

# Statistics that Show Women Over 50 Are the Perfect Entrepreneur

Here are some more recent studies and statistics from the last two years that demonstrate increasing trends of late-career success and entrepreneurship among women over 50:

## 1. Entrepreneurship Trends

- **Kauffman Foundation's 2023 Report on Early-Stage Entrepreneurship:** This report highlights that the rate of entrepreneurship among people aged 55-64 has continued to rise, with women in this age group increasingly starting new businesses. The report indicates that nearly 25% of all new entrepreneurs in the U.S. are now in this age group, with a significant portion being women.

## 2. Career Reinvention and Success

- **AARP's 2023 "Working After 50" Study:** This study found that 62% of women over 50 are actively considering or have already pursued career changes. The research emphasizes that women in this age group often experience heightened job satisfaction and fulfillment when they transition into new roles or start their own businesses.
- **Encore.org's 2022 "Second Acts" Report:** Encore.org's study focuses on adults over 50 who are pursuing "encore careers" — work that combines purpose, passion, and a paycheck. The report found that women over 50 are leading the charge in starting new careers that make a social impact, often in nonprofit or community-focused organizations.

## 3. Economic Impact and Longevity

- **Transamerica Center for Retirement Studies 2023 Report:** The latest report from Transamerica indicates that women over 50 are increasingly turning to entrepreneurship as a means of achieving financial security in retirement. The study notes that this demographic is more likely to start businesses that address unmet needs in their communities, contributing to both personal income and broader economic growth.
- **Stanford Center on Longevity's 2022 "New Map of Life" Report:** This report emphasizes that the extended working lives of older adults, particularly women, are reshaping the economy. The study shows that women over 50 are increasingly pursuing entrepreneurial ventures and finding late-career success, driven by both necessity and a desire for meaningful work.

## 4. Women's Empowerment and Leadership

- **Harvard Business Review 2023 Article "Women Over 50: Leading the Way in Entrepreneurship":** This article, based on recent research, highlights how women over

50 are becoming a dominant force in the entrepreneurial landscape. It discusses how these women are not only starting businesses but also mentoring younger entrepreneurs and leading with a focus on sustainability and social impact.

- **Global Entrepreneurship Monitor (GEM) 2022/2023 Women's Entrepreneurship Report:** The latest GEM report shows a significant increase in entrepreneurial activity among women over 50 globally. The report notes that these women are often motivated by a desire to create businesses that have a positive social impact, with many focusing on industries like education, health, and environmental sustainability.

These studies from the last two years underscore the growing trend of late-career success and entrepreneurship among women over 50, highlighting their increasing impact on the economy and society. Learn more at [TheMiddleGirls.com](https://www.themiddlegirls.com)