

## Financial EDU – The Power Of The Entrepreneur Video References

Statistic	Statistic Year and Source
313,000,000 Americans	"Current Population Clock." <i>U.S. &amp; World Population Clocks</i> . United States Census Bureau, June 2012. Web. < <a href="http://www.census.gov/main/www/popclock.html">http://www.census.gov/main/www/popclock.html</a> >.
Total Population – 34% 24 or younger	United States Census Bureau. <i>Profile of General Population and Housing Characteristics: 2010</i> . American Fact Finder. Web. < <a href="http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&amp;prodType=table">http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&amp;prodType=table</a> >.
Total Population – 13% 65 or older	United States Census Bureau. <i>Profile of General Population and Housing Characteristics: 2010</i> . American Fact Finder. Web. < <a href="http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&amp;prodType=table">http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&amp;prodType=table</a> >.
Total Population – 53% in the workforce	United States Census Bureau. <i>Profile of General Population and Housing Characteristics: 2010</i> . American Fact Finder. Web. < <a href="http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&amp;prodType=table">http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&amp;prodType=table</a> >.
Workforce - 8% Unemployed <sup>1</sup>	United States. U.S. Department of Labor. Bureau of Labor Statistics. <i>The Employment Situation - May 2012</i> . 1 June 2012. Web. < <a href="http://www.bls.gov/news.release/pdf/empst.pdf">http://www.bls.gov/news.release/pdf/empst.pdf</a> >.
Workforce - 16% Public <sup>2,4</sup>	United States. U.S. Department of Labor. Bureau of Labor Statistics. <i>The Employment Situation - May 2012</i> . 1 June 2012. Web. < <a href="http://www.bls.gov/news.release/pdf/empst.pdf">http://www.bls.gov/news.release/pdf/empst.pdf</a> >.
Workforce - 76% Private <sup>3,4</sup>	United States. U.S. Department of Labor. Bureau of Labor Statistics. <i>The Employment Situation - May 2012</i> . 1 June 2012. Web. < <a href="http://www.bls.gov/news.release/pdf/empst.pdf">http://www.bls.gov/news.release/pdf/empst.pdf</a> >.
Private Sector – 50% Small Business	United States Census Bureau. <i>Statistics about Business Size (including Small Business) from the U.S. Census Bureau</i> . 2008. Web. < <a href="http://www.census.gov/econ/smallbus.html">http://www.census.gov/econ/smallbus.html</a> >.
Private Sector – 50% Large Business	United States Census Bureau. <i>Statistics about Business Size (including Small Business) from the U.S. Census Bureau</i> . 2008. Web. < <a href="http://www.census.gov/econ/smallbus.html">http://www.census.gov/econ/smallbus.html</a> >.
Small Business owners pay 43% of total U.S. private payroll	<i>Frequently Asked Questions</i> . SBA Office of Advocacy, 2012. Web. < <a href="http://www.sba.gov/sites/default/files/files/sbfaq.pdf">http://www.sba.gov/sites/default/files/files/sbfaq.pdf</a> >.
Small business owners employ 50% of all private sector employees	<i>Frequently Asked Questions</i> . SBA Office of Advocacy, 2012. Web. < <a href="http://www.sba.gov/sites/default/files/files/sbfaq.pdf">http://www.sba.gov/sites/default/files/files/sbfaq.pdf</a> >.
Small Business owners produce 97% of all exported goods	Republican Staff. <i>Trade and the Economy: A Small Business Report</i> . Rep. House Committee on Small Business, Apr. 2011. Web. < <a href="http://smbiz.house.gov/UploadedFiles/Small_Business_Report_on_Trade_and_Economy_-_April_2011.pdf">http://smbiz.house.gov/UploadedFiles/Small_Business_Report_on_Trade_and_Economy_-_April_2011.pdf</a> >.

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They create \$7.8 trillion in annual revenue in the U.S.	"How Important Is Small Business in the U.S.?" Web log post. <i>Fee Fighters</i> . Feb. 2011. Web. < <a href="http://feefighters.com/blog/wp-content/uploads/How-Important-is-Small-Business-v5-900px.jpg">http://feefighters.com/blog/wp-content/uploads/How-Important-is-Small-Business-v5-900px.jpg</a> >.
They generate 65% of net new jobs (last 17 years)	<i>Frequently Asked Questions</i> . SBA Office of Advocacy, 2012. Web. < <a href="http://www.sba.gov/sites/default/files/files/sbfaq.pdf">http://www.sba.gov/sites/default/files/files/sbfaq.pdf</a> >.
61% of business owners work 6+ days/week	Discover Financial Services. Small Business Watch. <i>Discover® Small Business WatchSM: Small Business Economic Confidence Drops Sharply after 3-Month Climb</i> . 26 May 2009. Web. < <a href="http://investorrelations.discoverfinancial.com/phoenix.zhtml?c=204177&amp;p=irol-pressArticle&amp;ID=1292081&amp;highlight=&gt;">http://investorrelations.discoverfinancial.com/phoenix.zhtml?c=204177&amp;p=irol-pressArticle&amp;ID=1292081&amp;highlight=&gt;</a> .
57% of business owners work on holidays	Discover Financial Services. Small Business Watch. <i>Discover® Small Business WatchSM: Small Business Economic Confidence Drops Sharply after 3-Month Climb</i> . 26 May 2009. Web. < <a href="http://investorrelations.discoverfinancial.com/phoenix.zhtml?c=204177&amp;p=irol-pressArticle&amp;ID=1292081&amp;highlight=&gt;">http://investorrelations.discoverfinancial.com/phoenix.zhtml?c=204177&amp;p=irol-pressArticle&amp;ID=1292081&amp;highlight=&gt;</a> .
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High Lending Rates – 1979-85 - 13-21% Prime Rate	"Prime Rate History." <i>Money Cafe</i> . N.p., 2012. Web. < <a href="http://www.moneycafe.com/library/primeratehistory.htm">http://www.moneycafe.com/library/primeratehistory.htm</a> >.
Market Crash – Oct. 1987— 22.6% lost in one day	Beattie, Andrew. "Market Crashes: The Crash of 1987." <i>Investopedia</i> . Web. < <a href="http://www.investopedia.com/features/crashes/crashes6.asp">http://www.investopedia.com/features/crashes/crashes6.asp</a> >.
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Real Estate Bubble – late 2010 – 23% owe more than their home is worth	CoreLogic. <i>New CoreLogic Data Shows 23 Percent of Borrowers Underwater with \$750 Billion Dollars of Negative Equity</i> . 08 Mar. 2011. Web. < <a href="http://www.corelogic.com/about-us/news/new-corelogic-data-shows-23-percent-of-borrowers-underwater-with-\$750-billion-dollars-of-negative-equity.aspx#&gt;">http://www.corelogic.com/about-us/news/new-corelogic-data-shows-23-percent-of-borrowers-underwater-with-\$750-billion-dollars-of-negative-equity.aspx#&gt;</a> .

### Additional Notes

1. Found on Table A-1
2. Found on Table B-1
3. Found on Table B-1
4. Numbers in the table were used to find the equivalent of private and public workers with in the employed workforce