

# 2013 Cox Business Snapshot of Women Entrepreneurs

A survey of 624 North American female business owners

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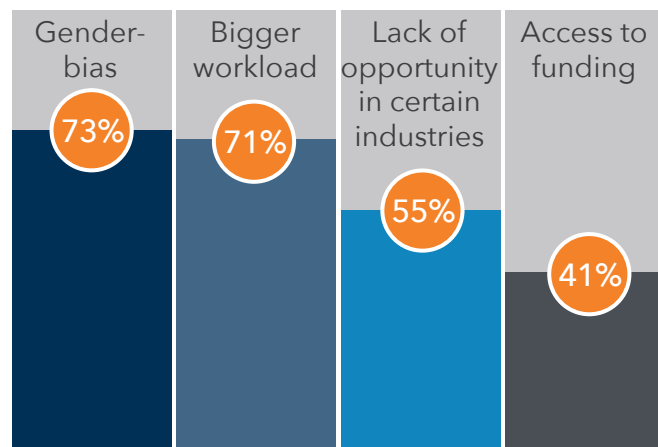
## Good to be the boss

When asked to select all of the factors that drove their decision to open a small business, being the boss topped the list, factors included:



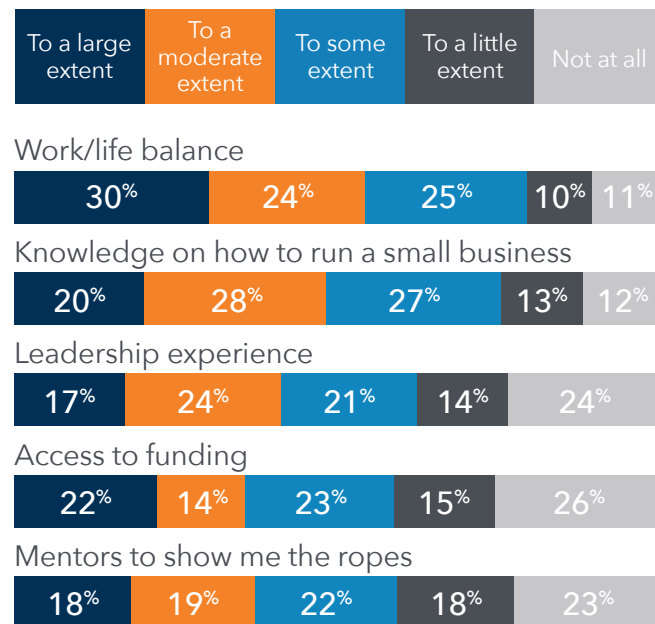
## Is the gap gone?

Even with the growing numbers of women becoming small business owners, 85 percent of survey respondents believe there are still multiple business challenges that are unique to women entrepreneurs. Those challenges include:



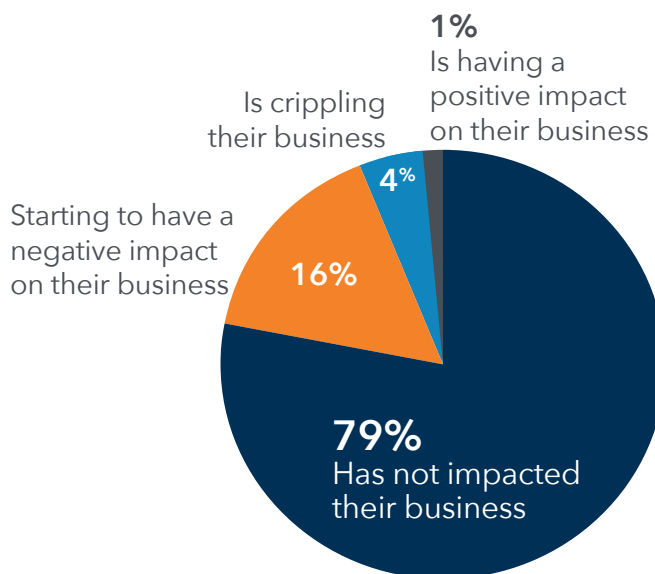
## Calling all challenges

When looking at issues that impacted their road to entrepreneurship, women business owners answered:



## Open for business...during the shutdown

An overwhelming majority of women small business owners are not yet feeling any impact of the government shutdown.

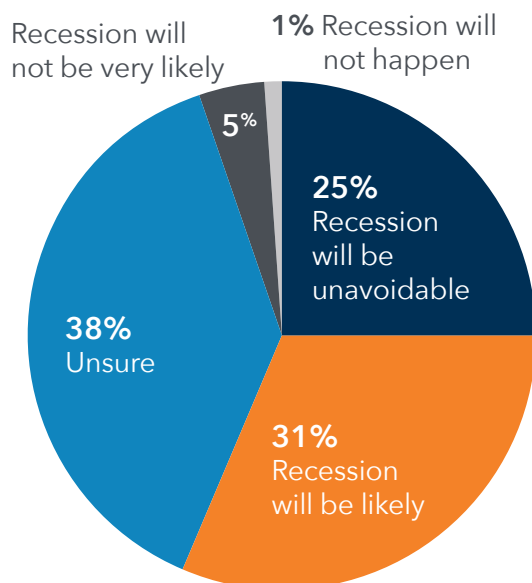


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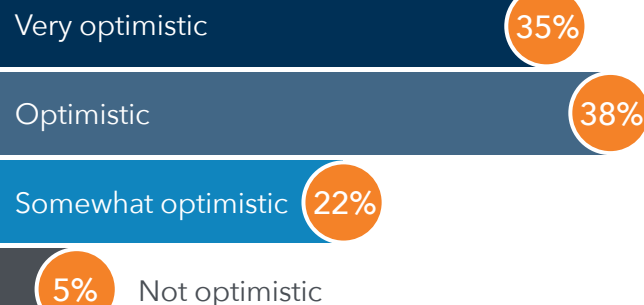
## The recession reality?

When asked about the potential economic impact surrounding the possibility Congress fails to raise the nation's debt ceiling before the Treasury runs out of cash, respondents say a recession may hit.



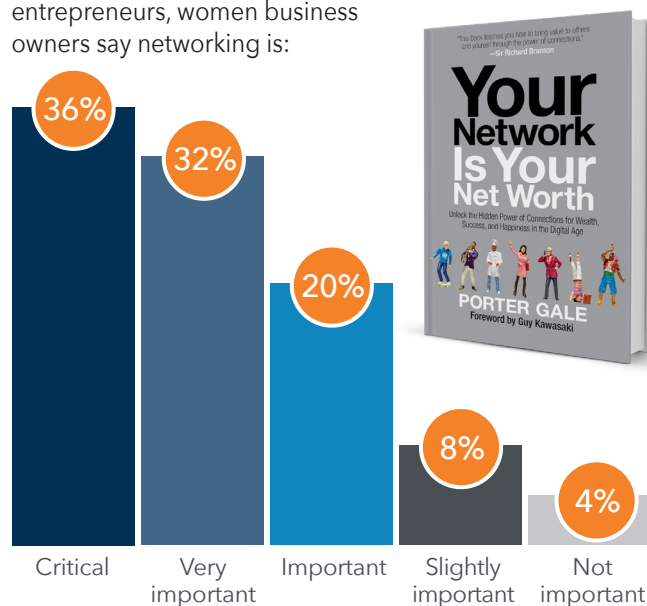
## Keeping hope alive

When asked their level of optimism about the future of their businesses, female business owners were:



## Working their networks

In *Your Network is your Net Worth*, the author writes about the importance of networking and collaboration. Looking at the importance of their networks in their success as entrepreneurs, women business owners say networking is:



## Support our sisters

A majority of women entrepreneurs make an effort to support other women business owners, with two-thirds of respondents stating they will patronize a woman-owned business whenever possible or when it makes sense.

When asked who best personifies a strong woman business leader, Oprah Winfrey came out on top.



50% Oprah Winfrey

**SPANX**  
BY SARA BLAKELY®

18% Sara Blakely

**hp** **HEWLETT®  
PACKARD**

16% Meg Whitman

**facebook.**

9% Sheryl Sandberg

**YAHOO!**

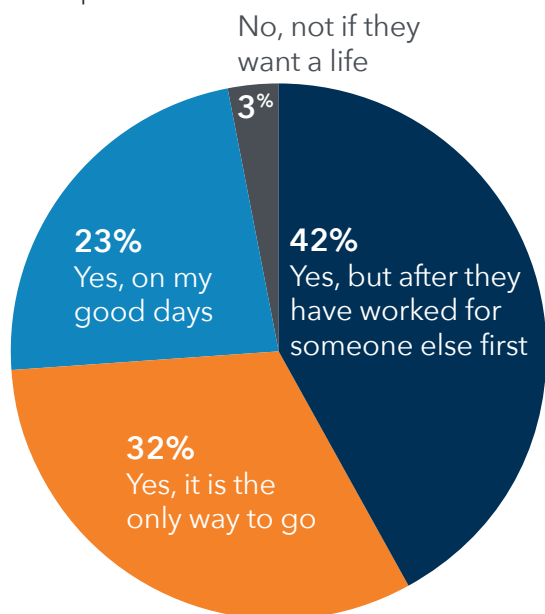
7% Marissa Mayer

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## If I knew then...

Nearly all women business owners (92%) would still start their own business if they had to do it all over again. Most would also encourage other young women to join the ranks of the entrepreneur.



## Resources for Women Entrepreneurs

Women's Business Centers Directory  
[www.sba.gov/tools/local-assistance/wbc](http://www.sba.gov/tools/local-assistance/wbc)

National Women's Business Council  
[www.nwbc.gov/](http://www.nwbc.gov/)

SCORE  
[www.score.org/](http://www.score.org/)

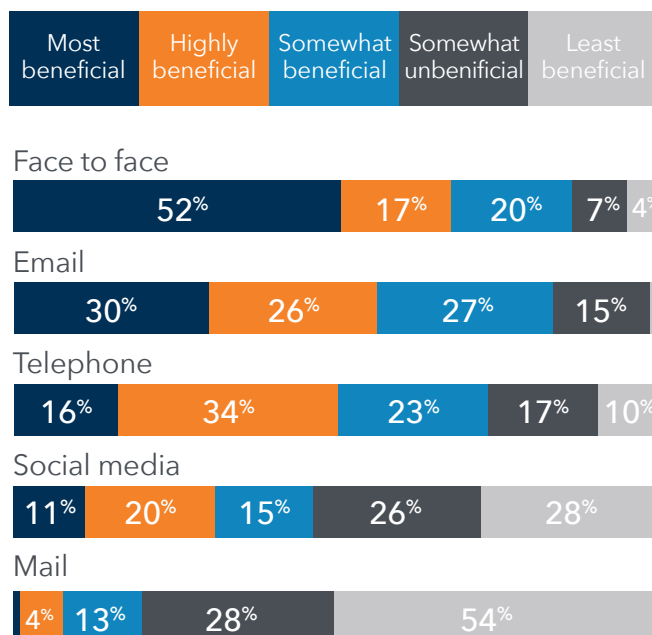
Gateway for Women-Owned Businesses Selling to the Government  
[www.sba.gov/content/women-owned-small-business-program](http://www.sba.gov/content/women-owned-small-business-program)

## About the 2013 Cox Business Snapshot of Women Entrepreneurs

Cox Business commissioned a blind survey of women entrepreneurs in October 2013. Respondents to the online survey included a total of 624 female business owners. Of that group 38 percent reported being in business for more than 10 years. Industries represented included consulting, retail, healthcare, food industry, technology, real estate, hospitality, manufacturing, accounting and more.

## Business is personal

Women entrepreneurs use a variety of channels to connect with customers, with in-person communications topping the list. When looking at the ways they communicate with customers, woman entrepreneurs rated:



More details on the 2013 Cox Business Snapshot of Women Entrepreneurs can be found on [CoxBLUE.com](http://CoxBLUE.com), the company's social destination for business. Follow @Coxbusiness on Twitter and join the conversation using #SBwomenStats on Twitter to share the results with your network.



### About Cox Business

Cox Business provides voice, data and video services for more than 300,000 small and regional businesses, including healthcare providers, K-12 and higher education, financial institutions and federal, state and local government organizations. For more information about Cox Business, visit [www.cox.com/business](http://www.cox.com/business) or call 1-800-396-1609.