Adapt and Thrive

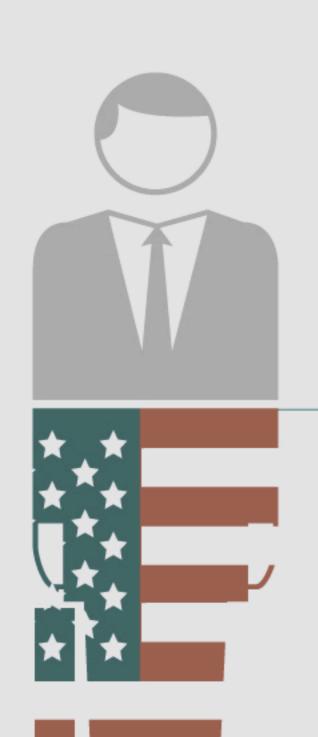
Small Businesses Adjust to the Times



43% of business owners

say they are taking significantly or somewhat less vacation compared to five years ago.





Does owning your own business still translate into "Living the American Dream"?

56% of business owners believe they are living the American dream

by having their own business.



said "No" when asked if they had contemplated

76% of business owners

giving up their business over the past five years.



To survive and thrive in a changing economic climate, the most common methods employed by these small businesses are:

Flexibility for the Future

48% 49%



What drives American 7

small business owners. Integrity, commitment, and a passion to succeed. They are hard working, adaptable, and willing to make sacrifices-doing what it takes

to keep their small businesses thriving.

