

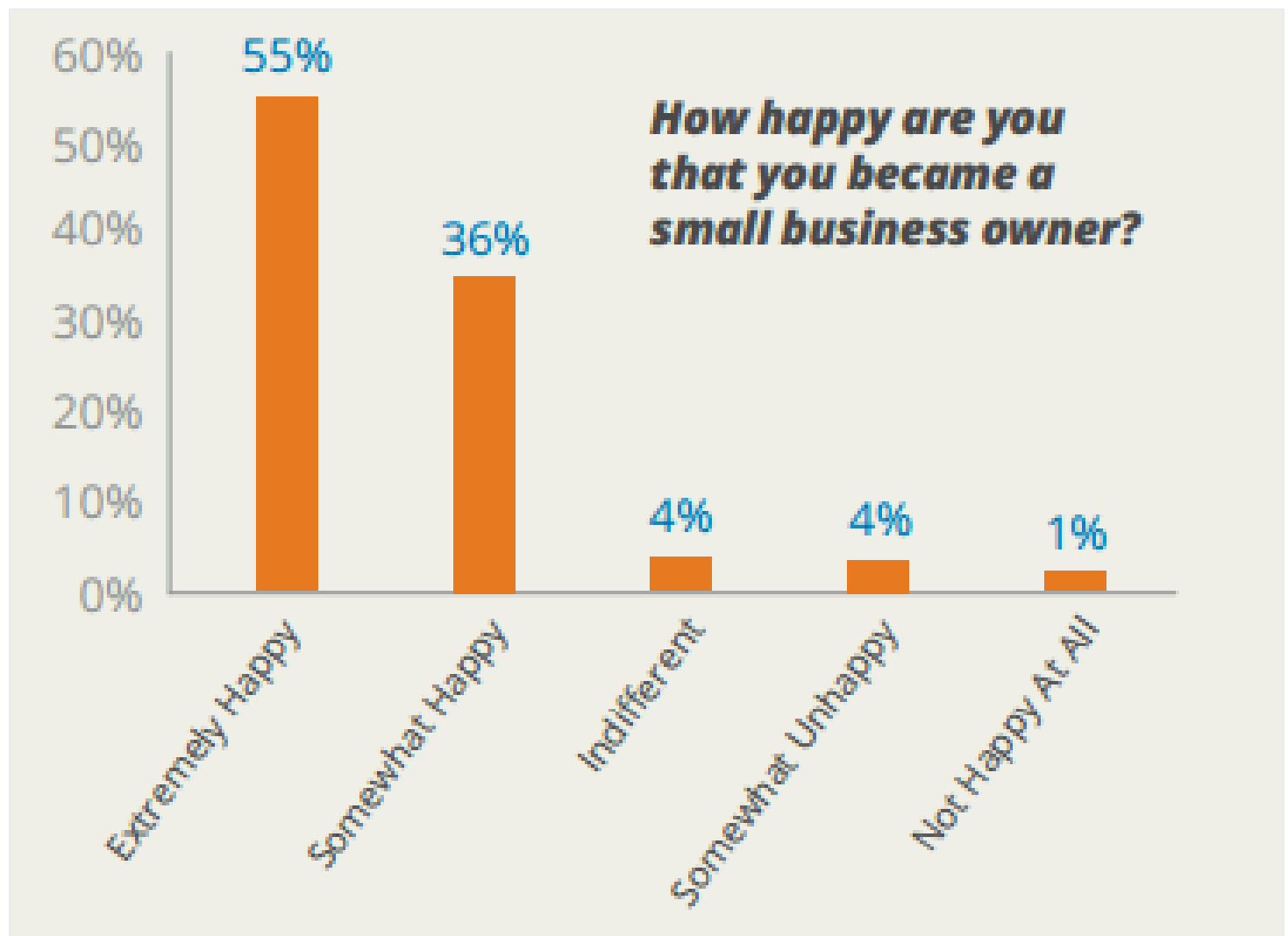
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Providing for their families

The first annual Small Business Sentiment Survey polled 306 small business owners nationwide across a large array of service industries to gain their perspective on work-life balance, professional and personal worries, and government and institutional support.

Taija Sparkman • Aug. 23, 2013



Small business owners are generally happy despite having several significant concerns, found a new survey by [Yodle](#), provider of online marketing services for

businesses. The first annual [Small Business Sentiment Survey](#) polled 306 small

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- 1) Small business owners reported significant personal and professional worries.** The top three personal concerns for SMB owners are affording healthcare (48%), saving for retirement (46%) and providing an adequate lifestyle for their family (33%). The top three professional worries are finding new customers (42%), affording healthcare and other employee benefits (39%) and keeping current customers (33%). Sixty-one percent also stated that they think that the Affordable Healthcare Act will have a negative impact on small businesses.
- 2) Despite their concerns, survey respondents are happy to be small business owners and generally want to maintain that status.** Ninety-one of respondents are happy that they became SMB owners, with 55 percent stating they are “extremely happy.” Fifty-nine percent of SMB owners also shared that they would likely not consider selling their business over the next few years, indicating optimism and satisfaction.
- 3) More than half of small business owners seem to have a decent work-life balance.** Fifty-two percent of SMB owners work 40 hours or less and almost 72 percent take at least two weeks of vacation per year. Twenty-seven percent of SMB owners actually take four or more weeks of vacation per year. However, 39 percent work 41-60 hours per week and 9 percent work over 60 hours a week. Additionally, just 11 percent of small business owners don't take any vacation.
- 4) Most small business owners are dissatisfied with the support they receive from the federal government and other institutions.** Seventy-three percent of SMB owners believe that the federal government is more of a hindrance than a help. Although some SMB owners identified several institutions as helpful, e.g., trade associations (34%) and banks (26%), 39 percent don't think any organizations – including those specifically established to support them – are useful.

5) Many small business owners are still not adopting modern technology and

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