Guidant Financial is dedicated to supporting small businesses with data trends and insights. To achieve this goal, an email survey is sent out to more than 4,500 current and aspiring small business owners nationwide. The survey is conducted for two weeks at the turn of the year.

Each year, Guidant reaches out to the resilient, hardworking small business owners of America. We learn who they are, what their lives as small business owners are like, what their plans for the future are, and how their business has weathered current affairs. Together, this information makes up the Small Business Trends report.