

# MICRO MATTERS!

## USA

Number of businesses	29M	Number of microbusinesses*	25.5M	Percentage of firms that are microbusinesses	88%
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### West / Pacific Northwest

Number of businesses	5.1M
Number of microbusinesses	4.5M
Percentage of firms that are microbusinesses	88.2%

### Midwest

Number of businesses	5.9M
Number of microbusinesses	5.1M
Percentage of firms that are microbusinesses	86.6%

### Northeast

Number of businesses	6.1M
Number of microbusinesses	5.3M
Percentage of firms that are microbusinesses	88.0%

### Southwest

Number of businesses	4.5M
Number of microbusinesses	3.9M
Percentage of firms that are microbusinesses	88.6%

### Southeast

Number of businesses	7.4M
Number of microbusinesses	6.6M
Percentage of firms that are microbusinesses	88.5%

\* Defined as 0-4 employees

# THE POWER OF ONE IN THREE

Microbusinesses represent more than 80% of businesses in the US.

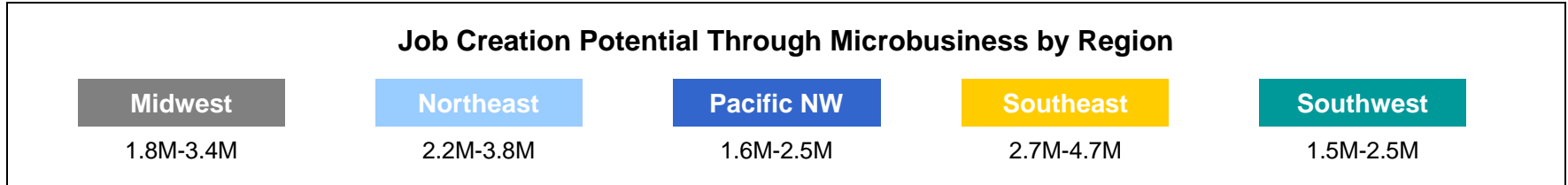


Last year, more Americans became entrepreneurs than any time in the last 15 years.



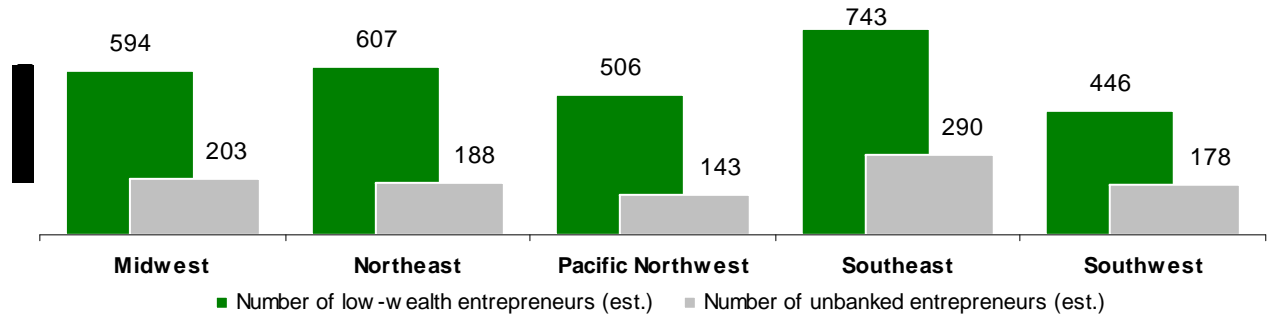
If just one in three microbusinesses hired a single employee, the US would be at full employment.

## Job Creation Potential Through Microbusiness by Region



## Wealth Creation Through Business Ownership

The median net worth of business owners is nearly 2.5x higher than non-business owners. But not all owners are wealthy....



## Underserved Entrepreneurs

Evidence shows a direct correlation between the revenues of a business and the wealth of its owner. Some groups, however, are systematically underserved...

