ALL BUSINESSES PERFORM BETTER WITH RECEIPTS ABOVE 100K

BUSINESS PERFORMANCE 2007–2010

Younger businesses have higher death rates and also higher expansion rates.

WOMEN-OWNED BUSINESSES WERE ACQUIRED OR FOUNDED MORE RECENTLY

WOMEN BUSINESS OWNERS ARE SLIGHTLY YOUNGER, AND THE SELF-EMPLOYED ARE YOUNGER THAN EMPLOYERS

For complete description of the data source and methodology, please see the infographic in NWBC’s 2012 Annual Report at www.nwbc.gov/research/nwbc-2012-annual-report.
WOMEN-OWNED BUSINESSES ARE DISPROPORTIONATELY ABSENT IN HIGH-RECEIPT INDUSTRIES.

INDUSTRY BREAKDOWN

HIGH-RECEIPT INDUSTRIES (MEDIAN RECEIPT $100K+)

1.3% of WOBs are in high-receipt industries.

MIDDLE-RECEIPT INDUSTRIES (MEDIAN RECEIT 225K-500K)

12.3% of WOBs are in middle-receipt industries.

LOW-RECEIPT INDUSTRIES (MEDIAN RECEIPT <$225K)

13.5% of WOBs are in low-receipt industries.

HOW TO READ THE DATA

9.9% of women-owned businesses are in the construction industry.

12.3% of women-owned businesses with more than $1M in revenue are in construction.

13.5% of all employer firms are in the construction industry.

EDUCATION AND RECEIPTS

Women-owned businesses are disproportionately absent in high-receipt industries.

Women-owned businesses are disproportionately present in low-receipt industries.

Industries were separated into high, middle, and low receipts using the median receipt for the industry. Industries are rank ordered from highest to lowest median receipt.

1 Ratios for each industry have been adjusted to the ratio of total number of MOB to WOB.

2 Receipt ranges for owners with bachelor’s degree or beyond