

Bank of America 2016 Spotlight on Women

Women small business owners (SBOs) show continued optimism compared to men, remain steady from 2015 to 2016

54 percent of women SBOs expect their revenue to increase in the next 12 months...



...compared to only **48 percent** of men



60 percent of women SBOs expect to grow their business over the next five years...

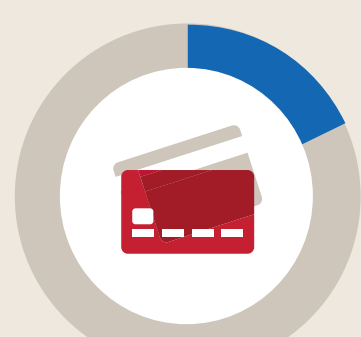
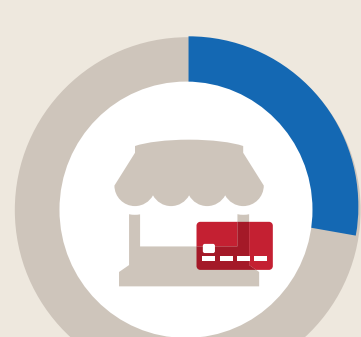


...compared to only **44 percent** of men



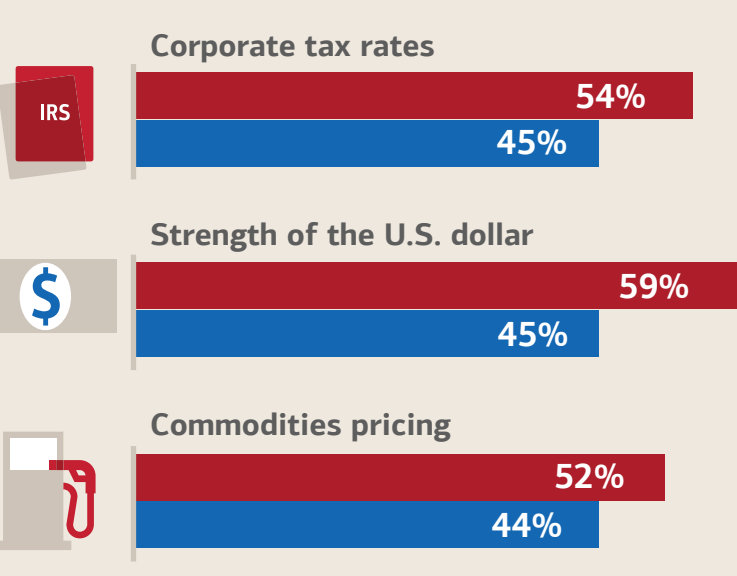
16 percentage point drop for men from 2015

When building or supplying their businesses, women SBOs are most likely to use:



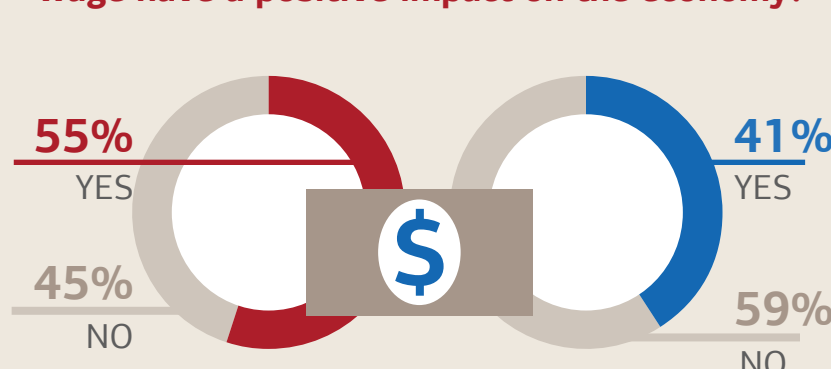
SBO concerns: Women vs. men

Over the next year, more women SBOs are concerned about...

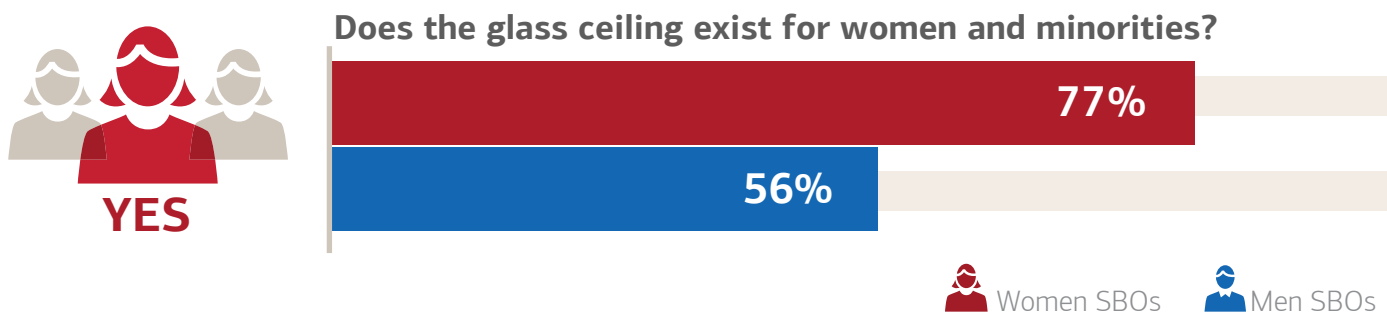


All SBOs express similar concerns about healthcare costs, U.S. and/or global stock market, consumer spending, interest rates

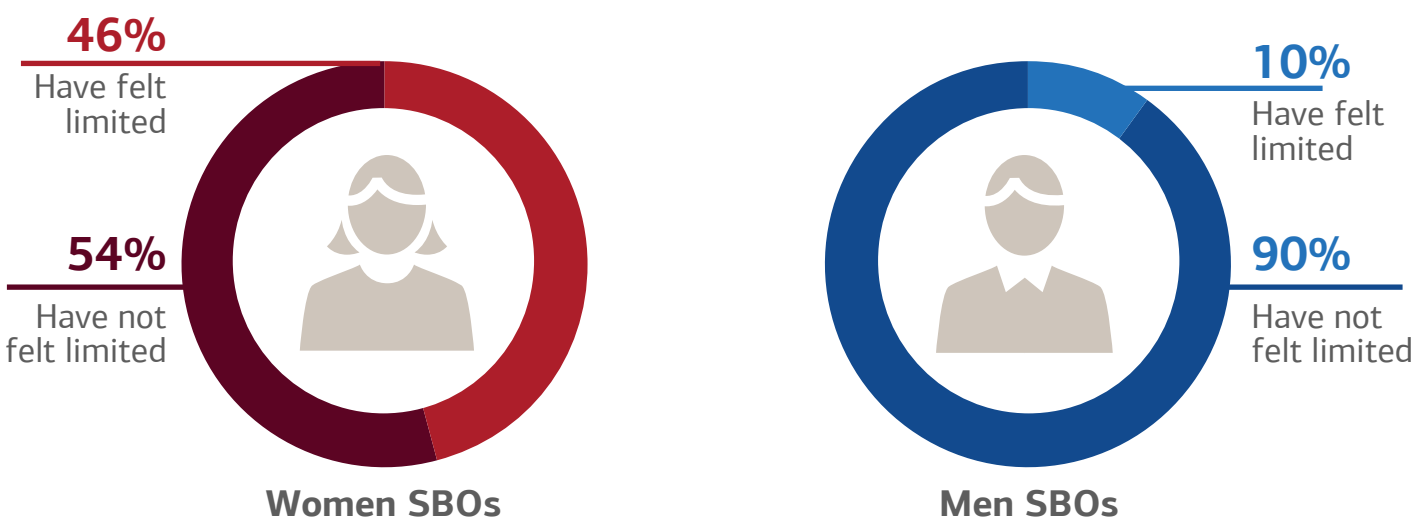
The great debate: Will increasing the minimum wage have a positive impact on the economy?



The glass ceiling exists, but women feel split on its limitations

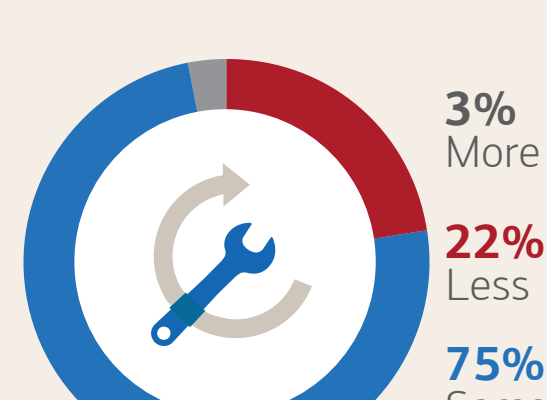
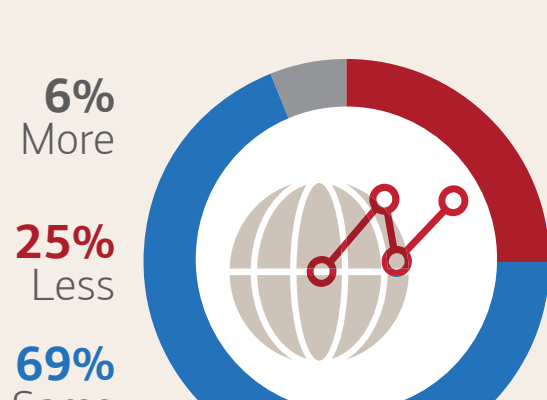
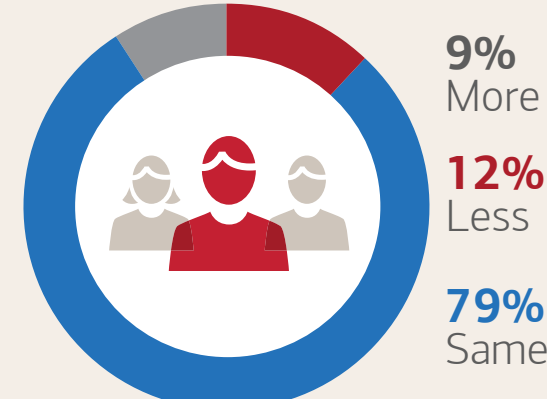
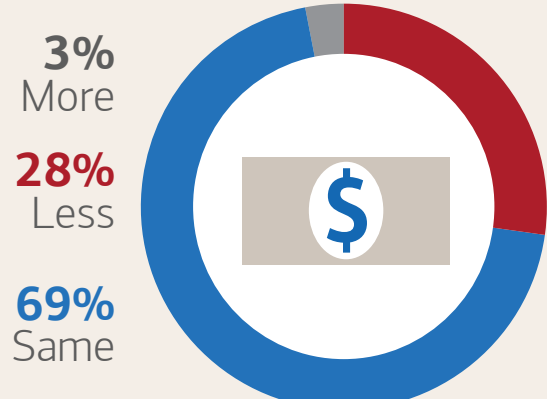


While a majority of women SBOs believe the glass ceiling exists, they're split on whether they've felt limited by it:



Access to key resources

Compared to men, women SBOs feel they have:

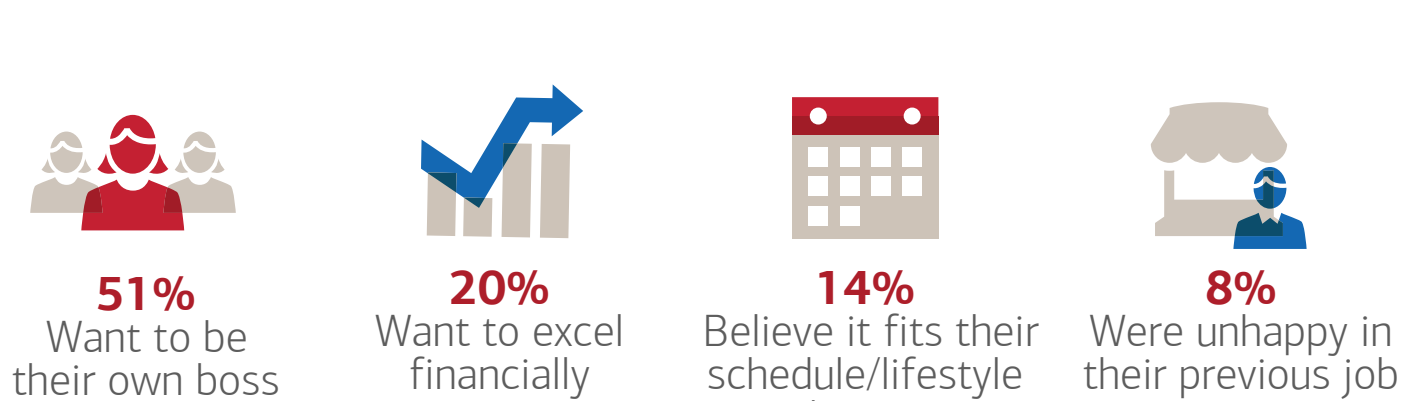


Women SBOs feel empowered and successful

How does being a small business owner make you feel?



Women start their own businesses because they:



GfK Public Affairs and Corporate Communications conducted the Bank of America Small Business Owner Report Survey for spring of 2016 online between March 17 and April 19, 2016 using pre-recruited online sample of small business owners. GfK conducted a national survey of 1,000 small business owners in the United States with annual revenue between \$100,000 and \$4,999,999 and employing between 2 and 99 employees.