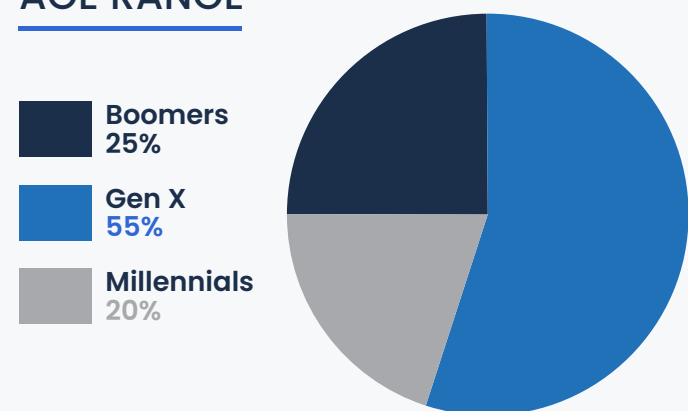


# Entrepreneurs of Color

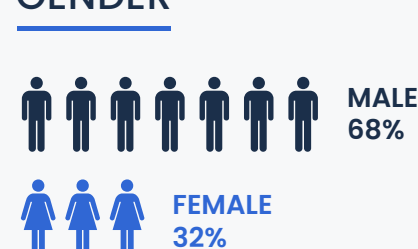
Each year, Guidant reaches out to the resilient, hardworking small business owners of America. We learn who they are, what their lives as small business owners are like, what their plans for the future are, and how their business has weathered current affairs. Together, this information makes up the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

## Small Business Owners in 2024

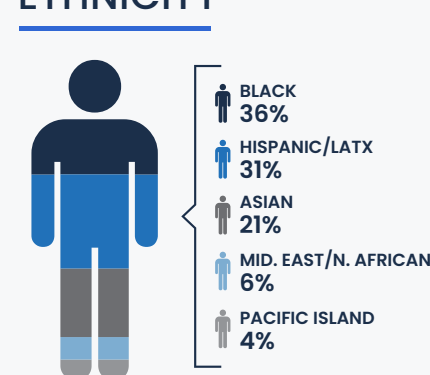
### AGE RANGE



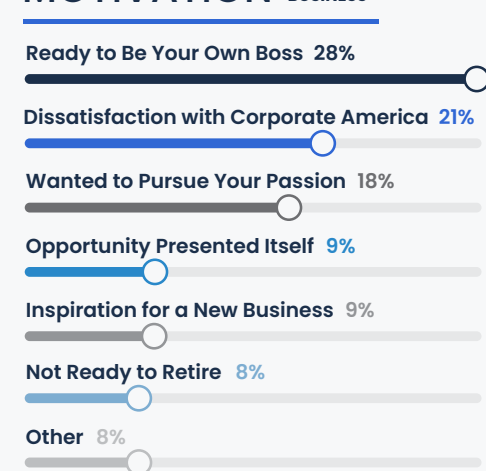
### GENDER



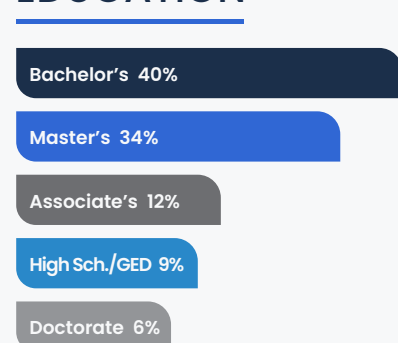
### ETHNICITY



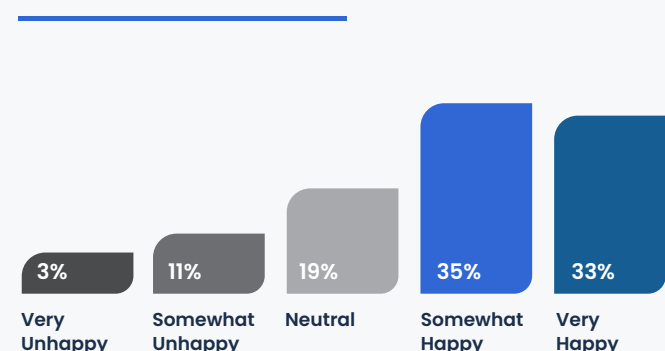
### MOTIVATION TO GO INTO BUSINESS



### EDUCATION

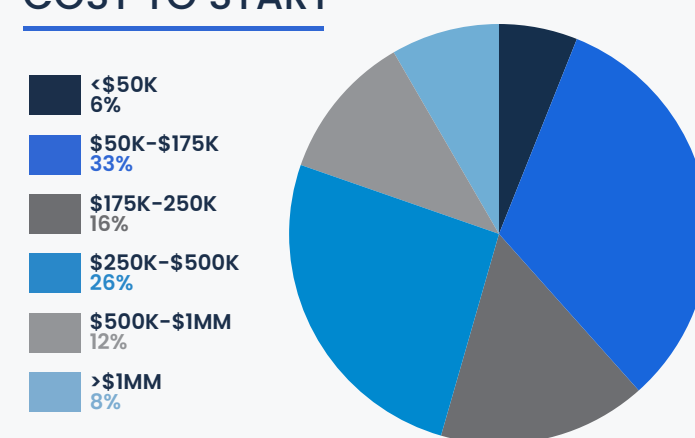


### HAPPINESS LEVEL



## Small Businesses of 2024

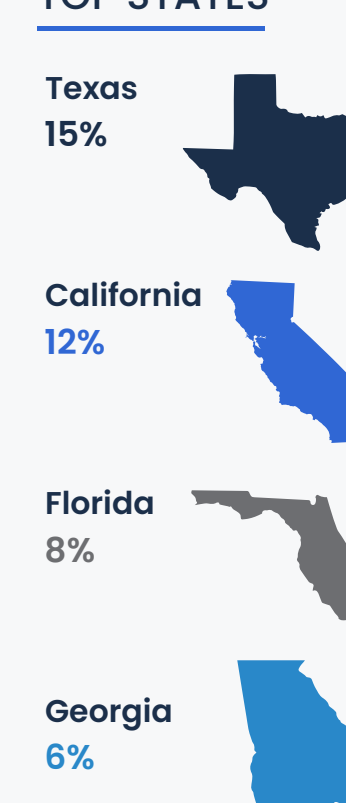
### COST TO START



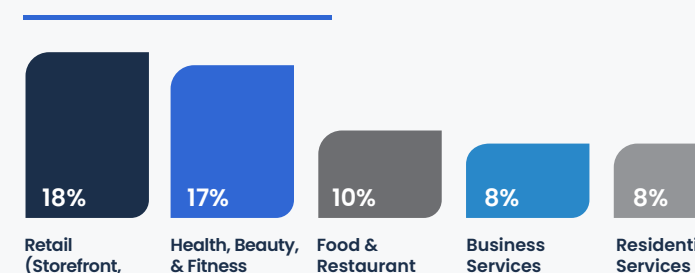
### TOP PLANS FOR 2024



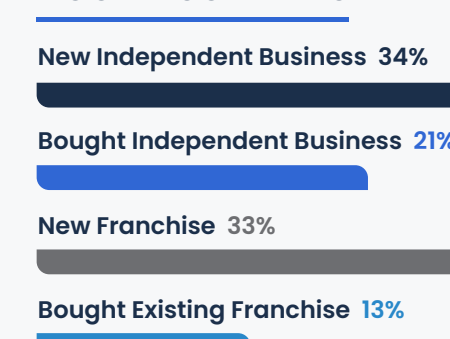
### TOP STATES



### TOP INDUSTRIES

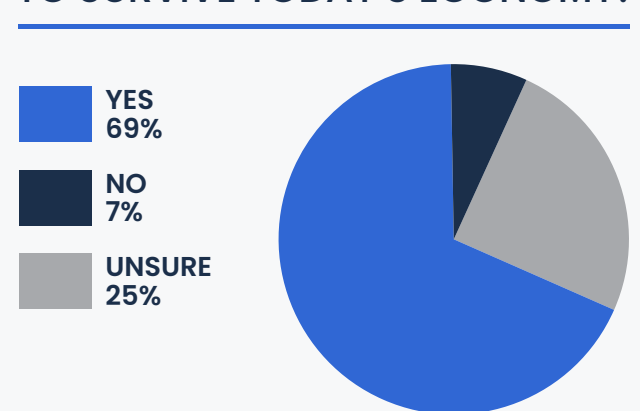


### BUSINESS TYPES

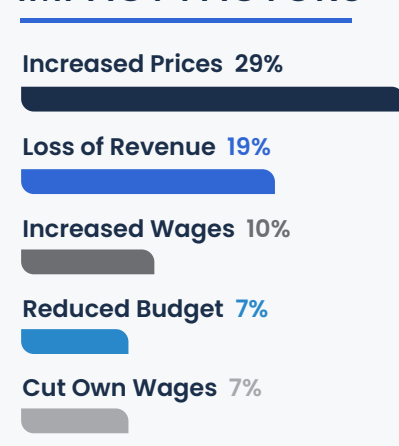


## Economic Impact

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



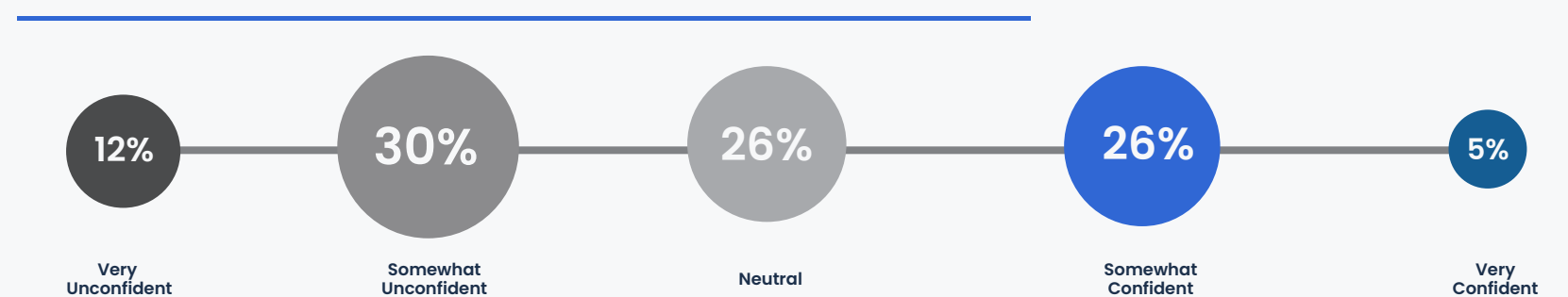
### IMPACT FACTORS



### BIGGEST CHALLENGES

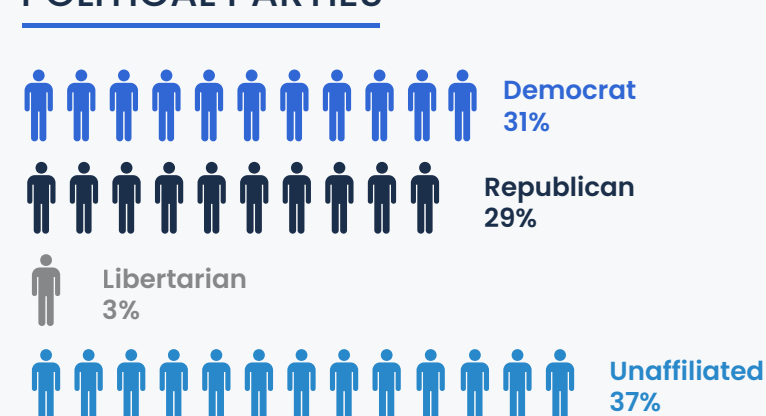


### CONFIDENCE IN SMALL BUSINESS IN TODAY'S ECONOMY

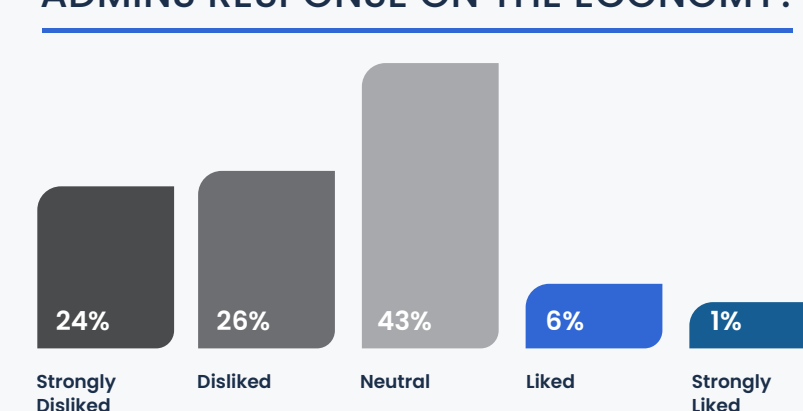


## Election Year Insights

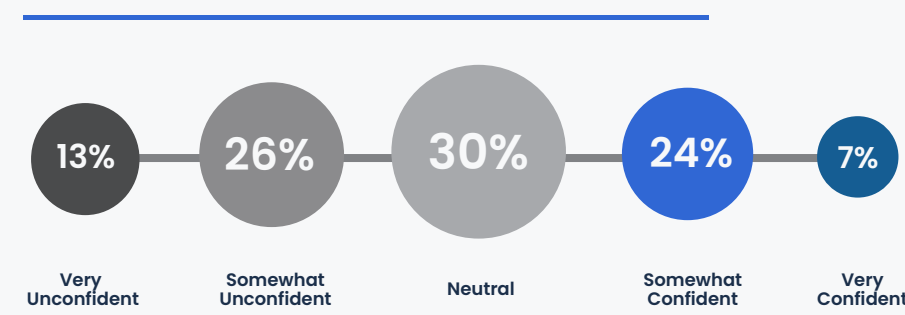
### POLITICAL PARTIES



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



### CONFIDENCE IN POLITICAL CLIMATE



### THE SMALL BUSINESS VOTE

