



NOVEMBER 2019

Women-Owned Small Online Business Trade Report

ebay



EXECUTIVE SUMMARY

eBay is harnessing technology to empower independent small businesses and entrepreneurs to engage in expansive commerce, often on a global scale. This report explores the unprecedented trade success of women-owned small businesses and entrepreneurs in the United States on eBay.

Global trade has historically been the purview of large corporations. Nearly all traditional small businesses have been locked into their local market. Even today, most small enterprises rarely serve foreign customers. However, a new model of inclusive small business trade, powered by the Internet, is emerging. Small businesses are able to create a storefront on eBay and compete in global markets, while at the same time maintaining their facilities and employment in their local community.

This report focuses on a particularly important challenge to making global trade more inclusive, namely, empowering more women-owned businesses to trade. While the number and share of U.S. businesses led by women has significantly increased in recent decades, most are small businesses, and nearly all small businesses have traditionally not engaged in exporting.

On eBay, small businesses are not locked into their local market. Unlike in the traditional economy, where inclusive trade is an aspiration, on eBay it is the norm. Nearly every eBay-enabled small business in the United States is an exporter reaching customers in markets around the world, including small businesses led by women. The top five export destinations for women-owned eBay-enabled small businesses are Canada, Australia, the United Kingdom, China and Russia.

The data on exporting by women-owned eBay-enabled small businesses across the United States is striking and completely dwarf the export rate and reach of traditional businesses. Furthermore, while in the traditional economy women-led businesses trade at lower rates than those headed by men¹, in numerous cases the export rate and reach of women-owned eBay-enabled small businesses outpace that of male-owned eBay-enabled small businesses. This is evidenced by the higher rates achieved by women-owned eBay-enabled small businesses compared to those of the entire community of eBay-enabled small businesses.

The export success of eBay-enabled small businesses is a good news story of inclusive global trade. Government tax, customs, shipping and regulatory policies aimed at promoting women-owned small business trade and growth should pay particular heed to the challenges facing technology-enabled independent small business models.



United States

Share of Enterprises Exporting



Women-Owned eBay-Enabled Small Businesses

VS.



Total eBay-Enabled Small Businesses

VS.



Traditional Businesses

Average Number of Foreign Destination Markets

17

Women-Owned eBay-Enabled Small Businesses

VS.

17

Total eBay-Enabled Small Businesses

VS.

4

Traditional Businesses

Share of Enterprises Exporting to 10+ Markets



Women-Owned eBay-Enabled Small Businesses

VS.



Total eBay-Enabled Small Businesses

VS.



Traditional Businesses

Share of eBay-Enabled Small Businesses Exporting to 4+ Continents



Women-Owned eBay-Enabled Small Businesses

VS.



Total eBay-Enabled Small Businesses

INTRODUCTION



Motorcycle Works

Tanya Jun
Sparks, NV

As a single mom trying to finish college, Tanya Jun started selling motorcycle accessories on eBay in 2004 to make some extra spending money. Tanya's business was booming, so she quickly faced a difficult decision—finish her degree or go full-time on eBay. She chose the latter, and her eBay business, Motorcycle Works, has been growing steadily ever since. Then in 2010, Tanya met David at a motorcycle track day and their mutual passion for motorcycles brought the couple together. About a year after marrying, her husband left his career and began helping Tanya expand her eBay business. Tanya has always been a motorcycle enthusiast, but she never imagined that her lifelong interest would turn into a successful business in this industry. None of this would have been possible without a lot of hard work, and a little help from eBay.

eBay is harnessing technology and using it to empower independent small businesses and entrepreneurs. This report presents findings based on eBay Marketplace data related to the trade and inclusive global commerce opportunities available to women-owned eBay-enabled small businesses and entrepreneurs in the United States.

The analysis for this report is based on data covering transactions on the eBay Marketplace in 2017. The data was limited to transactions by sellers with sales of \$10,000 USD or more annually on the eBay Marketplace. In this report, these sellers are called “eBay-enabled small businesses”. In order to provide relevant comparisons to business activity in the overall economy, comparable U.S. Census Bureau data is employed when available.

Inclusive growth - economic growth that is distributed fairly across society and creates opportunities for all - aims to expand opportunities for small and micro-enterprises, depressed regions, women and minorities.² This report focusses on the global trade success of women on eBay and follows on recent inclusive trade and opportunity reports from eBay regarding small businesses globally³, and distressed communities in America.⁴

Robust and concrete data demonstrates that women-owned eBay-enabled small businesses across the United States are engaging in global trade at a scale once reserved for the very

largest corporations. The numbers are striking. A massive 97 percent of women-owned eBay-enabled small businesses across America export – a far higher rate than businesses that have not embraced online tools – and these small businesses reach on average 17 different countries annually, again dwarfing traditional export reach. They are effectively Small Business Global Traders, and they operate from cities and towns across America.

Due to the presentation challenges related to providing accessible charts with data on all 50 states and the District of Columbia in the body of this report, one state from each of the eight regions employed by the United States Bureau of Economic Analysis⁵ is included in the charts in the main body of the report. Charts with appropriate data for every state are included for each reported data point in the Appendix.

The Profile of Women-Owned Businesses in the United States

The number and share of women-owned business enterprises in the United States has increased dramatically since 1972⁶, rising from 402,000 (4.6 percent of all firms) to 12.3 million (40 percent of all firms) in 2018.⁷ The growth rate in the number of women-owned firms has consistently exceeded the growth in the number of firms overall, as has the growth rate in total employment and the growth in revenues.⁸

While these growth rates related to the total number, revenues and employment of women-led businesses have been strong, it is important to recognize that women-owned businesses are smaller, on average, than businesses owned by men.⁹ For example, women-owned businesses employ 0.7 workers, compared 3.9 for all firms (including publicly traded companies).¹⁰ Looking at revenue, a full 88 percent of women-owned firms had revenues of less than \$100,000.¹¹ These firms account for 3.8 percent of employment and 10 percent of revenues from all women-owned firms.¹² On the other end of size spectrum, women-owned firms generating more than \$1 million in revenues, while accounting for just 1.7 percent of the total number, provided 68 percent of the employment and 69 percent of the total revenues.¹³

Exporting is Dominated by Large Firms, Leaving Out Too Many Women-Owned Small Businesses

A wide range of factors relating to the smaller size of women-owned businesses in the United States and globally has been conjectured and studied, including factors related to access to financing, business networks, government procurement and other markets, entrepreneurship training, the relative share of women-owned businesses in various economy sectors, and differences in personal goals and motivations of women entrepreneurs compared to male counterparts.¹⁵ While this broad topic is outside the scope of this paper, the impact of their smaller size with regard to their trade activity is central to the transformative nature of eBay on the exporting opportunities of small, women-owned enterprises.

Historically, the significant costs of conducting commerce over distance prevented the vast majority of independent small enterprises from participating in large home country markets,



“Fewer women both export and import. This is in line with the fact that women-owned businesses tend to have fewer employees. Small companies often lack the resources to expand into international markets.”¹⁴

International Trade Centre

let alone international markets. As such, in the traditional economy, business size is clearly linked to export success. Global trade has been the purview of large, established domestic companies targeting an attractive export market, establishing overseas operations and eventually developing a multi-national supply chain with vendors and consumers located around the world. This continues to be the dominant model for trade today. While large firms account for less than 1 percent of enterprises in the United States¹⁶, their share of total exports is reported at 67.1 percent.¹⁷ The relationship between size and exporting extends to women-owned businesses as well, with exporting firms averaging total revenues of \$16.3 million, while non-exporting women-owned businesses average sales of \$816,000.¹⁸

Breaking the Link Between Business Size and Trade Expands the Trade Success of Women-Owned Small Businesses



The Internet and global digital platform services have driven the creation of a new model of exporting and small business international commerce. Independent small businesses can now connect with consumers and establish trust across national and cultural borders.¹⁹ Small businesses are able to create a storefront online and compete in global markets through e-commerce platforms with vibrant customer bases. At the same time, they are able to maintain physical presence and create jobs in their local community. The World Economic Forum has noted that platform-based e-commerce has had a strong positive impact on many small businesses, both by opening up new export avenues and facilitating access to low-cost imported inputs, and that technology-based marketplaces have made selling and sourcing internationally much easier by reducing many non-tariff barriers to trade, most importantly, access to information.²⁰ World Bank Enterprise Survey data (2009-10) provides evidence that internationalized firms also achieve higher levels of productivity than those just serving their domestic markets.²¹

eBay is at the forefront of breaking the link between size and global trade opportunities. Given the relatively small size of most women-owned businesses, they have much to gain from the new digitally-enabled trade opportunities. While technology cannot fully offset the challenges faced by independent small businesses attempting to compete in remote markets across the globe, digital platform services have reduced the cost of

distance enough to enable exporting by independent American small businesses, including women-owned enterprises, at a rate never possible before.²²

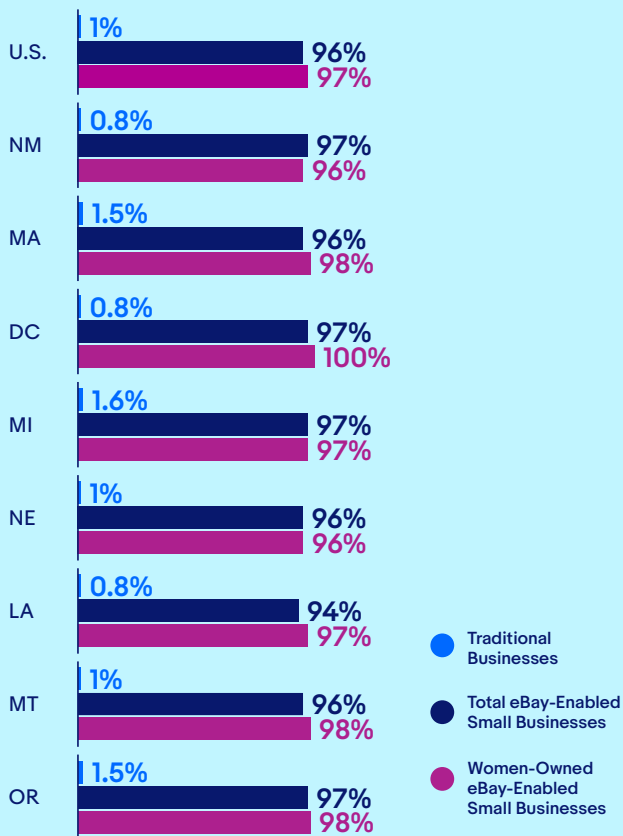
The remainder of this report section will present findings from eBay Marketplace data to illustrate the level of export activity by women-owned eBay-enabled small businesses in the United States, contrasting the data with traditional business activity where available.

Share of Enterprises Exporting

The share of small businesses exporting on the eBay Marketplace²³ is the first and possibly most striking data point presented in this report. It presents a clear distinction between an era of trade dominated by large enterprises and our current era in which small enterprises are using technology to access customers around the world. Fully 97 percent of the women-owned eBay-enabled small businesses in United States are exporters. This is slightly above the U.S. national average of all eBay-enabled small businesses, which is 96 percent, and completely dwarfs the export activity of all traditional U.S. businesses, which stands at just 1 percent.²⁴ The rates at the state level range from 94 percent to 100 percent for women-owned eBay-enabled small businesses, far surpassing the range of less than 1 percent to a high of 2.3 percent for all traditional businesses.²⁵

FIGURE 1.0

Share of Enterprises Exporting



Average Number of Foreign Destination Markets

The average number of foreign markets reached on an annual basis provides another key measurement of export activity and market diversity. It has traditionally been true that smaller businesses, even when they export, sell to fewer different export markets than larger export businesses. This is because each new export market brought additional “costs of entry.” More country markets therefore lead to higher entry costs.²⁶ The traditional costs of entry to new export markets are clearly shattered in the eBay context. In the United States, the average number of export markets reached by all traditional business exporters is four.²⁷ The women-owned eBay-enabled small business average is 17 nationwide, the same number as all eBay-enabled small businesses.²⁸ At the state level, the average number of foreign markets reached by women-owned eBay-enabled small businesses ranges from 12 to 19. By comparison, the state-by-state average for all traditional businesses is only 3 to 5 export markets.²⁹ This data further reinforces that traditional commerce is shaped by a small percentage of large

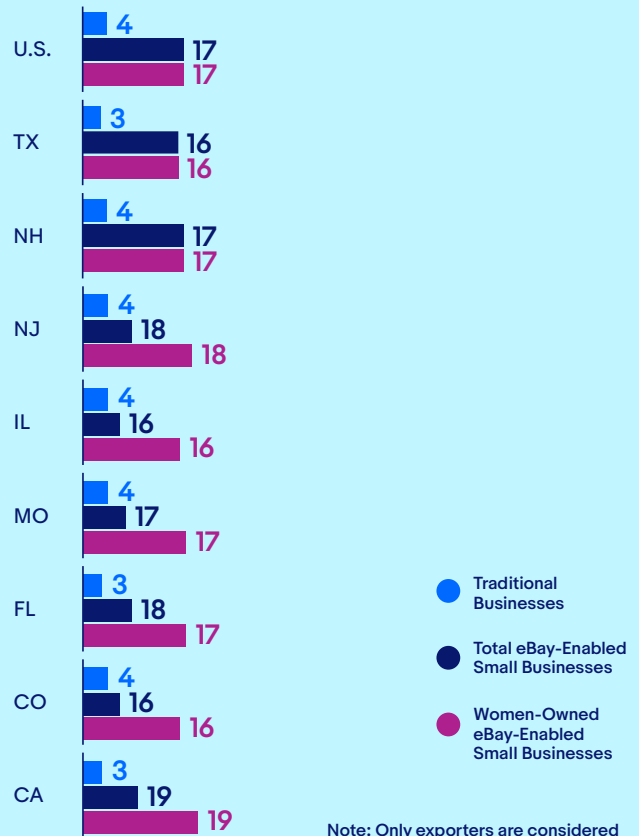
firms exporting to a handful of markets. However, eBay’s global platform empowers a multitude of independent small women-owned enterprises in communities across the U.S. to reach a large number of markets.

Top Five Export Destination Markets for Women-Owned eBay-Enabled Small Businesses³⁰

1. Canada
2. Australia
3. United Kingdom
4. China
5. Russia

FIGURE 2.0

Average Number of Foreign Destination Markets



Note: Only exporters are considered



eWaste Direct, Inc.

Angie Nelson

Livermore, CA

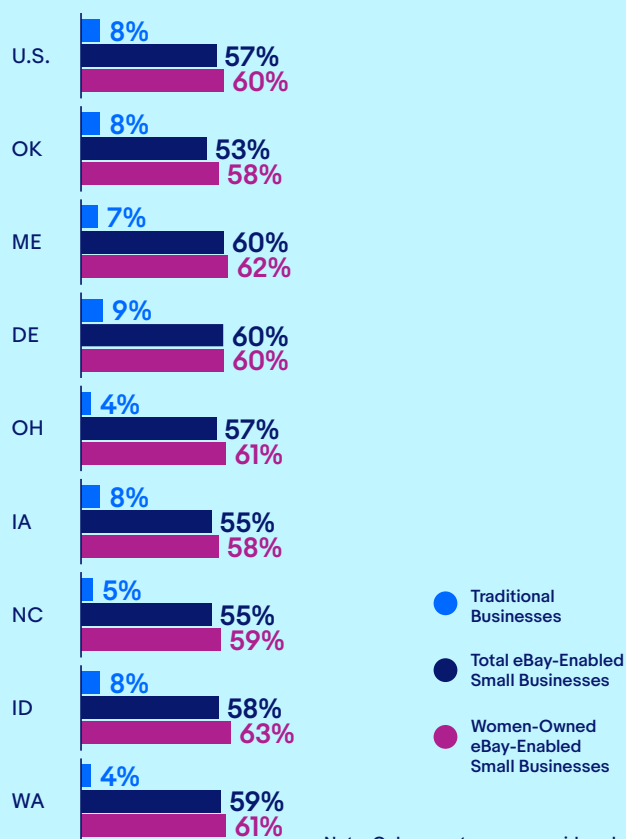
Husband and wife team, Angie and Joe Nelson, founded eWaste Direct, Inc. on Earth Day in 2008. This green business was created to divert electronic waste from landfills, offering multiple services to businesses throughout the San Francisco Bay Area. Initially, the Nelsons focused on collecting broken and retired electronics from businesses and selling the materials to various scrap recyclers. However, they soon realized that instead of selling the electronics to vendors to be destroyed for commodities, they could list marketable items for resale on eBay. The business took off and over the years has managed to consistently evolve and increase profit. To date, eWaste Direct, Inc. is proud to have diverted well over 5 million pounds of e-waste from landfills and is on target to exceed its next milestone of 10 million pounds.

Share of Enterprises That Reach Ten or More Different Foreign Markets

As another example of the prodigious scale of eBay-enabled small business exporting activity, we calculated the share of eBay-enabled small businesses who exported to 10 or more country markets in 2017.³¹ U.S. Census Bureau data indicates that 8 percent of all U.S. exporters make sales to 10 or more markets.³² An examination of the state level data reveals a range of 1 percent to 14 percent of all traditional businesses reaching 10 or more country markets.³³ That rate is based just on the businesses that export, a very small share of total enterprises, and not just small businesses, but large corporations as well. Even accounting for large enterprises, those percentages are significantly lower than the 57 percent of eBay-enabled small businesses in the United States reaching 10 or more markets. However, women-owned eBay-enabled small businesses achieve even greater export scale, with 60 percent nationally exporting to 10 or more markets in 2017. The rates for women-owned eBay-enabled small businesses at the state level range from a low of 49 percent - still 3.5 times greater than the best performing state for all traditional businesses - to a high of 64 percent.

FIGURE 3.0

Share of Enterprises That Reach Ten or More Different Foreign Markets





Messie's Closet

Hawa Lukulay
West Columbia, SC

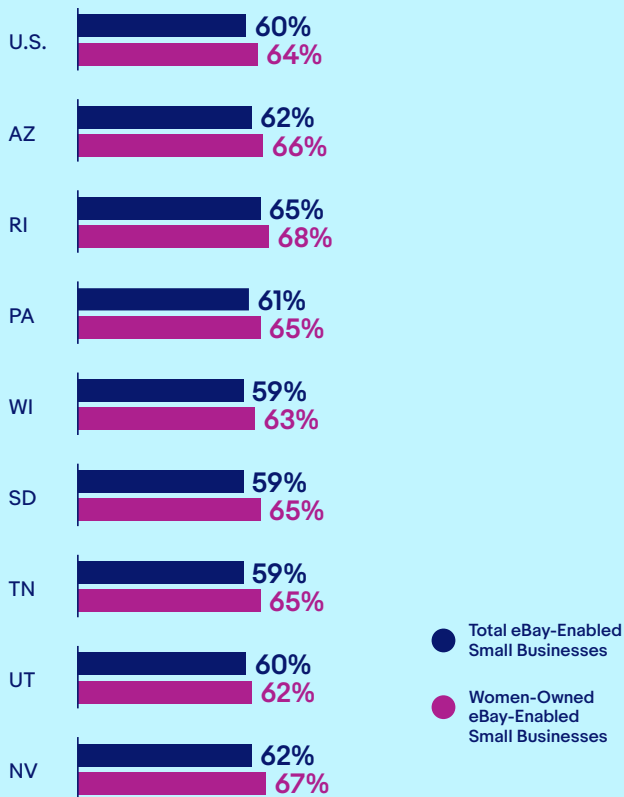
Hawa Lukulay launched her eBay career shortly after graduating high school in 2013. Fascinated by the thrill of treasure hunting, she opted to spend her summer before college learning the ropes of selling young contemporary clothing on eBay instead of getting a traditional job. Hawa has now successfully put herself through college with her store earnings, giving her the freedom to grow the business and manage her own schedule. When Hawa went to college, she brought her eBay business with her and values the flexibility of being able to work whenever and wherever she wants. “eBay allowed me to regain my confidence after a very shaky high school career,” Hawa explains. “Without eBay, I am not sure I would’ve been able to complete college.” Hawa proudly ended up graduating from college a semester early and continues to grow her business selling fashion items. Since then, her eBay sales have allowed Hawa to expand into a brick and mortar store. Messie’s Closet exports 10 percent of its products.

Share of eBay-Enabled Small Businesses Exporting to Four or More Continents

Though a non-traditional measurement of scale and scope of exporting activity, we have calculated the continental reach of eBay-enabled small businesses.³⁴ For the purposes of this analysis, sales were designated to buyers on one of six continents: North America, South America, Europe, Asia, Africa, and Australia. When an eBay-enabled small business exported to a buyer in a country on a continent, they were credited with an export to that continent. Additionally, when an export sale is made to a country on the same continent as the seller, that sale is counted as an export to that continent. (e.g. A sale from a United States-based eBay seller to a buyer in Canada is an export to a North American export market). We classify an eBay-enabled small business with sales to four or more continents in a year to be a “Global Seller”. Sixty percent of the eBay-enabled small businesses in United States achieved the status of Global Sellers, but 64 percent of women-owned eBay-enabled small businesses cleared that global hurdle. The range for women-owned eBay-enabled small businesses achieving Global Seller designation among the states is from 53 percent to 68 percent.

FIGURE 4.0

Share of eBay-Enabled Small Businesses Exporting to Four or More Continents



Note: Only exporters are considered

CONCLUSION



Great Sky Gifts

Colleen Rast

Kalispell, MT

In 2001, Colleen Rast's family relocated from Philadelphia to Montana. Unfortunately, Colleen had difficulty finding a job in her field of Project Management, so she began buying and selling items on eBay, mostly as a hobby. Colleen's hobby, which she called Great Sky Gifts, quickly grew into a thriving small business. When her husband's company closed due to the economic downturn, the couple decided to take Great Sky Gifts Inc. to the next level. The business grew tremendously and they hired additional employees. The company specializes in selling new premium brand apparel, antiques, collectibles, replacement dishware, locally made gifts and gourmet foods. Great Sky Gifts Inc. provides jobs for four people in the Flathead Valley, and Colleen and Jeff also mentor local mom and pop businesses, showing them how an internet presence can increase their profits by allowing them to reach customers globally and across the United States. Great Sky Gifts exports 20 percent of its products to 100 countries.

This report looked at the export landscape for women-owned small businesses and how eBay is severing the link between the size of an enterprise and the ability to participate in global trade. eBay is conclusively reducing the barriers that have traditionally locked small businesses, including women-owned small businesses, into their local market. Consumer demand and commerce opportunities across the country and around the world are now available to small enterprises regardless of where they call home.

The data on exporting by women-owned eBay-enabled small businesses across the United States is striking and completely dwarf export rates in the traditional economy. In short, 97 percent of women-owned eBay-enabled small businesses in the United States are exporting and averaging 17 export markets per year. And, these impressive export numbers are being achieved by women-owned small businesses in communities across America, whether based in metropolitan hot spots or more rural and traditionally agricultural regions. Furthermore, while in the traditional economy women-led businesses trade at lower rates than those headed by men³⁵, in many cases the export rate and reach of women-owned eBay-enabled small businesses outpaced that of male-owned eBay-enabled small businesses. This is evidenced by the higher rates of women-owned eBay-enabled small businesses compared to those achieved by the

entire community of eBay-enabled small businesses.

eBay is committed to providing women-owned small businesses with the means and opportunities to grow their operations and create wealth in their own communities. Government tax, customs, shipping and regulatory policies aimed at promoting women-owned small business trade and growth should pay particular heed to the challenges facing technology-enabled independent small business models.

Appendix

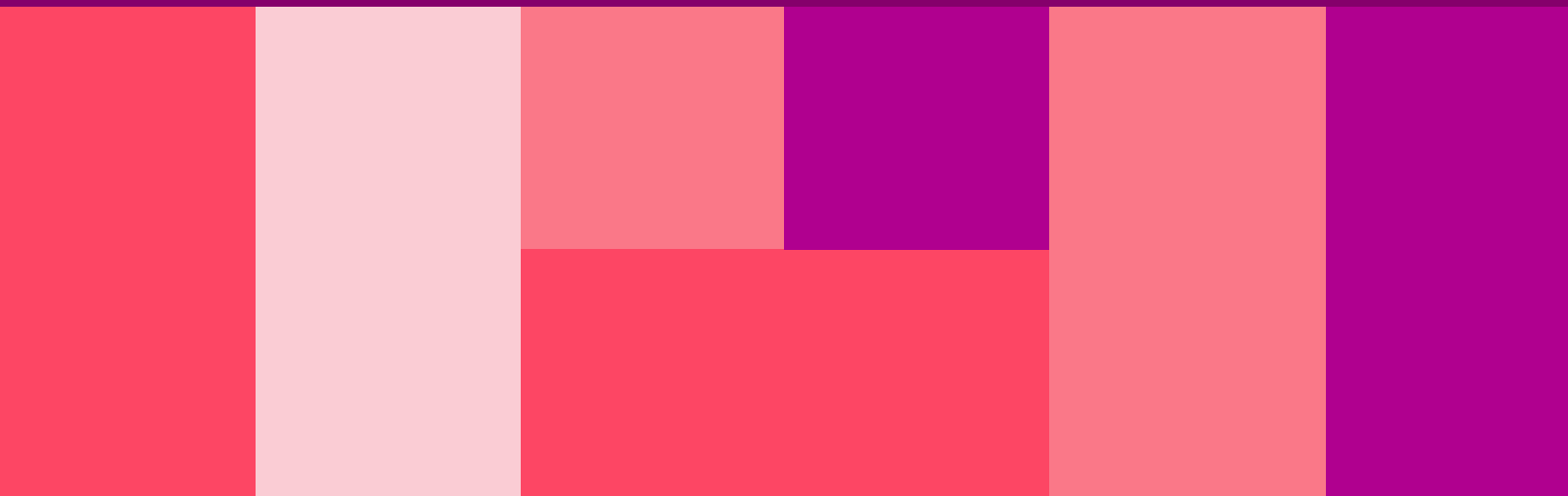


FIGURE 1.0

Share of Enterprises Exporting
by State

● Traditional Businesses

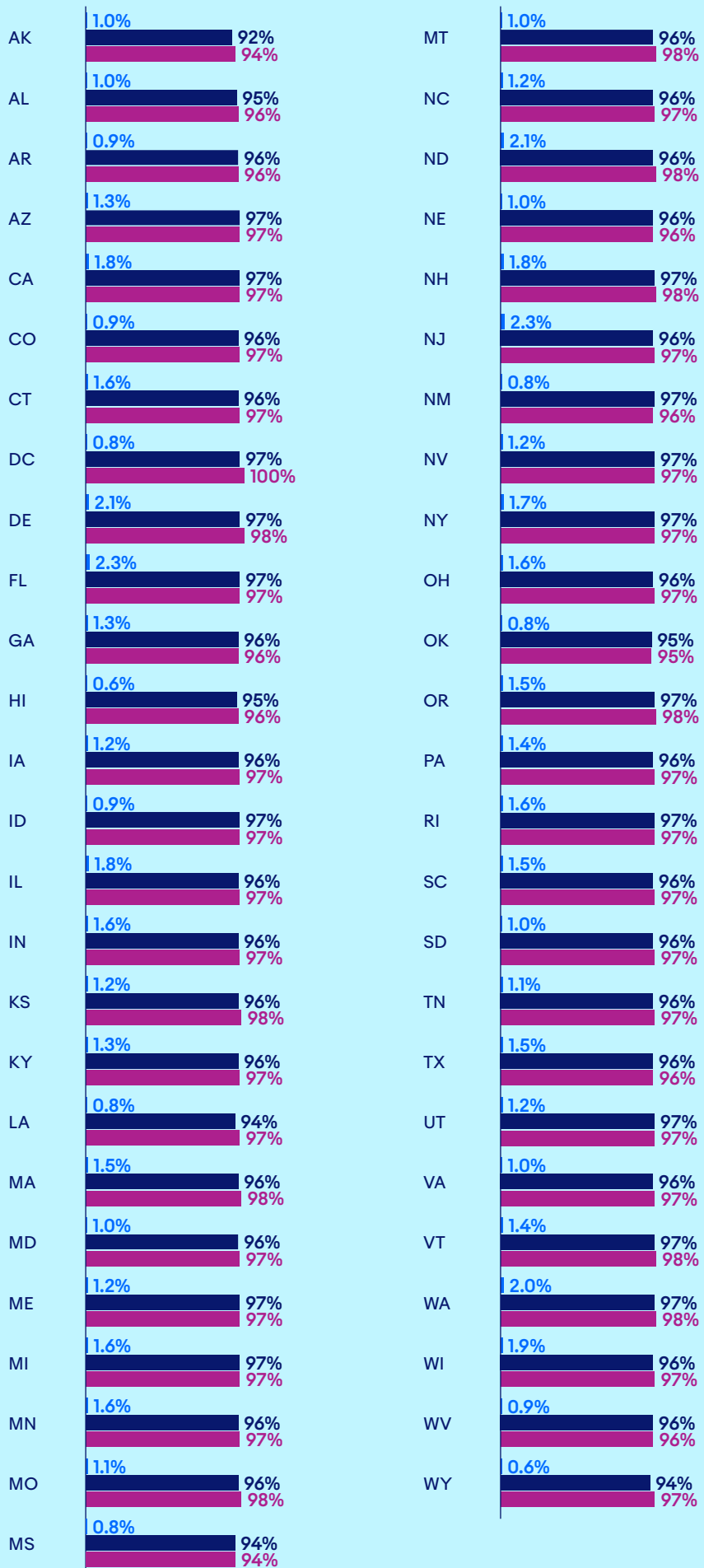
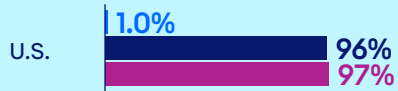
● Total eBay-Enabled
Small Businesses● Women-Owned eBay-Enabled
Small Businesses

FIGURE 2.0

Average Number of Foreign Destination Markets by State

● Traditional Businesses

● Total eBay-Enabled Small Businesses

● Women-Owned eBay-Enabled Small Businesses

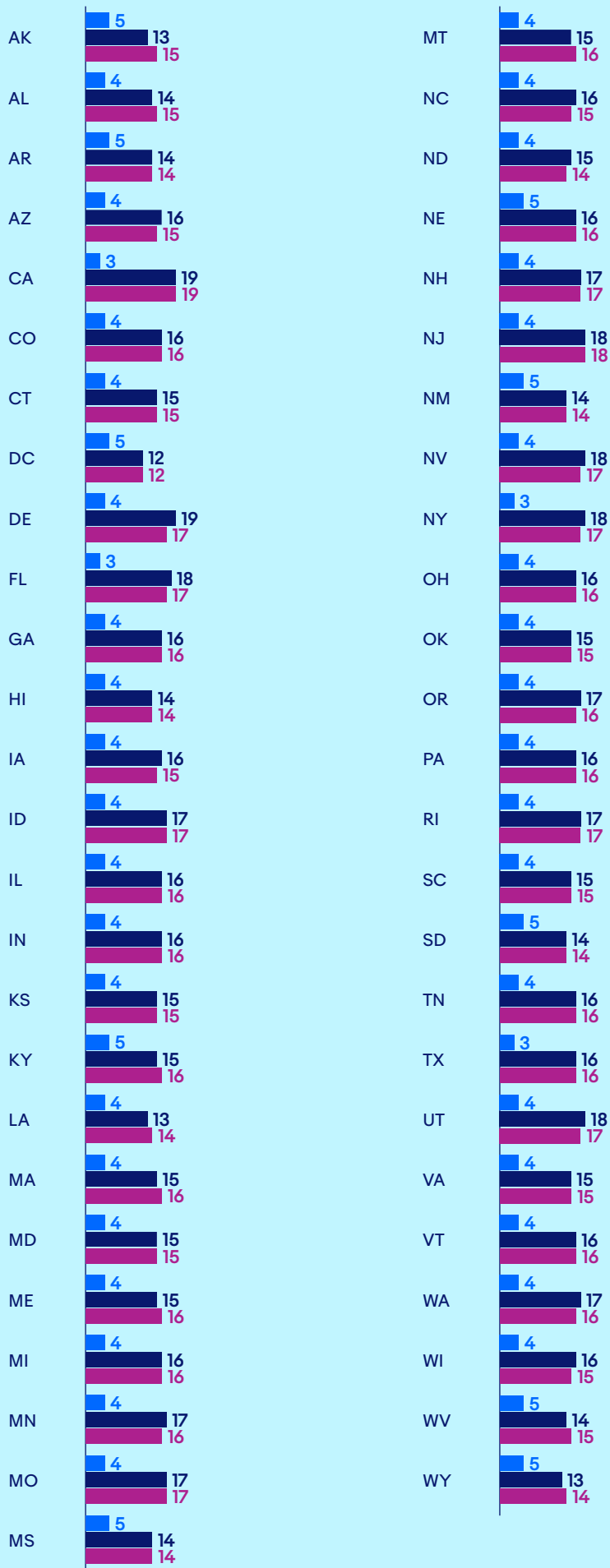
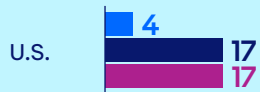


FIGURE 3.0

Share of Enterprises That Reach Ten or More Different Foreign Markets by State

- Traditional Businesses
- Total eBay-Enabled Small Businesses
- Women-Owned eBay-Enabled Small Businesses

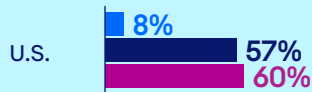
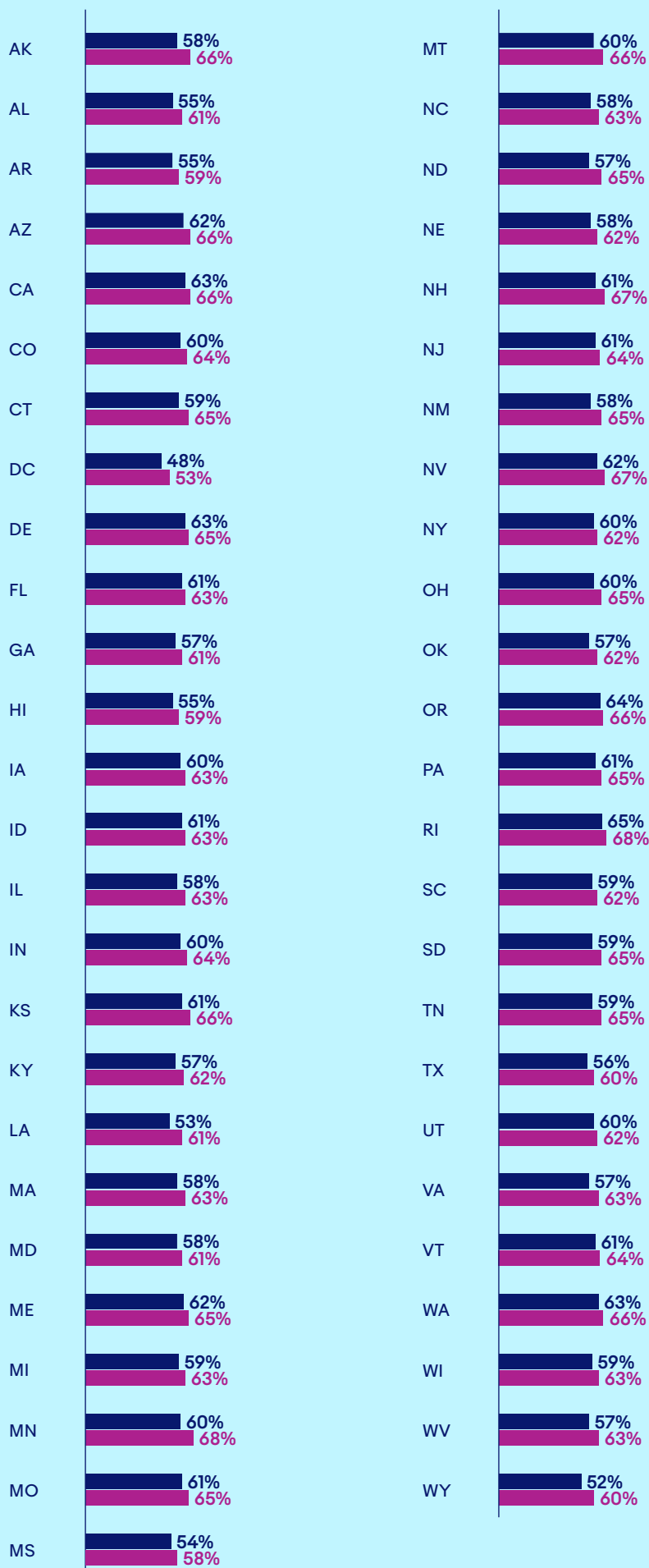


FIGURE 4.0

Share of eBay-Enabled Small Businesses Exporting to Buyers on Four or More Continents by State

- Total eBay-Enabled Small Businesses
- Women-Owned eBay-Enabled Small Businesses

U.S. **60%**
64%



RESOURCES

- ¹ McManus, Michael J. (05/31/2017) "Women's Business Ownership: Data from the 2012 Survey of Business Owners." U.S. Small Business Administration. Available at: <https://www.sba.gov/sites/default/files/advocacy/Womens-Business-Ownership-in-the-US.pdf>
- ² Organization for Economic Cooperation and Development (2019) "Inclusive Growth." Available at: <https://www.oecd.org/inclusive-growth/>
- ³ eBay (2017) "Small Online Business Growth Report." Available at: <https://www.ebaymainstreet.com/facts-and-figures/state-small-online-businesses-worldwide-results-ebays-5-year-study>
- ⁴ eBay (2019) "United States Small Online Business Trade and Inclusive Growth Report." Available at: <https://www.ebaymainstreet.com/facts-and-figures/unitedstates>
- ⁵ The Bureau of Economic Analysis, housed within the U.S. Department of Commerce, divides the country into eight regions for the purposes of collecting and analyzing data, available at: <https://apps.bea.gov/regional/docs/regions.cfm>. The regions are based on similarities that exist across the states with regard to a number of socioeconomic characteristics.
- ⁶ The first year that the U.S. Census Bureau provided data on women-owned businesses. See: American Express (2018) "The 2018 State of Women-Owned Businesses Report." [Page 2] Available at: https://about.americanexpress.com/files/doc_library/file/2018-state-of-women-owned-businesses-report.pdf
- ⁷ American Express (2018) "The 2018 State of Women-Owned Businesses Report." Available at: https://about.americanexpress.com/files/doc_library/file/2018-state-of-women-owned-businesses-report.pdf
- ⁸ Ibid.
- ⁹ JPMorgan Chase & Co. (2019) "Smaller Businesses are More Likely to be Owned by Women and Minorities." Available at: <https://www.jpmorganchase.com/corporate/institute/small-business-ownership.htm>
- ¹⁰ American Express (2018) "The 2018 State of Women-Owned Businesses Report." Available at: https://about.americanexpress.com/files/doc_library/file/2018-state-of-women-owned-businesses-report.pdf
- ¹¹ Ibid.
- ¹² Ibid.
- ¹³ Ibid.
- ¹⁴ International Trade Centre (2015) "Unlocking Markets for Women to Trade." Available at: [http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/women_in_trade_web\(1\).pdf](http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/women_in_trade_web(1).pdf)
- ¹⁵ For example, see: COFCO (2019) "Are there differences between the way men and women run businesses?" Available at: <http://www.cofcogroup.com/men-owned-businesses-vs-women-owned-businesses-are-there-differences/>; Hadary, Sharon G. (05/17/2010) "Why Are Women-Owned Firms Smaller Than Men-Owned Ones?" The Wall Street Journal. Available at: <https://www.wsj.com/articles/SB10001424052748704688604575125543191609632>; McManus, Michael J. (05/31/2017) "Women's Business Ownership: Data from the 2012 Survey of Business Owners." U.S. Small Business Administration. Available at: <https://www.sba.gov/sites/default/files/advocacy/Womens-Business-Ownership-in-the-US.pdf>; TD Economics (01/16/2015) "Canadian Women Leading the Charge Into Entrepreneurship." Available at: <https://www.td.com/document/PDF/economics/special/WomenEntrepreneurs.pdf>; and Organization for Economic Cooperation and Development (2016) "Policy Brief on Women's Entrepreneurship." Available at: https://read.oecd-ilibrary.org/economics/policy-brief-on-women-s-entrepreneurship_dd2d79e7-en#page1
- ¹⁶ World Economic Forum (2015) "What Companies Want From the World Trading System." Available at: http://www3.weforum.org/docs/WEF_GAC_Trade_II_2015.pdf
- ¹⁷ U.S. Census Bureau (2017) "A Profile of U.S. Importing and Exporting Companies, 2014–2015." Available at: <https://www.census.gov/foreign-trade/Press-Release/edb/2015/edbrel.pdf>
- ¹⁸ International Trade Centre (2015) "Unlocking Markets for Women to Trade." Available at: [http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/women_in_trade_web\(1\).pdf](http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/women_in_trade_web(1).pdf)
- ¹⁹ Meltzer, Joshua (2014) "Supporting the Internet as a Platform for International Trade." The Brookings Institute. Available at: http://www.brookings.edu/~media/Research/Files/Papers/2014/02/internet-international-trade-meltzer/02-international-trade-version-2_REVISED.pdf?la=en
- ²⁰ World Economic Forum (2015) "What Companies Want From the World Trading System." Available at: http://www3.weforum.org/docs/WEF_GAC_Trade_II_2015.pdf
- ²¹ OECD/ECLAC (2012) "Latin American Economic Outlook 2013: SME Policies for Structural Change." OECD Publishing. Available at: http://repositorio.cepal.org/bitstream/handle/11362/14641/S2012085_es.pdf
- ²² Olarreaga, Marcelo (11/07/2012) "eBay Reduces Trade Costs Where it is Needed Most." The World Bank - Let's Talk Development Blog. Available at: <http://blogs.worldbank.org/developmenttalk/eBay-reduces-trade-costs-where-it-is-most-needed>
- ²³ The eBay data reflects the share of 2017 eBay-enabled small businesses (those with \$10,000 USD or more in sales on eBay) in each location, who exported in that year.
- ²⁴ Source for total number of exporters: State 2016 Data: Special query prepared by and purchased from U.S. Census. U.S. 2016 Data: U.S. Census - Profile of U.S. Importing and Exporting Companies, 2015–2016 - Table 4a,

General - <https://www.census.gov/foreign-trade/Press-Release/edb/2016/index.html>

Specific - <https://www.census.gov/foreign-trade/Press-Release/edb/2016/tab4a.pdf>

Source for total number of companies that have at least one employee in addition to the owner (2016): U.S. Census, 2016 SUSB Annual Data Tables by Establishment Industry - <https://www.census.gov/data/tables/2016/econ/susb/2016-susb-annual.html>

State/U.S. data: https://www2.census.gov/programs-surveys/susb/tables/2016/us_state_totals_2016.xlsx?#

Source for total number of companies that have no employees (2016): U.S. Census, Nonemployer Statistics: 2016 - <https://www.census.gov/data/datasets/2016/econ/nonemployer-statistics/2016-ns.html>

Share = (total number of exporters) / ((number of employing companies) + (number of non-employing companies))

- ²⁵ Source for total number of exporters: State 2016 Data: Special query prepared by and purchased from U.S. Census. U.S. 2016 Data: U.S. Census - Profile of U.S. Importing and Exporting Companies, 2015-2016 - Table 4a,

General - <https://www.census.gov/foreign-trade/Press-Release/edb/2016/index.html>

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Source for total number of companies that have no employees (2016): U.S. Census, Nonemployer Statistics: 2016 - <https://www.census.gov/data/datasets/2016/econ/nonemployer-statistics/2016-ns.html>

Share = (total number of exporters) / ((number of employing companies) + (number of non-employing companies))

- ²⁶ For example, see Roberts, Mark J. and James R. Tybout. "Directions in Development: What Makes Exports Boom?" (Washington, D.C.: The World Bank, 1997a); Bernard, Andrew and Joachim Wagner. "Export entry and exit by German firms." Review of World Economics (Weltwirtschaftliches Archiv), 137 (2001), 105-123.; Bernard, Andrew and J. Bradford Jensen. "Entry, Expansion, and Intensity in the U.S. Export Boom, 1987-1992." Review of International Economics, 12 (2004b), 662-675.

- ²⁷ Source for U.S. level (i) Number of firms that trade with 1 country; (ii) Number of firms that trade with 2 to 4 countries; (iii) Number of firms that trade with 5 to 9 countries; (iv) Number of firms that trade with 10 to 24 countries; (v) Number of firms that trade with 25 to 49 countries; (vi) Number of firms that trade with 50+ countries: U.S. 2016 data: Profile of U.S. Importing and Exporting Companies, 2015-2016, Table 4a:

<https://www.census.gov/foreign-trade/Press-Release/edb/2016/index.html>

<https://www.census.gov/foreign-trade/Press-Release/edb/2016/tab4a.pdf>

Average number (U.S. level) = ((number of firms that trade with 1 country)*1 + (number of firms that trade with 2 to 4 countries)*3 + (number of firms that trade with 5 to 9 countries)*7 + (number of firms that trade with 10 to 24 countries)*17 + (number of firms that trade with 25 to 49 countries)*37 + (number of firms that trade with 50+ countries)*60) / ((number of firms that trade with 1 country) + (number of firms that trade with 2 to 4 countries) + (number of firms that trade with 5 to 9 countries) + (number of firms that trade with 10 to 24 countries) + (number of firms that trade with 25 to 49 countries) + (number of firms that trade with 50+ countries))

- ²⁸ The eBay data reflects the average number of different foreign markets reached by 2017 eBay-enabled small businesses (those with \$10,000 USD or more in sales on eBay) in each location, who exported in that year.

- ²⁹ Source for State level (i) Number of firms that trade with 1 to 5 countries; (ii) Number of firms that trade with 6 to 9 countries; (iii) Number of firms that trade with 10+ countries: State 2016 Data: Purchased U.S. Census Data.
Average number (state level) = ((number of firms that trade with 1 to 5 countries)*3 + (number of firms that trade with 6 to 9 countries)*7.5 + (number of firms that trade with 10+ countries)*15) / ((number of firms that trade with 1 to 5 countries) + (number of firms that trade with 6 to 9 countries) + (number of firms that trade with 10+ countries))

- ³⁰ The eBay data reflects the top 5 export country destinations (based on sales) for 2017 eBay-enabled small businesses (those with \$10,000 USD or more in sales on eBay) in each location, who exported in that year.

- ³¹ The eBay data reflects the share of exporting 2017 eBay-enabled small businesses (those with \$10,000 USD or more in sales on eBay) in each location, who exported to 10 or more different foreign markets in that year.

- ³² U.S. Census Bureau (2017) "A Profile of U.S. Importing and Exporting Companies, 2014-2015." [Exhibit 4a].
Available at: <https://www.census.gov/foreign-trade/Press-Release/edb/2015/edbrel.pdf>

- ³³ Source for Number of firms that trade with 10+ countries: State/County 2016 Data: Purchased U.S. Census Data. U.S. 2016 data: Profile of U.S. Importing and Exporting Companies, 2015-2016 - Table 4a, <https://www.census.gov/foreign-trade/Press-Release/edb/2016/index.html>

<https://www.census.gov/foreign-trade/Press-Release/edb/2016/tab4a.pdf>

Source for total number of companies that have at least one employee in addition to the owner (2016): U.S. Census, 2016 SUSB Annual Data Tables by Establishment Industry - <https://www.census.gov/data/tables/2016/econ/susb/2016-susb-annual.html>

State/U.S. data: https://www2.census.gov/programs-surveys/susb/tables/2016/us_state_totals_2016.xlsx?#

Source for total number of companies that have no employees (2016): U.S. Census, Nonemployer Statistics: 2016 - <https://www.census.gov/data/datasets/2016/econ/nonemployer-statistics/2016-ns.html>

Share = (number of firms that trade with 10+ countries) / ((number of employing companies) + (number of non-employing companies))

The eBay data reflects the share of exporting 2017 eBay-enabled small businesses (those with \$10,000 USD or more in sales on eBay) in each location, who exported to four or more continents in that year.

McManus, Michael J. (05/31/2017) "Women's Business Ownership: Data from the 2012 Survey of Business Owners." U.S. Small Business Administration. Available at: <https://www.sba.gov/sites/default/files/advocacy/Womens-Business-Ownership-in-the-US.pdf>

- ³⁴ The eBay data reflects the share of exporting 2017 eBay-enabled small businesses (those with \$10,000 USD or more in sales on eBay) in each location, who exported to four or more continents in that year.

- ³⁵ McManus, Michael J. (05/31/2017) "Women's Business Ownership: Data from the 2012 Survey of Business Owners." U.S. Small Business Administration. Available at: <https://www.sba.gov/sites/default/files/advocacy/Womens-Business-Ownership-in-the-US.pdf>

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