

Fast Facts About Working Women

Companies are waking up to a profitable niche: working women. Working women influence nearly 90% of all purchases (Source: Tom Peters). Their personal purchasing power is strong (and increasing). They are more likely to take the lead in suggesting major purchase brands and do the upfront research. They are driving small business entrepreneurial growth. They are increasingly in a position to have direct purchasing influence in Corporate America -- over everything from financial services to supplies.

Fiercely brand loyal, nearly 90% of working women use the same products and services at home that they use at the office (Sources: Catalyst). Working women are also 3 times more likely than men to tell someone about a product or service experience, good or bad (Source: WOMMA).

Cultivating relationships with working women translates into **greater customer acquisition, retention and repeat business for you**. By marketing to working women, you can potentially double – even triple – the return on your company’s invested marketing dollars.

The Power of Women Business Owners

The fastest-growing business segment in the economy, with more than 1,600 business starts each day, is the woman-owned business.

- Nearly 50% of all privately held small businesses are owned by women.
- Women helm 10.6 million U.S. businesses, growing at a 40% annual clip. They employ 19.1 million people (more people than all the Fortune 500 companies combined) and generate \$3 trillion annual sales.
- Annual expenditures by women-owned enterprises in just 4 areas – information technology (\$38 billion), telecommunications (\$25 billion), human resources services (\$23 billion), and shipping (\$17 billion) – are estimated to be \$103 billion.
- Women business owners are growing rapidly in “non-traditional” industries. As of 2003, women own 18% of all construction firms with employees, 15% of all manufacturing firms and 21% of all firms with employees in transportation, communications, and public utilities. The highest growth rate for women-owned non-employer firms is in non-traditional industries.
- Women business owners are more likely than male business owners to embrace technology as part of their business strategy and more likely to have a website with transaction capability.

The Rising Status of Women in Corporate America

Twenty million women hold professional or managerial positions in the U.S.

- 75% of all U.S. firms employ women at “senior levels.”
- Over half of all corporate purchasing managers and agents are women who have direct purchasing influence over everything from financial and health services to office supplies.
- 81% of Fortune 500 companies have at least 1 female board director.
- 10% of all Fortune 1000 companies have a woman executive at the C-level (CFO, CMO, CEO...).
- While full-time year-round working women earn only 76 cents on the dollar compared to their male counterparts, the wage gap is rapidly narrowing. Through 2000, while men’s income barely budged (+0.9% after adjusting for inflation), women’s income soared by +63%.

Sources: Center For Women’s Business Research, Women Impacting Public Policy, HP, BusinessWeek, U.S. Census Bureau