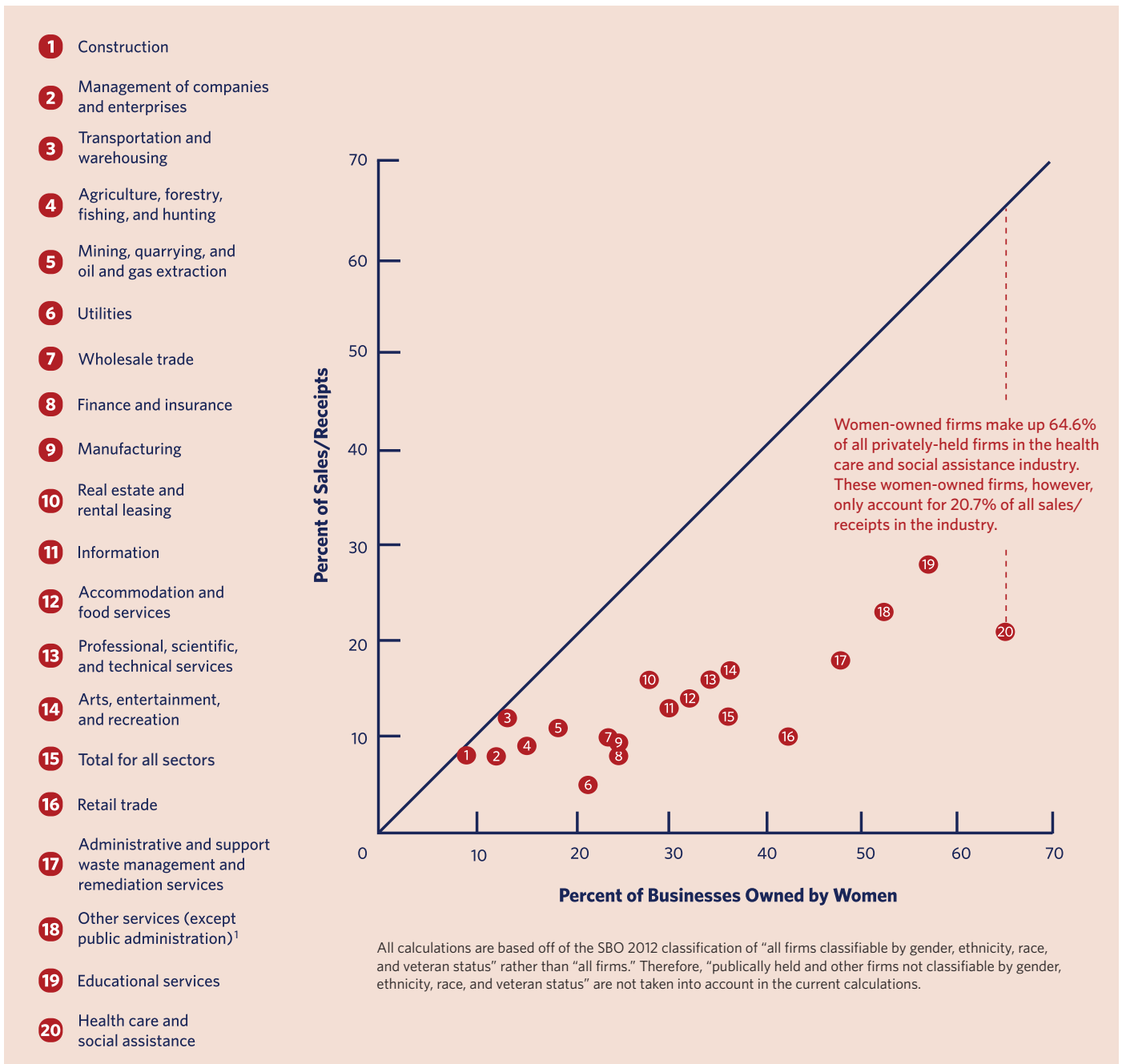




Industry Differences by Gender

★ PERCENT OF FIRMS VS. PERCENT OF SALES/RECEIPTS FOR WOMEN-OWNED FIRMS BY INDUSTRY, 2012 ★

The graph below examines the disparity in sales/receipts between women- and men-owned firms by industry sector. Each point on the graph represents an industry sector, such as manufacturing or health care. The plot shows the percent of women-owned firms in each industry versus the percent of sales/receipts received by women-owned firms in that industry.

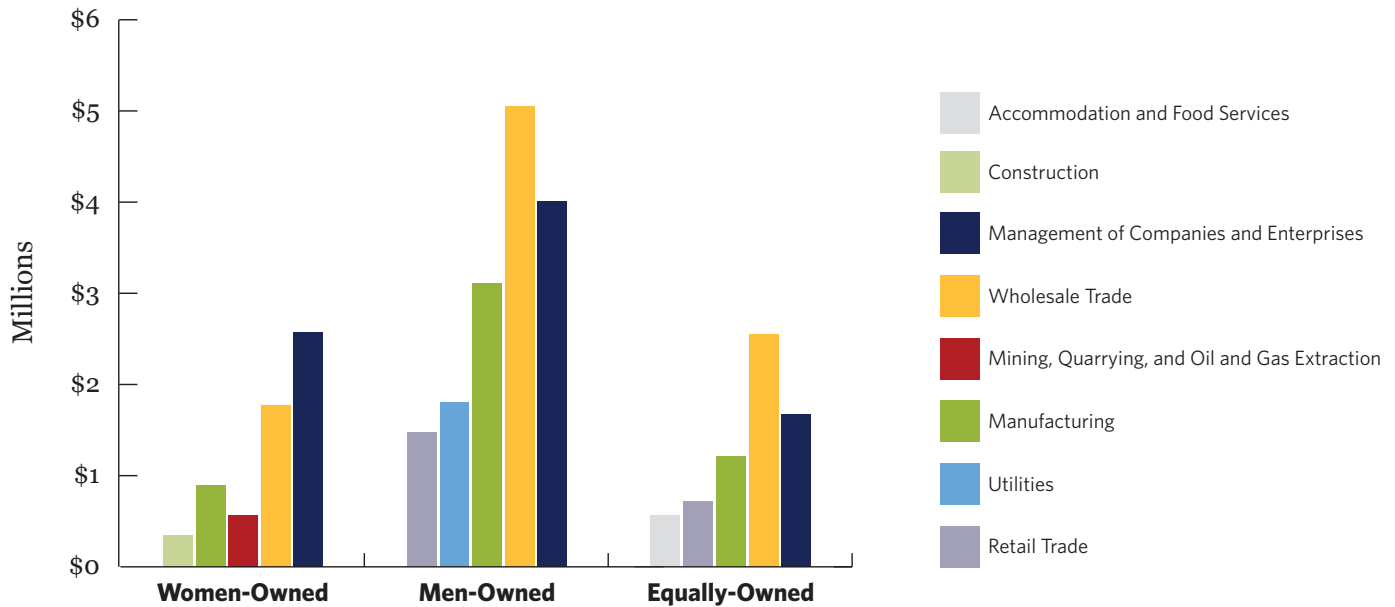


Each plot on the graph falls below the forty-five degree line, indicating that the percent of sales/receipts earned by women-owned firms in every industry is less than their concentration in that industry in terms of number of firms.²

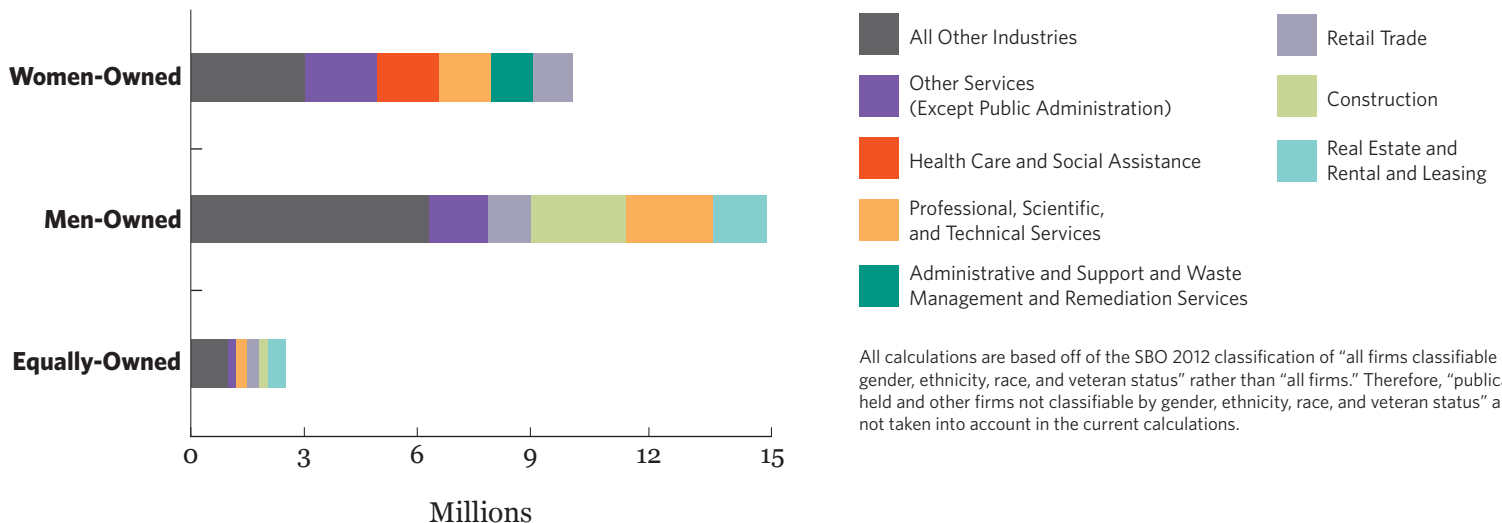


Industry Differences by Gender *(continued)*

★ TOP FIVE INDUSTRIES BY AVERAGE RECEIPTS, 2012 ★



★ TOP FIVE INDUSTRIES BY NUMBER OF FIRMS, 2012 ★



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.

*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.

¹ 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 the U.S. Census Bureau's NAICS classification System.

² "Women-Owned Businesses in the 21st Century" U.S. Department of Commerce Economics and Statistics Administration for the White House Council on Women and Girls. 2010. Graph updated using the U.S. Census Bureau Data Set: Preliminary Statistics 2012 Survey of Business Owners.