



US Small Business leaders head into 2024 with Confidence



**The US Quarterly Maru BizPulse Report
Highlights for Q1 2024**



Small Business leaders are feeling positive and optimistic, but also burned out

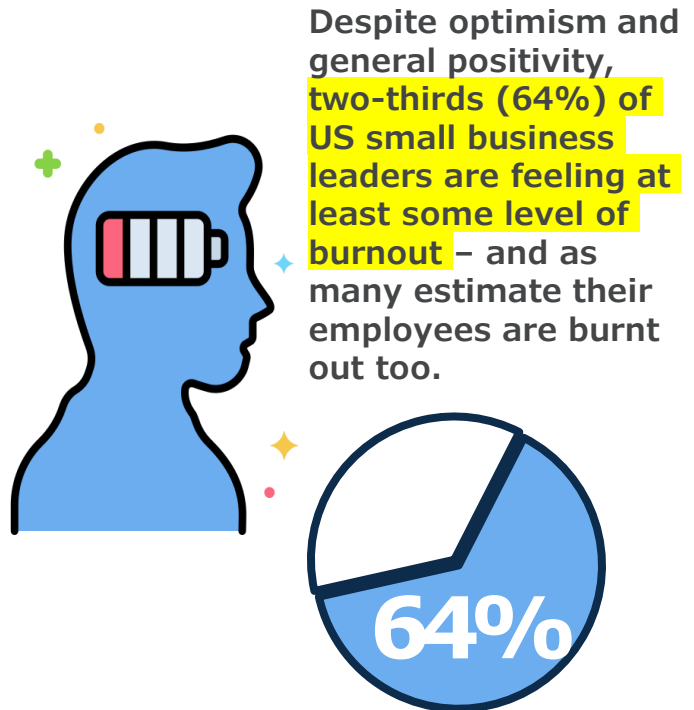
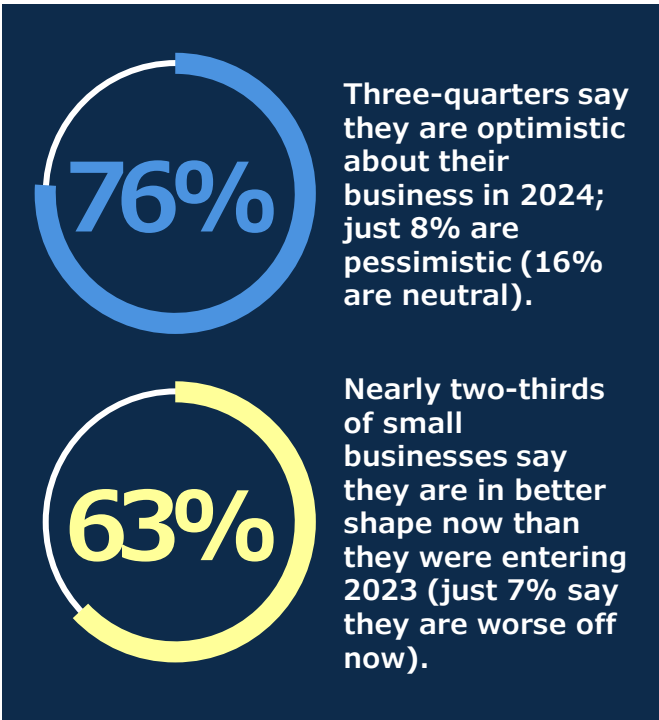
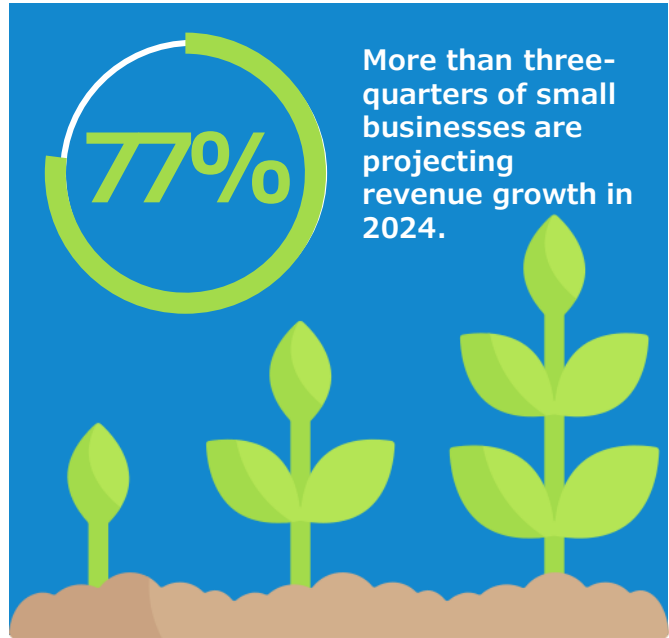
Small business leaders are personally feeling emotionally

POSITIVE 76%

This is a decline from 80% in Q3, 2023.

The top emotions felt today are:

- Optimistic
- Excited
- Happy

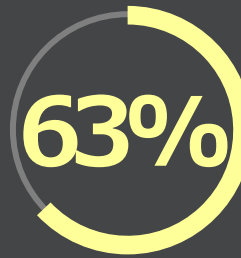




On the heels of an eventful 2023...



Increased the price on at least one product or service in 2023.



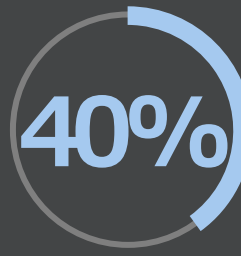
Introduced at least one new product or service to their offering in 2023.

Top words business leaders used to describe 2023 are:

- Growth
- Steady
- Challenging
- Great
- Profitable
- Good
- Successful
- Inflation
- Growing
- Productive

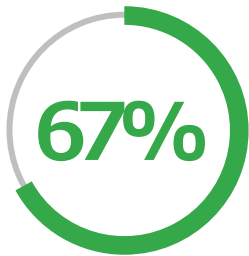


Traveled by airplane for at least one business trip in 2023.

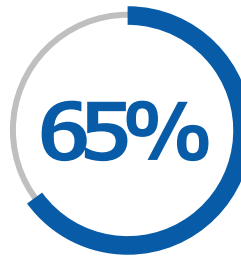


Switched at least one major vendor or supplier in 2023.

... small businesses expect a big 2024



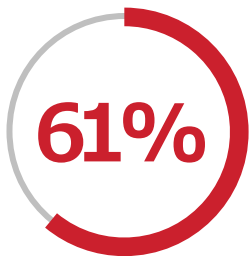
Anticipate raising prices on at least one product or service.



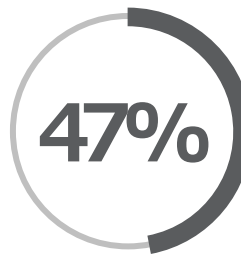
Anticipate adding a new product or service to their offering.



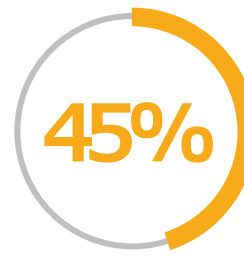
Plan to reduce spending in at least one key area.



Plan to hire in 2024.



Plan to obtain financing from a new source.



Plan to enter into new strategic partnerships /relationships in 2024.



About BizPulse

- These are highlights from a comprehensive Q1 2024 study into the strategies, priorities, needs, plans, and outlook of Small Businesses across the US.
- Tracking topics include business model details, financial outlook, general sentiment, economic concerns, suppliers used, etc.
- In addition to tracking topics, every quarter we cover a wide variety of rotating or ad-hoc topics, to provide a broader understanding of what's up with businesses these days.
- A companion survey is also produced for Canada.

About this Report

- We surveyed 750 American business leaders
- 591 lead small businesses (defined as having fewer than 100 employees, and less than \$25M revenue)
- Surveys fielded January 25-30, 2024
- Data in this mini-report is from small business leaders

For media commentary and more information contact

Kyle Davies

SVP, Head of Syndicated Research

kyle.davies@marumatchbox.com

647.980.6538