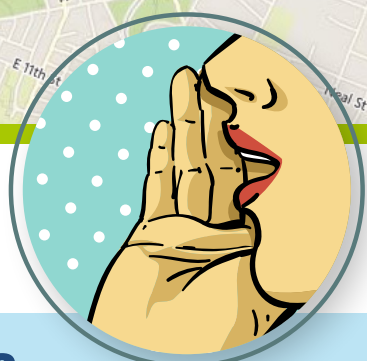


WOMEN mean BUSINESS in AUSTIN



Reports say that Texas has seen the number of women-owned businesses increase by more than 116 percent between 1997 and 2015. Texas alone has the second-best performance of any state in the nation in that time period.

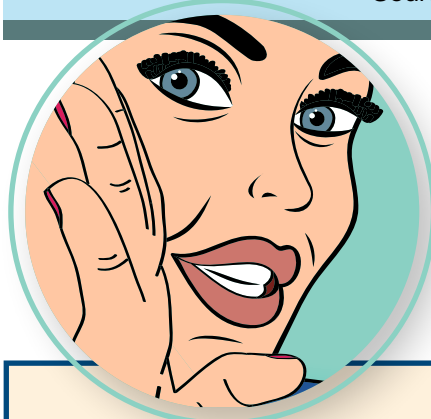
Source: Kory Howell blog post, April 2017



Top U.S. Cities for Women Entrepreneurs

Austin is **14th**
With 34,253 Female Entrepreneurs

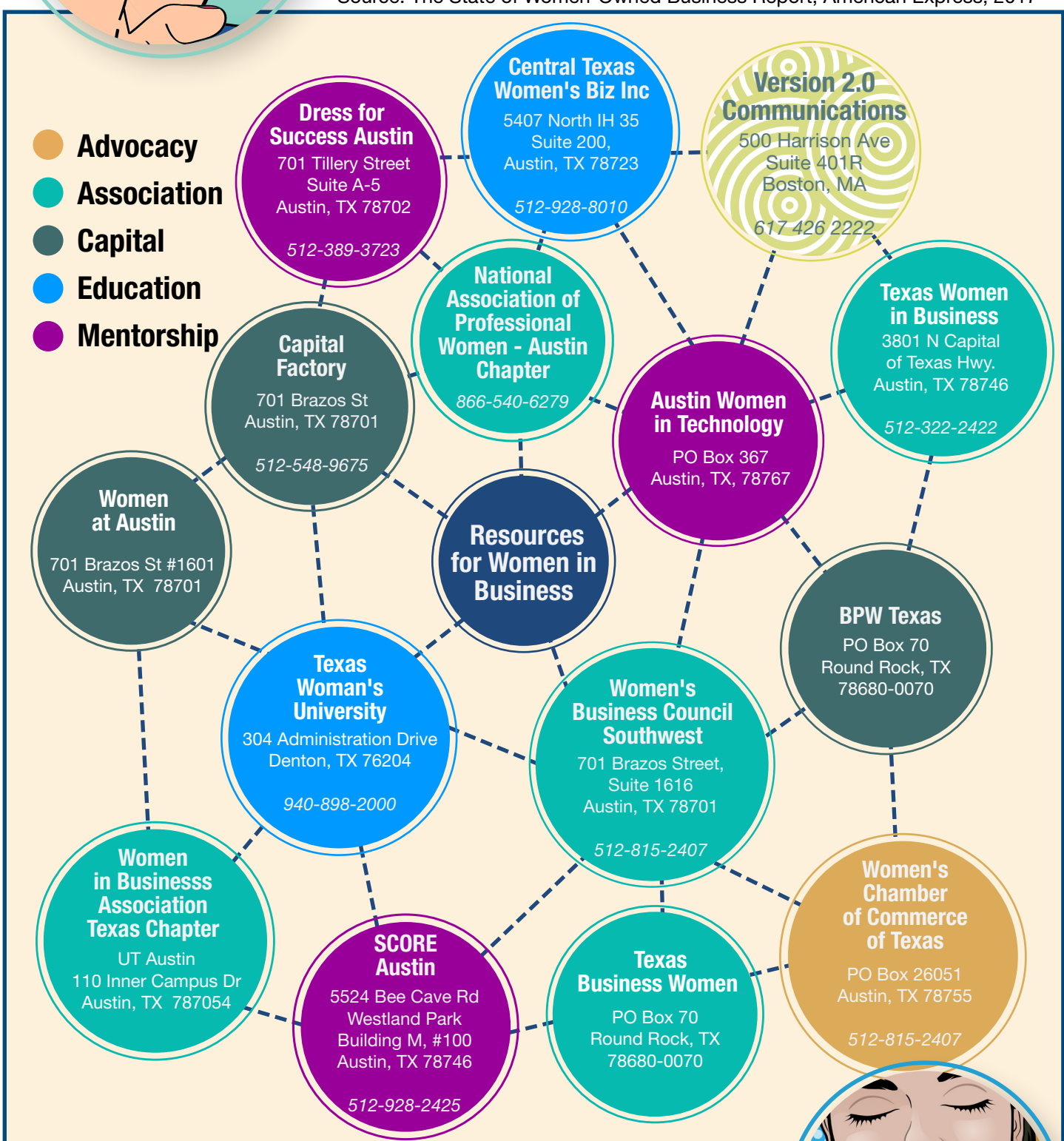
Source: Small Business Trends, Annie Pilon, November 2017



Half of all women-owned businesses in the U.S. are found in three industries: other services (salons, pet care, etc), health care and social assistance, professional/scientific/technical services.

The growth rate in the number of women-owned firms in the U.S. increased the most for these three industries: construction (15 percent), arts, entertainment & recreation (12 percent) and other services (12 percent).

Source: The State of Women-Owned Business Report, American Express, 2017



In 2017, 17 percent of startups had a female founder, up from 9.5 percent in 2009.

Source: Tech Crunch, Gené Teare, Ned Desmond, October 2017



WOMEN HAVE MORE ECONOMIC CLOUT THAN EVER BEFORE

Economic clout is defined as the growth in the number of firms and growth in employment and revenues



Source: The State of Women-Owned Business Report, American Express, 2017



The percentage of women running Fortune 500 companies is still in single digits, but growing and recently reached an all-time high.

Fortune Magazine released its 2017 Fortune 500 list, which ranks major U.S. companies by their fiscal 2016 revenues, and 32 of the companies, or 6.4 percent, were run by female CEOs.

Source: The Washington Post, Jena McGregor, June 2017

For Women Entrepreneurs to Grow their Business



Source: AustinInno, Brent Wistrom, June 2016

Local business is big business in mid-sized cities. Women-owned businesses show the greatest vibrancy — economic clout and employment vitality in Austin, TX, Indianapolis, IN, Raleigh, NC, Salt Lake City, UT, and San Antonio, TX.

Source: The State of Women-Owned Business Report, American Express, 2017



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