

Women Business Owners' Survey: Attitudes on Credit

Prior to obtaining the first business bank loan or line of credit companies were funded through:

51% —  personal savings

26% —  business credit cards or personal

19% —  personal loans / lines of credit

19% —  self-funded

Among those with a line of credit, **8 in 10** are using it frequently.

40% almost always have a balance

12% often have a balance

26% occasionally have one

2 in 10 rarely have a balance.

Attitudes Toward Personal Wealth

55% I expect the eventual sale or transfer of my company to generate wealth I'll need in retirement.

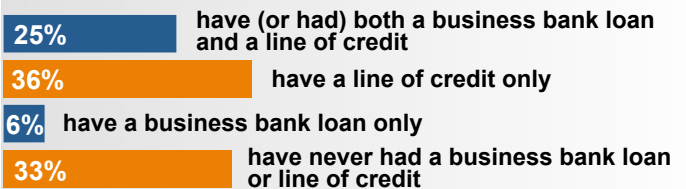
43% I would liquidate my personal wealth to invest in a growth opportunity in my company.

45% I would liquidate my personal wealth to save my company.

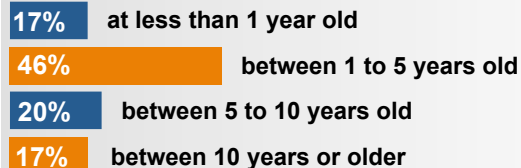
At this year's NAWBO conference in San Antonio, many of you participated in a brief iPad survey and shared your views on borrowing to build your business. Here's what you and your peers told us. How do you see yourself and your business in these numbers?

Women Owners' Attitudes Toward Credit

3 out of 5 participating companies have used credit now or in the past.



Companies are getting their first business bank loan or line of credit at all phases of existence.



Among those companies with a business bank loan or line of credit



have never been denied credit for their business by a bank



3 in 4 are satisfied with the amount of bank credit they have



Among companies that are not using bank financing



the main reason is self-funding growth



use a business or personal credit card

Attitudes Toward Borrowing

Most women owners (91%) say that borrowing is just part of doing business.

Borrowing causes some anxiety in general: almost seven in ten (68%) agree it makes them anxious to borrow for their company, and nearly two-thirds (64%) agree that borrowing for a major personal purchase makes them anxious as well.

A minority (25%) agrees with the statement, "Having to borrow means I'm not doing well as a business."