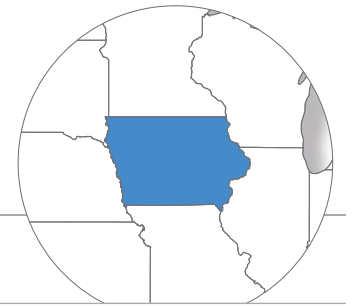


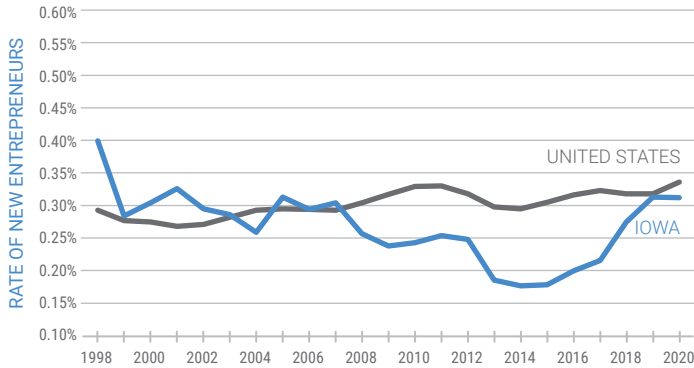
# ENTREPRENEURSHIP IN 2020: IOWA SNAPSHOT



Entrepreneurship is important for job creation, innovation, and the economy. This brief provides a snapshot of various indicators related to early-stage entrepreneurial activity in Iowa.

## How many people are becoming entrepreneurs?

The rate of new entrepreneurs in Iowa has been below the national rate in most years since 2004.



In Iowa, the rate of new entrepreneurs in 2020 was 0.31%, meaning that **3.1 out of every 1,000 adults became new entrepreneurs, on average, in a given month.** This compares to 0.34% nationally.

## How many new entrepreneurs created their business out of opportunity?

The opportunity share of new entrepreneurs has been higher in Iowa compared to the rest of the nation since 2007, with the exception of 2019.

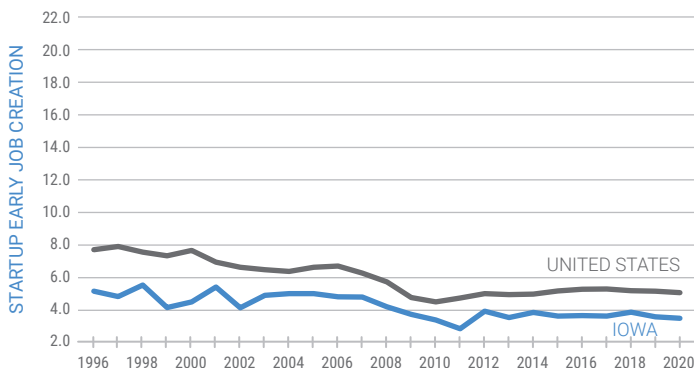


The opportunity share of new entrepreneurs was **83.1% in Iowa in 2020**, compared to 80.9% nationally.



## How many jobs are created by new businesses?

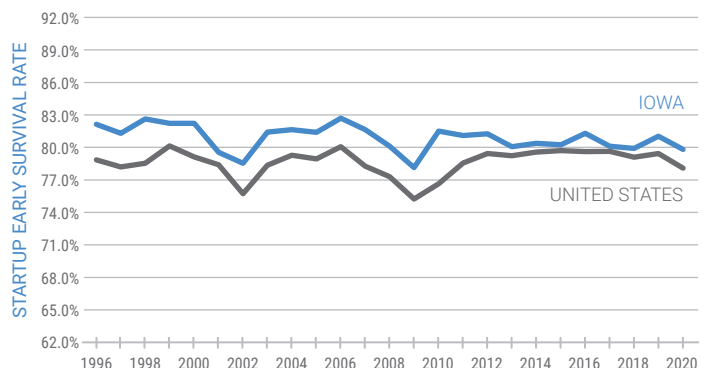
Startups in Iowa created fewer jobs per 1,000 people compared to the national level in all years since 1996.



There were **3.4 jobs created by startups per 1,000 people in Iowa in 2020**, compared to 5.0 jobs created by startups at the national level.

## How many businesses survive their first year?

The share of businesses in Iowa that survived at least one year was above the national level for all years since 1996.



In 2020, **79.8% of startups in Iowa survived at least one year**, compared to 78.1% of startups at the national level.

**ABOUT THE DATA:** Each of the indicators presented above come from the Kauffman Early-Stage Entrepreneurship Indicators. The rate of new entrepreneurs and the opportunity share of new entrepreneurs are calculated using 3-year moving averages. Startup early job creation and startup early survival rates are based on data from March 2020, and do not reflect the full effects of the pandemic. To learn more about trends in entrepreneurship in Iowa, as well as the rest of the United States, visit [indicators.kauffman.org](http://indicators.kauffman.org)

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