

SMALL BUSINESS OWNER VS ENTREPRENEUR: IS THERE A DIFFERENCE?

Is a small business owner the same as an entrepreneur? Both terms are used interchangeably, but The Hartford's 2015 Small Business Pulse Survey revealed that 61 percent of respondents believe there's a difference. And business owners have real preferences about what to call themselves.



Most prefer "small business owner:"



YOUNG AND ENTREPRENEURIAL

More Millennials self-identify as entrepreneurs compared with older business owners:



To learn more about The Hartford's small business research, visit THEHARTFORD.COM/SUCCESSSTUDY

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Survey Methodology: The Hartford's 2015 Small Business Pulse Survey was fielded online from June 2-12, 2015. The 751 participants are 18 or older and an owner/partner/principal of a company with fewer than 100 employees that has been in business for at least one year.

The research was conducted by ORC International on behalf of The Hartford. No part of this document may be

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SO, WHAT'S IN A NAME?



How "small business owners" describe themselves:



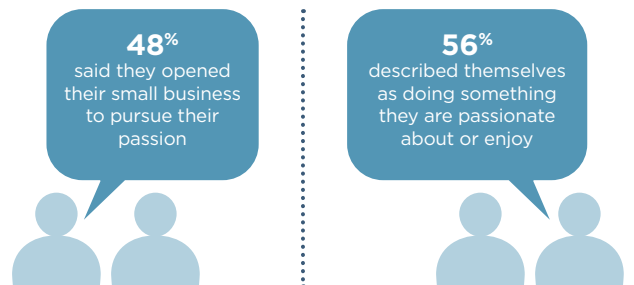
How "entrepreneurs" describe themselves:



NAMES ASIDE, PASSION IS A KEY DRIVER

Regardless of what business owners call themselves, passion drives them.

Of respondents:



Business Insurance
Employee Benefits
Auto
Home