

What does the Modern Day Business Owner Look Like?

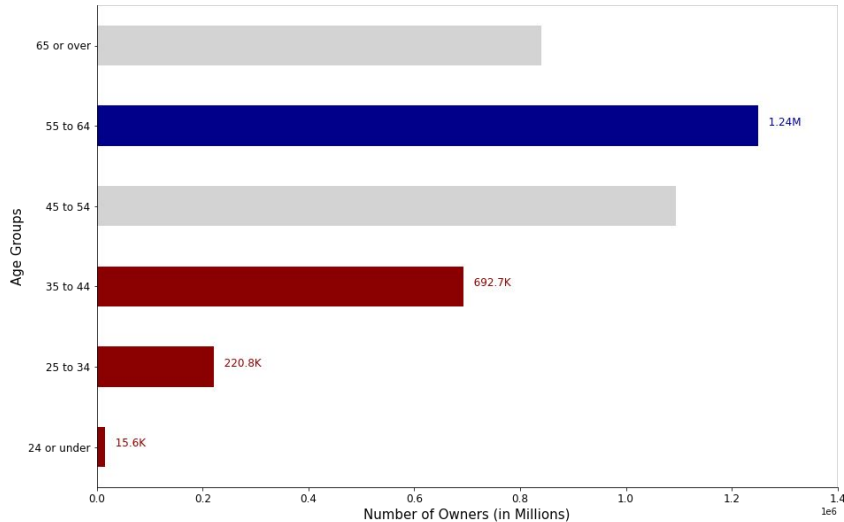
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Vanessa Gleason, Peter Morris

Summary

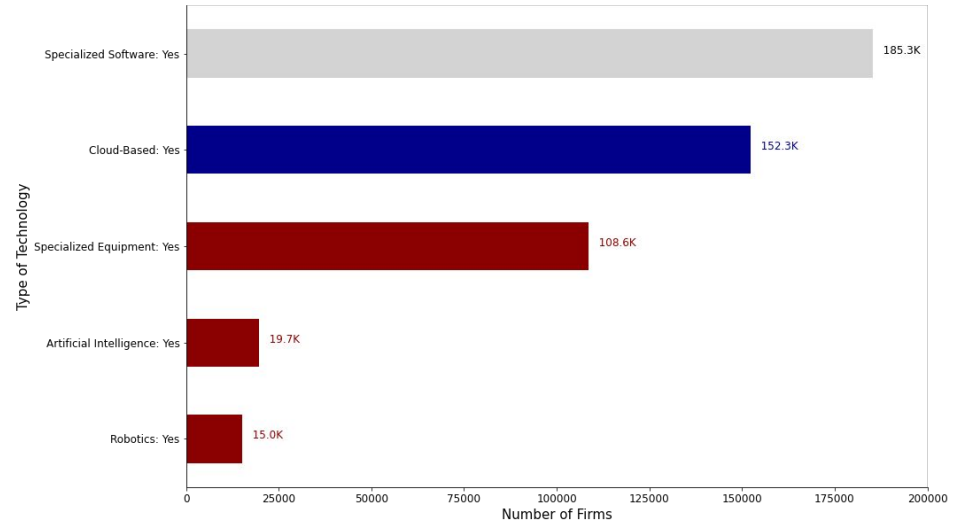
- Our data: 2019 Annual Business Survey (ABS) APIs: Characteristics of Business Owners and Technology Characteristics of Businesses
- Questions we asked:
 - What motivates business owners?
 - What technologies are used today and how have they affected employment of workers?
 - How does business owner age affect the technologies sold by firms?
 - What is the ratio of female vs male business owners?
 - How important is a work-life balance to the modern business owner?

How Does the Age of Business Owners Affect Technologies Sold?

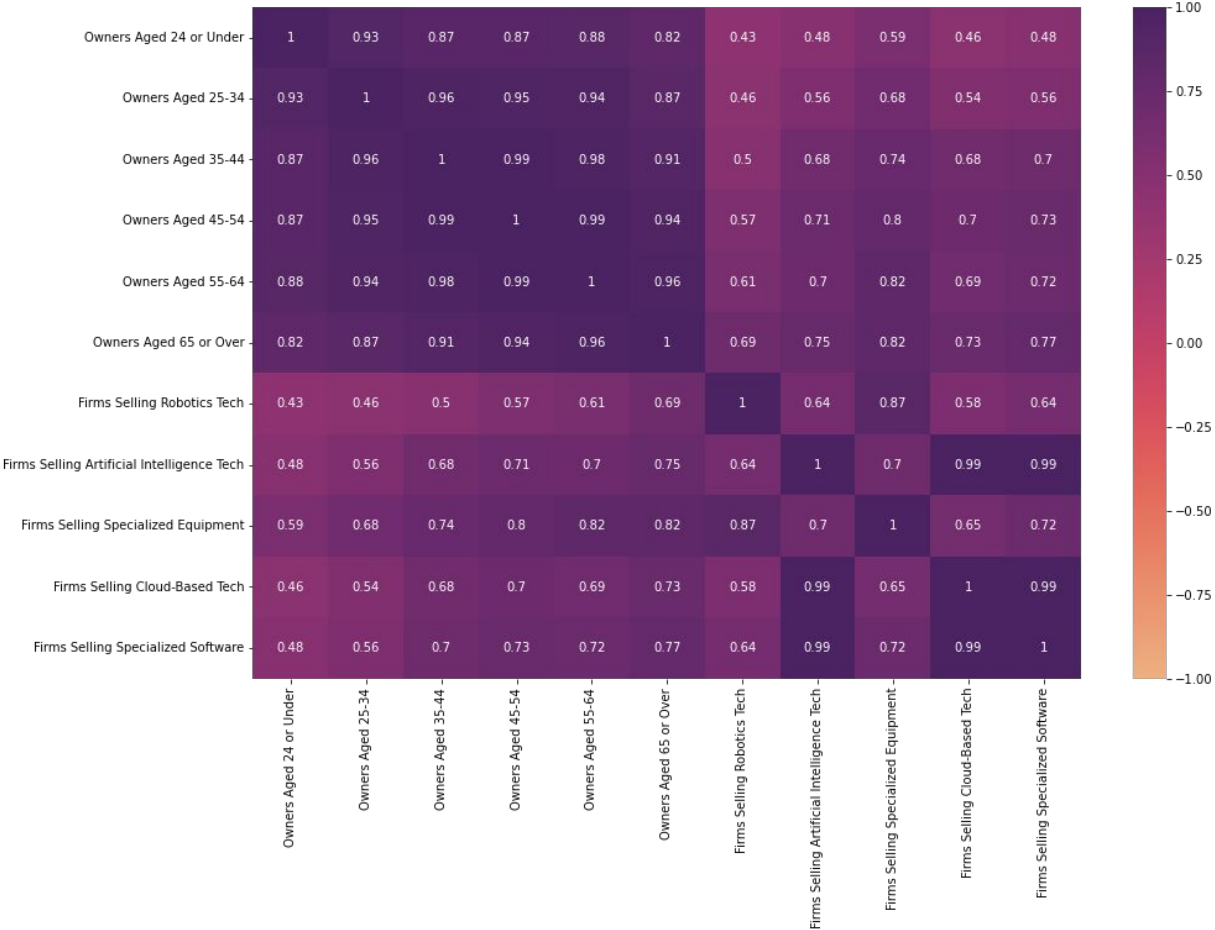
Distribution of Business Owner Ages in the US (2018)



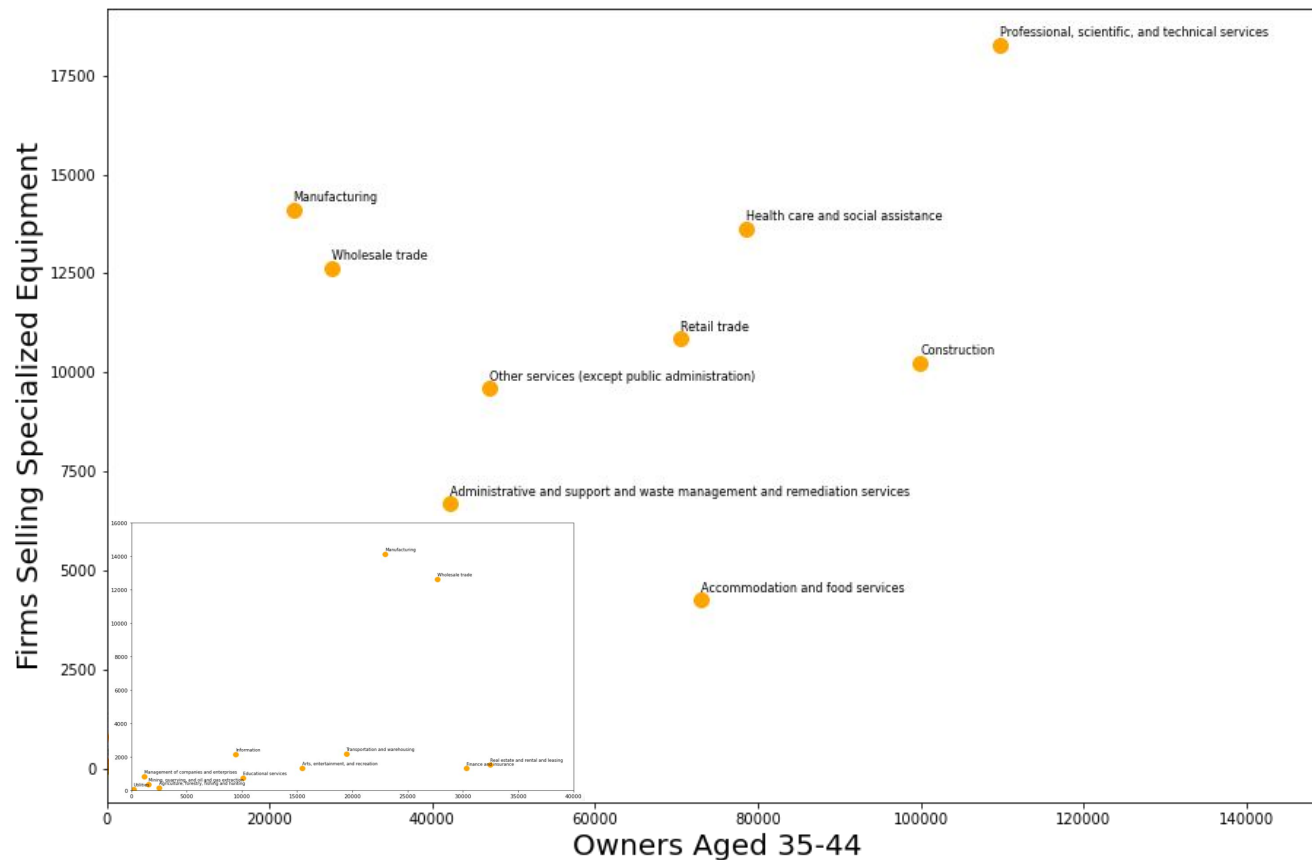
Distribution of Types of Tech Sold by Firms in the US (2018)



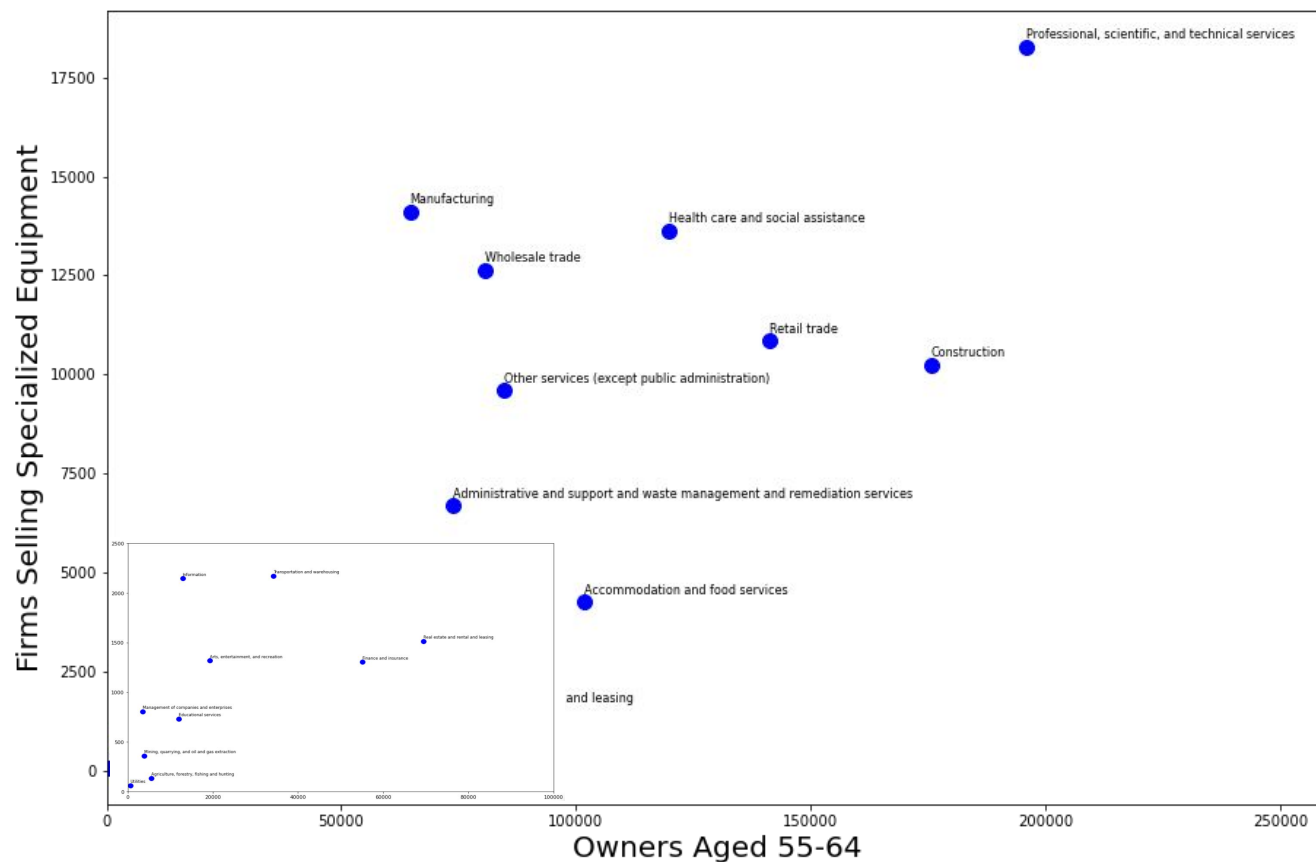
Correlation: Age Groups vs. Tech Sold (2018)



Number of Owners Aged 35-44 vs. Number of Firms Selling Specialized Equipment -- by Industry (2018)



Number of Owners Aged 55-64 vs. Number of Firms Selling Specialized Equipment -- by Industry (2018)



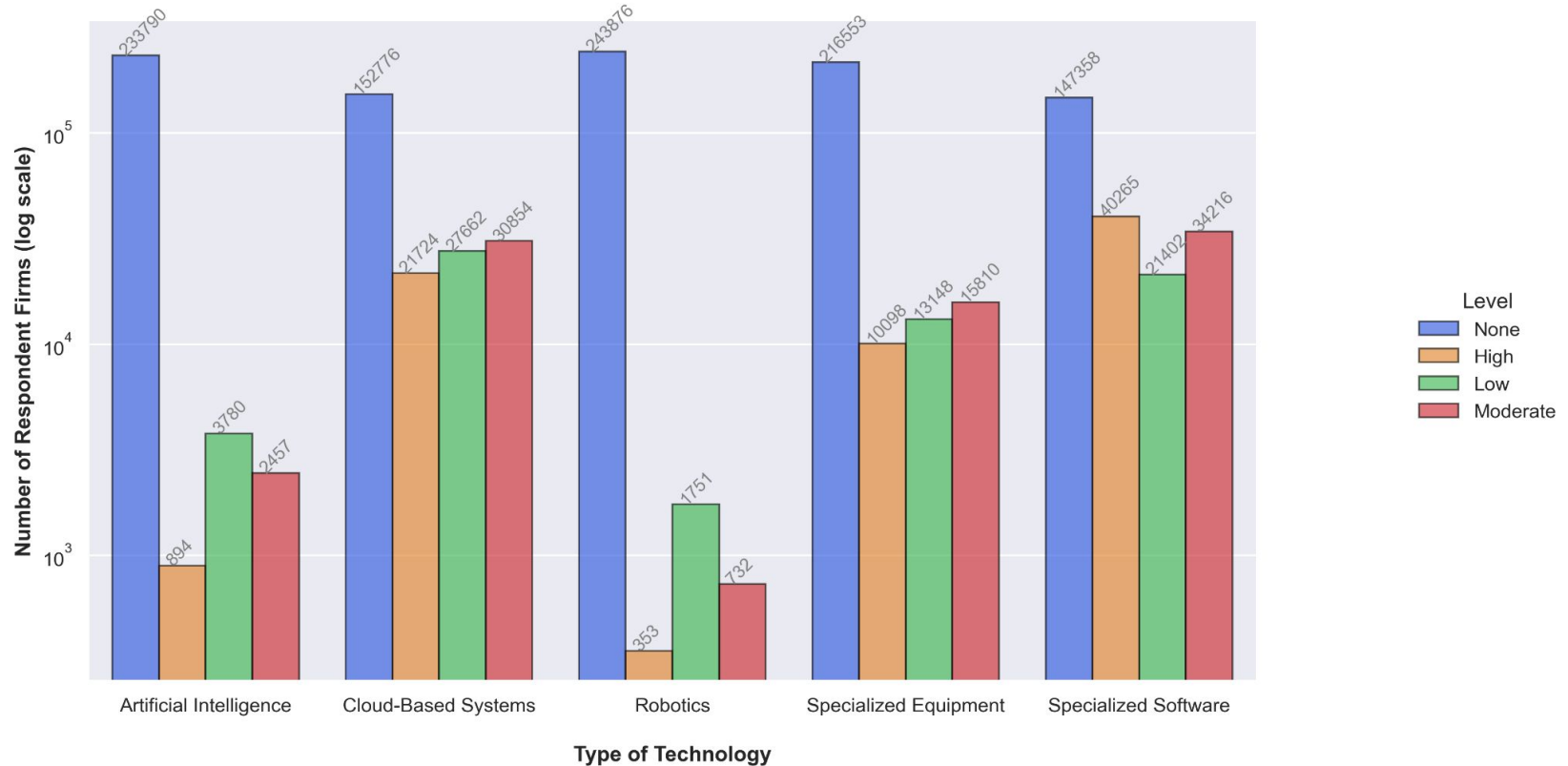
Variability in Reasons for Owning Business by Top 9 Industry Sectors (Logarithmic Scale)

Owner Characteristics	Wholesale trade	Real estate and rental and leasing	Admin, Support, Waste Manag. and Remed Serv	Other services (except public administration)	Accommodation and food services	Health care and social assistance	Retail trade	Construction	Professional, scientific, and technical services
Carry on family business: Not important	~30,000	~40,000	~50,000	~55,000	~65,000	~80,000	~90,000	~100,000	~120,000
Carry on family business: Somewhat important	~10,000	~12,000	~8,000	~15,000	~25,000	~18,000	~20,000	~22,000	~15,000
Carry on family business: Very important	~20,000	~18,000	~10,000	~15,000	~25,000	~18,000	~30,000	~35,000	~15,000
Help my community: Not important	~35,000	~30,000	~30,000	~30,000	~25,000	~20,000	~50,000	~60,000	~80,000
Help my community: Somewhat important	~25,000	~20,000	~20,000	~25,000	~40,000	~45,000	~55,000	~65,000	~75,000
Help my community: Very important	~10,000	~12,000	~10,000	~15,000	~25,000	~40,000	~30,000	~25,000	~30,000
Start my own business: Not important	~15,000	~20,000	~10,000	~15,000	~20,000	~25,000	~30,000	~35,000	~45,000
Start my own business: Somewhat important	~20,000	~18,000	~15,000	~20,000	~30,000	~40,000	~50,000	~60,000	~70,000
Start my own business: Very important	~30,000	~35,000	~30,000	~35,000	~60,000	~70,000	~80,000	~90,000	~100,000

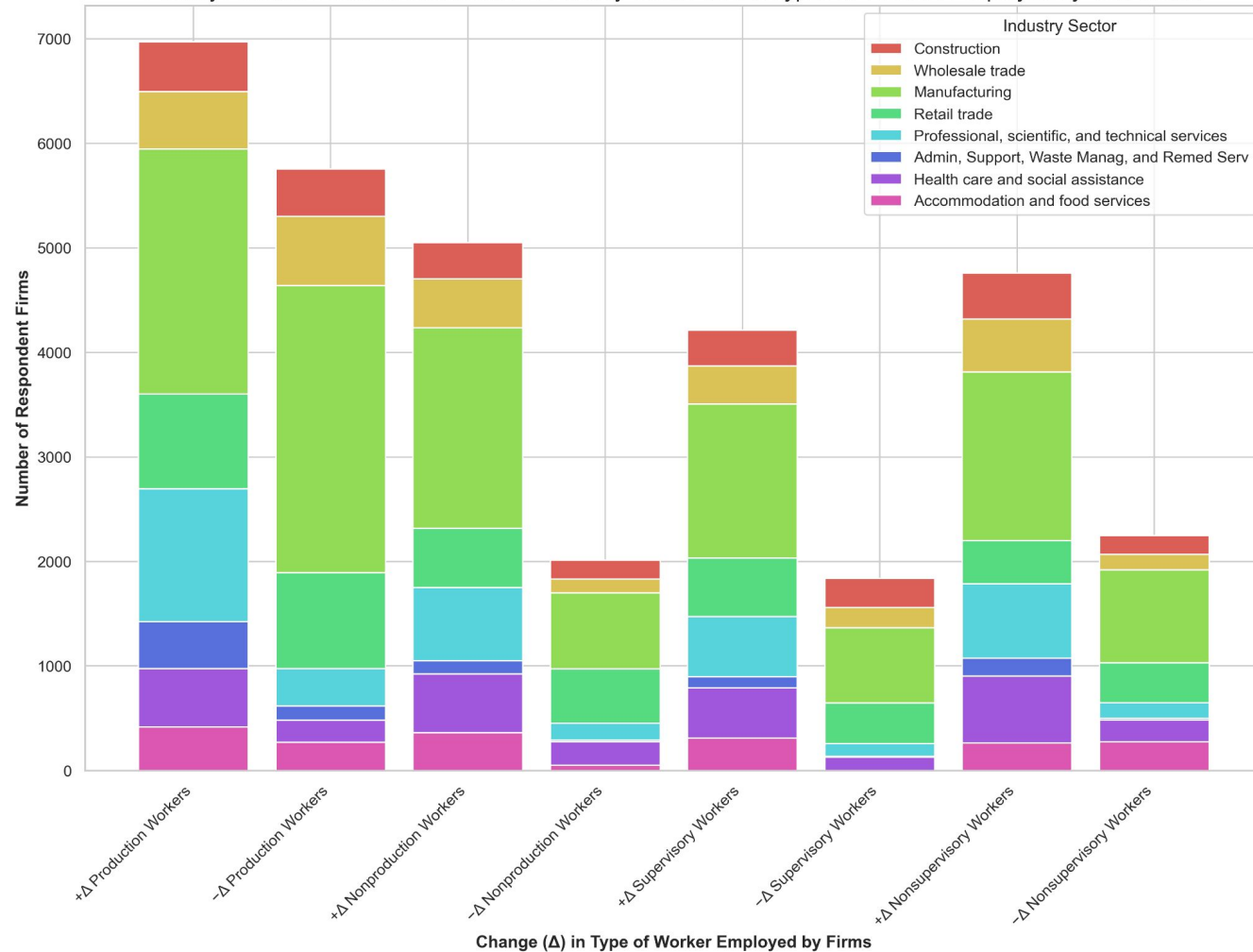
NAICS2017 Sector

What technologies are most frequently found among firms nationally and to what degree?

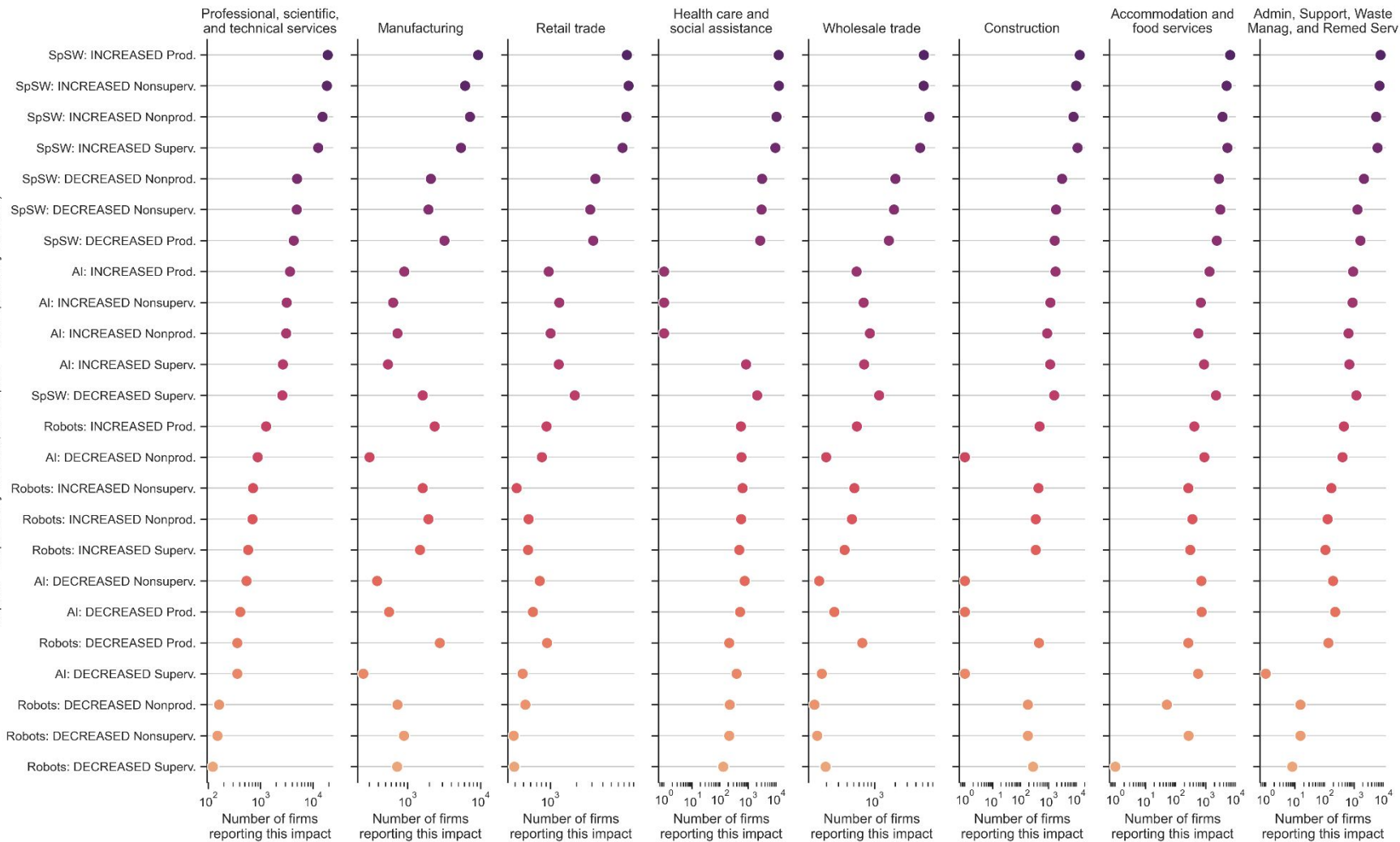
Types of Technology Use by Level in Firms from 2016 to 2018



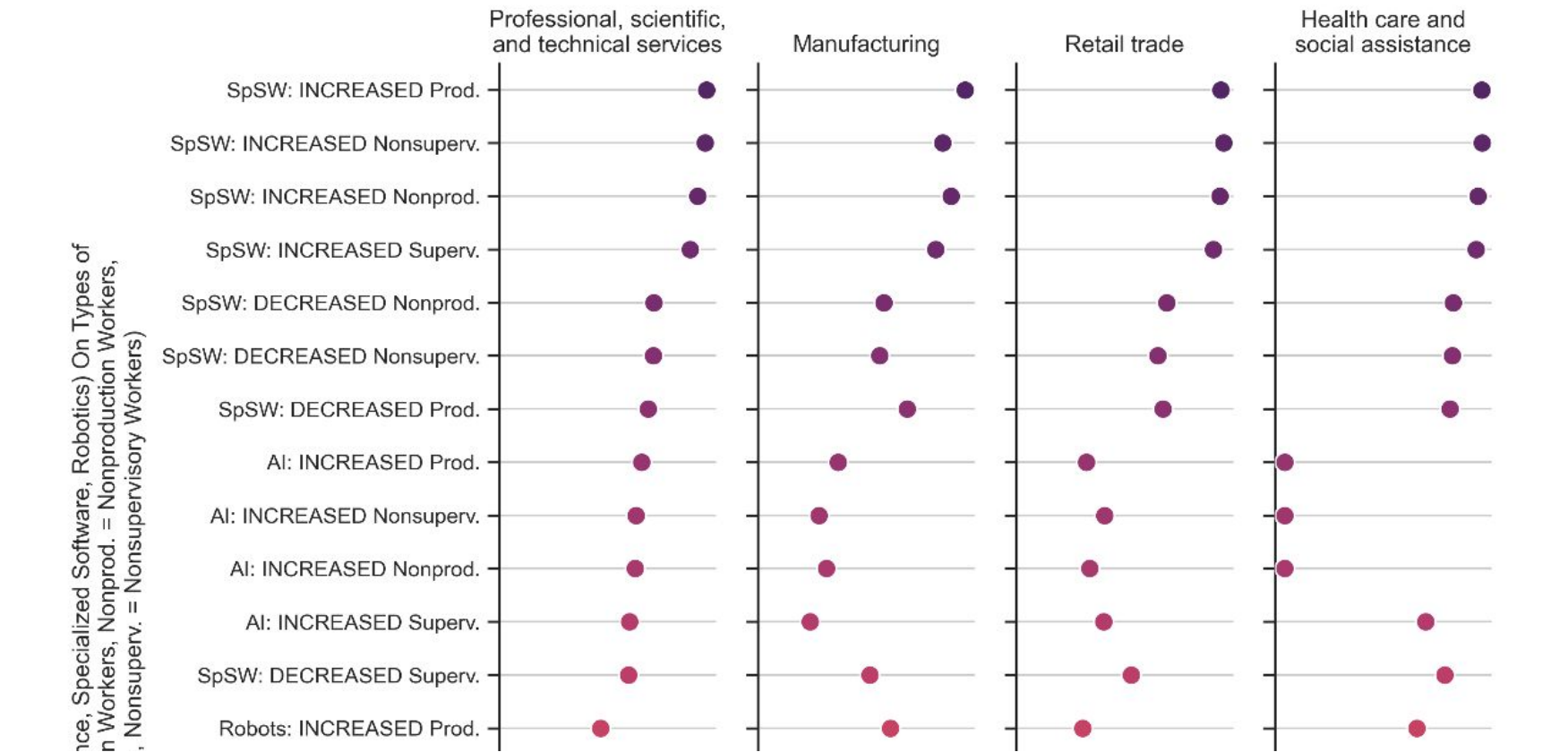
Primary Effect of Robotics Introduced in Industry Sector on the Types of Workers Employed by That Sector



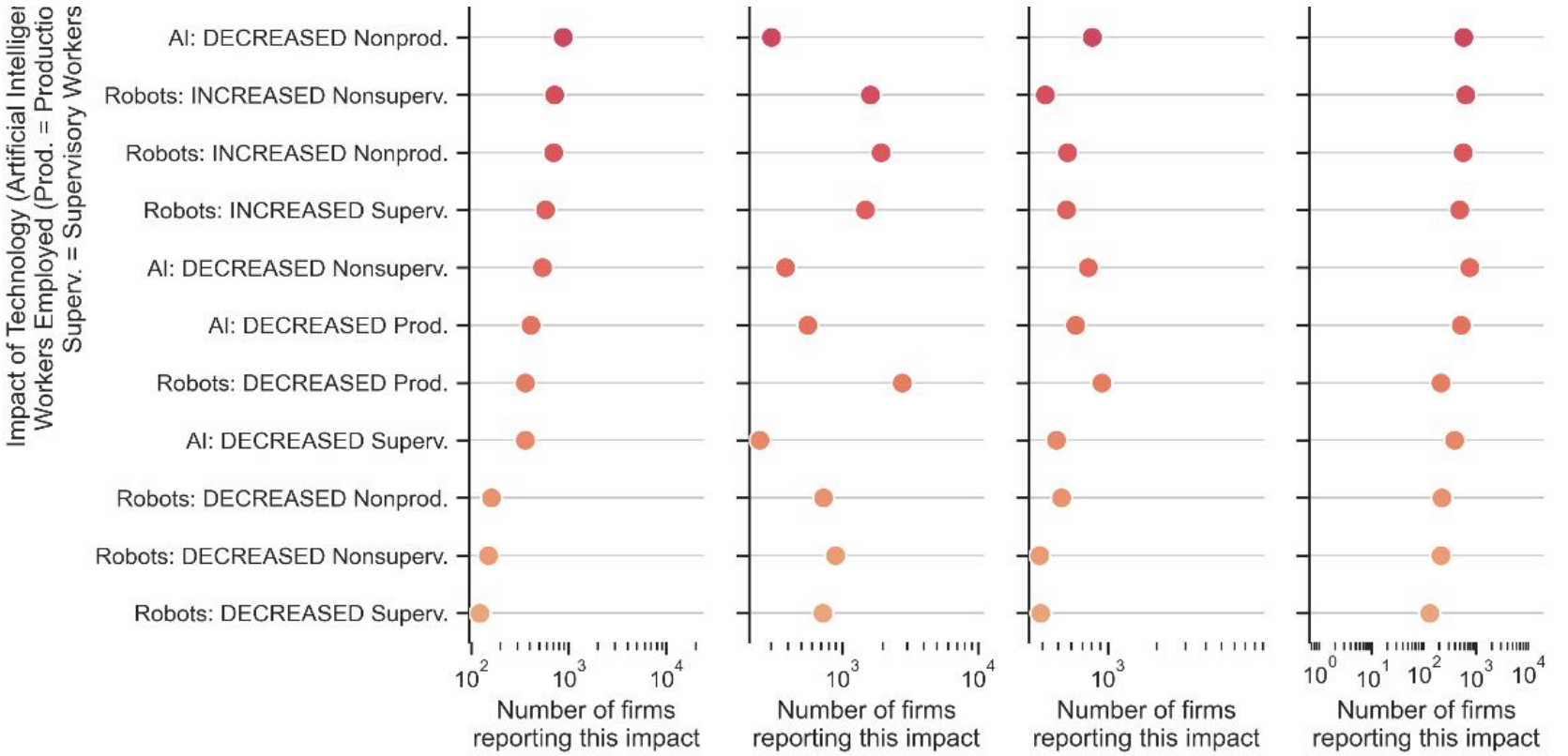
Impact of Technology (Artificial Intelligence, Specialized Software, Robotics) On Types of Workers Employed (Prod. = Production Workers, Nonprod. = Nonproduction Workers, Superv. = Supervisory Workers, Non superv. = Non supervisory Workers)



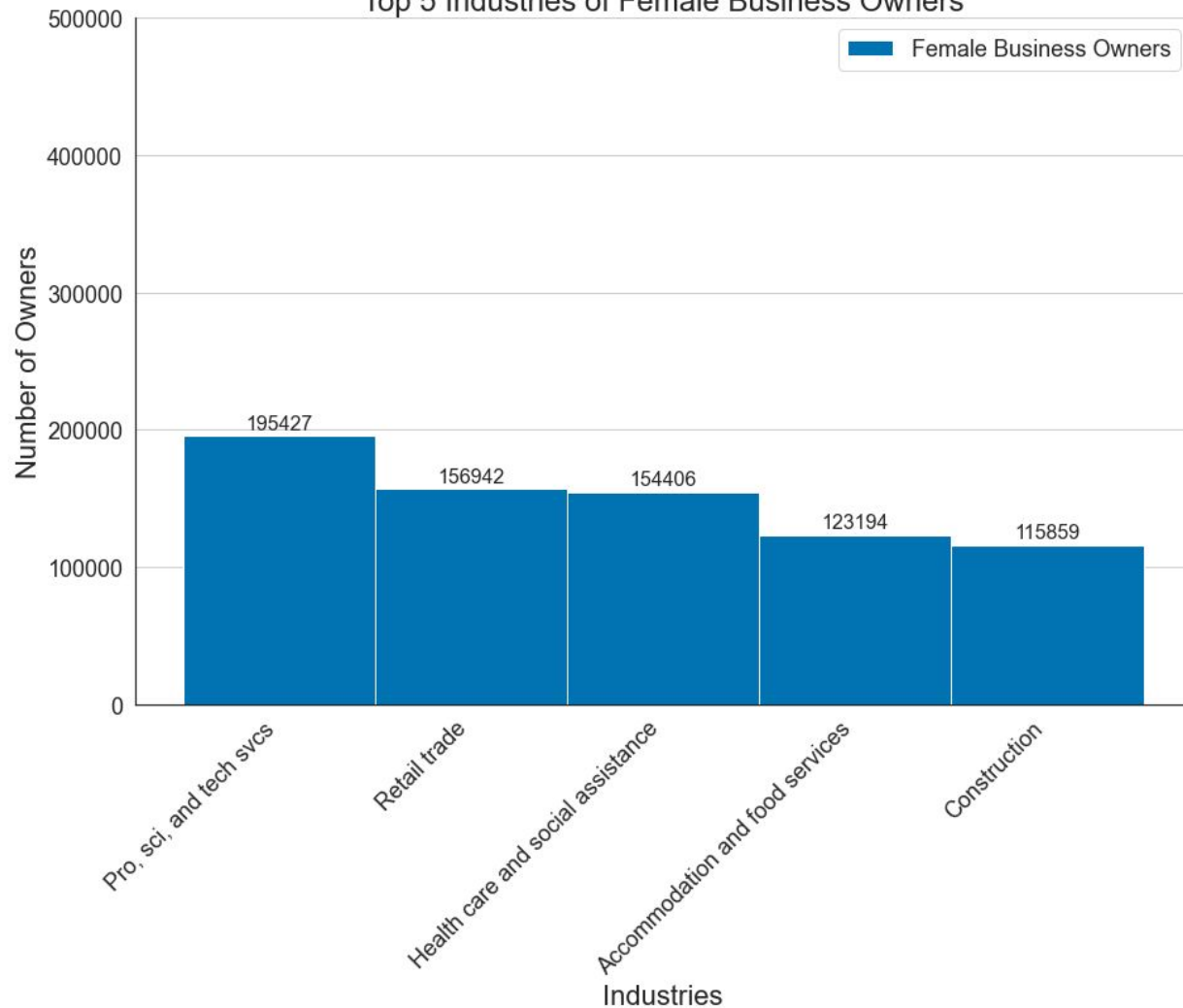
What effects have specialized software, artificial intelligence, and robotics had on the employment of production, nonproduction, supervisory, and nonsupervisory workers by industry?



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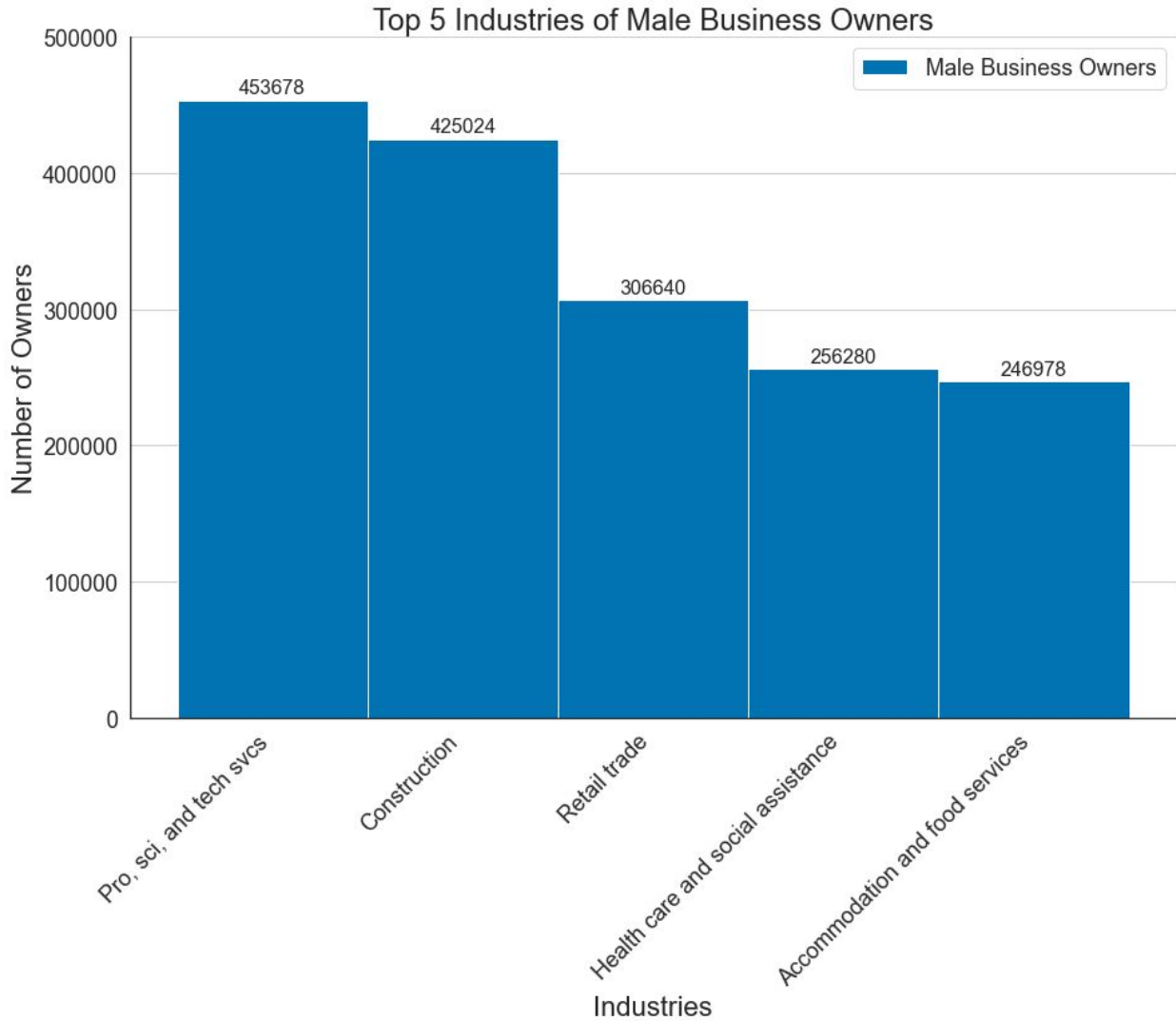


Top 5 Industries of Female Business Owners

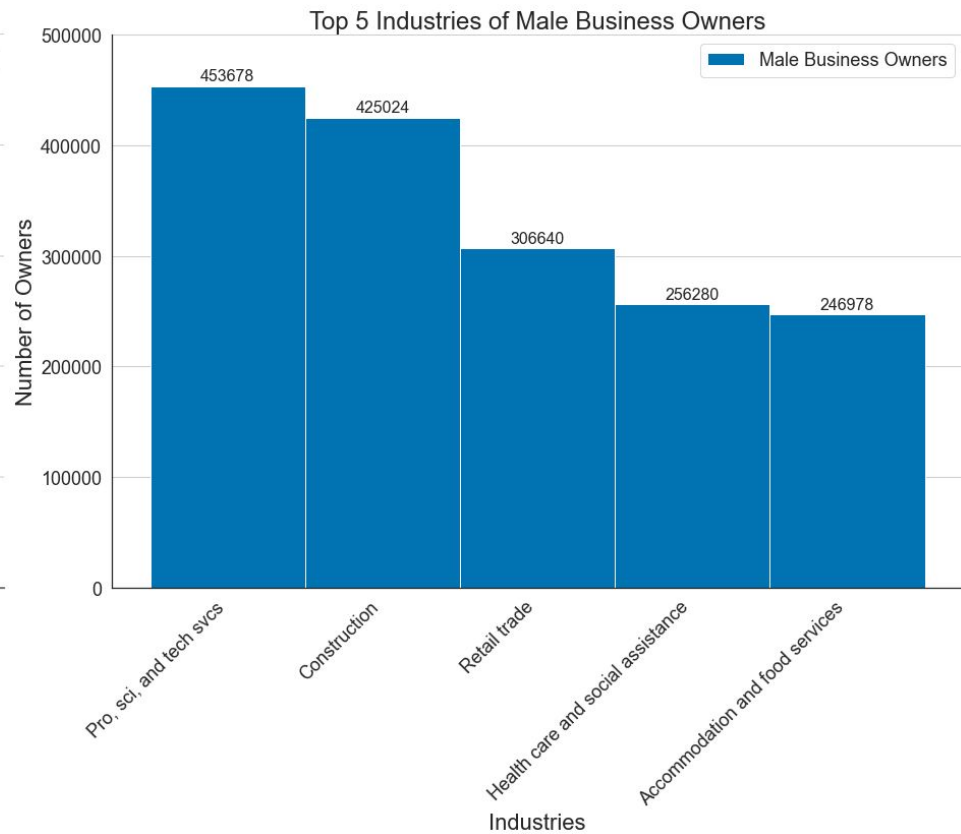
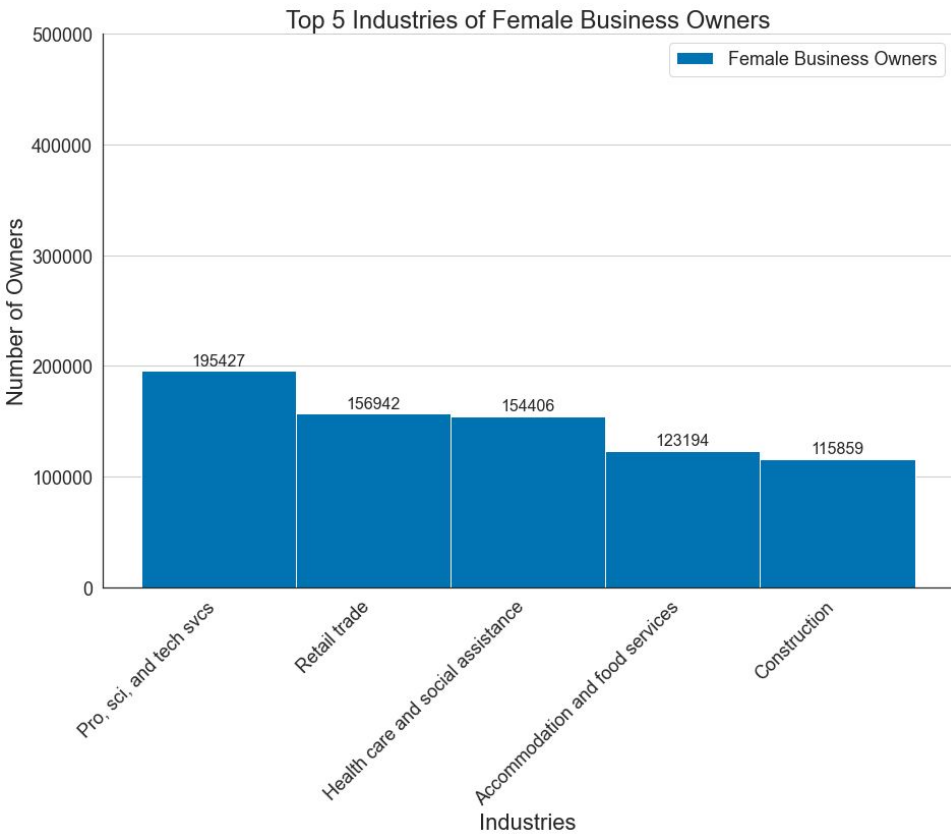


- How many female business owners are there?
- Female business owners' largest industry is "Professional, Scientific, and Technical Services"
- About 200,000 female business owners
- What is male business owners' largest industry?

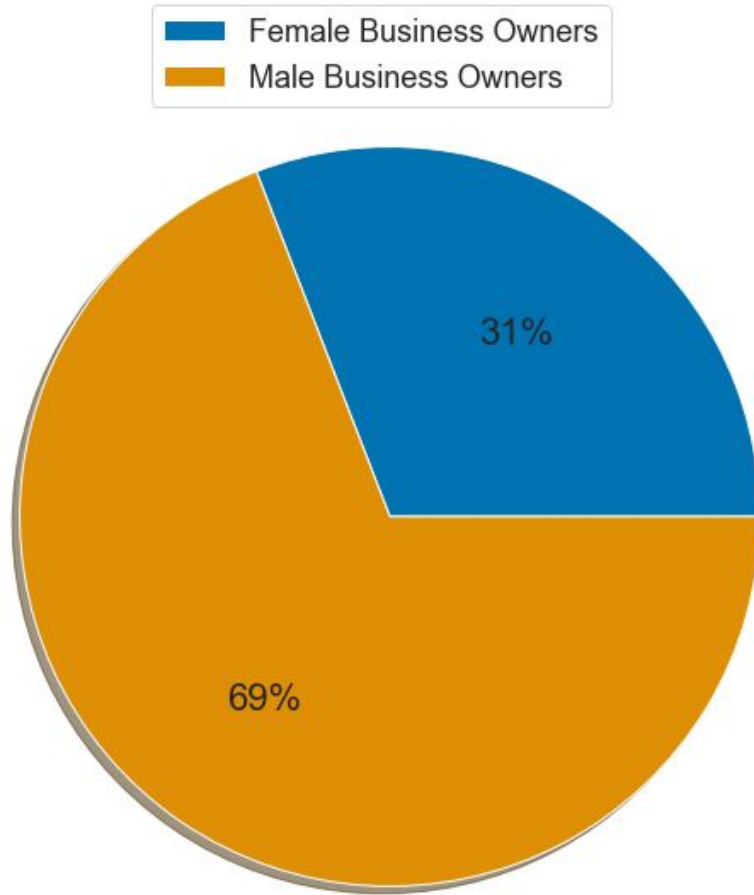
- Male business owners' largest industry is also "Professional, Scientific, and Technical Services"
- About 450,000 male business owners
- So, are male and female business owners focusing on the same industries?



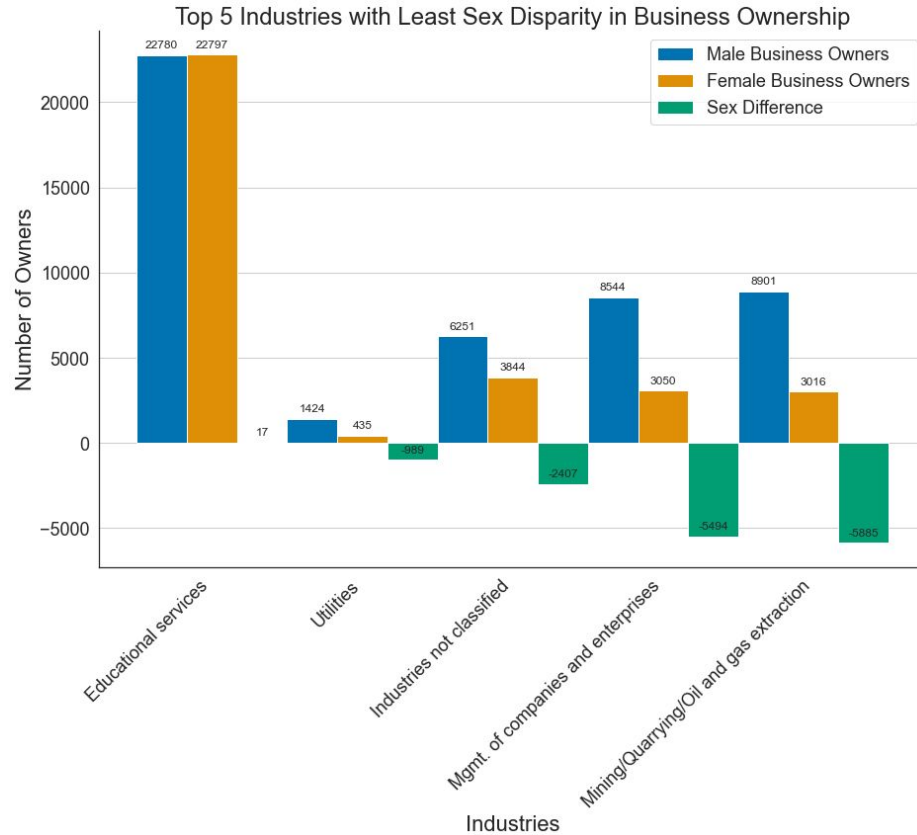
- Yes! Same top 5 industries, females just have less overall owners in them.
- Is that true across all industries?



Business Ownership by Sex



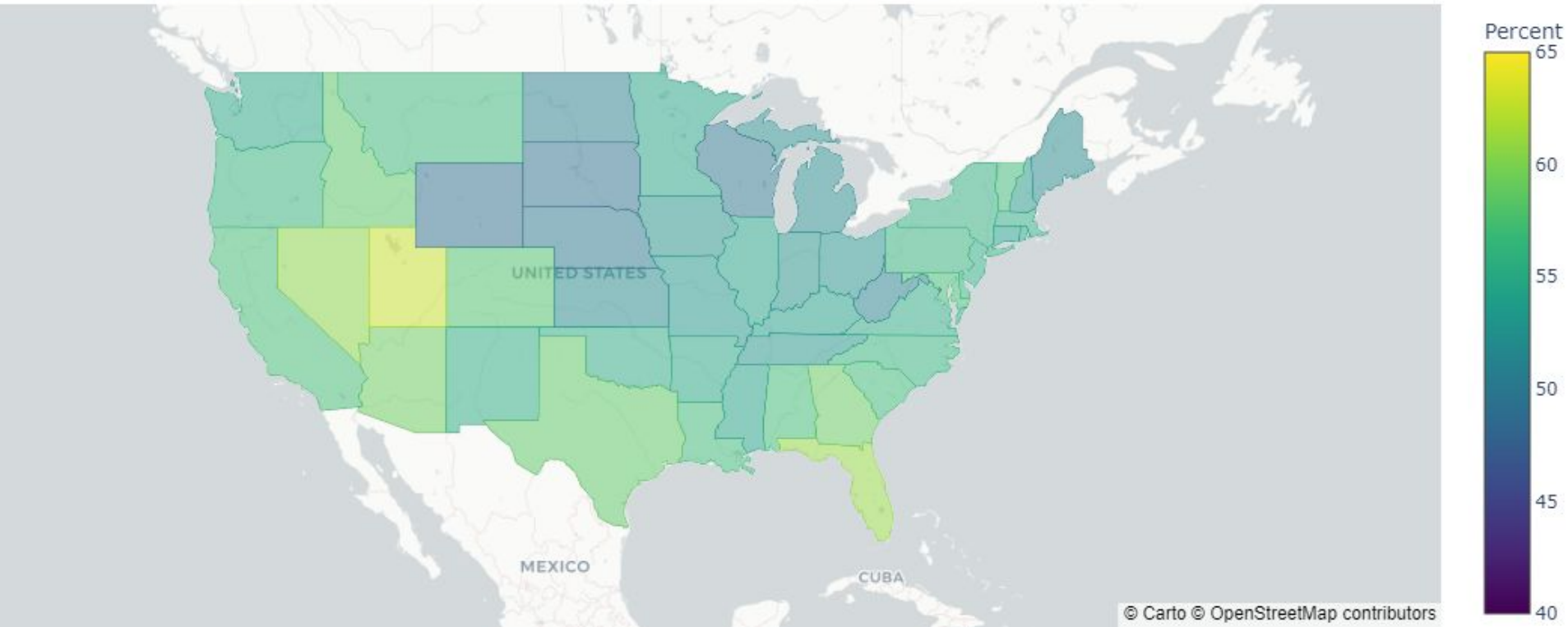
- This pie chart indicates yes,
 - Females account for about $\frac{1}{3}$ of business owners
 - About 1.3 million
 - Males account for about $\frac{2}{3}$ of business owners
 - About 2.8 million
- Are there any industries that have more female than male business owners?



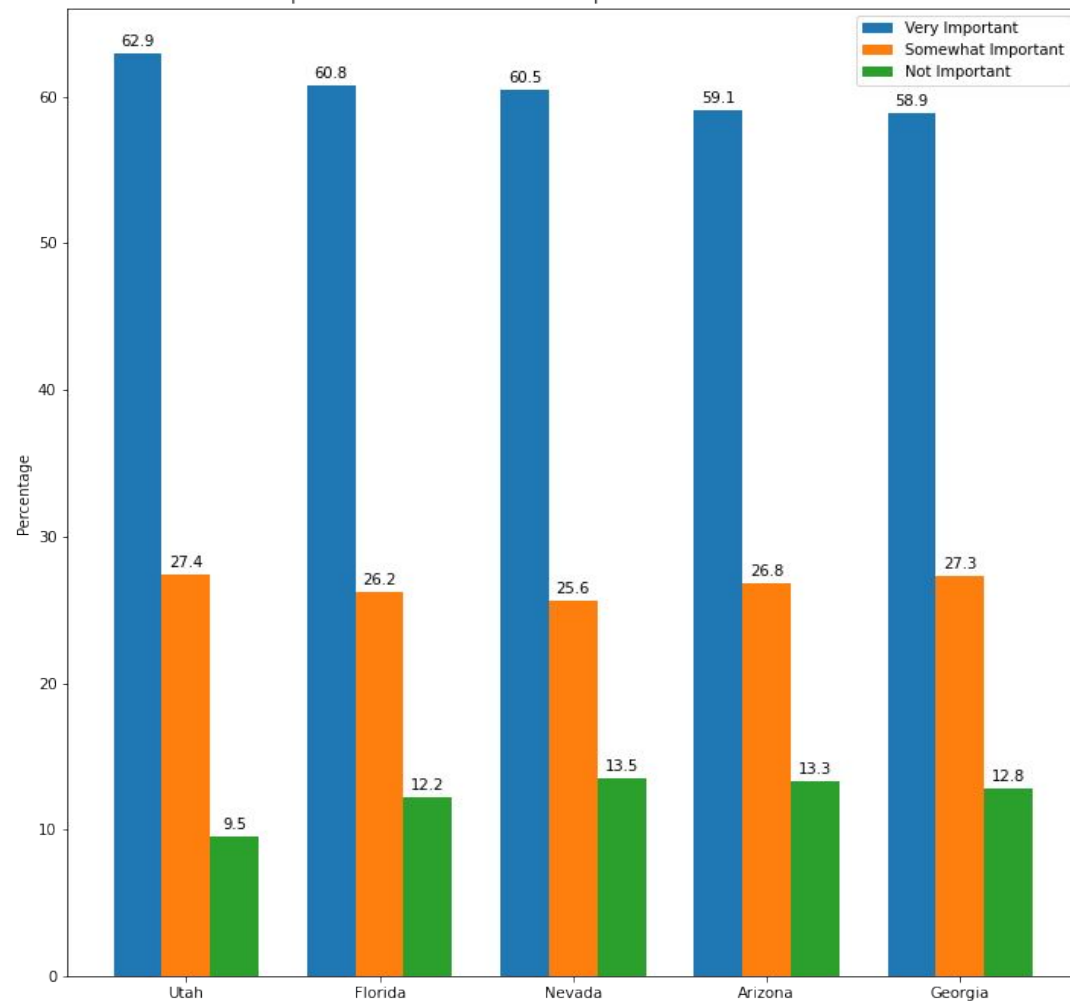
- Yes!
- Females in 2018 did have the majority of business ownership in the “Educational Services” industry by 17 business owners
- It would be interesting to see if those stats have changed since 2018
 - Have female business ownership increased or decreased over all?
 - Did COVID affect that?
 - Do females have majority business ownership in any other industries?
 - Which ones?

Work-life balance, how important is it?

2019 Business Owners Who Value Family and Work Balance by Percent

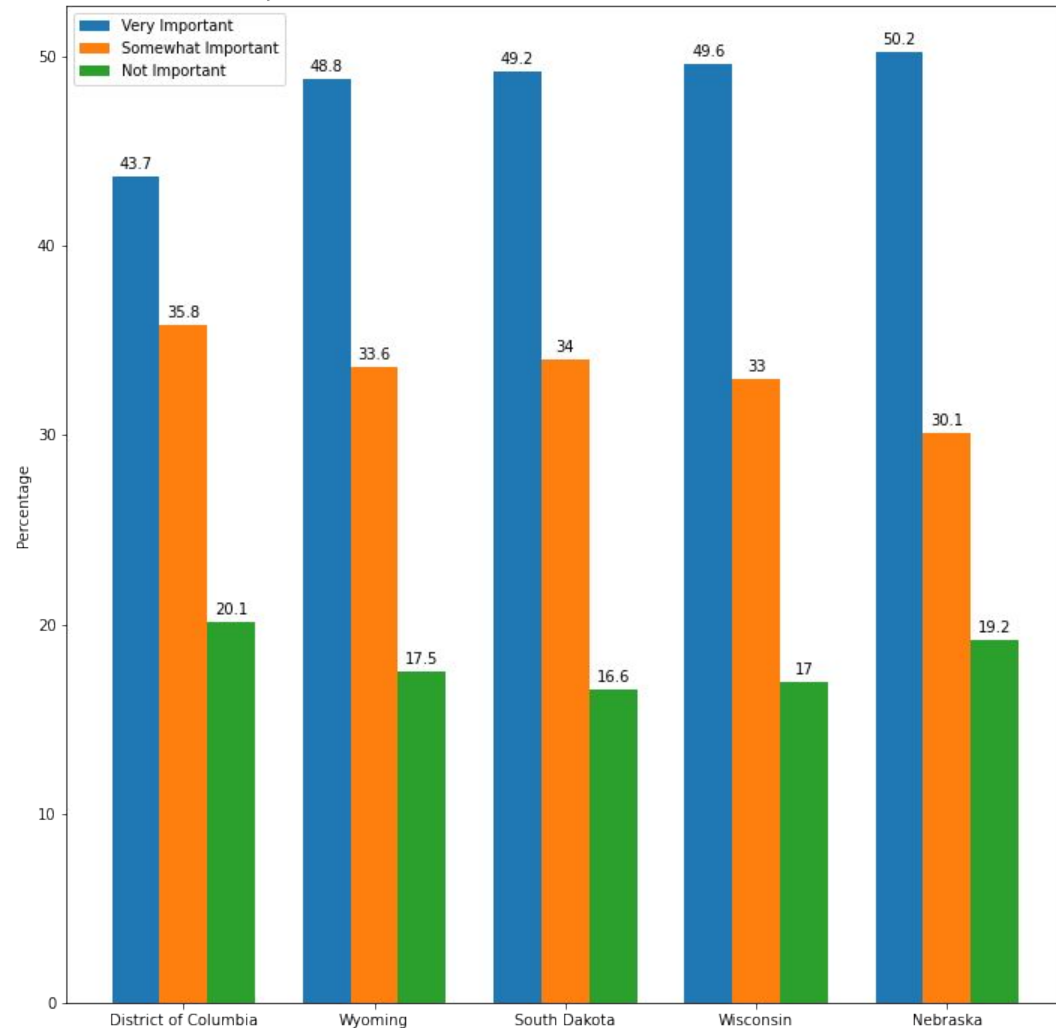


How important is a work life balance? Top Five States That Value it the Most.



- Top 5 States ordered by “Very Important” percentage.
- A geographic cluster near Utah
- Another geographic cluster near Florida

How important is a work life balance? Bottom Five States That Value it the Least.



- Bottom 5 states ordered by “Very Important” percentage
- District of Columbia places the least emphasis!
- A geographic clustering in the midwest.

What does the Modern Day Business Owner Look Like?

- Based on our data from 2018:
 - Most business owners are older than 45 years, and the most popular technologies they sell are specialized equipment and cloud services.
 - $\frac{2}{3}$ of businesses are owned by males and $\frac{1}{3}$ is owned by females
 - The businessmen with the least priority placed on work balance reside in the capital and then the midwest.
 - Reasons for owning a business: Starting one's own business > Helping one's community > Carrying on family business
 - Specialized software is the most popular technological avenue, and robotics the least.
 - Technologies have mainly increased employment opportunities.

Resources

- United States Census Bureau. (2021, OCTOBER 28). *2019 Annual Business Survey (ABS) APIs: Characteristics of Business Owners*. Retrieved September 02, 2022, from <https://api.census.gov/data/2018/abscbo.html>
- United States Census Bureau. (2021, OCTOBER 28). *2019 Annual Business Survey (ABS) APIs: Technology Characteristics of Businesses*. Retrieved SEPTEMBER 02, 2022, from <https://api.census.gov/data/2018/abstcb.html>