

Small business owners are feeling optimistic about 2020

despite the uncertainty and challenges facing them

2020



86% are confident they will achieve their 'main goal' in the upcoming year.



The study of 500 UK small business owners found their top objectives for 2020 include **substantially increasing revenue and growth and reaching new customers.**

MAIN GOALS FOR 2020

#1	Substantially increase revenue and growth
#2	Reach a new customer base
#3	Simply survive the year
#4	Generate returning customers
#5	Break even
#6	Introduce new products/services
#7	Increase our social media presence
#8	Build a new or update our current website
#9	Expand marketing/advertising efforts
#10	Sell the business



When asked how they are currently feeling about 2020, UK business owners are most likely to say they feel **confident, optimistic and prepared.**

27%
CONFIDENT

25%
OPTIMISTIC

20%
PREPARED



A quarter of business owners admitted they see the upcoming year being a 'struggle'.

This is due to more than half predicting political changes will have an effect on their business.

52%

While two fifths think they will struggle due to bills and expenses rising.

38%



Despite these challenges, **7 in 10** small business owners admitted they don't have a marketing plan in place for 2020, with nearly half (**45%**) saying 'everything is going fine as it is'.

The most important marketing channels in the upcoming 12 months

Word-of-mouth

48%

Social media marketing

24%

Email marketing

11%

