



# 2025 Small Business Happiness Report

Presented by  **vistaprint**







This National Small Business Week, VistaPrint took a closer look at the current state of small business happiness – and the factors contributing to it.





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**Small business owners are inherently positive people and they find fulfillment by charting their own course.**

**Emily Whittaker**  
Executive Vice President,  
North America & Global Marketing  
VistaPrint



## Current level of small business owner happiness\*

Small business owners continue to show incredible optimism and resilience, even with today's economic ups and downs.

Very happy: **42%**



Somewhat happy: **39%**



Neither: **9%**



Somewhat unhappy: **7%**



Very unhappy: **3%**



## Compared to when they opened their small business

Over half of small business owners say they're happier today than when they first opened their business.

Much happier now: **28%**



Somewhat happier now: **25%**



No change: **17%**



Somewhat happier before: **16%**



Much happier before: **14%**



## Compared to when they worked for someone else

Most small business owners feel happier working for themselves than they did working for someone else.

Much happier now: **53%**



Somewhat happier now: **23%**



No change: **9%**



Somewhat happier before: **7%**



Much happier before: **8%**







# What drives happiness today?

Internal or day-to-day factors contribute more to small business happiness than outside forces.



## Contributing factors to improved happiness:



## Contributing factors to same or lower level of happiness:







# What small business owners enjoy the most







# Happiness by years in business

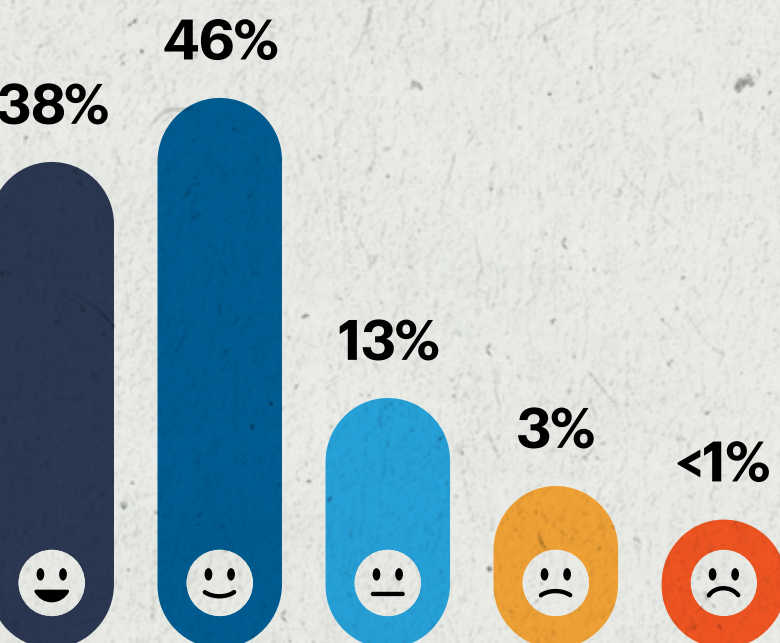
Small business owners in business for 6 - 10 years are the happiest overall – especially compared to those running their business for more than 10 years.



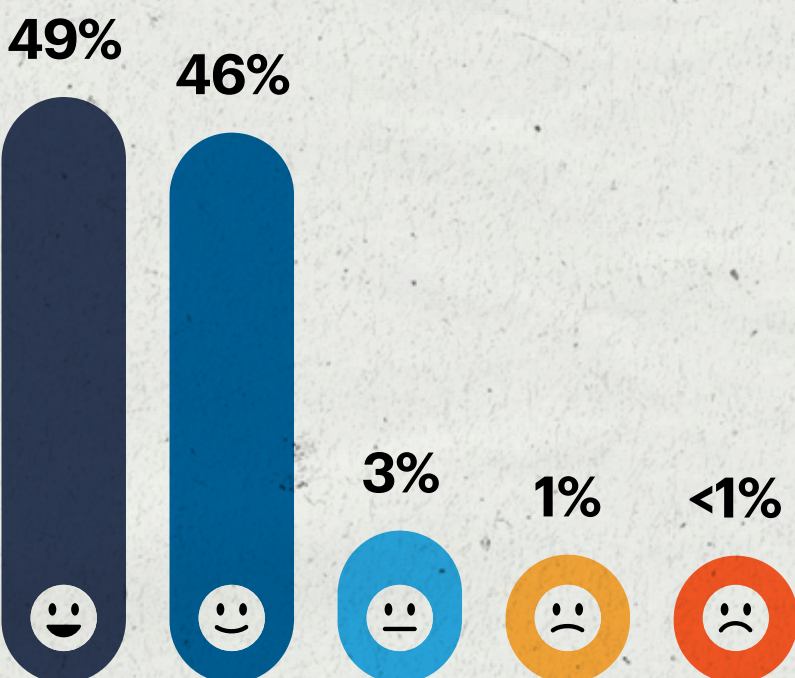




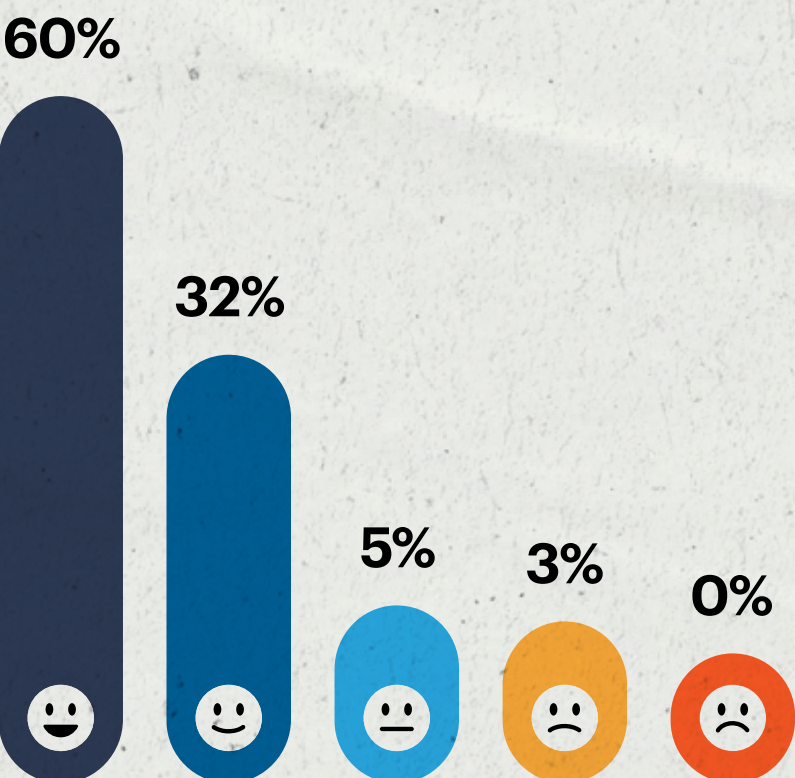
Less than 3 years



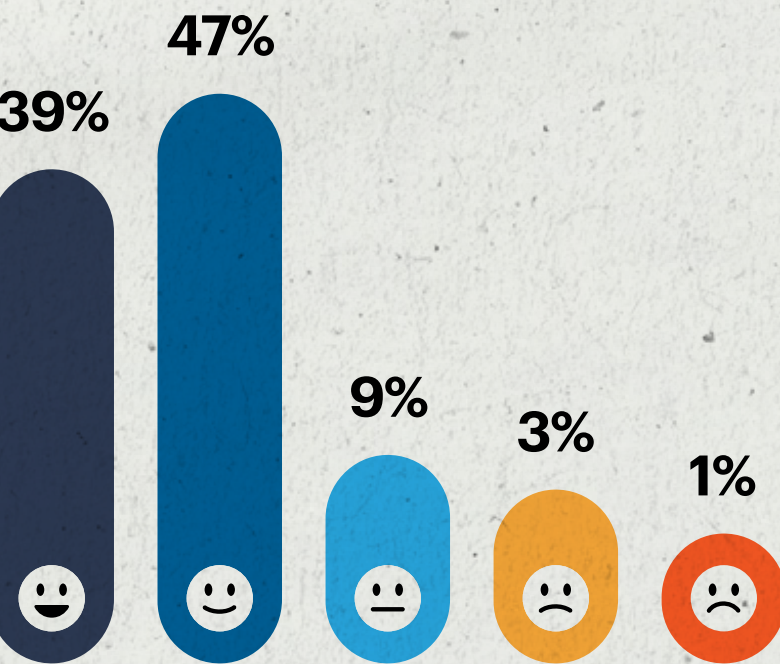
3-5 Years



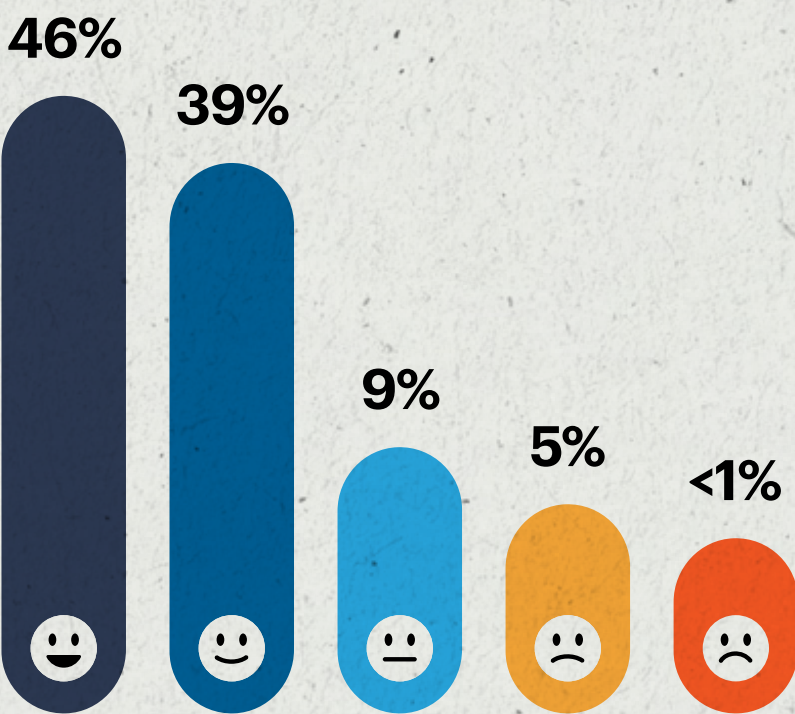
6-10 Years



11-16 Years



17+ Years



- Very happy
- Somewhat happy
- Neither
- Somewhat unhappy
- Very unhappy



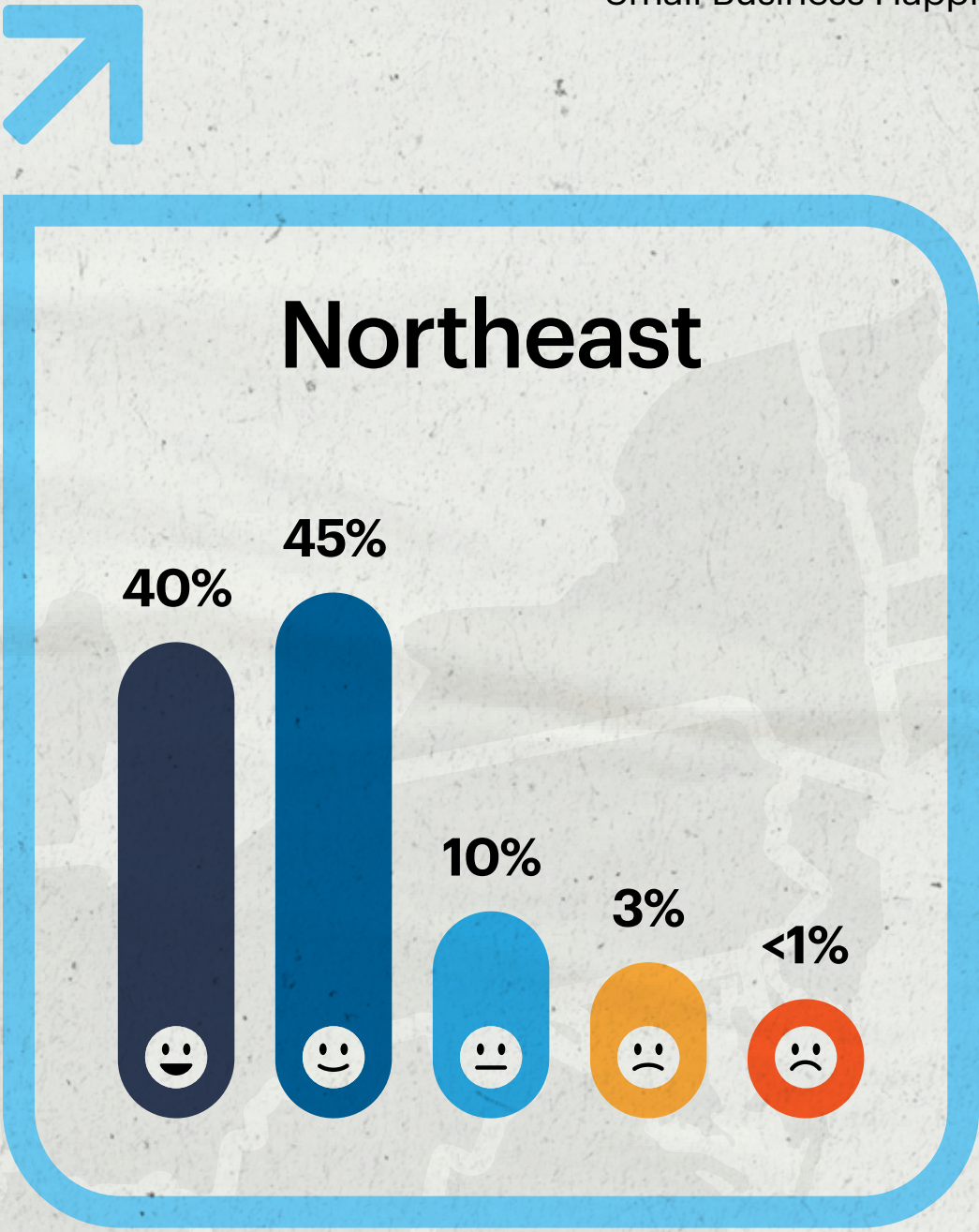
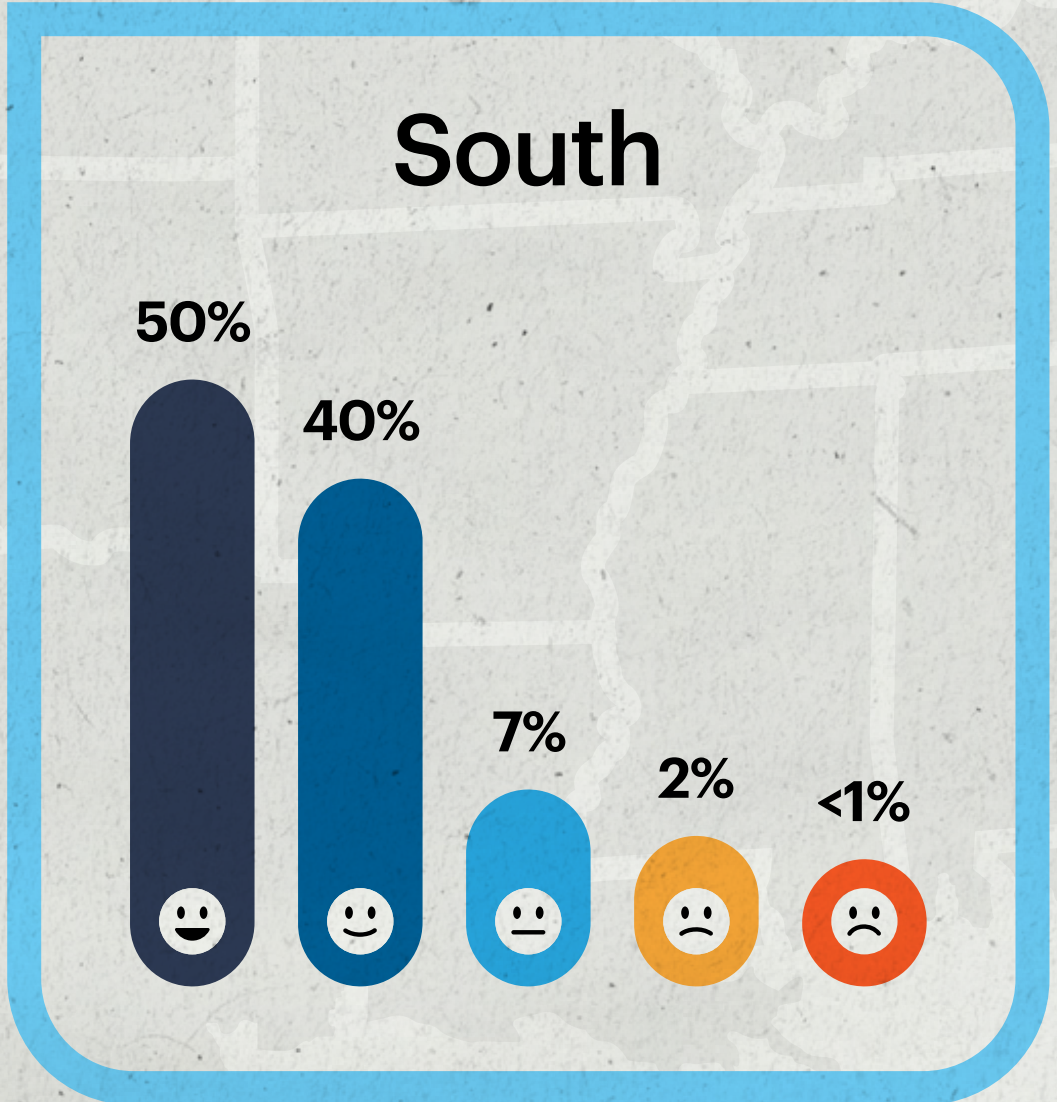
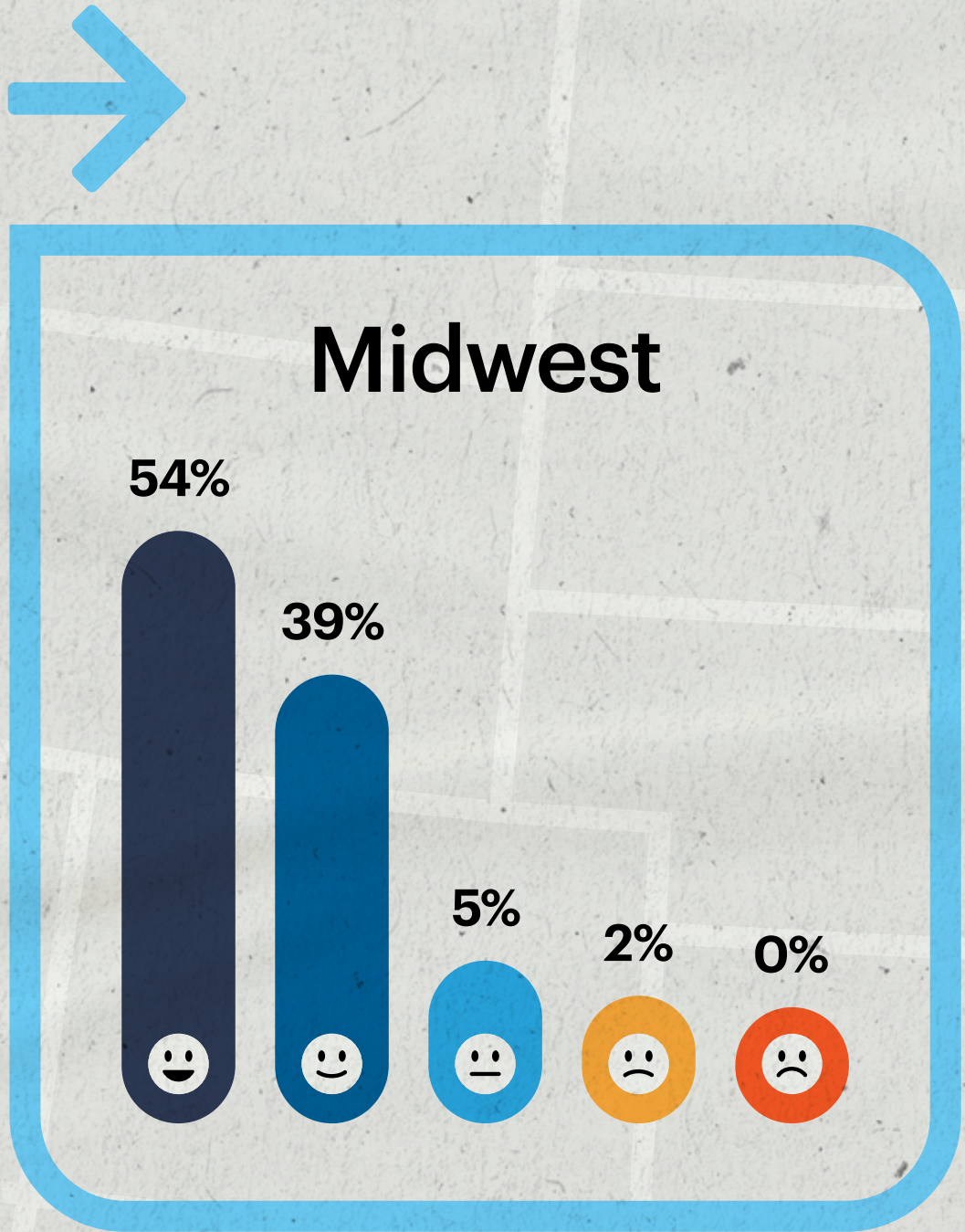
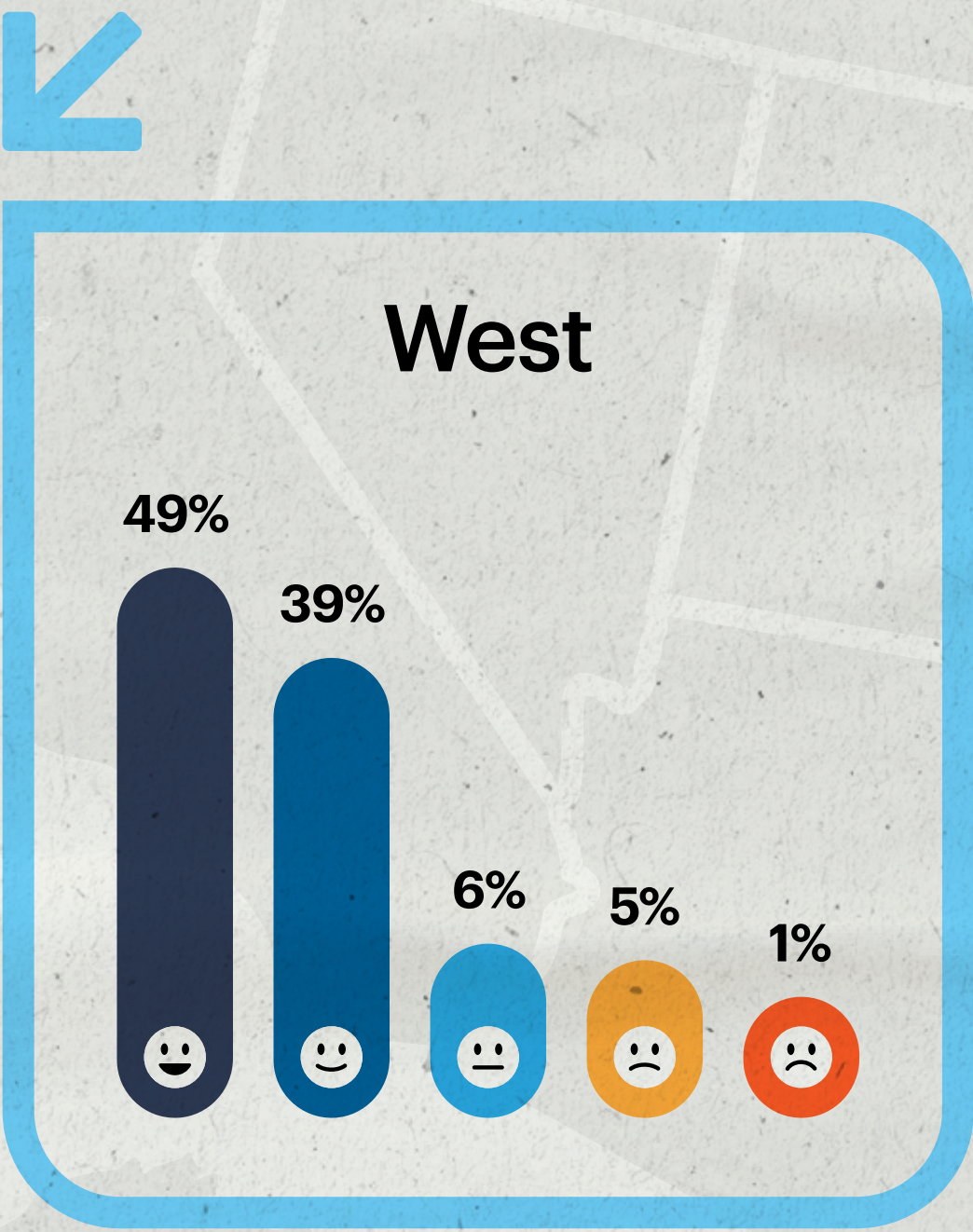


# Happiness by region

Midwestern small business owners report the highest levels of happiness – 54% say they’re “very” happy, compared to just 40% in the Northeast.







- Very happy
- Somewhat happy
- Neither
- Somewhat unhappy
- Very unhappy





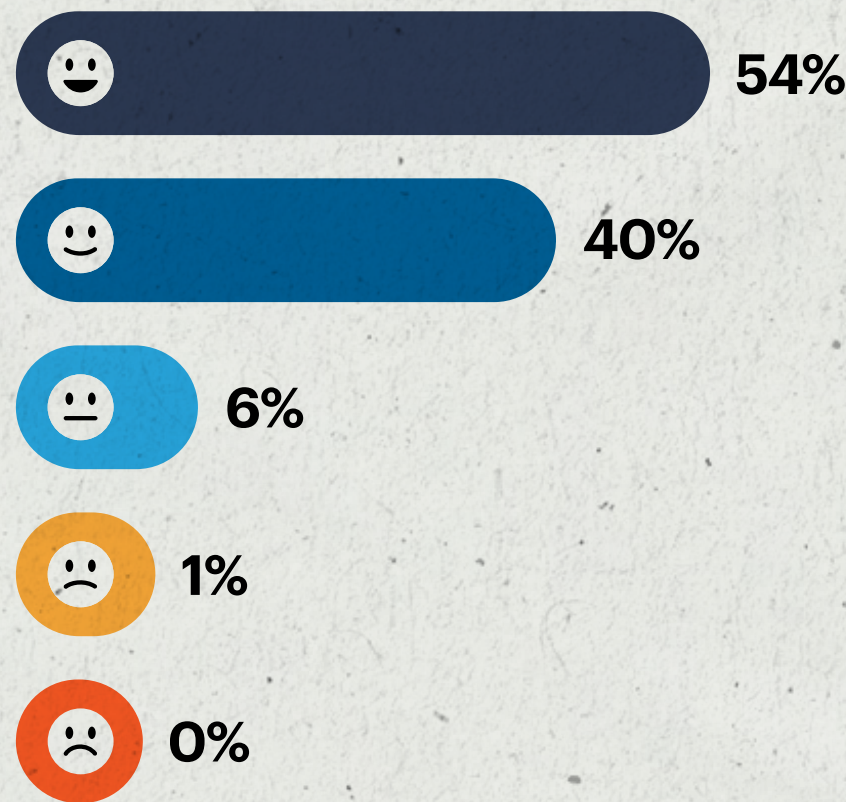
# Happiness by generation

54% of Gen Z SBOs say they are currently “very” happy, skewing slightly higher compared to about 47% of Millennial, Gen X and Baby Boomer SBOs.

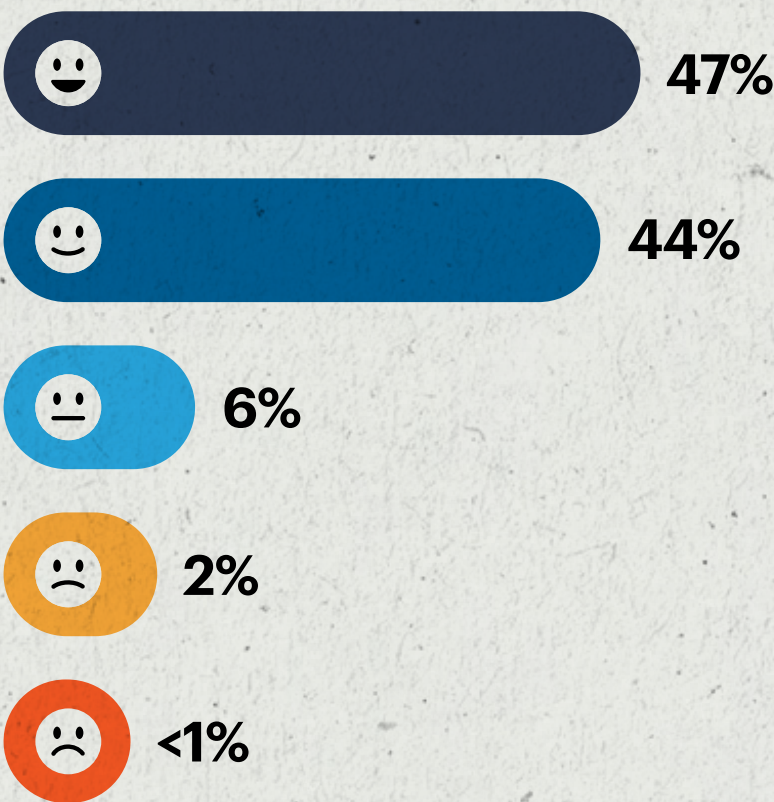




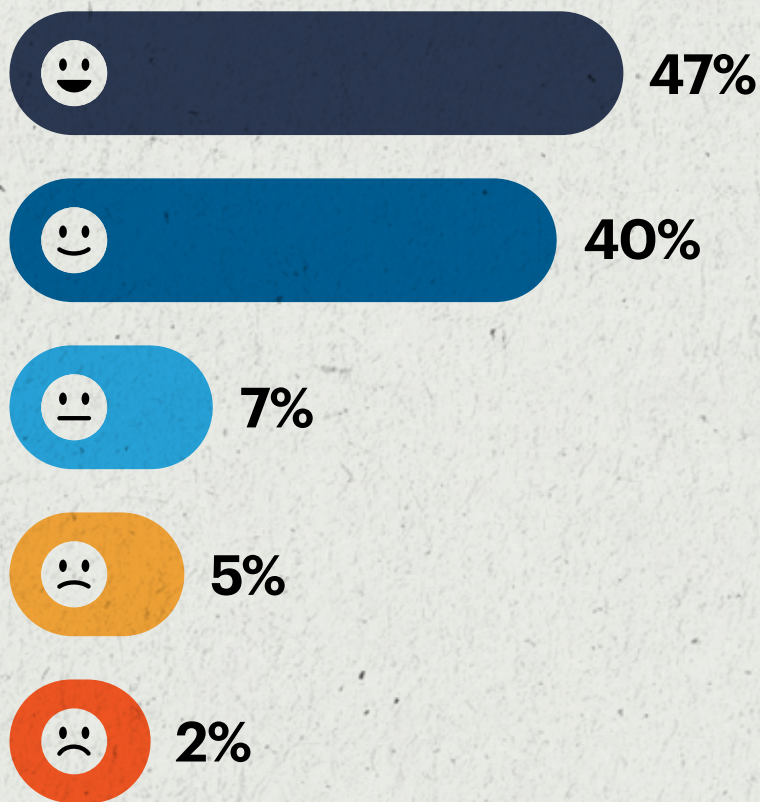
# Gen Z



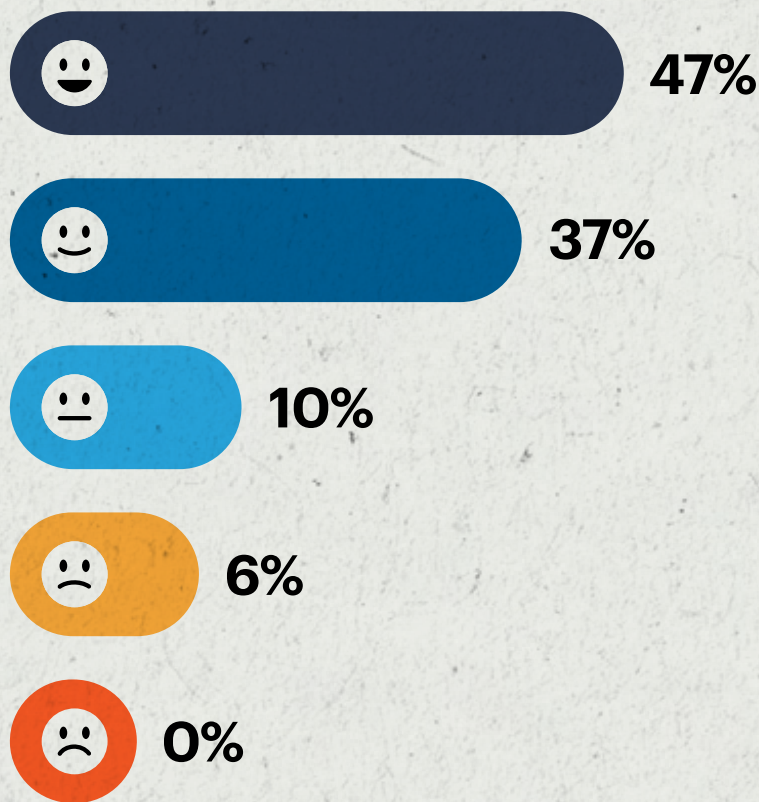
# Millennial



# Gen X



# Baby Boomers



Currently very happy   Currently somewhat happy   Neither   Currently somewhat unhappy   Currently very unhappy

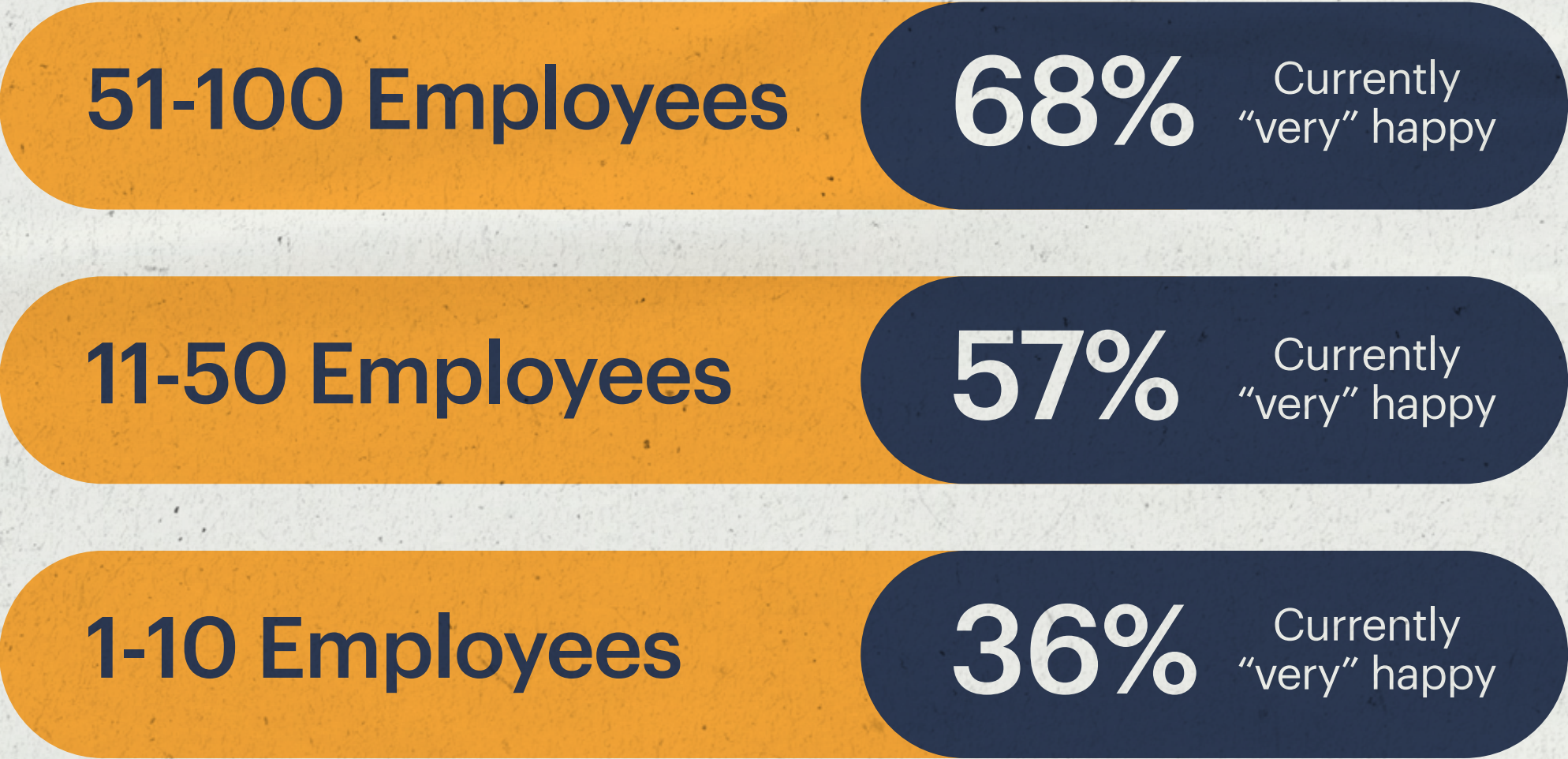




# Happiness by employee size



Small business owners with larger teams tend to feel the happiest.

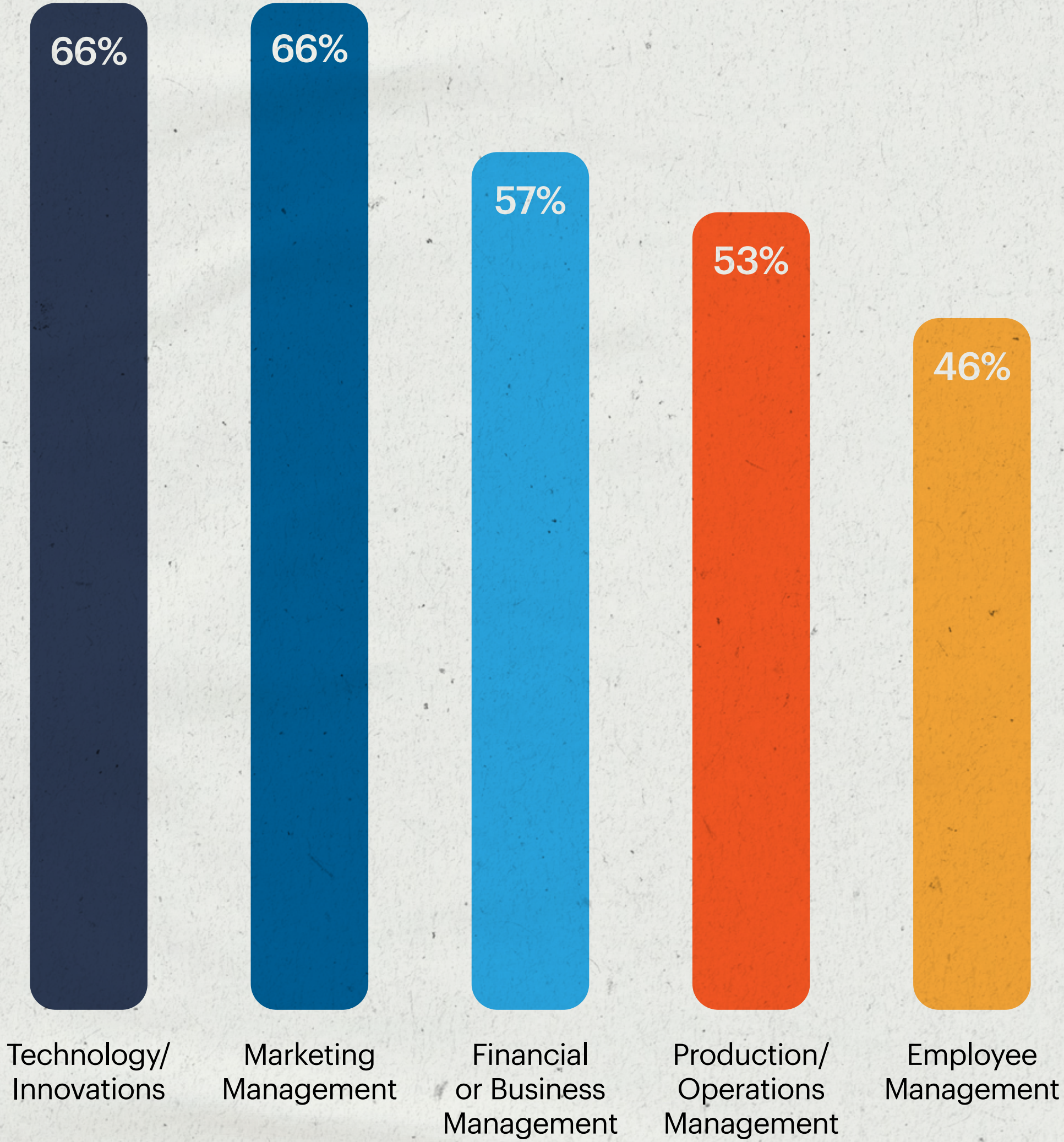






# Continued learning matters

Overall, 73% say “continued learning” is one of the things they enjoy most about being a small business owner.





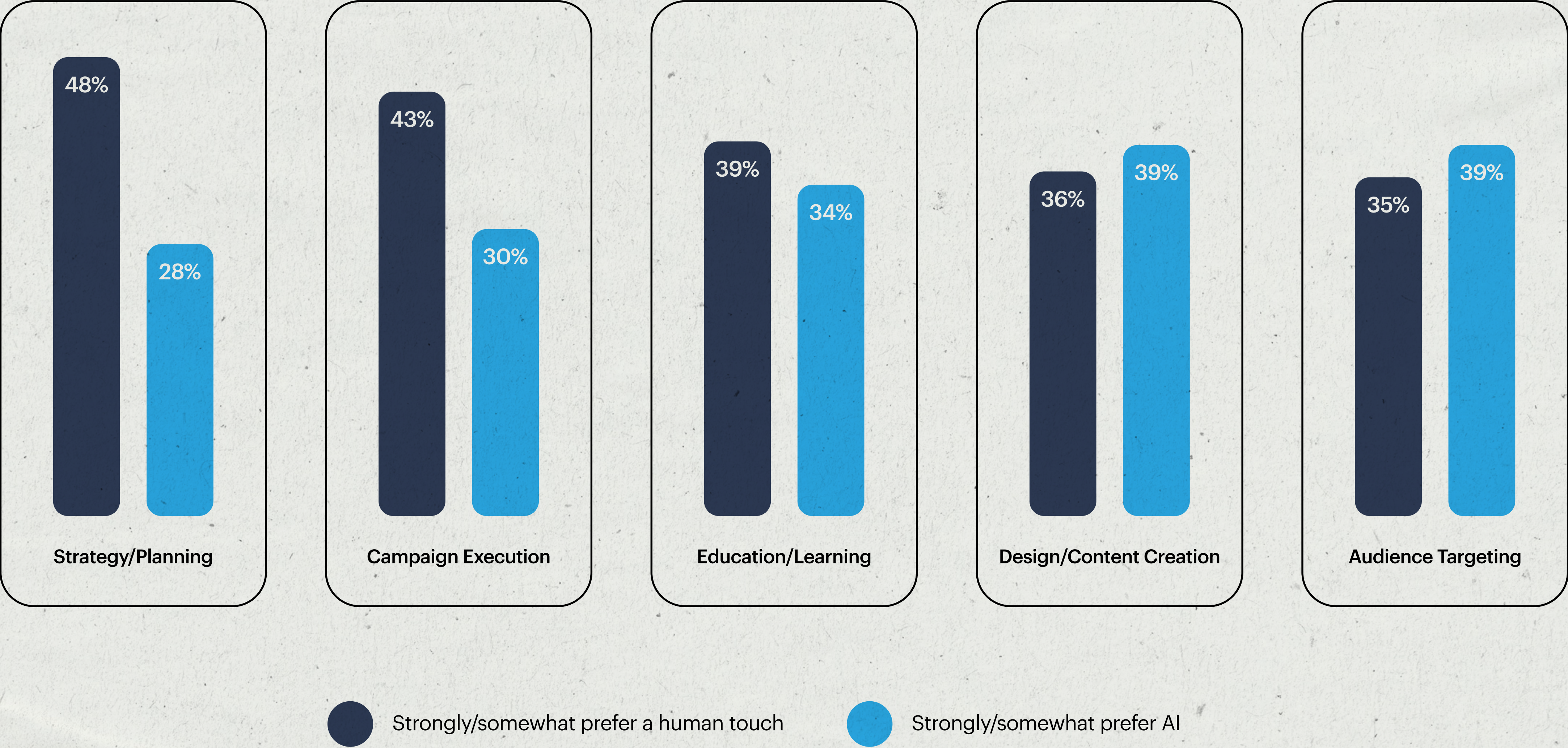


# AI vs. Humans

While artificial intelligence is becoming a bigger part of business life, small business owners still prefer a human touch in many areas.









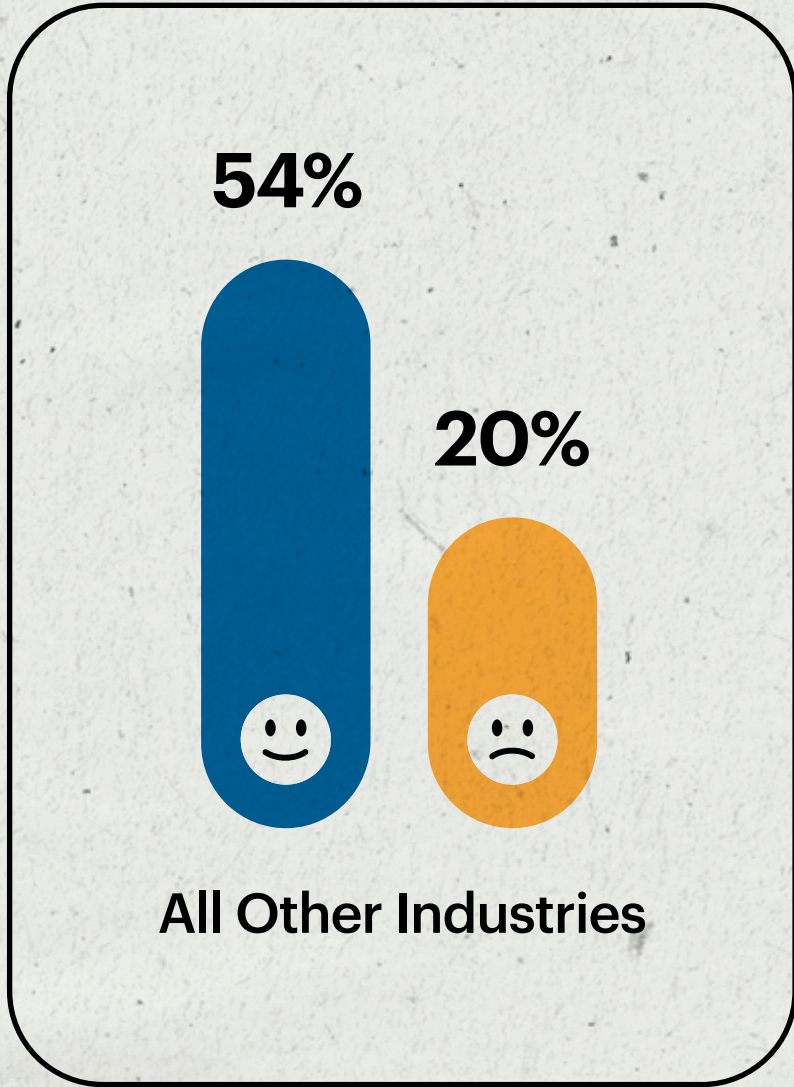
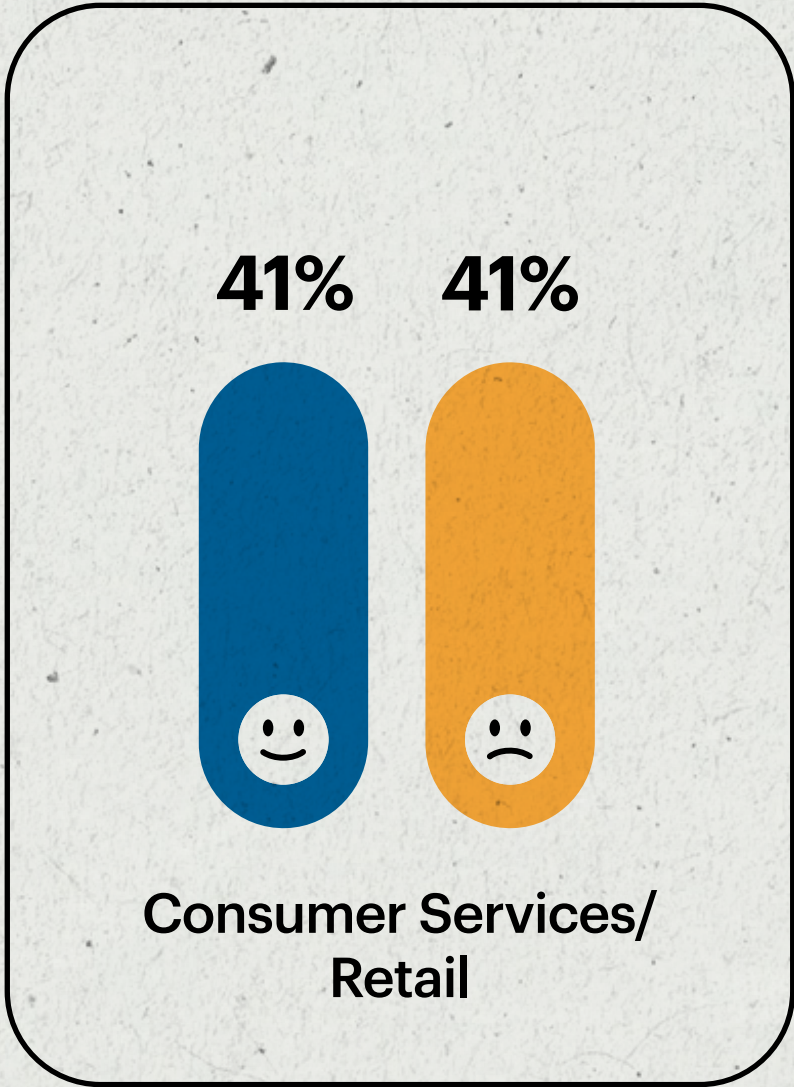
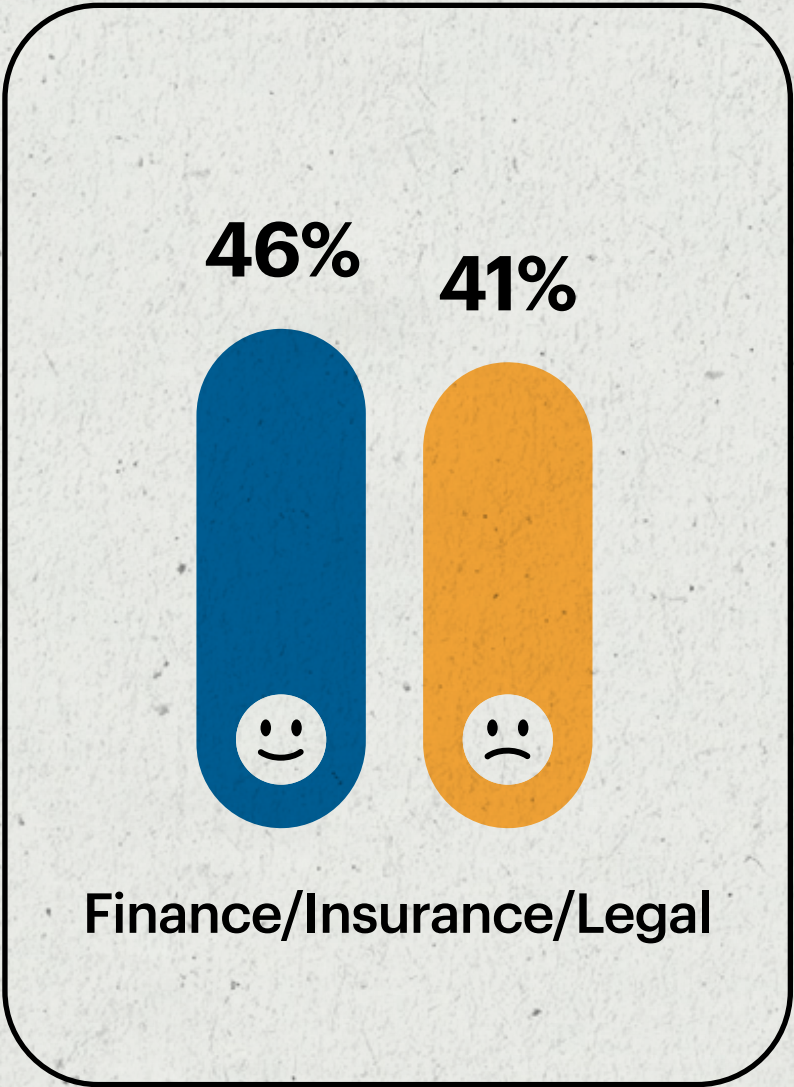
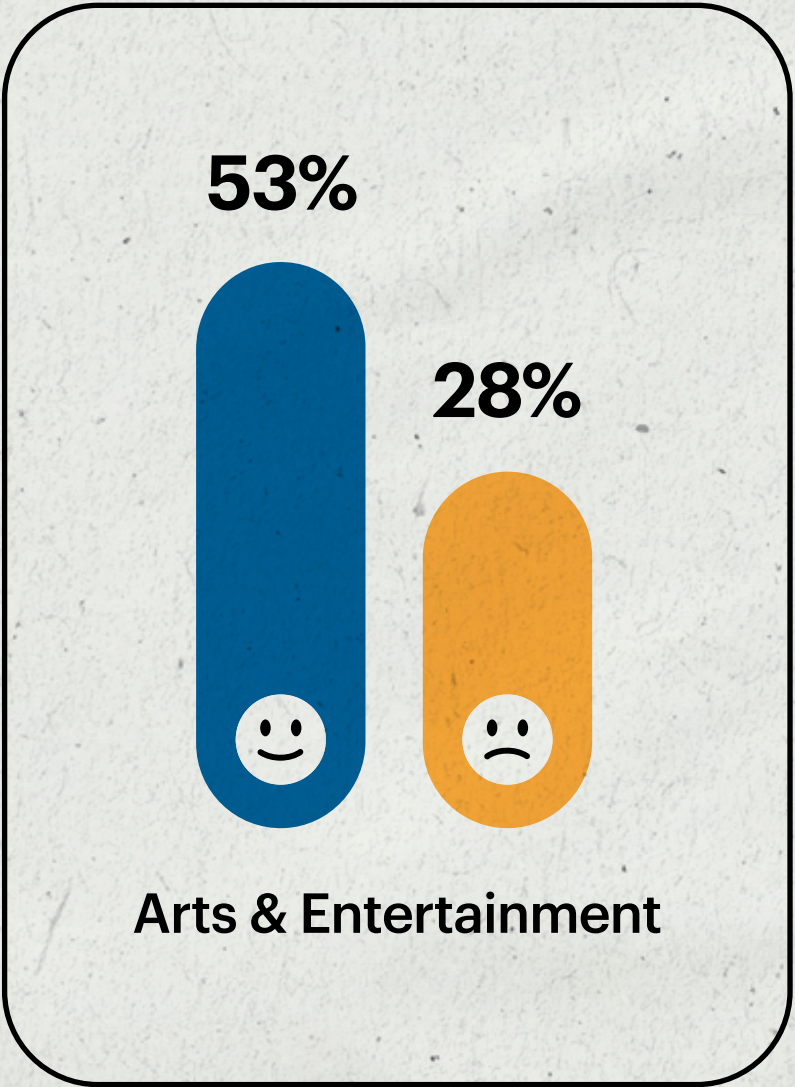
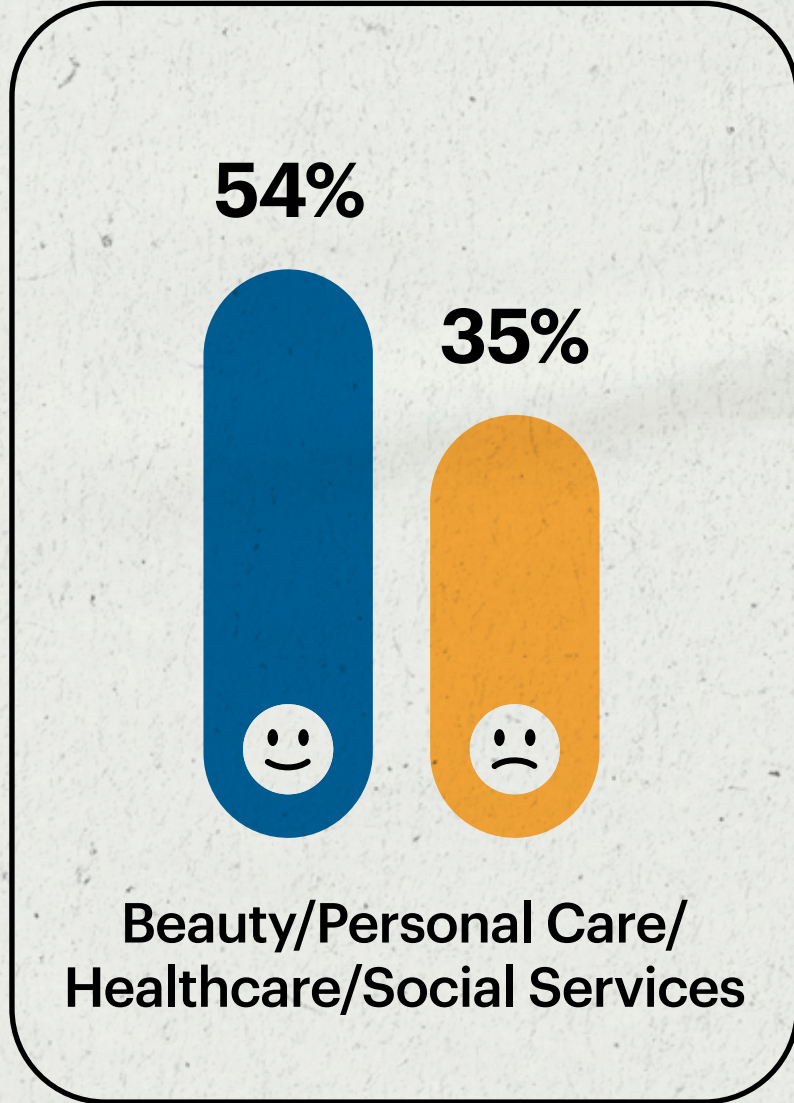
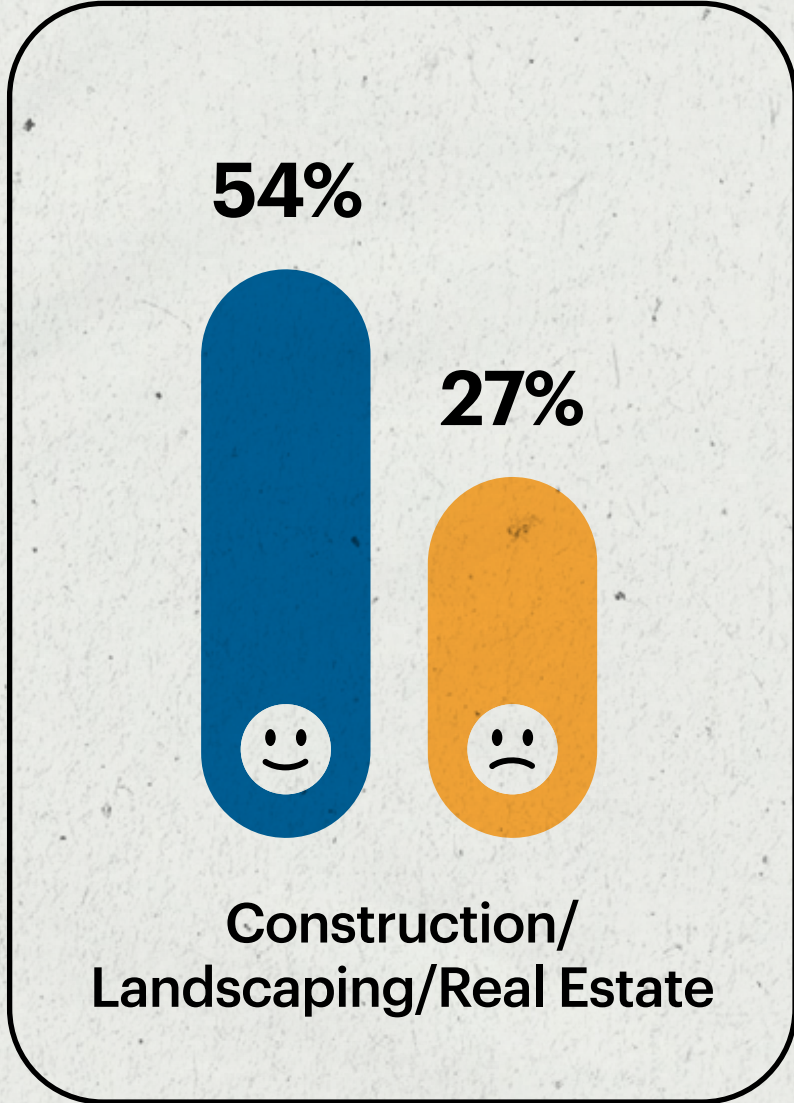
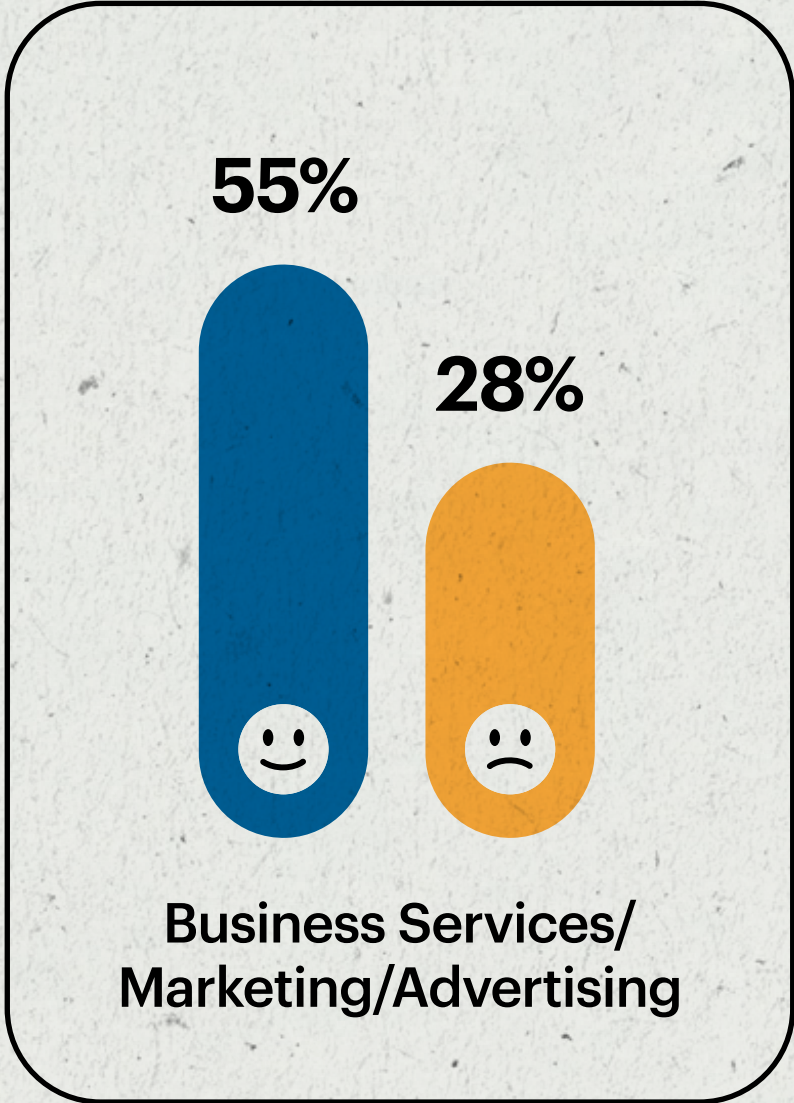
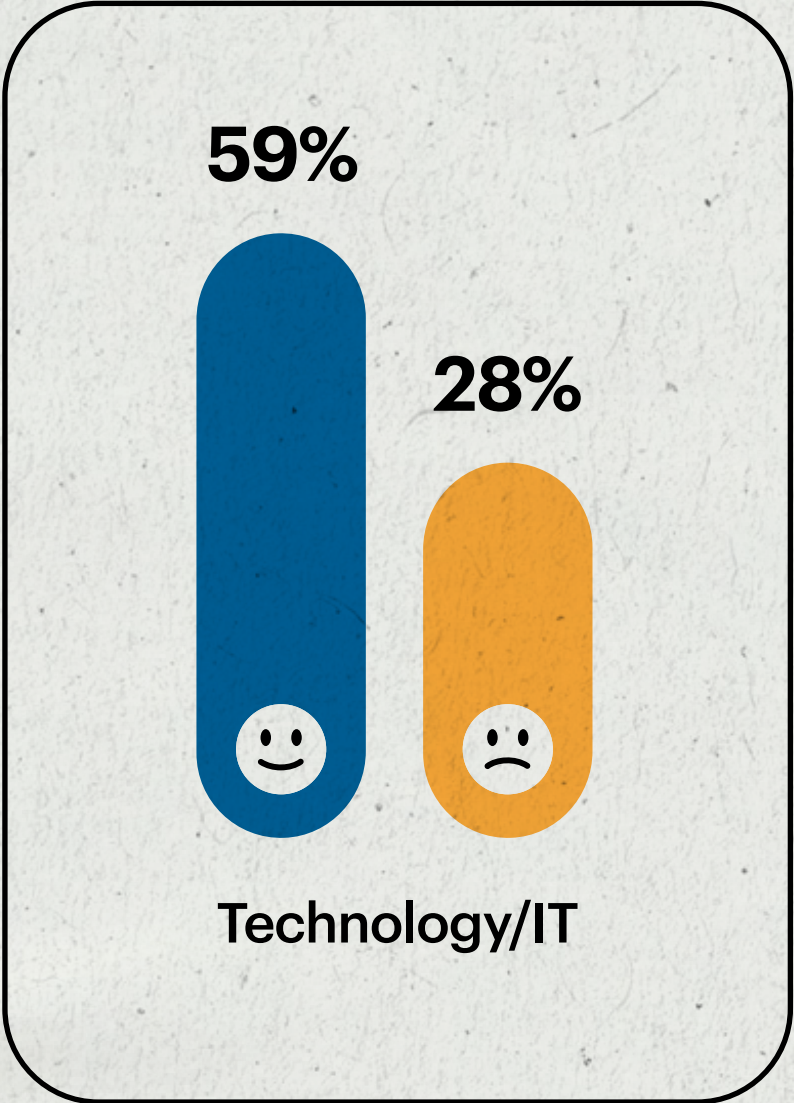
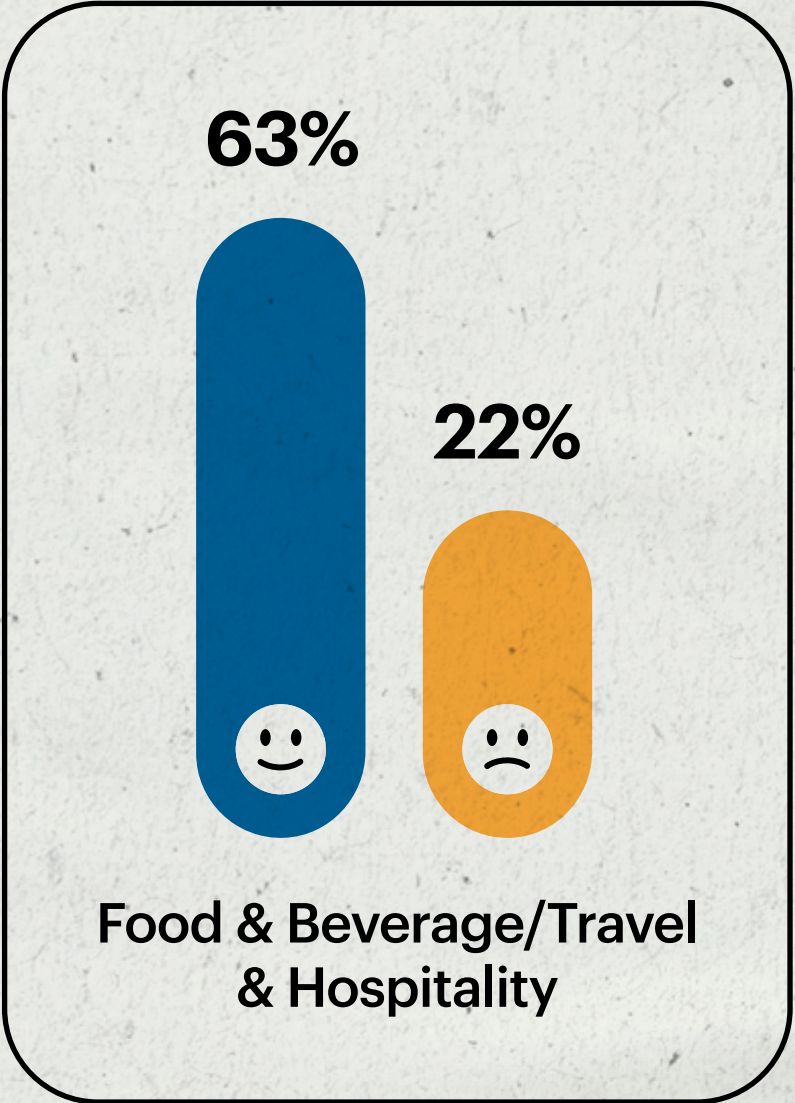



# Happiness by industry


Happiness levels are strong across industries, but small business owners in food, beverage and hospitality report the biggest boost compared to when they first started.







 Happier now compared to when they first opened their small business

 Unhappier now compared to when they first opened their small business





## \*April 2025 Methodology:

This data was updated by VistaPrint via YouGov as part of a recontact effort for select survey questions conducted between April 17 - April 21, 2025. Responses were collected from 450 of the same SBOs as the February survey. Recontact data are weighted to the February 2025 sample composition using company size (number of employees) and tenure (first year as an SBO) to rebalance the April 2025 sample to the February 2025 sample prior to any comparisons.

## February 2025 Methodology:

Unless otherwise noted, all other findings were collected by VistaPrint via YouGov between Feb. 3 - Feb. 20, 2025. Qualified responses were collected from 1,000 small business owners, aged 21 to 64, with between 1-100 employees located in the United States. At that time, 48% of SBOs said they were currently “very” happy with 41% saying they were currently “somewhat” happy.



# About vistaprint

VistaPrint is the print and design partner to millions of small businesses around the world. We help small business owners bring their ideas to life through custom print products, easy-to-use digital tools and expert design support. When it comes to marketing your small businesses, VistaPrint is here to help.





