INSIDE SMALL BUSINESS SURVEY

The UPS Store®

In the wake of a challenging year, small business owners continue to find ways to support their employees and communities while consumers find ways to return the favor. Here's the latest data from The UPS Store® Inside Small Business Survey.

THE STRENGTHS OF SMALL BUSINESSES

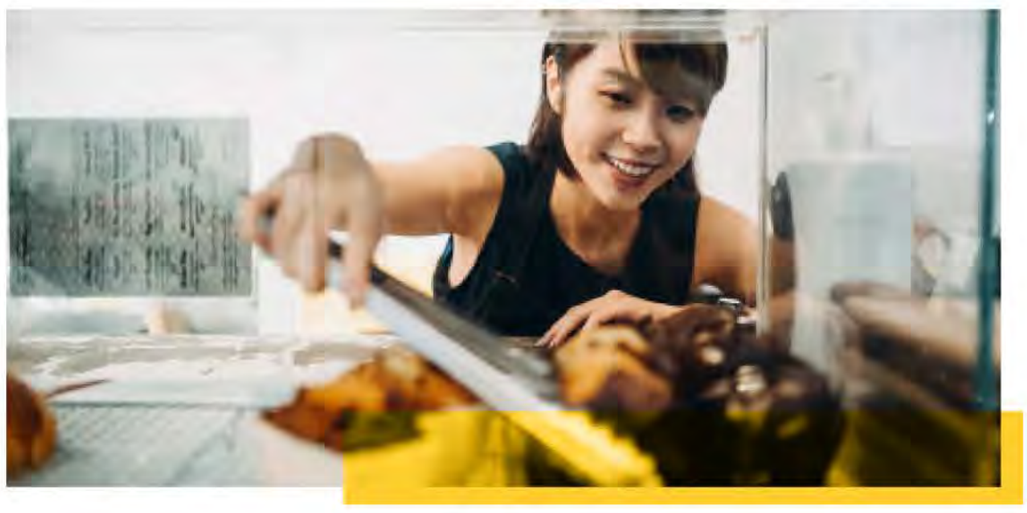
Small businesses are coming out stronger when it comes to diversity, consumer support and more. Majorities of general consumers and small business owners agree that small businesses try to:

Small Business Owners | General Population

	Small Business Owners	General Population
CREATE JOBS IN THE U.S.	83%	77%
ENSURE THE WELL-BEING OF THEIR EMPLOYEES	82%	73%
MAKE A POSITIVE IMPACT ON SOCIETY	79%	71%
BE ENVIRONMENTALLY RESPONSIBLE	67%	66%
CULTIVATE A DIVERSE AND INCLUSIVE WORKPLACE	62%	63%

IT STARTS WITH INTENTIONS

Majorities of both consumers and small business owners (56% and 67% respectively) indicate they've made plans within the past year to buy more products or services from small businesses.



General Population | Small Business Owners

WOMEN-OWNED SMALL BUSINESSES		BLACK-OWNED SMALL BUSINESSES		VETERAN-OWNED SMALL BUSINESSES	
18%	24%	17%	22%	16%	22%

LOOKING AHEAD

According to 52% of small business owners, customers can help support them by buying their products and services, but there are other ways for the public to help besides shelling out dollars:

ASK FRIENDS AND FAMILY TO SUPPORT SMALL BUSINESSES	FOLLOW LOCAL COVID-19 HEALTH GUIDELINES	GIVE POSITIVE REVIEWS OR RATINGS ONLINE	SHARE HONEST FEEDBACK	TREAT THEIR EMPLOYEES WITH RESPECT
30%	29%	26%	22%	20%

METHODOLOGY

The UPS Store commissioned TRUE Global Intelligence, the in-house research practice of FleishmanHillard, to conduct an online survey among U.S. adults 18 or older (n=1,000) and small business owners (n=250). Small business owners were defined as those owning a business with less than 500 employees. Results are representative of the general population by age and Census region, while results among small business owners are representative by gender and Census region. The margin of error for general consumers fell within +/- 3 percentage points, while the margin of error for small business owners fell within +/- 6 percentage points (both with a confidence interval of 95 percent). The survey was fielded February 5-15, 2021.

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