



The Value of Digital Ads For Small Businesses: National Survey of SMB Leaders

Toplines

Total N = 2428
SMB Advertisers – N = 1616 (MoE = +/-2.4%)
SMB Publishers – N = 1524 (MoE = +/-2.5%)

Intro Screeners

/* DISPLAY */ We are going to start by asking you a few questions to see if you qualify for this study.

1. How many employees does your company have in total? **OE RECORD EXACT NUMBER**

	TOTAL	AD	PUB
0-9	56.9%	42.7%	42.5%
10-49	18.0%	22.8%	21.3%
50-500	25.0%	34.6%	36.3%

2. To the best of your knowledge, what was your company's gross revenue in 2021? **OPEN END, RECORD ANSWER IN DOLLARS**

	TOTAL	AD	PUB
\$0 to \$99,999	36.3%	26.4%	26.1%
\$100,000 to \$249,999	13.3%	11.3%	12.6%
\$250,000 to \$1,000,000	22.4%	25.5%	24.9%
over \$1,000,000	28.0%	36.8%	36.4%

3. 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? **/* DROP */ /* STATE */**

	TOTAL	AD	PUB
Northeast	19.0%	20.9%	20.4%
Midwest	20.0%	18.4%	18.5%
South	37.0%	38.1%	35.3%
West	24.0%	22.5%	25.8%

4. In what zip code is your primary business located?

NOT SHOWN

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

	TOTAL	AD	PUB



Employed full-time (30+ hours per week)	52.1%	65.3%	65.5%
Self-employed	47.9%	34.7%	34.5%

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

	TOTAL	AD	PUB
I am the sole/primary decision maker	77.9%	79.3%	78.8%
I share decision making with my partner/co-owner/executive team	22.1%	20.7%	21.2%

7. In what industry is your business or company?

	TOTAL	AD	PUB
Retail	13.4%	13.4%	13.7%
Construction	11.8%	12.3%	11.0%
Professional Services	8.5%	6.6%	6.1%
IT	7.5%	10.0%	10.9%
Food/Beverages	6.4%	7.1%	7.8%
Consulting	3.8%	3.2%	2.8%
Real Estate/Leasing	3.5%	3.8%	3.5%
Non-Profit/Association	3.5%	3.2%	4.1%
Media	3.0%	3.4%	3.7%
Advertising	2.9%	3.4%	4.5%
Transportation/Warehouse/Logistics	2.9%	2.5%	2.9%
Manufacturing	2.7%	3.1%	2.9%
Hospitality/Travel	2.7%	3.1%	3.1%
Finance	2.4%	3.2%	3.2%
Law Firm	2.4%	2.1%	2.9%
Marketing	2.2%	2.2%	3.0%
Computer and Electronics	2.0%	2.1%	2.6%
Financial Services	2.0%	2.4%	2.2%
Wholesale	1.9%	2.3%	2.0%
Amusement and Entertainment	1.6%	1.8%	1.7%
Automotive	1.4%	1.3%	1.1%
Insurance	1.1%	1.4%	1.2%
Government	1.1%	1.0%	1.3%
Telecommunications	1.0%	1.1%	1.3%
Apparel and Accessories	1.0%	1.2%	1.1%
Publishing	0.8%	1.0%	0.9%
Communications/PR	0.6%	0.2%	0.8%
Energy	0.5%	0.7%	0.7%
Chemicals	0.5%	0.6%	0.7%



Biotechnology	0.4%	0.6%	0.7%
Utilities	0.4%	0.5%	0.5%
App Development	0.4%	0.6%	0.6%
Lodging	0.3%	0.4%	0.5%
Industrial Supplies/Equipment	0.2%	0.2%	0.2%
Aerospace and Aviation	0.1%	0.1%	0.2%
Other (Specify)	15.2%	11.8%	10.7%

8. 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). *For example, if you sell a variety of rugs and carpeting and sometimes a customer will also purchase installation services, you would answer "yes".*

	TOTAL	AD	PUB
Yes products only	22.3%	22.9%	22.2%
Yes products and services	47.2%	57.5%	59.3%
No just services	30.2%	19.5%	18.2%
Don't know	0.3%	0.1%	0.2%

9. Does your business pay for online or digital advertising?

	TOTAL	AD	PUB
Yes	66.6%	100.0%	89.2%
No	33.4%	0%	10.8%

IF YES TO Q9 = SMB ADVERTISER

ASK ALL

10. Does your business publish content on or own any kind of website, newsletter, mobile app, etc (something online that promotes or represents your company)? **Select all that apply.**

	TOTAL	AD	PUB
Yes - website	72.0%	85.8%	87.8%
Yes - digital newsletter	30.4%	39.0%	41.3%
Yes - mobile app	38.6%	50.6%	53.9%
Yes - Other	6.4%	5.2%	4.6%

IF YES

11. Do you currently sell advertising space on your website, newsletter, mobile app, etc (in other words, do advertisers or ad companies pay you to display ads on your digital property?)

	TOTAL	AD	PUB
Yes	74.6%	85.1%	100.0%
No	25.4%	14.9%	0%

IF YES TO Q10 AND Q11 = SMB PUBLISHER



	TOTAL	AD	PUB
ADS	66.6%	100.0%	89.2%
PUBS	62.8%	84.2%	100.0%

ASK ALL

12. What percentage of your business' revenue comes from:

- 1) Online revenue 46.4%
- 2) Offline revenue 53.6%

13. Does your business use any free digital tools or services (such as Wix, Hootsuite, Facebook, etc.)?

	TOTAL	AD	PUB
Yes	81.1%	92.8%	93.7%
No	18.9%	7.2%	6.3%

IF YES

14. From the following list of companies, which does your company get its free digital tools or services from? Select all that apply.

	TOTAL	AD	PUB
Google (inc. YouTube)	68.7%	71.3%	72.6%
Meta (inc. Facebook Instagram)	65.8%	65.0%	64.6%
Microsoft	42.1%	45.4%	47.6%
Amazon	39.2%	43.9%	48.3%
Adobe	25.3%	27.3%	28.8%
Apple	24.7%	27.4%	30.8%
Salesforce	17.8%	19.5%	22.0%
Oracle	10.9%	12.0%	14.1%
Cisco	9.8%	10.6%	13.1%
Other (Specify)	3.1%	1.8%	1.0%

If Q14 = 3

15. Do you use any of the following free Google tools?

	TOTAL	AD	PUB
Google Search	76.9%	77.8%	76.5%
YouTube	71.6%	71.0%	72.6%
Google Maps	65.3%	65.8%	65.2%
Google Workspace (free version)	55.8%	56.7%	56.9%
Google Analytics (free version)	49.6%	52.8%	53.4%
Google AdSense	38.6%	41.0%	44.5%
Business Profile	37.7%	39.1%	41.3%



Google AdMob	18.8%	19.9%	23.5%
I do not use any of these	0.5%	0.1%	0.1%

ASK ALL

16. Does your business use any paid digital tools or services (in other words, your business pays to buy, subscribe to or otherwise access the tools or services)?

	TOTAL	AD	PUB
Yes	67.7%	85.9%	86.8%
No	32.3%	14.1%	13.2%

IF YES

17. From the following list of companies, which does your company get its paid digital tools or services from? Select all that apply.

	TOTAL	AD	PUB
Google (inc. YouTube)	51.8%	53.7%	56.2%
Microsoft	46.8%	47.0%	49.4%
Amazon	42.2%	43.9%	47.7%
Meta (inc. Facebook Instagram)	41.1%	42.3%	46.5%
Adobe	29.5%	29.4%	32.1%
Apple	27.0%	27.5%	31.4%
Salesforce	26.1%	26.5%	28.8%
Oracle	17.9%	17.7%	21.1%
Cisco	13.7%	14.2%	16.0%
Other (Specify)	7.8%	5.5%	3.4%

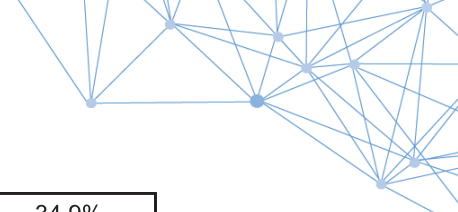
ASK ALL

18. How would you describe the role of digital tools and services in running your business right now? **RANDOM 1-5 AND 5-1**

	TOTAL	AD	PUB
Absolutely essential	43.7%	53.5%	55.6%
Very important	32.4%	37.1%	35.0%
Somewhat important	13.5%	8.7%	9.1%
Not very important	5.8%	0.7%	0.3%
Not important at all	4.7%	0%	0%
IMPORTANT (NET)	89.6%	99.3%	99.7%
NOT IMPORTANT (NET)	10.4%	0.7%	0.3%

19. And how much do you anticipate using digital tools and services in the next two years? **RANDOM 1-5 AND 5-1**

	TOTAL	AD	PUB
Much more than we do now	39.5%	46.8%	49.4%



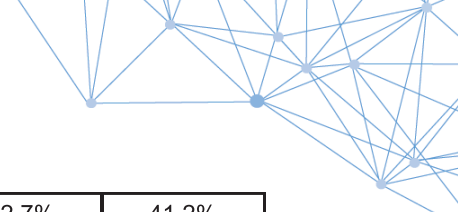
Somewhat more than we do now	32.8%	36.2%	34.9%
About the same	25.5%	16.3%	14.7%
Somewhat less than we do now	1.3%	0.6%	1.1%
Much less than we do now	0.9%	0%	0%
MORE (NET)	72.3%	83.1%	84.2%
LESS (NET)	2.2%	0.6%	1.1%

20. For the following types of digital tools (free or paid), which do your business use? **SELECT ALL THAT APPLY**

	TOTAL	AD	PUB
Social media and video (e.g. Facebook Instagram YouTube WhatsApp Snapchat etc.)	52.6%	56.6%	54.9%
Digital payments (e.g. PayPal G Pay Venmo Apple Pay Shop pay Amazon pay etc.)	50.3%	52.3%	51.0%
Business website (e.g. Wordpress Wix Weebly Squarespace etc.)	38.3%	43.9%	44.3%
Digital ads (e.g. Facebook Ads Google Ads Instagram Ads YouTube Ads etc.)	37.8%	45.5%	48.6%
Video Conferencing (e.g. Zoom Microsoft Teams Google Meet Amazon Chime Skype Bluejeans WebEx etc.)	37.1%	41.8%	41.3%
Search engine optimization / SEO (e.g. Google Bing DuckDuckGo etc.)	35.6%	39.1%	38.8%
Online marketplace (e.g. Amazon eBay Etsy Walmart Marketplace etc.)	35.2%	41.3%	40.3%
Local listings (e.g. Yelp Google Business Profile NextDoor etc.)	32.8%	36.0%	36.5%
Collaboration (e.g. Google Workspace (formerly known as G Suite) Microsoft Office 365 Slack etc.)	32.5%	35.2%	35.6%
Business/data analytics (e.g. Microsoft Power BI Google Analytics SAP Business Intelligence Tableau)	27.1%	33.9%	36.5%
Online hiring (e.g. Indeed LinkedIn ZipRecruiter Monster Craigslist)	26.7%	31.9%	33.6%
E-commerce on your website (e.g. Shopify Woo Commerce Squarespace Ecommerce etc.)	26.7%	33.6%	33.5%
Customer relationship management (e.g. Mailchimp Salesforce SAP etc.)	26.3%	32.0%	33.6%
Online training (e.g. Coursera LinkedIn Learning Facebook for Business Grow with Google etc.)	23.7%	28.2%	31.2%
Customer insights (e.g. Online Surveys Google Trends)	21.5%	27.4%	28.7%
Ad monetization (e.g. AdSense AdMob InfoLinks Mediavine etc)	19.2%	25.1%	27.3%

21. Thinking about the digital tools and technologies you use most for your business, for what purpose does your business use them? **SELECT ALL THAT APPLY**

	TOTAL	AD	PUB
To find new customers	53.9%	57.0%	56.1%
To sell products or services	52.3%	56.4%	56.1%
To communicate with your customers	48.9%	48.5%	48.6%
To process and receive customer payments	44.1%	47.2%	46.1%
To reach and engage your audience/fans	39.6%	43.1%	45.6%
To deliver products or services	38.8%	42.8%	43.8%



To retain existing customers	38.8%	42.7%	41.2%
To process and pay vendors	32.6%	37.4%	38.2%
To gather insights about your customers	31.3%	36.6%	39.2%
To work productively with employees	28.4%	34.0%	35.7%
To measure the effectiveness of your marketing activities	27.7%	34.2%	36.0%
To hire new employees	27.3%	33.5%	35.4%
To monetize website app video or gaming content	26.7%	32.0%	36.5%
To train new or current employees	21.7%	26.5%	29.9%
I don't know	2.9%	1.7%	1.7%

For each of the following statements, please indicate whether you agree or disagree. **GRID**

SCRAMBLE

22. Free digital tools are an important part of my company's success.

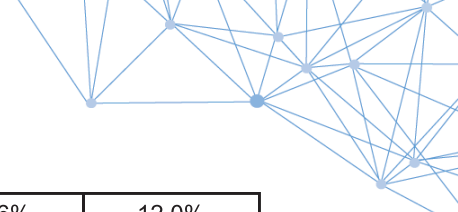
	TOTAL	AD	PUB
Strongly agree	50.1%	55.8%	58.6%
Somewhat agree	28.9%	29.9%	28.3%
Neither agree nor disagree	11.9%	9.4%	8.3%
Somewhat disagree	3.0%	2.9%	2.6%
Strongly disagree	2.5%	1.8%	2.0%
N/A - my company does not use free digital tools	3.6%	0.2%	0.2%
AGREE (NET)	79.0%	85.7%	86.9%
DISAGREE (NET)	5.5%	4.7%	4.6%

23. Free digital tools help my company compete with much larger competitors.

	TOTAL	AD	PUB
Strongly agree	47.1%	54.5%	56.7%
Somewhat agree	30.2%	31.5%	30.2%
Neither agree nor disagree	13.1%	9.2%	8.8%
Somewhat disagree	3.2%	2.9%	2.5%
Strongly disagree	2.6%	1.7%	1.5%
N/A - my company does not use free digital tools	3.8%	0.2%	0.3%
AGREE (NET)	77.3%	86.0%	86.9%
DISAGREE (NET)	5.7%	4.5%	4.0%

24. I would not have been able to launch and sustain my business without free digital tools.

	TOTAL	AD	PUB
Strongly agree	38.8%	42.5%	45.6%
Somewhat agree	28.1%	31.4%	32.0%



Neither agree nor disagree	14.9%	14.6%	12.0%
Somewhat disagree	7.8%	6.4%	6.2%
Strongly disagree	6.3%	4.3%	3.5%
N/A - my company does not use free digital tools	4.1%	0.8%	0.8%
AGREE (NET)	66.9%	73.9%	77.6%
DISAGREE (NET)	14.1%	10.7%	9.6%

25. If free digital tools were no longer available to your business, how much of an impact would it have on your company? **RANDOM 1-4 AND 4-1**

	TOTAL	AD	PUB
Significant negative impact	28.9%	31.0%	31.2%
Somewhat negative impact	37.7%	41.5%	39.5%
Not much of an impact	20.9%	19.3%	20.0%
No impact at all	10.4%	6.4%	7.8%
I don't know	2.1%	1.8%	1.5%
NEG IMPACT (NET)	66.6%	72.5%	70.7%
NO IMPACT (NET)	31.3%	8.2%	9.2%

IF NOT ADS OR PUBS, SKIP AHEAD TO DEMOS
IF ADS, CONTINUE – IF ONLY PUBS (NOT ADS), SKIP TO Q 33

26. From the following, which would you say is the primary purpose of your business' use of digital ads? **ONE ANSWER ONLY**

	AD	AD AND PUB	AD ONLY
To find customers that buy products or services	36.1%	33.4%	50.9%
To generate overall brand awareness	21.1%	19.6%	29.1%
To communicate company values and goals	10.6%	12.1%	2.5%
To enter new markets	10.5%	11.4%	6.0%
To retarget existing customers to stay top of mind	8.8%	9.9%	2.8%
To retarget customers to increase lifetime value	8.2%	8.6%	6.0%
To conduct thought leadership	4.2%	4.7%	1.6%
Other (Specify)	0.5%	0.4%	1.2%

TOTAL PRIMARY PURPOSE

	AD	AD AND PUB	AD ONLY
To find customers that buy products or services	58.5%	55.9%	72.7%
To generate overall brand awareness	41.4%	38.6%	56.1%
To retarget existing customers to stay top of mind	23.1%	24.1%	18.0%
To enter new markets	22.7%	23.6%	17.9%
To communicate company values and goals	22.7%	24.6%	12.7%
To retarget customers to increase lifetime value	20.2%	20.8%	17.1%



To conduct thought leadership	9.8%	10.9%	3.7%
Other (Specify)	1.1%	1.1%	1.2%

27. Which of the following platforms does your business currently use for paid digital advertising? **SELECT ALL THAT APPLY**

	AD	AD AND PUB	AD ONLY
Facebook	63.3%	65.4%	52.5%
Google	61.2%	62.3%	55.4%
YouTube	45.7%	48.7%	29.9%
Instagram	43.5%	45.8%	31.5%
Amazon	38.1%	41.0%	22.7%
Microsoft (Bing Yahoo DuckDuckGo)	33.9%	36.0%	22.7%
TikTok	28.6%	31.9%	10.8%
Twitter	27.3%	29.9%	13.1%
LinkedIn	26.5%	27.3%	22.5%
Apple	20.6%	23.2%	6.6%
Pinterest	19.9%	21.7%	10.3%
Other (Specify)	1.9%	1.1%	6.3%

28. Using your best guess, in an average year, what percentage of your business' paid advertising budget goes to each of the following? **RESPONSES SHOULD ADD UP TO 100%**

29. And from the same list, please rank (1 is the highest) the best value (however you define "value") you get for your advertising dollars.

ALL ADS – SORTED BY Q28 MEAN %	Q28 MEAN %	Q29 MEAN RANK
Social media	27.2%	3.7
Online search	16.3%	4.5
Digital display	9.3%	5.8
Online video	8.5%	5.8
Print	7.2%	6.5
Mobile-only formats	6.2%	6.4
SOME OTHER WAY	4.6%	9.5
Radio	4.5%	7.2
Broadcast / Cable TV	4.5%	7.1
Streaming / Connected TV	4.4%	6.9
Outdoor	4.2%	7.3
Podcast	3.3%	7.3

30. In an average year, in dollars, what would you say is your advertising budget?

	TOTAL	AD AND PUB	AD ONLY
\$0 to \$1000	11.9%	10.1%	21.2%



\$1001 to \$10 000	26.7%	22.9%	47.0%
\$10 001 to \$100 000	31.9%	34.0%	20.7%
\$100 001 to \$100 000 000	29.5%	33.0%	11.0%

31. How much do you anticipate using paid digital ads in the next two years?

	AD	AD AND PUB	AD ONLY
More than now - 25% or more	31.1%	32.8%	22.1%
Somewhat more than now - 5%-25% more	38.7%	38.3%	41.0%
About the same - give or take 5%	26.9%	25.7%	33.4%
Somewhat less than now - 5%-25% less	2.4%	2.4%	2.3%
Much less than now - 25% (or more) less	0.9%	0.8%	1.1%

IF ONLY ADS (NOT PUBS), SKIP TO Q46

32. Which of the following best describes the topics of your content where you display digital ads for other companies? **SELECT ALL THAT APPLY**

	PUB	AD AND PUB	PUB ONLY
Media and entertainment	50.4%	48.6%	65.3%
Digital tools	39.6%	40.5%	32.9%
News and information	39.3%	37.4%	54.5%
Commerce	39.1%	37.6%	51.4%
Apps	37.9%	37.7%	40.0%
Lifestyle and blogging	33.2%	33.0%	34.6%
Education and learning	29.6%	28.8%	36.4%
Gaming	23.8%	20.8%	48.5%
Other (Specify)	1.5%	1.3%	3.3%

33. Which of the following do you identify as, if any? **SELECT ALL THAT APPLY**

	PUB	AD AND PUB	PUB ONLY
Online Retailer	38.0%	38.6%	32.9%
Content Creator	37.5%	36.3%	47.7%
Content Marketer	30.8%	29.2%	43.4%
Developer	29.9%	28.4%	41.9%
Publisher	26.7%	25.5%	36.1%
Artist	24.9%	24.5%	28.7%
Blogger	24.0%	23.0%	32.5%
Journalist	17.1%	15.6%	29.6%
Other (Specify)	2.8%	2.5%	5.3%
None of these	13.5%	13.5%	13.1%



Approximately how many unique visits do you get on your digital properties over the course of an average **(OPEN END NUMERIC)**

- 34. Day
- 35. Week
- 36. Month

NOT SHOWN

37. And about how frequently do you post new content to your digital properties?

	PUB	AD AND PUB	PUB ONLY
Multiple times a day	34.3%	33.9%	37.7%
Once a day	24.1%	25.2%	14.6%
Several times a week	28.6%	29.4%	22.5%
Several times a month	10.2%	9.7%	14.1%
Several times a year	1.9%	1.2%	7.6%
Rarely or never	0.9%	0.6%	3.4%

38. Which of the following describe how you sell advertising space on your digital property? **SELECT ALL THAT APPLY**

	PUB	AD AND PUB	PUB ONLY
I sell ads, and use digital tools to do so	50.6%	50.7%	49.8%
I have dedicated staff that sell ads, and don't use digital tools to do so	29.1%	28.9%	30.7%
I sell ads, and don't use digital tools to do so	24.8%	25.2%	21.6%
I have dedicated staff that sell ads, and use digital tools to do so	23.1%	22.9%	24.8%
None of the above/Other	9.3%	9.1%	10.9%

39. How has your digital advertising revenue contributed to your company's overall bottom line?

	PUB	AD AND PUB	PUB ONLY
Very much	50.9%	50.7%	52.5%
Somewhat	41.2%	42.0%	34.1%
Not very much	7.4%	6.6%	13.5%
Not at all	0.5%	0.6%	0%
VERY/SOMEWHAT (NET)	92.1%	92.8%	86.5%
NOT VERY/NOT AT ALL (NET)	7.9%	7.2%	13.5%



For each of the following statements, please indicate whether you agree or disagree. **GRID**

40. Without the revenue generated by selling digital ads, I would not be able to produce and/or share as much content.

	PUB	AD AND PUB	PUB ONLY
Strongly agree	41.5%	40.9%	46.8%
Somewhat agree	33.0%	34.3%	22.3%
Neither agree nor disagree	13.7%	13.8%	12.7%
Somewhat disagree	8.6%	7.7%	16.4%
Strongly disagree	3.2%	3.4%	1.8%
AGREE (NET)	74.5%	75.1%	69.1%
DISAGREE (NET)	11.8%	11.1%	18.2%

41. Without the revenue generated by selling digital ads, my company's entire business model would be negatively impacted.

	PUB	AD AND PUB	PUB ONLY
Strongly agree	39.8%	40.0%	38.4%
Somewhat agree	34.5%	34.8%	31.8%
Neither agree nor disagree	16.3%	15.1%	26.0%
Somewhat disagree	5.6%	6.1%	1.8%
Strongly disagree	3.8%	4.0%	2.1%
AGREE (NET)	74.3%	74.8%	70.1%
DISAGREE (NET)	9.4%	10.1%	3.9%

42. Right now, in 2022, how would you describe the process of selling advertising space on your digital property or properties? **RANDOM 1-5 AND 5-1**

	PUB	AD AND PUB	PUB ONLY
Very difficult	10.1%	9.5%	14.8%
Somewhat difficult	21.4%	21.5%	21.0%
About the same	39.2%	39.4%	37.9%
Somewhat easy	17.5%	18.7%	7.4%
Very easy	11.8%	10.9%	18.9%
DIFFICULT (NET)	31.5%	31.0%	35.8%
EASY (NET)	29.3%	29.7%	26.3%

43. Compared to previous years, how would you describe the process of selling advertising space on your digital property(ies) in 2022? **RANDOM 1-5 AND 5-1**

	PUB	AD AND PUB	PUB ONLY
Much easier	26.6%	26.0%	31.3%



Somewhat easier	26.8%	27.7%	19.2%
About the same	38.4%	37.7%	44.1%
Somewhat more difficult	7.4%	7.6%	5.4%
Much more difficult	0.9%	1.0%	0%
EASIER (NET)	53.4%	53.7%	50.4%
MORE DIFFICULT (NET)	8.3%	8.6%	5.4%

44. Using your best guess, what percentage of your business' revenue comes from each of the following?
RESPONSES SHOULD ADD UP TO 100%

45. And thinking about the next two years, what percentage of your business' revenue will come from each of the following? **RESPONSES SHOULD ADD UP TO 100%**

ALL PUBS – SORTED BY Q44	Q44 MEAN %	Q45 MEAN %
Selling products (not including in-app purchases)	19.5%	18.6%
Selling services (not including in-app purchases)	17.8%	17.4%
Digital advertising from other companies	12.8%	13.1%
Affiliate sales	10.2%	9.8%
In-app purchases	8.9%	8.5%
Subscriptions	8.3%	8.8%
Sponsored content	8.1%	9.9%
Other non-digital advertising	7.9%	7.5%
SOME OTHER WAY	6.5%	6.3%

ASK ADS AND PUBS

Thinking about the impact of digital advertising on your business....

46. What percentage would you estimate your business has grown in the last two years because of digital advertising?

	TOTAL	AD	PUB
None	1.2%	0.9%	0.9%
1 to 24	37.1%	38.0%	35.2%
25 to 49	26.5%	25.4%	27.4%
50 to 74	18.3%	18.5%	18.3%
75 to 100	16.8%	17.3%	18.2%
Mean	38.9	39.1	40.3

47. And thinking just about 2022, how much revenue would you say digital advertising will generate for your business? \$ _____



	TOTAL	AD	PUB
\$0 to \$50 000	44.8%	42.8%	43.0%
\$50 001 to \$650,000	26.2%	27.0%	26.0%
over \$650,000	29.1%	30.2%	31.0%

48. Compared to the various sources of revenue for your company, what percentage of your company's overall revenue in the past year would you say is a result of digital advertising?

	TOTAL	AD	PUB
None	0.5%	0.6%	0.3%
1 to 24	30.5%	30.2%	28.6%
25 to 49	29.8%	29.9%	30.8%
50 to 74	20.9%	21.2%	21.4%
75 to 100	18.3%	18.1%	18.9%
Mean	41.7	42.0	42.7

49. Thinking about this year (2022), do you think the revenue that digital advertising generates for your business next year (2023) will be higher or lower than 2022?

	TOTAL	AD	PUB
Higher	64.4%	64.3%	63.3%
Lower	7.7%	6.8%	8.2%
The same	25.2%	25.9%	25.9%
Don't know	2.7%	3.0%	2.5%

IF HIGHER

50. Please can you give an approximate percentage of how much higher: 33.3%

IF LOWER

51. Please can you give an approximate percentage of how much lower? 25.4%

For each of the following statements, please indicate whether you agree or disagree. **GRID**

SCRAMBLE

52. Digital advertising is an important part of my company's success.

	TOTAL	AD	PUB
Strongly agree	49.8%	49.8%	50.6%
Somewhat agree	32.1%	32.1%	31.7%
Neither agree nor disagree	12.1%	12.1%	11.9%
Somewhat disagree	4.0%	4.3%	4.0%
Strongly disagree	1.4%	1.1%	1.3%



N/A - does not apply	0.5%	0.5%	0.5%
AGREE (NET)	81.9%	81.9%	82.3%
DISAGREE (NET)	5.5%	5.5%	5.3%

53. Revenue generated by digital ads allows me to hire new employees

	TOTAL	AD	PUB
Strongly agree	41.7%	41.1%	44.5%
Somewhat agree	28.4%	28.5%	27.9%
Neither agree nor disagree	16.9%	17.8%	15.8%
Somewhat disagree	5.1%	5.0%	4.6%
Strongly disagree	3.6%	3.5%	3.8%
N/A - does not apply	4.3%	4.1%	3.4%
AGREE (NET)	70.0%	69.6%	72.3%
DISAGREE (NET)	8.7%	8.5%	8.4%

54. Digital ads help my company compete with much larger competitors

	TOTAL	AD	PUB
Strongly agree	47.9%	47.8%	49.1%
Somewhat agree	30.6%	31.9%	29.6%
Neither agree nor disagree	14.2%	13.7%	14.3%
Somewhat disagree	5.0%	4.7%	4.6%
Strongly disagree	1.3%	1.4%	1.3%
N/A - does not apply	1.0%	0.4%	1.1%
AGREE (NET)	78.6%	79.7%	78.7%
DISAGREE (NET)	6.2%	6.1%	5.9%

55. Digital ads have helped me reach many new customers in the last year

	TOTAL	AD	PUB
Strongly agree	50.1%	49.5%	50.1%
Somewhat agree	31.8%	31.5%	32.0%
Neither agree nor disagree	12.6%	13.0%	12.4%
Somewhat disagree	3.9%	4.3%	3.9%
Strongly disagree	1.3%	1.4%	1.4%
N/A - does not apply	0.3%	0.3%	0.2%
AGREE (NET)	81.9%	80.9%	82.1%
DISAGREE (NET)	5.2%	5.7%	5.3%

56. Digital ads allow me to reach more new customers in the last year than traditional, offline ads (e.g. TV, radio, newspaper ads)



	TOTAL	AD	PUB
Strongly agree	50.8%	50.1%	51.0%
Somewhat agree	30.5%	30.5%	30.5%
Neither agree nor disagree	11.9%	12.1%	11.6%
Somewhat disagree	4.6%	4.8%	4.7%
Strongly disagree	1.2%	1.4%	1.3%
N/A - does not apply	1.1%	1.2%	0.9%
AGREE (NET)	81.3%	80.5%	81.5%
DISAGREE (NET)	5.8%	6.2%	6.0%

57. Digital ads allow me to more efficiently reach my target customers than traditional, offline ads (e.g. TV, radio, newspaper ads)

	TOTAL	AD	PUB
Strongly agree	50.2%	49.8%	51.4%
Somewhat agree	32.0%	32.5%	30.8%
Neither agree nor disagree	12.3%	12.5%	12.3%
Somewhat disagree	3.2%	2.7%	3.2%
Strongly disagree	1.6%	1.8%	1.7%
N/A - does not apply	0.7%	0.7%	0.5%
AGREE (NET)	82.2%	82.3%	82.3%
DISAGREE (NET)	4.8%	4.5%	4.9%

58. Digital ads contribute more revenue to my business than traditional, offline ads (e.g. TV, radio, newspaper ads)

	TOTAL	AD	PUB
Strongly agree	48.4%	47.0%	49.5%
Somewhat agree	29.9%	31.3%	29.9%
Neither agree nor disagree	14.3%	14.4%	13.8%
Somewhat disagree	4.6%	4.6%	4.2%
Strongly disagree	2.0%	1.8%	1.9%
N/A - does not apply	0.8%	0.9%	0.6%
AGREE (NET)	78.3%	78.3%	79.4%
DISAGREE (NET)	6.6%	6.4%	6.1%

59. If I was unable to target people interested in my product / service with digital ads, then my company would be less profitable

	TOTAL	AD	PUB
Strongly agree	40.1%	40.0%	41.4%
Somewhat agree	33.1%	33.4%	31.6%
Neither agree nor disagree	17.0%	17.0%	16.8%
Somewhat disagree	5.3%	5.2%	5.5%



Strongly disagree	3.8%	3.7%	4.0%
N/A - does not apply	0.7%	0.8%	0.7%
AGREE (NET)	73.2%	73.4%	73.0%
DISAGREE (NET)	9.1%	8.9%	9.5%

60. I would not have been able to launch and sustain my business without digital ads that allowed me to target people interested in my product / service

	TOTAL	AD	PUB
Strongly agree	37.5%	37.1%	39.3%
Somewhat agree	31.4%	31.7%	31.9%
Neither agree nor disagree	18.3%	18.0%	17.7%
Somewhat disagree	8.0%	8.5%	6.4%
Strongly disagree	3.9%	3.7%	3.8%
N/A - does not apply	0.9%	1.0%	0.9%
AGREE (NET)	69.0%	68.9%	71.2%
DISAGREE (NET)	11.9%	12.2%	10.2%

61. I would not have been able to launch and sustain my business without revenue from digital advertising

	TOTAL	AD	PUB
Strongly agree	38.4%	37.3%	40.7%
Somewhat agree	30.0%	31.2%	30.1%
Neither agree nor disagree	17.7%	17.4%	16.7%
Somewhat disagree	8.4%	8.4%	6.9%
Strongly disagree	4.4%	4.3%	4.5%
N/A - does not apply	1.2%	1.3%	1.2%
AGREE (NET)	68.3%	68.5%	70.8%
DISAGREE (NET)	12.7%	12.8%	11.3%

62. If targeted digital advertising were no longer available, how much of an impact would it have on your business?

	TOTAL	AD	PUB
Significant negative impact	29.8%	29.7%	29.2%
Somewhat negative impact	39.2%	39.3%	38.8%
Not much of an impact	22.1%	23.0%	22.6%
No impact at all	6.7%	5.5%	6.9%
I don't know	2.2%	2.4%	2.4%
NEGATIVE (NET)	69.0%	69.1%	68.0%
NOT MUCH (NET)	28.8%	28.5%	29.6%



63. Several people in Congress support the introduction of new tech regulations that would essentially eliminate targeted digital advertising. If you were to learn that a candidate running for Congress supported these regulations, would that make you...

	TOTAL	AD	PUB
Much more likely to vote for that candidate	24.7%	23.8%	27.4%
Somewhat more likely to vote for that candidate	23.5%	23.6%	26.0%
Would have no real impact	23.8%	25.2%	22.7%
Somewhat less likely to vote for that candidate	11.4%	11.4%	9.3%
Much less likely to vote for that candidate	16.5%	16.0%	14.6%
MORE LIKELY (NET)	48.3%	47.4%	53.4%
LESS LIKELY (NET)	27.9%	27.4%	23.9%

DEMOGRAPHICS

ASK ALL

64. What is your age?

	TOTAL	AD	PUB
18-54	75.2%	86.1%	86.6%
55+	24.8%	13.9%	13.4%

65. What is your gender? [Single select]

	TOTAL	AD	PUB
Male	43.0%	49.0%	48.9%
Female	56.8%	50.8%	50.9%

66. Would you say the area in which your business is based is...?

	TOTAL	AD	PUB
Suburban	39.8%	38.4%	36.3%
Rural	20.9%	17.0%	15.7%
Urban	39.3%	44.6%	48.0%

67. Generally, which party's candidates or policies do you tend to align with the most? /* **RANDOM ROTATE CHOICES */**

	TOTAL	AD	PUB
Democratic	39.5%	42.9%	44.9%
Republican	32.8%	31.1%	32.3%
Independent	20.9%	21.1%	17.7%
I don't align with any party	6.0%	4.0%	4.0%
Other (Specify)	0.8%	0.9%	1.0%



68. Which of the following best describes your race/ethnicity? Select all that apply.

	TOTAL	AD	PUB
White/Caucasian	70.9%	65.7%	63.7%
Hispanic/Latino	13.0%	15.8%	16.9%
Black/African American	16.7%	19.9%	20.6%
Asian/Asian American	4.9%	4.9%	5.8%
American Indian or Alaska Native	2.6%	2.3%	2.7%
Arabic / Middle Eastern	0.3%	0.3%	0.2%
Native Hawaiian or Pacific Islander	0.4%	0.4%	0.4%
Prefer not to say	0.4%	0.2%	0.3%
Other (Specify)	0.8%	1.0%	0.9%

69. Is your company a veteran-owned business, at least in part?

	TOTAL	AD	PUB
Yes	17.9%	20.5%	23.3%
No	79.5%	76.1%	73.1%
Not sure	2.6%	3.4%	3.6%

70. Is your company a woman-owned business, at least in part?

	TOTAL	AD	PUB
Yes	54.8%	49.0%	50.2%
No	43.5%	48.7%	47.1%
Not sure	1.8%	2.3%	2.6%

71. Is your company a minority/underrepresented community-owned business, at least in part?

	TOTAL	AD	PUB
Yes	36.8%	42.4%	45.3%
No	58.4%	53.4%	50.6%
Not sure	4.9%	4.2%	4.1%