12 Million Reasons to Celebrate National Women's Small Business Month

October is National Women's Small Business Month, a time to support and celebrate female entrepreneurs.



12 Statistics on Female Entrepreneurs

1. Four out of 10 business in the U.S. are now owned by women.
2. The total number of women-owned businesses (12.3 million!) has increased by 58% since 2007, while all businesses increased only 12%.
3. Total employment by women-owned businesses rose 21%, while for all businesses it declined 0.8%.
4. Nearly half of women business owners are between the ages of 45 and 65 (48%) and two thirds (67%) are 45 or older.
5. As of 2018, women of color account for 47% of all women owned businesses, and grew by 164% since 2007. Over the past 11 years, women of color have been the driving force behind the growth of women-owned businesses.
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7. In the last year, 1,821 new women-owned business opened each day.
8. In 1972, women owned just 402,000 or 4.6 of businesses.
9. Women-owned businesses account for just 8% of the total private sector workforce and 4.3& of total revenues.
10. Half of all women-owned businesses are concentrated in three industries: Services, hair and nail salons or pet care businesses;
11. Highest Economic Clout Growth Rate South Dakota, Texas, Utah, Delaware, North Dakota, Tennessee, Indiana, Georgia, Iowa, Virginia
12. Over the course of nearly half a century, women have gone from owning 4.6% to 40% of all businesses.

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