



# STATE OF SMALL BUSINESS SURVEY

JANUARY 2023



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# SURVEY SUMMARY

The purpose of this survey was to take the pulse of Small Business owners at the end of 2022 regarding the current state of business and projections for the coming year. We then compared these results to answers from a similar survey taken in July 2022.

We gathered their thoughts on:

- Current state of small business (pg. 2)
- 2022 in review (pg. 3-4)
- Future state of small business (pg. 5-6)
- Business growth plans (pg. 7)

The current and future outlook for Small Business is strong. Business Owners are positive about 2023 despite news published to the contrary. The lending industry is also strong, with more than half of respondents planning to secure funds in the next six month to help achieve their business goals.

**TIMING:** DECEMBER 2022

**AUDIENCE:** 12,000 SMALL BUSINESS OWNERS

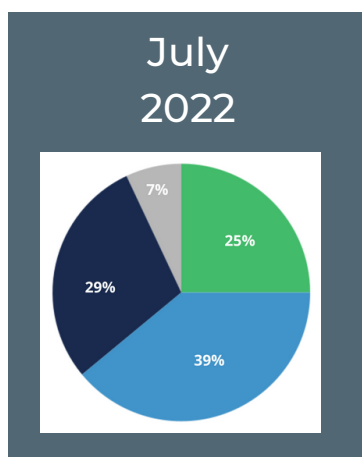
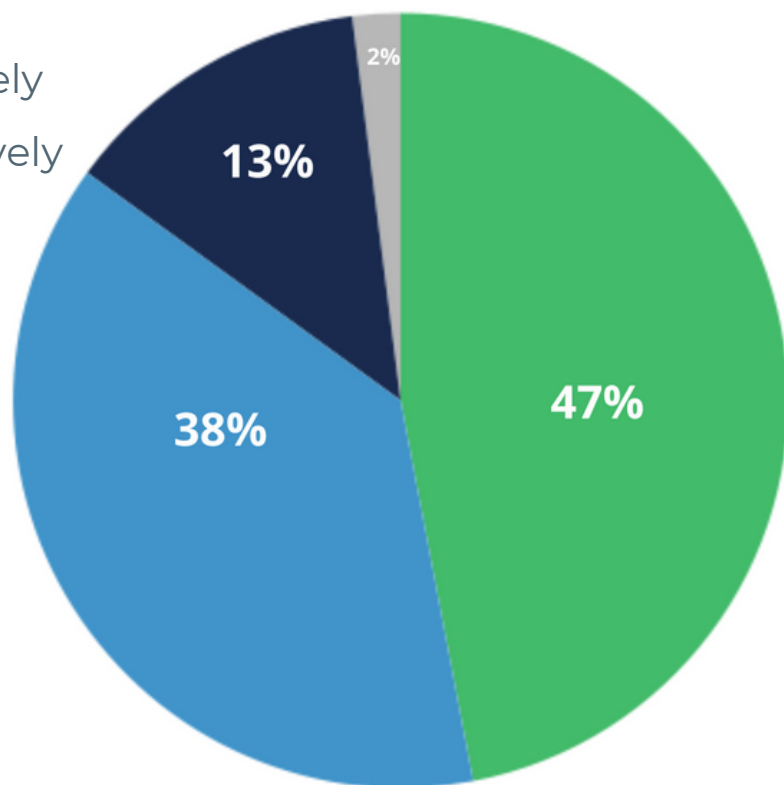
**RESPONDENTS:** 175

**MARGIN OF ERROR:** 7% WITH 95% CONFIDENCE

# CURRENT STATE OF SMALL BUSINESS

## HOW WOULD YOU RATE THE CURRENT STATE OF YOUR SMALL BUSINESS?

- Very positively
- Somewhat positively
- Somewhat negatively
- Very negatively

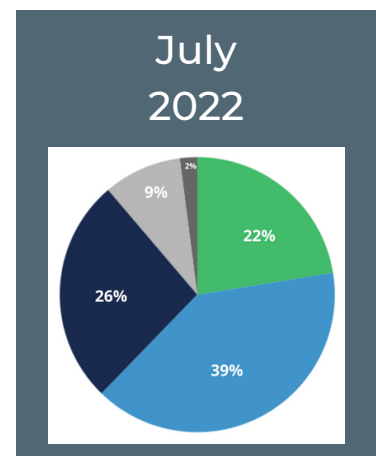
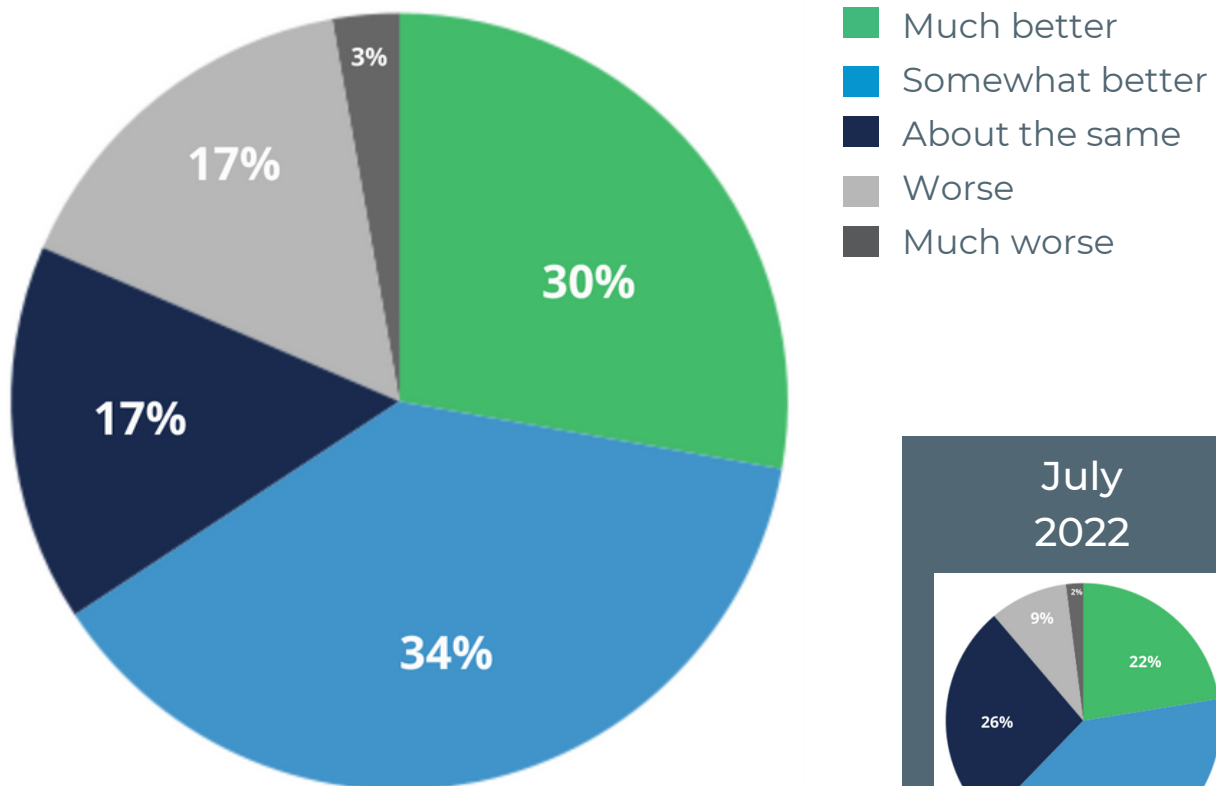


The state of Small Business improved dramatically in the second half of 2022! 85% of respondents rate the current state of their Small Business “somewhat” or “very positively,” up from 64% in July of 2022. Conversely, the percentage of Small Business owners who rated their state of business as “somewhat” or “very negatively” has dropped to 15% (vs. 3% in July).

# 2022 IN REVIEW

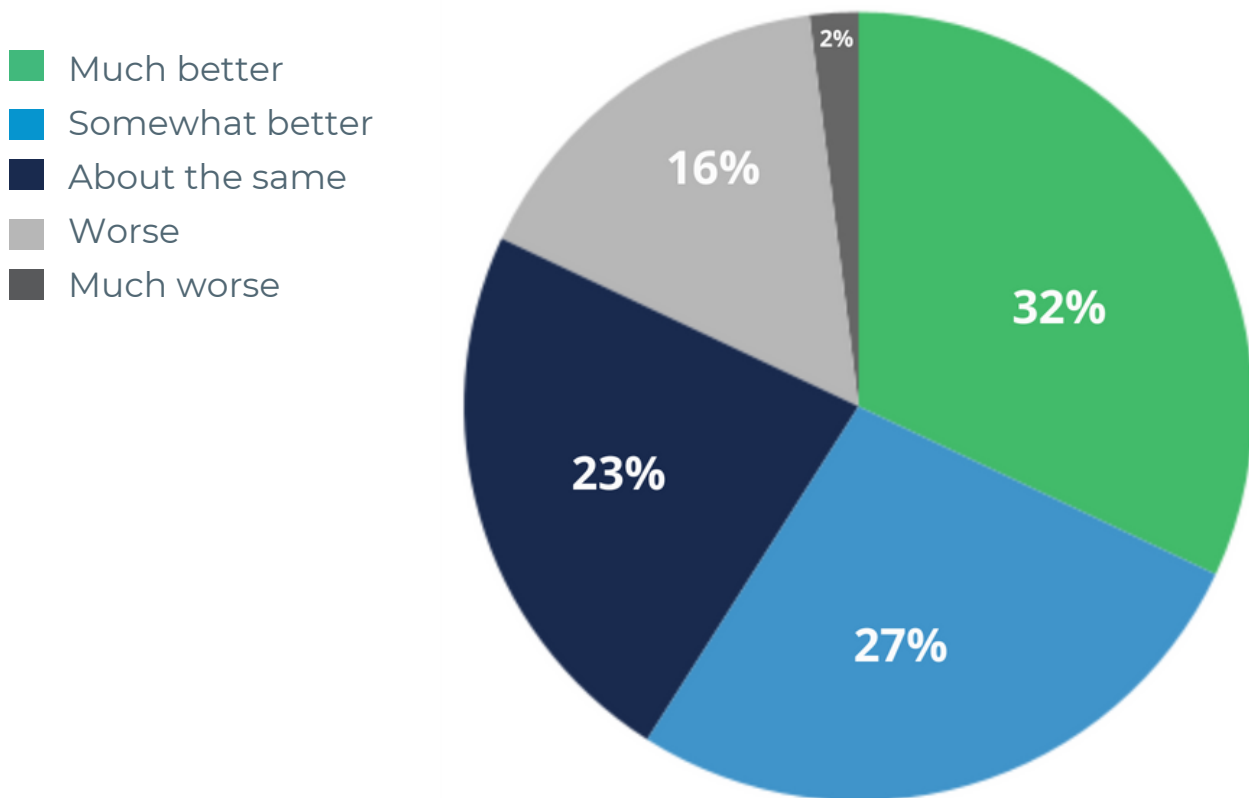
## HOW DID YOUR BUSINESS PERFORM IN THE SECOND HALF OF 2022 COMPARED TO THE FIRST HALF?

The last half of 2022 went even better than expected for **Small Business!** In July 2022 61% projected their business would perform better at the end of 2022 than the first half - and in December 2022 64% reported that their business actually performed better than expected.



# 2022 IN REVIEW

## HOW DID YOUR BUSINESS PERFORM IN 2022 COMPARED TO YOUR PROJECTIONS FOR THE YEAR?

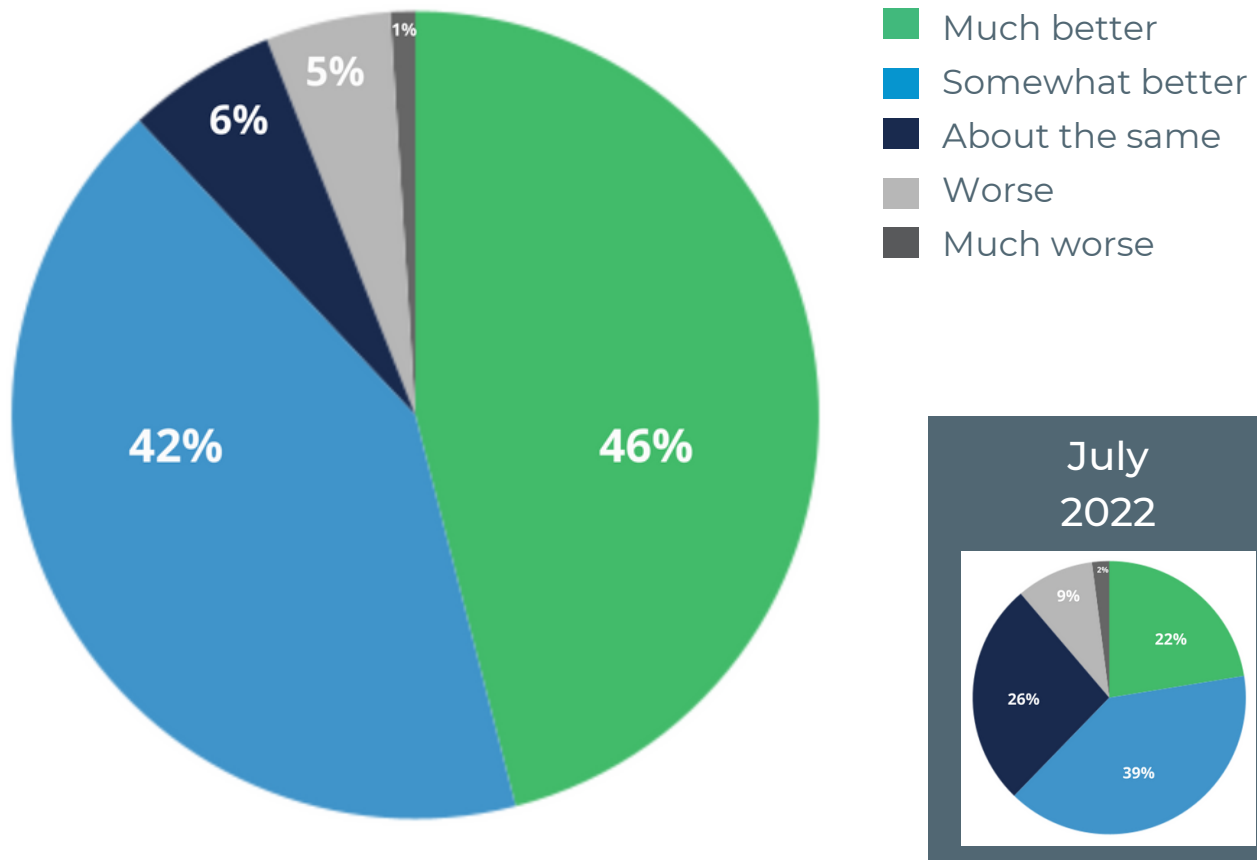


Despite the onslaught of negative news and opinion pieces published regarding the state of business throughout the year, **nearly 60% of Small Business owners outperformed their own projections for 2022.**

# FUTURE STATE OF SMALL BUSINESS

## HOW DO YOU PROJECT YOUR BUSINESS WILL BE PERFORMING AT THE END OF THE FIRST HALF OF 2023 COMPARED TO CURRENT PERFORMANCE?

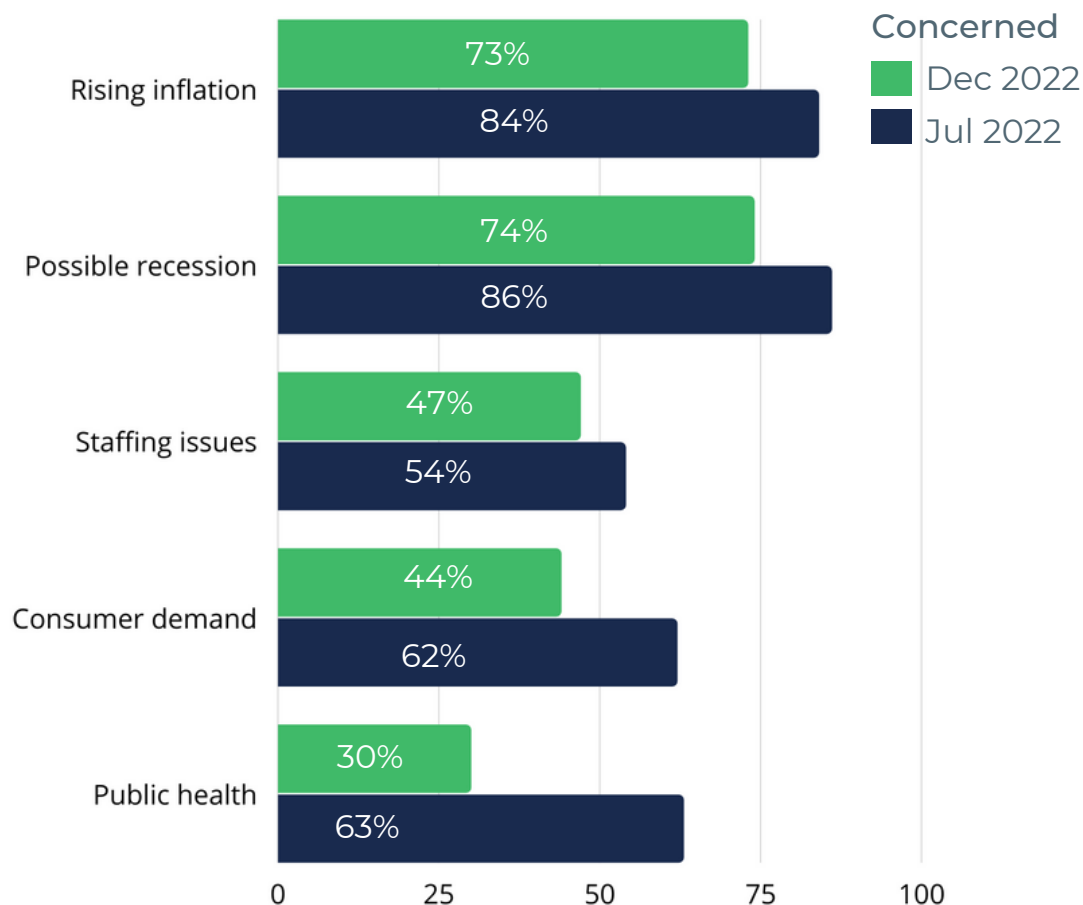
The outlook on the short-term future of Small Business is getting even stronger! 88% of small business owners believe they will be performing better in 6 months than they are at this time, with 46% of those projecting to perform much better. (This compares to 61% and 22% respectively in July 2022.)



# FUTURE STATE OF SMALL BUSINESS

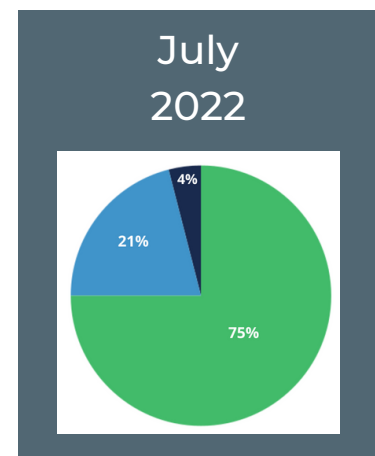
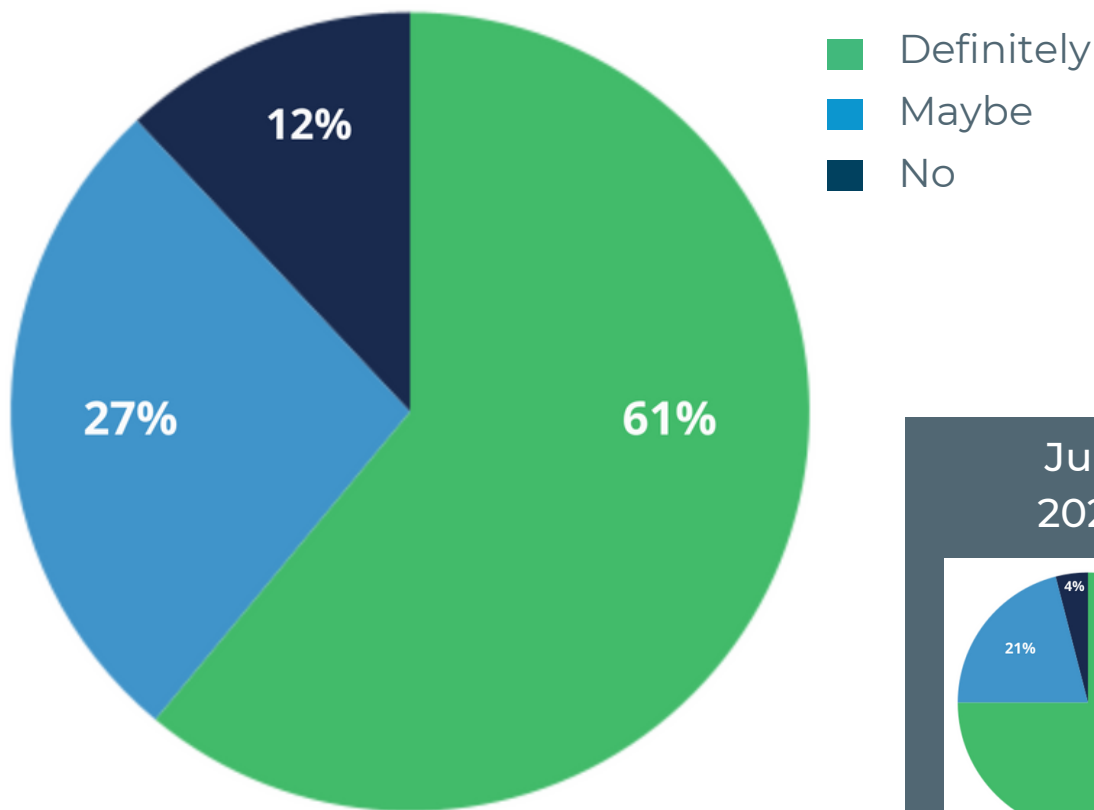
## HOW CONCERNED ARE YOU ABOUT THE FOLLOWING AFFECTING YOUR SMALL BUSINESS IN THE FIRST HALF OF 2023?

Despite the warnings we see and hear in the national news, our survey indicates that **Small Business owners are not all doom and gloom when it comes to how certain challenges will affect their business in 2023.** Levels of concern have declined across the board, with the biggest improvements seen in the areas of Public Health (down 33%) and Consumer Demand (down 22%).



# BUSINESS GROWTH PLANS

DO YOU PLAN TO INVEST IN YOUR BUSINESS IN THE NEXT SIX MONTHS?



In line with the mostly positive outlook on the future state of Small Business, we expect the need for financing to remain strong in 2023. The percentage of respondents who intend to invest has decreased from 75% to 61% since July 2022, but the majority of Small Business owners report they still plan to invest in their business in the next six months.