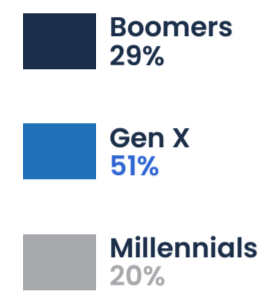


# Women in Business

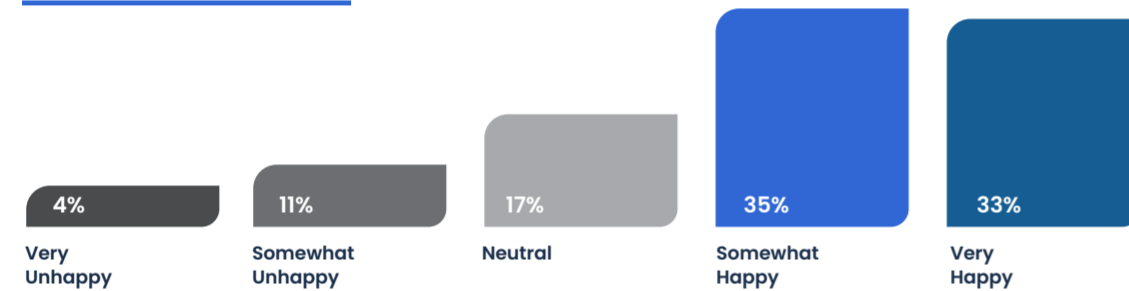
Each year, Guidant reaches out to the resilient, hardworking small business owners of America. We learn who they are, what their lives as small business owners are like, what their plans for the future are, and how their business has weathered current affairs. Together, this information makes up the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

## Small Business Owners in 2024

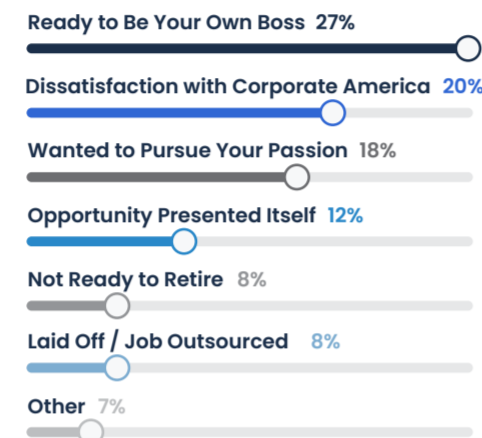
### AGE RANGE



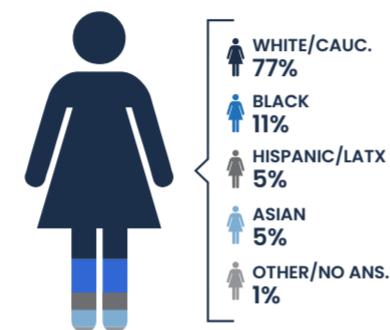
### HAPPINESS LEVEL



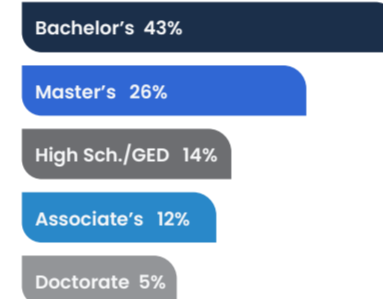
### MOTIVATION TO GO INTO BUSINESS



### ETHNICITY

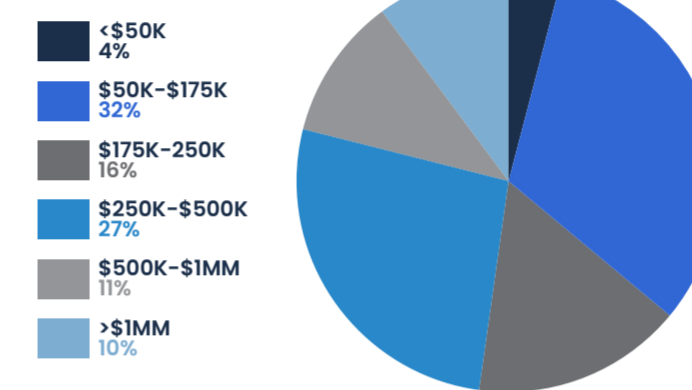


### EDUCATION



## Small Businesses of 2024

### COST TO START



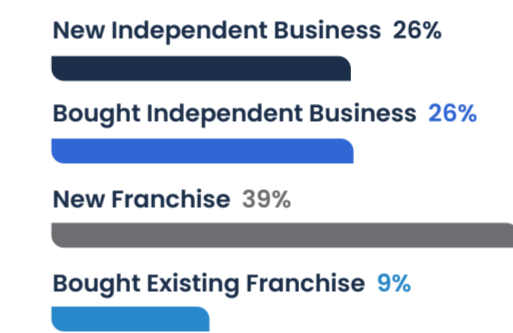
### TOP INDUSTRIES



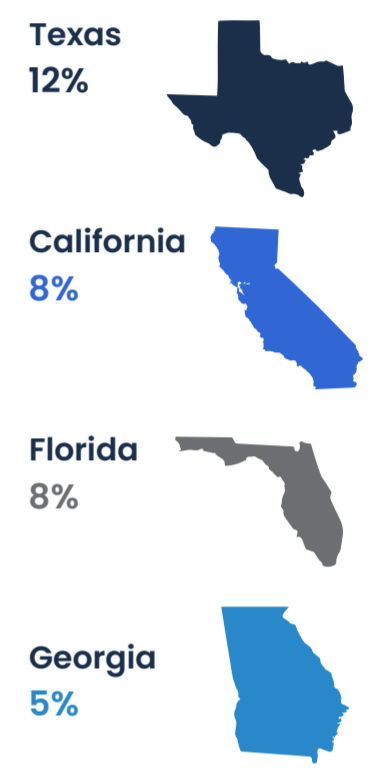
### TOP PLANS FOR 2024



### BUSINESS TYPES

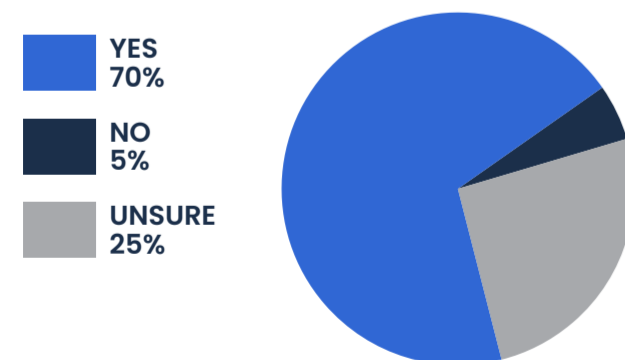


### TOP STATES

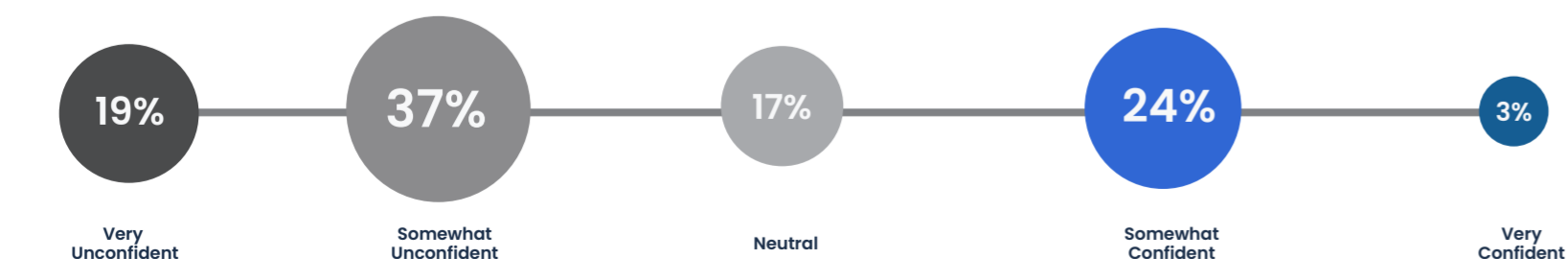


## Economic Impact

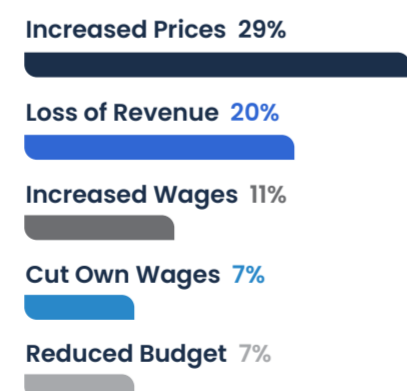
### DO YOU EXPECT YOUR BUSINESS TO SURVIVE TODAY'S ECONOMY?



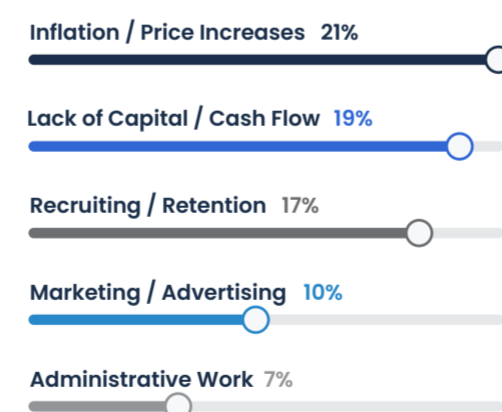
### CONFIDENCE IN SMALL BUSINESS IN TODAY'S ECONOMY



### IMPACT FACTORS

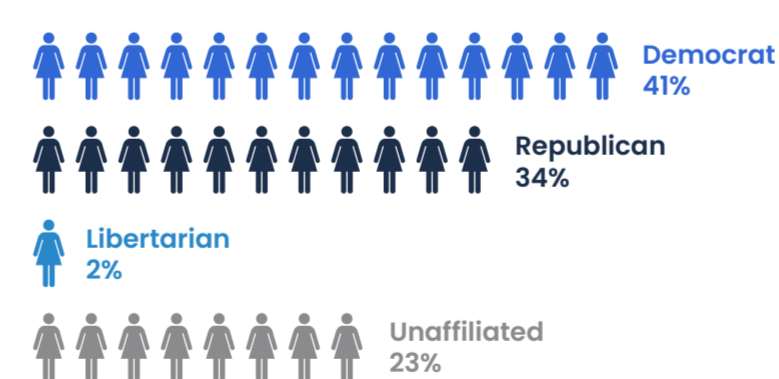


### BIGGEST CHALLENGES

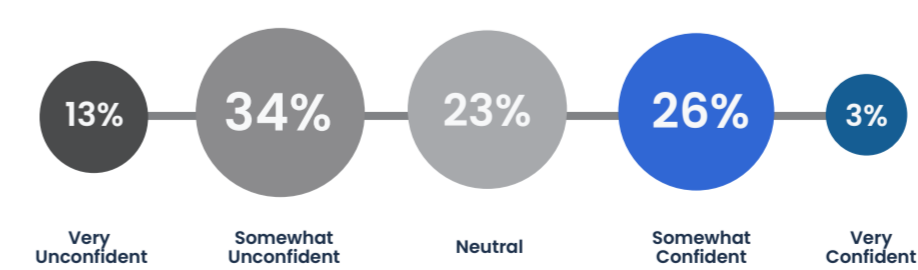


## Election Year Insights

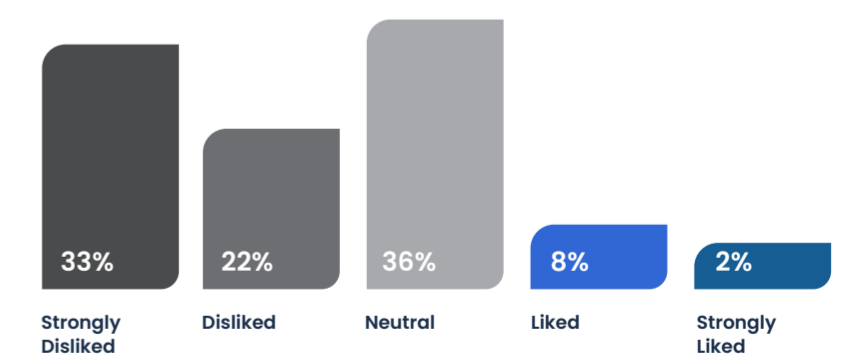
### POLITICAL PARTIES



### CONFIDENCE IN POLITICAL CLIMATE



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



### THE SMALL BUSINESS VOTE

