

2020 Small Business Profile

Georgia

1.1 million Small Businesses
99.6% of Georgia Businesses

1.7 million Small Business Employees
43.1% of Georgia Employees



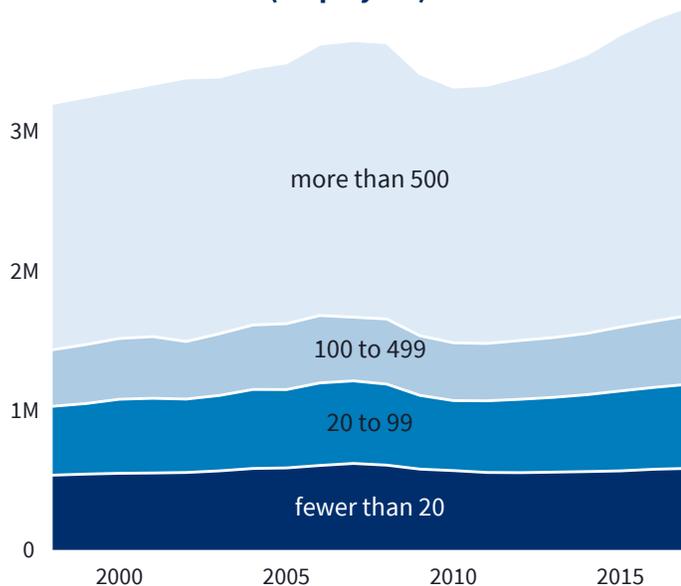
A note on COVID-19: This report uses the most up-to-date government data to present a unique snapshot of small businesses. The BLS employment estimates capture the early stages of the pandemic. All other sources reflect data collected prior to the pandemic.

Overall Economy

- In the fourth quarter of 2019, Georgia grew at an annual rate of **2.4%**, which was faster than the overall US growth rate of **2.1%**. Georgia's 2019 overall growth rate of **2.0%** was down from the 2018 rate of **2.4%**. (Source: [BEA](#))
- In April 2020, the unemployment rate was **11.9%**, up from **3.6%** in April 2019. This was below the April 2020 national unemployment rate of **14.7%**. (Source: [CPS](#))

Employment

Figure 1: Georgia Employment by Business Size (Employees)



- Georgia small businesses employed **1.7 million** people, or **43.1%** of the private workforce, in 2017. (Source: [SUSB](#))
- Firms with 20 to 99 employees have the largest share of small business employment. Figure 1 provides further details on firms with employees. (Source: [SUSB](#))
- Private-sector employment decreased **11.7%** during the 12-month period ending in April 2020. This was below the increase of **2.2%** during the prior 12-month period. (Source: [CES](#))
- The number of proprietors increased in 2018 by **3.1%** relative to the previous year. (Source: [BEA](#))
- Small businesses created **64,905** net jobs in 2019. Firms employing fewer than 20 employees experienced the largest gains, adding **38,017** net jobs. The smallest gains were in firms employing 100 to 499 employees, which added **12,645** net jobs. (Source: [BDM](#))

The Small Business Profiles are produced by the US Small Business Administration's Office of Advocacy (<http://advocacy.sba.gov>). These profiles define small businesses as firms with fewer than 500 employees. Net small business job change, self-employed minorities, and exporter share statistics are based on 2019 Business Employment Dynamics (BDM), 2018 American Community Survey (ACS), and 2018 International Trade Administration (ITA) data, respectively.

Income and Finance

- The median income for self-employed individuals at their own incorporated businesses was **\$51,214** in 2018. For self-employed individuals at their own unincorporated firms, median income was **\$25,064**. (Source: [ACS](#))
- The total number of banks decreased by **9** between June 2018 and June 2019 to **166** banks. During the same period, the number of banks with assets under \$1 billion decreased by **9** to **153** banks. (Source: [FDIC](#))
- In 2018, Georgia lending institutions reporting under the Community Reinvestment Act issued **212,792** loans under \$100,000, a total value of **\$3.1 billion**. (Source: [FFIEC](#))

Median income represents earnings from all sources. Unincorporated self-employment income includes unpaid family workers, a very small percent of the unincorporated self-employed.

Self-Employment Demographics

Figure 2: Georgia Self-Employment Rates by Gender & Demographic, 2018

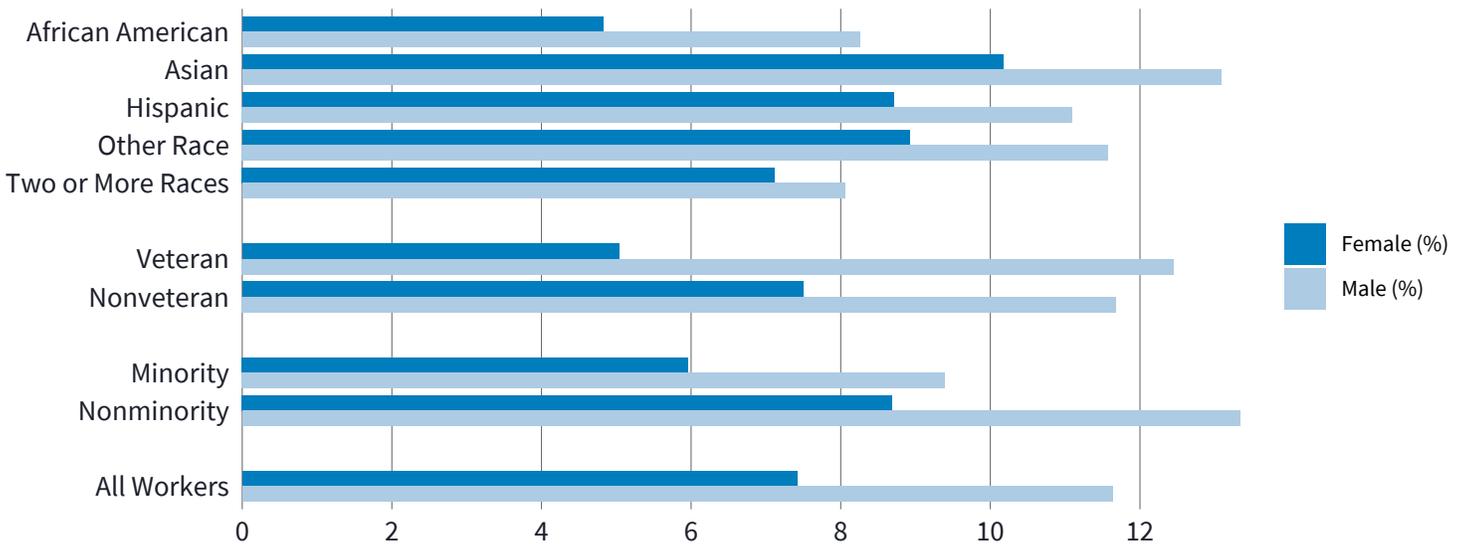
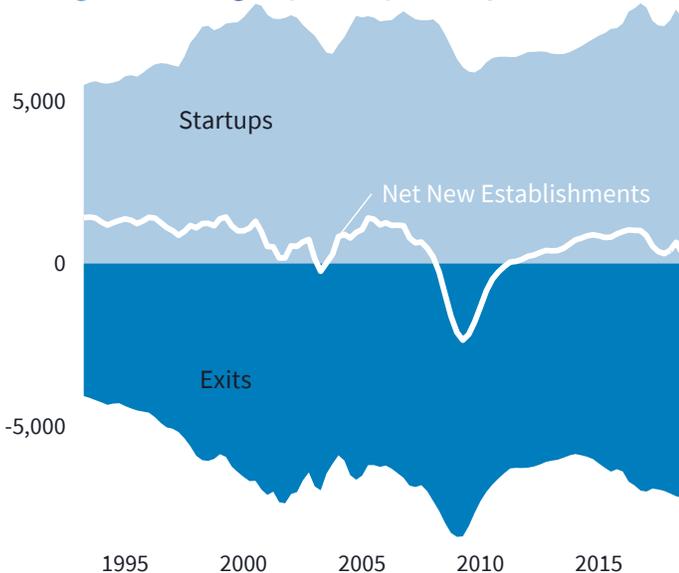


Figure 2 shows the self-employment rate for each demographic group by gender according to the 2018 American Community Survey (ACS). Other Race includes those who selected Alaska Native, American Indian, Native Hawaiian, Pacific Islander, or Some Other Race.

Turnover among Establishments with Employees

Figure 3: Georgia Quarterly Startups and Exits



- In the fourth quarter of 2018, **4,343** establishments started up, generating **18,473** new jobs in Georgia. Startups are counted when business establishments hire at least one employee for the first time. (Source: [BDM](#))
- In the same period, **6,884** establishments exited, resulting in **26,286** jobs lost. Exits occur when establishments go from having at least one employee to having none, and then remain closed for at least one year. (Source: [BDM](#))
- Figure 3 displays quarterly startups and exits from 1993 to 2018. Each series is smoothed across multiple quarters to highlight long-run trends. (Source: [BDM](#))

The BDM data covers only business establishments with employees. BDM refers to startups as births and exits as deaths. These terms are distinct from the BDM openings and closings categories. Openings include seasonal re-openings and closings include seasonal shutterings. Quarterly startup and exit values may not align with Figure 3 due to smoothing.

International Trade

- A total of **15,010** firms exported goods from Georgia in 2018. Of these, **13,195**, or **87.9%**, were small firms, which generated **26.4%** of Georgia's **\$37.6 billion** in total exports. (Source: ITA)

Small Business Employment by Industry and Self-Employment by County

Table 1: Georgia Employment by Industry, 2017

Industry	Small Business Employment	Total Private Employment	Small Business Employment Share
Accommodation and Food Services	263,167	437,863	60.1
Health Care and Social Assistance	225,501	509,188	44.3
Professional, Scientific, and Technical Services	150,629	270,919	55.6
Retail Trade	142,946	475,516	30.1
Construction	141,786	178,527	79.4
Other Services (except Public Administration)	136,188	159,971	85.1
Manufacturing	129,320	377,455	34.3
Administrative, Support, and Waste Management	117,492	393,875	29.8
Wholesale Trade	102,798	205,772	50.0
Finance and Insurance	53,118	180,689	29.4
Educational Services	45,894	86,658	53.0
Transportation and Warehousing	42,738	187,562	22.8
Real Estate and Rental and Leasing	39,172	66,863	58.6
Arts, Entertainment, and Recreation	30,996	50,572	61.3
Information	28,823	129,157	22.3
Management of Companies and Enterprises	10,984	138,833	7.9
Agriculture, Forestry, and Fishing and Hunting	7,022	7,445	94.3
Utilities	6,796	26,026	26.1
Mining, Quarrying, and Oil and Gas Extraction	1,949	5,694	34.2
Industries Not Classified	343	343	100.0
Total	1,677,662	3,888,928	43.1

Figure 4: Georgia Self-Employment Rates by County, 2018

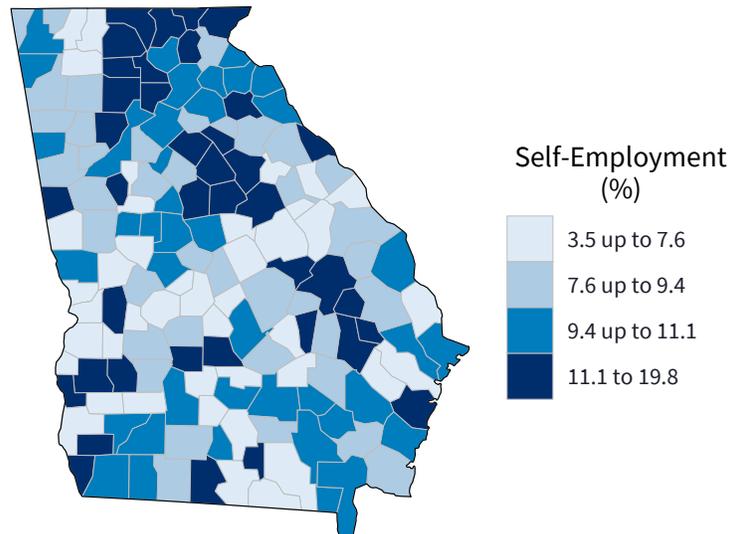


Table 2: Georgia Small Businesses by Industry and Firm Size, 2017

Industry	1-19 Employees	1-499 Employees	Nonemployer Firms	Total Small Firms
Other Services (except Public Administration)	18,572	20,079	163,988	184,067
Professional, Scientific, and Technical Services	25,182	27,038	109,002	136,040
Construction	16,135	17,805	99,471	117,276
Administrative, Support, and Waste Management	8,836	10,146	102,887	113,033
Real Estate and Rental and Leasing	8,755	9,236	79,778	89,014
Retail Trade	19,251	20,820	66,856	87,676
Health Care and Social Assistance	15,974	18,533	66,090	84,623
Transportation and Warehousing	4,353	5,099	76,273	81,372
Arts, Entertainment, and Recreation	2,704	3,078	43,576	46,654
Accommodation and Food Services	10,990	14,985	16,837	31,822
Finance and Insurance	6,862	7,519	22,583	30,102
Educational Services	2,242	2,785	26,050	28,835
Wholesale Trade	8,136	9,940	12,318	22,258
Manufacturing	4,373	6,013	10,580	16,593
Information	1,954	2,351	11,725	14,076
Agriculture, Forestry, and Fishing and Hunting	846	936	6,392	7,328
Utilities	67	122	466	588
Mining, Quarrying, and Oil and Gas Extraction	65	91	171	262
Total	155,526	176,391	915,043	1,091,434

Tables 1 and 2 display data from the 2017 Statistics of U.S. Businesses (SUSB). Table 2 includes additional data from the 2017 Nonemployer Statistics (NES). Figure 4 provides estimates of the rate of self-employment among employed civilians, 16 years and over, including both incorporated and unincorporated businesses, from the 2018 American Community Survey (ACS).

References

The Small Business Profiles, source data, and methodology are available at <https://go.usa.gov/xvSPA>.

- ACS American Community Survey, US Census Bureau
- BEA Bureau of Economic Analysis, US Department of Commerce
- BDM Business Employment Dynamics, BLS
- BLS Bureau of Labor Statistics, US Department of Labor
- CES Current Employment Statistics, BLS
- CPS Current Population Survey, BLS
- FDIC Federal Deposit Insurance Corporation
- FFIEC Federal Financial Institutions Examination Council
- ITA International Trade Administration, US Department of Commerce
- NES Nonemployer Statistics, US Census Bureau
- SUSB Statistics of US Businesses, US Census Bureau