

# SBIQ

SMALL BUSINESS POLL

**September 2024**  
**Job Creators Network Foundation**  
**Small Business Poll**

**Conducted By:**  
**John McLaughlin**  
**Scott Rasmussen**



**SMALL BUSINESS POLL**

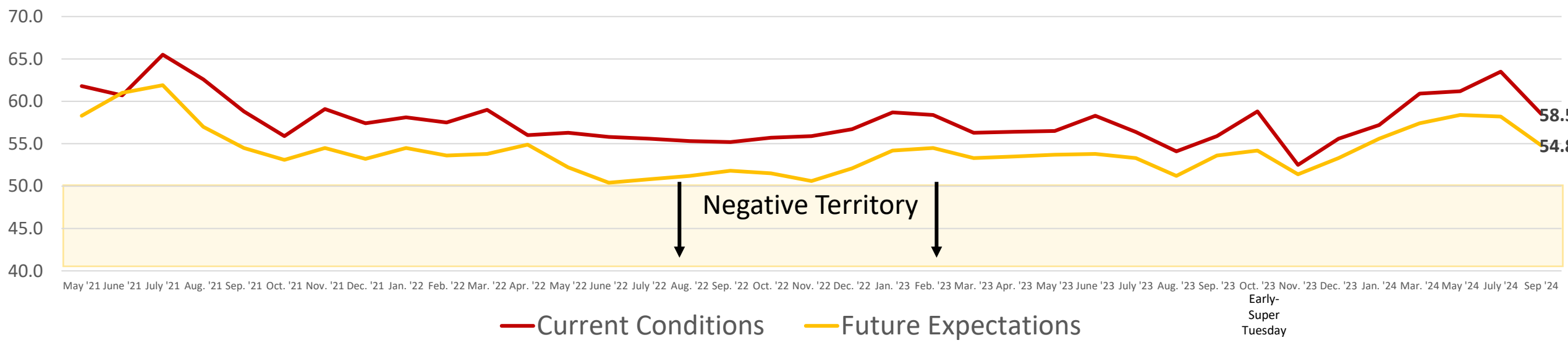
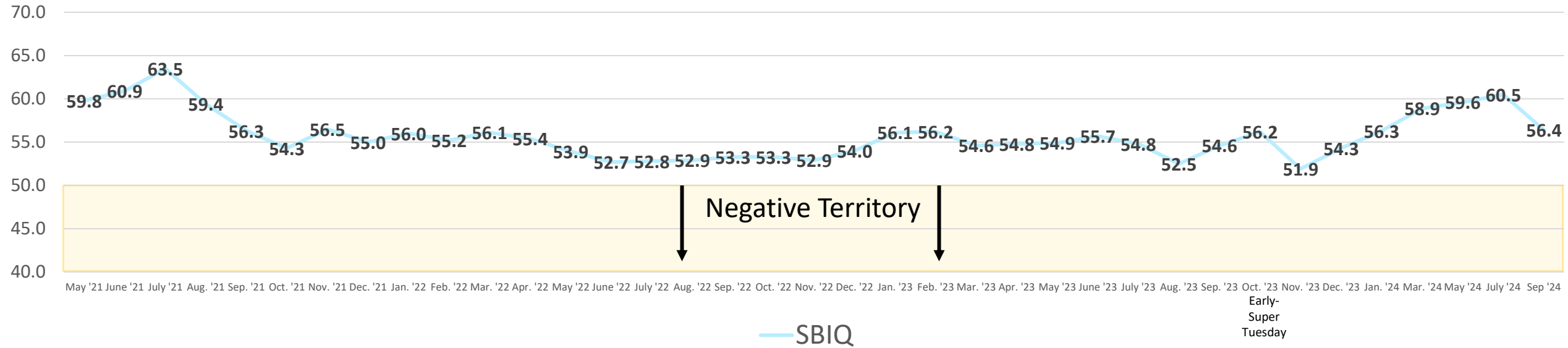


# Methodology

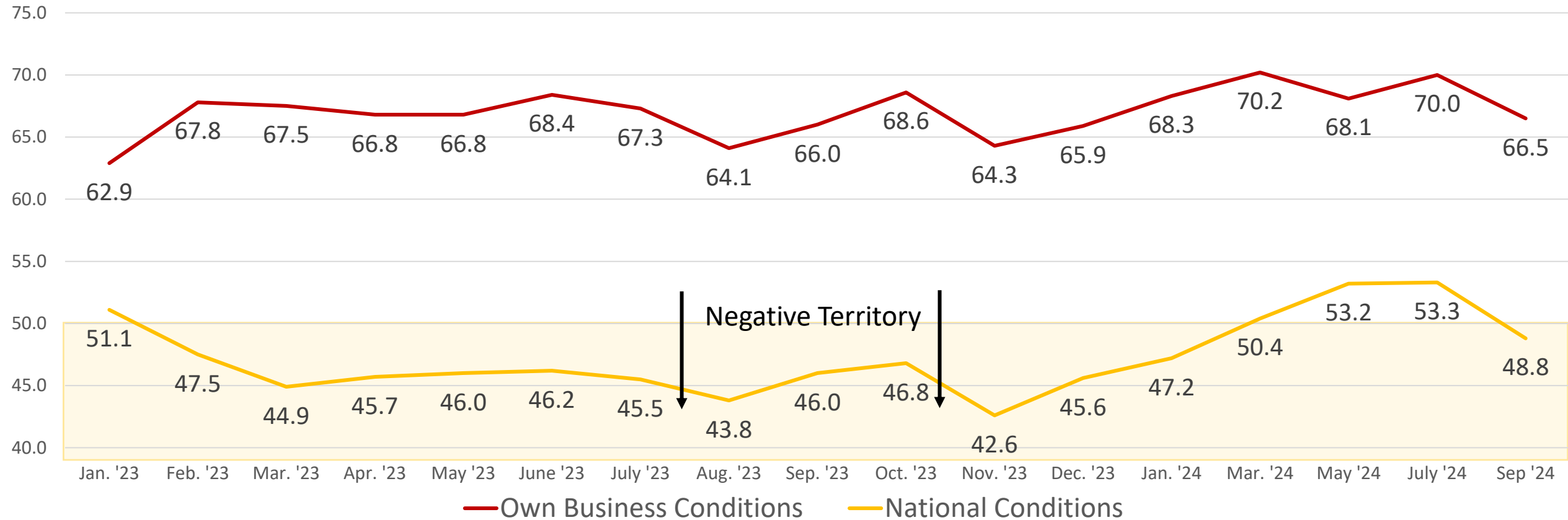
This national survey of 400 small business employers was conducted between September 1-22, 2024. This presentation includes JCNF's SBIQ (Small Business Intelligence Quotient). The Small Business IQ Poll tracks its SBIQ, identifies key trends, and offers valuable insights into policies impacting small 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 United States. The sample of 400 small business employers has an accuracy of +/- 4.9% 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 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





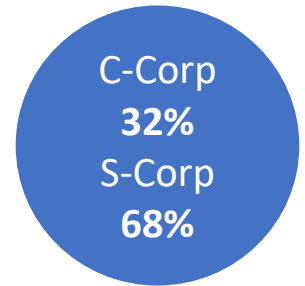
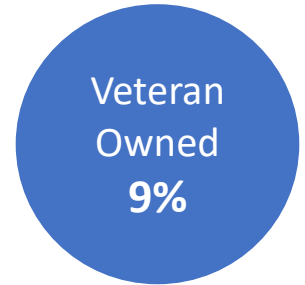
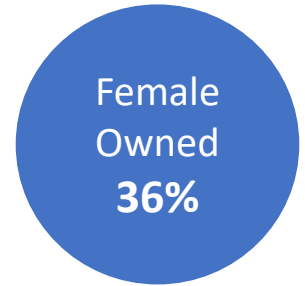
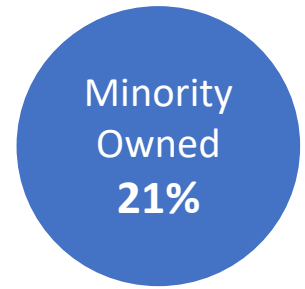
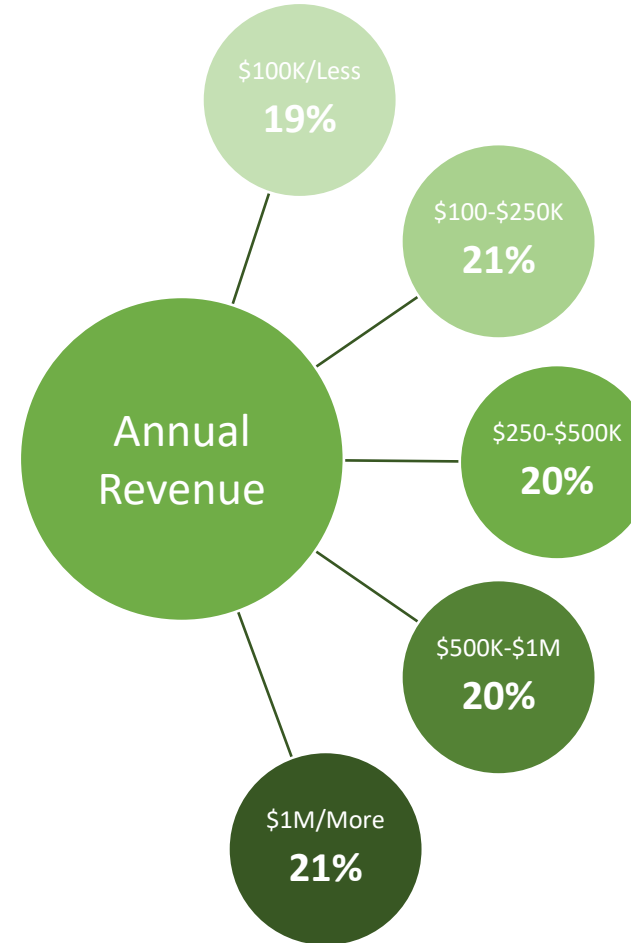
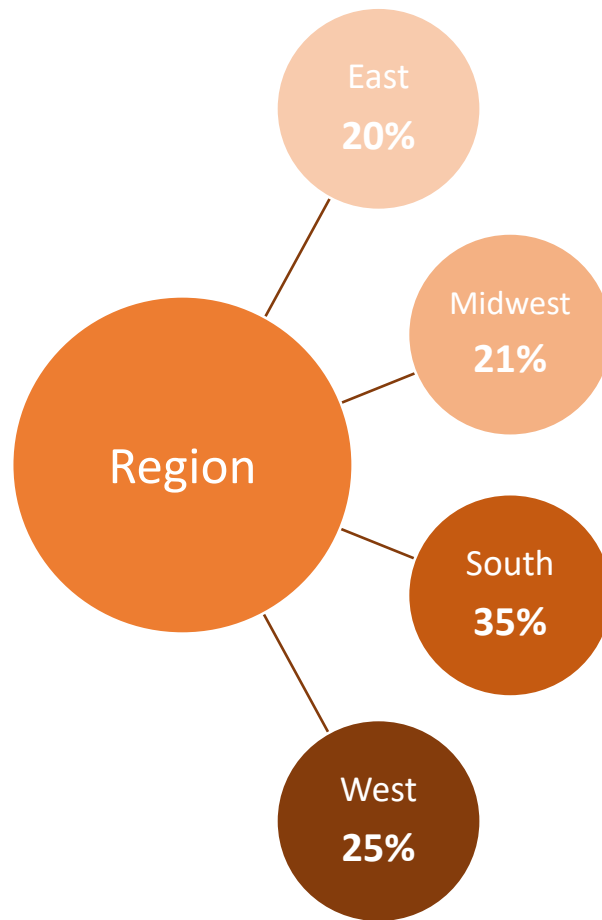
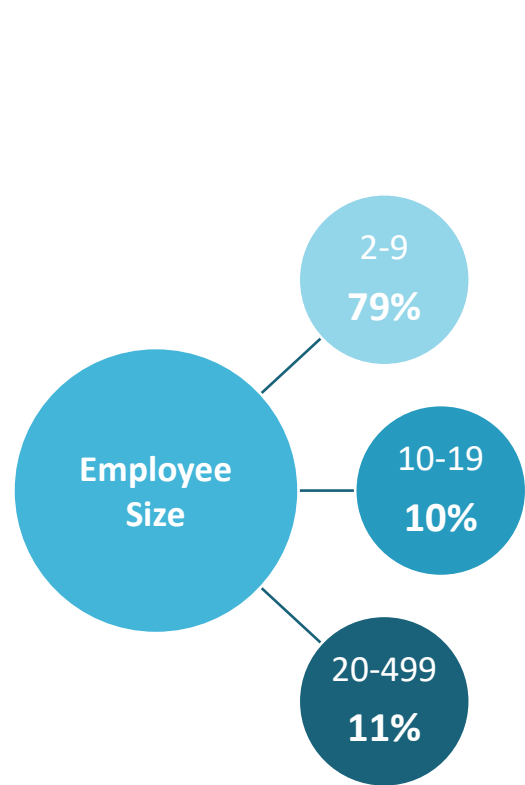
SMALL BUSINESS POLL

# 5 “So-What” Takeaways

- 1.** SBIQ index dropped significantly this month—going from 60.5 to 56.4. **So What? Small business employers are not feeling nearly as confident in the economy as we get closer to the election.**
- 2.** 63 percent of small businesses give the Biden/Harris Administration a negative grade (C, D or F) on helping small businesses, with 35 percent giving them a failing grade. **So What? Small businesses continue to struggle under the current economic and policy decisions.**
- 3.** A majority of small businesses (51 percent) say that a Trump Administration would be better for small businesses while only 39 percent think a Harris Administration would be better for small businesses. **So What? Small business employers have seen how each candidate would treat small businesses and clearly see Trump as more business friendly.**
- 4.** A majority of small businesses say the Tax Cuts & Jobs Act has helped small businesses and they want the tax cuts extended, including being the top priority over other issues in front of Congress. **So What? Main Street understands how the Tax Cuts & Jobs Act benefited their operations and employees.**
- 5.** A majority of small businesses say that crime has increased in their area. **So What? Despite efforts from Democrats to show statistics that crime has dropped; small business employers are seeing an increase in crime in their communities.**

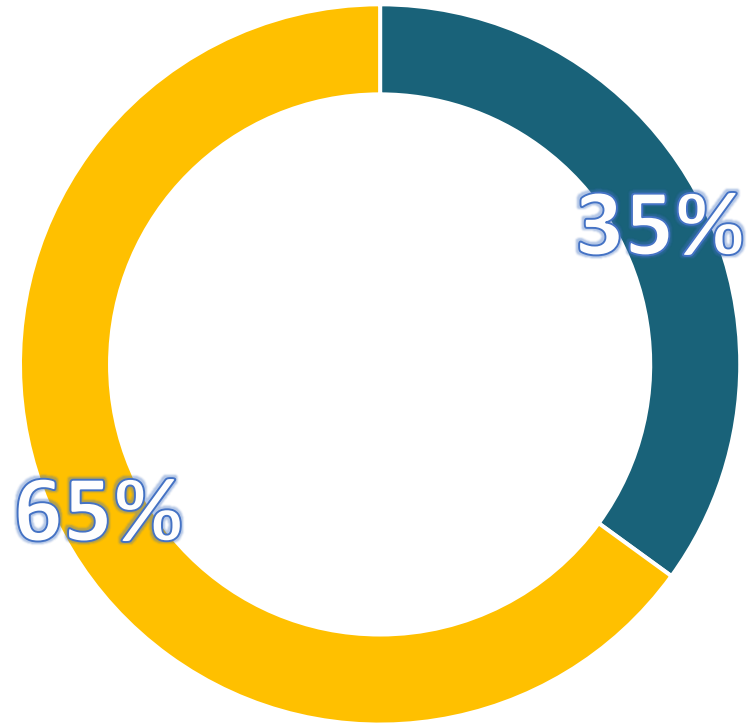
# Small Business Employer Profile

## Who are the 400 respondents?



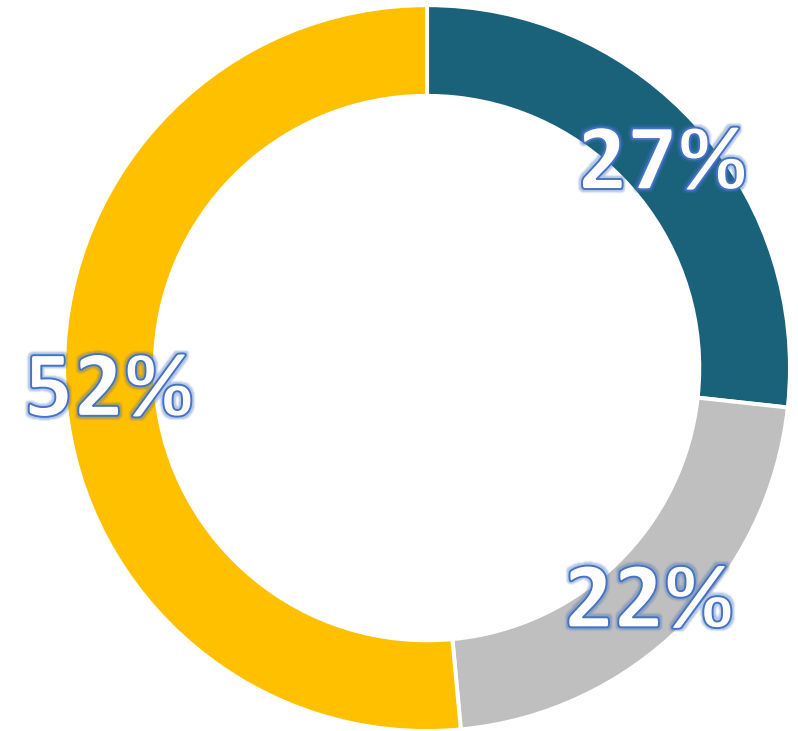
# Small Business Employer Profile

## Brick & Mortar Store



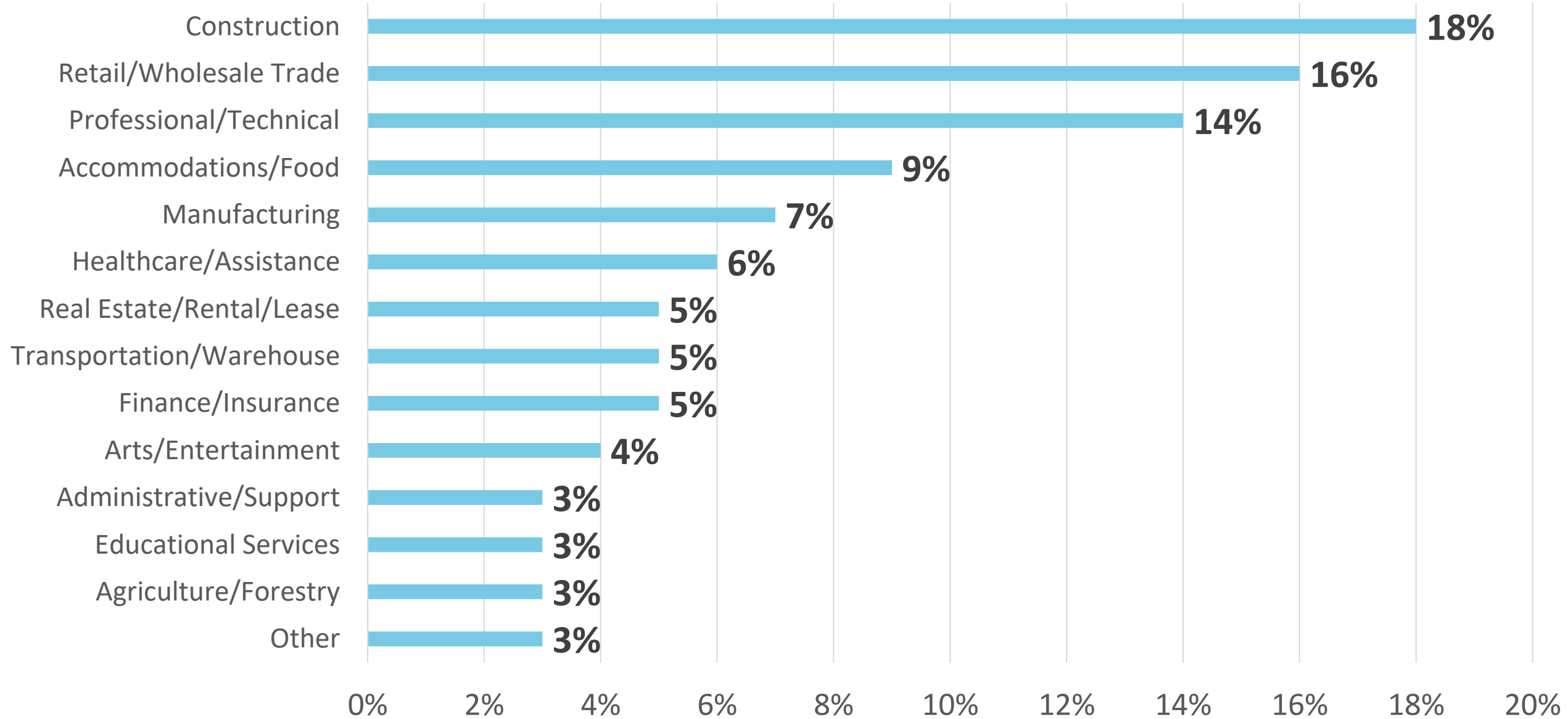
■ Yes ■ No

## E-Commerce Business



■ More Than Half ■ Half ■ Less Than Half

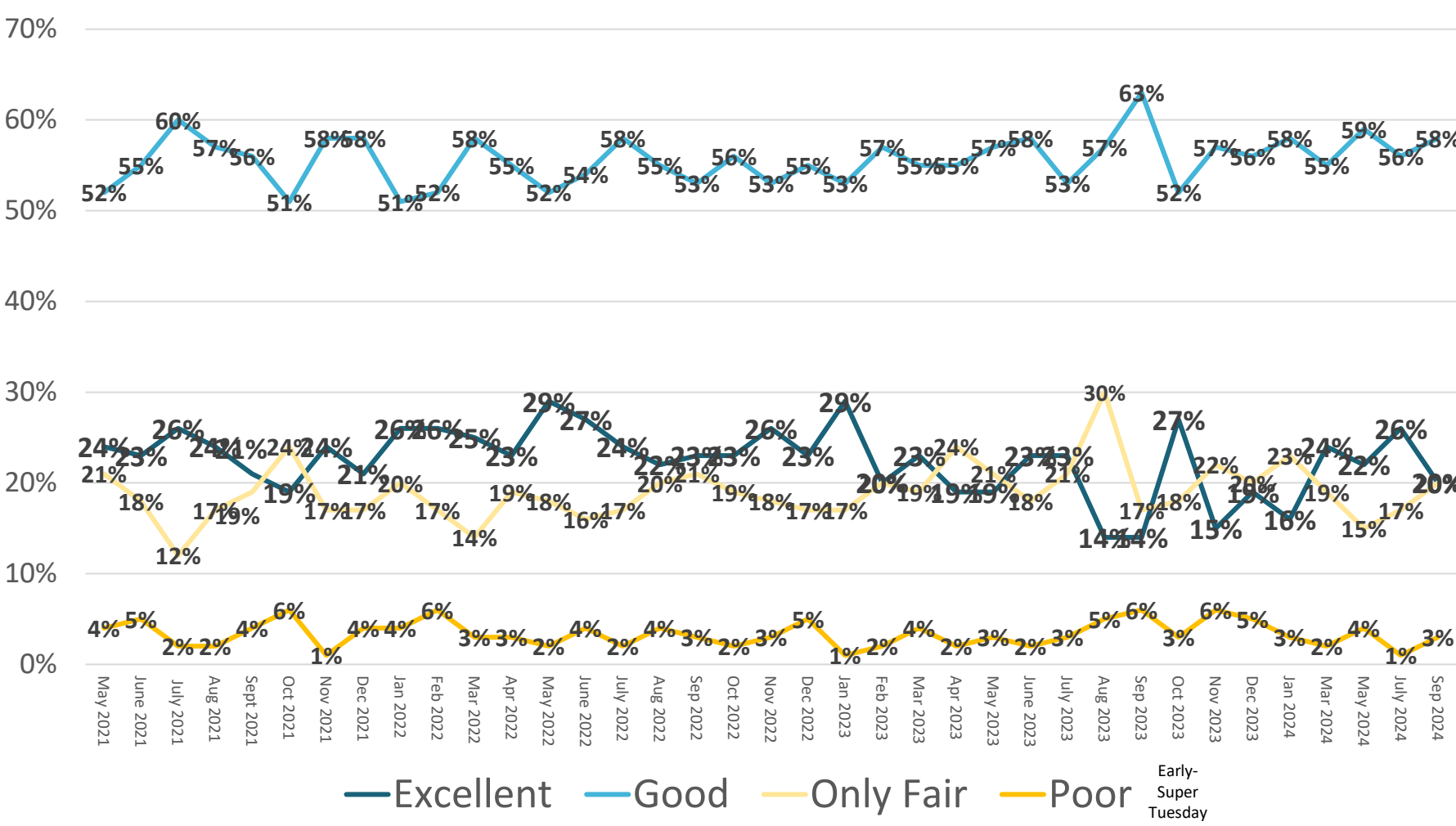
# Small Business Employer Industry





# Current Financial Condition

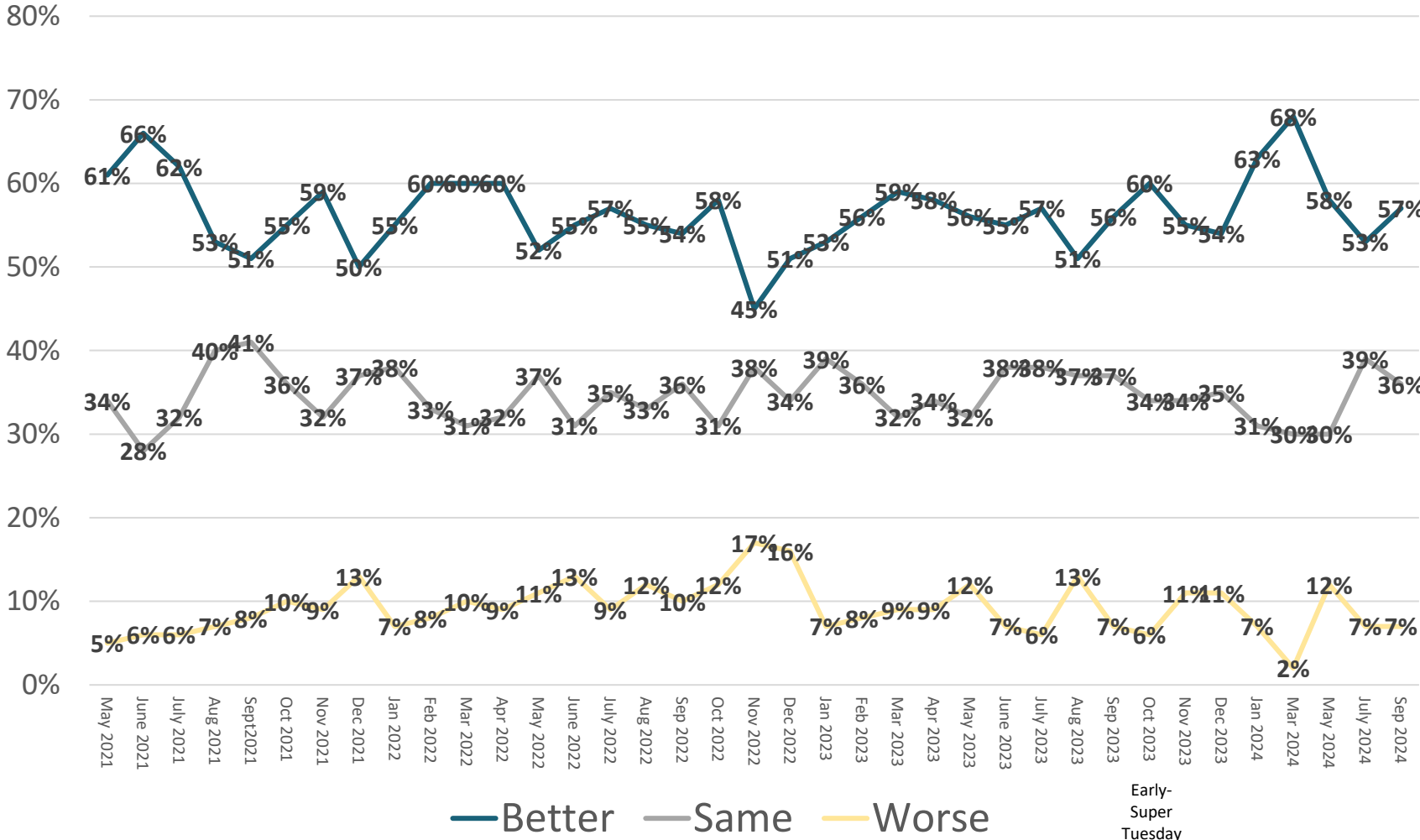
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
Excellent/Good	76%	77%	83%	78%	80%	80%	81%	76%	76%	79%	79%	78%	82%	78%	78%	73%	76%	80%	76%	70%	77%	79%	72%	75%	74%	79%	81%	82%	77%	-5
Only Fair/Poor	24%	23%	17%	22%	20%	20%	19%	24%	24%	21%	21%	22%	18%	23%	22%	27%	24%	20%	24%	30%	23%	21%	28%	25%	26%	21%	19%	18%	23%	+5
Net	+52	+54	+66	+56	+60	+60	+62	+52	+52	+58	+58	+56	+64	+55	+56	+46	+52	+60	+52	+40	+54	+58	+45	+51	+48	+58	+62	+64	+54	-10



	Excel/Good	Fair/Poor	Net
Total	77	23	54
East	80	20	60
Midwest	73	27	46
South	81	19	62
West	73	27	46
2-9 Employees	75	25	50
10-19 Employees	90	10	79
20-More Employees	81	19	62
\$100K/Less Revenue	61	39	22
\$100K-\$250K Revenue	78	23	55
\$250K-\$500K Revenue	70	30	40
\$500K-\$1 Million Revenue	85	15	70
\$1 Million/More Revenue	91	9	82
Female-Owned	76	24	52
Minority-Owned	79	21	59

# Financial Condition Next 3-Months

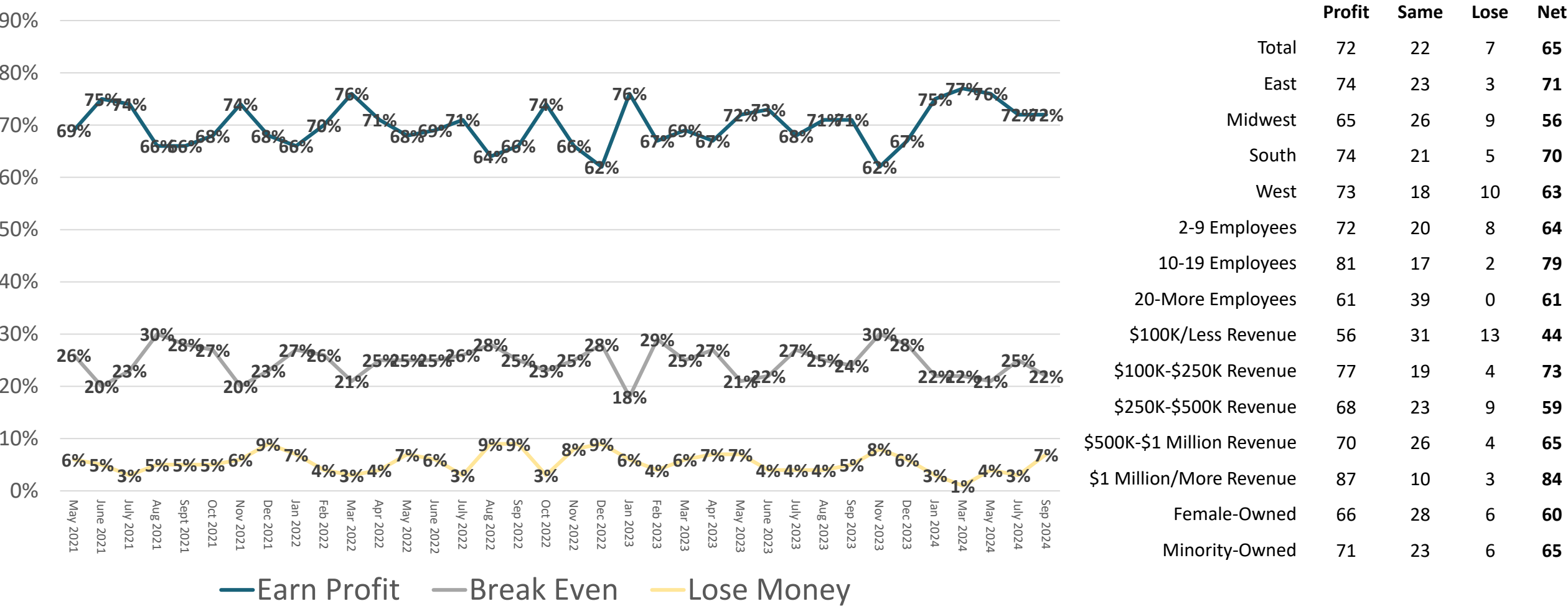
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
<b>Better</b>	55%	60%	60%	60%	52%	55%	57%	55%	54%	58%	45%	51%	53%	56%	59%	58%	56%	55%	57%	51%	56%	60%	55%	54%	63%	68%	58%	53%	57%	+4
<b>Same</b>	38%	33%	31%	32%	37%	31%	35%	33%	36%	31%	38%	34%	39%	36%	32%	34%	32%	38%	38%	37%	37%	34%	34%	35%	31%	30%	30%	39%	36%	-3
<b>Worse</b>	7%	8%	10%	9%	11%	13%	9%	12%	10%	12%	17%	16%	7%	8%	9%	9%	12%	7%	6%	13%	7%	6%	11%	11%	7%	2%	12%	7%	7%	0
<b>Net</b>	+48	+52	+50	+51	+41	+42	+48	+43	+44	+46	+28	+35	+46	+48	+50	+49	+44	+48	+51	+38	+49	+54	+44	+43	+56	+66	+46	+46	+49	+3



	Better	Same	Worse	Net
<b>Total</b>	57	36	7	<b>49</b>
<b>East</b>	67	26	7	<b>61</b>
<b>Midwest</b>	38	46	17	<b>21</b>
<b>South</b>	60	38	2	<b>57</b>
<b>West</b>	59	34	7	<b>51</b>
<b>2-9 Employees</b>	56	39	6	<b>50</b>
<b>10-19 Employees</b>	50	33	17	<b>33</b>
<b>20-More Employees</b>	68	19	13	<b>56</b>
<b>\$100K/Less Revenue</b>	55	39	6	<b>49</b>
<b>\$100K-\$250K Revenue</b>	55	41	4	<b>52</b>
<b>\$250K-\$500K Revenue</b>	53	41	6	<b>48</b>
<b>\$500K-\$1 Million Revenue</b>	56	29	15	<b>41</b>
<b>\$1 Million/More Revenue</b>	63	30	7	<b>56</b>
<b>Female-Owned</b>	55	39	6	<b>50</b>
<b>Minority-Owned</b>	69	16	15	<b>54</b>

# Profitability Next 12-Months

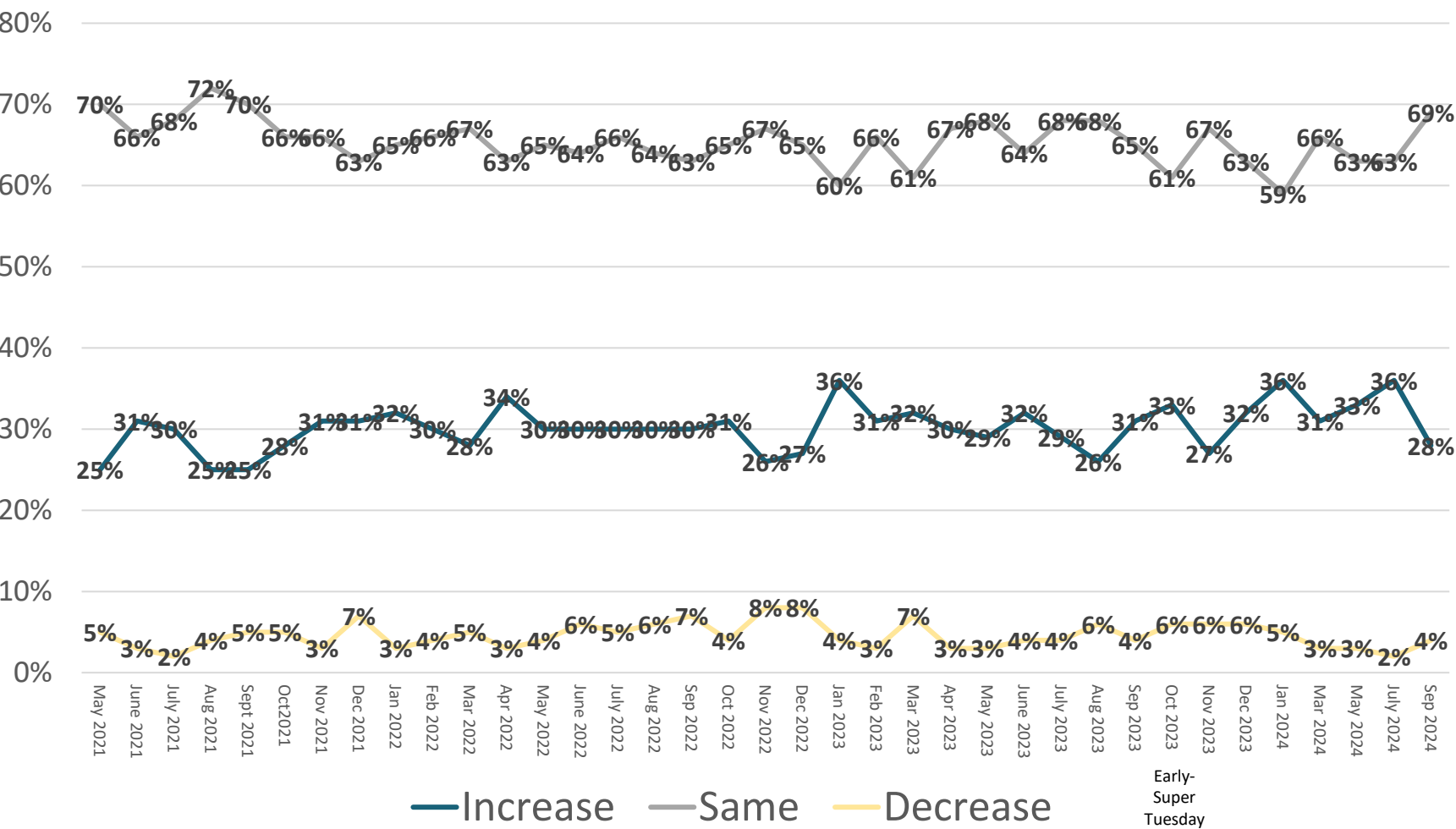
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Nov	Dec	Jan	Mar	May	July	Sep	Net
<b>Earn Profit</b>	66%	70%	76%	71%	68%	69%	71%	64%	66%	74%	66%	62%	76%	67%	69%	67%	72%	73%	68%	71%	71%	62%	67%	75%	77%	76%	72%	72%	0
Break Even	27%	26%	21%	25%	35%	25%	26%	28%	25%	23%	25%	28%	18%	29%	25%	27%	21%	22%	27%	25%	24%	30%	28%	22%	22%	21%	25%	22%	-3
Lose Money	7%	4%	3%	4%	7%	6%	3%	9%	9%	3%	8%	9%	6%	4%	6%	7%	7%	4%	4%	4%	5%	8%	6%	3%	1%	4%	3%	7%	+4
<b>Net</b>	<b>+59</b>	<b>+66</b>	<b>+73</b>	<b>+67</b>	<b>+61</b>	<b>+63</b>	<b>+69</b>	<b>+55</b>	<b>+57</b>	<b>+71</b>	<b>+58</b>	<b>+53</b>	<b>+70</b>	<b>+63</b>	<b>+63</b>	<b>+60</b>	<b>+65</b>	<b>+69</b>	<b>+64</b>	<b>+67</b>	<b>+66</b>	<b>+54</b>	<b>+61</b>	<b>+72</b>	<b>+76</b>	<b>+72</b>	<b>+69</b>	<b>+65</b>	<b>-4</b>



	Profit	Same	Lose	Net
Total	72	22	7	65
East	74	23	3	71
Midwest	65	26	9	56
South	74	21	5	70
West	73	18	10	63
2-9 Employees	72	20	8	64
10-19 Employees	81	17	2	79
20-More Employees	61	39	0	61
\$100K/Less Revenue	56	31	13	44
\$100K-\$250K Revenue	77	19	4	73
\$250K-\$500K Revenue	68	23	9	59
\$500K-\$1 Million Revenue	70	26	4	65
\$1 Million/More Revenue	87	10	3	84
Female-Owned	66	28	6	60
Minority-Owned	71	23	6	65

# Employment Next 3-Months

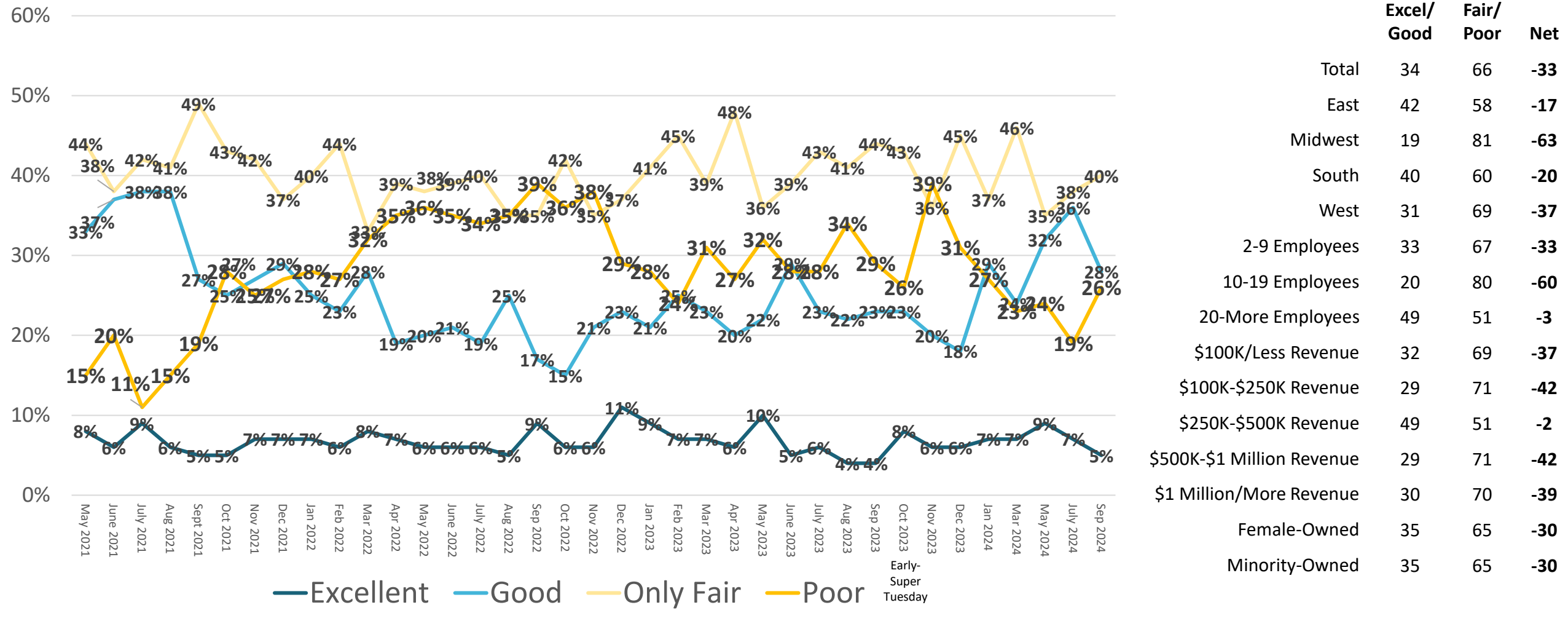
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
<b>Increase</b>	32%	30%	28%	34%	30%	30%	30%	30%	30%	31%	26%	27%	36%	31%	32%	30%	29%	32%	29%	26%	31%	33%	27%	32%	36%	31%	33%	36%	28%	-8
<b>Same</b>	65%	66%	67%	63%	65%	64%	66%	64%	63%	65%	67%	65%	60%	66%	61%	67%	68%	64%	68%	68%	65%	61%	67%	63%	59%	66%	63%	63%	69%	+6
<b>Decrease</b>	3%	4%	5%	3%	4%	6%	5%	6%	7%	4%	8%	8%	4%	3%	7%	3%	3%	4%	4%	6%	4%	6%	6%	6%	5%	3%	3%	2%	4%	+2
<b>Net</b>	+29	+26	+23	+21	+26	+24	+25	+24	+23	+27	+18	+19	+32	+28	+25	+27	+26	+28	+25	+20	+26	+27	+21	+26	+31	+28	+30	+34	+24	-10



	Incr.	Same	Decr.	Net
<b>Total</b>	28	69	4	<b>24</b>
<b>East</b>	38	60	2	<b>36</b>
<b>Midwest</b>	20	71	9	<b>10</b>
<b>South</b>	31	65	4	<b>28</b>
<b>West</b>	20	80	0	<b>20</b>
<b>2-9 Employees</b>	22	74	4	<b>18</b>
<b>10-19 Employees</b>	33	65	2	<b>32</b>
<b>20-More Employees</b>	63	37	1	<b>62</b>
<b>\$100K/Less Revenue</b>	27	69	4	<b>23</b>
<b>\$100K-\$250K Revenue</b>	25	72	3	<b>21</b>
<b>\$250K-\$500K Revenue</b>	19	79	2	<b>17</b>
<b>\$500K-\$1 Million Revenue</b>	25	69	6	<b>19</b>
<b>\$1 Million/More Revenue</b>	41	57	2	<b>38</b>
<b>Female-Owned</b>	30	66	4	<b>26</b>
<b>Minority-Owned</b>	36	60	4	<b>32</b>

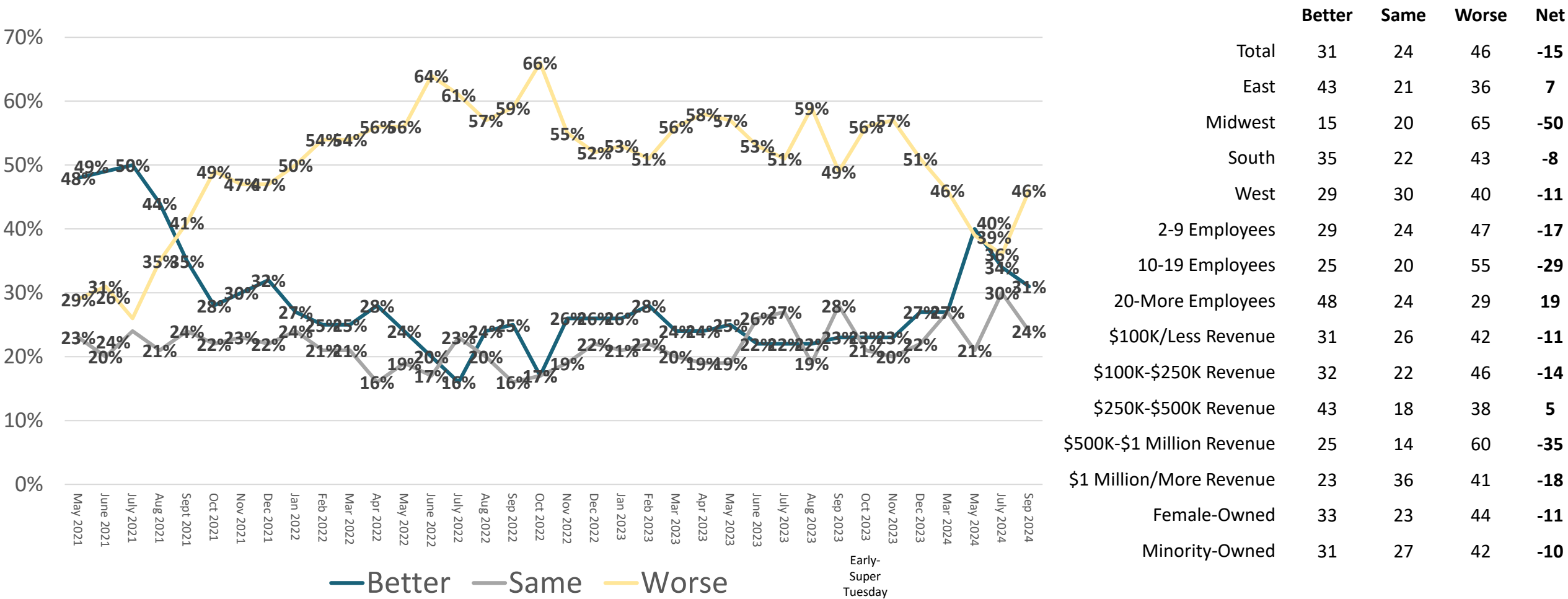
# Condition of U.S. Economy

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
Excellent/Good	31%	29%	36%	27%	26%	27%	26%	30%	26%	22%	28%	33%	30%	32%	30%	26%	32%	33%	29%	25%	27%	31%	26%	24%	36%	30%	41%	42%	34%	-8
Only Fair/Poor	69%	71%	65%	73%	74%	73%	74%	71%	74%	79%	72%	67%	70%	68%	70%	75%	68%	67%	72%	75%	73%	70%	74%	76%	64%	70%	59%	58%	66%	+8
Net	-38	-42	-29	-47	-48	-46	-48	-41	-48	-57	-44	-34	-40	-36	-40	-49	-36	-34	-43	-50	-45	-39	-49	-52	-28	-40	-18	-16	-33	-17



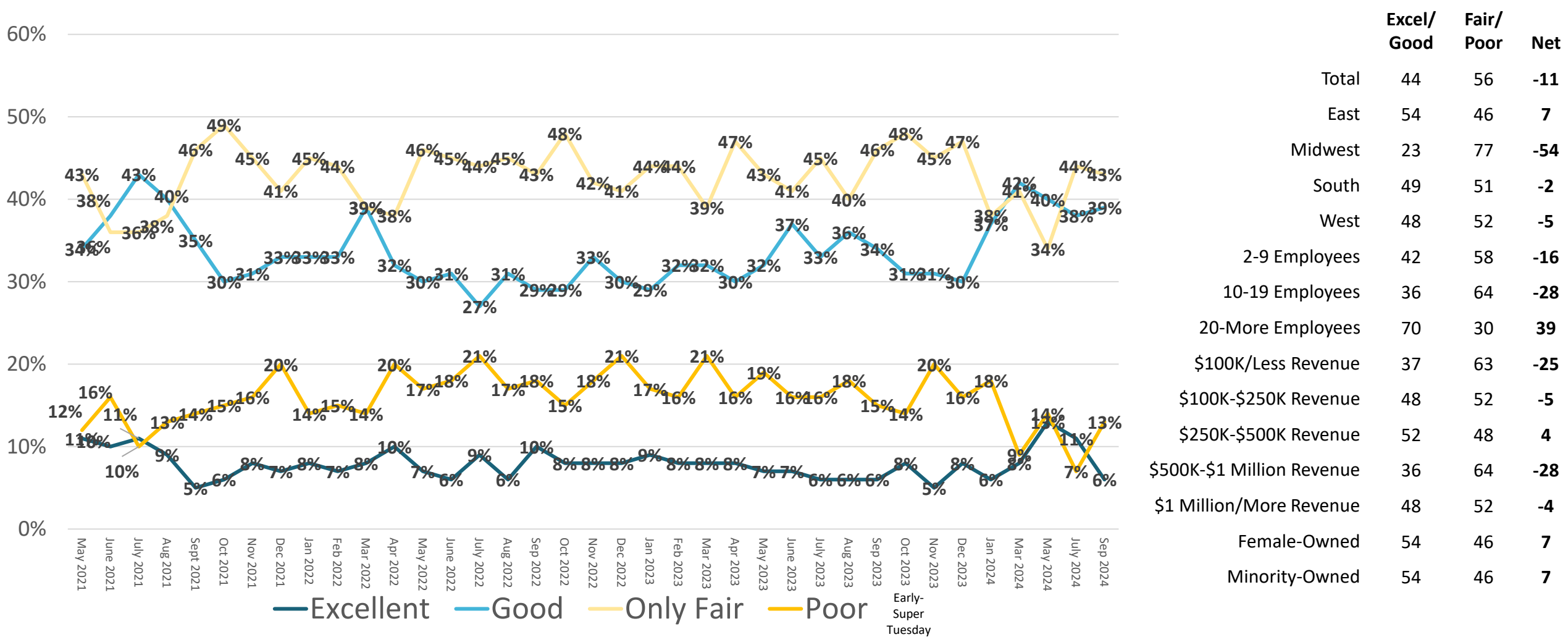
# Direction of U.S. Economy

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
<b>Better</b>	27%	25%	25%	28%	24%	20%	16%	24%	25%	17%	26%	26%	26%	28%	24%	24%	25%	22%	22%	22%	23%	23%	23%	27%	29%	27%	40%	34%	31%	-3
<b>Same</b>	24%	21%	21%	16%	19%	17%	21%	20%	16%	17%	19%	22%	21%	22%	20%	19%	19%	26%	27%	19%	28%	21%	20%	22%	23%	27%	21%	30%	24%	-6
<b>Worse</b>	50%	54%	54%	56%	56%	64%	61%	57%	59%	66%	55%	52%	53%	51%	56%	58%	57%	53%	51%	59%	49%	56%	57%	51%	48%	46%	39%	36%	46%	+10
<b>Net</b>	-23	-29	-29	-28	-32	-44	-45	-33	-34	-49	-29	-26	-27	-23	-32	-34	-32	-31	-29	-37	-25	-33	-33	-23	-19	-19	1	-2	-15	-13



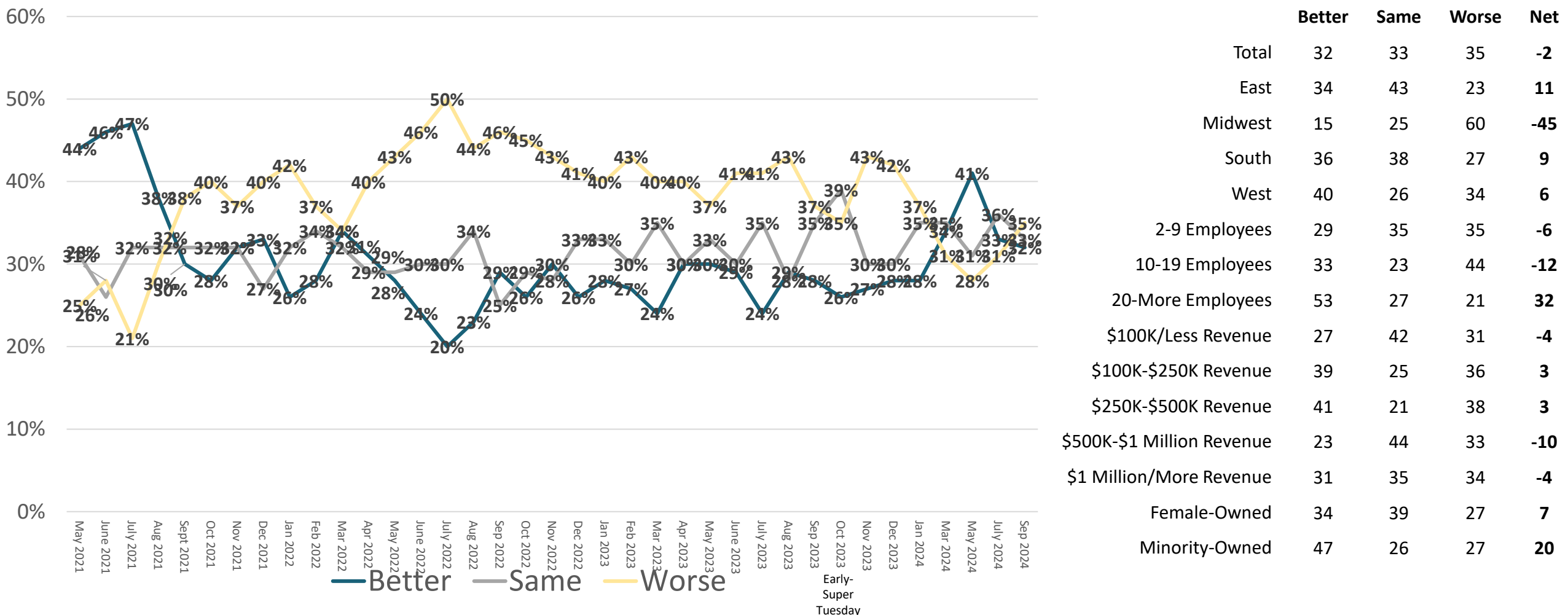
# Climate for Small Businesses

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
Excellent/Good	41%	41%	47%	42%	37%	37%	35%	37%	39%	37%	41%	38%	39%	40%	40%	37%	39%	44%	39%	42%	40%	39%	36%	38%	44%	50%	52%	49%	44%	-5
Only Fair/Poor	59%	59%	53%	58%	63%	63%	65%	63%	61%	63%	59%	62%	62%	60%	60%	63%	61%	56%	61%	58%	60%	61%	64%	62%	56%	50%	48%	51%	56%	+5
Net	-18	-18	-6	-16	-26	-26	-30	-26	-22	-26	-18	-24	-23	-20	-20	-26	-22	-12	-22	-16	-20	-22	-28	-24	-12	0	+4	-2	-11	-9



# Direction of Climate for Small Businesses

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
<b>Better</b>	26%	28%	34%	31%	28%	24%	20%	23%	29%	26%	30%	26%	28%	27%	24%	30%	30%	29%	24%	29%	29%	26%	27%	28%	28%	34%	41%	33%	32%	-1
Same	32%	34%	32%	29%	29%	30%	30%	34%	25%	29%	28%	33%	33%	30%	35%	30%	33%	30%	35%	28%	35%	39%	30%	30%	35%	35%	31%	36%	33%	-3
<b>Worse</b>	42%	37%	34%	40%	43%	46%	50%	44%	46%	45%	43%	41%	40%	43%	40%	40%	37%	41%	41%	43%	37%	35%	43%	42%	37%	31%	28%	31%	35%	+4
<b>Net</b>	-16	-9	0	-9	-15	-22	-30	-21	-17	-19	-13	-15	-12	-16	-16	-10	-7	-13	-17	-14	-8	-9	-16	-14	-9	+3	+13	+2	-2	-4





Grade Joe Biden & Kamala Harris' Job Performance Helping Small Businesses																
	Nov. '22	Dec. '22	Aug '23	Sep '23	Early-Super Tue. Oct '23	Nov '23	Dec '23	Jan '24	Mar '24	May '24	July '24	Sep '24	East	Mid-West	South	West
Positive	24%	23%	20%	24%	24%	19%	22%	22%	25%	38%	31%	32%	37%	25%	30%	37%
A-Grade	7%	9%	5%	4%	9%	6%	5%	7%	9%	12%	9%	12%	10%	6%	12%	18%
B-Grade	18%	13%	15%	20%	15%	13%	16%	15%	16%	26%	22%	20%	26%	19%	18%	19%
Negative	71%	75%	78%	73%	72%	80%	76%	77%	71%	60%	66%	63%	58%	71%	68%	54%
C-Grade	18%	22%	18%	16%	21%	23%	20%	21%	18%	15%	18%	14%	18%	11%	13%	14%
D-Grade	11%	16%	16%	18%	16%	16%	15%	17%	16%	9%	16%	14%	9%	9%	17%	18%
F-Grade	43%	37%	43%	39%	35%	41%	42%	39%	37%	36%	32%	35%	31%	50%	38%	23%
GPA	1.3	1.4	1.2	1.3	1.4	1.3	1.3	1.3	1.4	1.7	1.6	1.6	1.7	1.2	1.5	1.9
	2-9 Employ	10-19 Employ	20/More Employ	\$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	31%	26%	48%	37%	38%	33%	26%	27%	40%	39%	36%	30%				
A-Grade	12%	7%	15%	9%	14%	23%	3%	11%	12%	16%	12%	12%				
B-Grade	18%	19%	33%	28%	24%	10%	22%	16%	28%	23%	24%	18%				
Negative	64%	74%	45%	57%	58%	60%	72%	68%	55%	61%	63%	63%				
C-Grade	13%	17%	18%	15%	9%	9%	16%	20%	9%	17%	14%	14%				
D-Grade	12%	31%	14%	7%	5%	16%	23%	20%	11%	23%	20%	11%				
F-Grade	40%	27%	12%	35%	43%	35%	34%	29%	35%	21%	29%	38%				
GPA	1.5	1.5	2.3	1.7	1.6	1.7	1.4	1.6	1.7	1.9	1.7	1.5				
September 2024   JCNF SBIQ Poll										John McLaughlin   Scott Rasmussen						

Biggest Business Concerns (1 <sup>st</sup> & 2 <sup>nd</sup> Choice Combo)																		Early-Super Tuesday							
	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	Nov '23	Dec '23	Jan '24	Mar '24	May '24	July '24	Sep '24
Higher Prices/Inflation	41%	46%	48%	43%	48%	40%	49%	49%	41%	47%	45%	49%	53%	53%	48%	52%	48%	48%	44%	55%	48%	48%	49%	49%	44%
Economy/Client Spending	26%	22%	28%	27%	26%	29%	31%	31%	27%	27%	29%	31%	31%	28%	32%	27%	31%	16%	36%	28%	31%	26%	34%	30%	27%
General Operating Costs	14%	18%	23%	26%	20%	23%	26%	26%	19%	23%	30%	20%	25%	31%	24%	26%	25%	19%	33%	25%	32%	30%	26%	21%	24%
Taxes	11%	12%	16%	12%	12%	12%	15%	14%	21%	13%	17%	15%	15%	12%	17%	17%	13%	19%	12%	12%	16%	18%	12%	19%	21%
Available Workers	14%	13%	8%	12%	12%	13%	12%	13%	10%	15%	16%	14%	12%	8%	13%	17%	10%	7%	10%	9%	13%	14%	10%	13%	13%
Gas Prices	23%	27%	26%	19%	19%	13%	15%	13%	11%	9%	11%	11%	10%	9%	5%	10%	14%	19%	9%	8%	4%	11%	11%	9%	12%
Interest Rates	6%	6%	6%	6%	6%	10%	8%	10%	10%	10%	13%	9%	8%	6%	9%	11%	10%	15%	12%	16%	9%	8%	16%	12%	10%
Political Climate	9%	9%	11%	8%	7%	12%	4%	8%	11%	6%	8%	10%	10%	13%	11%	4%	9%	6%	10%	7%	6%	9%	10%	6%	9%
Supply-Chain Disruptions	15%	16%	12%	18%	21%	14%	14%	11%	13%	14%	9%	12%	14%	11%	14%	8%	10%	11%	10%	10%	6%	12%	9%	10%	8%
Healthcare Costs	8%	7%	3%	5%	7%	6%	6%	6%	7%	7%	6%	4%	7%	3%	5%	8%	5%	10%	8%	6%	9%	5%	4%	7%	7%
Government Regulations	10%	4%	8%	5%	7%	9%	4%	7%	11%	8%	6%	6%	7%	9%	9%	6%	6%	11%	6%	8%	7%	3%	4%	4%	7%
Compensation/Insurance	6%	4%	3%	2%	2%	4%	4%	5%	3%	4%	3%	3%	4%	5%	2%	3%	4%	5%	2%	6%	5%	6%	2%	6%	6%
Loan Accessibility	6%	4%	4%	3%	3%	3%	4%	2%	3%	3%	3%	4%	1%	3%	4%	5%	7%	7%	3%	5%	8%	3%	6%	5%	5%
Expansion Costs	6%	6%	3%	6%	6%	5%	7%	2%	7%	8%	4%	8%	2%	6%	4%	4%	3%	4%	4%	6%	5%	6%	8%	9%	5%
Covid Restrictions/Sales	5%	6%	4%	10%	5%	5%	3%	5%	5%	6%	2%	3%	2%	1%	4%	2%	4%	4%	3%	3%	2%	2%	0%	2%	3%
September 2024   JCNF SBIQ Poll																		John McLaughlin   Scott Rasmussen							

# Who do you think would be better for small businesses?

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ			
Trump	51%	45%	68%	56%	36%	53%	46%	46%			
Harris	39%	51%	25%	37%	46%	39%	39%	45%			
Unsure	10%	4%	7%	8%	18%	9%	15%	9%			

	\$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
Trump	46%	51%	51%	65%	44%	51%	44%	56%	49%
Harris	43%	39%	43%	28%	43%	42%	44%	37%	40%
Unsure	11%	11%	6%	8%	12%	7%	13%	8%	11%

# Policies Lawmakers Should Advance: Up To 2 Choices

	Mar '24	May '24	July '24	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Tax Cuts Permanent	28%	34%	30%	<b>46%</b>	54%	59%	37%	39%	48%	43%	32%
Healthcare Costs	37%	39%	44%	<b>38%</b>	42%	35%	38%	39%	38%	32%	48%
Domestic Energy Prod.	38%	32%	33%	<b>32%</b>	48%	31%	29%	24%	30%	48%	30%
More Resources: Border	29%	27%	32%	<b>25%</b>	12%	24%	32%	26%	26%	27%	13%
Colleges Accountable	17%	14%	18%	<b>18%</b>	17%	17%	17%	20%	18%	7%	23%
More Financial Aid	15%	17%	15%	<b>13%</b>	5%	7%	15%	23%	11%	20%	24%

	\$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
Tax Cuts Permanent	26%	53%	47%	54%	48%	41%	37%	41%	48%
Healthcare Costs	48%	40%	40%	27%	37%	45%	39%	39%	38%
Domestic Energy Prod.	33%	27%	34%	39%	27%	31%	34%	26%	35%
More Resources: Border	28%	26%	31%	21%	20%	20%	17%	16%	29%
Colleges Accountable	14%	19%	19%	15%	21%	18%	14%	14%	19%
More Financial Aid	13%	9%	10%	12%	22%	16%	25%	23%	9%

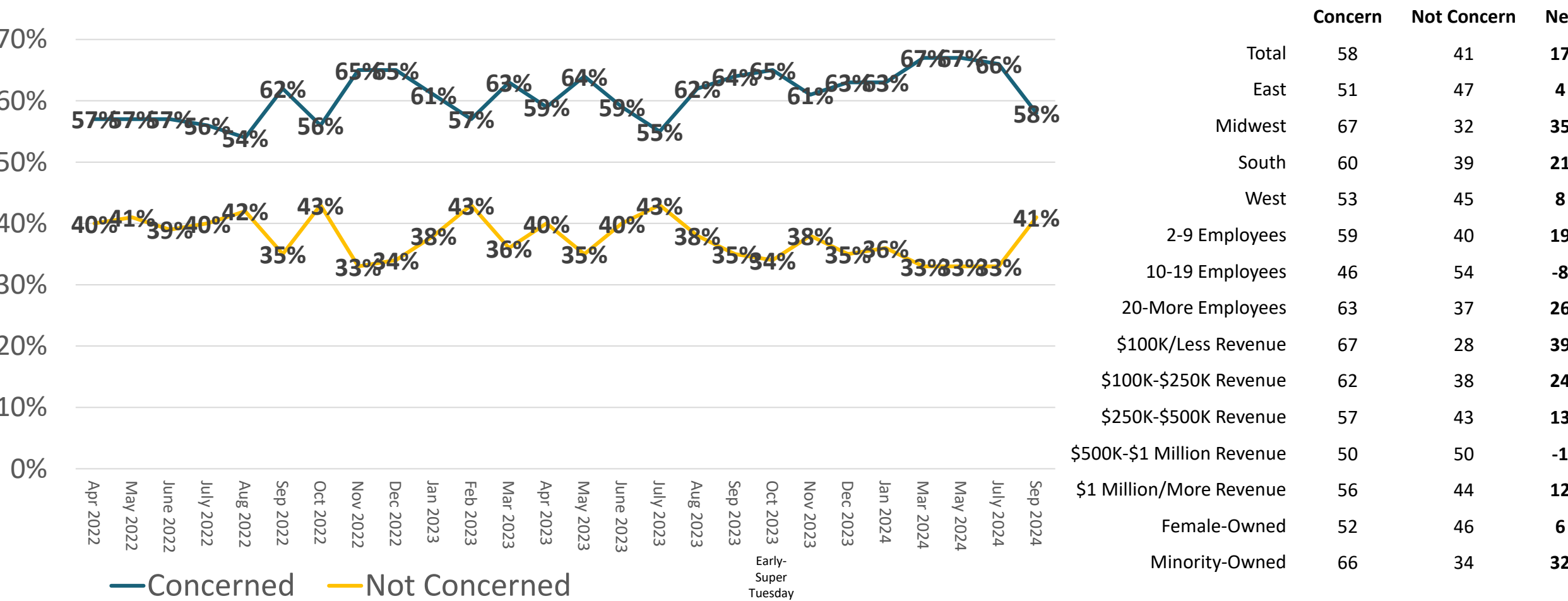
# Price Increases Your Business Faced Are More, Same, or Less Than Inflation

	Nov '23	Dec '23	Jan '24	Mar '24	May '24	July '24	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>More</b>	65%	63%	63%	59%	66%	56%	63%	76%	67%	59%	56%	63%	73%	55%
<b>Same</b>	26%	25%	32%	34%	30%	37%	29%	23%	17%	32%	38%	30%	23%	26%
<b>Less</b>	7%	10%	5%	7%	3%	6%	7%	0%	14%	9%	4%	6%	4%	17%
<b>Unsure</b>	2%	2%	0%	0%	1%	1%	1%	1%	2%	1%	2%	1%	0%	2%

	\$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
<b>More</b>	58%	66%	70%	64%	58%	59%	69%	61%	64%
<b>Same</b>	27%	26%	26%	23%	40%	32%	23%	33%	26%
<b>Less</b>	11%	6%	4%	12%	3%	7%	8%	5%	8%
<b>Unsure</b>	4%	2%	0%	1%	0%	1%	0%	1%	2%

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

	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Mar	May	July	Sep	Net
Concerned	57%	56%	54%	62%	56%	65%	65%	61%	57%	63%	59%	64%	59%	55%	62%	64%	65%	61%	63%	63%	67%	67%	66%	58%	-8
Not Concerned	39%	40%	42%	35%	43%	33%	34%	38%	43%	36%	40%	35%	40%	43%	38%	35%	34%	38%	35%	36%	33%	33%	33%	41%	+8
Net	+18	+16	+12	+27	+13	+32	+31	+23	+14	+27	+19	+29	+19	+12	+24	+29	+31	+23	+28	+27	+34	+34	+33	+17	-16



	Concern	Not Concern	Net
Total	58	41	17
East	51	47	4
Midwest	67	32	35
South	60	39	21
West	53	45	8
2-9 Employees	59	40	19
10-19 Employees	46	54	-8
20-More Employees	63	37	26
\$100K/Less Revenue	67	28	39
\$100K-\$250K Revenue	62	38	24
\$250K-\$500K Revenue	57	43	13
\$500K-\$1 Million Revenue	50	50	-1
\$1 Million/More Revenue	56	44	12
Female-Owned	52	46	6
Minority-Owned	66	34	32

# Amount of Time Your Business Deals with Local, State & Federal Regulations

	March '23	April '23	May '23	June '23	July '23	Aug '23	Sep '23	Nov '23	Dec '23	Jan '24	Mar '24	May '24	July '24	Sep '24	East	Mid-West	South	West
<b>Time Consuming</b>	61%	56%	62%	60%	49%	56%	57%	50%	56%	55%	54%	58%	60%	52%	62%	53%	50%	46%
<b>Not Consuming</b>	36%	43%	36%	39%	50%	42%	42%	50%	42%	44%	46%	41%	37%	46%	36%	45%	49%	51%
<b>Unsure</b>	3%	2%	3%	2%	1%	1%	1%	1%	2%	1%	8%	1%	4%	2%	2%	1%	3%	

	2-9 Employ	10-19 Employ	20/More Employ	\$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
<b>Time Consuming</b>	49%	61%	67%	45%	53%	37%	58%	65%	51%	67%	60%	48%
<b>Not Consuming</b>	49%	39%	30%	49%	45%	63%	41%	35%	48%	33%	39%	50%
<b>Unsure</b>	2%	0%	3%	6%	2%	0%	1%	1%	1%	0%	1%	2%

# Should the Tax Cuts & Jobs Act Be Extended

	May '24	July '24	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Yes</b>	58%	66%	58%	72%	61%	53%	50%	58%	48%	67%
<b>No</b>	22%	13%	15%	7%	21%	13%	17%	12%	28%	20%
<b>Unsure</b>	20%	21%	28%	21%	18%	33%	33%	30%	25%	14%

	\$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
<b>Yes</b>	49%	70%	49%	50%	69%	54%	72%	66%	54%
<b>No</b>	19%	11%	9%	20%	14%	12%	18%	16%	14%
<b>Unsure</b>	32%	19%	42%	30%	17%	34%	10%	19%	32%



# Did Tax Cuts & Jobs Act of 2017 Help Small Businesses

	May '24	July '24	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Yes</b>	52%	59%	53%	62%	60%	51%	46%	52%	52%	66%
<b>No</b>	26%	24%	17%	10%	16%	13%	29%	14%	35%	19%
<b>Unsure</b>	22%	17%	30%	29%	25%	36%	25%	34%	14%	16%

	\$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
<b>Yes</b>	42%	67%	43%	49%	64%	51%	66%	71%	45%
<b>No</b>	24%	11%	20%	13%	17%	13%	21%	17%	17%
<b>Unsure</b>	34%	23%	37%	37%	19%	36%	14%	12%	38%

# If the Tax Cuts and Jobs Act expires, would you consider any of the following to compensate for the tax increases? (select all that apply)

	May '24	July '24	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Reduce/Delay Expansion	36%	41%	<b>32%</b>	27%	40%	32%	29%	33%	24%	31%
Reduce Number of Employees	24%	22%	<b>23%</b>	29%	28%	19%	20%	21%	24%	35%
Reduce Hours or Wages	23%	27%	<b>21%</b>	16%	34%	23%	11%	21%	18%	20%
Reduce Inventory	16%	26%	<b>15%</b>	15%	13%	15%	17%	14%	15%	24%
Get a Loan	13%	17%	<b>15%</b>	14%	15%	12%	19%	15%	3%	27%
No Significant Impact	30%	18%	<b>31%</b>	34%	25%	30%	34%	31%	38%	26%

	\$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
Reduce/Delay Expansion	35%	34%	26%	23%	41%	37%	39%	27%	34%
Reduce Number of Employees	19%	26%	19%	32%	18%	24%	21%	25%	22%
Reduce Hours or Wages	19%	27%	9%	24%	24%	21%	26%	23%	20%
Reduce Inventory	19%	24%	9%	12%	12%	20%	16%	20%	13%
Get a Loan	24%	9%	23%	11%	8%	16%	23%	24%	10%
No Significant Impact	26%	31%	29%	32%	36%	26%	28%	25%	33%

# In Your Area, Has Crime Increased, Decreased or Stayed The Same

	May '24	July '24	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Increased</b>	44%	42%	51%	52%	56%	47%	52%	53%	48%	44%
<b>Decreased</b>	15%	17%	11%	8%	9%	13%	11%	10%	7%	18%
<b>Same</b>	39%	38%	33%	38%	27%	35%	31%	33%	45%	23%
<b>Unsure</b>	1%	4%	5%	2%	9%	5%	5%	4%	1%	15%

	\$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
<b>Increased</b>	45%	46%	42%	73%	52%	50%	58%	57%	48%
<b>Decreased</b>	10%	8%	18%	5%	13%	6%	10%	11%	11%
<b>Same</b>	41%	42%	34%	16%	32%	39%	25%	28%	35%
<b>Unsure</b>	4%	4%	7%	7%	4%	5%	7%	4%	6%

# Do you support or oppose increasing the corporate tax rate from 21% to 28%?

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Support</b>	40%	40%	25%	43%	48%	39%	43%	42%
<b>Oppose</b>	47%	56%	54%	42%	42%	46%	51%	55%
<b>Unsure</b>	13%	4%	21%	15%	10%	15%	6%	2%

	\$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
<b>Support</b>	40%	36%	45%	34%	45%	38%	50%	37%	42%
<b>Oppose</b>	42%	51%	45%	57%	43%	46%	39%	54%	44%
<b>Unsure</b>	18%	14%	10%	9%	13%	17%	10%	9%	14%

# Do you support or oppose raising the capital gains tax rate from the current 24% to 44.6% which would apply to savings and investments like 401ks and IRAs, small businesses, farms and homes?

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ			
<b>Support</b>	26%	21%	19%	26%	35%	22%	34%	44%			
<b>Oppose</b>	58%	67%	67%	50%	55%	60%	53%	50%			
<b>Unsure</b>	16%	12%	14%	24%	10%	18%	13%	7%			
	\$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		
<b>Support</b>	29%	26%	22%	20%	33%	21%	43%	42%	18%		
<b>Oppose</b>	43%	60%	62%	64%	60%	52%	50%	44%	64%		
<b>Unsure</b>	28%	15%	15%	17%	7%	27%	7%	13%	18%		

# Would federal government price controls on businesses be good or bad for the economy?

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ				
<b>Good</b>	25%	18%	24%	21%	35%	25%	23%	25%				
<b>Bad</b>	48%	62%	50%	50%	32%	46%	59%	51%				
<b>No Impact</b>	9%	5%	13%	8%	9%	8%	2%	18%				
<b>Unsure</b>	19%	15%	13%	20%	25%	21%	17%	7%				
	\$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			
<b>Good</b>	26%	25%	25%	13%	33%	20%	31%	27%	23%			
<b>Bad</b>	49%	44%	51%	54%	43%	48%	39%	46%	49%			
<b>No Impact</b>	8%	10%	8%	9%	8%	9%	13%	11%	7%			
<b>Unsure</b>	18%	22%	17%	24%	15%	23%	16%	16%	20%			

**Capital gains are taxed when an asset like stock investments or a home property is sold at a profit, known as a "realized" capital gain. There is a proposal for the federal government to tax "unrealized" capital gains, which are increases in the value of assets like savings, investments, and properties even though they weren't sold. Would taxing "unrealized" capital gains of the wealthy by 25% each year be good or bad for the economy?**

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Good</b>	25%	22%	27%	24%	28%	23%	22%	46%
<b>Bad</b>	46%	54%	44%	44%	46%	47%	61%	31%
<b>No Impact</b>	6%	8%	0%	6%	8%	5%	2%	14%
<b>Unsure</b>	23%	16%	29%	26%	19%	26%	15%	9%

	\$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
<b>Good</b>	35%	24%	26%	23%	20%	24%	33%	22%	27%
<b>Bad</b>	35%	48%	43%	53%	52%	45%	36%	48%	45%
<b>No Impact</b>	4%	1%	7%	5%	11%	4%	11%	13%	2%
<b>Unsure</b>	27%	27%	24%	19%	18%	27%	20%	17%	26%

**Right now, Vice President Kamala Harris says the 25% unrealized capital gains tax will only apply to the wealthy. However, if she wins the election, do you think they will try to apply it to middle class taxpayers, small businesses or homeowners?**

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Yes</b>	<b>50%</b>	<b>51%</b>	<b>57%</b>	<b>49%</b>	<b>46%</b>	<b>51%</b>	<b>53%</b>	<b>39%</b>
<b>No</b>	<b>38%</b>	<b>44%</b>	<b>35%</b>	<b>32%</b>	<b>44%</b>	<b>37%</b>	<b>34%</b>	<b>46%</b>
<b>Unsure</b>	<b>12%</b>	<b>5%</b>	<b>8%</b>	<b>19%</b>	<b>11%</b>	<b>11%</b>	<b>14%</b>	<b>15%</b>

	\$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
<b>Yes</b>	<b>44%</b>	<b>63%</b>	<b>51%</b>	<b>48%</b>	<b>45%</b>	<b>51%</b>	<b>58%</b>	<b>49%</b>	<b>51%</b>
<b>No</b>	<b>42%</b>	<b>27%</b>	<b>33%</b>	<b>44%</b>	<b>44%</b>	<b>35%</b>	<b>35%</b>	<b>42%</b>	<b>36%</b>
<b>Unsure</b>	<b>14%</b>	<b>10%</b>	<b>17%</b>	<b>8%</b>	<b>11%</b>	<b>14%</b>	<b>8%</b>	<b>10%</b>	<b>13%</b>



# Which is the better policy to increase housing?

**1. Reducing inflation to lower the mortgage interest rate and price of homes.**

**2. Providing a \$25,000 federal subsidy to first-time home buyers.**

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ		
<b>Reducing Inflation</b>	<b>69%</b>	<b>77%</b>	<b>71%</b>	<b>69%</b>	<b>61%</b>	<b>70%</b>	<b>72%</b>	<b>59%</b>		
<b>Federal Subsidy</b>	<b>20%</b>	<b>14%</b>	<b>16%</b>	<b>21%</b>	<b>25%</b>	<b>18%</b>	<b>21%</b>	<b>29%</b>		
<b>Unsure</b>	<b>12%</b>	<b>9%</b>	<b>13%</b>	<b>10%</b>	<b>14%</b>	<b>12%</b>	<b>8%</b>	<b>12%</b>		
	\$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	
<b>Reducing Inflation</b>	<b>64%</b>	<b>70%</b>	<b>56%</b>	<b>78%</b>	<b>76%</b>	<b>76%</b>	<b>71%</b>	<b>66%</b>	<b>70%</b>	
<b>Federal Subsidy</b>	<b>23%</b>	<b>19%</b>	<b>31%</b>	<b>7%</b>	<b>19%</b>	<b>17%</b>	<b>16%</b>	<b>30%</b>	<b>15%</b>	
<b>Unsure</b>	<b>13%</b>	<b>12%</b>	<b>13%</b>	<b>15%</b>	<b>6%</b>	<b>7%</b>	<b>13%</b>	<b>4%</b>	<b>15%</b>	

# Kamala Harris has proposed \$1.7 trillion federal government spending plan. Do you think the federal spending plan would decrease or increase inflation?

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ
<b>Decrease</b>	23%	27%	19%	19%	27%	21%	21%	35%
<b>Increase</b>	49%	51%	66%	51%	32%	47%	56%	58%
<b>No Impact</b>	8%	8%	6%	7%	13%	9%	7%	4%
<b>Unsure</b>	20%	14%	8%	23%	29%	23%	15%	4%

	\$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
<b>Decrease</b>	30%	20%	32%	12%	20%	23%	30%	33%	18%
<b>Increase</b>	44%	47%	35%	65%	53%	44%	62%	48%	49%
<b>No Impact</b>	8%	11%	13%	0%	9%	12%	2%	5%	10%
<b>Unsure</b>	18%	21%	20%	23%	18%	21%	7%	14%	23%

# Do you support or oppose plans to forbid the tax-free transfer of most estates, including small businesses, family farms, and stocks, to heirs at death – a tax treatment known as a "step-up in basis"?

	Sep '24	East	Mid-West	South	West	2-9 Employ	10-19 Employ	20/More Employ			
<b>Support</b>	43%	50%	47%	39%	38%	42%	27%	61%			
<b>Oppose</b>	36%	36%	35%	35%	41%	35%	52%	32%			
<b>Unsure</b>	21%	15%	18%	26%	21%	23%	21%	7%			
	\$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		
<b>Support</b>	46%	43%	32%	47%	46%	40%	65%	46%	41%		
<b>Oppose</b>	28%	30%	45%	32%	46%	33%	25%	35%	37%		
<b>Unsure</b>	27%	27%	23%	22%	8%	27%	11%	19%	22%		