



## Latina Women-Owned Businesses (WOBs)

NWBC Analysis of 2012 Survey of Business Owners

### AS OF 2012:

- ★ There are **1,469,991** Latina women-owned businesses<sup>1</sup> in the United States. That's an increase **682,077** of businesses, or **86.6%**, from 2007. Of nonfarm and privately-held Latina businesses, **44.5%** are women-owned, in 2007, **34.9%** were women-owned. Latina women-owned businesses generated **\$78.7 billion** in receipts.
- ★ In 2012, of these firms, **95.4%** have no employees other than the owner. These firms have receipts of **\$27.3 billion**. In 2007, **93.3%** of women-owned firms were sole proprietorships with receipts of **\$16.1 billion**.
- ★ The remaining **4.6%** of firms employ **470,726** people in addition to the owner. In 2007, they employed **363,430** people in addition to the owner. In 2012, Latina women-owned employer firms paid their employees **\$13.2 million**, a **\$3.8 million** or **41.4%** increase since 2007. Latina women-owned firms with employees generated **\$51.4 billion** in receipts.

### GEOGRAPHY:

Highest number of women-owned firms:



<b>1. California</b>	365.6K firms, 24.9% of Latina WOBs
<b>2. Texas</b>	290.1K firms, 19.7% of Latina WOBs
<b>3. Florida</b>	262.0K firms, 17.8% of Latina WOBs
<b>4. New York</b>	136.9K firms, 9.3% of Latina WOBs
<b>5. Arizona</b>	41.7K firms, 2.8% of Latina WOBs

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



<b>1. Rhode Island</b>	51.5%
<b>2. New York</b>	51.3%
<b>3. Washington, D.C</b>	50.3%
<b>4. Connecticut</b>	49.8%
<b>5. Wisconsin</b>	49.7%

Highest percentage growth of women-owned businesses:



<b>1. North Dakota</b>	395.7%
<b>2. Alabama</b>	156.6%
<b>3. Delaware</b>	156.5%
<b>4. Rhode Island</b>	153.2%
<b>5. Nebraska</b>	141.8%

### INDUSTRY:

Highest number of women-owned firms:



<b>1. Administrative and Support and Waste Management and Remediation Services</b>	309.5K firms
<b>2. Other Services<sup>2</sup></b>	299.4K firms
<b>3. Health Care and Social Assistance</b>	281.1K firms
<b>4. Retail Trade</b>	126.1K firms
<b>5. Professional, Scientific, and Technical Services</b>	118.7K firms

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



<b>1. Health Care and Social Assistance</b>	80.8%
<b>2. Educational Services</b>	58.7%
<b>3. Administrative and Support and Waste Management and Remediation Services</b>	58.7%
<b>4. Other Services</b>	54.1%
<b>5. Retail Trade</b>	49.3%

Highest average receipts:



<b>1. Management of Companies and Enterprises</b>	\$1,167,775
<b>2. Mining, Quarrying, and Oil and Gas Extraction</b>	\$423,484
<b>3. Wholesale Trade</b>	\$421,236
<b>4. Manufacturing</b>	\$305,801
<b>5. Utilities</b>	\$170,080

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

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

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