

**Small
Business** **IQ**

MONTHLY POLL

October 2023

**Job Creators Network Foundation
Small Business Monthly Poll**

Early & Super Tuesday States Edition

**Conducted By:
John McLaughlin
Scott Rasmussen**

Small Business IQ

MONTHLY POLL



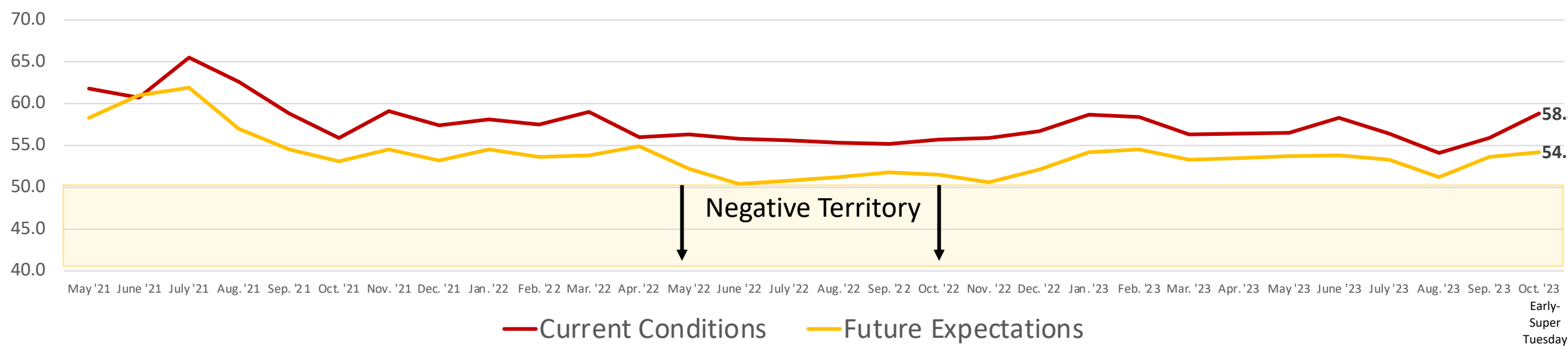
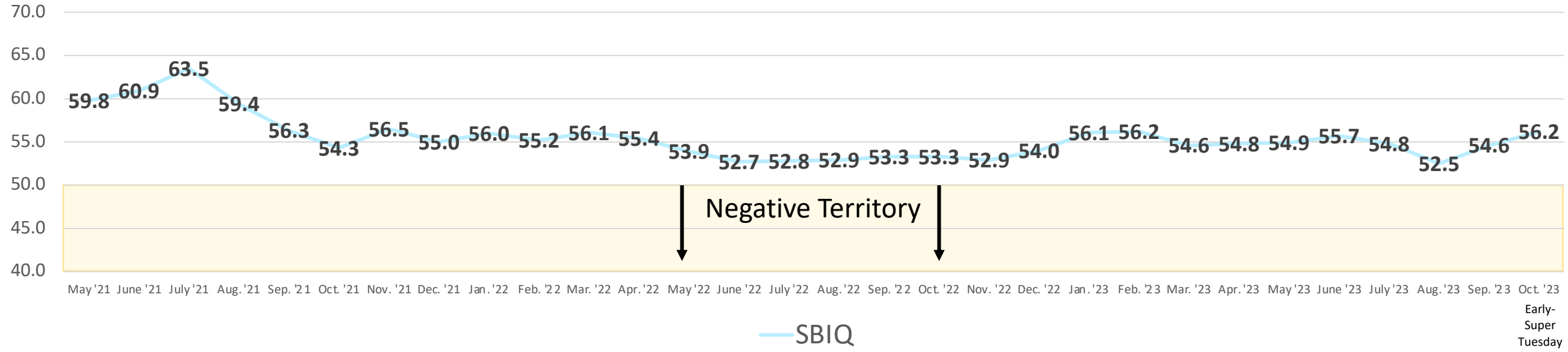
Methodology

This survey of 400 small business employers was conducted in Early and Super Tuesday presidential primary states between October 1-30, 2023. The Early States include 200 interviews in Iowa, Michigan, Nevada, New Hampshire, and South Carolina. The Super Tuesday States include 200 interviews in Alabama, Arkansas, California, Colorado, Maine, Massachusetts, Minnesota, North Carolina, Texas, Vermont, and Virginia.

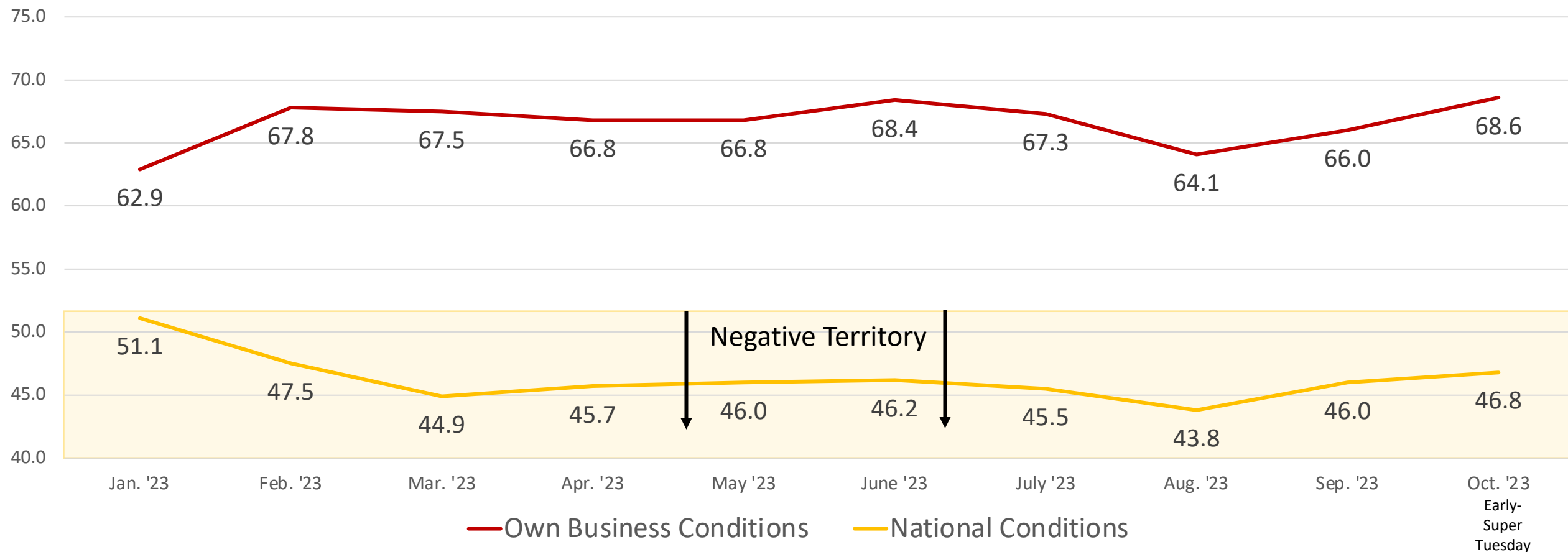
This presentation also includes JCNF's SBIQ (Small Business Intelligence Quotient) from monthly national polls. The Small Business IQ Monthly Poll tracks its SBIQ, identifies key trends, and offers valuable insights into policies impacting small business employers.

All interviews were conducted online with randomly distributed invitations. The geographic and demographic profiles were structured to represent the population of small business employers in the Early and Super Tuesday states. The sample of 400 small business employers has an accuracy of +/- 4.9% at a 95% confidence interval. The sample of 200 small business employers has an accuracy of +/- 6.9% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.

The JCNF SBIQ is calculated on a scale from 0 to 100, with 100 being best possible conditions and 0 being worst possible conditions. A score of 50 is neutral, anything above 50 is positive and anything below 50 is negative. The JCNF SBIQ is based on 7-questions:
Current Conditions: Employer's Business, U.S. Economy, and Climate for Small Businesses
Future Expectations: Employer's Business Next 3-Months, Employer's Hiring Next 3-Months, Direction of U.S. Economy, and Direction of Climate for Small Business

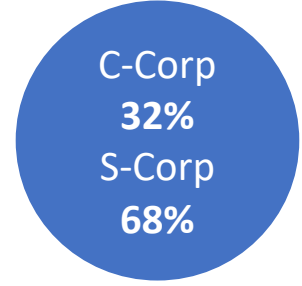
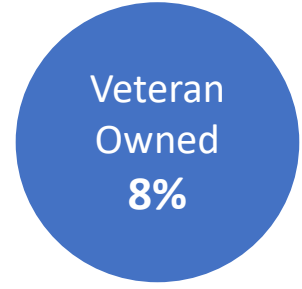
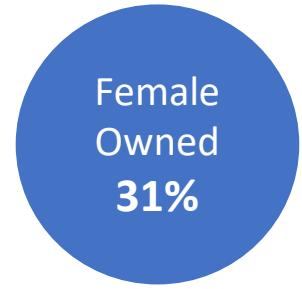
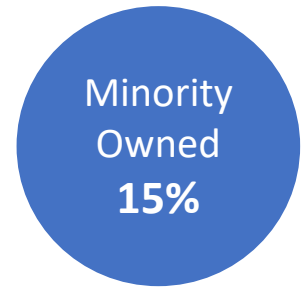
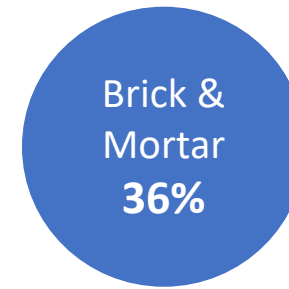
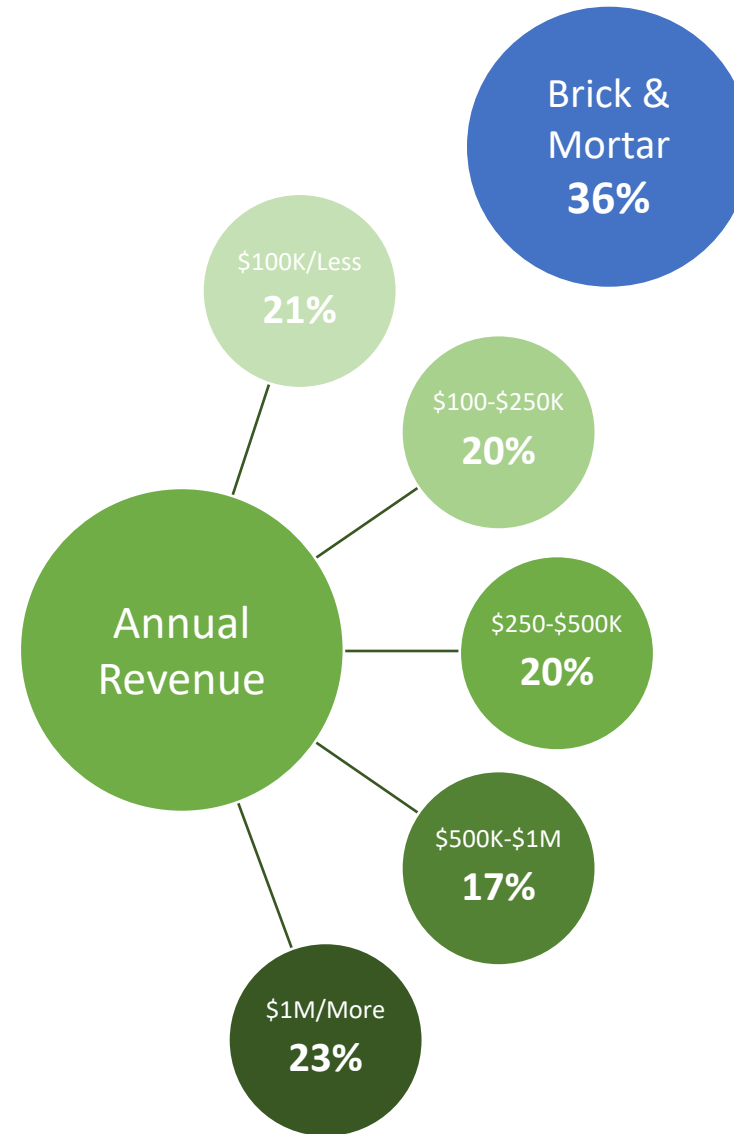
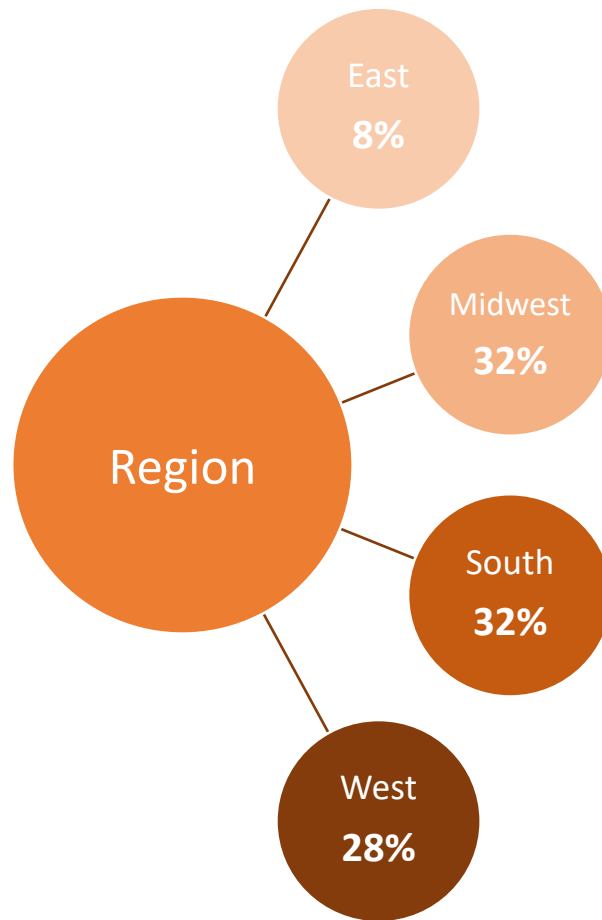
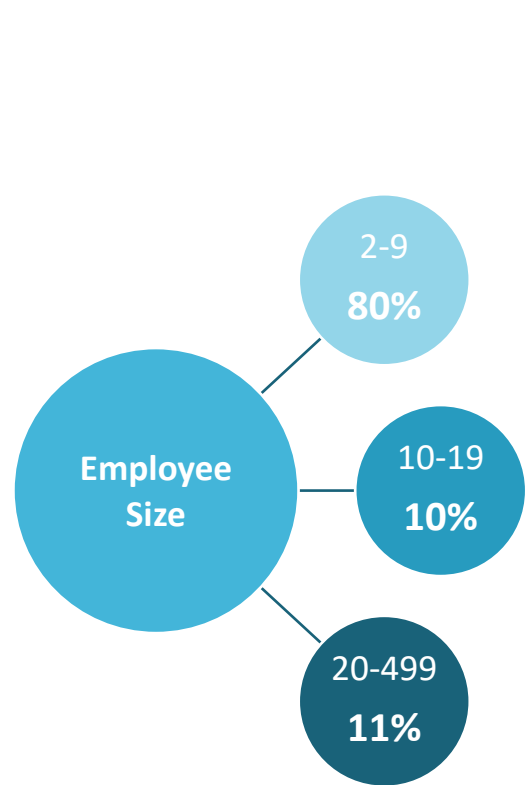


Divergence Between Perception of Own Business & National Economic Conditions

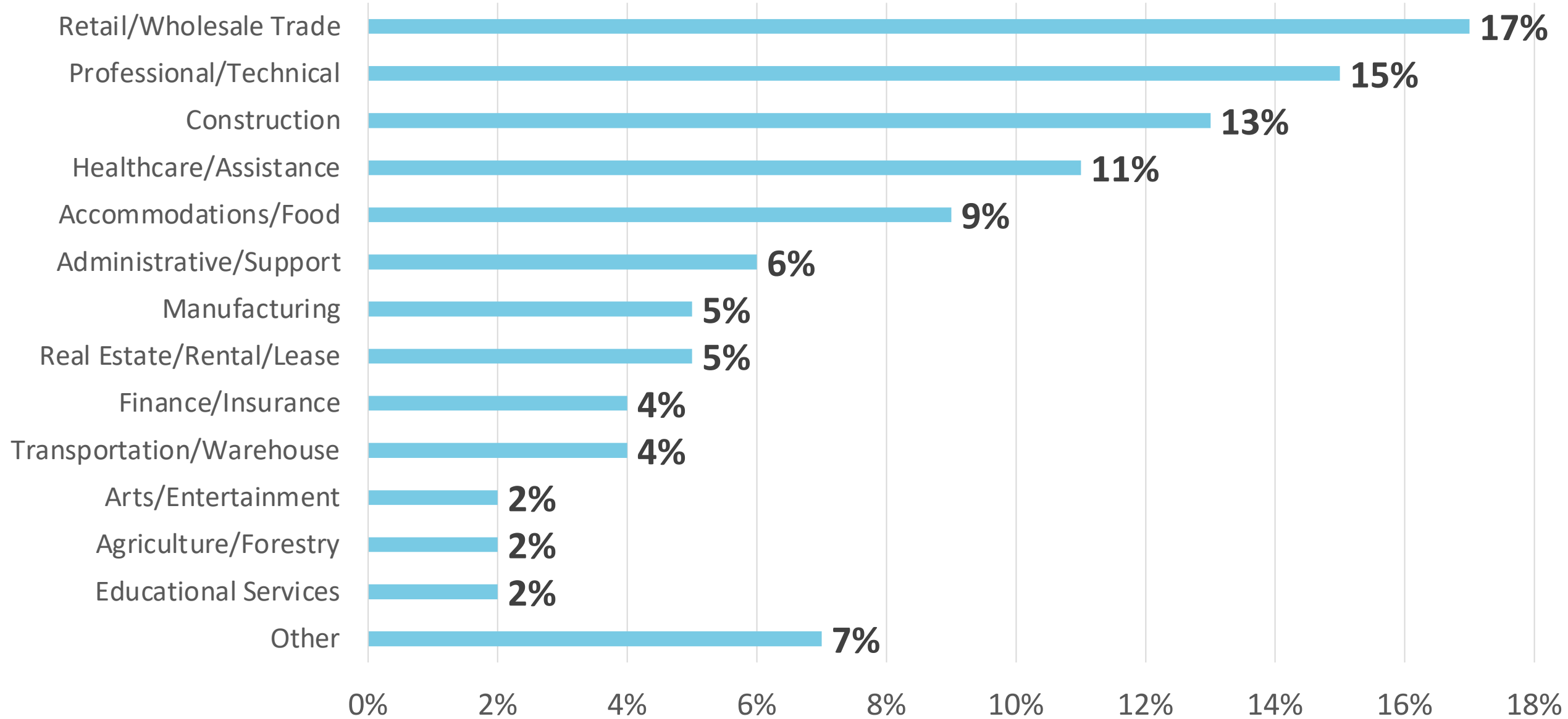


Small Business Employer Profile

Who are the 400 respondents?

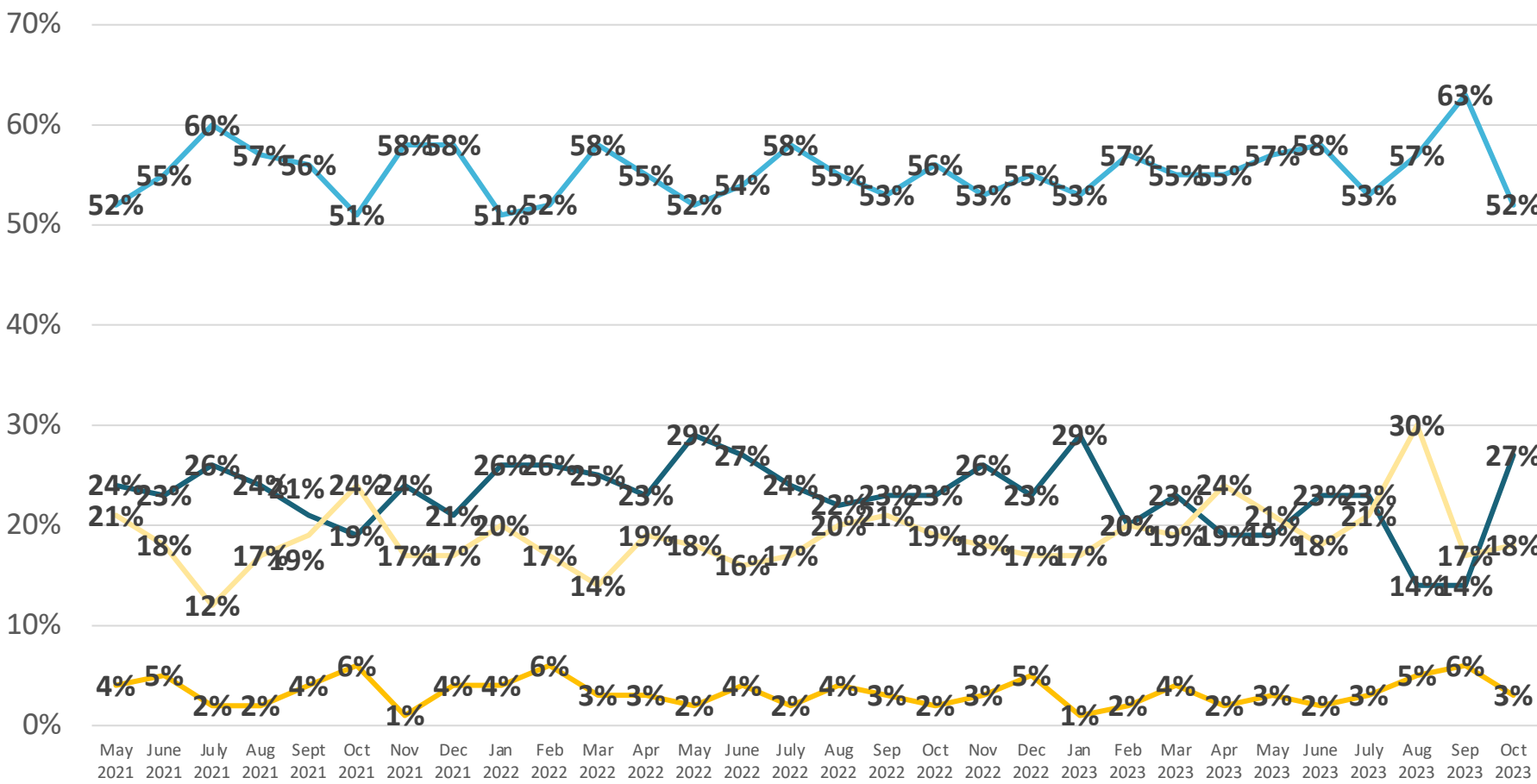


Small Business Employer Industry



Current Financial Condition

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Excellent/Good	77%	70%	82%	79%	76%	77%	83%	78%	80%	80%	81%	76%	76%	79%	79%	78%	82%	78%	78%	73%	76%	80%	76%	70%	77%	79%	+2
Only Fair/Poor	23%	30%	18%	21%	24%	23%	17%	22%	20%	20%	19%	24%	24%	21%	21%	22%	18%	23%	22%	27%	24%	20%	24%	30%	23%	21%	-2
Net	+54	+40	+64	+58	+52	+54	+66	+56	+60	+60	+62	+52	+52	+58	+58	+56	+64	+55	+56	+46	+52	+60	+52	+40	+54	+58	+4

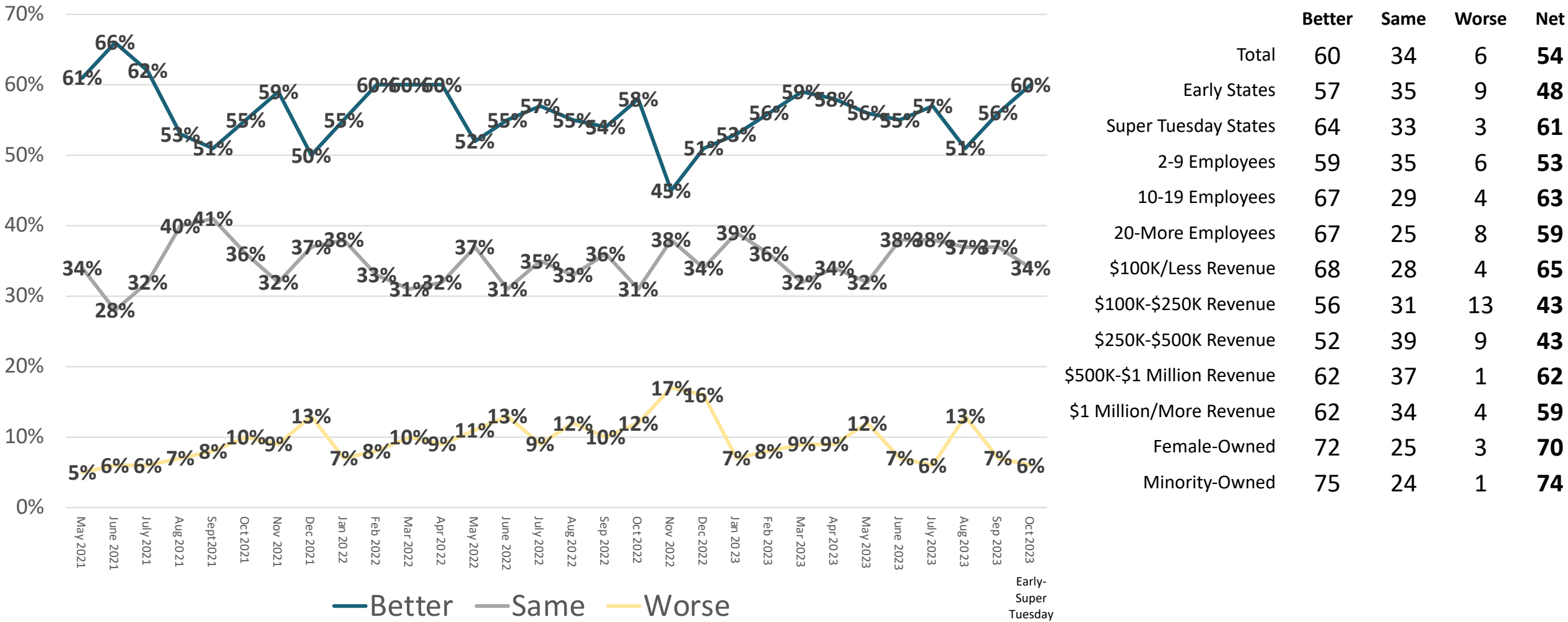


	Excel/ Good	Fair/ Poor	Net
Total	79	21	58
Early States	81	19	61
Super Tuesday States	78	22	55
2-9 Employees	76	24	52
10-19 Employees	92	8	83
20-More Employees	92	8	85
\$100K/Less Revenue	65	35	30
\$100K-\$250K Revenue	73	27	46
\$250K-\$500K Revenue	81	19	61
\$500K-\$1 Million Revenue	96	4	92
\$1 Million/More Revenue	84	16	68
Female-Owned	79	21	59
Minority-Owned	78	22	57

—Excellent —Good —Only Fair —Poor Early-Super Tuesday

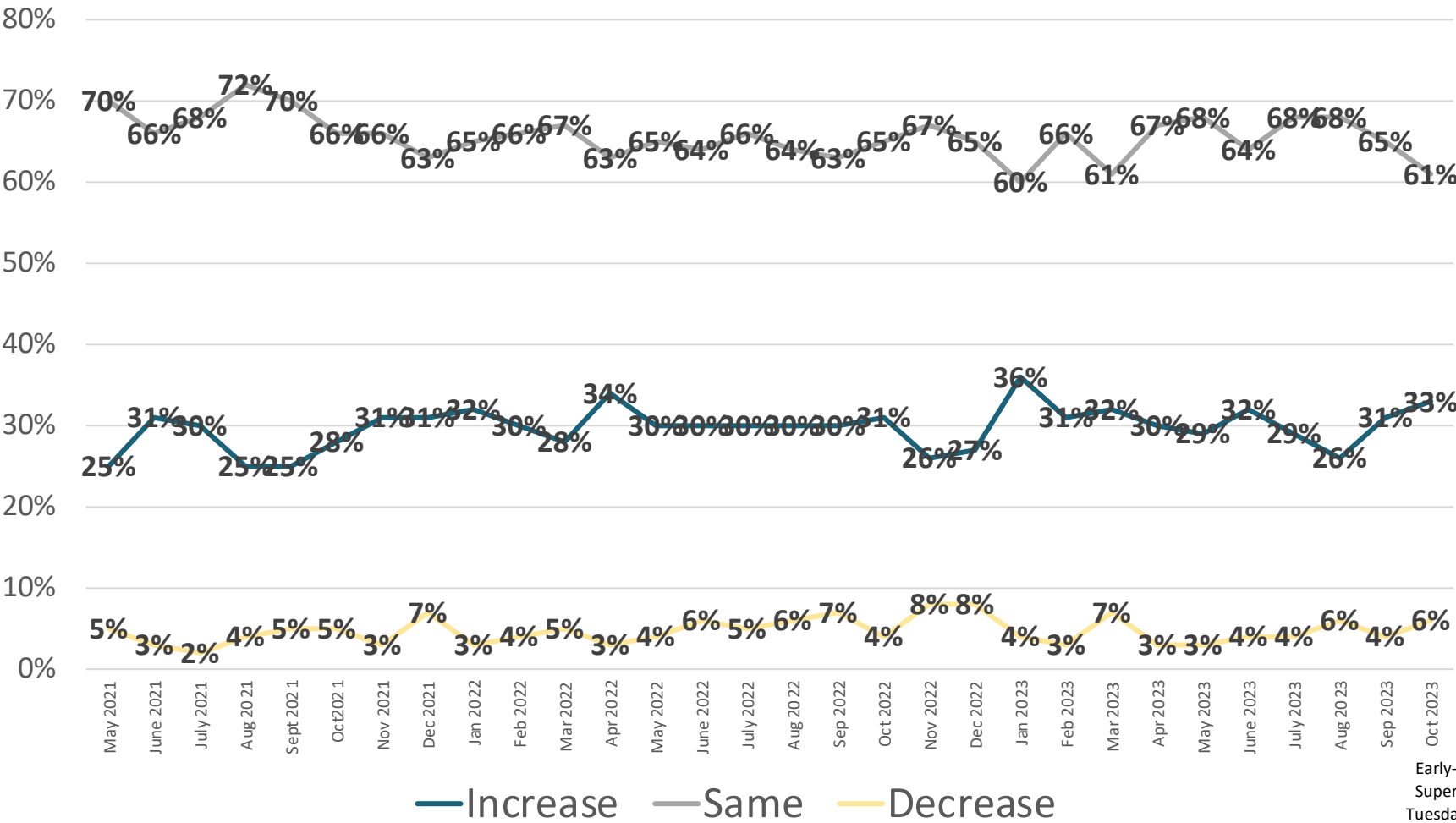
Financial Condition Next 3-Months

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Better	51%	55%	59%	50%	55%	60%	60%	60%	52%	55%	57%	55%	54%	58%	45%	51%	53%	56%	59%	58%	56%	55%	57%	51%	56%	60%	+4
Same	41%	36%	32%	37%	38%	33%	31%	32%	37%	31%	35%	33%	36%	31%	38%	34%	39%	36%	32%	34%	32%	38%	38%	37%	37%	34%	-3
Worse	8%	10%	9%	13%	7%	8%	10%	9%	11%	13%	9%	12%	10%	12%	17%	16%	7%	8%	9%	9%	12%	7%	6%	13%	7%	6%	-1
Net	+43	+45	+50	+37	+48	+52	+50	+51	+41	+42	+48	+43	+44	+46	+28	+35	+46	+48	+50	+49	+44	+48	+51	+38	+49	+54	+5



Employment Next 3-Months

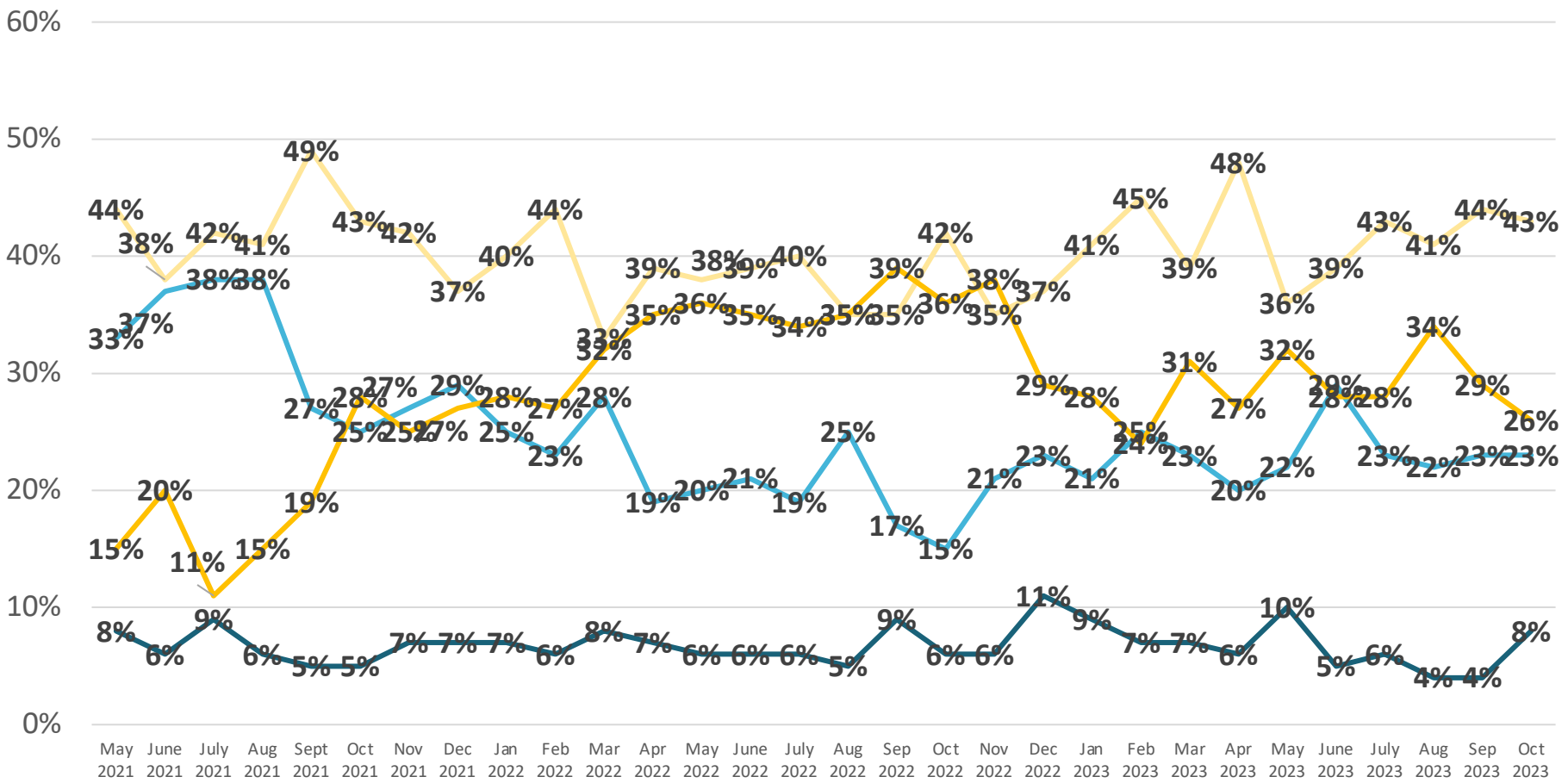
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Increase	25%	28%	31%	31%	32%	30%	28%	34%	30%	30%	30%	30%	30%	31%	26%	27%	36%	31%	32%	30%	29%	32%	29%	26%	31%	33%	+2
Same	70%	66%	66%	63%	65%	66%	67%	63%	65%	64%	66%	64%	63%	65%	67%	65%	60%	66%	61%	67%	68%	64%	68%	68%	65%	61%	-4
Decrease	5%	5%	3%	7%	3%	4%	5%	3%	4%	6%	5%	6%	7%	4%	8%	8%	4%	3%	7%	3%	3%	4%	4%	6%	4%	6%	+2
Net	+20	+23	+28	+24	+29	+26	+23	+21	+26	+24	+25	+24	+23	+27	+18	+19	+32	+28	+25	+27	+26	+28	+25	+20	+26	+27	+1



	Incr.	Same	Decr.	Net
Total	33	61	6	27
Early States	38	55	7	31
Super Tuesday States	28	67	5	23
2-9 Employees	31	65	5	26
10-19 Employees	36	63	1	35
20-More Employees	51	28	21	30
\$100K/Less Revenue	21	71	7	14
\$100K-\$250K Revenue	32	65	3	29
\$250K-\$500K Revenue	36	49	15	22
\$500K-\$1 Million Revenue	29	71	0	29
\$1 Million/More Revenue	46	49	5	40
Female-Owned	28	70	2	26
Minority-Owned	51	39	11	40

Condition of U.S. Economy

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Excellent/Good	32%	30%	33%	35%	31%	29%	36%	27%	26%	27%	26%	30%	26%	22%	28%	33%	30%	32%	30%	26%	32%	33%	29%	25%	27%	31%	+4
Only Fair/Poor	68%	70%	67%	65%	69%	71%	65%	73%	74%	73%	74%	71%	74%	79%	72%	67%	70%	68%	70%	75%	68%	67%	72%	75%	73%	70%	-3
Net	-36	-40	-34	-30	-38	-42	-29	-47	-48	-46	-48	-41	-48	-57	-44	-34	-40	-36	-40	-49	-36	-34	-43	-50	-45	-39	+6



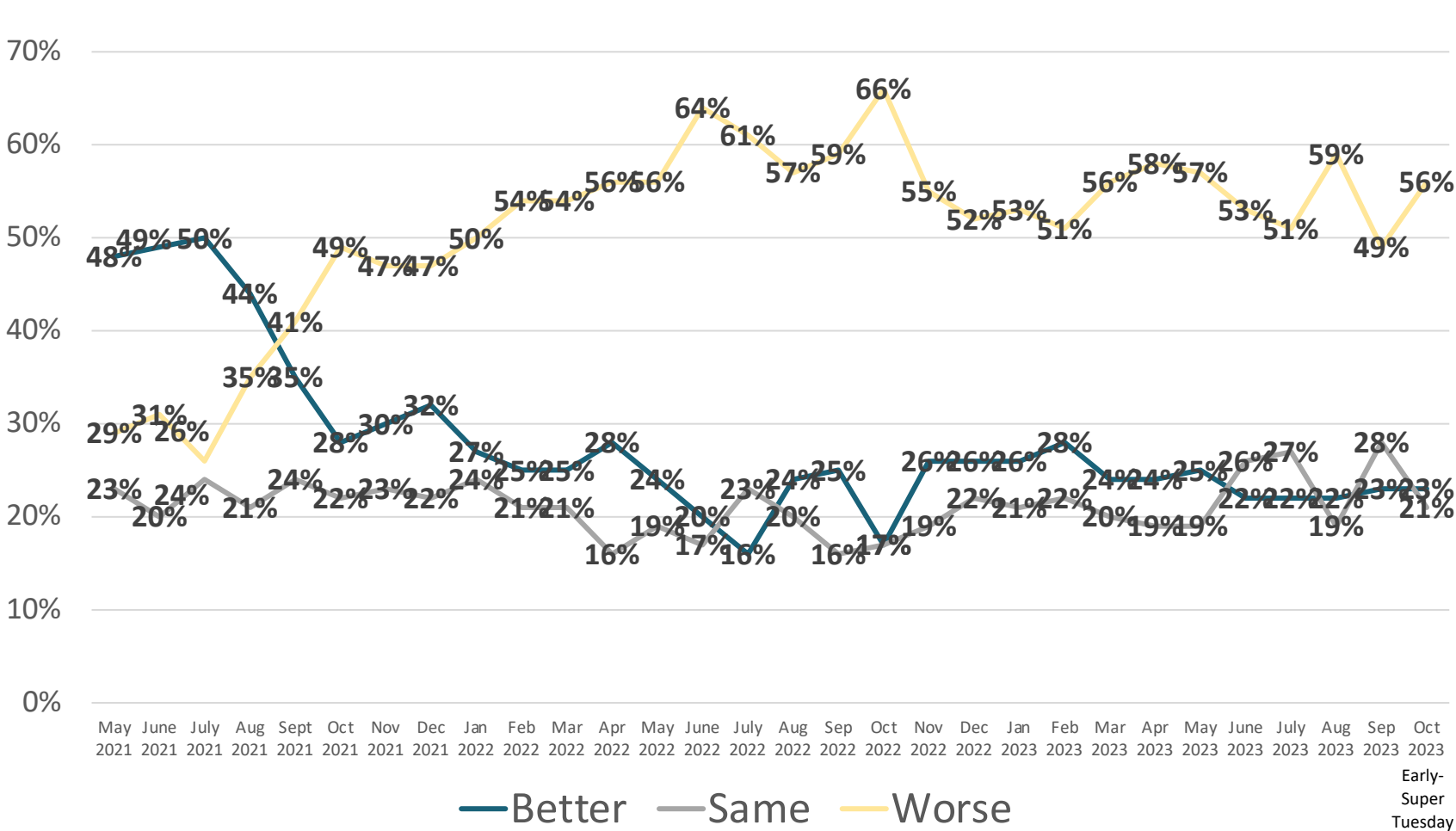
— Excellent — Good — Only Fair — Poor

Early-Super Tuesday

	Excel/Good	Fair/Poor	Net
Total	31	70	-39
Early States	34	66	-32
Super Tuesday States	27	73	-46
2-9 Employees	31	69	-37
10-19 Employees	18	82	-64
20-More Employees	36	64	-28
\$100K/Less Revenue	21	79	-58
\$100K-\$250K Revenue	20	81	-61
\$250K-\$500K Revenue	41	59	-18
\$500K-\$1 Million Revenue	29	71	-42
\$1 Million/More Revenue	41	59	-18
Female-Owned	36	64	-28
Minority-Owned	40	60	-21

Direction of U.S. Economy

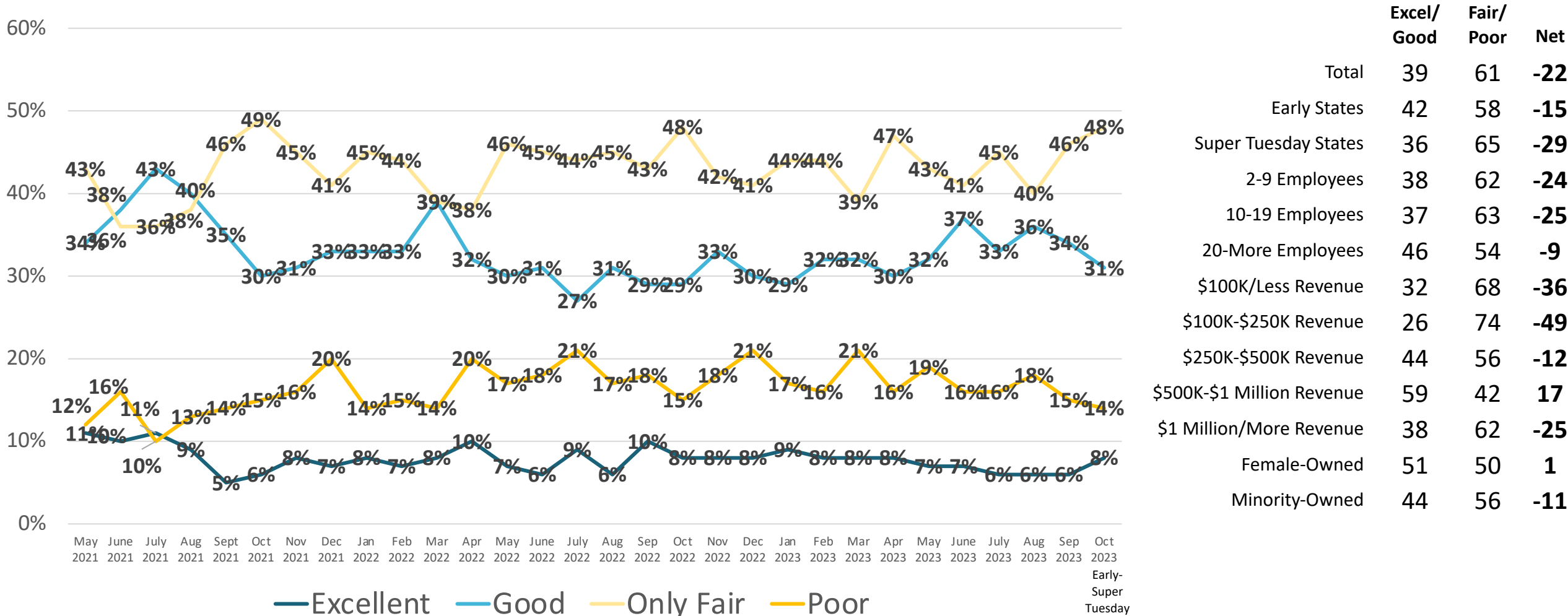
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Better	35%	28%	30%	32%	27%	25%	25%	28%	24%	20%	16%	24%	25%	17%	26%	26%	26%	28%	24%	24%	25%	22%	22%	22%	23%	23%	0
Same	24%	22%	23%	22%	24%	21%	21%	16%	19%	17%	21%	20%	16%	17%	19%	22%	21%	22%	20%	19%	19%	26%	27%	19%	28%	21%	-7
Worse	41%	49%	47%	47%	50%	54%	54%	56%	56%	64%	61%	57%	59%	66%	55%	52%	53%	51%	56%	58%	57%	53%	51%	59%	49%	56%	+7
Net	-6	-21	-17	-15	-23	-29	-29	-28	-32	-44	-45	-33	-34	-49	-29	-26	-27	-23	-32	-34	-32	-31	-29	-37	-25	-33	-8



	Better	Same	Worse	Net
Total	23	21	56	-33
Early States	21	23	56	-35
Super Tuesday States	25	18	57	-32
2-9 Employees	21	20	59	-38
10-19 Employees	25	9	67	-42
20-More Employees	38	35	27	11
\$100K/Less Revenue	19	15	66	-47
\$100K-\$250K Revenue	14	23	63	-49
\$250K-\$500K Revenue	27	16	56	-29
\$500K-\$1 Million Revenue	30	16	53	-23
\$1 Million/More Revenue	25	31	44	-19
Female-Owned	30	22	49	-19
Minority-Owned	32	17	51	-19

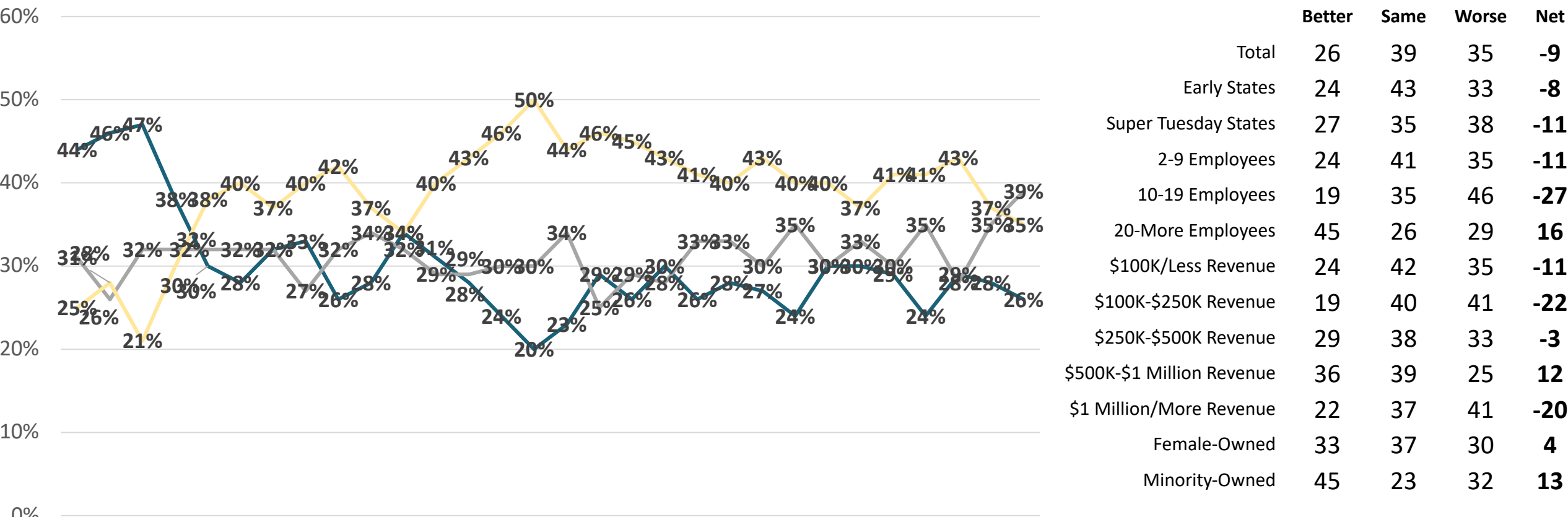
Climate for Small Businesses

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Excellent/Good	40%	36%	39%	40%	41%	41%	47%	42%	37%	37%	35%	37%	39%	37%	41%	38%	39%	40%	40%	37%	39%	44%	39%	42%	40%	39%	-1
Only Fair/Poor	60%	64%	61%	60%	59%	59%	53%	58%	63%	63%	65%	63%	61%	63%	59%	62%	62%	60%	60%	63%	61%	56%	61%	58%	60%	61%	+1
Net	-20	-28	-22	-20	-18	-18	-6	-16	-26	-26	-30	-26	-22	-26	-18	-24	-23	-20	-20	-26	-22	-12	-22	-16	-20	-22	-2



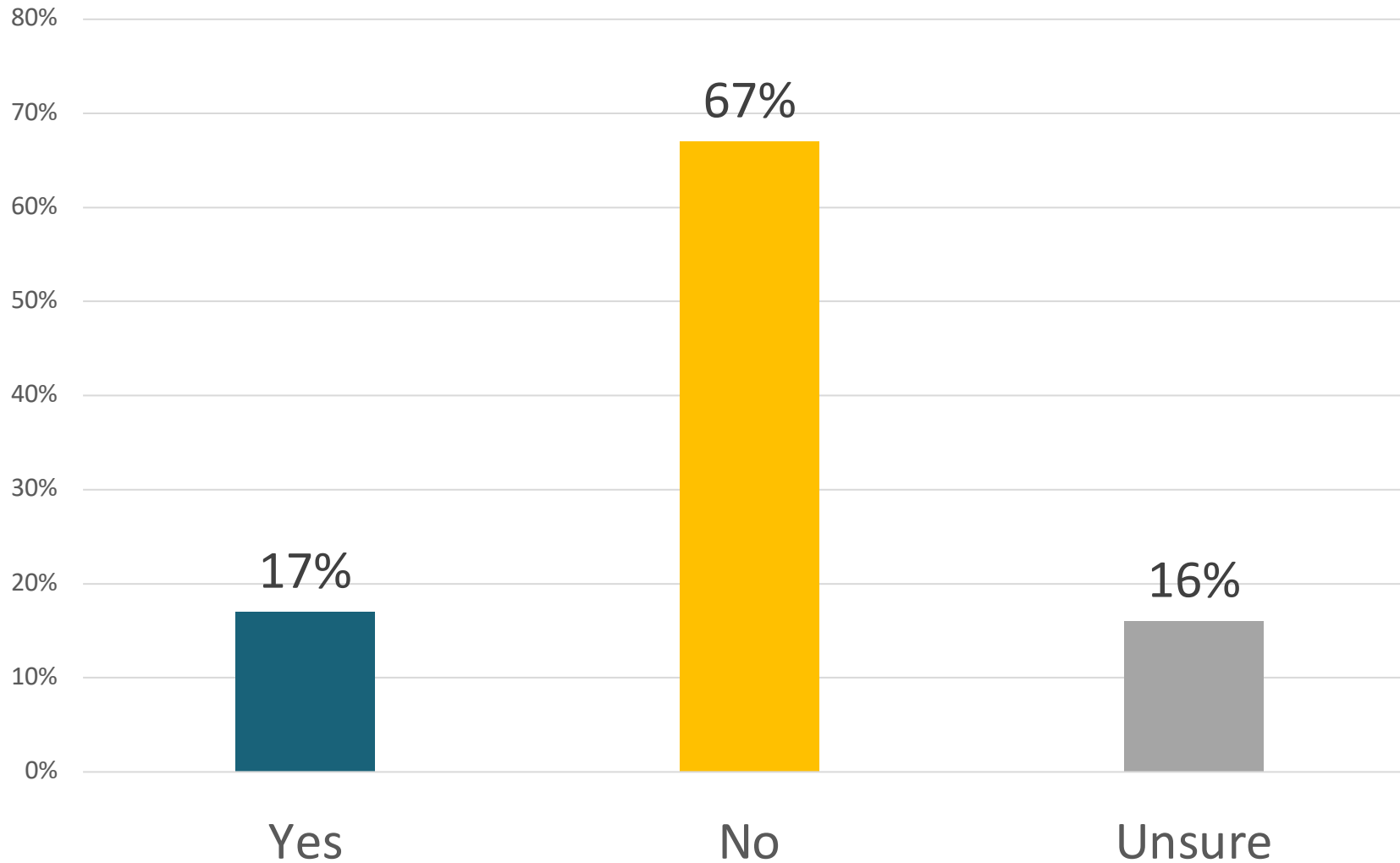
Direction of Climate for Small Businesses

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Better	30%	28%	32%	33%	26%	28%	34%	31%	28%	24%	20%	23%	29%	26%	30%	26%	28%	27%	24%	30%	30%	29%	24%	29%	29%	26%	-3
Same	32%	32%	32%	27%	32%	34%	32%	29%	29%	30%	30%	34%	25%	29%	28%	33%	33%	30%	35%	30%	33%	30%	35%	28%	35%	39%	+4
Worse	38%	40%	37%	40%	42%	37%	34%	40%	43%	46%	50%	44%	46%	45%	43%	41%	40%	43%	40%	40%	37%	41%	41%	43%	37%	35%	-2
Net	-8	-12	-5	-7	-16	-9	0	-9	-15	-22	-30	-21	-17	-19	-13	-15	-12	-16	-16	-10	-7	-13	-17	-14	-8	-9	-1



How would you grade Joe Biden's Job Performance helping small businesses											
	Nov. 2022	Dec. 2022	Aug 2023	Sep 2023	Early-Super Tue. Oct 2023	Early States	Super Tuesday	2-9 Employ	10-19 Employ	20/More Employ	
Positive	24%	23%	20%	24%	24%	27%	21%	25%	13%	31%	
A-Grade	7%	9%	5%	4%	9%	7%	10%	9%	1%	12%	
B-Grade	18%	13%	15%	20%	15%	19%	11%	15%	12%	19%	
Negative	71%	75%	78%	73%	72%	72%	72%	71%	87%	68%	
C-Grade	18%	22%	18%	16%	21%	18%	24%	18%	27%	43%	
D-Grade	11%	16%	16%	18%	16%	20%	11%	17%	14%	3%	
F-Grade	43%	37%	43%	39%	35%	34%	37%	36%	46%	22%	
GPA	1.3	1.4	1.2	1.3	1.4	1.5	1.4	1.4	1.1	2.0	
	\$100K- Less Rev.		\$100K- \$250K Rev.		\$250K- \$500K Rev.	\$500K- \$1 Mill Rev.	\$1 Mill- More Rev.	Female Owned	Minority Owned	C-Corp	S-Corp
Positive	21%		13%		21%	40%	27%	32%	30%	34%	19%
A-Grade	3%		8%		5%	26%	6%	10%	10%	12%	7%
B-Grade	18%		6%		16%	14%	21%	22%	20%	22%	12%
Negative	74%		80%		77%	52%	73%	62%	67%	65%	75%
C-Grade	18%		27%		21%	11%	27%	15%	21%	22%	21%
D-Grade	18%		15%		27%	10%	8%	21%	15%	16%	15%
F-Grade	38%		39%		29%	31%	39%	26%	32%	27%	39%
GPA	1.3		1.2		1.4	1.9	1.5	1.7	1.6	1.8	1.3
October 2023 JCNF SBIQ Monthly Poll Early & Super Tuesday States									John McLaughlin Scott Rasmussen		

Are Presidential Candidates Talking Enough About Small Businesses & Policies They Support to Help Small Businesses

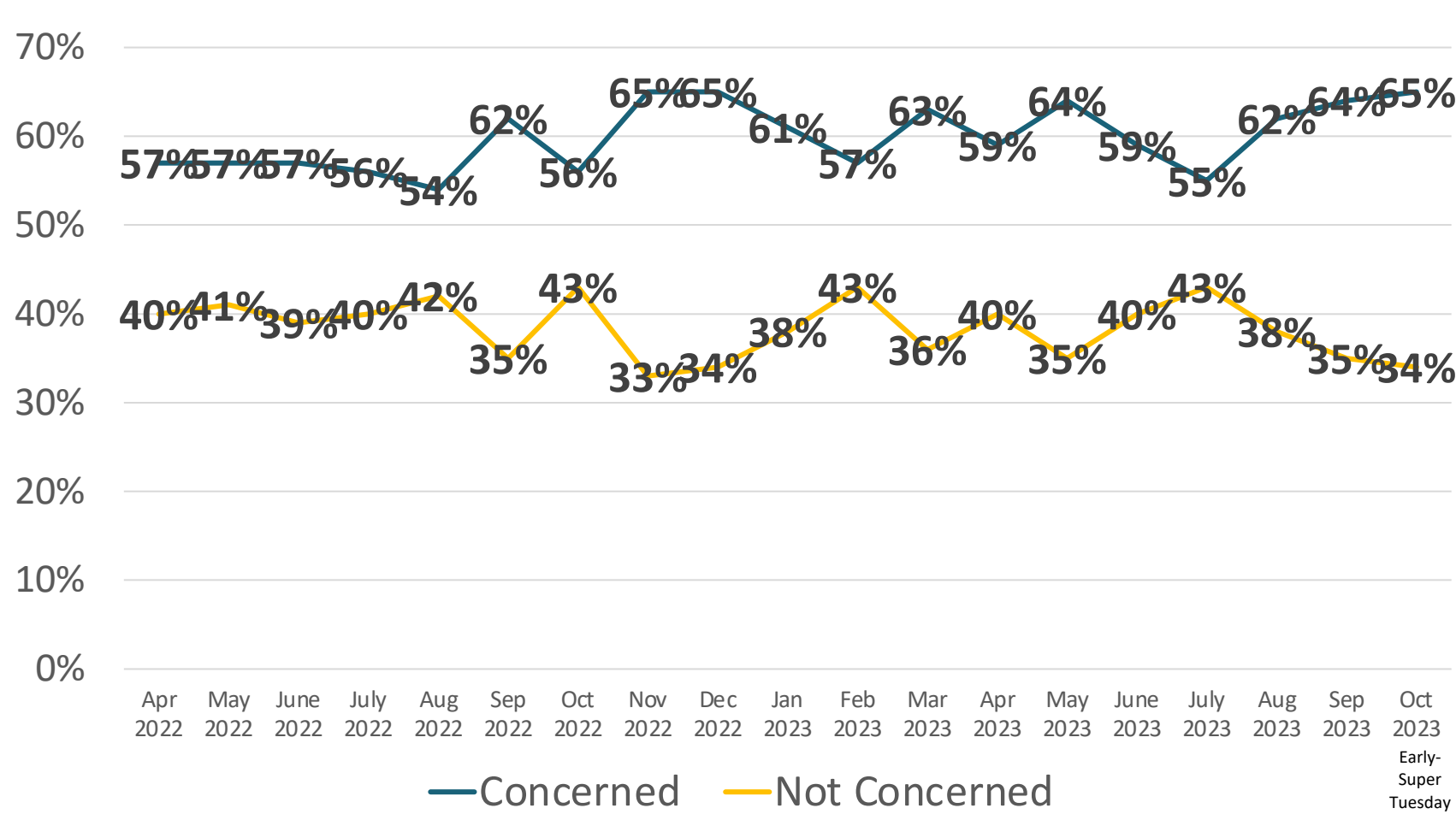


	Yes	No	Unsure	Net
Total	17	67	16	-50
Early States	16	67	17	-51
Super Tuesday States	18	67	16	-49
2-9 Employees	15	68	17	-53
10-19 Employees	26	66	8	-40
20-More Employees	21	62	18	-41
\$100K/Less Revenue	9	63	28	-53
\$100K-\$250K Revenue	12	70	19	-58
\$250K-\$500K Revenue	25	56	19	-32
\$500K-\$1 Million Revenue	25	71	5	-46
\$1 Million/More Revenue	15	75	10	-60
Female-Owned	20	64	16	-44
Minority-Owned	20	61	20	-41

Biggest Business Concerns (1st & 2nd Choice Combo)																					Early-Super Tuesday	
	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	July '23	Aug '23	Sep '23	Oct '23
Higher Prices/Inflation	40%	40%	43%	42%	41%	46%	48%	43%	48%	40%	49%	49%	41%	47%	45%	49%	53%	53%	48%	52%	48%	48%
General Operating Costs	21%	24%	21%	28%	14%	18%	23%	26%	20%	23%	26%	26%	19%	23%	30%	20%	25%	31%	24%	26%	25%	19%
Gas Prices	9%	10%	25%	19%	23%	27%	26%	19%	19%	13%	15%	13%	11%	9%	11%	11%	10%	9%	5%	10%	14%	19%
Taxes	14%	15%	13%	15%	11%	12%	16%	12%	12%	12%	15%	14%	21%	13%	17%	15%	15%	12%	17%	17%	13%	19%
Economy/Client Spending	21%	19%	20%	23%	26%	22%	28%	27%	26%	29%	31%	31%	27%	27%	29%	31%	31%	28%	32%	27%	31%	16%
Interest Rates	6%	2%	4%	5%	6%	6%	6%	6%	6%	10%	8%	10%	10%	10%	13%	9%	8%	6%	9%	11%	10%	15%
Supply-Chain Disruptions	20%	20%	14%	16%	15%	16%	12%	18%	21%	14%	14%	11%	13%	14%	9%	12%	14%	11%	14%	8%	10%	11%
Government Regulations	14%	10%	10%	8%	10%	4%	8%	5%	7%	9%	4%	7%	11%	8%	6%	6%	7%	9%	9%	6%	6%	11%
Healthcare Costs	5%	7%	7%	4%	8%	7%	3%	5%	7%	6%	6%	6%	7%	7%	6%	4%	7%	3%	5%	8%	5%	10%
Available Workers	11%	14%	12%	15%	14%	13%	8%	12%	12%	13%	12%	13%	10%	15%	16%	14%	12%	8%	13%	17%	10%	7%
Loan Accessibility	3%	4%	4%	4%	6%	4%	4%	3%	3%	3%	4%	2%	3%	3%	3%	4%	1%	3%	4%	5%	7%	7%
Political Climate	10%	9%	12%	8%	9%	9%	11%	8%	7%	12%	4%	8%	11%	6%	8%	10%	10%	13%	11%	4%	9%	6%
Compensation/Insurance	2%	6%	3%	4%	6%	4%	3%	2%	2%	4%	4%	5%	3%	4%	3%	3%	4%	5%	2%	3%	4%	5%
Covid Restrictions/Sales	21%	16%	9%	7%	5%	6%	4%	10%	5%	5%	3%	5%	5%	6%	2%	3%	2%	1%	4%	2%	4%	4%
Expansion Costs	4%	4%	4%	4%	6%	6%	3%	6%	6%	5%	7%	2%	7%	8%	4%	8%	2%	6%	4%	4%	3%	4%
October 2023 JCNF SBIQ Monthly Poll Early & Super Tuesday States															John McLaughlin Scott Rasmussen							

How Concerned That Economic Conditions Could Force You to Close Your Business

	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Net
Concerned	57%	57%	57%	56%	54%	62%	56%	65%	65%	61%	57%	63%	59%	64%	59%	55%	62%	64%	65%	+1
Not Concerned	40%	41%	39%	40%	42%	35%	43%	33%	34%	38%	43%	36%	40%	35%	40%	43%	38%	35%	34%	-1
Net	+17	+16	+18	+16	+12	+27	+13	+32	+31	+23	+14	+27	+19	+29	+19	+12	+24	+29	+31	+2



	Concern	Not Concern	Net
Total	65	34	31
Early States	62	37	24
Super Tuesday States	68	30	38
2-9 Employees	65	34	31
10-19 Employees	65	35	30
20-More Employees	65	31	35
\$100K/Less Revenue	54	45	9
\$100K-\$250K Revenue	82	16	66
\$250K-\$500K Revenue	56	42	14
\$500K-\$1 Million Revenue	62	38	24
\$1 Million/More Revenue	71	29	42
Female-Owned	73	27	45
Minority-Owned	69	29	40

More Likely or Less Likely to Support a Presidential Candidate:

A candidate who supports balancing the federal budget to rein-in spending and reduce inflation.

More Likely	Less Likely	No Difference
82%	9%	9%

A candidate who supports making it easier for small businesses to raise capital, like get a loan or a line of credit.

81%	12%	7%
-----	-----	----

The 2017 Tax Cuts and Jobs Act, which significantly lowered the tax burden on small businesses, is set to expire. Would you be more likely or less likely to support a candidate for president who wants to make the tax cuts permanent?

80%	12%	8%
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A candidate who supports exempting small businesses from any new government regulations that would burden entrepreneurs with increased compliance costs.

79%	15%	6%
-----	-----	----

A candidate who supports increasing domestic energy production to increase supply and lower prices.

78%	15%	7%
-----	-----	----

A candidate who supports lifting government regulations to increase the number of healthcare choices and requiring greater transparency to foster more competition in healthcare to lower costs for patients.

78%	13%	9%
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A candidate who supports cutting regulations and pursuing other policies that would help American businesses better compete against foreign companies.

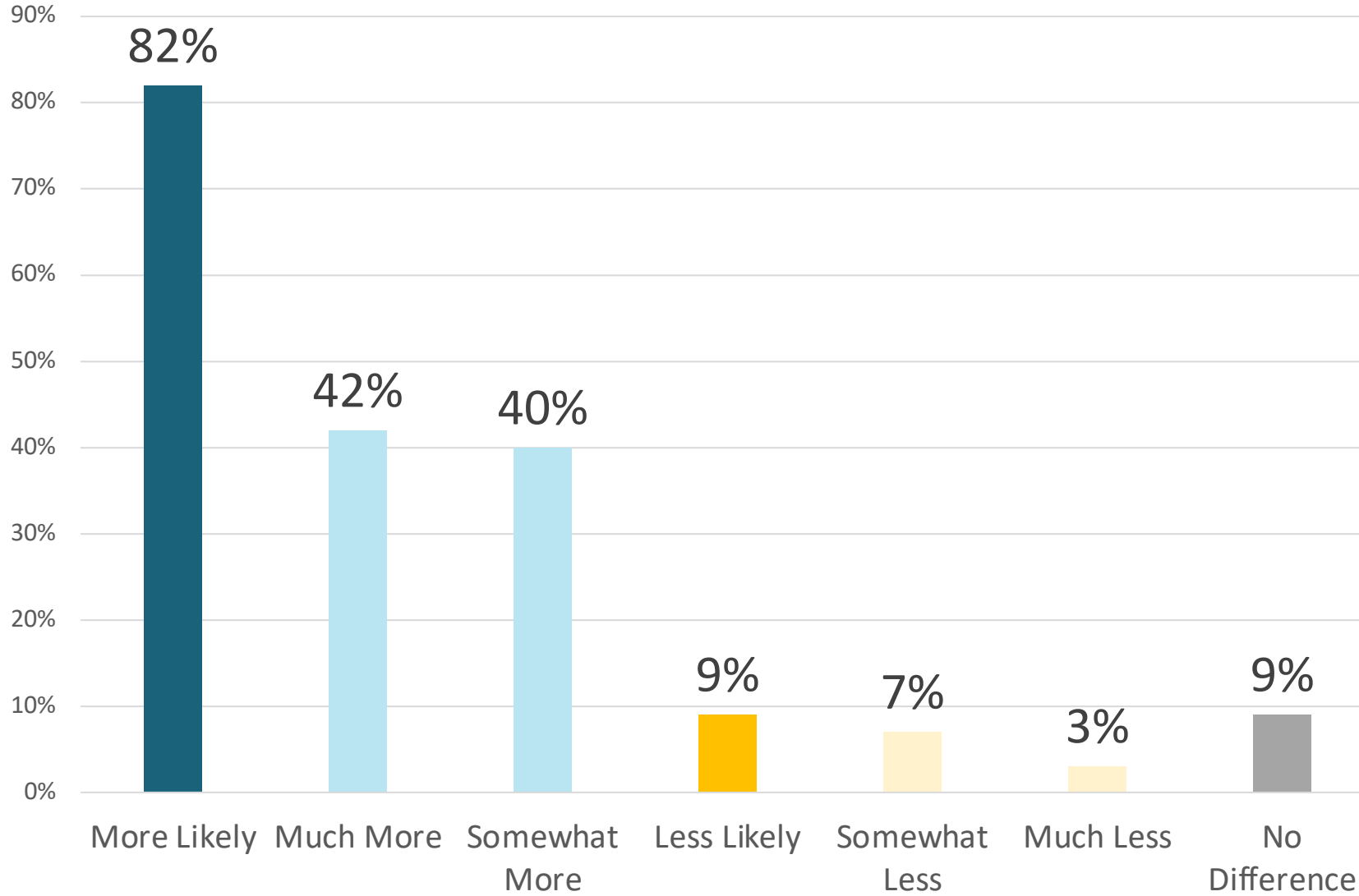
75%	13%	12%
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A candidate who supports linking work requirements to government assistance programs--like welfare and food stamps--so able-bodied adults work for their benefits.

69%	23%	8%
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More Likely to Support President Candidate

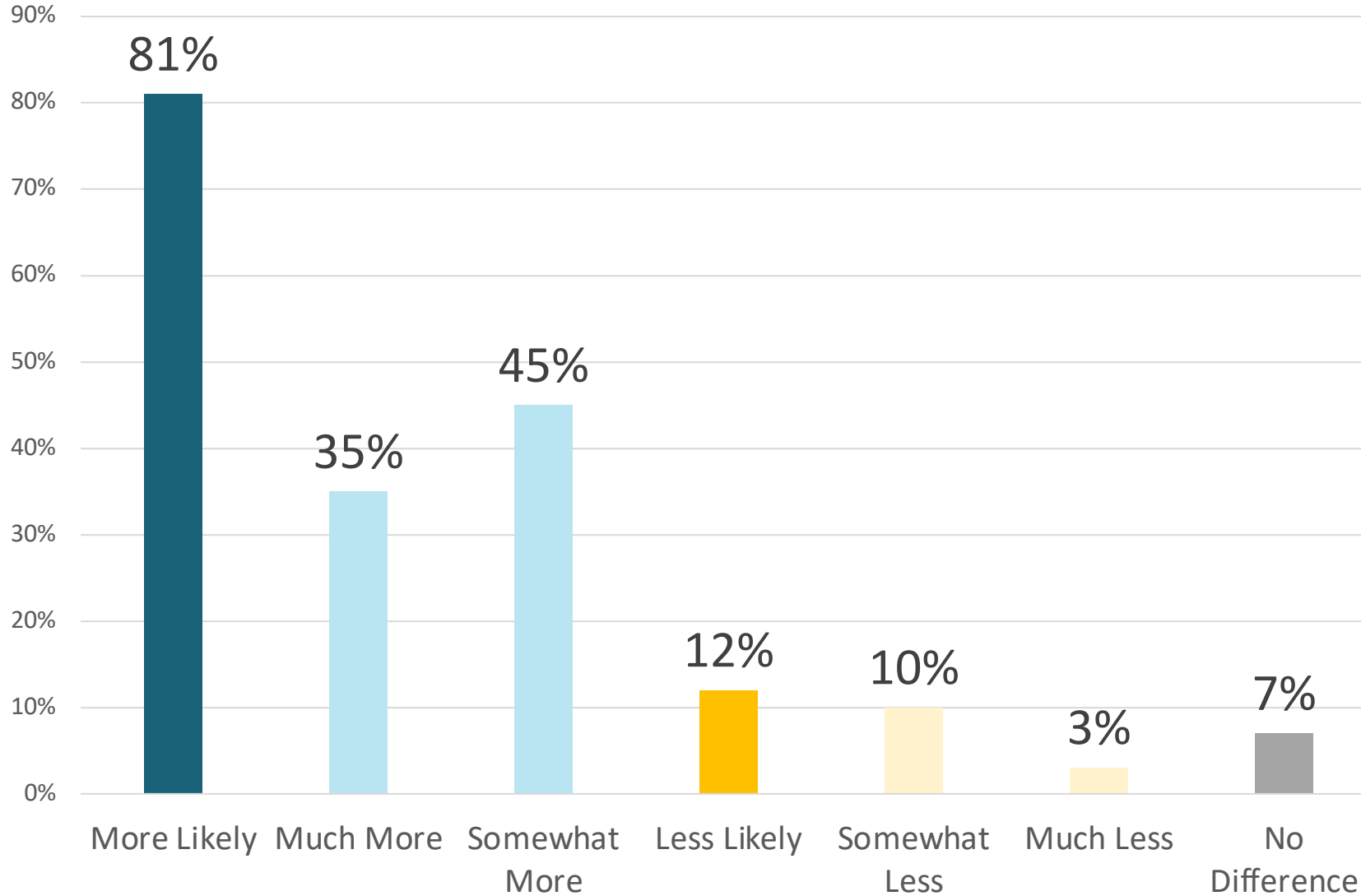
A candidate who supports balancing the federal budget to rein-in spending and reduce inflation.



	More Likely	Less Likely	No Diff.	Net
Total	82	9	9	73
Early States	82	7	11	75
Super Tuesday States	81	11	8	70
2-9 Employees	80	9	11	72
10-19 Employees	95	5	1	90
20-More Employees	78	16	7	62
\$100K/Less Revenue	75	14	11	61
\$100K-\$250K Revenue	75	16	9	59
\$250K-\$500K Revenue	94	3	3	90
\$500K-\$1 Million Revenue	86	11	3	76
\$1 Million/More Revenue	80	3	18	77
Female-Owned	82	10	8	73
Minority-Owned	87	4	9	83

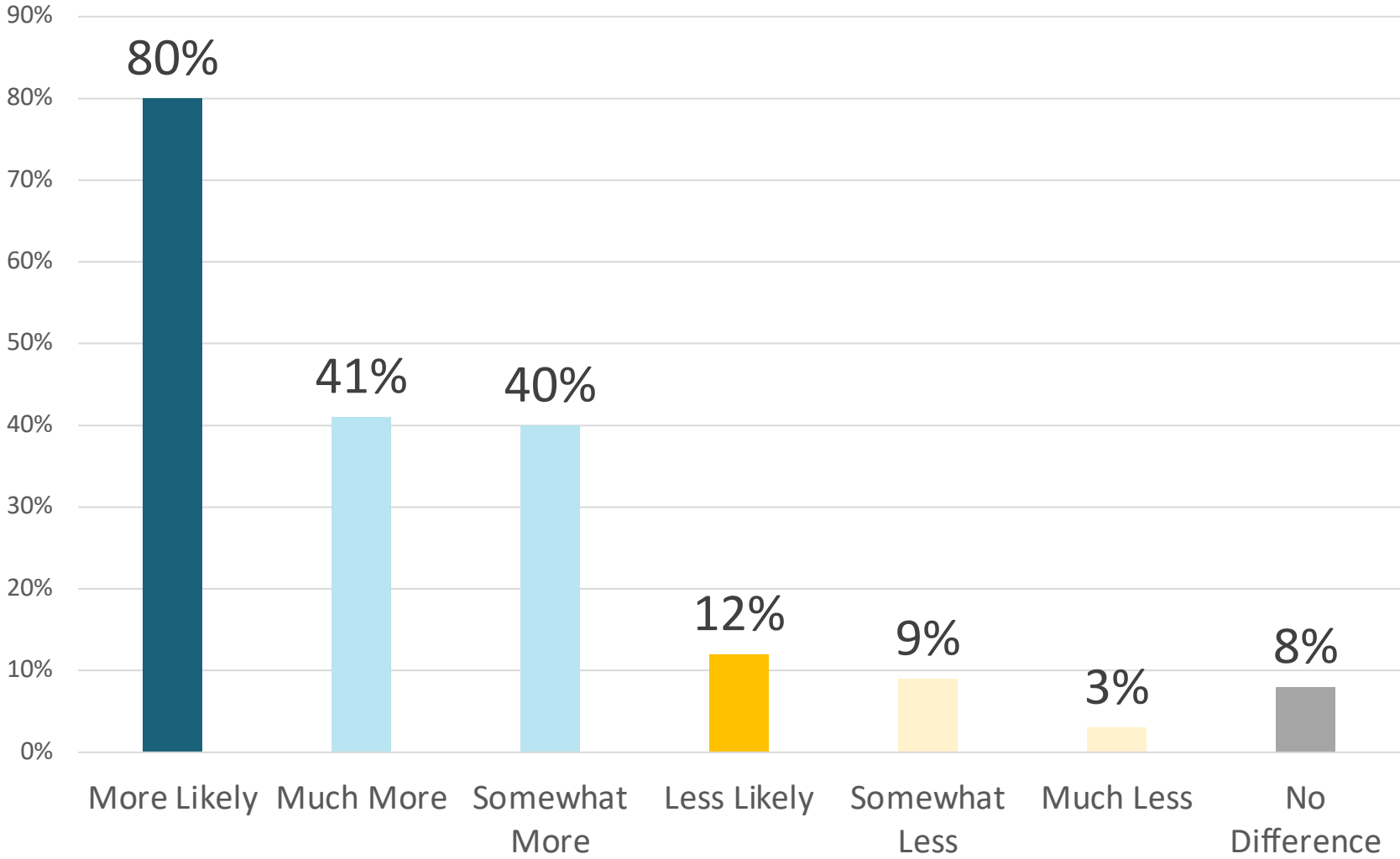
More Likely to Support President Candidate

A candidate who supports making it easier for small businesses to raise capital, like get a loan or a line of credit.



	More Likely	Less Likely	No Diff.	Net
Total	81	12	7	68
Early States	82	11	6	71
Super Tuesday States	79	14	8	65
2-9 Employees	81	11	9	69
10-19 Employees	84	15	1	68
20-More Employees	78	20	2	58
\$100K/Less Revenue	76	20	4	56
\$100K-\$250K Revenue	87	10	3	77
\$250K-\$500K Revenue	89	4	7	85
\$500K-\$1 Million Revenue	63	26	12	37
\$1 Million/More Revenue	85	5	10	80
Female-Owned	78	12	10	66
Minority-Owned	85	14	1	70

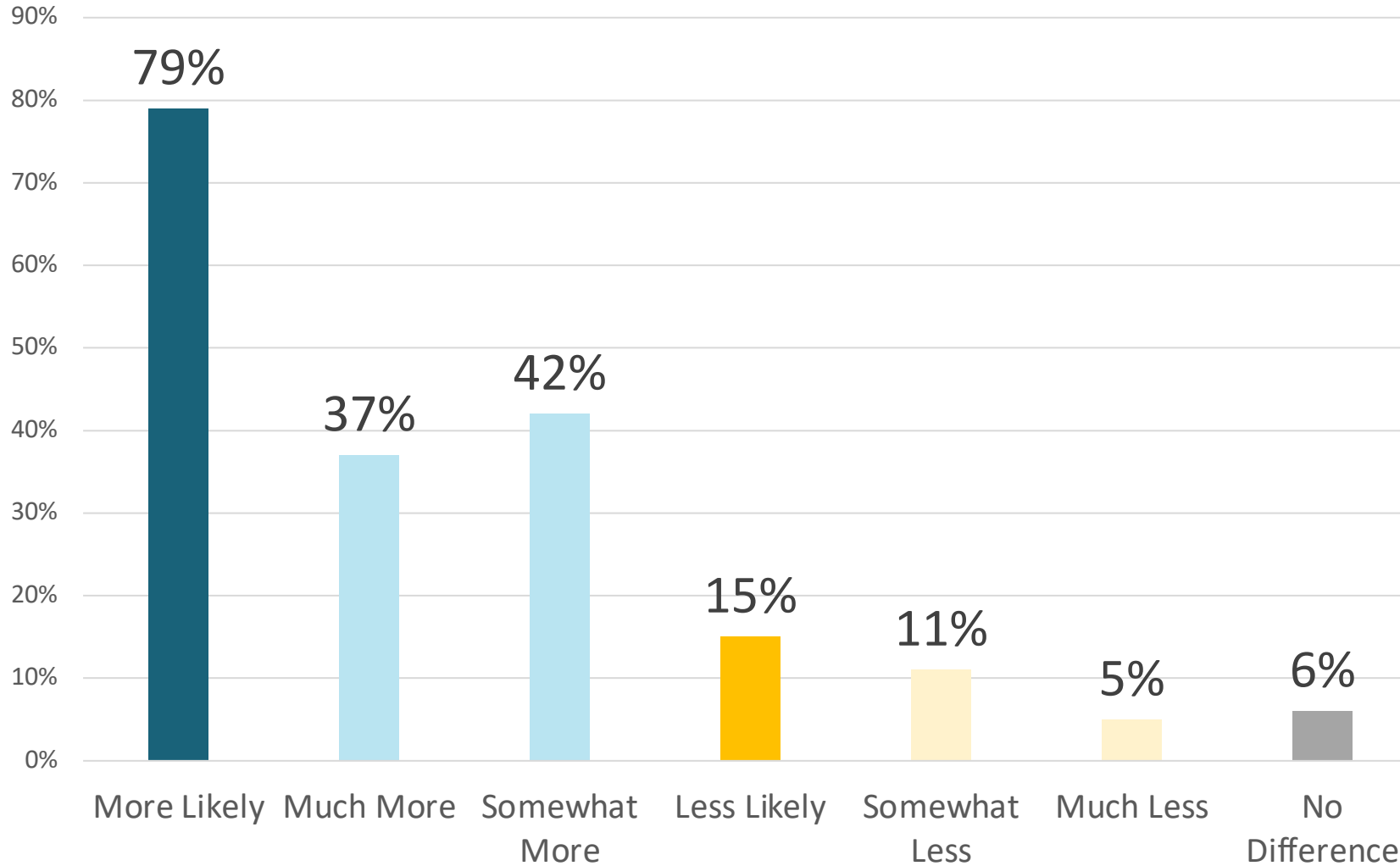
The 2017 Tax Cuts and Jobs Act, which significantly lowered the tax burden on small businesses, is set to expire. Would you be more likely or less likely to support a candidate for president who wants to make the tax cuts permanent?



	More Likely	Less Likely	No Diff.	Net
Total	80	12	8	68
Early States	79	12	9	67
Super Tuesday States	81	12	7	69
2-9 Employees	80	11	9	69
10-19 Employees	80	16	4	64
20-More Employees	82	16	2	66
\$100K/Less Revenue	64	26	10	39
\$100K-\$250K Revenue	75	12	13	63
\$250K-\$500K Revenue	93	3	4	91
\$500K-\$1 Million Revenue	87	10	2	77
\$1 Million/More Revenue	83	10	8	73
Female-Owned	83	12	5	70
Minority-Owned	83	12	5	70

More Likely to Support President Candidate

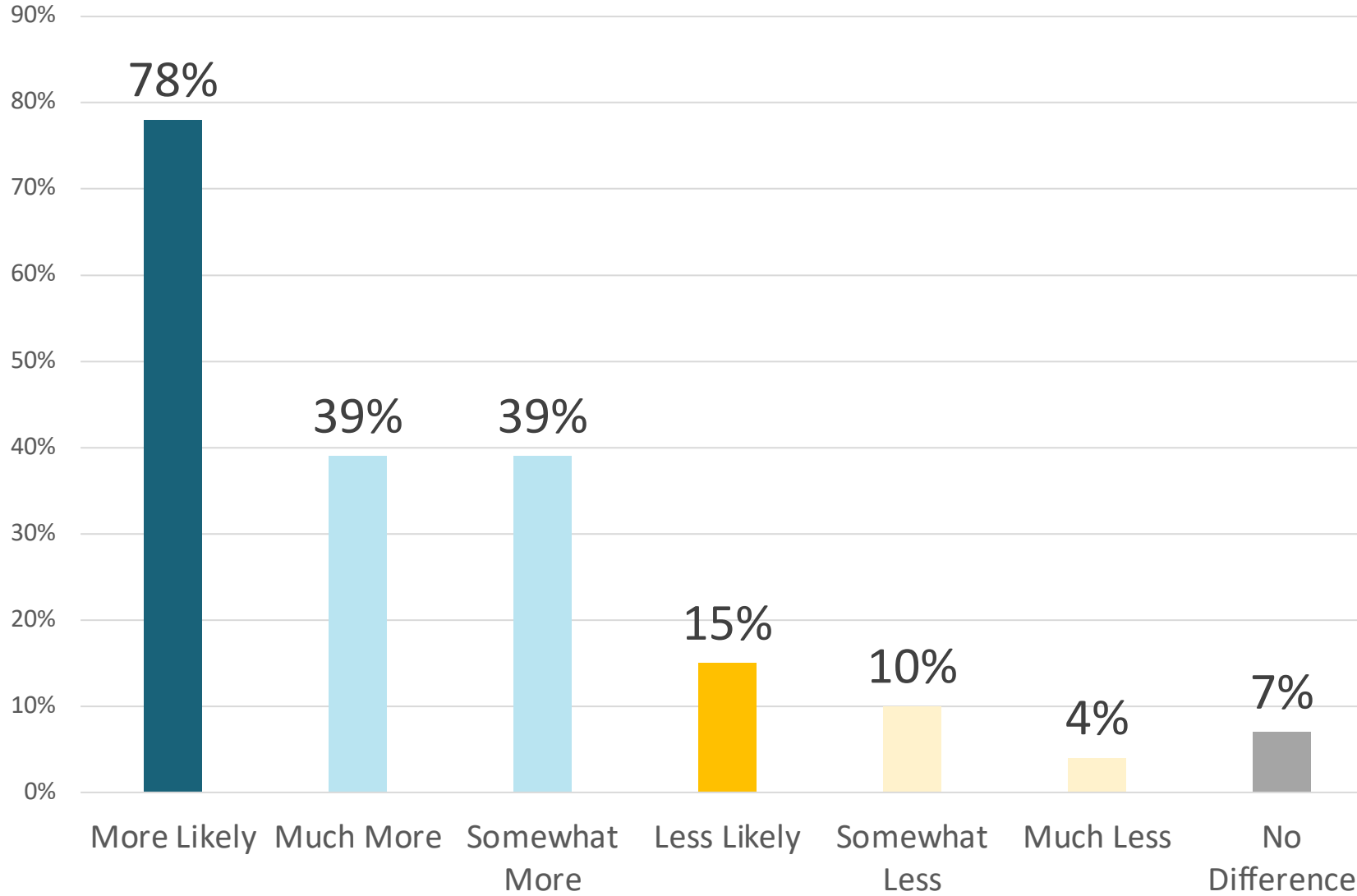
A candidate who supports exempting small businesses from any new government regulations that would burden entrepreneurs with increased compliance costs.



	More Likely	Less Likely	No Diff.	Net
Total	79	15	6	64
Early States	76	17	6	59
Super Tuesday States	82	13	5	69
2-9 Employees	80	14	6	66
10-19 Employees	86	13	1	73
20-More Employees	66	29	5	37
\$100K/Less Revenue	66	26	8	40
\$100K-\$250K Revenue	78	17	6	61
\$250K-\$500K Revenue	88	8	4	80
\$500K-\$1 Million Revenue	83	13	4	70
\$1 Million/More Revenue	82	12	6	70
Female-Owned	82	13	5	69
Minority-Owned	78	17	5	62

More Likely to Support President Candidate

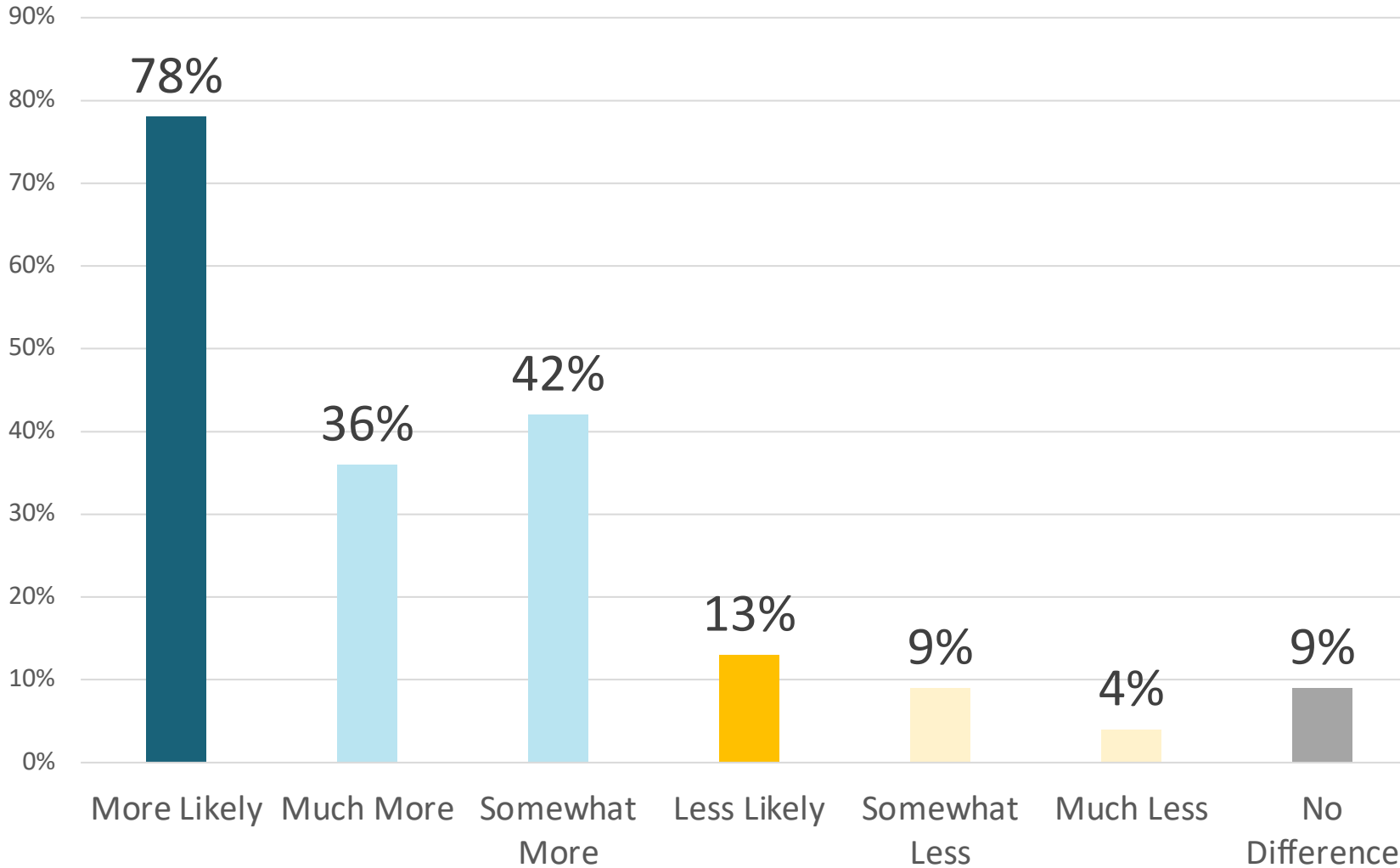
A candidate who supports increasing domestic energy production to increase supply and lower prices.



	More Likely	Less Likely	No Diff.	Net
Total	78	15	7	63
Early States	72	15	13	57
Super Tuesday States	84	14	2	70
2-9 Employees	77	15	8	62
10-19 Employees	82	17	1	65
20-More Employees	82	13	5	69
\$100K/Less Revenue	63	25	12	38
\$100K-\$250K Revenue	76	21	3	56
\$250K-\$500K Revenue	94	6	1	88
\$500K-\$1 Million Revenue	79	14	7	65
\$1 Million/More Revenue	79	8	13	71
Female-Owned	81	10	10	71
Minority-Owned	79	14	7	64

More Likely to Support President Candidate

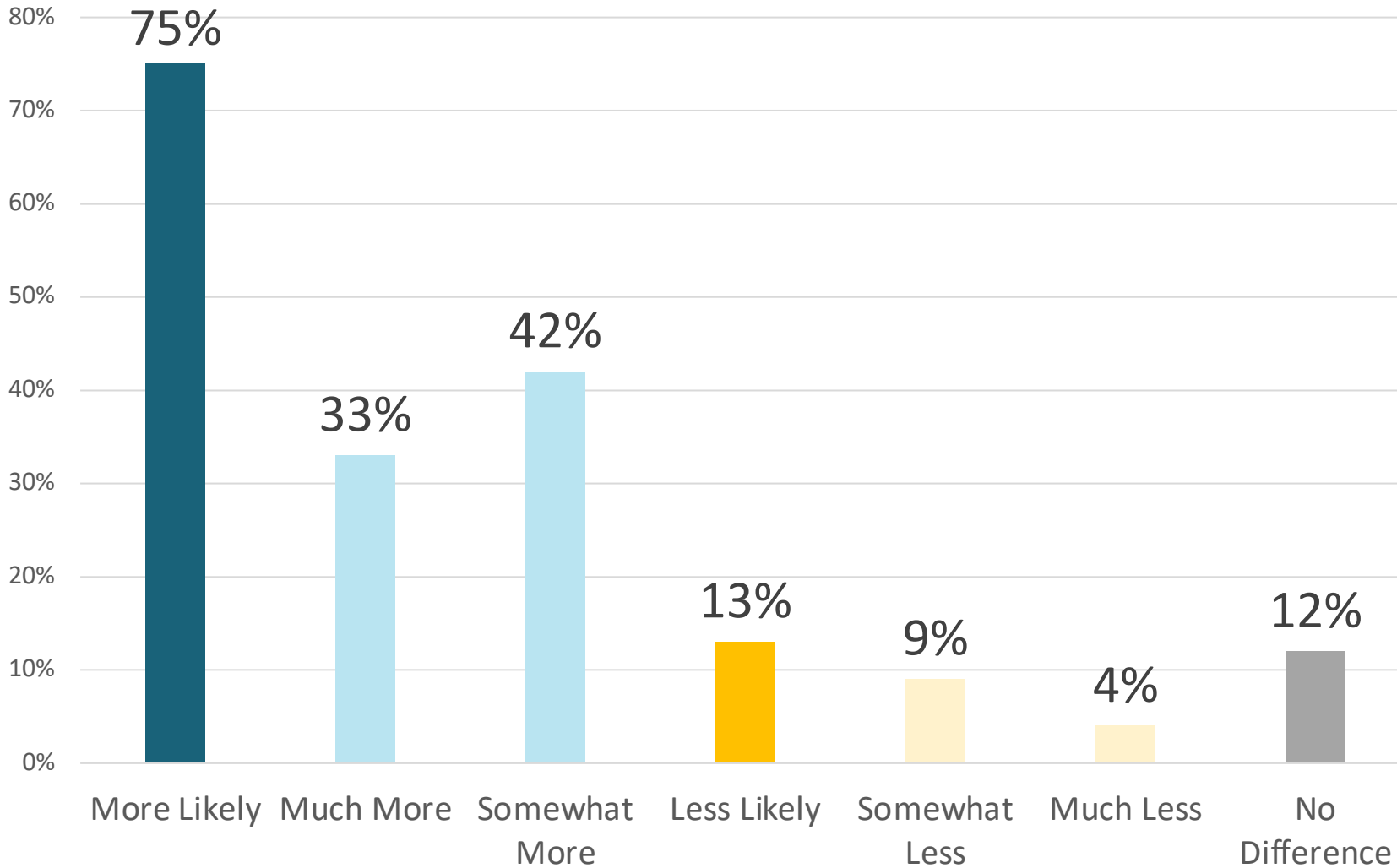
A candidate who supports lifting government regulations to increase the number of healthcare choices and requiring greater transparency to foster more competition in healthcare to lower costs for patients.



	More Likely	Less Likely	No Diff.	Net
Total	78	13	9	65
Early States	75	13	12	63
Super Tuesday States	81	13	6	68
2-9 Employees	77	12	11	65
10-19 Employees	78	21	1	57
20-More Employees	87	12	1	75
\$100K/Less Revenue	55	30	15	24
\$100K-\$250K Revenue	79	12	9	68
\$250K-\$500K Revenue	96	4	0	92
\$500K-\$1 Million Revenue	78	15	7	64
\$1 Million/More Revenue	84	4	12	79
Female-Owned	82	8	10	74
Minority-Owned	78	15	7	63

More Likely to Support President Candidate

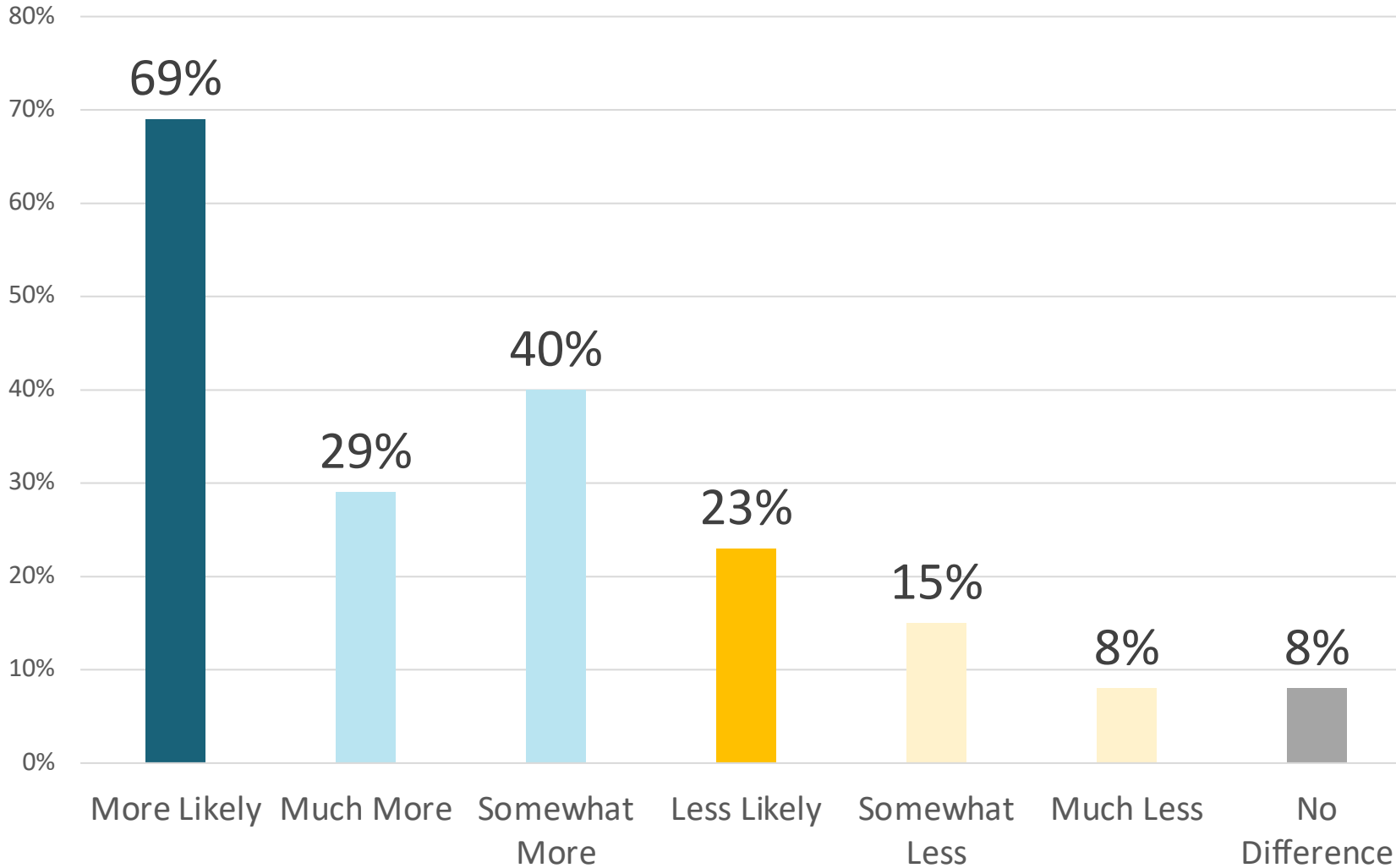
A candidate who supports cutting regulations and pursuing other policies that would help American businesses better compete against foreign companies.



	More Likely	Less Likely	No Diff.	Net
Total	75	13	12	62
Early States	78	13	9	65
Super Tuesday States	72	12	16	60
2-9 Employees	76	11	13	66
10-19 Employees	70	25	5	44
20-More Employees	71	19	10	52
\$100K/Less Revenue	65	20	15	45
\$100K-\$250K Revenue	82	14	4	68
\$250K-\$500K Revenue	79	6	15	73
\$500K-\$1 Million Revenue	79	12	9	66
\$1 Million/More Revenue	72	12	16	61
Female-Owned	75	12	14	63
Minority-Owned	72	14	14	59

More Likely to Support President Candidate

A candidate who supports linking work requirements to government assistance programs--like welfare and food stamps--so able-bodied adults work for their benefits.



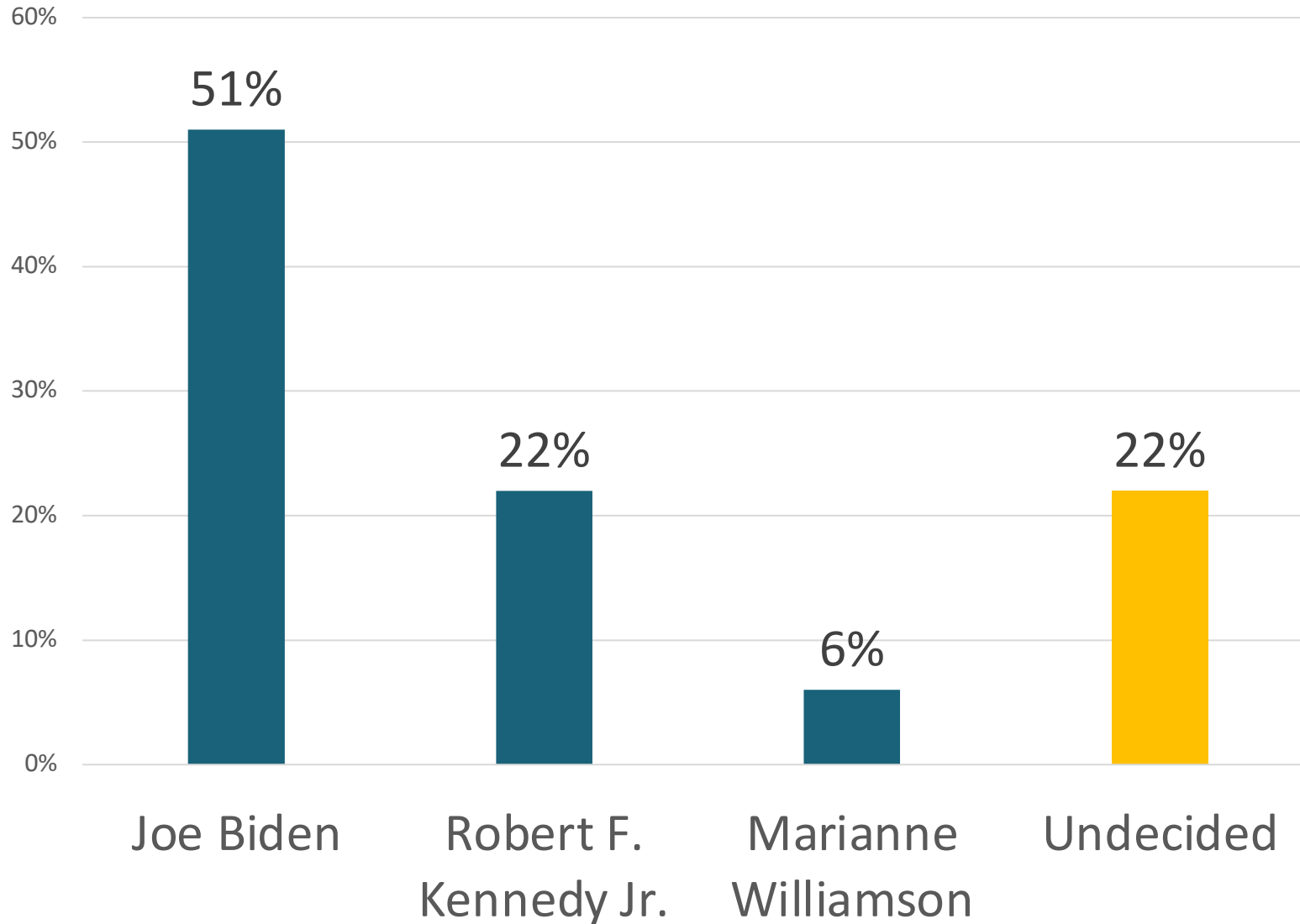
	More Likely	Less Likely	No Diff.	Net
Total	69	23	8	46
Early States	71	23	6	48
Super Tuesday States	67	23	11	44
2-9 Employees	69	21	10	47
10-19 Employees	73	22	5	51
20-More Employees	65	35	1	30
\$100K/Less Revenue	60	30	11	30
\$100K-\$250K Revenue	76	22	2	55
\$250K-\$500K Revenue	82	14	5	67
\$500K-\$1 Million Revenue	60	28	13	32
\$1 Million/More Revenue	67	22	12	45
Female-Owned	70	17	14	53
Minority-Owned	67	29	4	38

Republican Primary for President: Who Would Do Most to Help Small Businesses

	Total	Early States	Super Tuesday	2-9 Employ	10-19 Employ	20/More Employ
Donald Trump	55%	60%	51%	51%	71%	68%
Ron DeSantis	13%	14%	12%	14%	4%	17%
Vivek Ramaswamy	7%	6%	8%	7%	11%	5%
Nikki Haley	6%	7%	5%	6%	10%	1%
Mike Pence	3%	1%	4%	4%	0%	0%
Chris Christie	2%	0%	4%	3%	1%	0%
Tim Scott	1%	1%	1%	1%	0%	0%
Doug Burgum	0%	0%	0%	0%	0%	0%
Undecided	13%	10%	16%	15%	2%	10%

	\$100K- Less Rev.	\$100K- \$250K Rev.	\$250K- \$500K Rev.	\$500K- \$1 Mill Rev.	\$1 Mill- More Rev.	Female Owned	Minority Owned	C- Corp	S- Corp
Donald Trump	73%	55%	31%	51%	63%	51%	50%	63%	52%
Ron DeSantis	4%	22%	21%	7%	10%	5%	5%	12%	14%
Vivek Ramaswamy	6%	6%	2%	11%	11%	7%	7%	11%	6%
Nikki Haley	5%	0%	6%	22%	2%	6%	24%	7%	6%
Mike Pence	6%	7%	0%	0%	0%	3%	4%	2%	3%
Chris Christie	1%	1%	8%	2%	0%	4%	5%	2%	2%
Tim Scott	2%	0%	0%	3%	0%	0%	2%	1%	1%
Doug Burgum	0%	0%	0%	0%	0%	0%	0%	0%	0%
Undecided	5%	9%	32%	4%	14%	25%	4%	4%	17%

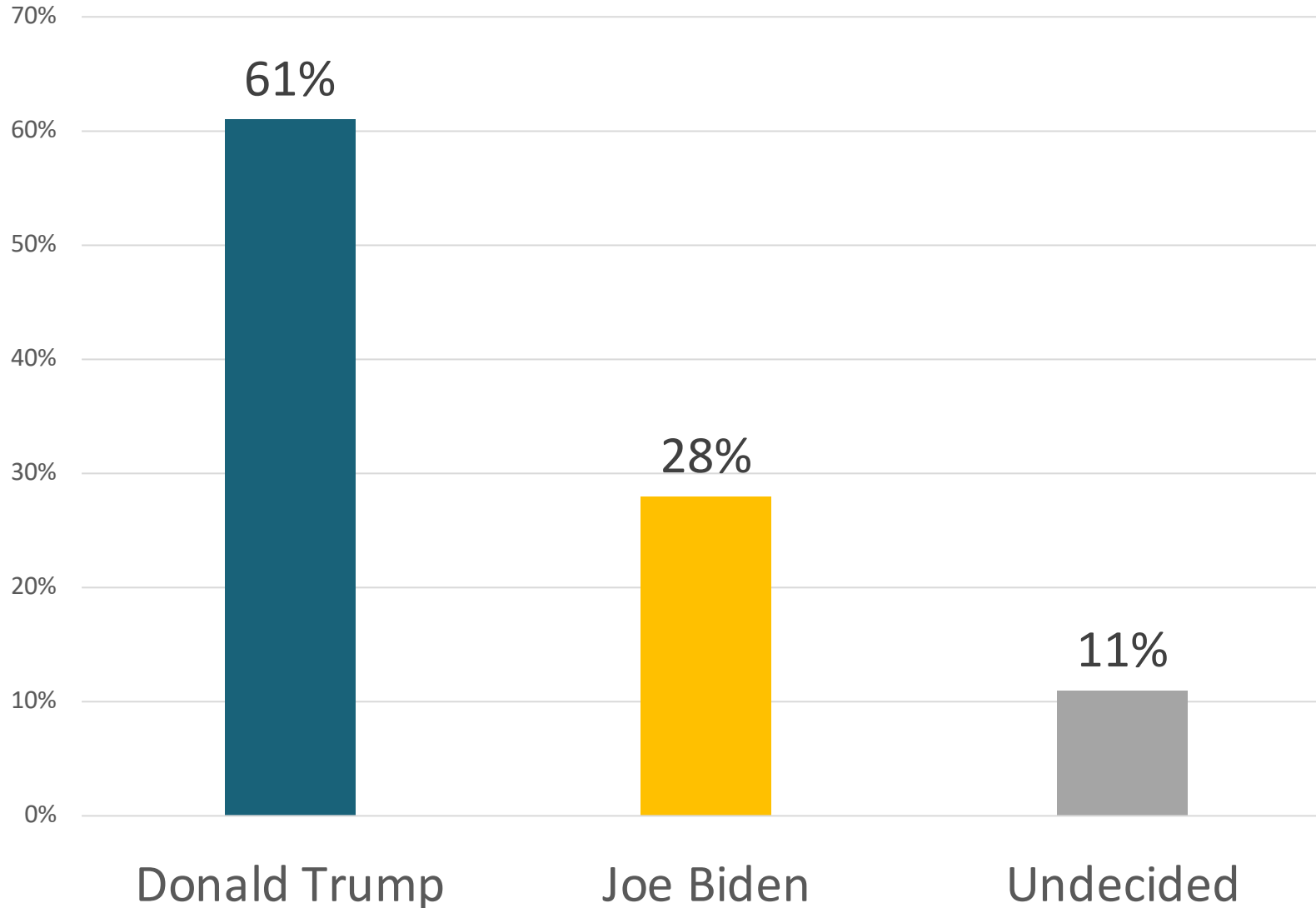
Democratic Primary for President: Who Would Do Most to Help Small Businesses



	Biden	RFK Jr.	Williamson	Undecided
Total	51	22	6	22
Early States	41	40	0	18
Super Tuesday States	57	9	10	25
2-9 Employees	55	21	8	17
10-19 Employees	60	26	2	12
20-More Employees	34	22	0	43
\$100K/Less Revenue	56	26	1	17
\$100K-\$250K Revenue	73	12	4	11
\$250K-\$500K Revenue	39	29	0	32
\$500K-\$1 Million Revenue	59	5	25	11
\$1 Million/More Revenue	42	30	0	28
Female-Owned	48	19	13	21
Minority-Owned	42	31	1	27

General Election for President:

Who Would Do Most to Help Small Businesses



	Trump	Biden	Und	Net
Total	61	28	11	33
Early States	65	29	7	36
Super Tuesday States	58	28	15	30
2-9 Employees	62	29	9	33
10-19 Employees	79	20	2	59
20-More Employees	37	29	34	8
\$100K/Less Revenue	58	26	16	31
\$100K-\$250K Revenue	67	24	9	44
\$250K-\$500K Revenue	65	21	14	44
\$500K-\$1 Million Revenue	51	47	2	3
\$1 Million/More Revenue	63	26	10	37
Female-Owned	55	39	7	16
Minority-Owned	60	26	14	33