



#SmallBusinessSaturday  
#ShopSmall #ShopLocal

## Small Business Saturday Facts

- The first “Small Business Saturday” was held on November 27, 2010.
- The first event was sponsored by American Express, in partnership with the non-profit National Trust for Historic Preservation, Boston Mayor Thomas M. Menino, and Roslindale Village Main Street.
- As of 2017, small businesses made up more than 99% of businesses in the United States.
- According to the Small Business Administration (SBA), there were 30.2 million U.S. small businesses in 2017, making up the majority of employers in all 50 states.
- Small businesses employ 58.9 million people—that’s 47.5% of the private workforce.
- Small businesses create 2 out of 3 new jobs in the U.S. annually — nearly 2 million in 2015 alone.
- Small businesses are innovators. Among high patenting firms, small businesses produce 16 times more patents per employee than large patenting firms.
- 54% of U.S. sales happen at small businesses.
- Consumers spent \$15.4 billion on Small Business Saturday in 2016, an increase of 13% over the 2015 total.
- Small businesses donate 250% more to local causes and organizations than large businesses do.
- In 2017, 108 million consumers shopped or dined at a small business on Small Business Saturday and 48% visited a business they had not previously been to.
- 90% of consumers surveyed by American Express believe Small Business Saturday has had a positive impact on their community.