

The Impact of Women Entrepreneurs on the San Antonio Economy

Study Conducted by:

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Background

- Second in what we hope is an ongoing series of research papers on the role of women in the local economy.
- Purpose of the present study was to analyze the impact of women-owned businesses in Bexar County.
- The analysis focuses on the impacts on the number of firms, employment, and payroll across different industries as defined by the NAICS codes.
- While the focus of the analysis is on women-owned businesses, comparisons are also provided to male-owned, equally female/male-owned, and publicly-owned businesses.

Main Findings

- From 2007 to 2012, the proportion of all businesses that were female-owned grew from 28.3% to 37.5%
 - While the proportion of male-owned businesses declined slightly
 - The proportion of businesses that were equally female/male-owned or publicly-owned showed declined.
- Women-owned businesses are found across industries:
 - health care and social assistance
 - administrative and support
 - waste management and remediation services
 - educational services industries.
- As of 2017, there were 50,164 female-owned firms in Bexar County.

Findings

- Female-owned firms employed 82,181 people in 2017
 - The largest level of employment in the health care and social assistance industry.
 - The largest number of women-owned firms was in the health care and social assistance industry.
- Women-owned firms paid wages of almost \$3 billion to their workers in 2017.
 - The largest payroll for women-owned firms was in the health care and social assistance industry where the firms paid over \$673 million in wages.
 - The second-highest level of payroll in women-owned firms was in the professional, scientific, and technical services industry followed by accommodation and food services at about \$318 million.
- These firms generate total revenues or sales of \$9.6 billion.
 - However, sales by women-owned firms lagged behind firms with the largest total sales volume in wholesale trade industry.

Why do women become entrepreneurs?

- Three very general reasons:
 - Truly innovative and have ideas they wish to pursue
 - Necessity compels – divorce, family loss and needs
 - Inequalities in the workplace drive women to create their own opportunities
- Policy points
 - Women are still a small fraction of the overall picture
 - Women-owned business are small (3/4 employees)
 - Women have less capital to open new or expand businesses
 - Opportunities for government contracts are still limited
 - Child care and learning are key motivators

Thank you.

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