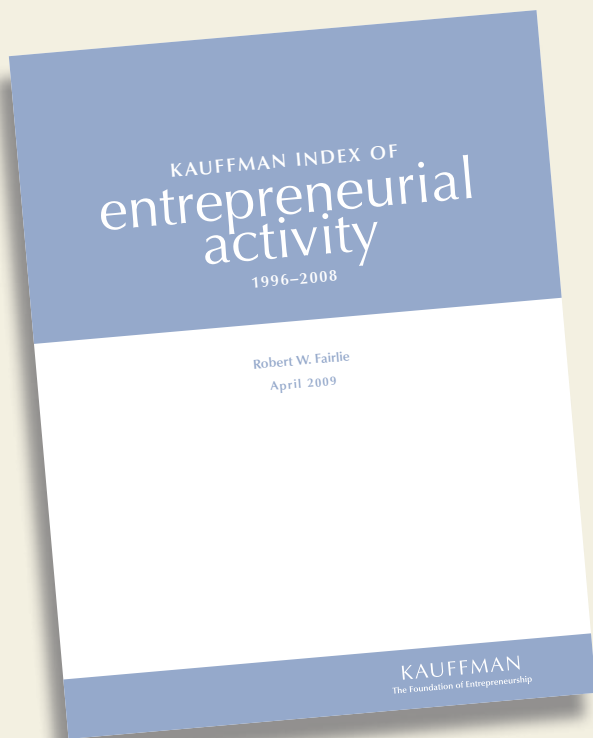


The Kauffman Index of Entrepreneurial Activity, 1996–2008

A NATIONAL ASSESSMENT OF U.S. ENTREPRENEURIAL ACTIVITY



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An annual study measuring U.S. business start-up activity at the individual owner level

Following is a synopsis of the only annual study that measures this level of business start-up activity for the entire U.S. adult population. This study shows that subtle shifts occurring in gender, demographic, geographic, and ethnic makeup are changing the face of the American entrepreneur. The study was funded by the Ewing Marion Kauffman Foundation and conducted by Robert W. Fairlie of the University of California, Santa Cruz.

Key findings:

- **By race:** The immigrant rate of entrepreneurial activity increased sharply from 0.46 percent in 2007 to 0.51 percent in 2008, which is substantially higher than the native-born population at 0.28 percent.
- **By gender:** Male entrepreneurial activity increased from 0.41 percent in 2007 to 0.42 percent in 2008. Female entrepreneurial activity increased from 0.20 percent in 2007 to 0.24 percent in 2008.
- **By age:** The oldest age group—ages 55–64—experienced the largest increase in entrepreneurial activity from 2007 to 2008—0.31 percent to 0.36 percent—making it the age group with the highest entrepreneurial activity rate.
- **By region:** With the exception of the Midwest, all regions saw increased entrepreneurial activity from 2007 to 2008. The Midwest declined slightly from 0.25 percent to 0.23 percent.
- **By state:** The states with the highest rates of entrepreneurial activity were Georgia, New Mexico, Montana, Arizona, Alaska, and California. The states with the lowest activity were Pennsylvania, Missouri, Wisconsin, West Virginia, Iowa, and Ohio.
- **By city:** Among the 15 largest U.S. metropolitan regions, the highest rate of entrepreneurial activity was in Atlanta (0.74 percent). The lowest rate was in Philadelphia (0.16 percent).
- An average of 0.32 percent of adults created a new business each month, equaling about 530,000 new businesses per month.

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