

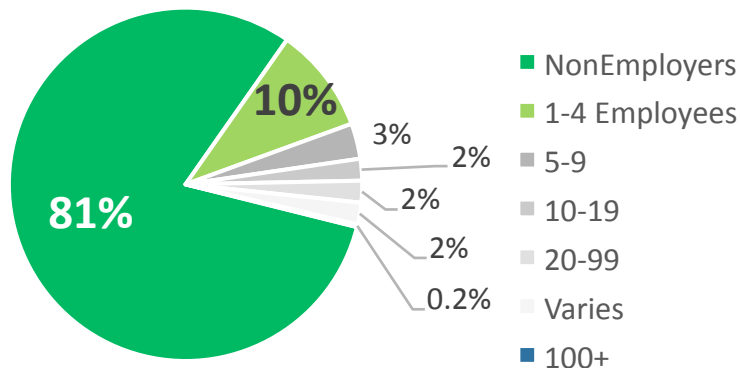
FACT SHEET WHAT IS A MICROBUSINESS?

► Firms with 0-4 Employees are MICROBUSINESSES

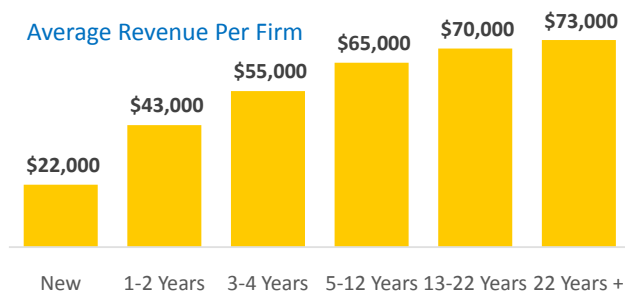
91% of firms in the U.S. are microbusinesses, firms with 0-4 employees. These **24.7 million** businesses averaging **\$84,000 in revenue** each contribute **\$2 trillion** to the economy, and supply more than **30 million jobs** for owners and their employees. Most microbusinesses are nonemployers without formal staff on the payroll but a third of them will hire contractors*, providing economic opportunities for at least **7 million** more.

► The Majority of all U.S. Firms are Microbusinesses

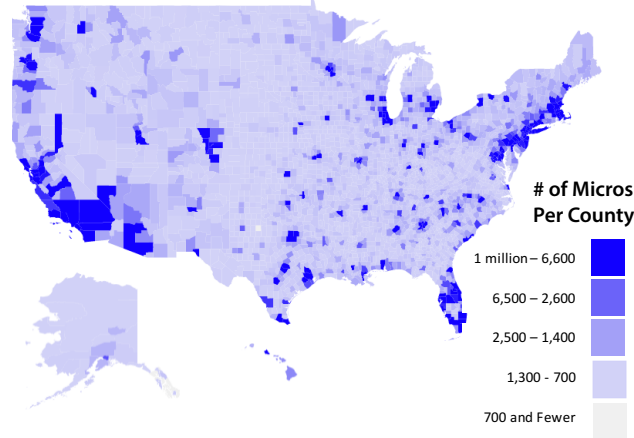
91% of 27.2 million total have 0-4 Employees



► Revenues for Nonemployers Grow with Age



► Micros Create Jobs in Nearly Every U.S. County



► Microbusinesses are Important Sources of Job Creation and Local Economic Activity

22 Million non employer firms

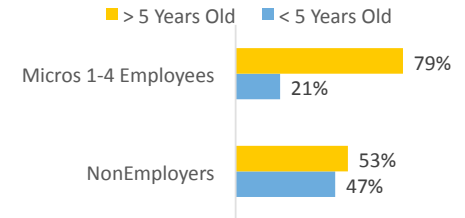
- provide jobs for owners
- average **\$45,000** each in revenue
- contribute **\$1 trillion** to our economy

2.6 Million employer firms

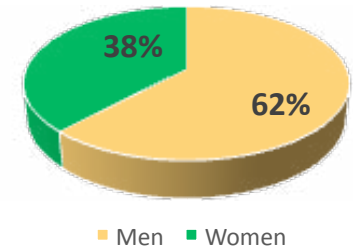
- provide jobs for 8 million staff and owners
- average **\$408,000** each in revenue
- contribute another **\$1 trillion** to our economy

On average, 48 percent of each purchase at local independent businesses is recirculated locally, compared to less than 14 percent of purchases at chain stores.**

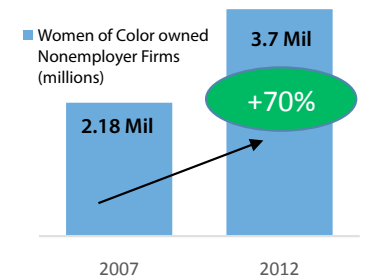
► Nonemployer Firms are Young



► Women Own 38% of Micros, Up from 30% in 2007



► Only Nonemployer Firms Increased from 2007 to 2012, Driven by Women of Color



From 2007 - 2012, the number of Employer Firms decreased by 5%, while the number of Nonemployer Firms increased 4%. The gain was driven primarily by women of color (Hispanic, Black, Asian, Native American, and Hawaiian/Pacific Islander). 83% of the firm gain is from Hispanic and Black businesses, with each gaining over 600,000 firms from 2007 to 2012.