

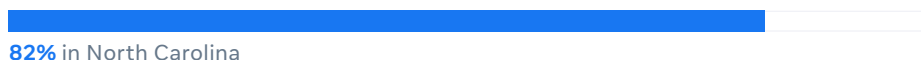
# How small businesses in North Carolina are navigating current economic trends and challenges



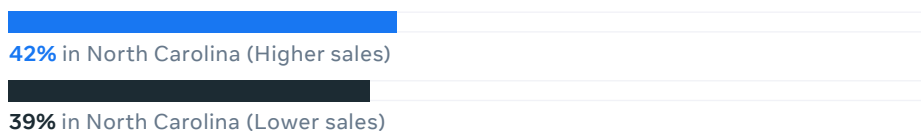
Small businesses are a key engine of local markets and the global economy, so it is essential that policymakers and government leaders understand their perspectives, challenges and opportunities. To help in that regard, Meta is continuing to look at how small and medium-sized businesses (SMBs) around the world are faring. The most recent survey examines the health of SMBs, with a focus on minority-led SMBs, women-led SMBs and the ongoing effects of the COVID-19 pandemic on SMBs in 30 countries and territories. Meta's research program aims to provide insights and information that can facilitate meaningful support for this important sector.



**82%** of SMBs using the Facebook platform reported that they were **operational** or engaging in any revenue-generating activities.



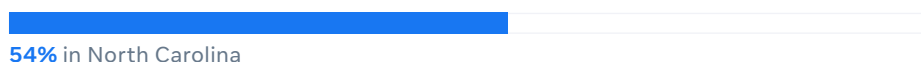
**42%** of operational SMBs using the Facebook platform reported that their **sales** in the past month were higher than the same month last year, while **39%** reported their sales were lower.



**24%** of operational SMBs using the Facebook platform reported they had **reduced** the size of their **workforce** as a result of the pandemic.

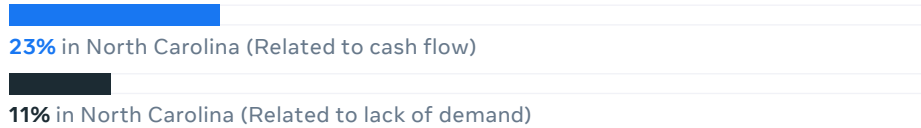


**54%** of operational SMBs using the Facebook platform reported making **at least 25% of their sales digitally** in the past month.

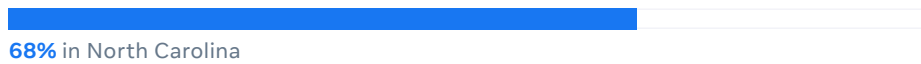




**23%** of operational SMBs using the Facebook platform expected **challenges** related to **cash flow** and **11%** expected **challenges** related to a **lack of demand** in the next few months.



**68%** of operational SMBs using the Facebook platform said they were **confident in their ability to continue operating for at least 12 months**, if current circumstances were to continue.



**76%** of women-led SMBs nationally, versus **82%** of men-led SMBs nationally, using the Facebook platform reported that they were **operational** or engaging in any revenue-generating activities.



**38%** of operational, women-led SMBs nationally using the Facebook platform reported that **sales** in the past month were **higher** than the equivalent month last year, during the pandemic, compared to **36%** of operational, men-led SMBs nationally using the Facebook platform.



Some businesses saw a decline in sales. **34%** of operational, women-led SMBs nationally using the Facebook platform reported their **sales** in the past month were **lower** than the same month the previous year, compared to **35%** of operational, men-led SMBs nationally using the Facebook platform.

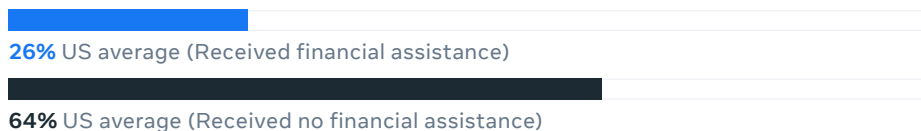


WOMEN-LED

FINANCIAL ASSISTANCE



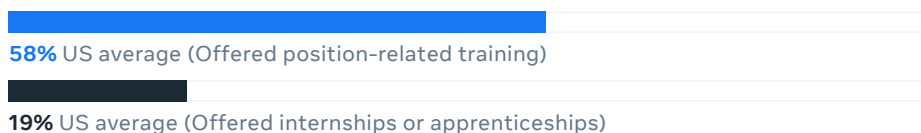
**26%** of operational SMBs nationally using the Facebook platform said **they have received financial assistance in the form of a cash grant or loan from a government source** since the start of the COVID-19 pandemic. In comparison, **64%** of operational SMBs nationally using the Facebook platform said **they have received no financial assistance** since the start of the COVID-19 pandemic.



EMPLOYEE TRAINING



**58%** of operational SMBs nationally using the Facebook platform said **they were offering formal training for employees in the form of position-related training**. **19%** of operational SMBs nationally using the Facebook platform said **they were offering formal training for employees in the form of internships or apprenticeships**.



This January 2022 survey of SMB owners and managers, conducted on the Facebook platform, included a minimum of **118** respondents in **North Carolina**.

The survey sample was drawn from the population of Facebook platform users. Statistics are reported for those who owned or managed an SMB and are weighted to adjust for nonresponse, among other factors. Respondents were invited to the survey and took it within the Facebook platform, with participation optional and uncompensated.

For details on the methodology and sampling, visit: [dataforgood.facebook.com/dfg/docs/2022-global-state-of-small-business](https://dataforgood.facebook.com/dfg/docs/2022-global-state-of-small-business).