

## National Survey of Small Business Owners and Senior Leaders

*This national online survey of SMB owners and senior leaders was conducted from March 29 – April 6, 2022 and has a sample size of 1,000 and a margin of error of +/- 3.1% for the entire sample. The sample was drawn from an existing opt-in SMB panel.*

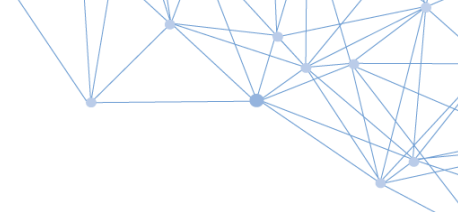
### Key Questions and Data

- From the following list of issues that may affect your business, please identify the top three that the President, his Administration, and Congress should be most focused on in the next six months? **(ACCEPT UP TO THREE ANSWERS) (RANDOMIZE)**

Inflation	60%
Gas prices	51%
Health/COVID	32%
Supply chain	31%
Energy, environment, and sustainability	20%
Small business access to capital	20%
Regulatory burden on small businesses	17%
Working to end the crisis in Ukraine	15%
America's standing in the world	9%
Consumer data protection and privacy	8%
Science, technology, engineering, and math ("STEM") education	7%
Increasing regulations on large tech companies	7%
Access to skilled employees for open roles	6%
Other (Specify)	4%

Would you support higher or lower levels of government oversight in each of the following areas:

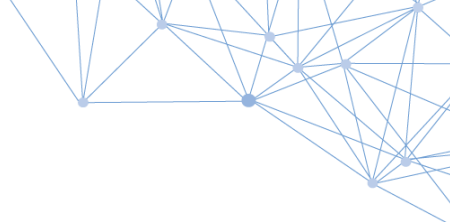
<b>Ranked by Higher</b>	Higher	Lower	Stay the same
2. Inflation	67%	21%	13%
3. Supply chain	67%	17%	17%



4. Gas prices	62%	25%	13%
5. America's standing in the world	57%	17%	26%
6. Energy, environment, and sustainability	57%	24%	19%
7. Consumer data protection and privacy	55%	18%	27%
8. Small business access to capital	54%	20%	25%
9. Working to end the crisis in Ukraine	53%	20%	27%
10. Science, technology, engineering, and math ("STEM") education	49%	19%	32%
11. Increasing regulations on large tech companies	47%	24%	28%
12. Health/COVID	42%	30%	28%
13. Access to skilled employees for open roles	37%	24%	39%
14. Regulatory burden on small businesses	36%	41%	23%

15. Looking ahead to 2023, please identify the top three business issues that the President and the new Congress that starts in January (after the November midterm elections) should be most focused on? **(ACCEPT UP TO THREE ANSWERS) (RANDOMIZE)**

Inflation	60%
Gas prices	50%
Supply chain	31%
Health/COVID	27%
Energy, environment, and sustainability	26%
Small business access to capital	18%
Regulatory burden on small businesses	18%
Working to end the crisis in Ukraine	15%
Consumer data protection and privacy	12%
America's standing in the world	11%
Increasing regulations on large tech companies	8%
Access to skilled employees for open roles	6%



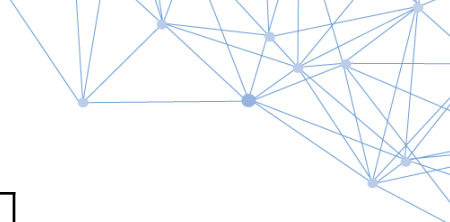
Science, technology, engineering, and math ("STEM") education	6%
Other (Specify)	3%

For each of the following U.S. industries, would you say the amount of federal government regulation is **[GRID]**

<i>Ranked by Too High</i>	Too high	Too low	Just about right
16. Small businesses	46%	24%	31%
17. Energy	34%	43%	23%
18. Automotive	32%	23%	45%
19. Technology	32%	33%	35%
20. Heavy manufacturing	31%	26%	44%
21. Banking/Financial services	30%	35%	35%
22. Pharma/Biotech	29%	47%	25%
23. Social media	28%	44%	28%

24. You may have noticed that the government is getting more involved in regulating and overseeing aspects of technology and data. From the following list, which would you say is the area you would **most** like to see the government focus on? **SELECT ONE**

<b>Data security</b> - making sure that companies protect your data against hackers and cyberthieves	46%
<b>Data privacy</b> - making sure that people know what data about them is being collected and what companies do with that data	26%
<b>Antitrust</b> - regulating monopolies or companies that are too big	16%



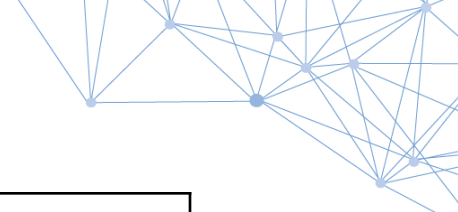
<b>Data sharing</b> - deciding when large technology companies cannot share consumer data among their various offerings even if consumers have approved sharing their data	12%
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Congress is considering new laws related to “anti-competitive” behavior of some major digital platforms. What are your feelings about the following potential unintended consequences of these new laws for small businesses?

<b>Ranked by Serious Concerns</b>	Serious concerns	Mild concerns	No concerns
25. Squeezing small businesses’ profit margins from ecommerce transactions	63%	23%	15%
26. Making it harder for customers to find small business’ products online	56%	28%	16%
27. Hurting small businesses’ productivity using integrated email, calendars, and documents	52%	30%	18%
28. Raising the costs of developing and maintaining small businesses’ digital products	52%	31%	17%
29. Reducing the effectiveness of small businesses’ digital advertising	51%	31%	18%

And what are your feelings about the following potential unintended consequences of these new laws for large technology companies that make software that most small businesses use and rely on?

<b>Ranked by Serious Concerns</b>	Serious concerns	Mild concerns	No concerns
30. Increasing the number of low-quality or even dangerous (eg, viruses, spyware) apps in smartphone app stores	57%	28%	15%
31. Making digital technologies more expensive to access/buy	55%	32%	13%
32. Separating integrated services from each other (say, maps integrated with search results when someone searches for a location)	42%	39%	19%



33. Making it illegal for big tech companies to grow larger than an arbitrary number	39%	37%	24%
34. Breaking up big tech companies into two or more smaller companies	34%	40%	26%

35. When it comes to regulating large technology companies (either through new laws passed by Congress or through regulatory agencies such as the Federal Trade Commission), what are the most important areas for the government to focus its attention on? **Please select up to five.**

User data safety and security	51%
Consumer data privacy	50%
Cyber security of platforms	47%
Misinformation and censorship (rules about what can be posted on the internet and what should be taken down)	33%
Online harassment and bullying	29%
National sovereignty and foreign actors/adversaries (Russia, China, etc.)	25%
Discrimination against groups of people based on race, gender, etc.	24%
Antitrust and competitive markets	24%
Net neutrality (rules about how internet companies manage data traffic over their networks)	23%
Concerns related to new technologies like artificial intelligence	23%
Journalism, freedom and democracy	20%
Future "Tech Cold War"	19%
Issues specific to younger users under 16 years old	19%
Inequality and access to technology	18%

**Screening Questions**

36. How many employees does your company have in total?

0-9	61%
10-99	18%
100-500	21%



37. In what state is your company headquartered? If there isn't an official headquarters location, where is the main office, or what state has the most employees?

NE	19%
MW	20%
S	38%
W	23%

38. Which of the following best describes your current employment status? Please select one.

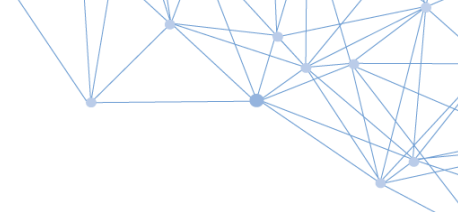
Employed full-time (30+ hours per week)	23%
Self-employed	77%

39. How would you describe your role when it comes to making decisions that affect your business? [Single select]

I am the sole/primary decision maker	80%
I share decision making with my partner/co-owner/executive team	21%

40. In what industry is your business or company?

Advertising	0%
Aerospace and Aviation	1%
Amusement and Entertainment	3%
Apparel and Accessories	2%
Automotive	1%
Biotechnology	1%
Chemicals	0%
Communications/PR	0%
Computer and Electronics	1%
Construction	13%
Consulting	7%
Energy	0%
Finance	1%
Financial Services	2%
Food/Beverages	4%
Government	0%



Hospitality/Travel	5%
Industrial Supplies/Equipment	0%
Insurance	2%
IT	4%
Law Firm	2%
Lodging	0%
Manufacturing	5%
Marketing	1%
Media	2%
Non-Profit/Association	2%
Professional Services	18%
Publishing	1%
Real Estate/Leasing	3%
Retail	13%
Telecommunications	0%
Transport/Warehouse/Logistics	4%
Utilities	0%
Wholesale	3%

41. Does your company sell physical goods of any kind, size, or price, either wholesale or retail, to customers or companies? (it doesn't matter if services such as installation or consulting are sometimes included)

Yes products only	22%
Yes products and services	41%
No just services	37%

42. Would you say the area your business is based is...?

Suburban	47%
Rural	22%
Urban	31%

**Demographics**

43. What is your age? <OE Numeric> [Range: 0-99]

18-24	3%
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25-34	20%
35-44	23%
45-54	19%
55-64	20%
65+	15%

44. What is your gender? [Single select]

Male	49%
Female	50%
Prefer not to say	0%
Other (Specify)	0%

45. Which of the following categories best represents the highest level of schooling you completed?

No high school	0%
Some high school	1%
High school graduate or equivalent (i.e., GED)	14%
Some college but degree not received or in progress	24%
Associate degree (i.e., AA, AS)	14%
Bachelor's degree (i.e., BA, BS, AB)	32%
Graduate degree (i.e., Master's, Professional, Doctorate)	16%

**IF SOME COLLEGE OR MORE**

46. Did any of your studies include a business curriculum?

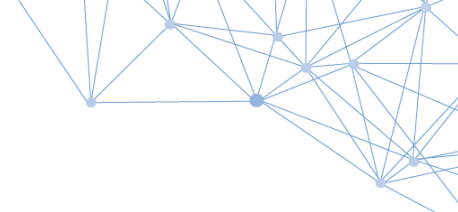
Yes	57%
No	39%
Don't remember	4%

**ASK ALL**

47. Which of the following best describes you? Select all that apply.

White	77%
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Hispanic or Latino	7%
Black/African American	13%
Asian	6%
American Indian or Alaskan Native	3%
Other	1%
Prefer not to say	1%

48. As far as you know, is your company a veteran-owned business, at least in part?

Yes	13%
No	83%

49. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Strong Republican	18%
Not-so-strong Republican	13%
Independent - lean Republican	7%
Independent	23%
Independent - lean Democrat	9%
Not-so-strong Democrat	11%
Strong Democrat	17%
Other	3%