

2006 NAWBO Survey of Women Business Owners Preliminary Results – Prepared for Making Women Visible Day 2/16/06

The survey will remain open until February 28th, and can be accessed at www.NAWBOCT.org. This year's survey also polls small business owners on their questions and concerns in providing health insurance coverage for themselves and their employees. Final survey results will be released for both components of the research in March. **Preliminary results*** of the Women Business Owners' Issues 2006 Survey include:

Women business owners identify the following issues as very important/critical:

- Affordable health care → 79% of respondents
- 100% deduction of business expenses → 64% of respondents
- Tax Equity for Small Business → 63% of respondents
- Cap Employer's Portion of Payroll → 61% of respondents
- Business incentives to offer employee retirement plans → 59% of respondents
- Increase the Retirement Contribution Deduction for Business Owners → 59% of respondents

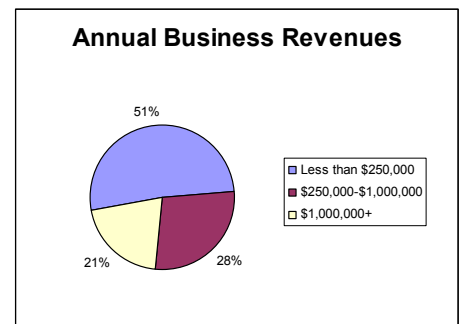
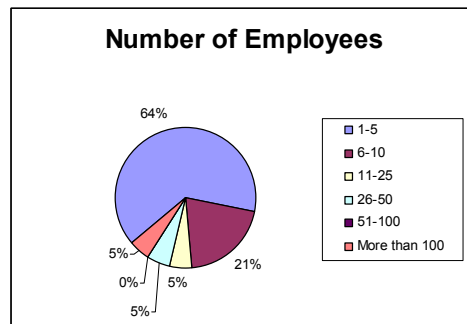
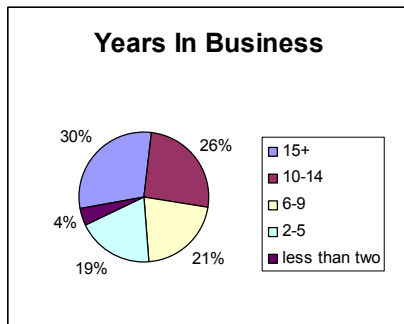
59% of women feel affordable health care/prescription drug plans is their most critical issue

- Less than 5% of respondents indicated that employee health insurance is **NOT** an important issue

What are your three largest challenges you face in business?

1. Increasing sales → 65% of respondents
2. Providing affordable health insurance to employees → 51% of respondents
3. Maintaining a profit margin → 42% of respondents

Survey Respondents Represent Established Women Owned Businesses with National Scope:



76% have been in business for six years or more

- 55% have been in business for ten years or more

64% of women business owners employ up to five

- 85% have up to ten employees

74% of respondents do business nationally/regionally

- 12% of respondents do business internationally

21% of women business owners generate sales in excess of \$1,000,000 annually

- 28% generate sales between \$250,000 and \$1 million annually
- 51% generate sales up to \$250,000 annually

100% of the women surveyed own 50% or more of their business

- 81% of women have 75%-100% ownership