

National Small Business Survey Results

SMALL BUSINESS IN AMERICAN LIFE

When it comes to working, playing, and getting the items and services Americans need for everything in between, small businesses are a significant part of everyday life. One in four Americans (24%) work at a small business, and half (49%) have a family member or friend who works for one. Over seven in ten (72%) say they purchase goods and services from small businesses often, including one in four (26%) who say they do so “very” often.

Given the importance of small businesses in day-to-day life, it comes as little surprise that Americans hold small businesses in high regard. Nearly nine in ten adults (89%) report a positive view of small businesses, including 46% who say they have a “very positive” view. These positive sentiments extend across party lines; in a political environment that often feels more polarized than ever, Republicans (92% positive) and Democrats (90% positive) are united in

their appreciation for small businesses. By comparison, just 44% of Americans report a positive view of large corporations, including only 7% who say they have a “very positive” view.

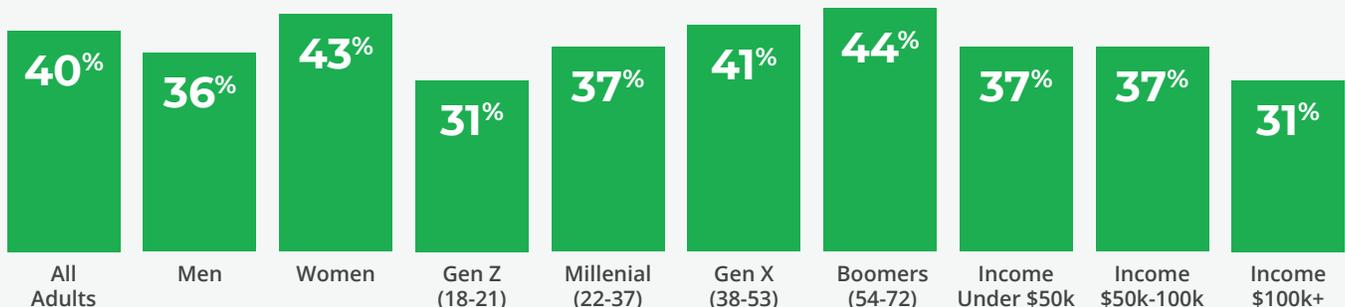
WHEN IT COMES TO STARTING A SMALL BUSINESS, AMERICANS RECOGNIZE CHALLENGES

Despite this widespread appreciation for small businesses, Americans are highly attuned to the risks and challenges associated with starting one. Nearly eight in ten (78%) Americans say it would be difficult for someone like them to start a successful

small business, including 40% who say it would be very difficult. Americans who make under \$50,000 per year are particularly likely to view their odds of starting a successful small business as “very difficult.”

For Someone Like You, Would It Be...

% Very Difficult to Start a Successful Small Business

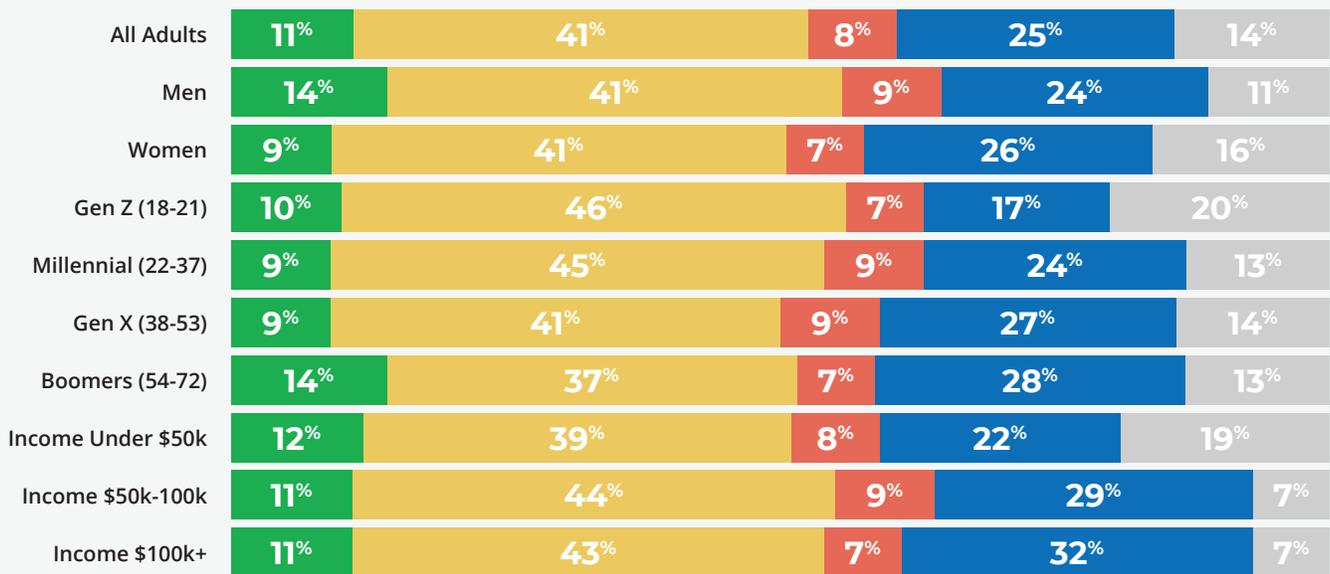


Americans tend to cite economic uncertainty (41%) and their own willingness to take a risk (25%) as the most significant barriers when it comes to starting a small business. Younger respondents are especially inclined to cite

economic uncertainty as a major barrier, while older Americans cite complying with government regulations at a higher rate than their younger counterparts.

Which of the Following Would be the Largest Barrier to You in Starting A Small Business?

- Complying with government regulations
- Economic uncertainty
- Federal income taxes
- Willingness to take a risk
- Don't know / no opinion



That being said, it is exciting to note that younger adults are more optimistic about their odds of being successful small business owners than older Americans: just 31% of Generation Z respondents view starting a

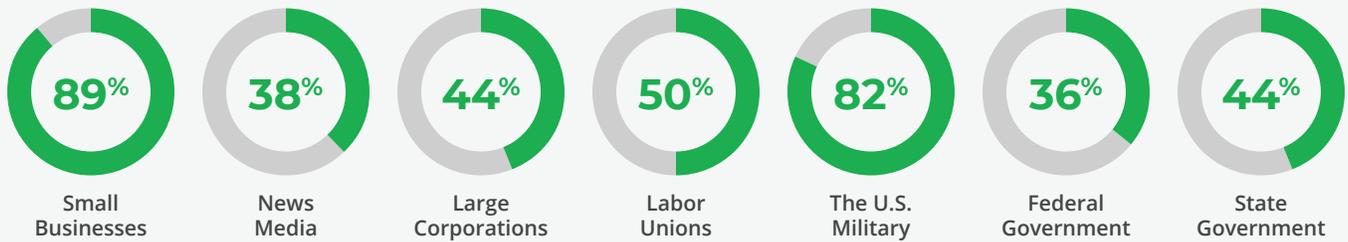
small business as very difficult. Even taking risks into account, Americans across age groups agree that owning your own business is a good way to get ahead in this country (73% agree).

A TRUSTED AMERICAN INSTITUTION

Americans view small businesses in a more positive light than they view large corporations. This advantage extends when it comes to a number of other prominent institutions in American life, as well; small

businesses are viewed more positively than the federal government (36% positive), state government (44% positive), news media (38% positive), and labor unions (50% positive).

Do You Have a Positive or Negative View of Each of the Following?



While Americans express limited trust in their elected officials to identify and meet the needs of their local communities – just 37% think elected officials understand what the local community needs to be successful, while 36% think elected officials make decisions that support the local community – Americans see small businesses as being connected to their daily lives. Over eight in

ten (82%) say that small business owners have a strong understanding of their local community, including 39% who say that small business owners have a “very strong” understanding.

It follows that Americans express a preference for small business owners when it comes to determining who should

represent their communities in elected office. Eight in ten (82%) trust small business owners to represent their community in elected office, and the vast majority (59%) say they would most prefer a small business owner to represent them over the CEO of a large corporation (4%), a union representative (9%), or a lawyer (6%).

Of the Following, Who Would You Most Prefer to Represent Your Community in an Elected Office?



SUPPORTING SMALL BUSINESSES

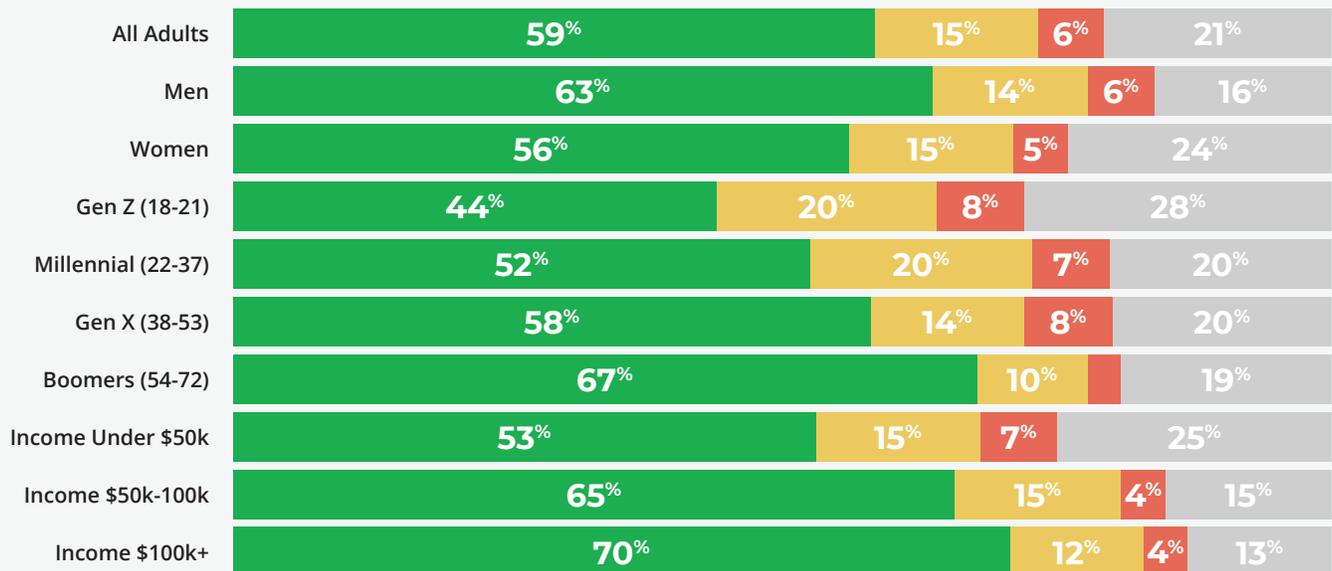
When small businesses thrive, Americans see their success as a bellwether for growth in their own communities. Nine in ten (91%) say that small businesses are important for the local economy, and nearly six in ten (59%) say that when elected officials make

decisions that support small businesses, their local economy is positively impacted – this sentiment is shared across gender, age, income, and educational attainment categories.

Which of the following Statements Comes Closer to Your View, Even If All Are Not Exactly Right?

When Elected Officials Make Decisions That Support Small Businesses...

- Your local economy is positively impacted
- Your local economy is not impacted either way
- Your local economy is negatively impacted
- Don't know / no opinion



The results of this study indicate that Americans see small businesses as being at the heart of their local economic engine, their community health, and their civic lives.

Accordingly, over eight in ten (83%) believe that small business concerns should be an important priority for lawmakers.

Morning Consult conducted a national survey of 2,200 adults from April 30th through May 2nd, 2018. Results from the full survey have a margin of error of ±2%.