



# Small Businesses Show Their Grit

Pinger Small Business Survey, Winter 2022

How did the smallest of small businesses (1-5 employees) fare during the pandemic? We surveyed over 1,000 micro-businesses to find out.

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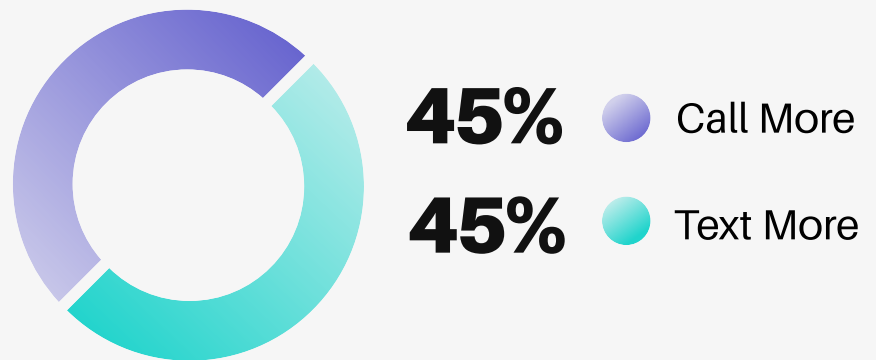
**67%** of businesses said that they are doing about the same or better than before the pandemic.



## Top reasons for starting their own business?

- 56%** Be Their Own Boss
- 39%** Flexible Hours & More Money
- 30%** Work-Life Balance

## How has customer communications changed?



## Starting a Business—Harder or Easier than Expected?

- 31%** - Easier
- 31%** - About What They Expected
- 38%** - Harder

## Where Do You Work?

- 58%** - From Home
- 19%** - The Road or Customer Location
- 08%** - Office or Retail Setting

## Biggest Challenges?

