



2019 Client Outcomes Research Results

The following data were collected from interviews conducted in 2019 with clients¹ 12-18 months after receiving services from WEV about their experiences in 2018. WEV drew a random sample of 154 clients from a pool of 277 to participate and achieved a response rate of **65%** (100 total interviews completed).

Summary

| | |
|--|-------------|
| Businesses started* | 62 |
| New jobs created* | 227 |
| Business survival rate | 95% |
| Aggregate business sales | \$9,671,874 |
| Aggregate increase in household income | \$2,858,000 |

**data estimated based on business start rate multiplied by the number of pre-business clients served and average new jobs per business*

Demographics

Women represented 91% of survey respondents, and 30% of respondents were Latino. Spanish-speaking clients represented 13% of total respondents.

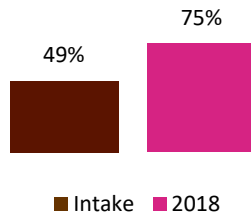


¹ SET and Spanish SET graduates, Thrive or Avanza clients with 7 or more hours of consulting in 2017, and/or active borrowers or business recovery grant recipients in 2017.

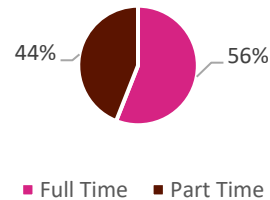
Business Status

Of the 100 clients interviewed, **75% operated a business in 2018**. Of the clients in business, **56% were operating full time²**, and 44% were part time. Nearly **half of pre-business clients had started a business**, and of those who were already in business at intake, **95% were still in business** when they were interviewed.

Clients in Business



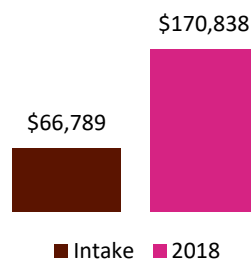
Business Status



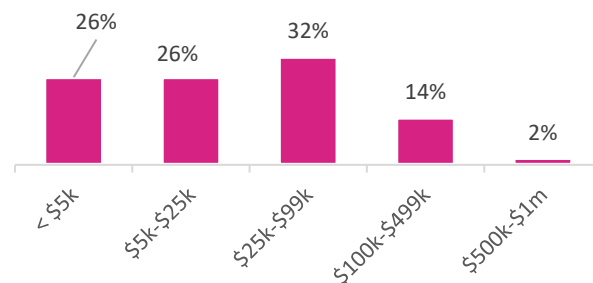
Business Performance

86% of existing businesses **had increased their gross sales** and **68%** increased their **owner's draw**. Average Annual sales of businesses increased by **156%** and owner's draw increased by **278%**.

Average Annual Revenues



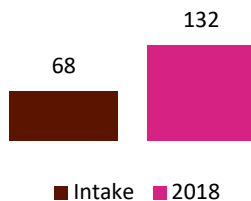
Distribution of Annual Sales



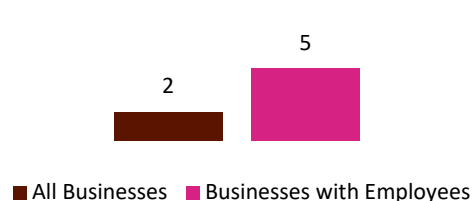
Employees and Job Creation

Of the businesses interviewed, **34% had paid employees³** besides the owner, with two workers per business and **1.6 new jobs created per business**, on average.

Total Jobs



Jobs Per Business



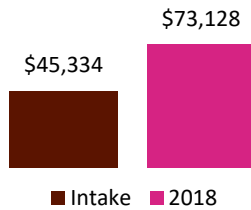
² Full time is considered 35 hours per week or more.

³ According to the US Census Bureau's most recent (2012) Survey of Business Owners, only 20% of US firms had employees.

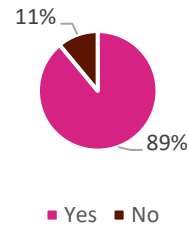
Financial Health

The **average household income** of clients in 2018 was **\$77,571**. Over **60%** of clients increased their household income with an **average increase of 58%**. Nearly **90% of clients** who were in poverty at intake **had moved out of poverty in 2018**, and unemployment among clients dropped from 21% to 5%.

Household Income



Clients with Health Insurance



Woman-Owned Businesses (WOBs)

WEV-assisted WOBs represent **89%** of the businesses we serve. Below are statistics of WEV WOBs over the last five years compared to WOBs nationwide⁴:

| | WEV WOBs | U.S. WOBs |
|-------------------------------|-----------|-----------|
| Average Annual Gross Sales | \$135,128 | \$143,000 |
| % with employees | 39% | 10% |
| # of employees per business | 2 | 1 |
| % with annual sales over \$1m | 2% | 2% |

⁴ U.S. Census 2012 Survey of Business Owners