



# Digital Tools: The Key to Small Business Resilience in Today's Economy

March 2023

Q1 How many employees does your company have in total? If you are the sole owner/operator, please enter 0 (zero) (Q1)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
0 to 9	60.0%	56.0%	59.3%	41.0%
10 to 49	16.8%	19.1%	13.3%	12.0%
50 or more	23.2%	24.9%	27.4%	47.0%
Q2 How would you describe your role when it comes to making decisions that affect your business? (Q2)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
I am the sole/primary decision maker	74.9%	74.3%	80.8%	80.7%
I share decision making with my partner/co-owner/executive team	25.1%	25.7%	19.2%	19.3%
I make decisions that affect mostly my department				
I make decisions that affect mostly my team				
I don't make any decisions that affect other members of my business				
Prefer not to answer				



Q3 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? (Q3)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
North East	16.9%	17.8%	15.6%	21.7%
Midwest	18.2%	11.0%	14.6%	10.5%
South	42.8%	33.8%	58.6%	38.5%
West	22.1%	37.4%	11.2%	29.2%

Q4 Would you say the area your business is based is ? (Q4)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Suburban	40.8%	40.9%	35.2%	29.1%
Rural	22.6%	14.3%	14.5%	11.5%
Urban	36.6%	44.7%	50.3%	59.4%

Q5 Which of the following best describes you? (Q5)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
White	72.3%	32.7%	4.6%	72.6%
Hispanic or Latino	11.6%	100.0%	7.7%	14.1%
Black African American	16.7%	8.4%	100.0%	16.0%
Asian	3.7%	1.8%	1.1%	2.4%
American Indian or Alaskan Native	2.7%	4.0%	2.0%	2.5%
Other	1.4%	0.5%	0.4%	0.7%
Prefer not to answer	0.3%			0.5%



Q6 As far as you know, is your company a veteran-owned business, at least in part? (Q6)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes	23.9%	26.0%	26.5%	85.8%
No	72.6%	69.7%	68.0%	10.4%
Not sure	3.5%	4.3%	5.5%	3.8%
Q7 And are you yourself a veteran? (Q7)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes	18.1%	18.6%	18.6%	100.0%
No	81.9%	81.4%	81.4%	
Q8 As far as you know, is your company a woman-owned business, at least in part? (Q8)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes	56.0%	58.9%	52.0%	58.5%
No	41.7%	39.0%	45.3%	39.5%
Not sure	2.3%	2.0%	2.6%	2.0%
Q9 As far as you know, is your company a minority/underrepresented community-owned business, at least in part? (Q9)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes	39.6%	66.3%	68.7%	62.5%
No	53.3%	26.1%	24.7%	31.6%
Not sure	7.1%	7.6%	6.6%	5.9%



Q10 In what industry is your business or company? (Select all that apply) (Q10)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Construction	15.3%	18.5%	13.6%	24.3%
Retail	10.9%	10.0%	13.2%	15.7%
Professional Services	10.5%	9.6%	9.2%	9.0%
IT	7.8%	6.4%	7.9%	7.9%
Food Beverages	5.4%	5.7%	7.4%	6.9%
Consulting	4.1%	5.6%	7.2%	6.5%
Manufacturing	4.1%	5.4%	6.1%	5.5%
Financial Services	4.0%	5.0%	5.8%	4.5%
Automotive	3.4%	4.7%	5.6%	4.3%
Real Estate Leasing	3.3%	4.6%	4.8%	4.0%
Hospitality Travel	3.2%	4.3%	4.3%	3.9%
Computer and Electronics	3.1%	4.2%	4.1%	3.7%
Finance	3.0%	3.9%	4.1%	3.6%
Transportation Warehouse Logistics	2.7%	3.9%	3.9%	3.6%
Advertising	2.5%	3.8%	3.8%	3.3%
Media	2.4%	3.6%	3.7%	2.9%
Amusement and Entertainment	2.3%	3.5%	3.6%	2.8%
Apparel and Accessories	2.3%	2.7%	3.6%	2.7%
Wholesale	2.3%	2.4%	2.8%	2.7%
Insurance	2.1%	2.4%	2.7%	2.6%
Law Firm	1.8%	2.2%	2.5%	2.6%
Non-Profit Association	1.5%	2.1%	2.3%	2.4%
Marketing	1.4%	2.1%	2.2%	2.1%
Government	1.4%	1.5%	1.9%	1.7%
Biotechnology	1.3%	1.4%	1.9%	1.6%
Telecommunications	1.3%	1.0%	1.6%	1.6%
Energy	1.0%	1.0%	1.5%	1.6%
Publishing	1.0%	0.9%	1.5%	1.6%
Communications PR	0.8%	0.9%	1.4%	1.5%



Aerospace and Aviation	0.8%	0.8%	1.4%	1.2%
Industrial Supplies Equipment	0.6%	0.4%	1.4%	1.2%
Utilities	0.6%	0.2%	0.9%	1.1%
Chemicals	0.5%	0.2%	0.9%	0.6%
Lodging	0.2%	0.2%	0.4%	0.6%
Other	15.0%	12.0%	14.0%	7.1%

Q11 Does your company sell physical goods of any kind, size, or price, either wholesale or retail, to customers or companies? (Q11)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes products only	22.8%	21.6%	25.8%	29.1%
Yes products and services	42.2%	50.7%	47.7%	52.8%
No just services	35.1%	27.6%	26.4%	18.1%
Don't know				

Q12 Does your business pay for online or digital advertising? (Q12)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes	64.2%	74.2%	75.5%	85.9%
No	35.8%	25.8%	24.5%	14.1%

Q13 Which of the following platforms does your business currently use for paid digital advertising? (SELECT ALL THAT APPLY) (Q13)

	TOTAL	HISP	AA	VET
Total	1284	366	460	563
Facebook	63.7%	62.2%	63.2%	68.0%
Google	63.1%	60.2%	62.6%	67.8%
Instagram	43.4%	52.8%	57.5%	59.5%
YouTube	41.2%	40.6%	54.1%	58.6%
Amazon	33.0%	33.1%	40.7%	51.9%
TikTok	25.9%	28.0%	38.4%	45.4%



Twitter	25.6%	27.4%	32.3%	41.9%
LinkedIn	22.8%	26.1%	21.7%	29.4%
Microsoft (Bing, Yahoo, DuckDuckGo)	19.3%	19.7%	19.2%	27.9%
Pinterest	14.3%	18.2%	18.4%	26.3%
Apple	13.5%	9.8%	18.0%	19.6%
Other	7.0%	6.2%	4.4%	0.3%

Q14 Using your best guess, in an average year, what percentage of your business' paid advertising budget goes to each of the following?  
(RESPONSES MUST ADD UP TO 100) (Q14)

Digital display: (Q14\_01)

	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	26.6%	22.2%	25.2%	8.7%
1 - 24	51.1%	52.6%	51.8%	74.2%
25 - 49	14.0%	16.3%	13.7%	11.1%
50 - 74	5.1%	5.1%	5.5%	2.5%
75 - 100	3.3%	3.8%	3.7%	3.5%
MEAN	16.4	18.0	17.1	16.7

Online search (Q14\_02)

	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	17.1%	15.4%	21.3%	8.7%
1 - 24	51.9%	54.7%	55.1%	76.3%
25 - 49	19.9%	21.3%	16.9%	11.9%
50 - 74	6.9%	6.5%	5.1%	2.5%
75 - 100	4.3%	2.1%	1.6%	0.7%
MEAN	20.2	18.8	16.4	14.6

Social media (Q14\_03)



	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	17.1%	15.4%	21.3%	8.7%
1 - 24	47.4%	49.1%	48.9%	69.9%
25 - 49	22.4%	24.5%	19.9%	17.0%
50 - 74	10.2%	12.9%	13.1%	3.5%
75 - 100	6.5%	5.5%	6.7%	2.8%
MEAN	24.4	26.4	25.5	17.7
Online video (Q14_04)				
	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	47.0%	43.2%	38.8%	21.1%
1 - 24	47.4%	52.4%	53.3%	75.8%
25 - 49	4.6%	4.2%	6.0%	3.1%
50 - 74	0.9%	0.2%	1.7%	
75 - 100	0.2%		0.2%	
MEAN	7.2	7.1	8.4	8.8
Mobile-only formats (Q14_05)				
	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	56.6%	53.2%	49.2%	30.9%
1 - 24	41.8%	43.3%	46.8%	67.4%
25 - 49	1.1%	2.8%	2.4%	1.3%
50 - 74	0.4%	0.1%	1.0%	0.3%
75 - 100	0.1%	0.6%	0.6%	
MEAN	4.6	5.5	6.4	6.4
Broadcast / Cable TV (Q14_06)				



	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	62.2%	65.2%	60.1%	31.0%
1 - 24	35.0%	32.1%	35.7%	66.9%
25 - 49	2.3%	2.7%	3.5%	1.8%
50 - 74	0.4%		0.5%	0.3%
75 - 100	0.1%		0.3%	
MEAN	4.1	3.4	4.5	6.4
Streaming / Connected TV (Q14_07)				
	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	64.4%	64.0%	60.1%	32.0%
1 - 24	34.7%	34.5%	37.5%	66.5%
25 - 49	0.7%	1.3%	1.6%	1.1%
50 - 74	0.1%	0.2%	0.5%	0.4%
75 - 100	0.2%		0.3%	
MEAN	3.4	3.4	4.3	6.2
Print (Q14_08)				
	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	47.4%	46.9%	52.7%	29.8%
1 - 24	44.6%	46.9%	42.9%	69.1%
25 - 49	5.1%	4.3%	2.4%	1.1%
50 - 74	2.4%	1.7%	1.4%	
75 - 100	0.5%	0.2%	0.5%	
MEAN	7.3	6.9	5.4	6.0
Outdoor (Q14_09)				





	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	64.0%	64.5%	63.0%	35.9%
1 - 24	34.4%	35.0%	35.9%	63.9%
25 - 49	1.3%	0.3%	0.9%	0.2%
50 - 74	0.3%	0.2%	0.2%	
75 - 100				
MEAN	3.2	3.0	3.2	4.6
Radio (Q14_10)				
	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	65.2%	66.9%	64.5%	36.9%
1 - 24	32.9%	32.4%	33.9%	61.4%
25 - 49	1.6%	0.5%	1.0%	1.4%
50 - 74	0.2%	0.3%	0.4%	0.2%
75 - 100	0.1%		0.2%	0.2%
MEAN	3.2	2.8	3.2	4.9
Podcast (Q14_11)				
	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	72.5%	74.5%	70.6%	43.3%
1 - 24	26.0%	25.1%	26.9%	54.8%
25 - 49	1.1%	0.4%	1.9%	1.8%
50 - 74	0.3%		0.6%	0.2%
75 - 100	0.1%			
MEAN	2.5	1.9	3.0	4.3
SOME OTHER WAY (Q14_12)				



	TOTAL	HISP	AA	VET
Total	1284	366	460	563
0	83.0%	84.1%	85.5%	68.7%
1 - 24	12.4%	12.6%	11.2%	28.9%
25 - 49	2.1%	1.9%	1.9%	1.3%
50 - 74	1.1%	0.5%	0.7%	0.3%
75 - 100	1.5%	0.8%	0.7%	0.8%
MEAN	3.5	2.7	2.6	3.3
Q15 In general, how would you rate the status of the economy in the United States today? (Q15)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Excellent	13.1%	13.8%	20.2%	36.5%
Good	20.5%	21.6%	25.6%	28.3%
Fair	34.9%	38.4%	32.8%	20.3%
Poor	31.5%	26.2%	21.3%	14.9%
Excellent Good (NET)	33.6%	35.4%	45.8%	64.7%
FAIR POOR (NET)	66.4%	64.6%	54.2%	35.3%
Q16 And compared to other industries in the US, how would you describe the current state of the industry your business is a part of? (Q16)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Excellent	16.5%	18.7%	25.7%	37.8%
Good	42.4%	44.9%	45.4%	44.6%
Fair	33.2%	31.7%	24.2%	15.6%
Poor	7.8%	4.7%	4.7%	2.0%



Excellent Good (NET)	59.0%	63.6%	71.2%	82.4%
FAIR POOR (NET)	41.0%	36.4%	28.8%	17.6%
Q17 How would you rate the economy in your state? (Q17)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Excellent	12.8%	12.2%	17.3%	33.7%
Good	29.6%	34.5%	36.3%	36.1%
Fair	38.9%	36.5%	33.1%	22.1%
Poor	18.7%	16.8%	13.4%	8.1%
Excellent Good (NET)	42.4%	46.7%	53.5%	69.8%
FAIR POOR (NET)	57.6%	53.3%	46.5%	30.2%
Q18 How optimistic are you that your business will grow and thrive in the next 3-5 years? (Q18)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
100% positive	22.9%	27.6%	41.0%	37.8%
Very optimistic	35.0%	39.4%	35.8%	40.1%
Somewhat optimistic	31.0%	28.5%	19.9%	14.5%
Not very optimistic	8.7%	4.0%	2.6%	5.5%
Not at all optimistic	2.4%	0.5%	0.7%	2.1%
OPTIMISTIC	57.9%	66.9%	76.9%	77.9%
NOT OPTIMISTIC	11.1%	4.6%	3.2%	7.6%
Q19 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 (SELECT ALL THAT APPLY) (Q19)				



	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Inflation	68.2%	65.3%	57.8%	50.0%
Gas prices	46.5%	46.8%	43.9%	40.8%
Supply chain	34.7%	30.9%	38.1%	35.1%
Energy, environment, and sustainability	27.7%	30.6%	35.0%	29.4%
Health/COVID	27.5%	29.6%	26.3%	28.9%
Small business access to capital	25.5%	29.3%	26.3%	23.6%
Regulatory burden on small businesses	23.4%	19.9%	19.2%	23.4%
America's standing in the world:	15.4%	15.9%	16.4%	22.8%
Access to skilled employees for open roles	14.3%	15.3%	16.0%	22.7%
Consumer data security and privacy	14.1%	13.8%	15.2%	22.4%
Working to end the crisis in Ukraine	12.4%	12.3%	13.6%	21.0%
Science, technology, engineering, and math (STEM) education	11.9%	10.6%	13.5%	20.8%
Increasing regulations on large tech companies	10.7%	10.4%	12.3%	19.8%
Other	3.5%	2.4%	1.2%	1.4%
Q20 How would you describe the role of digital tools in running your business right now? (Q20)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Absolutely critical - we couldnt operate without them	43.4%	47.0%	46.6%	55.0%
Valuable and important but not critical	41.2%	42.4%	46.0%	37.2%
Useful, but not that important	12.8%	9.9%	6.3%	7.4%



Not useful	2.6%	0.7%	1.1%	0.3%
IMPORTANT (NET)	84.6%	89.4%	92.6%	92.3%
NOT IMPORTANT (NET)	15.4%	10.6%	7.4%	7.7%
For each of the following, please tell me whether you use digital tools.				
Q21 To sell products or services and drive revenue (Q21)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	42.4%	42.6%	50.5%	46.7%
Yes, a valuable and important part of my business	33.5%	38.9%	32.3%	39.5%
Yes, but not an important part of my business	12.8%	11.5%	10.7%	9.9%
No, but have considered doing so	4.9%	4.9%	3.0%	1.4%
No, and not considering	6.5%	2.1%	3.5%	2.6%
YES (NET)	88.6%	93.0%	93.5%	96.0%
NO (NET)	11.4%	7.0%	6.5%	4.0%
Q22 To retain existing customers (Q22)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	38.0%	39.0%	46.0%	43.6%
Yes, a valuable and important part of my business	37.5%	39.4%	38.0%	41.5%
Yes, but not an important part of my business	12.8%	13.8%	10.3%	9.9%
No, but have considered doing so	5.5%	5.8%	2.8%	2.9%
No, and not considering	6.2%	2.0%	2.8%	2.1%



YES (NET)	88.3%	92.2%	94.4%	95.0%
NO (NET)	11.7%	7.8%	5.6%	5.0%
Q23 To find new customers (Q23)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	41.6%	46.3%	48.6%	47.7%
Yes, a valuable and important part of my business	36.0%	37.6%	37.8%	38.8%
Yes, but not an important part of my business	12.1%	12.8%	8.0%	9.2%
No, but have considered doing so	5.1%	2.1%	3.8%	2.3%
No, and not considering	5.2%	1.2%	1.9%	2.0%
YES (NET)	89.7%	96.7%	94.4%	95.7%
NO (NET)	10.3%	3.3%	5.6%	4.3%
Q24 To hire new employees (Q24)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	23.1%	27.5%	29.9%	35.8%
Yes, a valuable and important part of my business	28.8%	32.6%	37.5%	40.7%
Yes, but not an important part of my business	16.9%	19.9%	14.9%	9.8%
No, but have considered doing so	11.5%	11.3%	8.9%	5.4%
No, and not considering	19.6%	8.7%	8.8%	8.3%
YES (NET)	68.9%	80.0%	82.3%	86.2%
NO (NET)	31.1%	20.0%	17.7%	13.8%



Q25 To train new or current employees (Q25)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	23.2%	27.3%	33.1%	40.9%
Yes, a valuable and important part of my business	30.5%	32.1%	35.5%	38.7%
Yes, but not an important part of my business	14.2%	16.8%	14.0%	9.6%
No, but have considered doing so	10.4%	10.3%	8.3%	4.1%
No, and not considering	21.7%	13.5%	9.2%	6.8%
YES (NET)	67.9%	76.2%	82.5%	89.1%
NO (NET)	32.1%	23.8%	17.5%	10.9%
Q26 To work productively with employees (Q26)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	30.2%	34.5%	38.4%	43.0%
Yes, a valuable and important part of my business	33.4%	36.9%	40.6%	38.6%
Yes, but not an important part of my business	13.5%	13.4%	10.5%	9.1%
No, but have considered doing so	7.4%	8.0%	5.0%	3.0%
No, and not considering	15.5%	7.2%	5.6%	6.3%
YES (NET)	77.0%	84.8%	89.5%	90.7%
NO (NET)	23.0%	15.2%	10.5%	9.3%
Q27 To communicate with your customers (Q27)				



	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes, a critical part of my business	45.5%	45.6%	53.1%	48.2%
Yes, a valuable and important part of my business	35.0%	38.8%	34.1%	41.7%
Yes, but not an important part of my business	11.0%	10.4%	8.2%	7.1%
No, but have considered doing so	4.3%	3.8%	3.4%	2.5%
No, and not considering	4.1%	1.5%	1.1%	0.5%
YES (NET)	46.0%	49.1%	42.3%	48.8%
NO (NET)	8.4%	5.3%	4.6%	3.0%
Q28 In order for your business to consider 2022 a success, how important to your business is the holiday shopping period that begins the day after Thanksgiving? (Q28)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Very important	33.7%	39.5%	49.3%	53.0%
Somewhat important	27.6%	32.9%	27.3%	26.3%
Not very important	19.3%	16.1%	15.2%	11.2%
Not important at all	19.4%	11.4%	8.1%	9.4%
IMPORTANT (NET)	61.3%	72.4%	76.7%	79.4%
NOT IMPORTANT (NET)	38.7%	27.6%	23.3%	20.6%
Q29 Thinking specifically about this holiday shopping period, how would you describe the role of digital tools in running your business? (this includes accounting, inventory, supply chain tracking, marketing, sales, hiring, training, and any other aspect (Q29)				
	TOTAL	HISP	AA	VET





Total	2000	493	609	655
Absolutely critical - we couldn't operate without them	35.6%	38.4%	46.8%	50.0%
Valuable and important but not critical	39.0%	44.5%	40.9%	40.5%
Useful, but not that important	16.5%	14.5%	9.2%	6.0%
Not useful	9.0%	2.6%	3.1%	3.5%
IMPORTANT (NET)	74.5%	82.9%	87.6%	90.5%
NOT IMPORTANT (NET)	25.5%	17.1%	12.4%	9.5%
Q30 Does your business sell physical goods/products that must be packed, shipped, and delivered to customers in some way? (Q30)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Yes	53.8%	59.9%	68.6%	76.6%
No	46.2%	40.1%	31.4%	23.4%
Q31 How important are digital sales channels (web store, online marketplaces, social media selling, delivery apps, etc ) to selling your company's products during the holiday shopping season? (Q31)				
	TOTAL	HISP	AA	VET
Total	1077	296	418	502
Very important - we couldn't operate without them	52.5%	51.8%	58.2%	53.9%
Valuable and important	37.9%	41.8%	37.8%	41.2%
Useful, but not business-critical	7.8%	6.1%	3.5%	3.8%
Not used to any significant degree	1.7%	0.4%	0.5%	1.1%
IMPORTANT (NET)	90.4%	93.5%	96.0%	95.1%
NOT IMPORTANT (NET)	9.6%	6.5%	4.0%	4.9%



For each of the following statements, please indicate whether you agree or disagree.				
Q32 Digital tools played a critical role in helping my business grow over the last two years (Q32)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Strongly agree	42.5%	45.7%	50.2%	52.9%
Somewhat agree	32.7%	36.9%	32.3%	34.4%
Neither agree nor disagree	13.0%	10.5%	10.4%	8.0%
Somewhat disagree	4.7%	3.9%	4.5%	2.0%
Strongly disagree	2.9%	1.0%	1.4%	1.6%
N/A - does not apply	4.1%	2.1%	1.2%	1.1%
AGREE (NET)	75.3%	82.6%	82.6%	87.3%
DISAGREE (NET)	7.6%	4.8%	5.9%	3.6%
Q33 Digital tools played a critical role in helping my business survive over the last two years (Q33)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Strongly agree	41.4%	45.7%	48.2%	49.5%
Somewhat agree	33.4%	35.1%	32.6%	36.8%
Neither agree nor disagree	13.0%	11.2%	11.3%	7.0%
Somewhat disagree	5.0%	4.1%	3.6%	3.2%
Strongly disagree	3.0%	1.6%	2.7%	2.5%
N/A - does not apply	4.1%	2.4%	1.5%	1.1%
AGREE (NET)	74.9%	80.7%	80.9%	86.2%
DISAGREE (NET)	8.0%	5.7%	6.3%	5.6%
Q34 Digital tools will play a critical role in my company growing and succeeding in 2023 (Q34)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655



Strongly agree	45.5%	48.9%	56.4%	54.2%
Somewhat agree	32.0%	33.3%	29.4%	32.7%
Neither agree nor disagree	13.0%	13.2%	9.0%	8.0%
Somewhat disagree	3.9%	2.5%	2.6%	2.3%
Strongly disagree	1.7%	0.5%	1.2%	1.3%
N/A - does not apply	3.8%	1.7%	1.4%	1.5%
AGREE (NET)	77.6%	82.2%	85.9%	86.9%
DISAGREE (NET)	5.6%	3.0%	3.7%	3.6%

Q35 Digital tools give me a sense of confidence about the future of my company (Q35)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Strongly agree	38.0%	44.8%	48.5%	52.1%
Somewhat agree	35.3%	37.4%	32.7%	33.7%
Neither agree nor disagree	17.5%	12.3%	13.5%	10.0%
Somewhat disagree	3.3%	2.9%	2.3%	1.7%
Strongly disagree	2.4%	1.0%	1.7%	1.3%
N/A - does not apply	3.5%	1.7%	1.3%	1.2%
AGREE (NET)	73.3%	82.2%	81.2%	85.8%
DISAGREE (NET)	5.7%	3.9%	4.0%	3.0%

Q36 Digital tools will help my business navigate tough economic conditions heading into the new year (Q36)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Strongly agree	40.4%	47.1%	52.3%	52.4%
Somewhat agree	34.2%	35.4%	30.7%	34.8%
Neither agree nor disagree	15.4%	11.7%	11.8%	7.8%
Somewhat disagree	3.6%	3.5%	2.5%	2.2%
Strongly disagree	2.2%	0.7%	1.0%	1.6%
N/A - does not apply	4.1%	1.7%	1.7%	1.2%
AGREE (NET)	74.6%	82.5%	83.0%	87.1%
DISAGREE (NET)	5.8%	4.2%	3.5%	3.9%



	TOTAL	HISP	AA	VET
Thinking specifically about inflation, please indicate whether you agree or disagree with each of the following statements.				
Q37 Inflation is having a serious negative impact on my ability to run and operate my business (Q37)				
Total	2000	493	609	655
Strongly agree	28.6%	25.7%	30.0%	35.1%
Somewhat agree	37.1%	38.5%	33.4%	41.0%
Neither agree nor disagree	17.3%	19.8%	18.9%	13.4%
Somewhat disagree	10.9%	10.3%	11.4%	6.4%
Strongly disagree	4.5%	4.3%	5.5%	3.8%
N/A - does not apply	1.7%	1.3%	0.8%	0.3%
AGREE (NET)	65.7%	64.3%	63.3%	76.0%
DISAGREE (NET)	15.4%	14.6%	16.9%	10.2%
Q38 Digital tools help my business battle inflation by being more efficient (Q38)				
Total	2000	493	609	655
Strongly agree	28.1%	32.4%	37.6%	42.5%
Somewhat agree	36.4%	38.2%	36.7%	39.4%
Neither agree nor disagree	22.0%	22.4%	18.4%	11.3%
Somewhat disagree	6.1%	3.5%	3.2%	4.2%
Strongly disagree	4.1%	0.6%	2.6%	2.2%
N/A - does not apply	3.3%	2.9%	1.5%	0.4%
AGREE (NET)	64.5%	70.6%	74.4%	81.8%
DISAGREE (NET)	10.2%	4.1%	5.7%	6.4%
Q39 By making my business more efficient and save money, digital tools play a critical role in helping me run my business in the middle of economic uncertainty (Q39)				



	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Strongly agree	36.1%	38.9%	43.8%	49.1%
Somewhat agree	36.9%	40.9%	36.9%	36.7%
Neither agree nor disagree	16.9%	16.1%	13.8%	8.8%
Somewhat disagree	4.5%	1.9%	3.0%	2.1%
Strongly disagree	2.5%	0.5%	1.5%	2.5%
N/A - does not apply	3.2%	1.6%	1.0%	0.7%
AGREE (NET)	72.9%	79.8%	80.7%	85.8%
DISAGREE (NET)	7.0%	2.4%	4.5%	4.7%

Q40 In the midst of a challenging economy, I am confident that digital tools will help steer my business in the right direction (Q40)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Strongly agree	33.1%	43.0%	46.8%	50.9%
Somewhat agree	39.5%	38.9%	38.0%	35.2%
Neither agree nor disagree	17.2%	14.2%	11.3%	9.4%
Somewhat disagree	4.7%	2.6%	2.0%	2.7%
Strongly disagree	2.7%	0.7%	0.7%	1.7%
N/A - does not apply	2.8%	0.7%	1.1%	0.1%
AGREE (NET)	72.6%	81.9%	84.8%	86.1%
DISAGREE (NET)	7.4%	3.3%	2.8%	4.4%

Q41 How big a concern is data security and customer privacy for your business right now? (Q41)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Very big concern	31.6%	31.0%	36.5%	47.5%
Big concern	33.7%	35.9%	37.1%	33.4%
Not a big concern	28.3%	27.4%	20.7%	16.2%
Not a concern at all	6.4%	5.7%	5.6%	2.9%



CONCERN (NET)	65.3%	66.9%	73.7%	80.9%
NOT A CONCERN (NET)	34.7%	33.1%	26.3%	19.1%
Q42 How concerned are you about your business being targeted by a cyber attack? (Q42)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Very concerned	24.0%	26.7%	32.8%	43.6%
Somewhat concerned	32.5%	31.6%	31.0%	34.6%
Not very concerned	31.8%	30.3%	23.5%	16.7%
Not concerned at all	11.7%	11.3%	12.8%	5.0%
CONCERNED (NET)	56.5%	58.4%	63.7%	78.3%
NOT CONCERNED (NET)	43.5%	41.6%	36.3%	21.7%
Q43 And regardless of how concerned you are, how likely is it that your business would be a target for a cyber attack? (Q43)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Very likely	15.7%	17.1%	23.3%	35.0%
Somewhat likely	24.9%	25.8%	28.2%	33.0%
Not very likely	42.5%	41.6%	33.4%	25.6%
Not likely at all	16.8%	15.5%	15.1%	6.4%
LIKELY (NET)	40.6%	42.9%	51.5%	68.1%
NOT LIKELY (NET)	59.4%	57.1%	48.5%	31.9%
Q44 Would you agree or disagree that you currently have the employees (including yourself) with the skills necessary to help protect your business from a cyber attack? (Q44)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655



Strongly agree	33.6%	41.5%	48.2%	52.4%
Somewhat agree	45.0%	41.9%	38.2%	40.9%
Somewhat disagree	15.9%	12.2%	10.5%	5.5%
Strongly disagree	5.5%	4.4%	3.2%	1.2%
AGREE (NET)	78.6%	83.4%	86.4%	93.2%
DISAGREE (NET)	21.4%	16.6%	13.6%	6.8%

Q45 Which of the following best describes you and your business? (Q45)

	TOTAL	HISP	AA	VET
Total	2000	493	609	655
I currently have a cyber security plan in place	47.6%	47.1%	53.6%	72.6%
I don't have a cyber security plan in place, but I have plans to in the next year or two	23.2%	31.4%	26.3%	18.3%
I don't have a cyber security plan in place, or any plan to - but I might reconsider that now	16.7%	13.8%	12.6%	4.0%
I have no need for a cyber security plan	12.5%	7.6%	7.5%	5.1%

Q46 In the future, with a cyber security plan in place, would that make you feel more comfortable using digital tools for your business over the next two years? (Q46)

	TOTAL	HISP	AA	VET
Total	1750	455	564	622
Much more comfortable	44.7%	50.5%	55.1%	59.1%
Somewhat more comfortable	40.5%	36.7%	34.8%	33.2%
No impact	14.4%	12.3%	9.2%	7.5%
Somewhat less comfortable	0.4%	0.3%	0.5%	0.1%
Much less comfortable	0.1%	0.2%	0.4%	0.1%



MORE COMFORTABLE (NET)	85.1%	87.2%	89.9%	92.3%
LESS COMFORTABLE (NET)	0.5%	0.5%	0.9%	0.3%
Q47 What is your age? (Q47)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
18 - 24	5.6%	8.8%	15.3%	4.3%
25 - 34	23.4%	30.7%	34.7%	24.3%
35 - 44	30.5%	32.3%	25.5%	40.2%
45 - 54	16.5%	18.4%	14.2%	12.0%
55 - 64	13.7%	5.2%	6.8%	8.8%
65 - 69	5.7%	4.0%	2.4%	3.3%
70+	4.7%	0.6%	1.2%	7.0%
Q48 What is your gender? (Q48)				
	TOTAL	HISP	AA	VET
Total	2000	493	609	655
Male	49.3%	43.7%	55.8%	67.3%
Female	50.4%	55.9%	43.7%	32.1%
Other		0.2%	0.2%	0.3%
Prefer not to respond	0.2%	0.2%	0.3%	0.3%