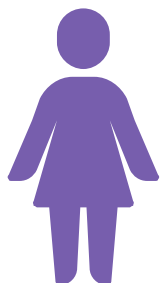




MINNESOTA'S WOMEN-OWNED BUSINESSES



37%

of businesses* in Minnesota are owned by women, compared to **40%** in the United States.

- The **Annual Business Survey (ABS)** has been administered annually by the U.S. Census Bureau since 2017 when it replaced the Survey of Business Owners. The most recent data set available and presented in this report is from **2023**.
- Throughout this fact sheet, women-owned businesses includes both employer and non-employer businesses, unless otherwise noted. Additional definitions are in the glossary on page 5.

Minnesota Women-Owned Businesses: Snapshot

Number of women-owned businesses :	203,346
Number of total businesses :	563,485
Total annual payroll of women-owned employer businesses:	\$8.8 million
Average number of employees at women-owned employer businesses:	9
Average number of employees at all (not just women-owned) businesses :	12
Sales, value of shipments or revenue for women-owned businesses:	\$43 billion
Ranking among US states for number of women-owned businesses per capita :	41st
Ranking among US states of sales & revenue for women-owned business per capita :	28th

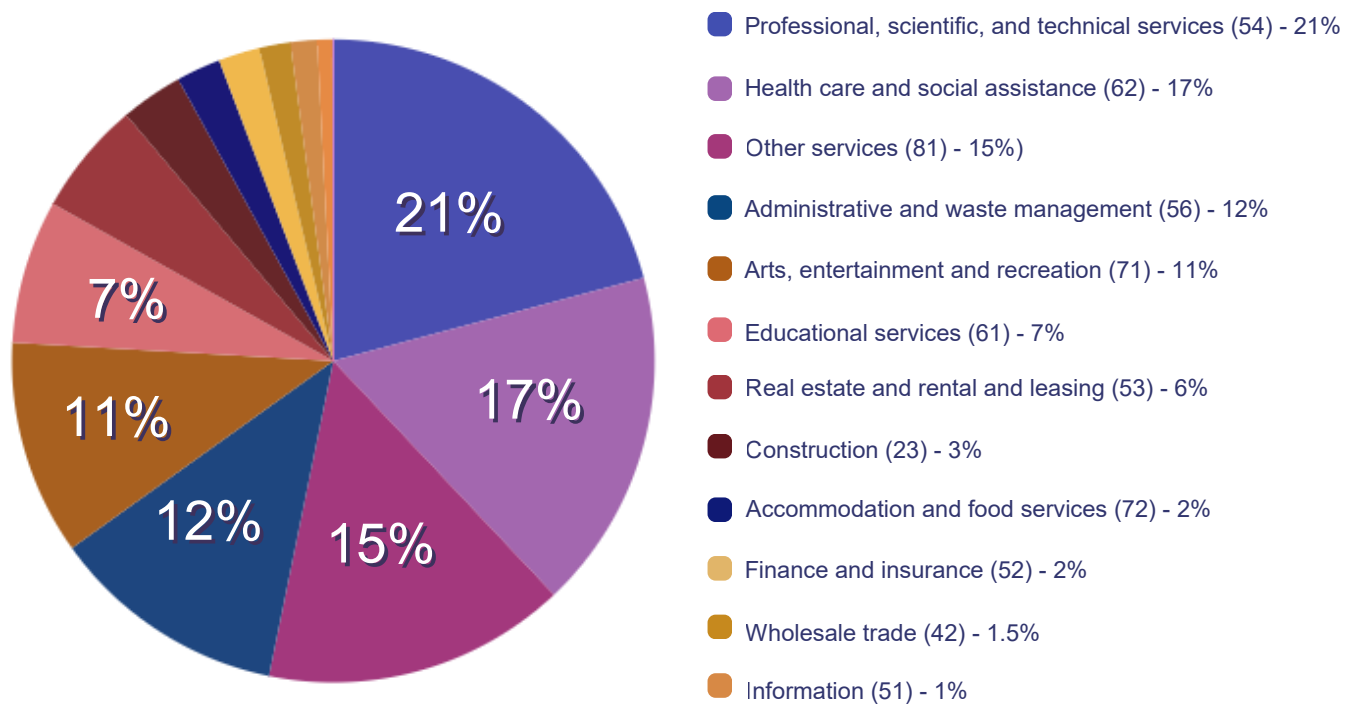
*Percentage derived from total number of businesses **classifiable** by sex, race, ethnicity and veteran status. Approximately 13,867 businesses were unclassifiable and not included.



MINNESOTA'S WOMEN-OWNED BUSINESSES

Breakdown of industries of women-owned non-employer businesses*:

NAICS codes in parenthesis. Examples of types of businesses included in NAICS classifications are in the Appendix on page 5.



*For the purposes of this chart, only non-employer businesses classified as individual proprietorships are included.

All remaining industries <1%

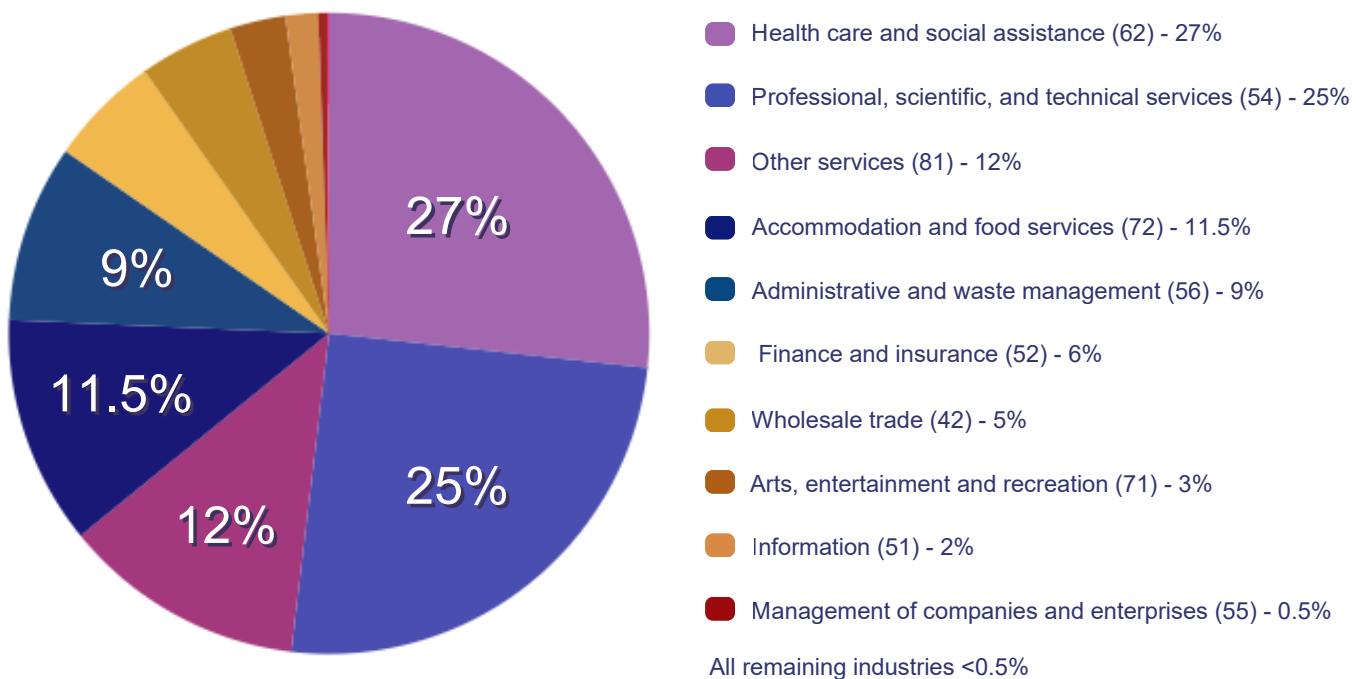
- The majority of women-owned non-employer businesses are in the **professional, scientific and technical services** (54), and **healthcare and social assistance** industries (62), at 21% and 17% respectively. The **other services** (81) category, which includes businesses such as laundromats and beauty salons, makes up 15%. Together, these top three categories make up more than half of all women-owned non-employer businesses in Minnesota. The least women-owned non-employer industries are **agriculture, forestry, fishing and hunting** (11) at 0.74%, **utilities** (22) at 0.03%, and **mining and quarrying and oil and gas extraction** (21) at 0.02%.
- Enterprises in the **arts, entertainment and recreation** (71) and **administrative status, waste management and remediation** industries (56) make up a significant amount (10.97% and 11.91%) of women-owned non-employer businesses, but a small amount (2.81%) of women-owned employer businesses.



MINNESOTA'S WOMEN-OWNED BUSINESSES

Breakdown of industries of women-owned businesses with 1 or more employees:

NAICS codes in parenthesis. Examples of the types of businesses included in NAICS classifications are in the Appendix on page 5.

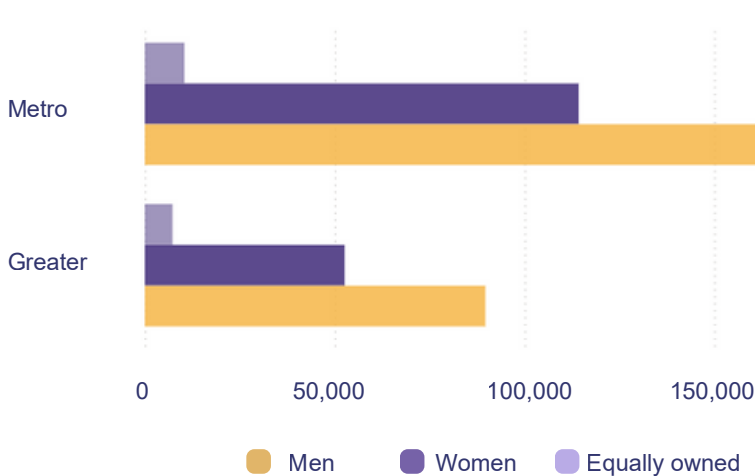


- More women-owned employer businesses are in the **healthcare and social assistance** (62) at 27%, and **professional, scientific and technical services** (54) at 25%, than all other industries combined. Following is **other services** (81) at 12%, which includes businesses such as laundromats and beauty salons. The least women-owned industries for employer businesses are **mining, quarrying and oil and gas extraction** (21) at <0.1%, and **utilities** (22) at <0.1%.
- Real estate, rental and leasing services (53), construction (23), and educational services (61) businesses owned by women are less frequent among employer businesses than among individual enterprises, all making up less than 0.1% of women-owned employer businesses.



MINNESOTA'S WOMEN-OWNED BUSINESSES

Business ownership by gender in Greater and Metro Minnesota*



The rate of women's business ownership is similar in Greater and Metro Minnesota. Exclusively women-owned businesses make up **37%** of total businesses in Metro Minnesota, and **35%** of businesses in Greater Minnesota.

*Due to a number of estimates not meeting US Census publication standards because of sampling and/or quality concerns, the total sample of businesses at the county level differs from the totals on page 1.

Top industries for women's business ownership by race

Black women:

- Health care and social assistance (27.74%)
- Other services (19.6%)
- Professional, scientific and technical services (16.35%)

White women:

- Professional, scientific and technical services (20.48%)
- Healthcare and social assistance (15.92%)
- Other services (14.56%)

American Indian and Alaska Native Women:

- Professional, scientific and technical services (16.7%)
- Healthcare and social assistance (16.51%)
- Other services (16.35%)

Asian women:

- Professional, scientific and technical services (21.27%)
- Other services (16.78%)
- Healthcare and social assistance (13.21%)

Latina women:

- Administrative support, waste management and remediation services (21.53%)
- Professional, scientific and technical services (15.97%)
- Healthcare and social assistance (12.85%)

Native Hawaiian and Pacific Islander women:

- Healthcare and social assistance (37.5%)
- Professional, scientific and technical services (37.5%)
- Other services (25%)

Glossary

Non-employer businesses: businesses that have no paid employees, are subject to federal income taxes, and have receipts of \$1,000 or more. Mostly individual proprietorships, but some data includes partnerships and S-corporations.

Employer businesses: businesses that employ at least one employee other than the business owner.

Business ownership is defined as “having more than 50% of the stock or equity in the business”.

Metro Minnesota: includes the 7 county metro, including Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties.

Greater Minnesota: All other counties in the state of Minnesota.

Equally owned: businesses with shared 50/50 stock ownership between a man and a woman.

NAICS Codes

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies to classify business establishments.

Professional, scientific and technical services (54): legal services, lawyers, notaries, accounting, bookkeeping, payroll services, architecture, engineering, geophysical mapping, interior design, graphic design, computer systems design, HR consulting, management consulting, scientific research and development, advertising, veterinarians, photographers, translators and interpreters...

Health care and social assistance (62): physicians offices, mental health practices, dentist offices, chiropractors, occupational and speech therapy, family planning centers, substance abuse centers, kidney dialysis centers, diagnostic imagery centers, blood and organ banks, nursing care facilities, assisted living facilities, child and youth services, community housing services, emergency relief services, childcare centers...

Other Services (Except Public Administration) (81): automotive repair, home and garden maintenance, beauty salons, nail salons, funeral services, coin laundry, dry cleaning, grant making foundations, civic and social organizations, labor unions, business associations...

Accommodation and food services (72): hotels, casinos, inns, food service contractors, caterers, mobile food services, full service restaurants, limited service restaurants, bars...

Arts, entertainment and recreation (71): theater companies, musical groups, sports teams, independent artists, museums, historical sites, zoos and botanical gardens, nature parks, amusement parks, casinos, golf courses, recreational sports centers...

Additional industries featured include construction, agriculture, forestry, finance and insurance, manufacturing, transportation and warehousing, information, public administration, utilities, mining and more.

For a complete description of all NAICS codes, visit www.NAICS.com/search

Data Source

National Center for Science and Engineering Statistics, U.S. National Science Foundation, & U.S. Census Bureau. (2025). Nonemployer Statistics by Demographics series (NES-D): Statistics for Employer and Nonemployer Firms by Industry and Sex for the U.S., States, Metro Areas, Counties, and Places: 2023. Economic Surveys, ECNSVY Nonemployer Statistics by Demographics Company Summary, Table AB00MYNESD01A. Retrieved January 5, 2026, from <https://data.census.gov/table/ABSNESD2023.AB00MYNESD01A>.

Analysis by the Office on the Economic Status of Women.