

Venture Forward  
By  GoDaddy

# The Macro Impact of Microbusinesses: How Digital Entrepreneurs Power Our Local Economies

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**Entrepreneurship  
is powerful.**



# Venture Forward

By  GoDaddy

GoDaddy's mission is to make opportunities more inclusive for all.

Venture Forward quantifies the growth and economic impact of online microbusinesses, and provides a unique view into the attitudes, demographics and needs of the entrepreneurs behind them.



20+ million  
microbusinesses

# Our Research Looks At Three Things:

## Where They Are

Down to the zip code,  
how are they growing?

## How They Impact Economies

How do microbusinesses affect job creation  
and household incomes?

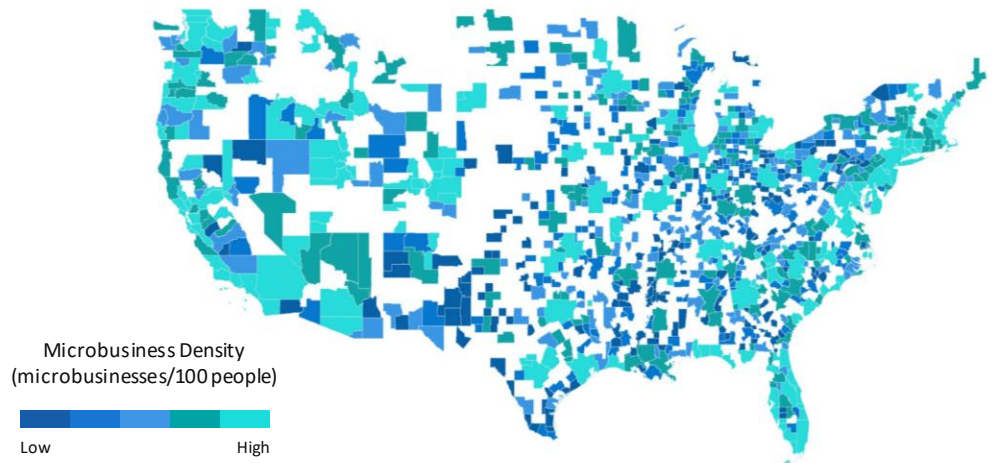
## What's Top Of Mind

What are the attitudes, demographics, and  
needs of these entrepreneurs?



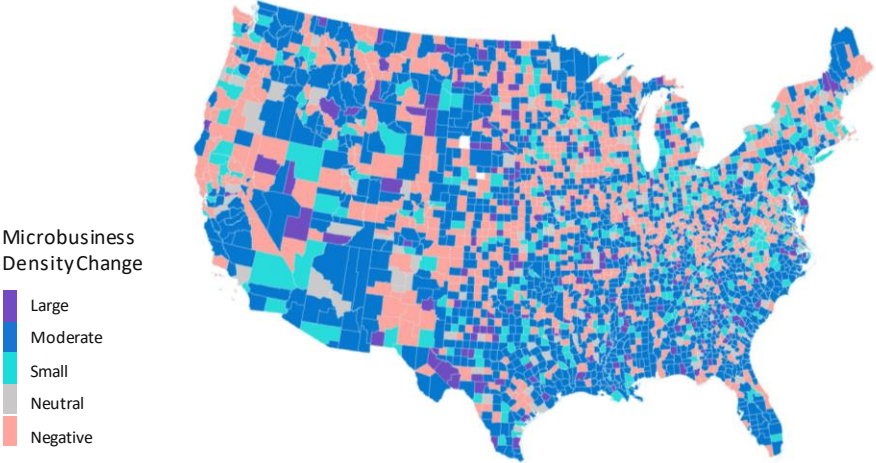
# Microbusinesses Are Growing Everywhere

Recent Snapshot:  
Microbusiness Density by **City** (Q2 2023)



Microbusiness per 100 people (Q2 2023)	Core Based Statistical Area (CBSA)	% All Cities
4.2	Small Cities (pop. <250k)	79%
6.3	Midsized Cities (pop. 250k – 2m)	17%
10.2	Large Cities (pop. 2m+)	4%

Three-Year Growth: Change in Microbusiness Density by **County** (Q2 2020 – Q2 2023)



Change in Microbusinesses Density (Q2 2020 – Q2 2023)	Counties	% All Counties
+14%	Rural (< 100 pp./square mile)	60%
+6%	Suburban (100 – 500 pp./square mile)	28%
+6%	Urban (> 500 pp./square mile)	12%

# Microbusinesses At-A-Glance

Microbusinesses  
are **small**



Microbusinesses generate income



**46%** of respondents in  
the U.S. turned their  
supplemental income  
into their main source of  
income

**1 in 4** currently own  
more than one business



Microbusinesses can  
**support a household**



# 1. Power: Lifting Up Communities Economically



**\$489**

Each additional microbusiness per 100 people in a county increases household median income by almost \$500/year.

Source: 2021 – American Community Survey

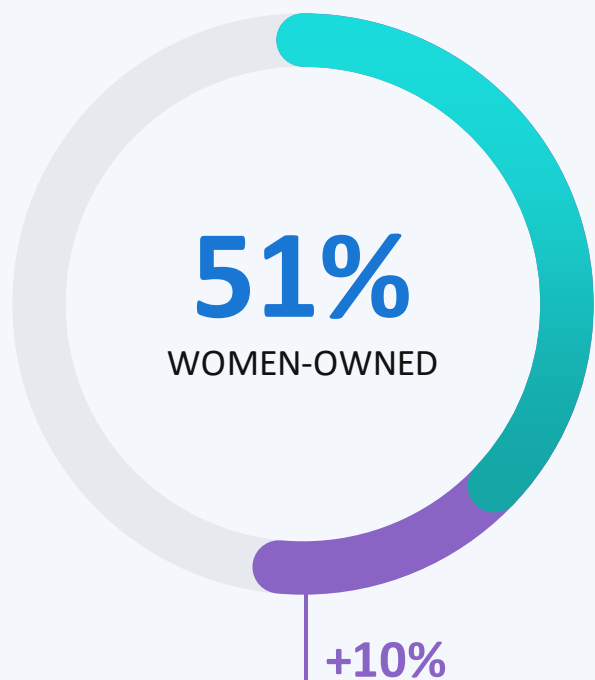


**~7**

About seven new jobs are created by each microbusiness entrepreneur on a county-level.

Source: 2022 – Bureau of Labor Statistics

## 2. Power: Closing Economic Gaps



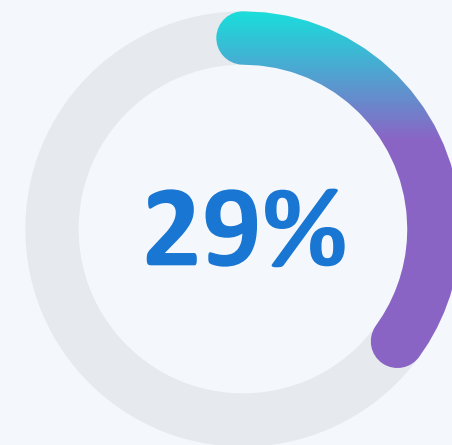
AUG 2019  
41%



AUG 2023  
51%

+10%

About **3 out of 10** women with a microbusiness are the breadwinners in their home.



**15% of U.S.** microbusinesses are owned by a Black entrepreneur, and of those, **68%** are owned by a Black women.



### 3. Power: Flexibility To Work From Anywhere

#### “What is your employment status?”

I am employed full-time  
by my business

41%

I am employed full-time  
outside my business

26%

OF THE

26%

- 44% Primarily in-person/on-site
- 28% Hybrid
- 28% Primarily work from home

#### “Where do you sell?”

On my website

47%

On social media

32%

In a physical  
location

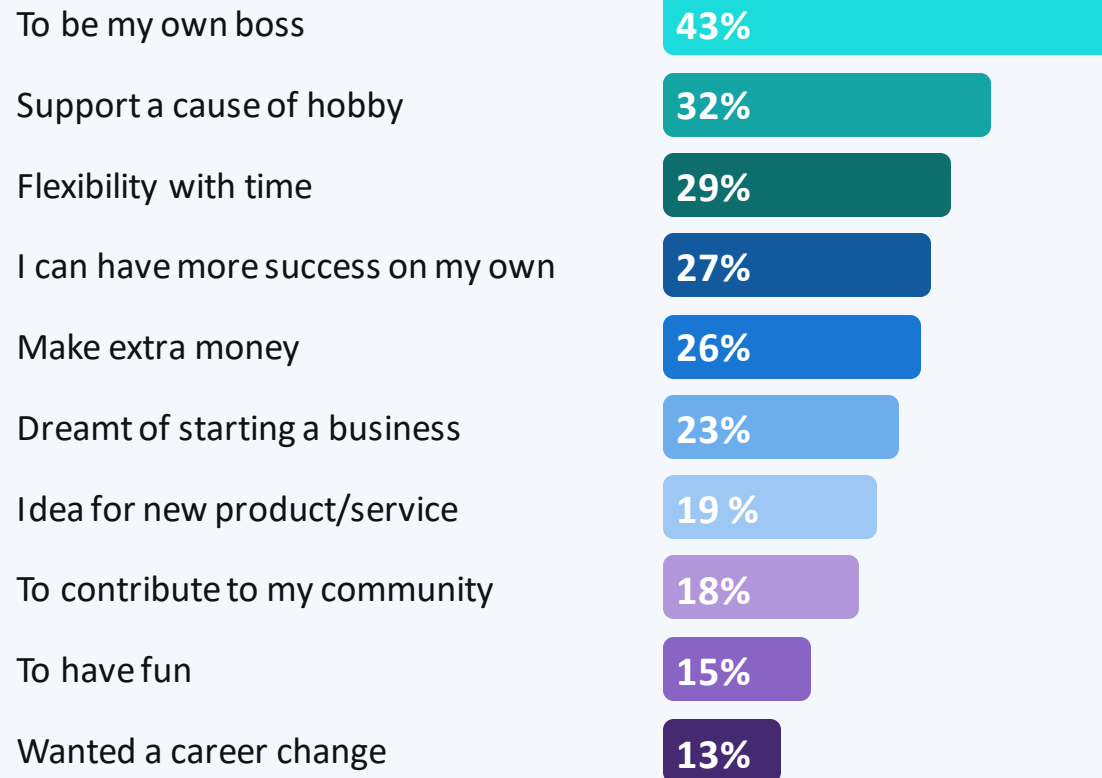
27%

From home

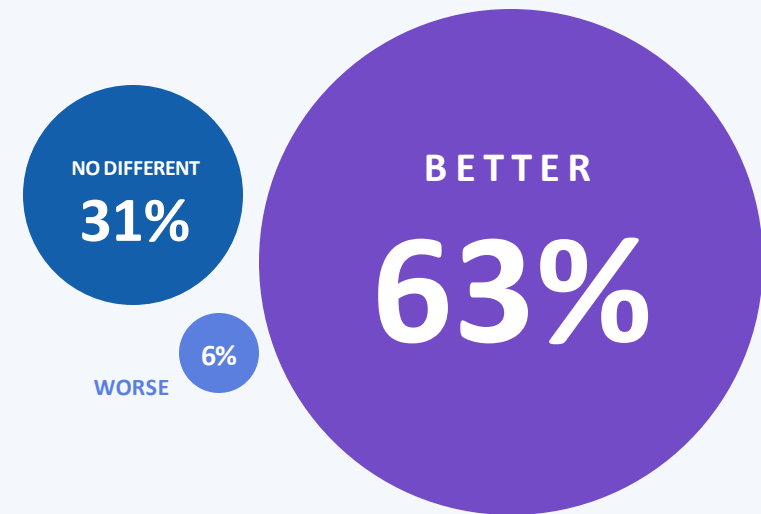
48%

## 4. Power: Happiness – Make a Life While Making a Living

### “Why did you start your business?”



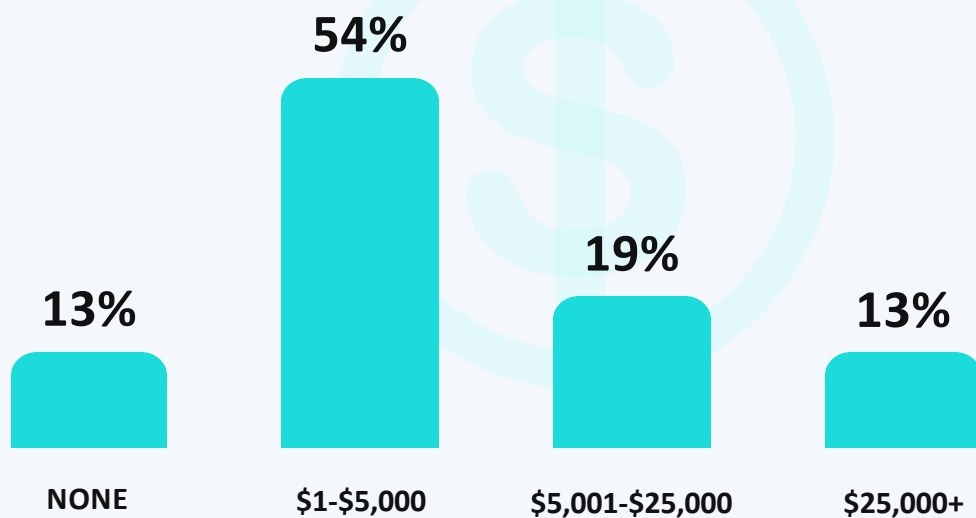
### Microbusiness owners agree: Life is better as an entrepreneur








# Financial Needs When Getting Started

**67%** REQUIRED LESS THAN \$5,000 TO START

“What was the total amount of capital needed to start your business or organization?”



“How were the first and most recent dollars invested into the business?”

CATEGORY		FIRST	RECENT
	Marketing Online	10%	20%
	Equipment	18%	16%
	Inventory	11%	14%
	Website	24%	12%
	New Product	6%	11%

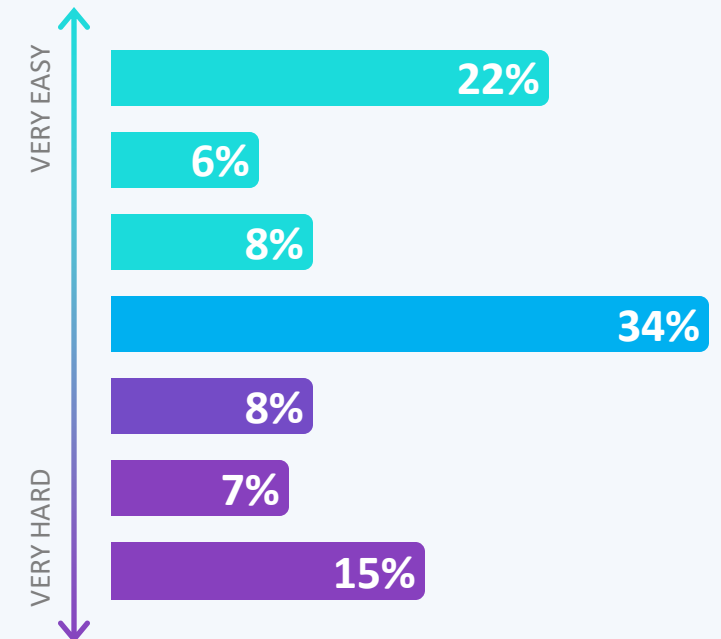


# Top Challenges Reported

## Top challenges when first starting a business:



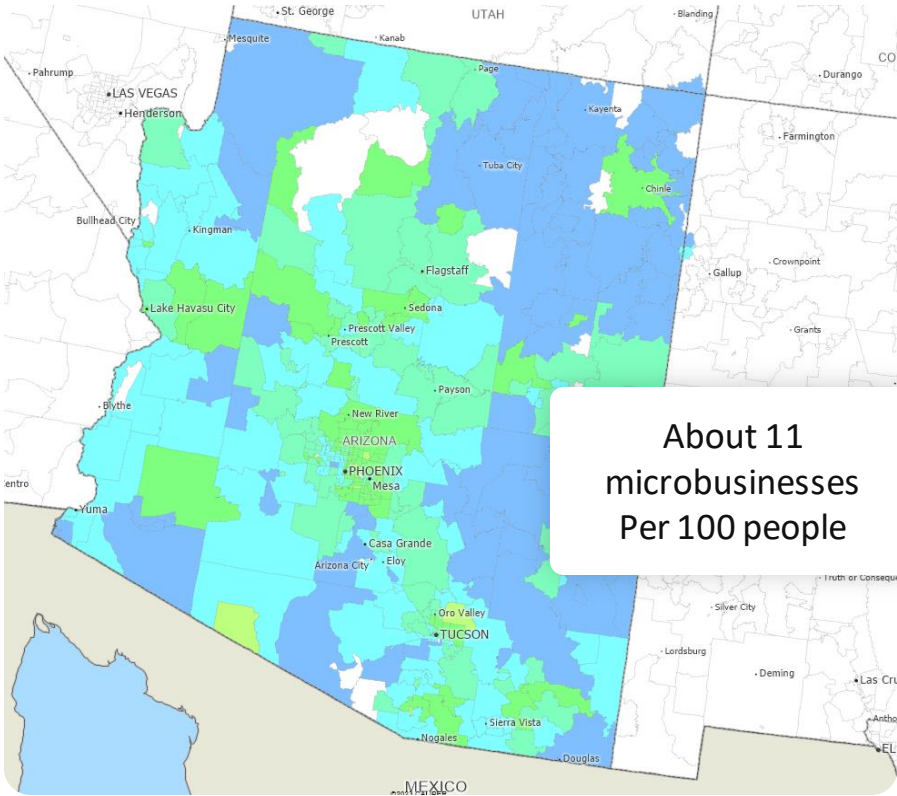
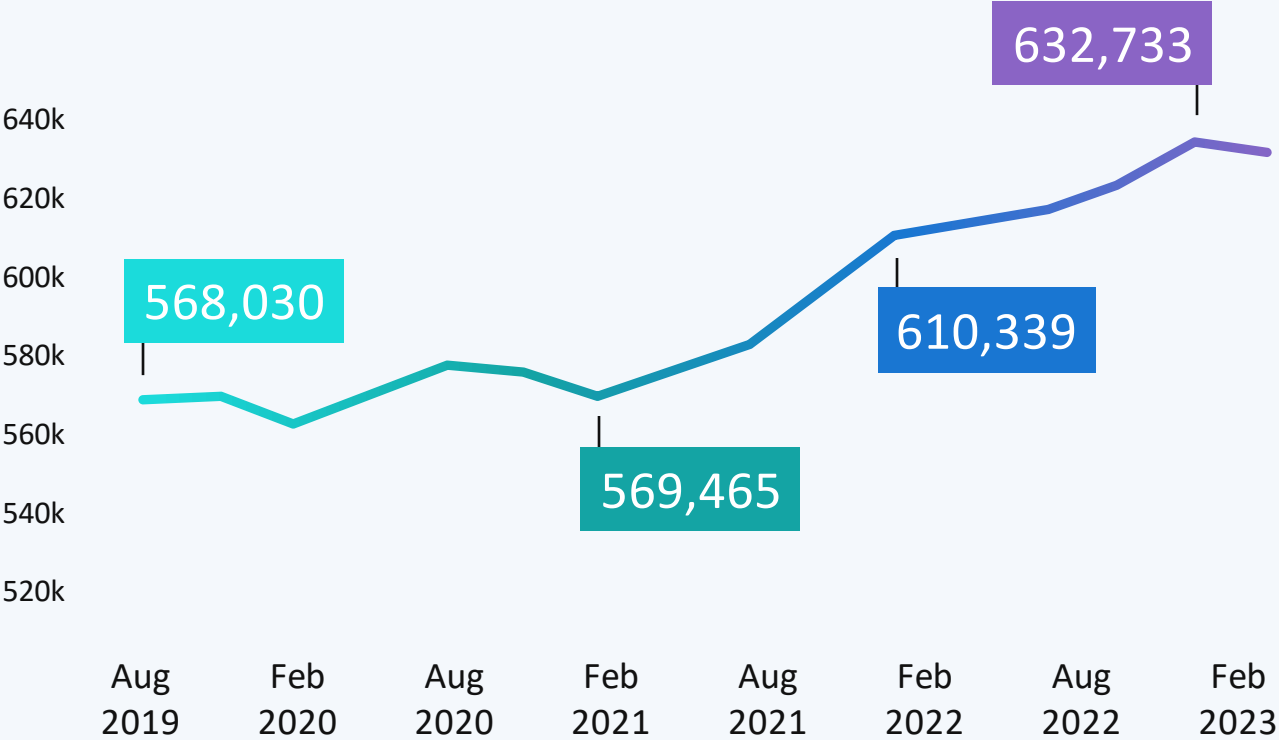
## “How difficult was it for you to access the capital you needed to start?”



# Arizona's Thriving Entrepreneurship: 630,000+ Microbusinesses

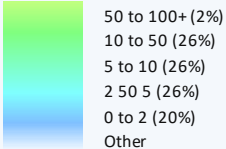
10% growth since August 2019

State of Arizona Microbusinesses by Quarter



About 11  
microbusinesses  
Per 100 people

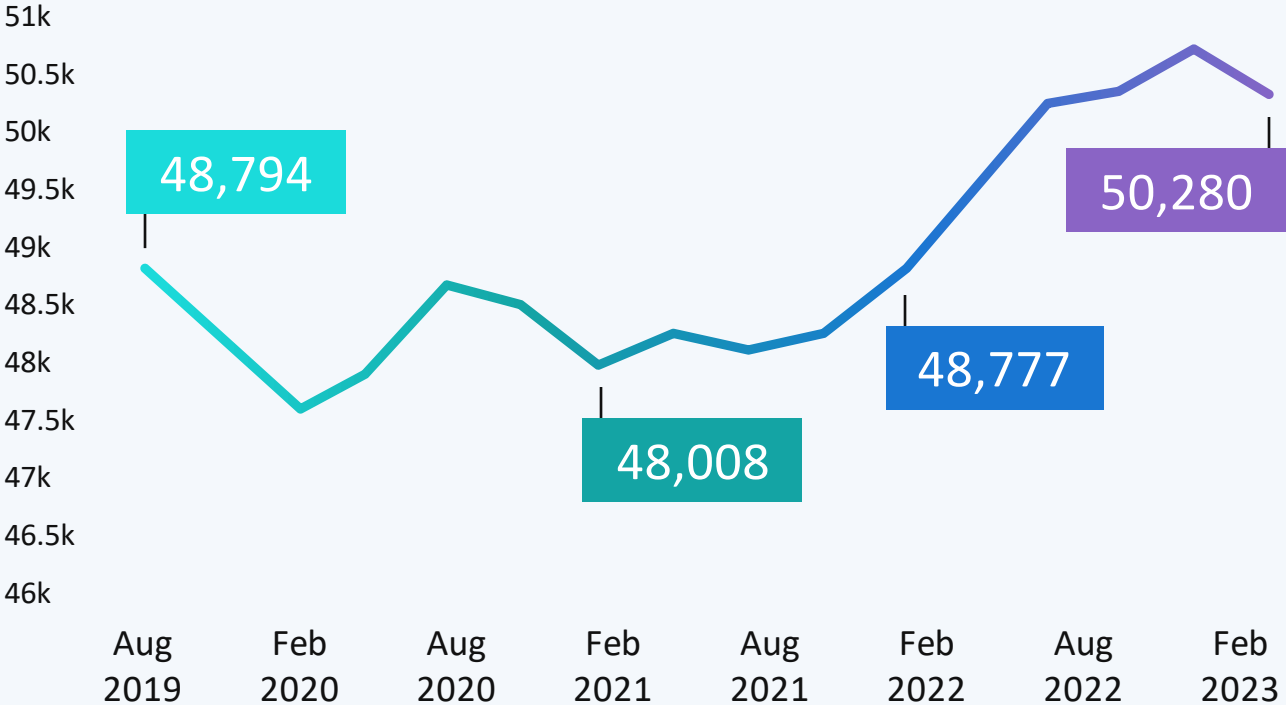
Microbusiness Density I  
June 2023



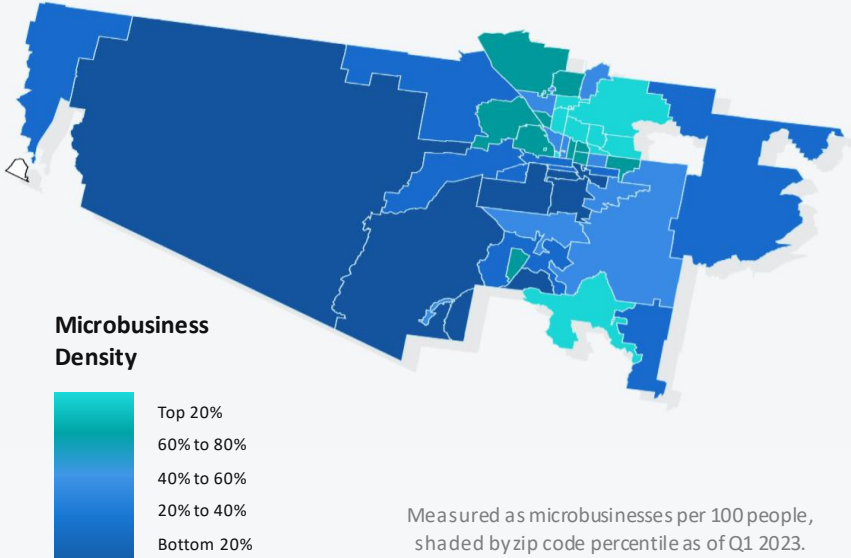
# A Closer Look At Tucson's 50,000+ Microbusinesses

8% growth since August 2019

City of Tucson Microbusinesses by Quarter



Pima County: Tucson



- Over 7 microbusinesses/100 people
- Average Microbusiness Density for Cities with a population >500K = 11.34



# Venture Forward – All Data Available for Download

[godaddy.com/datahub](https://godaddy.com/datahub)

Venture Forward  
By GoDaddy

[Explore the Data](#)[Data Hub](#)[Reports & Resources](#)[Use Cases](#)[About](#)[Press](#)

DATASETS

• U.S. Microbusiness Density

Entrepreneur Survey Results: U.S. & U.K.


• U.S. Microbusiness Industry and Commerce

• U.S. Microbusiness Activity Index

• U.K. Microbusiness Density

## Microbusiness Data Hub


UPDATED QUARTERLY • UPDATED QUARTERLY •



### Explore. Share. Download.

Welcome to the GoDaddy Microbusiness Data Hub, offering unprecedented access to free, downloadable data on more than 20 million microbusinesses and the entrepreneurs who own them. The first-of-its-kind data and insights will be updated quarterly with refreshed measurements of microbusiness density, our proprietary Microbusiness Activity Index, and new survey responses from select markets across the United States. Please reach out to the Venture Forward team with any additional dataset requests.

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OCTOBER 11, 2022

# Growing The E-Commerce Pie for Microbusiness Entrepreneurs



CASE STUDY

## How one town used federal CARES Act money to support its small business community

Armed with data, Gilbert, Arizona, devised a three-phase program to help

**aztv 7** HOME SHOWS WIN AZ DAILY MIX SCHEDULE COMMUNITY METV 7.2

GoDaddy on Microbusinesses Driving Local Economies

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GoDaddy on Microbusinesses Driving Local Economies

Watch on [YouTube](#)

There are over 20 million microbusinesses in the U.S. according to a recent study by GoDaddy's Venture Forward research initiative. About half of them are run by solopreneurs and around 94 percent have 10 or fewer employees. But, their impact is bigger than you think. Jeremy Hartman, Vice President at GoDaddy joins us to help shine a light on microbusinesses and the work GoDaddy is doing to empower entrepreneurs across the nation. Learn more at [www.godaddy.com/ventureforward](http://www.godaddy.com/ventureforward).

**AARP** Join Renew

WORK & JOBS

5 Reasons You Should Start a Microbusiness

Older adults are very successful in ventures that have just a few employees, research finds



THE UNITED STATES  
CONFERENCE OF MAYORS



**gilbert**  
arizona



Thank  
you

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