



SMALL
BUSINESS
STATISTICS

The US
is home
to over
small businesses.

30
million

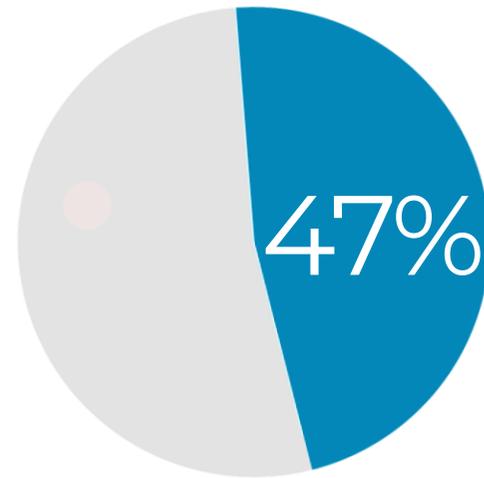
(SBA, 2019)

543,000

new businesses are
started *every* month.

(SBA, 2019)

Small business
employees account
for nearly *half* of the
total workforce.



47% = 59,915,217 employees

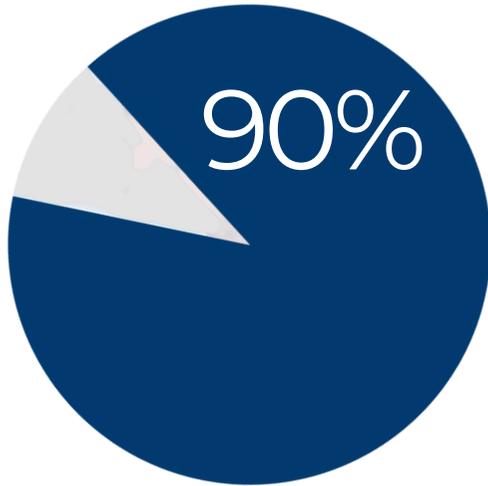
(SBA, 2019)

50%

of all small businesses started will
survive at least five years.

(SBA, 2019)

90% of the business population represents small and medium-sized businesses.



(SalesForce, 2019)

majority
veteran
owned | 2.52
million
small businesses.

(SBA, 2017)

1.5 million

new jobs are
created *every year*
by small businesses.

(Fundera, 2019)

12.8%

of all finance and insurance
businesses are owned by
US *veterans*.

(SBA, 2017)

Small businesses contribute over

250%

more to charitable community needs than big corps.

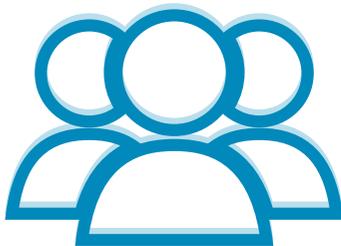
(MOZ, 2020)

Millennials and Gen Zers are

188%

more likely to create a side business compared to Baby Boomers.

(SalesForce, 2019)



56% of business owners stated labor quality to be the biggest challenge when starting a new business.

(Indeed, 2019)

One out of *every* four dollars spent on groceries goes to Walmart.



(MOZ, 2020)

In just one year, Amazon cost our states and local communities at least *\$7 billion* in uncollected taxes.

(MOZ, 2020)

One in three local banks have *closed* in the last decade.



(MOZ, 2020)

1 year

how long it took for Amazon to *displace* 62,000 shops and 900,000 retail stores.

(MOZ, 2020)

Two thousand US counties *no longer* have a daily local newspaper.



(MOZ, 2020)

Local business ownership *increases wages and decreases poverty*. Corporate business does the opposite.

(MOZ, 2020)

Small business of less than 500 employees make up over *99%* of US employer firms.

(MOZ, 2020)

96%

of customers say they choose to shop locally because they value *personal service*.

(MOZ, 2020)

Local business alliances have the power to shape policy that *keeps big boxes out of town* and community character alive.

(MOZ, 2020)



If *every* US family spent just \$10 extra locally instead of at a big box or national chain, over *\$9.3 billion* would be directly returned to our local economies.

(MOZ, 2020)

There's a clear *correlation* between the concentration of small business in a community and local wellbeing.

(MOZ, 2020)

ONE-THIRD

of the US population supported *local communities* on Small Business Saturday in 2019.

(MOZ, 2020)

91%

of customers say they choose to shop locally because they trust small brands to treat them fairly.

(MOZ, 2020)



More than 1/4 of US small business owners are immigrants, who make up 48% of *overall growth* of business ownership.

(MOZ, 2020)

In just 7 years, Vermont *tripled* the amount of locally-grown food.

(MOZ, 2020)

Local delivery of groceries cuts CO2 emissions *in half*.

(MOZ, 2020)

In *just a decade*, the small, state-owned back of North Dakota generated \$1 billion in profit, \$400 million of which was invested in the *state's* education fund and public services.



(MOZ, 2020)

100,000

The number of local businesses to permanently close due to COVID-19.

And counting...

(MOZ, 2020)

72%

of consumers plan to do more local shopping after COVID-19.

(MOZ, 2020)

Over *a third (37%)* of small businesses with 11-25 employees are looking at letting go over a *FIFTH* of their workforce.

(ZenBusiness, 2020)

Small and medium businesses estimate the cost of COVID to be *\$64,000* per business.

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(ZenBusiness, 2020)

75%

of small businesses had to *lay off* at least one employee due to COVID-19.

(ZenBusiness, 2020)