



Scientific Opinion Poll: Small businesses seek a level playing field and chance to compete fairly

March 30, 2022

Methodology

This poll reflects a national survey of 500 small business owners with up to 100 employees. The poll was an online survey conducted by Lake Research Partners between December 9-19, 2021. The margin of error is +/-4.4%.

Toplines

All numbers are percentages unless noted otherwise.

1. Are you the owner of a small business in the United States?

Yes - an owner..... 100

2. In which state is your business located?

Northeast..... 20
 Midwest 20
 South..... 35
 West 25
 New England..... 5
 Middle Atlantic15
 East North Central13
 West North Central 7
 South Atlantic 20
 East South Central 4
 West South Central11
 Mountain 8
 Pacific.....17

3. Approximately how many people are on your company’s payroll, including yourself? Please do not include contractors. If you own more than one business, please answer for the largest business you own.

1 26
 2-4..... 30
 5-9.....17
 10-1912
 20-49..... 9
 50-100..... 6

4. Which of the following terms best describes your business?

For-profit 100

5. What is your age?

18-29 years 9

30-39 years21

40-49 years 23

50-64 years 34

65 and older13

6. What is your gender?

Male 62

Female..... 37

Non-binary/Other.....1

7. Just to make sure we have a representative sample, please choose one or more of these racial or ethnic groups that you identify with: (Select all that apply)

White or Caucasian75

Black or African American 6

Latino/Latina or Hispanic 10

Asian American or Pacific Islander..... 8

Native or Indigenous American 3

Middle Eastern.....1

None of these/Other1

8. Again, thinking about the largest business you own, which of the following categories best describes your industry?

Construction15

Retail.....15

Professional, Scientific and Technical Services14

Health and Educational Services 5

Information Technology 5

Wholesale Trade, Utilities, Transport and Warehousing 4

Food & Beverage 4

Agriculture/Farm..... 4

Leisure and Hospitality..... 3

Financial Services 3

Manufacturing 2

Mining and Logging..... 0

Other Services 24

Not sure1

9. How long has your business been in operation?

1 year or less 9
2 - 4 years..... 24
5 - 9 years..... 25
10 - 19 years19
20 years or more 24

10. Now thinking about the COVID-19 pandemic, how has your business been affected overall by the pandemic?

Negative effect – strong 25
Negative effect – not so strong 32
Not affected negatively or positively21
Positive effect – not so strong..... 9
Positive effect - strong..... 8
I started my business after the pandemic started 4
Not sure1
Negative..... 57
Positive.....17

11. What is your company’s approximate yearly revenue? Just a rough estimate is ok.

\$25,000 or less18
\$25,001 - \$75,00017
\$75,001 - \$500,000 32
More than \$500,000 25
Not sure 8

12. Now thinking about today, would you say that your revenue at this point in the year has declined, stayed the same, or increased compared to the same time last year?

Declined 38
Stayed the same 30
Increased..... 30
Not sure 2

13. Without additional funding or other market changes, how much longer do you think you can stay in business?

Less than one month.....1
One to three months 6
Four to six months 7
Six months to a year.....15
Not sure18
My business will survive indefinitely 53

14. Does your business sell or provide products or services to other businesses, or just direct to consumers?

Sells products or services to other businesses	16
Sells direct to consumers	42
Sells to both consumers and other businesses	40
Not sure	2

15. Is your business a franchise?

Yes.....	5
No.....	95
Not sure	0

16. [IF Q15 = YES] Thinking generally, would you best describe your relationship with the franchisor as positive a majority of the time or challenging a majority of the time?

Majority positive.....	63
Majority challenging	20
Equally positive and challenging	17
Not sure	0

17. [IF Q15 = YES] Have you ever experienced unfair treatment from the franchisor?

Yes.....	27
No.....	72
Not sure	1

18. [IF Q15 = YES] Here are a couple statements people have made about franchisor contracts. For each one, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. If you're not sure or the statement doesn't apply to you, please mark that option.

The contract I have with my franchisor makes it difficult to pay a living wage to my employees.

Strongly agree	27
Somewhat agree.....	17
Somewhat disagree	15
Strongly disagree	33
Not sure	0
Does not apply	8
Agree	44
Disagree	48

The contract I have with my franchisor makes it difficult to provide benefits to my employees.

Strongly agree	21
Somewhat agree.....	32
Somewhat disagree	13

Strongly disagree	27
Not sure	0
Does not apply	7
Agree	53
Disagree	40

19. Which of the following platforms or methods do you use to sell your product or service? (Select all that apply)

Word of mouth.....	58
Personal website	46
Facebook marketplace	33
Brick and mortar shop	30
Other physical locations (ie: events, farmers markets, client's homes)	21
Instagram.....	20
Other online marketplaces.....	18
eBay.....	16
Amazon	13
Etsy	10
Shopify	8
Walmart Marketplace	3
Other	10
None.....	3

20. Do any of the online platforms you use to sell your products or services prohibit you from selling on other platforms?

Yes.....	13
No.....	80
Not sure	7

21. Which of the following online platforms do you use to advertise your business? (Select all that apply)

Facebook.....	61
Instagram.....	33
Google ads.....	30
LinkedIn.....	21
NextDoor.....	12
Other	9
None.....	20

22. If you had to choose, which statement comes closer to your view, even if it's only a little bit?

Large companies have an unfair competitive advantage in my industry or line of work.....	33
In general, small companies are able to fairly compete in my industry or line of work	60
Not sure	6

23. Thinking about your industry or line of work, are there one or more large businesses that dominate the market?

Yes.....	56
No.....	35
Not sure	10

24. Here is a list of statements some people have made about businesses in the United States. Please indicate whether you agree or disagree with each of the following statements on a scale of 0 to 10 where 0 means you strongly disagree and 10 means you strongly agree.

Sorted by “6-10 – Agree”

Government policies and the tax code favor large businesses over smaller ones	74
Government-subsidized economic development projects benefit large corporations more than small businesses	71
Large companies have an unfair advantage in my industry or line of work	56
In recent years, large corporations have taken over more of the market from small businesses in my industry or line of work	53
Monopolies in my industry or line of work are making it harder to run a successful business	46
Unfair contracts with large companies are a problem in my industry or line of work	45
In recent years, there has been an overall increase in monopolistic practices in my industry or line of work.....	44
Overall, federal and state policies are effective in creating a fair marketplace for my industry or line of work	42
There are sufficient legal protections to prevent unfair competitive practices in my industry or line of work.....	42
Anti-trust laws in my industry or line of work sufficiently protect businesses like mine from monopolies and unfair competition	37
In recent years, there has been an overall decrease in competition in my industry or line of work	35

Large companies have an unfair advantage in my industry or line of work

<i>Mean (number on scale of 1 to 10)</i>	<i>5.8</i>
10 – Strongly agree	12
8 - 9.....	24
6 - 7	20
5	11
1 - 4.....	21
0 – Strongly disagree	10

Not sure	3
6 - 10 – Agree	56
5 /NS.....	14
0 - 4 – Disagree.....	31

Government policies and the tax code favor large businesses over smaller ones

<i>Mean (number on scale of 1 to 10)</i>	<i>7.5</i>
10 – Strongly agree	24
8 - 9.....	32
6 - 7	19
5	10
1 - 4.....	8
0 – Strongly disagree	2
Not sure	6
6 - 10 – Agree	74
5 /NS.....	16
0 - 4 – Disagree.....	10

In recent years, large corporations have taken over more of the market from small businesses in my industry or line of work

<i>Mean (number on scale of 1 to 10)</i>	<i>5.8</i>
10 – Strongly agree	13
8 - 9.....	21
6 - 7	19
5	14
1 - 4.....	21
0 – Strongly disagree	8
Not sure	3
6 - 10 – Agree	53
5 /NS.....	17
0 - 4 – Disagree.....	30

Unfair contracts with large companies are a problem in my industry or line of work

<i>Mean (number on scale of 1 to 10)</i>	<i>5.2</i>
10 – Strongly agree	9
8 - 9.....	18
6 - 7	18
5	14
1 - 4.....	24
0 – Strongly disagree	11
Not sure	6

6 - 10 – Agree	45
5 /NS.....	20
0 - 4 – Disagree.....	35

In recent years, there has been an overall decrease in competition in my industry or line of work

<i>Mean (number on scale of 1 to 10)</i>	<i>4.4</i>
10 – Strongly agree	4
8 - 9.....	12
6 - 7.....	18
5	13
1 - 4.....	33
0 – Strongly disagree	15
Not sure	4
6 - 10 – Agree.....	35
5 /NS.....	18
0 - 4 – Disagree.....	47

In recent years, there has been an overall increase in monopolistic practices in my industry or line of work

<i>Mean (number on scale of 1 to 10)</i>	<i>5.3</i>
10 – Strongly agree	7
8 - 9.....	18
6 - 7.....	19
5	15
1 - 4.....	24
0 – Strongly disagree	8
Not sure	9
6 - 10 – Agree.....	44
5 /NS.....	23
0 - 4 – Disagree.....	33

There are sufficient legal protections to prevent unfair competitive practices in my industry or line of work

<i>Mean (number on scale of 1 to 10)</i>	<i>5.2</i>
10 – Strongly agree	7
8 - 9.....	14
6 - 7.....	20
5	19
1 - 4.....	21
0 – Strongly disagree	10

Not sure	9
6 - 10 – Agree	42
5 /NS.....	27
0 - 4 – Disagree.....	31

Government-subsidized economic development projects benefit large corporations more than small businesses

<i>Mean (number on scale of 1 to 10)</i>	<i>7.2</i>
10 – Strongly agree	23
8 - 9.....	26
6 - 7.....	22
5.....	10
1 - 4.....	9
0 – Strongly disagree	3
Not sure	8
6 - 10 – Agree.....	71
5 /NS.....	18
0 - 4 – Disagree.....	12

Monopolies in my industry or line of work are making it harder to run a successful business

<i>Mean (number on scale of 1 to 10)</i>	<i>5.1</i>
10 – Strongly agree	10
8 - 9.....	18
6 - 7.....	18
5.....	12
1 - 4.....	27
0 – Strongly disagree	12
Not sure	3
6 - 10 – Agree.....	46
5 /NS.....	15
0 - 4 – Disagree.....	38

Anti-trust laws in my industry or line of work sufficiently protect businesses like mine from monopolies and unfair competition

Mean (number on scale of 1 to 10)	4.9
10 – Strongly agree	5
8 - 9.....	14
6 - 7.....	18
5.....	20
1 - 4.....	19
0 – Strongly disagree	11
Not sure	13
6 - 10 – Agree.....	37
5 /NS.....	33
0 - 4 – Disagree.....	30

Overall, federal and state policies are effective in creating a fair marketplace for my industry or line of work

Mean (number on scale of 1 to 10)	5.3
10 – Strongly agree	7
8 - 9.....	13
6 - 7.....	22
5.....	20
1 - 4.....	23
0 – Strongly disagree	8
Not sure	7
6 - 10 – Agree.....	42
5 /NS.....	26
0 - 4 – Disagree.....	31

25. Now you are going to see some practices that have been raised as potential issues for small businesses, relating to contracts or agreements. On a scale from 0-10, please rate how big of an issue you think this is for small businesses in general, where 0 is not an issue at all and 10 is a major issue.

Sorted by “6-10 – Agree”

Different pricing based on the size of the business.....	64
Loyalty discounts, where large companies or platforms have bundled products and services, forcing small businesses to purchase products or services they do not need, or making it more difficult for small businesses to sell those same products or services	55
Businesses violating contract terms without consequences	55
Payment practices that result in delay of payment, including "pay when paid" policies.....	53
Non-compete agreements, where employees of larger companies have to sign an agreement with their employer not to work for a competitor for a period of	

time after leaving that employer, resulting in reduced access to skilled workers for small businesses and preventing workers from starting their own new businesses	51
Non-disparagement and non-disclosure agreements that attempt to silence small businesses from speaking out about unfair practices	50
Businesses entering into contracts under false pretenses, for example featuring contractors in a bid and not using those contractors	50
Exclusionary contracts, where businesses sell on platforms or enter into contracts with main industry players that forbid them from selling goods or services on a competing platform or with competing players	50
Contracts that unfairly lay claim to intellectual property, patents and/or royalties.....	49
Demands for business information that are not necessary for the contract	45
Confusing or inequitable franchise agreements, such as those in which the franchisor holds undue leverage over its franchisees	43
Repeated false claims on intellectual property	43
"No price competition" clauses that prevent a business from selling its product or service more cheaply somewhere else	42

Exclusionary contracts, where businesses sell on platforms or enter into contracts with main industry players that forbid them from selling goods or services on a competing platform or with competing players

<i>Mean (number on scale of 1 to 10)</i>	<i>5.6</i>
10 – Major issue.....	9
8 - 9.....	18
6 - 7	23
5	14
1 - 4.....	15
0 – Not an issue at all	10
Not sure	11
6 - 10 – Issue.....	50
5 /NS.....	25
0 - 4 – Not issue.....	25

Non-compete agreements, where employees of larger companies have to sign an agreement with their employer not to work for a competitor for a period of time after leaving that employer, resulting in reduced access to skilled workers for small businesses and preventing workers from starting their own new businesses

<i>Mean (number on scale of 1 to 10)</i>	<i>5.6</i>
10 – Major issue.....	12
8 - 9.....	19
6 - 7	20
5	13
1 - 4.....	18
0 – Not an issue at all	11
Not sure	7

6 - 10 – Issue.....	51
5 /NS.....	20
0 - 4 – Not issue.....	29

Non-disparagement and non-disclosure agreements that attempt to silence small businesses from speaking out about unfair practices

<i>Mean (number on scale of 1 to 10)</i>	<i>5.5</i>
10 – Major issue.....	12
8 - 9.....	18
6 - 7.....	20
5.....	12
1 - 4.....	18
0 – Not an issue at all	12
Not sure	7
6 - 10 – Issue.....	50
5 /NS.....	19
0 - 4 – Not issue.....	30

Loyalty discounts, where large companies or platforms have bundled products and services, forcing small businesses to purchase products or services they do not need, or making it more difficult for small businesses to sell those same products or services

<i>Mean (number on scale of 1 to 10)</i>	<i>5.8</i>
10 – Major issue.....	12
8 - 9.....	20
6 - 7.....	23
5.....	12
1 - 4.....	16
0 – Not an issue at all	11
Not sure	6
6 - 10 – Issue.....	55
5 /NS.....	18
0 - 4 – Not issue.....	27

Confusing or inequitable franchise agreements, such as those in which the franchisor holds undue leverage over its franchisees

<i>Mean (number on scale of 1 to 10)</i>	<i>5.2</i>
10 – Major issue.....	9
8 - 9.....	17
6 - 7.....	18
5.....	12
1 - 4.....	18

0 – Not an issue at all	12
Not sure	14
6 - 10 – Issue.....	43
5 /NS.....	26
0 - 4 – Not issue.....	30

Different pricing based on the size of the business

<i>Mean (number on scale of 1 to 10)</i>	<i>6.3</i>
10 – Major issue.....	15
8 - 9.....	25
6 - 7	24
5	12
1 - 4.....	13
0 – Not an issue at all	8
Not sure	4
6 - 10 – Issue.....	64
5 /NS.....	16
0 - 4 – Not issue.....	20

“No price competition” clauses that prevent a business from selling its product or service more cheaply somewhere else

<i>Mean (number on scale of 1 to 10)</i>	<i>5.1</i>
10 – Major issue.....	8
8 - 9.....	18
6 - 7	16
5	13
1 - 4.....	21
0 – Not an issue at all	13
Not sure	10
6 - 10 – Issue.....	42
5 /NS.....	23
0 - 4 – Not issue.....	34

Payment practices that result in delay of payment, including "pay when paid" policies

<i>Mean (number on scale of 1 to 10)</i>	<i>5.7</i>
10 – Major issue.....	11
8 - 9.....	20
6 - 7	22
5	11
1 - 4.....	18
0 – Not an issue at all	10

Not sure	7
6 - 10 – Issue.....	53
5 /NS.....	18
0 - 4 – Not issue.....	28

Businesses entering into contracts under false pretenses, for example featuring contractors in a bid and not using those contractors

<i>Mean (number on scale of 1 to 10)</i>	<i>5.7</i>
10 – Major issue.....	11
8 - 9.....	19
6 - 7.....	20
5.....	12
1 - 4.....	17
0 – Not an issue at all	10
Not sure	11
6 - 10 – Issue.....	50
5 /NS.....	23
0 - 4 – Not issue.....	27

Businesses violating contract terms without consequences

<i>Mean (number on scale of 1 to 10)</i>	<i>5.9</i>
10 – Major issue.....	14
8 - 9.....	19
6 - 7.....	22
5.....	12
1 - 4.....	14
0 – Not an issue at all	10
Not sure	8
6 - 10 – Issue.....	55
5 /NS.....	20
0 - 4 – Not issue.....	25

Demands for business information that are not necessary for the contract

<i>Mean (number on scale of 1 to 10)</i>	<i>5.4</i>
10 – Major issue.....	8
8 - 9.....	18
6 - 7.....	19
5.....	16
1 - 4.....	18
0 – Not an issue at all	10
Not sure	11

6 - 10 – Issue.....	45
5 /NS.....	26
0 - 4 – Not issue.....	29

Repeated false claims on intellectual property

<i>Mean (number on scale of 1 to 10)</i>	<i>5.2</i>
10 – Major issue.....	10
8 - 9.....	15
6 - 7.....	18
5.....	13
1 - 4.....	18
0 – Not an issue at all	13
Not sure	14
6 - 10 – Issue.....	43
5 /NS.....	26
0 - 4 – Not issue.....	31

Contracts that unfairly lay claim to intellectual property, patents and/or royalties

<i>Mean (number on scale of 1 to 10)</i>	<i>5.5</i>
10 – Major issue.....	13
8 - 9.....	17
6 - 7.....	19
5.....	10
1 - 4.....	19
0 – Not an issue at all	12
Not sure	10
6 - 10 – Issue.....	49
5 /NS.....	20
0 - 4 – Not issue.....	31

26. Now you are going to see the same practices that have been raised as potential issues for small businesses, relating to contracts or agreements. Please state whether or not your business has been negatively affected by each of the following. If any of the following are not applicable to your business please mark that option.

Sorted by “Yes, my business has been negatively affected by this”

Different pricing based on the size of the business.....	41
Payment practices that result in delay of payment, including "pay when paid" policies.....	32
Loyalty discounts, where large companies or platforms have bundled products and services, forcing small businesses to purchase products or services they do not need, or making it more difficult for small businesses to sell those same products or services	29
Businesses violating contract terms without consequences	25

Demands for business information that are not necessary for the contract	23
Businesses entering into contracts under false pretenses, for example featuring contractors in a bid and not using those contractors	21
Non-compete agreements, where employees of larger companies have to sign an agreement with their employer not to work for a competitor for a period of time after leaving that employer, resulting in reduced access to skilled workers for small businesses and preventing workers from starting their own new businesses	20
“No price competition” clauses that prevent a business from selling its product or service more cheaply somewhere else	18
Exclusionary contracts, where businesses sell on platforms or enter into contracts with main industry players that forbid them from selling goods or services on a competing platform or with competing players	17
Repeated false claims on intellectual property	16
Contracts that unfairly lay claim to intellectual property, patents and/or royalties.....	16
Non-disparagement and non-disclosure agreements that attempt to silence small businesses from speaking out about unfair practices	16
Confusing or inequitable franchise agreements, such as those in which the franchisor holds undue leverage over its franchisees.....	10

Exclusionary contracts, where businesses sell on platforms or enter into contracts with main industry players that forbid them from selling goods or services on a competing platform or with competing players

Yes, my business has been negatively affected	17
No, my business has not been negatively affected	39
Not applicable to my business	38
Not sure	7

Non-compete agreements, where employees of larger companies have to sign an agreement with their employer not to work for a competitor for a period of time after leaving that employer, resulting in reduced access to skilled workers for small businesses and preventing workers from starting their own new businesses

Yes, my business has been negatively affected	20
No, my business has not been negatively affected	41
Not applicable to my business	34
Not sure	5

Non-disparagement and non-disclosure agreements that attempt to silence small businesses from speaking out about unfair practices

Yes, my business has been negatively affected	16
No, my business has not been negatively affected	45
Not applicable to my business	34
Not sure	5

Loyalty discounts, where large companies or platforms have bundled products and services, forcing small businesses to purchase products or services they do not need, or making it more difficult for small businesses to sell those same products or services

Yes, my business has been negatively affected 29
No, my business has not been negatively affected 34
Not applicable to my business31
Not sure 6

Confusing or inequitable franchise agreements, such as those in which the franchisor holds undue leverage over its franchisees

Yes, my business has been negatively affected 10
No, my business has not been negatively affected 32
Not applicable to my business51
Not sure 7

Different pricing based on the size of the business

Yes, my business has been negatively affected41
No, my business has not been negatively affected 32
Not applicable to my business 20
Not sure 7

“No price competition” clauses that prevent a business from selling its product or service more cheaply somewhere else

Yes, my business has been negatively affected18
No, my business has not been negatively affected41
Not applicable to my business 34
Not sure 7

Payment practices that result in delay of payment, including "pay when paid" policies

Yes, my business has been negatively affected 32
No, my business has not been negatively affected 36
Not applicable to my business 27
Not sure 6

Businesses entering into contracts under false pretenses, for example featuring contractors in a bid and not using those contractors

Yes, my business has been negatively affected21
No, my business has not been negatively affected 36
Not applicable to my business 36
Not sure 7

Businesses violating contract terms without consequences

Yes, my business has been negatively affected 25
No, my business has not been negatively affected 40
Not applicable to my business 30
Not sure 6

Demands for business information that are not necessary for the contract

Yes, my business has been negatively affected 23
No, my business has not been negatively affected 42
Not applicable to my business 29
Not sure 6

Repeated false claims on intellectual property

Yes, my business has been negatively affected16
No, my business has not been negatively affected 38
Not applicable to my business 39
Not sure 7

Contracts that unfairly lay claim to intellectual property, patents and/or royalties

Yes, my business has been negatively affected16
No, my business has not been negatively affected 37
Not applicable to my business 40
Not sure 7

27. Thinking about any contracts or agreements you’ve entered into with larger companies, including vendor agreements, overall how difficult were these agreements to understand? If you have never entered into an agreement with a larger business just mark that option.

Very difficult 5
Somewhat difficult..... 26
Not too difficult..... 27
Not difficult at all12
Have never entered into an agreement with larger business 28
Not sure1
Difficult 31
Not difficult 40

28. Over the course of any of these agreements, has either party threatened or pursued legal action related to the contract? (Select all that apply)

Yes – the larger company did14
Yes – my business did..... 10
No.....77
Not sure 2

29. Have you ever attempted to enter into an agreement with a larger company but were unable to negotiate the terms?	
Yes.....	32
No.....	65
Not sure	3
30. Have you ever felt like you were coerced into signing an agreement or contract with a larger company that you did not fully understand or feel comfortable with?	
Yes.....	25
No.....	72
Not sure	3
31. Have you ever entered into an exclusionary contract with a larger company, where a larger company forced you to stop doing business with other clients?	
Yes.....	12
No.....	86
Not sure	2
32. Many industries require businesses to obtain special licensing, specific to that industry, to operate lawfully. In order to run your business in compliance with local laws, are there any special licensing requirements of your business?	
Yes.....	49
No.....	46
Not sure	5
33. [If Q32 = Yes] Overall, on a scale from 0-10, where 0 is extremely easy and 10 is extremely difficult, how easy or difficult was the experience of obtaining a license for you?	
Mean (number on scale of 1 to 10)	4.5
10 – Extremely difficult	5
8 - 9.....	14
6 - 7	23
5	12
1 - 4.....	30
0 – Extremely easy.....	16
Not sure	1
6 - 10 – Difficult.....	42
5 /NS.....	12
0 - 4 – Easy	46

34. Now you are going to see a list of practices that some have raised as potential issues for small businesses. On a scale from 0-10, please rate how big of an issue you think this is for small businesses in general, where 0 is not an issue at all and 10 is a major issue.

Sorted by “6-10 – Issue”

Self-preferencing, where larger companies' products or services appear first on a platform or search engine	55
Predatory pricing, where larger companies undercharge for a product or service, forcing other businesses to drive their prices down, potentially running them out of business	55
Copycatting, where larger companies copy the product or service of a smaller business	50
Forced advertising, where companies have to pay high fees to platforms or marketplaces to have their product or service featured more prominently or to access customers or fans they've already developed	46
Loyalty discounts, where large companies or platforms bundle products and services, potentially leading to anti-competitive practices	45
Exclusionary contracts, where platforms or main industry players forbid a business from selling goods or services on a competing platform or with competing players	40
Toll booths, where platforms, marketplaces or other middlemen extract a percentage of each sale made by a business.....	40
Tying, where a business is forced to purchase some product or service in order to access another product or service	37

Predatory pricing, where larger companies undercharge for a product or service, forcing other businesses to drive their prices down, potentially running them out of business

<i>Mean (number on scale of 1 to 10)</i>	5.8
10 – Major issue.....	19
8 - 9.....	18
6 - 7.....	18
5	10
1 - 4.....	15
0 – Not an issue at all	15
Not sure	5
6 - 10 – Issue.....	55
5 /DK.....	15
0 - 4 – Not an issue	30

Copycatting, where larger companies copy the product or service of a smaller business

<i>Mean (number on scale of 1 to 10)</i>	5.3
10 – Major issue.....	16
8 - 9.....	17
6 - 7.....	17
5	9

1 - 4.....	16
0 – Not an issue at all	19
Not sure	7
6 - 10 – Issue.....	50
5 /DK.....	15
0 - 4 – Not an issue.....	35

Self-preferencing, where larger companies’ products or services appear first on a platform or search engine

<i>Mean (number on scale of 1 to 10)</i>	<i>5.9</i>
10 – Major issue.....	17
8 - 9.....	21
6 - 7	17
5	12
1 - 4.....	14
0 – Not an issue at all	14
Not sure	6
6 - 10 – Issue.....	55
5 /DK.....	18
0 - 4 – Not an issue.....	27

Forced advertising, where companies have to pay high fees to platforms or marketplaces to have their product or service featured more prominently or to access customers or fans they've already developed

<i>Mean (number on scale of 1 to 10)</i>	<i>5.1</i>
10 – Major issue.....	12
8 - 9.....	16
6 - 7	17
5	12
1 - 4.....	14
0 – Not an issue at all	20
Not sure	8
6 - 10 – Issue.....	46
5 /DK.....	20
0 - 4 – Not an issue.....	34

Toll booths, where platforms, marketplaces or other middlemen extract a percentage of each sale made by a business

<i>Mean (number on scale of 1 to 10)</i>	<i>4.6</i>
10 – Major issue.....	10
8 - 9.....	13
6 - 7	17

5	12
1 - 4.....	18
0 – Not an issue at all	22
Not sure	8
6 - 10 – Issue.....	40
5 /DK.....	20

0 - 4 – Not an issue⁴¹

Tying, where a business is forced to purchase some product or service in order to access another product or service

<i>Mean (number on scale of 1 to 10)</i>	<i>4.5</i>
10 – Major issue.....	8
8 - 9.....	14
6 - 7	15
5	14
1 - 4.....	21
0 – Not an issue at all	22
Not sure	7
6 - 10 – Issue.....	37
5 /DK.....	21
0 - 4 – Not an issue.....	42

Exclusionary contracts, where platforms or main industry players forbid a business from selling goods or services on a competing platform or with competing players

<i>Mean (number on scale of 1 to 10)</i>	<i>4.6</i>
10 – Major issue.....	9
8 - 9.....	12
6 - 7	19
5	12
1 - 4.....	19
0 – Not an issue at all	21
Not sure	9
6 - 10 – Issue.....	40
5 /DK.....	21
0 - 4 – Not an issue.....	39

Loyalty discounts, where large companies or platforms bundle products and services, potentially leading to anti-competitive practices

Mean (number on scale of 1 to 10)	5.0
10 – Major issue.....	10
8 - 9.....	16
6 - 7.....	19
5.....	13
1 - 4.....	18
0 – Not an issue at all	17
Not sure	7
6 - 10 – Issue.....	45
5 /DK.....	19
0 - 4 – Not an issue.....	35

35. Now you are going to see some of the same practices that have been raised as potential issues for small businesses. Please state whether each has affected your business or not. If any of the following are not applicable to your business, please mark that option.

Sorted by “Yes, this has affected my business”

Self-preferencing, where larger companies' products or services appear first on a platform or search engine	35
Predatory pricing, where larger companies undercharge for a product or service, forcing other businesses to drive their prices down, potentially running them out of business	34
Loyalty discounts, where large companies or platforms bundle products and services, potentially leading to anti-competitive practices	28
Copycatting, where larger companies copy the product or service of a smaller business	28
Forced advertising, where companies have to pay high fees to platforms or marketplaces to have their product or service featured more prominently or to access customers or fans they've already developed.....	27
Toll booths, where platforms, marketplaces or other middlemen extract a percentage of each sale made by a business.....	26
Tying, where a business is forced to purchase some product or service in order to access another product or service	22
Exclusionary contracts, where platforms or main industry players forbid a business from selling goods or services on a competing platform or with competing players.....	16

Predatory pricing, where larger companies undercharge for a product or service, forcing other businesses to drive their prices down, potentially running them out of business

Yes, this has affected my business	34
No, this has not affected my business	35
This is not applicable to my business.....	24
Not sure	7

Copycatting, where larger companies copy the product or service of a smaller business

Yes, this has affected my business 28
No, this has not affected my business 39
This is not applicable to my business..... 27
Not sure 6

Self-preferencing, where larger companies’ products or services appear first on a platform or search engine

Yes, this has affected my business 35
No, this has not affected my business 32
This is not applicable to my business..... 26
Not sure 7

Forced advertising, where companies have to pay high fees to platforms or marketplaces to have their product or service featured more prominently or to access customers or fans they've already developed

Yes, this has affected my business 27
No, this has not affected my business 36
This is not applicable to my business..... 30
Not sure 7

Toll booths, where platforms, marketplaces or other middlemen extract a percentage of each sale made by a business

Yes, this has affected my business 26
No, this has not affected my business 36
This is not applicable to my business..... 33
Not sure 6

Tying, where a business is forced to purchase some product or service in order to access another product or service

Yes, this has affected my business 22
No, this has not affected my business 39
This is not applicable to my business..... 31
Not sure 8

Exclusionary contracts, where platforms or main industry players forbid a business from selling goods or services on a competing platform or with competing players

Yes, this has affected my business 16
No, this has not affected my business 45
This is not applicable to my business..... 33
Not sure 6

Loyalty discounts, where large companies or platforms bundle products and services, potentially leading to anti-competitive practices

Yes, this has affected my business	28
No, this has not affected my business	39
This is not applicable to my business.....	27
Not sure	6

36. Now you are going to see some statements in favor or changing the rules to support small businesses. Please rate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. If you’re not sure how you feel about a particular item just mark that option.

Sorted by “Agree”

Small businesses are some of the most exciting innovators right now, but larger companies have the resources to take these businesses' creative ideas, mass produce them, and drown small businesses out with their market power	83
Our economy is changing and it's time to update our current laws for the modern age to protect consumers and small businesses	82
Larger companies have greater access to capital and employee benefits like healthcare, putting them at an automatic advantage and making it very difficult for small businesses to compete	82
Large companies get a competitive advantage by having resources to negotiate contracts and agreements that allow them to take advantage of small businesses	80
Large companies have too much control over markets, and local, state, and federal government need to step in to help create a more equitable playing field.....	80
We need strong enforcement of anti-trust laws.....	76
Greater regulation is needed in online marketplaces in order to limit predatory practices by large corporations and stop the growth of monopolies across industries	75
More regulation is needed to stop the growth of monopolies across industries.....	74
Tech giants make it difficult for small online retailers to do business by changing platform algorithms with little transparency or warning.....	72
Online marketplaces are altering consumer expectations by offering unsustainably low prices that small businesses have difficulty matching	71
Burdensome licensing requirements often make it difficult for small businesses to compete in the market	68

Large companies have too much control over markets, and local, state, and federal government need to step in to help create a more equitable playing field.

Strongly agree	41
Somewhat agree.....	38
Somewhat disagree	10
Strongly disagree	4
Not sure	7
Agree	80
Disagree	13

Large companies get a competitive advantage by having resources to negotiate contracts and agreements that allow them to take advantage of small businesses.

Strongly agree	42
Somewhat agree	38
Somewhat disagree	9
Strongly disagree	3
Not sure	8
Agree	80
Disagree	12

Small businesses are some of the most exciting innovators right now, but larger companies have the resources to take these businesses' creative ideas, mass produce them, and drown small businesses out with their market power.

Strongly agree	50
Somewhat agree	33
Somewhat disagree	8
Strongly disagree	2
Not sure	7
Agree	83
Disagree	10

Tech giants make it difficult for small online retailers to do business by changing platform algorithms with little transparency or warning.

Strongly agree	37
Somewhat agree	34
Somewhat disagree	9
Strongly disagree	4
Not sure	15
Agree	72
Disagree	13

Online marketplaces are altering consumer expectations by offering unsustainably low prices that small businesses have difficulty matching.

Strongly agree	35
Somewhat agree	36
Somewhat disagree	14
Strongly disagree	5
Not sure	10
Agree	71
Disagree	18

Our economy is changing and it's time to update our current laws for the modern age to protect consumers and small businesses.

Strongly agree	48
Somewhat agree	34
Somewhat disagree	7
Strongly disagree	3
Not sure	8
Agree	82
Disagree	10

Greater regulation is needed in online marketplaces in order to limit predatory practices by large corporations and stop the growth of monopolies across industries.

Strongly agree	40
Somewhat agree	35
Somewhat disagree	10
Strongly disagree	4
Not sure	11
Agree	75
Disagree	14

More regulation is needed to stop the growth of monopolies across industries.

Strongly agree	41
Somewhat agree	33
Somewhat disagree	13
Strongly disagree	4
Not sure	9
Agree	74
Disagree	17

Larger companies have greater access to capital and employee benefits like healthcare, putting them at an automatic advantage and making it very difficult for small businesses to compete.

Strongly agree	50
Somewhat agree	32
Somewhat disagree	9
Strongly disagree	3
Not sure	7
Agree	82
Disagree	12

Burdensome licensing requirements often make it difficult for small businesses to compete in the market.

Strongly agree	29
Somewhat agree	39
Somewhat disagree	14
Strongly disagree	8
Not sure	10
Agree	68
Disagree	22

We need strong enforcement of anti-trust laws

Strongly agree	41
Somewhat agree	35
Somewhat disagree	7
Strongly disagree	3
Not sure	13
Agree	76
Disagree	11

37. In order to address these issues and ensure that small businesses and large companies are able to compete, how much would you support each of the following policies? Do you strongly support, somewhat support, somewhat oppose, or strongly oppose each of these policies? If you are not sure just mark that option.

Sorted by “Support”

Tax incentives at the local, state, and federal level that encourage more small businesses and entrepreneurship development	84
Better enforcement of existing anti-trust laws and other provisions protecting small businesses against anti-competitive practices.....	80
Specific prohibitions on various predatory practices and practices that make it harder for smaller businesses to compete	76
Loosening or standardizing licensing requirements to spur more entrepreneurial development	76
Breaking up larger companies	55

Breaking up larger companies

Strongly support	26
Somewhat support	30
Somewhat oppose	18
Strongly oppose	9
Not sure	17
Support	55
Oppose	28

Tax incentives at the local, state, and federal level that encourage more small businesses and entrepreneurship development

Strongly support 58
Somewhat support 26
Somewhat oppose 6
Strongly oppose 3
Not sure 7
Support 84
Oppose 9

Better enforcement of existing anti-trust laws and other provisions protecting small businesses against anti-competitive practices

Strongly support 49
Somewhat support 31
Somewhat oppose 7
Strongly oppose 2
Not sure 11
Support 80
Oppose 9

Loosening or standardizing licensing requirements to spur more entrepreneurial development

Strongly support 41
Somewhat support 35
Somewhat oppose 9
Strongly oppose 3
Not sure 12
Support 76
Oppose 12

Specific prohibitions on various predatory practices and practices that make it harder for smaller businesses to compete

Strongly support 44
Somewhat support 32
Somewhat oppose 8
Strongly oppose 5
Not sure 11
Support 76
Oppose 13

38. Some small businesses have experienced a lack of support when it comes to employee training, with many government workforce programs and subsidies geared toward larger businesses. Overall, how big of an issue has lack of support been from local, state, or federal government when it comes to employee training and workforce development?

Major issue.....	22
Minor issue	32
Not an issue at all.....	35
Not sure	10

39. Thinking collectively about the issues we have discussed in this survey, and in particular creating an equal opportunity among small businesses and larger companies, what term best encapsulates that idea for you?

Level playing field	43
Equitable competition.....	19
Anti-monopoly.....	13
Access to markets.....	9
Anti-trust	6
Other	1
Not sure	9

The remaining questions are for statistical purposes only.

40. Just to make sure we have a representative sample, could you please identify which of the following descriptions best fit your company? (Select all that apply)

Minority-Owned Business	22
Woman-Owned Business.....	35
Veteran-Owned Business.....	11
None of the above	43

41. Would you best describe the area in which you do business as urban, suburban, or rural? If you do business in multiple locations please answer for the location of your largest business.

Urban	33
Suburban.....	45
Rural	22
Not sure	1

42. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Strong Democrat.....	18
Not-so-strong Democrat.....	11
Independent - lean Democrat	7
Democrat	36
Independent.....	16

Republican	43
Independent - lean Republican.....	8
Not-so-strong Republican.....	13
Strong Republican	22
Other	2
Not sure	2
Prefer not to answer.....	2