

## Small Business Trends for 2011: Is It Time for Optimism?

Small business is not only a significant driver of the US economy - it is one of our favorite subjects. Here at THG we are regular small-business-related trend watchers because:

- we want to know “how it’s going” for small business owners;
- it helps us identify and anticipate client needs;
- it enables us to be well-informed business advisors.

Among the many resources that keep us up to date, we think you’ll find the following insights interesting and useful.

### Indications of Stability and Growth

#### **Research: The Conference Board**

This research-based public interest group reports that “The Consumer Confidence Index is now at a three-year high.” [...more...>](#)

#### **Article: In Signs of Growth, Businesses Borrowing Again**

Lenders – even the largest – are making more small business loans [... more>](#)

#### **Article: Intuit Sees Small Business Employment Grow**

Research identifies that small business employment is growing [... more>](#)

#### **Research: Wall Street Journal Survey - Optimism Among Small Business Owners Increases**

Nationally, optimism is up among small business owners and price increases are forecasted [...more>](#)

Do you think it’s time for optimism? We enjoy your feedback so [get in touch](#) and let us know how you see small businesses faring in 2011.

Find additional insights here [...more>](#)