

Global Survey Reports:

U.S. micro businesses among the most resilient



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Global micro businesses are down...

2 in 5

closed, at least temporarily, and **75%** reported reductions in revenue

But determined to get back up:

71%

expect to recover within a year and **63%** expect to grow at least **25%** in 3-5 years



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1 in 6

started a small business or side hustle due to the pandemic

In the U.S.,

37%

changed the way they operated their business



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Millennials are rising

For the first time in

5 years,

millennials make up the majority of respondents. They are also twice as likely to merchandise products and services through social media platforms than baby boomers.

The GoDaddy global entrepreneurship survey was conducted by research firm Savanta in June 2020. The research surveyed 5,265 small business owners in Australia, Canada, Germany, India, Mexico, Philippines, Turkey, the United Kingdom and the United States. The survey size in the United States was 500 small business owners with 25 or fewer workers.