

Open for Business

Top Small Business Owner Trends

40% of respondents wish they'd known more about managing a business before becoming a small business owner

Small Business Owners Who Manage Their Own Finances

94% are confident about overseeing their own finances. However, **MORE THAN HALF** are not familiar with basic accounting principles

NEARLY A QUARTER have bounced a check in the past year

28% lose sleep thinking about cash flow and **32%** have a feeling of "drowning in receipts"

65% claim they have hidden emergency cash at some point

Most likely places to hide emergency cash include:

- 19%** Desk Drawer
- 13%** On Themselves
- 7%** In the Car

While it is common practice, **44%** of respondents would not share where the money was hidden

Hiring Trends & Growth

1/3 of Small Business Owners have postponed hiring in the past year

ONLY 32% have clear measures of success for business and keep track of the results

How the Generations Stack Up

Who considers themselves "Most Entrepreneurial"?

- 56%** Millennials
- 44%** Generation X
- 45%** Boomers

Who is the MOST concerned with Cash Flow?

- 53%** Millennials
- 46%** Generation X
- 38%** Boomers

Who is MOST likely to found and run their business on their own?

- 60%** Millennials
- 67%** Generation X
- 74%** Boomers

42% of Millennials wish there was support from a community of business owners