

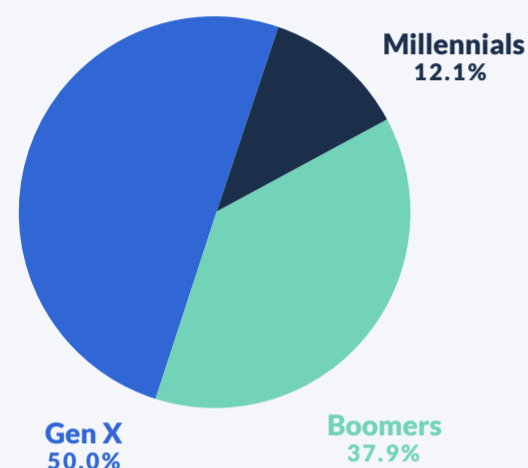
# SBT 2023: Franchise Owners



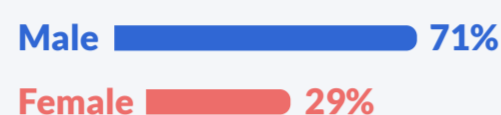
Each year, Guidant reaches out to the resilient, hardworking small business owners of America. We learn who they are, what their lives as small business owners are like, what their plans for the future are, and how their business has weathered current affairs. Together, this information makes up the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

## Franchise Owners in 2023

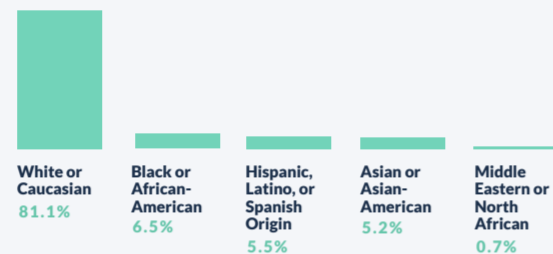
### Age Range



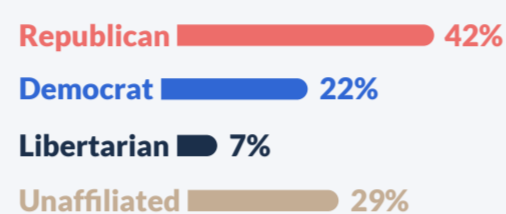
### Gender



### Race



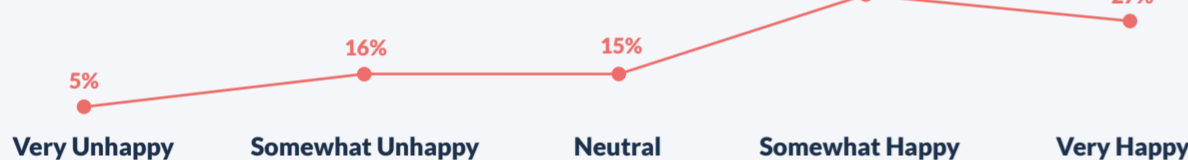
### Political Party



### Motivation

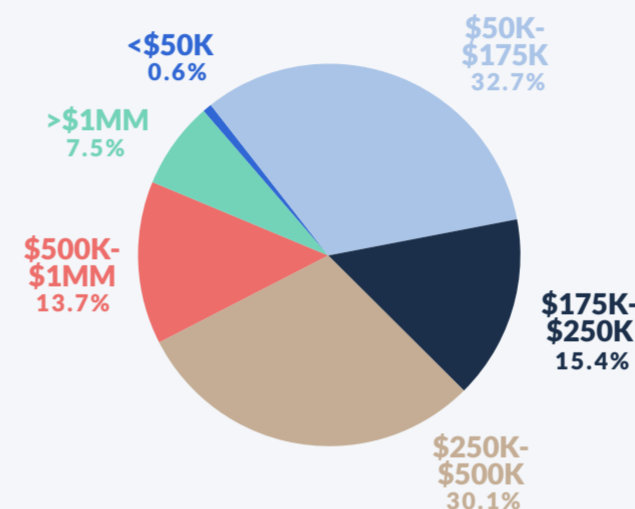


### Happiness Level

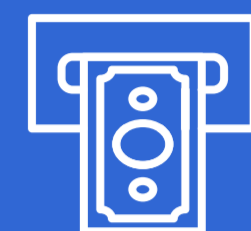


## Franchises of 2023

### Cost to Go Into Business



### Top Plans for 2023



**61%**  
of Businesses are Currently Profitable

### Top Industries

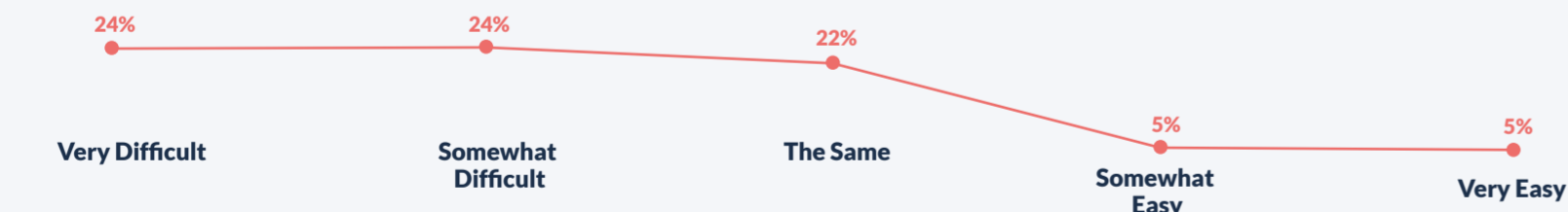


### Business Type



## The Great Resignation Continues

### How Difficult Was Hiring This Past Year?



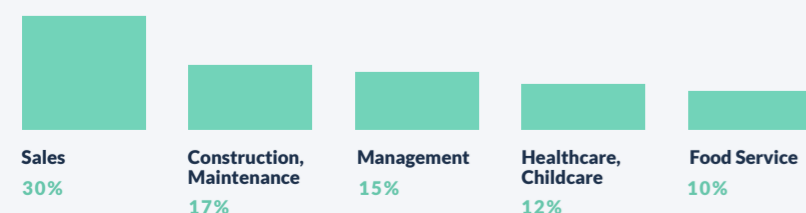
### What Changes Are You Implementing?

1. Increased Compensation
2. Improving Retention
3. Expanding Recruitment Efforts
4. Increasing Benefits
5. Hiring Bonuses
6. Expanding Training Programs

### Cause of Difficulty Filling Positions

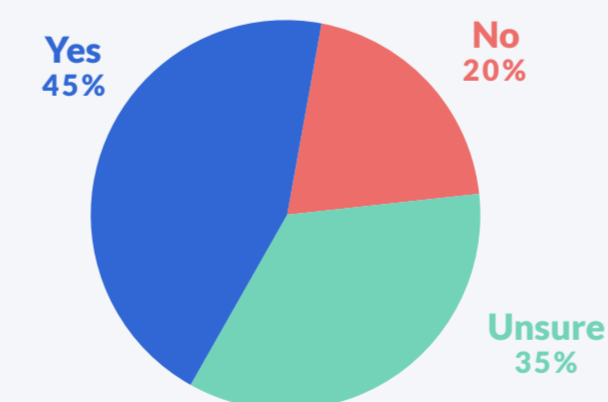


### What Positions Are Most Difficult to Fill?

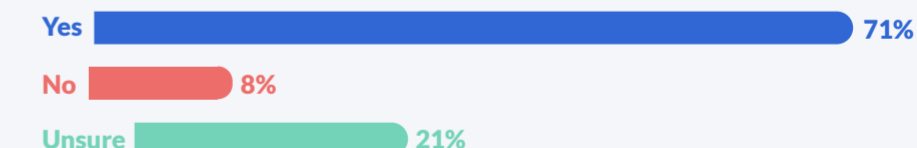


## Economic Impact on Franchises

### Do You Feel the Economy is Going Into a Long Term Recession?



### Do You Expect Your Business To Survive Today's Economy?



### How Has the Economy Impacted Your Business?

1. Increased Prices
2. Loss of Revenue
3. Increasing Wages
4. Cut Own Wages
5. Reduced Budget
6. Loss of Inventory

### How Confident Are You in Small Business in Today's Economy?

