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1. Business owner

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Yes	567	294	273	110	235	222	194	373	83	121	198	165
	11%	13%	10%	9%	11%	12%	9%	13%	8%	10%	11%	14%
		B			C	C		F			H	HIJ
No	4582	2024	2558	1087	1828	1667	1989	2593	934	1115	1541	992
	89%	87%	90%	91%	89%	88%	91%	87%	92%	90%	89%	86%
			A	DE			G		JK	K	K	
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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1. Business owner

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Yes	567	158	409	292	275	372	137	31	27	336	231	487	80
	11%	12%	11%	9%	14%	16%	21%	3%	3%	12%	10%	11%	11%
					C	GH	EGH						
No	4582	1119	3463	2845	1737	1986	522	1102	972	2536	2046	3901	681
	89%	88%	89%	91%	86%	84%	79%	97%	97%	88%	90%	89%	89%
				D		F		EF	EF				
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

1. Business owner
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Yes	567	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	11%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
			*	*	*			*	A					*	**
No	4582	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	I		*	*	*			*						*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2. Number of employees

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	567	294	273	110	235	222	194	373	83	121	198	165
Base: Business Owner (wtd)	567	294	273	110	235	222	194	373	83	121	198	165
1	295	137	158	43	125	127	113	182	38	71	100	86
	52%	47%	58%	39%	53%	57%	58%	49%	46%	59%	51%	52%
			A		C	C	G		*			
2 to 4	132	64	68	20	58	54	45	87	20	30	49	33
	23%	22%	25%	18%	25%	24%	23%	23%	24%	25%	25%	20%
									*			
5 to 10	49	34	15	12	22	15	17	32	11	6	15	17
	9%	12%	5%	11%	9%	7%	9%	9%	13%	5%	8%	10%
		B							I*			
11 to 20	26	14	12	8	7	11	5	21	2	5	10	9
	5%	5%	4%	7%	3%	5%	3%	6%	2%	4%	5%	5%
									*			
21 to 50	21	15	6	9	7	5	5	16	3	4	7	7
	4%	5%	2%	8%	3%	2%	3%	4%	4%	3%	4%	4%
				DE					*			
51 to 100	13	6	7	7	5	1	4	9	2	2	5	4
	2%	2%	3%	6%	2%	*	2%	2%	2%	2%	3%	2%
				DE					*			
101 to 500	15	13	2	4	6	5	4	11	4	2	7	2
	3%	4%	1%	4%	3%	2%	2%	3%	5%	2%	4%	1%
		B							*			
501 to 1,000	10	6	4	4	4	2	-	10	2	-	3	5
	2%	2%	1%	4%	2%	1%	-	3%	2%	-	2%	3%
								F	*			
More than 1,000	6	5	1	3	1	2	1	5	1	1	2	2
	1%	2%	*	3%	*	1%	1%	1%	1%	1%	1%	1%
									*			
Sigma	567	294	273	110	235	222	194	373	83	121	198	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2. Number of employees

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	567	158	409	292	275	372	137	31	27	336	231	487	80
Base: Business Owner (wtd)	567	158	409	292	275	372	137	31	27	336	231	487	80
1	295	65	230	155	140	163	93	20	19	156	139	255	40
	52%	41%	56%	53%	51%	44%	68%	65%	70%	46%	60%	52%	50%
			A				E	E*	**		I		*
2 to 4	132	33	99	79	53	88	32	7	5	87	45	117	15
	23%	21%	24%	27%	19%	24%	23%	23%	19%	26%	19%	24%	19%
				D				*	**				*
5 to 10	49	18	31	26	23	41	4	3	1	34	15	44	5
	9%	11%	8%	9%	8%	11%	3%	10%	4%	10%	6%	9%	6%
						F		*	**				*
11 to 20	26	10	16	10	16	23	3	-	-	14	12	16	10
	5%	6%	4%	3%	6%	6%	2%	-	-	4%	5%	3%	12%
								*	**				K*
21 to 50	21	7	14	7	14	18	1	1	1	12	9	15	6
	4%	4%	3%	2%	5%	5%	1%	3%	4%	4%	4%	3%	8%
						F		*	**				*
51 to 100	13	9	4	6	7	12	1	-	-	7	6	13	-
	2%	6%	1%	2%	3%	3%	1%	-	-	2%	3%	3%	-
		B						*	**				*
101 to 500	15	6	9	6	9	14	-	-	1	11	4	13	2
	3%	4%	2%	2%	3%	4%	-	-	4%	3%	2%	3%	2%
						F		*	**				*
501 to 1,000	10	7	3	1	9	8	2	-	-	9	1	9	1
	2%	4%	1%	*	3%	2%	1%	-	-	3%	*	2%	1%
		B			C			*	**	J			*
More than 1,000	6	3	3	2	4	5	1	-	-	6	-	5	1
	1%	2%	1%	1%	1%	1%	1%	-	-	2%	-	1%	1%
								*	**	J			*
Sigma	567	158	409	292	275	372	137	31	27	336	231	487	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2. Number of employees
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	567	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	567	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1	295	219	15	32	26	68	198	29	112	120	68	295	-	-	-
	52%	60%	20%	48%	65%	40%	60%	57%	55%	47%	53%	100%	-	-	-
		C	*	C*	C*		F	F*				MN		*	**
2 to 4	132	76	25	16	13	33	86	13	42	63	31	-	132	-	-
	23%	21%	34%	24%	32%	20%	26%	25%	21%	25%	24%	-	100%	-	-
			B*	*	*			*					LN	*	**
5 to 10	49	28	13	8	-	19	25	5	17	26	13	-	-	49	-
	9%	8%	18%	12%	-	11%	8%	10%	8%	10%	10%	-	-	51%	-
			BE*	E*	*			*						LM*	**
11 to 20	26	12	8	6	-	11	12	3	8	15	8	-	-	26	-
	5%	3%	11%	9%	-	7%	4%	6%	4%	6%	6%	-	-	27%	-
			BE*	B*	*			*						LM*	**
21 to 50	21	10	6	4	1	16	5	-	11	16	2	-	-	21	-
	4%	3%	8%	6%	2%	10%	2%	-	5%	6%	2%	-	-	22%	-
			B*	*	*	GH		*		K				LM*	**
51 to 100	13	10	3	-	-	10	2	1	8	11	2	-	-	-	13
	2%	3%	4%	-	-	6%	1%	2%	4%	4%	2%	-	-	-	46%
			*	*	*	G		*						*	**
101 to 500	15	10	4	1	-	11	4	-	6	6	5	-	-	-	15
	3%	3%	5%	1%	-	7%	1%	-	3%	2%	4%	-	-	-	54%
			*	*	*	G		*						*	**
501 to 1,000	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*	*			*						*	**
More than 1,000	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*	*			*						*	**
Sigma	567	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

3. Industry
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Professional Services	129	71	58	22	50	57	34	95	20	29	44	36
	23%	25%	22%	21%	22%	26%	18%	27%	25%	24%	23%	23%
								F	*			
Retail	72	36	36	12	36	24	25	47	12	21	22	17
	13%	13%	13%	12%	16%	11%	13%	13%	15%	18%	11%	11%
									*			
Real Estate/property management	38	24	14	5	18	15	9	29	5	5	16	12
	7%	8%	5%	5%	8%	7%	5%	8%	6%	4%	8%	8%
									*			
Technology	24	20	4	4	10	10	9	15	1	1	14	8
	4%	7%	1%	4%	4%	5%	5%	4%	1%	1%	7%	5%
		B							*		HI	I
Finance/Accounting	21	13	8	1	6	14	2	19	4	2	7	8
	4%	5%	3%	1%	3%	6%	1%	5%	5%	2%	4%	5%
						C		F	*			
Manufacturing	19	10	9	8	5	6	9	10	3	-	7	9
	3%	4%	3%	8%	2%	3%	5%	3%	4%	-	4%	6%
				DE					I*		I	I
Food & beverage	19	7	12	6	8	5	4	15	5	8	6	-
	3%	2%	4%	6%	3%	2%	2%	4%	6%	7%	3%	-
									K*	K	K	
Transportation	15	12	3	2	8	5	6	9	4	1	4	6
	3%	4%	1%	2%	3%	2%	3%	3%	5%	1%	2%	4%
		B							*			
Franchise	4	3	1	3	1	-	3	1	-	1	3	-
	1%	1%	*	3%	*	-	2%	*	-	1%	2%	-
				E					*			
Other	210	87	123	40	88	82	92	118	26	52	70	62
	38%	31%	46%	39%	38%	38%	48%	33%	32%	43%	36%	39%
			A				G		*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

3. Industry

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Professional Services	129	38	91	48	81	95	26	5	3	83	46	112	17
	23%	26%	23%	17%	31%	26%	19%	16%	11%	26%	20%	24%	22%
					C			*	**				*
Retail	72	15	57	41	31	44	18	6	4	41	31	62	10
	13%	10%	14%	14%	12%	12%	13%	19%	15%	13%	13%	13%	13%
								*	**				*
Real Estate/property management	38	15	23	17	21	30	5	1	2	25	13	35	3
	7%	10%	6%	6%	8%	8%	4%	3%	7%	8%	6%	7%	4%
								*	**				*
Technology	24	4	20	5	19	16	6	1	1	13	11	21	3
	4%	3%	5%	2%	7%	4%	4%	3%	4%	4%	5%	4%	4%
					C			*	**				*
Finance/Accounting	21	4	17	7	14	13	5	-	3	13	8	16	5
	4%	3%	4%	2%	5%	4%	4%	-	11%	4%	3%	3%	6%
								*	**				*
Manufacturing	19	6	13	13	6	12	5	2	-	10	9	15	4
	3%	4%	3%	4%	2%	3%	4%	6%	-	3%	4%	3%	5%
								*	**				*
Food & beverage	19	9	10	11	8	15	4	-	-	12	7	15	4
	3%	6%	2%	4%	3%	4%	3%	-	-	4%	3%	3%	5%
		B						*	**				*
Transportation	15	3	12	11	4	11	1	2	1	9	6	12	3
	3%	2%	3%	4%	2%	3%	1%	6%	4%	3%	3%	3%	4%
								F*	**				*
Franchise	4	2	2	2	2	3	1	-	-	2	2	1	3
	1%	1%	*	1%	1%	1%	1%	-	-	1%	1%	*	4%
								*	**				K*
Other	210	52	158	134	76	120	63	14	13	113	97	184	26
	38%	35%	39%	46%	29%	33%	47%	45%	48%	35%	42%	39%	33%
				D			E	*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

3. Industry

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Professional Services	129	78	19	23	8	48	76	5	51	70	26	66	30	25	8
	23%	21%	26%	34%	20%	29%	23%	10%	25%	27%	20%	22%	23%	26%	29%
			*	B*	*	H	H	*						*	**
Retail	72	46	6	12	7	19	47	6	23	35	12	34	22	14	2
	13%	13%	8%	18%	18%	11%	14%	12%	11%	14%	9%	12%	17%	15%	7%
			*	*	*			*						*	**
Real Estate/property management	38	27	2	6	2	11	24	3	11	19	11	19	12	4	3
	7%	7%	3%	9%	5%	7%	7%	6%	5%	7%	9%	6%	9%	4%	11%
			*	*	*			*						*	**
Technology	24	22	2	-	-	10	13	1	14	15	6	14	3	5	2
	4%	6%	3%	-	-	6%	4%	2%	7%	6%	5%	5%	2%	5%	7%
		D	*	*	*			*						*	**
Finance/Accounting	21	12	5	4	-	6	10	5	3	11	2	11	4	5	1
	4%	3%	7%	6%	-	4%	3%	10%	1%	4%	2%	4%	3%	5%	4%
			*	*	*			G*						*	**
Manufacturing	19	15	2	1	1	9	8	2	8	11	2	9	5	3	2
	3%	4%	3%	1%	2%	5%	2%	4%	4%	4%	2%	3%	4%	3%	7%
			*	*	*			*						*	**
Food & beverage	19	7	6	4	2	8	8	3	7	11	2	6	4	6	3
	3%	2%	8%	6%	5%	5%	2%	6%	3%	4%	2%	2%	3%	6%	11%
			B*	*	*			*						L*	**
Transportation	15	11	2	-	2	7	8	-	7	4	10	8	4	1	2
	3%	3%	3%	-	5%	4%	2%	-	3%	2%	8%	3%	3%	1%	7%
			*	*	*			*			J			*	**
Franchise	4	3	1	-	-	4	-	-	1	2	2	-	1	3	-
	1%	1%	1%	-	-	2%	-	-	*	1%	2%	-	1%	3%	-
			*	*	*	G		*						L*	**
Other	210	144	29	17	18	46	138	26	79	79	56	128	47	30	5
	38%	39%	39%	25%	45%	27%	42%	51%	39%	31%	43%	43%	36%	31%	18%
		D	*	*	D*		F	F*			J	N		*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

4. Current position
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Owner/President	403	217	186	67	181	155	138	265	66	86	141	110
	73%	77%	69%	65%	79%	71%	72%	74%	82%	72%	73%	70%
					C				K*			
CFO	10	7	3	5	2	3	3	7	4	-	1	5
	2%	2%	1%	5%	1%	1%	2%	2%	5%	-	1%	3%
				D					IJ*			
CMO	9	8	1	6	3	-	5	4	2	-	4	3
	2%	3%	*	6%	1%	-	3%	1%	2%	-	2%	2%
		B		DE					*			
CTO	8	6	2	4	2	2	3	5	1	-	2	5
	1%	2%	1%	4%	1%	1%	2%	1%	1%	-	1%	3%
									*			
COO	8	4	4	4	4	-	2	6	1	-	2	5
	1%	1%	1%	4%	2%	-	1%	2%	1%	-	1%	3%
				E					*			
CIO	3	3	-	1	1	1	3	-	1	-	1	1
	1%	1%	-	1%	*	*	2%	-	1%	-	1%	1%
							G		*			
All of the above	92	40	52	21	33	38	30	62	7	25	32	28
	17%	14%	19%	20%	14%	17%	16%	17%	9%	21%	17%	18%
									*	H		
Other	37	12	25	5	10	22	17	20	5	9	14	9
	7%	4%	9%	5%	4%	10%	9%	6%	6%	8%	7%	6%
			A			D			*			
Sigma	570	297	273	113	236	221	201	369	87	120	197	166
	103%	105%	102%	110%	103%	101%	104%	103%	109%	100%	102%	105%

4. Current position

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Owner/President	403	103	300	207	196	287	82	19	15	232	171	341	62
	73%	70%	74%	72%	75%	80%	61%	61%	56%	72%	74%	72%	79%
						FG		*	**				*
CFO	10	4	6	4	6	8	2	-	-	8	2	10	-
	2%	3%	1%	1%	2%	2%	1%	-	-	2%	1%	2%	-
								*	**				*
CMO	9	6	3	5	4	6	3	-	-	5	4	7	2
	2%	4%	1%	2%	2%	2%	2%	-	-	2%	2%	1%	3%
		B						*	**				*
CTO	8	4	4	2	6	6	2	-	-	6	2	6	2
	1%	3%	1%	1%	2%	2%	1%	-	-	2%	1%	1%	3%
								*	**				*
COO	8	3	5	3	5	6	2	-	-	5	3	4	4
	1%	2%	1%	1%	2%	2%	1%	-	-	2%	1%	1%	5%
								*	**				K*
CIO	3	-	3	2	1	1	1	-	1	2	1	2	1
	1%	-	1%	1%	*	*	1%	-	4%	1%	*	*	1%
								*	**				*
All of the above	92	27	65	51	41	44	33	8	7	47	45	82	10
	17%	18%	16%	18%	16%	12%	25%	26%	26%	15%	20%	17%	13%
							E	E*	**				*
Other	37	7	30	22	15	15	14	4	4	29	8	36	1
	7%	5%	7%	8%	6%	4%	10%	13%	15%	9%	3%	8%	1%
							E	E*	**	J		L	*
Sigma	570	154	416	296	274	373	139	31	27	334	236	488	82
	103%	104%	103%	102%	105%	104%	104%	100%	100%	104%	103%	103%	105%

4. Current position

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Owner/President	403	275	49	48	26	119	249	35	147	188	92	204	108	72	19
	73%	75%	66%	72%	65%	71%	75%	69%	72%	73%	71%	69%	82%	75%	68%
			*	*	*			*					L	*	**
CFO	10	5	4	1	-	9	1	-	8	5	3	-	2	4	4
	2%	1%	5%	1%	-	5%	*	-	4%	2%	2%	-	2%	4%	14%
			B*	*	*	G		*					L	L*	**
CMO	9	5	4	-	-	7	2	-	6	5	2	-	2	4	3
	2%	1%	5%	-	-	4%	1%	-	3%	2%	2%	-	2%	4%	11%
			B*	*	*	G		*					L	L*	**
CTO	8	3	5	-	-	6	2	-	6	5	1	-	-	5	3
	1%	1%	7%	-	-	4%	1%	-	3%	2%	1%	-	-	5%	11%
			BD*	*	*	G		*						LM*	**
COO	8	6	2	-	-	6	2	-	5	4	3	1	1	3	3
	1%	2%	3%	-	-	4%	1%	-	2%	2%	2%	*	1%	3%	11%
			*	*	*	G		*						L*	**
CIO	3	3	-	-	-	3	-	-	2	2	1	-	-	2	1
	1%	1%	-	-	-	2%	-	-	1%	1%	1%	-	-	2%	4%
			*	*	*	G		*						L*	**
All of the above	92	64	9	14	5	27	56	9	34	40	21	73	12	7	-
	17%	18%	12%	21%	12%	16%	17%	18%	17%	16%	16%	25%	9%	7%	-
			*	*	*			*				MN		*	**
Other	37	14	9	5	9	7	23	7	9	15	12	19	9	6	3
	7%	4%	12%	7%	22%	4%	7%	14%	4%	6%	9%	6%	7%	6%	11%
			B*	*	BD*			F*						*	**
Sigma	570	375	82	68	40	184	335	51	217	264	135	297	134	103	36
	103%	103%	111%	101%	100%	110%	101%	100%	106%	103%	105%	101%	102%	107%	129%

5. Devices utilized for business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Laptop	362	186	176	81	148	133	121	241	47	74	140	101
	66%	66%	66%	79%	64%	61%	63%	67%	59%	62%	73%	64%
				DE					*		HI	
Desktop	339	200	139	57	126	156	111	228	52	64	118	105
	62%	71%	52%	55%	55%	72%	58%	64%	65%	53%	61%	66%
		B				CD			*			I
Smartphone	301	159	142	70	128	103	98	203	32	58	116	95
	55%	56%	53%	68%	56%	47%	51%	57%	40%	48%	60%	60%
				DE					*		HI	H
Landline	246	140	106	27	96	123	69	177	34	60	86	66
	45%	49%	40%	26%	42%	56%	36%	49%	42%	50%	45%	42%
		B			C	CD		F	*			
Cell Phone	238	127	111	39	84	115	80	158	39	51	84	64
	43%	45%	41%	38%	37%	53%	41%	44%	49%	42%	44%	41%
						CD			*			
Tablet	160	75	85	42	66	52	53	107	19	26	64	51
	29%	27%	32%	41%	29%	24%	27%	30%	24%	22%	33%	32%
				DE					*		I	
None of the above	15	6	9	1	11	3	9	6	1	6	2	6
	3%	2%	3%	1%	5%	1%	5%	2%	1%	5%	1%	4%
					E		G		*	J		
Sigma	1661	893	768	317	659	685	541	1120	224	339	610	488
	301%	316%	287%	308%	287%	314%	280%	313%	280%	282%	316%	309%
Summary												
At least 5 of 6	87	51	36	19	34	34	25	62	11	13	35	28
	16%	18%	13%	18%	15%	16%	13%	17%	14%	11%	18%	18%
									*			

5. Devices utilized for business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Laptop	362	102	260	173	189	243	82	22	15	209	153	300	62
	66%	69%	65%	60%	72%	68%	61%	71%	56%	65%	67%	63%	79%
					C			*	**				K*
Desktop	339	79	260	174	165	236	77	9	17	195	144	293	46
	62%	53%	65%	60%	63%	66%	57%	29%	63%	61%	63%	62%	59%
			A			G	G	*	**				*
Smartphone	301	87	214	142	159	217	57	16	11	170	131	249	52
	55%	59%	53%	49%	61%	60%	43%	52%	41%	53%	57%	53%	67%
					C	F		*	**				K*
Landline	246	58	188	119	127	180	44	7	15	164	82	217	29
	45%	39%	47%	41%	48%	50%	33%	23%	56%	51%	36%	46%	37%
						FG		*	**	J			*
Cell Phone	238	48	190	123	115	160	55	10	13	134	104	207	31
	43%	32%	47%	43%	44%	45%	41%	32%	48%	42%	45%	44%	40%
			A					*	**				*
Tablet	160	40	120	71	89	114	35	6	5	89	71	125	35
	29%	27%	30%	25%	34%	32%	26%	19%	19%	28%	31%	26%	45%
					C			*	**				K*
None of the above	15	6	9	12	3	7	3	3	2	11	4	15	-
	3%	4%	2%	4%	1%	2%	2%	10%	7%	3%	2%	3%	-
				D				EF*	**				*
Sigma	1661	420	1241	814	847	1157	353	73	78	972	689	1406	255
	301%	284%	308%	282%	323%	322%	263%	235%	289%	303%	300%	297%	327%
Summary													
At least 5 of 6	87	18	69	37	50	73	8	2	4	51	36	69	18
	16%	12%	17%	13%	19%	20%	6%	6%	15%	16%	16%	15%	23%
					C	F		*	**				*

5. Devices utilized for business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/J,K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/J,K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Laptop	362	251	50	45	13	139	196	27	155	187	84	184	87	68	23
	66%	69%	68%	67%	32%	83%	59%	53%	76%	73%	65%	62%	66%	71%	82%
		E	E*	E*	*	GH		*	A					*	**
Desktop	339	224	49	46	17	111	206	22	134	173	69	155	87	76	21
	62%	61%	66%	69%	42%	66%	62%	43%	66%	67%	53%	53%	66%	79%	75%
		E	E*	E*	*	H	H	*		K			L	LM*	**
Smartphone	301	200	47	40	13	128	151	22	117	162	79	145	73	63	20
	55%	55%	64%	60%	32%	76%	45%	43%	57%	63%	61%	49%	55%	66%	71%
		E	E*	E*	*	GH		*						L*	**
Landline	246	146	46	37	16	71	158	17	94	120	54	107	68	55	16
	45%	40%	62%	55%	40%	42%	48%	33%	46%	47%	42%	36%	52%	57%	57%
			BE*	B*	*			*					L	L*	**
Cell Phone	238	162	28	32	14	69	153	16	94	117	58	121	59	44	14
	43%	44%	38%	48%	35%	41%	46%	31%	46%	46%	45%	41%	45%	46%	50%
			*	*	*		H	*						*	**
Tablet	160	115	22	17	4	89	63	8	71	88	38	71	41	37	11
	29%	32%	30%	25%	10%	53%	19%	16%	35%	34%	29%	24%	31%	39%	39%
		E	E*	*	*	GH		*						L*	**
None of the above	15	4	-	-	11	1	9	5	3	1	1	10	4	1	-
	3%	1%	-	-	28%	1%	3%	10%	1%	*	1%	3%	3%	1%	-
			*	*	BCD*			FG*						*	**
Sigma	1661	1102	242	217	88	608	936	117	668	848	383	793	419	344	105
	301%	302%	327%	324%	220%	362%	282%	229%	327%	330%	297%	269%	317%	358%	375%
Summary															
At least 5 of 6	87	60	15	11	1	53	32	2	47	51	18	26	25	28	8
	16%	16%	20%	16%	2%	32%	10%	4%	23%	20%	14%	9%	19%	29%	29%
		E	E*	E*	*	GH		*	A				L	L*	**

6. Applications utilized for business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Email	465	248	217	91	190	184	159	306	68	99	162	136
	84%	88%	81%	88%	83%	84%	82%	85%	85%	82%	84%	86%
		B							*			
Texting	292	151	141	64	134	94	98	194	41	51	110	90
	53%	53%	53%	62%	58%	43%	51%	54%	51%	42%	57%	57%
				E	E				*		I	I
Calendaring	159	85	74	40	69	50	58	101	18	31	64	46
	29%	30%	28%	39%	30%	23%	30%	28%	22%	26%	33%	29%
				E					*			
Online storage	150	82	68	38	65	47	46	104	17	20	61	52
	27%	29%	25%	37%	28%	22%	24%	29%	21%	17%	32%	33%
				E					*		I	I
File sharing	132	80	52	40	51	41	46	86	19	21	54	38
	24%	28%	19%	39%	22%	19%	24%	24%	24%	18%	28%	24%
		B		DE					*		I	
Website development tools	116	60	56	32	42	42	49	67	17	19	42	38
	21%	21%	21%	31%	18%	19%	25%	19%	21%	16%	22%	24%
				DE					*			
IM	88	48	40	26	44	18	34	54	15	16	32	25
	16%	17%	15%	25%	19%	8%	18%	15%	19%	13%	17%	16%
				E	E				*			
Videoconferencing	81	45	36	22	34	25	32	49	12	8	35	26
	15%	16%	13%	21%	15%	11%	17%	14%	15%	7%	18%	16%
				E					*		I	I
VoIP	63	41	22	15	25	23	21	42	8	8	22	25
	11%	14%	8%	15%	11%	11%	11%	12%	10%	7%	11%	16%
		B							*			I
Development platform	45	27	18	19	18	8	18	27	6	4	18	17
	8%	10%	7%	18%	8%	4%	9%	8%	8%	3%	9%	11%
				DE					*		I	I
None of the above	52	20	32	4	25	23	20	32	6	15	16	15
	9%	7%	12%	4%	11%	11%	10%	9%	8%	12%	8%	9%
					C	C			*			
Sigma	1643	887	756	391	697	555	581	1062	227	292	616	508
	298%	313%	282%	380%	303%	255%	301%	297%	284%	243%	319%	322%
Summary												
At least 7 of 10	47	27	20	13	24	10	18	29	8	4	19	16
	9%	10%	7%	13%	10%	5%	9%	8%	10%	3%	10%	10%
				E	E				*		I	I

6. Applications utilized for business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Email	465	121	344	235	230	307	110	24	24	266	199	396	69
	84%	82%	85%	81%	88%	86%	82%	77%	89%	83%	87%	84%	88%
					C			*	**				*
Texting	292	83	209	147	145	211	59	13	9	158	134	242	50
	53%	56%	52%	51%	55%	59%	44%	42%	33%	49%	58%	51%	64%
						F		*	**		I		K*
Calendaring	159	51	108	74	85	116	30	5	8	87	72	131	28
	29%	34%	27%	26%	32%	32%	22%	16%	30%	27%	31%	28%	36%
						F		*	**				*
Online storage	150	35	115	65	85	110	28	6	6	80	70	127	23
	27%	24%	29%	22%	32%	31%	21%	19%	22%	25%	30%	27%	29%
					C	F		*	**				*
File sharing	132	38	94	59	73	99	24	7	2	71	61	108	24
	24%	26%	23%	20%	28%	28%	18%	23%	7%	22%	27%	23%	31%
					C	F		*	**				*
Website development tools	116	33	83	53	63	76	32	5	3	68	48	98	18
	21%	22%	21%	18%	24%	21%	24%	16%	11%	21%	21%	21%	23%
								*	**				*
IM	88	23	65	37	51	67	14	6	1	39	49	65	23
	16%	16%	16%	13%	19%	19%	10%	19%	4%	12%	21%	14%	29%
					C	F		*	**		I		K*
Videoconferencing	81	23	58	36	45	61	16	2	2	36	45	59	22
	15%	16%	14%	12%	17%	17%	12%	6%	7%	11%	20%	12%	28%
								*	**		I		K*
VoIP	63	17	46	27	36	52	7	2	2	37	26	46	17
	11%	11%	11%	9%	14%	14%	5%	6%	7%	12%	11%	10%	22%
						F		*	**				K*
Development platform	45	16	29	16	29	35	7	1	2	23	22	34	11
	8%	11%	7%	6%	11%	10%	5%	3%	7%	7%	10%	7%	14%
					C			*	**				K*
None of the above	52	14	38	35	17	30	15	4	3	35	17	49	3
	9%	9%	9%	12%	6%	8%	11%	13%	11%	11%	7%	10%	4%
					D			*	**				*
Sigma	1643	454	1189	784	859	1164	342	75	62	900	743	1355	288
	298%	307%	295%	271%	328%	324%	255%	242%	230%	280%	323%	286%	369%
Summary													
At least 7 of 10	47	13	34	20	27	36	8	2	1	20	27	35	12
	9%	9%	8%	7%	10%	10%	6%	6%	4%	6%	12%	7%	15%
								*	**		I		K*

6. Applications utilized for business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Email	465	313	64	63	22	150	282	33	176	229	110	246	110	83	26
	84%	86%	86%	94%	55%	89%	85%	65%	86%	89%	85%	83%	83%	86%	93%
		E	E*	E*	*	H	H	*						*	**
Texting	292	200	38	35	16	123	146	23	115	167	73	139	73	62	18
	53%	55%	51%	52%	40%	73%	44%	45%	56%	65%	57%	47%	55%	65%	64%
			*	*	*	GH		*						L*	**
Calendaring	159	112	22	24	1	90	62	7	75	89	49	69	37	40	13
	29%	31%	30%	36%	2%	54%	19%	14%	37%	35%	38%	23%	28%	42%	46%
		E	E*	E*	*	GH		*	A					LM*	**
Online storage	150	113	16	19	1	106	38	6	74	100	27	60	41	35	14
	27%	31%	22%	28%	2%	63%	11%	12%	36%	39%	21%	20%	31%	36%	50%
		E	E*	E*	*	GH		*	A	K			L	L*	**
File sharing	132	95	14	21	1	86	41	5	74	88	27	53	27	40	12
	24%	26%	19%	31%	2%	51%	12%	10%	36%	34%	21%	18%	20%	42%	43%
		E	E*	E*	*	GH		*	A	K				LM*	**
Website development tools	116	85	14	16	1	66	45	5	61	71	21	58	21	27	10
	21%	23%	19%	24%	2%	39%	14%	10%	30%	28%	16%	20%	16%	28%	36%
		E	E*	E*	*	GH		*	A	K				M*	**
IM	88	60	13	12	3	58	28	2	45	55	23	29	23	28	8
	16%	16%	18%	18%	8%	35%	8%	4%	22%	21%	18%	10%	17%	29%	29%
			*	*	*	GH		*					L	LM*	**
Videoconferencing	81	52	17	11	1	58	19	4	49	54	20	30	16	22	13
	15%	14%	23%	16%	2%	35%	6%	8%	24%	21%	16%	10%	12%	23%	46%
		E	E*	E*	*	GH		*	A					LM*	**
VoIP	63	46	10	7	-	40	22	1	35	38	9	25	12	18	8
	11%	13%	14%	10%	-	24%	7%	2%	17%	15%	7%	8%	9%	19%	29%
		E	E*	E*	*	GH		*	A	K				LM*	**
Development platform	45	35	7	3	-	34	11	-	31	25	11	14	7	12	12
	8%	10%	9%	4%	-	20%	3%	-	15%	10%	9%	5%	5%	12%	43%
		E	E*	*	*	GH		*	A					L*	**
None of the above	52	27	5	3	15	5	34	13	14	13	9	33	15	4	-
	9%	7%	7%	4%	38%	3%	10%	25%	7%	5%	7%	11%	11%	4%	-
			*	*	BCD*		F	FG*				N		*	**
Sigma	1643	1138	220	214	61	816	728	99	749	929	379	756	382	371	134
	298%	312%	297%	319%	152%	486%	219%	194%	367%	361%	294%	256%	289%	386%	479%
Summary															
At least 7 of 10	47	33	8	6	-	43	4	-	34	32	12	12	9	17	9
	9%	9%	11%	9%	-	26%	1%	-	17%	12%	9%	4%	7%	18%	32%
		E	E*	*	*	GH		*	A					LM*	**

7. Importance of technology to success of business

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Box (Net)	473	251	222	96	192	185	166	307	61	103	169	140
	86%	89%	83%	93%	83%	85%	86%	86%	76%	86%	88%	89%
		B		DE					*		H	H
Very important	274	142	132	65	108	101	102	172	38	49	103	84
	50%	50%	49%	63%	47%	46%	53%	48%	48%	41%	53%	53%
				DE					*		I	I
Somewhat important	199	109	90	31	84	84	64	135	23	54	66	56
	36%	39%	34%	30%	37%	39%	33%	38%	29%	45%	34%	35%
									*	H		
Not very important	78	32	46	7	38	33	27	51	19	17	24	18
	14%	11%	17%	7%	17%	15%	14%	14%	24%	14%	12%	11%
			A		C	C			JK*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

7. Importance of technology to success of business

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Box (Net)	473	128	345	238	235	319	110	25	19	265	208	397	76
	86%	86%	86%	82%	90%	89%	82%	81%	70%	83%	90%	84%	97%
					C	F		*	**		I		K*
Very important	274	68	206	130	144	192	60	14	8	136	138	221	53
	50%	46%	51%	45%	55%	53%	45%	45%	30%	42%	60%	47%	68%
					C			*	**		I		K*
Somewhat important	199	60	139	108	91	127	50	11	11	129	70	176	23
	36%	41%	34%	37%	35%	35%	37%	35%	41%	40%	30%	37%	29%
								*	**	J			*
Not very important	78	20	58	51	27	40	24	6	8	56	22	76	2
	14%	14%	14%	18%	10%	11%	18%	19%	30%	17%	10%	16%	3%
				D			E	*	**	J		L	*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

7. Importance of technology to success of business

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Box (Net)	473	324	66	61	18	166	266	41	186	238	106	242	113	94	24
	86%	89%	89%	91%	45%	99%	80%	80%	91%	93%	82%	82%	86%	98%	86%
		E	E*	E*	*	GH		*		K				LM*	**
Very important	274	197	35	34	6	125	125	24	121	162	56	133	60	61	20
	50%	54%	47%	51%	15%	74%	38%	47%	59%	63%	43%	45%	45%	64%	71%
		E	E*	E*	*	GH		*	A	K				LM*	**
Somewhat important	199	127	31	27	12	41	141	17	65	76	50	109	53	33	4
	36%	35%	42%	40%	30%	24%	42%	33%	32%	30%	39%	37%	40%	34%	14%
			*	*	*		F	*						*	**
Not very important	78	41	8	6	22	2	66	10	18	19	23	53	19	2	4
	14%	11%	11%	9%	55%	1%	20%	20%	9%	7%	18%	18%	14%	2%	14%
			*	*	BCD*		F	F*			J	N	N	*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

8. Tech support management

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
I do it myself	365	201	164	76	158	131	136	229	55	68	137	105
	66%	71%	61%	74%	69%	60%	70%	64%	69%	57%	71%	66%
		B		E					*		I	
Someone on my team	74	35	39	16	22	36	23	51	11	16	23	24
	13%	12%	15%	16%	10%	17%	12%	14%	14%	13%	12%	15%
						D			*			
An outside vendor	67	28	39	8	25	34	17	50	8	20	25	14
	12%	10%	15%	8%	11%	16%	9%	14%	10%	17%	13%	9%
									*			
No one	40	16	24	3	21	16	15	25	6	15	7	12
	7%	6%	9%	3%	9%	7%	8%	7%	8%	12%	4%	8%
					C				*	J		
Not sure	5	3	2	-	4	1	2	3	-	1	1	3
	1%	1%	1%	-	2%	*	1%	1%	-	1%	1%	2%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

8. Tech support management

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
I do it myself	365	97	268	187	178	233	97	20	15	198	167	315	50
	66%	66%	67%	65%	68%	65%	72%	65%	56%	62%	73%	67%	64%
								*	**		I		*
Someone on my team	74	21	53	35	39	48	16	3	7	49	25	60	14
	13%	14%	13%	12%	15%	13%	12%	10%	26%	15%	11%	13%	18%
								*	**				*
An outside vendor	67	17	50	36	31	48	14	3	2	43	24	56	11
	12%	11%	12%	12%	12%	13%	10%	10%	7%	13%	10%	12%	14%
								*	**				*
No one	40	11	29	28	12	26	6	5	3	28	12	38	2
	7%	7%	7%	10%	5%	7%	4%	16%	11%	9%	5%	8%	3%
				D				F*	**				*
Not sure	5	2	3	3	2	4	1	-	-	3	2	4	1
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

8. Tech support management

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
I do it myself	365	365	-	-	-	122	214	29	160	174	85	219	76	50	20
	66%	100%	-	-	-	73%	64%	57%	78%	68%	66%	74%	58%	52%	71%
		CDE	*	*	*	H		*	A			MN		*	**
Someone on my team	74	-	74	-	-	25	41	8	19	37	20	15	25	27	7
	13%	-	100%	-	-	15%	12%	16%	9%	14%	16%	5%	19%	28%	25%
			BDE*	*	*			*					L	L*	**
An outside vendor	67	-	-	67	-	18	41	8	21	34	12	32	16	18	1
	12%	-	-	100%	-	11%	12%	16%	10%	13%	9%	11%	12%	19%	4%
			*	BCE*	*			*						L*	**
No one	40	-	-	-	40	2	32	6	3	10	12	26	13	1	-
	7%	-	-	-	100%	1%	10%	12%	1%	4%	9%	9%	10%	1%	-
	I		*	*	BCD*		F	F*			J	N	N	*	**
Not sure	5	-	-	-	-	1	4	-	1	2	-	3	2	-	-
	1%	-	-	-	-	1%	1%	-	*	1%	-	1%	2%	-	-
			*	*	*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

9. Use of cloud computing technologies

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Yes	168	95	73	52	68	48	57	111	25	19	72	52
	30%	34%	27%	50%	30%	22%	30%	31%	31%	16%	37%	33%
				DE					I*		I	I
No	332	166	166	40	140	152	114	218	50	84	105	93
	60%	59%	62%	39%	61%	70%	59%	61%	62%	70%	54%	59%
					C	CD			*	J		
I don't know what cloud computing is	51	22	29	11	22	18	22	29	5	17	16	13
	9%	8%	11%	11%	10%	8%	11%	8%	6%	14%	8%	8%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

9. Use of cloud computing technologies

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Yes	168	51	117	71	97	128	25	10	5	90	78	133	35
	30%	34%	29%	25%	37%	36%	19%	32%	19%	28%	34%	28%	45%
					C	F		*	**				K*
No	332	83	249	183	149	207	89	16	20	198	134	294	38
	60%	56%	62%	63%	57%	58%	66%	52%	74%	62%	58%	62%	49%
								*	**			L	*
I don't know what cloud computing is	51	14	37	35	16	24	20	5	2	33	18	46	5
	9%	9%	9%	12%	6%	7%	15%	16%	7%	10%	8%	10%	6%
				D			E	*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

9. Use of cloud computing technologies

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Yes	168	122	25	18	2	168	-	-	89	103	40	68	33	46	21
	30%	33%	34%	27%	5%	100%	-	-	44%	40%	31%	23%	25%	48%	75%
		E	E*	E*	*	GH		*	A					LM*	**
No	332	214	41	41	32	-	332	-	100	134	80	198	86	42	6
	60%	59%	55%	61%	80%	-	100%	-	49%	52%	62%	67%	65%	44%	21%
	I		*	*	BCD*		FH	*				N	N	*	**
I don't know what cloud computing is	51	29	8	8	6	-	-	51	15	20	9	29	13	8	1
	9%	8%	11%	12%	15%	-	-	100%	7%	8%	7%	10%	10%	8%	4%
			*	*	*			FG*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

10. Use of non-business technologies

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Yes	204	108	96	49	79	76	86	118	34	39	66	65
	37%	38%	36%	48%	34%	35%	45%	33%	42%	32%	34%	41%
				DE			G		*			
No	347	175	172	54	151	142	107	240	46	81	127	93
	63%	62%	64%	52%	66%	65%	55%	67%	58%	68%	66%	59%
					C	C		F	*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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10. Use of non-business technologies

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Yes	204	62	142	100	104	125	52	16	11	111	93	168	36
	37%	42%	35%	35%	40%	35%	39%	52%	41%	35%	40%	36%	46%
								*	**				*
No	347	86	261	189	158	234	82	15	16	210	137	305	42
	63%	58%	65%	65%	60%	65%	61%	48%	59%	65%	60%	64%	54%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

10. Use of non-business technologies

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Yes	204	160	19	21	3	89	100	15	204	118	42	112	42	36	14
	37%	44%	26%	31%	8%	53%	30%	29%	100%	46%	33%	38%	32%	38%	50%
		CE	E*	E*	*	GH		*	A	K				*	**
No	347	205	55	46	37	79	232	36	-	139	87	183	90	60	14
	63%	56%	74%	69%	92%	47%	70%	71%	-	54%	67%	62%	68%	62%	50%
	I		B*	*	BCD*		F	F*			J			*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

12. Technology challenges facing business today

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Cost needed to maintain and/or upgrade	194	107	87	44	81	69	72	122	28	34	65	67
	35%	38%	32%	43%	35%	32%	37%	34%	35%	28%	34%	42%
									*			I
Security issues	119	72	47	28	43	48	38	81	18	20	47	34
	22%	25%	18%	27%	19%	22%	20%	23%	22%	17%	24%	22%
		B							*			
Mobility - the ability to access your content from multiple devices and any location	88	47	41	18	38	32	30	58	9	12	36	31
	16%	17%	15%	17%	17%	15%	16%	16%	11%	10%	19%	20%
									*		I	I
Breaks in service	69	36	33	17	33	19	30	39	10	11	25	23
	13%	13%	12%	17%	14%	9%	16%	11%	12%	9%	13%	15%
				E					*			
Server/infrastructure management	51	27	24	14	21	16	20	31	9	8	17	17
	9%	10%	9%	14%	9%	7%	10%	9%	11%	7%	9%	11%
									*			
Lack of dedicated IT resources	43	23	20	16	13	14	22	21	10	5	16	12
	8%	8%	7%	16%	6%	6%	11%	6%	12%	4%	8%	8%
				DE			G		I*			
Version control, collaboration	37	25	12	15	10	12	21	16	7	6	12	12
	7%	9%	4%	15%	4%	6%	11%	4%	9%	5%	6%	8%
		B		DE			G		*			
None of the above	251	115	136	31	106	114	82	169	38	60	89	64
	46%	41%	51%	30%	46%	52%	42%	47%	48%	50%	46%	41%
			A		C	C			*			
Sigma	852	452	400	183	345	324	315	537	129	156	307	260
	155%	160%	149%	178%	150%	149%	163%	150%	161%	130%	159%	165%
Summary												
At least 4 of 7	35	20	15	10	12	13	14	21	6	1	14	14
	6%	7%	6%	10%	5%	6%	7%	6%	8%	1%	7%	9%
									I*		I	I

12. Technology challenges facing business today

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Cost needed to maintain and/or upgrade	194	55	139	89	105	132	39	11	12	107	87	161	33
	35%	37%	34%	31%	40%	37%	29%	35%	44%	33%	38%	34%	42%
					C			*	**				*
Security issues	119	27	92	50	69	83	24	3	9	63	56	103	16
	22%	18%	23%	17%	26%	23%	18%	10%	33%	20%	24%	22%	21%
					C			*	**				*
Mobility - the ability to access your content from multiple devices and any location	88	26	62	35	53	63	18	3	4	45	43	72	16
	16%	18%	15%	12%	20%	18%	13%	10%	15%	14%	19%	15%	21%
					C			*	**				*
Breaks in service	69	20	49	32	37	51	12	3	3	38	31	57	12
	13%	14%	12%	11%	14%	14%	9%	10%	11%	12%	13%	12%	15%
								*	**				*
Server/infrastructure management	51	18	33	24	27	34	14	1	2	28	23	41	10
	9%	12%	8%	8%	10%	9%	10%	3%	7%	9%	10%	9%	13%
								*	**				*
Lack of dedicated IT resources	43	13	30	25	18	29	10	2	2	22	21	38	5
	8%	9%	7%	9%	7%	8%	7%	6%	7%	7%	9%	8%	6%
								*	**				*
Version control, collaboration	37	10	27	18	19	24	11	-	2	20	17	26	11
	7%	7%	7%	6%	7%	7%	8%	-	7%	6%	7%	5%	14%
								*	**				K*
None of the above	251	62	189	150	101	150	72	17	12	161	90	226	25
	46%	42%	47%	52%	39%	42%	54%	55%	44%	50%	39%	48%	32%
				D			E	*	**	J		L	*
Sigma	852	231	621	423	429	566	200	40	46	484	368	724	128
	155%	156%	154%	146%	164%	158%	149%	129%	170%	151%	160%	153%	164%
Summary													
At least 4 of 7	35	9	26	14	21	22	10	-	3	16	19	29	6
	6%	6%	6%	5%	8%	6%	7%	-	11%	5%	8%	6%	8%
								*	**				*

12. Technology challenges facing business today

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Cost needed to maintain and/or upgrade	194	129	26	32	6	82	101	11	87	113	31	91	53	41	9
	35%	35%	35%	48%	15%	49%	30%	22%	43%	44%	24%	31%	40%	43%	32%
		E	E*	E*	*	GH		*		K				L*	**
Security issues	119	82	15	19	3	66	52	1	56	64	28	51	29	28	11
	22%	22%	20%	28%	8%	39%	16%	2%	27%	25%	22%	17%	22%	29%	39%
		E	*	E*	*	GH	H	*						L*	**
Mobility - the ability to access your content from multiple devices and any location	88	65	11	10	2	55	29	4	46	56	15	40	17	22	9
	16%	18%	15%	15%	5%	33%	9%	8%	23%	22%	12%	14%	13%	23%	32%
		E	*	*	*	GH		*	A	K				LM*	**
Breaks in service	69	51	7	9	1	39	29	1	37	38	16	27	20	15	7
	13%	14%	9%	13%	2%	23%	9%	2%	18%	15%	12%	9%	15%	16%	25%
		E	*	*	*	GH		*	A					*	**
Server/infrastructure management	51	34	11	5	1	31	19	1	28	33	9	15	11	16	9
	9%	9%	15%	7%	2%	18%	6%	2%	14%	13%	7%	5%	8%	17%	32%
			E*	*	*	GH		*						L*	**
Lack of dedicated IT resources	43	29	5	7	2	23	19	1	26	27	7	15	9	9	10
	8%	8%	7%	10%	5%	14%	6%	2%	13%	11%	5%	5%	7%	9%	36%
			*	*	*	GH		*	A					*	**
Version control, collaboration	37	29	7	-	1	28	8	1	25	25	6	12	8	10	7
	7%	8%	9%	-	2%	17%	2%	2%	12%	10%	5%	4%	6%	10%	25%
		D	D*	*	*	GH		*	A					L*	**
None of the above	251	163	32	23	30	32	185	34	69	88	70	159	56	31	5
	46%	45%	43%	34%	75%	19%	56%	67%	34%	34%	54%	54%	42%	32%	18%
	I		*	*	BCD*		F	F*			J	MN		*	**
Sigma	852	582	114	105	46	356	442	54	374	444	182	410	203	172	67
	155%	159%	154%	157%	115%	212%	133%	106%	183%	173%	141%	139%	154%	179%	239%
Summary															
At least 4 of 7	35	27	4	3	1	29	6	-	20	22	5	10	9	11	5
	6%	7%	5%	4%	2%	17%	2%	-	10%	9%	4%	3%	7%	11%	18%
			*	*	*	GH		*						L*	**

13_1. Prioritization of technological upgrades - Laptop or desktop computers

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	187	87	100	27	86	74	71	116	27	46	61	53
	34%	31%	37%	26%	37%	34%	37%	32%	34%	38%	32%	34%
					C				*			
2	111	66	45	22	44	45	36	75	24	21	35	31
	20%	23%	17%	21%	19%	21%	19%	21%	30%	18%	18%	20%
									IJ*			
3	77	42	35	11	28	38	25	52	9	15	34	19
	14%	15%	13%	11%	12%	17%	13%	15%	11%	12%	18%	12%
									*			
4	52	32	20	9	22	21	19	33	4	9	23	16
	9%	11%	7%	9%	10%	10%	10%	9%	5%	8%	12%	10%
									*			
5	39	21	18	12	14	13	13	26	7	12	6	14
	7%	7%	7%	12%	6%	6%	7%	7%	9%	10%	3%	9%
									J*	J		J
6	27	12	15	4	15	8	5	22	4	4	11	8
	5%	4%	6%	4%	7%	4%	3%	6%	5%	3%	6%	5%
									*			
7	41	14	27	14	15	12	20	21	3	11	15	12
	7%	5%	10%	14%	7%	6%	10%	6%	4%	9%	8%	8%
			A	DE					*			
8 - Least important priority	17	9	8	4	6	7	4	13	2	2	8	5
	3%	3%	3%	4%	3%	3%	2%	4%	2%	2%	4%	3%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	298	153	145	49	130	119	107	191	51	67	96	84
	54%	54%	54%	48%	57%	55%	55%	53%	64%	56%	50%	53%
									J*			
Top 3 Box - (1 - Most important priority/2/3)	375	195	180	60	158	157	132	243	60	82	130	103
	68%	69%	67%	58%	69%	72%	68%	68%	75%	68%	67%	65%
						C			*			
Bottom 3 Box - (6/7/8 - Least important priority)	85	35	50	22	36	27	29	56	9	17	34	25
	15%	12%	19%	21%	16%	12%	15%	16%	11%	14%	18%	16%
			A	E					*			
Bottom 2 Box - (7/8 - Least important priority)	58	23	35	18	21	19	24	34	5	13	23	17
	11%	8%	13%	17%	9%	9%	12%	9%	6%	11%	12%	11%
				DE					*			

Mean	3	2.9	3	3.4	2.9	2.8	2.9	3	2.7	2.9	3.1	3
				DE					*			

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13_1. Prioritization of technological upgrades - Laptop or desktop computers

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	187	51	136	105	82	119	50	11	7	105	82	161	26
	34%	34%	34%	36%	31%	33%	37%	35%	26%	33%	36%	34%	33%
								*	**				*
2	111	28	83	57	54	76	22	6	7	64	47	95	16
	20%	19%	21%	20%	21%	21%	16%	19%	26%	20%	20%	20%	21%
								*	**				*
3	77	17	60	42	35	43	25	2	7	48	29	67	10
	14%	11%	15%	15%	13%	12%	19%	6%	26%	15%	13%	14%	13%
								*	**				*
4	52	13	39	24	28	34	12	2	4	29	23	45	7
	9%	9%	10%	8%	11%	9%	9%	6%	15%	9%	10%	10%	9%
								*	**				*
5	39	10	29	19	20	26	10	3	-	18	21	34	5
	7%	7%	7%	7%	8%	7%	7%	10%	-	6%	9%	7%	6%
								*	**				*
6	27	4	23	8	19	22	3	1	1	19	8	22	5
	5%	3%	6%	3%	7%	6%	2%	3%	4%	6%	3%	5%	6%
					C			*	**				*
7	41	19	22	23	18	26	9	5	1	27	14	32	9
	7%	13%	5%	8%	7%	7%	7%	16%	4%	8%	6%	7%	12%
		B						*	**				*
8 - Least important priority	17	6	11	11	6	13	3	1	-	11	6	17	-
	3%	4%	3%	4%	2%	4%	2%	3%	-	3%	3%	4%	-
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	298	79	219	162	136	195	72	17	14	169	129	256	42
	54%	53%	54%	56%	52%	54%	54%	55%	52%	53%	56%	54%	54%
								*	**				*
Top 3 Box - (1 - Most important priority/2/3)	375	96	279	204	171	238	97	19	21	217	158	323	52
	68%	65%	69%	71%	65%	66%	72%	61%	78%	68%	69%	68%	67%
								*	**				*
Bottom 3 Box - (6/7/8 - Least important priority)	85	29	56	42	43	61	15	7	2	57	28	71	14
	15%	20%	14%	15%	16%	17%	11%	23%	7%	18%	12%	15%	18%
								*	**				*
Bottom 2 Box - (7/8 - Least important priority)	58	25	33	34	24	39	12	6	1	38	20	49	9
	11%	17%	8%	12%	9%	11%	9%	19%	4%	12%	9%	10%	12%
		B						*	**				*
Mean	3	3.1	2.9	2.9	3	3	2.8	3.3	2.6	3	2.8	2.9	3

								*	**				*
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13_1. Prioritization of technological upgrades - Laptop or desktop computers

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	187	140	18	13	15	48	123	16	79	80	45	114	39	26	8
	34%	38%	24%	19%	38%	29%	37%	31%	39%	31%	35%	39%	30%	27%	29%
		CD	*	*	D*			*				N		*	**
2	111	72	14	14	10	28	71	12	38	52	31	58	25	23	5
	20%	20%	19%	21%	25%	17%	21%	24%	19%	20%	24%	20%	19%	24%	18%
			*	*	*			*						*	**
3	77	47	12	11	6	19	52	6	16	39	12	42	23	11	1
	14%	13%	16%	16%	15%	11%	16%	12%	8%	15%	9%	14%	17%	11%	4%
	I		*	*	*			*						*	**
4	52	34	4	7	6	22	25	5	19	27	10	29	9	10	4
	9%	9%	5%	10%	15%	13%	8%	10%	9%	11%	8%	10%	7%	10%	14%
			*	*	*	G		*						*	**
5	39	22	8	9	-	11	20	8	12	22	6	17	7	12	3
	7%	6%	11%	13%	-	7%	6%	16%	6%	9%	5%	6%	5%	12%	11%
			E*	BE*	*			FG*						L*	**
6	27	15	8	4	-	11	13	3	10	11	8	11	10	5	1
	5%	4%	11%	6%	-	7%	4%	6%	5%	4%	6%	4%	8%	5%	4%
			BE*	*	*			*						*	**
7	41	19	9	9	3	20	20	1	20	15	13	18	13	7	3
	7%	5%	12%	13%	8%	12%	6%	2%	10%	6%	10%	6%	10%	7%	11%
			B*	B*	*	GH		*						*	**
8 - Least important priority	17	16	1	-	-	9	8	-	10	11	4	6	6	2	3
	3%	4%	1%	-	-	5%	2%	-	5%	4%	3%	2%	5%	2%	11%
			*	*	*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	298	212	32	27	25	76	194	28	117	132	76	172	64	49	13
	54%	58%	43%	40%	62%	45%	58%	55%	57%	51%	59%	58%	48%	51%	46%
		CD	*	*	D*		F	*						*	**
Top 3 Box - (1 - Most important priority/2/3)	375	259	44	38	31	95	246	34	133	171	88	214	87	60	14
	68%	71%	59%	57%	78%	57%	74%	67%	65%	67%	68%	73%	66%	62%	50%
		D	*	*	D*		F	*						*	**
Bottom 3 Box - (6/7/8 - Least important priority)	85	50	18	13	3	40	41	4	40	37	25	35	29	14	7
	15%	14%	24%	19%	8%	24%	12%	8%	20%	14%	19%	12%	22%	15%	25%
			BE*	*	*	GH		*					L	*	**
Bottom 2 Box - (7/8 - Least important priority)	58	35	10	9	3	29	28	1	30	26	17	24	19	9	6
	11%	10%	14%	13%	8%	17%	8%	2%	15%	10%	13%	8%	14%	9%	21%
			*	*	*	GH		*					L	*	**
Mean	3	2.8	3.5	3.5	2.4	3.5	2.7	2.8	3	3	3	2.7	3.2	3.1	3.7
			BE*	BE*	*	G		*					L	*	**

13_2. Prioritization of technological upgrades - Mobile devices (tablets, smartphones)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	58	27	31	10	27	21	22	36	8	12	22	16
	11%	10%	12%	10%	12%	10%	11%	10%	10%	10%	11%	10%
									*			
2	88	39	49	18	42	28	30	58	13	17	31	27
	16%	14%	18%	17%	18%	13%	16%	16%	16%	14%	16%	17%
									*			
3	94	53	41	17	42	35	26	68	14	22	29	29
	17%	19%	15%	17%	18%	16%	13%	19%	18%	18%	15%	18%
									*			
4	82	39	43	16	33	33	35	47	8	23	31	20
	15%	14%	16%	16%	14%	15%	18%	13%	10%	19%	16%	13%
									*			
5	82	43	39	14	32	36	29	53	13	16	31	22
	15%	15%	15%	14%	14%	17%	15%	15%	16%	13%	16%	14%
									*			
6	57	28	29	6	23	28	19	38	11	9	18	19
	10%	10%	11%	6%	10%	13%	10%	11%	14%	8%	9%	12%
									*			
7	53	32	21	11	18	24	19	34	7	15	16	15
	10%	11%	8%	11%	8%	11%	10%	9%	9%	12%	8%	9%
									*			
8 - Least important priority	37	22	15	11	13	13	13	24	6	6	15	10
	7%	8%	6%	11%	6%	6%	7%	7%	8%	5%	8%	6%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	146	66	80	28	69	49	52	94	21	29	53	43
	26%	23%	30%	27%	30%	22%	27%	26%	26%	24%	27%	27%
									*			
Top 3 Box - (1 - Most important priority/2/3)	240	119	121	45	111	84	78	162	35	51	82	72
	44%	42%	45%	44%	48%	39%	40%	45%	44%	42%	42%	46%
					E				*			
Bottom 3 Box - (6/7/8 - Least important priority)	147	82	65	28	54	65	51	96	24	30	49	44
	27%	29%	24%	27%	23%	30%	26%	27%	30%	25%	25%	28%
									*			
Bottom 2 Box - (7/8 - Least important priority)	90	54	36	22	31	37	32	58	13	21	31	25
	16%	19%	13%	21%	13%	17%	17%	16%	16%	18%	16%	16%
									*			

Mean	4.1	4.3	4	4.2	3.9	4.3	4.1	4.1	4.2	4.1	4.1	4.1
						D			*			

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13_2. Prioritization of technological upgrades - Mobile devices (tablets, smartphones)

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	58	17	41	31	27	30	20	3	5	36	22	51	7
	11%	11%	10%	11%	10%	8%	15%	10%	19%	11%	10%	11%	9%
							E	*	**				*
2	88	29	59	47	41	61	19	4	4	54	34	75	13
	16%	20%	15%	16%	16%	17%	14%	13%	15%	17%	15%	16%	17%
								*	**				*
3	94	30	64	45	49	66	18	6	4	58	36	81	13
	17%	20%	16%	16%	19%	18%	13%	19%	15%	18%	16%	17%	17%
								*	**				*
4	82	23	59	49	33	44	26	9	3	41	41	70	12
	15%	16%	15%	17%	13%	12%	19%	29%	11%	13%	18%	15%	15%
							E	E*	**				*
5	82	20	62	48	34	58	18	3	3	47	35	71	11
	15%	14%	15%	17%	13%	16%	13%	10%	11%	15%	15%	15%	14%
								*	**				*
6	57	7	50	28	29	33	18	4	2	33	24	49	8
	10%	5%	12%	10%	11%	9%	13%	13%	7%	10%	10%	10%	10%
			A					*	**				*
7	53	9	44	26	27	36	11	1	5	28	25	47	6
	10%	6%	11%	9%	10%	10%	8%	3%	19%	9%	11%	10%	8%
								*	**				*
8 - Least important priority	37	13	24	15	22	31	4	1	1	24	13	29	8
	7%	9%	6%	5%	8%	9%	3%	3%	4%	7%	6%	6%	10%
						F		*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	146	46	100	78	68	91	39	7	9	90	56	126	20
	26%	31%	25%	27%	26%	25%	29%	23%	33%	28%	24%	27%	26%
								*	**				*
Top 3 Box - (1 - Most important priority/2/3)	240	76	164	123	117	157	57	13	13	148	92	207	33
	44%	51%	41%	43%	45%	44%	43%	42%	48%	46%	40%	44%	42%
		B						*	**				*
Bottom 3 Box - (6/7/8 - Least important priority)	147	29	118	69	78	100	33	6	8	85	62	125	22
	27%	20%	29%	24%	30%	28%	25%	19%	30%	26%	27%	26%	28%
			A					*	**				*
Bottom 2 Box - (7/8 - Least important priority)	90	22	68	41	49	67	15	2	6	52	38	76	14
	16%	15%	17%	14%	19%	19%	11%	6%	22%	16%	17%	16%	18%
						F		*	**				*
Mean	4.1	3.8	4.2	4	4.2	4.2	3.9	3.8	4	4.1	4.2	4.1	4.2

								*	**				*
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13_2. Prioritization of technological upgrades - Mobile devices (tablets, smartphones)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	58	37	8	7	6	14	39	5	18	25	17	39	11	7	1
	11%	10%	11%	10%	15%	8%	12%	10%	9%	10%	13%	13%	8%	7%	4%
			*	*	*			*						*	**
2	88	55	14	9	8	34	48	6	32	41	24	49	20	15	4
	16%	15%	19%	13%	20%	20%	14%	12%	16%	16%	19%	17%	15%	16%	14%
			*	*	*			*						*	**
3	94	61	15	10	7	28	53	13	36	40	30	50	19	19	6
	17%	17%	20%	15%	18%	17%	16%	25%	18%	16%	23%	17%	14%	20%	21%
			*	*	*			*						*	**
4	82	57	8	9	7	20	58	4	28	38	19	42	23	14	3
	15%	16%	11%	13%	18%	12%	17%	8%	14%	15%	15%	14%	17%	15%	11%
			*	*	*			*						*	**
5	82	52	10	9	10	23	51	8	32	42	14	45	22	9	6
	15%	14%	14%	13%	25%	14%	15%	16%	16%	16%	11%	15%	17%	9%	21%
			*	*	*			*						*	**
6	57	41	7	9	-	22	28	7	22	29	8	33	13	8	3
	10%	11%	9%	13%	-	13%	8%	14%	11%	11%	6%	11%	10%	8%	11%
		E	E*	E*	*			*						*	**
7	53	38	8	6	1	10	38	5	20	23	11	24	14	10	5
	10%	10%	11%	9%	2%	6%	11%	10%	10%	9%	9%	8%	11%	10%	18%
			*	*	*		F	*						*	**
8 - Least important priority	37	24	4	8	1	17	17	3	16	19	6	13	10	14	-
	7%	7%	5%	12%	2%	10%	5%	6%	8%	7%	5%	4%	8%	15%	-
			*	*	*	G		*						L*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	146	92	22	16	14	48	87	11	50	66	41	88	31	22	5
	26%	25%	30%	24%	35%	29%	26%	22%	25%	26%	32%	30%	23%	23%	18%
			*	*	*			*						*	**
Top 3 Box - (1 - Most important priority/2/3)	240	153	37	26	21	76	140	24	86	106	71	138	50	41	11
	44%	42%	50%	39%	52%	45%	42%	47%	42%	41%	55%	47%	38%	43%	39%
			*	*	*			*			J			*	**
Bottom 3 Box - (6/7/8 - Least important priority)	147	103	19	23	2	49	83	15	58	71	25	70	37	32	8
	27%	28%	26%	34%	5%	29%	25%	29%	28%	28%	19%	24%	28%	33%	29%
		E	E*	E*	*			*						*	**
Bottom 2 Box - (7/8 - Least important priority)	90	62	12	14	2	27	55	8	36	42	17	37	24	24	5
	16%	17%	16%	21%	5%	16%	17%	16%	18%	16%	13%	13%	18%	25%	18%
		E	*	E*	*			*						L*	**
Mean	4.1	4.2	4	4.4	3.4	4.2	4.1	4.2	4.2	4.2	3.7	3.9	4.3	4.4	4.4
		E	*	E*	*			*		K				L*	**

13_3. Prioritization of technological upgrades - Email service

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	49	29	20	9	19	21	14	35	6	11	15	17
	9%	10%	7%	9%	8%	10%	7%	10%	8%	9%	8%	11%
									*			
2	78	44	34	14	37	27	34	44	11	20	29	18
	14%	16%	13%	14%	16%	12%	18%	12%	14%	17%	15%	11%
									*			
3	69	29	40	11	27	31	21	48	10	15	24	20
	13%	10%	15%	11%	12%	14%	11%	13%	12%	12%	12%	13%
									*			
4	97	49	48	16	37	44	32	65	17	23	29	28
	18%	17%	18%	16%	16%	20%	17%	18%	21%	19%	15%	18%
									*			
5	62	30	32	9	25	28	24	38	7	14	22	19
	11%	11%	12%	9%	11%	13%	12%	11%	9%	12%	11%	12%
									*			
6	75	38	37	18	35	22	29	46	8	20	27	20
	14%	13%	14%	17%	15%	10%	15%	13%	10%	17%	14%	13%
									*			
7	64	37	27	13	25	26	24	40	10	12	25	17
	12%	13%	10%	13%	11%	12%	12%	11%	12%	10%	13%	11%
									*			
8 - Least important priority	57	27	30	13	25	19	15	42	11	5	22	19
	10%	10%	11%	13%	11%	9%	8%	12%	14%	4%	11%	12%
									I*		I	I
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	127	73	54	23	56	48	48	79	17	31	44	35
	23%	26%	20%	22%	24%	22%	25%	22%	21%	26%	23%	22%
									*			
Top 3 Box - (1 - Most important priority/2/3)	196	102	94	34	83	79	69	127	27	46	68	55
	36%	36%	35%	33%	36%	36%	36%	35%	34%	38%	35%	35%
									*			
Bottom 3 Box - (6/7/8 - Least important priority)	196	102	94	44	85	67	68	128	29	37	74	56
	36%	36%	35%	43%	37%	31%	35%	36%	36%	31%	38%	35%
				E					*			
Bottom 2 Box - (7/8 - Least important priority)	121	64	57	26	50	45	39	82	21	17	47	36
	22%	23%	21%	25%	22%	21%	20%	23%	26%	14%	24%	23%
									I*		I	

Mean	4.5	4.4	4.5	4.7	4.5	4.4	4.4	4.5	4.6	4.2	4.6	4.5
									*			

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13_3. Prioritization of technological upgrades - Email service

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	49	13	36	25	24	32	11	4	2	30	19	44	5
	9%	9%	9%	9%	9%	9%	8%	13%	7%	9%	8%	9%	6%
								*	**				*
2	78	28	50	54	24	47	25	5	1	38	40	71	7
	14%	19%	12%	19%	9%	13%	19%	16%	4%	12%	17%	15%	9%
				D				*	**				*
3	69	21	48	36	33	38	21	5	5	44	25	63	6
	13%	14%	12%	12%	13%	11%	16%	16%	19%	14%	11%	13%	8%
								*	**				*
4	97	21	76	55	42	65	23	5	4	59	38	82	15
	18%	14%	19%	19%	16%	18%	17%	16%	15%	18%	17%	17%	19%
								*	**				*
5	62	13	49	25	37	42	13	3	4	45	17	51	11
	11%	9%	12%	9%	14%	12%	10%	10%	15%	14%	7%	11%	14%
				C				*	**	J			*
6	75	24	51	43	32	56	11	5	3	37	38	62	13
	14%	16%	13%	15%	12%	16%	8%	16%	11%	12%	17%	13%	17%
						F		*	**				*
7	64	14	50	31	33	44	12	3	5	39	25	53	11
	12%	9%	12%	11%	13%	12%	9%	10%	19%	12%	11%	11%	14%
								*	**				*
8 - Least important priority	57	14	43	20	37	35	18	1	3	29	28	47	10
	10%	9%	11%	7%	14%	10%	13%	3%	11%	9%	12%	10%	13%
					C			*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	127	41	86	79	48	79	36	9	3	68	59	115	12
	23%	28%	21%	27%	18%	22%	27%	29%	11%	21%	26%	24%	15%
				D				*	**				*
Top 3 Box - (1 - Most important priority/2/3)	196	62	134	115	81	117	57	14	8	112	84	178	18
	36%	42%	33%	40%	31%	33%	43%	45%	30%	35%	37%	38%	23%
				D			E	*	**			L	*
Bottom 3 Box - (6/7/8 - Least important priority)	196	52	144	94	102	135	41	9	11	105	91	162	34
	36%	35%	36%	33%	39%	38%	31%	29%	41%	33%	40%	34%	44%
								*	**				*
Bottom 2 Box - (7/8 - Least important priority)	121	28	93	51	70	79	30	4	8	68	53	100	21
	22%	19%	23%	18%	27%	22%	22%	13%	30%	21%	23%	21%	27%
					C			*	**				*
Mean	4.5	4.3	4.5	4.2	4.7	4.6	4.3	4	4.9	4.4	4.5	4.4	5

					C			*	**				K*
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13_3. Prioritization of technological upgrades - Email service

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	49	31	4	7	6	14	27	8	16	17	18	22	16	6	5
	9%	8%	5%	10%	15%	8%	8%	16%	8%	7%	14%	7%	12%	6%	18%
			*	*	*			*			J			*	**
2	78	58	2	8	9	13	59	6	20	37	11	41	21	11	5
	14%	16%	3%	12%	22%	8%	18%	12%	10%	14%	9%	14%	16%	11%	18%
		C	*	C*	C*		F	*						*	**
3	69	49	8	4	7	24	40	5	31	36	12	43	15	7	4
	13%	13%	11%	6%	18%	14%	12%	10%	15%	14%	9%	15%	11%	7%	14%
			*	*	*			*						*	**
4	97	57	16	17	5	20	66	11	33	38	28	51	33	13	-
	18%	16%	22%	25%	12%	12%	20%	22%	16%	15%	22%	17%	25%	14%	-
			*	*	*		F	*					N	*	**
5	62	38	10	8	6	18	39	5	20	25	17	37	10	15	-
	11%	10%	14%	12%	15%	11%	12%	10%	10%	10%	13%	13%	8%	16%	-
			*	*	*			*						*	**
6	75	46	15	10	4	30	39	6	28	42	17	35	11	20	9
	14%	13%	20%	15%	10%	18%	12%	12%	14%	16%	13%	12%	8%	21%	32%
			*	*	*			*						LM*	**
7	64	44	9	10	1	25	35	4	25	31	11	35	14	12	3
	12%	12%	12%	15%	2%	15%	11%	8%	12%	12%	9%	12%	11%	12%	11%
			*	E*	*			*						*	**
8 - Least important priority	57	42	10	3	2	24	27	6	31	31	15	31	12	12	2
	10%	12%	14%	4%	5%	14%	8%	12%	15%	12%	12%	11%	9%	12%	7%
			*	*	*	G		*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	127	89	6	15	15	27	86	14	36	54	29	63	37	17	10
	23%	24%	8%	22%	38%	16%	26%	27%	18%	21%	22%	21%	28%	18%	36%
		C	*	C*	C*		F	*						*	**
Top 3 Box - (1 - Most important priority/2/3)	196	138	14	19	22	51	126	19	67	90	41	106	52	24	14
	36%	38%	19%	28%	55%	30%	38%	37%	33%	35%	32%	36%	39%	25%	50%
		C	*	*	BCD*			*				N	N	*	**
Bottom 3 Box - (6/7/8 - Least important priority)	196	132	34	23	7	79	101	16	84	104	43	101	37	44	14
	36%	36%	46%	34%	18%	47%	30%	31%	41%	40%	33%	34%	28%	46%	50%
		E	E*	*	*	GH		*						LM*	**
Bottom 2 Box - (7/8 - Least important priority)	121	86	19	13	3	49	62	10	56	62	26	66	26	24	5
	22%	24%	26%	19%	8%	29%	19%	20%	27%	24%	20%	22%	20%	25%	18%
		E	E*	*	*	G		*						*	**
Mean	4.5	4.5		4.4	3.6	4.9	4.3	4.2	4.8	4.6	4.4	4.5	4.1	5	4.2
		E	BDE*	E*	*	GH		*						M*	**

13_4. Prioritization of technological upgrades - Website

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	120	61	59	27	49	44	41	79	21	21	50	28
	22%	22%	22%	26%	21%	20%	21%	22%	26%	18%	26%	18%
									*			
2	83	38	45	15	31	37	32	51	11	15	28	29
	15%	13%	17%	15%	13%	17%	17%	14%	14%	12%	15%	18%
									*			
3	73	35	38	10	34	29	28	45	10	12	28	23
	13%	12%	14%	10%	15%	13%	15%	13%	12%	10%	15%	15%
									*			
4	69	42	27	13	30	26	24	45	8	21	19	21
	13%	15%	10%	13%	13%	12%	12%	13%	10%	18%	10%	13%
									*	J		
5	50	24	26	12	20	18	21	29	7	8	17	18
	9%	8%	10%	12%	9%	8%	11%	8%	9%	7%	9%	11%
									*			
6	48	25	23	7	19	22	16	32	7	12	18	11
	9%	9%	9%	7%	8%	10%	8%	9%	9%	10%	9%	7%
									*			
7	51	22	29	6	27	18	14	37	7	13	22	9
	9%	8%	11%	6%	12%	8%	7%	10%	9%	11%	11%	6%
									*			
8 - Least important priority	57	36	21	13	20	24	17	40	9	18	11	19
	10%	13%	8%	13%	9%	11%	9%	11%	11%	15%	6%	12%
									*	J		J
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	203	99	104	42	80	81	73	130	32	36	78	57
	37%	35%	39%	41%	35%	37%	38%	36%	40%	30%	40%	36%
									*			
Top 3 Box - (1 - Most important priority/2/3)	276	134	142	52	114	110	101	175	42	48	106	80
	50%	47%	53%	50%	50%	50%	52%	49%	52%	40%	55%	51%
									*		I	
Bottom 3 Box - (6/7/8 - Least important priority)	156	83	73	26	66	64	47	109	23	43	51	39
	28%	29%	27%	25%	29%	29%	24%	30%	29%	36%	26%	25%
									*	K		
Bottom 2 Box - (7/8 - Least important priority)	108	58	50	19	47	42	31	77	16	31	33	28
	20%	20%	19%	18%	20%	19%	16%	22%	20%	26%	17%	18%
									*			

Mean	3.9	4	3.8	3.8	3.9	3.9	3.7	3.9	3.8	4.3	3.6	3.9
									*	J		

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13_4. Prioritization of technological upgrades - Website

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	120	35	85	65	55	77	30	7	6	73	47	102	18
	22%	24%	21%	22%	21%	21%	22%	23%	22%	23%	20%	22%	23%
								*	**				*
2	83	21	62	40	43	43	30	5	5	53	30	65	18
	15%	14%	15%	14%	16%	12%	22%	16%	19%	17%	13%	14%	23%
							E	*	**				K*
3	73	13	60	40	33	51	18	4	-	35	38	63	10
	13%	9%	15%	14%	13%	14%	13%	13%	-	11%	17%	13%	13%
								*	**				*
4	69	22	47	40	29	51	10	5	3	40	29	65	4
	13%	15%	12%	14%	11%	14%	7%	16%	11%	12%	13%	14%	5%
						F		*	**			L	*
5	50	16	34	28	22	32	10	3	5	26	24	38	12
	9%	11%	8%	10%	8%	9%	7%	10%	19%	8%	10%	8%	15%
								*	**				K*
6	48	12	36	27	21	32	12	-	4	27	21	39	9
	9%	8%	9%	9%	8%	9%	9%	-	15%	8%	9%	8%	12%
								*	**				*
7	51	16	35	23	28	34	13	2	2	31	20	48	3
	9%	11%	9%	8%	11%	9%	10%	6%	7%	10%	9%	10%	4%
								*	**				*
8 - Least important priority	57	13	44	26	31	39	11	5	2	36	21	53	4
	10%	9%	11%	9%	12%	11%	8%	16%	7%	11%	9%	11%	5%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	203	56	147	105	98	120	60	12	11	126	77	167	36
	37%	38%	36%	36%	37%	33%	45%	39%	41%	39%	33%	35%	46%
							E	*	**				*
Top 3 Box - (1 - Most important priority/2/3)	276	69	207	145	131	171	78	16	11	161	115	230	46
	50%	47%	51%	50%	50%	48%	58%	52%	41%	50%	50%	49%	59%
							E	*	**				*
Bottom 3 Box - (6/7/8 - Least important priority)	156	41	115	76	80	105	36	7	8	94	62	140	16
	28%	28%	29%	26%	31%	29%	27%	23%	30%	29%	27%	30%	21%
								*	**				*
Bottom 2 Box - (7/8 - Least important priority)	108	29	79	49	59	73	24	7	4	67	41	101	7
	20%	20%	20%	17%	23%	20%	18%	23%	15%	21%	18%	21%	9%
								*	**			L	*
Mean	3.9	3.9	3.9	3.8	4	4	3.6	3.8	4	3.9	3.9	3.9	3.4

								*	**				*
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13_4. Prioritization of technological upgrades - Website

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	120	75	16	18	8	28	80	12	41	62	24	63	35	20	2
	22%	21%	22%	27%	20%	17%	24%	24%	20%	24%	19%	21%	27%	21%	7%
			*	*	*			*						*	**
2	83	57	16	7	3	29	49	5	43	42	21	44	24	12	3
	15%	16%	22%	10%	8%	17%	15%	10%	21%	16%	16%	15%	18%	12%	11%
			*	*	*			*	A					*	**
3	73	53	6	9	5	24	41	8	25	32	16	44	18	10	1
	13%	15%	8%	13%	12%	14%	12%	16%	12%	12%	12%	15%	14%	10%	4%
			*	*	*			*						*	**
4	69	44	12	7	6	22	41	6	24	34	14	34	11	16	8
	13%	12%	16%	10%	15%	13%	12%	12%	12%	13%	11%	12%	8%	17%	29%
			*	*	*			*						*	**
5	50	33	12	2	3	15	29	6	21	25	12	21	14	11	4
	9%	9%	16%	3%	8%	9%	9%	12%	10%	10%	9%	7%	11%	11%	14%
			D*	*	*			*						*	**
6	48	33	3	5	6	11	33	4	15	18	12	26	10	8	4
	9%	9%	4%	7%	15%	7%	10%	8%	7%	7%	9%	9%	8%	8%	14%
			*	*	C*			*						*	**
7	51	35	5	9	2	18	28	5	17	21	16	33	7	9	2
	9%	10%	7%	13%	5%	11%	8%	10%	8%	8%	12%	11%	5%	9%	7%
			*	*	*			*						*	**
8 - Least important priority	57	35	4	10	7	21	31	5	18	23	14	30	13	10	4
	10%	10%	5%	15%	18%	12%	9%	10%	9%	9%	11%	10%	10%	10%	14%
			*	*	C*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	203	132	32	25	11	57	129	17	84	104	45	107	59	32	5
	37%	36%	43%	37%	28%	34%	39%	33%	41%	40%	35%	36%	45%	33%	18%
			*	*	*			*						*	**
Top 3 Box - (1 - Most important priority/2/3)	276	185	38	34	16	81	170	25	109	136	61	151	77	42	6
	50%	51%	51%	51%	40%	48%	51%	49%	53%	53%	47%	51%	58%	44%	21%
			*	*	*			*					N	*	**
Bottom 3 Box - (6/7/8 - Least important priority)	156	103	12	24	15	50	92	14	50	62	42	89	30	27	10
	28%	28%	16%	36%	38%	30%	28%	27%	25%	24%	33%	30%	23%	28%	36%
		C	*	C*	C*			*						*	**
Bottom 2 Box - (7/8 - Least important priority)	108	70	9	19	9	39	59	10	35	44	30	63	20	19	6
	20%	19%	12%	28%	22%	23%	18%	20%	17%	17%	23%	21%	15%	20%	21%
			*	C*	*			*						*	**
Mean	3.9	3.9	3.5	4	4.4	4.1	3.8	3.9	3.7	3.7	4.1	3.9	3.5	4	4.8
			*	*	*			*						*	**

13_5. Prioritization of technological upgrades - Content storage service

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	24	13	11	9	9	6	8	16	2	5	10	7
	4%	5%	4%	9%	4%	3%	4%	4%	2%	4%	5%	4%
				E					*			
2	32	18	14	7	9	16	13	19	3	9	8	12
	6%	6%	5%	7%	4%	7%	7%	5%	4%	8%	4%	8%
									*			
3	45	23	22	12	16	17	21	24	7	7	16	15
	8%	8%	8%	12%	7%	8%	11%	7%	9%	6%	8%	9%
									*			
4	65	29	36	11	26	28	26	39	10	10	27	18
	12%	10%	13%	11%	11%	13%	13%	11%	12%	8%	14%	11%
									*			
5	88	45	43	16	39	33	27	61	11	18	36	23
	16%	16%	16%	16%	17%	15%	14%	17%	14%	15%	19%	15%
									*			
6	117	55	62	21	54	42	40	77	15	31	35	36
	21%	19%	23%	20%	23%	19%	21%	22%	19%	26%	18%	23%
									*			
7	103	55	48	14	46	43	37	66	19	18	32	34
	19%	19%	18%	14%	20%	20%	19%	18%	24%	15%	17%	22%
									*			
8 - Least important priority	77	45	32	13	31	33	21	56	13	22	29	13
	14%	16%	12%	13%	13%	15%	11%	16%	16%	18%	15%	8%
									*	K		
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	56	31	25	16	18	22	21	35	5	14	18	19
	10%	11%	9%	16%	8%	10%	11%	10%	6%	12%	9%	12%
				D					*			
Top 3 Box - (1 - Most important priority/2/3)	101	54	47	28	34	39	42	59	12	21	34	34
	18%	19%	18%	27%	15%	18%	22%	16%	15%	18%	18%	22%
				D					*			
Bottom 3 Box - (6/7/8 - Least important priority)	297	155	142	48	131	118	98	199	47	71	96	83
	54%	55%	53%	47%	57%	54%	51%	56%	59%	59%	50%	53%
									*			
Bottom 2 Box - (7/8 - Least important priority)	180	100	80	27	77	76	58	122	32	40	61	47
	33%	35%	30%	26%	33%	35%	30%	34%	40%	33%	32%	30%
									*			

Mean	5.4	5.4	5.3	5	5.5	5.4	5.2	5.5	5.6	5.5	5.3	5.2
					C				*			

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13_5. Prioritization of technological upgrades - Content storage service

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	24	8	16	9	15	14	5	3	2	13	11	20	4
	4%	5%	4%	3%	6%	4%	4%	10%	7%	4%	5%	4%	5%
								*	**				*
2	32	8	24	12	20	18	10	2	2	13	19	26	6
	6%	5%	6%	4%	8%	5%	7%	6%	7%	4%	8%	5%	8%
								*	**		I		*
3	45	10	35	25	20	34	8	2	1	24	21	38	7
	8%	7%	9%	9%	8%	9%	6%	6%	4%	7%	9%	8%	9%
								*	**				*
4	65	17	48	36	29	48	15	-	2	41	24	58	7
	12%	11%	12%	12%	11%	13%	11%	-	7%	13%	10%	12%	9%
						G		*	**				*
5	88	28	60	45	43	56	23	6	3	48	40	78	10
	16%	19%	15%	16%	16%	16%	17%	19%	11%	15%	17%	16%	13%
								*	**				*
6	117	29	88	65	52	71	27	9	10	75	42	99	18
	21%	20%	22%	22%	20%	20%	20%	29%	37%	23%	18%	21%	23%
								*	**				*
7	103	23	80	62	41	66	28	5	4	60	43	88	15
	19%	16%	20%	21%	16%	18%	21%	16%	15%	19%	19%	19%	19%
								*	**				*
8 - Least important priority	77	25	52	35	42	52	18	4	3	47	30	66	11
	14%	17%	13%	12%	16%	14%	13%	13%	11%	15%	13%	14%	14%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	56	16	40	21	35	32	15	5	4	26	30	46	10
	10%	11%	10%	7%	13%	9%	11%	16%	15%	8%	13%	10%	13%
					C			*	**				*
Top 3 Box - (1 - Most important priority/2/3)	101	26	75	46	55	66	23	7	5	50	51	84	17
	18%	18%	19%	16%	21%	18%	17%	23%	19%	16%	22%	18%	22%
								*	**		I		*
Bottom 3 Box - (6/7/8 - Least important priority)	297	77	220	162	135	189	73	18	17	182	115	253	44
	54%	52%	55%	56%	52%	53%	54%	58%	63%	57%	50%	53%	56%
								*	**				*
Bottom 2 Box - (7/8 - Least important priority)	180	48	132	97	83	118	46	9	7	107	73	154	26
	33%	32%	33%	34%	32%	33%	34%	29%	26%	33%	32%	33%	33%
								*	**				*
Mean	5.4	5.4	5.4	5.5	5.3	5.4	5.4	5.3	5.3	5.5	5.2	5.4	5.3

								*	**				*
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13_5. Prioritization of technological upgrades - Content storage service

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	24	14	6	3	1	12	9	3	7	16	3	9	7	7	1
	4%	4%	8%	4%	2%	7%	3%	6%	3%	6%	2%	3%	5%	7%	4%
			*	*	*	G		*						*	**
2	32	21	7	4	-	14	13	5	18	14	8	17	6	8	1
	6%	6%	9%	6%	-	8%	4%	10%	9%	5%	6%	6%	5%	8%	4%
			E*	*	*	G		*						*	**
3	45	26	9	8	2	18	25	2	19	25	6	23	8	12	2
	8%	7%	12%	12%	5%	11%	8%	4%	9%	10%	5%	8%	6%	12%	7%
			*	*	*			*						*	**
4	65	42	9	8	5	20	38	7	19	30	12	39	11	11	4
	12%	12%	12%	12%	12%	12%	11%	14%	9%	12%	9%	13%	8%	11%	14%
			*	*	*			*						*	**
5	88	58	10	15	4	30	52	6	34	42	20	42	23	16	7
	16%	16%	14%	22%	10%	18%	16%	12%	17%	16%	16%	14%	17%	17%	25%
			*	*	*			*						*	**
6	117	87	10	11	9	27	77	13	46	48	28	65	30	21	1
	21%	24%	14%	16%	22%	16%	23%	25%	23%	19%	22%	22%	23%	22%	4%
			*	*	*			*						*	**
7	103	59	20	10	11	26	69	8	31	45	30	50	33	14	6
	19%	16%	27%	15%	28%	15%	21%	16%	15%	18%	23%	17%	25%	15%	21%
			B*	*	*			*						*	**
8 - Least important priority	77	58	3	8	8	21	49	7	30	37	22	50	14	7	6
	14%	16%	4%	12%	20%	12%	15%	14%	15%	14%	17%	17%	11%	7%	21%
			C	*	C*			*				N		*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	56	35	13	7	1	26	22	8	25	30	11	26	13	15	2
	10%	10%	18%	10%	2%	15%	7%	16%	12%	12%	9%	9%	10%	16%	7%
			BE*	*	*	G		G*						*	**
Top 3 Box - (1 - Most important priority/2/3)	101	61	22	15	3	44	47	10	44	55	17	49	21	27	4
	18%	17%	30%	22%	8%	26%	14%	20%	22%	21%	13%	17%	16%	28%	14%
			BE*	E*	*	G		*						LM*	**
Bottom 3 Box - (6/7/8 - Least important priority)	297	204	33	29	28	74	195	28	107	130	80	165	77	42	13
	54%	56%	45%	43%	70%	44%	59%	55%	52%	51%	62%	56%	58%	44%	46%
			*	*	CD*		F	*			J	N	N	*	**
Bottom 2 Box - (7/8 - Least important priority)	180	117	23	18	19	47	118	15	61	82	52	100	47	21	12
	33%	32%	31%	27%	48%	28%	36%	29%	30%	32%	40%	34%	36%	22%	43%
			*	*	D*			*				N	N	*	**
Mean	5.4	5.5	4.8	5.1	6	5	5.6	5.2	5.3	5.2	5.7	5.5	5.5	4.8	5.6
		C	*	*	CD*		F	*			J	N	N	*	**

13_6. Prioritization of technological upgrades - Productivity applications (spreadsheets, word processing, etc.)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	23	15	8	3	8	12	8	15	-	6	10	7
	4%	5%	3%	3%	3%	6%	4%	4%	-	5%	5%	4%
									*	H	H	
2	54	29	25	12	21	21	14	40	8	12	18	16
	10%	10%	9%	12%	9%	10%	7%	11%	10%	10%	9%	10%
									*			
3	72	36	36	13	36	23	26	46	16	25	14	17
	13%	13%	13%	13%	16%	11%	13%	13%	20%	21%	7%	11%
									J*	JK		
4	74	43	31	14	31	29	19	55	10	20	26	18
	13%	15%	12%	14%	13%	13%	10%	15%	12%	17%	13%	11%
									*			
5	89	48	41	16	36	37	31	58	14	25	29	21
	16%	17%	15%	16%	16%	17%	16%	16%	18%	21%	15%	13%
									*			
6	97	44	53	19	36	42	33	64	16	15	39	27
	18%	16%	20%	18%	16%	19%	17%	18%	20%	12%	20%	17%
									*			
7	86	40	46	16	41	29	33	53	10	8	36	32
	16%	14%	17%	16%	18%	13%	17%	15%	12%	7%	19%	20%
									*		I	I
8 - Least important priority	56	28	28	10	21	25	29	27	6	9	21	20
	10%	10%	10%	10%	9%	11%	15%	8%	8%	8%	11%	13%
							G		*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	77	44	33	15	29	33	22	55	8	18	28	23
	14%	16%	12%	15%	13%	15%	11%	15%	10%	15%	15%	15%
									*			
Top 3 Box - (1 - Most important priority/2/3)	149	80	69	28	65	56	48	101	24	43	42	40
	27%	28%	26%	27%	28%	26%	25%	28%	30%	36%	22%	25%
									*	J		
Bottom 3 Box - (6/7/8 - Least important priority)	239	112	127	45	98	96	95	144	32	32	96	79
	43%	40%	47%	44%	43%	44%	49%	40%	40%	27%	50%	50%
							G		I*		I	I
Bottom 2 Box - (7/8 - Least important priority)	142	68	74	26	62	54	62	80	16	17	57	52
	26%	24%	28%	25%	27%	25%	32%	22%	20%	14%	30%	33%
							G		*		I	HI

Mean	4.9	4.8	5.1	4.9	4.9	4.9	5.2	4.8	4.8	4.4	5.1	5.1
							G		*		I	I

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13_6. Prioritization of technological upgrades - Productivity applications (spreadsheets, word processing, etc.)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	23	8	15	9	14	21	1	-	1	15	8	20	3
	4%	5%	4%	3%	5%	6%	1%	-	4%	5%	3%	4%	4%
						F		*	**				*
2	54	15	39	26	28	38	10	3	3	37	17	50	4
	10%	10%	10%	9%	11%	11%	7%	10%	11%	12%	7%	11%	5%
								*	**				*
3	72	21	51	46	26	41	23	5	3	39	33	62	10
	13%	14%	13%	16%	10%	11%	17%	16%	11%	12%	14%	13%	13%
				D				*	**				*
4	74	27	47	35	39	48	18	4	4	55	19	60	14
	13%	18%	12%	12%	15%	13%	13%	13%	15%	17%	8%	13%	18%
		B						*	**	J			*
5	89	23	66	46	43	58	21	4	6	50	39	77	12
	16%	16%	16%	16%	16%	16%	16%	13%	22%	16%	17%	16%	15%
								*	**				*
6	97	30	67	48	49	61	28	6	2	56	41	88	9
	18%	20%	17%	17%	19%	17%	21%	19%	7%	17%	18%	19%	12%
								*	**				*
7	86	17	69	47	39	55	22	6	3	49	37	72	14
	16%	11%	17%	16%	15%	15%	16%	19%	11%	15%	16%	15%	18%
								*	**				*
8 - Least important priority	56	7	49	32	24	37	11	3	5	20	36	44	12
	10%	5%	12%	11%	9%	10%	8%	10%	19%	6%	16%	9%	15%
			A					*	**		I		*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	77	23	54	35	42	59	11	3	4	52	25	70	7
	14%	16%	13%	12%	16%	16%	8%	10%	15%	16%	11%	15%	9%
						F		*	**				*
Top 3 Box - (1 - Most important priority/2/3)	149	44	105	81	68	100	34	8	7	91	58	132	17
	27%	30%	26%	28%	26%	28%	25%	26%	26%	28%	25%	28%	22%
								*	**				*
Bottom 3 Box - (6/7/8 - Least important priority)	239	54	185	127	112	153	61	15	10	125	114	204	35
	43%	36%	46%	44%	43%	43%	46%	48%	37%	39%	50%	43%	45%
			A					*	**		I		*
Bottom 2 Box - (7/8 - Least important priority)	142	24	118	79	63	92	33	9	8	69	73	116	26
	26%	16%	29%	27%	24%	26%	25%	29%	30%	21%	32%	25%	33%
			A					*	**		I		*
Mean	4.9	4.6	5.1	5	4.9	4.9	5.1	5.1	5	4.7	5.2	4.9	5.2

			A					*	**		I		*
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13_6. Prioritization of technological upgrades - Productivity applications (spreadsheets, word processing, etc.)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	23	16	2	4	1	12	11	-	5	14	2	11	6	5	1
	4%	4%	3%	6%	2%	7%	3%	-	2%	5%	2%	4%	5%	5%	4%
			*	*	*			*						*	**
2	54	40	4	5	4	15	38	1	21	18	14	35	9	7	3
	10%	11%	5%	7%	10%	9%	11%	2%	10%	7%	11%	12%	7%	7%	11%
			*	*	*		H	*						*	**
3	72	50	8	11	3	21	46	5	28	34	18	31	20	14	7
	13%	14%	11%	16%	8%	12%	14%	10%	14%	13%	14%	11%	15%	15%	25%
			*	*	*			*						*	**
4	74	50	9	9	6	24	38	12	35	34	19	36	19	13	6
	13%	14%	12%	13%	15%	14%	11%	24%	17%	13%	15%	12%	14%	14%	21%
			*	*	*			G*						*	**
5	89	61	8	12	5	23	56	10	31	37	23	56	22	9	2
	16%	17%	11%	18%	12%	14%	17%	20%	15%	14%	18%	19%	17%	9%	7%
			*	*	*			*						*	**
6	97	60	15	12	10	29	60	8	36	48	24	49	29	16	3
	18%	16%	20%	18%	25%	17%	18%	16%	18%	19%	19%	17%	22%	17%	11%
			*	*	*			*						*	**
7	86	60	7	10	9	28	50	8	32	41	21	49	16	18	3
	16%	16%	9%	15%	22%	17%	15%	16%	16%	16%	16%	17%	12%	19%	11%
			*	*	*			*						*	**
8 - Least important priority	56	28	21	4	2	16	33	7	16	31	8	28	11	14	3
	10%	8%	28%	6%	5%	10%	10%	14%	8%	12%	6%	9%	8%	15%	11%
			BDE*	*	*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	77	56	6	9	5	27	49	1	26	32	16	46	15	12	4
	14%	15%	8%	13%	12%	16%	15%	2%	13%	12%	12%	16%	11%	12%	14%
			*	*	*	H	H	*						*	**
Top 3 Box - (1 - Most important priority/2/3)	149	106	14	20	8	48	95	6	54	66	34	77	35	26	11
	27%	29%	19%	30%	20%	29%	29%	12%	26%	26%	26%	26%	27%	27%	39%
			*	*	*	H	H	*						*	**
Bottom 3 Box - (6/7/8 - Least important priority)	239	148	43	26	21	73	143	23	84	120	53	126	56	48	9
	43%	41%	58%	39%	52%	43%	43%	45%	41%	47%	41%	43%	42%	50%	32%
			BD*	*	*			*						*	**
Bottom 2 Box - (7/8 - Least important priority)	142	88	28	14	11	44	83	15	48	72	29	77	27	32	6
	26%	24%	38%	21%	28%	26%	25%	29%	24%	28%	22%	26%	20%	33%	21%
			BD*	*	*			*						M*	**
Mean	4.9	4.8	5.6	4.7	5.2	4.8	4.9	5.4	4.9	5	4.9	4.9	4.9	5.1	4.5
			BD*	*	*			*						*	**

13_7. Prioritization of technological upgrades - Security and privacy tools

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	77	44	33	16	25	36	26	51	15	16	21	25
	14%	16%	12%	16%	11%	17%	13%	14%	19%	13%	11%	16%
									*			
2	82	33	49	10	40	32	26	56	9	21	34	18
	15%	12%	18%	10%	17%	15%	13%	16%	11%	18%	18%	11%
			A						*			
3	86	46	40	15	36	35	32	54	10	18	34	24
	16%	16%	15%	15%	16%	16%	17%	15%	12%	15%	18%	15%
									*			
4	81	35	46	15	36	30	26	55	9	11	30	31
	15%	12%	17%	15%	16%	14%	13%	15%	11%	9%	16%	20%
									*			I
5	85	42	43	13	35	37	28	57	15	20	29	21
	15%	15%	16%	13%	15%	17%	15%	16%	19%	17%	15%	13%
									*			
6	55	37	18	18	20	17	22	33	9	10	19	17
	10%	13%	7%	17%	9%	8%	11%	9%	11%	8%	10%	11%
		B		DE					*			
7	50	29	21	8	22	20	18	32	8	16	15	11
	9%	10%	8%	8%	10%	9%	9%	9%	10%	13%	8%	7%
									*			
8 - Least important priority	35	17	18	8	16	11	15	20	5	8	11	11
	6%	6%	7%	8%	7%	5%	8%	6%	6%	7%	6%	7%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	159	77	82	26	65	68	52	107	24	37	55	43
	29%	27%	31%	25%	28%	31%	27%	30%	30%	31%	28%	27%
									*			
Top 3 Box - (1 - Most important priority/2/3)	245	123	122	41	101	103	84	161	34	55	89	67
	44%	43%	46%	40%	44%	47%	44%	45%	42%	46%	46%	42%
									*			
Bottom 3 Box - (6/7/8 - Least important priority)	140	83	57	34	58	48	55	85	22	34	45	39
	25%	29%	21%	33%	25%	22%	28%	24%	28%	28%	23%	25%
		B		E					*			
Bottom 2 Box - (7/8 - Least important priority)	85	46	39	16	38	31	33	52	13	24	26	22
	15%	16%	15%	16%	17%	14%	17%	15%	16%	20%	13%	14%
									*			

Mean	4	4.1	3.9	4.2	4.1	3.9	4.1	3.9	4	4.1	4	4
									*			

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13_7. Prioritization of technological upgrades - Security and privacy tools

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	77	13	64	42	35	55	15	3	4	42	35	65	12
	14%	9%	16%	15%	13%	15%	11%	10%	15%	13%	15%	14%	15%
			A					*	**				*
2	82	16	66	42	40	58	14	5	5	51	31	69	13
	15%	11%	16%	15%	15%	16%	10%	16%	19%	16%	13%	15%	17%
								*	**				*
3	86	25	61	38	48	60	18	4	4	53	33	76	10
	16%	17%	15%	13%	18%	17%	13%	13%	15%	17%	14%	16%	13%
								*	**				*
4	81	17	64	38	43	49	21	5	6	44	37	67	14
	15%	11%	16%	13%	16%	14%	16%	16%	22%	14%	16%	14%	18%
								*	**				*
5	85	22	63	50	35	49	26	6	4	56	29	78	7
	15%	15%	16%	17%	13%	14%	19%	19%	15%	17%	13%	16%	9%
								*	**				*
6	55	24	31	31	24	33	17	4	1	32	23	50	5
	10%	16%	8%	11%	9%	9%	13%	13%	4%	10%	10%	11%	6%
		B						*	**				*
7	50	17	33	28	22	34	12	2	2	25	25	43	7
	9%	11%	8%	10%	8%	9%	9%	6%	7%	8%	11%	9%	9%
								*	**				*
8 - Least important priority	35	14	21	20	15	21	11	2	1	18	17	25	10
	6%	9%	5%	7%	6%	6%	8%	6%	4%	6%	7%	5%	13%
								*	**				K*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	159	29	130	84	75	113	29	8	9	93	66	134	25
	29%	20%	32%	29%	29%	31%	22%	26%	33%	29%	29%	28%	32%
			A			F		*	**				*
Top 3 Box - (1 - Most important priority/2/3)	245	54	191	122	123	173	47	12	13	146	99	210	35
	44%	36%	47%	42%	47%	48%	35%	39%	48%	45%	43%	44%	45%
			A			F		*	**				*
Bottom 3 Box - (6/7/8 - Least important priority)	140	55	85	79	61	88	40	8	4	75	65	118	22
	25%	37%	21%	27%	23%	25%	30%	26%	15%	23%	28%	25%	28%
		B						*	**				*
Bottom 2 Box - (7/8 - Least important priority)	85	31	54	48	37	55	23	4	3	43	42	68	17
	15%	21%	13%	17%	14%	15%	17%	13%	11%	13%	18%	14%	22%
		B						*	**				*
Mean	4	4.5	3.8	4.1	3.9	3.9	4.4	4.2	3.6	4	4.1	4	4.1

		B					E	*	**				*
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13_7. Prioritization of technological upgrades - Security and privacy tools

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	77	42	18	14	3	31	39	7	28	40	15	30	15	24	8
	14%	12%	24%	21%	8%	18%	12%	14%	14%	16%	12%	10%	11%	25%	29%
			BE*	B*	*	G		*						LM*	**
2	82	47	14	16	5	25	44	13	24	37	20	41	23	13	5
	15%	13%	19%	24%	12%	15%	13%	25%	12%	14%	16%	14%	17%	14%	18%
			*	B*	*		G*							*	**
3	86	59	8	10	8	18	59	9	31	34	26	48	23	12	3
	16%	16%	11%	15%	20%	11%	18%	18%	15%	13%	20%	16%	17%	12%	11%
			*	*	*		F	*						*	**
4	81	57	12	7	5	28	50	3	32	35	20	51	15	13	2
	15%	16%	16%	10%	12%	17%	15%	6%	16%	14%	16%	17%	11%	14%	7%
			*	*	*			*						*	**
5	85	62	7	8	8	23	54	8	33	35	22	46	23	15	1
	15%	17%	9%	12%	20%	14%	16%	16%	16%	14%	17%	16%	17%	16%	4%
			*	*	*			*						*	**
6	55	38	5	4	5	14	39	2	22	29	10	32	14	5	4
	10%	10%	7%	6%	12%	8%	12%	4%	11%	11%	8%	11%	11%	5%	14%
			*	*	*			*						*	**
7	50	40	6	1	3	12	32	6	20	28	9	32	9	7	2
	9%	11%	8%	1%	8%	7%	10%	12%	10%	11%	7%	11%	7%	7%	7%
			D	*	*			*						*	**
8 - Least important priority	35	20	4	7	3	17	15	3	14	19	7	15	10	7	3
	6%	5%	5%	10%	8%	10%	5%	6%	7%	7%	5%	5%	8%	7%	11%
			*	*	*	G		*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	159	89	32	30	8	56	83	20	52	77	35	71	38	37	13
	29%	24%	43%	45%	20%	33%	25%	39%	25%	30%	27%	24%	29%	39%	46%
			BE*	BE*	*		G*							L*	**
Top 3 Box - (1 - Most important priority/2/3)	245	148	40	40	16	74	142	29	83	111	61	119	61	49	16
	44%	41%	54%	60%	40%	44%	43%	57%	41%	43%	47%	40%	46%	51%	57%
			B*	B*	*			*						*	**
Bottom 3 Box - (6/7/8 - Least important priority)	140	98	15	12	11	43	86	11	56	76	26	79	33	19	9
	25%	27%	20%	18%	28%	26%	26%	22%	27%	30%	20%	27%	25%	20%	32%
			*	*	*			*		K				*	**
Bottom 2 Box - (7/8 - Least important priority)	85	60	10	8	6	29	47	9	34	47	16	47	19	14	5
	15%	16%	14%	12%	15%	17%	14%	18%	17%	18%	12%	16%	14%	15%	18%
			*	*	*			*						*	**
Mean	4	4.2	3.5	3.4	4.3	4	4.1	3.7	4.1	4.1	3.9	4.2	4	3.6	3.6
		CD	*	*	CD*			*				N		*	**

13_8. Prioritization of technological upgrades - Collaboration (IM, videoconferencing, etc.)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
1 - Most important priority	13	7	6	2	7	4	3	10	1	3	4	5
	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%
									*			
2	23	16	7	5	6	12	8	15	1	5	10	7
	4%	6%	3%	5%	3%	6%	4%	4%	1%	4%	5%	4%
									*			
3	35	19	16	14	11	10	14	21	4	6	14	11
	6%	7%	6%	14%	5%	5%	7%	6%	5%	5%	7%	7%
				DE					*			
4	31	14	17	9	15	7	12	19	14	3	8	6
	6%	5%	6%	9%	7%	3%	6%	5%	18%	2%	4%	4%
				E					IJK*			
5	56	30	26	11	29	16	20	36	6	7	23	20
	10%	11%	10%	11%	13%	7%	10%	10%	8%	6%	12%	13%
									*			
6	75	44	31	10	28	37	29	46	10	19	26	20
	14%	16%	12%	10%	12%	17%	15%	13%	12%	16%	13%	13%
									*			
7	103	54	49	21	36	46	28	75	16	27	32	28
	19%	19%	18%	20%	16%	21%	15%	21%	20%	22%	17%	18%
									*			
8 - Least important priority	215	99	116	31	98	86	79	136	28	50	76	61
	39%	35%	43%	30%	43%	39%	41%	38%	35%	42%	39%	39%
			A		C				*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Top 2 Box - (1 - Most important priority/2)	36	23	13	7	13	16	11	25	2	8	14	12
	7%	8%	5%	7%	6%	7%	6%	7%	2%	7%	7%	8%
									*			
Top 3 Box - (1 - Most important priority/2/3)	71	42	29	21	24	26	25	46	6	14	28	23
	13%	15%	11%	20%	10%	12%	13%	13%	8%	12%	15%	15%
				DE					*			
Bottom 3 Box - (6/7/8 - Least important priority)	393	197	196	62	162	169	136	257	54	96	134	109
	71%	70%	73%	60%	70%	78%	70%	72%	68%	80%	69%	69%
						C			*	HJK		
Bottom 2 Box - (7/8 - Least important priority)	318	153	165	52	134	132	107	211	44	77	108	89
	58%	54%	62%	50%	58%	61%	55%	59%	55%	64%	56%	56%
									*			

Mean	6.3	6.1	6.4	5.8	6.4	6.4	6.3	6.3	6.2	6.5	6.2	6.2
					C	C			*			

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13_8. Prioritization of technological upgrades - Collaboration (IM, videoconferencing, etc.)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
1 - Most important priority	13	3	10	3	10	11	2	-	-	7	6	10	3
	2%	2%	2%	1%	4%	3%	1%	-	-	2%	3%	2%	4%
					C			*	**				*
2	23	3	20	11	12	18	4	1	-	11	12	22	1
	4%	2%	5%	4%	5%	5%	3%	3%	-	3%	5%	5%	1%
								*	**				*
3	35	11	24	17	18	26	3	3	3	20	15	23	12
	6%	7%	6%	6%	7%	7%	2%	10%	11%	6%	7%	5%	15%
						F		F*	**				K*
4	31	8	23	12	19	20	9	1	1	12	19	26	5
	6%	5%	6%	4%	7%	6%	7%	3%	4%	4%	8%	5%	6%
								*	**		I		*
5	56	16	40	28	28	38	13	3	2	31	25	46	10
	10%	11%	10%	10%	11%	11%	10%	10%	7%	10%	11%	10%	13%
								*	**				*
6	75	18	57	39	36	51	18	2	4	42	33	64	11
	14%	12%	14%	13%	14%	14%	13%	6%	15%	13%	14%	14%	14%
								*	**				*
7	103	33	70	49	54	64	27	7	5	62	41	90	13
	19%	22%	17%	17%	21%	18%	20%	23%	19%	19%	18%	19%	17%
								*	**				*
8 - Least important priority	215	56	159	130	85	131	58	14	12	136	79	192	23
	39%	38%	39%	45%	32%	36%	43%	45%	44%	42%	34%	41%	29%
				D				*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box - (1 - Most important priority/2)	36	6	30	14	22	29	6	1	-	18	18	32	4
	7%	4%	7%	5%	8%	8%	4%	3%	-	6%	8%	7%	5%
								*	**				*
Top 3 Box - (1 - Most important priority/2/3)	71	17	54	31	40	55	9	4	3	38	33	55	16
	13%	11%	13%	11%	15%	15%	7%	13%	11%	12%	14%	12%	21%
						F		*	**				K*
Bottom 3 Box - (6/7/8 - Least important priority)	393	107	286	218	175	246	103	23	21	240	153	346	47
	71%	72%	71%	75%	67%	69%	77%	74%	78%	75%	67%	73%	60%
				D				*	**	J		L	*
Bottom 2 Box - (7/8 - Least important priority)	318	89	229	179	139	195	85	21	17	198	120	282	36
	58%	60%	57%	62%	53%	54%	63%	68%	63%	62%	52%	60%	46%
				D				*	**	J		L	*
Mean	6.3	6.4	6.2	6.5	6	6.1	6.6	6.5	6.6	6.4	6.1	6.4	5.8

				D			E	*	**	J		L	*
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13_8. Prioritization of technological upgrades - Collaboration (IM, videoconferencing, etc.)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
1 - Most important priority	13	10	2	1	-	9	4	-	10	3	5	7	3	1	2
	2%	3%	3%	1%	-	5%	1%	-	5%	1%	4%	2%	2%	1%	7%
			*	*	*	G		*						*	**
2	23	15	3	4	1	10	10	3	8	16	-	10	4	7	2
	4%	4%	4%	6%	2%	6%	3%	6%	4%	6%	-	3%	3%	7%	7%
			*	*	*			*		K				*	**
3	35	20	8	4	2	16	16	3	18	17	9	14	6	11	4
	6%	5%	11%	6%	5%	10%	5%	6%	9%	7%	7%	5%	5%	11%	14%
			*	*	*	G		*						L*	**
4	31	24	4	3	-	12	16	3	14	21	7	13	11	6	1
	6%	7%	5%	4%	-	7%	5%	6%	7%	8%	5%	4%	8%	6%	4%
			*	*	*			*						*	**
5	56	39	9	4	4	25	31	-	21	29	15	31	11	9	5
	10%	11%	12%	6%	10%	15%	9%	-	10%	11%	12%	11%	8%	9%	18%
			*	*	*	H	H	*						*	**
6	75	45	11	12	6	24	43	8	25	32	22	44	15	13	3
	14%	12%	15%	18%	15%	14%	13%	16%	12%	12%	17%	15%	11%	14%	11%
			*	*	*			*						*	**
7	103	70	10	12	10	29	60	14	39	53	18	54	26	19	4
	19%	19%	14%	18%	25%	17%	18%	27%	19%	21%	14%	18%	20%	20%	14%
			*	*	*			*						*	**
8 - Least important priority	215	142	27	27	17	43	152	20	69	86	53	122	56	30	7
	39%	39%	36%	40%	42%	26%	46%	39%	34%	33%	41%	41%	42%	31%	25%
			*	*	*		F	*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Top 2 Box - (1 - Most important priority/2)	36	25	5	5	1	19	14	3	18	19	5	17	7	8	4
	7%	7%	7%	7%	2%	11%	4%	6%	9%	7%	4%	6%	5%	8%	14%
			*	*	*	G		*						*	**
Top 3 Box - (1 - Most important priority/2/3)	71	45	13	9	3	35	30	6	36	36	14	31	13	19	8
	13%	12%	18%	13%	8%	21%	9%	12%	18%	14%	11%	11%	10%	20%	29%
			*	*	*	G		*						LM*	**
Bottom 3 Box - (6/7/8 - Least important priority)	393	257	48	51	33	96	255	42	133	171	93	220	97	62	14
	71%	70%	65%	76%	82%	57%	77%	82%	65%	67%	72%	75%	73%	65%	50%
			*	*	C*		F	F*						*	**
Bottom 2 Box - (7/8 - Least important priority)	318	212	37	39	27	72	212	34	108	139	71	176	82	49	11
	58%	58%	50%	58%	68%	43%	64%	67%	53%	54%	55%	60%	62%	51%	39%
			*	*	*		F	F*						*	**
Mean	6.3	6.3	6	6.3	6.8	5.6	6.6	6.5	6	6.1	6.3	6.4	6.4	5.9	5.3
			*	*	*		F	F*				N		*	**

13. Prioritization of technological upgrades - Mean Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Collaboration (IM, videoconferencing, etc.)	6.3	6.1	6.4	5.8	6.4	6.4	6.3	6.3	6.2	6.5	6.2	6.2
Content storage service					C	C			*			
	5.4	5.4	5.3	5	5.5	5.4	5.2	5.5	5.6	5.5	5.3	5.2
Productivity applications (spreadsheets, word processing, etc.)					C				*			
	4.9	4.8	5.1	4.9	4.9	4.9	5.2	4.8	4.8	4.4	5.1	5.1
Email service							G		*		I	I
	4.5	4.4	4.5	4.7	4.5	4.4	4.4	4.5	4.6	4.2	4.6	4.5
Mobile devices (tablets, smartphones)									*			
	4.1	4.3	4	4.2	3.9	4.3	4.1	4.1	4.2	4.1	4.1	4.1
Security and privacy tools						D			*			
	4	4.1	3.9	4.2	4.1	3.9	4.1	3.9	4	4.1	4	4
Website									*			
	3.9	4	3.8	3.8	3.9	3.9	3.7	3.9	3.8	4.3	3.6	3.9
Laptop or desktop computers									*	J		
	3	2.9	3	3.4	2.9	2.8	2.9	3	2.7	2.9	3.1	3
				DE					*			

13. Prioritization of technological upgrades - Mean Summary

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Collaboration (IM, videoconferencing, etc.)	6.3	6.4	6.2	6.5	6	6.1	6.6	6.5	6.6	6.4	6.1	6.4	5.8
				D			E	*	**	J		L	*
Content storage service	5.4	5.4	5.4	5.5	5.3	5.4	5.4	5.3	5.3	5.5	5.2	5.4	5.3
								*	**				*
Productivity applications (spreadsheets, word processing, etc.)	4.9	4.6	5.1	5	4.9	4.9	5.1	5.1	5	4.7	5.2	4.9	5.2
			A					*	**		I		*
Email service	4.5	4.3	4.5	4.2	4.7	4.6	4.3	4	4.9	4.4	4.5	4.4	5
					C			*	**				K*
Mobile devices (tablets, smartphones)	4.1	3.8	4.2	4	4.2	4.2	3.9	3.8	4	4.1	4.2	4.1	4.2
								*	**				*
Security and privacy tools	4	4.5	3.8	4.1	3.9	3.9	4.4	4.2	3.6	4	4.1	4	4.1
		B					E	*	**				*
Website	3.9	3.9	3.9	3.8	4	4	3.6	3.8	4	3.9	3.9	3.9	3.4
								*	**				*
Laptop or desktop computers	3	3.1	2.9	2.9	3	3	2.8	3.3	2.6	3	2.8	2.9	3
								*	**				*

13. Prioritization of technological upgrades - Mean Summary

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Collaboration (IM, videoconferencing, etc.)	6.3	6.3	6	6.3	6.8	5.6	6.6	6.5	6	6.1	6.3	6.4	6.4	5.9	5.3
			*	*	*		F	F*				N		*	**
Content storage service	5.4	5.5	4.8	5.1	6	5	5.6	5.2	5.3	5.2	5.7	5.5	5.5	4.8	5.6
		C	*	*	CD*		F	*			J	N	N	*	**
Productivity applications (spreadsheets, word processing, etc.)	4.9	4.8	5.6	4.7	5.2	4.8	4.9	5.4	4.9	5	4.9	4.9	4.9	5.1	4.5
			BD*	*	*			*						*	**
Email service	4.5	4.5	5.1	4.4	3.6	4.9	4.3	4.2	4.8	4.6	4.4	4.5	4.1	5	4.2
		E	BDE*	E*	*	GH		*						M*	**
Mobile devices (tablets, smartphones)	4.1	4.2	4	4.4	3.4	4.2	4.1	4.2	4.2	4.2	3.7	3.9	4.3	4.4	4.4
		E	*	E*	*			*		K				L*	**
Security and privacy tools	4	4.2	3.5	3.4	4.3	4	4.1	3.7	4.1	4.1	3.9	4.2	4	3.6	3.6
		CD	*	*	CD*			*				N		*	**
Website	3.9	3.9	3.5	4	4.4	4.1	3.8	3.9	3.7	3.7	4.1	3.9	3.5	4	4.8
			*	*	*			*						*	**
Laptop or desktop computers	3	2.8	3.5	3.5	2.4	3.5	2.7	2.8	3	3	3	2.7	3.2	3.1	3.7
			BE*	BE*	*	G		*					L	*	**

14. Collecting, storing, and sharing business's content and virtual information

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
I manually collect and store content on a hard drive	201	119	82	40	73	88	70	131	24	49	64	64
	36%	42%	31%	39%	32%	40%	36%	37%	30%	41%	33%	41%
		B							*			
I primarily use filing cabinets and folders	143	64	79	14	70	59	49	94	23	40	44	36
	26%	23%	29%	14%	30%	27%	25%	26%	29%	33%	23%	23%
					C	C			*	J		
I use online storage services for content and we email documents to collaborate	77	39	38	19	34	24	22	55	13	11	33	20
	14%	14%	14%	18%	15%	11%	11%	15%	16%	9%	17%	13%
									*			
I use online storage services combined with online collaboration tools	66	34	32	19	24	23	19	47	9	10	30	17
	12%	12%	12%	18%	10%	11%	10%	13%	11%	8%	16%	11%
				D					*			
I do not have a good solution for collecting, storing and sharing content	64	27	37	11	29	24	33	31	11	10	22	21
	12%	10%	14%	11%	13%	11%	17%	9%	14%	8%	11%	13%
							G		*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

14. Collecting, storing, and sharing business's content and virtual information

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
I manually collect and store content on a hard drive	201	51	150	93	108	132	52	8	9	114	87	171	30
	36%	34%	37%	32%	41%	37%	39%	26%	33%	36%	38%	36%	38%
					C			*	**				*
I primarily use filing cabinets and folders	143	34	109	94	49	94	30	11	8	90	53	131	12
	26%	23%	27%	33%	19%	26%	22%	35%	30%	28%	23%	28%	15%
				D				*	**			L	*
I use online storage services for content and we email documents to collaborate	77	24	53	33	44	49	22	3	3	45	32	62	15
	14%	16%	13%	11%	17%	14%	16%	10%	11%	14%	14%	13%	19%
								*	**				*
I use online storage services combined with online collaboration tools	66	21	45	27	39	48	12	4	2	35	31	55	11
	12%	14%	11%	9%	15%	13%	9%	13%	7%	11%	13%	12%	14%
					C			*	**				*
I do not have a good solution for collecting, storing and sharing content	64	18	46	42	22	36	18	5	5	37	27	54	10
	12%	12%	11%	15%	8%	10%	13%	16%	19%	12%	12%	11%	13%
				D				*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

14. Collecting, storing, and sharing business's content and virtual information

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
I manually collect and store content on a hard drive	201	149	21	24	5	48	140	13	89	98	35	120	40	36	5
	36%	41%	28%	36%	12%	29%	42%	25%	44%	38%	27%	41%	30%	38%	18%
		CE	*	E*	*		FH	*		K		M		*	**
I primarily use filing cabinets and folders	143	73	22	21	25	10	116	17	29	50	40	83	38	18	4
	26%	20%	30%	31%	62%	6%	35%	33%	14%	19%	31%	28%	29%	19%	14%
	I		*	B*	BCD*		F	F*			J			*	**
I use online storage services for content and we email documents to collaborate	77	58	11	8	-	40	34	3	28	44	25	34	23	15	5
	14%	16%	15%	12%	-	24%	10%	6%	14%	17%	19%	12%	17%	16%	18%
		E	E*	E*	*	GH		*						*	**
I use online storage services combined with online collaboration tools	66	47	9	10	-	52	10	4	32	39	16	29	12	14	11
	12%	13%	12%	15%	-	31%	3%	8%	16%	15%	12%	10%	9%	15%	39%
		E	E*	E*	*	GH		*						*	**
I do not have a good solution for collecting, storing and sharing content	64	38	11	4	10	18	32	14	26	26	13	29	19	13	3
	12%	10%	15%	6%	25%	11%	10%	27%	13%	10%	10%	10%	14%	14%	11%
			*	*	BD*			FG*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

15. Time spent working remotely

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
0%	106	48	58	16	44	46	43	63	15	29	28	34
	19%	17%	22%	16%	19%	21%	22%	18%	19%	24%	15%	22%
									*	J		
5%	59	30	29	10	19	30	11	48	5	13	20	21
	11%	11%	11%	10%	8%	14%	6%	13%	6%	11%	10%	13%
								F	*			
10%	78	48	30	20	21	37	33	45	16	12	27	23
	14%	17%	11%	19%	9%	17%	17%	13%	20%	10%	14%	15%
				D		D			I*			
30%	89	50	39	12	40	37	35	54	15	13	33	28
	16%	18%	15%	12%	17%	17%	18%	15%	19%	11%	17%	18%
									*			
50%	90	40	50	18	42	30	27	63	12	21	33	24
	16%	14%	19%	17%	18%	14%	14%	18%	15%	18%	17%	15%
									*			
75%	91	48	43	20	42	29	32	59	10	22	38	21
	17%	17%	16%	19%	18%	13%	17%	16%	12%	18%	20%	13%
									*			
100%	38	19	19	7	22	9	12	26	7	10	14	7
	7%	7%	7%	7%	10%	4%	6%	7%	9%	8%	7%	4%
					E				*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

15. Time spent working remotely

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
0%	106	22	84	68	38	59	29	9	9	58	48	99	7
	19%	15%	21%	24%	15%	16%	22%	29%	33%	18%	21%	21%	9%
				D				*	**			L	*
5%	59	10	49	35	24	39	16	2	2	39	20	49	10
	11%	7%	12%	12%	9%	11%	12%	6%	7%	12%	9%	10%	13%
								*	**				*
10%	78	20	58	32	46	54	22	1	1	41	37	69	9
	14%	14%	14%	11%	18%	15%	16%	3%	4%	13%	16%	15%	12%
					C			*	**				*
30%	89	24	65	42	47	66	17	4	2	49	40	70	19
	16%	16%	16%	15%	18%	18%	13%	13%	7%	15%	17%	15%	24%
								*	**				K*
50%	90	31	59	40	50	60	20	4	6	50	40	79	11
	16%	21%	15%	14%	19%	17%	15%	13%	22%	16%	17%	17%	14%
								*	**				*
75%	91	28	63	47	44	57	20	7	7	59	32	73	18
	17%	19%	16%	16%	17%	16%	15%	23%	26%	18%	14%	15%	23%
								*	**				*
100%	38	13	25	25	13	24	10	4	-	25	13	34	4
	7%	9%	6%	9%	5%	7%	7%	13%	-	8%	6%	7%	5%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

15. Time spent working remotely

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/J,K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/J,K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
0%	106	65	9	14	16	12	79	15	29	-	-	75	21	9	1
	19%	18%	12%	21%	40%	7%	24%	29%	14%	-	-	25%	16%	9%	4%
			*	*	BCD*		F	F*				MN		*	**
5%	59	41	8	7	2	13	39	7	15	-	-	32	17	7	3
	11%	11%	11%	10%	5%	8%	12%	14%	7%	-	-	11%	13%	7%	11%
			*	*	*			*						*	**
10%	78	57	8	8	4	34	40	4	37	78	-	41	13	21	3
	14%	16%	11%	12%	10%	20%	12%	8%	18%	30%	-	14%	10%	22%	11%
			*	*	*	GH		*		K				M*	**
30%	89	55	16	14	3	40	38	11	44	89	-	37	26	18	8
	16%	15%	22%	21%	8%	24%	11%	22%	22%	35%	-	13%	20%	19%	29%
			*	*	*	G		G*		K				*	**
50%	90	62	13	12	3	29	56	5	37	90	-	42	24	18	6
	16%	17%	18%	18%	8%	17%	17%	10%	18%	35%	-	14%	18%	19%	21%
			*	*	*			*		K				*	**
75%	91	60	14	11	6	31	56	4	33	-	91	44	24	19	4
	17%	16%	19%	16%	15%	18%	17%	8%	16%	-	71%	15%	18%	20%	14%
			*	*	*			*			J			*	**
100%	38	25	6	1	6	9	24	5	9	-	38	24	7	4	3
	7%	7%	8%	1%	15%	5%	7%	10%	4%	-	29%	8%	5%	4%	11%
			*	*	D*			*			J			*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

16_1. Importance of technology to success of business - Laptop computer

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	377	194	183	80	154	143	132	245	58	74	138	107
	68%	69%	68%	78%	67%	66%	68%	68%	72%	62%	72%	68%
				DE					*			
5 Very important (5)	287	151	136	57	116	114	94	193	41	56	108	82
	52%	53%	51%	55%	50%	52%	49%	54%	51%	47%	56%	52%
									*			
4 (4)	90	43	47	23	38	29	38	52	17	18	30	25
	16%	15%	18%	22%	17%	13%	20%	15%	21%	15%	16%	16%
				E					*			
3 (3)	69	34	35	11	28	30	20	49	8	16	25	20
	13%	12%	13%	11%	12%	14%	10%	14%	10%	13%	13%	13%
									*			
Bottom 2 Important (Net)	95	50	45	9	45	41	35	60	13	26	28	28
	17%	18%	17%	9%	20%	19%	18%	17%	16%	22%	15%	18%
					C	C			*			
2 (2)	38	18	20	8	16	14	12	26	2	11	12	13
	7%	6%	7%	8%	7%	6%	6%	7%	2%	9%	6%	8%
									*			
1 Not at all important (1)	57	32	25	1	29	27	23	34	11	15	16	15
	10%	11%	9%	1%	13%	12%	12%	9%	14%	12%	8%	9%
					C	C			*			
Don't know	10	5	5	3	3	4	6	4	1	4	2	3
	2%	2%	2%	3%	1%	2%	3%	1%	1%	3%	1%	2%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.9	3.9	3.9	4.3	3.9	3.9	3.9	4	3.9	3.8	4.1	3.9
				DE					*			

16_1. Importance of technology to success of business - Laptop computer

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	377	105	272	181	196	252	88	20	17	216	161	311	66
	68%	71%	67%	63%	75%	70%	66%	65%	63%	67%	70%	66%	85%
					C			*	**				K*
5 Very important (5)	287	79	208	136	151	195	64	14	14	161	126	236	51
	52%	53%	52%	47%	58%	54%	48%	45%	52%	50%	55%	50%	65%
					C			*	**				K*
4 (4)	90	26	64	45	45	57	24	6	3	55	35	75	15
	16%	18%	16%	16%	17%	16%	18%	19%	11%	17%	15%	16%	19%
								*	**				*
3 (3)	69	17	52	42	27	44	14	5	6	45	24	62	7
	13%	11%	13%	15%	10%	12%	10%	16%	22%	14%	10%	13%	9%
								*	**				*
Bottom 2 Important (Net)	95	22	73	58	37	58	29	4	4	55	40	90	5
	17%	15%	18%	20%	14%	16%	22%	13%	15%	17%	17%	19%	6%
								*	**			L	*
2 (2)	38	9	29	22	16	22	10	3	3	21	17	35	3
	7%	6%	7%	8%	6%	6%	7%	10%	11%	7%	7%	7%	4%
								*	**				*
1 Not at all important (1)	57	13	44	36	21	36	19	1	1	34	23	55	2
	10%	9%	11%	12%	8%	10%	14%	3%	4%	11%	10%	12%	3%
								*	**			L	*
Don't know	10	4	6	8	2	5	3	2	-	5	5	10	-
	2%	3%	1%	3%	1%	1%	2%	6%	-	2%	2%	2%	-
								E*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.9	4	3.9	3.8	4.1	4	3.8	4	4	3.9	4	3.9	4.4
					C			**	**				K*

16_1. Importance of technology to success of business - Laptop computer

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	377	255	56	49	13	142	206	29	162	201	83	189	89	74	25
	68%	70%	76%	73%	32%	85%	62%	57%	79%	78%	64%	64%	67%	77%	89%
		E	E*	E*	*	GH		*	A	K				L*	**
5 Very important (5)	287	201	41	37	7	104	158	25	128	152	63	151	65	54	17
	52%	55%	55%	55%	18%	62%	48%	49%	63%	59%	49%	51%	49%	56%	61%
		E	E*	E*	*	G		*	A					*	**
4 (4)	90	54	15	12	6	38	48	4	34	49	20	38	24	20	8
	16%	15%	20%	18%	15%	23%	14%	8%	17%	19%	16%	13%	18%	21%	29%
			*	*	*	GH		*						*	**
3 (3)	69	50	6	8	5	13	50	6	18	27	15	34	22	12	1
	13%	14%	8%	12%	12%	8%	15%	12%	9%	11%	12%	12%	17%	12%	4%
			*	*	*	F		*						*	**
Bottom 2 Important (Net)	95	55	10	10	19	11	71	13	22	27	29	68	15	10	2
	17%	15%	14%	15%	48%	7%	21%	25%	11%	11%	22%	23%	11%	10%	7%
	I		*	*	BCD*		F	F*			J	MN		*	**
2 (2)	38	24	5	5	4	6	25	7	11	11	12	25	7	5	1
	7%	7%	7%	7%	10%	4%	8%	14%	5%	4%	9%	8%	5%	5%	4%
			*	*	*			F*			J			*	**
1 Not at all important (1)	57	31	5	5	15	5	46	6	11	16	17	43	8	5	1
	10%	8%	7%	7%	38%	3%	14%	12%	5%	6%	13%	15%	6%	5%	4%
	I		*	*	BCD*		F	F*			J	MN		*	**
Don't know	10	5	2	-	3	2	5	3	2	2	2	4	6	-	-
	2%	1%	3%	-	8%	1%	2%	6%	1%	1%	2%	1%	5%	-	-
			*	*	BD*			G*					LN	*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.9	4	4.1	4.1	2.6	4.4	3.8	3.7	4.3	4.2	3.8	3.8	4	4.2	4.4
		E	E*	E*	*	GH		*	A	K				L*	**

16_2. Importance of technology to success of business - Desktop computer

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	367	210	157	66	145	156	129	238	54	78	121	114
	67%	74%	59%	64%	63%	72%	67%	66%	68%	65%	63%	72%
		B							*			
5 Very important (5)	292	173	119	40	117	135	99	193	44	63	95	90
	53%	61%	44%	39%	51%	62%	51%	54%	55%	52%	49%	57%
		B			C	CD			*			
4 (4)	75	37	38	26	28	21	30	45	10	15	26	24
	14%	13%	14%	25%	12%	10%	16%	13%	12%	12%	13%	15%
				DE					*			
3 (3)	62	26	36	13	24	25	25	37	8	10	26	18
	11%	9%	13%	13%	10%	11%	13%	10%	10%	8%	13%	11%
									*			
Bottom 2 Important (Net)	110	43	67	20	58	32	35	75	18	28	42	22
	20%	15%	25%	19%	25%	15%	18%	21%	22%	23%	22%	14%
			A		E				*	K		
2 (2)	35	16	19	11	15	9	8	27	10	6	11	8
	6%	6%	7%	11%	7%	4%	4%	8%	12%	5%	6%	5%
				E					K*			
1 Not at all important (1)	75	27	48	9	43	23	27	48	8	22	31	14
	14%	10%	18%	9%	19%	11%	14%	13%	10%	18%	16%	9%
			A		CE				*	K	K	
Don't know	12	4	8	4	3	5	4	8	-	4	4	4
	2%	1%	3%	4%	1%	2%	2%	2%	-	3%	2%	3%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.9	4.1	3.6	3.8	3.7	4.1	3.9	3.9	3.9	3.8	3.8	4.1
		B		*		CD			*			J

16_2. Importance of technology to success of business - Desktop computer

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	367	87	280	196	171	250	84	16	17	212	155	317	50
	67%	59%	69%	68%	65%	70%	63%	52%	63%	66%	67%	67%	64%
			A			G		*	**				*
5 Very important (5)	292	65	227	153	139	201	65	11	15	164	128	253	39
	53%	44%	56%	53%	53%	56%	49%	35%	56%	51%	56%	53%	50%
			A			G		*	**				*
4 (4)	75	22	53	43	32	49	19	5	2	48	27	64	11
	14%	15%	13%	15%	12%	14%	14%	16%	7%	15%	12%	14%	14%
								*	**				*
3 (3)	62	18	44	25	37	37	17	4	4	36	26	45	17
	11%	12%	11%	9%	14%	10%	13%	13%	15%	11%	11%	10%	22%
					C			*	**				K*
Bottom 2 Important (Net)	110	39	71	62	48	65	30	10	5	67	43	99	11
	20%	26%	18%	21%	18%	18%	22%	32%	19%	21%	19%	21%	14%
			B					*	**				*
2 (2)	35	13	22	17	18	24	10	1	-	22	13	31	4
	6%	9%	5%	6%	7%	7%	7%	3%	-	7%	6%	7%	5%
								*	**				*
1 Not at all important (1)	75	26	49	45	30	41	20	9	5	45	30	68	7
	14%	18%	12%	16%	11%	11%	15%	29%	19%	14%	13%	14%	9%
								E*	**				*
Don't know	12	4	8	6	6	7	3	1	1	6	6	12	-
	2%	3%	2%	2%	2%	2%	2%	3%	4%	2%	3%	3%	-
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.9	3.6	4	3.9	3.9	4	3.8	3.3	3.8	3.8	3.9	3.9	3.9
			A			G		*	**				*

16_2. Importance of technology to success of business - Desktop computer

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	367	235	59	52	17	117	221	29	152	191	70	175	92	78	22
	67%	64%	80%	78%	42%	70%	67%	57%	75%	74%	54%	59%	70%	81%	79%
		E	BE*	BE*	*			*	A	K			L	LM*	**
5 Very important (5)	292	186	50	39	13	87	180	25	118	146	52	143	71	63	15
	53%	51%	68%	58%	32%	52%	54%	49%	58%	57%	40%	48%	54%	66%	54%
		E	BE*	E*	*			*		K				L*	**
4 (4)	75	49	9	13	4	30	41	4	34	45	18	32	21	15	7
	14%	13%	12%	19%	10%	18%	12%	8%	17%	18%	14%	11%	16%	16%	25%
			*	*	*			*						*	**
3 (3)	62	46	4	5	7	24	31	7	22	26	19	38	13	9	2
	11%	13%	5%	7%	18%	14%	9%	14%	11%	10%	15%	13%	10%	9%	7%
			*	*	C*			*						*	**
Bottom 2 Important (Net)	110	76	9	10	14	23	76	11	29	37	37	75	24	8	3
	20%	21%	12%	15%	35%	14%	23%	22%	14%	14%	29%	25%	18%	8%	11%
			*	*	BCD*		F	*			J	N	N	*	**
2 (2)	35	25	5	2	3	7	23	5	10	12	12	16	12	5	2
	6%	7%	7%	3%	8%	4%	7%	10%	5%	5%	9%	5%	9%	5%	7%
			*	*	*			*						*	**
1 Not at all important (1)	75	51	4	8	11	16	53	6	19	25	25	59	12	3	1
	14%	14%	5%	12%	28%	10%	16%	12%	9%	10%	19%	20%	9%	3%	4%
		C	*	*	BCD*		F	*			J	MN		*	**
Don't know	12	8	2	-	2	4	4	4	1	3	3	7	3	1	1
	2%	2%	3%	-	5%	2%	1%	8%	*	1%	2%	2%	2%	1%	4%
			*	*	*			G*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.9	3.8	4.3	4.1	3.1	4	3.8	3.8	4.1	4.1	3.5	3.6	4	4.4	4.2
		E	BE*	E*	*			*		K			L	LM*	**

16_3. Importance of technology to success of business - Smartphone

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	333	171	162	76	144	113	111	222	39	65	130	99
	60%	60%	60%	74%	63%	52%	58%	62%	49%	54%	67%	63%
				DE	E				*		HI	H
5 Very important (5)	246	122	124	56	106	84	80	166	31	41	103	71
	45%	43%	46%	54%	46%	39%	41%	46%	39%	34%	53%	45%
				E					*		HI	
4 (4)	87	49	38	20	38	29	31	56	8	24	27	28
	16%	17%	14%	19%	17%	13%	16%	16%	10%	20%	14%	18%
									*			
3 (3)	66	39	27	10	22	34	28	38	15	11	24	16
	12%	14%	10%	10%	10%	16%	15%	11%	19%	9%	12%	10%
									I*			
Bottom 2 Important (Net)	141	68	73	15	60	66	50	91	25	41	36	39
	26%	24%	27%	15%	26%	30%	26%	25%	31%	34%	19%	25%
					C	C			J*	J		
2 (2)	43	22	21	6	16	21	10	33	6	12	13	12
	8%	8%	8%	6%	7%	10%	5%	9%	8%	10%	7%	8%
									*			
1 Not at all important (1)	98	46	52	9	44	45	40	58	19	29	23	27
	18%	16%	19%	9%	19%	21%	21%	16%	24%	24%	12%	17%
					C	C			J*	J		
Don't know	11	5	6	2	4	5	4	7	1	3	3	4
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.6	3.6	3.6	4.1	3.6	3.4	3.5	3.7	3.3	3.3	3.9	3.7
				DE					*		HI	

16_3. Importance of technology to success of business - Smartphone

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	333	99	234	166	167	229	73	17	14	195	138	274	59
	60%	67%	58%	57%	64%	64%	54%	55%	52%	61%	60%	58%	76%
								*	**				K*
5 Very important (5)	246	65	181	122	124	171	56	10	9	136	110	202	44
	45%	44%	45%	42%	47%	48%	42%	32%	33%	42%	48%	43%	56%
								*	**				K*
4 (4)	87	34	53	44	43	58	17	7	5	59	28	72	15
	16%	23%	13%	15%	16%	16%	13%	23%	19%	18%	12%	15%	19%
		B						*	**	J			*
3 (3)	66	14	52	35	31	39	16	5	6	39	27	59	7
	12%	9%	13%	12%	12%	11%	12%	16%	22%	12%	12%	12%	9%
								*	**				*
Bottom 2 Important (Net)	141	31	110	82	59	84	42	8	7	82	59	130	11
	26%	21%	27%	28%	23%	23%	31%	26%	26%	26%	26%	27%	14%
								*	**			L	*
2 (2)	43	13	30	23	20	28	9	3	3	24	19	38	5
	8%	9%	7%	8%	8%	8%	7%	10%	11%	7%	8%	8%	6%
								*	**				*
1 Not at all important (1)	98	18	80	59	39	56	33	5	4	58	40	92	6
	18%	12%	20%	20%	15%	16%	25%	16%	15%	18%	17%	19%	8%
			A				E	*	**			L	*
Don't know	11	4	7	6	5	7	3	1	-	5	6	10	1
	2%	3%	2%	2%	2%	2%	2%	3%	-	2%	3%	2%	1%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.6	3.8	3.6	3.5	3.8	3.7	3.4	3.5	3.4	3.6	3.7	3.5	4.1
						F		*	**				K*

16_3. Importance of technology to success of business - Smartphone

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	333	224	49	42	15	134	172	27	137	177	86	165	80	68	20
	60%	61%	66%	63%	38%	80%	52%	53%	67%	69%	67%	56%	61%	71%	71%
		E	E*	E*	*	GH		*						L*	**
5 Very important (5)	246	165	34	35	10	104	123	19	95	133	62	127	55	50	14
	45%	45%	46%	52%	25%	62%	37%	37%	47%	52%	48%	43%	42%	52%	50%
		E	E*	E*	*	GH		*						*	**
4 (4)	87	59	15	7	5	30	49	8	42	44	24	38	25	18	6
	16%	16%	20%	10%	12%	18%	15%	16%	21%	17%	19%	13%	19%	19%	21%
			*	*	*			*						*	**
3 (3)	66	42	11	8	4	17	39	10	22	34	8	35	17	12	2
	12%	12%	15%	12%	10%	10%	12%	20%	11%	13%	6%	12%	13%	12%	7%
			*	*	*			*		K				*	**
Bottom 2 Important (Net)	141	93	11	16	20	13	116	12	41	44	31	90	33	15	3
	26%	25%	15%	24%	50%	8%	35%	24%	20%	17%	24%	31%	25%	16%	11%
			*	*	BCD*		F	F*				N		*	**
2 (2)	43	32	3	6	2	4	36	3	9	13	13	28	7	6	2
	8%	9%	4%	9%	5%	2%	11%	6%	4%	5%	10%	9%	5%	6%	7%
			*	*	*		F	*						*	**
1 Not at all important (1)	98	61	8	10	18	9	80	9	32	31	18	62	26	9	1
	18%	17%	11%	15%	45%	5%	24%	18%	16%	12%	14%	21%	20%	9%	4%
			*	*	BCD*		F	F*				N	N	*	**
Don't know	11	6	3	1	1	4	5	2	4	2	4	5	2	1	3
	2%	2%	4%	1%	2%	2%	2%	4%	2%	1%	3%	2%	2%	1%	11%
			*	*	*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.6	3.7	3.9	3.8	2.7	4.3	3.3	3.5	3.8	3.9	3.8	3.5	3.6	4	4.2
		E	E*	E*	*	GH		*						LM*	**

16_4. Importance of technology to success of business - Landline

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	284	158	126	45	109	130	91	193	45	64	94	81
	52%	56%	47%	44%	47%	60%	47%	54%	56%	53%	49%	51%
		B				CD			*			
5 Very important (5)	197	108	89	27	79	91	55	142	38	46	63	50
	36%	38%	33%	26%	34%	42%	28%	40%	48%	38%	33%	32%
						C		F	JK*			
4 (4)	87	50	37	18	30	39	36	51	7	18	31	31
	16%	18%	14%	17%	13%	18%	19%	14%	9%	15%	16%	20%
									*			H
3 (3)	75	43	32	18	32	25	26	49	9	17	32	17
	14%	15%	12%	17%	14%	11%	13%	14%	11%	14%	17%	11%
									*			
Bottom 2 Important (Net)	180	78	102	36	85	59	71	109	26	36	63	55
	33%	28%	38%	35%	37%	27%	37%	30%	32%	30%	33%	35%
			A		E				*			
2 (2)	47	21	26	7	21	19	20	27	10	4	15	18
	9%	7%	10%	7%	9%	9%	10%	8%	12%	3%	8%	11%
									I*			I
1 Not at all important (1)	133	57	76	29	64	40	51	82	16	32	48	37
	24%	20%	28%	28%	28%	18%	26%	23%	20%	27%	25%	23%
			A	E	E				*			
Don't know	12	4	8	4	4	4	5	7	-	3	4	5
	2%	1%	3%	4%	2%	2%	3%	2%	-	2%	2%	3%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.3	3.5	3.1	3.1	3.2	3.6	3.1	3.4	3.5	3.4	3.2	3.3
		B		*		CD			*			

16_4. Importance of technology to success of business - Landline

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	284	68	216	147	137	199	54	10	21	182	102	246	38
	52%	46%	54%	51%	52%	55%	40%	32%	78%	57%	44%	52%	49%
						FG		*	**	J			*
5 Very important (5)	197	44	153	104	93	146	33	6	12	131	66	174	23
	36%	30%	38%	36%	35%	41%	25%	19%	44%	41%	29%	37%	29%
						FG		*	**	J			*
4 (4)	87	24	63	43	44	53	21	4	9	51	36	72	15
	16%	16%	16%	15%	17%	15%	16%	13%	33%	16%	16%	15%	19%
								*	**				*
3 (3)	75	19	56	45	30	48	20	6	1	38	37	64	11
	14%	13%	14%	16%	11%	13%	15%	19%	4%	12%	16%	14%	14%
								*	**				*
Bottom 2 Important (Net)	180	59	121	91	89	104	57	14	5	97	83	153	27
	33%	40%	30%	31%	34%	29%	43%	45%	19%	30%	36%	32%	35%
		B					E	*	**				*
2 (2)	47	15	32	20	27	31	12	2	2	26	21	44	3
	9%	10%	8%	7%	10%	9%	9%	6%	7%	8%	9%	9%	4%
								*	**				*
1 Not at all important (1)	133	44	89	71	62	73	45	12	3	71	62	109	24
	24%	30%	22%	25%	24%	20%	34%	39%	11%	22%	27%	23%	31%
							E	E*	**				*
Don't know	12	2	10	6	6	8	3	1	-	4	8	10	2
	2%	1%	2%	2%	2%	2%	2%	3%	-	1%	3%	2%	3%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.3	3.1	3.4	3.3	3.3	3.5	2.9	2.7	3.9	3.5	3.1	3.3	3.1
			A			FG		*	**	J			*

16_4. Importance of technology to success of business - Landline

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	284	177	47	41	18	83	174	27	109	132	63	124	74	63	23
	52%	48%	64%	61%	45%	49%	52%	53%	53%	51%	49%	42%	56%	66%	82%
			B*	*	*			*					L	L*	**
5 Very important (5)	197	113	35	34	14	55	125	17	70	93	34	78	55	49	15
	36%	31%	47%	51%	35%	33%	38%	33%	34%	36%	26%	26%	42%	51%	54%
			B*	B*	*			*					L	L*	**
4 (4)	87	64	12	7	4	28	49	10	39	39	29	46	19	14	8
	16%	18%	16%	10%	10%	17%	15%	20%	19%	15%	22%	16%	14%	15%	29%
			*	*	*			*						*	**
3 (3)	75	56	10	5	3	28	39	8	33	44	13	38	17	17	3
	14%	15%	14%	7%	8%	17%	12%	16%	16%	17%	10%	13%	13%	18%	11%
			*	*	*			*						*	**
Bottom 2 Important (Net)	180	124	15	21	17	52	115	13	58	74	51	126	38	14	2
	33%	34%	20%	31%	42%	31%	35%	25%	28%	29%	40%	43%	29%	15%	7%
		C	*	*	C*			*			J	MN	N	*	**
2 (2)	47	28	4	9	6	16	27	4	13	18	15	27	12	6	2
	9%	8%	5%	13%	15%	10%	8%	8%	6%	7%	12%	9%	9%	6%	7%
			*	*	*			*						*	**
1 Not at all important (1)	133	96	11	12	11	36	88	9	45	56	36	99	26	8	-
	24%	26%	15%	18%	28%	21%	27%	18%	22%	22%	28%	34%	20%	8%	-
		C	*	*	*			*				MN	N	*	**
Don't know	12	8	2	-	2	5	4	3	4	7	2	7	3	2	-
	2%	2%	3%	-	5%	3%	1%	6%	2%	3%	2%	2%	2%	2%	-
			*	*	*			G*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.3	3.2	3.8	3.6	3.1	3.3	3.3	3.5	3.4	3.4	3.1	2.9	3.5	4	4.3
			BE*	B*	*			*					L	LM*	**

16_5. Importance of technology to success of business - Tablet

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	185	92	93	53	75	57	68	117	31	29	75	50
	34%	33%	35%	51%	33%	26%	35%	33%	39%	24%	39%	32%
				DE					I*		I	
5 Very important (5)	105	54	51	26	44	35	42	63	17	15	49	24
	19%	19%	19%	25%	19%	16%	22%	18%	21%	12%	25%	15%
									*		IK	
4 (4)	80	38	42	27	31	22	26	54	14	14	26	26
	15%	13%	16%	26%	13%	10%	13%	15%	18%	12%	13%	16%
				DE					*			
3 (3)	122	66	56	17	58	47	38	84	12	26	40	44
	22%	23%	21%	17%	25%	22%	20%	23%	15%	22%	21%	28%
									*			H
Bottom 2 Important (Net)	227	116	111	29	91	107	80	147	37	58	74	58
	41%	41%	41%	28%	40%	49%	41%	41%	46%	48%	38%	37%
					C	CD			*			
2 (2)	78	38	40	17	26	35	29	49	11	15	29	23
	14%	13%	15%	17%	11%	16%	15%	14%	14%	12%	15%	15%
									*			
1 Not at all important (1)	149	78	71	12	65	72	51	98	26	43	45	35
	27%	28%	26%	12%	28%	33%	26%	27%	32%	36%	23%	22%
					C	C			*		JK	
Don't know	17	9	8	4	6	7	7	10	-	7	4	6
	3%	3%	3%	4%	3%	3%	4%	3%	-	6%	2%	4%
									*	H		
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.8	2.8	2.9	3.4	2.8	2.6	2.9	2.8	2.8	2.5	3	2.9
				DE*					*		I	I

16_5. Importance of technology to success of business - Tablet

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	185	60	125	88	97	130	37	9	9	102	83	142	43
	34%	41%	31%	30%	37%	36%	28%	29%	33%	32%	36%	30%	55%
		B						*	**				K*
5 Very important (5)	105	28	77	47	58	78	19	2	6	54	51	81	24
	19%	19%	19%	16%	22%	22%	14%	6%	22%	17%	22%	17%	31%
						G		*	**				K*
4 (4)	80	32	48	41	39	52	18	7	3	48	32	61	19
	15%	22%	12%	14%	15%	14%	13%	23%	11%	15%	14%	13%	24%
		B						*	**				K*
3 (3)	122	29	93	66	56	81	26	8	7	76	46	109	13
	22%	20%	23%	23%	21%	23%	19%	26%	26%	24%	20%	23%	17%
								*	**				*
Bottom 2 Important (Net)	227	55	172	124	103	137	67	13	10	135	92	206	21
	41%	37%	43%	43%	39%	38%	50%	42%	37%	42%	40%	44%	27%
						E		*	**			L	*
2 (2)	78	22	56	39	39	47	24	4	3	42	36	67	11
	14%	15%	14%	13%	15%	13%	18%	13%	11%	13%	16%	14%	14%
								*	**				*
1 Not at all important (1)	149	33	116	85	64	90	43	9	7	93	56	139	10
	27%	22%	29%	29%	24%	25%	32%	29%	26%	29%	24%	29%	13%
								*	**			L	*
Don't know	17	4	13	11	6	11	4	1	1	8	9	16	1
	3%	3%	3%	4%	2%	3%	3%	3%	4%	2%	4%	3%	1%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.8	3	2.8	2.7	3	2.9	2.6	2.6	2.9	2.8	2.9	2.7	3.5
						F		*	**				K*

16_5. Importance of technology to success of business - Tablet

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	185	123	35	18	5	99	73	13	93	105	48	79	42	45	19
	34%	34%	47%	27%	12%	59%	22%	25%	46%	41%	37%	27%	32%	47%	68%
		E	BDE*	*	*	GH		*	A					LM*	**
5 Very important (5)	105	68	18	15	2	59	38	8	51	57	30	48	21	23	13
	19%	19%	24%	22%	5%	35%	11%	16%	25%	22%	23%	16%	16%	24%	46%
		E	E*	E*	*	GH		*						*	**
4 (4)	80	55	17	3	3	40	35	5	42	48	18	31	21	22	6
	15%	15%	23%	4%	8%	24%	11%	10%	21%	19%	14%	11%	16%	23%	21%
		D	DE*	*	*	GH		*	A					L*	**
3 (3)	122	89	14	15	4	31	86	5	44	52	26	67	30	24	1
	22%	24%	19%	22%	10%	18%	26%	10%	22%	20%	20%	23%	23%	25%	4%
		E	*	*	*	H		*						*	**
Bottom 2 Important (Net)	227	144	21	33	28	33	165	29	63	94	50	139	56	25	7
	41%	39%	28%	49%	70%	20%	50%	57%	31%	37%	39%	47%	42%	26%	25%
	I		*	C*	BCD*		F	F*				N	N	*	**
2 (2)	78	51	8	15	4	19	47	12	25	42	12	46	18	9	5
	14%	14%	11%	22%	10%	11%	14%	24%	12%	16%	9%	16%	14%	9%	18%
			*	*	*			F*						*	**
1 Not at all important (1)	149	93	13	18	24	14	118	17	38	52	38	93	38	16	2
	27%	25%	18%	27%	60%	8%	36%	33%	19%	20%	29%	32%	29%	17%	7%
	I		*	*	BCD*		F	F*			J	N	N	*	**
Don't know	17	9	4	1	3	5	8	4	4	6	5	10	4	2	1
	3%	2%	5%	1%	8%	3%	2%	8%	2%	2%	4%	3%	3%	2%	4%
			*	*	*			G*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	2.8	2.9	3.3	2.7	1.8	3.7	2.5	2.5	3.2	3.1	2.9	2.6	2.8	3.3	3.9
		E	BDE*	E*	*	GH		*	A					LM*	**

16_6. Importance of technology to success of business - Payment technologies (like Square)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	171	89	82	57	68	46	71	100	22	29	70	50
	31%	31%	31%	55%	30%	21%	37%	28%	28%	24%	36%	32%
				DE	E		G		*		I	
5 Very important (5)	96	47	49	34	36	26	39	57	12	14	38	32
	17%	17%	18%	33%	16%	12%	20%	16%	15%	12%	20%	20%
				DE					*			
4 (4)	75	42	33	23	32	20	32	43	10	15	32	18
	14%	15%	12%	22%	14%	9%	17%	12%	12%	12%	17%	11%
				E					*			
3 (3)	68	43	25	16	30	22	26	42	10	17	19	22
	12%	15%	9%	16%	13%	10%	13%	12%	12%	14%	10%	14%
		B							*			
Bottom 2 Important (Net)	282	140	142	26	120	136	88	194	47	67	93	75
	51%	49%	53%	25%	52%	62%	46%	54%	59%	56%	48%	47%
					C	CD			*			
2 (2)	74	39	35	8	30	36	27	47	10	16	22	26
	13%	14%	13%	8%	13%	17%	14%	13%	12%	13%	11%	16%
						C			*			
1 Not at all important (1)	208	101	107	18	90	100	61	147	37	51	71	49
	38%	36%	40%	17%	39%	46%	32%	41%	46%	42%	37%	31%
					C	C		F	K*	K		
Don't know	30	11	19	4	12	14	8	22	1	7	11	11
	5%	4%	7%	4%	5%	6%	4%	6%	1%	6%	6%	7%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.6	2.6	2.5	3.5	2.5	2.2	2.8	2.5	2.4	2.3	2.7	2.7
				DE*	E		G		*			I

16_6. Importance of technology to success of business - Payment technologies (like Square)

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	171	54	117	92	79	120	37	9	5	90	81	128	43
	31%	36%	29%	32%	30%	33%	28%	29%	19%	28%	35%	27%	55%
								*	**				K*
5 Very important (5)	96	30	66	57	39	64	23	6	3	51	45	79	17
	17%	20%	16%	20%	15%	18%	17%	19%	11%	16%	20%	17%	22%
								*	**				*
4 (4)	75	24	51	35	40	56	14	3	2	39	36	49	26
	14%	16%	13%	12%	15%	16%	10%	10%	7%	12%	16%	10%	33%
								*	**				K*
3 (3)	68	24	44	33	35	46	14	4	4	42	26	58	10
	12%	16%	11%	11%	13%	13%	10%	13%	15%	13%	11%	12%	13%
								*	**				*
Bottom 2 Important (Net)	282	66	216	150	132	174	74	17	17	170	112	262	20
	51%	45%	54%	52%	50%	48%	55%	55%	63%	53%	49%	55%	26%
								*	**			L	*
2 (2)	74	18	56	35	39	51	11	8	4	43	31	68	6
	13%	12%	14%	12%	15%	14%	8%	26%	15%	13%	13%	14%	8%
								F*	**				*
1 Not at all important (1)	208	48	160	115	93	123	63	9	13	127	81	194	14
	38%	32%	40%	40%	35%	34%	47%	29%	48%	40%	35%	41%	18%
							E	*	**			L	*
Don't know	30	4	26	14	16	19	9	1	1	19	11	25	5
	5%	3%	6%	5%	6%	5%	7%	3%	4%	6%	5%	5%	6%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.6	2.8	2.5	2.6	2.6	2.7	2.4	2.6	2.2	2.5	2.7	2.4	3.4
		B						*	**				K*

16_6. Importance of technology to success of business - Payment technologies (like Square)

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	171	126	25	15	3	90	65	16	87	96	33	78	32	40	21
	31%	35%	34%	22%	8%	54%	20%	31%	43%	37%	26%	26%	24%	42%	75%
		E	E*	E*	*	GH		*	A	K				LM*	**
5 Very important (5)	96	66	18	9	2	56	26	14	48	52	19	41	19	22	14
	17%	18%	24%	13%	5%	33%	8%	27%	24%	20%	15%	14%	14%	23%	50%
		E	E*	*	*	G		G*						L*	**
4 (4)	75	60	7	6	1	34	39	2	39	44	14	37	13	18	7
	14%	16%	9%	9%	2%	20%	12%	4%	19%	17%	11%	13%	10%	19%	25%
		E	*	*	*	GH		*						*	**
3 (3)	68	43	14	10	1	23	41	4	31	39	15	26	20	21	1
	12%	12%	19%	15%	2%	14%	12%	8%	15%	15%	12%	9%	15%	22%	4%
			E*	E*	*			*						L*	**
Bottom 2 Important (Net)	282	181	26	39	33	49	207	26	80	113	72	173	73	31	5
	51%	50%	35%	58%	82%	29%	62%	51%	39%	44%	56%	59%	55%	32%	18%
	I	C	*	C*	BCD*		F	F*			J	N	N	*	**
2 (2)	74	45	9	15	5	18	48	8	21	35	16	39	25	10	-
	13%	12%	12%	22%	12%	11%	14%	16%	10%	14%	12%	13%	19%	10%	-
			*	B*	*			*						*	**
1 Not at all important (1)	208	136	17	24	28	31	159	18	59	78	56	134	48	21	5
	38%	37%	23%	36%	70%	18%	48%	35%	29%	30%	43%	45%	36%	22%	18%
	I	C	*	*	BCD*		F	F*			J	N	N	*	**
Don't know	30	15	9	3	3	6	19	5	6	9	9	18	7	4	1
	5%	4%	12%	4%	8%	4%	6%	10%	3%	4%	7%	6%	5%	4%	4%
			B*	*	*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	2.6	2.6	3	2.4	1.5	3.4	2.1	2.7	3	2.8	2.4	2.3	2.4	3.1	3.9
		E	DE*	E*	*	GH		G*	A	K				LM*	**

16_7. Importance of technology to success of business - Productivity applications

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	258	145	113	63	109	86	92	166	36	51	99	72
	47%	51%	42%	61%	47%	39%	48%	46%	45%	42%	51%	46%
		B		DE					*			
5 Very important (5)	131	76	55	30	51	50	48	83	18	26	53	34
	24%	27%	21%	29%	22%	23%	25%	23%	22%	22%	27%	22%
									*			
4 (4)	127	69	58	33	58	36	44	83	18	25	46	38
	23%	24%	22%	32%	25%	17%	23%	23%	22%	21%	24%	24%
				E	E				*			
3 (3)	104	58	46	11	47	46	33	71	13	23	42	26
	19%	20%	17%	11%	20%	21%	17%	20%	16%	19%	22%	16%
					C	C			*			
Bottom 2 Important (Net)	160	68	92	27	65	68	57	103	30	42	39	49
	29%	24%	34%	26%	28%	31%	30%	29%	38%	35%	20%	31%
			A						J*	J		J
2 (2)	74	32	42	17	24	33	22	52	13	18	17	26
	13%	11%	16%	17%	10%	15%	11%	15%	16%	15%	9%	16%
									*			J
1 Not at all important (1)	86	36	50	10	41	35	35	51	17	24	22	23
	16%	13%	19%	10%	18%	16%	18%	14%	21%	20%	11%	15%
									J*	J		
Don't know	29	12	17	2	9	18	11	18	1	4	13	11
	5%	4%	6%	2%	4%	8%	6%	5%	1%	3%	7%	7%
						C			*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.3	3.4	3.1	3.6	3.2	3.2	3.3	3.3	3.1	3.1	3.5	3.2
		B		E					*		HI	

16_7. Importance of technology to success of business - Productivity applications

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	258	82	176	120	138	187	49	13	9	143	115	208	50
	47%	55%	44%	42%	53%	52%	37%	42%	33%	45%	50%	44%	64%
		B			C	F		*	**				K*
5 Very important (5)	131	38	93	59	72	96	24	6	5	70	61	104	27
	24%	26%	23%	20%	27%	27%	18%	19%	19%	22%	27%	22%	35%
						F		*	**				K*
4 (4)	127	44	83	61	66	91	25	7	4	73	54	104	23
	23%	30%	21%	21%	25%	25%	19%	23%	15%	23%	23%	22%	29%
		B						*	**				*
3 (3)	104	24	80	57	47	66	25	4	9	68	36	89	15
	19%	16%	20%	20%	18%	18%	19%	13%	33%	21%	16%	19%	19%
								*	**				*
Bottom 2 Important (Net)	160	39	121	97	63	91	48	13	8	94	66	148	12
	29%	26%	30%	34%	24%	25%	36%	42%	30%	29%	29%	31%	15%
				D			E	E*	**			L	*
2 (2)	74	17	57	39	35	48	19	6	1	43	31	66	8
	13%	11%	14%	13%	13%	13%	14%	19%	4%	13%	13%	14%	10%
								*	**				*
1 Not at all important (1)	86	22	64	58	28	43	29	7	7	51	35	82	4
	16%	15%	16%	20%	11%	12%	22%	23%	26%	16%	15%	17%	5%
				D			E	*	**			L	*
Don't know	29	3	26	15	14	15	12	1	1	16	13	28	1
	5%	2%	6%	5%	5%	4%	9%	3%	4%	5%	6%	6%	1%
			A				E	*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.3	3.4	3.2	3.1	3.5	3.4	3	3	3	3.2	3.3	3.2	3.8
					C	F		*	**				K*

16_7. Importance of technology to success of business - Productivity applications

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	258	179	39	35	3	125	115	18	118	155	48	115	59	60	24
	47%	49%	53%	52%	8%	74%	35%	35%	58%	60%	37%	39%	45%	62%	86%
		E	E*	E*	*	GH		*	A	K				LM*	**
5 Very important (5)	131	87	22	20	2	75	46	10	63	78	23	54	29	32	16
	24%	24%	30%	30%	5%	45%	14%	20%	31%	30%	18%	18%	22%	33%	57%
		E	E*	E*	*	GH		*	A	K				L*	**
4 (4)	127	92	17	15	1	50	69	8	55	77	25	61	30	28	8
	23%	25%	23%	22%	2%	30%	21%	16%	27%	30%	19%	21%	23%	29%	29%
		E	E*	E*	*	GH		*		K				*	**
3 (3)	104	71	9	15	7	19	74	11	36	43	30	58	28	18	-
	19%	19%	12%	22%	18%	11%	22%	22%	18%	17%	23%	20%	21%	19%	-
			*	*	*		F	*						*	**
Bottom 2 Important (Net)	160	100	18	13	28	20	125	15	44	49	46	103	40	14	3
	29%	27%	24%	19%	70%	12%	38%	29%	22%	19%	36%	35%	30%	15%	11%
	I		*	*	BCD*		F	F*			J	N	N	*	**
2 (2)	74	48	13	8	5	16	55	3	23	29	20	44	19	9	2
	13%	13%	18%	12%	12%	10%	17%	6%	11%	11%	16%	15%	14%	9%	7%
			*	*	*		FH	*						*	**
1 Not at all important (1)	86	52	5	5	23	4	70	12	21	20	26	59	21	5	1
	16%	14%	7%	7%	58%	2%	21%	24%	10%	8%	20%	20%	16%	5%	4%
			*	*	BCD*		F	F*			J	N	N	*	**
Don't know	29	15	8	4	2	4	18	7	6	10	5	19	5	4	1
	5%	4%	11%	6%	5%	2%	5%	14%	3%	4%	4%	6%	4%	4%	4%
			B*	*	*			FG*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.3	3.3	3.6	3.6	1.8	4.1	2.9	3	3.6	3.7	3	3	3.2	3.8	4.3
		E	E*	E*	*	GH		*	A	K				LM*	**

16_8. Importance of technology to success of business - Social media apps

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Top 2 Important (Net)	186	92	94	59	79	48	80	106	30	35	68	53
	34%	33%	35%	57%	34%	22%	41%	30%	38%	29%	35%	34%
				DE	E		G		*			
5 Very important (5)	95	45	50	30	39	26	43	52	13	19	39	24
	17%	16%	19%	29%	17%	12%	22%	15%	16%	16%	20%	15%
				DE			G		*			
4 (4)	91	47	44	29	40	22	37	54	17	16	29	29
	17%	17%	16%	28%	17%	10%	19%	15%	21%	13%	15%	18%
				DE	E				*			
3 (3)	97	50	47	16	49	32	36	61	8	18	45	26
	18%	18%	18%	16%	21%	15%	19%	17%	10%	15%	23%	16%
									*		H	
Bottom 2 Important (Net)	253	133	120	26	100	127	73	180	41	62	77	73
	46%	47%	45%	25%	43%	58%	38%	50%	51%	52%	40%	46%
					C	CD		F	*	J		
2 (2)	73	36	37	11	26	36	22	51	11	13	26	23
	13%	13%	14%	11%	11%	17%	11%	14%	14%	11%	13%	15%
									*			
1 Not at all important (1)	180	97	83	15	74	91	51	129	30	49	51	50
	33%	34%	31%	15%	32%	42%	26%	36%	38%	41%	26%	32%
					C	CD		F	*	J		
Don't know	15	8	7	2	2	11	4	11	1	5	3	6
	3%	3%	3%	2%	1%	5%	2%	3%	1%	4%	2%	4%
						D			*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.7	2.7	2.8	3.5	2.8	2.3	3	2.6	2.6	2.5	2.9	2.7
				DE	E		G		*		I	

16_8. Importance of technology to success of business - Social media apps

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Top 2 Important (Net)	186	57	129	88	98	132	37	11	6	99	87	147	39
	34%	39%	32%	30%	37%	37%	28%	35%	22%	31%	38%	31%	50%
								*	**				K*
5 Very important (5)	95	31	64	48	47	64	23	4	4	48	47	73	22
	17%	21%	16%	17%	18%	18%	17%	13%	15%	15%	20%	15%	28%
								*	**				K*
4 (4)	91	26	65	40	51	68	14	7	2	51	40	74	17
	17%	18%	16%	14%	19%	19%	10%	23%	7%	16%	17%	16%	22%
						F		*	**				*
3 (3)	97	34	63	60	37	55	28	8	6	59	38	82	15
	18%	23%	16%	21%	14%	15%	21%	26%	22%	18%	17%	17%	19%
		B		D				*	**				*
Bottom 2 Important (Net)	253	55	198	134	119	164	64	11	14	154	99	230	23
	46%	37%	49%	46%	45%	46%	48%	35%	52%	48%	43%	49%	29%
			A					*	**			L	*
2 (2)	73	20	53	34	39	48	16	5	4	46	27	62	11
	13%	14%	13%	12%	15%	13%	12%	16%	15%	14%	12%	13%	14%
								*	**				*
1 Not at all important (1)	180	35	145	100	80	116	48	6	10	108	72	168	12
	33%	24%	36%	35%	31%	32%	36%	19%	37%	34%	31%	36%	15%
			A					*	**			L	*
Don't know	15	2	13	7	8	8	5	1	1	9	6	14	1
	3%	1%	3%	2%	3%	2%	4%	3%	4%	3%	3%	3%	1%
								*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.7	3	2.6	2.7	2.8	2.8	2.6	2.9	2.5	2.6	2.8	2.6	3.3
		B						*	**				K*

16_8. Importance of technology to success of business - Social media apps

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Top 2 Important (Net)	186	136	25	19	4	89	77	20	98	102	46	91	33	43	19
	34%	37%	34%	28%	10%	53%	23%	39%	48%	40%	36%	31%	25%	45%	68%
		E	E*	E*	*	G		G*	A					LM*	**
5 Very important (5)	95	65	17	11	2	49	38	8	49	52	22	42	19	22	12
	17%	18%	23%	16%	5%	29%	11%	16%	24%	20%	17%	14%	14%	23%	43%
		E	E*	*	*	G		*	A					L*	**
4 (4)	91	71	8	8	2	40	39	12	49	50	24	49	14	21	7
	17%	19%	11%	12%	5%	24%	12%	24%	24%	19%	19%	17%	11%	22%	25%
		E	*	*	*	G		G*	A					M*	**
3 (3)	97	69	10	12	5	30	62	5	37	46	26	47	28	19	3
	18%	19%	14%	18%	12%	18%	19%	10%	18%	18%	20%	16%	21%	20%	11%
			*	*	*			*						*	**
Bottom 2 Important (Net)	253	154	34	34	29	46	185	22	66	103	56	149	67	31	6
	46%	42%	46%	51%	72%	27%	56%	43%	32%	40%	43%	51%	51%	32%	21%
	I		*	*	BCD*		F	F*				N	N	*	**
2 (2)	73	39	15	11	7	18	51	4	19	39	12	43	17	10	3
	13%	11%	20%	16%	18%	11%	15%	8%	9%	15%	9%	15%	13%	10%	11%
			B*	*	*			*						*	**
1 Not at all important (1)	180	115	19	23	22	28	134	18	47	64	44	106	50	21	3
	33%	32%	26%	34%	55%	17%	40%	35%	23%	25%	34%	36%	38%	22%	11%
	I		*	*	BCD*		F	F*				N	N	*	**
Don't know	15	6	5	2	2	3	8	4	3	6	1	8	4	3	-
	3%	2%	7%	3%	5%	2%	2%	8%	1%	2%	1%	3%	3%	3%	-
			B*	*	*			FG*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	2.7	2.8	2.8	2.6	1.8	3.4	2.4	2.7	3.2	2.9	2.8	2.6	2.5	3.1	3.8
		E	E*	E*	*	GH		*	A					LM*	**

16. Importance of technology to success of business - Top 2 Important - (5 Very important/4) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Laptop computer	377	194	183	80	154	143	132	245	58	74	138	107
	68%	69%	68%	78%	67%	66%	68%	68%	72%	62%	72%	68%
				DE					*			
Desktop computer	367	210	157	66	145	156	129	238	54	78	121	114
	67%	74%	59%	64%	63%	72%	67%	66%	68%	65%	63%	72%
		B							*			
Smartphone	333	171	162	76	144	113	111	222	39	65	130	99
	60%	60%	60%	74%	63%	52%	58%	62%	49%	54%	67%	63%
				DE	E				*		HI	H
Landline	284	158	126	45	109	130	91	193	45	64	94	81
	52%	56%	47%	44%	47%	60%	47%	54%	56%	53%	49%	51%
		B				CD			*			
Productivity applications	258	145	113	63	109	86	92	166	36	51	99	72
	47%	51%	42%	61%	47%	39%	48%	46%	45%	42%	51%	46%
		B		DE					*			
Social media apps	186	92	94	59	79	48	80	106	30	35	68	53
	34%	33%	35%	57%	34%	22%	41%	30%	38%	29%	35%	34%
				DE	E		G		*			
Tablet	185	92	93	53	75	57	68	117	31	29	75	50
	34%	33%	35%	51%	33%	26%	35%	33%	39%	24%	39%	32%
				DE					I*		I	
Payment technologies (like Square)	171	89	82	57	68	46	71	100	22	29	70	50
	31%	31%	31%	55%	30%	21%	37%	28%	28%	24%	36%	32%
				DE	E		G		*		I	

16. Importance of technology to success of business - Top 2 Important - (5 Very important/4) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Laptop computer	377	105	272	181	196	252	88	20	17	216	161	311	66
	68%	71%	67%	63%	75%	70%	66%	65%	63%	67%	70%	66%	85%
					C			*	**				K*
Desktop computer	367	87	280	196	171	250	84	16	17	212	155	317	50
	67%	59%	69%	68%	65%	70%	63%	52%	63%	66%	67%	67%	64%
			A			G		*	**				*
Smartphone	333	99	234	166	167	229	73	17	14	195	138	274	59
	60%	67%	58%	57%	64%	64%	54%	55%	52%	61%	60%	58%	76%
								*	**				K*
Landline	284	68	216	147	137	199	54	10	21	182	102	246	38
	52%	46%	54%	51%	52%	55%	40%	32%	78%	57%	44%	52%	49%
						FG		*	**	J			*
Productivity applications	258	82	176	120	138	187	49	13	9	143	115	208	50
	47%	55%	44%	42%	53%	52%	37%	42%	33%	45%	50%	44%	64%
		B			C	F		*	**				K*
Social media apps	186	57	129	88	98	132	37	11	6	99	87	147	39
	34%	39%	32%	30%	37%	37%	28%	35%	22%	31%	38%	31%	50%
								*	**				K*
Tablet	185	60	125	88	97	130	37	9	9	102	83	142	43
	34%	41%	31%	30%	37%	36%	28%	29%	33%	32%	36%	30%	55%
		B						*	**				K*
Payment technologies (like Square)	171	54	117	92	79	120	37	9	5	90	81	128	43
	31%	36%	29%	32%	30%	33%	28%	29%	19%	28%	35%	27%	55%
								*	**				K*

16. Importance of technology to success of business - Top 2 Important - (5 Very important/4) Summary

Proportions/Means: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Laptop computer	377	255	56	49	13	142	206	29	162	201	83	189	89	74	25
	68%	70%	76%	73%	32%	85%	62%	57%	79%	78%	64%	64%	67%	77%	89%
		E	E*	E*	*	GH		*	A	K				L*	**
Desktop computer	367	235	59	52	17	117	221	29	152	191	70	175	92	78	22
	67%	64%	80%	78%	42%	70%	67%	57%	75%	74%	54%	59%	70%	81%	79%
		E	BE*	BE*	*			*	A	K			L	LM*	**
Smartphone	333	224	49	42	15	134	172	27	137	177	86	165	80	68	20
	60%	61%	66%	63%	38%	80%	52%	53%	67%	69%	67%	56%	61%	71%	71%
		E	E*	E*	*	GH		*						L*	**
Landline	284	177	47	41	18	83	174	27	109	132	63	124	74	63	23
	52%	48%	64%	61%	45%	49%	52%	53%	53%	51%	49%	42%	56%	66%	82%
			B*	*	*			*					L	L*	**
Productivity applications	258	179	39	35	3	125	115	18	118	155	48	115	59	60	24
	47%	49%	53%	52%	8%	74%	35%	35%	58%	60%	37%	39%	45%	62%	86%
		E	E*	E*	*	GH		*	A	K				LM*	**
Social media apps	186	136	25	19	4	89	77	20	98	102	46	91	33	43	19
	34%	37%	34%	28%	10%	53%	23%	39%	48%	40%	36%	31%	25%	45%	68%
		E	E*	E*	*	G		G*	A					LM*	**
Tablet	185	123	35	18	5	99	73	13	93	105	48	79	42	45	19
	34%	34%	47%	27%	12%	59%	22%	25%	46%	41%	37%	27%	32%	47%	68%
		E	BDE*	*	*	GH		*	A					LM*	**
Payment technologies (like Square)	171	126	25	15	3	90	65	16	87	96	33	78	32	40	21
	31%	35%	34%	22%	8%	54%	20%	31%	43%	37%	26%	26%	24%	42%	75%
		E	E*	E*	*	GH		*	A	K				LM*	**

16. Importance of technology to success of business - Bottom 2 Important - (2/1 Not at all important) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Payment technologies (like Square)	282	140	142	26	120	136	88	194	47	67	93	75
	51%	49%	53%	25%	52%	62%	46%	54%	59%	56%	48%	47%
					C	CD			*			
Social media apps	253	133	120	26	100	127	73	180	41	62	77	73
	46%	47%	45%	25%	43%	58%	38%	50%	51%	52%	40%	46%
					C	CD		F	*	J		
Tablet	227	116	111	29	91	107	80	147	37	58	74	58
	41%	41%	41%	28%	40%	49%	41%	41%	46%	48%	38%	37%
					C	CD			*			
Landline	180	78	102	36	85	59	71	109	26	36	63	55
	33%	28%	38%	35%	37%	27%	37%	30%	32%	30%	33%	35%
			A		E				*			
Productivity applications	160	68	92	27	65	68	57	103	30	42	39	49
	29%	24%	34%	26%	28%	31%	30%	29%	38%	35%	20%	31%
			A						J*	J		J
Smartphone	141	68	73	15	60	66	50	91	25	41	36	39
	26%	24%	27%	15%	26%	30%	26%	25%	31%	34%	19%	25%
					C	C			J*	J		
Desktop computer	110	43	67	20	58	32	35	75	18	28	42	22
	20%	15%	25%	19%	25%	15%	18%	21%	22%	23%	22%	14%
			A		E				*	K		
Laptop computer	95	50	45	9	45	41	35	60	13	26	28	28
	17%	18%	17%	9%	20%	19%	18%	17%	16%	22%	15%	18%
					C	C			*			

16. Importance of technology to success of business - Bottom 2 Important - (2/1 Not at all important) Summary

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Payment technologies (like Square)	282	66	216	150	132	174	74	17	17	170	112	262	20
	51%	45%	54%	52%	50%	48%	55%	55%	63%	53%	49%	55%	26%
								*	**			L	*
Social media apps	253	55	198	134	119	164	64	11	14	154	99	230	23
	46%	37%	49%	46%	45%	46%	48%	35%	52%	48%	43%	49%	29%
			A					*	**			L	*
Tablet	227	55	172	124	103	137	67	13	10	135	92	206	21
	41%	37%	43%	43%	39%	38%	50%	42%	37%	42%	40%	44%	27%
							E	*	**			L	*
Landline	180	59	121	91	89	104	57	14	5	97	83	153	27
	33%	40%	30%	31%	34%	29%	43%	45%	19%	30%	36%	32%	35%
		B					E	*	**				*
Productivity applications	160	39	121	97	63	91	48	13	8	94	66	148	12
	29%	26%	30%	34%	24%	25%	36%	42%	30%	29%	29%	31%	15%
				D			E	E*	**			L	*
Smartphone	141	31	110	82	59	84	42	8	7	82	59	130	11
	26%	21%	27%	28%	23%	23%	31%	26%	26%	26%	26%	27%	14%
								*	**			L	*
Desktop computer	110	39	71	62	48	65	30	10	5	67	43	99	11
	20%	26%	18%	21%	18%	18%	22%	32%	19%	21%	19%	21%	14%
		B						*	**				*
Laptop computer	95	22	73	58	37	58	29	4	4	55	40	90	5
	17%	15%	18%	20%	14%	16%	22%	13%	15%	17%	17%	19%	6%
								*	**			L	*

16. Importance of technology to success of business - Bottom 2 Important - (2/1 Not at all important) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Payment technologies (like Square)	282	181	26	39	33	49	207	26	80	113	72	173	73	31	5
	51%	50%	35%	58%	82%	29%	62%	51%	39%	44%	56%	59%	55%	32%	18%
	I	C	*	C*	BCD*		F	F*			J	N	N	*	**
Social media apps	253	154	34	34	29	46	185	22	66	103	56	149	67	31	6
	46%	42%	46%	51%	72%	27%	56%	43%	32%	40%	43%	51%	51%	32%	21%
	I		*	*	BCD*		F	F*				N	N	*	**
Tablet	227	144	21	33	28	33	165	29	63	94	50	139	56	25	7
	41%	39%	28%	49%	70%	20%	50%	57%	31%	37%	39%	47%	42%	26%	25%
	I		*	C*	BCD*		F	F*				N	N	*	**
Landline	180	124	15	21	17	52	115	13	58	74	51	126	38	14	2
	33%	34%	20%	31%	42%	31%	35%	25%	28%	29%	40%	43%	29%	15%	7%
		C	*	*	C*			*			J	MN	N	*	**
Productivity applications	160	100	18	13	28	20	125	15	44	49	46	103	40	14	3
	29%	27%	24%	19%	70%	12%	38%	29%	22%	19%	36%	35%	30%	15%	11%
	I		*	*	BCD*		F	F*			J	N	N	*	**
Smartphone	141	93	11	16	20	13	116	12	41	44	31	90	33	15	3
	26%	25%	15%	24%	50%	8%	35%	24%	20%	17%	24%	31%	25%	16%	11%
			*	*	BCD*		F	F*				N		*	**
Desktop computer	110	76	9	10	14	23	76	11	29	37	37	75	24	8	3
	20%	21%	12%	15%	35%	14%	23%	22%	14%	14%	29%	25%	18%	8%	11%
			*	*	BCD*		F	*			J	N	N	*	**
Laptop computer	95	55	10	10	19	11	71	13	22	27	29	68	15	10	2
	17%	15%	14%	15%	48%	7%	21%	25%	11%	11%	22%	23%	11%	10%	7%
	I		*	*	BCD*		F	F*			J	MN		*	**

Proportions/Mean: Overlap formulae used

Columns Tested (5%): A/B/C/D/E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*)
Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*)

[illegible]

Summary								
Mean	3.9	3.9	3.6	3.3	2.8	2.6	3.3	2.7
	CDEFGH	CDEFGH	DEFGH	EFH	F		EFH	F

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17_1. Technological health of business - I have access to the same technology tools as a large company.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Total agree (Net)	251	145	106	57	98	96	77	174	28	44	104	75
	46%	51%	40%	55%	43%	44%	40%	49%	35%	37%	54%	47%
		B		D					*		HI	
Strongly agree (5)	106	64	42	21	44	41	32	74	11	20	41	34
	19%	23%	16%	20%	19%	19%	17%	21%	14%	17%	21%	22%
		B							*			
Somewhat agree (4)	145	81	64	36	54	55	45	100	17	24	63	41
	26%	29%	24%	35%	23%	25%	23%	28%	21%	20%	33%	26%
				D					*		I	
Neither agree nor disagree (3)	106	52	54	18	47	41	35	71	18	25	34	29
	19%	18%	20%	17%	20%	19%	18%	20%	22%	21%	18%	18%
									*			
Total disagree (Net)	181	84	97	24	78	79	77	104	34	49	52	46
	33%	30%	36%	23%	34%	36%	40%	29%	42%	41%	27%	29%
						C	G		JK*	JK		
Somewhat disagree (2)	94	48	46	15	31	48	40	54	17	31	26	20
	17%	17%	17%	15%	13%	22%	21%	15%	21%	26%	13%	13%
						D			*	JK		
Strongly disagree (1)	87	36	51	9	47	31	37	50	17	18	26	26
	16%	13%	19%	9%	20%	14%	19%	14%	21%	15%	13%	16%
			A		C				*			
Don't know	13	2	11	4	7	2	4	9	-	2	3	8
	2%	1%	4%	4%	3%	1%	2%	3%	-	2%	2%	5%
			A						*			H
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.2	3.3	3	3.5	3.1	3.1	3	3.3	2.8	3	3.4	3.2
		B		DE*				F	*		HI	H

17_1. Technological health of business - I have access to the same technology tools as a large company.

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Total agree (Net)	251	66	185	116	135	180	46	15	10	139	112	211	40
	46%	45%	46%	40%	52%	50%	34%	48%	37%	43%	49%	45%	51%
Strongly agree (5)					C	F		*	**				*
	106	24	82	53	53	75	21	6	4	51	55	88	18
	19%	16%	20%	18%	20%	21%	16%	19%	15%	16%	24%	19%	23%
Somewhat agree (4)								*	**		I		*
	145	42	103	63	82	105	25	9	6	88	57	123	22
	26%	28%	26%	22%	31%	29%	19%	29%	22%	27%	25%	26%	28%
Neither agree nor disagree (3)					C	F		*	**				*
	106	31	75	62	44	72	21	6	7	67	39	92	14
	19%	21%	19%	21%	17%	20%	16%	19%	26%	21%	17%	19%	18%
Total disagree (Net)								*	**				*
	181	46	135	101	80	103	59	9	10	108	73	159	22
	33%	31%	33%	35%	31%	29%	44%	29%	37%	34%	32%	34%	28%
Somewhat disagree (2)						E		*	**				*
	94	26	68	49	45	57	30	4	3	60	34	82	12
	17%	18%	17%	17%	17%	16%	22%	13%	11%	19%	15%	17%	15%
Strongly disagree (1)								*	**				*
	87	20	67	52	35	46	29	5	7	48	39	77	10
	16%	14%	17%	18%	13%	13%	22%	16%	26%	15%	17%	16%	13%
Don't know						E		*	**				*
	13	5	8	10	3	4	8	1	-	7	6	11	2
	2%	3%	2%	3%	1%	1%	6%	3%	-	2%	3%	2%	3%
Sigma								*	**				*
	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.2	3.2	3.2	3.1	3.3	3.3	2.8	3.2	2.9	3.1	3.2	3.1	3.3
						F		*	**				*

17_1. Technological health of business - I have access to the same technology tools as a large company.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Total agree (Net)	251	167	41	34	6	114	119	18	101	149	44	114	54	57	26
	46%	46%	55%	51%	15%	68%	36%	35%	50%	58%	34%	39%	41%	59%	93%
		E	E*	E*	*	GH		*		K				LM*	**
Strongly agree (5)	106	73	18	13	1	54	42	10	45	56	22	49	23	22	12
	19%	20%	24%	19%	2%	32%	13%	20%	22%	22%	17%	17%	17%	23%	43%
		E	E*	E*	*	G		*						*	**
Somewhat agree (4)	145	94	23	21	5	60	77	8	56	93	22	65	31	35	14
	26%	26%	31%	31%	12%	36%	23%	16%	27%	36%	17%	22%	23%	36%	50%
			E*	E*	*	GH		*		K				LM*	**
Neither agree nor disagree (3)	106	71	16	15	3	21	70	15	34	42	33	54	29	21	2
	19%	19%	22%	22%	8%	12%	21%	29%	17%	16%	26%	18%	22%	22%	7%
			*	E*	*	F	F*			J				*	**
Total disagree (Net)	181	121	15	17	28	30	135	16	64	64	49	119	46	16	-
	33%	33%	20%	25%	70%	18%	41%	31%	31%	25%	38%	40%	35%	17%	-
		C	*	*	BCD*		F	F*			J	N	N	*	**
Somewhat disagree (2)	94	62	8	11	13	19	67	8	34	37	24	59	27	8	-
	17%	17%	11%	16%	32%	11%	20%	16%	17%	14%	19%	20%	20%	8%	-
			*	*	BC*		F	*				N	N	*	**
Strongly disagree (1)	87	59	7	6	15	11	68	8	30	27	25	60	19	8	-
	16%	16%	9%	9%	38%	7%	20%	16%	15%	11%	19%	20%	14%	8%	-
			*	*	BCD*		F	F*			J	N		*	**
Don't know	13	6	2	1	3	3	8	2	5	2	3	8	3	2	-
	2%	2%	3%	1%	8%	2%	2%	4%	2%	1%	2%	3%	2%	2%	-
			*	*	B*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.2	3.2	3.5	3.4	2	3.8	2.9	3.1	3.3	3.4	2.9	2.9	3.1	3.6	4.4
		E	BE*	E*	*	GH		*		K				LM*	**

17_2. Technological health of business - Technology helps me compete with similar size and/or larger companies in my market.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Total agree (Net)	334	190	144	70	136	128	107	227	44	63	124	103
	61%	67%	54%	68%	59%	59%	55%	63%	55%	52%	64%	65%
		B							*		I	I
Strongly agree (5)	152	85	67	35	60	57	44	108	18	24	56	54
	28%	30%	25%	34%	26%	26%	23%	30%	22%	20%	29%	34%
									*			I
Somewhat agree (4)	182	105	77	35	76	71	63	119	26	39	68	49
	33%	37%	29%	34%	33%	33%	33%	33%	32%	32%	35%	31%
		B							*			
Neither agree nor disagree (3)	126	54	72	20	50	56	47	79	19	31	40	36
	23%	19%	27%	19%	22%	26%	24%	22%	24%	26%	21%	23%
			A						*			
Total disagree (Net)	82	37	45	10	38	34	34	48	16	23	26	17
	15%	13%	17%	10%	17%	16%	18%	13%	20%	19%	13%	11%
									*	K		
Somewhat disagree (2)	38	18	20	6	14	18	14	24	5	14	11	8
	7%	6%	7%	6%	6%	8%	7%	7%	6%	12%	6%	5%
									*	K		
Strongly disagree (1)	44	19	25	4	24	16	20	24	11	9	15	9
	8%	7%	9%	4%	10%	7%	10%	7%	14%	8%	8%	6%
					C				K*			
Don't know	9	2	7	3	6	-	5	4	1	3	3	2
	2%	1%	3%	3%	3%	-	3%	1%	1%	2%	2%	1%
				E	E				*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.7	3.8	3.5	3.9	3.6	3.6	3.5	3.7	3.4	3.5	3.7	3.8
		B		DE				F	*			HI

17_2. Technological health of business - Technology helps me compete with similar size and/or larger companies in my market.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Total agree (Net)	334	96	238	154	180	230	72	16	16	193	141	276	58
	61%	65%	59%	53%	69%	64%	54%	52%	59%	60%	61%	58%	74%
					C	F		*	**				K*
Strongly agree (5)	152	37	115	77	75	105	32	9	6	81	71	123	29
	28%	25%	29%	27%	29%	29%	24%	29%	22%	25%	31%	26%	37%
								*	**				K*
Somewhat agree (4)	182	59	123	77	105	125	40	7	10	112	70	153	29
	33%	40%	31%	27%	40%	35%	30%	23%	37%	35%	30%	32%	37%
		B			C			*	**				*
Neither agree nor disagree (3)	126	26	100	71	55	81	33	8	4	71	55	112	14
	23%	18%	25%	25%	21%	23%	25%	26%	15%	22%	24%	24%	18%
								*	**				*
Total disagree (Net)	82	22	60	57	25	43	27	5	7	51	31	76	6
	15%	15%	15%	20%	10%	12%	20%	16%	26%	16%	13%	16%	8%
				D			E	*	**				*
Somewhat disagree (2)	38	10	28	23	15	21	10	3	4	26	12	34	4
	7%	7%	7%	8%	6%	6%	7%	10%	15%	8%	5%	7%	5%
								*	**				*
Strongly disagree (1)	44	12	32	34	10	22	17	2	3	25	19	42	2
	8%	8%	8%	12%	4%	6%	13%	6%	11%	8%	8%	9%	3%
				D			E	*	**				*
Don't know	9	4	5	7	2	5	2	2	-	6	3	9	-
	2%	3%	1%	2%	1%	1%	1%	6%	-	2%	1%	2%	-
								E*	**				*
Sigma	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.7	3.7	3.7	3.5	3.8	3.8	3.5	3.6	3.4	3.6	3.7	3.6	4
					C	F		**	**				K*

17_2. Technological health of business - Technology helps me compete with similar size and/or larger companies in my market.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Total agree (Net)	334	221	51	46	12	134	177	23	137	182	69	160	78	72	24
	61%	61%	69%	69%	30%	80%	53%	45%	67%	71%	53%	54%	59%	75%	86%
		E	E*	E*	*	GH		*		K				LM*	**
Strongly agree (5)	152	103	20	27	2	75	67	10	68	84	35	73	34	31	14
	28%	28%	27%	40%	5%	45%	20%	20%	33%	33%	27%	25%	26%	32%	50%
		E	E*	BE*	*	GH		*						*	**
Somewhat agree (4)	182	118	31	19	10	59	110	13	69	98	34	87	44	41	10
	33%	32%	42%	28%	25%	35%	33%	25%	34%	38%	26%	29%	33%	43%	36%
			*	*	*			*		K				L*	**
Neither agree nor disagree (3)	126	87	15	15	8	22	90	14	42	57	33	79	29	15	3
	23%	24%	20%	22%	20%	13%	27%	27%	21%	22%	26%	27%	22%	16%	11%
			*	*	*		F	F*				N		*	**
Total disagree (Net)	82	53	8	5	16	11	59	12	23	18	24	49	24	8	1
	15%	15%	11%	7%	40%	7%	18%	24%	11%	7%	19%	17%	18%	8%	4%
			*	*	BCD*		F	F*			J	N	N	*	**
Somewhat disagree (2)	38	25	6	4	3	7	29	2	13	10	10	16	15	6	1
	7%	7%	8%	6%	8%	4%	9%	4%	6%	4%	8%	5%	11%	6%	4%
			*	*	*			*					L	*	**
Strongly disagree (1)	44	28	2	1	13	4	30	10	10	8	14	33	9	2	-
	8%	8%	3%	1%	32%	2%	9%	20%	5%	3%	11%	11%	7%	2%	-
			*	*	BCD*		F	FG*			J	N		*	**
Don't know	9	4	-	1	4	1	6	2	2	-	3	7	1	1	-
	2%	1%	-	1%	10%	1%	2%	4%	1%	-	2%	2%	1%	1%	-
			*	*	BCD*			*			J			*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.7	3.7	3.8	4	2.6	4.2	3.5	3.2	3.9	3.9	3.5	3.5	3.6	4	4.3
		E	E*	BE*	*	GH		*		K				LM*	**

17_3. Technological health of business - My business leverages current technologies to improve productivity.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Total agree (Net)	286	167	119	70	121	95	90	196	39	55	105	87
	52%	59%	44%	68%	53%	44%	47%	55%	49%	46%	54%	55%
		B		DE					*			
Strongly agree (5)	125	74	51	27	56	42	42	83	14	23	45	43
	23%	26%	19%	26%	24%	19%	22%	23%	18%	19%	23%	27%
		B							*			
Somewhat agree (4)	161	93	68	43	65	53	48	113	25	32	60	44
	29%	33%	25%	42%	28%	24%	25%	32%	31%	27%	31%	28%
				DE					*			
Neither agree nor disagree (3)	143	66	77	21	50	72	57	86	19	37	45	42
	26%	23%	29%	20%	22%	33%	30%	24%	24%	31%	23%	27%
						CD			*			
Total disagree (Net)	108	46	62	9	51	48	39	69	22	24	37	25
	20%	16%	23%	9%	22%	22%	20%	19%	28%	20%	19%	16%
			A		C	C			K*			
Somewhat disagree (2)	53	24	29	2	23	28	18	35	9	13	17	14
	10%	8%	11%	2%	10%	13%	9%	10%	11%	11%	9%	9%
					C	C			*			
Strongly disagree (1)	55	22	33	7	28	20	21	34	13	11	20	11
	10%	8%	12%	7%	12%	9%	11%	9%	16%	9%	10%	7%
									K*			
Don't know	14	4	10	3	8	3	7	7	-	4	6	4
	3%	1%	4%	3%	3%	1%	4%	2%	-	3%	3%	3%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.5	3.6	3.3	3.8	3.4	3.3	3.4	3.5	3.2	3.4	3.5	3.6
		B		DE					*			H

17_3. Technological health of business - My business leverages current technologies to improve productivity.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Total agree (Net)	286	87	199	132	154	211	52	14	9	155	131	235	51
	52%	59%	49%	46%	59%	59%	39%	45%	33%	48%	57%	50%	65%
Strongly agree (5)					C	F		*	**		I		K*
	125	37	88	55	70	94	20	7	4	64	61	104	21
Somewhat agree (4)	23%	25%	22%	19%	27%	26%	15%	23%	15%	20%	27%	22%	27%
					C	F		*	**				*
Neither agree nor disagree (3)	161	50	111	77	84	117	32	7	5	91	70	131	30
	29%	34%	28%	27%	32%	33%	24%	23%	19%	28%	30%	28%	38%
Total disagree (Net)								*	**				*
	143	31	112	88	55	80	46	10	7	86	57	127	16
Somewhat disagree (2)	26%	21%	28%	30%	21%	22%	34%	32%	26%	27%	25%	27%	21%
				D			E	*	**				*
Strongly disagree (1)	108	25	83	61	47	59	33	5	11	71	37	99	9
	20%	17%	21%	21%	18%	16%	25%	16%	41%	22%	16%	21%	12%
Don't know						E		*	**				*
	53	11	42	25	28	29	12	3	9	35	18	47	6
Sigma	10%	7%	10%	9%	11%	8%	9%	10%	33%	11%	8%	10%	8%
								*	**				*
Mean	55	14	41	36	19	30	21	2	2	36	19	52	3
	10%	9%	10%	12%	7%	8%	16%	6%	7%	11%	8%	11%	4%
Table of Contents				D			E	*	**				*
	14	5	9	8	6	9	3	2	-	9	5	12	2
Table of Contents	3%	3%	2%	3%	2%	3%	2%	6%	-	3%	2%	3%	3%
								*	**				*
Table of Contents	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Table of Contents													
	3.5	3.6	3.4	3.3	3.6	3.6	3.1	3.5	3	3.4	3.6	3.4	3.8
Table of Contents					C	F		**	**		I		K*

17_3. Technological health of business - My business leverages current technologies to improve productivity.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Total agree (Net)	286	193	45	35	9	131	137	18	120	159	55	131	66	64	25
	52%	53%	61%	52%	22%	78%	41%	35%	59%	62%	43%	44%	50%	67%	89%
		E	E*	E*	*	GH		*		K				LM*	**
Strongly agree (5)	125	86	19	17	1	67	47	11	60	72	22	61	23	29	12
	23%	24%	26%	25%	2%	40%	14%	22%	29%	28%	17%	21%	17%	30%	43%
		E	E*	E*	*	GH		*		K				M*	**
Somewhat agree (4)	161	107	26	18	8	64	90	7	60	87	33	70	43	35	13
	29%	29%	35%	27%	20%	38%	27%	14%	29%	34%	26%	24%	33%	36%	46%
			*	*	*	GH	H	*						L*	**
Neither agree nor disagree (3)	143	102	14	15	11	23	106	14	48	59	41	84	36	22	1
	26%	28%	19%	22%	28%	14%	32%	27%	24%	23%	32%	28%	27%	23%	4%
			*	*	*		F	F*						*	**
Total disagree (Net)	108	66	12	14	16	13	81	14	34	35	30	71	26	9	2
	20%	18%	16%	21%	40%	8%	24%	27%	17%	14%	23%	24%	20%	9%	7%
			*	*	BCD*		F	F*			J	N	N	*	**
Somewhat disagree (2)	53	31	8	11	3	8	43	2	20	20	12	31	14	7	1
	10%	8%	11%	16%	8%	5%	13%	4%	10%	8%	9%	11%	11%	7%	4%
			*	B*	*		F	*						*	**
Strongly disagree (1)	55	35	4	3	13	5	38	12	14	15	18	40	12	2	1
	10%	10%	5%	4%	32%	3%	11%	24%	7%	6%	14%	14%	9%	2%	4%
			*	*	BCD*		F	FG*			J	N	N	*	**
Don't know	14	4	3	3	4	1	8	5	2	4	3	9	4	1	-
	3%	1%	4%	4%	10%	1%	2%	10%	1%	2%	2%	3%	3%	1%	-
			*	B*	B*			FG*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.5	3.5	3.7	3.5	2.5	4.1	3.2	3.1	3.7	3.7	3.2	3.3	3.4	3.9	4.2
		E	E*	E*	*	GH		*		K				LM*	**

17_4. Technological health of business - Technology is helping my company increase revenue.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Total agree (Net)	330	183	147	78	133	119	107	223	48	63	116	103
	60%	65%	55%	76%	58%	55%	55%	62%	60%	52%	60%	65%
		B		DE					*			I
Strongly agree (5)	157	82	75	42	62	53	49	108	24	26	53	54
	28%	29%	28%	41%	27%	24%	25%	30%	30%	22%	27%	34%
				DE					*			I
Somewhat agree (4)	173	101	72	36	71	66	58	115	24	37	63	49
	31%	36%	27%	35%	31%	30%	30%	32%	30%	31%	33%	31%
		B							*			
Neither agree nor disagree (3)	115	52	63	12	50	53	45	70	15	32	42	26
	21%	18%	24%	12%	22%	24%	23%	20%	19%	27%	22%	16%
					C	C			*	K		
Total disagree (Net)	99	44	55	9	44	46	37	62	17	21	33	28
	18%	16%	21%	9%	19%	21%	19%	17%	21%	18%	17%	18%
					C	C			*			
Somewhat disagree (2)	49	23	26	5	19	25	15	34	7	8	18	16
	9%	8%	10%	5%	8%	11%	8%	9%	9%	7%	9%	10%
									*			
Strongly disagree (1)	50	21	29	4	25	21	22	28	10	13	15	12
	9%	7%	11%	4%	11%	10%	11%	8%	12%	11%	8%	8%
					C				*			
Don't know	7	4	3	4	3	-	4	3	-	4	2	1
	1%	1%	1%	4%	1%	-	2%	1%	-	3%	1%	1%
				E					*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.6	3.7	3.5	4.1	3.6	3.5	3.5	3.7	3.6	3.5	3.6	3.7
				DE*					*			

17_4. Technological health of business - Technology is helping my company increase revenue.

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Total agree (Net)	330	95	235	156	174	226	71	20	13	185	145	274	56
	60%	64%	58%	54%	66%	63%	53%	65%	48%	58%	63%	58%	72%
Strongly agree (5)					C	F		*	**				K*
	157	39	118	75	82	112	30	9	6	78	79	124	33
Somewhat agree (4)	28%	26%	29%	26%	31%	31%	22%	29%	22%	24%	34%	26%	42%
								*	**		I		K*
Neither agree nor disagree (3)	173	56	117	81	92	114	41	11	7	107	66	150	23
	31%	38%	29%	28%	35%	32%	31%	35%	26%	33%	29%	32%	29%
Total disagree (Net)		B						*	**				*
	115	27	88	66	49	75	29	4	7	72	43	102	13
Somewhat disagree (2)	21%	18%	22%	23%	19%	21%	22%	13%	26%	22%	19%	22%	17%
								*	**				*
Strongly disagree (1)	99	23	76	61	38	54	32	6	7	60	39	91	8
	18%	16%	19%	21%	15%	15%	24%	19%	26%	19%	17%	19%	10%
Don't know				D		E		*	**				*
	49	9	40	27	22	31	13	2	3	30	19	44	5
Sigma	9%	6%	10%	9%	8%	9%	10%	6%	11%	9%	8%	9%	6%
								*	**				*
Mean	50	14	36	34	16	23	19	4	4	30	20	47	3
	9%	9%	9%	12%	6%	6%	14%	13%	15%	9%	9%	10%	4%
Table of Contents				D		E		*	**				*
	7	3	4	6	1	4	2	1	-	4	3	6	1
Table of Contents	1%	2%	1%	2%	*	1%	1%	3%	-	1%	1%	1%	1%
								*	**				*
Table of Contents	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Table of Contents													
	3.6	3.7	3.6	3.5	3.8	3.7	3.4	3.6	3.3	3.5	3.7	3.6	4
Table of Contents					C	F		*	**				K*

17_4. Technological health of business - Technology is helping my company increase revenue.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Total agree (Net)	330	223	54	41	8	139	169	22	144	185	71	155	77	74	24
	60%	61%	73%	61%	20%	83%	51%	43%	71%	72%	55%	53%	58%	77%	86%
		E	E*	E*	*	GH		*	A	K				LM*	**
Strongly agree (5)	157	108	24	23	1	76	70	11	74	87	35	79	32	33	13
	28%	30%	32%	34%	2%	45%	21%	22%	36%	34%	27%	27%	24%	34%	46%
		E	E*	E*	*	GH		*	A					*	**
Somewhat agree (4)	173	115	30	18	7	63	99	11	70	98	36	76	45	41	11
	31%	32%	41%	27%	18%	38%	30%	22%	34%	38%	28%	26%	34%	43%	39%
			E*	*	*	H		*		K				L*	**
Neither agree nor disagree (3)	115	76	9	18	11	16	85	14	33	47	32	74	28	12	1
	21%	21%	12%	27%	28%	10%	26%	27%	16%	18%	25%	25%	21%	12%	4%
			*	C*	C*		F	F*				N		*	**
Total disagree (Net)	99	62	11	8	18	11	75	13	27	24	25	62	25	9	3
	18%	17%	15%	12%	45%	7%	23%	25%	13%	9%	19%	21%	19%	9%	11%
			*	*	BCD*		F	F*			J	N	N	*	**
Somewhat disagree (2)	49	32	7	6	4	6	40	3	14	13	11	27	12	8	2
	9%	9%	9%	9%	10%	4%	12%	6%	7%	5%	9%	9%	9%	8%	7%
			*	*	*		F	*						*	**
Strongly disagree (1)	50	30	4	2	14	5	35	10	13	11	14	35	13	1	1
	9%	8%	5%	3%	35%	3%	11%	20%	6%	4%	11%	12%	10%	1%	4%
			*	*	BCD*		F	F*			J	N	N	*	**
Don't know	7	4	-	-	3	2	3	2	-	1	1	4	2	1	-
	1%	1%	-	-	8%	1%	1%	4%	-	*	1%	1%	2%	1%	-
			*	*	BCD*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.6	3.7	3.9	3.8	2.4	4.2	3.4	3.2	3.9	3.9	3.5	3.5	3.5	4	4.2
		E	E*	E*	*	GH		*	A	K				LM*	**

17_5. Technological health of business - Technology is helping my company decrease operational costs.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Total agree (Net)	295	168	127	65	120	110	99	196	39	60	105	91
	54%	59%	47%	63%	52%	50%	51%	55%	49%	50%	54%	58%
		B		E					*			
Strongly agree (5)	127	74	53	34	55	38	43	84	17	27	39	44
	23%	26%	20%	33%	24%	17%	22%	23%	21%	22%	20%	28%
				E					*			
Somewhat agree (4)	168	94	74	31	65	72	56	112	22	33	66	47
	30%	33%	28%	30%	28%	33%	29%	31%	28%	28%	34%	30%
									*			
Neither agree nor disagree (3)	134	67	67	21	53	60	46	88	23	36	43	32
	24%	24%	25%	20%	23%	28%	24%	25%	29%	30%	22%	20%
									*			
Total disagree (Net)	111	45	66	13	51	47	41	70	17	21	42	31
	20%	16%	25%	13%	22%	22%	21%	20%	21%	18%	22%	20%
			A		C				*			
Somewhat disagree (2)	60	28	32	9	22	29	21	39	5	12	24	19
	11%	10%	12%	9%	10%	13%	11%	11%	6%	10%	12%	12%
									*			
Strongly disagree (1)	51	17	34	4	29	18	20	31	12	9	18	12
	9%	6%	13%	4%	13%	8%	10%	9%	15%	8%	9%	8%
			A		C				*			
Don't know	11	3	8	4	6	1	7	4	1	3	3	4
	2%	1%	3%	4%	3%	*	4%	1%	1%	2%	2%	3%
				E			G		*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.5	3.6	3.3	3.8	3.4	3.4	3.4	3.5	3.3	3.5	3.4	3.6
		B		DE*					*			

17_5. Technological health of business - Technology is helping my company decrease operational costs.

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Total agree (Net)	295	81	214	138	157	207	59	15	14	163	132	242	53
	54%	55%	53%	48%	60%	58%	44%	48%	52%	51%	57%	51%	68%
Strongly agree (5)					C	F		*	**				K*
	127	34	93	62	65	91	25	5	6	65	62	97	30
Somewhat agree (4)	23%	23%	23%	21%	25%	25%	19%	16%	22%	20%	27%	21%	38%
								*	**				K*
Neither agree nor disagree (3)	168	47	121	76	92	116	34	10	8	98	70	145	23
	30%	32%	30%	26%	35%	32%	25%	32%	30%	31%	30%	31%	29%
Total disagree (Net)					C			*	**				*
	134	37	97	74	60	88	35	6	5	80	54	120	14
Somewhat disagree (2)	24%	25%	24%	26%	23%	25%	26%	19%	19%	25%	23%	25%	18%
								*	**				*
Strongly disagree (1)	111	25	86	69	42	60	36	7	8	72	39	100	11
	20%	17%	21%	24%	16%	17%	27%	23%	30%	22%	17%	21%	14%
Don't know				D			E	*	**				*
	60	8	52	34	26	37	15	4	4	40	20	52	8
Sigma	11%	5%	13%	12%	10%	10%	11%	13%	15%	12%	9%	11%	10%
			A					*	**				*
Mean	51	17	34	35	16	23	21	3	4	32	19	48	3
	9%	11%	8%	12%	6%	6%	16%	10%	15%	10%	8%	10%	4%
Table of Contents				D			E	*	**				*
	11	5	6	8	3	4	4	3	-	6	5	11	-
Table of Contents	2%	3%	1%	3%	1%	1%	3%	10%	-	2%	2%	2%	-
								E*	**				*
Table of Contents	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Table of Contents													
	3.5	3.5	3.5	3.3	3.6	3.6	3.2	3.4	3.3	3.4	3.6	3.4	3.9
Table of Contents					C	F		**	**		I		K*

17_5. Technological health of business - Technology is helping my company decrease operational costs.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Total agree (Net)	295	198	50	38	6	124	150	21	127	155	64	143	67	60	25
	54%	54%	68%	57%	15%	74%	45%	41%	62%	60%	50%	48%	51%	62%	89%
		E	BE*	E*	*	GH		*	A	K				L*	**
Strongly agree (5)	127	85	25	15	2	62	53	12	61	68	27	60	29	26	12
	23%	23%	34%	22%	5%	37%	16%	24%	30%	26%	21%	20%	22%	27%	43%
		E	E*	E*	*	G		*						*	**
Somewhat agree (4)	168	113	25	23	4	62	97	9	66	87	37	83	38	34	13
	30%	31%	34%	34%	10%	37%	29%	18%	32%	34%	29%	28%	29%	35%	46%
		E	E*	E*	*	H		*						*	**
Neither agree nor disagree (3)	134	90	11	17	14	28	96	10	44	64	35	72	38	23	1
	24%	25%	15%	25%	35%	17%	29%	20%	22%	25%	27%	24%	29%	24%	4%
			*	*	C*		F	*						*	**
Total disagree (Net)	111	72	11	12	16	14	80	17	31	35	27	73	25	11	2
	20%	20%	15%	18%	40%	8%	24%	33%	15%	14%	21%	25%	19%	11%	7%
			*	*	BCD*		F	F*				N		*	**
Somewhat disagree (2)	60	40	6	10	4	10	42	8	21	26	10	35	15	9	1
	11%	11%	8%	15%	10%	6%	13%	16%	10%	10%	8%	12%	11%	9%	4%
			*	*	*		F	F*						*	**
Strongly disagree (1)	51	32	5	2	12	4	38	9	10	9	17	38	10	2	1
	9%	9%	7%	3%	30%	2%	11%	18%	5%	4%	13%	13%	8%	2%	4%
			*	*	BCD*		F	F*			J	N		*	**
Don't know	11	5	2	-	4	2	6	3	2	3	3	7	2	2	-
	2%	1%	3%	-	10%	1%	2%	6%	1%	1%	2%	2%	2%	2%	-
			*	*	BD*			*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.5	3.5	3.8	3.6	2.4	4	3.3	3.1	3.7	3.7	3.4	3.3	3.5	3.8	4.2
		E	BE*	E*	*	GH		*	A	K				LM*	**

17_6. Technological health of business - I am able to more quickly and intelligently respond to my customers because of my technology.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
Total agree (Net)	388	207	181	81	155	152	119	269	51	81	139	117
	70%	73%	68%	79%	67%	70%	62%	75%	64%	68%	72%	74%
				D				F	*			
Strongly agree (5)	212	101	111	50	82	80	64	148	27	40	78	67
	38%	36%	41%	49%	36%	37%	33%	41%	34%	33%	40%	42%
				DE					*			
Somewhat agree (4)	176	106	70	31	73	72	55	121	24	41	61	50
	32%	37%	26%	30%	32%	33%	28%	34%	30%	34%	32%	32%
		B							*			
Neither agree nor disagree (3)	95	46	49	15	39	41	46	49	20	19	32	24
	17%	16%	18%	15%	17%	19%	24%	14%	25%	16%	17%	15%
							G		*			
Total disagree (Net)	60	27	33	4	32	24	24	36	8	17	20	15
	11%	10%	12%	4%	14%	11%	12%	10%	10%	14%	10%	9%
					C	C			*			
Somewhat disagree (2)	25	13	12	1	12	12	9	16	1	9	11	4
	5%	5%	4%	1%	5%	6%	5%	4%	1%	8%	6%	3%
									*	H		
Strongly disagree (1)	35	14	21	3	20	12	15	20	7	8	9	11
	6%	5%	8%	3%	9%	6%	8%	6%	9%	7%	5%	7%
									*			
Don't know	8	3	5	3	4	1	4	4	1	3	2	2
	1%	1%	2%	3%	2%	*	2%	1%	1%	2%	1%	1%
									*			
Sigma	551	283	268	103	230	218	193	358	80	120	193	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.9	4	3.9	4.2	3.8	3.9	3.8	4	3.8	3.8	4	4
				DE				F	*			

17_6. Technological health of business - I am able to more quickly and intelligently respond to my customers because of my technology.

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Total agree (Net)	388	111	277	183	205	258	92	20	18	221	167	325	63
	70%	75%	69%	63%	78%	72%	69%	65%	67%	69%	73%	69%	81%
Strongly agree (5)					C			*	**				K*
	212	57	155	111	101	139	52	14	7	118	94	180	32
Somewhat agree (4)	38%	39%	38%	38%	39%	39%	39%	45%	26%	37%	41%	38%	41%
								*	**				*
Neither agree nor disagree (3)	176	54	122	72	104	119	40	6	11	103	73	145	31
	32%	36%	30%	25%	40%	33%	30%	19%	41%	32%	32%	31%	40%
Total disagree (Net)					C			*	**				*
	95	19	76	60	35	64	21	6	4	57	38	85	10
Somewhat disagree (2)	17%	13%	19%	21%	13%	18%	16%	19%	15%	18%	17%	18%	13%
				D				*	**				*
Strongly disagree (1)	60	15	45	39	21	34	18	3	5	39	21	55	5
	11%	10%	11%	13%	8%	9%	13%	10%	19%	12%	9%	12%	6%
Don't know				D				*	**				*
	25	6	19	14	11	15	7	1	2	22	3	21	4
Sigma	5%	4%	5%	5%	4%	4%	5%	3%	7%	7%	1%	4%	5%
								*	**	J			*
Mean	35	9	26	25	10	19	11	2	3	17	18	34	1
	6%	6%	6%	9%	4%	5%	8%	6%	11%	5%	8%	7%	1%
Table of Contents				D				*	**			L	*
	8	3	5	7	1	3	3	2	-	4	4	8	-
Table of Contents	1%	2%	1%	2%	*	1%	2%	6%	-	1%	2%	2%	-
				D				E*	**				*
Table of Contents	551	148	403	289	262	359	134	31	27	321	230	473	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Table of Contents													
	3.9	4	3.9	3.8	4.1	4	3.9	4	3.6	3.9	4	3.9	4.1
Table of Contents					C			**	**				*

17_6. Technological health of business - I am able to more quickly and intelligently respond to my customers because of my technology.

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Total agree (Net)	388	261	57	54	11	146	213	29	156	203	86	198	89	76	25
	70%	72%	77%	81%	28%	87%	64%	57%	76%	79%	67%	67%	67%	79%	89%
		E	E*	E*	*	GH		*		K				L*	**
Strongly agree (5)	212	146	27	34	2	92	107	13	104	109	45	110	49	40	13
	38%	40%	36%	51%	5%	55%	32%	25%	51%	42%	35%	37%	37%	42%	46%
		E	E*	E*	*	GH		*	A					*	**
Somewhat agree (4)	176	115	30	20	9	54	106	16	52	94	41	88	40	36	12
	32%	32%	41%	30%	22%	32%	32%	31%	25%	37%	32%	30%	30%	38%	43%
			*	*	*			*						*	**
Neither agree nor disagree (3)	95	67	11	6	11	16	70	9	36	40	24	52	29	12	2
	17%	18%	15%	9%	28%	10%	21%	18%	18%	16%	19%	18%	22%	12%	7%
			*	*	D*		F	*						*	**
Total disagree (Net)	60	35	5	7	13	5	45	10	12	13	17	39	13	7	1
	11%	10%	7%	10%	32%	3%	14%	20%	6%	5%	13%	13%	10%	7%	4%
	I		*	*	BCD*		F	F*			J			*	**
Somewhat disagree (2)	25	15	2	5	3	1	20	4	2	6	6	13	7	4	1
	5%	4%	3%	7%	8%	1%	6%	8%	1%	2%	5%	4%	5%	4%	4%
	I		*	*	*		F	F*						*	**
Strongly disagree (1)	35	20	3	2	10	4	25	6	10	7	11	26	6	3	-
	6%	5%	4%	3%	25%	2%	8%	12%	5%	3%	9%	9%	5%	3%	-
			*	*	BCD*		F	F*			J			*	**
Don't know	8	2	1	-	5	1	4	3	-	1	2	6	1	1	-
	1%	1%	1%	-	12%	1%	1%	6%	-	*	2%	2%	1%	1%	-
			*	*	BCD*			FG*						*	**
Sigma	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	3.9	4	4	4.2	2.7	4.4	3.8	3.5	4.2	4.1	3.8	3.8	3.9	4.1	4.3
		E	E*	E*	*	GH		*	A	K				*	**

17. Technological health of business - Total agree - (Strongly/Somewhat agree) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
I am able to more quickly and intelligently respond to my customers because of my technology.	388	207	181	81	155	152	119	269	51	81	139	117
	70%	73%	68%	79%	67%	70%	62%	75%	64%	68%	72%	74%
				D				F	*			
Technology helps me compete with similar size and/or larger companies in my market.	334	190	144	70	136	128	107	227	44	63	124	103
	61%	67%	54%	68%	59%	59%	55%	63%	55%	52%	64%	65%
		B							*		I	I
Technology is helping my company increase revenue.	330	183	147	78	133	119	107	223	48	63	116	103
	60%	65%	55%	76%	58%	55%	55%	62%	60%	52%	60%	65%
		B		DE					*			I
Technology is helping my company decrease operational costs.	295	168	127	65	120	110	99	196	39	60	105	91
	54%	59%	47%	63%	52%	50%	51%	55%	49%	50%	54%	58%
		B		E					*			
My business leverages current technologies to improve productivity.	286	167	119	70	121	95	90	196	39	55	105	87
	52%	59%	44%	68%	53%	44%	47%	55%	49%	46%	54%	55%
		B		DE					*			
I have access to the same technology tools as a large company.	251	145	106	57	98	96	77	174	28	44	104	75
	46%	51%	40%	55%	43%	44%	40%	49%	35%	37%	54%	47%
		B		D					*		HI	

17. Technological health of business - Total agree - (Strongly/Somewhat agree) Summary

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
I am able to more quickly and intelligently respond to my customers because of my technology.	388	111	277	183	205	258	92	20	18	221	167	325	63
	70%	75%	69%	63%	78%	72%	69%	65%	67%	69%	73%	69%	81%
Technology helps me compete with similar size and/or larger companies in my market.					C			*	**				K*
	334	96	238	154	180	230	72	16	16	193	141	276	58
Technology is helping my company increase revenue.	61%	65%	59%	53%	69%	64%	54%	52%	59%	60%	61%	58%	74%
					C	F		*	**				K*
Technology is helping my company decrease operational costs.	330	95	235	156	174	226	71	20	13	185	145	274	56
	60%	64%	58%	54%	66%	63%	53%	65%	48%	58%	63%	58%	72%
My business leverages current technologies to improve productivity.					C	F		*	**				K*
	295	81	214	138	157	207	59	15	14	163	132	242	53
I have access to the same technology tools as a large company.	54%	55%	53%	48%	60%	58%	44%	48%	52%	51%	57%	51%	68%
					C	F		*	**				K*
	286	87	199	132	154	211	52	14	9	155	131	235	51
	52%	59%	49%	46%	59%	59%	39%	45%	33%	48%	57%	50%	65%
					C	F		*	**		I		K*
	251	66	185	116	135	180	46	15	10	139	112	211	40
	46%	45%	46%	40%	52%	50%	34%	48%	37%	43%	49%	45%	51%
					C	F		*	**				*

17. Technological health of business - Total agree - (Strongly/Somewhat agree) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
I am able to more quickly and intelligently respond to my customers because of my technology.	388	261	57	54	11	146	213	29	156	203	86	198	89	76	25
	70%	72%	77%	81%	28%	87%	64%	57%	76%	79%	67%	67%	67%	79%	89%
		E	E*	E*	*	GH		*		K				L*	**
Technology helps me compete with similar size and/or larger companies in my market.	334	221	51	46	12	134	177	23	137	182	69	160	78	72	24
	61%	61%	69%	69%	30%	80%	53%	45%	67%	71%	53%	54%	59%	75%	86%
		E	E*	E*	*	GH		*		K				LM*	**
Technology is helping my company increase revenue.	330	223	54	41	8	139	169	22	144	185	71	155	77	74	24
	60%	61%	73%	61%	20%	83%	51%	43%	71%	72%	55%	53%	58%	77%	86%
		E	E*	E*	*	GH		*	A	K				LM*	**
Technology is helping my company decrease operational costs.	295	198	50	38	6	124	150	21	127	155	64	143	67	60	25
	54%	54%	68%	57%	15%	74%	45%	41%	62%	60%	50%	48%	51%	62%	89%
		E	BE*	E*	*	GH		*	A	K				L*	**
My business leverages current technologies to improve productivity.	286	193	45	35	9	131	137	18	120	159	55	131	66	64	25
	52%	53%	61%	52%	22%	78%	41%	35%	59%	62%	43%	44%	50%	67%	89%
		E	E*	E*	*	GH		*		K				LM*	**
I have access to the same technology tools as a large company.	251	167	41	34	6	114	119	18	101	149	44	114	54	57	26
	46%	46%	55%	51%	15%	68%	36%	35%	50%	58%	34%	39%	41%	59%	93%
		E	E*	E*	*	GH		*		K				LM*	**

17. Technological health of business - Total disagree - (Somewhat/Strongly disagree) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Business Owner (unwtd)	551	283	268	103	230	218	193	358	80	120	193	158
Base: Business Owner (wtd)	551	283	268	103	230	218	193	358	80	120	193	158
I have access to the same technology tools as a large company.	181	84	97	24	78	79	77	104	34	49	52	46
	33%	30%	36%	23%	34%	36%	40%	29%	42%	41%	27%	29%
						C	G		JK*	JK		
Technology is helping my company decrease operational costs.	111	45	66	13	51	47	41	70	17	21	42	31
	20%	16%	25%	13%	22%	22%	21%	20%	21%	18%	22%	20%
			A		C				*			
My business leverages current technologies to improve productivity.	108	46	62	9	51	48	39	69	22	24	37	25
	20%	16%	23%	9%	22%	22%	20%	19%	28%	20%	19%	16%
			A		C	C			K*			
Technology is helping my company increase revenue.	99	44	55	9	44	46	37	62	17	21	33	28
	18%	16%	21%	9%	19%	21%	19%	17%	21%	18%	17%	18%
					C	C			*			
Technology helps me compete with similar size and/or larger companies in my market.	82	37	45	10	38	34	34	48	16	23	26	17
	15%	13%	17%	10%	17%	16%	18%	13%	20%	19%	13%	11%
									*	K		
I am able to more quickly and intelligently respond to my customers because of my technology.	60	27	33	4	32	24	24	36	8	17	20	15
	11%	10%	12%	4%	14%	11%	12%	10%	10%	14%	10%	9%
					C	C			*			

17. Technological health of business - Total disagree - (Somewhat/Strongly disagree) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Business Owner (unwtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
Base: Business Owner (wtd)	551	148	403	289	262	359	134	31	27	321	230	473	78
I have access to the same technology tools as a large company.	181	46	135	101	80	103	59	9	10	108	73	159	22
	33%	31%	33%	35%	31%	29%	44%	29%	37%	34%	32%	34%	28%
							E	*	**				*
Technology is helping my company decrease operational costs.	111	25	86	69	42	60	36	7	8	72	39	100	11
	20%	17%	21%	24%	16%	17%	27%	23%	30%	22%	17%	21%	14%
				D			E	*	**				*
My business leverages current technologies to improve productivity.	108	25	83	61	47	59	33	5	11	71	37	99	9
	20%	17%	21%	21%	18%	16%	25%	16%	41%	22%	16%	21%	12%
							E	*	**				*
Technology is helping my company increase revenue.	99	23	76	61	38	54	32	6	7	60	39	91	8
	18%	16%	19%	21%	15%	15%	24%	19%	26%	19%	17%	19%	10%
				D			E	*	**				*
Technology helps me compete with similar size and/or larger companies in my market.	82	22	60	57	25	43	27	5	7	51	31	76	6
	15%	15%	15%	20%	10%	12%	20%	16%	26%	16%	13%	16%	8%
				D			E	*	**				*
I am able to more quickly and intelligently respond to my customers because of my technology.	60	15	45	39	21	34	18	3	5	39	21	55	5
	11%	10%	11%	13%	8%	9%	13%	10%	19%	12%	9%	12%	6%
				D				*	**				*

17. Technological health of business - Total disagree - (Somewhat/Strongly disagree) Summary

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Business Owner (unwtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: Business Owner (wtd)	551	365	74	67	40	168	332	51	204	257	129	295	132	96	28
I have access to the same technology tools as a large company.	181	121	15	17	28	30	135	16	64	64	49	119	46	16	-
	33%	33%	20%	25%	70%	18%	41%	31%	31%	25%	38%	40%	35%	17%	-
		C	*	*	BCD*		F	F*			J	N	N	*	**
Technology is helping my company decrease operational costs.	111	72	11	12	16	14	80	17	31	35	27	73	25	11	2
	20%	20%	15%	18%	40%	8%	24%	33%	15%	14%	21%	25%	19%	11%	7%
			*	*	BCD*		F	F*				N		*	**
My business leverages current technologies to improve productivity.	108	66	12	14	16	13	81	14	34	35	30	71	26	9	2
	20%	18%	16%	21%	40%	8%	24%	27%	17%	14%	23%	24%	20%	9%	7%
			*	*	BCD*		F	F*			J	N	N	*	**
Technology is helping my company increase revenue.	99	62	11	8	18	11	75	13	27	24	25	62	25	9	3
	18%	17%	15%	12%	45%	7%	23%	25%	13%	9%	19%	21%	19%	9%	11%
			*	*	BCD*		F	F*			J	N	N	*	**
Technology helps me compete with similar size and/or larger companies in my market.	82	53	8	5	16	11	59	12	23	18	24	49	24	8	1
	15%	15%	11%	7%	40%	7%	18%	24%	11%	7%	19%	17%	18%	8%	4%
			*	*	BCD*		F	F*			J	N	N	*	**
I am able to more quickly and intelligently respond to my customers because of my technology.	60	35	5	7	13	5	45	10	12	13	17	39	13	7	1
	11%	10%	7%	10%	32%	3%	14%	20%	6%	5%	13%	13%	10%	7%	4%
	I		*	*	BCD*		F	F*			J			*	**

17. Technological health of business - Grid Table

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F

Minimum Base: 30 (**), Small Base: 100 (*)

	Have access to the same tech tools as large company	Technology helps me compete	Leverage current tech to improve productivity	Technology helps increase revenue	Technology helps decrease operational costs	Able to respond to customers because of tech
	A	B	C	D	E	F
Base: Business Owner (unwtd)	551	551	551	551	551	551
Base: Business Owner (wtd)	551	551	551	551	551	551
Total agree (Net)	251	334	286	330	295	388
	46%	61%	52%	60%	54%	70%
		ACE	A	ACE	A	ABCDE
Strongly agree (5)	106	152	125	157	127	212
	19%	28%	23%	28%	23%	38%
		ACE	A	ACE	A	ABCDE
Somewhat agree (4)	145	182	161	173	168	176
	26%	33%	29%	31%	30%	32%
		A		A		A
Neither agree nor disagree (3)	106	126	143	115	134	95
	19%	23%	26%	21%	24%	17%
		F	ADF	F	AF	
Total disagree (Net)	181	82	108	99	111	60
	33%	15%	20%	18%	20%	11%
	BCDEF	F	BF	BF	BF	
Somewhat disagree (2)	94	38	53	49	60	25
	17%	7%	10%	9%	11%	5%
	BCDEF	F	F	F	BF	
Strongly disagree (1)	87	44	55	50	51	35
	16%	8%	10%	9%	9%	6%
	BCDEF	F	BF	F	F	
Don't know	13	9	14	7	11	8
	2%	2%	3%	1%	2%	1%

			DF			
Sigma	551	551	551	551	551	551
	100%	100%	100%	100%	100%	100%
Summary						
Mean	3.2	3.7	3.5	3.6	3.5	3.9
		ACE	A	ACE	A	ABCDE

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Household Income

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Under \$15K	421	196	225	141	173	107	421	-	66	91	170	94
	8%	8%	8%	12%	8%	6%	19%	-	6%	7%	10%	8%
				DE	E		G				HI	
\$15K to less than \$20K	218	113	105	42	89	87	218	-	32	50	87	49
	4%	5%	4%	4%	4%	5%	10%	-	3%	4%	5%	4%
		B					G				H	
\$20K to less than \$25K	279	134	145	68	83	128	279	-	49	63	110	57
	5%	6%	5%	6%	4%	7%	13%	-	5%	5%	6%	5%
				D		D	G					
\$25K to less than \$30K	257	124	133	68	95	94	257	-	41	57	97	62
	5%	5%	5%	6%	5%	5%	12%	-	4%	5%	6%	5%
							G					
\$30K to less than \$40K	542	243	299	162	171	209	542	-	89	160	181	112
	11%	10%	11%	14%	8%	11%	25%	-	9%	13%	10%	10%
				DE		D	G			HJK		
\$40K to less than \$50K	466	209	257	122	174	170	466	-	82	129	158	97
	9%	9%	9%	10%	8%	9%	21%	-	8%	10%	9%	8%
							G					
\$50K to less than \$75K	1150	476	674	273	436	441	-	1150	230	297	352	271
	22%	21%	24%	23%	21%	23%	-	39%	23%	24%	20%	23%
			A					F		J		J
\$75K to less than \$100K	705	312	393	150	310	245	-	705	164	165	219	157
	14%	13%	14%	13%	15%	13%	-	24%	16%	13%	13%	14%
					C			F	J			
\$100K to less than \$150K	777	354	423	117	363	297	-	777	178	160	264	175
	15%	15%	15%	10%	18%	16%	-	26%	18%	13%	15%	15%
					C	C		F	I			
\$150K or more	334	157	177	54	169	111	-	334	86	64	101	83
	6%	7%	6%	5%	8%	6%	-	11%	8%	5%	6%	7%
					CE			F	IJ			I
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Under \$50K	2183	1019	1164	603	785	795	2183	-	359	550	803	471
	42%	44%	41%	50%	38%	42%	100%	-	35%	44%	46%	41%
		B		DE		D	G			H	HK	H
\$50K +	2966	1299	1667	594	1278	1094	-	2966	658	686	936	686
	58%	56%	59%	50%	62%	58%	-	100%	65%	56%	54%	59%
			A		CE	C		F	IJK			J

Mean (,000)	69.1	69.1	69	60.3	74.2	69	27.7	99.5	76.7	66	66	70.3
					CE	C		F	IJK			IJ
STD. DEV.	52.26	53.8	50.97	49.41	54.45	50.83	12.91	49.32	55.29	49.38	51.77	52.57
STD. ERR.	0.73	1.12	0.96	1.43	1.2	1.17	0.28	0.91	1.73	1.4	1.24	1.55

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Household Income

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Under \$15K	421	64	357	357	64	45	75	214	87	49	372	323	98
	8%	5%	9%	11%	3%	2%	11%	19%	9%	2%	16%	7%	13%
			A	D			E	EFH	E		I		K
\$15K to less than \$20K	218	32	186	186	32	43	35	81	59	56	162	186	32
	4%	3%	5%	6%	2%	2%	5%	7%	6%	2%	7%	4%	4%
			A	D			E	E	E		I		
\$20K to less than \$25K	279	34	245	232	47	86	40	64	89	85	194	237	42
	5%	3%	6%	7%	2%	4%	6%	6%	9%	3%	9%	5%	6%
			A	D			E	E	EFG		I		
\$25K to less than \$30K	257	45	212	200	57	102	35	63	57	98	159	213	44
	5%	4%	5%	6%	3%	4%	5%	6%	6%	3%	7%	5%	6%
			A	D							I		
\$30K to less than \$40K	542	121	421	416	126	198	74	139	131	249	293	473	69
	11%	9%	11%	13%	6%	8%	11%	12%	13%	9%	13%	11%	9%
				D			E	E	E		I		
\$40K to less than \$50K	466	119	347	319	147	217	66	103	80	240	226	401	65
	9%	9%	9%	10%	7%	9%	10%	9%	8%	8%	10%	9%	9%
				D									
\$50K to less than \$75K	1150	285	865	684	466	569	136	223	222	711	439	972	178
	22%	22%	22%	22%	23%	24%	21%	20%	22%	25%	19%	22%	23%
						G				J			
\$75K to less than \$100K	705	225	480	353	352	405	81	104	115	518	187	615	90
	14%	18%	12%	11%	17%	17%	12%	9%	12%	18%	8%	14%	12%
		B			C	FGH	G			J			
\$100K to less than \$150K	777	247	530	306	471	466	88	94	129	607	170	678	99
	15%	19%	14%	10%	23%	20%	13%	8%	13%	21%	7%	15%	13%
		B			C	FGH	G		G	J			
\$150K or more	334	105	229	84	250	227	29	48	30	259	75	290	44
	6%	8%	6%	3%	12%	10%	4%	4%	3%	9%	3%	7%	6%
		B			C	FGH				J			
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	2183	415	1768	1710	473	691	325	664	503	777	1406	1833	350
	42%	32%	46%	55%	24%	29%	49%	59%	50%	27%	62%	42%	46%
			A	D			E	EFH	E		I		K
\$50K +	2966	862	2104	1427	1539	1667	334	469	496	2095	871	2555	411
	58%	68%	54%	45%	76%	71%	51%	41%	50%	73%	38%	58%	54%
		B			C	FGH	G		G	J		L	
Mean (,000)	69.1	79.3	65.7	54.5	91.8	83.6	61.4	52.4	58.9	84.2	50	69.9	64.2

		B			C	FGH	G		G	J		L	
STD. DEV.	52.26	53.31	51.47	40.94	59.42	55.08	47.53	47.41	43.88	53.17	44.25	52.32	51.62
STD. ERR.	0.73	1.49	0.83	0.73	1.32	1.13	1.85	1.41	1.39	0.99	0.93	0.79	1.87

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Proportions/Means: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Under \$15K	421	20	3	2	2	13	10	4	11	11	8	14	7	4	2
	8%	5%	4%	3%	5%	8%	3%	8%	5%	4%	6%	5%	5%	4%	7%
			*	*	*	G		*						*	**
\$15K to less than \$20K	218	8	1	1	1	4	6	1	7	7	1	9	-	2	-
	4%	2%	1%	1%	2%	2%	2%	2%	3%	3%	1%	3%	-	2%	-
			*	*	*			*				M		*	**
\$20K to less than \$25K	279	18	2	1	2	4	17	3	11	10	4	14	5	4	1
	5%	5%	3%	1%	5%	2%	5%	6%	5%	4%	3%	5%	4%	4%	4%
			*	*	*			*						*	**
\$25K to less than \$30K	257	17	2	4	2	6	14	5	11	12	7	18	3	4	-
	5%	5%	3%	6%	5%	4%	4%	10%	5%	5%	5%	6%	2%	4%	-
			*	*	*			*						*	**
\$30K to less than \$40K	542	38	6	3	2	19	29	2	26	31	7	30	11	7	2
	11%	10%	8%	4%	5%	11%	9%	4%	13%	12%	5%	10%	8%	7%	7%
			*	*	*			*		K				*	**
\$40K to less than \$50K	466	35	9	6	6	11	38	7	20	24	17	28	19	6	3
	9%	10%	12%	9%	15%	7%	11%	14%	10%	9%	13%	9%	14%	6%	11%
			*	*	*			*						*	**
\$50K to less than \$75K	1150	89	13	17	14	38	79	18	45	57	28	69	38	23	5
	22%	24%	18%	25%	35%	23%	24%	35%	22%	22%	22%	23%	29%	24%	18%
			*	*	C*			*						*	**
\$75K to less than \$100K	705	51	8	10	7	20	52	4	22	31	21	43	18	12	3
	14%	14%	11%	15%	18%	12%	16%	8%	11%	12%	16%	15%	14%	12%	11%
			*	*	*			*						*	**
\$100K to less than \$150K	777	60	15	9	4	23	61	4	27	40	21	50	21	14	3
	15%	16%	20%	13%	10%	14%	18%	8%	13%	16%	16%	17%	16%	15%	11%
			*	*	*			*						*	**
\$150K or more	334	29	15	14	-	30	26	3	24	34	15	20	10	20	9
	6%	8%	20%	21%	-	18%	8%	6%	12%	13%	12%	7%	8%	21%	32%
			BE*	BE*	*	GH		*	A					LM*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Under \$50K	2183	136	23	17	15	57	114	22	86	95	44	113	45	27	8
	42%	37%	31%	25%	38%	34%	34%	43%	42%	37%	34%	38%	34%	28%	29%
			*	*	*			*						*	**
\$50K +	2966	229	51	50	25	111	218	29	118	162	85	182	87	69	20
	58%	63%	69%	75%	62%	66%	66%	57%	58%	63%	66%	62%	66%	72%	71%
			*	*	*			*						*	**
Mean (,000)	69.1	75.8	100.4	103.5	60	90.9	78.8	65.6	78.1	84.3	84.6	73.7	75.4	102.2	116.2
			BE*	BE*	*	GH		*	A					LM*	**
STD. DEV.	52.26	56.72	76.36	76.93	29.12	75.61	53.8	60.46	65.17	67.36	64.12	52.87	51.47	82.42	88.95
STD. ERR.	0.73	2.97	8.88	9.4	4.6	5.83	2.95	8.47	4.56	4.2	5.65	3.08	4.48	8.41	16.81

Gender
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Male	2318	2318	-	432	1000	886	1019	1299	510	542	748	518
	45%	100%	-	36%	48%	47%	47%	44%	50%	44%	43%	45%
		B			C	C	G		IJK			
Female	2831	-	2831	765	1063	1003	1164	1667	507	694	991	639
	55%	-	100%	64%	52%	53%	53%	56%	50%	56%	57%	55%
			A	DE				F		H	H	H
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Gender

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Male	2318	516	1802	1391	927	1239	227	318	534	1274	1044	1938	380
	45%	40%	47%	44%	46%	53%	34%	28%	53%	44%	46%	44%	50%
			A			FG	G		FG				K
Female	2831	761	2070	1746	1085	1119	432	815	465	1598	1233	2450	381
	55%	60%	53%	56%	54%	47%	66%	72%	47%	56%	54%	56%	50%
			B			EH	EFH					L	
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Gender

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Male	2318	201	35	28	16	95	166	22	108	138	67	137	64	63	19
	45%	55%	47%	42%	40%	57%	50%	43%	53%	54%	52%	46%	48%	66%	68%
		D	*	*	*			*	A					LM*	**
Female	2831	164	39	39	24	73	166	29	96	119	62	158	68	33	9
	55%	45%	53%	58%	60%	43%	50%	57%	47%	46%	48%	54%	52%	34%	32%
	I		*	B*	*			*				N	N	*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

[illegible]

Age

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
18 - 34 (Net)	1197	391	806	650	547	629	203	362	3	475	722	940	257
	23%	31%	21%	21%	27%	27%	31%	32%	*	17%	32%	21%	34%
		B			C	H	EH	EH			I		K
18 - 24	291	39	252	232	59	84	66	140	1	40	251	222	69
	6%	3%	7%	7%	3%	4%	10%	12%	*	1%	11%	5%	9%
			A	D		H	EH	EH			I		K
25 - 34	906	352	554	418	488	545	137	222	2	435	471	718	188
	18%	28%	14%	13%	24%	23%	21%	20%	*	15%	21%	16%	25%
		B			C	GH	H	H			I		K
35 - 54 (Net)	2063	779	1284	1190	873	1211	240	523	89	1226	837	1741	322
	40%	61%	33%	38%	43%	51%	36%	46%	9%	43%	37%	40%	42%
		B			C	FGH	H	FH		J			
35 - 44	815	439	376	430	385	491	104	214	6	488	327	665	150
	16%	34%	10%	14%	19%	21%	16%	19%	1%	17%	14%	15%	20%
		B			C	FH	H	H		J			K
45 - 54	1248	340	908	760	488	720	136	309	83	738	510	1076	172
	24%	27%	23%	24%	24%	31%	21%	27%	8%	26%	22%	25%	23%
		B				FGH	H	FH		J			
55 + (Net)	1889	107	1782	1297	592	518	216	248	907	1171	718	1707	182
	37%	8%	46%	41%	29%	22%	33%	22%	91%	41%	32%	39%	24%
			A	D			EG		EFG	J		L	
55 - 64	1053	91	962	691	362	434	148	195	276	633	420	935	118
	20%	7%	25%	22%	18%	18%	22%	17%	28%	22%	18%	21%	16%
			A	D			EG		EFG	J		L	
65+	836	16	820	606	230	84	68	53	631	538	298	772	64
	16%	1%	21%	19%	11%	4%	10%	5%	63%	19%	13%	18%	8%
			A	D			EG		EFG	J		L	
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	48.5	40.7	51	49.9	46.3	44.6	45.2	42.9	66.1	50.7	45.6	49.3	43.5
			A	D		G	G		EFG	J		L	
STD. DEV.	15.02	9.69	15.57	15.53	13.9	11.92	15.13	13.88	8.22	13.84	15.93	14.98	14.27
STD. ERR.	0.21	0.27	0.25	0.28	0.31	0.25	0.59	0.41	0.26	0.26	0.33	0.23	0.52
Median	50	40	53	52	46	46	46	44	66	52	47	51	43

Age

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
18 - 34 (Net)	1197	76	16	8	3	52	40	11	49	50	27	43	20	29	11
	23%	21%	22%	12%	8%	31%	12%	22%	24%	19%	21%	15%	15%	30%	39%
		E	*	*	*	G		*						LM*	**
18 - 24	291	15	5	2	-	9	10	3	12	11	6	9	3	8	2
	6%	4%	7%	3%	-	5%	3%	6%	6%	4%	5%	3%	2%	8%	7%
			*	*	*			*						LM*	**
25 - 34	906	61	11	6	3	43	30	8	37	39	21	34	17	21	9
	18%	17%	15%	9%	8%	26%	9%	16%	18%	15%	16%	12%	13%	22%	32%
			*	*	*	G		*						L*	**
35 - 54 (Net)	2063	158	22	25	21	68	140	22	79	103	64	125	58	36	11
	40%	43%	30%	37%	52%	40%	42%	43%	39%	40%	50%	42%	44%	38%	39%
		C	*	*	C*			*						*	**
35 - 44	815	66	6	7	5	29	50	7	35	40	26	49	14	16	7
	16%	18%	8%	10%	12%	17%	15%	14%	17%	16%	20%	17%	11%	17%	25%
		C	*	*	*			*						*	**
45 - 54	1248	92	16	18	16	39	90	15	44	63	38	76	44	20	4
	24%	25%	22%	27%	40%	23%	27%	29%	22%	25%	29%	26%	33%	21%	14%
			*	*	BC*			*					N	*	**
55 + (Net)	1889	131	36	34	16	48	152	18	76	104	38	127	54	31	6
	37%	36%	49%	51%	40%	29%	46%	35%	37%	40%	29%	43%	41%	32%	21%
			B*	B*	*		F	*		K				*	**
55 - 64	1053	86	25	21	10	34	96	13	45	72	24	82	35	23	3
	20%	24%	34%	31%	25%	20%	29%	25%	22%	28%	19%	28%	27%	24%	11%
			*	*	*		F	*		K				*	**
65+	836	45	11	13	6	14	56	5	31	32	14	45	19	8	3
	16%	12%	15%	19%	15%	8%	17%	10%	15%	12%	11%	15%	14%	8%	11%
			*	*	*		F	*						*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Mean	48.5	48.1	50.8	53	52.3	44.9	51.8	48.5	47.8	49.1	47.4	50.6	51.3	45.5	40.8
			*	B*	*		F	*				N	N	*	**
STD. DEV.	15.02	13.72	15.07	13	11.23	14.41	12.75	14.02	14.9	13.74	13.68	13.12	12.71	15.11	14.56
STD. ERR.	0.21	0.72	1.75	1.59	1.78	1.11	0.7	1.96	1.04	0.86	1.2	0.76	1.11	1.54	2.75
Median	50	49	54	55	52.5	46	54	52	49.5	52	48	52	53	46	38

Region

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Northeast	1017	510	507	224	419	374	359	658	1017	-	-	-
	20%	22%	18%	19%	20%	20%	16%	22%	100%	-	-	-
		B						F	IJK			
Midwest	1236	542	694	292	514	430	550	686	-	1236	-	-
	24%	23%	25%	24%	25%	23%	25%	23%	-	100%	-	-
										HJK		
South	1739	748	991	409	693	637	803	936	-	-	1739	-
	34%	32%	35%	34%	34%	34%	37%	32%	-	-	100%	-
			A				G				HIK	
West	1157	518	639	272	437	448	471	686	-	-	-	1157
	22%	22%	23%	23%	21%	24%	22%	23%	-	-	-	100%
												HIJ
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Region

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Northeast	1017	259	758	597	420	489	128	197	203	574	443	892	125
	20%	20%	20%	19%	21%	21%	19%	17%	20%	20%	19%	20%	16%
						G						L	
Midwest	1236	331	905	780	456	572	155	293	216	724	512	1118	118
	24%	26%	23%	25%	23%	24%	24%	26%	22%	25%	22%	25%	16%
								H		J		L	
South	1739	422	1317	1095	644	772	210	416	341	967	772	1427	312
	34%	33%	34%	35%	32%	33%	32%	37%	34%	34%	34%	33%	41%
				D				EF					K
West	1157	265	892	665	492	525	166	227	239	607	550	951	206
	22%	21%	23%	21%	24%	22%	25%	20%	24%	21%	24%	22%	27%
					C		G		G		I		K
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Region

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Northeast	1017	55	11	8	6	25	50	5	34	43	17	38	20	16	6
	20%	15%	15%	12%	15%	15%	15%	10%	17%	17%	13%	13%	15%	17%	21%
			*	*	*			*						*	**
Midwest	1236	68	16	20	15	19	84	17	39	46	32	71	30	15	4
	24%	19%	22%	30%	38%	11%	25%	33%	19%	18%	25%	24%	23%	16%	14%
			*	B*	B*		F	F*						*	**
South	1739	137	23	25	7	72	105	16	66	93	52	100	49	32	12
	34%	38%	31%	37%	18%	43%	32%	31%	32%	36%	40%	34%	37%	33%	43%
		E	*	E*	*	G		*						*	**
West	1157	105	24	14	12	52	93	13	65	75	28	86	33	33	6
	22%	29%	32%	21%	30%	31%	28%	25%	32%	29%	22%	29%	25%	34%	21%
			*	*	*			*	A					*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Education

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Grade School	18	10	8	7	7	4	14	4	2	4	8	4
	*	*	*	1%	*	*	1%	*	*	*	*	*
							G					
Some High School	99	56	43	27	34	38	79	20	17	30	31	21
	2%	2%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%
		B					G					
Graduated High School	1304	629	675	220	460	624	822	482	293	339	442	230
	25%	27%	24%	18%	22%	33%	38%	16%	29%	27%	25%	20%
		B			C	CD	G		K	K	K	
Some College	1185	483	702	281	445	459	549	636	194	270	434	287
	23%	21%	25%	23%	22%	24%	25%	21%	19%	22%	25%	25%
			A			D	G				HI	H
Associate's degree (for example: AA, AS)	531	213	318	115	244	172	246	285	91	137	180	123
	10%	9%	11%	10%	12%	9%	11%	10%	9%	11%	10%	11%
			A		E							
Bachelor's degree (for example: BA, BS)	1341	599	742	378	608	355	373	968	267	324	408	342
	26%	26%	26%	32%	29%	19%	17%	33%	26%	26%	23%	30%
				E	E			F				J
Post Graduate Degree	671	328	343	169	265	237	100	571	153	132	236	150
	13%	14%	12%	14%	13%	13%	5%	19%	15%	11%	14%	13%
		B						F	I		I	
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
No college degree	3137	1391	1746	650	1190	1297	1710	1427	597	780	1095	665
	61%	60%	62%	54%	58%	69%	78%	48%	59%	63%	63%	57%
						CD	G			HK	HK	
College degree	2012	927	1085	547	873	592	473	1539	420	456	644	492
	39%	40%	38%	46%	42%	31%	22%	52%	41%	37%	37%	43%
				E	E			F	IJ			IJ

Education

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Grade School	18	3	15	18	-	3	2	7	6	6	12	13	5
	*	*	*	1%	-	*	*	1%	1%	*	1%	*	1%
				D				E	E				
Some High School	99	19	80	99	-	25	8	40	26	38	61	81	18
	2%	1%	2%	3%	-	1%	1%	4%	3%	1%	3%	2%	2%
				D				EF	E		I		
Graduated High School	1304	230	1074	1304	-	357	173	370	404	713	591	1171	133
	25%	18%	28%	42%	-	15%	26%	33%	40%	25%	26%	27%	17%
			A	D			E	EF	EFG			L	
Some College	1185	255	930	1185	-	463	155	321	246	600	585	996	189
	23%	20%	24%	38%	-	20%	24%	28%	25%	21%	26%	23%	25%
			A	D			E	EF	E		I		
Associate's degree (for example: AA, AS)	531	142	389	531	-	251	79	127	74	291	240	457	74
	10%	11%	10%	17%	-	11%	12%	11%	7%	10%	11%	10%	10%
				D		H	H	H					
Bachelor's degree (for example: BA, BS)	1341	427	914	-	1341	816	165	209	151	802	539	1116	225
	26%	33%	24%	-	67%	35%	25%	18%	15%	28%	24%	25%	30%
		B			C	FGH	GH	H		J			K
Post Graduate Degree	671	201	470	-	671	443	77	59	92	422	249	554	117
	13%	16%	12%	-	33%	19%	12%	5%	9%	15%	11%	13%	15%
		B			C	FGH	G		G	J			K
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
No college degree	3137	649	2488	3137	-	1099	417	865	756	1648	1489	2718	419
	61%	51%	64%	100%	-	47%	63%	76%	76%	57%	65%	62%	55%
			A	D			E	EF	EF		I	L	
College degree	2012	628	1384	-	2012	1259	242	268	243	1224	788	1670	342
	39%	49%	36%	-	100%	53%	37%	24%	24%	43%	35%	38%	45%
		B			C	FGH	GH			J			K

Education

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Grade School	18	2	-	-	-	-	1	1	2	-	1	1	1	-	-
	*	1%	-	-	-	-	*	2%	1%	-	1%	*	1%	-	-
			*	*	*			*						*	**
Some High School	99	4	4	1	3	2	7	3	3	6	3	4	5	3	-
	2%	1%	5%	1%	8%	1%	2%	6%	1%	2%	2%	1%	4%	3%	-
			B*	*	B*			*						*	**
Graduated High School	1304	45	10	10	10	19	48	10	24	26	23	40	20	13	4
	25%	12%	14%	15%	25%	11%	14%	20%	12%	10%	18%	14%	15%	14%	14%
	I		*	*	B*			*			J			*	**
Some College	1185	97	11	17	13	32	95	12	43	53	29	75	40	18	6
	23%	27%	15%	25%	32%	19%	29%	24%	21%	21%	22%	25%	30%	19%	21%
			C	*	C*		F	*					N	*	**
Associate's degree (for example: AA, AS)	531	39	10	8	2	18	32	9	28	29	16	35	13	9	2
	10%	11%	14%	12%	5%	11%	10%	18%	14%	11%	12%	12%	10%	9%	7%
			*	*	*			*						*	**
Bachelor's degree (for example: BA, BS)	1341	112	27	18	9	52	104	12	58	86	40	92	38	33	5
	26%	31%	36%	27%	22%	31%	31%	24%	28%	33%	31%	31%	29%	34%	18%
			*	*	*			*						*	**
Post Graduate Degree	671	66	12	13	3	45	45	4	46	57	17	48	15	20	11
	13%	18%	16%	19%	8%	27%	14%	8%	23%	22%	13%	16%	11%	21%	39%
			*	*	*	GH		*	A	K				*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
No college degree	3137	187	35	36	28	71	183	35	100	114	72	155	79	43	12
	61%	51%	47%	54%	70%	42%	55%	69%	49%	44%	56%	53%	60%	45%	43%
	I		*	*	BC*		F	F*			J		N	*	**
College degree	2012	178	39	31	12	97	149	16	104	143	57	140	53	53	16
	39%	49%	53%	46%	30%	58%	45%	31%	51%	56%	44%	47%	40%	55%	57%
			E	E*	*	*	GH	*	A	K				M*	**

Age & Presence Of Children

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Under 6 only	283	104	179	192	85	6	97	186	53	69	102	59
	5%	4%	6%	16%	4%	*	4%	6%	5%	6%	6%	5%
			A	DE	E			F				
6-12 Only	282	121	161	75	183	24	98	184	68	72	92	50
	5%	5%	6%	6%	9%	1%	4%	6%	7%	6%	5%	4%
				E	CE			F	K			
13-17 Only	312	133	179	18	236	58	94	218	59	84	101	68
	6%	6%	6%	2%	11%	3%	4%	7%	6%	7%	6%	6%
					CE	C		F				
Under 6 and 6-12	157	54	103	77	78	2	51	106	25	49	49	34
	3%	2%	4%	6%	4%	*	2%	4%	2%	4%	3%	3%
			A	DE	E			F		H		
Under 6 and 13-17	30	12	18	4	24	2	9	21	2	6	15	7
	1%	1%	1%	*	1%	*	*	1%	*	*	1%	1%
					CE						H	
6-12 and 13-17	179	79	100	14	151	14	54	125	45	38	55	41
	3%	3%	4%	1%	7%	1%	2%	4%	4%	3%	3%	4%
					CE			F				
All 3	34	13	21	11	22	1	12	22	7	13	8	6
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%
				E	E							
None Under 18	3872	1802	2070	806	1284	1782	1768	2104	758	905	1317	892
	75%	78%	73%	67%	62%	94%	81%	71%	75%	73%	76%	77%
		B		D		CD	G					I
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
With Kids	1277	516	761	391	779	107	415	862	259	331	422	265
	25%	22%	27%	33%	38%	6%	19%	29%	25%	27%	24%	23%
			A	E	CE			F		K		
No Kids	3872	1802	2070	806	1284	1782	1768	2104	758	905	1317	892
	75%	78%	73%	67%	62%	94%	81%	71%	75%	73%	76%	77%
		B		D		CD	G					I

Age & Presence Of Children

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Under 6 only	283	283	-	121	162	160	30	89	4	233	50	239	44
	5%	22%	-	4%	8%	7%	5%	8%	*	8%	2%	5%	6%
		B			C	FH	H	FH		J			
6-12 Only	282	282	-	151	131	162	39	75	6	209	73	225	57
	5%	22%	-	5%	7%	7%	6%	7%	1%	7%	3%	5%	7%
		B			C	H	H	H		J			K
13-17 Only	312	312	-	179	133	180	41	86	5	230	82	272	40
	6%	24%	-	6%	7%	8%	6%	8%	1%	8%	4%	6%	5%
		B				H	H	H		J			
Under 6 and 6-12	157	157	-	68	89	86	24	46	1	134	23	134	23
	3%	12%	-	2%	4%	4%	4%	4%	*	5%	1%	3%	3%
		B			C	H	H	H		J			
Under 6 and 13-17	30	30	-	19	11	21	-	9	-	23	7	17	13
	1%	2%	-	1%	1%	1%	-	1%	-	1%	*	*	2%
		B				FH		FH		J			K
6-12 and 13-17	179	179	-	91	88	111	23	42	3	150	29	152	27
	3%	14%	-	3%	4%	5%	3%	4%	*	5%	1%	3%	4%
		B			C	H	H	H		J			
All 3	34	34	-	20	14	21	4	8	1	27	7	28	6
	1%	3%	-	1%	1%	1%	1%	1%	*	1%	*	1%	1%
		B				H		H		J			
None Under 18	3872	-	3872	2488	1384	1617	498	778	979	1866	2006	3321	551
	75%	-	100%	79%	69%	69%	76%	69%	98%	65%	88%	76%	72%
			A	D			EG		EFG		I		
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
With Kids	1277	1277	-	649	628	741	161	355	20	1006	271	1067	210
	25%	100%	-	21%	31%	31%	24%	31%	2%	35%	12%	24%	28%
		B			C	FH	H	FH		J			
No Kids	3872	-	3872	2488	1384	1617	498	778	979	1866	2006	3321	551
	75%	-	100%	79%	69%	69%	76%	69%	98%	65%	88%	76%	72%
			A	D			EG		EFG		I		

Age & Presence Of Children

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (> 50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Under 6 only	283	12	4	3	3	10	10	2	11	11	6	11	4	5	2
	5%	3%	5%	4%	8%	6%	3%	4%	5%	4%	5%	4%	3%	5%	7%
			*	*	*			*						*	**
6-12 Only	282	22	5	3	2	11	19	3	11	19	11	10	8	11	4
	5%	6%	7%	4%	5%	7%	6%	6%	5%	7%	9%	3%	6%	11%	14%
			*	*	*			*						L*	**
13-17 Only	312	33	9	7	5	15	34	6	23	27	13	25	15	12	3
	6%	9%	12%	10%	12%	9%	10%	12%	11%	11%	10%	8%	11%	12%	11%
			*	*	*			*	A					*	**
Under 6 and 6-12	157	11	3	1	-	4	9	2	6	8	3	6	4	3	2
	3%	3%	4%	1%	-	2%	3%	4%	3%	3%	2%	2%	3%	3%	7%
			*	*	*			*						*	**
Under 6 and 13-17	30	1	-	-	-	1	-	-	1	-	1	-	-	-	1
	1%	*	-	-	-	1%	-	-	*	-	1%	-	-	-	4%
			*	*	*			*						*	**
6-12 and 13-17	179	13	-	3	1	7	9	1	7	7	6	11	2	3	1
	3%	4%	-	4%	2%	4%	3%	2%	3%	3%	5%	4%	2%	3%	4%
			*	*	*			*						*	**
All 3	34	5	-	-	-	3	2	-	3	3	1	2	-	1	2
	1%	1%	-	-	-	2%	1%	-	1%	1%	1%	1%	-	1%	7%
			*	*	*			*						*	**
None Under 18	3872	268	53	50	29	117	249	37	142	182	88	230	99	61	13
	75%	73%	72%	75%	72%	70%	75%	73%	70%	71%	68%	78%	75%	64%	46%
			*	*	*			*				N		*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
With Kids	1277	97	21	17	11	51	83	14	62	75	41	65	33	35	15
	25%	27%	28%	25%	28%	30%	25%	27%	30%	29%	32%	22%	25%	36%	54%
			*	*	*			*						L*	**
No Kids	3872	268	53	50	29	117	249	37	142	182	88	230	99	61	13
	75%	73%	72%	75%	72%	70%	75%	73%	70%	71%	68%	78%	75%	64%	46%
			*	*	*			*				N		*	**

Marital Status

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Single	1158	622	536	538	445	175	731	427	238	261	379	280
	22%	27%	19%	45%	22%	9%	33%	14%	23%	21%	22%	24%
		B		DE	E		G					
Domestic Partnership	335	126	209	150	116	69	162	173	68	87	100	80
	7%	5%	7%	13%	6%	4%	7%	6%	7%	7%	6%	7%
			A	DE	E		G					
Married	2872	1274	1598	475	1226	1171	777	2095	574	724	967	607
	56%	55%	56%	40%	59%	62%	36%	71%	56%	59%	56%	52%
					C	C		F		K		
Widowed	210	70	140	-	31	179	134	76	37	40	84	49
	4%	3%	5%	-	2%	9%	6%	3%	4%	3%	5%	4%
			A		C	CD	G				I	
Divorced or separated	574	226	348	34	245	295	379	195	100	124	209	141
	11%	10%	12%	3%	12%	16%	17%	7%	10%	10%	12%	12%
			A		C	CD	G					
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Married	2872	1274	1598	475	1226	1171	777	2095	574	724	967	607
	56%	55%	56%	40%	59%	62%	36%	71%	56%	59%	56%	52%
					C	C		F		K		
Other	2277	1044	1233	722	837	718	1406	871	443	512	772	550
	44%	45%	44%	60%	41%	38%	64%	29%	44%	41%	44%	48%
				DE			G					I

Marital Status

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Single	1158	91	1067	690	468	551	195	318	94	-	1158	900	258
	22%	7%	28%	22%	23%	23%	30%	28%	9%	-	51%	21%	34%
			A			H	EH	EH			I		K
Domestic Partnership	335	69	266	232	103	182	47	66	40	-	335	283	52
	7%	5%	7%	7%	5%	8%	7%	6%	4%	-	15%	6%	7%
				D		GH	H				I		
Married	2872	1006	1866	1648	1224	1331	330	600	611	2872	-	2529	343
	56%	79%	48%	53%	61%	56%	50%	53%	61%	100%	-	58%	45%
		B			C	F			EFG	J		L	
Widowed	210	15	195	158	52	48	18	32	112	-	210	189	21
	4%	1%	5%	5%	3%	2%	3%	3%	11%	-	9%	4%	3%
			A	D					EFG		I	L	
Divorced or separated	574	96	478	409	165	246	69	117	142	-	574	487	87
	11%	8%	12%	13%	8%	10%	10%	10%	14%	-	25%	11%	11%
			A	D					EFG		I		
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Married	2872	1006	1866	1648	1224	1331	330	600	611	2872	-	2529	343
	56%	79%	48%	53%	61%	56%	50%	53%	61%	100%	-	58%	45%
		B			C	F			EFG	J		L	
Other	2277	271	2006	1489	788	1027	329	533	388	-	2277	1859	418
	44%	21%	52%	47%	39%	44%	50%	47%	39%	-	100%	42%	55%
			A	D		H	EH	H			I		K

Marital Status

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Single	1158	90	7	6	6	42	60	9	50	52	22	69	19	18	5
	22%	25%	9%	9%	15%	25%	18%	18%	25%	20%	17%	23%	14%	19%	18%
		CD	*	*	*			*				M		*	**
Domestic Partnership	335	29	3	5	1	13	24	1	13	21	8	18	11	8	1
	7%	8%	4%	7%	2%	8%	7%	2%	6%	8%	6%	6%	8%	8%	4%
			*	*	*			*						*	**
Married	2872	198	49	43	28	90	198	33	111	140	84	156	87	60	18
	56%	54%	66%	64%	70%	54%	60%	65%	54%	54%	65%	53%	66%	62%	64%
			*	*	*			*			J		L	*	**
Widowed	210	4	7	4	1	6	9	1	4	7	3	7	6	3	-
	4%	1%	9%	6%	2%	4%	3%	2%	2%	3%	2%	2%	5%	3%	-
			B*	B*	*			*						*	**
Divorced or separated	574	44	8	9	4	17	41	7	26	37	12	45	9	7	4
	11%	12%	11%	13%	10%	10%	12%	14%	13%	14%	9%	15%	7%	7%	14%
			*	*	*			*				MN		*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Married	2872	198	49	43	28	90	198	33	111	140	84	156	87	60	18
	56%	54%	66%	64%	70%	54%	60%	65%	54%	54%	65%	53%	66%	62%	64%
			*	*	*			*			J		L	*	**
Other	2277	167	25	24	12	78	134	18	93	117	45	139	45	36	10
	44%	46%	34%	36%	30%	46%	40%	35%	46%	46%	35%	47%	34%	38%	36%
			*	*	*			*		K		M		*	**

Employment
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K
Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Employed - full-time	2104	1104	1000	589	1090	425	606	1498	452	530	677	445
	41%	48%	35%	49%	53%	22%	28%	51%	44%	43%	39%	38%
		B		E	CE			F	JK	JK		
Employed - part-time	498	163	335	173	185	140	244	254	99	115	164	120
	10%	7%	12%	14%	9%	7%	11%	9%	10%	9%	9%	10%
			A	DE			G					
Self-Employed	415	199	216	70	176	169	166	249	66	82	141	126
	8%	9%	8%	6%	9%	9%	8%	8%	6%	7%	8%	11%
					C	C						HIJ
Retired	999	534	465	3	89	907	503	496	203	216	341	239
	19%	23%	16%	*	4%	48%	23%	17%	20%	17%	20%	21%
		B			C	CD	G					I
Student	134	48	86	114	17	3	95	39	18	28	51	37
	3%	2%	3%	10%	1%	*	4%	1%	2%	2%	3%	3%
			A	DE	E		G					H
Military	16	13	3	10	6	-	10	6	3	-	8	5
	*	1%	*	1%	*	-	*	*	*	-	*	*
		B		DE	E						I	I
Homemaker	448	18	430	114	240	94	172	276	85	115	167	81
	9%	1%	15%	10%	12%	5%	8%	9%	8%	9%	10%	7%
			A	E	E					K	K	
Currently Unemployed	506	227	279	112	252	142	368	138	85	142	180	99
	10%	10%	10%	9%	12%	8%	17%	5%	8%	11%	10%	9%
					CE		G			HK		
(Dk/Ns)	29	12	17	12	8	9	19	10	6	8	10	5
	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	*
				D			G					
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Full Time	2358	1239	1119	629	1211	518	691	1667	489	572	772	525
	46%	53%	40%	53%	59%	27%	32%	56%	48%	46%	44%	45%
		B		E	CE			F				
Part Time	659	227	432	203	240	216	325	334	128	155	210	166
	13%	10%	15%	17%	12%	11%	15%	11%	13%	13%	12%	14%
			A	DE			G					
Not Emp.	1133	318	815	362	523	248	664	469	197	293	416	227
	22%	14%	29%	30%	25%	13%	30%	16%	19%	24%	24%	20%
			A	DE	E		G			HK	HK	

Retired	999	534	465	3	89	907	503	496	203	216	341	239
	19%	23%	16%	*	4%	48%	23%	17%	20%	17%	20%	21%
		B			C	CD	G					I

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Employment

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Employed - full-time	2104	682	1422	975	1129	2104	-	-	-	1191	913	1769	335
	41%	53%	37%	31%	56%	89%	-	-	-	41%	40%	40%	44%
		B			C	FGH							
Employed - part-time	498	124	374	322	176	-	498	-	-	245	253	413	85
	10%	10%	10%	10%	9%	-	76%	-	-	9%	11%	9%	11%
							EGH				I		
Self-Employed	415	96	319	219	196	254	161	-	-	225	190	355	60
	8%	8%	8%	7%	10%	11%	24%	-	-	8%	8%	8%	8%
					C	GH	EGH						
Retired	999	20	979	756	243	-	-	-	999	611	388	910	89
	19%	2%	25%	24%	12%	-	-	-	100%	21%	17%	21%	12%
			A	D					EFG	J		L	
Student	134	16	118	105	29	-	-	134	-	25	109	100	34
	3%	1%	3%	3%	1%	-	-	12%	-	1%	5%	2%	4%
			A	D				EFH			I		K
Military	16	10	6	10	6	-	-	16	-	9	7	11	5
	*	1%	*	*	*	-	-	1%	-	*	*	*	1%
		B						EFH					
Homemaker	448	256	192	320	128	-	-	448	-	382	66	402	46
	9%	20%	5%	10%	6%	-	-	40%	-	13%	3%	9%	6%
		B		D				EFH		J		L	
Currently Unemployed	506	70	436	409	97	-	-	506	-	178	328	412	94
	10%	5%	11%	13%	5%	-	-	45%	-	6%	14%	9%	12%
			A	D				EFH			I		K
(Dk/Ns)	29	3	26	21	8	-	-	29	-	6	23	16	13
	1%	*	1%	1%	*	-	-	3%	-	*	1%	*	2%
								EFH			I		K
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Full Time	2358	741	1617	1099	1259	2358	-	-	-	1331	1027	1988	370
	46%	58%	42%	35%	63%	100%	-	-	-	46%	45%	45%	49%
		B			C	FGH							
Part Time	659	161	498	417	242	-	659	-	-	330	329	549	110
	13%	13%	13%	13%	12%	-	100%	-	-	11%	14%	13%	14%
							EGH				I		
Not Emp.	1133	355	778	865	268	-	-	1133	-	600	533	941	192
	22%	28%	20%	28%	13%	-	-	100%	-	21%	23%	21%	25%
		B		D				EFH			I		K
Retired	999	20	979	756	243	-	-	-	999	611	388	910	89

	19%	2%	25%	24%	12%	-	-	-	100%	21%	17%	21%	12%
			A	D					EFG	J		L	

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Employment

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Employed - full-time	2104	89	24	16	9	68	58	12	54	72	36	47	27	42	22
	41%	24%	32%	24%	22%	40%	17%	24%	26%	28%	28%	16%	20%	44%	79%
	I		*	*	*	GH		*						LM*	**
Employed - part-time	498	20	7	3	1	11	17	3	16	18	5	19	6	5	1
	10%	5%	9%	4%	2%	7%	5%	6%	8%	7%	4%	6%	5%	5%	4%
			*	*	*			*						*	**
Self-Employed	415	221	33	43	22	74	221	29	107	149	70	190	87	43	4
	8%	61%	45%	64%	55%	44%	67%	57%	52%	58%	54%	64%	66%	45%	14%
		C	*	C*	*		F	*	A			N	N	*	**
Retired	999	15	7	2	3	5	20	2	11	9	7	19	5	2	1
	19%	4%	9%	3%	8%	3%	6%	4%	5%	4%	5%	6%	4%	2%	4%
	I		*	*	*			*						*	**
Student	134	4	1	1	-	2	4	-	4	1	4	3	1	2	-
	3%	1%	1%	1%	-	1%	1%	-	2%	*	3%	1%	1%	2%	-
			*	*	*			*			J			*	**
Military	16	1	-	-	-	1	-	-	1	-	1	-	1	-	-
	*	*	-	-	-	1%	-	-	*	-	1%	-	1%	-	-
			*	*	*			*						*	**
Homemaker	448	5	1	1	2	3	4	2	5	2	4	6	2	1	-
	9%	1%	1%	1%	5%	2%	1%	4%	2%	1%	3%	2%	2%	1%	-
	I		*	*	*			*						*	**
Currently Unemployed	506	10	1	1	2	4	7	3	6	6	2	10	3	1	-
	10%	3%	1%	1%	5%	2%	2%	6%	3%	2%	2%	3%	2%	1%	-
	I		*	*	*			*						*	**
(Dk/Ns)	29	-	-	-	1	-	1	-	-	-	-	1	-	-	-
	1%	-	-	-	2%	-	*	-	-	-	-	*	-	-	-
			*	*	B*			*						*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Full Time	2358	233	48	48	26	128	207	24	125	180	81	163	88	82	26
	46%	64%	65%	72%	65%	76%	62%	47%	61%	70%	63%	55%	67%	85%	93%
			*	*	*	GH	H	*	A				L	LM*	**
Part Time	659	97	16	14	6	25	89	20	52	59	30	93	32	8	1
	13%	27%	22%	21%	15%	15%	27%	39%	25%	23%	23%	32%	24%	8%	4%
			*	*	*		F	F*	A			N	N	*	**
Not Emp.	1133	20	3	3	5	10	16	5	16	9	11	20	7	4	-
	22%	5%	4%	4%	12%	6%	5%	10%	8%	4%	9%	7%	5%	4%	-
	I		*	*	*			*			J			*	**
Retired	999	15	7	2	3	5	20	2	11	9	7	19	5	2	1
	19%	4%	9%	3%	8%	3%	6%	4%	5%	4%	5%	6%	4%	2%	4%
	I		*	*	*			*						*	**

Race

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
White	4388	1938	2450	940	1741	1707	1833	2555	892	1118	1427	951
	85%	84%	87%	79%	84%	90%	84%	86%	88%	90%	82%	82%
			A		C	CD		F	JK	HJK		
Black	334	154	180	97	137	100	187	147	52	54	180	48
	6%	7%	6%	8%	7%	5%	9%	5%	5%	4%	10%	4%
				E			G				HIK	
Asian	208	109	99	91	89	28	51	157	45	26	51	86
	4%	5%	3%	8%	4%	1%	2%	5%	4%	2%	3%	7%
		B		DE	E			F	IJ			HIJ
Other	219	117	102	69	96	54	112	107	28	38	81	72
	4%	5%	4%	6%	5%	3%	5%	4%	3%	3%	5%	6%
		B		E	E		G				HI	HI
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
White	4388	1938	2450	940	1741	1707	1833	2555	892	1118	1427	951
	85%	84%	87%	79%	84%	90%	84%	86%	88%	90%	82%	82%
			A		C	CD		F	JK	HJK		
Other	761	380	381	257	322	182	350	411	125	118	312	206
	15%	16%	13%	21%	16%	10%	16%	14%	12%	10%	18%	18%
		B		DE	E		G		I		HI	HI

Race

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
White	4388	1067	3321	2718	1670	1988	549	941	910	2529	1859	4388	-
	85%	84%	86%	87%	83%	84%	83%	83%	91%	88%	82%	100%	-
				D					EFG	J		L	
Black	334	76	258	223	111	147	53	85	49	120	214	-	334
	6%	6%	7%	7%	6%	6%	8%	8%	5%	4%	9%	-	44%
				D			H	H			I		K
Asian	208	80	128	57	151	128	20	50	10	130	78	-	208
	4%	6%	3%	2%	8%	5%	3%	4%	1%	5%	3%	-	27%
		B			C	FH	H	H		J			K
Other	219	54	165	139	80	95	37	57	30	93	126	-	219
	4%	4%	4%	4%	4%	4%	6%	5%	3%	3%	6%	-	29%
							H	H			I		K
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
White	4388	1067	3321	2718	1670	1988	549	941	910	2529	1859	4388	-
	85%	84%	86%	87%	83%	84%	83%	83%	91%	88%	82%	100%	-
				D					EFG	J		L	
Other	761	210	551	419	342	370	110	192	89	343	418	-	761
	15%	16%	14%	13%	17%	16%	17%	17%	9%	12%	18%	-	100%
					C	H	H	H			I		K

Race

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
White	4388	315	60	56	38	133	294	46	168	218	107	255	117	75	26
	85%	86%	81%	84%	95%	79%	89%	90%	82%	85%	83%	86%	89%	78%	93%
			*	*	C*		F	*					N	*	**
Black	334	22	7	6	1	14	20	2	18	17	8	19	7	8	2
	6%	6%	9%	9%	2%	8%	6%	4%	9%	7%	6%	6%	5%	8%	7%
			*	*	*			*						*	**
Asian	208	12	5	1	-	11	6	1	8	11	7	9	3	6	-
	4%	3%	7%	1%	-	7%	2%	2%	4%	4%	5%	3%	2%	6%	-
			*	*	*	G		*						*	**
Other	219	16	2	4	1	10	12	2	10	11	7	12	5	7	-
	4%	4%	3%	6%	2%	6%	4%	4%	5%	4%	5%	4%	4%	7%	-
			*	*	*			*						*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
White	4388	315	60	56	38	133	294	46	168	218	107	255	117	75	26
	85%	86%	81%	84%	95%	79%	89%	90%	82%	85%	83%	86%	89%	78%	93%
			*	*	C*		F	*					N	*	**
Other	761	50	14	11	2	35	38	5	36	39	22	40	15	21	2
	15%	14%	19%	16%	5%	21%	11%	10%	18%	15%	17%	14%	11%	22%	7%
			E*	*	*	G		*						M*	**

Are you of Hispanic Ethnicity?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Base: All Respondents (wtd)	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
Yes	319	158	161	129	140	50	163	156	47	39	117	116
	6%	7%	6%	11%	7%	3%	7%	5%	5%	3%	7%	10%
				DE	E		G				HI	HIJ
No	4763	2126	2637	1038	1902	1823	1986	2777	957	1186	1594	1026
	93%	92%	93%	87%	92%	97%	91%	94%	94%	96%	92%	89%
					C	CD		F	JK	HJK	K	
(Dk/Ns)	67	34	33	30	21	16	34	33	13	11	28	15
	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%
				DE								
Sigma	5149	2318	2831	1197	2063	1889	2183	2966	1017	1236	1739	1157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Are you of Hispanic Ethnicity?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Base: All Respondents (wtd)	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
Yes	319	115	204	189	130	176	53	66	24	159	160	222	97
	6%	9%	5%	6%	6%	7%	8%	6%	2%	6%	7%	5%	13%
		B				H	H	H			I		K
No	4763	1150	3613	2910	1853	2156	595	1046	966	2687	2076	4153	610
	93%	90%	93%	93%	92%	91%	90%	92%	97%	94%	91%	95%	80%
			A						EFG	J		L	
(Dk/Ns)	67	12	55	38	29	26	11	21	9	26	41	13	54
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	*	7%
											I		K
Sigma	5149	1277	3872	3137	2012	2358	659	1133	999	2872	2277	4388	761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Are you of Hispanic Ethnicity?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A,B/C/D/E,F/G/H,I/A,J/K,L/M/N/O

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	DIY Tech Support	Internal Tech Support	Outside Tech Support	No Tech Support	Uses Cloud Tech	Does Not Use Cloud Tech	Does Not Know Cloud Tech	Uses Non-Business Tech	Some (10-50%) Remote Business	Mostly (>50%) Remote Business	Self-Employed Solo	2-4 Employees	5-50 Employees	51-500 Employees
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Base: All Respondents (wtd)	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
Yes	319	33	5	4	2	24	16	5	24	32	5	17	8	15	5
	6%	9%	7%	6%	5%	14%	5%	10%	12%	12%	4%	6%	6%	16%	18%
			*	*	*	G		*	A	K				LM*	**
No	4763	326	68	62	38	140	312	45	174	222	122	274	121	79	23
	93%	89%	92%	93%	95%	83%	94%	88%	85%	86%	95%	93%	92%	82%	82%
	I		*	*	*		F	*			J	N	N	*	**
(Dk/Ns)	67	6	1	1	-	4	4	1	6	3	2	4	3	2	-
	1%	2%	1%	1%	-	2%	1%	2%	3%	1%	2%	1%	2%	2%	-
			*	*	*			*	A					*	**
Sigma	5149	365	74	67	40	168	332	51	204	257	129	295	132	96	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%