

WOMEN'S LEADERSHIP FACT SHEET **A Project of NJ WomenCount**

Women-Owned Businesses

The Institute for Women's Leadership and the Division on Women are committed to increasing the numbers of women in decision-making and leadership positions across all sectors and professions. In 2002, women-owned businesses made up a total of 33 percent of all privately-owned businesses in the United States. New Jersey was slightly behind the nation, with 28.5 percent of all businesses in the state being majority women-owned. When we look at the data by race, it is striking: in the United States, over 86 percent of businesses were white-owned (which means that 14 percent were owned by racial minorities, including African Americans, Native Americans, Asians, Hispanics or Latinos). New Jersey came in a bit higher, with 16 percent of businesses being owned by racial minorities. However, it is important to note that in New Jersey in 2005, racial minorities were 30 percent of the population and whites were 70 percent; in comparison, in the United States in 2005, racial minorities were 25 percent of the population and whites were 75 percent. Female-owned businesses in the U.S. made up a total of 4.2 percent of total sales, and less than 4 percent of sales in our state. In 2002, women-owned businesses employed about 6 percent of employees in privately-held businesses, in both New Jersey and the nation.¹

Race	Type of Businesses	Percentage of Total Businesses		Percentage of Total Sales		Percentage of Employees	
		U.S.	N.J.	U.S.	N.J.	U.S.	N.J.
White	All	86.6%	84.1%	36.6%	35.7%	47%	46.9%
	Female-owned	24.2%	21.9%	3.8%	3.7%	5.8%	6.1%
	Male-owned	51.8%	54.3%	29.8%	29.9%	36.3%	37.5%
	Equally male/female owned	10.4%	7.8%	2.9%	2.1%	4.6%	3.1%
African American	All	5.2%	5.1%	0.3%	0.4%	0.7%	0.7%
	Female-owned	2.3%	2.2%	0.1%	0.1%	0.2%	0.2%
	Male-owned	2.4%	2.6%	0.2%	0.2%	0.4%	0.4%
	Equally male/female owned	0.3%	0.2%	0%	0.02%	0.07%	0.05
Native American	All	0.8%	0.3%	0.1%	0.03%	0.2%	0.03%
	Female-owned	0.3%	0.1%	0.02%	0.004%	0.04%	0.01%
	Male-owned	0.5%	0.2%	0.07%	0.02 %	0.1%	0.02%
	Equally male/female owned	0%	0%	0.01%	0%	0%	0%

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¹ The data is slightly outdated, as the last economic census, done in 2002, was only made available in 2006. In addition, as the census data is based on surveys and therefore subjective, all data does not add up to exactly 100 percent.

Race	Type of Businesses	Percentage of Total Businesses		Percentage of Total Sales		Percentage of Employees	
		U.S.	N.J.	U.S.	N.J.	U.S.	N.J.
Asian	All	4.8%	7.3%	1.4%	2.2%	2%	2.3%
	Female-owned	1.4%	2.0%	0.2%	0.3%	0.4%	0.4%
	Male-owned	2.7	4.4%	1.0%	1.4%	1.3%	1.6%
	Equally male/ female owned	0.5%	0.8%	0.2%	0.4%	0.3%	0.2%
Hispanic or Latino	All	6.8%	7.0%	1.0%	0.9%	1.4%	1.1%
	Female-owned	2.3%	2.5%	0.2%	0.1%	0.2%	0.2%
	Male-owned	4.0%	4.1%	0.7%	0.6%	1%	0.7%
	Equally male/ female owned	0%	0.3%	0.08%	0.3%	0.1%	0.1%

Source: U.S. Census Bureau, Economic Census 2002