

# Blueprint KY Small Business County Profile

## Data Guide

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### Questions this County Data Profile can help you answer:

- What are the characteristics of small businesses in your county?
- How has the number of small businesses changed in the past years?
- What is the distribution of small businesses and employment by firm size?
- Are there more self-employed establishments than medium-sized ones?
- How the county compares to the state in business innovation?

### Data that this County Profile provides:

#### *Small Business Characteristics:*

##### **Data points:**

##### **Definition of terms:**

Total Establishments	Total number of small businesses in the county (i.e., establishments with fewer than 500 employees, including self-employed)
Establishments Gained	Total number of establishments increased in the year, due to business <a href="#">startups</a> or <a href="#">moved in</a> .
Establishments Lost	Total number of businesses lost in the year, due to business <a href="#">closings</a> or <a href="#">moved out</a> .
Total Jobs	Total number of jobs (full-time, part-time, temporary) for all small business establishments, including non-profit and government.
Jobs Gained	Total number of jobs gained in the year, due to business <a href="#">startups</a> , <a href="#">expansions</a> or <a href="#">moved in</a> .
Jobs Lost	Total number of jobs lost in the year, due to business <a href="#">closings</a> , <a href="#">contractions</a> or <a href="#">moved out</a> .
Total Sales	Total receipts from small business activity.

### ***Establishments by Year:***

This graph illustrates the number of small business establishments from 2016 to 2024. For many of the counties the data depicts a decline in the number of establishments during COVID-19.

### ***Establishment Size Characteristics:***

This table provides a disaggregated look at employment and establishments by small business size.

### ***2023 Innovation Index:***

The **Innovation Intelligence Index** measures a region's innovation activity and capacity by using five major component measures: *Human Capital and Knowledge Creation*, *Business Dynamics*, *Business Profile*, *Employment and Productivity*, and *Economic Well-Being*. *Human Capital and Knowledge Creation* considers educational attainment, the population growth rate, occupational mix, number of patents, and employment in high-technology firms. The *Business Dynamics* area includes measures of establishment formation through startups, expansion, and contraction. *Business Profile* incorporates measures of investment in venture capital, availability of broadband internet, proprietor wages and salaries, and foreign investment. *Productivity and Employment* reflects growth of high-tech employment, job growth relative to population growth, and growth of the county's GDP. Finally, *Economic Well-Being* is based on the poverty rate, unemployment rate, residential broadband infrastructure, and growth in income per capita. Innovation is important for the economy because it can be found behind every successful startup and growing small business. The **Innovation Intelligence Index** is provided by statsamerica.org compiling county, state, and U.S. data. Additional information can be found [here](#).

### ***Data Sources:***

StatsAmerica.org, 2023, <https://www.statsamerica.org/innovation/ii3.aspx>  
YourEconomy.org, 2024, <https://youreconomy.org/>

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