

Survey Toplines

Opinion Poll: American Voters Want Elected Officials to Support Small Business

Released: April 28, 2026

Download the full report from our website: <https://smallbusinessmajority.org/our-research/american-voters-want-elected-officials-to-support-small-business>

Methodology

This poll reflects a survey of 1,000 likely 2026 general election voters nationwide. The poll was designed and administered by Lake Research Partners, and was conducted between February 23 – March 2, 2026, by live telephone and text-to-online interviews in English and Spanish.

The sample was stratified by gender, age, region, race and political affiliation to reflect the demographic composition of likely midterm voters. Where there were slight differences between our survey sample and the expected voting population, data were weighted accordingly. The margin of error for the full sample is +/- 3.1% at a 95% confidence level. It is larger for subgroups and split-sampled questions.

For questions about this report or to request additional information, please contact us at research@smallbusinessmajority.org.

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
1. Region				
New England	5%	5%	5%	0%
Middle Atlantic	12%	10%	8%	25%
East North Central	16%	18%	10%	12%
West North Central	7%	7%	4%	6%
South Atlantic	21%	19%	15%	36%
East South Central	5%	5%	4%	6%
West South Central	10%	8%	18%	10%
Mountain	9%	12%	6%	0%
Pacific	15%	14%	30%	4%
Northeast	17%	16%	13%	25%
Midwest	23%	25%	15%	18%
South	36%	33%	37%	53%
West	24%	26%	36%	5%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

2. How likely are you to vote in the November 2026 election for Congress and other offices, are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Almost Certain.....	96%	96%	98%	96%
Probably.....	4%	4%	2%	4%

3. What kind of businesses come to mind when you hear about small business?

Food & beverage establishments	37%	38%	33%	35%
Locally owned / family-run / mom & pop	37%	38%	36%	29%
Local retail & specialty stores	33%	35%	18%	29%
Trades & contractors	12%	13%	4%	10%
General service providers	7%	5%	10%	6%
Grocery, convenience & bodegas	5%	4%	6%	10%
Size-based definitions.....	5%	5%	4%	3%
Personal care & beauty services.....	5%	5%	3%	5%
Professional services.....	4%	3%	3%	4%
Small manufacturing & fabrication	3%	4%	1%	1%
Agriculture & food producers	3%	3%	1%	1%
Entertainment & recreation businesses.....	1%	1%	0%	3%
Other/don't know/NA	6%	5%	13%	10%

4. Roughly what size do you consider the typical small business to be in terms of number of employees?

Under 10	52%	51%	56%	50%
10 to 25	61%	63%	52%	60%
25 to 50	28%	31%	17%	25%
50 to 100.....	12%	15%	6%	12%
100 to 200.....	4%	4%	6%	7%
Over 200	2%	2%	4%	4%
Other/don't know/NA	4%	4%	2%	2%

5. Which of the following do you believe is better for you and your family economically?

The success of large corporations–much better	5%	4%	11%	1%
The success of large corporations– somewhat better	3%	2%	4%	1%
The success of small businesses– somewhat better.....	22%	24%	8%	24%
The success of small businesses– much better	51%	51%	66%	49%
(Don't know).....	19%	18%	11%	25%
<i>The success of large corporations.....</i>	8%	7%	15%	2%
<i>The success of small businesses.....</i>	73%	75%	74%	72%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
6. Which of the following do you believe is better for the economy?				
The success of large corporations—much better	2%	3%	1%	1%
The success of large corporations— somewhat better	2%	3%	1%	1%
The success of small businesses— somewhat better.....	18%	20%	12%	24%
The success of small businesses— much better	65%	63%	80%	61%
(Don't know).....	13%	11%	7%	13%
<i>The success of large corporations.....</i>	4%	6%	1%	2%
<i>The success of small businesses.....</i>	83%	83%	92%	85%
7. How important is it to you personally that small businesses in your community are able to thrive?				
Extremely important	59%	57%	71%	61%
Very important	29%	33%	18%	25%
Moderately important.....	10%	9%	8%	12%
A little important	1%	1%	0%	0%
Not important at all	1%	0%	3%	2%
(Don't know).....	0%	0%	0%	0%
<i>Extremely /Very important</i>	89%	90%	89%	87%
<i>Moderately /A little /Not important at all</i>	11%	10%	11%	13%
8. In the past year, would you say things have gotten better, worse, or stayed the same for small businesses?				
Much better	14%	14%	23%	9%
Somewhat better	11%	12%	8%	4%
Somewhat worse.....	17%	17%	13%	22%
Much worse.....	43%	41%	49%	58%
Stayed the same	10%	11%	5%	5%
(Don't know).....	5%	5%	2%	2%
<i>Better</i>	25%	26%	30%	13%
<i>Worse.....</i>	61%	58%	62%	80%
9. Here is a list of problems that could be facing small businesses. Which one or two of these do you think are the most important problems facing small businesses right now? Select up to two responses.				
Tariffs driving up costs	49%	44%	59%	68%
Unfair competition from large corporations	35%	36%	29%	26%
The cost of healthcare	31%	32%	17%	28%
Taxes.....	25%	27%	26%	22%
Government regulations	22%	23%	19%	13%
Economic disruption from immigration crackdowns.....	21%	19%	33%	26%
The cost of childcare	5%	5%	6%	8%
Don't know.....	2%	2%	1%	0%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

10. Now I'm going to read some issue and policy statements. For each one, please tell me if you would be more or less likely to vote for a candidate for public office who supported each issue or policy.

Select one for each option

Sorted by "Much more likely"

d. We need to reduce the cost of healthcare including prescription drugs	77%	76%	91%	84%
a. Small businesses should be able to access affordable healthcare for themselves and their employees	70%	68%	81%	75%
s. We should ensure government tax incentives go to Main Street businesses and not to large AI companies building data centers in communities across the country	69%	69%	85%	65%
c. We need to roll back the huge increases in the cost of healthcare for small businesses that use the insurance marketplace	65%	64%	77%	69%
q. The government should fix the tax system to benefit small businesses instead of large corporations	64%	62%	70%	70%
u. The government should reduce regulations that inhibit small business from starting and growing	61%	58%	77%	63%
p. The government should enforce the laws to ensure there is no price discrimination against small businesses	61%	55%	84%	78%
n. The government should ensure small businesses have access to capital that doesn't carry exorbitant interest rates or other unfavorable terms	60%	55%	80%	72%
f. Small businesses and their employees should be able to access affordable childcare and eldercare	60%	56%	79%	80%
h. The government should stop the instability of raising and lowering tariffs, which creates uncertainty for small businesses.....	57%	51%	76%	75%
b. Small business owners should not face medical debt that sends them into bankruptcy or hampers their ability to get loans	56%	50%	82%	69%
e. Small businesses and their employees should be able to access affordable childcare	54%	53%	54%	68%
r. We need to stop the spikes in small business utility bills stemming from building new AI data centers that demand huge amounts of power.....	53%	51%	51%	65%
g. The government should reduce tariffs, which raise the costs of everyday goods and hurt small businesses.....	50%	48%	55%	70%
k. The government should stop the excessive, disruptive ICE raids that are hurting small businesses	50%	48%	58%	62%
l. The government should stop ICE raids, which are hurting small businesses and disrupting local economies	50%	43%	72%	74%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
m. The government should ensure small businesses have access to capital and financing that helps them grow	50%	47%	68%	57%
o. Small businesses should be able to compete with larger corporations on a level playing field by paying the same prices for materials and labor	48%	47%	49%	47%
j. The government should stop dismantling visa programs and other pathways that allow legal immigrants to work for and start small businesses.	45%	42%	60%	61%
i. The government should support strong visa programs and other pathways that allow legal immigrants to work for and start small businesses	45%	42%	65%	47%
t. The government should cut red tape, such as permitting and licensing requirements, to allow more small businesses to start and grow	44%	42%	52%	55%
a. Small businesses should be able to access affordable healthcare for themselves and their employees				
Much more likely	70%	68%	81%	75%
Somewhat more likely	21%	25%	13%	15%
Somewhat less likely	2%	1%	4%	2%
Much less likely.....	1%	1%	1%	1%
Makes no difference.....	3%	3%	0%	4%
(Don't know).....	3%	2%	2%	3%
<i>More likely</i>	91%	92%	94%	90%
<i>Less likely</i>	3%	2%	5%	3%
b. Small business owners should not face medical debt that sends them into bankruptcy or hampers their ability to get loans				
Much more likely	56%	50%	82%	69%
Somewhat more likely	26%	33%	7%	17%
Somewhat less likely	5%	4%	4%	6%
Much less likely.....	2%	2%	1%	2%
Makes no difference.....	5%	6%	2%	1%
(Don't know).....	6%	6%	3%	4%
<i>More likely</i>	82%	83%	89%	86%
<i>Less likely</i>	7%	6%	5%	8%

TOTAL	WHITE	LATINO/A	BLACK
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c. We need to roll back the huge increases in the cost of healthcare for small businesses that use the insurance marketplace

Much more likely	65%	64%	77%	69%
Somewhat more likely	22%	25%	11%	20%
Somewhat less likely	2%	2%	4%	3%
Much less likely.....	2%	2%	5%	0%
Makes no difference.....	4%	4%	1%	5%
(Don't know).....	4%	4%	2%	3%
<i>More likely</i>	87%	88%	89%	89%
<i>Less likely</i>	5%	4%	8%	3%

d. We need to reduce the cost of healthcare including prescription drugs

Much more likely	77%	76%	91%	84%
Somewhat more likely	14%	17%	2%	9%
Somewhat less likely	2%	2%	3%	1%
Much less likely.....	1%	0%	0%	5%
Makes no difference.....	5%	4%	4%	1%
(Don't know).....	1%	1%	0%	1%
<i>More likely</i>	91%	93%	93%	92%
<i>Less likely</i>	3%	2%	3%	6%

e. Small businesses and their employees should be able to access affordable childcare

Much more likely	54%	53%	54%	68%
Somewhat more likely	24%	25%	35%	11%
Somewhat less likely	4%	5%	5%	3%
Much less likely.....	2%	2%	2%	1%
Makes no difference.....	11%	11%	5%	14%
(Don't know).....	4%	4%	0%	3%
<i>More likely</i>	78%	78%	89%	79%
<i>Less likely</i>	7%	7%	6%	4%

f. Small businesses and their employees should be able to access affordable childcare and eldercare

Much more likely	60%	56%	79%	80%
Somewhat more likely	24%	26%	11%	14%
Somewhat less likely	3%	4%	3%	0%
Much less likely.....	3%	2%	0%	5%
Makes no difference.....	7%	8%	7%	0%
(Don't know).....	3%	4%	0%	1%
<i>More likely</i>	84%	82%	90%	93%
<i>Less likely</i>	6%	6%	3%	5%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
g. The government should reduce tariffs, which raise the costs of everyday goods and hurt small businesses				
Much more likely	50%	48%	55%	70%
Somewhat more likely	10%	11%	10%	4%
Somewhat less likely	6%	8%	5%	2%
Much less likely.....	18%	17%	19%	10%
Makes no difference.....	11%	13%	11%	8%
(Don't know).....	4%	4%	0%	5%
<i>More likely</i>	61%	59%	65%	75%
<i>Less likely</i>	24%	25%	24%	12%

h. The government should stop the instability of raising and lowering tariffs, which creates uncertainty for small businesses

Much more likely	57%	51%	76%	75%
Somewhat more likely	8%	10%	1%	4%
Somewhat less likely	8%	8%	7%	6%
Much less likely.....	14%	15%	5%	7%
Makes no difference.....	9%	9%	11%	4%
(Don't know).....	5%	6%	0%	4%
<i>More likely</i>	65%	61%	77%	79%
<i>Less likely</i>	22%	23%	12%	13%

i. The government should support strong visa programs and other pathways that allow legal immigrants to work for and start small businesses

Much more likely	45%	42%	65%	47%
Somewhat more likely	21%	23%	10%	26%
Somewhat less likely	8%	10%	6%	9%
Much less likely.....	13%	14%	16%	8%
Makes no difference.....	8%	8%	4%	3%
(Don't know).....	4%	3%	0%	7%
<i>More likely</i>	66%	65%	75%	73%
<i>Less likely</i>	22%	24%	22%	17%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

j. The government should stop dismantling visa programs and other pathways that allow legal immigrants to work for and start small businesses.

Much more likely	45%	42%	60%	61%
Somewhat more likely	17%	16%	16%	18%
Somewhat less likely	5%	5%	1%	6%
Much less likely.....	22%	24%	16%	8%
Makes no difference.....	5%	6%	5%	2%
(Don't know).....	6%	7%	3%	5%
<i>More likely</i>	62%	58%	76%	80%
<i>Less likely</i>	27%	29%	16%	14%

k. The government should stop the excessive, disruptive ICE raids that are hurting small businesses

Much more likely	50%	48%	58%	62%
Somewhat more likely	5%	5%	5%	6%
Somewhat less likely	3%	3%	6%	4%
Much less likely.....	30%	34%	25%	14%
Makes no difference.....	9%	9%	7%	11%
(Don't know).....	2%	2%	0%	3%
<i>More likely</i>	55%	53%	63%	68%
<i>Less likely</i>	34%	37%	30%	17%

l. The government should stop ICE raids, which are hurting small businesses and disrupting local economies

Much more likely	50%	43%	72%	74%
Somewhat more likely	6%	7%	0%	4%
Somewhat less likely	3%	4%	2%	4%
Much less likely.....	33%	37%	17%	11%
Makes no difference.....	6%	7%	9%	6%
(Don't know).....	2%	3%	0%	1%
<i>More likely</i>	56%	50%	72%	78%
<i>Less likely</i>	36%	40%	19%	15%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

m. The government should ensure small businesses have access to capital and financing that helps them grow

Much more likely	50%	47%	68%	57%
Somewhat more likely	35%	37%	28%	30%
Somewhat less likely	3%	3%	1%	2%
Much less likely.....	2%	3%	1%	2%
Makes no difference.....	5%	5%	2%	5%
(Don't know).....	4%	5%	0%	5%
<i>More likely</i>	85%	83%	96%	87%
<i>Less likely</i>	5%	6%	2%	4%

n. The government should ensure small businesses have access to capital that doesn't carry exorbitant interest rates or other unfavorable terms

Much more likely	60%	55%	80%	72%
Somewhat more likely	25%	30%	10%	14%
Somewhat less likely	5%	5%	3%	5%
Much less likely.....	1%	0%	2%	3%
Makes no difference.....	6%	7%	2%	2%
(Don't know).....	3%	3%	3%	4%
<i>More likely</i>	85%	85%	90%	87%
<i>Less likely</i>	6%	5%	5%	8%

o. Small businesses should be able to compete with larger corporations on a level playing field by paying the same prices for materials and labor

Much more likely	48%	47%	49%	47%
Somewhat more likely	26%	27%	20%	25%
Somewhat less likely	4%	5%	0%	5%
Much less likely.....	7%	5%	19%	11%
Makes no difference.....	9%	9%	10%	9%
(Don't know).....	7%	7%	2%	3%
<i>More likely</i>	74%	74%	69%	72%
<i>Less likely</i>	11%	10%	19%	16%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
p. The government should enforce the laws to ensure there is no price discrimination against small businesses				
Much more likely	61%	55%	84%	78%
Somewhat more likely	26%	32%	6%	12%
Somewhat less likely	3%	2%	3%	4%
Much less likely.....	2%	2%	1%	2%
Makes no difference.....	5%	5%	5%	1%
(Don't know).....	4%	4%	1%	2%
<i>More likely</i>	87%	87%	90%	90%
<i>Less likely</i>	5%	3%	3%	6%

q. The government should fix the tax system to benefit small businesses instead of large corporations				
Much more likely	64%	62%	70%	70%
Somewhat more likely	22%	23%	15%	16%
Somewhat less likely	3%	3%	1%	3%
Much less likely.....	2%	1%	5%	2%
Makes no difference.....	5%	5%	7%	3%
(Don't know).....	5%	5%	2%	6%
<i>More likely</i>	85%	85%	85%	86%
<i>Less likely</i>	5%	5%	6%	5%

r. We need to stop the spikes in small business utility bills stemming from building new AI data centers that demand huge amounts of power.				
Much more likely	53%	51%	51%	65%
Somewhat more likely	24%	26%	21%	19%
Somewhat less likely	5%	4%	10%	2%
Much less likely.....	5%	3%	10%	6%
Makes no difference.....	8%	8%	6%	3%
(Don't know).....	6%	8%	2%	4%
<i>More likely</i>	76%	76%	72%	84%
<i>Less likely</i>	9%	8%	20%	8%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
s. We should ensure government tax incentives go to Main Street businesses and not to large AI companies building data centers in communities across the country				
Much more likely	69%	69%	85%	65%
Somewhat more likely	16%	15%	8%	26%
Somewhat less likely	3%	4%	3%	1%
Much less likely.....	2%	1%	2%	2%
Makes no difference.....	7%	9%	2%	2%
(Don't know).....	2%	3%	0%	4%
<i>More likely</i>	86%	83%	93%	91%
<i>Less likely</i>	5%	5%	5%	3%

t. The government should cut red tape, such as permitting and licensing requirements, to allow more small businesses to start and grow

Much more likely	44%	42%	52%	55%
Somewhat more likely	28%	29%	23%	19%
Somewhat less likely	7%	8%	6%	4%
Much less likely.....	8%	8%	11%	7%
Makes no difference.....	5%	5%	5%	11%
(Don't know).....	7%	7%	2%	4%
<i>More likely</i>	73%	71%	75%	74%
<i>Less likely</i>	15%	17%	18%	11%

u. The government should reduce regulations that inhibit small business from starting and growing

Much more likely	61%	58%	77%	63%
Somewhat more likely	23%	27%	13%	16%
Somewhat less likely	6%	6%	1%	10%
Much less likely.....	2%	1%	8%	4%
Makes no difference.....	4%	5%	2%	2%
(Don't know).....	4%	4%	0%	5%
<i>More likely</i>	84%	85%	89%	79%
<i>Less likely</i>	8%	7%	8%	14%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

11. Now I am going to read you a list of problems small businesses may face. Please tell me how big of a problem each of the following is on a scale of 0 to 10 where 0 means not a problem at all and 10 means a very serious problem for small businesses. You can use any number in between.

Sorted by means

j. Healthcare becoming more expensive and harder for small businesses to obtain for themselves and their employees	8.5	8.5	8.8	8.7
n. Big corporations paying taxes at a lower rate than small businesses	8.4	8.3	8.2	9.0
o. Big corporations having more loopholes to pay less in taxes than small businesses	8.2	8.2	8.6	9.2
l. Utility and energy prices going up, eating into small businesses' bottom line.....	7.9	7.7	8.3	8.4
m. Utility and energy prices going up because of AI data centers, eating into small businesses' bottom line.....	7.8	7.7	8.5	8.6
p. Government contracts going mostly to big corporations and not small businesses	7.5	7.3	8.1	8.4
g. Childcare and eldercare becoming increasingly unaffordable, limiting new entrepreneurship and inhibiting workforce participation.....	7.4	7.3	8.4	8.3
k. Medical debt jeopardizing small businesses' finances ...	7.2	7.2	8.1	8.2
f. Childcare becoming increasingly unaffordable, limiting new entrepreneurship and inhibiting workforce participation	7.2	7.1	7.6	7.8
q. Government regulations, licenses and permits preventing starting and running a business	7.1	6.9	7.9	8.0
h. Tariffs causing price increases that small businesses cannot absorb or pass on like large corporations can	6.8	6.5	7.3	8.3
i. Tariffs creating chaos for small businesses that cannot adapt as easily as large corporations	6.8	6.4	7.9	8.7
d. The government closing pathways for legal immigrants to work in small businesses.....	6.2	6.0	7.2	7.5
e. The government closing pathways for legal immigrants to start and grow small businesses.....	5.8	5.7	6.9	7.3
a. Workers being afraid to show up to work because of immigration raids	5.6	5.3	6.4	7.2
c. Local economies and small businesses being hurt by the chaos of immigration raids	5.4	5.1	6.4	7.4
b. Customers being afraid to shop because of immigration raids	5.1	4.6	6.9	7.2

Sorted by “10 – A very serious problem”

n. Big corporations paying taxes at a lower rate than small businesses	62%	62%	52%	76%
o. Big corporations having more loopholes to pay less in taxes than small businesses	61%	57%	80%	79%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
j. Healthcare becoming more expensive and harder for small businesses to obtain for themselves and their employees	55%	51%	60%	66%
i. Tariffs creating chaos for small businesses that cannot adapt as easily as large corporations	48%	41%	67%	69%
h. Tariffs causing price increases that small businesses cannot absorb or pass on like large corporations can	46%	43%	53%	66%
m. Utility and energy prices going up because of AI data centers, eating into small businesses' bottom line.....	43%	36%	71%	65%
l. Utility and energy prices going up, eating into small businesses' bottom line.....	43%	40%	47%	53%
a. Workers being afraid to show up to work because of immigration raids	40%	38%	48%	59%
p. Government contracts going mostly to big corporations and not small businesses.....	39%	34%	56%	59%
f. Childcare becoming increasingly unaffordable, limiting new entrepreneurship and inhibiting workforce participation.....	38%	35%	45%	62%
g. Childcare and eldercare becoming increasingly unaffordable, limiting new entrepreneurship and inhibiting workforce participation.....	35%	29%	65%	59%
d. The government closing pathways for legal immigrants to work in small businesses	35%	34%	40%	46%
c. Local economies and small businesses being hurt by the chaos of immigration raids.....	35%	31%	49%	57%
k. Medical debt jeopardizing small businesses' finances	33%	29%	55%	50%
q. Government regulations, licenses and permits preventing starting and running a business	31%	27%	51%	51%
e. The government closing pathways for legal immigrants to start and grow small businesses	31%	23%	56%	56%
b. Customers being afraid to shop because of immigration raids	28%	24%	51%	50%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
a. Workers being afraid to show up to work because of immigration raids				
Mean	5.6	5.3	6.4	7.2
10 – A very serious problem	40%	38%	48%	59%
8-9.....	9%	9%	9%	5%
6-7.....	5%	5%	6%	3%
5	4%	4%	2%	4%
1-4	8%	6%	12%	6%
0 – Not a problem at all.....	32%	36%	24%	18%
(Don't know).....	2%	2%	0%	5%
6 - 10 – Problem	55%	52%	63%	67%
5 /DK	6%	6%	2%	9%
0 - 4 – Not a problem	40%	42%	35%	24%
b. Customers being afraid to shop because of immigration raids				
Mean	5.1	4.6	6.9	7.2
10 – A very serious problem	28%	24%	51%	50%
8-9.....	12%	8%	17%	14%
6-7.....	8%	9%	1%	9%
5	7%	9%	6%	5%
1-4	8%	9%	10%	3%
0 – Not a problem at all.....	34%	37%	15%	17%
(Don't know).....	2%	3%	0%	1%
6 - 10 – Problem	48%	42%	68%	73%
5 /DK	10%	12%	6%	6%
0 - 4 – Not a problem	42%	46%	26%	21%
c. Local economies and small businesses being hurt by the chaos of immigration raids				
Mean	5.4	5.1	6.4	7.4
10 – A very serious problem	35%	31%	49%	57%
8-9.....	11%	10%	6%	10%
6-7.....	8%	9%	7%	6%
5	3%	3%	5%	1%
1-4	8%	9%	11%	4%
0 – Not a problem at all.....	32%	35%	21%	17%
(Don't know).....	3%	3%	1%	4%
6 - 10 – Problem	53%	50%	62%	73%
5 /DK	6%	6%	5%	5%
0 - 4 – Not a problem	41%	44%	32%	22%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

d. The government closing pathways for legal immigrants to work in small businesses

Mean	6.2	6.0	7.2	7.5
10 – A very serious problem	35%	34%	40%	46%
8-9.....	14%	13%	27%	17%
6-7.....	10%	11%	7%	8%
5	9%	9%	6%	7%
1-4	9%	11%	2%	4%
0 – Not a problem at all.....	19%	20%	17%	12%
(Don't know).....	4%	4%	1%	5%
6 - 10 – Problem	59%	58%	74%	71%
5 /DK	12%	12%	7%	13%
0 - 4 – Not a problem	29%	30%	19%	16%

e. The government closing pathways for legal immigrants to start and grow small businesses

Mean	5.8	5.7	6.9	7.3
10 – A very serious problem	31%	23%	56%	56%
8-9.....	13%	16%	1%	8%
6-7.....	11%	12%	10%	9%
5	10%	13%	5%	6%
1-4	10%	12%	4%	4%
0 – Not a problem at all.....	22%	20%	21%	16%
(Don't know).....	4%	4%	3%	1%
6 - 10 – Problem	54%	51%	67%	73%
5 /DK	13%	17%	7%	7%
0 - 4 – Not a problem	32%	32%	25%	20%

f. Childcare becoming increasingly unaffordable, limiting new entrepreneurship and inhibiting workforce participation

Mean	7.2	7.1	7.6	7.8
10 – A very serious problem	38%	35%	45%	62%
8-9.....	17%	19%	16%	6%
6-7.....	14%	16%	7%	7%
5	9%	9%	15%	5%
1-4	11%	11%	9%	8%
0 – Not a problem at all.....	7%	8%	4%	9%
(Don't know).....	3%	2%	3%	4%
6 - 10 – Problem	70%	70%	68%	74%
5 /DK	12%	11%	19%	8%
0 - 4 – Not a problem	18%	18%	13%	17%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
g. Childcare and eldercare becoming increasingly unaffordable, limiting new entrepreneurship and inhibiting workforce participation				
Mean	7.4	7.3	8.4	8.3
10 – A very serious problem	35%	29%	65%	59%
8-9.....	21%	25%	8%	15%
6-7.....	18%	19%	17%	9%
5	8%	8%	3%	8%
1-4	10%	12%	1%	4%
0 – Not a problem at all.....	5%	3%	7%	4%
(Don't know).....	4%	4%	0%	1%
6 - 10 – Problem	74%	73%	89%	83%
5 /DK	11%	11%	3%	9%
0 - 4 – Not a problem	15%	15%	8%	8%

h. Tariffs causing price increases that small businesses cannot absorb or pass on like large corporations can

Mean	6.8	6.5	7.3	8.3
10 – A very serious problem	46%	43%	53%	66%
8-9.....	13%	12%	16%	13%
6-7.....	7%	8%	0%	4%
5	5%	5%	5%	1%
1-4	12%	13%	13%	2%
0 – Not a problem at all.....	15%	17%	12%	11%
(Don't know).....	2%	2%	1%	4%
6 - 10 – Problem	66%	63%	69%	83%
5 /DK	7%	7%	6%	5%
0 - 4 – Not a problem	27%	30%	24%	12%

i. Tariffs creating chaos for small businesses that cannot adapt as easily as large corporations

Mean	6.8	6.4	7.9	8.7
10 – A very serious problem	48%	41%	67%	69%
8-9.....	11%	12%	7%	13%
6-7.....	7%	9%	3%	5%
5	5%	6%	3%	1%
1-4	12%	13%	12%	7%
0 – Not a problem at all.....	15%	17%	7%	4%
(Don't know).....	2%	3%	1%	1%
6 - 10 – Problem	66%	62%	77%	88%
5 /DK	7%	8%	4%	1%
0 - 4 – Not a problem	27%	30%	19%	11%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
j. Healthcare becoming more expensive and harder for small businesses to obtain for themselves and their employees				
Mean	8.5	8.5	8.8	8.7
10 – A very serious problem	55%	51%	60%	66%
8-9.....	21%	23%	20%	10%
6-7.....	12%	14%	9%	9%
5	4%	3%	4%	6%
1-4	4%	3%	6%	4%
0 – Not a problem at all.....	2%	3%	0%	3%
(Don't know).....	1%	1%	0%	2%
6 - 10 – Problem	88%	89%	89%	86%
5 /DK	5%	5%	4%	8%
0 - 4 – Not a problem	6%	6%	6%	7%
k. Medical debt jeopardizing small businesses' finances				
Mean	7.2	7.2	8.1	8.2
10 – A very serious problem	33%	29%	55%	50%
8-9.....	17%	19%	9%	17%
6-7.....	17%	18%	19%	13%
5	13%	15%	5%	7%
1-4	9%	8%	2%	3%
0 – Not a problem at all.....	4%	3%	7%	3%
(Don't know).....	7%	8%	3%	7%
6 - 10 – Problem	67%	66%	83%	80%
5 /DK	20%	23%	9%	13%
0 - 4 – Not a problem	13%	11%	9%	7%
l. Utility and energy prices going up, eating into small businesses' bottom line				
Mean	7.9	7.7	8.3	8.4
10 – A very serious problem	43%	40%	47%	53%
8-9.....	22%	19%	33%	22%
6-7.....	17%	20%	6%	9%
5	5%	6%	3%	3%
1-4	8%	9%	7%	6%
0 – Not a problem at all.....	3%	3%	3%	3%
(Don't know).....	3%	3%	2%	3%
6 - 10 – Problem	81%	79%	86%	84%
5 /DK	8%	9%	5%	6%
0 - 4 – Not a problem	11%	12%	10%	9%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
m. Utility and energy prices going up because of AI data centers, eating into small businesses' bottom line				
Mean	7.8	7.7	8.5	8.6
10 – A very serious problem	43%	36%	71%	65%
8-9.....	19%	23%	4%	12%
6-7.....	16%	18%	8%	11%
5	5%	5%	7%	2%
1-4	8%	9%	0%	6%
0 – Not a problem at all.....	5%	4%	8%	3%
(Don't know).....	5%	5%	1%	1%
6 - 10 – Problem	78%	77%	83%	88%
5 /DK	9%	10%	9%	3%
0 - 4 – Not a problem	13%	13%	8%	10%

n. Big corporations paying taxes at a lower rate than small businesses

Mean	8.4	8.3	8.2	9.0
10 – A very serious problem	62%	62%	52%	76%
8-9.....	14%	12%	31%	5%
6-7.....	7%	9%	3%	8%
5	5%	5%	2%	2%
1-4	3%	3%	2%	2%
0 – Not a problem at all.....	6%	7%	9%	4%
(Don't know).....	3%	3%	0%	3%
6 - 10 – Problem	83%	83%	87%	89%
5 /DK	8%	8%	2%	5%
0 - 4 – Not a problem	10%	9%	11%	6%

o. Big corporations having more loopholes to pay less in taxes than small businesses

Mean	8.2	8.2	8.6	9.2
10 – A very serious problem	61%	57%	80%	79%
8-9.....	11%	13%	2%	8%
6-7.....	10%	11%	2%	4%
5	5%	6%	6%	6%
1-4	6%	7%	3%	2%
0 – Not a problem at all.....	5%	3%	7%	1%
(Don't know).....	2%	2%	0%	1%
6 - 10 – Problem	82%	82%	84%	91%
5 /DK	7%	8%	6%	6%
0 - 4 – Not a problem	11%	11%	10%	3%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
p. Government contracts going mostly to big corporations and not small businesses				
Mean	7.5	7.3	8.1	8.4
10 – A very serious problem	39%	34%	56%	59%
8-9.....	19%	21%	11%	15%
6-7.....	17%	18%	14%	10%
5	10%	11%	10%	4%
1-4	7%	8%	5%	5%
0 – Not a problem at all.....	5%	5%	3%	4%
(Don't know).....	3%	3%	0%	3%
6 - 10 – Problem	74%	73%	81%	84%
5 /DK	13%	14%	10%	7%
0 - 4 – Not a problem	12%	13%	9%	9%

q. Government regulations, licenses and permits preventing starting and running a business

Mean	7.1	6.9	7.9	8.0
10 – A very serious problem	31%	27%	51%	51%
8-9.....	19%	21%	13%	15%
6-7.....	19%	19%	16%	9%
5	11%	12%	11%	12%
1-4	11%	13%	3%	6%
0 – Not a problem at all.....	4%	4%	5%	4%
(Don't know).....	4%	4%	2%	3%
6 - 10 – Problem	70%	67%	79%	76%
5 /DK	15%	16%	13%	15%
0 - 4 – Not a problem	15%	17%	8%	9%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

12. Now, let me read you some statements that people have made about small business issues. For each one, please tell me how convincing this statement is to you—VERY convincing, SOMEWHAT convincing, A LITTLE convincing, or NOT CONVINCING AT ALL. If you are not sure how you feel about a particular item, please say so.

Sorted by “Very convincing”

i. Affordability /Rising costs	55%	52%	63%	69%
a. Corporations /Taxes	55%	55%	60%	63%
j. Patriotic	54%	55%	63%	62%
k. Freedom	54%	53%	67%	63%
f. Healthcare	52%	53%	67%	58%
h. Entrepreneurship /Self-employed.....	49%	44%	68%	67%
c. Tariffs	48%	46%	57%	65%
b. Regulations	47%	43%	62%	56%
e. Immigration - Workforce.....	44%	38%	69%	60%
g. Childcare	41%	33%	71%	63%
d. Immigration - Starting small biz	39%	38%	48%	45%

a. [CORPORATIONS/TAXES] Small businesses are the backbone of our economy and our communities, but today many are struggling. We need elected leaders who will stand up and fight for small businesses, not wealthy corporations and monopolies. We need fair regulations that rein in monopolies and level the playing field and a tax system that rewards small businesses rather than punishing them.

Very convincing	55%	55%	60%	63%
Somewhat convincing.....	25%	24%	27%	23%
A little convincing.....	10%	11%	10%	6%
Not convincing at all.....	7%	8%	3%	6%
(Don't know).....	2%	2%	0%	2%
<i>Convincing</i>	80%	79%	87%	87%
<i>Not convincing</i>	18%	19%	13%	11%

b. [REGULATIONS] For small businesses with fewer resources and employees, navigating bureaucracy and regulations is nearly impossible. To help small businesses thrive, we need to cut burdensome red tape that limits competition and prevents small businesses from getting government contracts, while also ensuring that regulations of large corporations are enforced and the rules apply fairly.

Very convincing	47%	43%	62%	56%
Somewhat convincing.....	33%	34%	26%	25%
A little convincing.....	12%	13%	10%	10%
Not convincing at all.....	6%	8%	2%	0%
(Don't know).....	3%	2%	0%	9%
<i>Convincing</i>	79%	77%	88%	81%
<i>Not convincing</i>	18%	21%	12%	10%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

c. [TARIFFS] Small businesses need stability and fairness to compete with larger corporations, but constantly changing tariffs that drive up costs make it harder than ever for small businesses to keep up. While large corporations can absorb the cost, pass it on to consumers, or negotiate exemptions, small businesses work on the margins and don't have the flexibility to deal with ever-changing tariff costs.

Very convincing	48%	46%	57%	65%
Somewhat convincing.....	17%	17%	17%	16%
A little convincing.....	13%	14%	10%	5%
Not convincing at all.....	18%	20%	15%	9%
(Don't know).....	3%	3%	2%	4%
<i>Convincing</i>	66%	62%	74%	82%
<i>Not convincing</i>	31%	34%	24%	14%

d. [IMMIGRATION – STARTING SMALL BIZ] We know small businesses are vital in our communities, and immigrants are twice as likely to start a small business in their community than other Americans. Instead of ICE agents rounding up immigrants, we need to empower legal immigrants to start and work for small businesses so we can create more jobs, grow our local economies, and revitalize the American dream for all of us.

Very convincing	39%	38%	48%	45%
Somewhat convincing.....	15%	13%	22%	19%
A little convincing.....	8%	8%	2%	6%
Not convincing at all.....	34%	36%	29%	27%
(Don't know).....	4%	3%	0%	4%
<i>Convincing</i>	55%	52%	70%	64%
<i>Not convincing</i>	42%	45%	30%	33%

e. [IMMIGRATION – WORKFORCE] We know small businesses are vital in our communities, and immigrants here legally are a vital part of the workforce that keeps small businesses operating. Instead of eroding opportunity for immigrants here legally, we need to empower all Americans, including immigrants, to start and work for small businesses to create more jobs, grow our local economies, and revitalize the American dream for all of us.

Very convincing	44%	38%	69%	60%
Somewhat convincing.....	24%	29%	8%	19%
A little convincing.....	12%	13%	6%	9%
Not convincing at all.....	17%	17%	16%	12%
(Don't know).....	3%	3%	1%	1%
<i>Convincing</i>	68%	67%	77%	79%
<i>Not convincing</i>	29%	30%	22%	20%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

f. [HEALTHCARE] Small businesses try to provide employment and benefits like healthcare, childcare, and family leave to millions of Americans. Americans deserve quality affordable healthcare, but today small business owners are struggling to provide what their families and employees need and deserve. We need to fight to lower the cost of quality affordable healthcare so small businesses can continue to support employees and communities.

Very convincing	52%	53%	67%	58%
Somewhat convincing.....	25%	26%	17%	18%
A little convincing.....	13%	12%	9%	15%
Not convincing at all.....	7%	7%	8%	7%
(Don't know).....	3%	3%	0%	2%
<i>Convincing</i>	77%	79%	84%	76%
<i>Not convincing</i>	20%	18%	16%	23%

g. [CHILDCARE] The ever-increasing cost of childcare harms small businesses. Owners and their workers who are parents struggle to be productive if they have to juggle complex childcare needs. We need to ensure affordable access to childcare so that we can strengthen our small business economy and allow parents to provide for themselves and their children.

Very convincing	41%	33%	71%	63%
Somewhat convincing.....	24%	28%	10%	16%
A little convincing.....	20%	24%	18%	9%
Not convincing at all.....	12%	12%	2%	7%
(Don't know).....	3%	3%	0%	4%
<i>Convincing</i>	65%	61%	80%	80%
<i>Not convincing</i>	32%	36%	20%	16%

h. [ENTREPRENEURSHIP/SELF-EMPLOYED] Many Americans dream of starting a small business, but our system favors wealthy corporations and monopolies instead. Owning a small business empowers individuals and communities, building wealth and supporting local economies. Elected leaders should support those who want to start small businesses by leveling the playing field, making capital accessible to startups, and passing policies that allow anyone to pursue the American Dream.

Very convincing	49%	44%	68%	67%
Somewhat convincing.....	27%	30%	20%	14%
A little convincing.....	12%	13%	8%	9%
Not convincing at all.....	9%	9%	4%	8%
(Don't know).....	3%	4%	0%	2%
<i>Convincing</i>	76%	75%	88%	81%
<i>Not convincing</i>	21%	22%	12%	18%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

i. [AFFORDABILITY/RISING COSTS] The cost of living is increasing dramatically, and small businesses are bearing the brunt. Large corporations are raking in huge profits and AI giants are rapidly disrupting the economy. We need elected leaders who are willing to stand up for small businesses and the American dream while fighting against monopolies and power consolidation.

Very convincing	55%	52%	63%	69%
Somewhat convincing.....	23%	24%	17%	18%
A little convincing.....	9%	10%	10%	3%
Not convincing at all.....	11%	11%	9%	6%
(Don't know).....	3%	3%	0%	4%
<i>Convincing</i>	77%	76%	81%	87%
<i>Not convincing</i>	20%	21%	19%	9%

j. [PATRIOTIC] Small businesses are the backbone of our country and our communities. As we celebrate the 250th anniversary of our country, we should affirm that there's nothing more American than thriving small businesses. We need to fight for policies that invest in and prioritize small businesses so we can help the next generation of Americans start their own small businesses.

Very convincing	54%	55%	63%	62%
Somewhat convincing.....	27%	27%	26%	17%
A little convincing.....	12%	11%	9%	10%
Not convincing at all.....	4%	4%	2%	9%
(Don't know).....	2%	2%	0%	2%
<i>Convincing</i>	81%	82%	88%	79%
<i>Not convincing</i>	16%	16%	12%	19%

k. [FREEDOM] Small businesses are engines of freedom and innovation. They empower individuals, strengthen local communities, and keep our economy vibrant and competitive. When small businesses thrive, workers and business owners have more freedom, more opportunity, and our communities are less reliant on monopolies and large corporations that price-gouge and take advantage of consumers.

Very convincing	54%	53%	67%	63%
Somewhat convincing.....	31%	31%	19%	32%
A little convincing.....	8%	9%	7%	4%
Not convincing at all.....	5%	4%	5%	1%
(Don't know).....	2%	2%	2%	1%
<i>Convincing</i>	85%	84%	86%	95%
<i>Not convincing</i>	14%	13%	12%	5%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

Sometimes in a survey like this people change their minds.

13. Which of the following do you believe is better for you and your family economically?

The success of large corporations–much better	5%	5%	8%	0%
The success of large corporations– somewhat better	4%	3%	5%	3%
The success of small businesses– somewhat better.....	15%	15%	6%	22%
The success of small businesses– much better	58%	59%	68%	60%
(Don't know).....	18%	18%	12%	14%
<i>The success of large corporations.....</i>	8%	8%	13%	3%
<i>The success of small businesses.....</i>	73%	74%	75%	82%

14. Which of the following do you believe is better for the economy?

The success of large corporations–much better	3%	3%	3%	0%
The success of large corporations– somewhat better	3%	3%	1%	2%
The success of small businesses– somewhat better.....	14%	16%	4%	15%
The success of small businesses– much better	69%	67%	90%	72%
(Don't know).....	11%	11%	2%	11%
<i>The success of large corporations.....</i>	6%	6%	4%	2%
<i>The success of small businesses.....</i>	83%	83%	94%	87%

15. And now for a slightly different topic. How interested are you personally in starting a small business someday?

Extremely interested.....	7%	4%	12%	16%
Very interested.....	6%	6%	10%	8%
Moderately interested.....	12%	10%	18%	13%
A little interested	13%	14%	9%	12%
Not interested at all	44%	47%	35%	37%
I already own a small business	14%	15%	10%	9%
(Don't know).....	4%	4%	6%	7%
<i>Extremely /Very interested.....</i>	13%	10%	21%	23%
<i>Moderately /A little /Not interested at all.....</i>	68%	72%	63%	61%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

The remaining questions are for statistical purposes only.

16. Are you or is anyone in your household currently a small business owner, or a retired small business owner?

Select all that apply

Yes, I am a current small business owner.....	16%	17%	14%	13%
Yes, I am a retired small business owner.....	6%	6%	4%	6%
Yes, member of household is a current small business owner.....	10%	10%	14%	12%
Yes, member of household is a retired small business owner.....	5%	6%	2%	2%
Yes, combined.....	34%	34%	33%	31%
No, no one in the household.....	63%	64%	64%	66%
(Don't know/refused)	3%	2%	3%	3%

17. Are you or is anyone in your household currently employed by a small business, or a retired small business employee?

Select all that apply

Yes, I am a current small business employee	16%	15%	19%	14%
Yes, I am a retired small business employee	5%	5%	2%	4%
Yes, member of household is a current small business employee	12%	13%	11%	9%
Yes, member of household is a retired small business employee	4%	4%	5%	3%
Yes, combined.....	34%	34%	37%	25%
No, no one in the household.....	62%	63%	60%	66%
(Don't know/refused)	4%	3%	3%	8%

18. [IF YES TO PREVIOUS Q] About how many employees does that business have, including the owner? If you're not sure, just estimate.

	N=341	225	40	30
One (self-employed)	15%	13%	23%	15%
2	6%	6%	6%	5%
3-5.....	23%	22%	27%	40%
6-20	32%	33%	16%	28%
21-100	18%	21%	19%	13%
More than 100	4%	5%	1%	0%
(Don't know/refused)	2%	1%	7%	0%

	TOTAL N=1000	WHITE 663	LATINO/A 110	BLACK 120
19. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent or something else?				
Strong Democrat.....	27%	25%	31%	46%
Not-so-strong Democrat.....	7%	5%	9%	13%
Independent - lean Democrat.....	12%	12%	7%	9%
Democrat	45%	42%	47%	68%
Independent	11%	10%	14%	10%
Republican.....	41%	46%	36%	15%
Independent - lean Republican	7%	7%	6%	3%
Not-so-strong Republican	6%	6%	5%	2%
Strong Republican	28%	33%	25%	9%
(Other)	2%	2%	2%	3%
(Don't know).....	0%	0%	0%	2%
(Refused)	1%	1%	1%	2%
20. What is the last year of schooling that you have completed?				
1 - 11th Grade	1%	1%	3%	2%
High School Graduate.....	9%	10%	11%	7%
Vocational or technical school.....	6%	6%	9%	7%
Some college but no degree	22%	23%	21%	22%
Associate degree	17%	15%	18%	23%
4-year college graduate or bachelor's degree.....	24%	23%	26%	22%
Graduate School or advanced degree	19%	19%	13%	17%
Prefer not to answer.....	1%	1%	0%	1%
<i>Non-college</i>	56%	56%	61%	61%
<i>College graduate</i>	42%	43%	39%	38%
21. Which of the following best describes your gender?				
Select all that apply				
Man.....	46%	47%	45%	39%
Woman	54%	53%	55%	61%
Nonbinary.....	0%	0%	0%	0%
Prefer to self-describe (specify)	0%	0%	0%	0%
(Refused)	0%	0%	0%	0%

TOTAL	WHITE	LATINO/A	BLACK
N=1000	663	110	120

22. Just to make sure we have a representative sample, could you please tell me which one, or more than one, of these racial or ethnic groups you identify with?

Select all that apply

White or Caucasian.....	66%	100%	0%	0%
Black or African American.....	12%	0%	9%	100%
Latino/Latina or Hispanic.....	11%	0%	100%	9%
Asian American or Pacific Islander.....	5%	0%	2%	3%
Native or Indigenous American.....	2%	0%	6%	6%
Middle Eastern or North African.....	1%	0%	4%	2%
(Other).....	3%	0%	1%	6%
(Refused).....	4%	0%	0%	0%

23. Age

18-24 years.....	8%	7%	15%	5%
25-29 years.....	5%	5%	5%	7%
30-34 years.....	8%	7%	7%	9%
35-39 years.....	8%	8%	8%	4%
40-44 years.....	8%	9%	3%	7%
45-49 years.....	8%	8%	4%	4%
50-54 years.....	7%	7%	9%	4%
55-59 years.....	9%	9%	8%	15%
60-64 years.....	10%	10%	11%	9%
65-69 years.....	11%	12%	11%	13%
70-74 years.....	10%	8%	12%	15%
Over 74 years.....	10%	11%	8%	9%
Prefer not to answer.....	0%	0%	0%	0%
<i>Under 30.....</i>	<i>13%</i>	<i>12%</i>	<i>19%</i>	<i>12%</i>
<i>30 - 39.....</i>	<i>15%</i>	<i>15%</i>	<i>15%</i>	<i>13%</i>
<i>40 - 49.....</i>	<i>16%</i>	<i>17%</i>	<i>7%</i>	<i>11%</i>
<i>50 - 64.....</i>	<i>25%</i>	<i>26%</i>	<i>27%</i>	<i>27%</i>
<i>65 & over.....</i>	<i>31%</i>	<i>31%</i>	<i>31%</i>	<i>36%</i>