



VERIZON BUSINESS' HISPANIC SMALL BUSINESS REPORT

Results

APRIL 2023

Background



METHODOLOGY

This poll was conducted by Morning Consult on behalf of Verizon Business between March 21 – March 29, 2023 among a sample of 500 Hispanic small business owners across the US. The interviews were conducted online, and respondents were able to choose to complete the survey in English or Spanish. Results from the full survey have a margin of error of +/- 4 percentage points. Please note that percentages displayed are rounded; top 2 boxes reflect sums of unrounded numbers and may vary from sum of rounded percentages by +/- 1pp.



TARGET AUDIENCE

- Owns a business with 2 to 100 employees in the US
- Self-identifies as Hispanic/Latino(a)

Key Findings

- 1. Hispanic small business owners are prioritizing investments in sales and marketing this year.** They most commonly say their business is prioritizing improvements to existing products/services (43%), marketing (36%), and selling new products/services (33%) in 2023. **And they think technology can help** – nearly three-quarters have leveraged digital tools and technologies to make money over the past 3 years (74%). The areas of their business they most commonly say are in need of technological improvements are sales (36%) and marketing/communications (32%).
- 2. To help their businesses weather possible economic challenges, Hispanic small business owners are eager for external support.** Almost two-thirds have already received external advice about finance or accounting for their business (65%). More than 4 in 5 say they're interested in programs offering the ability to speak with financial experts for business advice (83%), grants meant to uplift Hispanic-owned small businesses (82%), and free financial courses (82%).
- 3. Concern about the economy and financial stability is high among Hispanic small business owners.** About 7 in 10 say they're concerned about current conditions for Hispanic-owned small businesses and about their business' financial security (71% each). More than three-quarters say they're concerned about the U.S. and global economies and the possibility of an economic recession (79% each).
- 4. Despite anxieties about the economy and their financial security, Hispanic small business owners lean optimistic about the future.** Half or more say they expect their business' financial security (55%), their personal financial security (53%), and conditions for Hispanic-owned small businesses (50%) to improve in the short term. In the longer term, nearly three-quarters say they expect the overall state of their business to be better a year from now (74%).

CONTENTS

TECHNOLOGY & DIGITAL TRANSFORMATION

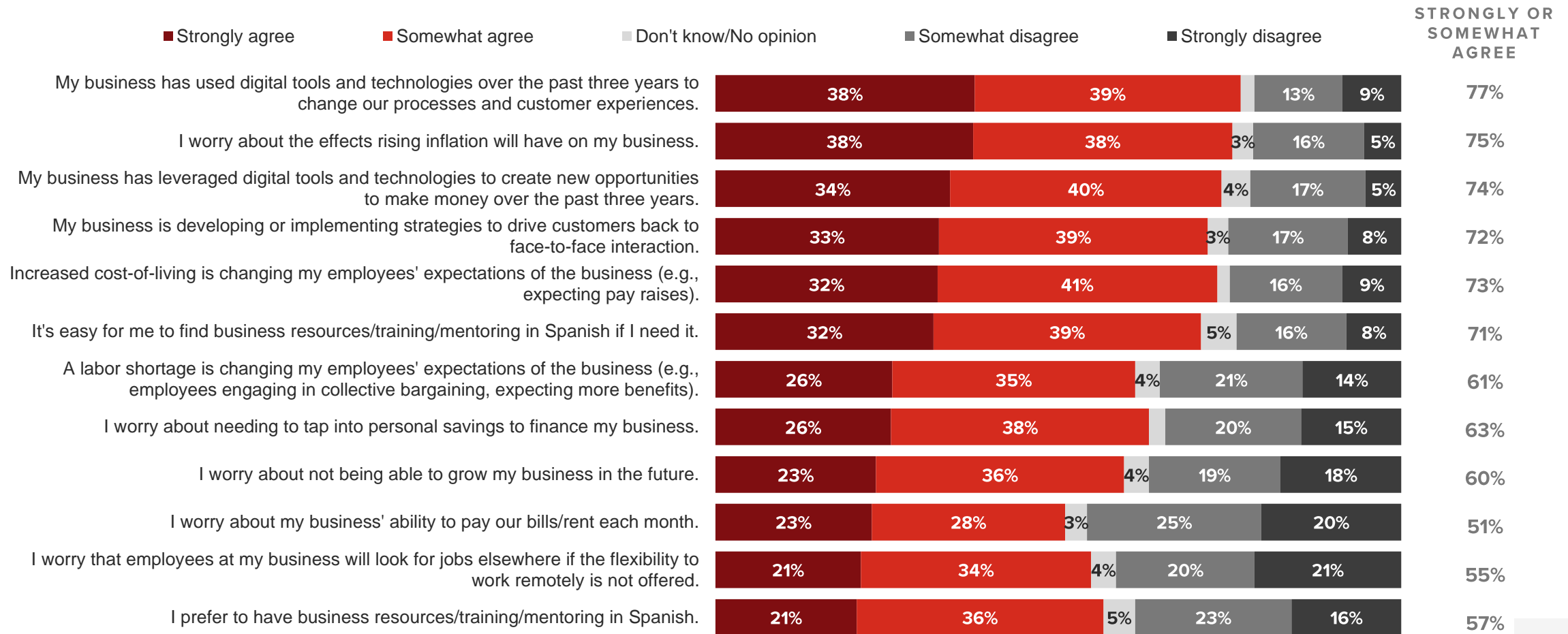
EXTERNAL SUPPORT

ECONOMY & CULTURE

TECHNOLOGY & DIGITAL TRANSFORMATION

About three-quarters of respondents say their business has leveraged digital tools and technologies to change their processes and customer experiences (77%) or create new opportunities to make money (74%) over the past three years.

To what extent do you agree or disagree with the following statements?



Respondents in the retail, restaurant, and food & beverage industries are more likely than others to say their business has leveraged digital tools to create new opportunities to make money over the past three years.

To what extent do you agree or disagree with the following statements?

% Strongly or Somewhat Agree	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
My business has used digital tools and technologies over the past three years to change our processes and customer experiences.	77%	73%	79%	85%	84%	78%	69%
I worry about the effects rising inflation will have on my business.	75%	78%	74%	72%	80%	74%	73%
My business has leveraged digital tools and technologies to create new opportunities to make money over the past three years.	74%	69%	77%	86%	78%	80%	62%
Increased cost-of-living is changing my employees' expectations of the business.	73%	73%	73%	77%	81%	69%	71%
My business is developing or implementing strategies to drive customers back to face-to-face interaction.	72%	69%	74%	78%	75%	70%	71%
It's easy for me to find business resources/training/mentoring in Spanish if I need it.	71%	61%	77%	67%	77%	70%	67%
I worry about needing to tap into personal savings to finance my business.	63%	67%	61%	65%	65%	64%	60%
A labor shortage is changing my employees' expectations of the business .	61%	59%	63%	66%	69%	60%	56%
I worry about not being able to grow my business in the future.	60%	57%	61%	63%	63%	65%	51%
I prefer to have business resources/training/mentoring in Spanish.	57%	50%	61%	66%	63%	57%	49%
I worry that employees at my business will look for jobs elsewhere if the flexibility to work remotely is not offered.	55%	45%	61%	53%	60%	56%	49%
I worry about my business' ability to pay our bills/rent each month.	51%	49%	52%	51%	53%	55%	45%

TECHNOLOGY & DIGITAL TRANSFORMATION

Nearly half of respondents say their business has transitioned to digital-first operations in the past year (47%); similar proportions have invested in new systems or technology to ensure security (49%), train employees (47%), and allow for remote collaboration (46%).

And over the last year (i.e., since spring 2022), has your business...



TECHNOLOGY & DIGITAL TRANSFORMATION

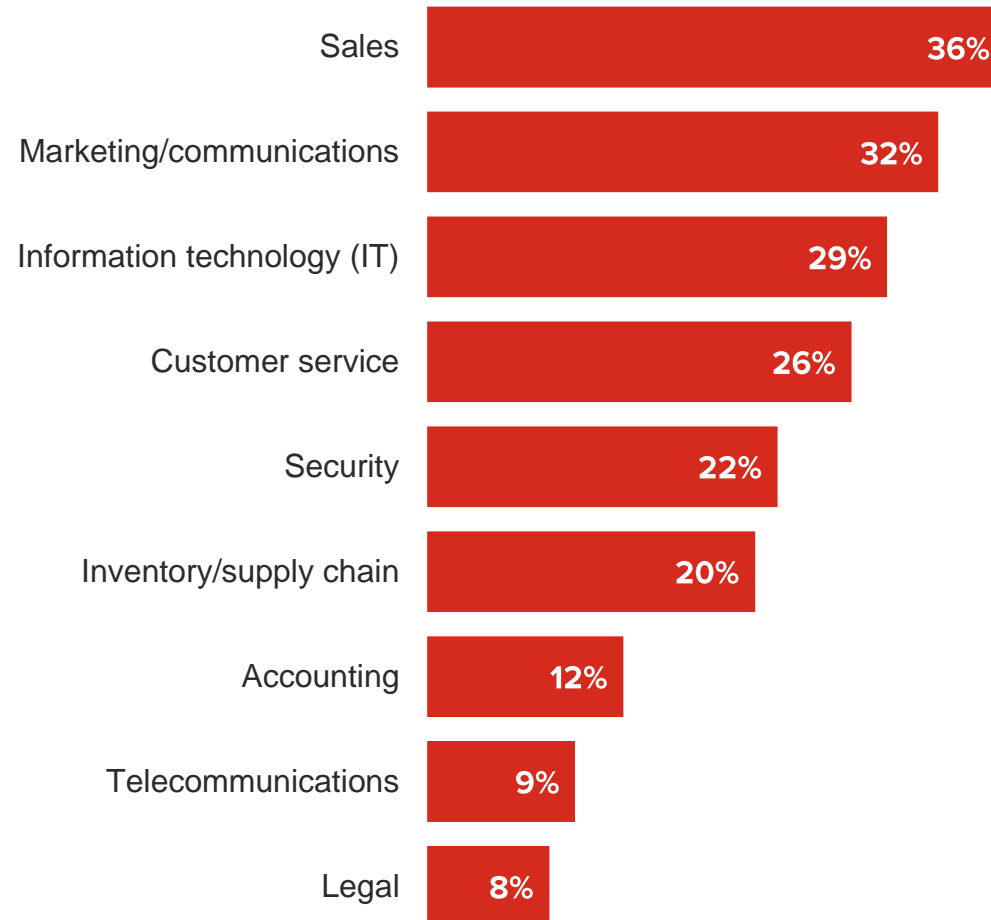
Respondents in the retail, restaurant, and food & beverage industries are particularly likely to say their business has transitioned to digital-first operations in the last year.

And over the last year (i.e., since spring 2022), has your business...

	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Managed cash flow, financial transactions, and related operations	69%	71%	68%	68%	74%	68%	66%
Started offering new products and services to adapt to changing customer needs	60%	57%	62%	63%	69%	55%	58%
Started delivering products and services differently	51%	50%	52%	57%	61%	48%	46%
Implemented new systems or technology to ensure security	49%	46%	52%	55%	55%	48%	46%
Provided new devices or technology to employees to help attract or retain talent	48%	46%	50%	50%	58%	40%	49%
Implemented new systems or technology to help with onboarding and training employees	47%	46%	49%	56%	54%	39%	51%
Transitioned to digital-first operations	47%	42%	50%	58%	54%	40%	46%
Implemented new systems or technology to allow for remote collaboration	46%	47%	45%	51%	56%	42%	42%
Applied for financing to expand business or acquire capital assets	41%	38%	43%	50%	52%	37%	37%
Accessed business attorneys and legal services	41%	40%	41%	51%	48%	36%	40%
Implemented new systems or technology to compensate for a shortage of workers	41%	36%	43%	51%	52%	38%	34%
Temporarily closed to allow for transitions to new systems or ways of working	30%	29%	30%	32%	32%	27%	31%

Respondents say the areas of their business most in need of technology upgrades are sales, marketing/communications, and IT.

Which departments or functions within your business do you think are most in need of upgrades when it comes to how they use technology? Select up to three.



TECHNOLOGY & DIGITAL TRANSFORMATION

Respondents in the retail, restaurant & bar, and food & beverage industries are more likely than others to say their business' customer service function needs technology upgrades.

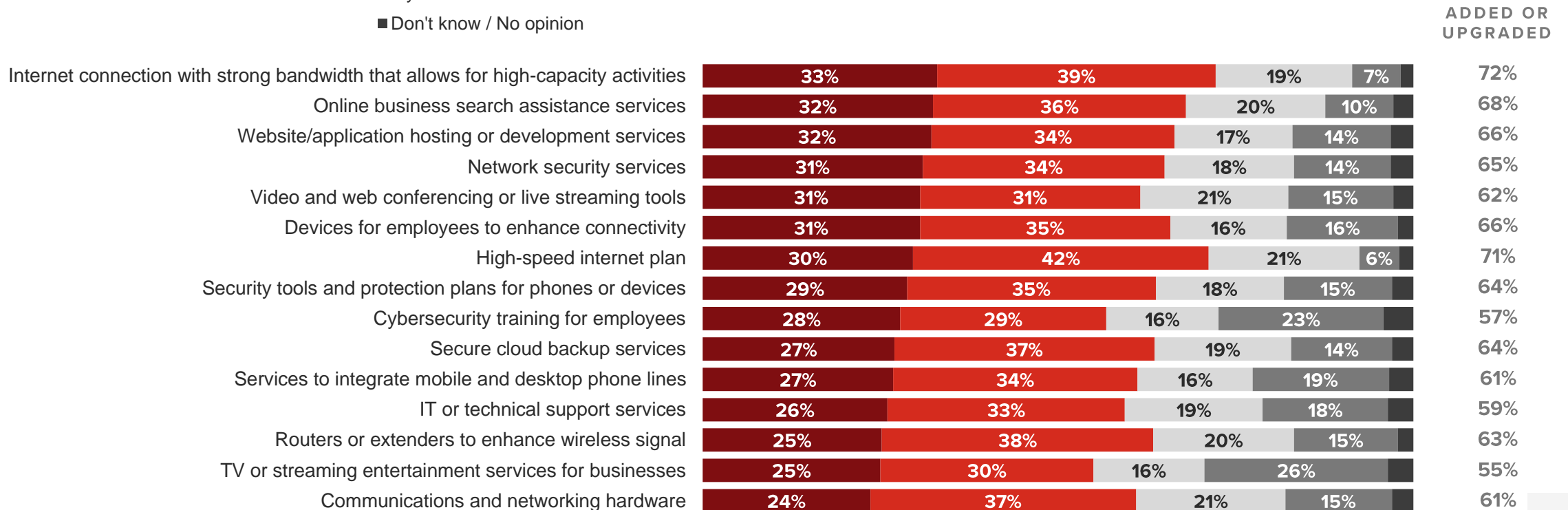
Which departments or functions within your business do you think are most in need of upgrades when it comes to how they use technology? Select up to three.

	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Sales	36%	40%	34%	36%	36%	39%	33%
Marketing/communications	32%	30%	33%	34%	33%	38%	24%
Information technology (IT)	29%	22%	33%	25%	29%	27%	30%
Customer service	26%	22%	29%	36%	28%	24%	28%
Security	22%	16%	26%	20%	28%	18%	21%
Inventory/supply chain	20%	21%	20%	19%	19%	22%	20%
Accounting	12%	13%	12%	10%	12%	15%	9%
Telecommunications	9%	8%	10%	10%	12%	9%	6%
Legal	8%	6%	9%	6%	9%	7%	7%

More than 7 in 10 respondents say their business added or upgraded high-capacity and high-speed internet services in the past year.

In the past year (i.e., since spring 2022), has your business added or upgraded the following services or technologies?

- My business added or began using this in the past year
- My business had or used this before, and has upgraded in this area in the past year
- My business had or used this before, but has not upgraded in this area in the past year
- My business does not have or use this
- Don't know / No opinion



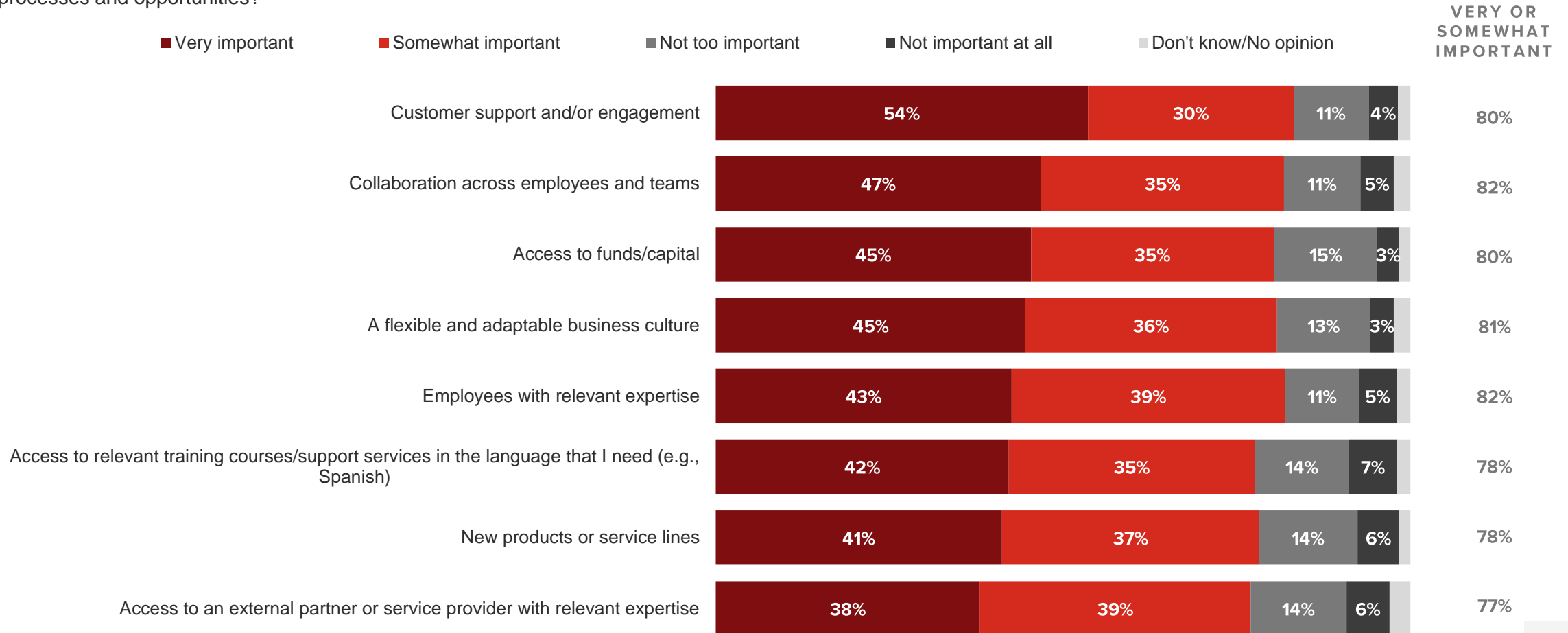
Respondents in the Northeast and Midwest are generally more likely than those in other areas of the country to have added or upgraded services and technologies for their business in the past year.

In the past year (i.e., since spring 2022), has your business added or upgraded the following services or technologies?

% Added or Upgraded	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Internet connection with strong bandwidth that allows for high-capacity activities	72%	69%	74%	77%	77%	72%	68%
High-speed internet plan	71%	66%	74%	76%	82%	69%	64%
Online business search assistance services	68%	63%	71%	78%	77%	63%	65%
Website/application hosting or development services	66%	62%	70%	75%	73%	64%	63%
Devices for employees to enhance connectivity	66%	61%	69%	72%	77%	64%	57%
Network security services	65%	59%	69%	71%	73%	60%	63%
Security tools and protection plans for phones or devices	64%	60%	66%	70%	73%	60%	59%
Secure cloud backup services	64%	56%	68%	67%	77%	60%	56%
Routers or extenders to enhance wireless signal	63%	58%	67%	69%	69%	64%	57%
Video and web conferencing or live streaming tools	62%	57%	65%	67%	73%	59%	54%
Services to integrate mobile and desktop phone lines	61%	55%	65%	68%	74%	54%	58%
Communications and networking hardware	61%	61%	61%	68%	67%	63%	54%
IT or technical support services	59%	51%	65%	66%	69%	58%	53%
Cybersecurity training for employees	57%	48%	62%	63%	65%	50%	56%
TV or streaming entertainment services for businesses	55%	49%	59%	73%	66%	49%	51%

More than half of respondents say support and/or engagement from customers is very important for helping their business with digital transformation.

How important do you consider the following for helping your business with digital transformation, or the use of digital tools and technologies to create new processes and opportunities?



TECHNOLOGY & DIGITAL TRANSFORMATION

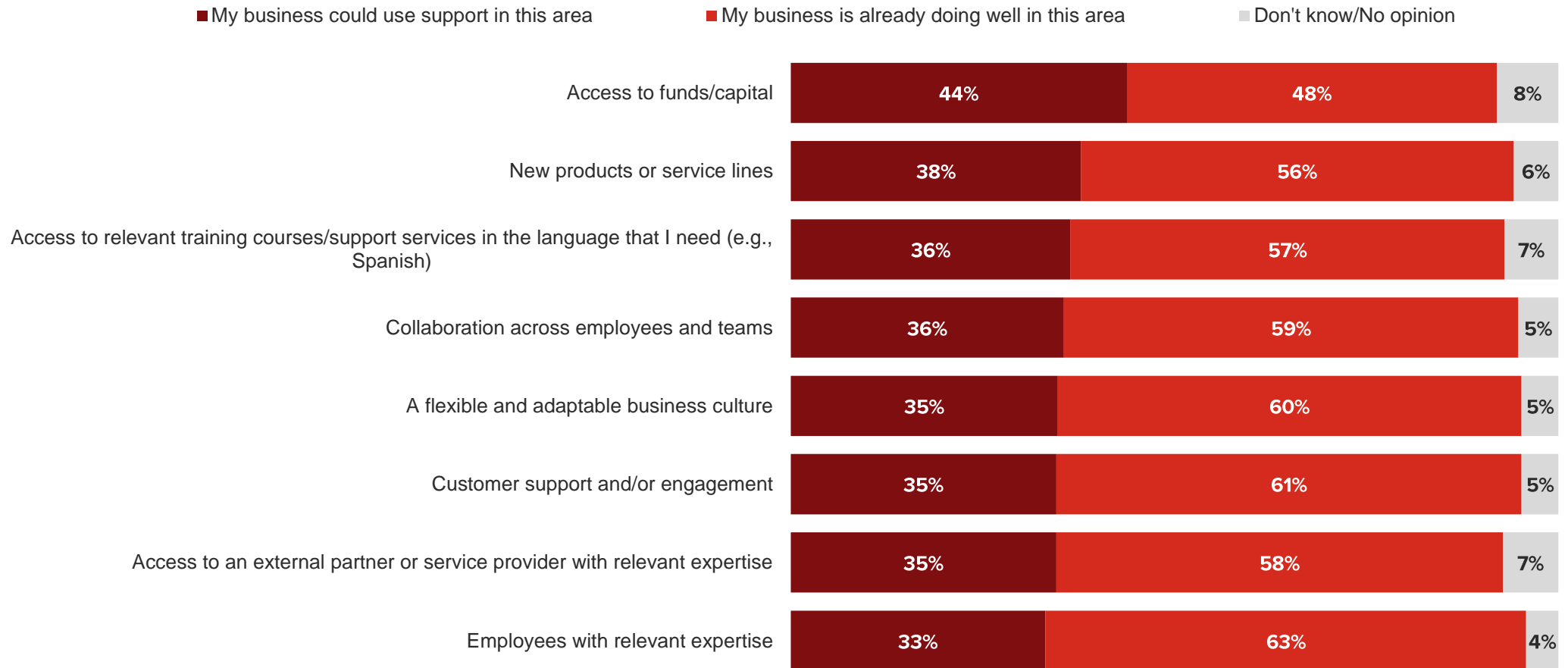
Respondents who interact with half or more of their customers in Spanish are more likely than those who interact with their customers mostly in English to say access to in-language training is important for enabling digital transformation at their business.

How important do you consider the following for helping your business with digital transformation, or the use of digital tools and technologies to create new processes and opportunities?

% Very or Somewhat Important	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Customer support and/or engagement	83%	82%	84%	87%	88%	85%	77%
Employees with relevant expertise	82%	83%	81%	81%	92%	80%	75%
Collaboration across employees and teams	82%	77%	85%	82%	88%	82%	76%
A flexible and adaptable business culture	81%	80%	81%	84%	85%	81%	77%
Access to funds/capital	80%	82%	80%	83%	90%	80%	73%
New products or service lines	78%	75%	80%	81%	88%	79%	68%
Access to relevant training courses/support services in the language that I need	78%	72%	81%	81%	83%	75%	75%
Access to an external partner or service provider with relevant expertise	77%	74%	79%	78%	81%	81%	69%

More than 2 in 5 respondents (44%) say their business could use support in accessing funds or capital to enable digital transformation.

And, when it comes to digital transformation, would you say your business already is doing well in each of these areas, or that it could use support?



TECHNOLOGY & DIGITAL TRANSFORMATION

Respondents in the retail, restaurant & bar, and food & beverage industries and those in the Western U.S. are slightly more likely to say their business needs help accessing funds/capital to support digital transformation.

And, when it comes to digital transformation, would you say your business already is doing well in each of these areas, or that it could use support?

% "My business could use support in this area"	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Access to funds/capital	44%	46%	43%	48%	44%	42%	46%
New products or service lines	38%	35%	39%	43%	45%	36%	33%
Access to relevant training courses/support services in the language that I need	36%	37%	36%	40%	35%	39%	35%
Collaboration across employees and teams	36%	34%	37%	39%	40%	40%	27%
A flexible and adaptable business culture	35%	33%	36%	36%	39%	31%	35%
Access to an external partner or service provider with relevant expertise	35%	36%	34%	36%	33%	36%	35%
Customer support and/or engagement	35%	35%	34%	39%	35%	33%	36%
Employees with relevant expertise	33%	34%	33%	37%	35%	38%	26%



CONTENTS

TECHNOLOGY & DIGITAL TRANSFORMATION

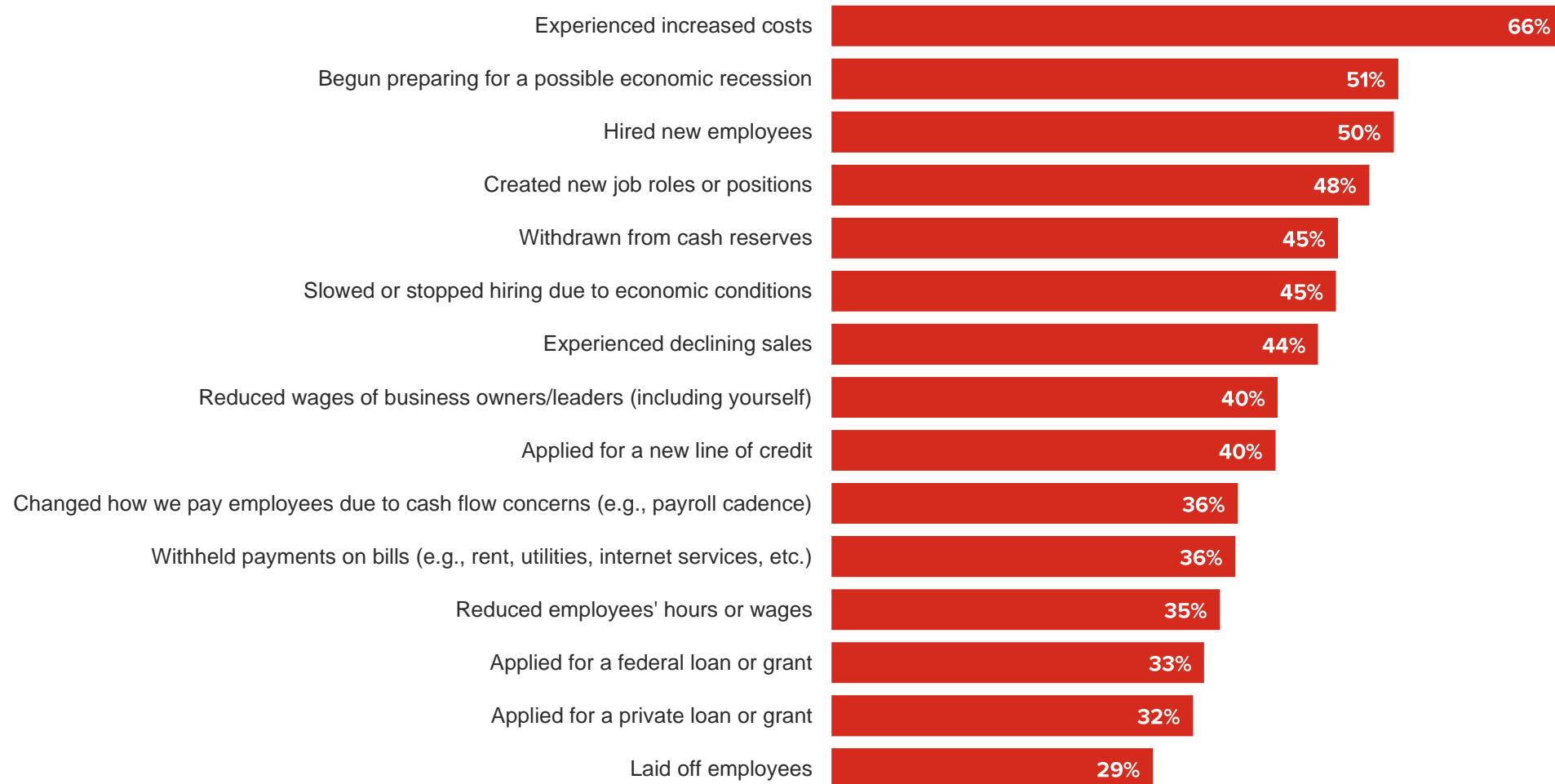
EXTERNAL SUPPORT

ECONOMY & CULTURE

EXTERNAL SUPPORT

Two-thirds of respondents say their business has experienced increased costs in the past year and 51% say they've begun preparing for an economic recession. To stay afloat, about one-third have applied for a federal (33%) or private (32%) loan or grant in the past year.

Over the last year (i.e., since spring 2022), has your business...



EXTERNAL SUPPORT

Respondents who interact with half or more of their customers in Spanish are less likely than those who interact with their customers mostly in English to say they've reduced wages of business owners or seen declining sales in the past year. They are more likely to say they've applied for private loans or grants in the past year.

Over the last year (i.e., since spring 2022), has your business...

	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Experienced increased costs	66%	68%	64%	61%	72%	66%	60%
Begun preparing for a possible economic recession	51%	46%	54%	49%	54%	48%	51%
Hired new employees	50%	48%	52%	58%	60%	44%	48%
Created new job roles or positions	48%	47%	49%	51%	56%	45%	45%
Withdrawn from cash reserves	45%	46%	45%	52%	52%	42%	43%
Slowed or stopped hiring due to economic conditions	45%	44%	46%	48%	50%	38%	49%
Experienced declining sales	44%	49%	40%	46%	45%	42%	45%
Reduced wages of business owners/leaders (including yourself)	40%	44%	37%	49%	48%	35%	38%
Applied for a new line of credit	40%	38%	41%	41%	41%	43%	36%
Changed how we pay employees due to cash flow concerns	36%	35%	37%	43%	43%	33%	34%
Withheld payments on bills	36%	36%	36%	44%	45%	27%	38%
Reduced employees' hours or wages	35%	37%	33%	43%	41%	32%	32%
Applied for a federal loan or grant	33%	32%	34%	40%	41%	28%	32%
Applied for a private loan or grant	32%	28%	35%	36%	39%	28%	31%
Laid off employees	29%	26%	31%	34%	29%	26%	32%

EXTERNAL SUPPORT

Respondents say their business needs help with marketing & branding, technology, social media, and labor in order to succeed in today's economic environment.

In your own words, what would you say is the number one resource, program, or tool that your business needs to succeed in today's economic environment?

MARKETING & BRAND

“Digital marketing can help us drive more traffic to our websites, increase engagement on social media, and increase sales.” - Manufacturing

“Marketing our brand and services to a wide range of potential clientele.” – Other industry

“Marketing and branding assistance to develop effective marketing strategies and build our brand.” – Entertainment & Recreation

“We really need to boost up our scope in digital marketing.” - Retail

“A comprehensive marketing program to help us reach our target audience.” – Restaurant & Bar

TECHNOLOGY

“Technology advancement and productivity.” – Food & Beverage (non-restaurant)

“Digital technology & automated systems.” – Restaurant & Bar

“New technology to help with customers.” – Construction & Contracting

“Information technology is relatively important to the development trend of the company.” – Construction & Contracting

“To have the best technology out there and to be on top of things.” – Restaurant & Bar

SOCIAL MEDIA

“Utilizing social media marketing techniques to nurture prospects and create business ties.” - Retail

“Social media marketing tools to help bring more people into the business; so like trainings on how to do these things.” - Food & Beverage (non-restaurant)

“The number one tool that our business needs to succeed in today's economic environment is a social media tool.” - Retail

“Tools such as social media gets our business out there to the people and lets them know what we offer.” – Property & Real Estate

“Leverage social media to build brand awareness and engage with customers.” - Manufacturing

LABOR

“I guess isn't a tool, it's more like just needing my employees to be all in with the team.” – Professional Services

“We need proactive employees and more cash rotating into the economy.” – Property & Real Estate

“Reliable systems and employees are the top in my opinion.” – Construction & Contracting

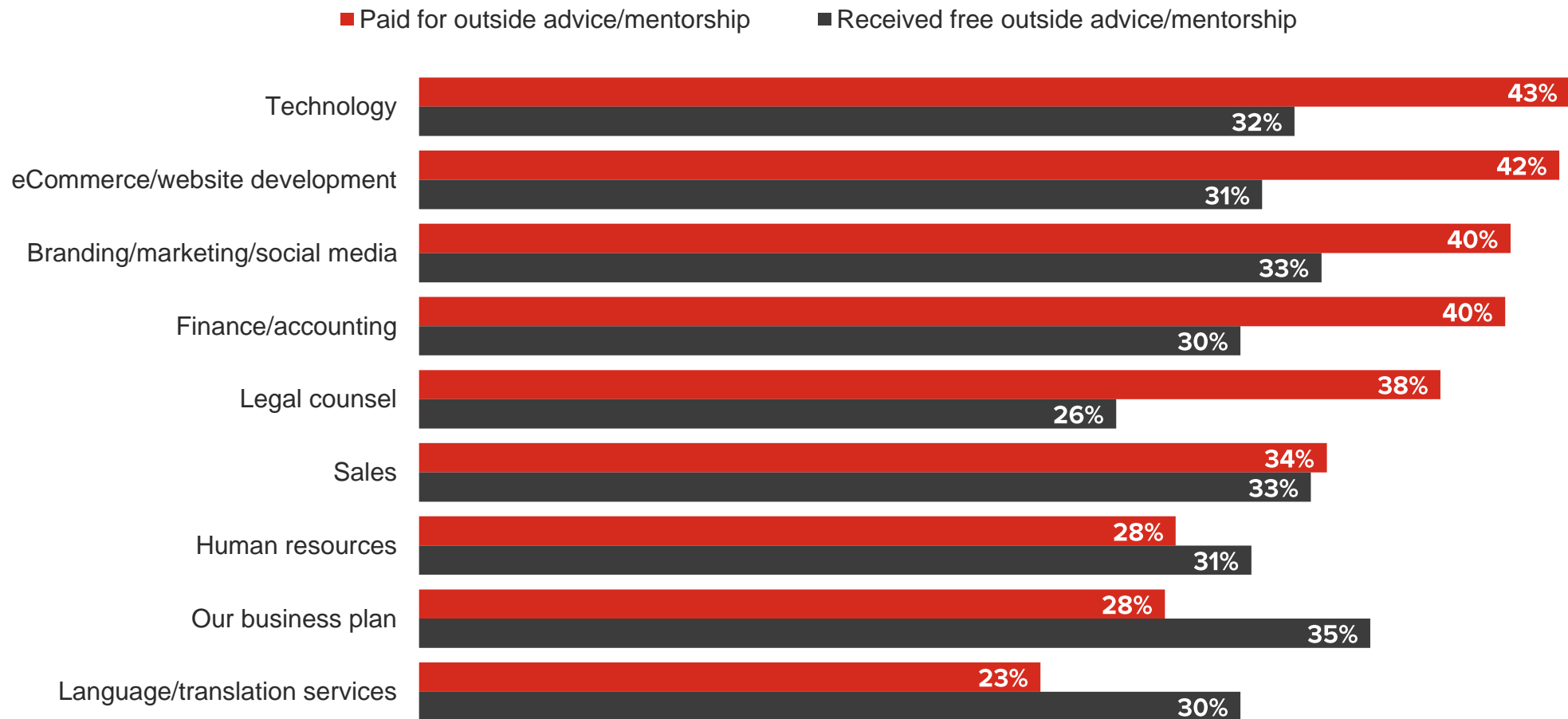
“The resource my business needs is employees.” – Construction & Contracting

“The best tool any workplace can have is a reliable, trustworthy employee. They are the face of the business and determine your success.” – Administrative Services

EXTERNAL SUPPORT

Respondents are most likely to say they've **paid** for external advice in technology, eCommerce/web development, marketing, and finance. They're more likely to have received **free** outside advice about their business plan, sales, and branding.

Has your business received outside advice or mentorship in any of the following areas? Select all that apply.



Respondents who interact with half or more of their customers in Spanish are more likely than those who interact with their customers mostly in English to say their business has gotten outside advice in several areas.

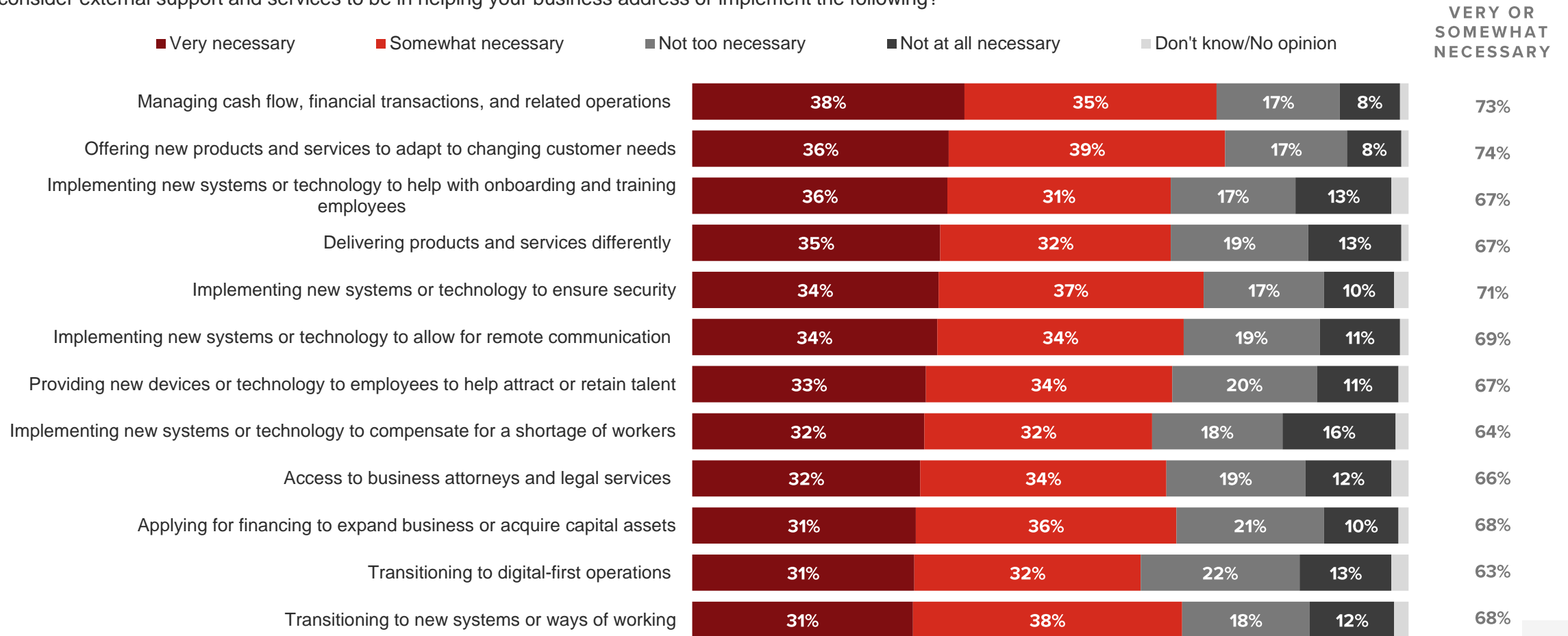
Has your business received outside advice or mentorship in any of the following areas? Select all that apply.

% who have received paid or free mentorship	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Technology	67%	65%	69%	70%	74%	62%	67%
Branding/marketing/social media	66%	65%	67%	74%	74%	62%	64%
eCommerce/website development	66%	59%	70%	74%	77%	59%	63%
Finance/accounting	65%	59%	70%	68%	67%	68%	62%
Sales	60%	55%	64%	72%	66%	59%	57%
Legal counsel	59%	56%	61%	62%	68%	54%	57%
Our business plan	57%	52%	59%	65%	62%	57%	51%
Human resources	53%	48%	57%	62%	59%	50%	52%
Language/translation services	48%	41%	52%	56%	56%	46%	43%

EXTERNAL SUPPORT

Respondents are most likely to say external support for their business is necessary when it comes to offering new products/services (74%), managing cash flow (73%), and implementing new systems or technology to ensure security (71%).

Next, please think about the areas where your business has vs. does not have in-house expertise and infrastructure. With those in mind, how necessary do you consider external support and services to be in helping your business address or implement the following?



Respondents who interact with half or more of their customers in Spanish are generally more likely than those who interact with their customers mostly in English to say external support is necessary to help their business succeed.

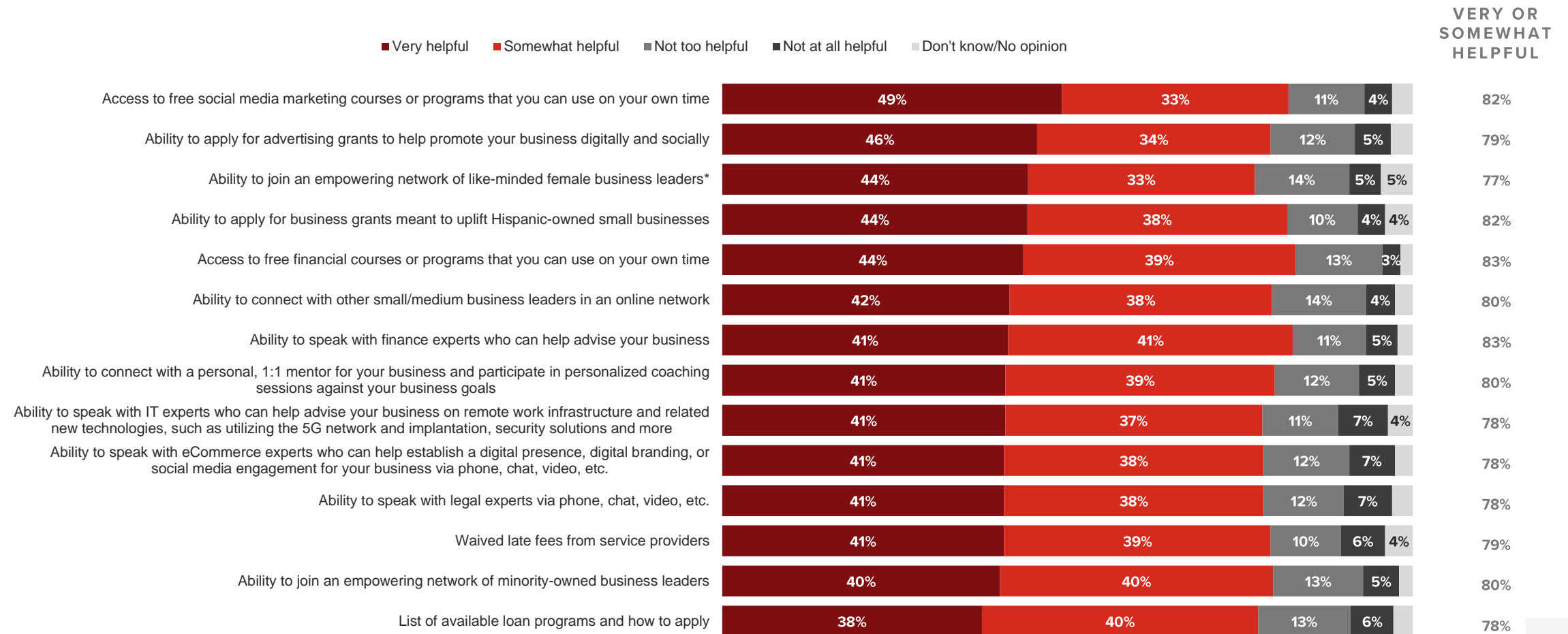
Next, please think about the areas where your business has vs. does not have in-house expertise and infrastructure. With those in mind, how necessary do you consider external support and services to be in helping your business address or implement the following?

% Very or Somewhat Necessary	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Offering new products and services to adapt to changing customer needs	74%	74%	75%	81%	80%	73%	71%
Managing cash flow, financial transactions, and related operations	73%	71%	75%	80%	79%	74%	67%
Implementing new systems or technology to ensure security	71%	67%	74%	77%	78%	73%	64%
Implementing new systems or technology to allow for remote communication	69%	62%	73%	74%	75%	70%	61%
Transitioning to new systems or ways of working	68%	62%	73%	77%	81%	69%	56%
Applying for financing to expand business or acquire capital assets	68%	68%	67%	77%	76%	68%	59%
Providing new devices or technology to employees to help attract or retain talent	67%	60%	72%	75%	73%	67%	62%
Delivering products and services differently	67%	61%	71%	79%	77%	67%	57%
Implementing new systems or technology to help with onboarding and training employees	67%	62%	70%	72%	75%	66%	61%
Access to business attorneys and legal services	66%	61%	70%	70%	73%	66%	61%
Implementing new systems or technology to compensate for a shortage of workers	64%	61%	67%	70%	71%	64%	57%
Transitioning to digital-first operations	63%	59%	65%	70%	69%	62%	57%

EXTERNAL SUPPORT

As financial and economic uncertainty looms, more than 4 in 5 respondents say access to grants meant to uplift Hispanic-owned small businesses would be helpful for their business (82%). Similar proportions say access to free financial courses or the ability to speak with finance experts would be helpful (83% each).

How helpful would the following resources or programs be to your business?



*Base: Women

EXTERNAL SUPPORT

Respondents in the retail, restaurant & bar, and food & beverage industries and those in the Northeast and Midwest are slightly more likely to report interest in applying for business grants meant to uplift Hispanic-owned small businesses.

How helpful would the following resources or programs be to your business?

% Very or Somewhat Helpful	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Access to free financial courses or programs that you can use on your own time	83%	84%	83%	84%	86%	85%	78%
Ability to speak with finance experts who can help advise your business	83%	82%	83%	83%	89%	83%	76%
Access to free social media marketing courses or programs that you can use on your own time	82%	82%	82%	83%	87%	82%	78%
Ability to apply for business grants meant to uplift Hispanic-owned small businesses	82%	80%	83%	89%	89%	83%	74%
Ability to connect with a personal, 1:1 mentor for your business and participate in personalized coaching sessions against your business goals	80%	77%	82%	82%	86%	79%	76%
Ability to join an empowering network of minority-owned business leaders	80%	81%	79%	84%	86%	79%	76%
Ability to connect with other small/medium business leaders in an online network	80%	74%	83%	80%	83%	76%	81%
Ability to apply for advertising grants to help promote your business digitally and socially	79%	79%	80%	86%	88%	78%	74%
Waived late fees from service providers	79%	77%	81%	82%	84%	79%	75%
Ability to speak with eCommerce experts who can help establish a digital presence, digital branding, or social media engagement for your business via phone, chat, video, etc.	78%	75%	80%	86%	86%	78%	72%
Ability to speak with legal experts via phone, chat, video, etc.	78%	73%	82%	84%	85%	79%	72%
Ability to speak with IT experts who can help advise your business on remote work infrastructure and related new technologies, such as utilizing the 5G network and implantation, security solutions and more	78%	75%	80%	82%	86%	78%	72%
List of available loan programs and how to apply	78%	72%	81%	83%	83%	79%	71%

 MORNING CONSULT[®]

verizon^v



CONTENTS

TECHNOLOGY & DIGITAL TRANSFORMATION

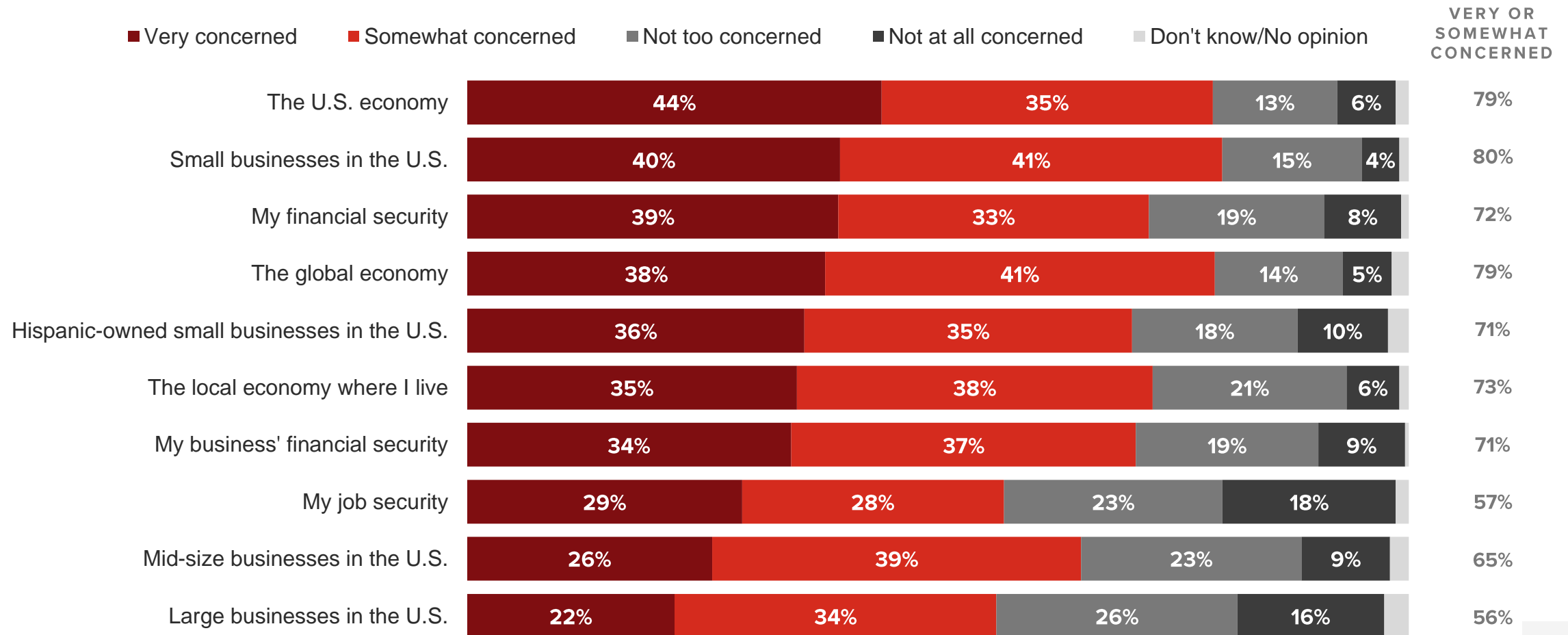
EXTERNAL SUPPORT

ECONOMY & CULTURE

ECONOMY & CULTURE

About 7 in 10 respondents say they're concerned about current conditions for Hispanic-owned small businesses in the U.S and about their business' financial security (71% each); a similar proportion are worried about their personal financial security (72%).

In general, how concerned are you about current conditions for each of the following?



Concern about financial security, local economies, and current conditions for small businesses in the U.S. is highest in the Northeast and Midwest.

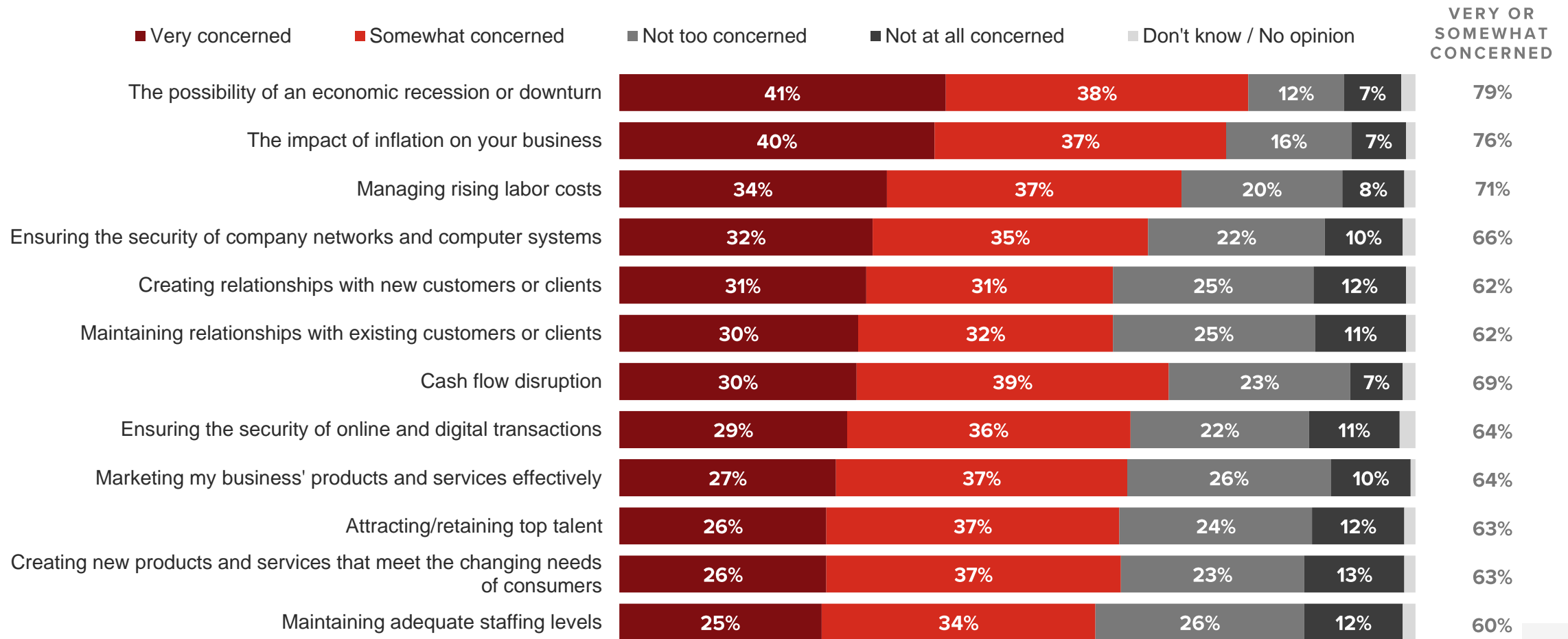
In general, how concerned are you about current conditions for each of the following?

% Very or Somewhat Concerned	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Small businesses in the U.S.	80%	85%	77%	81%	88%	75%	79%
The global economy	79%	86%	75%	81%	78%	80%	81%
The U.S. economy	79%	80%	79%	78%	80%	79%	78%
The local economy where I live	73%	75%	72%	76%	80%	74%	65%
My financial security	72%	76%	70%	75%	78%	71%	68%
My business' financial security	71%	73%	70%	74%	80%	69%	64%
Hispanic-owned small businesses in the U.S.	71%	70%	71%	77%	76%	66%	70%
Mid-size businesses in the U.S.	65%	69%	63%	70%	72%	65%	60%
My job security	57%	57%	57%	64%	65%	55%	52%
Large businesses in the U.S.	56%	57%	55%	64%	65%	56%	49%

ECONOMY & CULTURE

Factors contributing to respondents' worries about financial security and the economy that may impact their business' plans over the next few months are concerns about a possible economic recession (79%), inflation (76%), and how rising labor costs (71%).

Thinking about how your business plans to move forward over the next few months, how concerned are you about the following, if at all?



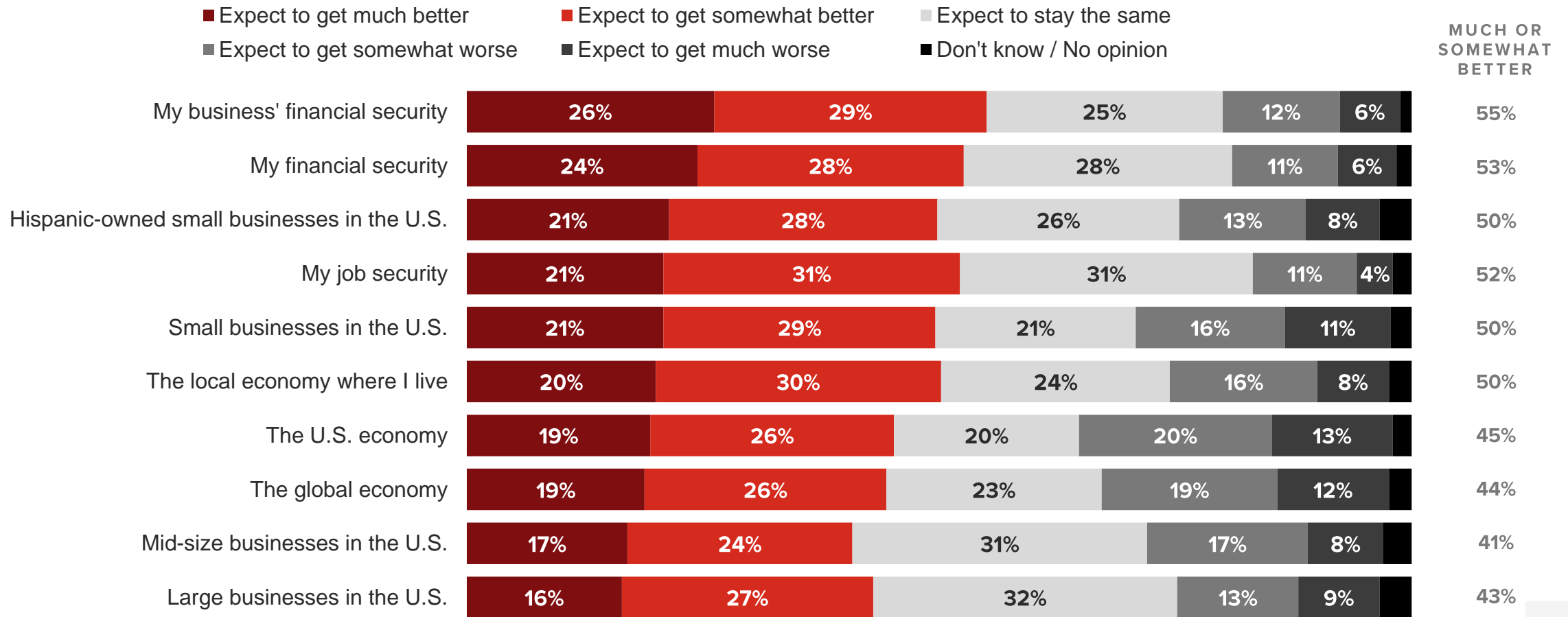
Respondents in the Northeast and Midwest continue to over-index on economic concerns, especially as it relates to rising labor costs, cash flow disruption, and the possibility of a recession.

Thinking about how your business plans to move forward over the next few months, how concerned are you about the following, if at all?

% Very or Somewhat Concerned	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
The possibility of an economic recession or downturn	79%	75%	82%	84%	86%	77%	75%
The impact of inflation on your business	76%	78%	75%	83%	81%	73%	75%
Managing rising labor costs	71%	68%	72%	78%	81%	68%	63%
Cash flow disruption	69%	69%	69%	78%	78%	68%	62%
Ensuring the security of company networks and computer systems	66%	65%	68%	76%	75%	63%	63%
Ensuring the security of online and digital transactions	64%	62%	66%	73%	73%	62%	59%
Marketing my business' products and services effectively	64%	67%	62%	69%	71%	61%	60%
Creating new products and services that meet the changing needs of consumers	63%	58%	66%	71%	71%	60%	59%
Attracting/retaining top talent	63%	62%	64%	66%	72%	61%	57%
Creating relationships with new customers or clients	62%	63%	62%	69%	72%	55%	61%
Maintaining relationships with existing customers or clients	62%	59%	64%	69%	70%	57%	60%
Maintaining adequate staffing levels	60%	53%	64%	61%	68%	59%	54%

While respondents were likely to express concern about financial security, a majority are hopeful their business' financial security will improve over the next few months (55%), as well as their own (53%).

And, over the next few months, do you expect conditions for each of the following to get better or get worse, or to stay about the same compared to today?



Despite generally higher levels of concern about the economy, respondents in the Northeast and Midwest are more likely to feel optimistic about how conditions will change in the short term. Those who interact with half or more of their customers in Spanish are more likely than those who interact with their customers mostly in English to say they expect their job security to improve in the short term.

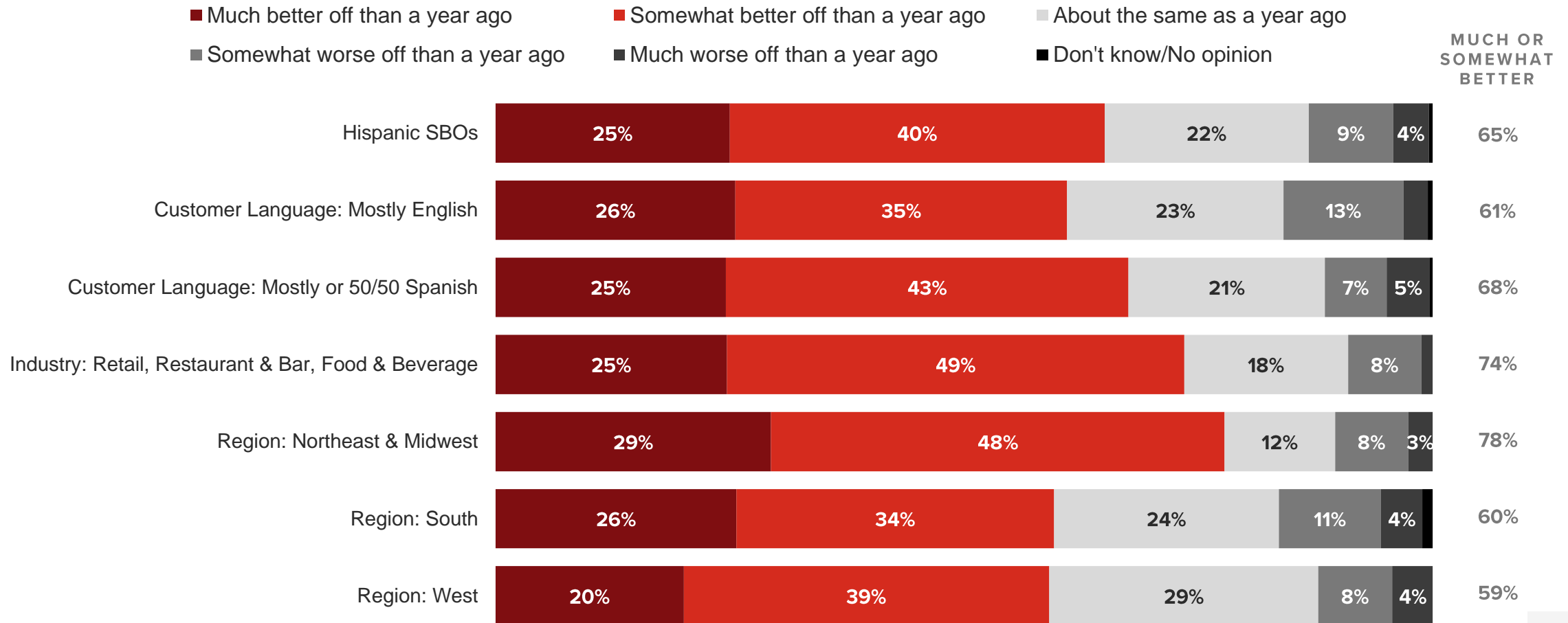
And, over the next few months, do you expect conditions for each of the following to get better or get worse, or to stay about the same compared to today?

% Much or Somewhat Better	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
My business' financial security	55%	54%	55%	55%	67%	54%	45%
My financial security	53%	52%	53%	53%	61%	54%	44%
My job security	52%	46%	56%	51%	60%	51%	46%
The local economy where I live	50%	49%	51%	57%	59%	50%	43%
Hispanic-owned small businesses in the U.S.	50%	47%	52%	56%	54%	51%	44%
Small businesses in the U.S.	50%	48%	51%	54%	59%	45%	46%
The U.S. economy	45%	42%	48%	47%	52%	44%	40%
The global economy	44%	41%	47%	47%	56%	44%	35%
Large businesses in the U.S.	43%	48%	40%	46%	52%	40%	37%
Mid-size businesses in the U.S.	41%	42%	40%	44%	51%	40%	32%

ECONOMY & CULTURE

And despite generally high levels of economic concern, about two-thirds of respondents say their business is better off now than it was a year ago (65%). Respondents in the retail, restaurant, and food & beverage industries and those in the Northeast or Midwest are more likely to say so.

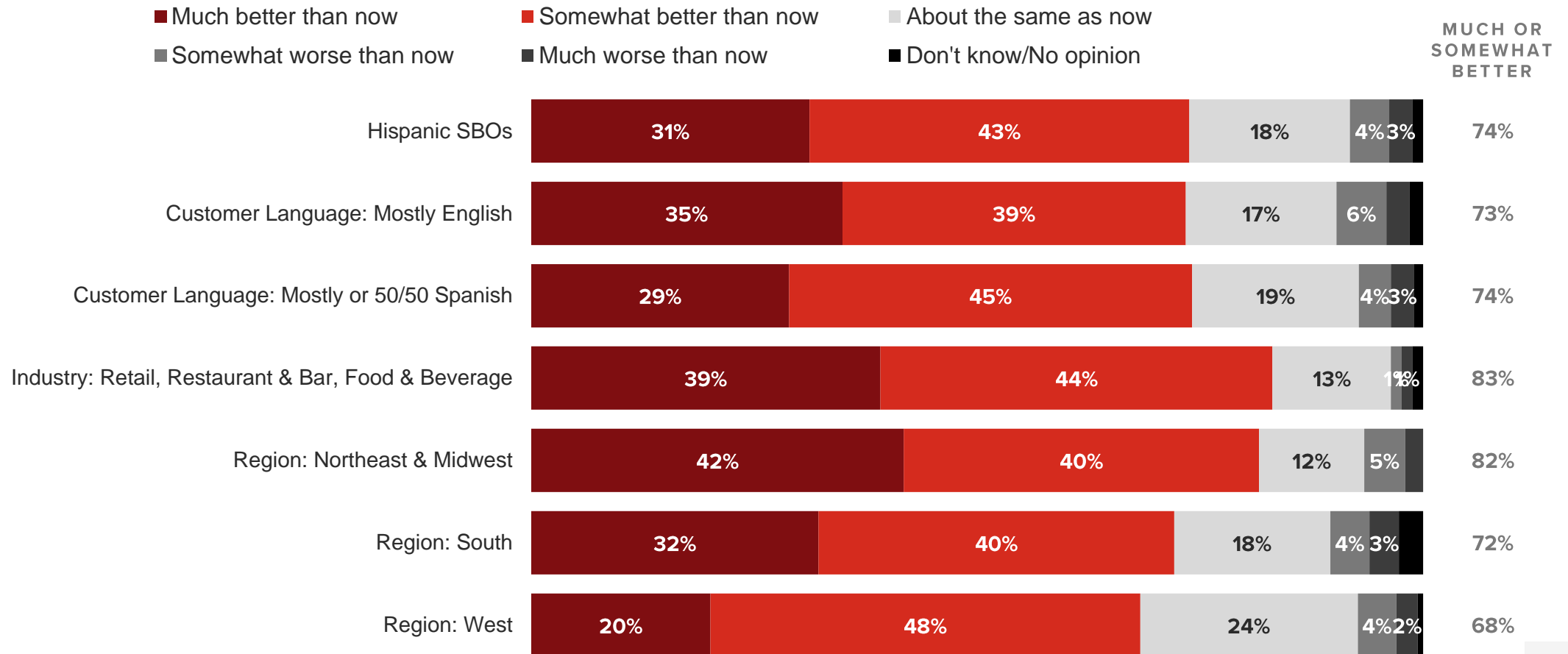
And, thinking about the overall state of your business now compared to a year ago (i.e., spring 2022), would you say your business now is...



ECONOMY & CULTURE

Optimism for conditions next year is high, with about three-quarters of respondents (74%) saying they think their business will be better off a year from now. Again, respondents in the retail, restaurant, and food & beverage industries and those in the Northeast or Midwest are more likely to say so.

Finally, one year from now (i.e., spring 2024), do you anticipate that the overall state of your business will be...



ECONOMY & CULTURE

Nearly 3 in 10 respondents say technology and eCommerce are among their top investment priorities this year (29 and 28%, respectively); however, they are more likely to say their business is investing in improving or developing existing products/services and marketing efforts.

Which of the following, if any, are your business's top investment priorities in 2023? Select up to three.



Respondents in the Northeast and Midwest are more likely than those in other regions of the U.S. to say their business is prioritizing investments in marketing/advertising this year.

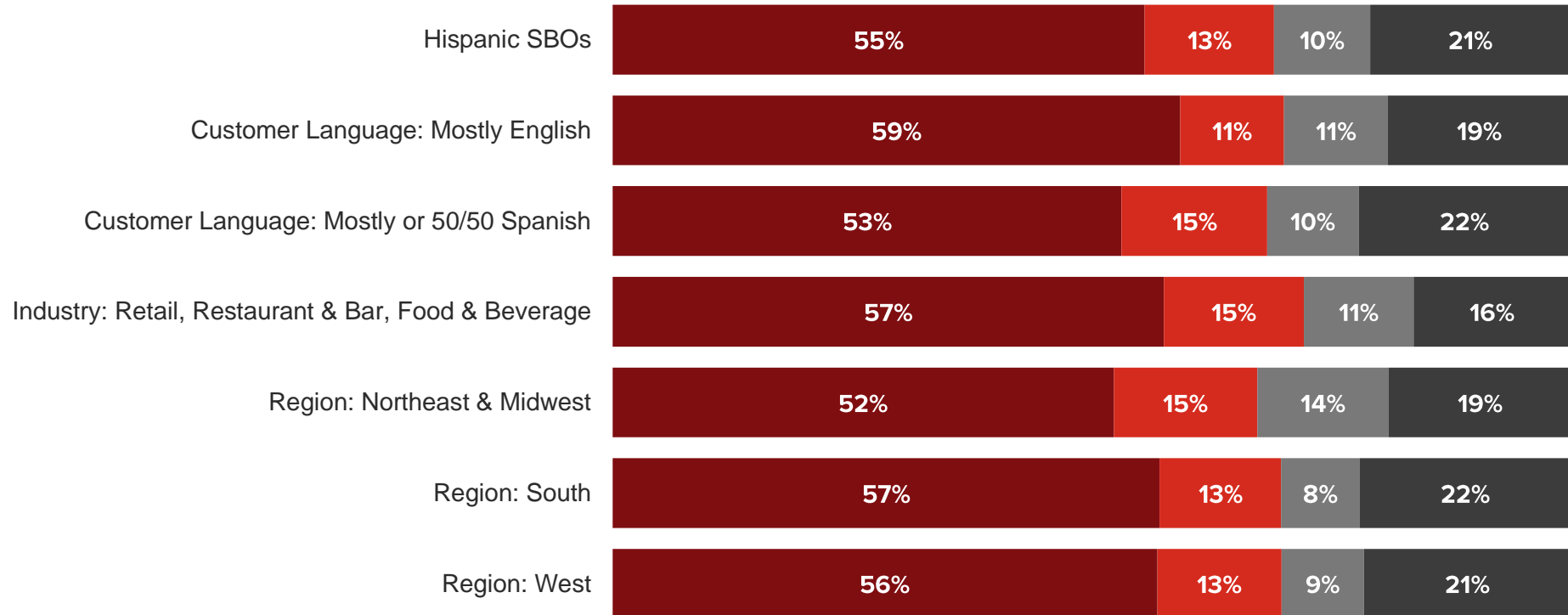
Which of the following, if any, are your business's top investment priorities in 2023? Select up to three.

	Hispanic SBOs	Customer Language: Mostly English	Customer Language: Mostly or 50/50 Spanish	Industry: Retail, Restaurant & Bar, Food & Beverage	Region: Northeast & Midwest	Region: South	Region: West
Improving our existing products/services	43%	40%	45%	43%	43%	43%	44%
Marketing/advertising	36%	36%	36%	41%	43%	35%	32%
Developing or selling new products/services	33%	29%	35%	34%	33%	37%	27%
Technology	29%	28%	30%	26%	29%	28%	30%
eCommerce	28%	28%	29%	38%	28%	31%	25%
New talent	28%	26%	29%	26%	34%	25%	26%
Expanding our footprint	27%	27%	27%	28%	34%	24%	24%
Existing talent	24%	30%	20%	18%	27%	26%	20%

Across demographic groups, respondents report that their primary goal as a small business owner is to generate a steady income.

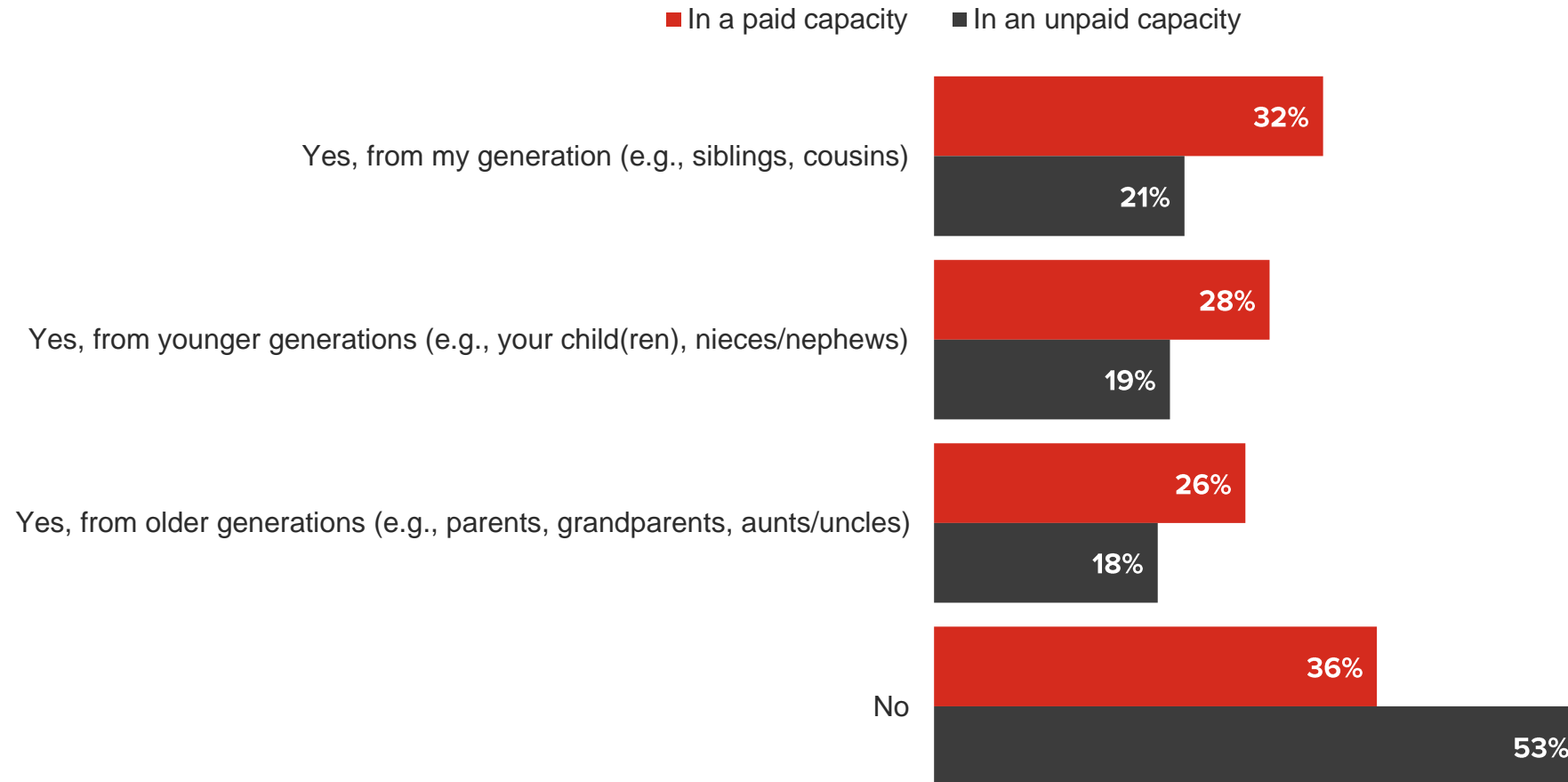
Which of the following best describes your primary goal as a small business owner? Please select one.

- Operate a business that generates a steady income
- Operate a business that can be inherited by my family
- Operate a business that can be sold to increase personal wealth
- Operate a business that serves my community



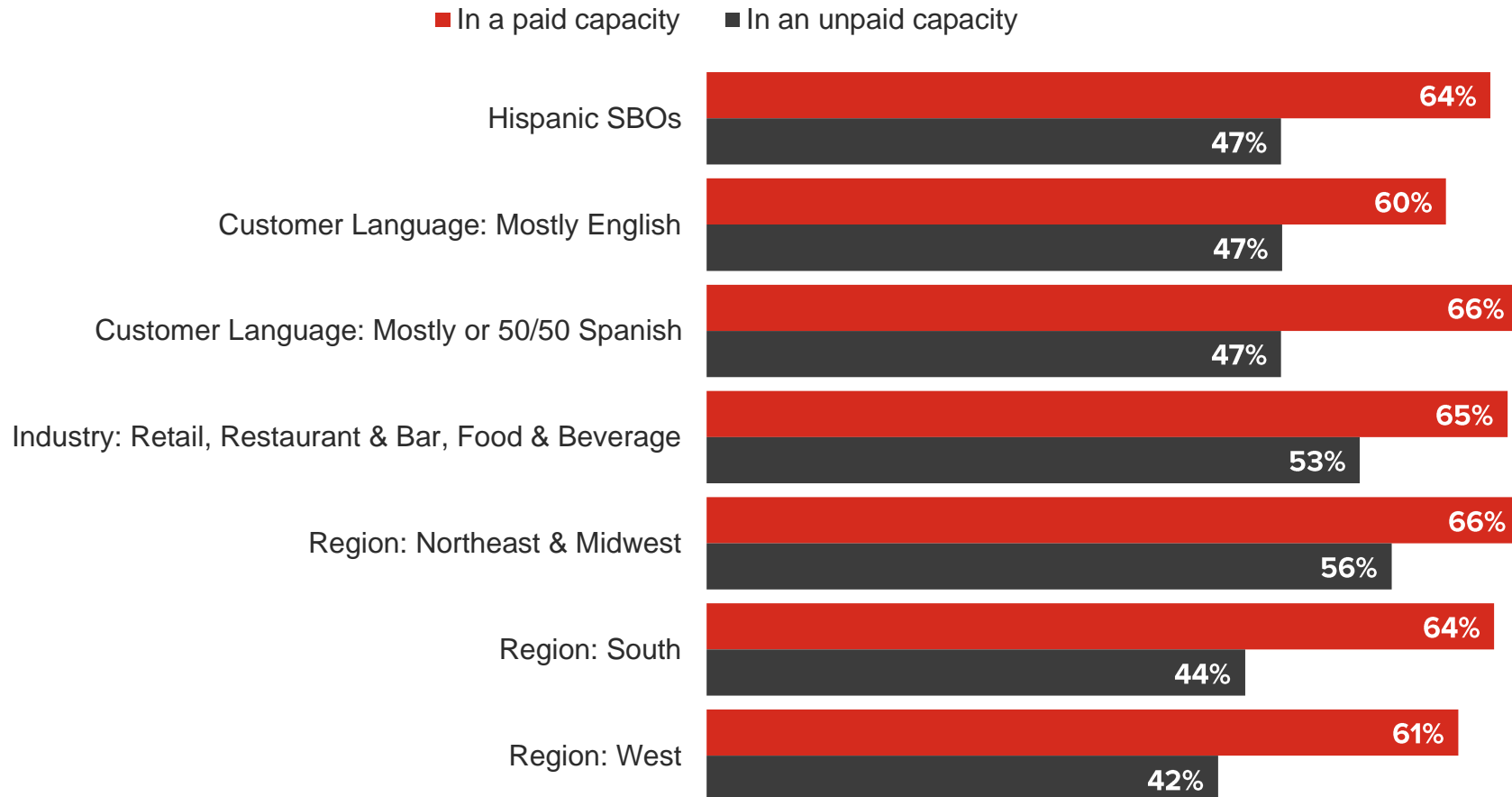
Small business is a family affair - nearly two-thirds of respondents (64%) say they have relatives doing paid work for their business and nearly half say their relatives contribute unpaid labor (47%).

Do any of your own relatives work for your business? Select all that apply.



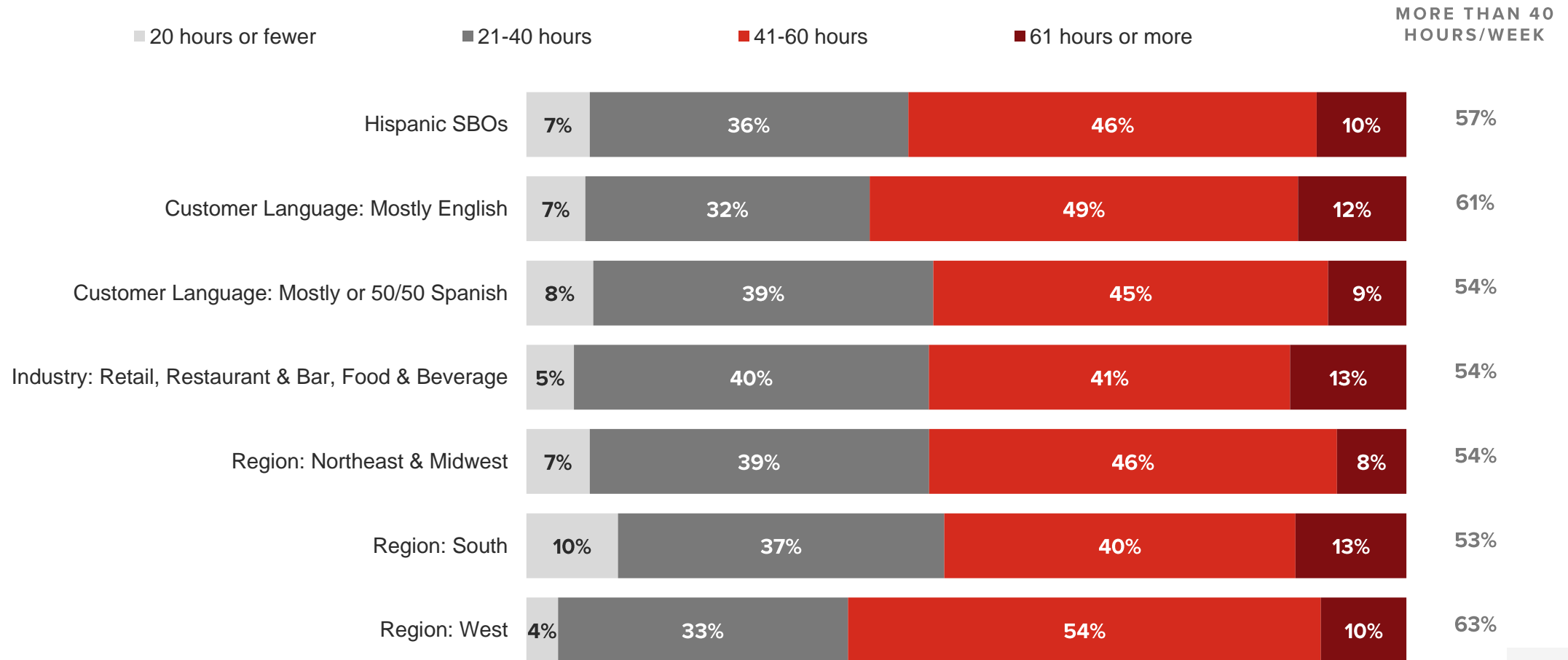
Respondents in the Northeast and Midwest are slightly more likely than those in other regions to say they have family donating unpaid work to help run their business.

Do any of your own relatives work for your business? Select all that apply. – **Showing % who selected any “yes” response for “in a paid capacity” and “in an unpaid capacity”**



Majorities of respondents across demographic groups say they invest more than 40 hours of their own time into their small business in an average week.

In an average week, how many hours of your own time do you invest into your business?



Across the board, about 9 in 10 respondents say they're satisfied with their work-life balance.

And, how satisfied or unsatisfied are you with your work-life balance?

