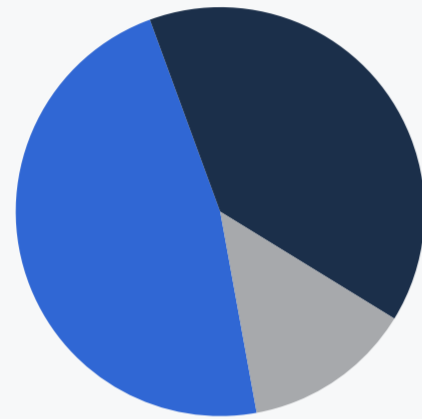
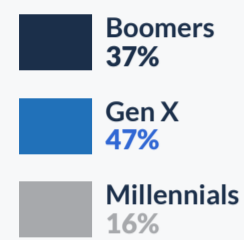


Small Business Trends

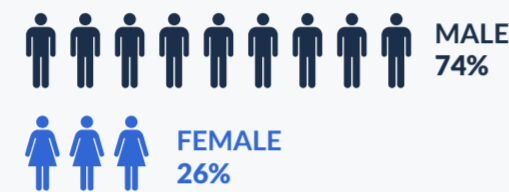
Each year, Guidant reaches out to thousands of the resilient, hardworking small business owners of America. We learn who they are, what their lives as small business owners are like, what their plans for the future are, and how their business has weathered current affairs. Together, this information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

Small Business Owners in 2024

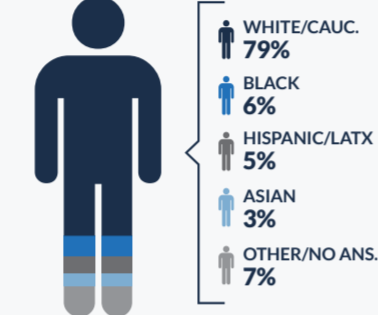
AGE RANGE



GENDER



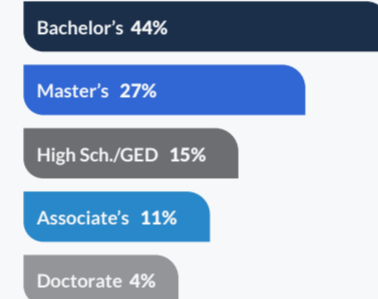
ETHNICITY



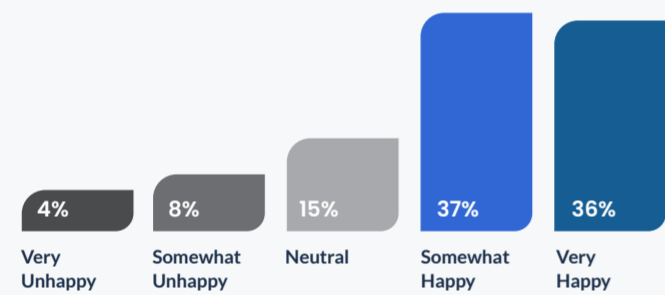
MOTIVATION TO GO INTO BUSINESS



EDUCATION

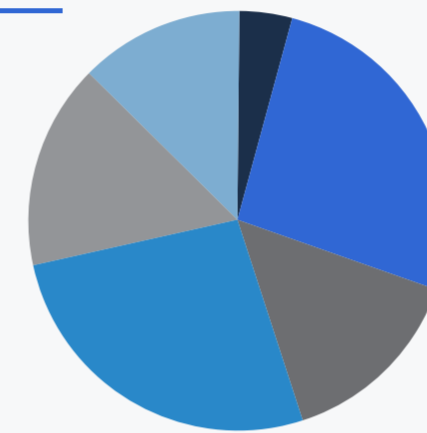
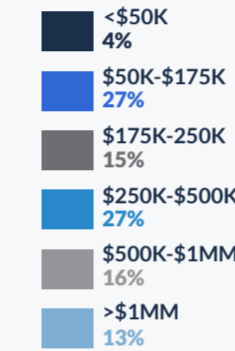


HAPPINESS LEVEL

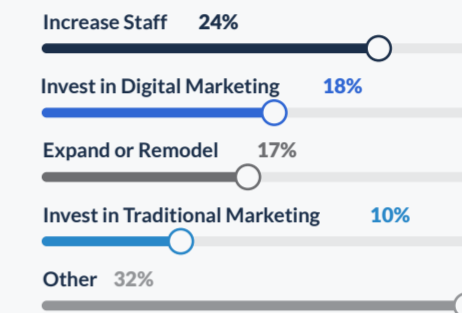


Small Businesses of 2024

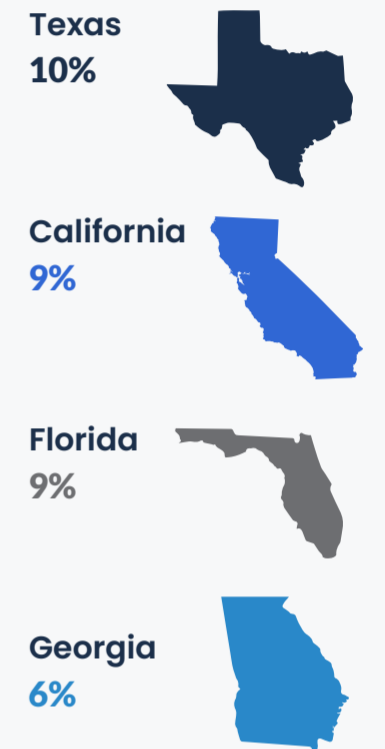
COST TO START



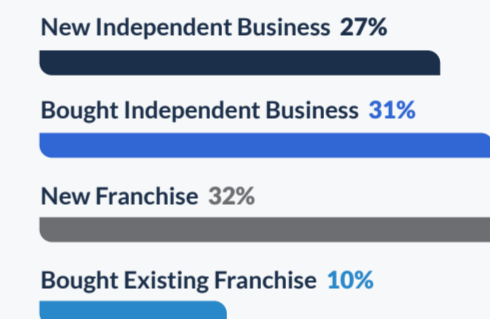
TOP PLANS FOR 2024



TOP STATES



BUSINESS TYPES

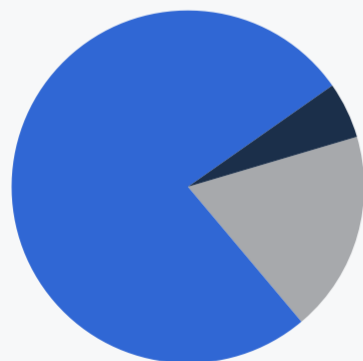
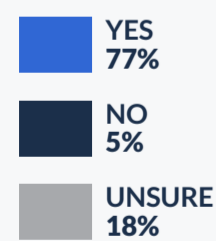


TOP INDUSTRIES

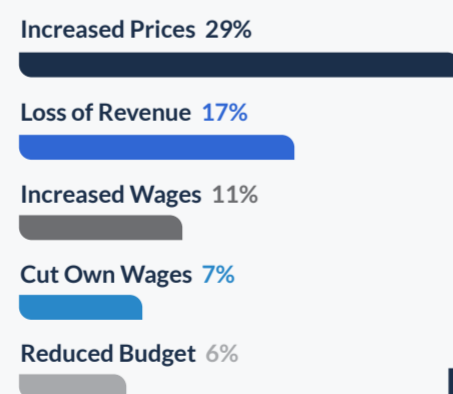


Economic Impact

DO YOU EXPECT YOUR BUSINESS TO SURVIVE TODAY'S ECONOMY?



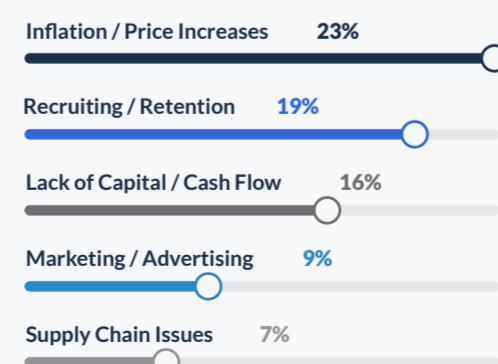
IMPACT FACTORS



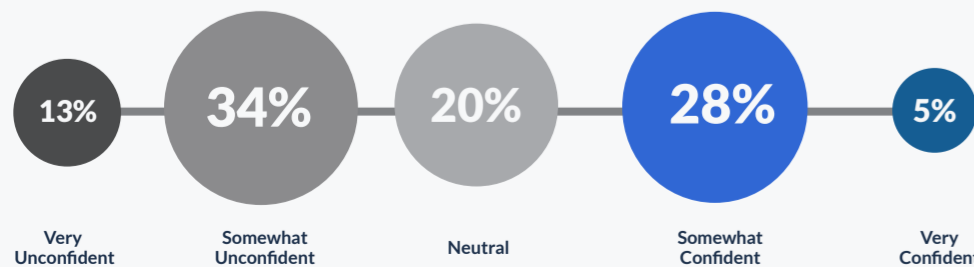
65%

OF BUSINESSES ARE CURRENTLY PROFITABLE

BIGGEST CHALLENGES

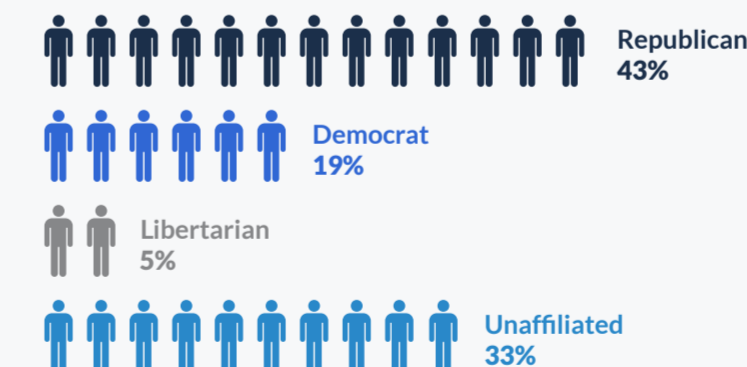


CONFIDENCE IN SMALL BUSINESS IN TODAY'S ECONOMY

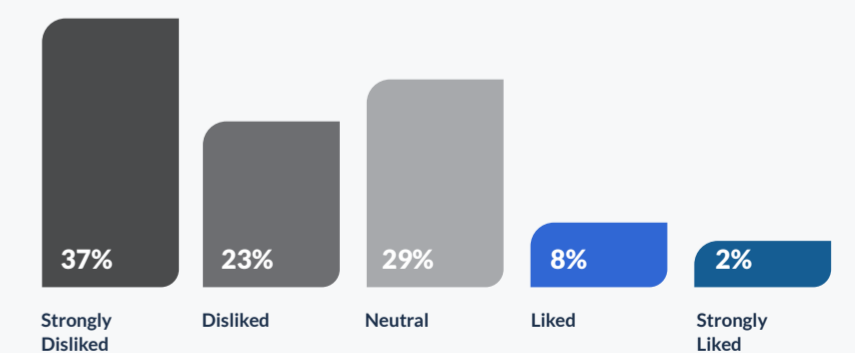


Election Year Insights

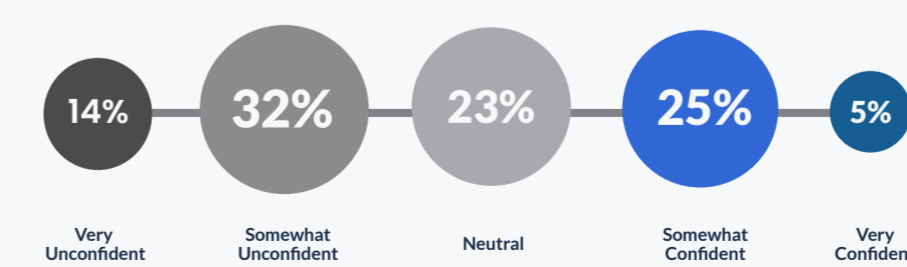
POLITICAL PARTIES



HOW DO YOU FEEL ABOUT THE BIDEN ADMIN'S RESPONSE ON THE ECONOMY?



CONFIDENCE IN POLITICAL CLIMATE



THE SMALL BUSINESS VOTE

