

# SMALL BUSINESS SENTIMENTS GOING INTO 2022



UNCERTAINTY AND FRUSTRATION ARE PROMINENT AMONG BUSINESS OWNERS, BUT THEY ARE ALSO HOPEFUL ABOUT THE YEAR AHEAD

Top 50 words to describe 2022 by business owners



**uncertain** **hopeful**

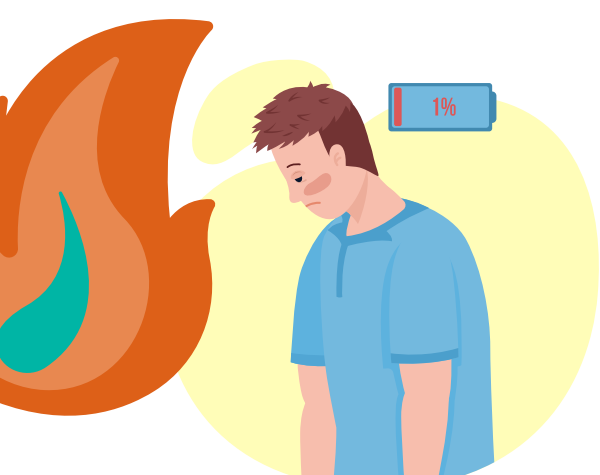
**frustrating** **stress** **challenging**  
**worry** **optimistic** **tired** **cautious** **fear** **difficult**  
**exhausted** **anxiety** **slow** **anger** **unpredictable** **better** **positive**  
**inflation** **growth** **concerned** **busy** **excited** **nervous** **worse** **delays**  
**shortage** **profitable** **change** **hopeless** **freedom** **depressing** **good** **debt**  
**struggle** **supply** **discouraged** **expensive** **apprehensive** **restrictions** **concern**  
**stability** **lack** **confident** **costly** **confused** **grateful** **normal** **steady** **understaffed**

Negative Positive Non-Sentiment

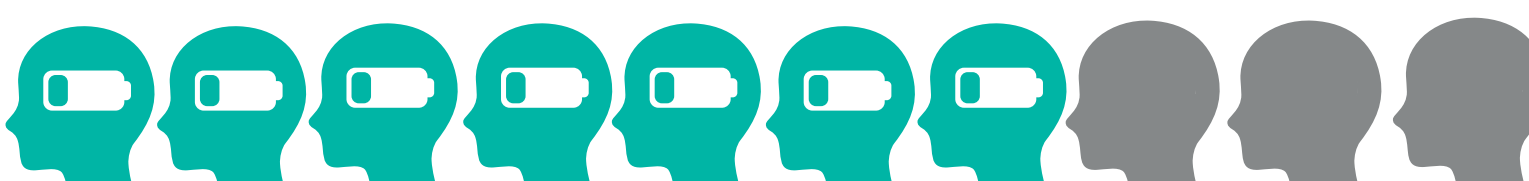
BUSINESS OWNERS EXPECT MANY CHALLENGES IN THE COMING YEAR, WITH RISING PRICES AND SUPPLY CHAIN CHALLENGES TOPPING THE LIST



Question: Which challenges are significant for your business as we head into 2022?

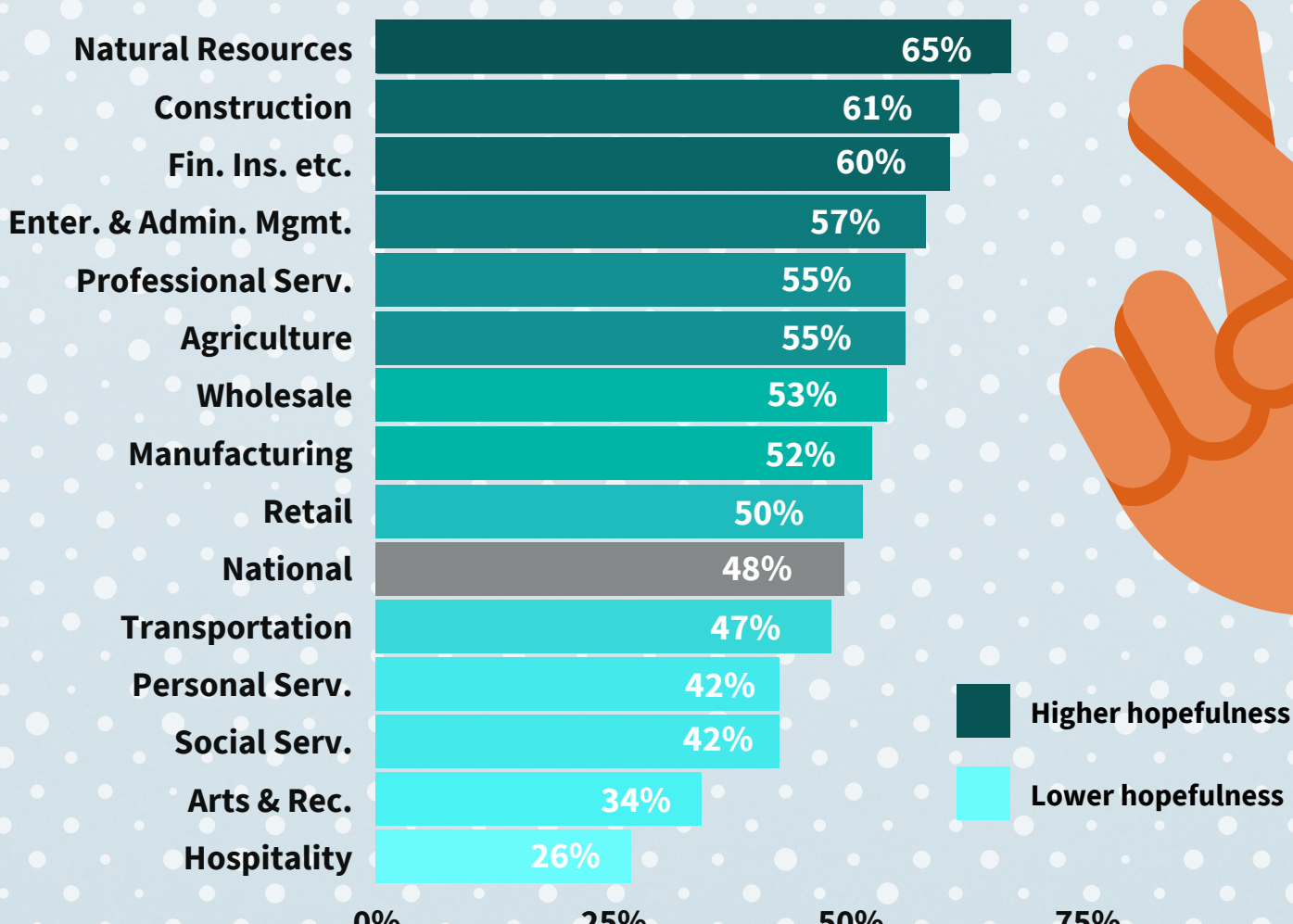


TWO YEARS INTO THE PANDEMIC, ROUGHLY 7 IN 10 BUSINESS OWNERS SAY THEY ARE CLOSER THAN EVER TO BURNING OUT



EVEN STILL, ABOUT 1 IN 2 ENTREPRENEURS ARE HOPEFUL ABOUT THE FUTURE OF THEIR BUSINESS GOING INTO 2022

SME hopefulness, by sector



Question: How are you feeling about the future of your business as we head into 2022?  
 Note: Percentages shown are for respondents that selected "very hopeful" and "somewhat hopeful".