



# VERIZON BUSINESS' STATE OF SMALL BUSINESS SURVEY

Louisiana Results

AUGUST 2024

# Background



## METHODOLOGY

---

This survey was conducted by Morning Consult on behalf of Verizon Business between August 7 – September 1, 2024 among a sample of 67 small to midsize business owners and decision makers in Louisiana. The interviews were conducted online. Results from this data have a margin of error of +/- 12 percentage points.



## TARGET AUDIENCE

---

- Located in Louisiana
- Works at a business with 1 (sole proprietor) to 500 employees
- Has decision-making power
- Works in one of the following industries: Construction & Contracting, Entertainment & Recreation, Food & Beverage, Hospitality & Accommodation, Retail, Restaurant & Bar

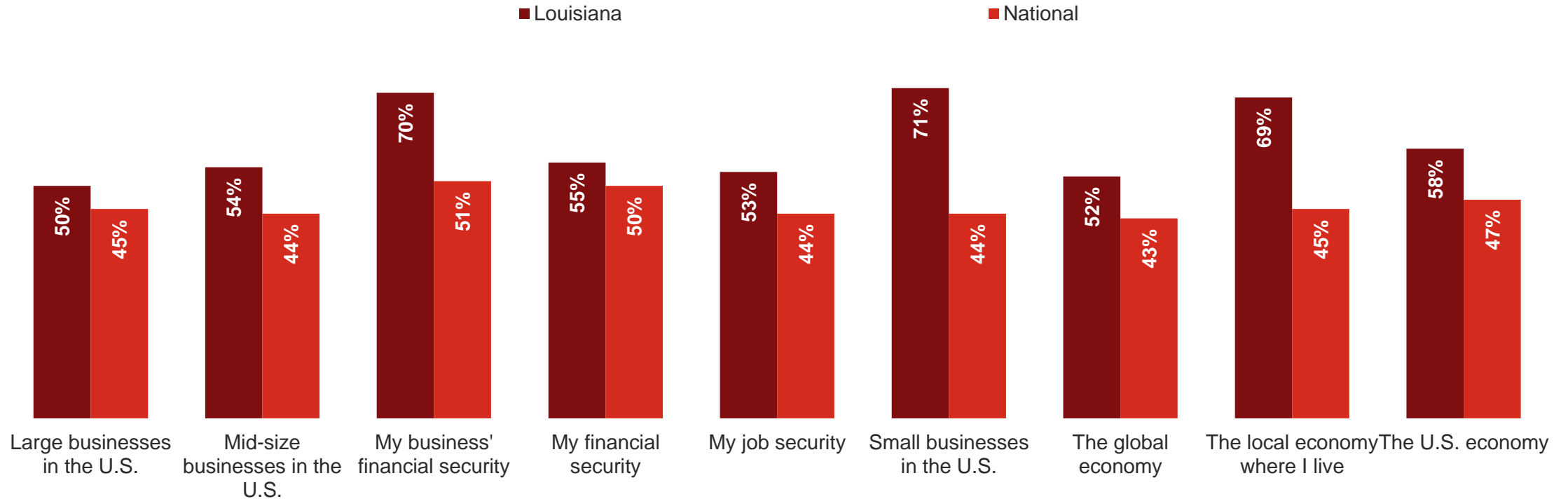
## Key Points

- 1. Louisiana business decision makers share similar levels of concern about the current economic landscape as the nation's business owners overall but are more optimistic in their outlook over the next few months.** Around 4 in 5 of national (78%) and Louisiana (79%) decision-makers say they are concerned about the global economy, and three quarters of both audiences are concerned about their personal financial security. Louisiana respondents are more optimistic in their future outlook, with approximately 7 in 10 saying they expect conditions for small businesses and the local economy to get better in coming months compared to less than half of those nationally.
- 2. In the past year, Louisiana decision makers have implemented new technologies and transitioned to digital operations at a higher rate than decision makers overall.** Around 3 in 5 Louisiana decision makers report having implemented new systems to ensure security, help with onboarding, and attract talent, compared to around 2 in 5 decision makers nationally.
- 3. Almost 7 in 10 Louisiana decision makers anticipate higher demand during Super Bowl LIX in February 2025 and are investing more into technology, marketing, and staffing accordingly.** Most respondents report that they are leveraging digital tools and technologies to coordinate and prepare their operations (64%), hiring more seasonal staff (59%), and investing more in advertising ahead of the event (59%). As they prepare, their most cited concerns are ensuring the business' social media and marketing plans are implemented in time (51%) and that their digital and web presence stands out and attracts customers (46%).

Louisiana decision makers are equally concerned about their own finances and broader economic conditions as US decision makers overall, but Louisiana respondents are more optimistic in their outlook on conditions over the next few months, particularly when it comes to small businesses and their local economy.

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?

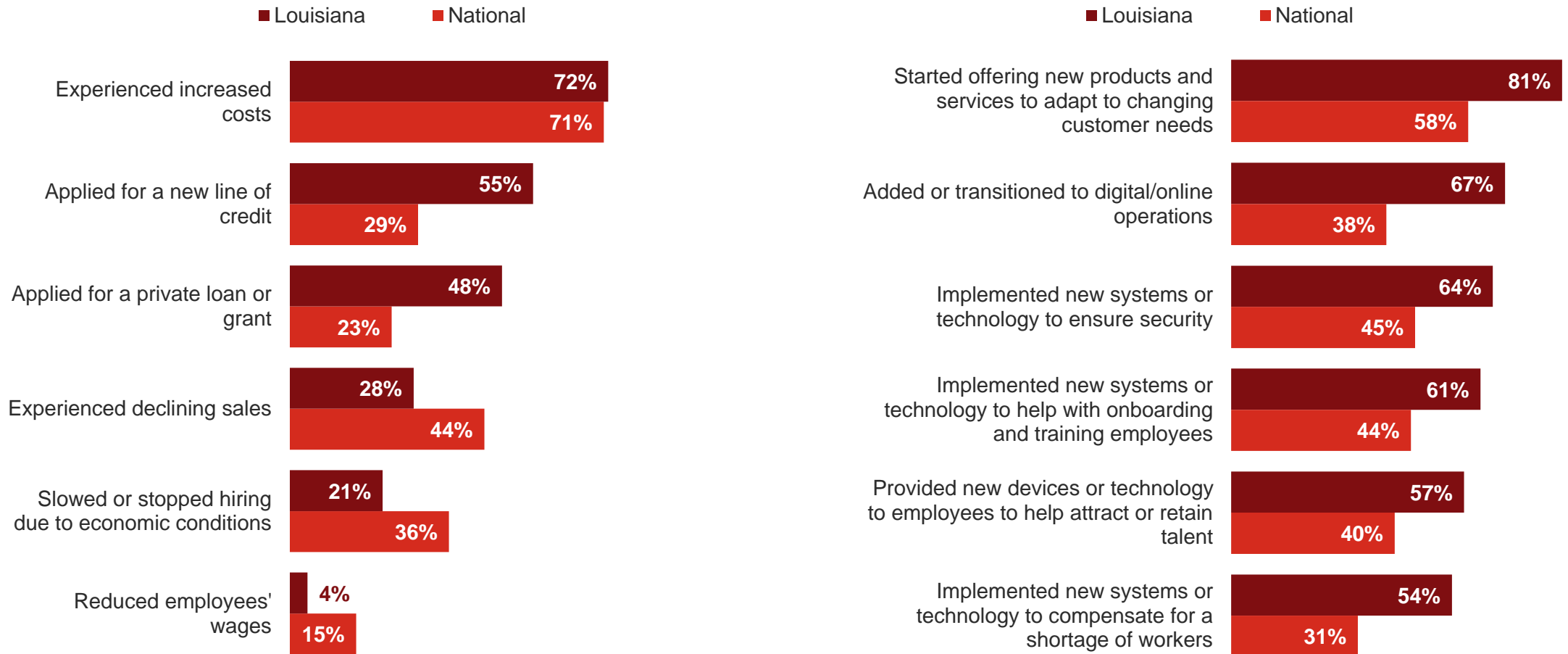
% EXPECT TO GET SOMEWHAT OR MUCH BETTER



LOUISIANA INSIGHTS

Louisiana decision makers are on par with the US overall when it comes to experiencing increased costs in the past year, but are more likely to have applied for outside funds and less likely to have experienced declining sales or made staffing changes. Louisiana decision makers are also more likely to have implemented new technologies in the past year.

Over the **last year** (e.g., since August 2023), has your business...

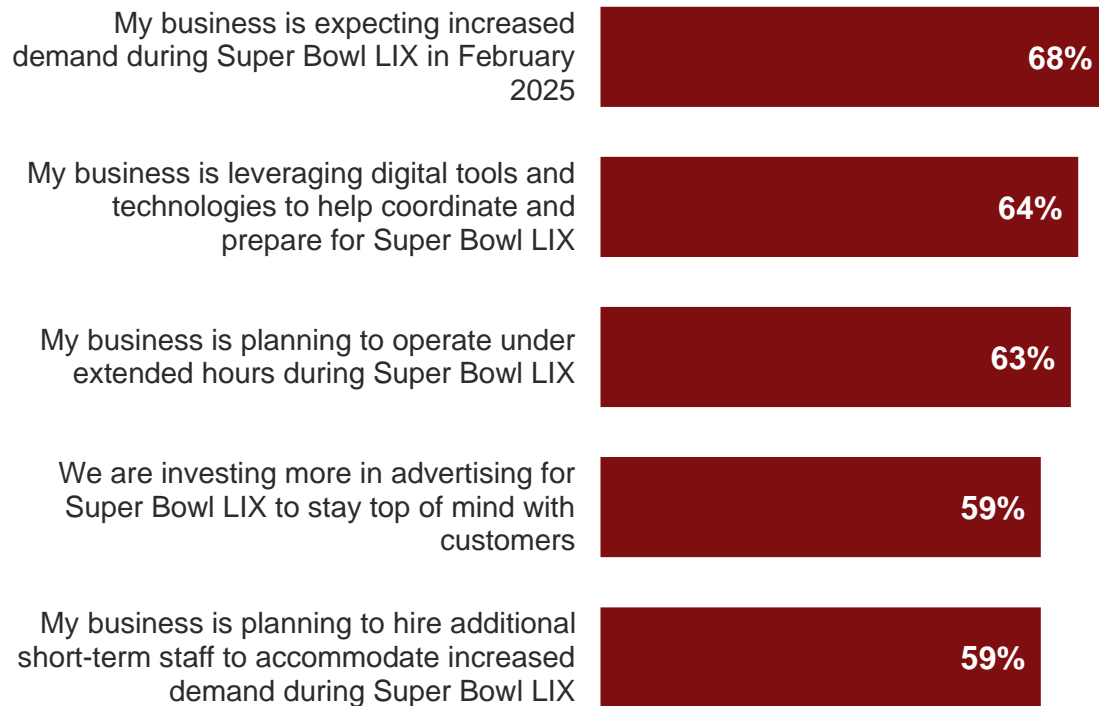


## LOUISIANA INSIGHTS

More than two thirds of Louisiana decision-makers expect increased demand during Super Bowl LIX in February 2025. Nearly 3 in 5 are investing more in advertising for the event (59%), aligning with the approximately half of respondents who express concern about ensuring a standout digital presence (46%) and getting social media/marketing plans in place in advance of the event (51%).

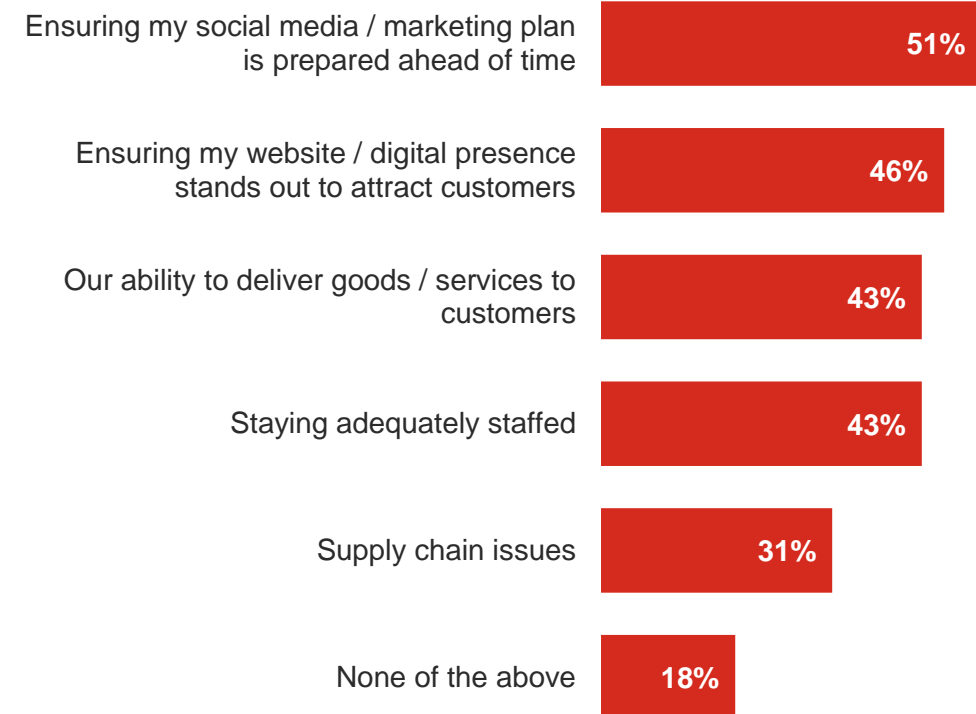
To what extent do you agree or disagree with the following statements?

### % STRONGLY & SOMEWHAT AGREE



Thinking about Super Bowl LIX in February 2025, do you have any of the following concerns as you begin to prepare your business?

### % SELECTED





MORNING CONSULT<sup>®</sup>

**verizon**  
business