

FACT SHEET

Latina Women-Owned Businesses (WOBs)

NWBC Analysis of 2012 Survey of Business Owners

AS OF 2012:

- There are 1,469,991 Latina women-owned businesses¹ 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 womenowned. 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.

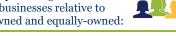
GEOGRAPHY:

Highest number of women-owned firms:



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

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



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

Highest percentage growth of women-owned businesses:



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

INDUSTRY:

Highest number of women-owned firms:



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

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

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

Highest average receipts:

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

¹ 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.

²As 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, "publically held and other firms not classifiable by gender, ethnicity, race, and veteran status" are not taken into account in the current calculations