Where We Stand
7th Edition – Update 1

Demographics of Business Owners

February 24, 2016

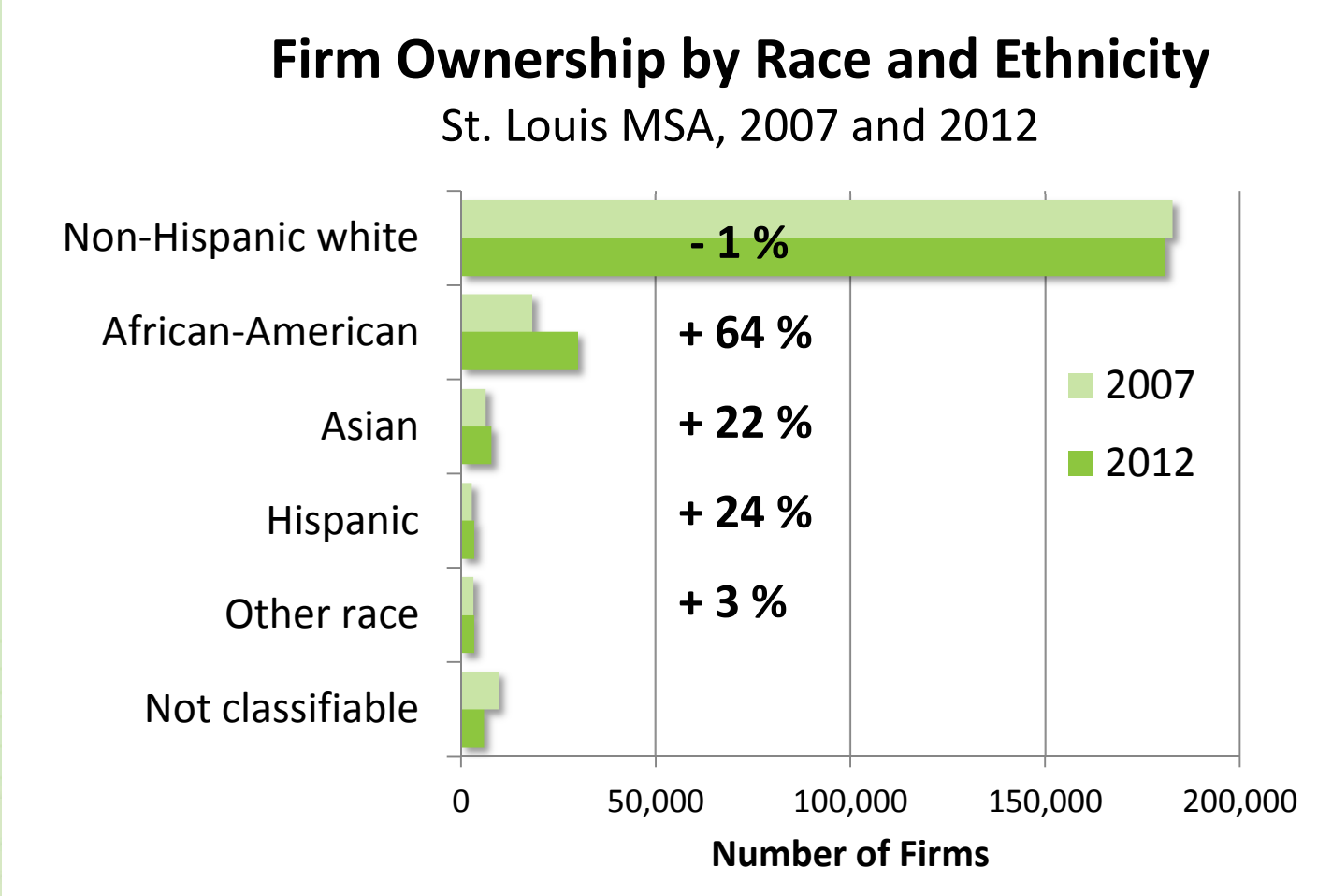
Survey of Business Owners

- Sample survey conducted by U.S. Census Bureau every 5 years
- Ownership = 51% or more of equity, interest, or stock in the business
- Classifiable firms = privately held, for profit, and not foreign-held

- **representation**
- **economic opportunity**
- **disparities in unemployment**

WHERE
WE
STAND

Diversifying Ownership



WHERE
WE
STAND

African-American-Owned Employer Firms

Share of Firms Owned by African-Americans
Percent of classifiable employer firms, 2007

1	**Washington, D.C.**	**6.1**
2	Memphis	6.0
3	Atlanta	6.0
4	Richmond	5.7
5	Virginia Beach	5.6
6	Baltimore	4.4
7	Raleigh	4.1
8	New Orleans	3.8
9	Charlotte	3.7
10	Miami	3.6
11	Orlando	3.6
12	**St. Louis**	**3.5**
13	New York	3.3
14	Jacksonville	3.3
15	Houston	3.2
16	Milwaukee	3.2
17	Birmingham	3.1
18	Columbus	2.8
19	Detroit	2.8
20	Dallas	2.5
21	Philadelphia	2.4
22	Nashville	2.3
23	Indianapolis	2.3
24	Cleveland	2.2
25	Tampa	2.2
26	Chicago	2.1
United States		**2.1**
27	Riverside	2.0
28	Buffalo	2.0
29	San Antonio	1.9
30	Las Vegas	1.9
31	Kansas City	1.8
32	Los Angeles	1.8
33	Austin	1.7
34	Hartford	1.7
35	San Francisco	1.6
36	Cincinnati	1.5
37	Oklahoma City	1.4
38	Louisville	1.4
39	Boston	1.4
40	San Diego	1.2
41	Pittsburgh	1.2
42	Denver	1.1
43	Seattle	1.0
44	Phoenix	0.9
45	Minneapolis	0.9
46	Providence	0.7
47	Portland	0.7
48	**Salt Lake City**	**0.2**

Source: U.S. Census Bureau, Survey of Business Owners

Share of Firms Owned by African-Americans
Percent of classifiable employer firms, 2012

1	**Washington, D.C.**	**6.9**
2	Memphis	6.5
3	Richmond	6.3
4	Atlanta	6.3
5	Virginia Beach	6.1
6	**St. Louis**	**5.4**
7	Baltimore	5.1
8	New Orleans	4.7
9	Charlotte	4.7
10	Houston	3.8
11	Raleigh	3.8
12	Columbus	3.6
13	Milwaukee	3.5
14	Miami	3.5
15	Birmingham	3.2
16	Jacksonville	3.0
17	Dallas	2.9
18	Orlando	2.8
19	Detroit	2.8
20	Nashville	2.7
21	Philadelphia	2.5
22	Chicago	2.3
23	Cleveland	2.3
24	Indianapolis	2.3
25	New York	2.3
26	Kansas City	2.2
27	San Antonio	2.1
United States		**2.1**
28	Louisville	2.1
29	Tampa	2.1
30	Cincinnati	2.1
31	Oklahoma City	1.9
32	Los Angeles	1.8
33	Riverside	1.7
34	San Francisco	1.7
35	Las Vegas	1.6
36	Hartford	1.6
37	Buffalo	1.6
38	Minneapolis	1.5
39	Austin	1.4
40	Seattle	1.4
41	Sacramento	1.4
42	Denver	1.2
43	Boston	1.1
44	Pittsburgh	1.1
45	Phoenix	1.1
46	San Diego	1.0
47	Portland	0.9
48	Providence	0.8
49	San Jose	0.7
50	**Salt Lake City**	**0.4**

Source: U.S. Census Bureau, Survey of Business Owners

- 2,500 firms in St. Louis MSA in 2012
- St. Louis had largest increase in share from 2007 to 2012
- Underrepresentation
  African-American population
  - 19.5% of STL MSA
  - 14.2% of U.S.

WHERE
WE
STAND

African-American-Owned Employer Firms

Firms Owned by African-Americans
Employer firms per 100,000 African-Americans, 2012

1	**St. Louis**	**462.7**
2	Los Angeles	442.8
3	Portland	434.0
4	Washington, D.C.	409.8
5	Miami	381.0
6	Seattle	358.9
7	Denver	358.9
8	San Francisco	340.2
9	San Jose	325.9
10	San Antonio	325.5
11	Milwaukee	319.5
12	Richmond	319.3
13	Charlotte	315.3
14	Raleigh	313.6
15	Minneapolis	311.5
16	Atlanta	310.6
17	Salt Lake City	308.0
18	Houston	298.7
19	Orlando	286.4
20	Baltimore	284.2
21	Columbus	280.9
22	Tampa	279.8
23	Oklahoma City	273.0
24	San Diego	271.6
25	Austin	266.4
26	Kansas City	264.7
27	Virginia Beach	263.7
28	Dallas	262.9
29	New York	247.8
United States		**245.2**
30	Nashville	244.7
31	Chicago	237.0
32	Phoenix	226.8
33	New Orleans	223.3
34	Jacksonville	221.0
35	Indianapolis	220.6
36	Boston	218.0
37	Cincinnati	213.1
38	Sacramento	210.7
39	Riverside	205.7
40	Louisville	199.4
41	Hartford	198.0
42	Detroit	194.2
43	Providence	193.3
44	Buffalo	189.4
45	Pittsburgh	187.9
46	Cleveland	184.7
47	Philadelphia	181.8
48	Las Vegas	175.0
49	Birmingham	158.8
50	**Memphis**	**157.3**

Source: U.S. Census Bureau, Survey of Business Owners and Population Estimates

Average Sales for Firms Owned by African-Americans
Average sales, receipts, or value of shipments, in dollars, for employer firms, 2012

1	**Salt Lake City**	**2,527,092**
2	Indianapolis	1,596,658
3	Washington, D.C.	1,532,331
4	Riverside	1,509,270
5	Detroit	1,486,657
6	Chicago	1,296,602
7	Cleveland	1,183,286
8	Austin	1,183,162
9	Orlando	1,180,283
10	Louisville	1,128,709
11	Las Vegas	1,110,040
12	Los Angeles	1,097,119
13	Minneapolis	1,093,643
14	San Francisco	1,057,185
15	Denver	1,029,579
16	Columbus	987,321
17	Portland	981,656
18	Boston	961,835
United States		**947,905**
19	Dallas	933,537
20	Pittsburgh	917,085
21	Kansas City	864,012
22	Phoenix	857,181
23	Charlotte	836,379
24	Baltimore	827,082
25	Milwaukee	812,161
26	Tampa	809,209
27	San Diego	804,606
28	Oklahoma City	770,245
29	Houston	765,329
30	Seattle	759,237
31	Memphis	756,972
32	New York	722,879
33	New Orleans	712,642
34	Nashville	710,521
35	Atlanta	689,871
36	Philadelphia	688,513
37	Providence	686,925
38	**St. Louis**	**661,237**
39	Virginia Beach	654,202
40	Hartford	643,686
41	Birmingham	614,738
42	San Antonio	606,084
43	Richmond	595,441
44	Miami	591,046
45	Sacramento	562,784
46	Raleigh	558,248
47	**Jacksonville**	**510,487**

Source: U.S. Census Bureau, Survey of Business Owners

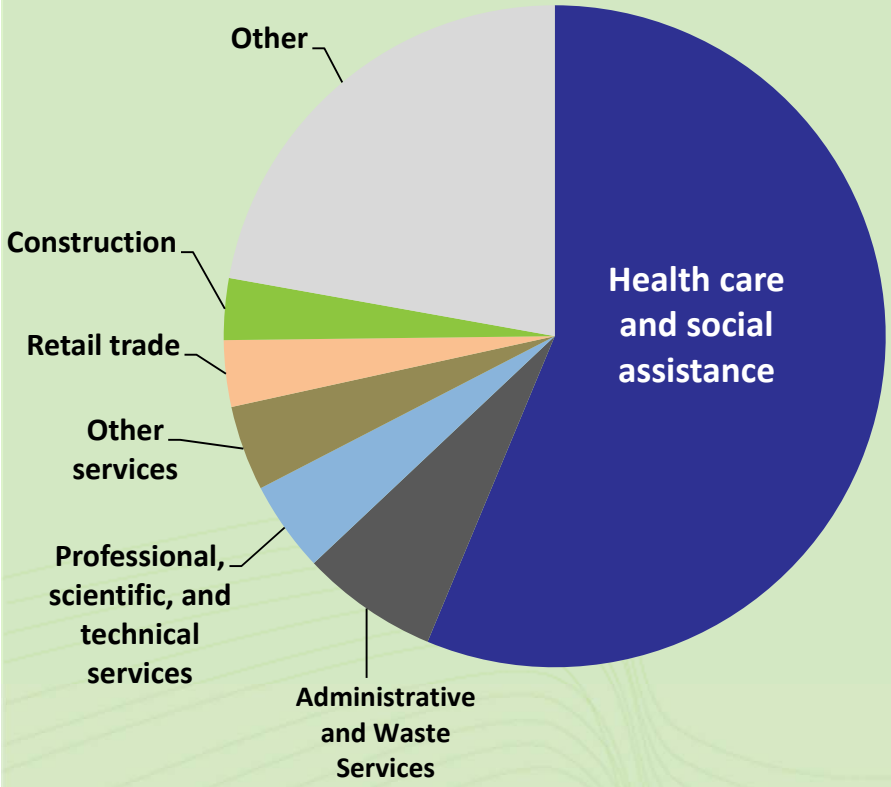
- St. Louis ranks 1st on employer firms owned by African-Americans relative to the African-American population
- Relative low average sales ($661,000)
- 56% of firms are in the health care and social assistance industry

WHERE
WE
STAND

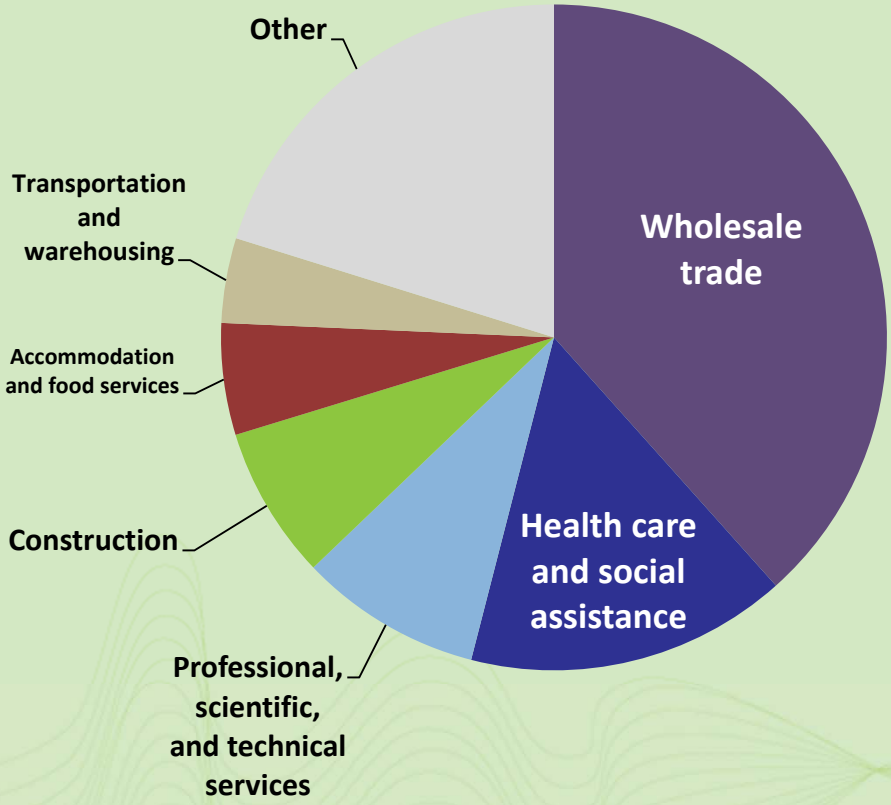
African-American-Owned Employer Firms by Industry

St. Louis MSA, 2012

Firms



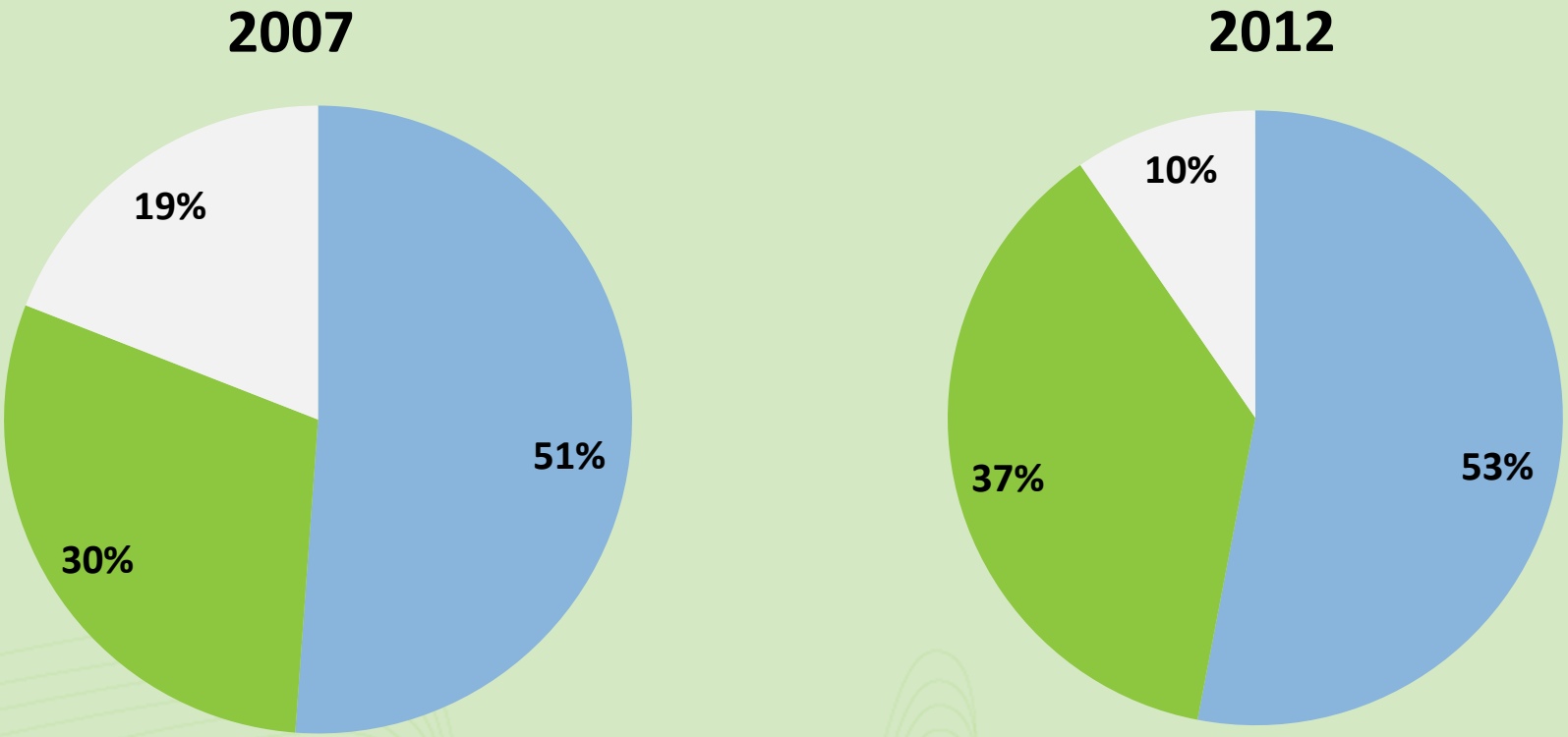
Sales



WHERE
WE
STAND

Firm Ownership by Gender

St. Louis MSA



Male-owned Female-owned Equally male-/female-owned

WHERE WE STAND

Women-Owned Employer Firms

Share of Firms Owned by Women
Percent of classifiable employer firms, 2007

1	**Virginia Beach**	**21.4**
2	Washington, D.C.	21.0
3	Denver	20.5
4	Atlanta	20.1
5	Austin	20.1
6	Jacksonville	19.9
7	San Antonio	19.9
8	San Francisco	19.8
9	Orlando	19.5
10	San Jose	19.4
11	**St. Louis**	**19.1**
12	Miami	19.0
13	Dallas	18.8
14	Chicago	18.7
15	Raleigh	18.4
16	Los Angeles	18.3
17	Tampa	18.3
18	New Orleans	18.2
19	Baltimore	18.2
20	Seattle	18.1
21	Houston	18.1
22	Las Vegas	17.9
23	Pittsburgh	17.8
24	Portland	17.7
25	Oklahoma City	17.7
26	San Diego	17.6
United States		**17.5**
27	Detroit	17.4
28	Richmond	17.4
29	Phoenix	17.4
30	Kansas City	17.3
31	New York	17.2
32	Milwaukee	17.1
33	Minneapolis	17.0
34	Boston	16.8
35	Louisville	16.8
36	Sacramento	16.8
37	Columbus	16.6
38	Indianapolis	16.5
39	Cleveland	16.5
40	Philadelphia	16.4
41	Buffalo	16.4
42	Cincinnati	16.3
43	Charlotte	16.1
44	Riverside	16.0
45	Nashville	15.9
46	Birmingham	15.3
47	Hartford	14.9
48	Memphis	14.7
49	Salt Lake City	14.7
50	**Providence**	**14.5**

Source: U.S. Census Bureau, Survey of Business Owners

Share of Firms Owned by Women
Percent of classifiable employer firms, 2012

1	**San Antonio**	**24.0**
2	Washington, D.C.	24.0
3	Denver	23.8
4	**St. Louis**	**23.0**
5	Virginia Beach	22.9
6	Austin	22.8
7	Atlanta	22.5
8	Miami	22.2
9	Seattle	22.0
10	San Francisco	21.9
11	Orlando	21.7
12	Baltimore	21.6
13	Tampa	21.4
14	Los Angeles	21.1
15	Jacksonville	21.1
16	Portland	21.0
17	Houston	20.9
18	Chicago	20.9
19	Dallas	20.7
20	Richmond	20.7
21	Pittsburgh	20.6
22	Oklahoma City	20.6
23	Charlotte	20.6
24	Phoenix	20.6
25	Kansas City	20.6
26	San Diego	20.6
27	Indianapolis	20.5
28	San Jose	20.2
United States		**20.2**
29	Raleigh	20.1
30	Las Vegas	20.0
31	Louisville	19.9
32	New York	19.8
33	Columbus	19.7
34	Minneapolis	19.5
35	Nashville	19.3
36	New Orleans	19.3
37	Boston	19.3
38	Sacramento	19.0
39	Riverside	18.9
40	Memphis	18.9
41	Detroit	18.7
42	Milwaukee	18.7
43	Cleveland	18.5
44	Philadelphia	18.0
45	Cincinnati	17.9
46	Providence	17.9
47	Buffalo	17.8
48	Hartford	17.3
49	Birmingham	17.1
50	**Salt Lake City**	**16.9**

Source: U.S. Census Bureau, Survey of Business Owners

- 10,700 firms in St. Louis MSA in 2012
- St. Louis had 5th largest increase in share from 2007 to 2012
- Underrepresentation
  Female Population
  - 51.6% of STL MSA
  - 50.8% of U.S.

WHERE
WE
STAND

Women-Owned Employer Firms

Firms Owned by Women
Employer firms per 100,000 women, 2012

1	**Miami**	**1,064.2**
2	Denver	977.8
3	Seattle	867.9
4	New York	856.7
5	San Francisco	852.6
6	Los Angeles	849.2
7	Portland	831.0
8	Orlando	804.0
9	Tampa	766.9
10	Washington, D.C.	766.6
11	Austin	758.6
12	Chicago	755.6
13	Atlanta	750.1
14	San Diego	748.0
15	**St. Louis**	**744.5**
16	Oklahoma City	738.9
17	Minneapolis	728.0
18	San Jose	725.6
19	Boston	710.3
20	Jacksonville	707.3
21	Raleigh	706.8
22	Baltimore	703.2
23	Salt Lake City	685.4
24	Kansas City	674.2
United States		**649.0**
25	Pittsburgh	647.7
26	Virginia Beach	644.4
27	Charlotte	644.4
28	Richmond	644.2
29	Providence	639.5
30	New Orleans	638.7
31	Indianapolis	623.7
32	Cleveland	615.0
33	Detroit	601.6
34	Dallas	601.0
35	Milwaukee	599.2
36	Houston	596.9
37	Louisville	578.8
38	Phoenix	578.6
39	San Antonio	577.1
40	Philadelphia	575.6
41	Las Vegas	570.2
42	Buffalo	568.7
43	Hartford	563.6
44	Nashville	559.3
45	Sacramento	543.3
46	Columbus	504.1
47	Cincinnati	486.9
48	Birmingham	481.1
49	Riverside	427.5
50	**Memphis**	**411.1**

Source: U.S. Census Bureau, Survey of Business Owners and Population Estimates

Average Sales for Firms Owned by Women
Average sales, receipts, or value of shipments, in dollars, for employer firms, 2012

1	**Nashville**	**1,751,211**
2	San Antonio	1,617,705
3	Riverside	1,527,036
4	Dallas	1,526,444
5	Salt Lake City	1,523,350
6	Birmingham	1,486,726
7	Memphis	1,480,244
8	Houston	1,465,507
9	Columbus	1,438,191
10	New Orleans	1,390,310
11	Oklahoma City	1,373,782
12	Cincinnati	1,368,120
13	Las Vegas	1,353,625
14	Indianapolis	1,318,396
15	Kansas City	1,293,915
16	Atlanta	1,270,962
17	Washington, D.C.	1,270,837
18	Los Angeles	1,240,511
19	Louisville	1,232,919
20	Baltimore	1,219,603
21	Minneapolis	1,216,245
22	San Jose	1,203,215
23	Charlotte	1,191,639
24	Cleveland	1,187,004
25	Buffalo	1,181,023
26	Detroit	1,178,142
27	New York	1,167,140
28	San Francisco	1,152,190
29	Philadelphia	1,150,715
United States		**1,149,598**
30	Hartford	1,136,832
31	Milwaukee	1,135,282
32	San Diego	1,133,212
33	Pittsburgh	1,123,979
34	Virginia Beach	1,107,245
35	Providence	1,106,080
36	Sacramento	1,099,895
37	Chicago	1,098,536
38	Boston	1,088,547
39	Raleigh	1,085,686
40	Orlando	1,080,422
41	Phoenix	1,065,984
42	Richmond	1,022,790
43	Austin	989,720
44	Denver	980,575
45	**St. Louis**	**973,098**
46	Seattle	925,054
47	Portland	889,921
48	Tampa	885,992
49	Miami	844,550
50	**Jacksonville**	**749,759**

Source: U.S. Census Bureau, Survey of Business Owners

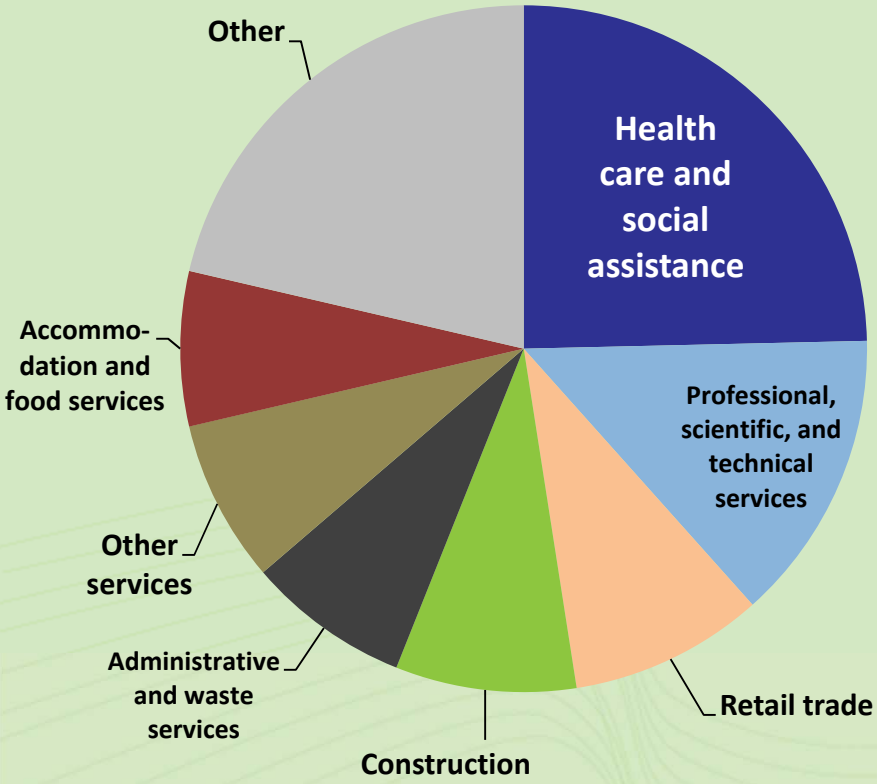
- St. Louis ranks 15th on employer firms owned by women relative to female population
- Relatively low average sales ($973,100)
- Most common industry is health care and social assistance

WHERE
WE
STAND

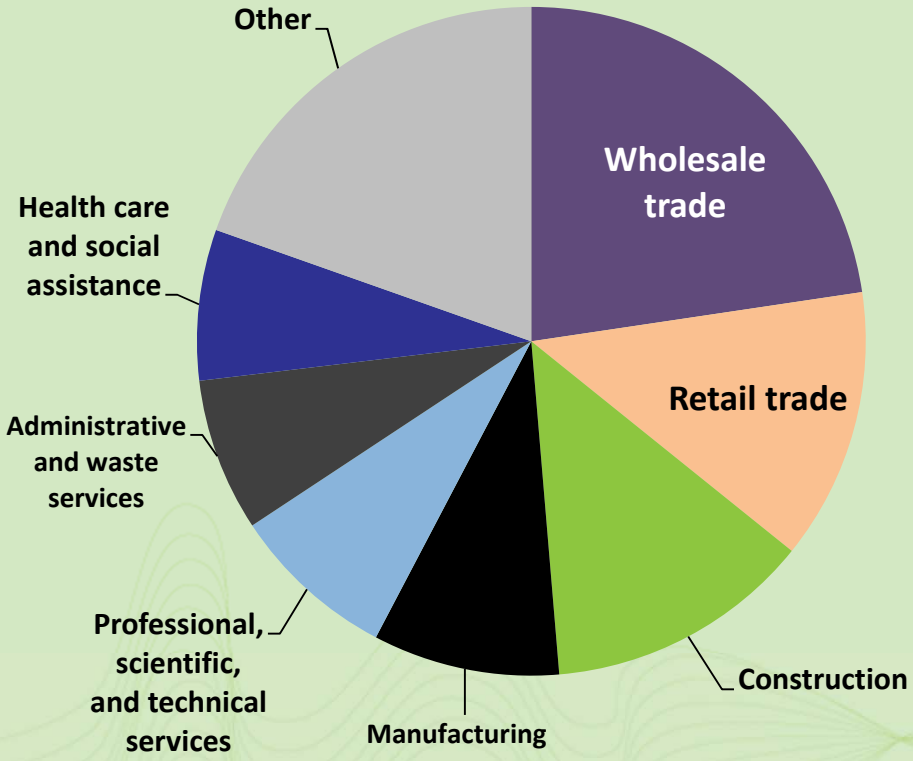
Women-Owned Employer Firms by Industry

St. Louis MSA, 2012

Firms



Sales



WHERE WE STAND

Update 1 - Demographics of Business Owners

WWS 7th Edition, Data, & Updates
www.ewgateway.org/wws

Subscribe to the WWS email list
wws@ewgateway.org

WHERE
WE
STAND