publications highlighting trends among women-owned businesses, please contact the National Foundation for Women Business Owners at: 1100 Wayne Avenue, Suite 830, Silver Spring, MD 20910-5603; phone: 301-495-4975; fax: 301-495-4979; e-mail: NFWBO@worldnet.att.net. Visit our home page at: <http://www.nfwbo.org>.



The National Foundation for Women Business Owners



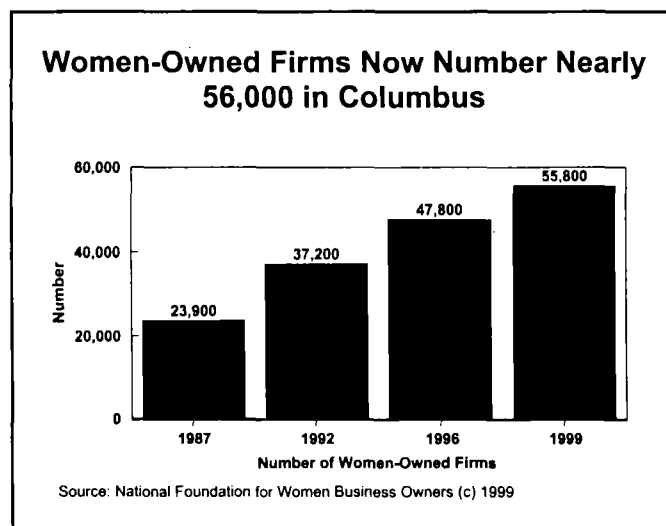
1999 Facts on Women-Owned Businesses: Trends in Columbus, OH

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Columbus metropolitan area as of 1999:

- ❖ As of 1999, there are 55,800 women-owned firms in the Columbus metropolitan area, representing 38% of all firms in the Columbus metropolitan area.

- ❖ Women-owned firms in the Columbus metropolitan area employ 182,200 people and generate over \$16 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in Columbus has increased by 50%, employment has grown by 123%, and sales have risen by 115%.



- ❖ In comparison, throughout the state of Ohio the number of women-owned firms has increased by 44%, employment has grown 116%, and sales increased by 136% from 1992 to 1999.

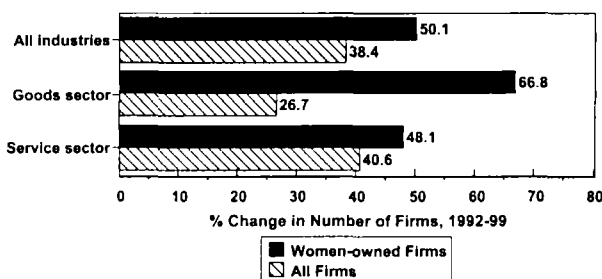
- ❖ Columbus ranks 37th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

- ❖ The Columbus metropolitan area ranks 24th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Columbus is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 67% from 1992 to 1999, compared to the overall growth of 50% among all women-owned firms in Columbus.

Growth Among Women-Owned Firms in Columbus Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

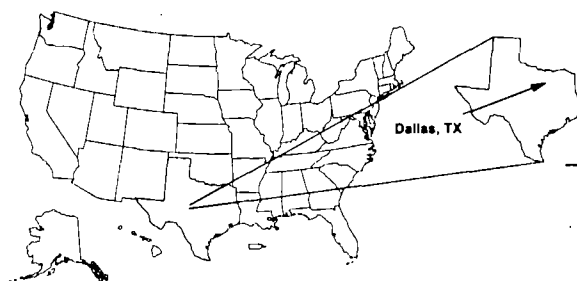
Women-Owned Firms in Columbus, OH: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	23,900	37,200	47,800	55,800	50.1
Goods sector	1,500	2,800	3,900	4,700	66.8
Service sector	21,300	32,500	41,400	48,100	48.1
Employment					
Total, all industries	37,100	81,600	117,100	182,200	123.4
Goods sector	9,500	11,300	12,800	14,200	25.3
Service sector	27,400	68,100	100,500	166,800	145.1
Sales (\$000)					
Total, all industries	3,549,900	7,441,700	10,555,100	16,004,500	115.1
Goods sector	1,430,200	1,932,600	2,334,500	2,780,000	43.9
Service sector	2,183,900	5,383,100	7,942,400	13,135,300	144.0

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Dallas, TX

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Dallas metropolitan area as of 1999:

- ❖ As of 1999, there are 123,900 women-owned firms in the Dallas metropolitan area, representing 37% of all firms in the Dallas metropolitan area.

- ❖ Women-owned firms employing 431,900 people and generate over \$63 billion in sales.

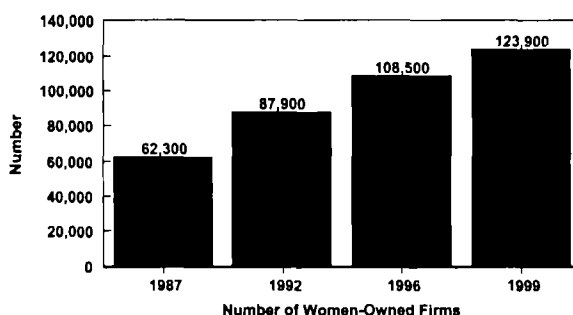
- ❖ Between 1992 and 1999, the number of women-owned firms in Dallas has increased by 41%, employment has grown by 180%, and sales have risen by 193%.

- ❖ In comparison, throughout the state of Texas the number of women-owned firms has increased by 39%, employment has grown 143%, and sales increased by 157% from 1992 to 1999.

- ❖ Dallas ranks 8th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

- ❖ The Dallas metropolitan area ranks 8th out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

**Women-Owned Firms Now Number
Nearly 124,000 in Dallas**

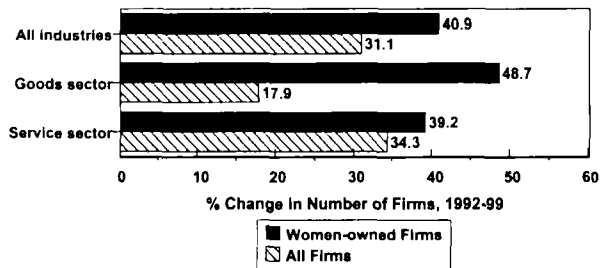


Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Dallas is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 49% from 1992 to 1999, compared to the overall growth of 41% among all women-owned firms in Dallas.

Growth Among Women-Owned Firms in Dallas Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Dallas, TX: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	62,300	87,900	108,500	123,900	40.9
Goods sector	6,200	9,500	12,100	14,100	48.7
Service sector	53,800	74,700	91,400	104,000	39.2
Employment					
Total, all industries	51,800	154,300	236,300	431,900	180.0
Goods sector	10,500	29,600	44,900	79,900	169.8
Service sector	40,400	122,200	187,600	345,900	183.0
Sales (\$000)					
Total, all industries	6,798,500	21,568,500	33,384,500	63,114,900	192.6
Goods sector	1,574,300	5,692,500	8,987,000	18,199,500	219.7
Service sector	4,934,700	15,511,100	23,972,300	45,099,700	190.8

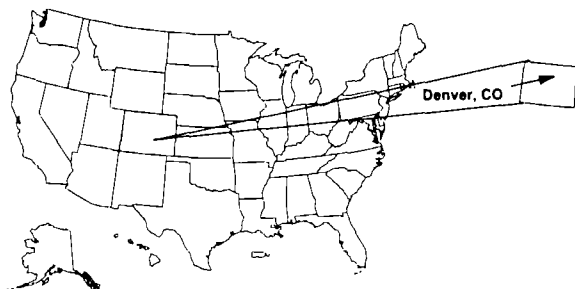
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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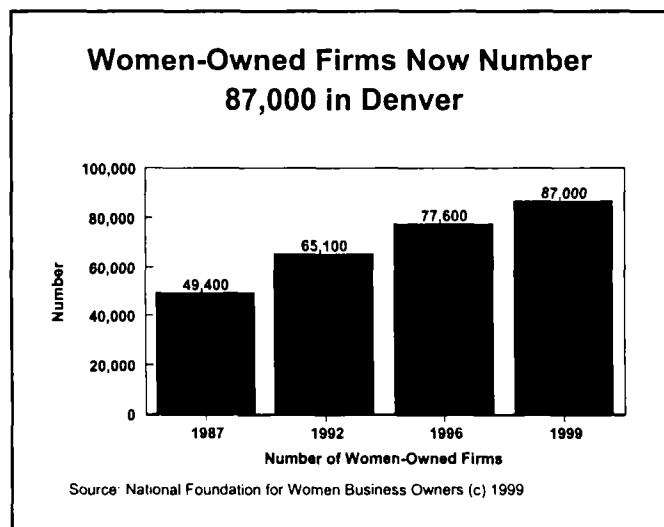
1999 Facts on Women-Owned Businesses: Trends in Denver, CO

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Denver metropolitan area as of 1999:

- ❖ As of 1999, there are 87,000 women-owned firms in the Denver metropolitan area, representing 41% of all firms in the Denver metropolitan area.

- ❖ Women-owned firms in the Denver metropolitan area employ 349,100 people and generate nearly \$41 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in Denver has increased by 34%, employment has grown by 149%, and sales have risen by 160%.

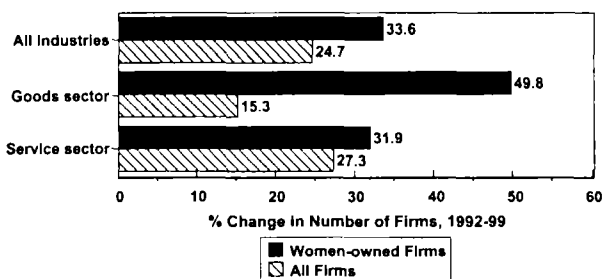


- ❖ In comparison, throughout the state of Colorado the number of women-owned firms has increased by 37%, employment has grown 132%, and sales have increased 149% from 1992 to 1999.
- ❖ Denver ranks 19th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Denver metropolitan area ranks 24th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Denver is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 50% from 1992 to 1999, compared to the overall growth of 34% among all women-owned firms in Denver.

Growth Among Women-Owned Firms in Denver Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services

Women-Owned Firms in Denver, CO: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	49,400	65,100	77,600	87,000	33.6
Goods sector	3,700	5,800	7,400	8,700	49.8
Service sector	43,900	56,900	67,300	75,100	31.9
Employment					
Total, all industries	55,200	140,100	207,900	349,100	149.3
Goods sector	10,500	28,000	42,000	72,300	158.0
Service sector	43,500	110,100	163,400	274,200	149.0
Sales (\$000)					
Total, all industries	5,855,600	15,725,100	23,620,700	40,888,200	160.0
Goods sector	1,348,100	4,182,800	6,450,500	12,052,700	188.2
Service sector	4,279,700	11,288,400	16,895,300	28,968,500	156.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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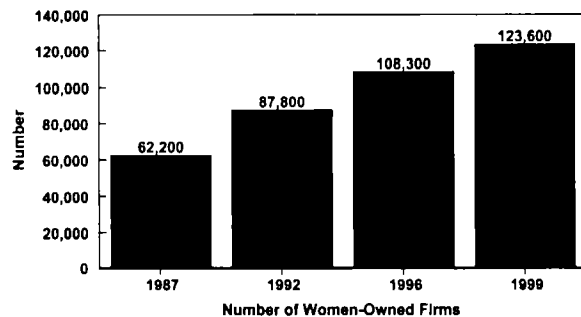


1999 Facts on Women-Owned Businesses: Trends in Detroit, MI

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Detroit metropolitan area as of 1999:

- ❖ As of 1999, there are 123,600 women-owned firms in the Detroit metropolitan area, representing 37% of all firms in the Detroit metropolitan area.
- ❖ Women-owned firms in the Detroit metropolitan area employ 371,400 people and generate over \$50 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Detroit has increased by 41%, employment has grown by 100%, and sales have risen by 124%.

**Women-Owned Firms Now Number
Nearly 123,600 in Detroit**



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In comparison, throughout the state of Michigan the number of women-owned firms increased by 43%, employment has grown 103%, and sales have increased by 128% from 1992 to 1999.
- ❖ Detroit ranks 12th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Detroit metropolitan area ranks 38th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Detroit is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 57% from 1992 to 1999, compared to the overall growth of 41% among all women-owned firms in Detroit.



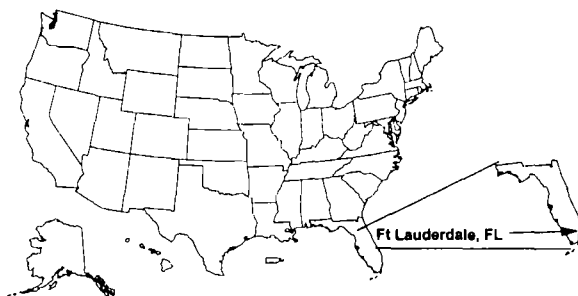
Women-Owned Firms in Detroit, MI: 1987-1999					
	Women-Owned Firms				% Change, 1987-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	62,200	87,800	108,300	123,600	40.8
Goods sector	3,600	6,200	8,200	9,700	57.2
Service sector	55,400	76,500	93,400	106,000	38.7
Employment					
Total, all industries	96,300	185,300	256,600	371,400	100.4
Goods sector	22,900	36,200	46,800	60,800	68.0
Service sector	72,500	146,200	205,100	304,300	108.2
Sales (\$000)					
Total, all industries	10,121,100	22,338,600	32,112,700	50,060,700	124.1
Goods sector	3,121,300	7,544,400	11,082,800	18,138,400	140.4
Service sector	6,907,500	14,905,700	21,304,300	32,811,300	120.1

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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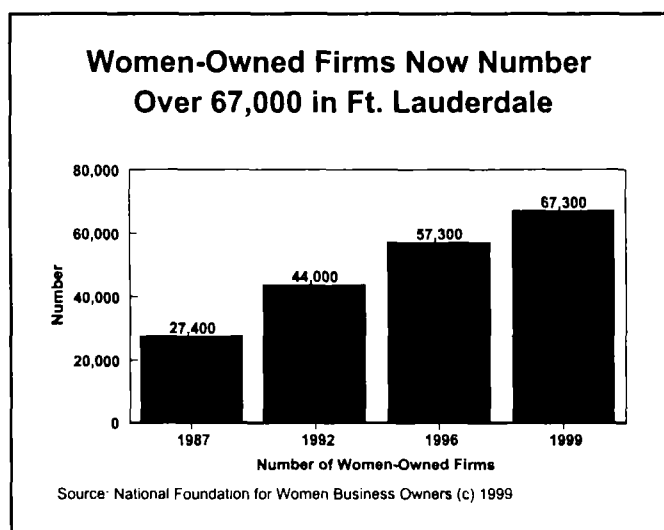
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Ft. Lauderdale, FL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Fort Lauderdale metropolitan area as of 1999:

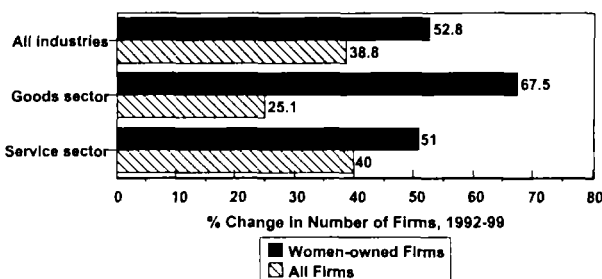
- ❖ As of 1999, there are 67,300 women-owned firms in the Ft. Lauderdale metropolitan area, representing 39% of all firms in the Ft. Lauderdale metropolitan area.
- ❖ Women-owned firms in the Ft. Lauderdale area employ 189,100 people and generate nearly \$31.7 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Ft. Lauderdale has increased by 53%, employment has grown by 108%, and sales have risen by 165%.
- ❖ In comparison, throughout the state of Florida the number of women-owned firms has increased by 52%, employment has grown 122%, and sales have increased 135% from 1992 to 1999.
- ❖ Ft. Lauderdale ranks 26th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Ft. Lauderdale metropolitan area ranks 14th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Ft. Lauderdale is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 68% from 1992 to 1999, compared to the overall growth of 53% among all women-owned firms in Ft. Lauderdale.

Growth Among Women-Owned Firms in Ft. Lauderdale Exceeds Overall Growth

Growth Rate for Women Highest In Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Ft. Lauderdale, FL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	27,400	44,000	57,300	67,300	52.8
Goods sector	1,800	3,400	4,800	5,700	67.5
Service sector	24,300	38,200	49,300	57,600	51.0
Employment					
Total, all industries	45,400	91,200	127,700	189,100	107.5
Goods sector	9,200	19,700	28,100	43,200	119.3
Service sector	35,500	70,400	98,400	144,800	105.6
Sales (\$000)					
Total, all industries	4,324,900	11,941,000	18,033,800	31,679,700	165.3
Goods sector	951,800	2,649,300	4,007,200	7,069,600	166.9
Service sector	3,269,000	8,907,500	13,418,200	23,407,400	162.8

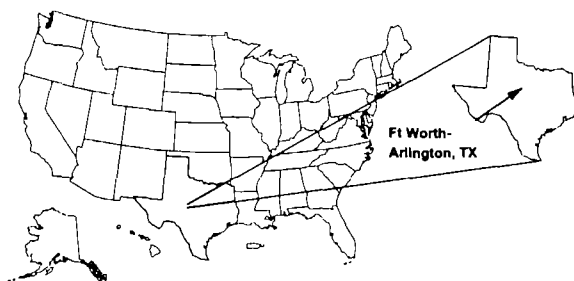
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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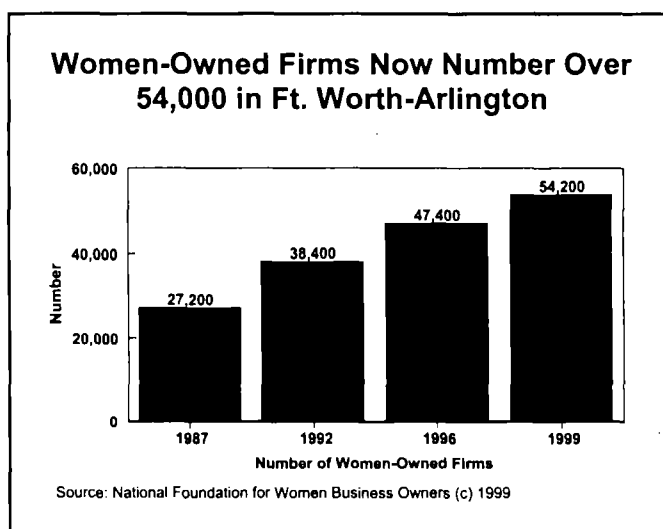
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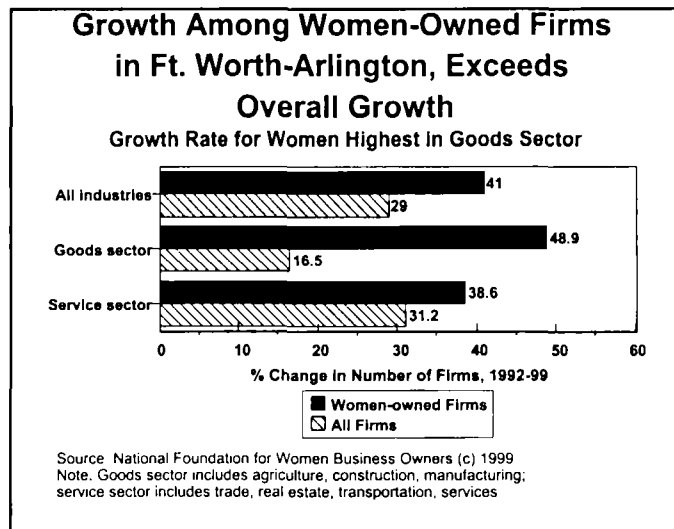
1999 Facts on Women-Owned Businesses: Trends in Ft. Worth-Arlington, TX

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Fort Worth-Arlington metropolitan area as of 1999:

- ❖ As of 1999, there are 54,200 women-owned firms in the Ft. Worth-Arlington metropolitan area, representing 37% of all firms in the Ft. Worth-Arlington metropolitan area.
- ❖ Women-owned firms in the Ft. Worth-Arlington metropolitan area employ nearly 75,000 people and generate over \$14 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Ft. Worth-Arlington has increased by 41%, employment has grown by 79%, and sales have risen by 137%.
- ❖ In comparison, throughout the state of Texas the number of women-owned firms has increased by 39%, employment has grown by 143%, and sales have increased 157% from 1992 to 1999.
- ❖ Ft. Worth ranks 43rd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Ft. Worth metropolitan area ranks 38th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Ft. Worth-Arlington is highest in the "non-traditional" goods-producing sector; which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 49% from 1992 to 1999, compared to the overall growth of 41% among all women-owned firms in Ft. Worth-Arlington.



Women-Owned Firms in Ft. Worth-Arlington, TX: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	27,200	38,400	47,400	54,200	41.0
Goods sector	2,800	4,400	5,600	6,500	48.9
Service sector	23,500	32,400	39,600	44,900	38.6
Employment					
Total, all industries	24,700	41,800	55,500	74,900	79.4
Goods sector	5,500	8,000	10,000	12,400	54.8
Service sector	18,800	33,100	44,500	61,300	85.2
Sales (\$000)					
Total, all industries	2,519,400	5,983,000	8,753,800	14,192,200	137.2
Goods sector	576,300	1,526,900	2,287,300	3,931,000	157.5
Service sector	1,833,800	4,318,000	6,304,800	10,174,900	135.7

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Greensboro-Winston-Salem-High Point, NC

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Greensboro-Winston-Salem-High Point metropolitan area as of 1999:

- ❖ As of 1999, there are 39,400 women-owned firms in the Greensboro-Winston-Salem-High Point metropolitan area, representing 35% of all firms in the metropolitan area.

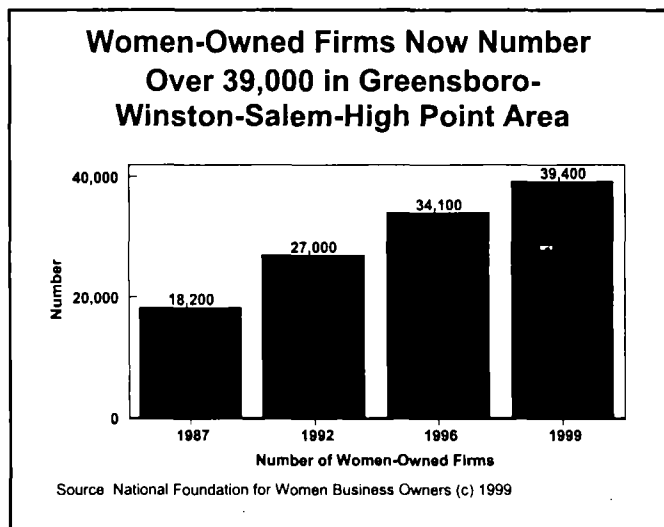
- ❖ Women-owned firms in the Greensboro-Winston-Salem-High Point metropolitan area employ 122,900 people and generate over \$15 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in Greensboro-Winston-Salem-High Point has increased by 46%, employment has grown by 100%, and sales have risen by 120%.

- ❖ In comparison, throughout the state of North Carolina the number of women-owned firms has increased by 48%, employment has grown 87%, and sales have increased by 116% from 1992 to 1999.

- ❖ Greensboro ranks 46th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

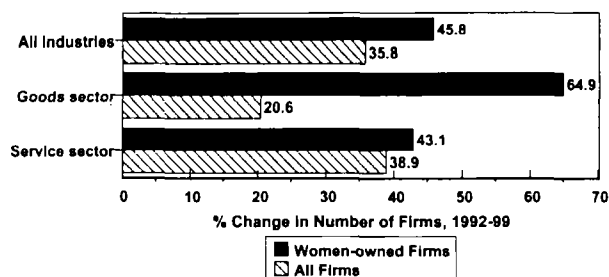
- ❖ The Greensboro metropolitan area ranks 30th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Greensboro-Winston-Salem-High Point is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 65% from 1992 to 1999, compared to the overall growth of 46% among all women-owned firms in Greensboro-Winston-Salem-High Point.

Growth Among Women-Owned Firms in Greensboro-Winston-Salem-High Point Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

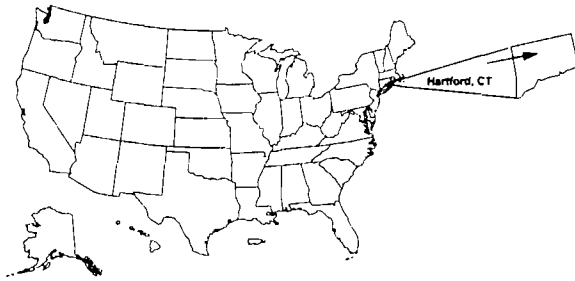
Women-Owned Firms in Greensboro-Winston-Salem-High Point, NC: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	18,200	27,000	34,100	39,400	45.8
Goods sector	1,400	2,500	3,500	4,200	64.9
Service sector	16,100	23,200	28,900	33,200	43.1
Employment					
Total, all industries	31,900	61,400	84,900	122,900	100.3
Goods sector	10,400	15,400	19,300	24,200	57.9
Service sector	21,800	45,800	65,000	98,700	115.6
Sales (\$000)					
Total, all industries	3,166,100	6,836,300	9,772,400	15,055,600	120.2
Goods sector	993,800	1,992,600	2,791,700	4,132,300	107.4
Service sector	2,127,900	4,791,900	6,923,200	10,909,600	127.7

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners

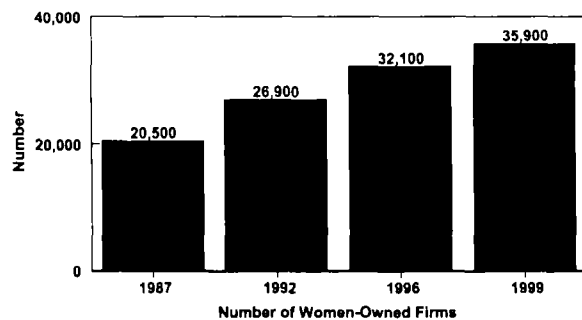


1999 Facts on Women-Owned Businesses: Trends in Hartford, CT

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Hartford metropolitan area as of 1999:

- ❖ As of 1999, there are 35,900 women-owned firms in the Hartford metropolitan area, representing 36% of all firms in the Hartford metropolitan area.
- ❖ Women-owned firms in the Hartford metropolitan area employ 116,600 people and generate over \$15 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Hartford has increased by 33%, employment has grown by 82%, and sales have risen by 114%.

**Women-Owned Firms Now Number
Nearly 36,000 in Hartford, CT**



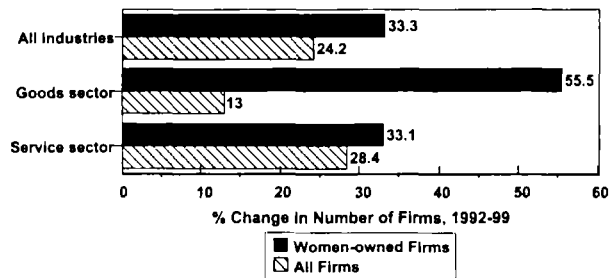
Source: National Foundation for Women Business Owners (c) 1999

- ❖ In comparison, throughout the state of Connecticut the number of women-owned firms has increased by 33% employment has grown by 82% and sales have risen 114% from 1992 to 1999. (See special note on page 2.)
- ❖ Hartford ranks 47th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Hartford metropolitan area ranks 48th out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Hartford is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 56% from 1992 to 1999, compared to the overall growth of 33% among all women-owned firms in Hartford.

Growth Among Women-Owned Firms in Hartford Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Hartford, CT: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	20,500	26,900	32,100	35,900	33.3
Goods sector	1,400	2,300	3,000	3,500	55.5
Service sector	18,300	23,900	28,400	31,800	33.1
Employment					
Total, all industries	37,200	64,100	85,600	116,600	81.9
Goods sector	7,900	11,000	13,500	16,400	48.5
Service sector	28,800	51,800	70,200	98,000	89.3
Sales (\$000)					
Total, all industries	3,398,100	7,076,300	10,018,800	15,137,000	113.9
Goods sector	868,600	1,723,200	2,406,900	3,542,700	105.6
Service sector	2,429,100	5,199,100	7,415,100	11,370,100	118.7

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

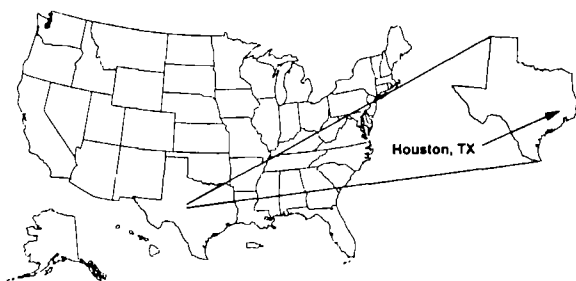
Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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SPECIAL NOTE: Since the metropolitan area boundary changes in Hartford included many additions at the town level, there was not sufficient information available from the Bureau of the Census to adjust 1987 data. Therefore, growth rates were determined using statewide figures.



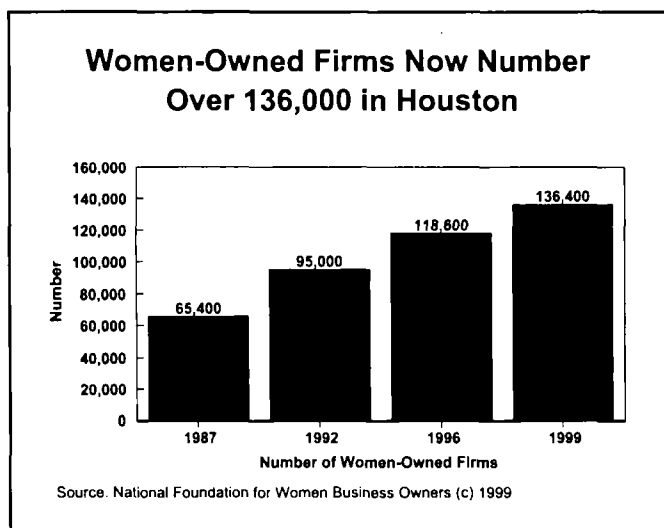
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Houston, TX

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Houston metropolitan area as of 1999:

- ❖ As of 1999, there are 136,400 women-owned firms in the Houston metropolitan area, representing 36% of all firms in the metropolitan area.
- ❖ Women-owned firms in the Houston metropolitan area employ 560,100 people and generate over \$78 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Houston has increased by 44%, employment has grown by 209%, and sales have risen by 224%.

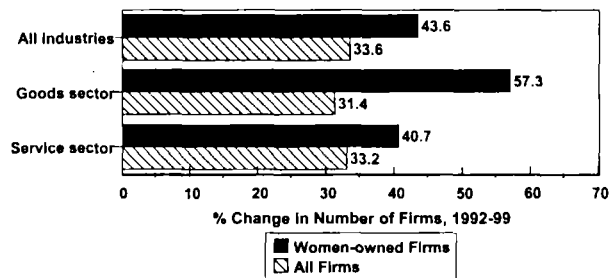


- ❖ In comparison, throughout the state of Texas the number of women-owned firms has increased by 39%, employment has grown by 143%, and sales have increased 157% from 1992 to 1999.
- ❖ Houston ranks 5th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Houston metropolitan area ranks 4th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Houston is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 57% from 1992 to 1999, compared to the overall growth of 44% among all women-owned firms in Houston.

Growth Among Women-Owned Firms in Houston Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services

Women-Owned Firms in Houston, TX: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	65,400	95,000	118,600	136,400	43.6
Goods sector	5,000	8,500	11,200	13,300	57.3
Service sector	57,800	81,600	100,500	114,800	40.7
Employment					
Total, all industries	52,800	181,400	284,200	560,100	208.8
Goods sector	8,100	34,500	55,600	122,900	256.4
Service sector	43,400	143,800	224,100	433,500	201.5
Sales (\$000)					
Total, all industries	6,527,000	24,110,100	38,176,600	78,180,300	224.3
Goods sector	1,063,100	10,534,500	18,111,600	61,823,500	486.9
Service sector	5,047,200	14,395,000	21,873,100	39,090,400	171.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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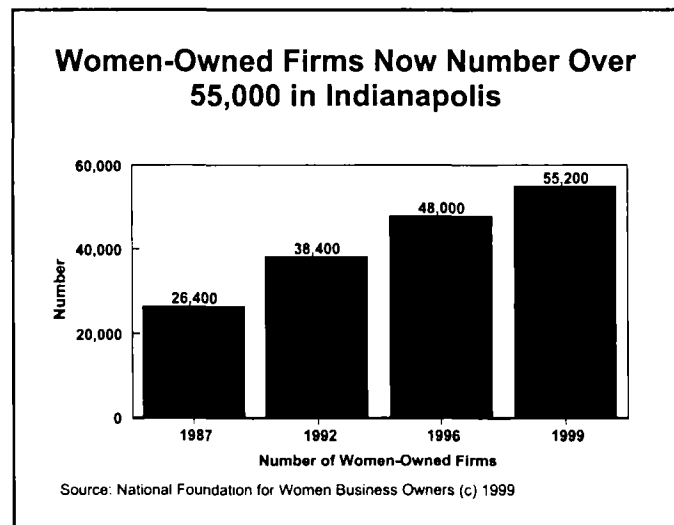
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Indianapolis, IN

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Indianapolis metropolitan area as of 1999:

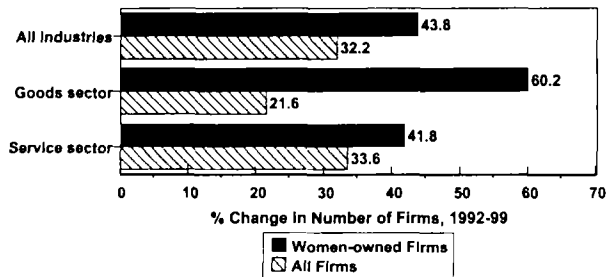
- ❖ As of 1999, there are 55,200 women-owned firms in the Indianapolis metropolitan area, representing 38% of all firms in the metropolitan area.
- ❖ Women-owned firms in the Indianapolis metropolitan area employ 216,600 people and generate nearly \$26 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Indianapolis has increased by 44%, employment has grown by 93%, and sales have risen by 123%.
- ❖ In comparison, throughout the state of Indiana the number of women-owned firms has increased by 40%, employment has grown 74%, and sales have increased 89% from 1992 to 1999.
- ❖ Indianapolis ranks 29th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Indianapolis metropolitan area ranks 37th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Indianapolis is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 60% from 1992 to 1999, compared to the overall growth of 44% among all women-owned firms in Indianapolis.

Growth Among Women-Owned Firms in Indianapolis Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services

Women-Owned Firms in Indianapolis, IN: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	26,400	38,400	48,000	55,200	43.8
Goods sector	1,900	3,300	4,400	5,200	60.2
Service sector	23,500	33,500	41,500	47,500	41.8
Employment					
Total, all industries	61,100	112,400	153,400	216,600	92.7
Goods sector	17,200	25,700	32,500	40,900	59.2
Service sector	44,000	85,800	119,300	174,000	102.7
Sales (\$000)					
Total, all industries	5,288,300	1,609,800	16,667,000	25,908,000	123.2
Goods sector	1,917,700	3,212,500	4,248,300	5,701,900	77.5
Service sector	3,422,500	8,272,300	12,152,100	19,888,400	140.4

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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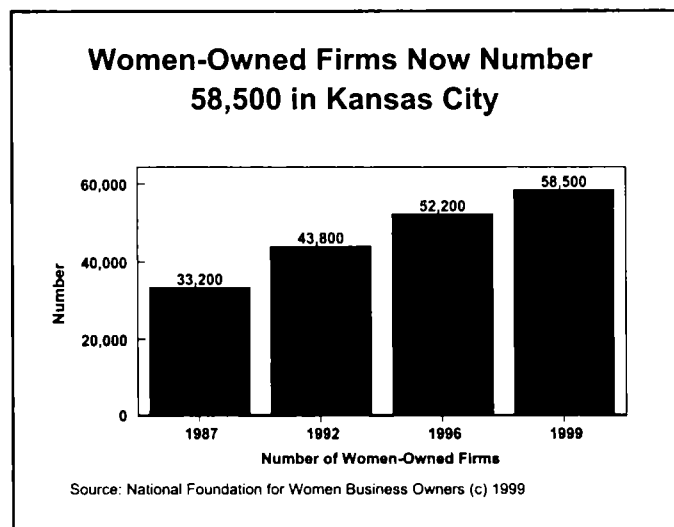
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Kansas City, MO-KS

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Kansas City metropolitan area as of 1999:

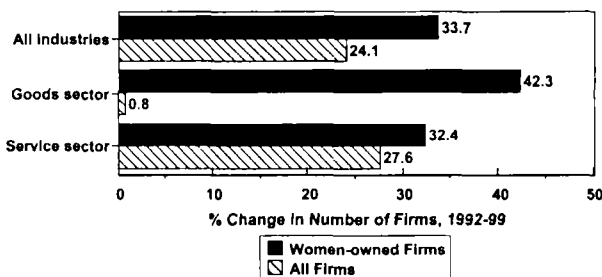
- ❖ As of 1999, there are 58,500 women-owned firms in the Kansas City metropolitan area, representing 38% of all firms in the metropolitan area.
- ❖ Women-owned firms in the Kansas City metropolitan area employ 123,200 people and generating over \$26 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Kansas City has increased by 34%, employment has grown by 76%, and sales have risen by 130%.
- ❖ In comparison, throughout the state of Missouri the number of women-owned firms has increased by 36%, employment has grown by 79%, and sales have increased 113% from 1992 to 1999.
- ❖ Kansas City ranks 34th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Kansas City metropolitan area ranks 46th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Kansas City is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 42% from 1992 to 1999, compared to the overall growth of 34% among all women-owned firms in Kansas City.

Growth Among Women-Owned Firms in Kansas City Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Kansas City, MO-KS: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	33,200	43,800	52,200	58,500	33.7
Goods sector	2,200	3,200	4,000	4,500	42.3
Service sector	29,600	38,500	45,600	51,000	32.4
Employment					
Total, all industries	42,300	70,100	92,300	123,200	75.8
Goods sector	6,800	16,600	24,500	40,600	144.0
Service sector	34,500	52,800	67,500	86,300	63.3
Sales (\$000)					
Total, all industries	4,974,900	11,334,400	16,421,900	26,040,000	129.7
Goods sector	836,200	2,309,100	3,487,400	6,126,700	165.3
Service sector	3,879,100	8,642,100	12,452,400	19,509,900	125.8

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners

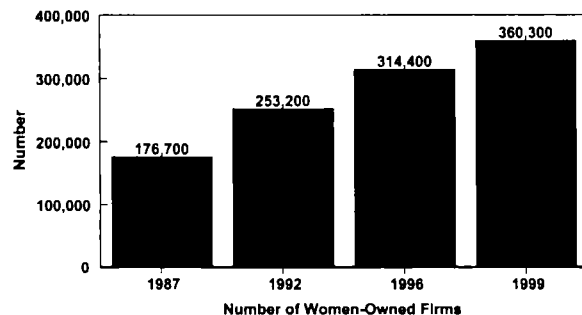


1999 Facts on Women-Owned Businesses: Trends in Los Angeles-Long Beach, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Los Angeles-Long Beach metropolitan area as of 1999:

- ❖ As of 1999, there are 360,300 women-owned firms in the Los Angeles-Long Beach metropolitan area, representing 39% of all firms in the metropolitan area.
- ❖ Women-owned firms employ over 1 million people and generate over \$181.4 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Los Angeles-Long Beach has increased by 42%, employment has grown by 122%, and sales have risen by 158%.

Women-Owned Firms Now Number Over 360,000 in Los Angeles-Long Beach



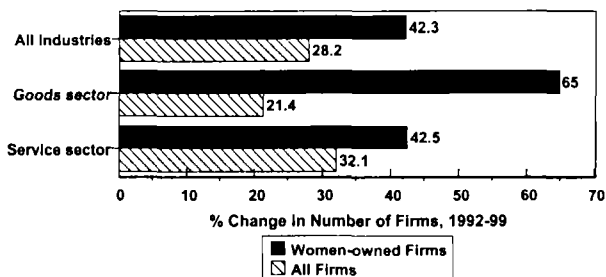
Source: National Foundation for Women Business Owners (c) 1999

- ❖ In comparison, throughout the state of California the number of women-owned firms has increased by 42%, employment has grown by 140%, and sales have increased 164% from 1992 to 1999.
- ❖ Los Angeles ranks 2nd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Los Angeles metropolitan area ranks 22nd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Los Angeles-Long Beach is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 65% from 1992 to 1999, compared to the overall growth of 42% among all women-owned firms in Los Angeles-Long Beach.

Growth Among Women-Owned Firms in Los Angeles-Long Beach Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing;
 service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Los Angeles-Long Beach, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	176,700	253,200	314,400	360,300	42.3
Goods sector	8,800	16,400	22,500	27,100	65.0
Service sector	157,400	226,100	281,000	322,100	42.5
Employment					
Total, all industries	217,500	475,300	681,500	1,056,600	122.3
Goods sector	60,800	114,800	158,100	226,700	97.4
Service sector	156,100	357,600	518,800	824,900	130.7
Sales (\$000)					
Total, all industries	26,399,900	70,252,500	105,334,600	181,455,900	158.3
Goods sector	6,417,000	18,774,900	28,661,300	51,918,500	176.5
Service sector	18,777,100	50,299,600	75,517,600	130,549,600	159.5

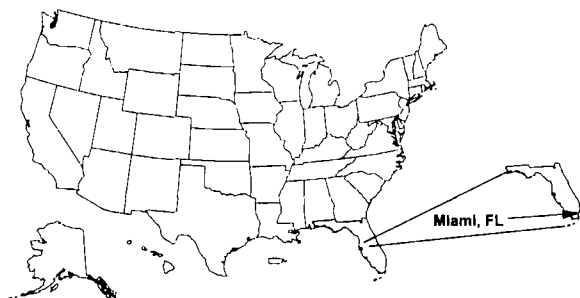
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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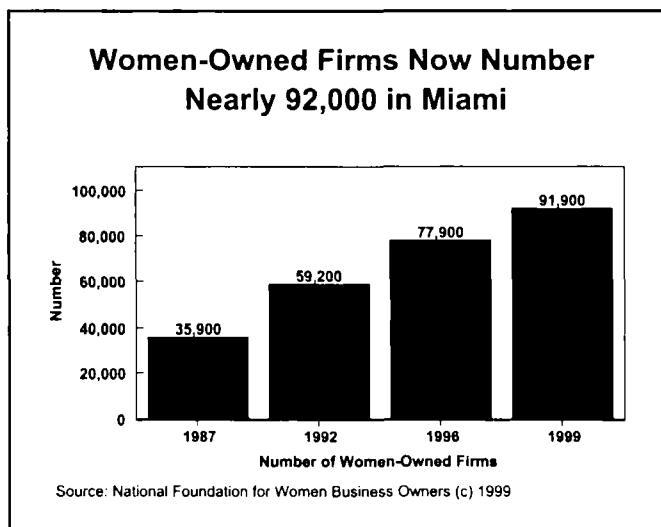
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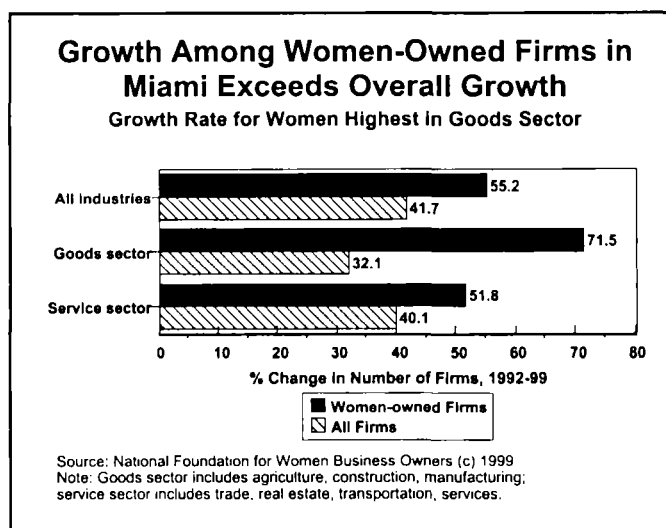
1999 Facts on Women-Owned Businesses: Trends in Miami, FL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Miami metropolitan area as of 1999:

- ❖ As of 1999, there are 91,900 women-owned firms in the Miami metropolitan area, representing 37% of all firms in the Miami metropolitan area.
- ❖ Women-owned firms in the Miami metropolitan area employ 397,900 people and generate over \$51 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Miami has increased by 55%, employment has grown by 142%, and sales have risen by 161%.
- ❖ In comparison, throughout the state of Florida the number of women-owned firms has grown by 52%, employment has grown 122%, and sales have increased 135% from 1992 to 1999.
- ❖ Miami ranks 15th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Miami metropolitan area ranks 6th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Miami is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 72% from 1992 to 1999, compared to the overall growth of 55% among all women-owned firms in Miami.



Women-Owned Firms in Miami, FL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	35,900	59,200	77,900	91,900	55.2
Goods sector	2,200	4,500	6,400	7,800	71.5
Service sector	31,500	50,000	64,800	75,800	51.8
Employment					
Total, all industries	67,600	164,600	242,200	397,900	141.7
Goods sector	17,700	44,900	66,700	112,000	149.4
Service sector	49,700	119,300	174,900	285,100	139.0
Sales (\$000)					
Total, all industries	7,236,400	19,541,600	29,385,800	51,018,000	161.1
Goods sector	1,616,600	4,137,400	6,154,000	10,383,800	151.0
Service sector	5,351,800	14,576,700	21,956,600	38,293,600	162.7

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Milwaukee-Waukesha, WI

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Milwaukee-Waukesha metropolitan area as of 1999:

❖ As of 1999, there are 39,800 women-owned firms in the Milwaukee-Waukesha metropolitan area, representing 37% of all firms in the Milwaukee-Waukesha metropolitan area.

❖ Women-owned firms in the Milwaukee-Waukesha metropolitan area employ 127,200 people and generate nearly \$15.7 billion in sales.

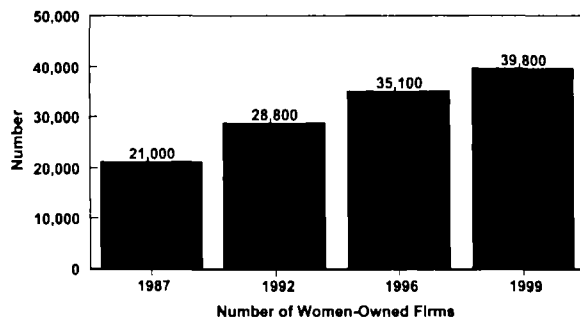
❖ Between 1992 and 1999, the number of women-owned firms in Milwaukee-Waukesha has increased by 38%, employment has grown by 90%, and sales have risen by 105%.

❖ In comparison, throughout the state of Wisconsin the number of women-owned firms has increased by 43%, employment has grown 109%, and sales have increased 144% from 1992 to 1999.

❖ Milwaukee ranks 45th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

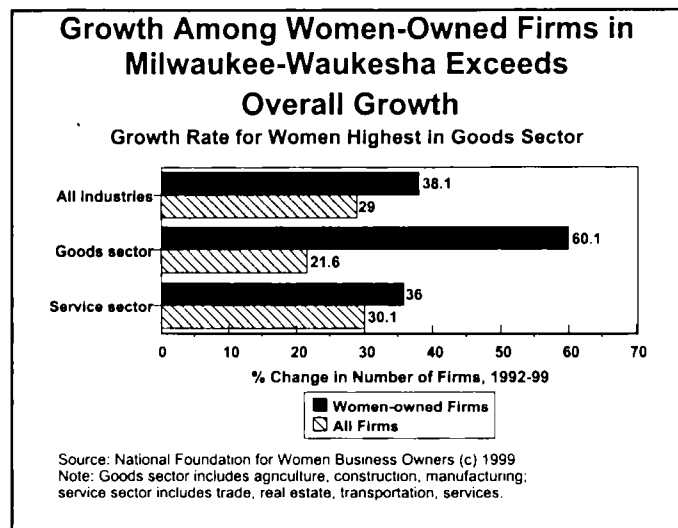
❖ The Milwaukee metropolitan area ranks 47th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

**Women-Owned Firms Now Number
Nearly 40,000 in Milwaukee-Waukesha**



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Milwaukee-Waukesha is highest in the “non-traditional” goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 60% from 1992 to 1999, compared to the overall growth of 38% among all women-owned firms in Milwaukee-Waukesha.



Women-Owned Firms in Milwaukee-Waukesha, WI: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	21,000	28,800	35,100	39,800	38.1
Goods sector	1,300	2,200	3,000	3,500	60.1
Service sector	18,800	25,300	30,500	34,500	36.0
Employment					
Total, all industries	36,900	66,900	90,800	127,200	90.3
Goods sector	8,100	20,100	29,700	49,200	144.9
Service sector	28,200	47,200	62,400	83,700	77.2
Sales (\$000)					
Total, all industries	3,893,500	7,674,200	10,698,800	15,691,200	104.5
Goods sector	1,358,200	2,732,900	3,832,700	5,684,300	108.0
Service sector	2,547,700	5,036,300	7,027,100	10,322,300	105.0

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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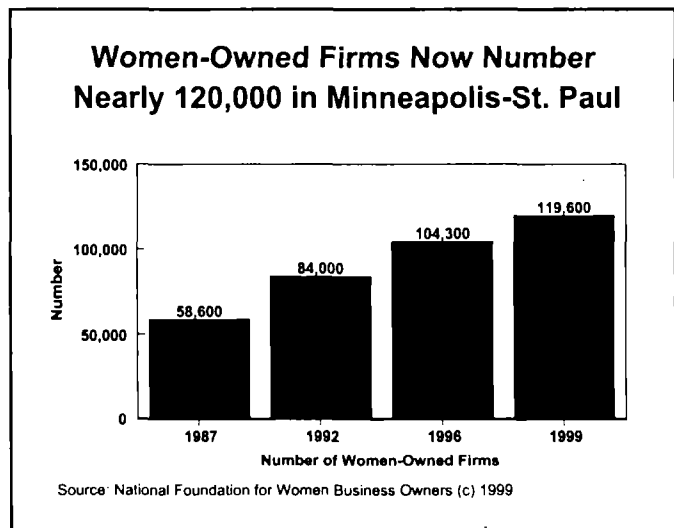
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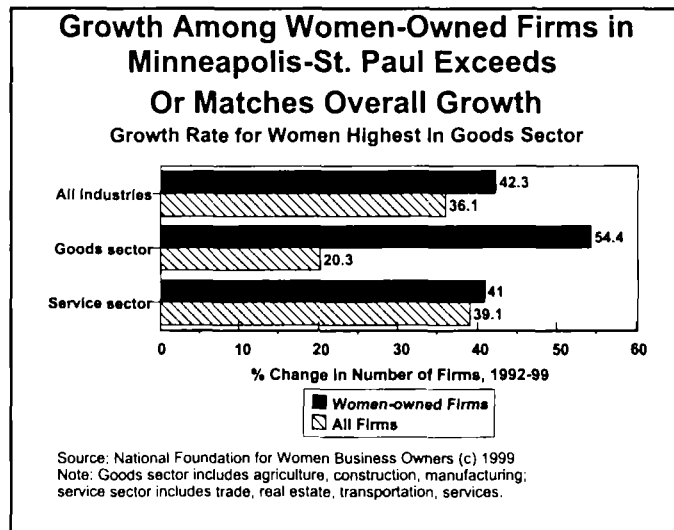
1999 Facts on Women-Owned Businesses: Trends in Minneapolis-St. Paul, MN-WI

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Minneapolis-St. Paul metropolitan area as of 1999:

- ❖ As of 1999, there are 119,600 women-owned firms in the Minneapolis-St. Paul metropolitan area, representing 38% of all firms in the Minneapolis-St. Paul metropolitan area.
- ❖ Women-owned firms in the Minneapolis-St. Paul metropolitan area employ 337,400 people and generate over \$51 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Minneapolis-St. Paul has increased by 42%, employment has grown by 95%, and sales have risen by 143%.
- ❖ In comparison, throughout the state of Minnesota the number of women-owned firms has increased 41%, employment has grown 95%, and sales have increased 137% from 1992 to 1999.
- ❖ Minneapolis ranks 14th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Minneapolis metropolitan area ranks 29th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Minneapolis-St. Paul is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 54% from 1992 to 1999, compared to the overall growth of 42% among all women-owned firms in Minneapolis-St. Paul.



Women-Owned Firms in Minneapolis-St. Paul, MN: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	58,600	84,000	104,300	119,600	42.3
Goods sector	3,900	6,300	8,300	9,700	54.4
Service sector	51,800	73,200	90,400	103,200	41.0
Employment					
Total, all industries	92,800	172,900	237,100	337,400	95.1
Goods sector	28,000	48,100	64,200	87,400	81.6
Service sector	65,200	124,800	172,500	248,900	99.5
Sales (\$000)					
Total, all industries	8,536,100	20,975,300	30,926,700	51,063,400	143.4
Goods sector	3,797,500	9,331,400	13,758,600	22,716,900	143.4
Service sector	4,981,200	12,240,100	18,047,300	29,798,000	143.4

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Nashville, TN

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Nashville metropolitan area as of 1999:

❖ As of 1999, there are 42,700 women-owned firms in the Nashville metropolitan area, representing 36% of all the firms in the Nashville metropolitan area.

❖ Women-owned firms in the Nashville metropolitan area employ 139,300 people and generate \$17.3 billion in sales.

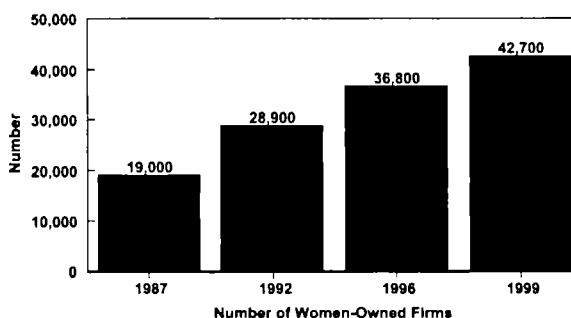
❖ Between 1992 and 1999, the number of women-owned firms in Nashville has increased by 48%, employment has grown by 155%, and sales have risen by 169%.

❖ In comparison, throughout the state of Tennessee the number of women-owned firms has increased by 47%, employment has grown 88%, and sales have increased 109% from 1992 to 1999.

❖ Nashville ranks 41st out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

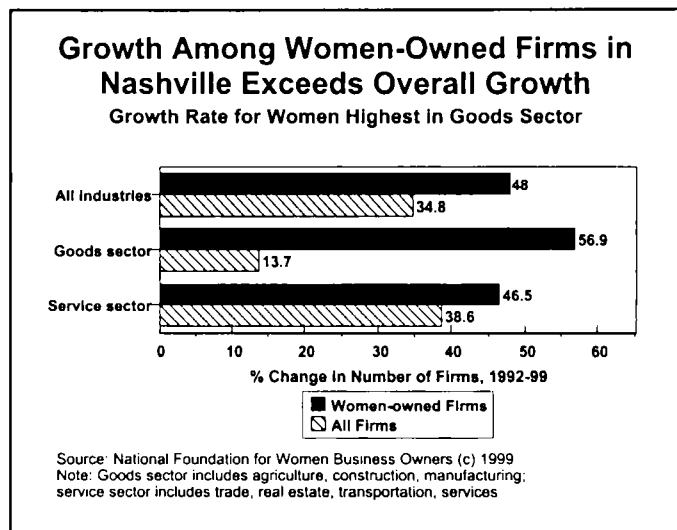
❖ The Nashville metropolitan area ranks 5th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

**Women-Owned Firms Now Number
Nearly 43,000 in Nashville**



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Nashville is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 57% from 1992 to 1999, compared to the overall growth of 48% among all women-owned firms in Nashville.



Women-Owned Firms in Nashville, TN: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	19,000	28,900	36,800	42,700	48.0
Goods sector	1,200	2,000	2,700	3,200	56.9
Service sector	16,900	25,000	32,100	37,100	46.5
Employment					
Total, all industries	20,800	54,600	81,600	139,300	155.3
Goods sector	2,900	10,500	16,700	34,000	223.3
Service sector	17,300	43,200	63,800	106,200	146.0
Sales (\$000)					
Total, all industries	2,283,500	6,434,700	9,755,600	17,323,700	169.2
Goods sector	319,300	1,838,600	3,054,000	7,879,700	328.6
Service sector	1,804,800	4,515,600	6,684,300	11,143,400	146.8

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Nassau-Suffolk, NY

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Nassau-Suffolk metropolitan area (Long Island) as of 1999:

❖ As of 1999, there are 108,200 women-owned firms in the Nassau-Suffolk metropolitan area, representing 35% of all firms in the Nassau-Suffolk metropolitan area.

❖ Women-owned firms in the Nassau-Suffolk metropolitan area employ 371,800 people and generate nearly \$57.4 billion in sales.

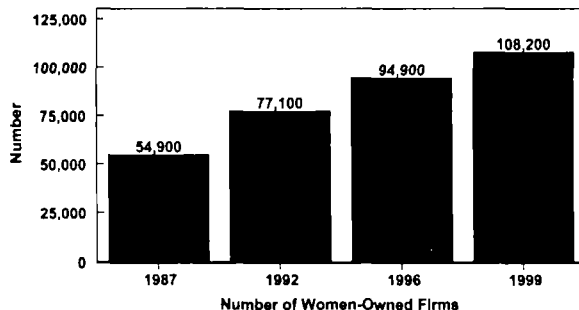
❖ Between 1992 and 1999, the number of women-owned firms in Nassau-Suffolk has increased by 40%, employment has grown by 89%, and sales have risen by 102%.

❖ In comparison, throughout the state of New York the number of firms has increased 39%, employment has grown 88%, and sales have increased 107% from 1992 to 1999.

❖ Nassau ranks 10th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

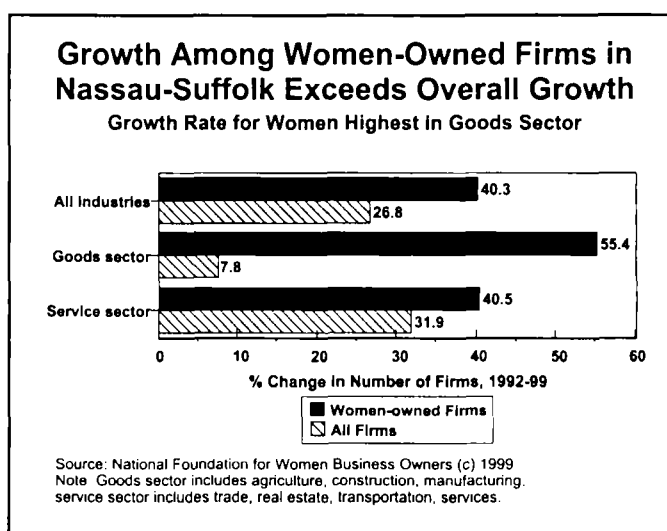
❖ The Nassau metropolitan area ranks 45th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

**Women-Owned Firms Now Number
Over 108,000 in Nassau-Suffolk**



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Nassau-Suffolk is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 55% from 1992 to 1999, compared to the overall growth of 40% among all women-owned firms in Nassau-Suffolk.



Women-Owned Firms in Nassau-Suffolk, NY: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	54,900	77,100	94,900	108,200	40.3
Goods sector	3,600	6,000	7,900	9,400	55.4
Service sector	47,900	67,300	82,900	94,600	40.5
Employment					
Total, all industries	109,200	196,500	266,400	371,800	89.2
Goods sector	25,800	43,200	57,100	76,600	77.5
Service sector	82,400	148,500	201,400	281,300	89.5
Sales (\$000)					
Total, all industries	14,701,400	28,473,400	39,491,100	57,371,300	101.5
Goods sector	3,305,200	8,003,900	11,762,900	19,270,900	140.8
Service sector	10,811,400	19,897,900	27,166,900	38,387,700	92.9

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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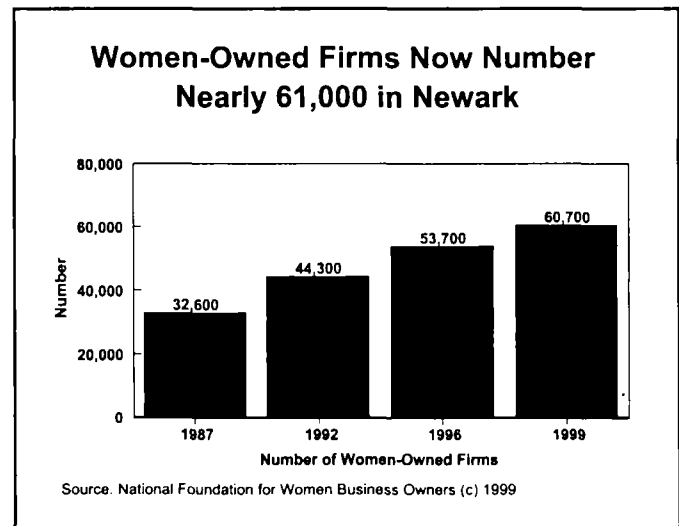
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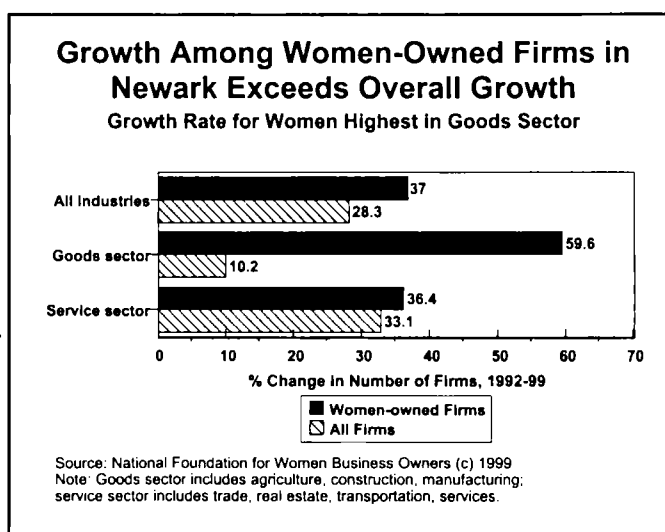
1999 Facts on Women-Owned Businesses: Trends in Newark, NJ

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Newark metropolitan area as of 1999:

- ❖ As of 1999, there are 60,700 women-owned firms in the Newark metropolitan area, representing 34% of all firms in the Newark metropolitan area.
- ❖ Women-owned firms in the Newark metropolitan area employ 159,600 people and generate \$27 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Newark has increased by 37%, employment has grown by 52%, and sales have risen by 79%.
- ❖ In comparison, throughout the state of New Jersey the number of women-owned firms has increased by 40%, employment has grown 84%, and sales have increased 104% from 1992 to 1999.
- ❖ Newark ranks 31st out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Newark metropolitan area ranks 49th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Newark is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 60% from 1992 to 1999, compared to the overall growth of 37% among all women-owned firms in Newark. However, unlike other metropolitan areas, employment and sales growth in the goods-sector is not similarly strong.



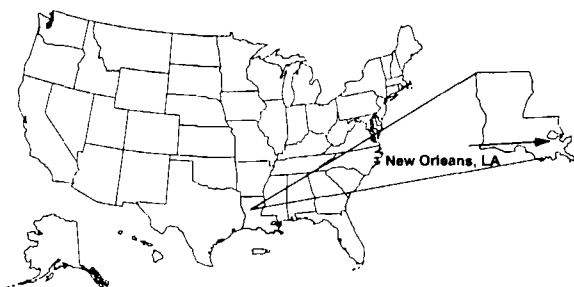
Women-Owned Firms in Newark, NJ: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	32,600	44,300	53,700	60,700	37.0
Goods sector	1,800	3,100	4,200	5,000	59.6
Service sector	29,000	39,200	47,300	53,500	36.4
Employment					
Total, all industries	73,600	105,000	130,100	159,600	52.0
Goods sector	22,100	22,400	22,700	22,800	2.0
Service sector	51,900	81,400	105,000	135,900	66.9
Sales (\$000)					
Total, all industries	8,975,500	15,128,000	20,050,000	27,000,500	78.5
Goods sector	2,860,400	2,929,100	2,984,100	3,026,800	3.3
Service sector	6,049,200	11,557,600	15,964,300	23,021,600	99.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

For further information about this fact sheet or other publications highlighting trends among women-owned businesses, please contact the National Foundation for Women Business Owners at: 1100 Wayne Avenue, Suite 830, Silver Spring, MD 20910-5603; phone: 301-495-4975; fax: 301-495-4979; e-mail: NFWBO@worldnet.att.net. Visit our home page at: <http://www.nfwbo.org>.



1999 Facts on Women-Owned Businesses: Trends in New Orleans, LA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the New Orleans metropolitan area as of 1999:

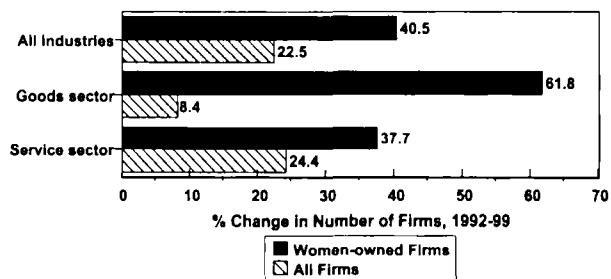
- ❖ As of 1999, there are 39,800 women-owned firms in the New Orleans metropolitan area, representing 39% of all firms in the New Orleans metropolitan area.
- ❖ Women-owned firms in the New Orleans metropolitan area employ 218,300 people and generate over \$23.7 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in New Orleans has increased by 41%, employment has grown by 166%, and sales have risen by 190%.
- ❖ In comparison, throughout the state of Louisiana the number of women-owned firms has increased 38%, employment has grown 132%, and sales have increased 240% from 1992 to 1999.
- ❖ New Orleans ranks 36th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The New Orleans metropolitan area ranks 13th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in New Orleans is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 62% from 1992 to 1999, compared to the overall growth of 41% among all women-owned firms in New Orleans.

Growth Among Women-Owned Firms in New Orleans Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in New Orleans, LA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	20,100	28,300	34,900	39,800	40.5
Goods sector	1,300	2,300	3,100	3,700	61.8
Service sector	18,100	24,700	30,000	34,000	37.7
Employment					
Total, all industries	29,600	82,100	124,000	218,300	165.9
Goods sector	4,000	22,800	37,900	97,800	329.2
Service sector	24,900	59,500	87,100	141,800	138.6
Sales (\$000)					
Total, all industries	2,626,700	8,203,800	12,665,500	23,747,800	189.5
Goods sector	428,000	4,309,500	7,414,700	25,516,900	492.1
Service sector	2,042,400	4,416,500	6,315,800	9,738,000	120.5

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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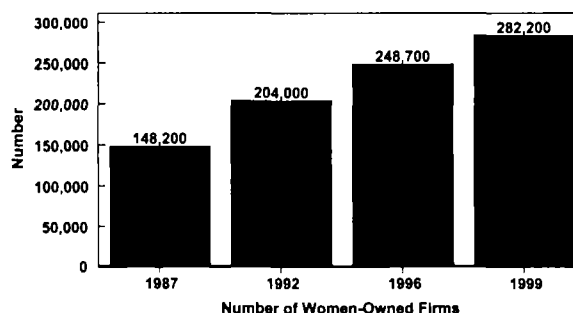


1999 Facts on Women-Owned Businesses: Trends in New York, NY

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the New York City metropolitan area as of 1999:

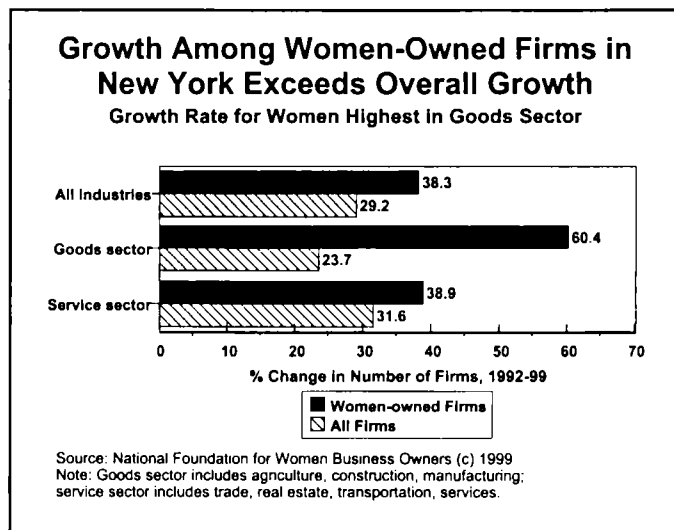
- ❖ As of 1999, there are 282,200 women-owned firms in the New York City metropolitan area, representing 38% of all firms in the New York City metropolitan area.
- ❖ Women-owned firms in the New York metropolitan area employ over 1 million people and generate nearly \$193.6 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in New York City has increased by 38%, employment has grown by 97%, and sales have risen by 116%.
- ❖ In comparison, throughout the state of New York the number of women-owned firms has increased 39%, employment has grown 88%, and sales have increased 107% from 1992 to 1999.
- ❖ New York City ranks 1st out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The New York City metropolitan area ranks 43rd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

Women-Owned Firms Now Number Over 282,000 in New York



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in New York City is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 60% from 1992 to 1999, compared to the overall growth of 38% among all women-owned firms in New York City.



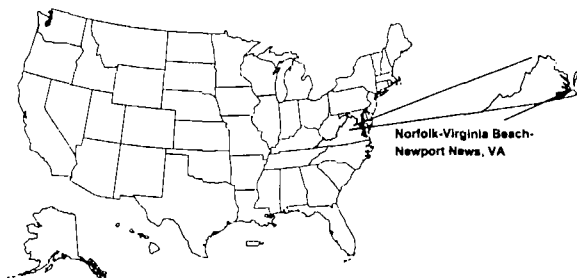
Women-Owned Firms in New York, NY: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	148,200	204,000	248,700	282,200	38.3
Goods sector	6,800	12,000	16,200	19,300	60.4
Service sector	130,100	180,100	220,100	250,100	38.9
Employment					
Total, all industries	291,700	548,500	754,000	1,077,900	96.5
Goods sector	89,500	122,900	149,500	179,600	46.2
Service sector	203,800	419,400	591,800	888,300	111.8
Sales (\$000)					
Total, all industries	42,420,200	89,521,900	127,203,300	193,572,200	116.2
Goods sector	11,587,900	19,427,900	25,699,800	34,508,200	77.6
Service sector	29,771,300	67,262,400	97,255,200	153,524,700	128.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

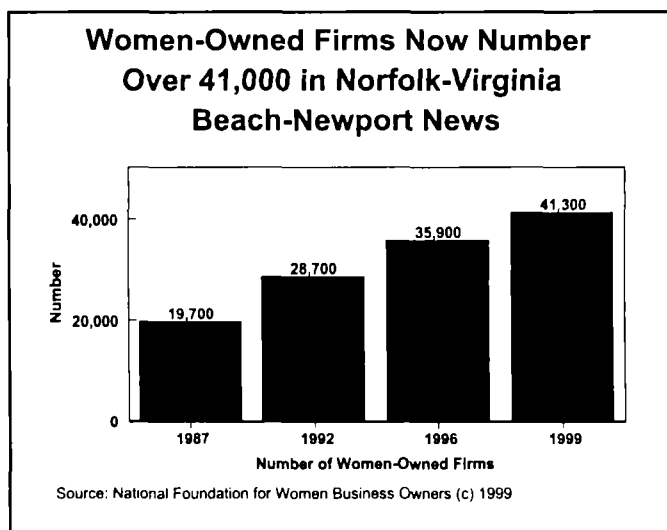
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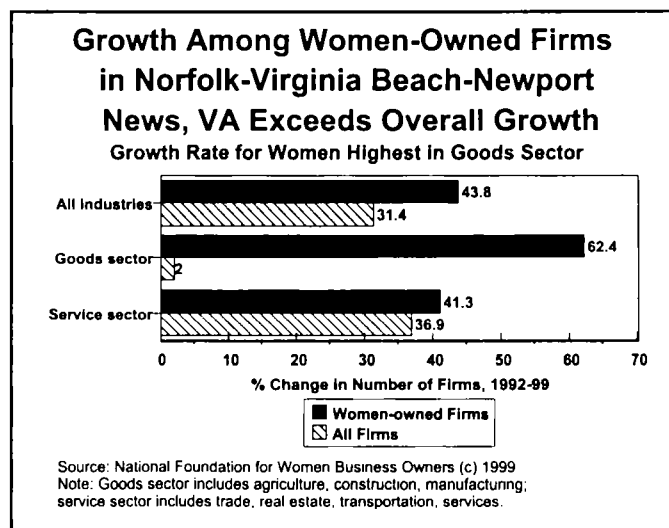
1999 Facts on Women-Owned Businesses: Trends in Norfolk-Virginia Beach-Newport News, VA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Norfolk-Virginia Beach-Newport News metropolitan area as of 1999:

- ❖ As of 1999, there are 41,300 women-owned firms in the Norfolk-Virginia Beach-Newport News metropolitan area, representing 40% of all firms in the metropolitan area.
- ❖ Women-owned firms in the Norfolk-Virginia Beach-Newport News metropolitan area employ 89,500 people and generate over \$16.7 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Norfolk-Virginia Beach-Newport News has increased by 44%, employment has grown by 61%, and sales have risen by 139%.
- ❖ In comparison, throughout the state of Virginia the number of women-owned firms increased by 45%, employment has grown 89%, and sales increased 108% from 1992 to 1999.
- ❖ Norfolk ranks 44th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Norfolk metropolitan area ranks 35th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Norfolk-Virginia Beach-Newport News is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 62% from 1992 to 1999, compared to the overall growth of 44% among all women-owned firms in Norfolk-Virginia Beach-Newport News.



Women-Owned Firms in Norfolk-Virginia Beach-Newport News, VA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	19,700	28,700	35,900	41,300	43.8
Goods sector	1,300	2,400	3,200	3,800	62.4
Service sector	17,800	25,200	31,200	35,600	41.3
Employment					
Total, all industries	36,600	55,500	70,500	89,500	61.4
Goods sector	7,600	21,000	31,800	55,900	165.7
Service sector	28,500	35,800	41,600	47,500	32.9
Sales (\$000)					
Total, all industries	2,908,700	6,986,200	10,248,300	16,716,300	139.3
Goods sector	915,400	2,186,200	3,202,900	5,208,500	138.2
Service sector	1,979,000	4,802,900	7,062,000	11,583,200	141.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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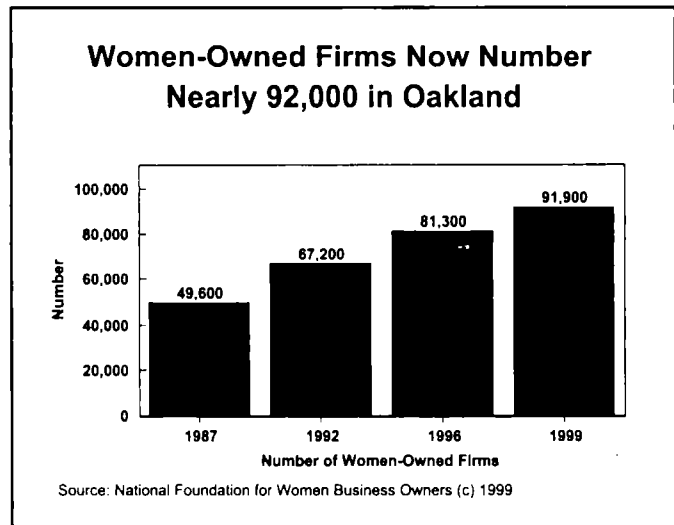
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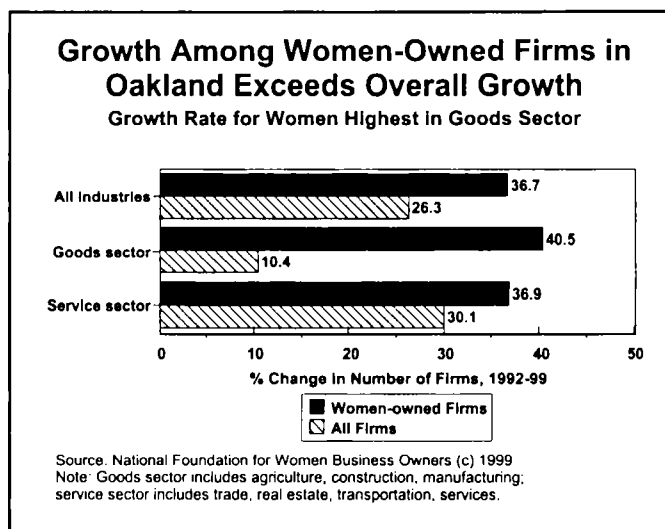
1999 Facts on Women-Owned Businesses: Trends in Oakland, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Oakland metropolitan area as of 1999:

- ❖ As of 1999, there are 91,900 women-owned firms in the Oakland metropolitan area, representing 41% of all firms in the Oakland metropolitan area.
- ❖ Women-owned firms in the Oakland metropolitan area employ 250,200 people and generate over \$36 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Oakland has increased by 37%, employment has grown by 138%, and sales have risen by 172%.
- ❖ In comparison, throughout the state of California the number of women-owned firms increased by 42%, employment has grown 140%, and sales increased 164% from 1992 to 1999.
- ❖ Oakland ranks 20th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Oakland metropolitan area ranks 21st out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Oakland is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 41% from 1992 to 1999, compared to the overall growth of 37% among all women-owned firms in Oakland.



Women-Owned Firms in Oakland, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	49,600	67,200	81,300	91,900	36.7
Goods sector	3,000	4,200	5,100	5,900	40.5
Service sector	44,500	60,400	73,100	82,600	36.9
Employment					
Total, all industries	44,300	105,300	154,100	250,200	137.5
Goods sector	6,600	25,500	40,500	84,700	232.6
Service sector	36,200	79,300	113,700	176,700	122.9
Sales (\$000)					
Total, all industries	4,651,800	13,269,900	20,164,300	36,040,300	171.6
Goods sector	599,700	3,627,300	6,049,300	16,011,100	341.4
Service sector	3,693,000	9,442,700	14,042,500	23,682,200	150.8

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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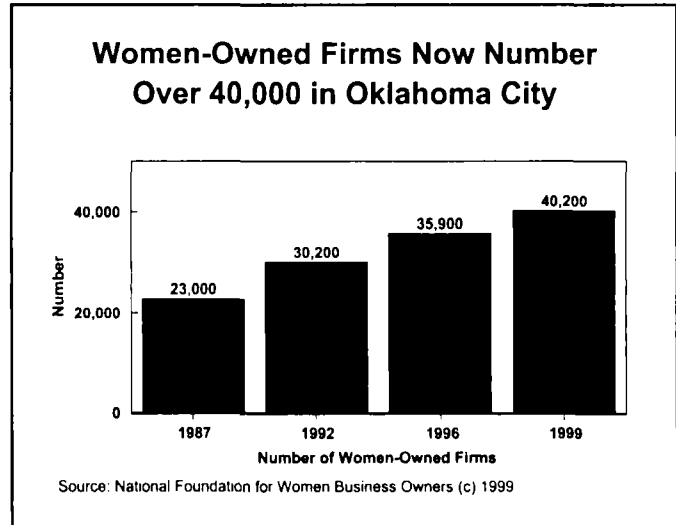
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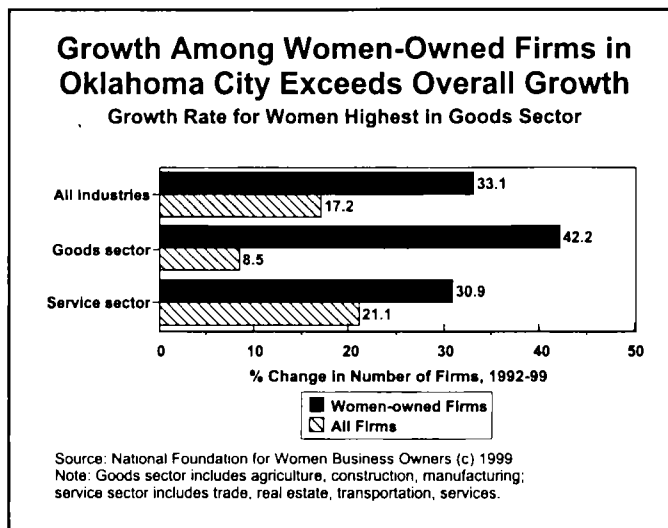
1999 Facts on Women-Owned Businesses: Trends in Oklahoma City, OK

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Oklahoma City metropolitan area as of 1999:

- ❖ As of 1999, there are 40,200 women-owned firms in the Oklahoma City metropolitan area, representing 39% of all the firms in the Oklahoma City metropolitan area.
- ❖ Women-owned firms in the Oklahoma City metropolitan area employ 92,100 people and generate over \$11.2 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Oklahoma City has increased by 33%, employment has grown by 101%, and sales have risen by 130%.
- ❖ In comparison, throughout the state of Oklahoma the number of women-owned firms has increased by 32%, employment has grown 97%, and sales have increased 127% from 1992 to 1999.
- ❖ Oklahoma City ranks 47th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Oklahoma City metropolitan area ranks 42nd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Oklahoma City is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 42% from 1992 to 1999, compared to the overall growth of 33% among all women-owned firms in Oklahoma City.



Women-Owned Firms in Oklahoma City, OK: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	23,000	30,200	35,900	40,200	33.1
Goods sector	3,000	4,300	5,400	6,100	42.2
Service sector	19,200	24,700	29,000	32,300	30.9
Employment					
Total, all industries	23,800	45,900	63,600	92,100	100.6
Goods sector	3,600	10,700	16,500	30,400	182.8
Service sector	19,600	34,500	46,500	64,300	86.1
Sales (\$000)					
Total, all industries	2,132,900	4,872,900	7,064,900	11,219,500	130.2
Goods sector	530,900	1,643,100	2,532,900	4,726,600	187.7
Service sector	1,520,400	3,229,900	4,597,500	7,021,200	117.4

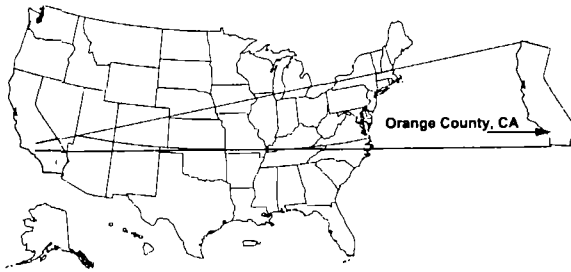
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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1999 Facts on Women-Owned Businesses: Trends in Orange County, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Orange County metropolitan area as of 1999:

- ❖ As of 1999, there are 113,600 women-owned firms in the Orange County metropolitan area, representing 38% of all the firms in the Orange County metropolitan area.

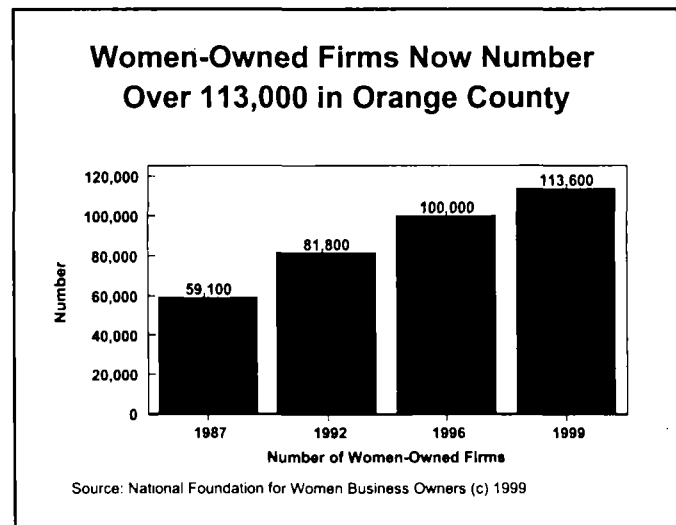
- ❖ Women-owned firms in the Orange County metropolitan area employ 396,000 people and generate over \$66.2 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in Orange County has increased by 39%, employment has grown by 146%, and sales have risen by 179%.

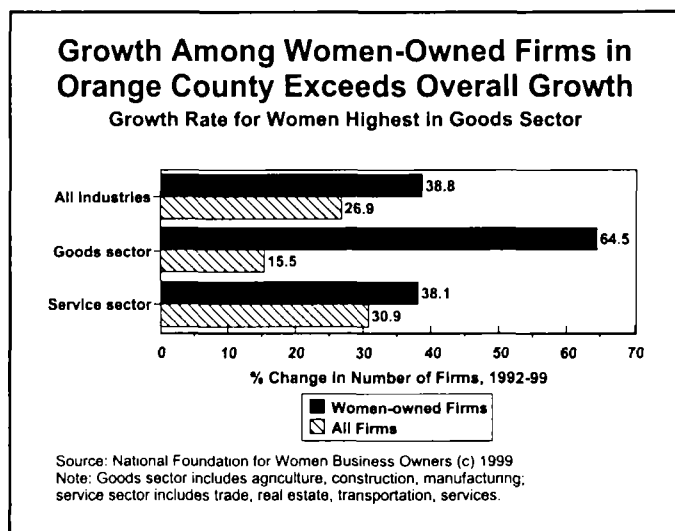
- ❖ In comparison, throughout the state of California the number of women-owned firms has increased by 42%, employment has grown 140%, and sales have increased by 164% from 1992 to 1999.

- ❖ Orange County ranks 9th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

- ❖ The Orange County metropolitan area ranks 17th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Orange is highest in the “non-traditional” goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 65% from 1992 to 1999, compared to the overall growth of 39% among all women-owned firms in Orange County.



Women-Owned Firms in Orange County, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	59,100	81,800	100,000	113,600	38.8
Goods sector	3,100	5,700	7,900	9,500	64.5
Service sector	53,100	73,000	88,900	100,900	38.1
Employment					
Total, all industries	64,400	160,800	237,900	396,000	146.4
Goods sector	13,200	43,000	66,800	127,800	197.3
Service sector	50,100	117,700	171,800	276,900	135.3
Sales (\$000)					
Total, all industries	8,002,600	23,735,300	36,321,400	66,269,900	179.2
Goods sector	1,639,700	6,387,100	10,185,000	21,445,000	235.8
Service sector	5,900,600	16,962,500	25,812,000	46,323,100	173.1

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

For further information about this fact sheet or other publications highlighting trends among women-owned businesses, please contact the National Foundation for Women Business Owners at: 1100 Wayne Avenue, Suite 830, Silver Spring, MD 20910-5603; phone: 301-495-4975; fax: 301-495-4979; e-mail: NFWBO@worldnet.att.net. Visit our home page at: <http://www.nfwbo.org>.



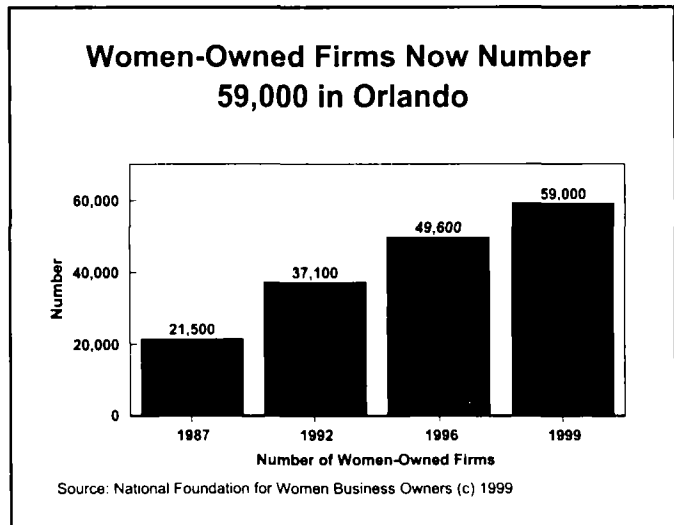
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Orlando, FL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Orlando metropolitan area as of 1999:

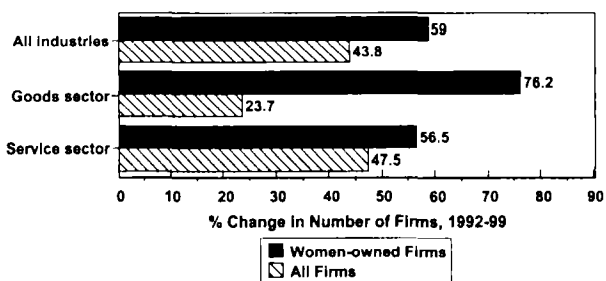
- ❖ As of 1999, there are 59,000 women-owned firms in the Orlando metropolitan area, representing 39% of all firms in the Orlando metropolitan area.
- ❖ Women-owned firms employ 182,900 people and generate nearly \$23.9 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Orlando has increased by 59%, employment has grown by 130%, and sales have risen by 156%.
- ❖ In comparison, throughout the state of Florida the number of women-owned firms has increased by 52%, employment has increased 122%, and sales have increased 135% from 1992 to 1999.
- ❖ Orlando ranks 33rd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Orlando metropolitan area ranks 9th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Orlando is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 76% from 1992 to 1999, compared to the overall growth of 59% among all women-owned firms in Orlando.

Growth Among Women-Owned Firms in Orlando Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services

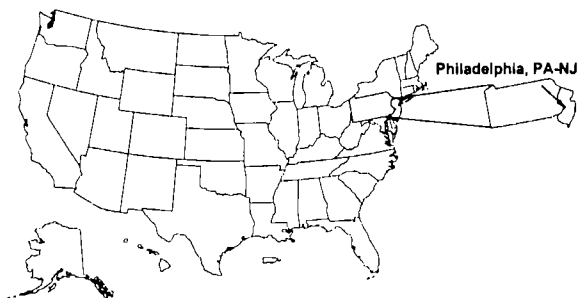
Women-Owned Firms in Orlando, FL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	21,500	37,100	49,600	59,000	59.0
Goods sector	1,700	3,700	5,300	6,500	76.2
Service sector	19,000	31,800	42,000	49,700	56.5
Employment					
Total, all industries	35,000	79,700	115,400	182,900	129.5
Goods sector	8,400	17,200	24,300	36,500	111.9
Service sector	26,400	61,600	89,700	144,000	133.9
Sales (\$000)					
Total, all industries	3,566,700	9,352,600	13,981,400	23,897,400	155.5
Goods sector	879,400	2,855,600	4,436,600	8,491,200	197.4
Service sector	2,578,000	6,434,700	9,520,100	15,850,500	146.3

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1996 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census and projecting trends forward to 1996. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at the same rate through 1996; 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level; 3) where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

For further information about this fact sheet or other publications highlighting trends among women-owned firms, please contact the National Foundation for Women Business Owners at: 1100 Wayne Avenue, Suite 830, Silver Spring, MD 20910-5603; phone: 301-495-4975; fax: 301-495-4979; e-mail: NFWBO@worldnet.att.net. Visit our home page at: <http://www.nfwbo.org>.



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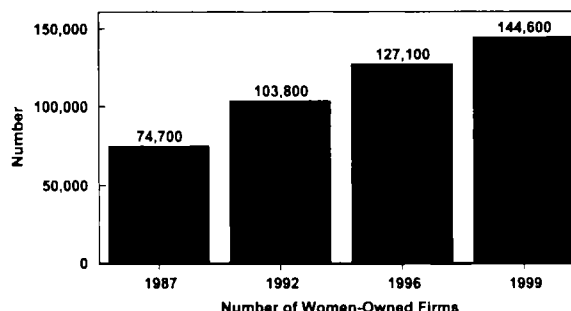


1999 Facts on Women-Owned Businesses: Trends in Philadelphia, PA-NJ

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provide by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Philadelphia metropolitan area as of 1999:

- ❖ As of 1999, there are 144,600 women-owned firms in the Philadelphia metropolitan area, representing 34% of all firms in the Philadelphia metropolitan area.
- ❖ Women-owned firms in the Philadelphia metropolitan area employ 695,900 people and generate \$90.2 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Philadelphia has increased by 39%, employment has grown by 123%, and sales have risen by 133%.
- ❖ In comparison, throughout the state of Pennsylvania the number of women-owned firms increased by 37%, employment grew 106%, and sales increased 124% from 1992 to 1999.
- ❖ Philadelphia ranks 4th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Philadelphia metropolitan area ranks 32nd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

**Women-Owned Firms Now Number
Nearly 145,000 in Philadelphia**



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Philadelphia is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 62% from 1992 to 1999, compared to the overall growth of 39% among all women-owned firms in Philadelphia.



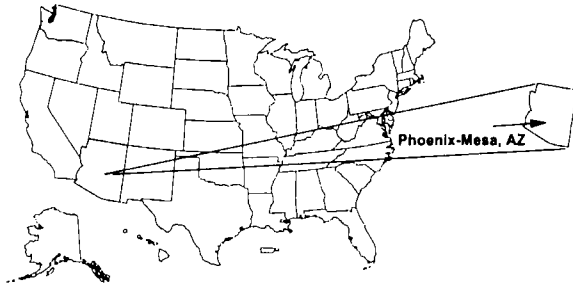
Women-Owned Firms in Philadelphia, PA-NJ: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	74,700	103,800	127,100	144,600	39.3
Goods sector	4,300	7,800	10,500	12,600	62.0
Service sector	66,400	90,300	109,400	123,700	37.0
Employment					
Total, all industries	142,900	312,700	448,500	695,900	122.6
Goods sector	35,000	82,400	120,300	194,300	135.8
Service sector	106,500	230,100	329,000	507,000	120.3
Sales (\$000)					
Total, all industries	16,622,300	38,655,400	56,281,800	90,231,000	133.4
Goods sector	4,479,700	11,712,300	17,498,400	29,862,500	155.0
Service sector	11,690,500	26,777,800	38,847,700	61,777,300	130.7

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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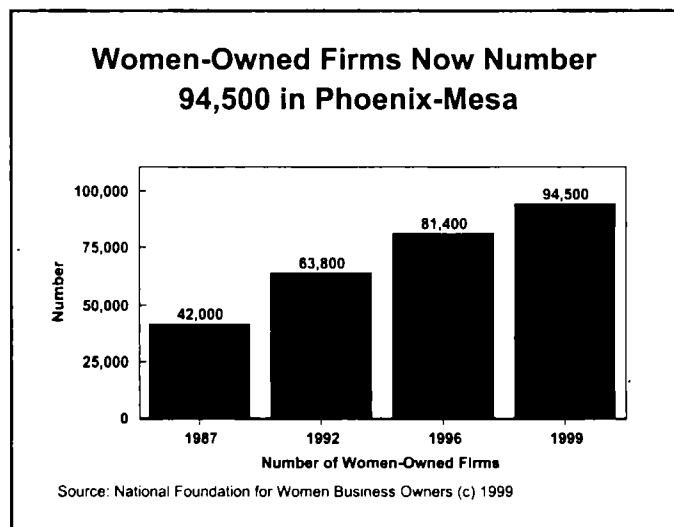
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Phoenix-Mesa, AZ

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Phoenix-Mesa metropolitan area as of 1999:

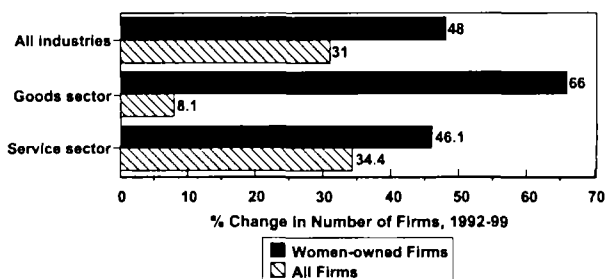
- ❖ As of 1999, there are 94,500 women-owned firms in the Phoenix-Mesa metropolitan area, representing 42% of all the firms in the Phoenix-Mesa metropolitan area.
- ❖ Women-owned firms in the Phoenix-Mesa metropolitan area employ 406,100 people and generate over \$47 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Phoenix-Mesa has increased by 48%, employment has grown by 177%, and sales have risen by 200%.
- ❖ In comparison, throughout the state of Arizona the number of women-owned firms has increased 49%, employment has grown 167%, and sales increased 187% from 1992 to 1999.
- ❖ Phoenix ranks 15th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Phoenix metropolitan area ranks 3rd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Phoenix-Mesa is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 66% from 1992 to 1999, compared to the overall growth of 48% among all women-owned firms in Phoenix-Mesa.

Growth Among Women-Owned Firms in Phoenix-Mesa Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in Phoenix-Mesa, AZ: 1987-1999

	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	42,000	63,800	81,400	94,500	48.0
Goods sector	2,600	5,000	6,900	8,300	66.0
Service sector	37,700	56,100	70,900	82,000	46.1
Employment					
Total, all industries	50,000	146,600	223,900	406,100	177.1
Goods sector	9,300	37,900	60,900	131,600	246.9
Service sector	39,800	108,300	163,200	284,600	162.8
Sales (\$000)					
Total, all industries	4,758,000	15,672,900	24,404,800	47,060,000	200.3
Goods sector	948,200	5,109,100	8,437,900	21,035,900	311.7
Service sector	3,593,000	10,584,600	16,177,900	29,411,900	177.9

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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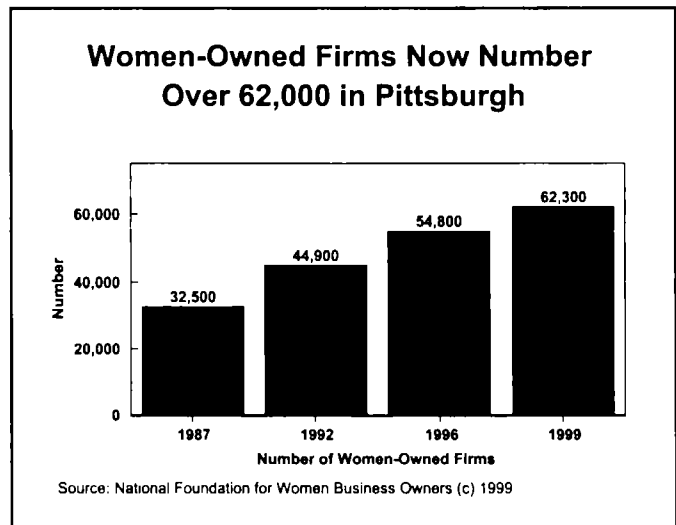
The National Foundation for Women Business Owners



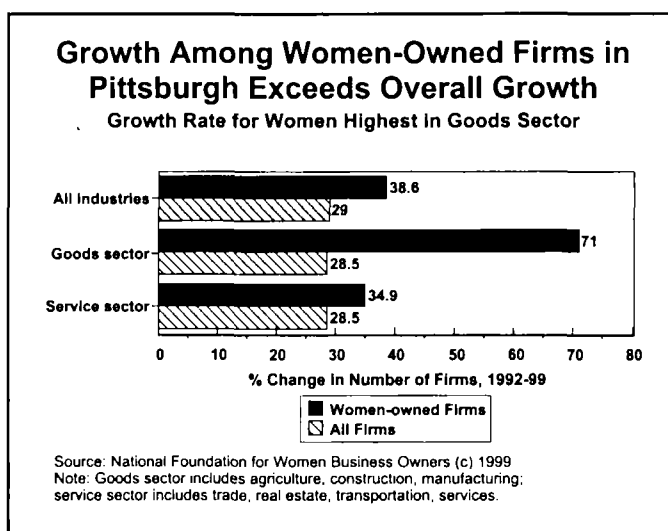
1999 Facts on Women-Owned Businesses: Trends in Pittsburgh, PA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Pittsburgh metropolitan area as of 1999:

- ❖ As of 1999, there are 62,300 women-owned firms in the Pittsburgh metropolitan area, representing 33% of all the firms in the Pittsburgh metropolitan area.
- ❖ Women-owned firms in the Pittsburgh metropolitan area employ 201,000 people and generate nearly \$27.7 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Pittsburgh has increased by 39%, employment has grown by 94%, and sales have risen by 127%.
- ❖ In comparison, throughout the state of Pennsylvania the number of women-owned firms has increased by 37%, employment has grown 106%, and sales have increased 124% from 1992 to 1999.
- ❖ Pittsburgh ranks 27th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Pittsburgh metropolitan area ranks 41st out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Pittsburgh is highest in the “non-traditional” goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 71% from 1992 to 1999, compared to the overall growth of 39% among all women-owned firms in Pittsburgh.



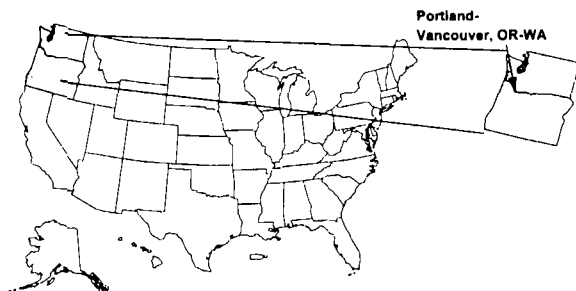
Women-Owned Firms in Pittsburgh, PA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	32,500	44,900	54,800	62,300	38.6
Goods sector	1,700	3,400	4,800	5,900	71.0
Service sector	29,500	39,300	47,200	53,000	34.9
Employment					
Total, all industries	56,100	103,700	141,800	201,000	93.7
Goods sector	9,100	24,500	36,800	63,600	160.0
Service sector	45,600	78,600	105,000	143,200	82.3
Sales (\$000)					
Total, all industries	5,457,900	12,214,600	17,619,900	27,673,000	126.6
Goods sector	1,309,900	3,871,900	5,921,500	10,784,700	178.5
Service sector	3,994,900	8,334,000	11,806,100	17,855,000	114.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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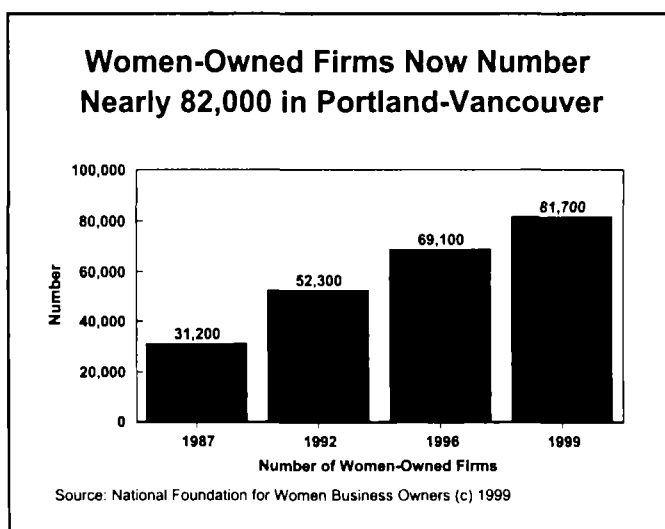


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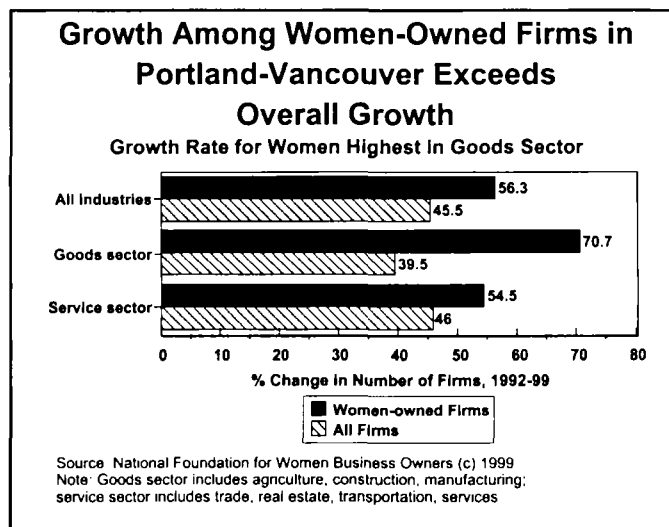
1999 Facts on Women-Owned Businesses: Trends in Portland-Vancouver, OR-WA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Portland-Vancouver metropolitan area as of 1999:

- ❖ As of 1999, there are 81,700 women-owned firms in the Portland-Vancouver metropolitan area, representing 41% of all firms in the Portland-Vancouver metropolitan area.
- ❖ Women-owned firms in the Portland-Vancouver metropolitan area employ 269,700 people and generate over \$39.6 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Portland-Vancouver has increased by 56%, employment has grown by 153%, and sales have risen by 194%.
- ❖ In comparison, throughout the state of Oregon the number of women-owned firms has increased 46%, employment has grown 104%, and sales have increased 122% from 1992 to 1999.
- ❖ Portland ranks 21st out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Portland metropolitan area ranks 1st out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Portland-Vancouver is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 71% from 1992 to 1999, compared to the overall growth of 56% among all women-owned firms in Portland-Vancouver.



Women-Owned Firms in Portland-Vancouver, OR-WA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	31,200	52,300	69,100	81,700	56.3
Goods sector	2,400	4,900	6,800	8,300	70.7
Service sector	27,900	45,600	59,800	70,500	54.5
Employment					
Total, all industries	41,300	106,700	159,000	269,700	152.7
Goods sector	8,800	26,700	41,100	76,100	184.7
Service sector	32,000	79,300	117,100	194,100	144.8
Sales (\$000)					
Total, all industries	4,204,300	13,455,600	20,856,600	39,612,200	194.4
Goods sector	1,011,200	4,599,900	7,471,000	17,056,600	270.8
Service sector	3,069,300	8,938,700	13,634,200	24,637,100	175.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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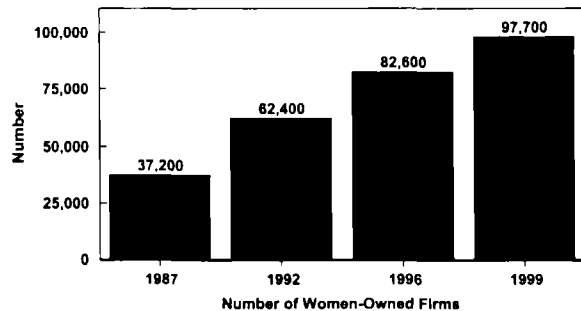


1999 Facts on Women-Owned Businesses: Trends in Riverside-San Bernardino, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Riverside-San Bernardino metropolitan area as of 1999:

- ❖ As of 1999, there are 97,700 women-owned firms in the Riverside-San Bernardino metropolitan area, representing 40% of all firms in the Riverside-San Bernardino metropolitan area.
- ❖ The women-owned firms in Riverside-San Bernardino metropolitan area employ 208,000 people and generate \$24.7 billion in sales.

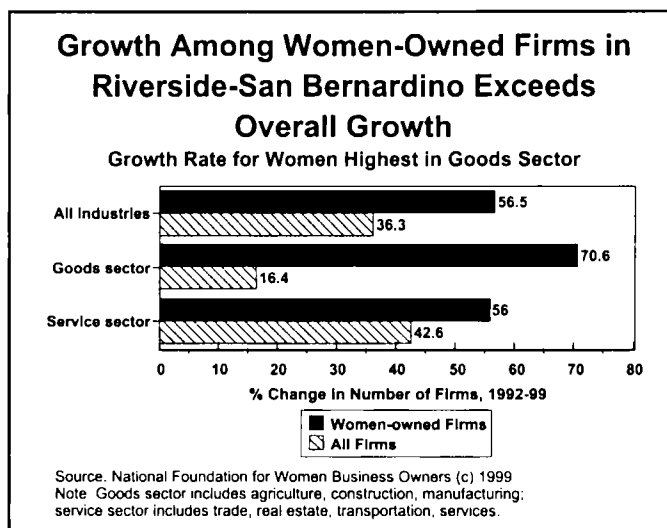
Women-Owned Firms Now Number Nearly 98,000 in Riverside-San Bernardino



Source: National Foundation for Women Business Owners (c) 1999

- ❖ Between 1992 and 1999, the number of women-owned firms in Riverside-San Bernardino has increased by 57%, employment has grown by 140%, and sales have risen by 138%.
- ❖ In comparison, throughout the state of California the number of women-owned firms has increased by 42%, employment has grown 140%, and sales have increased 164% from 1992 to 1999.
- ❖ Riverside ranks 25th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Riverside metropolitan area ranks 11th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Riverside-San Bernardino is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 71% from 1992 to 1999, compared to the overall growth of 57% among all women-owned firms in Riverside-San Bernardino.



Women-Owned Firms in Riverside-San Bernardino, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	37,200	62,400	82,600	97,700	56.5
Goods sector	2,600	5,300	7,500	9,100	70.6
Service sector	33,000	55,000	72,500	85,700	56.0
Employment					
Total, all industries	35,800	86,500	127,100	208,000	140.4
Goods sector	8,100	20,900	31,100	52,600	151.9
Service sector	27,300	65,000	95,300	154,800	138.0
Sales (\$000)					
Total, all industries	4,344,200	10,372,600	15,195,200	24,707,000	138.2
Goods sector	796,300	2,768,100	4,345,600	8,620,100	211.4
Service sector	3,290,600	7,416,000	10,716,300	16,894,100	127.8

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

For further information about this fact sheet or other publications highlighting trends among women-owned businesses, please contact the National Foundation for Women Business Owners at: 1100 Wayne Avenue, Suite 830, Silver Spring, MD 20910-5603; phone: 301-495-4975; fax: 301-495-4979; e-mail: NFWBO@worldnet.att.net. Visit our home page at: <http://www.nfwbo.org>.



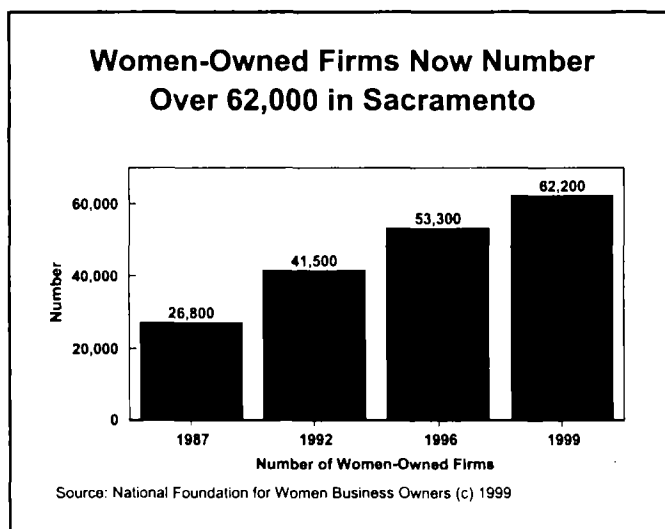
The National Foundation for Women Business Owners



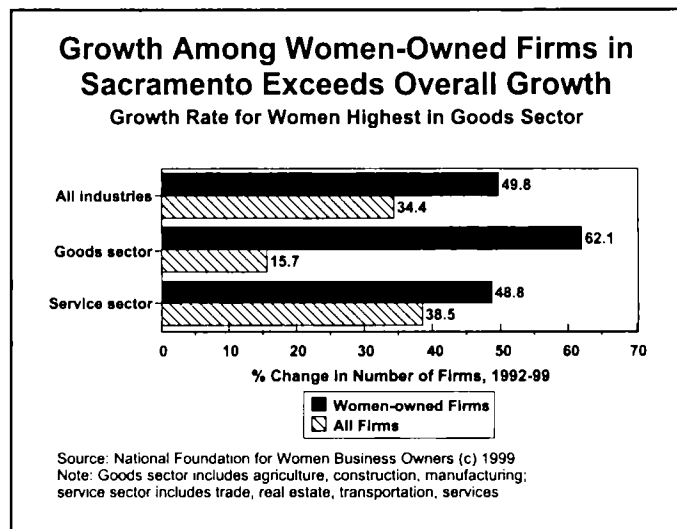
1999 Facts on Women-Owned Businesses: Trends in Sacramento, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Sacramento metropolitan area as of 1999:

- ❖ As of 1999, there are 62,200 women-owned firms in the Sacramento metropolitan area, representing 41% of all firms in the Sacramento metropolitan area.
- ❖ Women-owned firms in the Sacramento metropolitan area employ 140,500 people and generate over \$18.6 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Sacramento has increased by 50%, employment has grown by 139%, and sales have risen by 170%.
- ❖ In comparison, throughout the state of California the number of women-owned firms has increased 42%, employment has grown 140%, and sales have increased 164% from 1992 to 1999.
- ❖ Sacramento ranks 35th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Sacramento metropolitan area ranks 7th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Sacramento is highest in the “non-traditional” goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 62% from 1992 to 1999, compared to the overall growth of 50% among all women-owned firms in Sacramento.



Women-Owned Firms in Sacramento, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	26,800	41,500	53,300	62,200	49.8
Goods sector	1,700	3,000	4,100	4,900	62.1
Service sector	24,000	36,800	47,000	54,700	48.8
Employment					
Total, all industries	24,500	58,800	86,200	140,500	139.0
Goods sector	3,800	14,200	22,500	46,700	228.5
Service sector	20,100	44,200	63,600	99,100	124.0
Sales (\$000)					
Total, all industries	2,445,000	6,906,100	10,475,000	18,624,800	169.7
Goods sector	512,800	1,845,600	2,911,900	5,882,700	218.7
Service sector	1,806,900	4,944,600	7,454,800	13,034,100	163.6

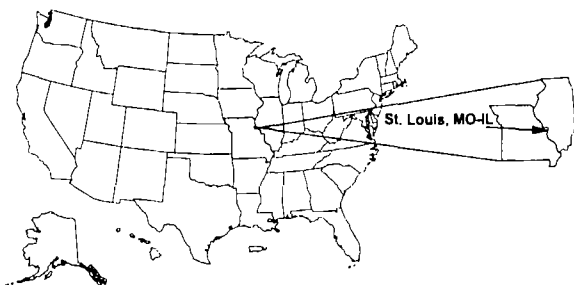
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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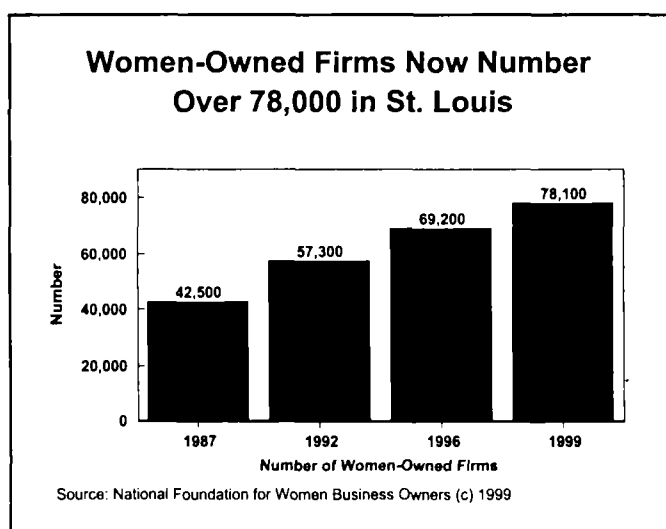
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in St. Louis, MO-IL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the St. Louis metropolitan area as of 1999:

- ❖ As of 1999, there are 78,100 women-owned firms in the St. Louis metropolitan area, representing 37% of all firms in the St. Louis metropolitan area.
- ❖ Women-owned firms in the St. Louis metropolitan area employ 244,200 people and generate over \$30.8 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in St. Louis has increased by 36%, employment has grown by 106%, and sales have risen by 141%.

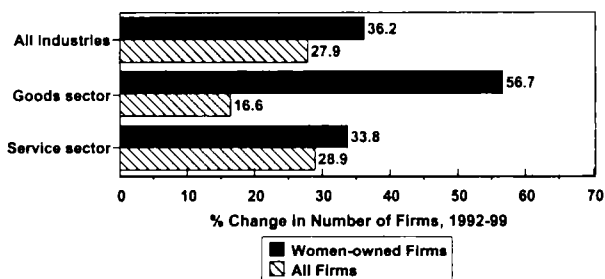


- ❖ In comparison, throughout the state of Missouri the number of women-owned firms has increased 36%, employment has grown 79%, and sales have increased 113% from 1992 to 1999.
- ❖ St. Louis ranks 24th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The St. Louis metropolitan area ranks 36th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

- ❖ In keeping with national trends, the rate of growth of women-owned firms in St. Louis is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 57% from 1992 to 1999, compared to the overall growth of 36% among all women-owned firms in St. Louis.

Growth Among Women-Owned Firms in St. Louis Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing, service sector includes trade, real estate, transportation, services.

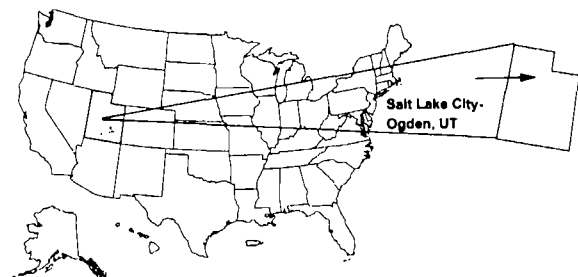
Women-Owned Firms in St. Louis, MO-IL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	42,500	57,300	69,200	78,100	36.2
Goods sector	2,400	4,000	5,300	6,200	56.7
Service sector	38,200	50,300	60,100	67,400	33.8
Employment					
Total, all industries	59,500	118,500	165,600	244,200	106.1
Goods sector	13,100	32,600	48,200	80,100	145.6
Service sector	45,700	85,800	117,900	168,400	96.3
Sales (\$000)					
Total, all industries	5,293,700	12,815,500	18,832,900	30,848,700	140.7
Goods sector	1,753,500	5,217,800	7,989,200	14,601,700	179.8
Service sector	3,507,500	7,937,600	11,481,700	18,140,800	128.5

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in Salt Lake City-Ogden, UT

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Salt Lake City-Ogden metropolitan area as of 1999:

- ❖ As of 1999, there are 45,600 women-owned firms in the Salt Lake City-Ogden metropolitan area, representing 39% of all firms in the Salt Lake City-Ogden metropolitan area.

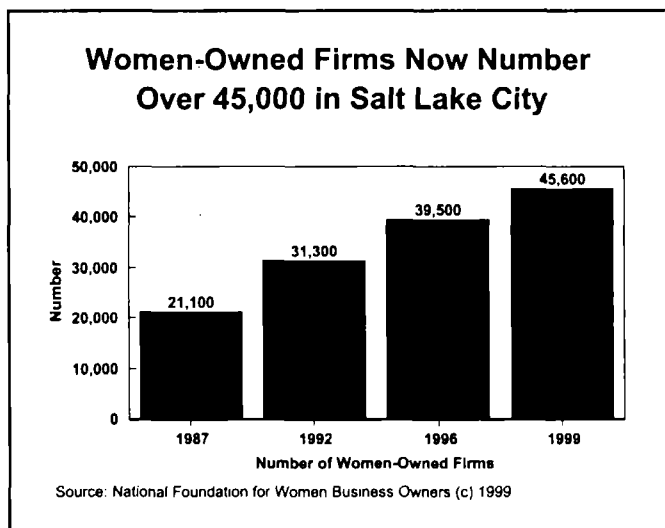
- ❖ Women-owned firms in the Salt Lake City-Ogden metropolitan area employ 94,000 people and generate nearly \$19.4 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in Salt Lake City-Ogden has increased by 46%, employment has grown by 98%, and sales have risen by 191%.

- ❖ In comparison, throughout the state of Utah the number of women-owned firms has increased 49%, employment has grown 115%, and sales have increased 183% from 1992 to 1999.

- ❖ Salt Lake City ranks 47th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

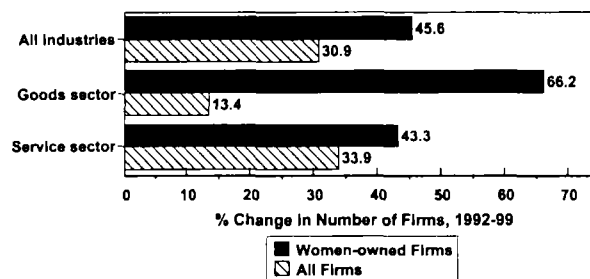
- ❖ The Salt Lake City metropolitan area ranks 20th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Salt Lake City-Ogden is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 66% from 1992 to 1999, compared to the overall growth of 46% among all women-owned firms in Salt Lake City-Ogden.

Growth Among Women-Owned Firms in Salt Lake City Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

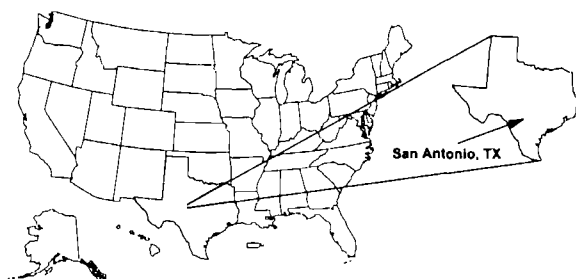
Women-Owned Firms in Salt Lake City-Ogden, UT: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	21,100	31,300	39,500	45,600	45.6
Goods sector	1,300	2,500	3,500	4,200	66.2
Service sector	18,700	27,100	33,800	38,800	43.3
Employment					
Total, all industries	25,200	47,600	65,500	94,000	97.5
Goods sector	4,300	9,100	12,800	19,400	114.5
Service sector	20,200	37,800	51,800	73,800	95.3
Sales (\$000)					
Total, all industries	2,114,100	6,655,900	10,289,400	19,374,200	191.1
Goods sector	556,600	1,519,200	2,289,200	3,997,000	163.1
Service sector	1,492,000	4,947,600	7,712,100	14,923,500	201.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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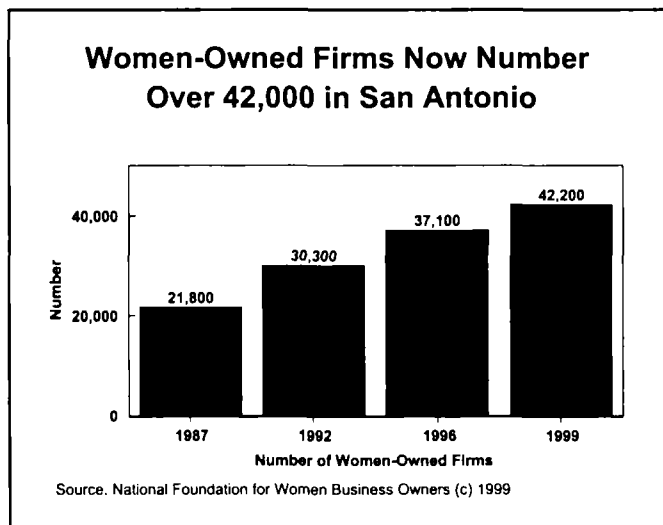
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in San Antonio, TX

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the San Antonio metropolitan area as of 1999:

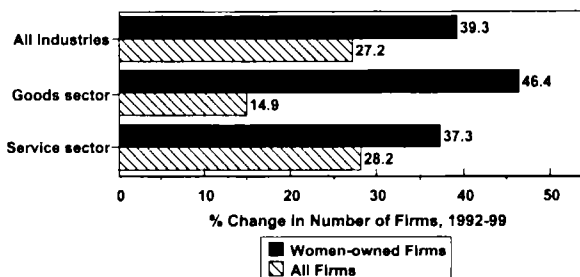
- ❖ As of 1999, there are 42,200 women-owned firms in the San Antonio metropolitan area, representing 37% of all firms in the San Antonio metropolitan area.
- ❖ Women-owned firms in the San Antonio metropolitan area employ 138,800 people and generate over \$11.5 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in San Antonio has increased by 39%, employment has grown by 126%, and sales have risen by 125%.
- ❖ In comparison, throughout the state of Texas the number of women-owned firms has increased by 39%, employment has grown 143%, and sales have increased 157% from 1992 to 1999.
- ❖ San Antonio ranks 42nd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The San Antonio metropolitan area ranks 33rd out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in San Antonio is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 46% from 1992 to 1999, compared to the overall growth of 39% among all women-owned firms in San Antonio.

Growth Among Women-Owned Firms in San Antonio Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in San Antonio, TX: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	21,800	30,300	37,100	42,200	39.3
Goods sector	2,000	3,000	3,800	4,400	46.4
Service sector	19,100	26,100	31,600	35,800	37.3
Employment					
Total, all industries	27,400	61,300	88,400	138,800	126.4
Goods sector	6,000	11,700	16,300	23,800	102.7
Service sector	21,100	48,600	70,600	112,600	131.8
Sales (\$000)					
Total, all industries	2,307,100	5,129,100	7,386,700	11,560,100	125.4
Goods sector	709,800	1,058,900	1,338,100	1,684,400	59.1
Service sector	1,568,500	3,887,800	5,743,300	9,526,900	145.0

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in San Diego, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the San Diego metropolitan area as of 1999:

- ❖ As of 1999, there are 102,700 women-owned firms in the San Diego metropolitan area, representing 40% of all firms in the San Diego metropolitan area.

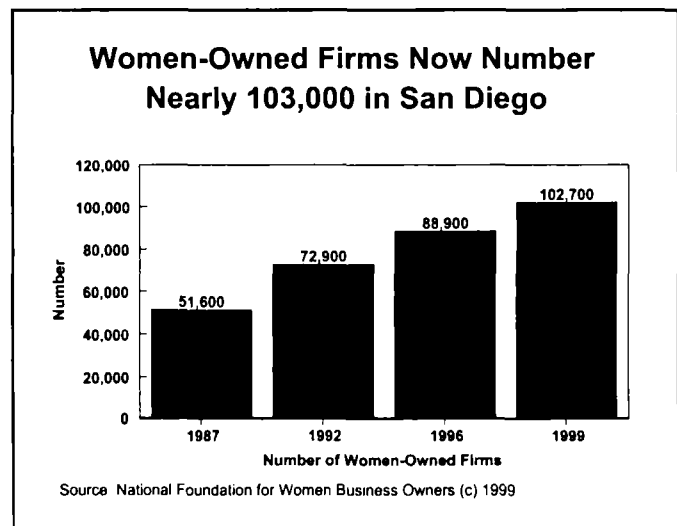
- ❖ Women-owned firms in the San Diego metropolitan area employ 571,900 people and generate nearly \$46.2 billion in sales.

- ❖ Between 1992 and 1999, the number of women-owned firms in San Diego has increased by 41%, employment has grown by 216%, and sales have risen by 183%.

- ❖ In comparison, throughout the state of California the number of women-owned firms has increased by 42%, employment has grown 140%, and sales have increased 164% from 1992 to 1999.

- ❖ San Diego ranks 11th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.

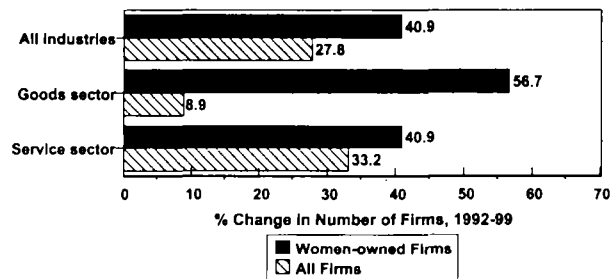
- ❖ The San Diego metropolitan area ranks 9th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in San Diego is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 57% from 1992 to 1999, compared to the overall growth of 41% among all women-owned firms in San Diego.

Growth Among Women-Owned Firms in San Diego Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing.
 Service sector includes trade, real estate, transportation, services.

Women-Owned Firms in San Diego, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	51,600	72,900	89,900	102,700	40.9
Goods sector	3,100	5,300	7,000	8,300	56.7
Service sector	46,300	65,400	80,600	92,100	40.9
Employment					
Total, all industries	51,100	181,300	285,400	571,900	215.5
Goods sector	8,400	25,700	39,500	73,100	184.7
Service sector	41,400	150,800	238,400	484,700	221.4
Sales (\$000)					
Total, all industries	5,392,800	16,312,600	25,048,500	46,179,800	183.1
Goods sector	881,000	3,281,900	5,202,600	10,701,200	226.1
Service sector	4,152,300	12,447,200	19,083,200	35,014,600	181.3

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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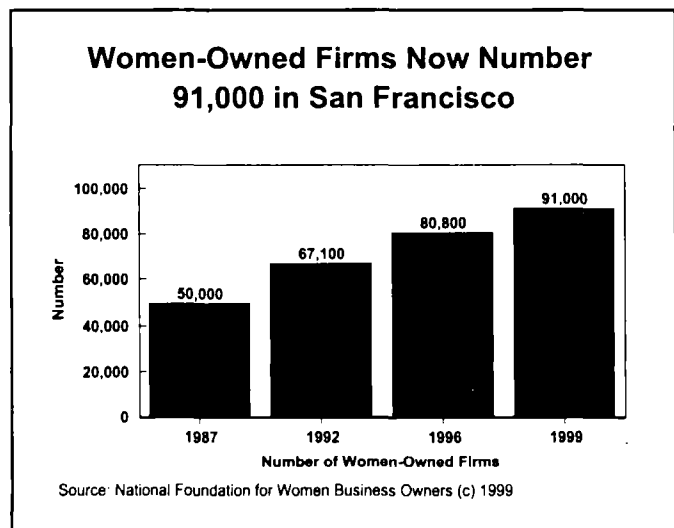
The National Foundation for Women Business Owners



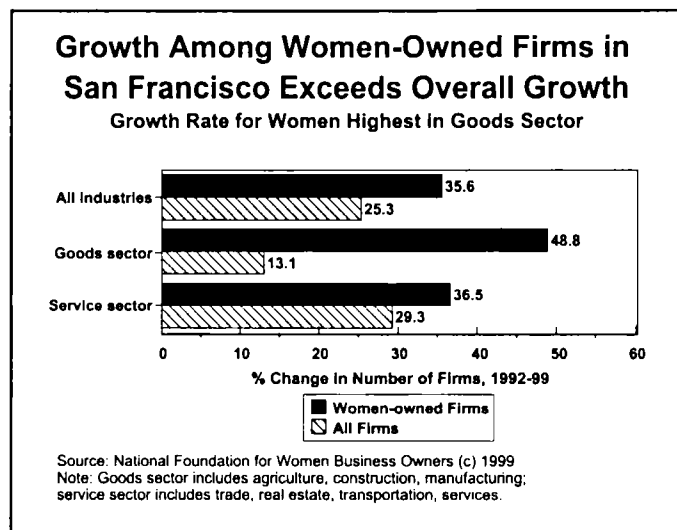
1999 Facts on Women-Owned Businesses: Trends in San Francisco, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the San Francisco metropolitan area as of 1999:

- ❖ As of 1999, there are 91,000 women-owned firms in the San Francisco metropolitan area, representing 40% of all firms in the San Francisco metropolitan area.
- ❖ Women-owned firms in the San Francisco metropolitan area employ 345,800 people and generate nearly \$54.2 million in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in San Francisco has increased by 36%, employment has grown by 131%, and sales have risen by 157%.
- ❖ In comparison, throughout the state of California the number of women-owned firms has increased by 42%, employment has grown 140%, and sales have increased 164% from 1992 to 1999.
- ❖ San Francisco ranks 17th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The San Francisco metropolitan area ranks 27th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in San Francisco is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 49% from 1992 to 1999, compared to the overall growth of 36% among all women-owned firms in San Francisco.



Women-Owned Firms in San Francisco, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	50,000	67,100	80,800	91,000	35.6
Goods sector	2,900	4,400	5,600	6,500	48.8
Service sector	44,600	60,300	72,900	82,300	36.5
Employment					
Total, all industries	65,000	149,400	217,000	345,800	131.4
Goods sector	13,400	36,100	54,400	94,500	161.3
Service sector	50,500	112,500	162,200	254,100	125.8
Sales (\$000)					
Total, all industries	7,974,800	21,079,300	31,562,900	54,178,100	157.0
Goods sector	1,538,700	4,029,900	6,022,800	10,287,700	155.3
Service sector	5,946,800	16,243,000	24,479,900	42,758,300	163.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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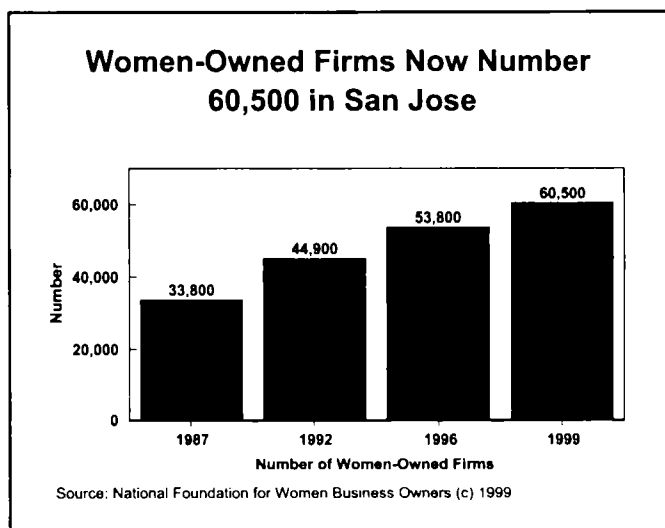
The National Foundation for Women Business Owners



1999 Facts on Women-Owned Businesses: Trends in San Jose, CA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the San Jose metropolitan area as of 1999:

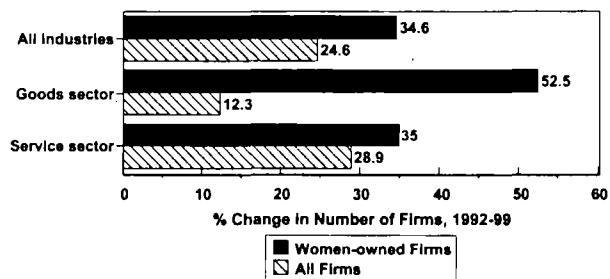
- ❖ As of 1999, there are 60,500 women-owned firms in the San Jose metropolitan area, representing 39% of all firms in the San Jose metropolitan area.
- ❖ Women-owned firms in the San Jose metropolitan area employ 172,200 people and generate over \$24.8 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in San Jose has increased by 35%, employment has grown by 142%, and sales have risen by 164%.
- ❖ In comparison, throughout the state of California the number of women-owned firms in the San Jose metropolitan area has increased 42%, employment has grown 140%, and sales have increased 164% from 1992 to 1999.
- ❖ San Jose ranks 32nd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The San Jose metropolitan area ranks 22nd out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in San Jose is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 53% from 1992 to 1999, compared to the overall growth of 35% among all women-owned firms in San Jose.

Growth Among Women-Owned Firms in San Jose Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

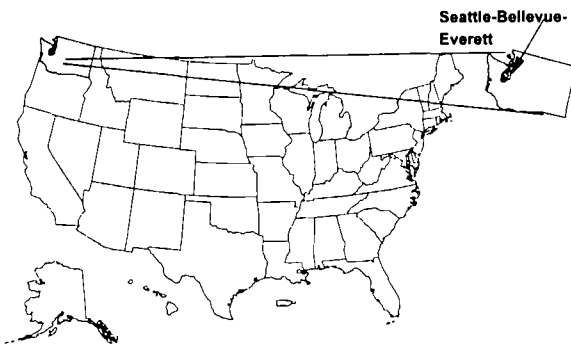
Women-Owned Firms in San Jose, CA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	33,800	44,900	53,800	60,500	34.6
Goods sector	1,800	2,800	3,700	4,300	52.5
Service sector	30,500	40,600	48,700	54,800	35.0
Employment					
Total, all industries	29,200	71,200	104,800	172,200	141.9
Goods sector	3,600	17,200	28,100	66,300	285.0
Service sector	24,600	53,600	76,800	118,800	121.7
Sales (\$000)					
Total, all industries	3,428,700	9,407,900	14,191,300	24,847,600	164.1
Goods sector	456,100	2,514,800	4,161,800	10,499,300	317.5
Service sector	2,695,200	6,737,400	9,971,200	16,614,900	146.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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The National Foundation for Women Business Owners

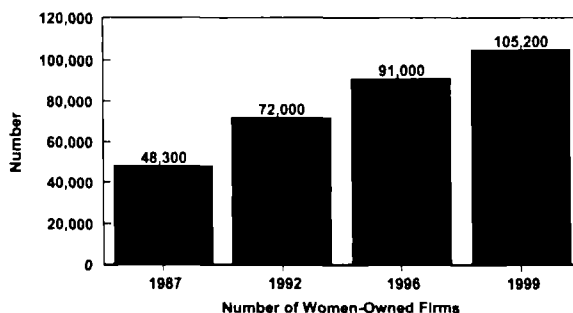


1999 Facts on Women-Owned Businesses: Trends in Seattle-Bellevue-Everett, WA

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Seattle-Bellevue-Everett metropolitan area as of 1999:

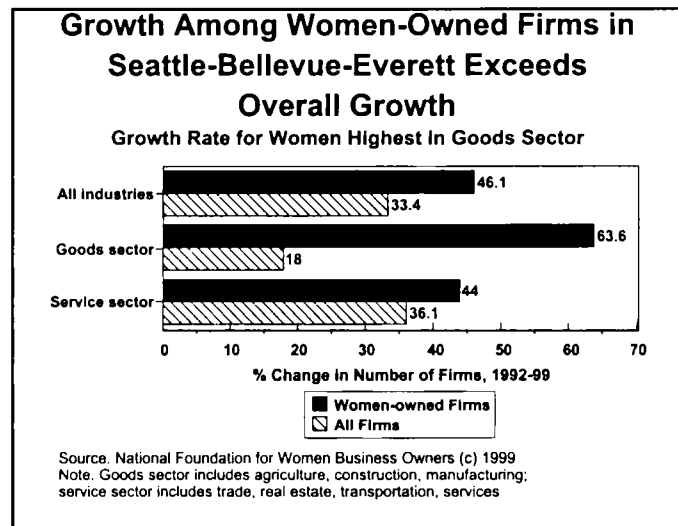
- ❖ As of 1999, there are 105,200 women-owned firms in the Seattle-Bellevue-Everett metropolitan area, representing 41% of all firms in the Seattle-Bellevue-Everett metropolitan area.
- ❖ Women-owned firms in the Seattle-Bellevue-Everett Metropolitan area employ 645,900 people and generate over \$87.3 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in Seattle-Bellevue-Everett has increased by 46%, employment has grown by 230%, and sales have risen by 274%.
- ❖ In comparison, throughout the state of Washington the number of women-owned firms increased by 47%, employment has grown 168%, and sales increased 208% from 1992 to 1999.
- ❖ Seattle ranks 7th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Seattle metropolitan area ranks 2nd out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.

Women-Owned Firms Now Number Over 105,000 in Seattle-Bellevue-Everett



Source: National Foundation for Women Business Owners (c) 1999

- ❖ In keeping with national trends, the rate of growth of women-owned firms in Seattle-Bellevue-Everett is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 64% from 1992 to 1999, compared to the overall growth of 46% among all women-owned firms in Seattle-Bellevue-Everett.



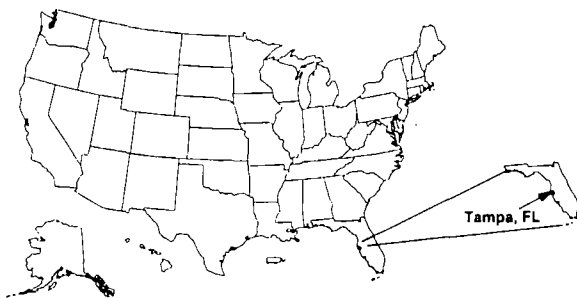
Women-Owned Firms in Seattle-Bellevue-Everett, WA: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	48,300	72,000	91,000	105,200	46.1
Goods sector	3,500	6,400	8,700	10,500	63.6
Service sector	43,300	63,200	79,100	91,000	44.0
Employment					
Total, all industries	51,700	195,900	311,300	645,900	229.7
Goods sector	6,700	68,300	117,500	406,700	495.6
Service sector	43,000	131,000	201,400	372,700	184.4
Sales (\$000)					
Total, all industries	5,057,800	23,343,400	37,971,800	87,347,900	274.2
Goods sector	860,500	10,451,500	18,124,300	68,676,000	557.1
Service sector	3,857,000	13,810,600	21,773,400	43,866,700	217.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census. Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

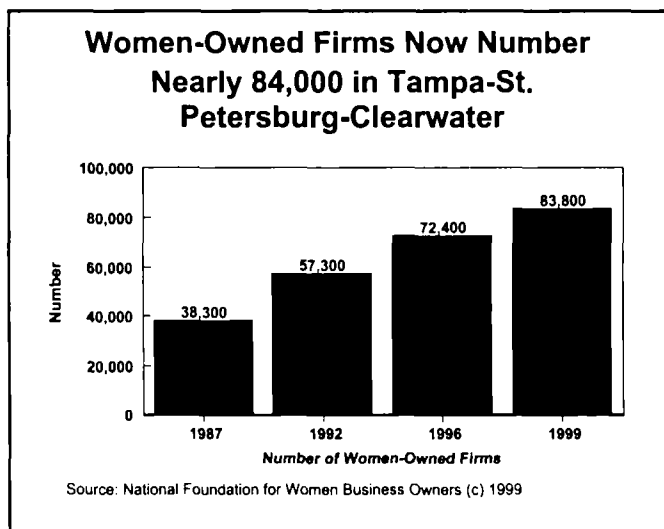
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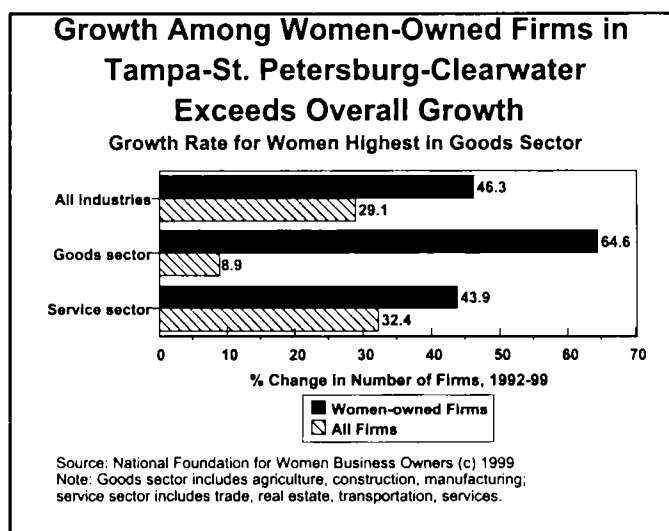
1999 Facts on Women-Owned Businesses: Trends in Tampa-St. Petersburg-Clearwater, FL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Tampa-St. Petersburg-Clearwater metropolitan area as of 1999:

- ❖ As of 1999, there are 83,800 women-owned firms in the Tampa-St. Petersburg metropolitan area, representing 41% of all firms in the Tampa-St. Petersburg metropolitan area.
- ❖ Women-owned firms in the Tampa-St. Petersburg metropolitan area employ 368,600 people and generate nearly \$25.9 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in the Tampa-St. Petersburg metropolitan area has increased by 46%, employment has grown by 140%, and sales have risen by 102%.
- ❖ In comparison, throughout the state of Florida the number of women-owned firms has increased by 52%, employment has grown 122%, and sales have increased 135% from 1992 to 1999.
- ❖ Tampa ranks 22nd out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Tampa metropolitan area ranks 24th out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in Tampa is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 65% from 1992 to 1999, compared to the overall growth of 46% among all women-owned firms in Tampa.



Women-Owned Firms in Tampa-St. Petersburg-Clearwater, FL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	38,300	57,300	72,400	83,800	46.3
Goods sector	2,800	5,200	7,100	8,500	64.6
Service sector	34,100	49,700	62,133	71,500	43.9
Employment					
Total, all industries	63,600	153,500	225,400	368,600	140.2
Goods sector	15,900	27,800	37,300	51,200	84.5
Service sector	47,300	122,600	182,800	310,500	153.3
Sales (\$000)					
Total, all industries	6,585,300	12,798,700	17,769,400	25,863,400	102.1
Goods sector	657,100	3,299,300	5,413,100	13,009,900	294.3
Service sector	5,450,000	9,250,900	12,291,700	16,617,000	79.6

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.
 Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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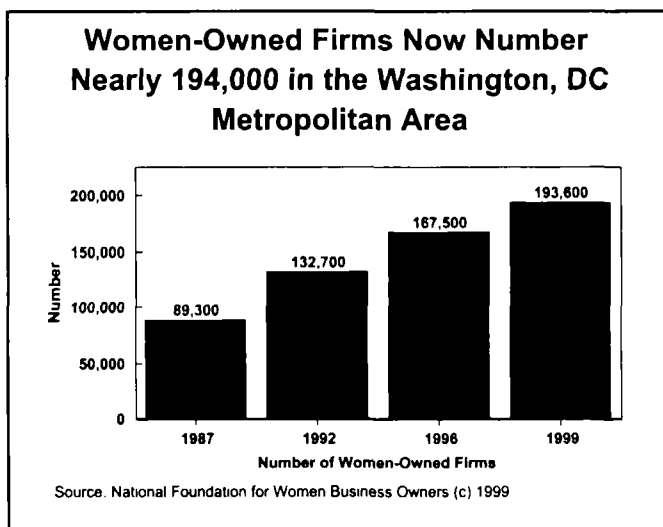
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NFWBO

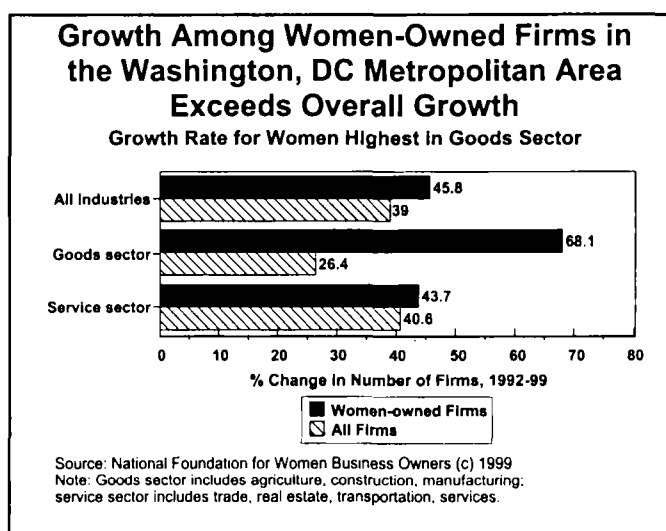
1999 Facts on Women-Owned Businesses: Trends in Washington, DC-MD-VA-WV

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the Washington, DC metropolitan area as of 1999:

- ❖ As of 1999, there are 193,600 women-owned firms in the Washington, DC metropolitan area, representing 40% of all firms in the Washington, DC metropolitan area.
- ❖ Women-owned firms in the Washington, DC metropolitan area employ 440,000 people and generate over \$56.6 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in the Washington, DC metropolitan area has increased by 46%, employment has grown by 105%, and sales have risen by 116%.
- ❖ The Washington, DC metropolitan area ranks 6th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The Washington, DC metropolitan area ranks 28th out of the top 50 metropolitan areas in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in the Washington, DC metropolitan area is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 68% from 1992 to 1999, compared to the overall growth of 46% among all women-owned firms in the Washington, DC metropolitan area.



Women-Owned Firms in Washington, DC-MD-VA-WV: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	89,300	132,700	167,500	193,600	45.8
Goods sector	4,200	8,200	11,400	13,700	68.1
Service sector	81,300	118,300	147,800	170,000	43.7
Employment					
Total, all industries	108,400	214,500	299,400	440,000	105.1
Goods sector	17,700	33,100	45,400	64,600	95.2
Service sector	88,000	175,800	246,100	363,600	106.8
Sales (\$000)					
Total, all industries	12,508,600	26,286,000	37,307,900	56,644,000	115.5
Goods sector	2,372,800	6,844,400	10,421,600	18,736,700	173.8
Service sector	9,524,100	18,892,100	26,386,600	38,833,000	105.6

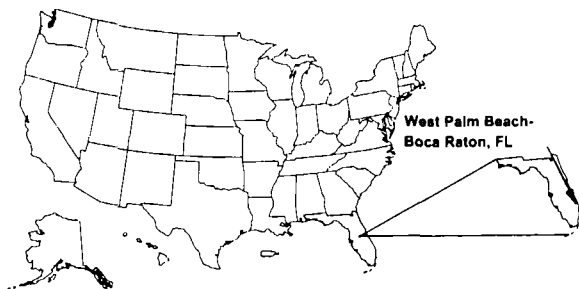
SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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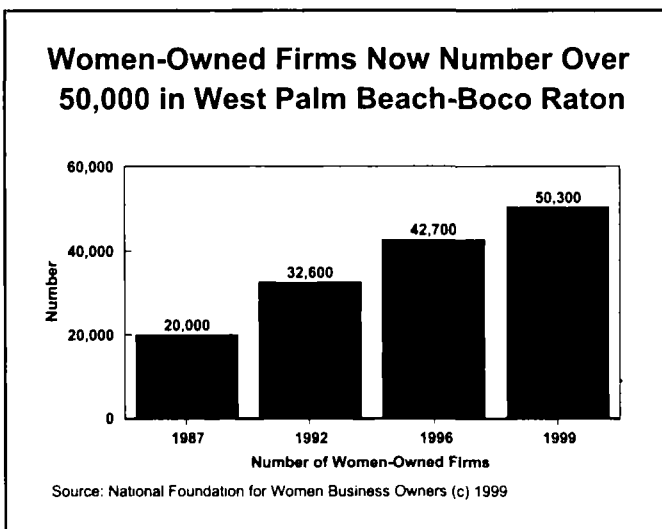


The National Foundation for Women Business Owners

1999 Facts on Women-Owned Businesses: Trends in West Palm Beach-Boca Raton, FL

In this fact sheet, the National Foundation for Women Business Owners (NFWBO) continues its goal of providing the most up-to-date and detailed information on women-owned firms available. Analyzing information provided by the U.S. Bureau of the Census, the NFWBO presents the following statistical portrait of women-owned firms in the West Palm Beach-Boca Raton metropolitan area as of 1999:

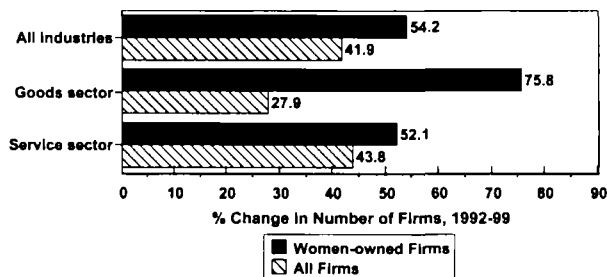
- ❖ As of 1999, there are 50,300 women-owned firms in the West Palm Beach-Boca Raton metropolitan area, representing 40% of all firms in the West Palm-Boca Raton metropolitan area.
- ❖ Women-owned firms in the West Palm Beach-Boca Raton metropolitan area employ 157,900 people and generate nearly \$19.5 billion in sales.
- ❖ Between 1992 and 1999, the number of women-owned firms in West Palm Beach-Boca Raton has increased by 54%, employment has grown by 123%, and sales have risen by 134%.
- ❖ In comparison, throughout the state of Florida the number of women-owned firms has increased by 52%, employment has grown 122%, and sales have increased 135% from 1992 to 1999.
- ❖ West Palm Beach ranks 38th out of the top 50 metropolitan areas in the number, employment and sales of women-owned firms.
- ❖ The West Palm Beach metropolitan area ranks 18th out of the top 50 metropolitan area in terms of the percent growth in the number, employment and sales of women-owned firms between 1992 and 1999.



- ❖ In keeping with national trends, the rate of growth of women-owned firms in West Palm Beach-Boca Raton is highest in the "non-traditional" goods-producing sector, which includes agribusiness, construction and manufacturing. The number of goods-producing women-owned firms has increased by 76% from 1992 to 1999, compared to the overall growth of 54% among all women-owned firms in West Palm Beach-Boca Raton.

Growth Among Women-Owned Firms in West Palm Beach-Boca Raton Exceeds Overall Growth

Growth Rate for Women Highest in Goods Sector



Source: National Foundation for Women Business Owners (c) 1999
 Note: Goods sector includes agriculture, construction, manufacturing; service sector includes trade, real estate, transportation, services.

Women-Owned Firms in West Palm Beach-Boca Raton, FL: 1987-1999					
	Women-Owned Firms				% Change, 1992-99
	1987	1992	1996	1999	
Number of Firms					
Total, all industries	20,000	32,600	42,700	50,300	54.2
Goods sector	1,300	2,800	3,900	4,800	75.8
Service sector	17,800	28,400	36,900	43,200	52.1
Employment					
Total, all industries	32,400	70,900	101,700	157,900	122.7
Goods sector	7,200	15,300	21,700	33,100	116.4
Service sector	24,200	54,600	79,000	124,700	128.2
Sales (\$000)					
Total, all industries	3,579,900	8,337,200	12,143,000	19,482,700	133.7
Goods sector	767,100	2,181,100	3,312,400	5,910,200	171.0
Service sector	2,630,200	6,006,800	8,708,100	13,826,100	130.2

SOURCE: National Foundation for Women Business Owners, based on data from the U.S. Bureau of the Census.

Goods sector includes agriculture, mining/forestry, manufacturing, construction; service sector includes trade, finance/insurance/real estate, transportation/communications, and services.

METHODOLOGY NOTE: The 1999 estimates are derived by analyzing 1987 and 1992 data published by the U.S. Bureau of the Census, as well as NFWBO's 1996 estimates, and projecting those trends forward. In cases where metropolitan area boundaries changed between 1987 and 1992, adjustments were made to 1987 numbers to ensure that growth figures would reflect actual growth and not the addition of new geographic areas.

The following general assumptions were made: 1) the growth rates between 1987 and 1992 would continue at similar rates through 1999 (growth in the number of firms is projected linearly, growth in employment and sales is curvilinear); 2) the increase in the number of firms, employment and sales found by the addition of C corporations in 1992 at the state level would be the same at the metropolitan area level in both prior and later years; 3) in several cases where data at the industry level were not available due to disclosure issues with the Bureau of the Census, state level industry distributions were used to provide an estimate.

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