

## 5.5 Million Small Business Owners Database

This group is growing fast and represents immense wealth and buying power! In fact, small businesses (defined as those with fewer than 500 employees) currently represent 99% of the businesses in the United States. And, more than 60% of all businesses in the United States employ less than 4 people and four out of five businesses employ 20 or fewer people.

These individuals believe that their vendors are crucial to their business's success, which breeds intense loyalty. Since small businesses often have only a few employees and limited resources and time, the owners tend to outsource a lot of services. The names in this database are prime prospects for:

- Computers and computer equipment retailers
- Accounting and payroll services
- Banks
- Printing firms
- Signage providers
- Temporary and recruiting agencies
- Graphic and Web design firms
- Office product and equipment retailers

### Small Business Owners - by State

STATE	# OF BUSINESSES	STATE	# OF BUSINESSES	STATE	# OF BUSINESSES
Alabama	83,319	Louisiana	88,294	Oklahoma	79,088
Alaska	23,796	Maine	31,788	Oregon	85,907
Arizona	85,384	Maryland	74,730	Pennsylvania	230,835
Arkansas	61,078	Massachusetts	123,314	Rhode Island	20,654
California	701,876	Michigan	177,845	South Carolina	85,821
Colorado	110,844	Minnesota	103,333	South Dakota	19,044
Connecticut	75,270	Mississippi	50,196	Tennessee	109,389
Delaware	15,183	Missouri	117,469	Texas	396,060
District of Columbia	8,832	Montana	35,837	Utah	41,623
Florida	375,543	Nebraska	42,204	Vermont	17,181
Georgia	165,810	Nevada	42,634	Virginia	113,192
Hawaii	29,452	New Hampshire	31,059	Washington	124,979
Idaho	36,739	New Jersey	149,214	West Virginia	27,427
Illinois	206,838	New Mexico	43,986	Wisconsin	125,384
Indiana	104,176	New York	293,878	Wyoming	18,098
Iowa	67,253	North Carolina	170,956	<b>Total</b>	<b>5,564,238</b>
Kansas	62,037	North Dakota	18,334		
Kentucky	68,812	Ohio	192,243		