

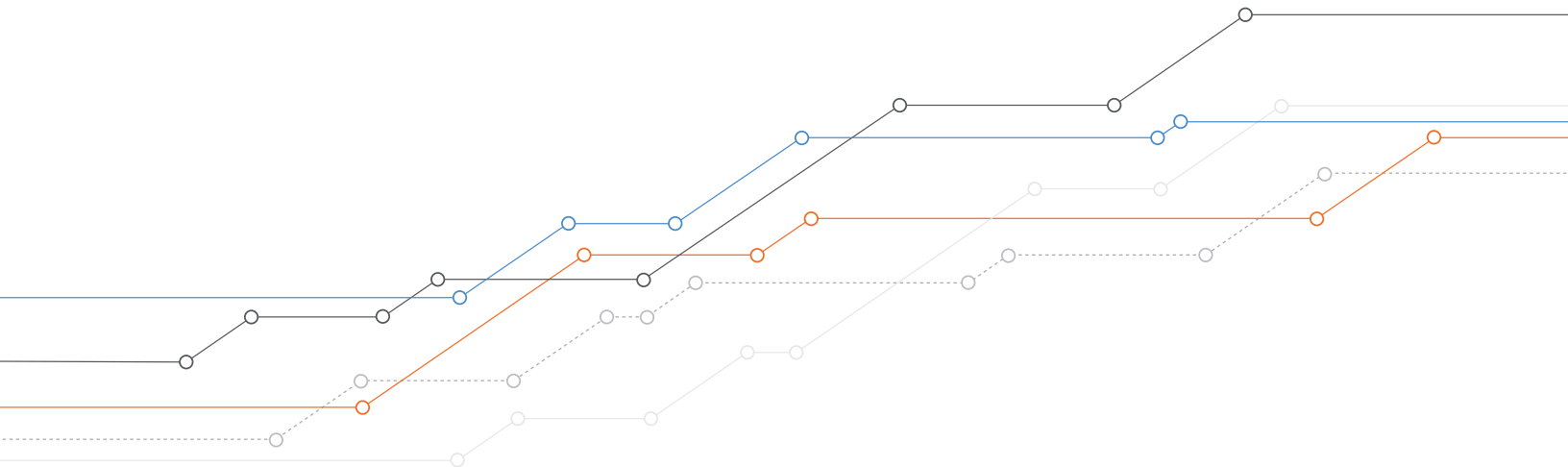


KAUFFMAN
INDICATORS *of*
ENTREPRENEURSHIP

2019 **EARLY-STAGE ENTREPRENEURSHIP IN THE UNITED STATES**

NATIONAL AND STATE REPORT

JUNE 2020



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EARLY-STAGE ENTREPRENEURSHIP IN THE UNITED STATES

This report tracks four indicators capturing early-stage entrepreneurship activity in the United States:

Rate of new entrepreneurs

Opportunity share of new entrepreneurs

Startup early job creation

Startup early survival rate

These indicators collectively inform the Kauffman Early-Stage Entrepreneurship (KESE) Index, a summary index of entrepreneurial activity.

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Executive Summary

The Kauffman Indicators of Early-Stage Entrepreneurship is a set of measures that represents new business creation in the United States, integrating several high-quality, timely sources of information on early-stage entrepreneurship.

This report presents four indicators tracking early-stage entrepreneurship for the years 1996–2019: **rate of new entrepreneurs** reflects the number of new entrepreneurs in a given month, **opportunity share of new entrepreneurs** is the percentage of new entrepreneurs who created their businesses out of opportunity instead of necessity, **startup early job creation** is the total number of jobs created by startups per capita, **startup early survival rate** is the one-year average survival rate for new employer establishments. National and state level trends are reported for all four indicators. In addition, demographic trends are reported for the rate of new entrepreneurs and opportunity share of new entrepreneurs.

National Trends in Early-Stage Entrepreneurship in 2019:

- Nationally, the **rate of new entrepreneurs** in 2019 was 0.31 percent, meaning that an average of 310 out of every 100,000 adults became new entrepreneurs in a given month.
 - The rate of new entrepreneurs was 0.23 percent among women and 0.38 percent among men, reflecting a slight decline for men and an essentially no change for women from the previous year.
 - In 2019, the rate of new entrepreneurs was the highest among Latinos (0.44 percent) and lowest among African Americans (0.24 percent). It decreased for Latinos and decreased slightly for Asians, but remained constant for African Americans and whites.
 - The rate of new entrepreneurs was 0.44 percent for immigrants, which is substantially higher than for native-born Americans (0.28 percent). Immigrants started businesses at a lower rate than they did in the previous year.
 - The rate of new entrepreneurs was highest among Americans aged 45–54 (0.36 percent) and lowest among Americans aged 20–34 (0.24 percent). It declined slightly in 2019 among all age groups except for the aged 20–34 group.
- The **opportunity share of new entrepreneurs** nationally in 2019 was 86.9 percent.
 - The opportunity share of new entrepreneurs increased for women and remained roughly constant for men in 2019.
 - African Americans and Asians experienced increases in the opportunity share of new entrepreneurs in 2019, continuing upward trends over the past few years. The opportunity share for Latinos and whites remained roughly constant but showed a similar general positive trend over the past few years.
 - The opportunity share of new entrepreneurs increased for immigrants in 2019.
 - All age groups, except ages 45–54, experienced increases in the opportunity share, continuing upward trends since the Great Recession.
- National **startup early job creation** in 2019 was 5.2 jobs, meaning that the average startup that hired would hire a little over 5 jobs for every 1,000 people.
- **Startup early survival rate** was 79.6 percent in 2019, meaning that almost eight in 10 startups survived the first year.
- The overall **KESE Index** – an equally-weighted composite of the four indicators – was 1.2 nationally. The index is normalized at zero.¹

The Kauffman Indicators of Early-Stage Entrepreneurship is a set of measures that represents new business creation in the United States, integrating several high-quality, timely sources of information on early-stage entrepreneurship.

Each of the indicators is based on either a nationally representative sample of more than a half-million observations each year or the universe of employer businesses in the United States (roughly 5 million businesses).

State Trends in Early-Stage Entrepreneurship in 2019:

- The **rate of new entrepreneurs** in 2019 ranged from a low of 0.17 percent in Rhode Island to a high of 0.47 percent in Florida. The median for states in 2019 was 0.30 percent² reflecting 300 out of every 100,000 adults.
- The **opportunity share of new entrepreneurs** ranged from a low of 71.4 percent in the District of Columbia to 96.2 percent in South Dakota, with a median of 85.6 percent.
- **Startup early job creation** in the District of Columbia was 9.4 jobs per 1,000 people, compared with 3.2 jobs per 1,000 in South Dakota, and a median of 4.7.
- **Startup early survival rate** ranged from 69.4 percent in Connecticut to 90.5 percent in Virginia, with a median of 79.4 percent.
- The overall **KESE Index** — an equally-weighted composite of the four indicators — ranged from -7.6 in Connecticut to 5.0 in California, with a median of 0.5.

Introduction

The Kauffman Indicators of Early-Stage Entrepreneurship captures early-stage entrepreneurial activity broadly defined and includes four key early-stage measures of entrepreneurial activity:

1. **Rate of new entrepreneurs:** the broadest measure possible for business creation by population.
2. **Opportunity share of new entrepreneurs:** the percentage of new entrepreneurs who created a business out of choice instead of necessity.
3. **Startup early job creation:** the number of jobs created in the first year of business per capita.
4. **Startup early survival rate:** the rate of survival in the first year of business.

A summary index of entrepreneurship activity, the KESE Index, is also created from these four indicators. The KESE Index presents a snapshot of early-stage entrepreneurial activity and evenly weights contributions from the four indicators, and can

be used to track changes in entrepreneurial activity over time at the national or state level.

The purpose of these indicators is to provide a picture of early-stage entrepreneurial activity. Each of the indicators is based on either a nationally representative sample of more than a half-million observations each year or the universe of employer businesses in the United States (roughly 5 million businesses), using datasets of the U.S. Census Bureau and Bureau of Labor Statistics. The indicators track changes in entrepreneurial activity over time, across geographies, and among various demographic groups.

We provide these indicators with the hope that interested individuals and organizations will be able to better understand trends in different aspects of entrepreneurial activity. For example, if the rate of new entrepreneurs were to increase rapidly while the startup early survival rate stayed fairly constant, it suggests a need for further exploration of the causes of this difference. Along the same lines, if an indicator were to differ significantly across demographic groups, this points to questions about the reasons for such differences.

KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX

The **KESE Index** presents a snapshot of early-stage entrepreneurial activity and evenly weights contributions from the four indicators, and can be used to track changes in entrepreneurial activity over time at the national or state level.

Kauffman Indicators of Entrepreneurship

The definition and measurement of each of the four early-stage entrepreneurship indicators and the summary index are described in this section.³ The first two indicators reflect **early entrepreneurial activity among the population** and the next two capture **first year business trends**.

All indicators are reported at the national level and at the state level. Definitions and constructions are consistent across level of geography.

The rate of new entrepreneurs captures all new business owners, including those who own incorporated or unincorporated businesses, and those who are employers or non-employers.

The opportunity share of new entrepreneurs reflects the percent of the total number of new entrepreneurs who were not unemployed and not looking for a job as they started the new business.

ENTREPRENEURIAL ACTIVITY AMONG THE POPULATION

RATE OF NEW ENTREPRENEURS

The rate of new entrepreneurs provides a broad measure of entrepreneurship, capturing all new business owners, regardless of business size or origin. As such, it includes businesses of all types, regardless of their growth potential or intentions of their owners. This indicator captures all new business owners, including those who own incorporated or unincorporated businesses, and those who are employers or non-employers.⁴

The rate of new entrepreneurs captures the percentage of the adult, non-business owner population that starts a business each month. New business owners are defined here as those individuals who work an average of 15 or more hours per week in their businesses in the preceding month.

The large sample sizes and detailed demographic information available in the CPS allow for the estimation of separate business creation rates by sex, race, immigrant status, age, level of education, and veteran status. These attributes of the dataset represent an advantage of using the individual-level data because large, nationally representative business-level datasets typically provide either no or very limited demographic information on the owner.

Source: Author calculation using microdata from the Current Population Survey (CPS), a monthly survey of the U.S. Census Bureau and U.S. Bureau of Labor Statistics

OPPORTUNITY SHARE OF NEW ENTREPRENEURS

The opportunity share of new entrepreneurs distinguishes between individuals who are "opportunity entrepreneurs" including those coming out of work, school, or other labor market status, and individuals who are "necessity entrepreneurs" due to employment.⁵ The opportunity share of new entrepreneurs reflects the percent of the total number of new entrepreneurs who were not unemployed and not looking for a job as they started the new business.

It is important to note that although the motivations for starting businesses can differ (and can be in the context of weak economic conditions and high unemployment rates), necessity businesses could eventually become very successful.

This provides broad insight into the influence of economic conditions on overall business creation among new entrepreneurs.

Source: Author calculation using microdata from the Current Population Survey (CPS), a monthly survey of the U.S. Census Bureau and U.S. Bureau of Labor Statistics

Key demographic breakdowns are also reported for both variables that capture early entrepreneurial activity among the population.

FIRST YEAR BUSINESS TRENDS

STARTUP EARLY JOB CREATION

Startup early job creation captures the employment of a cohort of startup businesses in their first year of operation. This measure represents the job creation power of a typical startup in the first year of its operation.⁶

Startup early job creation is an annual measure of how many total jobs are created by startups in their first year, and is normalized by the population. This means it reflects total employment created by an average new employer firm in their first year for every 1,000 people. It is a measure of average first year job creation by a startup, and it is comparable across time and by geography. Focusing on only the quantity of employer startups or the average number of jobs created per startup alone would not capture the potential of startups for early job creation. Although the measure focuses on job creation, it can also be viewed as an early-stage indicator of business growth.

Source: Startup data come from Business Employment Dynamics (BED), a database of the U.S. Bureau of Labor Statistics; population estimates come from U.S. Census Bureau

STARTUP EARLY SURVIVAL RATE

As with startup early job creation, the startup early survival rate measure reflects a trend among startups within their first year. The startup early survival rate measures the percentage of new employer establishments that are still active after one year of operation.⁷ This indicator is an annual measure that broadly reflects early-stage business performance, and is a measure of immediate and not long-term survival. And for businesses that do not survive, it does not assume the reason for exit.

It is also important to note that this indicator measures the early survival rates of new establishments rather than new firms. Unlike new firms, new establishments can be generated from existing businesses. For example, a new location of a service-oriented business (such as a restaurant or gas station) would count as a new establishment but not as a new firm. Historically, however, the establishment survival rate has been very similar to the firm survival rate.⁸

Source: Business Employment Dynamics (BED), a database of the U.S. Bureau of Labor Statistics

Startup early job creation captures the employment of a cohort of startup businesses in their first year of operation.

The startup early survival rate measures the percentage of new employer establishments that are still active after one year of operation.

KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX

Using the four indicators, we create a summary index that reflects early-stage entrepreneurial activity, broadly defined.

The KESE Index is an equally weighted index of the four indicators of entrepreneurship activity that is normalized using Z-scores for each variable for the first two decades of available data (1996-2015) to fix the measure over time and capture variation over essentially two business cycles.⁹

It is important to note that the KESE Index is a composite of the four indicators. In some cases, an index score may be driven by one very high or low indicator. As such, for more actionable insights, we recommend that users focus primarily on each individual indicator and less on the overall composite score.

The Kauffman Indicators of Early-Stage Entrepreneurship offer a guidepost for a broad picture of early-stage entrepreneurship. No single indicator can provide a complete picture of all types of entrepreneurial activity at any given time. Like many measures derived from large longitudinal datasets, the indicators are limited by sampling, interpretation, and reporting constraints.

Table 9 on page 26 provides the full list of the four indicators and the Index for all 50 states and the District of Columbia for 2019.

SECTION NOTES: (1) The KESE Index calculation was updated in 2020. Refer to Fairlie and Desai (2020) for methodology. (2) We report the median to provide a more complete picture of the middle point for all 50 states. (3) Detailed description of the measurement approach can be found in the technical report by Fairlie and Desai (2020). (4) Though most self-employed business owners are non-employers, about a million self-employed business owners are classified as employer businesses. <https://www.census.gov/epcd/nonemployer/view/define.html>. (5) See Fairlie and Fossen (2017). (6) It does not directly reflect long-term job creation, compensation, longevity of a job, or job and industry characteristics that may influence job trends in startups. (7) This indicator measures the early survival rates of new establishments rather than new firms. New establishments can be generated from existing businesses (see Fairlie and Desai, 2020). Historically, the establishment survival rate has been very similar to the firm survival rate. (8) Historical data on firm survival rate is available from the U.S. Census Business Dynamics Statistics at https://www.census.gov/ces/dataproducts/bds/data_firm2016.html. (9) This reflects a methodological adjustment in the index calculation starting in 2020. See Fairlie and Desai (2020).



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NATIONAL TRENDS IN EARLY-STAGE ENTREPRENEURSHIP

This part of the report presents trends in early-stage entrepreneurship at the national level across the United States.

NATIONAL TRENDS IN THE RATE OF NEW ENTREPRENEURS

The rate of new entrepreneurs reflects how many adults start a business each month. Figure 1 presents the rate of new entrepreneurs from 1996 to 2019. In 2019, an average of 0.31 percent of the adult population, or 310 out of 100,000 adults, created a new business each month.¹⁰ The rate of new entrepreneurs experienced an upward trend over the past several years, but has remained relatively constant, if not declining slightly, over the past few years.

The rate of new entrepreneurs increased between 2013 and 2019, from 0.28 percent (280 out of 100,000) to 0.31 percent (310 out of 100,000) of the adult population. Within this period, there was a slight decline over the past two years, from 0.33 percent in 2017 (330 out of 100,000).

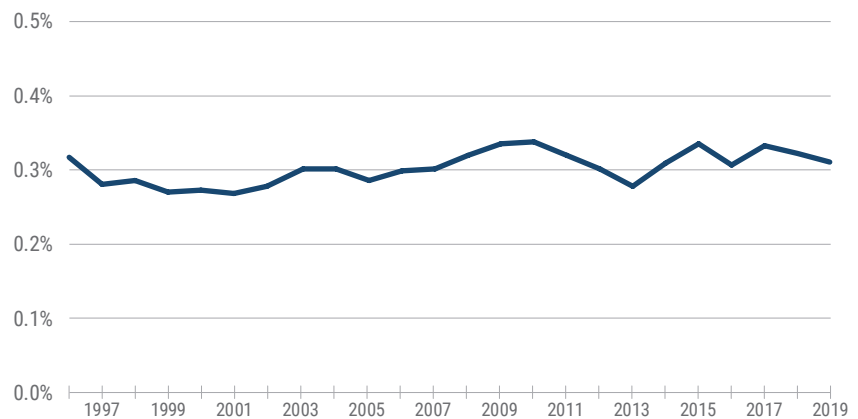


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RATE OF NEW ENTREPRENEURS DEFINED

The **rate of new entrepreneurs** captures the percentage of the adult, non-business owner population that starts a business each month. This indicator captures all new business owners, including those who own incorporated or unincorporated businesses, and those who are employers or non-employers.³

FIGURE 1 RATE OF NEW ENTREPRENEURS OVER TIME (1996–2019)



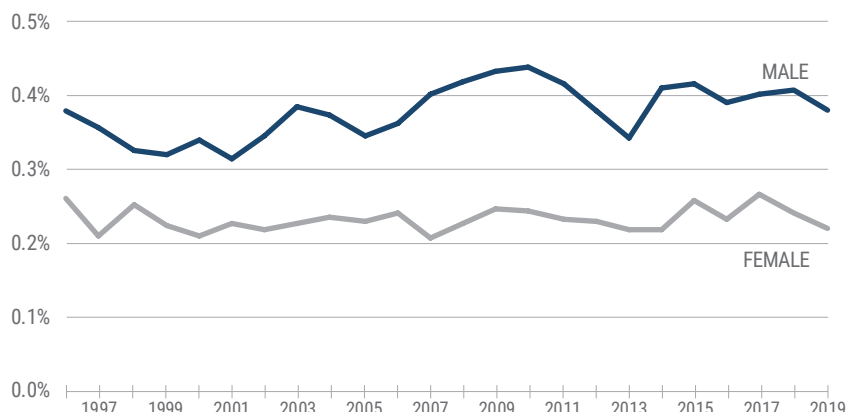
Source: Estimates calculated from the Current Population Survey.

DEMOGRAPHIC TRENDS IN THE RATE OF NEW ENTREPRENEURS

The rate of new entrepreneurs remained roughly the same for women: 0.23 percent in 2019 from 0.24 percent in 2018. Figure 2 and Table 1 show the trends. For men, the rate of new entrepreneurs decreased slightly from 0.41 percent in 2018 to 0.38 percent in 2019.

Overall, men are substantially more likely to start businesses each month than women. In 2019, 230 out of 100,000 women became new entrepreneurs in a given month, compared to 380 out of every 100,000 men. This gender gap has been persistent over the past 2.5 decades.

FIGURE 2 RATE OF NEW ENTREPRENEURS BY SEX (1996–2019)



Source: Estimates calculated from the Current Population Survey.

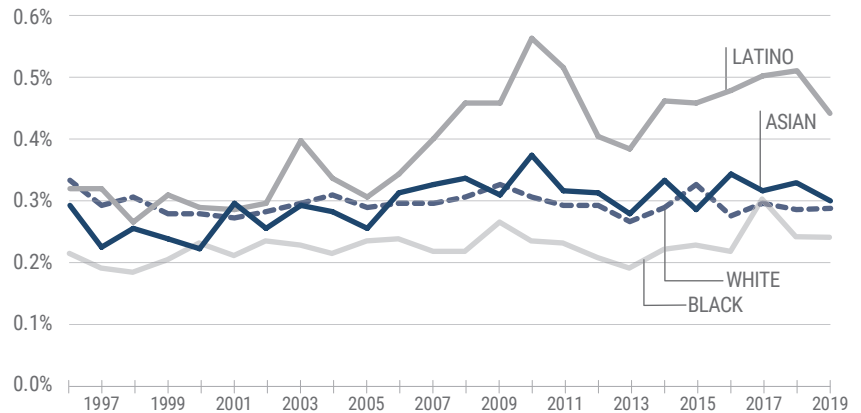
YEAR	FEMALE	MALE	TOTAL
1996	0.26%	0.38%	0.32%
1997	0.21%	0.36%	0.28%
1998	0.25%	0.32%	0.29%
1999	0.22%	0.32%	0.27%
2000	0.21%	0.34%	0.27%
2001	0.23%	0.31%	0.27%
2002	0.22%	0.35%	0.28%
2003	0.23%	0.38%	0.30%
2004	0.24%	0.37%	0.30%
2005	0.23%	0.35%	0.28%
2006	0.24%	0.36%	0.30%
2007	0.21%	0.40%	0.30%
2008	0.23%	0.42%	0.32%
2009	0.25%	0.43%	0.34%
2010	0.24%	0.44%	0.34%
2011	0.23%	0.42%	0.32%
2012	0.23%	0.38%	0.30%
2013	0.22%	0.34%	0.28%
2014	0.22%	0.41%	0.31%
2015	0.26%	0.42%	0.33%
2016	0.23%	0.39%	0.31%
2017	0.27%	0.40%	0.33%
2018	0.24%	0.41%	0.32%
2019	0.23%	0.38%	0.31%

Notes: (1) Estimates calculated from the Current Population Survey. (2) The rate of new entrepreneurs is the percent of individuals (ages 20–64) who do not own a business in the first survey month and start a business in the following month with 15 or more hours worked per week. (3) All observations with allocated labor force status, class of worker, and hours worked variables are excluded.

Among ethnic and racial groups,¹¹ the rate of new entrepreneurs among Latinos and Asians decreased in 2019, and remained constant among African Americans and whites. Figure 3 and Table 2 provide estimates of the rate of new entrepreneurs by race and ethnicity.

Over most of the time period covered, the rate of new entrepreneurs is highest among Latinos and lowest among African Americans. The range across ethnic and racial groups has expanded over time.

FIGURE 3 RATE OF NEW ENTREPRENEURS BY RACE AND ETHNICITY (1996–2019)



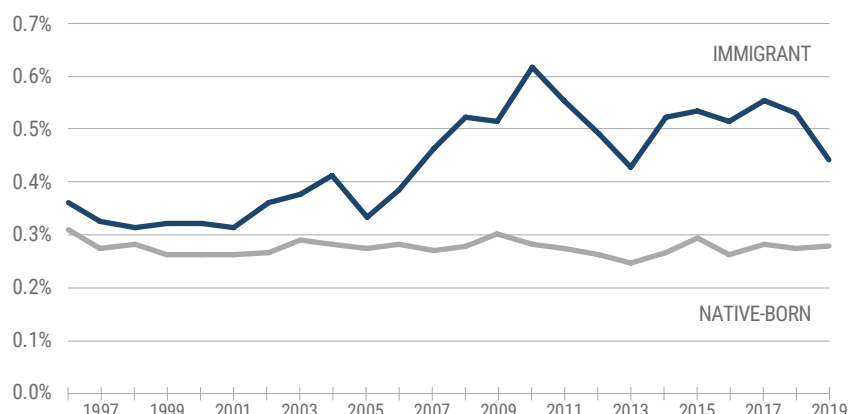
Source: Estimates calculated from the Current Population Survey.

YEAR	ASIAN	BLACK	LATINO	WHITE	TOTAL
1996	0.29%	0.21%	0.32%	0.33%	0.32%
1997	0.23%	0.19%	0.32%	0.29%	0.28%
1998	0.25%	0.18%	0.27%	0.31%	0.29%
1999	0.24%	0.21%	0.31%	0.28%	0.27%
2000	0.22%	0.23%	0.29%	0.28%	0.27%
2001	0.30%	0.21%	0.29%	0.27%	0.27%
2002	0.26%	0.24%	0.30%	0.28%	0.28%
2003	0.29%	0.23%	0.40%	0.30%	0.30%
2004	0.28%	0.22%	0.34%	0.31%	0.30%
2005	0.26%	0.23%	0.31%	0.29%	0.28%
2006	0.31%	0.24%	0.34%	0.30%	0.30%
2007	0.33%	0.22%	0.40%	0.30%	0.30%
2008	0.34%	0.22%	0.46%	0.31%	0.32%
2009	0.31%	0.27%	0.46%	0.33%	0.34%
2010	0.37%	0.24%	0.56%	0.31%	0.34%
2011	0.32%	0.23%	0.52%	0.29%	0.32%
2012	0.31%	0.21%	0.40%	0.29%	0.30%
2013	0.28%	0.19%	0.38%	0.27%	0.28%
2014	0.33%	0.22%	0.46%	0.29%	0.31%
2015	0.29%	0.23%	0.46%	0.32%	0.33%
2016	0.34%	0.22%	0.48%	0.28%	0.31%
2017	0.31%	0.30%	0.50%	0.30%	0.33%
2018	0.33%	0.24%	0.51%	0.29%	0.32%
2019	0.30%	0.24%	0.44%	0.29%	0.31%

Notes: (1) Estimates calculated from the Current Population Survey. (2) The rate of new entrepreneurs is the percent of individuals (ages 20–64) who do not own a business in the first survey month and start a business in the following month with 15 or more hours worked per week. (3) Race and Latino codes changed in 2003. Estimates for 2003 only include individuals reporting one race. (4) All observations with allocated labor force status, class of worker, and hours worked variables are excluded.

The rate of new entrepreneurs decreased for immigrants in 2019 but continues to remain higher than for the native-born. The 2019 rate of new entrepreneurs among immigrants is 0.44 percent, which is substantially higher than that for the native-born of 0.28 percent. In 2018, the rate of new entrepreneurs among immigrants was 0.53 percent. Figure 4 and Table 3 report estimates of the rate of new entrepreneurs by nativity.

FIGURE 4 RATE OF NEW ENTREPRENEURS BY NATIVITY (1996–2019)



Source: Estimates calculated from the Current Population Survey.

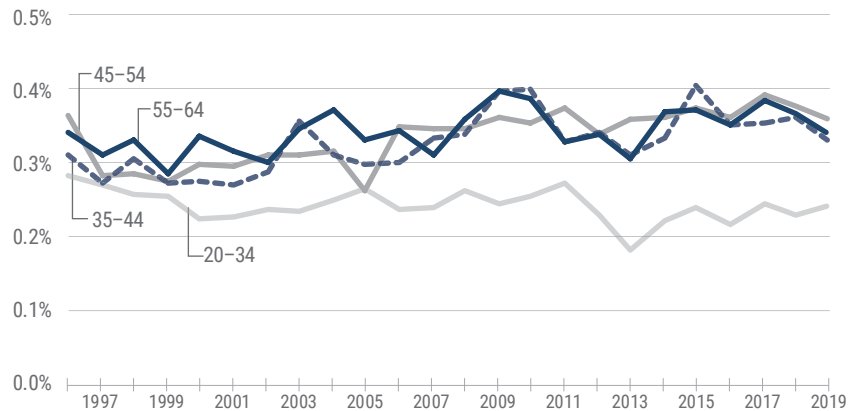
YEAR	IMMIGRANT	NATIVE-BORN	TOTAL
1996	0.36%	0.31%	0.32%
1997	0.33%	0.27%	0.28%
1998	0.31%	0.28%	0.29%
1999	0.32%	0.26%	0.27%
2000	0.32%	0.26%	0.27%
2001	0.31%	0.26%	0.27%
2002	0.36%	0.26%	0.28%
2003	0.38%	0.29%	0.30%
2004	0.41%	0.28%	0.30%
2005	0.33%	0.28%	0.28%
2006	0.38%	0.28%	0.30%
2007	0.46%	0.27%	0.30%
2008	0.52%	0.28%	0.32%
2009	0.51%	0.30%	0.34%
2010	0.62%	0.28%	0.34%
2011	0.55%	0.27%	0.32%
2012	0.49%	0.26%	0.30%
2013	0.43%	0.25%	0.28%
2014	0.52%	0.27%	0.31%
2015	0.53%	0.29%	0.33%
2016	0.52%	0.26%	0.31%
2017	0.56%	0.28%	0.33%
2018	0.53%	0.27%	0.32%
2019	0.44%	0.28%	0.31%

Notes: (1) Estimates calculated from the Current Population Survey. (2) The rate of new entrepreneurs is the percent of individuals (ages 20–64) who do not own a business in the first survey month and start a business in the following month with 15 or more hours worked per week. (3) All observations with allocated labor force status, class of worker, and hours worked variables are excluded.

Figure 5 and Table 4 report estimates of the rate of new entrepreneurs by age group. All of the age groups, except the aged 20–34 group, experienced slight declines in the rate of new entrepreneurs in 2019. The rate of new entrepreneurs is lowest among the youngest group aged 20–34 and highest in the age group 45–54.

The rate of new entrepreneurs is lowest among the youngest group and highest in the 45–54 age group.

FIGURE 5 RATE OF NEW ENTREPRENEURS BY AGE GROUP (1996–2019)



Source: Estimates calculated from the Current Population Survey.

TABLE 4 RATE OF NEW ENTREPRENEURS BY AGE GROUP (1996–2019)

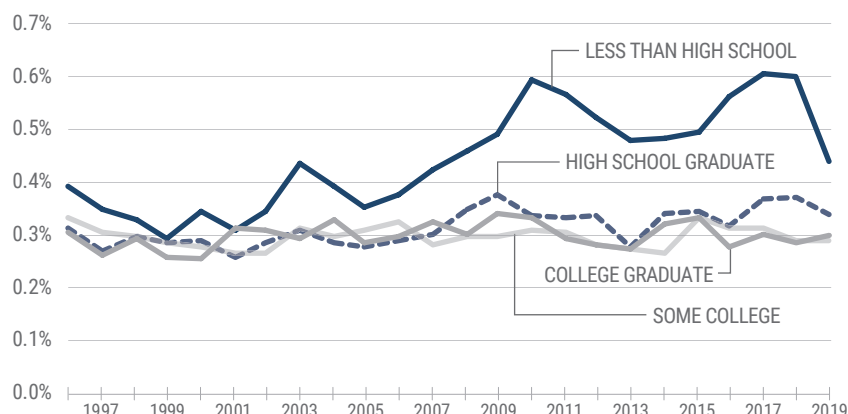
YEAR	AGES 20–34	AGES 35–44	AGES 45–54	AGES 55–64	TOTAL ¹²
1996	0.28%	0.31%	0.36%	0.34%	0.32%
1997	0.27%	0.27%	0.28%	0.31%	0.28%
1998	0.26%	0.31%	0.28%	0.33%	0.29%
1999	0.26%	0.27%	0.28%	0.28%	0.27%
2000	0.22%	0.27%	0.30%	0.34%	0.27%
2001	0.23%	0.27%	0.30%	0.32%	0.27%
2002	0.24%	0.29%	0.31%	0.30%	0.28%
2003	0.23%	0.36%	0.31%	0.35%	0.30%
2004	0.25%	0.31%	0.31%	0.37%	0.30%
2005	0.27%	0.30%	0.26%	0.33%	0.28%
2006	0.24%	0.30%	0.35%	0.34%	0.30%
2007	0.24%	0.33%	0.35%	0.31%	0.30%
2008	0.26%	0.34%	0.35%	0.36%	0.32%
2009	0.24%	0.40%	0.36%	0.40%	0.34%
2010	0.26%	0.40%	0.35%	0.39%	0.34%
2011	0.27%	0.33%	0.37%	0.33%	0.32%
2012	0.23%	0.34%	0.34%	0.34%	0.30%
2013	0.18%	0.31%	0.36%	0.31%	0.28%
2014	0.22%	0.33%	0.36%	0.37%	0.31%
2015	0.24%	0.40%	0.37%	0.37%	0.33%
2016	0.22%	0.35%	0.36%	0.35%	0.31%
2017	0.24%	0.35%	0.39%	0.38%	0.33%
2018	0.23%	0.36%	0.38%	0.37%	0.32%
2019	0.24%	0.33%	0.36%	0.34%	0.31%

Notes: (1) Estimates calculated from the Current Population Survey. (2) The rate of new entrepreneurs is the percent of individuals (ages 20–64) who do not own a business in the first survey month and start a business in the following month with 15 or more hours worked per week. (3) All observations with allocated labor force status, class of worker, and hours worked variables are excluded.

The rate of new entrepreneurs declined for the lowest education groups in 2019 but remained roughly constant for the two highest education groups. Figure 6 and Table 5 report estimates by education level. The rate of new entrepreneurs is highest among the least-educated group.¹³

The rate of new entrepreneurs is highest among the least-educated group.

FIGURE 6 RATE OF NEW ENTREPRENEURS BY EDUCATION (1996–2019)



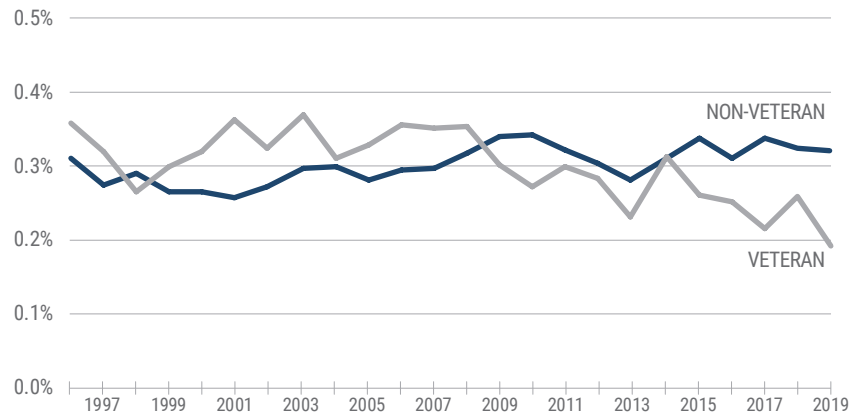
Source: Estimates calculated from the Current Population Survey.

YEAR	LESS THAN HIGH SCHOOL	HIGH SCHOOL GRADUATE	SOME COLLEGE	COLLEGE GRADUATE	TOTAL
1996	0.39%	0.31%	0.33%	0.31%	0.32%
1997	0.35%	0.27%	0.31%	0.26%	0.28%
1998	0.33%	0.30%	0.30%	0.29%	0.29%
1999	0.29%	0.29%	0.29%	0.26%	0.27%
2000	0.35%	0.29%	0.28%	0.26%	0.27%
2001	0.31%	0.26%	0.27%	0.31%	0.27%
2002	0.35%	0.29%	0.27%	0.31%	0.28%
2003	0.44%	0.31%	0.32%	0.29%	0.30%
2004	0.39%	0.29%	0.30%	0.33%	0.30%
2005	0.35%	0.28%	0.31%	0.29%	0.28%
2006	0.38%	0.29%	0.33%	0.30%	0.30%
2007	0.42%	0.30%	0.28%	0.33%	0.30%
2008	0.46%	0.35%	0.30%	0.30%	0.32%
2009	0.49%	0.38%	0.30%	0.34%	0.34%
2010	0.59%	0.34%	0.31%	0.33%	0.34%
2011	0.57%	0.33%	0.31%	0.29%	0.32%
2012	0.52%	0.34%	0.28%	0.28%	0.30%
2013	0.48%	0.28%	0.27%	0.28%	0.28%
2014	0.48%	0.34%	0.27%	0.32%	0.31%
2015	0.50%	0.35%	0.33%	0.33%	0.33%
2016	0.56%	0.32%	0.31%	0.28%	0.31%
2017	0.61%	0.37%	0.31%	0.30%	0.33%
2018	0.60%	0.37%	0.29%	0.29%	0.32%
2019	0.44%	0.34%	0.29%	0.30%	0.31%

Notes: (1) Estimates calculated from the Current Population Survey. (2) The rate of new entrepreneurs is the percent of individuals (ages 20–64) who do not own a business in the first survey month and start a business in the following month with 15 or more hours worked per week. (3) All observations with allocated labor force status, class of worker, and hours worked variables are excluded.

Figure 7 and Table 6 report estimates of the rate of new entrepreneurs by veteran status. In 2019, the rate of new entrepreneurs was 0.19 percent for veterans. The non-veteran rate was 0.31 percent in 2019.

FIGURE 7 RATE OF NEW ENTREPRENEURS BY VETERAN STATUS (1996–2019)



Source: Estimates calculated from the Current Population Survey.

YEAR	NON-VETERANS	VETERANS	TOTAL
1996	0.31%	0.36%	0.32%
1997	0.27%	0.32%	0.28%
1998	0.29%	0.27%	0.29%
1999	0.26%	0.30%	0.27%
2000	0.26%	0.32%	0.27%
2001	0.26%	0.36%	0.27%
2002	0.27%	0.32%	0.28%
2003	0.30%	0.37%	0.30%
2004	0.30%	0.31%	0.30%
2005	0.28%	0.33%	0.28%
2006	0.29%	0.35%	0.30%
2007	0.30%	0.35%	0.30%
2008	0.32%	0.35%	0.32%
2009	0.34%	0.30%	0.34%
2010	0.34%	0.27%	0.34%
2011	0.32%	0.30%	0.32%
2012	0.30%	0.28%	0.30%
2013	0.28%	0.23%	0.28%
2014	0.31%	0.31%	0.31%
2015	0.34%	0.26%	0.33%
2016	0.31%	0.25%	0.31%
2017	0.34%	0.21%	0.33%
2018	0.32%	0.26%	0.32%
2019	0.31%	0.19%	0.31%

Notes: (1) Estimates calculated from the Current Population Survey. (2) The rate of new entrepreneurs is the percent of individuals (ages 20–64) who do not own a business in the first survey month and start a business in the following month with 15 or more hours worked per week. (3) All observations with allocated labor force status, class of worker, and hours worked variables are excluded. (4) The total sample size is slightly larger than the sum of the veteran and non-veteran sample sizes from 1996 to 2005 because of missing values for veteran status in those years.

NATIONAL TRENDS IN THE OPPORTUNITY SHARE OF NEW ENTREPRENEURS

Nationally, the opportunity share in 2019 was 86.9 percent, reflecting the percentage of new entrepreneurs who created their business out of opportunity instead of necessity. Figure 8 and Table 7 present the opportunity share of new entrepreneurs from 1996 to 2019.

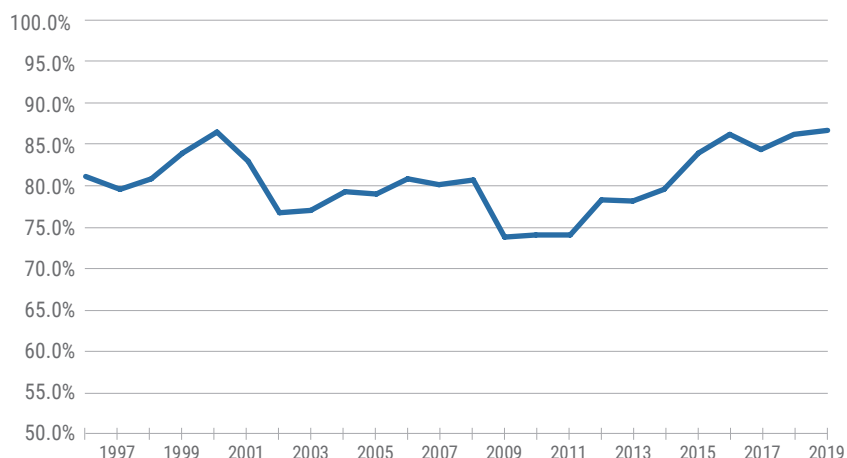


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OPPORTUNITY SHARE OF NEW ENTREPRENEURS DEFINED

The rate of new entrepreneurs includes entrepreneurs and businesses of all types. As such, additional analysis is necessary to distinguish between individuals who are “**opportunity entrepreneurs**,” including those coming out of wage and salary work, school, or other labor market status, and individuals who are “**necessity entrepreneurs**,” due to unemployment.¹⁴ This distinction is useful because it offers some insight into the influence of economic conditions on overall business creation. The opportunity share of new entrepreneurs reflects the percent of the total number of new entrepreneurs who were not unemployed and not looking for a job as they started the new business.

FIGURE 8 OPPORTUNITY SHARE OF NEW ENTREPRENEURS OVER TIME (1996–2019)



Source: Estimates calculated from the Current Population Survey.

TABLE 7

OPPORTUNITY SHARE OF NEW ENTREPRENEURS OVER TIME (1996–2019)

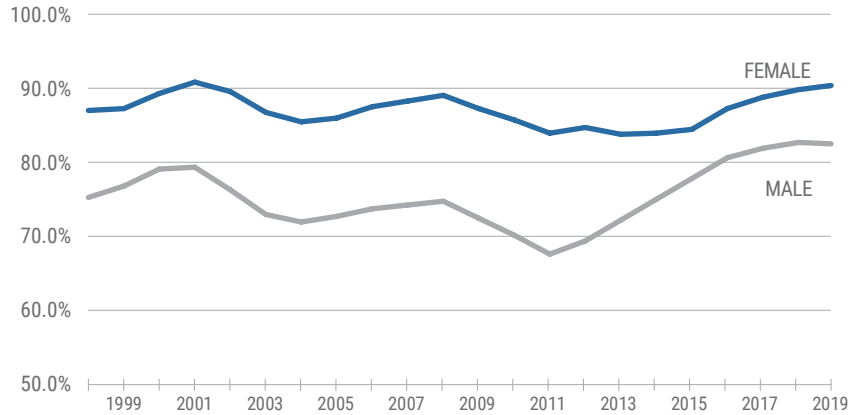
YEAR	OPPORTUNITY SHARE OF NEW ENTREPRENEURS	YEAR	OPPORTUNITY SHARE OF NEW ENTREPRENEURS
1996	81.1	2008	80.7
1997	79.5	2009	73.8
1998	80.8	2010	74.2
1999	83.9	2011	74.1
2000	86.4	2012	78.4
2001	83.0	2013	78.2
2002	76.8	2014	79.6
2003	77.1	2015	84.0
2004	79.3	2016	86.3
2005	79.1	2017	84.4
2006	80.8	2018	86.2
2007	80.2	2019	86.9

DEMOGRAPHIC TRENDS IN THE OPPORTUNITY SHARE OF NEW ENTREPRENEURS

We also examined trends in the opportunity share of new entrepreneurs by demographic groups. Three-year moving averages are reported to increase the precision of estimates. The opportunity share of new entrepreneurs increased for women in 2019 and remained roughly constant for men. For both men and women, there has been a general upward trend in the opportunity share over the past few years as the economy has continued to grow (Figure 9 reports estimates).

The opportunity share of new entrepreneurs is lower for men than for women, although some of this gap closed during the recent economic recovery. The opportunity share of new entrepreneurs for women has generally been more stable than that for men.

FIGURE 9 OPPORTUNITY SHARE OF NEW ENTREPRENEURS BY SEX (1998–2019)

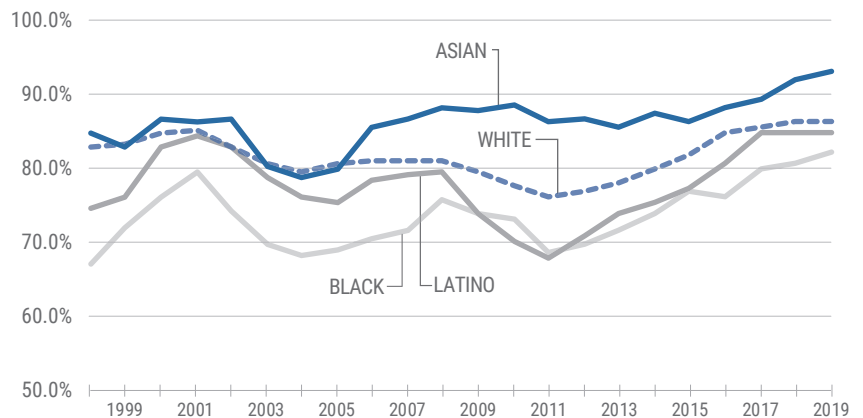


Source: Estimates calculated from the Current Population Survey.

The opportunity share of new entrepreneurs for women has generally been more stable than that for men.

African Americans and Asians experienced increases in the opportunity share of new entrepreneurs in 2019, continuing upward trends over the past few years. The opportunity share for Latinos and whites remained roughly constant in 2019, but showed a similar general positive trend over the past few years. Figure 10 reports estimates of the opportunity share of new entrepreneurs by race and ethnicity. This indicator is highest among Asians and lowest among African Americans.

FIGURE 10 OPPORTUNITY SHARE OF NEW ENTREPRENEURS BY RACE AND ETHNICITY (1998–2019)

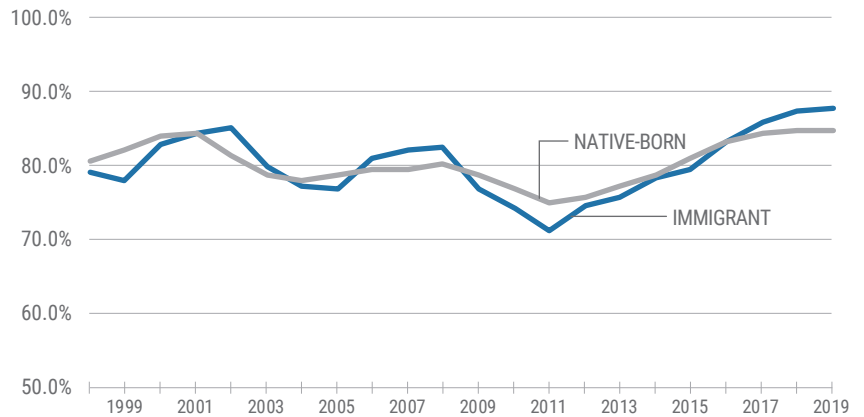


Source: Estimates calculated from the Current Population Survey.

African Americans and Asians experienced increases in the opportunity share of new entrepreneurs in 2019, continuing upward trends over the past few years.

The opportunity share of new entrepreneurs increased for immigrants in 2019. The opportunity share is higher for immigrants than for native-born Americans. Figure 11 reports estimates of the opportunity share of new entrepreneurs by nativity.

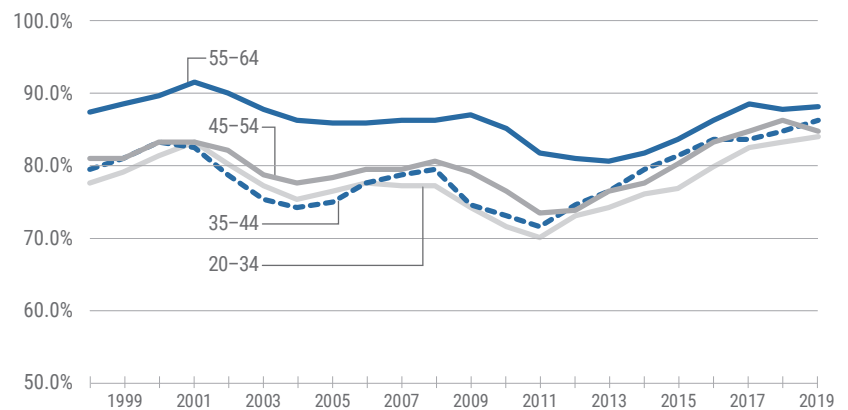
FIGURE 11 OPPORTUNITY SHARE OF NEW ENTREPRENEURS BY NATIVITY (1998–2019)



Source: Estimates calculated from the Current Population Survey.

Figure 12 reports opportunity share of new entrepreneurs by age group. All age groups except ages 45–54 experienced increases in the opportunity share in 2019, continuing upward trends since the Great Recession. The indicator is highest among the oldest age group and lowest among the youngest age group in 2019.

FIGURE 12 OPPORTUNITY SHARE OF NEW ENTREPRENEURS BY AGE GROUP (1998–2019)



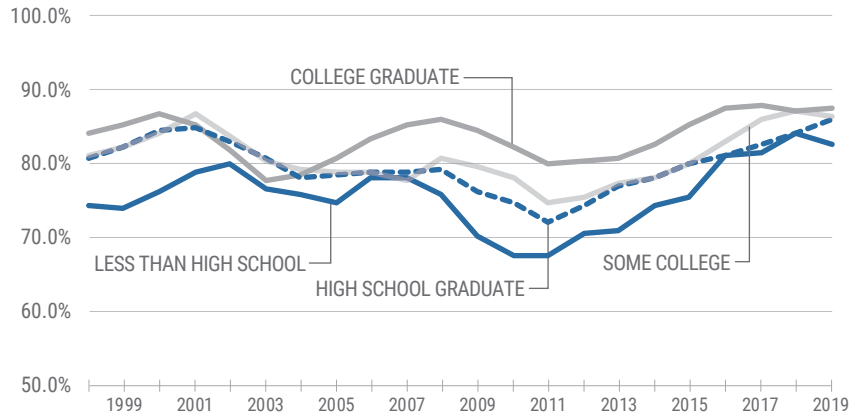
Source: Estimates calculated from the Current Population Survey.

Most of the age groups experienced increases in this indicator in 2019, continuing the upward trend since the Great Recession.

The opportunity share of new entrepreneurs increased in 2019 for high school graduates and decreased for those with less than high school. The opportunity share generally increases with education level. Figure 13 reports estimates of this indicator by education level.

High school dropouts have the lowest opportunity share of new entrepreneurs, and college graduates have the highest opportunity share of new entrepreneurs in 2019.

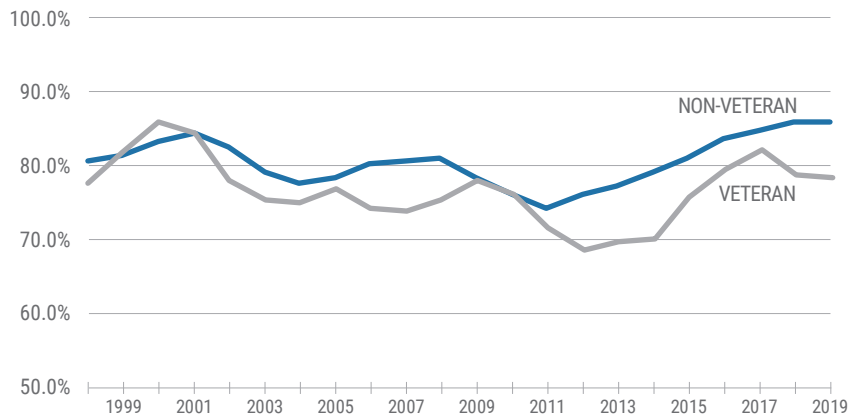
FIGURE 13 OPPORTUNITY SHARE OF NEW ENTREPRENEURS BY EDUCATION (1998–2019)



Source: Estimates calculated from the Current Population Survey.

Figure 14 reports estimates of the opportunity share of new entrepreneurs by veteran status. The opportunity share of new entrepreneurs decreased slightly in 2019 among veterans, but longer-term trends show an increase since the Great Recession. The opportunity share is lower among veterans than non-veterans.

FIGURE 14 OPPORTUNITY SHARE OF NEW ENTREPRENEURS BY VETERAN STATUS (1998–2019)



Source: Estimates calculated from the Current Population Survey.

NATIONAL TRENDS IN STARTUP EARLY JOB CREATION

The number of jobs created by startups in their first year was 5.2 per 1,000 people in 2019, essentially unchanged from the previous year. Figure 15 presents the indicator from 1996 to 2019.

The level of job creation is both promising and worrisome, as the 2016-2019 rates represent the highest levels since 2008 and continues the general upward trend since 2012. However, levels remain substantially lower in recent years than they were prior to the Great Recession and especially during the 1990s. Furthermore, the past few years have not experienced an increase, raising concerns about a plateau. For comparison, startup job creation per capita peaked at 7.9 in 1997, and has since declined by almost a third. Figure 15 presents this indicator at the national level from 1996 to 2019.

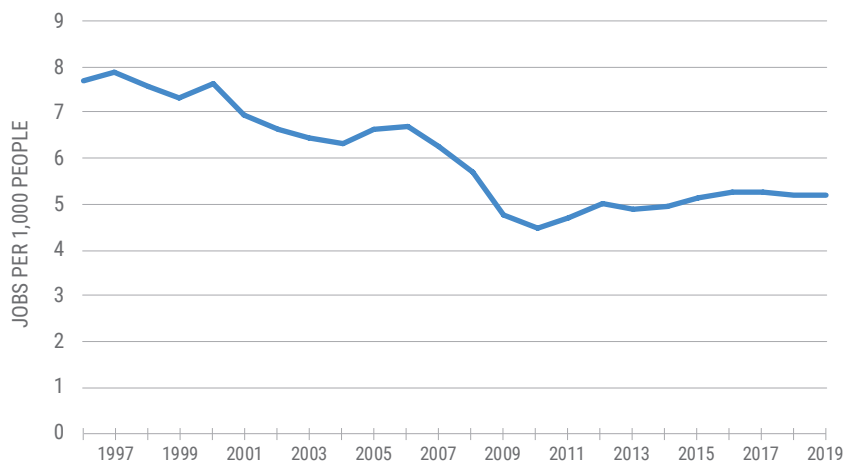


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STARTUP EARLY JOB CREATION DEFINED

Startup early job creation, the third indicator, measures how many total jobs are created by startups in their first year and is normalized by the population. Total employment created by new employer firms captures the average number of jobs created by each startup. Although the measure focuses on job creation, it can also be viewed as an early-stage indicator of business growth.

FIGURE 15 STARTUP EARLY JOB CREATION OVER TIME (1996–2019)



Source: Calculated from the Business Employment Dynamics.

The job creation levels remain substantially lower in recent years than they were prior to the Great Recession and especially during the 1990s.

NATIONAL TRENDS IN THE STARTUP EARLY SURVIVAL RATE

The startup early survival rate has increased from 75.3 percent in 2009, when it hit a low point in the Great Recession, to 79.6 percent in 2019. Since 2012, the startup early survival rate has remained relatively constant at between 79.2 percent to 79.7 percent. Survival rates generally show a pro-cyclical pattern. The startup early survival rate remained essentially unchanged in 2019. Figure 16 presents this indicator at the national level from 1996 to 2019.



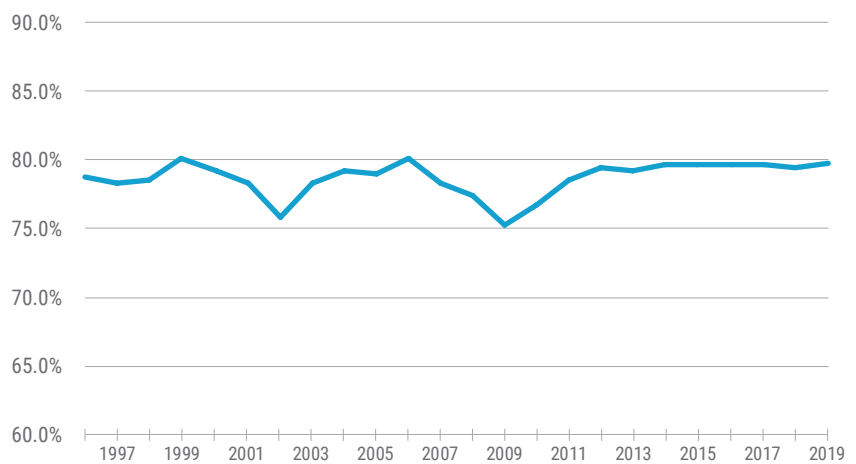
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STARTUP EARLY SURVIVAL RATE DEFINED

The **startup early survival rate**, an early-stage indicator of business performance, measures the percentage of new employer establishments that are still active after one year of operation.

As with startup early job creation, the startup early survival rate measure reflects a trend among startups within their first year. This indicator is a measure of immediate survival; it does not reflect the long-term survival of startups.

FIGURE 16 STARTUP EARLY SURVIVAL RATE OVER TIME (1996–2019)



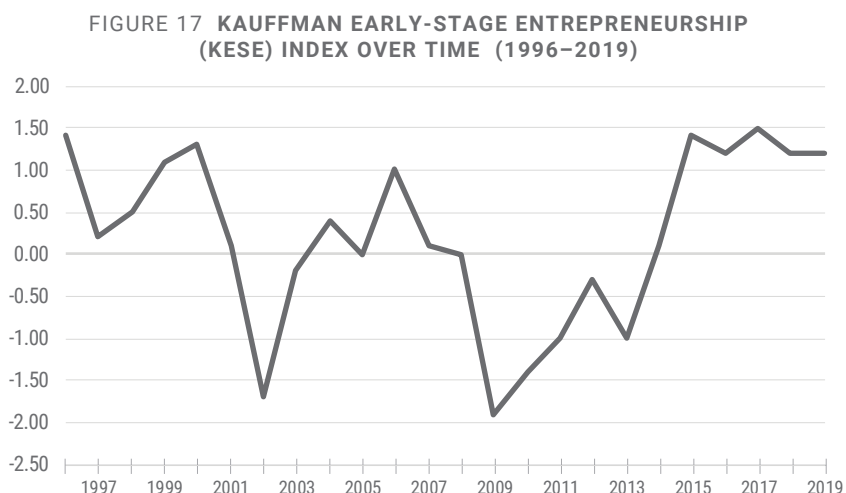
Source: Calculated from the Business Employment Dynamics.

The startup early survival rate has increased from 75.3 percent in 2009, when it hit a low point in the Great Recession, to 79.6 percent in 2019.

Kauffman Early-Stage Entrepreneurship (KESE) Index

Figure 17 and Table 8 present the summary KESE Index from 1996–2019. The KESE Index is centered at zero which is the average over the first two decades of available data (1996–2015). Thus, a positive index value indicates that the index is above this two-decade average, and a negative value indicates that it is below this average, which essentially covers two business cycles.¹⁵

The KESE Index remained constant in 2019 at 1.2. The index in 2019 is more than one standard deviation above its normalized value. The past couple of years have some of the highest levels recorded over the past 24 years. The lowest point for the KESE Index was in 2009 at -1.9.



Source: Calculated from CPS and BED data.



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KESE INDEX DEFINED

Using the four key indicators, we create the KESE Index, a summary index that reflects entrepreneurial activity, broadly defined. It is an equally weighted index of the four normalized indicators of entrepreneurship activity:

- 1) Rate of new entrepreneurs
- 2) Opportunity share of new entrepreneurs
- 3) Startup early job creation
- 4) Startup early survival rate

YEAR	INDEX SCORE	YEAR	INDEX SCORE
1996	1.4	2008	0.0
1997	0.2	2009	-1.9
1998	0.5	2010	-1.4
1999	1.1	2011	-1.0
2000	1.3	2012	-0.3
2001	0.1	2013	-1.0
2002	-1.7	2014	0.1
2003	-0.2	2015	1.4
2004	0.4	2016	1.2
2005	0.0	2017	1.5
2006	1.0	2018	1.2
2007	0.1	2019	1.2

SECTION NOTES: (10) Estimates of annual business creation rates would be approximately six to eight times higher. They are not twelve times higher than monthly rates because an individual could start and exit the business multiple times in the same year. See Fairlie and Desai (2020). (11) See <https://www.census.gov/topics/population/race/about.html> for Census classifications. We use categories for which there were sufficient sample sizes to present accurate estimates, so we are unable to include data for Native-American, Native Hawaiian or Pacific-Islander, or individuals of two or more races. (12) The total reported here includes the overall rate of entrepreneurs for individuals aged 25 to 64 to standardize the age comparison across educational groups. Inclusion in the college educated group, for example, is extremely unlikely for someone aged 18. (13) This could partially reflect a high level of necessity entrepreneurship for this group. See Fairlie and Fossen (2017). (14) See Fairlie and Fossen (2017). (15) The summary index is also rescaled so that a 1-unit change in the index is the equivalent of a 1-standard deviation change in the index (as measured by the annual variation over the same two-decade time period).



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STATE TRENDS IN EARLY-STAGE ENTREPRENEURSHIP

This part of the report presents trends in early-stage entrepreneurship at the state level across the United States. For each indicator and the KESE Index, we report on the highest and lowest states in 2019 and provide their historic trends, as well as the median state for each year.

Table 9 provides the full list of the four indicators and the Index for all 50 states and the District of Columbia for 2019.

TABLE 9		FOUR INDICATORS AND KESE INDEX FOR ALL STATES AND DISTRICT OF COLUMBIA			
STATE	RATE OF NEW ENTREPRENEURS	OPPORTUNITY SHARE OF NEW ENTREPRENEURS	STARTUP EARLY JOB CREATION	STARTUP EARLY SURVIVAL RATE	KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX
	Percent of adults becoming entrepreneurs in a given month, year average	Percent of entrepreneurs driven by opportunity	Jobs created by startups per 1,000 people	Percent of firms surviving one year after founding	Equally weighted average of four indicators
United States	0.31%	86.9%	5.2	79.6%	1.2
Alabama	0.23%	89.7%	4.7	81.5%	0.5
Alaska	0.44%	85.3%	3.5	81.8%	4.1
Arizona	0.33%	87.8%	4.5	77.8%	1.0
Arkansas	0.32%	86.8%	4.3	78.0%	0.6
California	0.42%	87.4%	6.3	81.3%	5.0
Colorado	0.30%	85.4%	6.6	78.7%	1.3
Connecticut	0.19%	75.1%	3.8	69.4%	-7.6
Delaware	0.25%	89.0%	4.9	78.8%	-0.2
District of Columbia	0.25%	71.4%	9.4	76.9%	-1.6
Florida	0.47%	88.3%	6.4	77.9%	5.0
Georgia	0.41%	88.4%	5.8	75.6%	2.6
Hawaii	0.34%	88.4%	4.4	76.6%	0.6
Idaho	0.38%	87.2%	6.8	78.8%	3.4
Illinois	0.27%	83.8%	4.7	78.9%	-0.5
Indiana	0.25%	90.3%	3.6	79.9%	0.0
Iowa	0.31%	85.3%	3.6	81.4%	1.2
Kansas	0.27%	88.1%	4.0	76.3%	-1.1
Kentucky	0.26%	84.8%	4.1	79.8%	-0.6
Louisiana	0.36%	72.7%	5.1	80.5%	0.5
Maine	0.37%	88.4%	4.3	78.9%	2.2
Maryland	0.30%	85.6%	4.5	78.2%	0.0
Massachusetts	0.25%	78.6%	5.7	84.1%	0.5
Michigan	0.25%	82.6%	4.2	80.2%	-0.9
Minnesota	0.18%	81.6%	3.8	80.4%	-2.6
Mississippi	0.33%	86.4%	3.8	80.5%	1.3

TABLE 9

FOUR INDICATORS AND KESE INDEX FOR ALL STATES AND DISTRICT OF COLUMBIA

STATE	RATE OF NEW ENTREPRENEURS	OPPORTUNITY SHARE OF NEW ENTREPRENEURS	STARTUP EARLY JOB CREATION	STARTUP EARLY SURVIVAL RATE	KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX
	Percent of adults becoming entrepreneurs in a given month, year average	Percent of entrepreneurs driven by opportunity	Jobs created by startups per 1,000 people	Percent of firms surviving one year after founding	Equally weighted average of four indicators
Missouri	0.37%	80.8%	5.4	75.3%	0.3
Montana	0.34%	85.6%	5.4	79.7%	1.8
Nebraska	0.27%	90.1%	5.1	78.9%	0.6
Nevada	0.34%	82.6%	6.4	77.5%	1.1
New Hampshire	0.28%	91.0%	3.8	77.0%	-0.4
New Jersey	0.31%	84.9%	5.8	79.8%	1.4
New Mexico	0.40%	75.4%	3.9	78.6%	0.8
New York	0.30%	89.3%	5.6	79.5%	1.6
North Carolina	0.25%	87.5%	4.7	79.7%	-0.1
North Dakota	0.38%	92.7%	4.6	78.4%	3.1
Ohio	0.20%	75.9%	3.7	79.7%	-3.4
Oklahoma	0.39%	82.6%	5.7	80.0%	2.9
Oregon	0.26%	90.0%	4.8	77.2%	-0.5
Pennsylvania	0.20%	87.3%	3.7	79.9%	-1.5
Rhode Island	0.17%	84.0%	4.0	79.9%	-2.7
South Carolina	0.26%	84.9%	6.4	78.5%	0.0
South Dakota	0.29%	96.2%	3.2	80.2%	1.5
Tennessee	0.29%	91.5%	4.8	79.4%	1.3
Texas	0.41%	83.6%	5.6	79.8%	3.3
Utah	0.25%	91.5%	5.9	77.9%	0.2
Vermont	0.34%	82.3%	4.2	78.2%	0.5
Virginia	0.20%	83.5%	5.2	90.5%	2.5
Washington	0.32%	87.9%	4.8	79.7%	1.6
West Virginia	0.18%	85.3%	3.2	79.9%	-2.6
Wisconsin	0.23%	84.4%	3.8	78.6%	-1.9
Wyoming	0.39%	91.8%	5.2	79.9%	4.0

STATE TRENDS IN RATE OF NEW ENTREPRENEURS

At the state level, the rate of new entrepreneurs ranged from 0.17 percent in Rhode Island to 0.47 percent in Florida. The median rate of new entrepreneurs was 0.30 percent. Nationally, the rate of new entrepreneurs in 2019 was 0.31 percent, which reflects that 310 out of every 100,000 adults became new entrepreneurs in a given month.

Other states with a high rate of new entrepreneurs include Alaska (0.44 percent), California (0.42 percent), Georgia (0.41 percent), and Texas (0.41 percent).

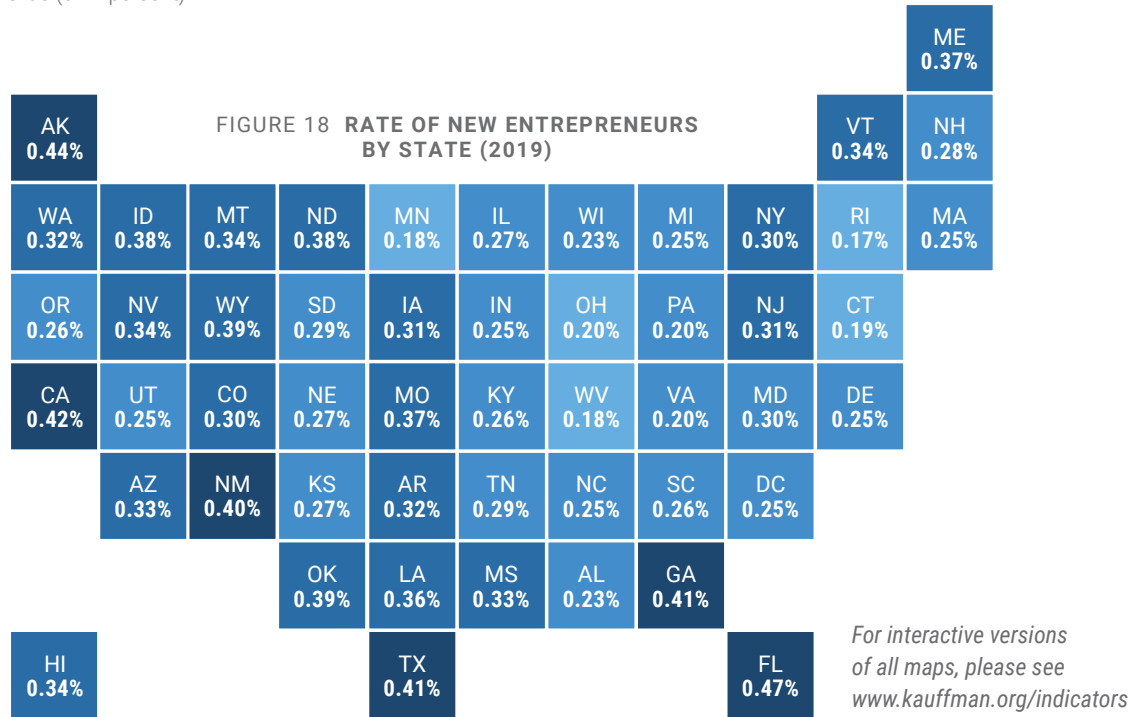


TABLE 10 | RATE OF NEW ENTREPRENEURS OVER TIME (1998–2019)

STATE	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
US	0.29%	0.27%	0.27%	0.27%	0.28%	0.30%	0.30%	0.28%	0.30%	0.30%	0.32%	0.34%	0.34%	0.32%	0.30%	0.28%	0.31%	0.33%	0.31%	0.33%	0.32%	0.31%
AL	0.23%	0.21%	0.19%	0.22%	0.22%	0.17%	0.20%	0.18%	0.25%	0.17%	0.20%	0.17%	0.22%	0.24%	0.25%	0.22%	0.25%	0.23%	0.24%	0.21%	0.23%	
AK	0.60%	0.52%	0.52%	0.51%	0.52%	0.49%	0.46%	0.45%	0.37%	0.36%	0.35%	0.37%	0.40%	0.39%	0.42%	0.44%	0.45%	0.48%	0.44%	0.40%	0.41%	0.44%
AZ	0.40%	0.34%	0.35%	0.34%	0.38%	0.36%	0.33%	0.32%	0.32%	0.34%	0.42%	0.47%	0.44%	0.44%	0.40%	0.36%	0.31%	0.33%	0.40%	0.39%	0.35%	0.33%
AR	0.33%	0.33%	0.31%	0.34%	0.30%	0.29%	0.30%	0.38%	0.41%	0.38%	0.37%	0.36%	0.38%	0.36%	0.33%	0.28%	0.25%	0.27%	0.29%	0.29%	0.29%	0.32%
CA	0.35%	0.34%	0.33%	0.31%	0.32%	0.35%	0.39%	0.36%	0.35%	0.36%	0.40%	0.42%	0.44%	0.44%	0.42%	0.39%	0.39%	0.42%	0.44%	0.45%	0.42%	
CO	0.45%	0.39%	0.40%	0.39%	0.41%	0.41%	0.39%	0.43%	0.40%	0.38%	0.35%	0.38%	0.42%	0.42%	0.42%	0.39%	0.35%	0.33%	0.35%	0.33%	0.35%	0.30%
CT	0.22%	0.18%	0.21%	0.27%	0.25%	0.23%	0.19%	0.22%	0.26%	0.27%	0.27%	0.26%	0.27%	0.29%	0.30%	0.31%	0.30%	0.29%	0.27%	0.23%	0.20%	0.19%
DE	0.23%	0.17%	0.17%	0.17%	0.17%	0.15%	0.15%	0.16%	0.17%	0.16%	0.16%	0.19%	0.23%	0.26%	0.25%	0.28%	0.29%	0.24%	0.20%	0.16%	0.23%	0.25%
DC	0.27%	0.23%	0.28%	0.26%	0.31%	0.27%	0.25%	0.20%	0.23%	0.31%	0.35%	0.36%	0.32%	0.31%	0.29%	0.28%	0.25%	0.23%	0.22%	0.24%	0.27%	0.25%
FL	0.34%	0.32%	0.30%	0.29%	0.28%	0.29%	0.29%	0.29%	0.30%	0.32%	0.35%	0.39%	0.40%	0.41%	0.38%	0.36%	0.35%	0.36%	0.38%	0.42%	0.46%	0.47%
GA	0.32%	0.27%	0.28%	0.25%	0.22%	0.27%	0.30%	0.36%	0.38%	0.40%	0.47%	0.47%	0.51%	0.43%	0.38%	0.29%	0.29%	0.29%	0.33%	0.38%	0.42%	0.41%
HI	0.22%	0.26%	0.27%	0.26%	0.27%	0.27%	0.27%	0.27%	0.33%	0.32%	0.27%	0.23%	0.23%	0.23%	0.27%	0.31%	0.35%	0.33%	0.31%	0.27%	0.30%	0.34%
ID	0.40%	0.38%	0.40%	0.42%	0.40%	0.35%	0.38%	0.44%	0.44%	0.44%	0.40%	0.43%	0.39%	0.41%	0.39%	0.37%	0.33%	0.32%	0.35%	0.38%	0.38%	
IL	0.25%	0.23%	0.23%	0.24%	0.25%	0.25%	0.25%	0.25%	0.24%	0.22%	0.23%	0.25%	0.27%	0.23%	0.22%	0.20%	0.23%	0.23%	0.23%	0.24%	0.25%	0.27%
IN	0.24%	0.27%	0.30%	0.31%	0.26%	0.23%	0.23%	0.25%	0.26%	0.27%	0.25%	0.26%	0.25%	0.22%	0.22%	0.21%	0.23%	0.23%	0.22%	0.20%	0.21%	0.25%
IA	0.40%	0.29%	0.31%	0.33%	0.30%	0.29%	0.26%	0.31%	0.30%	0.31%	0.26%	0.24%	0.24%	0.26%	0.25%	0.19%	0.18%	0.18%	0.20%	0.22%	0.28%	0.31%
KS	0.32%	0.28%	0.28%	0.28%	0.31%	0.29%	0.28%	0.25%	0.25%	0.24%	0.24%	0.24%	0.27%	0.29%	0.29%	0.23%	0.22%	0.30%	0.30%	0.30%	0.27%	0.27%
KY	0.29%	0.24%	0.19%	0.22%	0.25%	0.30%	0.29%	0.24%	0.23%	0.23%	0.31%	0.30%	0.30%	0.30%	0.34%	0.37%	0.35%	0.28%	0.25%	0.23%	0.26%	0.26%
LA	0.31%	0.30%	0.31%	0.28%	0.27%	0.27%	0.31%	0.31%	0.30%	0.35%	0.35%	0.39%	0.39%	0.41%	0.40%	0.35%	0.33%	0.28%	0.28%	0.31%	0.34%	0.36%
ME	0.39%	0.36%	0.37%	0.31%	0.29%	0.27%	0.30%	0.33%	0.39%	0.36%	0.36%	0.33%	0.32%	0.33%	0.33%	0.34%	0.29%	0.29%	0.29%	0.33%	0.31%	0.37%
MD	0.26%	0.28%	0.29%	0.28%	0.28%	0.32%	0.33%	0.37%	0.32%	0.34%	0.26%	0.28%	0.25%	0.28%	0.26%	0.27%	0.24%	0.28%	0.26%	0.32%	0.27%	0.30%
MA	0.20%	0.17%	0.16%	0.14%	0.16%	0.18%	0.19%	0.21%	0.26%	0.29%	0.28%	0.28%	0.29%	0.31%	0.29%	0.26%	0.29%	0.29%	0.29%	0.26%	0.23%	0.25%
MI	0.24%	0.26%	0.24%	0.23%	0.24%	0.25%	0.24%	0.23%	0.20%	0.23%	0.25%	0.28%	0.28%	0.26%	0.22%	0.23%	0.26%	0.29%	0.26%	0.25%	0.23%	0.25%
MN	0.31%	0.31%	0.28%	0.22%	0.24%	0.26%	0.30%	0.29%	0.30%	0.30%	0.28%	0.25%	0.22%	0.22%	0.20%	0.18%	0.17%	0.25%	0.28%	0.30%	0.20%	0.18%
MS	0.29%	0.31%	0.38%	0.36%	0.31%	0.24%	0.26%	0.34%	0.43%	0.41%	0.39%	0.29%	0.33%	0.29%	0.37%	0.31%	0.34%	0.33%	0.37%	0.37%	0.32%	0.33%

States with a relatively low rate of new entrepreneurs include West Virginia (0.18 percent), Minnesota (0.18 percent), and Connecticut (0.19 percent).

Figure 18 presents the rate of new entrepreneurs for all 50 states.

The rate of new entrepreneurs in a state can vary substantially over time. Table 10 shows the rate of new entrepreneurs over time. Figure 19 displays the rate of new entrepreneurs over time for the median state and the states with the highest (Florida) and lowest (Rhode Island) levels in 2019.



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The rate of new entrepreneurs captures the percentage of the adult, non-business owner population that starts a business each month. This indicator captures all new business owners, including those who own incorporated or unincorporated businesses, and those who are employers or non-employers.¹⁶

FIGURE 19 RATE OF NEW ENTREPRENEURS OVER TIME (1998–2019)
(LOWEST AND HIGHEST IN 2019 AND YEARLY MEDIAN)

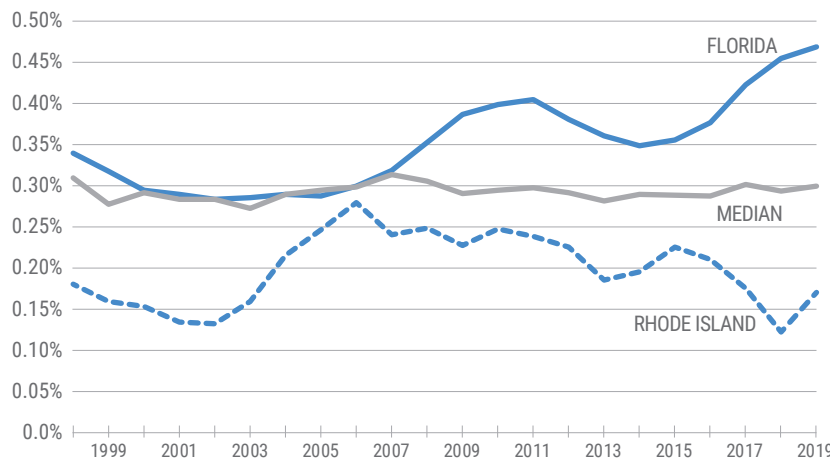


TABLE 10 | RATE OF NEW ENTREPRENEURS OVER TIME (1998–2019)

STATE	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
MO	0.29%	0.24%	0.25%	0.21%	0.25%	0.25%	0.24%	0.22%	0.23%	0.24%	0.21%	0.22%	0.23%	0.32%	0.35%	0.32%	0.28%	0.29%	0.30%	0.32%	0.32%	0.37%
MT	0.52%	0.53%	0.49%	0.41%	0.42%	0.48%	0.58%	0.60%	0.58%	0.47%	0.50%	0.46%	0.48%	0.40%	0.42%	0.49%	0.54%	0.50%	0.43%	0.40%	0.40%	0.34%
NE	0.37%	0.36%	0.30%	0.29%	0.32%	0.32%	0.34%	0.29%	0.28%	0.26%	0.30%	0.26%	0.26%	0.26%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.30%	0.27%
NV	0.36%	0.31%	0.24%	0.19%	0.22%	0.26%	0.27%	0.30%	0.32%	0.32%	0.33%	0.35%	0.42%	0.43%	0.43%	0.34%	0.37%	0.38%	0.41%	0.38%	0.34%	0.34%
NH	0.26%	0.23%	0.26%	0.24%	0.24%	0.26%	0.25%	0.24%	0.23%	0.26%	0.26%	0.27%	0.26%	0.27%	0.28%	0.27%	0.25%	0.24%	0.24%	0.24%	0.22%	0.28%
NJ	0.20%	0.23%	0.24%	0.23%	0.22%	0.25%	0.25%	0.26%	0.25%	0.27%	0.27%	0.29%	0.28%	0.28%	0.24%	0.22%	0.24%	0.32%	0.34%	0.32%	0.29%	0.31%
NM	0.56%	0.56%	0.53%	0.41%	0.37%	0.41%	0.47%	0.51%	0.43%	0.35%	0.39%	0.36%	0.39%	0.28%	0.37%	0.37%	0.40%	0.32%	0.35%	0.38%	0.42%	0.40%
NY	0.27%	0.28%	0.30%	0.28%	0.30%	0.27%	0.27%	0.26%	0.29%	0.32%	0.36%	0.36%	0.36%	0.36%	0.36%	0.34%	0.33%	0.35%	0.36%	0.33%	0.32%	0.30%
NC	0.29%	0.28%	0.30%	0.29%	0.31%	0.31%	0.30%	0.25%	0.23%	0.25%	0.27%	0.27%	0.29%	0.29%	0.30%	0.29%	0.31%	0.33%	0.34%	0.28%	0.27%	0.25%
ND	0.47%	0.41%	0.38%	0.33%	0.30%	0.28%	0.30%	0.31%	0.27%	0.28%	0.27%	0.28%	0.30%	0.30%	0.31%	0.28%	0.27%	0.29%	0.31%	0.39%	0.36%	0.38%
OH	0.26%	0.27%	0.24%	0.22%	0.19%	0.21%	0.23%	0.25%	0.24%	0.22%	0.20%	0.22%	0.25%	0.28%	0.25%	0.22%	0.21%	0.24%	0.24%	0.22%	0.20%	0.20%
OK	0.38%	0.33%	0.30%	0.27%	0.28%	0.32%	0.37%	0.41%	0.43%	0.41%	0.35%	0.37%	0.35%	0.33%	0.28%	0.27%	0.36%	0.40%	0.45%	0.41%	0.39%	0.39%
OR	0.43%	0.42%	0.43%	0.39%	0.34%	0.34%	0.33%	0.35%	0.35%	0.35%	0.37%	0.37%	0.36%	0.32%	0.27%	0.23%	0.27%	0.31%	0.34%	0.32%	0.27%	0.26%
PA	0.17%	0.15%	0.15%	0.17%	0.16%	0.18%	0.17%	0.19%	0.18%	0.17%	0.16%	0.16%	0.17%	0.18%	0.18%	0.19%	0.20%	0.18%	0.17%	0.18%	0.19%	0.20%
RI	0.18%	0.16%	0.15%	0.14%	0.13%	0.16%	0.22%	0.25%	0.28%	0.24%	0.25%	0.23%	0.25%	0.24%	0.23%	0.19%	0.20%	0.23%	0.21%	0.18%	0.12%	0.17%
SC	0.31%	0.27%	0.25%	0.19%	0.20%	0.22%	0.25%	0.24%	0.23%	0.23%	0.24%	0.24%	0.24%	0.25%	0.29%	0.30%	0.32%	0.29%	0.29%	0.25%	0.26%	0.26%
SD	0.42%	0.43%	0.39%	0.35%	0.37%	0.34%	0.33%	0.31%	0.35%	0.34%	0.33%	0.34%	0.30%	0.31%	0.26%	0.33%	0.34%	0.35%	0.31%	0.28%	0.32%	0.29%
TN	0.33%	0.25%	0.24%	0.20%	0.22%	0.23%	0.27%	0.26%	0.26%	0.31%	0.35%	0.38%	0.37%	0.36%	0.32%	0.28%	0.24%	0.25%	0.23%	0.26%	0.27%	0.29%
TX	0.31%	0.28%	0.29%	0.33%	0.36%	0.39%	0.39%	0.38%	0.35%	0.32%	0.33%	0.36%	0.40%	0.43%	0.40%	0.37%	0.36%	0.39%	0.40%	0.42%	0.43%	0.41%
UT	0.32%	0.30%	0.32%	0.30%	0.31%	0.28%	0.30%	0.33%	0.33%	0.35%	0.33%	0.35%	0.35%	0.34%	0.33%	0.31%	0.30%	0.28%	0.28%	0.30%	0.29%	0.25%
VT	0.39%	0.41%	0.38%	0.36%	0.33%	0.30%	0.34%	0.42%	0.45%	0.45%	0.37%	0.36%	0.37%	0.40%	0.45%	0.39%	0.40%	0.36%	0.40%	0.38%	0.36%	0.34%
VA	0.27%	0.24%	0.18%	0.19%	0.21%	0.25%	0.25%	0.25%	0.26%	0.25%	0.24%	0.23%	0.24%	0.24%	0.22%	0.21%	0.22%	0.24%	0.21%	0.21%	0.18%	0.20%
WA	0.28%	0.30%	0.26%	0.30%	0.27%	0.30%	0.33%	0.34%	0.31%	0.24%	0.25%	0.25%	0.25%	0.24%	0.26%	0.23%	0.24%	0.24%	0.27%	0.32%	0.30%	0.32%
WV	0.19%	0.18%	0.21%	0.17%	0.15%	0.17%	0.20%	0.21%	0.20%	0.16%	0.15%	0.19%	0.22%	0.22%	0.18%	0.21%	0.20%	0.21%	0.21%	0.25%	0.21%	0.18%
WI	0.23%	0.21%	0.28%	0.28%	0.32%	0.27%	0.28%	0.30%	0.30%	0.30%	0.24%	0.25%	0.22%	0.24%	0.20%	0.20%	0.17%	0.19%	0.21%	0.26%	0.25%	0.23%
WY	0.37%	0.42%	0.46%	0.42%	0.35%	0.34%	0.38%	0.43%	0.40%	0.40%	0.34%	0.35%	0.28%	0.25%	0.22%	0.28%	0.32%	0.39%	0.45%	0.47%	0.45%	0.39%

STATE TRENDS IN THE OPPORTUNITY SHARE OF NEW ENTREPRENEURS

Across states, the opportunity share of new entrepreneurs ranged from 71.4 percent in the District of Columbia to 96.2 percent in South Dakota, with a median of 85.6 percent.

Figure 20 below presents the opportunity share of new entrepreneurs for all 50 states in 2019. Table 11 shows the opportunity share of “new” entrepreneurs over time.

FIGURE 20 OPPORTUNITY SHARE OF NEW ENTREPRENEURS STATE (2019)

AK 85.34%											VT 82.31%	ME 88.40%
WA 87.94%	ID 87.21%	MT 85.59%	ND 92.73%	MN 81.59%	IL 83.75%	WI 84.41%	MI 82.57%	NY 89.31%	RI 83.97%	MA 78.61%		
OR 89.96%	NV 82.62%	WY 91.76%	SD 96.19%	IA 85.34%	IN 90.32%	OH 75.85%	PA 87.27%	NJ 84.91%	CT 75.10%			
CA 87.41%	UT 91.52%	CO 85.41%	NE 90.05%	MO 80.81%	KY 84.84%	WV 85.30%	VA 83.49%	MD 85.56%	DE 89.00%			
		AZ 87.83%	NM 75.39%	KS 88.13%	AR 86.75%	TN 91.48%	NC 87.46%	SC 84.87%	DC 71.40%			
				OK 82.57%	LA 72.70%	MS 86.38%	AL 89.71%	GA 88.43%				
HI 88.39%					TX 83.55%					FL 88.27%		

TABLE 11 | OPPORTUNITY SHARE OF NEW ENTREPRENEURS OVER TIME (1998–2019)

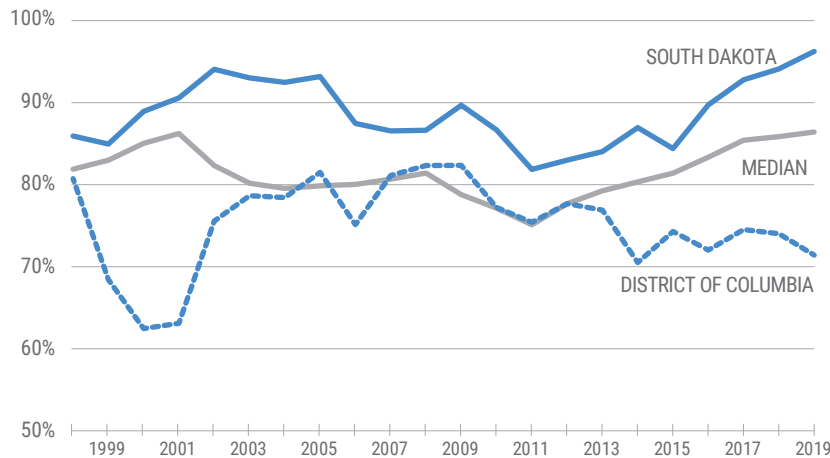
STATE	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
US	80.8%	83.9%	86.4%	83.0%	76.8%	77.1%	79.3%	79.1%	80.8%	80.2%	80.7%	73.8%	74.2%	74.1%	78.4%	78.2%	79.6%	84.0%	86.3%	84.4%	86.2%	86.9%
AL	77.6%	82.6%	75.5%	75.8%	76.8%	86.1%	84.2%	79.2%	73.6%	74.0%	75.2%	79.7%	80.3%	71.1%	73.6%	64.3%	69.0%	66.4%	72.1%	78.9%	84.1%	89.7%
AK	73.3%	72.2%	75.2%	76.0%	83.9%	81.9%	80.7%	78.7%	82.5%	83.4%	78.0%	75.7%	76.0%	80.6%	79.5%	78.8%	74.1%	71.3%	72.4%	79.2%	82.5%	85.3%
AZ	83.0%	82.2%	88.7%	81.9%	78.7%	74.1%	76.9%	73.8%	73.7%	75.7%	81.5%	84.0%	79.9%	70.9%	71.9%	75.0%	80.9%	80.8%	82.7%	89.6%	85.7%	87.8%
AR	81.0%	78.7%	85.0%	89.9%	88.3%	80.3%	76.2%	80.5%	75.2%	79.0%	78.6%	77.3%	73.3%	71.6%	82.9%	82.5%	82.5%	81.4%	82.0%	84.2%	84.5%	86.8%
CA	73.9%	74.7%	78.8%	81.0%	82.3%	79.7%	78.8%	78.7%	78.8%	79.3%	77.5%	76.2%	73.5%	74.7%	75.7%	77.2%	76.0%	78.5%	82.5%	87.0%	87.9%	87.4%
CO	81.9%	81.2%	85.9%	89.5%	89.3%	84.2%	80.5%	81.8%	83.1%	82.8%	80.4%	74.5%	73.7%	70.8%	79.6%	75.9%	84.9%	85.1%	87.2%	83.6%	80.4%	85.4%
CT	82.3%	78.3%	77.0%	80.2%	77.3%	76.5%	73.5%	79.9%	80.0%	82.4%	81.8%	77.6%	76.0%	73.9%	76.9%	76.9%	74.9%	76.3%	81.1%	81.9%	87.3%	75.1%
DC	83.0%	91.2%	93.8%	93.3%	93.3%	94.1%	90.0%	81.3%	72.5%	80.5%	81.8%	83.9%	78.5%	79.3%	85.5%	87.3%	83.6%	86.2%	86.1%	93.4%	93.4%	89.0%
DE	80.7%	68.4%	62.5%	63.1%	75.6%	78.6%	78.4%	81.5%	75.1%	81.1%	82.3%	82.3%	77.2%	75.4%	77.7%	76.9%	70.5%	74.3%	72.0%	74.5%	74.0%	71.4%
FL	79.4%	81.7%	86.1%	88.1%	86.2%	81.8%	80.1%	82.4%	83.7%	84.1%	85.2%	81.3%	75.6%	69.8%	73.6%	77.3%	80.3%	79.5%	83.3%	85.4%	86.7%	88.3%
GA	86.4%	83.2%	80.8%	74.0%	76.1%	77.7%	85.5%	85.1%	87.2%	86.3%	85.8%	75.9%	74.6%	69.6%	69.7%	64.7%	69.7%	76.7%	86.6%	87.3%	90.9%	88.4%
HI	83.1%	76.2%	78.5%	74.3%	84.4%	86.1%	87.7%	86.5%	84.8%	85.9%	85.0%	83.2%	80.6%	84.0%	83.7%	90.1%	88.9%	88.7%	84.6%	81.4%	88.7%	88.4%
ID	79.1%	73.9%	77.5%	78.3%	81.3%	82.4%	86.4%	86.1%	82.8%	80.6%	81.5%	76.6%	70.2%	70.7%	76.5%	85.2%	90.3%	89.4%	89.3%	83.9%	87.9%	87.2%
IL	78.5%	81.7%	86.3%	93.5%	82.7%	76.5%	69.8%	73.8%	75.1%	76.7%	76.4%	73.8%	72.2%	71.6%	77.4%	81.0%	86.4%	82.2%	78.8%	74.1%	79.5%	83.8%
IN	87.3%	86.0%	80.7%	89.5%	86.3%	84.5%	77.0%	75.2%	74.7%	71.1%	74.9%	77.7%	83.3%	76.4%	79.5%	72.2%	75.2%	75.0%	80.2%	83.4%	86.8%	90.3%
IA	85.2%	85.6%	87.0%	86.5%	81.7%	76.5%	71.1%	73.7%	79.7%	85.0%	90.3%	88.8%	88.2%	86.0%	84.4%	83.5%	86.9%	89.6%	92.5%	94.0%	93.6%	85.3%
KS	85.3%	84.2%	93.0%	88.7%	86.2%	76.4%	76.7%	81.3%	83.4%	84.8%	86.5%	85.0%	85.5%	82.5%	91.7%	90.0%	90.1%	81.2%	82.5%	80.2%	84.5%	88.1%
KY	76.3%	86.8%	94.8%	90.6%	82.3%	75.8%	81.3%	89.6%	88.4%	83.3%	72.7%	74.5%	71.9%	74.1%	70.8%	72.4%	69.3%	75.9%	79.9%	85.9%	85.4%	84.8%
LA	79.4%	84.4%	87.0%	86.1%	83.1%	80.1%	77.8%	77.2%	77.3%	81.9%	82.2%	78.2%	77.7%	76.4%	81.3%	86.1%	89.2%	86.4%	79.7%	75.6%	71.9%	72.7%
ME	77.8%	76.5%	81.3%	83.9%	86.6%	80.9%	78.2%	79.2%	82.2%	84.9%	84.3%	79.6%	74.4%	71.8%	75.8%	80.4%	80.4%	77.7%	75.2%	78.3%	87.6%	88.4%
MD	80.0%	77.1%	77.2%	78.5%	75.1%	72.9%	80.2%	79.8%	80.0%	78.3%	75.7%	74.6%	74.8%	75.7%	78.0%	79.9%	84.3%	82.3%	73.1%	75.9%	76.5%	85.6%
MA	79.7%	71.2%	80.5%	79.6%	81.4%	70.3%	65.7%	67.1%	72.6%	75.1%	74.7%	73.3%	74.3%	79.3%	80.5%	74.2%	73.4%	75.7%	85.4%	88.6%	84.6%	78.6%
MI	80.4%	81.1%	82.7%	81.9%	79.2%	76.1%	73.6%	75.6%	79.5%	82.3%	82.5%	78.5%	74.3%	73.1%	73.0%	78.1%	76.4%	82.0%	84.2%	87.6%	85.3%	82.6%
MN	82.6%	86.1%	88.5%	89.8%	87.0%	84.7%	80.7%	79.4%	83.1%	79.2%	76.5%	68.0%	67.4%	69.6%	73.3%	79.2%	73.8%	75.2%	78.6%	88.0%	84.0%	81.6%
MS	72.9%	84.0%	84.9%	81.1%	72.3%	71.9%	75.7%	83.5%	78.4%	76.7%	78.9%	71.4%	71.0%	69.4%	78.0%	83.2%	79.7%	81.3%	78.6%	82.5%	86.3%	86.4%

Like the rate of new entrepreneurs, the opportunity share of new entrepreneurs for a specific state can vary substantially over time. Figure 21 displays the opportunity share of new entrepreneurs over time for the median state and the states with the highest (South Dakota) and lowest (District of Columbia) levels in 2019.



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FIGURE 21 OPPORTUNITY SHARE OF NEW ENTREPRENEURS OVER TIME (1998–2019) (LOWEST AND HIGHEST IN 2019 AND YEARLY MEDIAN)



The rate of new entrepreneurs includes entrepreneurs and businesses of all types. As such, additional analysis is necessary to distinguish between individuals who are “**opportunity entrepreneurs**,” including those coming out of wage and salary work, school, or other labor market statuses, and individuals who are “**necessity entrepreneurs**,” due to unemployment.¹⁷ This distinction is useful because it offers some suggestive evidence of the influence of economic conditions on overall business creation.

Over the last 22 years, South Dakota has generally had an opportunity share higher than the median state.

TABLE 11 | OPPORTUNITY SHARE OF NEW ENTREPRENEURS OVER TIME (1998–2019)

STATE	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
MO	81.3%	85.8%	88.9%	91.9%	85.9%	81.2%	80.7%	76.1%	74.2%	71.2%	73.1%	76.1%	77.0%	78.7%	78.2%	82.3%	76.8%	83.0%	83.2%	88.5%	84.0%	80.8%
MT	81.4%	79.3%	84.1%	85.3%	89.3%	86.8%	86.5%	86.8%	89.3%	88.2%	85.4%	74.8%	77.0%	73.9%	83.7%	84.4%	84.0%	84.1%	83.9%	86.2%	85.4%	85.6%
NE	84.5%	91.0%	89.3%	89.7%	90.2%	93.8%	91.9%	88.2%	85.2%	86.9%	92.5%	93.1%	88.3%	82.9%	85.4%	86.0%	88.7%	90.3%	91.4%	94.0%	92.5%	90.1%
NV	79.6%	68.3%	65.5%	72.2%	81.2%	83.8%	87.5%	82.6%	83.3%	79.4%	78.0%	75.7%	70.0%	72.5%	69.3%	71.9%	79.3%	87.4%	92.1%	86.8%	85.8%	82.6%
NH	85.2%	80.8%	82.3%	87.3%	84.0%	84.8%	83.6%	89.5%	82.1%	80.6%	76.1%	79.7%	75.3%	71.3%	68.1%	71.3%	72.6%	77.6%	77.4%	82.8%	85.1%	91.0%
NJ	86.6%	85.3%	83.6%	79.5%	75.6%	77.7%	76.3%	79.8%	78.7%	82.9%	86.3%	86.2%	82.8%	75.5%	68.9%	72.2%	76.1%	85.2%	88.0%	85.5%	87.0%	84.9%
NM	82.6%	83.0%	83.7%	89.1%	87.5%	78.1%	75.6%	77.1%	83.4%	82.6%	80.7%	81.1%	75.0%	78.2%	75.0%	79.5%	74.2%	81.1%	79.9%	76.0%	69.5%	75.4%
NY	78.2%	80.2%	84.3%	85.1%	82.2%	78.8%	77.2%	77.0%	82.5%	84.2%	86.8%	81.2%	78.5%	76.4%	79.4%	81.3%	81.8%	83.0%	84.1%	87.0%	87.0%	89.3%
NC	83.5%	87.0%	85.7%	87.0%	79.0%	74.7%	68.1%	69.9%	74.4%	77.2%	80.7%	78.8%	78.3%	73.4%	70.4%	75.5%	79.2%	82.6%	83.9%	87.2%	90.4%	87.5%
ND	81.4%	83.0%	84.9%	88.9%	86.3%	78.2%	81.1%	83.4%	85.4%	77.2%	78.2%	83.9%	84.8%	86.5%	85.7%	92.8%	89.5%	90.8%	87.3%	88.3%	88.2%	92.7%
OH	84.3%	84.3%	87.9%	81.6%	80.2%	71.2%	74.6%	73.1%	75.7%	76.9%	76.2%	74.2%	71.0%	73.4%	75.3%	83.4%	89.2%	90.7%	88.2%	82.6%	81.4%	75.9%
OK	88.0%	89.2%	83.7%	86.3%	80.0%	84.9%	79.5%	82.6%	80.1%	82.2%	88.2%	90.2%	88.5%	77.5%	75.0%	74.8%	81.9%	84.7%	89.5%	87.7%	85.4%	82.6%
OR	83.0%	83.3%	83.3%	83.0%	82.9%	79.7%	76.5%	72.8%	76.2%	78.8%	79.8%	77.0%	74.6%	76.2%	71.2%	76.9%	72.6%	75.8%	76.1%	80.0%	89.9%	90.0%
PA	77.5%	82.7%	91.1%	88.7%	84.5%	81.2%	82.6%	77.5%	77.1%	72.3%	76.8%	76.5%	82.8%	81.4%	79.4%	71.6%	71.5%	75.6%	83.0%	84.7%	86.5%	87.3%
RI	74.6%	79.7%	74.9%	79.3%	72.5%	67.3%	71.6%	71.6%	75.0%	72.7%	74.9%	72.4%	66.1%	68.2%	78.4%	83.3%	87.8%	87.3%	80.4%	68.7%	72.5%	84.0%
SC	87.7%	89.6%	88.4%	91.8%	79.7%	82.6%	80.8%	84.8%	85.8%	85.7%	90.3%	86.8%	78.5%	67.8%	57.5%	60.6%	72.6%	79.8%	79.6%	77.6%	83.3%	84.9%
SD	85.9%	84.9%	88.9%	90.5%	94.0%	93.0%	92.4%	93.1%	87.4%	86.5%	86.6%	89.6%	86.6%	81.8%	83.0%	84.0%	86.9%	84.4%	89.7%	92.7%	94.1%	96.2%
TN	93.5%	92.9%	91.0%	93.1%	92.5%	90.2%	85.8%	73.9%	75.5%	73.4%	82.8%	66.3%	61.6%	55.7%	66.4%	61.7%	70.0%	78.2%	88.7%	89.4%	88.1%	91.5%
TX	75.1%	77.6%	77.6%	82.6%	79.8%	78.5%	75.7%	80.1%	79.6%	80.3%	77.9%	79.9%	77.9%	76.2%	76.4%	77.9%	80.6%	81.0%	84.6%	83.8%	84.6%	83.6%
UT	89.2%	88.3%	87.1%	86.2%	81.2%	79.5%	74.4%	79.3%	81.8%	87.6%	90.6%	85.8%	82.2%	75.8%	80.9%	80.3%	85.8%	83.6%	88.1%	90.0%	89.5%	91.5%
VT	72.3%	77.7%	79.0%	77.2%	81.1%	80.9%	83.2%	81.3%	77.4%	80.5%	81.1%	82.3%	77.1%	73.2%	73.8%	74.4%	79.4%	75.7%	78.3%	76.5%	78.7%	82.3%
VA	83.2%	82.2%	86.3%	91.1%	84.1%	77.8%	72.4%	77.1%	80.6%	76.3%	76.8%	74.9%	79.9%	75.1%	75.9%	79.8%	81.4%	82.5%	77.6%	79.9%	76.1%	83.5%
WA	88.4%	91.3%	93.7%	87.6%	81.9%	73.8%	75.1%	73.1%	77.3%	69.6%	76.7%	71.6%	74.3%	72.5%	73.0%	74.8%	76.2%	81.3%	87.4%	92.0%	90.1%	87.9%
WV	87.6%	82.9%	85.1%	77.2%	77.7%	81.1%	89.0%	87.5%	87.9%	89.9%	94.5%	92.9%	80.0%	83.5%	81.9%	85.7%	77.6%	78.8%	85.7%	89.0%	90.4%	85.3%
WI	81.7%	84.3%	87.5%	85.1%	82.2%	72.4%	70.7%	73.6%	79.8%	80.1%	81.4%	79.0%	80.2%	73.3%	77.7%	78.5%	71.2%	74.2%	66.4%	73.3%	68.4%	84.4%
WY	80.8%	78.6%	85.7%	89.0%	92.8%	88.7%	88.7%	87.0%	87.8%	86.5%	88.3%	87.8%	81.3%	80.4%	83.0%	88.9%	88.7%	89.5%	86.4%	85.6%	88.3%	91.8%

STATE TRENDS IN STARTUP EARLY JOB CREATION

Across states, the startup early job creation ranged from 9.4 jobs per 1,000 people in the District of Columbia to 3.2 jobs per 1,000 people in South Dakota. Median startup early job creation declined from 6.79 in 1996 to a low of 4.04 in 2010, but it has since increased to the current figure of 4.69. Figure 22 below presents the average number of jobs created by startups in their first year for all 50 states in 2019. Table 12 shows startup early job creation over time.

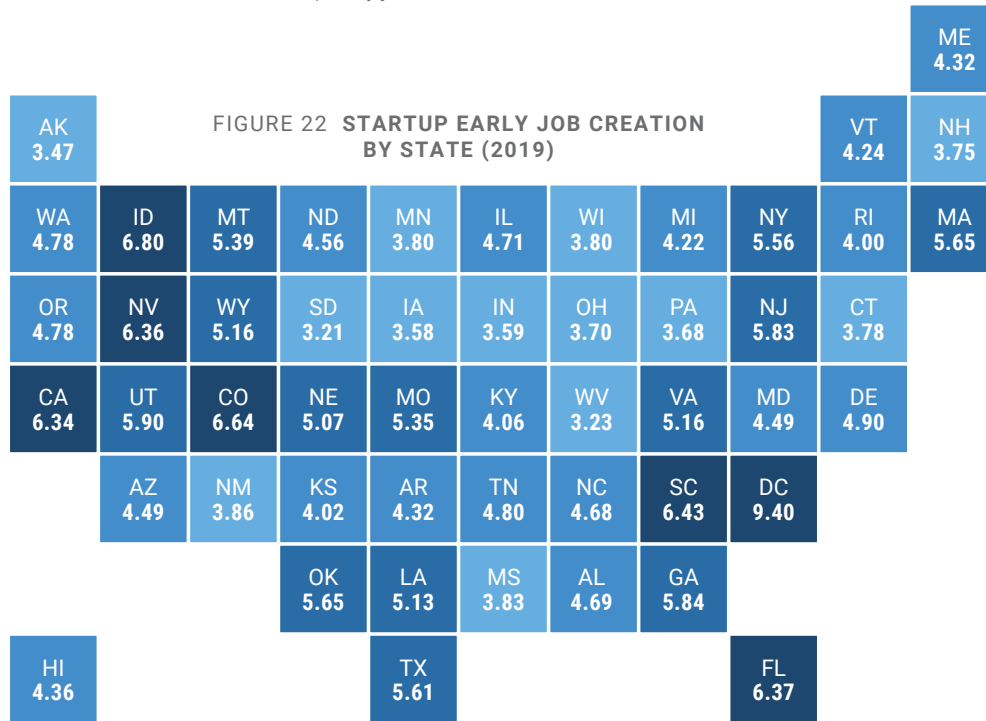
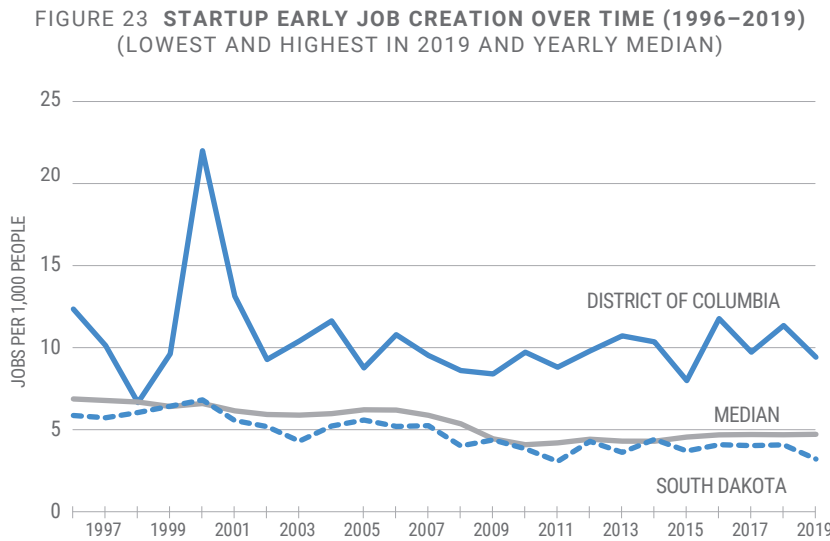


TABLE 12 | STARTUP EARLY JOB CREATION OVER TIME (1996–2019)

STATE	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
US	7.7	7.9	7.5	7.3	7.6	6.9	6.6	6.4	6.3	6.6	6.7	6.2	5.7	4.7	4.5	4.7	5.0	4.9	4.9	5.1	5.2	5.3	5.2	5.2
AL	6.1	6.5	6.0	6.5	5.0	5.4	5.1	5.1	5.6	5.5	5.4	5.8	4.8	3.8	3.6	3.7	3.8	3.9	3.8	3.7	4.3	4.3	4.2	4.7
AK	6.3	7.0	6.2	5.5	6.6	5.9	6.2	5.4	5.4	4.7	4.2	5.3	4.4	3.9	3.6	4.0	3.6	3.5	3.2	3.0	3.6	3.5	4.2	3.5
AZ	9.9	8.0	8.0	6.9	7.9	7.4	6.9	6.4	6.3	7.3	10.2	7.6	6.8	5.7	4.8	4.5	4.7	4.6	4.2	4.7	4.8	5.2	4.7	4.5
AR	6.5	6.1	5.2	5.3	5.8	5.8	5.4	5.6	5.4	5.6	6.6	5.6	5.4	5.1	4.2	4.5	4.8	4.5	3.8	4.1	4.1	4.0	4.4	4.3
CA	9.5	9.6	9.5	8.8	10.1	8.7	8.0	7.9	7.9	8.3	7.8	6.8	6.3	5.2	4.9	5.2	5.7	5.8	6.3	6.5	6.4	6.8	6.5	6.3
CO	8.4	8.9	8.3	7.0	8.6	8.0	7.0	6.9	7.2	8.2	7.9	7.4	7.1	5.6	5.2	5.5	5.4	5.7	5.9	6.4	6.4	6.9	6.4	6.6
CT	5.9	6.5	5.5	5.6	5.1	4.9	4.7	4.7	3.9	4.4	4.4	4.6	4.3	3.6	3.1	3.7	4.1	4.1	4.0	3.7	3.9	3.9	4.0	3.8
DC	7.9	8.6	7.2	7.0	8.5	10.3	7.4	6.9	7.8	7.3	9.3	7.2	7.0	6.2	4.4	5.5	5.4	5.2	5.1	5.0	6.2	5.2	6.5	4.9
DE	12.3	10.1	6.6	9.6	22.0	13.1	9.3	10.4	11.6	8.8	10.8	9.5	8.6	8.4	9.7	8.8	9.8	10.7	10.3	8.0	11.8	9.7	11.3	9.4
FL	10.0	10.0	9.7	9.8	10.3	8.9	8.5	8.9	8.9	9.8	9.8	8.3	7.7	6.5	6.2	6.6	7.0	7.0	6.9	7.0	6.8	6.5	6.3	6.4
GA	7.8	7.3	8.7	8.3	7.6	7.9	7.8	6.7	6.0	6.9	6.6	6.6	5.8	4.9	4.1	4.1	4.5	4.3	4.2	5.1	5.2	6.1	5.8	5.8
HI	7.9	7.2	7.8	6.4	7.5	6.9	7.1	5.9	5.6	5.4	5.2	5.0	4.4	4.2	3.1	3.5	3.0	3.6	3.4	4.0	5.2	3.9	4.4	4.4
ID	6.6	6.6	7.5	6.7	7.5	7.7	5.8	6.5	6.7	8.2	9.1	8.8	7.1	6.0	4.4	4.6	4.4	4.5	5.5	5.9	6.2	6.0	6.0	6.8
IL	7.9	5.9	6.2	6.1	5.5	5.4	5.2	5.1	5.4	5.1	5.7	5.1	4.6	4.0	4.3	3.9	4.3	3.9	4.3	4.8	5.3	5.4	4.4	4.7
IN	5.8	6.3	5.4	5.5	5.3	5.3	5.2	5.3	5.2	5.4	5.5	4.9	4.5	4.5	3.3	4.2	3.9	3.9	3.2	3.6	3.5	3.4	3.7	3.6
IA	5.1	4.8	5.5	4.1	4.5	5.4	4.1	4.9	5.0	5.0	4.8	4.8	4.2	3.7	3.4	2.8	3.9	3.5	3.8	3.6	3.6	3.6	3.8	3.6
KS	7.9	9.0	8.3	7.8	9.1	8.6	6.8	7.5	7.4	6.7	6.4	6.2	4.9	4.5	4.1	4.2	5.1	4.2	4.6	4.5	5.4	4.8	4.0	4.0
KY	6.2	6.5	5.9	6.5	5.6	5.3	5.4	5.0	5.3	5.2	5.3	5.1	4.6	4.0	3.3	3.5	3.4	3.7	4.2	4.0	3.9	4.1	4.2	4.1
LA	6.0	6.7	6.5	6.4	6.6	7.0	6.7	6.1	6.1	6.5	7.3	7.3	6.0	5.7	5.0	4.9	5.4	5.1	5.4	4.5	4.7	4.6	5.0	5.1
MA	6.4	5.3	6.1	5.4	5.8	5.2	5.9	5.3	4.8	5.5	5.6	4.7	4.5	4.6	3.8	3.6	3.4	3.2	3.3	3.4	4.0	4.6	4.2	4.3
MD	7.0	7.5	7.2	6.2	6.7	5.6	6.7	5.8	6.2	6.2	6.0	5.2	4.9	4.2	4.1	4.2	4.4	4.1	4.2	4.3	4.5	4.2	4.1	4.5
MA	6.7	6.7	6.8	5.9	7.4	6.4	5.4	5.7	5.2	5.7	4.8	4.6	4.3	3.7	4.1	4.5	5.2	4.9	5.4	5.8	5.3	6.1	5.9	5.7
MI	8.9	8.2	7.2	5.4	9.0	6.4	7.8	6.7	6.9	6.7	6.2	5.0	5.0	3.7	4.5	3.5	4.0	4.1	4.6	4.3	4.3	4.2	4.3	4.2
MN	6.2	5.6	6.0	5.1	5.9	6.4	6.0	6.7	6.4	6.8	8.3	5.9	8.1	3.7	4.7	4.7	4.6	4.5	3.5	5.5	4.7	4.3	4.2	3.8
MS	6.3	5.1	5.5	5.5	5.3	5.4	4.5	4.5	4.7	4.6	5.1	5.3	4.8	4.1	3.8	4.0	3.9	3.8	3.8	3.9	4.1	3.7	3.8	3.8

Figure 23 displays startup early job creation for the states with the highest (District of Columbia) and lowest (South Dakota) levels in 2019, as well as the median state.



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Startup early job creation, the third indicator, measures how many total jobs are created by startups in their first year and is normalized by the population. We use this measure because it allows us to track the total number of jobs created by startups while accounting for differences in population over time or by geography.

Since 1996, the District of Columbia (highest in 2019) has consistently had more startup jobs created per 1,000 residents than the median state.

TABLE 12 | STARTUP EARLY JOB CREATION OVER TIME (1996-2019)

STATE	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
MO	5.6	8.1	5.9	5.5	6.0	5.6	5.8	6.0	5.6	5.9	6.2	5.7	5.3	4.3	3.7	4.5	4.8	5.3	4.1	4.6	4.8	5.2	5.7	5.4
MT	7.3	6.3	9.6	5.9	5.7	6.4	6.5	6.4	7.3	7.4	7.5	6.6	6.2	4.1	4.0	4.1	4.1	4.5	4.5	4.9	4.8	4.6	4.7	5.4
NE	6.2	5.3	5.3	5.0	5.9	5.4	5.3	5.1	5.2	5.2	5.3	4.7	4.5	4.1	3.5	4.2	6.6	4.9	5.3	5.0	4.6	5.1	4.9	5.1
NV	12.1	12.4	11.2	15.9	10.3	9.2	8.2	8.5	8.8	8.5	8.7	7.1	7.2	5.1	4.8	5.0	4.6	4.7	5.6	5.2	5.6	6.6	6.4	6.4
NH	7.3	7.4	6.1	6.4	6.3	5.8	5.2	4.9	5.2	5.5	5.4	4.4	4.1	3.3	3.5	3.2	3.6	3.5	3.0	3.4	3.7	3.4	3.7	3.8
NJ	9.0	7.2	9.7	10.5	10.5	8.5	8.3	7.8	7.5	8.2	8.3	7.0	6.9	5.4	5.9	5.8	6.0	6.1	6.0	6.3	6.7	5.6	5.3	5.8
NM	7.8	8.4	8.1	6.7	6.1	6.0	5.9	6.5	6.3	6.3	6.5	11.7	6.0	4.8	4.0	4.0	4.2	3.8	5.1	4.5	4.2	3.9	4.1	3.9
NY	9.1	10.5	10.3	11.2	10.7	9.4	7.7	6.8	6.2	6.5	6.7	6.7	6.4	5.6	5.6	6.3	6.3	6.3	6.4	6.4	6.3	6.3	6.1	5.6
NC	6.7	6.4	6.2	7.3	6.6	5.4	5.3	8.1	5.5	5.3	6.2	9.1	6.2	4.5	4.5	4.5	4.4	4.1	3.8	4.2	4.7	4.5	4.5	4.7
ND	5.0	6.1	4.5	4.4	5.7	5.5	4.5	3.7	4.8	5.7	5.3	5.8	6.1	4.7	3.9	5.3	10.1	8.2	8.2	7.6	4.8	5.4	4.9	4.6
OH	6.7	6.1	5.7	5.7	5.5	5.5	5.5	5.2	5.0	4.9	5.1	4.3	4.1	3.2	3.3	3.5	4.1	3.6	3.4	3.6	3.8	3.7	3.6	3.7
OK	8.8	10.1	8.7	7.9	8.5	7.2	8.1	6.0	7.0	7.5	7.5	6.8	6.6	5.9	4.8	5.1	4.9	4.8	5.4	5.2	4.7	5.1	5.5	5.7
OR	8.5	8.8	6.8	6.2	7.0	6.9	5.9	5.5	6.2	6.4	6.1	6.0	5.0	4.4	3.8	4.5	4.3	4.2	3.9	4.4	4.5	5.2	5.2	4.8
PA	5.5	6.3	6.4	5.6	6.1	5.0	6.1	5.3	5.0	4.8	4.6	4.0	3.9	3.5	3.2	3.6	4.2	3.9	3.7	3.8	3.8	3.8	3.7	3.7
RI	6.9	6.3	6.0	5.5	5.5	5.6	5.4	5.1	5.9	5.7	4.2	4.7	4.1	3.8	3.7	3.6	4.1	3.9	3.8	4.1	4.0	3.9	4.2	4.0
SC	9.0	7.4	5.7	9.0	6.3	7.1	5.8	6.7	6.3	6.5	5.8	8.0	5.5	4.4	4.0	4.0	4.2	3.7	4.2	4.1	4.5	4.3	4.9	6.4
SD	5.9	5.7	6.0	6.4	6.8	5.6	5.2	4.3	5.2	5.6	5.2	5.2	4.0	4.4	3.8	3.1	4.3	3.6	4.4	3.7	4.1	4.0	4.1	3.2
TN	8.0	7.5	7.1	6.9	6.4	6.1	5.5	5.9	6.0	6.2	6.2	5.9	5.4	4.2	3.9	4.1	4.2	4.3	4.0	4.2	4.1	4.6	4.8	4.8
TX	6.8	9.9	7.4	6.7	7.2	6.7	6.7	6.3	6.3	6.7	6.6	6.5	6.2	5.2	4.9	5.2	5.5	5.5	5.5	5.5	5.3	5.6	5.7	5.6
UT	10.1	10.5	9.2	9.6	9.7	9.0	9.1	9.0	8.6	9.1	9.3	9.3	7.1	5.5	5.1	4.9	5.2	5.0	4.9	5.6	5.2	5.1	5.6	5.9
VT	6.1	5.2	5.0	4.8	4.9	4.5	4.1	5.1	4.9	4.4	4.1	3.9	4.8	3.5	3.3	3.6	3.8	3.3	4.3	4.3	4.2	3.8	4.3	4.2
VA	6.0	6.5	6.7	5.9	6.2	5.7	5.6	5.7	5.7	6.1	6.2	6.0	5.6	5.3	4.4	5.2	5.0	4.9	3.8	4.9	7.2	5.0	4.6	5.2
WA	6.7	6.7	6.9	6.4	6.9	6.1	4.9	5.4	5.2	5.2	5.5	5.4	5.2	3.8	3.5	3.7	4.0	3.9	4.5	4.9	5.2	5.2	5.1	4.8
WV	6.0	5.2	4.8	4.8	4.3	4.3	3.8	4.4	4.8	4.6	4.7	4.0	4.2	3.3	2.7	2.8	3.5	3.4	2.8	3.3	3.0	2.9	3.0	3.2
WI	5.4	5.2	4.9	4.8	4.6	4.3	4.5	4.2	4.7	4.9	5.0	4.6	4.0	3.8	3.2	3.7	3.7	4.1	3.9	4.1	4.3	4.2	3.9	3.8
WY	7.3	6.8	6.9	6.5	6.5	8.2	8.0	6.7	6.8	7.6	7.8	7.3	6.7	5.0	4.7	5.4	5.0	5.2	4.4	5.6	4.6	4.7	4.8	5.2

STATE TRENDS IN STARTUP EARLY SURVIVAL RATE

The startup early survival rate ranged from 69.4 percent in Connecticut to 90.5 percent in Virginia, with a median of 79.4 percent in 2019. Figure 24 presents the variation in early survival rate for all 50 states and the District of Columbia. Table 13 shows early survival rate over time.

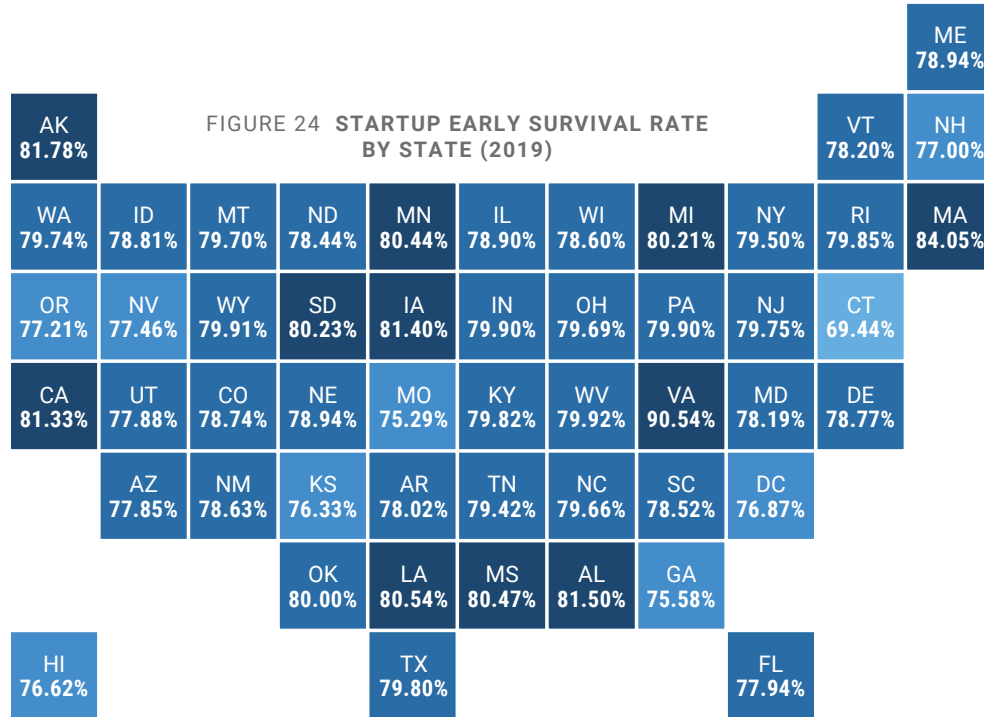
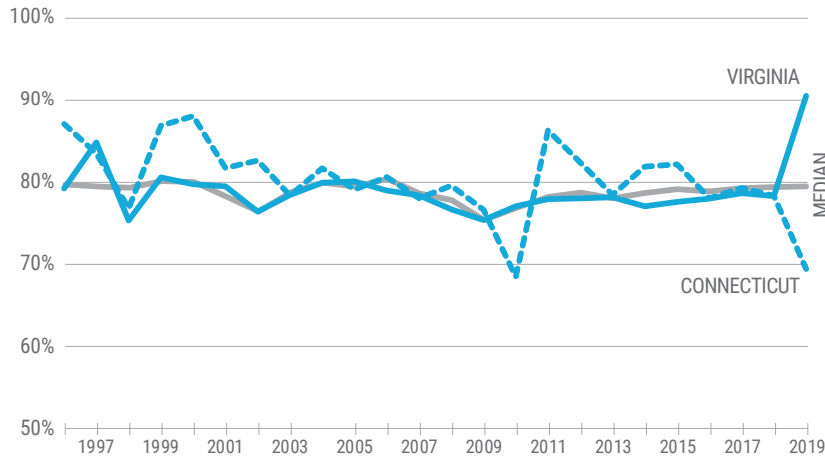


TABLE 13 | STARTUP EARLY SURVIVAL RATE OVER TIME (1996–2019)

STATE	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
US	78.8%	78.2%	78.5%	80.1%	79.1%	78.4%	75.7%	78.4%	79.3%	78.9%	80.1%	78.3%	77.3%	75.2%	76.7%	78.6%	79.4%	79.2%	79.6%	79.7%	79.6%	79.6%	79.1%	79.6%
AL	80.2%	79.7%	82.2%	81.5%	77.5%	77.0%	78.3%	80.1%	80.1%	79.4%	80.4%	79.5%	79.5%	75.6%	77.6%	77.1%	79.7%	79.1%	79.4%	79.5%	80.8%	80.1%	79.1%	81.5%
AK	78.8%	78.9%	78.6%	79.4%	79.2%	74.9%	76.4%	79.9%	78.6%	76.7%	76.2%	73.3%	79.0%	74.6%	75.5%	79.2%	77.0%	79.7%	79.1%	78.4%	74.5%	77.8%	77.4%	81.8%
AZ	80.0%	79.1%	79.3%	76.6%	78.4%	76.1%	73.7%	77.0%	78.1%	81.8%	80.7%	78.0%	73.2%	72.1%	72.5%	75.3%	77.5%	76.5%	78.5%	77.1%	78.3%	77.8%	76.1%	77.8%
AR	78.0%	77.0%	77.7%	79.1%	78.6%	77.0%	76.7%	79.6%	78.7%	77.9%	79.3%	78.9%	78.2%	75.0%	72.8%	74.6%	78.0%	77.0%	77.2%	78.7%	77.8%	78.4%	78.4%	78.0%
CA	76.0%	73.4%	76.0%	78.1%	77.9%	76.5%	75.3%	78.8%	80.1%	78.8%	80.5%	77.9%	77.1%	78.5%	74.6%	79.2%	82.7%	84.0%	80.0%	80.5%	80.8%	82.0%	80.4%	81.3%
CO	78.2%	78.9%	78.4%	80.2%	78.7%	76.6%	73.8%	76.7%	77.7%	77.4%	78.2%	77.9%	73.9%	74.4%	76.4%	79.9%	79.4%	79.4%	78.4%	78.9%	79.8%	81.2%	78.7%	
CT	87.1%	83.5%	76.8%	86.9%	88.1%	81.8%	82.7%	78.4%	81.7%	79.1%	80.6%	78.1%	79.6%	76.7%	68.5%	86.3%	82.4%	78.5%	81.9%	82.2%	78.1%	79.3%	78.4%	69.4%
DE	81.9%	79.6%	81.3%	79.3%	81.6%	82.9%	72.8%	78.5%	80.0%	79.4%	78.3%	69.3%	77.6%	75.3%	76.3%	77.8%	74.7%	79.1%	84.4%	80.1%	76.6%	78.4%	77.8%	78.8%
DC	81.6%	76.7%	80.3%	73.4%	86.4%	72.3%	70.1%	74.2%	76.3%	73.6%	75.7%	76.2%	75.9%	71.8%	78.4%	73.4%	80.2%	75.9%	78.0%	73.5%	74.9%	76.4%	77.2%	76.9%
FL	76.9%	68.8%	75.0%	83.8%	81.0%	83.4%	75.3%	76.2%	77.2%	76.7%	78.1%	74.0%	73.3%	67.0%	75.0%	76.4%	77.9%	76.8%	78.4%	78.9%	79.9%	78.2%	78.6%	77.9%
GA	81.3%	80.6%	77.5%	81.3%	79.9%	80.8%	74.8%	77.5%	78.8%	75.8%	80.0%	79.9%	80.2%	76.2%	77.6%	80.0%	79.9%	80.9%	80.9%	78.4%	81.1%	79.4%	79.5%	81.5%
HI	80.8%	79.3%	76.2%	79.7%	80.6%	76.7%	79.7%	81.6%	83.3%	81.0%	82.3%	79.9%	80.2%	76.2%	77.6%	80.0%	79.9%	80.9%	80.9%	78.4%	81.1%	79.4%	79.5%	76.6%
ID	79.9%	80.2%	78.9%	78.4%	79.9%	79.2%	74.1%	79.7%	79.0%	81.2%	81.6%	78.2%	72.4%	71.4%	73.3%	76.5%	74.0%	77.0%	76.2%	78.8%	76.6%	80.3%	77.7%	78.8%
IL	79.4%	82.3%	80.8%	82.6%	80.0%	80.9%	77.0%	80.0%	80.7%	78.1%	78.6%	78.8%	77.0%	75.2%	75.8%	77.6%	77.8%	77.6%	79.0%	78.8%	80.4%	78.2%	79.2%	78.9%
IN	79.6%	80.9%	79.0%	82.6%	81.7%	77.9%	76.7%	79.9%	79.2%	78.8%	79.2%	78.5%	77.8%	76.4%	77.9%	80.2%	77.4%	77.4%	79.3%	78.7%	80.2%	80.2%	80.3%	79.9%
IA	82.1%	81.3%	82.6%	82.2%	82.2%	79.6%	78.5%	81.4%	81.6%	81.4%	82.7%	81.6%	80.1%	78.1%	81.5%	81.1%	81.3%	80.1%	80.4%	80.3%	81.3%	80.1%	79.9%	81.4%
KS	80.4%	79.9%	80.8%	83.7%	82.1%	83.1%	80.2%	75.0%	80.0%	80.9%	81.1%	79.2%	80.3%	76.8%	79.1%	78.7%	77.4%	76.1%	78.2%	79.8%	78.3%	74.0%	76.4%	76.3%
KY	79.9%	79.9%	78.6%	81.6%	85.7%	76.9%	76.0%	76.8%	79.1%	79.5%	79.7%	77.1%	78.8%	77.0%	77.6%	77.2%	78.9%	78.2%	78.0%	79.0%	78.8%	78.5%	78.6%	79.8%
LA	79.5%	79.5%	79.9%	78.4%	79.3%	76.9%	76.4%	79.2%	78.4%	79.1%	75.2%	77.0%	79.0%	76.7%	76.0%	76.8%	77.9%	77.8%	78.0%	78.2%	79.6%	80.2%	80.1%	80.5%
ME	82.6%	74.4%	88.3%	83.7%	83.7%	81.7%	75.4%	79.7%	80.9%	77.2%	78.5%	77.7%	77.9%	75.0%	79.0%	77.5%	76.4%	77.5%	77.5%	80.2%	79.1%	87.7%	71.9%	78.9%
MD	78.2%	79.1%	77.9%	79.5%	80.2%	75.1%	75.6%	77.3%	78.2%	78.9%	79.3%	77.5%	76.1%	73.1%	75.8%	77.3%	78.8%	76.8%	77.6%	77.8%	79.2%	77.6%	77.6%	78.2%
MA	80.8%	82.2%	79.4%	84.2%	82.5%	81.8%	78.3%	78.9%	81.3%	80.4%	82.9%	81.0%	82.2%	79.6%	82.4%	84.8%	87.1%	83.9%	81.8%	82.5%	82.7%	83.2%	81.2%	84.0%
MI	82.4%	80.4%	80.0%	79.1%	88.2%	77.3%	75.6%	77.9%	78.6%	78.6%	77.8%	77.3%	76.6%	72.8%	74.6%	78.4%	78.7%	84.3%	79.6%	79.9%	80.8%	81.5%	81.0%	80.2%
MN	81.6%	79.6%	86.4%	83.2%	83.0%	82.0%	79.7%	83.8%	83.9%	81.0%	91.6%	75.3%	77.7%	72.6%	79.3%	80.6%	80.3%	81.0%	80.6%	81.9%	80.2%	83.4%	77.5%	80.4%
MS	78.2%	78.3%	78.3%	76.7%	77.7%	74.8%	76.7%	77.7%	79.8%	78.8%	77.5%	77.4%	77.2%	75.5%	74.9%	77.0%	77.1%	77.0%	77.6%	79.1%	76.6%	78.3%	81.8%	80.5%

Figure 25 below displays startup early survival rates for the states with the highest (Virginia) and lowest (Connecticut) levels in 2019, as well as the median state.

FIGURE 25 STARTUP EARLY SURVIVAL RATE OVER TIME (1996–2019)
(LOWEST AND HIGHEST IN 2019 AND YEARLY MEDIAN)



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The **startup early survival rate**, an early-stage indicator of business performance, measures the percentage of new employer establishments that are still active after one year of operation.

TABLE 13 | STARTUP EARLY SURVIVAL RATE OVER TIME (1996–2019)

STATE	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
MO	78.2%	82.2%	80.4%	81.4%	80.4%	79.6%	78.6%	80.1%	80.6%	79.6%	80.2%	80.8%	78.9%	76.3%	81.0%	78.7%	83.5%	78.1%	80.3%	79.8%	78.0%	85.0%	70.0%	75.3%
MT	80.1%	80.7%	78.7%	83.8%	80.2%	81.2%	77.8%	78.8%	80.4%	78.3%	81.8%	79.2%	78.1%	74.8%	76.5%	81.2%	79.1%	79.4%	77.7%	82.4%	78.9%	79.9%	79.5%	79.7%
NE	79.7%	80.8%	80.4%	80.9%	80.0%	79.2%	80.0%	79.9%	80.8%	80.9%	81.3%	79.4%	80.6%	79.8%	79.2%	80.2%	82.1%	73.8%	79.2%	78.1%	78.5%	77.2%	76.9%	78.9%
NV	76.7%	78.0%	79.1%	76.9%	76.5%	75.5%	72.1%	75.8%	81.1%	79.7%	79.7%	78.1%	75.8%	71.7%	75.3%	77.2%	77.0%	77.0%	77.5%	78.1%	76.7%	77.5%	77.5%	
NH	80.6%	79.2%	79.8%	77.6%	78.4%	76.2%	72.6%	76.9%	77.9%	76.0%	75.7%	75.6%	75.5%	71.7%	74.6%	76.6%	76.6%	76.7%	76.6%	77.2%	75.4%	77.1%	76.6%	77.0%
NJ	80.0%	79.9%	80.0%	79.2%	78.3%	75.7%	77.8%	77.9%	77.7%	80.9%	80.8%	76.8%	77.8%	75.6%	77.4%	78.2%	78.4%	77.7%	78.7%	78.1%	77.8%	79.8%	78.2%	79.8%
NM	70.5%	73.8%	77.7%	76.9%	74.8%	74.2%	74.1%	75.7%	76.5%	74.8%	78.5%	76.0%	76.1%	72.4%	75.4%	76.6%	75.2%	78.4%	74.6%	76.0%	80.4%	76.2%	79.5%	78.6%
NY	78.3%	78.5%	79.0%	80.7%	73.0%	78.9%	72.8%	79.5%	81.1%	81.4%	81.9%	81.8%	81.2%	78.5%	79.6%	81.7%	80.5%	79.7%	80.6%	80.7%	80.3%	79.7%	79.5%	79.5%
NC	80.8%	82.4%	78.9%	82.9%	82.2%	79.2%	77.3%	78.8%	82.6%	81.7%	82.5%	83.2%	79.6%	75.0%	76.2%	78.7%	78.9%	78.5%	78.4%	80.2%	78.9%	78.5%	79.9%	79.7%
NC	81.1%	78.4%	79.0%	82.6%	80.6%	79.4%	81.1%	83.0%	85.7%	81.7%	81.1%	79.9%	80.6%	78.6%	78.5%	81.2%	81.5%	76.7%	77.6%	77.9%	70.8%	77.0%	79.0%	78.4%
OH	81.3%	81.2%	80.0%	81.2%	82.5%	79.9%	78.8%	79.8%	80.7%	80.2%	81.7%	78.6%	76.6%	75.9%	75.7%	79.5%	79.2%	80.0%	80.1%	79.2%	83.1%	75.8%	79.6%	79.7%
OK	78.4%	77.5%	85.4%	79.2%	74.3%	77.5%	74.5%	77.2%	81.0%	79.6%	80.5%	78.9%	79.4%	77.9%	77.1%	77.0%	80.0%	80.1%	81.2%	82.2%	77.7%	77.9%	81.2%	80.0%
OR	76.4%	77.8%	79.8%	77.4%	78.1%	77.2%	73.2%	78.8%	78.1%	79.2%	79.8%	79.6%	75.1%	70.7%	75.3%	77.5%	77.5%	76.6%	78.2%	80.1%	79.8%	78.3%	79.4%	77.2%
PA	81.1%	82.9%	81.7%	83.2%	82.6%	83.1%	76.4%	79.9%	80.8%	82.0%	84.8%	81.2%	79.4%	79.6%	80.7%	82.1%	78.5%	75.1%	77.0%	80.0%	80.0%	80.0%	80.6%	79.9%
RI	78.5%	78.6%	77.4%	77.3%	78.8%	77.5%	75.0%	76.2%	75.6%	79.0%	74.0%	80.1%	74.3%	72.7%	76.6%	77.2%	78.4%	77.4%	76.6%	78.2%	76.4%	77.1%	74.3%	79.8%
SC	79.0%	79.2%	81.4%	83.0%	84.3%	83.7%	78.5%	82.0%	78.8%	81.0%	78.7%	81.8%	76.3%	72.2%	76.6%	78.3%	79.2%	77.6%	81.6%	79.5%	80.1%	80.2%	79.5%	78.5%
SD	78.1%	78.2%	80.5%	79.7%	83.2%	78.9%	81.0%	81.2%	83.0%	83.4%	81.9%	82.6%	82.9%	81.4%	77.0%	80.9%	77.4%	79.6%	80.6%	79.4%	81.2%	81.4%	80.4%	80.2%
TN	77.8%	77.7%	76.8%	78.1%	78.0%	76.7%	74.9%	78.9%	79.3%	78.9%	79.6%	78.6%	77.8%	75.7%	76.9%	77.0%	78.7%	77.4%	78.2%	79.3%	79.1%	80.6%	79.5%	79.4%
TX	81.0%	82.2%	79.3%	79.5%	78.9%	78.5%	76.2%	77.8%	78.3%	79.5%	79.9%	79.6%	78.1%	77.3%	78.4%	79.0%	79.9%	80.5%	80.6%	81.2%	80.0%	79.4%	79.0%	79.8%
UT	79.5%	76.6%	77.5%	77.0%	78.2%	75.0%	74.6%	75.6%	78.1%	77.6%	80.4%	78.6%	75.1%	71.1%	74.0%	76.7%	76.6%	77.8%	81.8%	77.4%	76.4%	78.5%	79.2%	77.9%
VT	79.7%	81.9%	80.8%	80.7%	80.0%	77.7%	78.7%	79.2%	79.0%	80.0%	81.3%	77.9%	75.7%	75.0%	77.7%	76.7%	80.8%	78.2%	78.2%	78.5%	78.4%	78.6%	80.2%	78.2%
VA	79.2%	84.9%	75.4%	80.6%	79.8%	79.5%	76.4%	78.5%	80.0%	80.1%	79.0%	78.4%	76.7%	75.4%	77.1%	78.0%	78.0%	78.2%	77.1%	77.6%	78.0%	78.7%	78.3%	90.5%
WA	70.6%	73.1%	73.4%	70.7%	69.3%	69.4%	68.5%	72.5%	68.9%	70.4%	72.6%	74.2%	72.6%	70.8%	80.8%	74.5%	71.9%	72.8%	86.7%	78.6%	76.8%	80.1%	80.1%	79.7%
WV	77.0%	78.6%	77.8%	78.1%	79.6%	77.2%	76.9%	77.2%	78.8%	78.1%	80.6%	78.6%	77.9%	76.8%	78.3%	79.1%	79.8%	76.9%	76.3%	78.1%	77.7%	79.3%	80.3%	79.9%
WI	81.5%	82.1%	80.6%	86.4%	83.6%	80.8%	81.0%	82.9%	83.2%	82.6%	82.5%	81.8%	79.8%	77.7%	80.4%	80.9%	82.1%	80.4%	82.5%	81.5%	79.8%	79.3%	79.7%	78.6%
WY	76.1%	76.7%	76.8%	75.2%	78.2%	78.3%	75.6%	78.5%	80.8%	80.1%	80.5%	79.0%	75.7%	72.9%	76.7%	79.1%	78.3%	75.8%	78.4%	79.9%	76.5%	77.4%	81.4%	79.9%

Kauffman Early-Stage Entrepreneurship (KESE) Index

Figure 26 below present the KESE Index score for 2019 for all 50 states and the District of Columbia. Index scores ranged from -7.57 (Connecticut), -3.42 (Ohio), and -2.65 (Rhode Island) to 5.04 (California), 4.98 (Florida), and Wyoming (4.02). Table 14 shows the KESE Index over time.

FIGURE 26 KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX (2019)

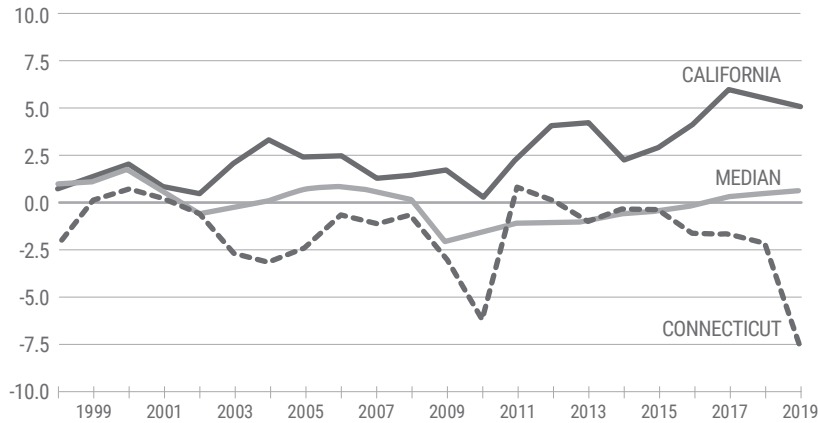
AK 4.11										VT 0.46	ME 2.22
WA 1.60	ID 3.37	MT 1.81	ND 3.12	MN -2.63	IL -0.53	WI -1.93	MI -0.91	NY 1.59	RI -2.65	NH -0.38	MA 0.51
OR -0.50	NV 1.09	WY 4.02	SD 1.52	IA 1.15	IN -0.01	OH -3.42	PA -1.54	NJ 1.44	CT -7.57		
CA 5.04	UT 0.23	CO 1.28	NE 0.56	MO 0.29	KY -0.60	WV -2.58	VA 2.49	MD 0.00	DE -0.21		
		AZ 0.97	NM 0.77	KS -1.12	AR 0.60	TN 1.27	NC -0.05	SC 0.02	DC -1.59		
				OK 2.89	LA 0.54	MS 1.32	AL 0.47	GA 2.62			
HI 0.63					TX 3.26					FL 4.98	

TABLE 14 | KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX OVER TIME

STATE	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
US	0.5	1.1	1.3	0.1	-1.7	-0.2	0.4	0.0	1.0	0.1	0.0	-1.9	-1.4	-1.0	-0.3	-1.0	0.1	1.4	1.2	1.5	1.2	1.2
AL	-0.6	-0.3	-3.9	-3.3	-2.7	-1.8	-1.3	-2.8	-1.7	-3.4	-3.2	-5.0	-3.1	-4.1	-2.6	-4.2	-4.0	-3.7	-2.7	-1.7	-2.0	0.5
AK	5.9	4.0	4.8	2.7	4.7	4.9	3.4	1.9	0.3	-0.5	0.3	-1.4	-0.6	1.6	1.1	2.3	1.5	1.4	-0.6	0.9	1.7	4.1
AZ	3.8	0.8	3.1	1.0	0.1	0.0	0.2	1.4	2.2	0.7	1.3	1.8	0.4	-0.2	0.0	-0.7	-0.3	-0.3	2.0	2.9	0.5	1.0
AR	0.1	0.3	1.0	1.8	0.3	0.0	-0.8	1.6	2.4	1.7	1.1	-0.7	-2.1	-2.0	0.4	-1.4	-2.1	-1.1	-1.0	-0.6	-0.2	0.6
CA	0.7	1.3	2.0	0.8	0.4	2.0	3.2	2.3	2.5	1.3	1.4	1.7	0.2	2.3	4.0	4.2	2.2	2.9	4.1	5.9	5.5	5.0
CO	4.5	3.2	4.4	3.7	2.5	2.8	2.3	3.7	3.5	2.8	1.4	-1.0	-0.1	0.3	2.8	1.7	2.2	1.6	2.4	2.1	2.4	1.3
CT	-2.3	0.0	0.7	0.1	-0.6	-2.7	-3.2	-2.4	-0.7	-1.2	-0.7	-2.9	-6.2	0.7	0.1	-1.0	-0.4	-0.4	-1.7	-1.8	-2.1	-7.6
DE	0.5	-0.4	1.3	2.6	-2.4	-0.8	-0.6	-2.0	-2.7	-5.9	-2.7	-2.9	-3.4	-1.4	-1.9	0.4	2.1	-0.2	-2.0	-1.5	0.4	-0.2
DC	0.3	-3.5	7.0	-2.5	-1.7	-0.5	0.3	-2.6	-1.2	1.2	1.7	0.2	1.5	-1.1	1.7	0.2	-0.9	-3.5	-1.9	-1.3	0.4	-1.6
FL	1.1	4.3	3.6	4.1	0.5	0.3	0.6	1.1	2.1	0.4	0.8	-1.9	0.3	0.3	1.1	0.8	1.5	1.8	3.1	3.7	4.7	5.0
GA	2.1	2.0	0.8	-0.3	-3.0	-1.1	1.0	1.5	3.8	3.5	4.1	1.1	2.0	0.1	-0.4	-3.2	-2.1	-0.9	1.3	1.1	3.2	2.6
HI	-1.5	-0.8	0.5	-2.0	1.0	1.3	2.1	1.0	2.4	1.5	0.1	-2.7	-3.0	-1.5	-0.9	1.5	1.3	1.8	0.4	-0.4	1.5	0.6
ID	2.9	1.1	3.0	3.5	0.7	2.3	3.3	6.0	6.1	4.4	0.6	-0.3	-2.1	-0.3	-0.8	1.1	1.1	1.9	1.3	2.2	2.7	3.4
IL	-0.4	0.2	-0.3	1.4	-1.6	-1.4	-2.0	-2.5	-2.1	-2.6	-3.2	-4.2	-3.6	-4.0	-3.1	-3.2	-1.3	-1.7	-1.4	-2.6	-1.7	-0.5
IA	-0.4	1.6	1.0	1.0	-1.0	-0.6	-2.2	-1.9	-1.6	-2.6	-2.7	-2.6	-2.0	-2.4	-3.7	-4.6	-3.2	-3.3	-2.2	-2.2	-1.4	0.0
IN	4.4	1.1	1.9	1.7	-0.6	-0.2	-1.5	0.0	0.9	1.5	0.4	-1.2	0.0	-0.5	-0.4	-2.5	-1.9	-1.6	-0.3	-0.2	1.1	1.1
KS	3.2	2.9	4.2	3.7	2.1	-1.3	0.3	0.2	0.6	-0.3	-0.2	-1.8	-0.4	-0.6	0.6	-1.8	-0.9	-0.6	0.0	-2.1	-1.7	-1.1
KY	-0.8	1.0	2.3	-1.1	-1.9	-1.7	-0.2	0.2	-0.2	-2.1	-1.4	-2.2	-2.7	-2.4	-1.4	-0.7	-1.4	-1.7	-2.0	-1.6	-0.8	-0.6
LA	0.9	0.9	1.8	0.4	-0.6	-0.3	-0.2	0.2	-1.0	1.4	1.7	0.9	0.3	0.8	1.3	1.3	1.6	-0.2	-0.8	-0.4	0.0	0.5
ME	5.4	2.5	3.6	1.7	-0.4	-0.4	0.2	-0.1	2.2	1.5	1.0	-1.3	-0.9	-2.0	-1.8	-0.7	-1.5	-1.2	-1.7	3.2	-2.0	2.2
MD	-0.6	-0.5	0.4	-2.2	-1.9	-1.3	0.7	1.8	0.8	-0.1	-2.8	-4.1	-3.6	-2.4	-1.7	-2.2	-1.8	-1.1	-2.2	-1.3	-2.3	0.0
MA	-1.5	-2.1	-0.9	-2.1	-3.2	-4.1	-3.9	-3.2	-0.9	-0.7	-0.6	-2.1	-0.3	1.8	2.7	-0.2	-0.2	0.6	1.8	2.2	0.1	0.5
MI	-0.3	-0.8	4.1	-1.5	-1.9	-1.5	-1.8	-1.9	-2.5	-2.2	-1.9	-3.7	-3.5	-3.2	-3.7	-0.4	-1.7	-0.1	-0.2	0.2	-0.6	-0.9
MN	3.6	2.5	2.5	1.1	0.2	2.1	2.2	1.0	6.3	-1.4	-0.4	-6.0	-3.8	-3.1	-3.3	-2.5	-4.0	-0.7	-0.5	2.3	-2.7	-2.6
MS	-1.7	-0.1	1.9	-0.1	-2.2	-3.4	-1.6	0.9	1.9	1.3	0.9	-3.5	-3.0	-3.3	-0.1	-0.8	-0.5	0.0	-0.2	0.8	1.6	1.3

Figure 27 displays the index score over time for the states with the highest (California) and lowest (Connecticut) scores in 2019, as well as the median.

FIGURE 27 KAUFFMAN EARLY-STATE ENTREPRENEURSHIP (KESE) INDEX OVER TIME (1998-2019)
(LOWEST AND HIGHEST IN 2019 AND YEARLY MEDIAN)



Source: Calculated from CPS and BED Data.



KAUFFMAN INDICATORS of ENTREPRENEURSHIP

Using the four indicators, we create the **KESE Index**, a summary index that reflects entrepreneurial activity in the United States, broadly defined. It is an equally weighted index of the four normalized indicators of entrepreneurship activity: ⁹

- 1) Rate of new entrepreneurs
- 2) Opportunity share of new entrepreneurs
- 3) Startup early job creation
- 4) Startup early survival rate

TABLE 14 | KAUFFMAN EARLY-STAGE ENTREPRENEURSHIP (KESE) INDEX OVER TIME

STATE	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
MO	0.7	0.4	1.0	0.1	-0.3	-0.3	-0.6	-2.0	-1.7	-1.9	-3.2	-3.9	-2.0	-0.2	2.1	0.4	-1.1	0.0	-0.1	3.9	-2.2	0.3
MT	6.8	7.0	5.3	4.5	4.0	5.4	8.5	8.4	9.5	5.5	5.2	0.6	2.1	1.4	2.6	4.6	5.0	6.0	3.0	3.1	2.8	1.8
NE	2.6	3.5	1.8	1.1	2.3	2.7	3.2	1.6	1.0	0.0	1.9	0.8	-0.4	-0.7	1.3	-2.4	0.1	-0.2	0.0	0.2	0.8	0.6
NV	3.7	2.3	-2.4	-3.3	-3.0	-0.2	2.7	1.9	2.5	0.7	-0.1	-2.5	-0.5	0.8	0.4	-1.5	0.8	2.2	3.9	2.3	1.5	1.1
NH	0.3	-1.6	-0.3	-1.2	-3.3	-1.3	-1.2	-1.1	-2.5	-2.6	-3.4	-4.3	-4.2	-3.9	-3.9	-3.8	-4.2	-3.2	-4.0	-2.6	-2.6	-0.4
NJ	1.0	1.5	1.0	-1.6	-1.6	-0.9	-1.3	1.0	0.6	-0.5	0.3	-0.6	-0.4	-1.3	-3.1	-3.2	-1.8	1.3	2.1	1.7	0.3	1.4
NM	6.8	6.0	4.3	2.1	0.9	1.3	2.4	2.9	3.7	3.1	1.3	-1.3	-0.7	-2.3	-1.3	0.5	-0.6	-1.1	1.1	-0.5	0.7	0.8
NY	1.2	2.6	0.6	2.0	-1.2	-0.2	0.0	0.0	1.7	2.6	3.5	1.3	1.4	2.1	2.1	1.6	1.9	2.6	2.8	2.4	1.9	1.6
NC	0.5	2.8	2.4	0.8	-0.6	0.4	-0.4	-1.8	-0.9	1.6	-0.2	-2.8	-2.1	-1.7	-2.0	-1.8	-0.9	1.0	1.1	0.1	0.7	0.0
NC	3.4	3.7	3.2	2.2	1.3	0.1	2.3	1.9	0.8	-0.4	-0.1	-0.3	-0.3	1.6	4.1	1.7	1.4	1.8	-2.0	2.4	2.2	3.1
OH	0.2	0.8	1.1	-1.2	-2.5	-3.2	-2.1	-2.0	-1.1	-2.9	-4.4	-4.9	-4.6	-2.1	-2.3	-1.7	-1.1	-0.6	0.5	-3.4	-2.8	-3.4
OK	6.8	3.2	0.2	0.4	-1.1	0.7	2.8	3.9	4.3	3.2	2.9	2.9	1.4	-0.6	-1.2	-1.2	2.3	4.0	4.0	3.1	3.5	2.9
OR	4.2	2.9	3.8	2.4	-0.7	0.6	0.1	0.6	1.0	1.4	-0.3	-2.5	-1.6	-1.2	-3.2	-3.6	-2.7	-0.5	0.1	0.0	0.8	-0.5
PA	-2.0	-1.3	-0.1	-0.4	-3.1	-2.3	-2.0	-2.1	-1.4	-3.9	-4.3	-4.4	-2.9	-2.1	-3.5	-5.9	-5.1	-3.8	-2.9	-2.4	-1.7	-1.5
RI	-3.9	-3.8	-4.1	-4.3	-6.4	-6.3	-4.3	-2.4	-3.7	-2.4	-4.3	-5.9	-4.9	-4.6	-2.8	-3.4	-2.8	-1.5	-3.6	-5.9	-7.5	-2.7
SC	2.3	3.7	2.4	1.8	-2.3	0.3	-0.7	0.9	-0.8	1.4	-1.0	-3.4	-3.2	-3.9	-4.0	-4.2	-0.2	-0.6	-0.4	-1.5	-0.5	0.0
SD	4.5	4.3	5.5	2.6	4.1	3.1	3.8	3.9	3.1	3.0	2.3	2.6	-0.5	0.2	-1.6	0.7	2.0	1.2	1.9	1.7	2.5	1.5
TN	2.7	1.0	0.3	-0.8	-1.6	-0.1	0.5	-1.6	-1.1	-0.8	0.9	-2.1	-2.6	-3.7	-2.3	-4.4	-3.9	-2.0	-0.9	0.6	0.3	1.3
TX	0.3	-0.1	0.1	1.3	0.7	1.7	1.5	2.5	1.8	1.1	0.2	0.6	1.4	2.2	2.0	1.9	2.1	2.9	3.3	3.5	3.6	3.3
UT	2.9	2.3	3.1	0.8	0.3	-0.2	0.1	1.6	3.2	3.8	1.4	-1.1	-0.7	-0.9	-0.4	-0.4	1.7	-0.6	-0.3	1.0	1.3	0.2
VT	1.3	2.4	1.6	-0.1	0.0	0.0	1.2	2.7	3.3	2.2	0.2	-0.8	-0.3	-0.4	2.4	-0.1	1.2	0.0	1.1	0.4	1.0	0.5
VA	-1.2	-0.3	-1.1	-0.6	-2.5	-1.7	-1.7	-0.9	-0.4	-1.7	-2.6	-3.8	-2.6	-2.7	-3.1	-2.5	-3.0	-1.8	-2.0	-2.3	-3.9	2.5
WA	-0.7	-1.2	-1.9	-2.2	-4.7	-3.5	-4.1	-3.6	-2.5	-4.7	-4.1	-6.3	-2.2	-5.0	-5.3	-5.3	0.5	-1.6	-0.5	2.4	1.7	1.6
WV	-2.2	-2.9	-1.5	-4.6	-5.2	-3.9	-1.3	-1.8	-0.9	-2.6	-2.2	-2.4	-3.3	-2.4	-3.1	-2.8	-4.9	-3.5	-2.8	-0.8	-1.1	-2.6
WI	-1.0	1.2	1.9	0.4	1.1	-0.9	-0.6	0.0	1.0	0.5	-1.5	-2.5	-2.3	-2.5	-2.3	-2.7	-3.7	-3.0	-4.3	-2.4	-3.4	-1.9
WY	1.4	1.5	4.6	5.0	2.9	2.5	4.3	5.3	4.9	3.9	1.4	-0.3	-1.6	-1.0	-1.7	-0.6	0.9	3.7	3.0	3.7	5.1	4.0

SECTION NOTES: (16) The U.S. Census Bureau notes that the definitions of non-employers and self-employed business owners are not the same. Although most self-employed business owners are non-employers, about a million self-employed business owners are classified as employer businesses. <https://www.census.gov/epcd/nonemployer/view/define.html>. (17) See Fairlie and Fossen (2017).

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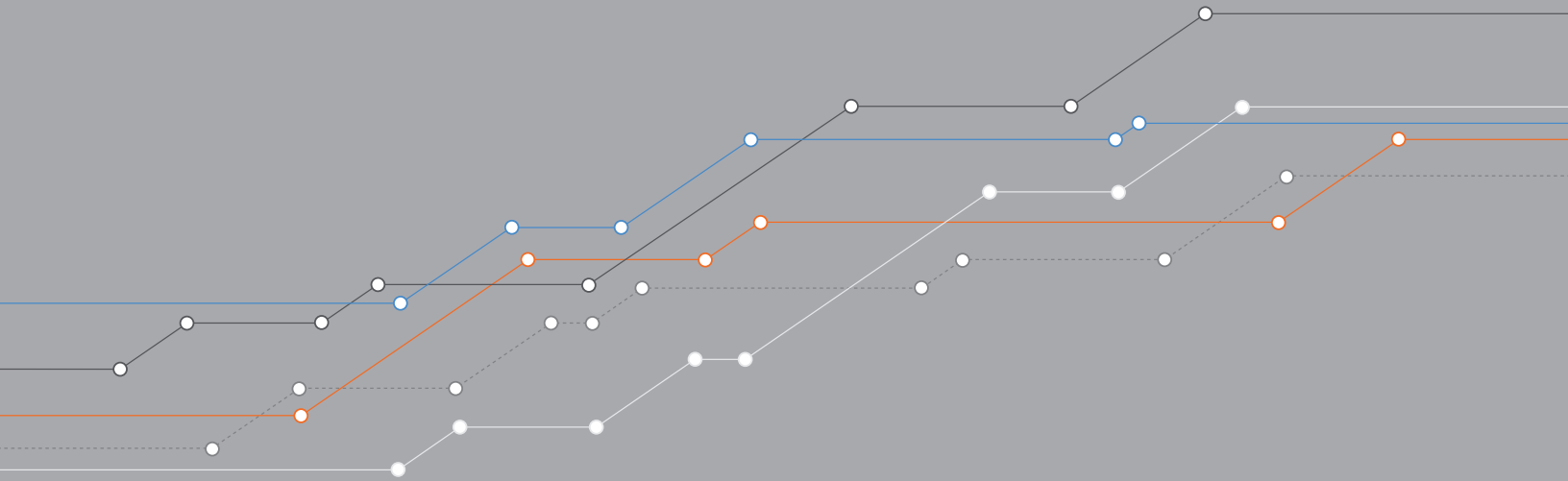
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