

# SMALL BUSINESS PROFILE

U.S. SMALL BUSINESS ADMINISTRATION

## OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

### GEORGIA



**1.0 million**  
99.6%

Small Businesses  
of Georgia Businesses

**1.6 million**  
43.7%

Small Business Employees  
of Georgia Employees



**EMPLOYMENT**  
41,287  
net new jobs



**DIVERSITY**  
371,524  
minority-owned  
businesses



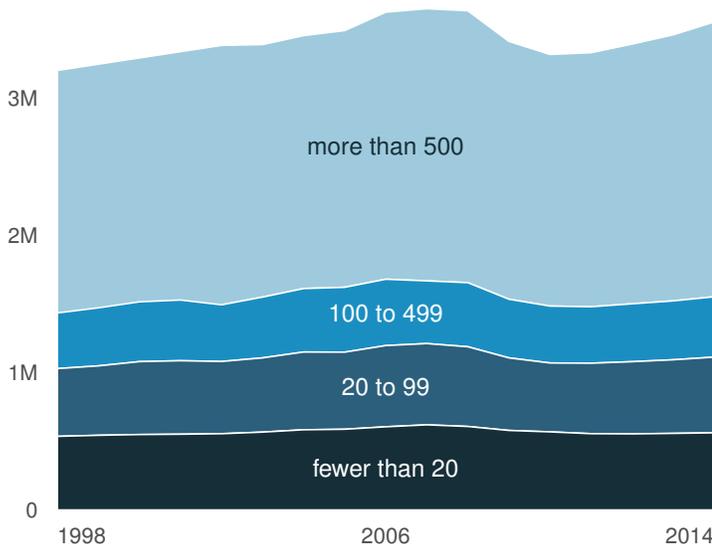
**TRADE**  
88.5%  
of Georgia exporters

#### OVERALL GEORGIA ECONOMY

- In the second quarter of 2016, Georgia grew at an annual rate of 0.4%, which was slower than the overall US growth rate of 1.2%. Georgia's 2015 growth rate of 2.6% was up from the 2014 rate of 2.5%. (Source: BEA)
- In November 2016, the unemployment rate was 5.3%, down from 5.5% at the close of 2015. This was above the November 2016 national unemployment rate of 4.6%. (Source: CPS)

#### EMPLOYMENT

Figure 1: Georgia Employment by Business Size (Employees)



- Georgia small businesses employed 1.6 million people, or 43.7% of the private workforce, in 2014. (Source: SUSB)
- Firms with fewer than 100 employees have the largest share of small business employment. See Figure 1 for further details on firms with employees. (Source: SUSB)
- During the year ending November 2016, private-sector employment increased 4.2%. This was above the previous year's increase of 1.8%. (Source: CPS)
- The number of proprietors increased in 2015 by 3.0% relative to the previous year. (Source: BEA)
- Small businesses created 41,287 net jobs in 2014. Among the seven BDS size-classes, firms employing 100 to 249 employees experienced the largest gains, adding 9,738 net jobs. The smallest gains were in firms employing 5 to 9 employees, which added 3,892 net jobs. (Source: BDS)

The Small Business Profiles are produced by the US Small Business Administration's Office of Advocacy. Each report incorporates the most up-to-date government data to present a unique snapshot of small businesses. Small businesses are defined as firms employing fewer than 500 employees. Net small business job change, minority small business ownership, and exporter share statistics are based on the 2014 Business Dynamics Statistics (BDS), 2012 Survey of Business Owners (SBO), and 2014 International Trade Administration (ITA) data, respectively.

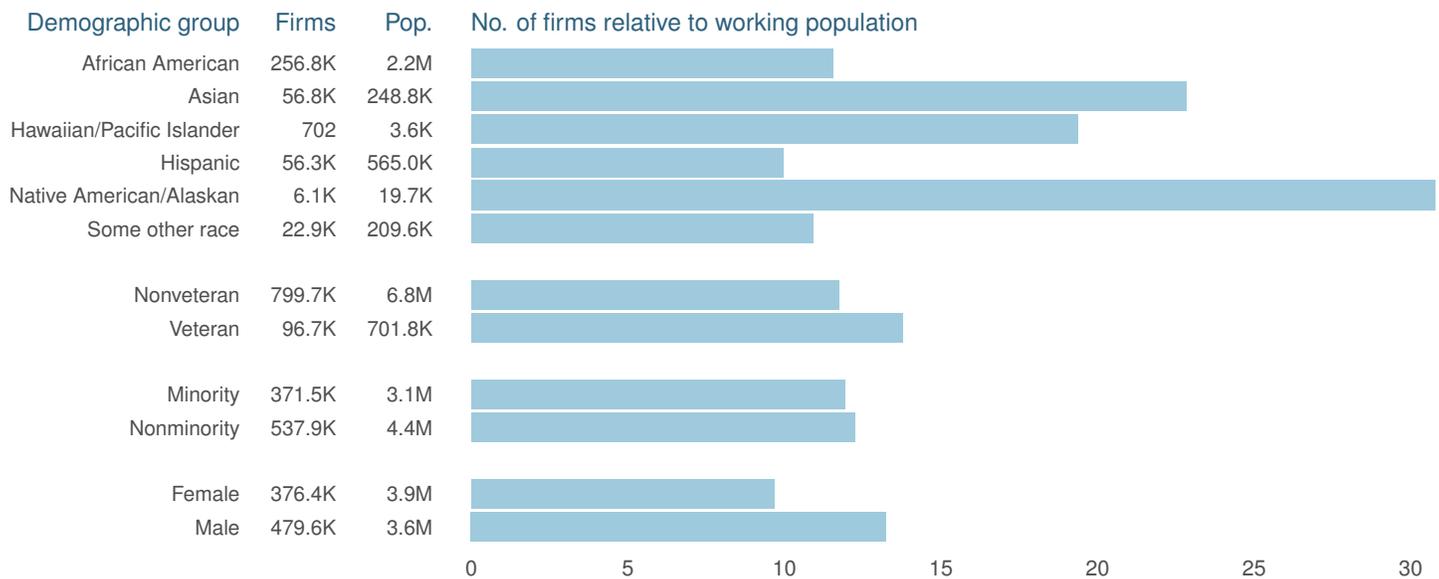
## INCOME AND FINANCE

- The number of banks reported in the Call Reports between June 2015 and June 2016 declined. (Source: [FDIC](#))
- In 2014, **149,865** loans under \$100,000 (valued at **\$2.0 billion**) were issued by Georgia lending institutions reporting under the Community Reinvestment Act. (Source: [FFIEC](#))
- The median income for individuals self-employed at their own incorporated businesses was **\$42,853** in 2015. For individuals self-employed at their own unincorporated firms, this figure was **\$20,975**. (Source: [ACS](#))

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

## BUSINESS OWNER DEMOGRAPHICS

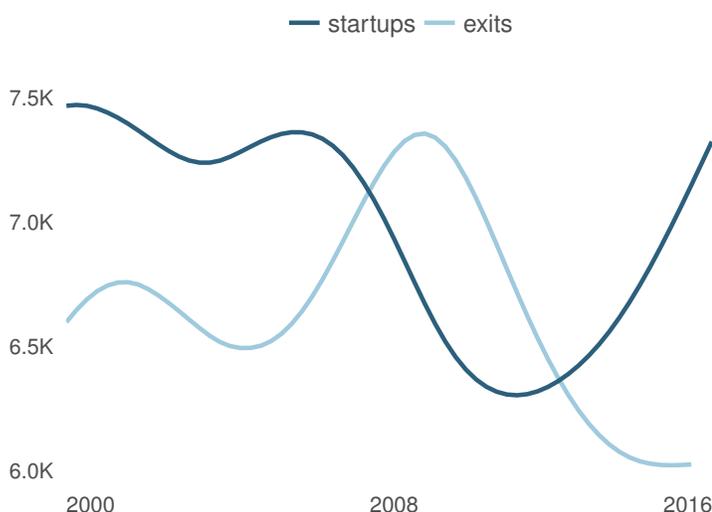
Figure 2: Georgia Small Business Ownership, 2012



*Figure 2 displays the number of small firms (SBO) per 100 people 16 years and over (ACS). For example, there are approximately 10 female-owned firms per 100 working age females or  $376.4K \div 3.9M \times 100$ . ACS and SBO differ in their classifications of individuals reporting more than one race. ACS provides a distinct category for two or more races while SBO tabulates these businesses into more than one group.*

## BUSINESS TURNOVER

Figure 3: Georgia Quarterly Startups and Exits



- In the second quarter of 2015, **7,049** establishments started up, generating **27,131** 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, **6,908** establishments exited resulting in **26,523** 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 2000 to 2016. Each series is smoothed across multiple quarters to highlight long-run trends.

*The BLS refers to startups as births and exits as deaths. These terms are distinct from the BLS openings and closings categories. Openings include seasonal re-openings and closings include seasonal shutterings.*

## INTERNATIONAL TRADE

- A total of 14,547 companies exported goods from Georgia in 2014. Among these, 12,869, or 88.5%, were small firms; they generated 30.1% of Georgia's \$35.9 billion in total known exports. (Source: ITA)

## SMALL BUSINESS EMPLOYMENT BY INDUSTRY AND COUNTY

Table 1: Georgia Employment by Industry, 2014

 Industry	 Small Business Employment	 Total Private Employment	 Small Business Employment Share
Accommodation and Food Services	231,701	390,371	59%
Health Care and Social Assistance	206,099	462,968	45%
Professional, Scientific, and Technical Services	140,580	247,331	57%
Retail Trade	139,502	453,396	31%
Other Services (Except Public Administration)	129,886	153,866	84%
Construction	123,047	154,932	79%
Manufacturing	120,589	352,455	34%
Administrative, Support, and Waste Management	105,505	341,747	31%
Wholesale Trade	102,213	199,360	51%
Finance and Insurance	54,032	167,775	32%
Educational Services	41,172	81,980	50%
Transportation and Warehousing	41,044	167,898	24%
Real Estate and Rental and Leasing	37,836	58,814	64%
Arts, Entertainment, and Recreation	28,190	44,990	63%
Information	23,897	117,588	20%
Agriculture, Forestry, and Fishing and Hunting	7,207	7,625	95%
Utilities	6,674	23,042	29%
Mining, Quarrying, and Oil and Gas Extraction	2,436	4,845	50%
<b>Total</b>	<b>1,551,537</b>	<b>3,551,163</b>	<b>44%</b>

Figure 4: Georgia Small Business Percent of Employment by County

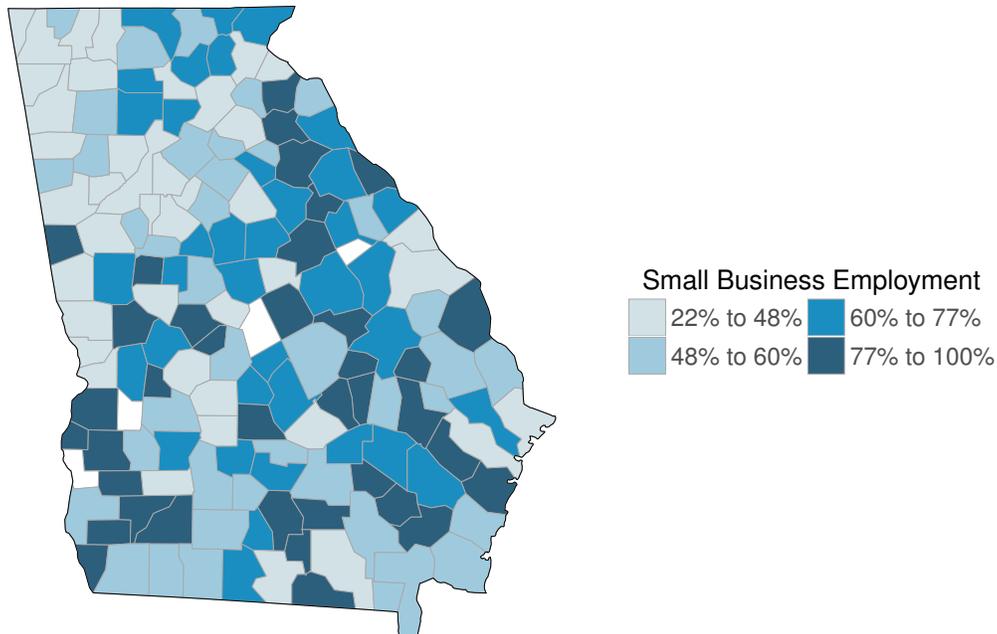


Table 2: Georgia Small Businesses by Industry and Firm Size, 2014

Industry	1-499 Employees	1-20 Employees	Nonemployer Firms	Total Small Firms
Other Services (Except Public Administration)	19,173	17,779	162,916	182,089
Professional, Scientific, and Technical Services	26,140	24,422	103,207	129,347
Construction	16,009	14,581	95,490	111,499
Administrative, Support, and Waste Management	9,571	8,355	97,950	107,521
Health Care and Social Assistance	17,957	15,683	69,943	87,900
Retail Trade	20,447	18,942	62,458	82,905
Real Estate and Rental and Leasing	8,030	7,548	72,417	80,447
Transportation and Warehousing	4,656	3,952	44,352	49,008
Arts, Entertainment, and Recreation	2,640	2,310	38,954	41,594
Finance and Insurance	7,361	6,706	22,053	29,414
Accommodation and Food Services	13,721	10,244	14,638	28,359
Educational Services	2,580	2,083	23,309	25,889
Wholesale Trade	10,167	8,373	13,171	23,338
Manufacturing	5,941	4,381	10,615	16,556
Information	1,989	1,626	10,744	12,733
Agriculture, Forestry, and Fishing and Hunting	901	806	5,911	6,812
Utilities	115	62	671	786
Mining, Quarrying, and Oil and Gas Extraction	104	80	153	257
<b>Total</b>	<b>167,506</b>	<b>148,330</b>	<b>848,952</b>	<b>1,016,458</b>

Data for counties shown in white in Figure 4 and values labeled "s" in Tables 1 and 2 were withheld by the Census Bureau because they do not meet publication standards or could disclose information regarding individual businesses. (Source: SUSB, NES)

**REFERENCES**

The Small Business Profiles, source data, and methodology are available at <http://go.usa.gov/x9yxK>.

- ACS American Community Survey, 5-year estimates, U.S. Census Bureau
- BEA Bureau of Economic Analysis
- BDM Business Employment Dynamics, BLS
- BDS Business Dynamics Statistics, U.S. Census Bureau
- BLS Bureau of Labor Statistics, U.S. Department of Labor
- CES Current Employment Statistics, BLS
- CEW Census of Employment and Wages, BLS
- CPS Current Population Survey, BLS
- FDIC Federal Deposit Insurance Corporation
- FFIEC Federal Financial Institutions Examination Council
- ITA International Trade Administration
- NES Nonemployer Statistics, U.S. Census Bureau
- SBO Survey of Business Owners, U.S. Census Bureau
- SUSB Statistics of U.S. Businesses, U.S. Census Bureau

