

B. Collection of Information Employing Statistical Methods

No statistical methods will be used in this data collection. Qualitative methods were chosen over quantitative methods in order to probe the strategies, motivations, and attitudes of women business owners, which by definition are explored most efficiently through qualitative methods. The analysis of this focus group data will produce findings and themes that can inform future policies and programs, but specific data (e.g. X% of respondents) will not be generalized to the broader population.

As noted in Part A, Section 1, three locations were selected: Houston, Los Angeles, and Washington, DC. These locations were selected because they represent different geographic locations in the United States (Central, West, East, respectively) and were found to be hubs for women-owned businesses in the American Express report on women-owned businesses (<http://www.openforum.com/articles/2012-american-express-open-state-of-women-owned-businesses-report/>). For more information on the selection of focus group participants and focus group questions, please see the complete protocols attached to this application.

As noted in Part A, Section 2, NWBC will use the resulting report from this data collection to inform its annual report to the President, Congress, and the SBA on policy and program recommendations to support the growth of women-owned businesses.