

Small Businesses Show Their Grit

Pinger Small Business Survey, Winter 2022

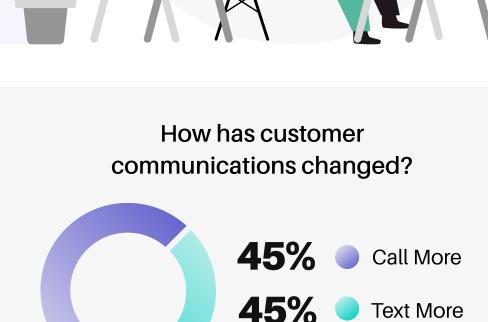
How did the smallest of small businesses (1-5 employees) fare during the pandemic? We surveyed over 1,000 micro-businesses to find out.

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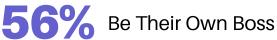
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67% of businesses said that they are doing about the same or better than before the pandemic.



Top reasons for starting their own business?



- **39%** Flexible Hours & More Money

30% Work-Life Balance

Biggest Challenges?

Starting a Business—Harder

or Easier than Expected?

- Č 31% - Easier
- 🗅 31% About What They Expected
- \mathbf{Q} 38% - Harder

Where Do You Work?

- 58% From Home ്ന്
- 19% The Road or Customer Location /:\
- 💼 08% Office or Retail Setting



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Pinger, maker of communications apps like Sideline Pro, commissioned Atomik Research to survey micro-businesses with 1-5 employees. The survey of 1,003 micro-business owners throughout the U.S. was conducted in January 2022. The margin of error for the overall sample is +/- 3 percentage points with a confidence interval of 95 percent.