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Small Business Decision Makers Survey

Developed on behalf of the Connected Commerce Council

15 States

100-150 Interviews per State

MoE +/- 8% per state

TOPLINES DATA TABLES

Landscape

Now we'd like to talk a little more about the economy, and learn more about your business.

TOTAL NUMBER OF INTERVIEWS:

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
	2193	150	151	150	117	151	150	150	149	125	150	150	150	150	150	149

1. Thinking about the economy, how would you rate the economy in your state?*

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Excellent	15%	20%	9%	33%	15%	11%	11%	35%	3%	8%	13%	11%	19%	25%	9%	5%
Good	33%	31%	19%	26%	41%	42%	35%	29%	40%	50%	23%	34%	38%	38%	32%	28%
Fair	36%	35%	43%	28%	30%	32%	39%	27%	48%	34%	38%	35%	29%	27%	49%	50%
Poor	14%	13%	28%	12%	12%	15%	13%	9%	9%	6%	25%	20%	12%	9%	9%	17%
Don't know	1%	0%	1%	1%	2%	1%	3%	0%	0%	1%	0%	1%	2%	1%	1%	1%

Net Good	49%	51%	27%	59%	56%	53%	46%	65%	43%	58%	37%	45%	57%	63%	41%	33%
Net Bad	50%	49%	72%	40%	42%	46%	51%	35%	57%	41%	63%	55%	41%	36%	58%	66%

2. How challenging has each of the following been for your business during the COVID-19 crisis?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Finding new customers	60%	65%	70%	64%	54%	62%	53%	68%	58%	53%	59%	58%	59%	59%	60%	50%
Finding financial resources	48%	47%	50%	54%	56%	44%	39%	63%	37%	45%	49%	55%	53%	50%	48%	38%
Sustaining operations (e.g., supply chain, etc.)	47%	49%	54%	54%	46%	44%	39%	55%	44%	42%	51%	47%	45%	53%	40%	40%
Understanding customer behavior	47%	47%	48%	52%	49%	43%	41%	63%	45%	46%	45%	48%	46%	53%	47%	36%
Navigating the changing regulatory environment	47%	45%	54%	56%	45%	41%	45%	61%	45%	43%	44%	49%	48%	47%	48%	38%
Keeping existing customers	46%	51%	47%	50%	45%	46%	43%	62%	40%	49%	43%	53%	47%	37%	47%	33%
Hiring new staff	42%	44%	41%	47%	50%	33%	32%	61%	41%	44%	40%	41%	35%	48%	42%	32%
Staying connected and collaborating with staff	39%	39%	34%	46%	44%	38%	35%	55%	32%	46%	39%	38%	33%	42%	41%	28%
Managing digital tools	37%	39%	37%	50%	46%	28%	29%	53%	26%	43%	38%	37%	33%	43%	35%	25%
Training employees on new digital tools	37%	37%	34%	41%	42%	31%	27%	52%	30%	38%	41%	43%	36%	46%	33%	26%

3. When the COVID-19 restrictions are fully lifted (no social distancing or masks required), when do you expect your business will go back to business as usual (in terms of revenue, growth, number of employees, etc.)?
[Single select]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Right away	22%	25%	21%	19%	13%	27%	27%	25%	23%	16%	21%	28%	23%	12%	19%	28%
In 1-2 months	17%	13%	16%	23%	16%	13%	21%	16%	21%	13%	19%	17%	16%	14%	20%	12%
In 3-6 months	30%	39%	31%	32%	38%	25%	25%	27%	21%	38%	27%	28%	31%	41%	24%	31%
In 7-12 months	16%	10%	18%	12%	25%	25%	13%	19%	14%	17%	14%	13%	15%	17%	21%	13%
In 1 year or longer	12%	12%	12%	11%	9%	10%	10%	9%	17%	16%	15%	12%	12%	12%	13%	13%
Never	3%	1%	2%	3%	0%	1%	3%	5%	3%	1%	4%	3%	3%	4%	2%	4%
Up to 6 mos	69%	77%	68%	74%	67%	65%	74%	68%	66%	66%	67%	73%	70%	67%	63%	70%
Up to a year	85%	87%	86%	85%	91%	89%	87%	87%	80%	83%	81%	85%	85%	84%	85%	83%
Year or longer	15%	13%	14%	15%	9%	11%	13%	13%	20%	17%	19%	15%	15%	16%	15%	17%

4. Which of the below are your top business priorities for the future? Please select up to 3.

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Finding new customers	50%	51%	60%	41%	49%	52%	49%	46%	52%	42%	55%	49%	53%	41%	53%	58%
Keeping existing customers	45%	47%	52%	42%	40%	52%	41%	36%	42%	43%	45%	49%	49%	39%	52%	51%
Sustaining operations (e.g., supply chain, etc.)	31%	35%	32%	27%	40%	35%	31%	29%	33%	34%	25%	29%	29%	29%	30%	32%
Finding financial resources	24%	21%	25%	29%	28%	18%	22%	17%	18%	30%	25%	27%	28%	23%	30%	19%
Understanding customer behavior	23%	18%	20%	26%	20%	22%	23%	22%	32%	30%	23%	21%	28%	23%	21%	22%
Hiring new staff	19%	14%	15%	18%	21%	16%	15%	27%	21%	19%	11%	17%	13%	29%	19%	23%
Staying connected and collaborating with staff	18%	26%	15%	18%	24%	11%	18%	18%	20%	22%	15%	18%	16%	16%	20%	17%
Navigating the changing regulatory environment	17%	21%	15%	18%	15%	13%	15%	23%	21%	18%	12%	15%	17%	23%	15%	13%
Managing digital tools	15%	17%	18%	21%	21%	15%	13%	16%	14%	13%	19%	11%	11%	22%	9%	11%
Training employees on new digital tools	14%	7%	13%	15%	23%	11%	14%	17%	10%	21%	15%	12%	15%	23%	11%	10%
Other (please specify):	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%
None of the above	2%	2%	0%	4%	1%	2%	2%	3%	1%	2%	1%	1%	3%	1%	1%	2%

5. And how optimistic are you that your business will grow and thrive in the next 3-5 years?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
100% positive	28%	38%	19%	44%	18%	24%	37%	39%	15%	18%	23%	31%	35%	20%	27%	22%

Very optimistic	38%	31%	37%	29%	54%	37%	35%	37%	44%	46%	37%	32%	27%	51%	37%	37%
Somewhat optimistic	27%	23%	32%	17%	24%	28%	21%	18%	30%	34%	32%	31%	28%	23%	29%	30%
Not very optimistic	6%	5%	9%	7%	3%	7%	6%	5%	9%	3%	5%	7%	7%	5%	6%	8%
Not at all optimistic	2%	3%	3%	3%	1%	3%	1%	0%	3%	0%	3%	0%	2%	1%	1%	3%
Top-3 Opt	92%	92%	88%	90%	96%	89%	93%	95%	89%	97%	91%	93%	91%	94%	93%	89%
Bot-2 Not	8%	8%	12%	10%	4%	11%	7%	5%	11%	3%	9%	7%	9%	6%	7%	11%

6. Which of the following best describes your relationship with digital tools when it comes to your business? The closer you select to a statement, the more accurately it describes you. [5 point slider]

A	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
My industry is basically non-digital; things need to be done in person - 1	10%	9%	7%	11%	6%	9%	11%	11%	12%	9%	10%	9%	9%	7%	10%	15%
2	17%	13%	17%	13%	9%	21%	15%	20%	18%	15%	15%	22%	18%	23%	17%	19%
3	6%	7%	8%	4%	3%	6%	5%	5%	5%	4%	7%	5%	8%	5%	6%	5%
4	37%	31%	33%	36%	56%	34%	27%	37%	36%	49%	29%	37%	33%	47%	39%	32%
There are many opportunities for digital tools in my industry - 5	31%	40%	34%	36%	27%	30%	42%	28%	28%	23%	39%	27%	32%	18%	29%	29%
Mean	3.62	3.80	3.70	3.74	3.90	3.58	3.73	3.51	3.50	3.62	3.71	3.53	3.60	3.46	3.59	3.42

D	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
When fully implemented, digital tools would make my job harder - 1	4%	5%	3%	6%	3%	3%	8%	4%	2%	1%	6%	6%	4%	6%	3%	3%
2	12%	7%	9%	9%	9%	15%	13%	13%	14%	12%	16%	15%	7%	11%	11%	13%

3	7%	6%	5%	6%	8%	6%	4%	7%	9%	5%	3%	7%	5%	6%	10%	11%
4	45%	43%	48%	46%	50%	42%	37%	47%	47%	59%	39%	40%	47%	51%	44%	38%
When fully implemented, digital tools would make my job easier - 5	32%	39%	35%	33%	30%	33%	37%	29%	28%	23%	36%	31%	37%	26%	31%	34%
Mean	3.89	4.04	4.03	3.91	3.93	3.87	3.83	3.84	3.85	3.92	3.83	3.75	4.07	3.79	3.89	3.87

G	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
I'm interested to learn more about digital tools for my business - 1	30%	31%	35%	23%	26%	36%	37%	20%	25%	21%	33%	30%	35%	23%	37%	30%
2	29%	23%	38%	28%	38%	36%	26%	26%	26%	30%	24%	30%	30%	35%	25%	28%
3	5%	5%	4%	3%	3%	3%	6%	5%	7%	3%	3%	9%	4%	5%	4%	8%
4	22%	21%	17%	26%	19%	18%	19%	33%	31%	31%	23%	15%	17%	31%	19%	19%
I'm not interested to learn about digital tools for my business - 5	14%	20%	7%	19%	13%	7%	13%	17%	12%	15%	17%	16%	14%	6%	14%	16%
Mean	2.61	2.76	2.22	2.89	2.53	2.24	2.45	3.00	2.80	2.90	2.67	2.57	2.44	2.63	2.47	2.64

7. And which of the following best describes your personal relationship with digital tools? The closer you select to a statement, the more accurately it describes you. [5 point slider]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
I'm not very comfortable with digital tools - 1	3%	2%	2%	1%	2%	1%	4%	6%	5%	2%	3%	4%	3%	3%	5%	3%
2	9%	8%	9%	9%	3%	6%	10%	9%	9%	6%	11%	10%	9%	11%	9%	14%
3	9%	9%	8%	11%	4%	11%	10%	7%	8%	10%	8%	9%	7%	8%	5%	13%
4	42%	34%	48%	38%	55%	42%	39%	48%	43%	54%	35%	39%	38%	53%	39%	36%

I'm very comfortable with digital tools - 5	37%	47%	34%	40%	37%	40%	37%	29%	35%	28%	43%	37%	43%	25%	41%	34%
Mean	4.01	4.17	4.03	4.07	4.22	4.13	3.95	3.85	3.93	4.00	4.06	3.96	4.11	3.84	4.03	3.83
Top 2	79%	81%	81%	78%	91%	82%	76%	77%	78%	82%	79%	77%	81%	77%	81%	70%
Bot 2	12%	10%	11%	11%	4%	7%	14%	15%	14%	8%	13%	14%	11%	15%	14%	17%

8. Which of the following digital changes has your business made as a result of COVID? [multiselect]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Increased remote working and/or collaboration	37%	45%	48%	42%	38%	36%	34%	33%	34%	32%	35%	32%	39%	33%	42%	34%
Increased the use of online marketing tools	36%	45%	44%	42%	32%	32%	34%	33%	34%	37%	31%	32%	35%	39%	39%	34%
Implemented new digital tools	30%	30%	36%	30%	36%	25%	24%	30%	29%	34%	29%	29%	27%	39%	30%	24%
Integrated technology into our	30%	37%	28%	28%	40%	21%	21%	33%	33%	32%	35%	26%	27%	30%	34%	23%

daily operations in new ways																
Trained staff on new digital skills	28%	29%	26%	27%	41%	19%	31%	25%	36%	28%	27%	19%	28%	42%	27%	26%
Introduced new methods to deliver goods/services digitally	27%	35%	29%	28%	26%	26%	25%	24%	34%	30%	24%	23%	26%	30%	33%	18%
Increased focus on digital advancement	26%	35%	23%	23%	36%	24%	19%	23%	28%	26%	27%	21%	25%	42%	26%	21%
Introduced new digital sales methods or platforms	25%	35%	22%	28%	32%	17%	22%	23%	29%	29%	23%	21%	27%	29%	26%	20%
None of the above	14%	13%	13%	13%	6%	16%	17%	13%	15%	9%	22%	13%	20%	7%	9%	17%
Other (please specify): {#OTHERS}	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	3%	3%

9. How would you describe the role of digital tools in running your business right now? [single select]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Very important - we couldn't operate without them	40%	50%	45%	55%	33%	41%	43%	39%	33%	35%	45%	37%	38%	27%	39%	34%
Valuable and important	41%	35%	36%	27%	56%	38%	36%	42%	43%	42%	37%	41%	39%	63%	44%	35%
Useful, but not bus-critical	15%	11%	15%	15%	8%	15%	15%	15%	21%	20%	13%	18%	18%	7%	14%	22%
Not used to any significant degree	5%	4%	4%	3%	3%	6%	7%	4%	3%	2%	5%	5%	5%	4%	3%	9%
Tot Impt	80%	85%	81%	82%	89%	79%	79%	81%	76%	78%	82%	77%	77%	89%	83%	68%

Tot Unlmp	20%	15%	19%	18%	11%	21%	21%	19%	24%	22%	18%	23%	23%	11%	17%	32%
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10. With which of the following business objectives do digital tools currently help your business? Please select all that apply.
[multiselect]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Keeping existing customers	47%	53%	48%	47%	44%	55%	44%	40%	46%	39%	48%	45%	44%	47%	54%	50%
Finding new customers	46%	58%	50%	42%	48%	48%	41%	39%	42%	45%	47%	42%	43%	41%	55%	42%
Sustaining operations (e.g., supply chain, etc.)	37%	45%	40%	34%	31%	34%	35%	34%	48%	42%	35%	33%	33%	39%	41%	35%
Staying connected and collaborating with staff	37%	40%	41%	38%	36%	34%	37%	36%	42%	23%	40%	29%	39%	41%	51%	28%
Understanding customer behavior	29%	40%	30%	28%	26%	22%	27%	25%	28%	34%	25%	28%	35%	32%	32%	21%
Training employees on new digital tools	26%	35%	22%	22%	44%	21%	27%	27%	28%	28%	26%	18%	23%	32%	23%	17%

Navigating the changing regulatory environment	26%	23%	23%	25%	30%	20%	20%	33%	29%	22%	26%	29%	23%	37%	23%	25%
Finding financial resources	25%	25%	25%	30%	27%	20%	23%	29%	22%	36%	23%	27%	28%	27%	21%	19%
Hiring new staff	20%	19%	18%	17%	32%	19%	19%	24%	26%	22%	19%	17%	17%	22%	25%	15%
None of the above	5%	3%	2%	7%	5%	7%	6%	5%	3%	2%	9%	3%	5%	2%	2%	9%
Other (please specify):	2%	1%	1%	3%	0%	0%	3%	3%	2%	0%	1%	1%	3%	1%	3%	3%

11. Which of the following digital tools has your business used? (TOTAL USE)

11a. Search engine optimization / SEO

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Google	77%	77%	78%	79%	94%	76%	79%	71%	73%	86%	71%	73%	67%	86%	77%	71%
Bing	49%	52%	46%	55%	69%	42%	57%	46%	44%	55%	41%	43%	45%	59%	48%	36%

11b. Social media and video platforms

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Facebook	77%	79%	67%	78%	88%	80%	79%	70%	77%	86%	71%	74%	73%	89%	73%	77%
YouTube	64%	63%	58%	63%	79%	60%	69%	63%	59%	75%	58%	60%	61%	81%	64%	50%
Instagram	63%	65%	64%	70%	74%	57%	67%	54%	58%	68%	59%	59%	65%	73%	65%	50%

Snapchat	46%	47%	36%	56%	54%	36%	51%	51%	39%	66%	40%	39%	42%	65%	39%	40%
WhatsApp	45%	49%	35%	49%	57%	46%	43%	41%	34%	62%	49%	39%	44%	65%	41%	31%

11c. Local listings

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Google My Business	54%	53%	50%	64%	71%	46%	52%	47%	50%	70%	47%	51%	49%	69%	49%	44%
Yelp	50%	53%	57%	54%	67%	46%	49%	47%	44%	57%	40%	47%	43%	65%	48%	36%
NextDoor	42%	43%	40%	55%	51%	43%	40%	36%	38%	51%	34%	38%	43%	59%	36%	30%

11d. Digital ads

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Facebook Ads	59%	59%	50%	66%	79%	54%	61%	57%	53%	76%	54%	55%	56%	72%	55%	52%
Google Ads	54%	52%	52%	59%	80%	49%	55%	52%	46%	71%	52%	51%	50%	72%	47%	38%
Instagram Ads	48%	49%	39%	57%	69%	41%	52%	43%	44%	62%	40%	42%	45%	67%	45%	36%
YouTube Ads	47%	47%	38%	56%	68%	42%	49%	45%	36%	66%	40%	45%	40%	61%	43%	32%

11e. Customer relationship management platforms

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Salesforce	43%	41%	36%	46%	63%	43%	45%	37%	37%	62%	41%	34%	37%	63%	34%	32%
Constant Contact	42%	42%	37%	49%	50%	39%	46%	43%	34%	49%	42%	35%	36%	64%	33%	33%
Mailchimp	40%	39%	31%	49%	54%	39%	45%	35%	32%	47%	42%	33%	38%	55%	35%	30%

SAP	39%	39%	34%	46%	63%	33%	39%	43%	31%	54%	31%	31%	35%	59%	35%	26%
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11f. Online marketplace

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Amazon	62%	63%	58%	70%	81%	54%	63%	57%	56%	71%	50%	55%	57%	78%	67%	58%
eBay	55%	58%	53%	60%	69%	53%	54%	45%	48%	59%	55%	47%	50%	75%	55%	44%
Etsy	46%	47%	42%	55%	58%	41%	45%	41%	37%	54%	42%	42%	41%	60%	47%	37%

11.g Business/data analytics tools

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Google Analytics	55%	56%	56%	64%	79%	50%	58%	48%	52%	68%	47%	47%	49%	69%	51%	45%
SAP Business Intelligence	39%	36%	32%	46%	60%	34%	41%	45%	34%	54%	31%	25%	31%	58%	33%	28%
Microsoft Power BI	39%	38%	29%	44%	53%	36%	43%	38%	32%	54%	35%	35%	30%	63%	37%	30%
Tableau	34%	34%	23%	43%	51%	26%	36%	32%	30%	51%	29%	29%	28%	53%	27%	23%

11h. Customer insights tools

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Google Trends	49%	45%	41%	61%	72%	42%	54%	49%	48%	56%	44%	40%	41%	68%	39%	37%
Survey Monkey	46%	47%	42%	56%	59%	37%	47%	48%	43%	52%	41%	37%	39%	65%	47%	37%

11i. Other

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Business website	70%	73%	72%	69%	84%	68%	70%	65%	68%	76%	65%	62%	67%	89%	69%	62%
E-commerce on your website	58%	59%	58%	62%	79%	56%	59%	53%	50%	64%	58%	44%	51%	75%	55%	46%

11j. Digital payments

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
PayPal	74%	78%	74%	79%	80%	73%	79%	64%	66%	83%	72%	72%	71%	83%	69%	64%
Venmo	55%	64%	57%	62%	65%	51%	52%	51%	43%	58%	52%	49%	52%	72%	51%	42%
Apple Pay	50%	52%	45%	56%	69%	44%	55%	47%	40%	58%	46%	45%	45%	66%	51%	39%
Amazon pay	47%	51%	39%	50%	70%	42%	48%	38%	40%	62%	46%	45%	43%	65%	38%	29%
G Pay	44%	49%	35%	51%	69%	37%	43%	40%	38%	62%	37%	35%	44%	62%	39%	34%
Shop pay	37%	40%	26%	48%	53%	29%	34%	34%	30%	48%	34%	34%	31%	56%	31%	25%

11k. Employee Comms and Video Conferencing

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Zoom	73%	73%	79%	73%	83%	66%	71%	69%	77%	82%	73%	67%	69%	84%	74%	66%
Google Meet	51%	49%	47%	56%	73%	42%	52%	48%	47%	62%	50%	42%	41%	73%	45%	42%
Microsoft Teams	50%	48%	46%	57%	65%	48%	54%	53%	44%	55%	51%	41%	45%	66%	45%	37%
Webex	41%	42%	36%	49%	50%	39%	43%	41%	38%	45%	44%	38%	33%	60%	36%	30%

Bluejeans	34%	35%	24%	44%	42%	29%	37%	35%	28%	42%	31%	27%	31%	53%	26%	23%
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11l. Collaboration tools

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Microsoft Office 365	69%	68%	65%	72%	79%	70%	71%	64%	66%	71%	67%	63%	66%	78%	75%	63%
Google Workspace	54%	57%	57%	54%	74%	48%	59%	53%	49%	65%	49%	47%	46%	71%	49%	40%
Slack	39%	37%	29%	46%	56%	34%	39%	39%	31%	54%	38%	27%	31%	57%	36%	32%

11m. Online training platforms

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Facebook for Business	55%	51%	48%	52%	69%	47%	59%	53%	48%	69%	52%	54%	48%	73%	54%	52%
Grow with Google	42%	40%	36%	47%	62%	35%	44%	40%	32%	58%	37%	35%	36%	66%	40%	30%
Coursera	36%	35%	25%	48%	53%	29%	34%	33%	28%	42%	37%	29%	35%	55%	33%	28%
Primer	34%	31%	26%	41%	42%	26%	39%	37%	26%	44%	34%	28%	27%	53%	29%	24%

11n. Online hiring platforms

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Linkedin	59%	58%	60%	58%	78%	59%	59%	50%	61%	68%	59%	50%	54%	73%	61%	48%
Indeed	54%	53%	43%	56%	80%	47%	57%	52%	54%	54%	46%	53%	46%	71%	53%	49%
Craigslist	47%	48%	40%	53%	64%	45%	45%	40%	40%	62%	47%	39%	45%	61%	49%	40%
ZipRecruiter	44%	43%	34%	54%	60%	40%	46%	43%	43%	50%	41%	36%	37%	63%	43%	36%
Monster	43%	42%	34%	50%	67%	38%	47%	41%	39%	49%	40%	35%	36%	63%	38%	34%

12. TOOLS USED BECAUSE OF COVID

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Employee Comms and Video Conferencing	33%	31%	30%	35%	36%	28%	27%	45%	31%	34%	28%	30%	28%	53%	30%	29%
Digital payments	26%	21%	15%	34%	28%	25%	25%	41%	21%	31%	21%	24%	17%	47%	27%	18%
Social media and video platforms	23%	18%	14%	29%	30%	17%	21%	39%	18%	34%	19%	25%	15%	42%	17%	17%
Online hiring platforms	23%	20%	21%	27%	30%	18%	23%	37%	15%	26%	17%	23%	20%	38%	17%	19%
Digital ads	22%	17%	13%	27%	26%	16%	17%	39%	16%	29%	15%	26%	15%	45%	18%	13%
Customer relationship management platforms	21%	17%	16%	21%	26%	15%	24%	35%	14%	30%	15%	19%	17%	37%	18%	12%
Online training platforms	21%	13%	13%	27%	28%	18%	23%	34%	15%	28%	18%	23%	15%	38%	15%	13%
Business/data analytics tools	20%	16%	14%	22%	25%	13%	20%	37%	14%	30%	13%	25%	12%	30%	15%	11%
Online marketplace	19%	17%	11%	25%	19%	13%	17%	33%	16%	21%	15%	17%	13%	32%	17%	11%
Collaboration tools	19%	12%	13%	27%	21%	13%	25%	35%	19%	19%	13%	17%	12%	32%	18%	13%
Local listings	18%	13%	15%	25%	21%	14%	19%	31%	15%	17%	13%	22%	12%	31%	19%	10%
Website Tools	15%	10%	13%	17%	15%	9%	15%	29%	15%	13%	11%	17%	10%	25%	14%	10%
Customer insights tools	14%	13%	12%	16%	12%	7%	15%	32%	15%	11%	6%	15%	7%	25%	13%	9%
Search engine optimization / SEO	13%	11%	7%	18%	12%	9%	13%	25%	10%	14%	7%	15%	8%	25%	11%	11%
Total Selected Option 2	55%	48%	52%	64%	67%	46%	54%	58%	54%	60%	49%	55%	51%	71%	53%	48%
Not Selected Option - 2	45%	52%	48%	36%	33%	54%	46%	42%	46%	40%	51%	45%	49%	29%	47%	52%

13. After the COVID-19 crisis, do you think your business will use digital tools...? [single select]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Less than it did before COVID-19	11%	19%	7%	7%	6%	11%	7%	17%	4%	21%	7%	15%	10%	9%	10%	9%
The same amount as it did before COVID-19	41%	35%	33%	32%	40%	48%	38%	47%	49%	42%	42%	43%	45%	43%	39%	47%
More than it did before COVID-19	48%	46%	60%	61%	54%	41%	55%	36%	47%	37%	51%	42%	45%	49%	51%	44%

14. And for the following types of digital tools, what are the 2 or 3 that will be most important in your business growing and succeeding? **SELECT UP TO 3**

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Social media and video (e.g., Facebook, Instagram, YouTube, WhatsApp, Snapchat, etc.)	31%	31%	32%	24%	23%	31%	33%	30%	32%	33%	29%	29%	35%	28%	35%	35%
Digital payments (e.g., PayPal, G Pay, Venmo, Apple Pay, Shop pay, Amazon pay, etc.)	31%	45%	31%	29%	32%	27%	33%	27%	29%	24%	25%	35%	29%	30%	31%	32%
Video Conferencing (e.g., Google Meet, Zoom, Microsoft Teams, Skype, Bluejeans, Webex, etc.)	24%	17%	30%	21%	18%	32%	21%	25%	28%	20%	31%	21%	20%	21%	28%	24%
Business website	22%	22%	26%	23%	17%	27%	19%	21%	19%	21%	21%	21%	23%	17%	27%	19%
Digital ads (e.g., Facebook Ads, Google Ads, Instagram Ads, YouTube Ads, etc.)	20%	23%	22%	22%	16%	21%	23%	16%	18%	21%	15%	20%	21%	15%	17%	22%
Online marketplace (e.g., Amazon, eBay, Etsy, etc.)	18%	16%	17%	14%	20%	14%	16%	17%	15%	22%	17%	11%	21%	31%	17%	26%
Search engine optimization / SEO (e.g., Google, Bing, etc.)	17%	15%	17%	23%	23%	19%	15%	14%	21%	18%	16%	23%	15%	12%	13%	13%
Customer relationship management (e.g., Mailchimp, Salesforce, SAP, etc.)	15%	15%	14%	16%	12%	16%	9%	18%	16%	11%	15%	16%	16%	14%	16%	15%
Local listings (e.g., Yelp, Google My Business, NextDoor etc.)	14%	13%	12%	13%	17%	13%	15%	13%	14%	14%	14%	16%	20%	13%	15%	13%

E-commerce on your website	14%	11%	13%	16%	25%	14%	14%	18%	11%	15%	17%	7%	12%	16%	11%	14%
Collaboration (e.g., Google Workspace (formerly known as G Suite), Microsoft Office 365, Slack, etc.)	14%	17%	13%	19%	13%	16%	15%	11%	18%	12%	13%	13%	12%	12%	13%	16%
Business/data analytics (e.g., Google Analytics, SAP Business Intelligence, Tableau, Microsoft Power BI)	13%	15%	16%	17%	14%	12%	11%	13%	13%	24%	17%	11%	12%	9%	15%	6%
Online hiring (e.g., Indeed, LinkedIn, ZipRecruiter, Monster, Craigslist)	13%	9%	8%	12%	15%	10%	13%	14%	11%	21%	11%	16%	15%	25%	15%	8%
Online training (e.g., Grow with Google, Facebook for Business, Primer, Coursera, etc.)	12%	15%	10%	15%	13%	11%	17%	10%	7%	18%	9%	11%	8%	19%	6%	9%
Customer insights (e.g., Google Trends, Online Surveys)	10%	9%	8%	12%	15%	6%	11%	15%	13%	4%	13%	11%	11%	14%	9%	7%

15. How well does the following statement describe each of the following companies?*

Helps small businesses by providing useful tools during COVID-19

"Well"	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Google	62%	66%	60%	67%	74%	58%	60%	61%	58%	58%	64%	63%	61%	55%	63%	62%
Facebook	52%	50%	42%	56%	57%	49%	53%	63%	48%	57%	53%	57%	51%	50%	50%	48%
Microsoft	52%	49%	50%	62%	58%	54%	53%	59%	44%	50%	53%	52%	46%	43%	58%	46%
Amazon	51%	51%	45%	62%	63%	43%	53%	58%	50%	51%	51%	52%	49%	43%	55%	44%
YouTube	48%	41%	45%	56%	55%	44%	47%	56%	42%	44%	54%	56%	49%	41%	48%	39%
Instagram	44%	46%	48%	50%	51%	38%	45%	57%	37%	46%	45%	42%	45%	32%	45%	37%
Apple	41%	43%	42%	52%	42%	36%	47%	53%	30%	37%	45%	43%	39%	33%	39%	29%

16. As you may know, your state government is trying to break up big companies like Facebook, Amazon, and Google. Do you support or oppose breaking up big companies like Facebook, Amazon, and Google?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly support	26%	28%	21%	37%	22%	27%	25%	39%	25%	15%	27%	24%	30%	19%	23%	19%

Somewhat support	30%	28%	29%	30%	38%	31%	26%	27%	28%	42%	32%	24%	21%	43%	27%	26%
Somewhat oppose	19%	21%	26%	13%	24%	17%	19%	10%	19%	24%	15%	23%	16%	14%	17%	22%
Strongly oppose	15%	16%	14%	12%	9%	13%	21%	14%	13%	13%	13%	15%	17%	15%	23%	21%
Don't know	11%	7%	9%	9%	8%	13%	9%	10%	14%	6%	12%	13%	16%	9%	10%	11%
Supp Break	55%	56%	50%	67%	60%	58%	51%	66%	53%	57%	59%	48%	51%	62%	50%	45%
Opp Break	34%	37%	40%	25%	32%	29%	40%	24%	33%	37%	29%	39%	33%	29%	40%	44%

17. If breaking up Facebook, Amazon, and Google results in price increases for small business tools that you use, products being harder to use, or products you use being eliminated, would you support or oppose breaking up big companies like Facebook, Amazon, and Google?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly support	22%	26%	19%	33%	20%	23%	19%	29%	18%	18%	23%	19%	23%	23%	19%	17%
Somewhat support	25%	25%	21%	23%	36%	19%	23%	31%	31%	31%	24%	25%	17%	31%	27%	19%
Somewhat oppose	20%	20%	26%	21%	25%	22%	22%	16%	20%	22%	18%	17%	17%	21%	13%	21%
Strongly oppose	24%	25%	28%	17%	14%	23%	25%	18%	22%	18%	24%	27%	27%	19%	34%	30%
Don't know	9%	4%	7%	6%	6%	13%	11%	6%	9%	10%	11%	12%	15%	7%	7%	13%
Supp	47%	51%	40%	56%	56%	42%	42%	60%	49%	49%	47%	44%	41%	54%	46%	36%
Oppose	44%	45%	54%	38%	38%	44%	47%	34%	42%	41%	42%	44%	45%	39%	47%	51%

For each statement, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

18. One of the main jobs of government is to support businesses and help the economy grow. Do you strongly agree, somewhat agree...

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly agree	45%	48%	48%	52%	50%	46%	39%	49%	42%	42%	53%	38%	49%	35%	51%	42%
Somewhat agree	37%	33%	38%	32%	37%	35%	42%	35%	35%	42%	31%	41%	32%	48%	35%	33%
Somewhat disagree	10%	13%	8%	12%	9%	11%	11%	11%	12%	10%	7%	11%	7%	11%	7%	14%
Strongly disagree	5%	3%	5%	3%	3%	5%	3%	3%	8%	6%	6%	3%	7%	4%	6%	4%
Not sure	3%	2%	1%	1%	2%	4%	5%	2%	3%	2%	2%	7%	5%	2%	1%	7%
Tot Agree	82%	81%	86%	84%	86%	81%	81%	84%	77%	83%	85%	79%	81%	83%	86%	75%
Tot Disagree	15%	17%	13%	15%	12%	15%	15%	14%	20%	15%	13%	14%	14%	15%	13%	18%

19. In the middle of a pandemic, the government should have better things to do than try to break up large, successful companies. Do you strongly agree, somewhat agree...

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly agree	36%	44%	31%	44%	30%	36%	32%	37%	26%	34%	36%	39%	35%	38%	39%	41%
Somewhat agree	31%	25%	34%	25%	46%	28%	29%	41%	32%	46%	25%	29%	33%	31%	27%	26%
Somewhat disagree	17%	22%	19%	18%	14%	15%	20%	11%	28%	12%	14%	15%	13%	18%	17%	13%
Strongly disagree	9%	6%	13%	9%	6%	11%	12%	7%	10%	4%	14%	7%	12%	7%	8%	14%
Not sure	6%	3%	4%	3%	4%	10%	7%	4%	5%	3%	11%	10%	6%	6%	9%	7%
Tot Agree	68%	69%	65%	70%	76%	64%	61%	78%	57%	81%	61%	68%	69%	69%	66%	66%
Tot Disagree	26%	28%	31%	27%	20%	26%	32%	18%	38%	16%	28%	22%	25%	25%	25%	27%

20. The economy is finally beginning to improve, and we need to continue that stability, especially for small businesses. Do you strongly agree, somewhat agree...

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly agree	48%	55%	50%	49%	43%	46%	46%	53%	46%	38%	55%	47%	49%	48%	54%	46%
Somewhat agree	34%	29%	31%	36%	46%	36%	30%	31%	41%	45%	24%	37%	29%	35%	30%	31%
Somewhat disagree	10%	11%	13%	11%	6%	8%	13%	7%	8%	10%	8%	8%	9%	11%	9%	9%
Strongly disagree	4%	3%	5%	3%	3%	3%	5%	4%	3%	5%	5%	4%	9%	3%	5%	7%
Not sure	4%	2%	1%	1%	3%	7%	5%	4%	3%	2%	7%	4%	3%	4%	2%	7%
Tot Agree	82%	84%	81%	85%	89%	82%	76%	85%	87%	82%	79%	84%	78%	83%	84%	77%
Tot Disagree	14%	14%	17%	14%	9%	11%	19%	11%	11%	15%	13%	12%	19%	13%	14%	16%

21. Technology companies like Amazon, Facebook, and Google have created powerful tools that allow small business owners to manage and grow their companies. Government shouldn't be wasting taxpayer dollars attacking companies that help small businesses. Do you strongly agree, somewhat agree...

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly agree	35%	40%	27%	47%	38%	30%	32%	41%	30%	35%	37%	33%	33%	36%	40%	31%
Somewhat agree	33%	27%	36%	29%	38%	36%	30%	32%	33%	46%	27%	37%	29%	35%	25%	34%
Somewhat disagree	15%	20%	20%	13%	14%	15%	19%	13%	17%	10%	16%	13%	13%	17%	15%	15%
Strongly disagree	10%	9%	15%	8%	7%	10%	11%	11%	12%	6%	12%	6%	17%	5%	11%	13%
Not sure	6%	4%	3%	3%	3%	9%	8%	3%	8%	2%	8%	11%	7%	7%	9%	7%
Tot Agree	68%	67%	63%	76%	77%	66%	62%	73%	63%	82%	64%	70%	62%	71%	65%	65%
Tot Disagree	26%	29%	34%	21%	21%	25%	30%	24%	29%	16%	28%	19%	31%	22%	25%	28%

22. Our state government should not pursue policies – like breaking up tech companies – that will make it harder and more expensive to run our business. Do you strongly agree, somewhat agree...

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Strongly agree	34%	45%	28%	44%	35%	29%	35%	37%	25%	27%	34%	39%	32%	33%	37%	26%

Somewhat agree	30%	25%	31%	27%	36%	30%	28%	35%	27%	46%	31%	29%	28%	32%	23%	32%
Somewhat disagree	17%	18%	20%	14%	17%	17%	17%	13%	23%	17%	14%	15%	17%	21%	16%	15%
Strongly disagree	11%	7%	14%	11%	7%	13%	12%	9%	16%	6%	13%	5%	16%	7%	15%	15%
Not sure	8%	6%	7%	4%	5%	10%	7%	5%	9%	4%	8%	11%	7%	8%	9%	12%
Tot Agree	64%	69%	60%	72%	71%	60%	63%	72%	52%	73%	65%	68%	60%	65%	60%	58%
Tot Disagree	28%	25%	34%	25%	24%	30%	29%	23%	39%	23%	27%	21%	33%	27%	31%	30%

DEMOGRAPHICS

D1. What is your age?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
18-24	11%	8%	11%	8%	8%	10%	23%	10%	10%	8%	5%	18%	13%	7%	10%	11%
25-34	22%	24%	18%	33%	12%	19%	21%	15%	19%	24%	17%	30%	28%	19%	28%	22%
35-44	29%	23%	25%	15%	38%	25%	23%	44%	38%	44%	29%	26%	23%	44%	24%	26%
45-54	18%	11%	21%	31%	30%	15%	16%	19%	17%	16%	22%	9%	15%	19%	19%	19%
55-64	12%	19%	15%	9%	7%	20%	10%	9%	12%	5%	21%	11%	11%	7%	13%	13%

65-70	5%	13%	6%	3%	4%	8%	4%	1%	3%	2%	4%	5%	9%	3%	4%	5%
70+	2%	1%	3%	1%	1%	4%	3%	1%	1%	1%	2%	1%	1%	1%	3%	3%

D2. What is your gender? [Single select]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Male	50%	40%	52%	58%	61%	48%	35%	64%	54%	64%	56%	40%	45%	53%	42%	46%
Female	50%	59%	48%	42%	38%	52%	65%	36%	46%	36%	43%	60%	55%	47%	58%	54%
Other (Specify)	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Prefer not to respond	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

D3. Which of the following best describes you? Select all that apply.

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
White	76%	73%	65%	68%	73%	74%	66%	94%	89%	77%	81%	72%	68%	79%	75%	89%
Hispanic or Latino	10%	9%	17%	30%	9%	16%	6%	3%	4%	9%	7%	5%	15%	7%	7%	5%
Black	14%	16%	9%	7%	19%	15%	27%	3%	3%	14%	12%	23%	17%	10%	21%	8%
Asian	4%	5%	14%	1%	1%	1%	4%	1%	4%	2%	4%	3%	5%	4%	3%	1%
American Indian or Alaskan Native	2%	2%	3%	2%	1%	2%	2%	3%	1%	1%	0%	1%	2%	1%	1%	1%
Other	1%	1%	2%	0%	0%	1%	2%	1%	1%	0%	2%	1%	2%	0%	2%	2%
Prefer not to answer	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%

D4. How would you describe your role when it comes to making decisions that affect your business? [Single select]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
I am the sole/primary decision maker	78%	76%	77%	85%	74%	79%	77%	78%	67%	89%	79%	77%	81%	82%	75%	72%
I share decision making with my partner/co-owner/executive team	22%	24%	23%	15%	26%	21%	23%	22%	33%	11%	21%	23%	19%	18%	25%	28%

D5. If you were to estimate the size of your business, including all full time employees in all locations, how many employees would you say your business has? If your business is a subsidiary of a larger organization, please include the number of employees at the entire organization.

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Less than 10	44%	47%	53%	42%	15%	54%	47%	33%	43%	28%	45%	55%	53%	30%	52%	50%
10-49	17%	15%	18%	13%	13%	21%	25%	16%	19%	15%	19%	13%	19%	7%	23%	19%
50-99	8%	8%	8%	7%	7%	3%	8%	8%	6%	6%	13%	11%	9%	5%	9%	11%
100-499	27%	25%	16%	32%	62%	17%	13%	40%	30%	47%	16%	19%	15%	53%	13%	16%
500-600	5%	5%	5%	5%	3%	6%	7%	3%	3%	4%	7%	3%	4%	6%	3%	4%

D6. What is your business industry? [Randomize]

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Accommodations (e.g., hotels, bed and breakfasts)	2%	1%	1%	3%	7%	1%	4%	7%	0%	3%	2%	1%	1%	2%	2%	1%
Food services (e.g., restaurants, bars, coffee shops, catering)	8%	6%	6%	5%	15%	7%	10%	9%	9%	6%	4%	12%	13%	9%	7%	9%
Retail trade (e.g., clothing stores, flower shops, grocery stores, bike shops)	18%	22%	19%	15%	33%	16%	14%	8%	12%	37%	13%	12%	13%	35%	12%	19%
Manufacturing (e.g., textile, furniture, leather, paper, petroleum production)	9%	3%	5%	5%	9%	7%	7%	30%	13%	12%	4%	11%	8%	15%	3%	9%
Wholesale trade (e.g., durable goods, nondurable goods)	4%	4%	4%	3%	6%	5%	7%	4%	3%	2%	3%	5%	4%	7%	5%	1%
Arts (e.g., theaters, museums), entertainment (e.g., concert venues), and recreation (e.g., yoga studios, pools, fitness clubs)	8%	7%	12%	10%	2%	9%	10%	5%	7%	3%	13%	7%	7%	5%	14%	5%

Services (e.g., professional, travel agencies, scientific, technical, educational, repair, laundry, cosmetologist, hair stylist)	29%	27%	34%	46%	15%	36%	35%	19%	28%	14%	37%	25%	31%	15%	37%	34%
Health care and social assistance (e.g., doctor, dentist, outpatient center, medical lab, child day care services)	14%	24%	9%	9%	9%	11%	11%	15%	23%	14%	18%	20%	11%	6%	14%	13%
Real estate, rental, and leasing	6%	6%	11%	4%	4%	9%	2%	3%	5%	7%	6%	6%	11%	7%	6%	7%

D6a. What kind of service business do you operate?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Educational services (e.g., tutoring)	12%	12%	14%	7%	17%	13%	15%	17%	7%	22%	16%	11%	11%	9%	11%	8%
Professional services (e.g., consulting, legal services, advertising)	33%	29%	45%	19%	33%	30%	38%	24%	34%	28%	45%	39%	28%	27%	39%	27%
Travel services (e.g., travel agencies, tour guide)	3%	5%	6%	1%	11%	4%	4%	0%	2%	6%	4%	3%	7%	9%	0%	0%
Scientific and technical services (e.g., computer systems design, scientific research)	7%	10%	4%	3%	11%	2%	9%	10%	15%	6%	9%	8%	9%	5%	5%	12%
Repair and maintenance (e.g., plumber, electrician)	9%	17%	8%	7%	11%	9%	2%	21%	7%	17%	5%	8%	9%	14%	9%	12%
Business, professional, social, or political organization	19%	15%	10%	50%	11%	33%	17%	14%	10%	11%	9%	18%	11%	18%	16%	12%
Public administration	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other services (please specify)	16%	12%	14%	13%	6%	9%	15%	14%	24%	11%	13%	13%	26%	18%	20%	29%

D6b. Do you operate a ...

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Health care business (e.g., doctor, dentist, chiropractor)	68%	81%	64%	93%	60%	69%	69%	70%	46%	83%	67%	60%	65%	67%	76%	63%
Social assistance business	16%	8%	21%	0%	20%	19%	13%	13%	31%	11%	19%	13%	12%	22%	14%	16%
Something else (please specify)	16%	11%	14%	7%	20%	13%	19%	17%	23%	6%	15%	27%	24%	11%	10%	21%

D7. Thinking about your general political outlook ...Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Very liberal	18%	25%	17%	38%	15%	17%	14%	24%	10%	12%	19%	16%	23%	13%	17%	9%
Somewhat liberal	23%	20%	26%	18%	30%	18%	22%	29%	26%	21%	25%	17%	15%	31%	27%	26%
Moderate	34%	31%	33%	25%	33%	39%	40%	27%	42%	46%	34%	37%	30%	33%	33%	35%
Somewhat conservative	15%	13%	18%	13%	13%	17%	15%	13%	16%	17%	13%	17%	19%	12%	13%	16%
Very conservative	9%	10%	6%	7%	9%	10%	9%	7%	7%	5%	9%	13%	13%	10%	11%	15%

D8. Would you say the area you live in is...?

	Total	AZ	CA	CO	DE	FL	GA	IA	MN	NE	NY	NC	TX	UT	VA	WI
Suburban	44%	51%	46%	38%	43%	63%	51%	29%	45%	29%	42%	37%	41%	45%	53%	40%
Rural, less developed	22%	14%	11%	20%	12%	11%	25%	43%	28%	23%	11%	39%	19%	13%	22%	36%
Urban or city	34%	35%	44%	42%	45%	26%	24%	28%	27%	48%	47%	25%	39%	42%	25%	25%