



# Local Pulse Report™ – 2023 Key Highlights

Report Price: \$1,595

The report price is correct at the time of publication, but is subject to change throughout the year.

## This report looks at the following areas:

- ✔ Economic & Sales Outlooks
- ✔ Marketing & Advertising Programs
- ✔ Performance & Strategies
- ✔ Websites
- ✔ Social Media
- ✔ Ratings & Reviews
- ✔ Technology Adoption
- ✔ Sales Partnerships
- ✔ Future Outlooks

As we move into 2023, small businesses continue to face a multitude of challenges. From navigating the ever-changing landscape of technology and customer preferences to competing with larger, more established companies, small business owners must constantly adapt and evolve to thrive.

This report provides the latest data from our Local Pulse Report™ study. We've compiled insights from over 9,500 interviews with business owners to understand better the challenges they face, their expectations, and plans for 2023.

## What's Included

- ✔ Executive Summary
- ✔ Full Report (93 pgs)
- ✔ Charts & Tables (80)
- ✔ Previous Year Comparisons

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of the small business space.

Advisory members get these reports free as part of their subscription plan. Our membership plans give our clients unlimited access to curated data, insights, reporting, analysis, and the ability to conduct a research or data analytics project.



## About Thrive Analytics

We are a leading digital marketing research and customer engagement consulting firm. With clients spanning leading national brands as well as publishers and agencies serving the small business community, we pair proprietary market research services and data analytics tools with time-tested business insights and methodologies to help organizations measurably improve customer experience, loyalty, and sales results.

Our purpose is to provide superior research and support services that inspire our clients to make smarter decisions. To find out how we do that, visit [thriveanalytics.com](https://thriveanalytics.com).