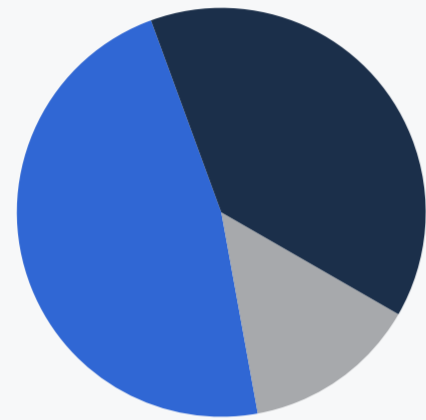
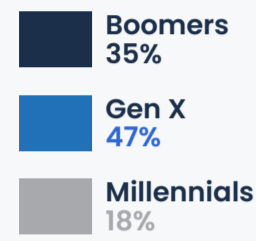


Franchise Owners

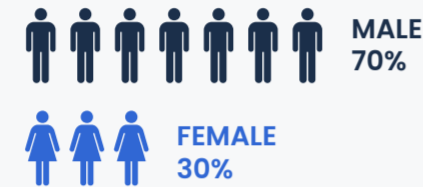
Each year, Guidant reaches out to the resilient, hardworking small business owners of America. We learn who they are, what their lives as small business owners are like, what their plans for the future are, and how their business has weathered current affairs. Together, this information makes up the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

Small Business Franchise Owners in 2024

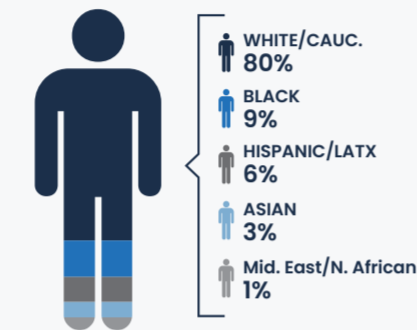
AGE RANGE



GENDER



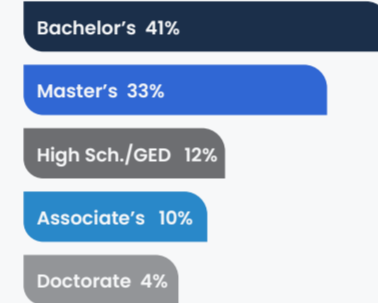
ETHNICITY



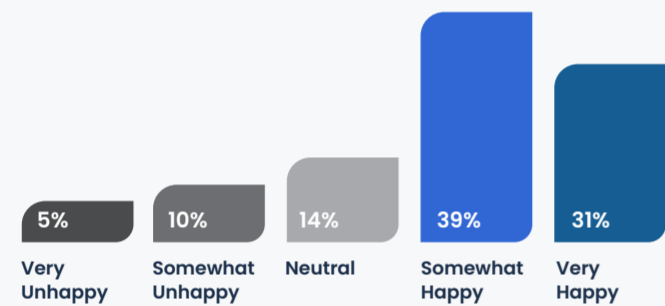
MOTIVATION TO GO INTO BUSINESS



EDUCATION

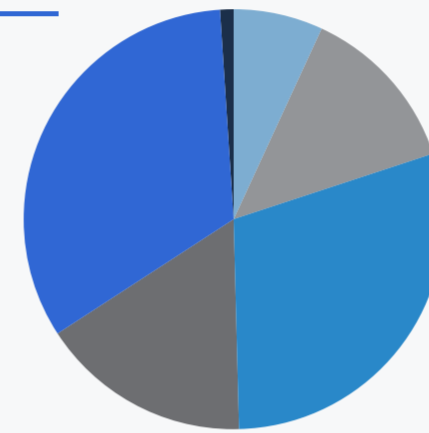
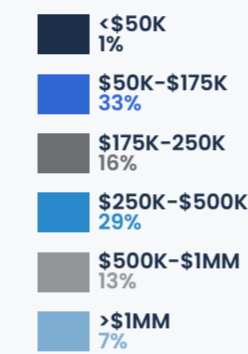


HAPPINESS LEVEL



Small Business Franchises of 2024

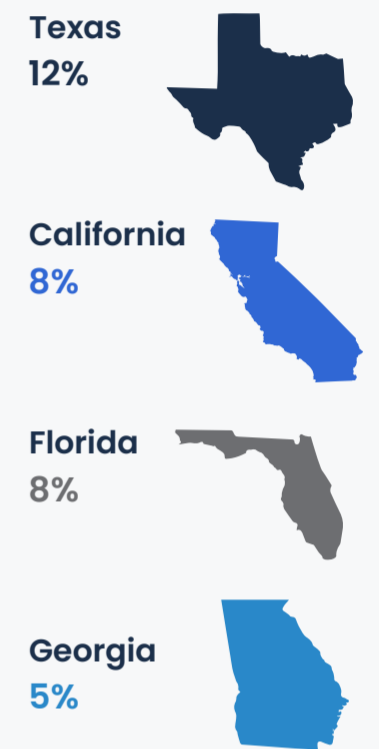
COST TO START



TOP PLANS FOR 2024



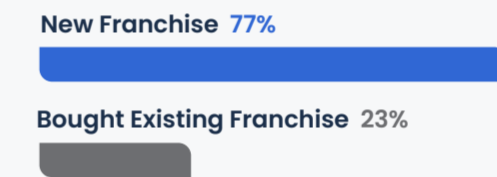
TOP STATES



TOP INDUSTRIES

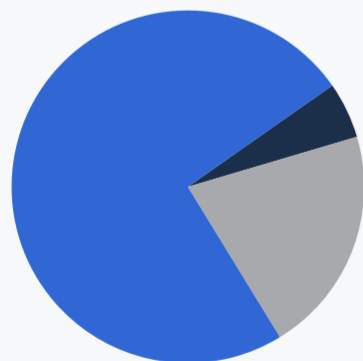
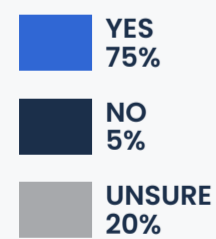


BUSINESS TYPES

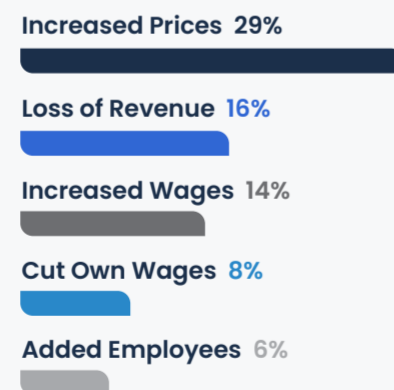


Economic Impact

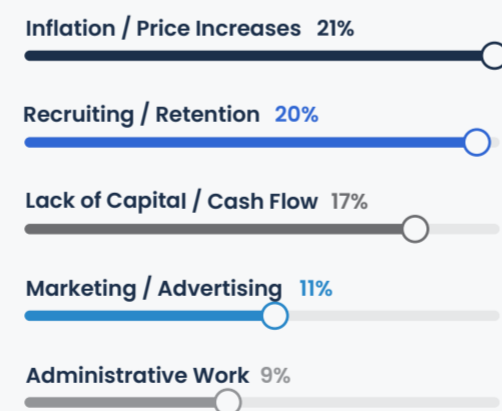
DO YOU EXPECT YOUR BUSINESS TO SURVIVE TODAY'S ECONOMY?



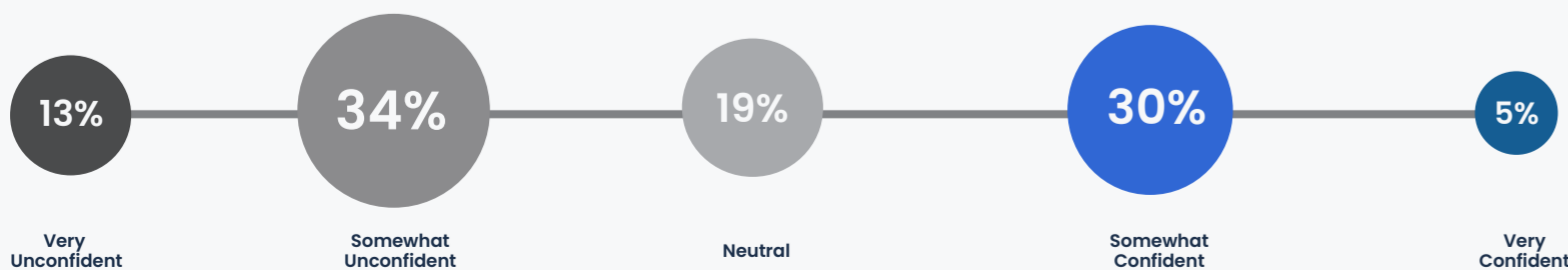
IMPACT FACTORS



BIGGEST CHALLENGES

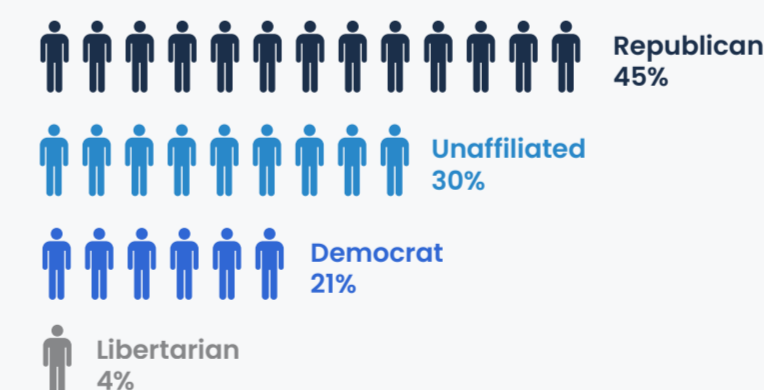


CONFIDENCE IN SMALL BUSINESS IN TODAY'S ECONOMY

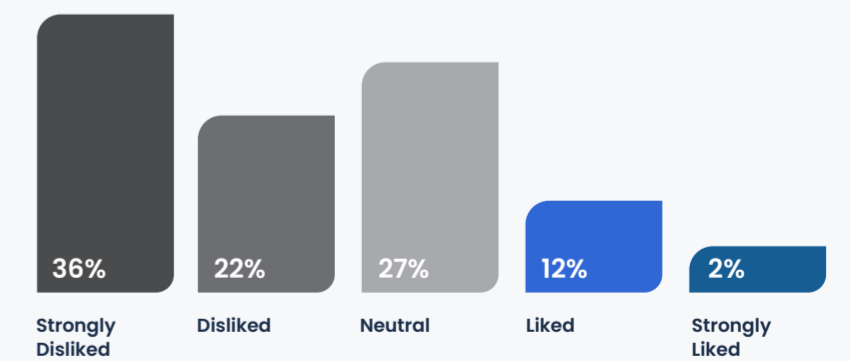


Election Year Insights

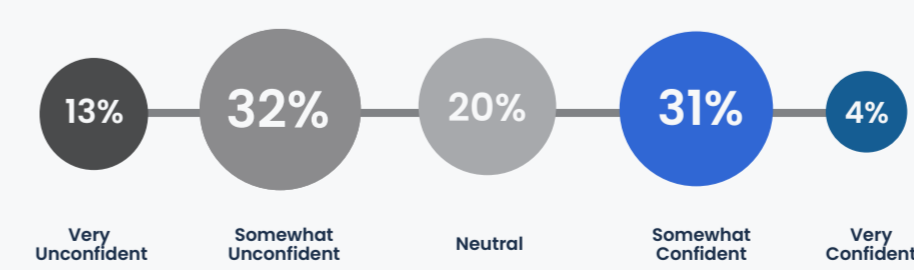
POLITICAL PARTIES



HOW DO YOU FEEL ABOUT THE BIDENS ADMINISTRATION'S RESPONSE ON THE ECONOMY?



CONFIDENCE IN POLITICAL CLIMATE



THE SMALL BUSINESS VOTE

