

How do your business priorities and reality compare to those of your peers?

We asked 1,000 owners of small and mid-sized businesses⁽¹⁾ about their financial priorities. The realities show some planning is still needed to help achieve their goals.

TOP 5 PRIORITIES VS. REALITIES

1 Business protection **58%** have a plan

A record high 58% of owners say they have a plan in place to protect their business in the event of a death or disability of a key employee or owner.

2 Health and wellness solutions **76%** offer benefits

Those who offer an employee assistance program (EAP) or emotional/mental wellness programs remain at record levels.

3 Key employee benefits **39%** offer benefits

Key employee benefits jumped from 7th to 3rd most important from prior year. And a record 65% say they want to add more key employee benefits.

4 Income protection **50%** have a plan

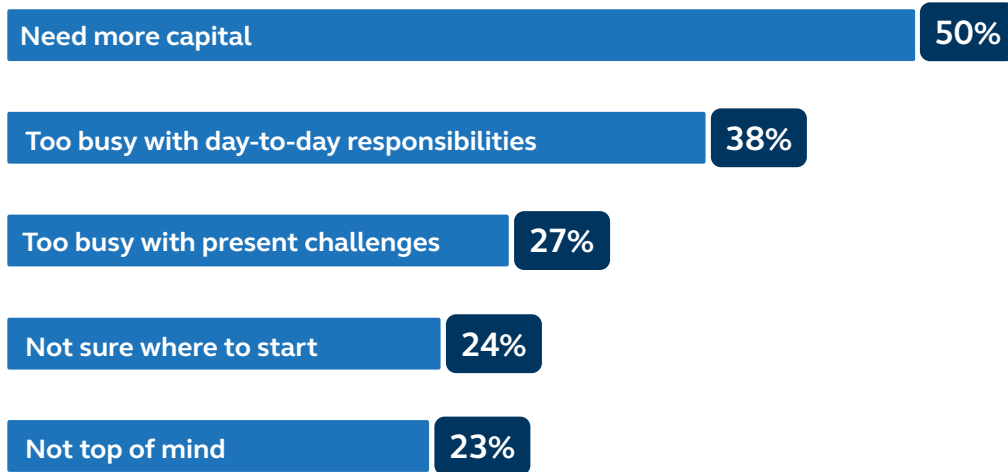
A record high number of owners have individual disability income insurance to provide income if they're too sick or hurt to work.

5 Non-medical benefits **70%** offer benefits

Owners are offering many employee benefits at record levels, including paid family and medical leave (PFML), paternity leave, and hospital indemnity insurance.

What stops business owners from planning?

When it comes to planning for the financial health of their business, record-high responses for needing more capital and being unsure which carrier or financial professional to turn to, were given. Top five responses include:



 Let's connect

Contact your financial professional or go to principal.com/ownerinsights.

⁽¹⁾ 2025 Principal Business Owner Insights survey, conducted by Dynata.



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The survey was conducted by Dynata and included 1,000 online interviews conducted from January 6 - 17, 2025. Results were weighted based on the number of employees and annual revenue. Potential respondents for this survey were selected from among those who have agreed to participate in Dynata surveys. Because the sample is based on those who agreed to be invited to participate, no estimates of theoretical sampling error can be calculated.

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