

# 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.
- 6 Over the past 11 years, women of color have been the driving force behind the growth of women-owned businesses.
- 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.

**Subscribe to My Newsletter with Tips for Salespeople, Small Business Owners and Entrepreneurs: <http://www.thesalesassassin.com/go/salescocktailmp3-pa002>**

