

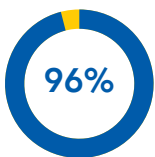
# SMALL BUSINESS FACTS

Who are small business owners, how do they shape the national economy, and what do we need to support their success?

## Bigger Than You Think



**33 Million Businesses**  
(99.9% of all businesses) are small



**32 Million Businesses**  
(96% of all businesses) have fewer than 10 employees.

## Economic Impact



Small businesses employ nearly half of all private sector workers.



Businesses with fewer than 10 employees account for [one-quarter of the U.S. workforce](#)

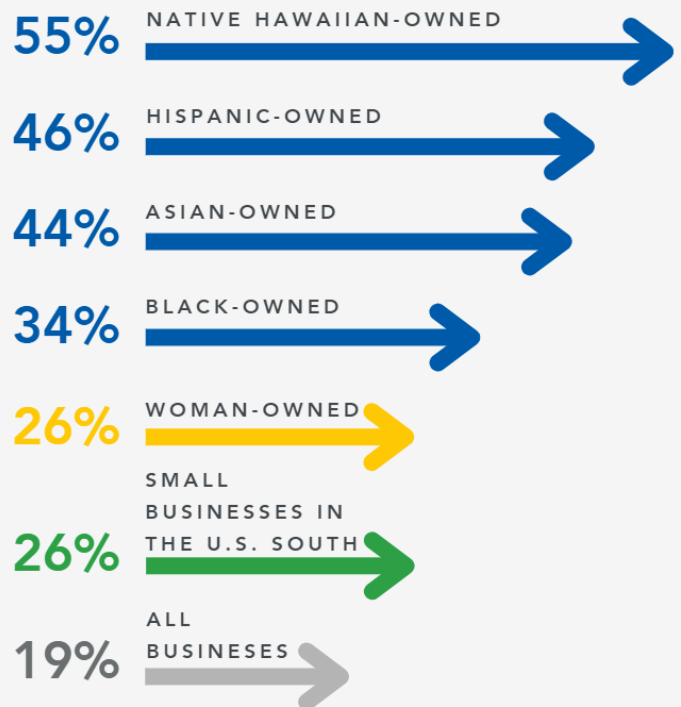


Small businesses with fewer than 10 employees generate more than \$4 trillion in annual sales and receipts.

## Demographic Trends

Minority-owned small businesses are [increasing their share of total businesses](#) and playing a critical role in the economic advancement of underserved communities.

SMALL BUSINESS GROWTH, 2012-2020  
(for groups with higher-than-average small business growth)

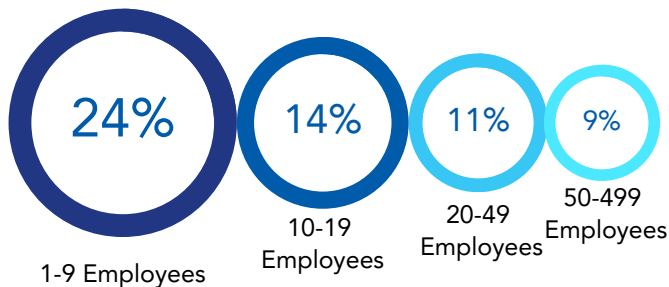


Small businesses also play an outsized role in rural communities, where they account for [54% of total employment](#).



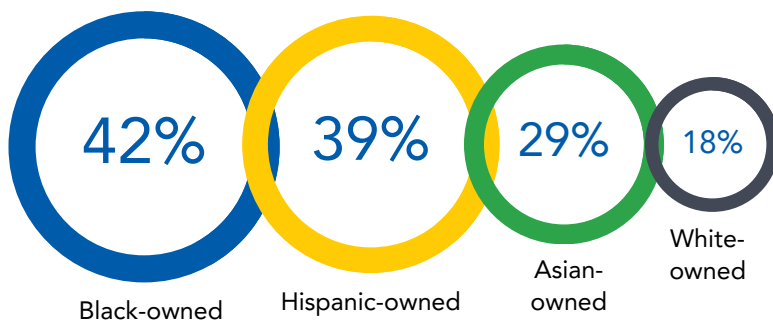
# Untapped Potential

Notwithstanding recent gains, capital and resources must be more accessible and equitable for small businesses to reach their full potential.



## Credit Gaps by Firm Size

Businesses with fewer than 10 employees are denied capital at more than [twice the rate](#) of their larger peers.



## Credit Gaps by Race/Ethnicity

Entrepreneurs of color are denied credit at [significantly higher rates](#) than white entrepreneurs



## Gaps in Resources and Support

Overall, entrepreneurs of color have more [limited access to resources and support](#).

**Supporting small business presents an incredible opportunity.** Business owners [grow wealth faster](#) than their employed peers in traditionally underserved communities, and business owners are more likely to hire and reinvest within their local communities.

**By channeling resources to small business owners, we can have a broader impact on the economy.** Let's start new conversations about how we can work together to support underserved small businesses across the U.S. Share your ideas with the research team at [research@aeoworks.org](mailto:research@aeoworks.org).