Internet For Growth Survey Topline
Survey of N=1,030 voters in the Likely Electorate Nationwide
Field Dates: September 5-7, 2025
Margin of Error: +/- 3.4 Percentage Points

SMALL BUSINESS AND DIGITAL TOOLS

[TEXT] I*n this section, we'll ask about your experiences and opinions with digital tools and platforms (such as digital advertising, social media, and payment apps) and how you think they affect small businesses and your community.*

[RANDOMIZE ITEM ORDER 1-9, 9-1 THE SAME WAY FOR QTOOLSUSE AND QTOOLSRELY]

1. **[QToolsUse] Do you use, or have you ever used, the following digital tools? Select all that apply. [SELECT MULTIPLE]**

Mobile payment apps (e.g., Apple Pay, Google Pay)	67%
Digital payment processors (e.g., Stripe, Square, PayPal)	56%
Platforms that sell products via third-parties (e.g., Amazon, eBay)	55%
Delivery apps (e.g., DoorDash, Instacart)	53%
Social media for business (e.g., TikTok Shop, Facebook, Instagram Shops)	52%
Cloud-based productivity software (e.g., Google Docs, Microsoft Office 365)	43%
Remote collaboration platforms (e.g., Zoom, Microsoft Teams)	39%
Digital ads (e.g., Google AdSense, Amazon Publisher Services, X)	17%
Website creation or hosting platforms (e.g., Wix, WordPress, Squarespace)	17%
None of these	12%

2. **[QToolsRely] Which of the following tools, if any, do you think <u>small businesses often rely on</u> in the U.S. these days? Select all that apply. [SELECT MULTIPLE]**

Mobile payment apps (e.g., Apple Pay, Google Pay)	75%
Digital payment processors (e.g. Stripe, Square, PayPal)	70%
Platforms that sell products via third-parties (e.g., Amazon, eBay)	57%
Delivery apps (e.g., DoorDash, Instacart)	44%
Social media for business (e.g., TikTok Shop, Facebook, Instagram Shops)	67%
Cloud-based productivity software (e.g., Google Docs, Microsoft Office 365)	47%
Remote collaboration platforms (e.g., Zoom, Microsoft Teams)	40%
Digital ads (e.g., Google AdSense, Amazon Publisher Services, X)	47%
Website creation or hosting platforms (e.g., Wix, WordPress, Squarespace)	43%
None of these	6%

3. **[QSBBenefits] Which of the following, if any, are ways that small businesses benefit from using digital tools? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-6]**

Easily accepting payments	84%
Reaching new customers	78%
Promoting new products or services	70%
Building a community of their customers	65%
Streamlining their business processes	58%
Finding people to hire	50%
Something else (Please specify)	1%
None of these	6%

4. **[QAdLocation] If you had to choose one, where do you <u>most often</u> learn about products or services — or the small businesses or start-ups offering them — that you didn't know about before?**

On social media (e.g., Facebook, Instagram, LinkedIn)	39%
On search engines (e.g., Google, Bing)	18%
On TV (e.g., live or recorded)	11%
On websites or apps (e.g., news sites, games)	9%
On streaming platforms (e.g., YouTube, Hulu, Spotify)	7%
Through direct mail (e.g., catalogs, coupons)	4%
On the radio	3%
In print (e.g., newspapers, magazines, flyers)	2%
Outdoor advertising (e.g., on billboards, at bus stops)	1%
Somewhere else (Please specify)	2%
None of these	4%

5. **[QSBEffective] If you were starting a small business on a typical small-business budget, where would be the <u>first</u> place you'd realistically turn to promote it?**

On social media (e.g., Facebook, Instagram, LinkedIn)	55%
On search engines (e.g., Google, Bing)	10%
On TV (e.g., commercials)	6%
On websites or apps (e.g., news sites, games)	5%
On streaming platforms (e.g., YouTube, Hulu, Spotify)	8%
Through direct mail (e.g., catalogs, coupons)	4%
On the radio	3%
In print (e.g., newspapers, magazines, flyers)	3%
Outdoor advertising (e.g., on billboards, at bus stops)	2%
Somewhere else (Please specify)	2%
None of these	2%

[TEXT] Please indicate if you AGREE or DISAGREE with each statement.

6. **[QAgreeRely] Nearly every business relies on digital tools in order to succeed these days.**

STRONGLY/SOMEWHAT AGREE	90%
STRONGLY/SOMEWHAT DISAGREE	7%
Strongly agree	54%
Somewhat agree	36%
Somewhat disagree	4%
Strongly disagree	3%
Unsure	3%

7. **[QAgreeHelpful] Personalized digital advertisements and content are a helpful way to discover and learn about products or local small businesses I may like.**

STRONGLY/SOMEWHAT AGREE	91%
STRONGLY/SOMEWHAT DISAGREE	6%
Strongly agree	46%
Somewhat agree	44%
Somewhat disagree	4%
Strongly disagree	2%
Unsure	3%

8. **[QImpSurvive] How important, if at all, do you think digital tools and platforms (such as digital advertising, social media, and payment apps) are for the <u>survival</u> of small businesses in your community? [RANDOMIZE 1-5, 5-1]**

EXTREMELY/VERY IMPORTANT	75%
NOT AT ALL/NOT VERY IMPORTANT	3%
Very important	39%
Extremely important	36%
Somewhat important	19%
Not very important	2%
Not at all important	1%
Unsure	3%

REGULATION EFFECT ON DIGITAL TOOLS

[TEXT] *Now we'd like to understand your views on laws and regulations that affect digital tools and platforms. These questions will ask about your opinions on government action and how it could affect small businesses and their customers.*

9. **[QPolicyTaxes] Some policymakers have proposed new taxes and regulations that could make digital advertising more expensive or difficult for small businesses. In general, do you support or oppose the idea of increasing taxes and regulations on digital advertising? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	22%
STRONGLY/SOMEWHAT OPPOSE	78%
Strongly support	7%
Somewhat support	14%
Somewhat oppose	34%
Strongly oppose	43%
Something else (Please specify)	*%

10. **[QRegLevelSB] When it comes to regulating digital tools and platforms (such as digital advertising, social media, and payment apps), which approach do you think would work <u>best for small businesses</u>? [RANDOMIZE 1-2]**

One consistent set of federal rules	57%
Rules created separately by each state	41%
Something else (Please specify)	2%

11. **[QPolicySeparate] Some policymakers have proposed regulations that would require digital advertising platforms to be split into separate companies, which could change how their tools work together for small businesses. In general, do you support or oppose these types of regulations? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	32%
STRONGLY/SOMEWHAT OPPOSE	66%
Strongly support	7%
Somewhat support	25%
Somewhat oppose	42%
Strongly oppose	24%
Something else (Please specify)	2%

[TEXT] Please indicate if you AGREE or DISAGREE with each statement.

12. **[QAgreeBoth] It can be easier for small businesses to manage costs and operations when their digital tools and advertising services work together, instead of operating separately.**

STRONGLY/SOMEWHAT AGREE	89%
STRONGLY/SOMEWHAT DISAGREE	6%
Strongly agree	50%
Somewhat agree	38%
Somewhat disagree	4%
Strongly disagree	2%
Unsure	5%

13. **[QAgreeBigTech] Almost every business today uses technology, meaning rules for "Big Tech" could also impact small businesses.**

STRONGLY/SOMEWHAT AGREE	87%
STRONGLY/SOMEWHAT DISAGREE	9%
Strongly agree	46%
Somewhat agree	41%
Somewhat disagree	7%
Strongly disagree	3%
Unsure	4%

14. **[QAgreeClosed] If digital tools become more expensive or difficult to use, that will have a negative impact on many small businesses in my community.**

STRONGLY/SOMEWHAT AGREE	90%
STRONGLY/SOMEWHAT DISAGREE	7%
Strongly agree	55%
Somewhat agree	35%
Somewhat disagree	5%
Strongly disagree	2%
Unsure	2%

[TEXT] *In this section, we'll look at how changes to the cost or availability of digital tools and platforms could impact small businesses, consumers, and local communities.*

15. **[QLikelyNeg] If the government increases regulation of digital tools and platforms (such as digital advertising, social media, and payment apps), how likely do you think it would be that <u>small businesses</u> would…? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]**

1. Extremely likely　　2. Very likely　　3. Somewhat likely　　4. Not very likely　　5. Not at all likely　　6. Unsure

	EXTREME./ VERY LIKELY	NOT VERY/ NOT AT ALL LIKELY	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Unsure
Have to raise their prices	**62%**	**7%**	26%	36%	28%	5%	1%	3%
Have a harder time reaching new customers	**58%**	**12%**	23%	35%	28%	8%	3%	3%
Be at greater risk of going out of business	**53%**	**12%**	21%	32%	31%	10%	2%	4%
Have a harder time retaining existing customers	**41%**	**19%**	15%	26%	35%	16%	3%	4%

16. **[QHarm] If government decided to increase regulation of digital tools (e.g., advertising), how much if at all do you think that would harm each of the following: [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-3, 3-1]**

1. Harm a lot　　2. Harm a little　　3. Would not harm　　4. Unsure

	Harm a lot	Harm a little	Would not harm	Unsure
Small businesses in my community	52%	31%	10%	7%
Consumers	37%	40%	15%	8%
Technology companies	30%	37%	24%	9%
Me	24%	37%	27%	11%

[RANDOMIZE QUESTIONS SCALE 1-4, 4-1 IN SAME WAY] [RANDOMIZE AGREE ORDER]

[TEXT] Please indicate if you AGREE or DISAGREE with each statement.

17. **[QAgreePassOn] If digital tools become more expensive or harder for small businesses to use, some of those costs could be passed along to consumers like me.**

STRONGLY/SOMEWHAT AGREE	87%
STRONGLY/SOMEWHAT DISAGREE	9%
Strongly agree	52%
Somewhat agree	35%
Somewhat disagree	6%
Strongly disagree	3%
Unsure	4%

18. **[QAgreeUpset] I would be concerned if small businesses in my community had to cut back, downsize, or close because of higher advertising costs caused by government policy.**

STRONGLY/SOMEWHAT AGREE	89%
STRONGLY/SOMEWHAT DISAGREE	8%
Strongly agree	57%
Somewhat agree	31%
Somewhat disagree	6%
Strongly disagree	2%
Unsure	3%

19. **[QAgreeOperate] Because digital advertising supports many free online services and content providers, policies that limit advertising could wind up meaning fewer free options or new costs for people like me.**

STRONGLY/SOMEWHAT AGREE	85%
STRONGLY/SOMEWHAT DISAGREE	8%
Strongly agree	43%
Somewhat agree	42%
Somewhat disagree	6%
Strongly disagree	2%
Unsure	7%

20. **[QVoteMove] If your Member of Congress voted to <u>increase</u> regulation of digital tools (e.g., advertising), would that make you more or less likely to vote for them, or would it not affect your vote? [RANDOMIZE 1-3, 3-1]**

Less likely to vote for them	53%
Would not affect my vote	22%
More likely to vote for them	9%
Unsure	15%

[TEXT] Now, a few final questions for statistical purposes…

21. **[QBirthYear] Which range of years includes the year you were born?**

1903 – 1927	-
1928 – 1945	4%
1946 – 1964	32%
1965 – 1980	26%
1981 – 1996	27%
1997 – 2012	11%

22. **[QPartyID] Do you consider yourself a…? [RANDOMIZE 1-2]**

Republican	39%
Democrat	36%
Independent	22%
Member of another party	*%
Unsure	2%

[IF REPUBLICAN (QPartyID=1), ASK]
23. **[QPartyGOP] Would you say you are…? [RANDOMIZE 1-2]**

	(n=369)
Firmly a Republican	76%
Not firmly a Republican	24%

[IF DEMOCRAT (QPartyID=2), ASK]
24. **[QPartyDem] Would you say you are…? [RANDOMIZE 1-2]**

	(n=378)
Firmly a Democrat	79%
Not firmly a Democrat	21%

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty=3-5), ASK]
25. **[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]**

	(n=283)
Democrats	32%
Republicans	32%
Both equally often	25%
Unsure	11%

26. **[QPartyConsolidated] QPartyID and QPartyLeanView**

Total Republican+Republican-leaning Independents	47%
Total Independent	9%
Total Democratic+Democratic-leaning Independents	44%

[IF QPartyID = 1. Republican OR QPartyLeanView = 1. Republicans, ASK]
27. **[QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [RANDOMIZE 1-2]**

	(n=445)
Supporter of Donald Trump	52%
Supporter of the Republican Party	42%
I don't support either one	4%
Unsure	3%

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28. [QIdeology] Would you say you consider yourself to be…? [RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT CONSERVATIVE	37%
VERY/SOMEWHAT LIBERAL	28%
Very conservative	16%
Somewhat conservative	22%
Moderate	32%
Somewhat liberal	16%
Very liberal	12%
Unsure	2%

29. [Q2024Vote] Did you vote in the November 2024 presidential election? [RANDOMIZE 1-2]

Yes, I voted	92%
No, I did not vote	7%
Unsure	1%

[IF VOTED IN 2024 PRESIDENTIAL ELECTION (Q2024Vote=1), ASK]

30. [Q2024Ballot] For which candidate did you vote in the <u>2024 presidential election</u>? [RANDOMIZE 1-2]

	(n=920)
Donald Trump, the Republican candidate	50%
Kamala Harris, the Democratic candidate	47%
Jill Stein, Green Party candidate	*%
Robert F. Kennedy Jr., independent candidate	1%
Chase Oliver, the Libertarian candidate	*%
Cornel West, independent candidate	*%
Claudia De la Cruz, the Socialism and Liberation Party candidate	*%
Someone else (Please specify)	*%
Unsure	1%

31. [QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

DEFINITELY/PROBABLY THE REPUBLICAN CANDIDATE	44%
DEFINITELY/PROBABLY THE DEMOCRATIC CANDIDATE	45%
Definitely the Republican candidate	32%
Probably the Republican candidate	12%
Probably the Democratic candidate	13%
Definitely the Democratic candidate	32%
Unsure	11%

32. [QUrbanRural] How would you describe the area in which you live? [RANDOMIZE SCALE 1-4, 4-1]

City	26%
Suburb near a city	42%
Small town not near a city	10%
Rural or country area	21%

33. [QApps] Which social media platforms or apps do you use? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-14]

Facebook	83%
YouTube	76%
Instagram	55%
TikTok	44%
X (formerly Twitter)	32%
Pinterest	29%
LinkedIn	28%
Snapchat	26%
Reddit	25%
WhatsApp	23%
Etsy	16%
Tinder	4%
Bumble	2%
Hinge	2%
Something else (Please specify)	2%
None of these	3%

34. [QSubscriptions] Do you pay for any of the following types of subscriptions or memberships? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-9]

Video streaming service (e.g., Netflix, Disney Plus, Hulu)	65%
Amazon Prime	62%
Music streaming service (e.g., Spotify, Apple Music, Pandora)	37%
Walmart+	25%
Costco membership	24%
Gym membership	16%
Newspaper or news website subscription	10%
Subscription boxes (e.g., Stitch Fix, Rent the Runway, FabFitFun, Wine Boxes)	5%
At-home meal kits or boxes (e.g., Blue Apron, HelloFresh, Sunbasket, Factor)	4%
None of these	13%

35. [QEmployment] What is your current employment status?

Employed full-time	39%
Employed part-time	11%
Freelance, contract, or temporary work	3%
"Gig economy" work like ride shares, food delivery, or dog walking	1%
Unemployed and looking for work	7%
Stay-at-home parent or caregiver	4%
Full time student	1%
Retired	30%
Something else	3%
Prefer not to say	1%

36. [QMarital] What is your current marital status?

Single, never married	32%
Married	44%
Separated	2%
Divorced	15%
Widowed	7%
Prefer not to say	*%

37. **[QParent] Are you a parent or guardian of one or more children who are under the age of 18? [RANDOMIZE 1-2]**

No	71%
Yes	28%
Prefer not to say	1%

SCREENERS / DEMOGRAPHIC QUOTAS (ASKED AT BEGINNING OF SURVEY)

38. **[QAge] What is your age? [OPEN END] [VALIDATE TO WHOLE NUMBER BETWEEN 0-200] [TERMINATE IF <18 OR OVER 120]**

18 - 34	20%
35 - 49	23%
50 - 64	28%
65+	29%

39. **[QRegVote] Are you currently registered to vote?**

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

40. **[QIndScreener] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]**

Healthcare or the pharmaceutical industry		9%
Food service or the restaurant industry		6%
Sales		6%
Technology		6%
Public relations		1%
Journalism or the media	TERMINATE	-
Market research	TERMINATE	-
None of these		78%

41. **[QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**

Woman	53%
Man	46%
Some other way	1%

42. **[QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**

White	76%
Black or African American	13%
Hispanic or Latino	11%
Asian	5%
Native American or Alaska Native	1%
Native Hawaiian or Other Pacific Islander	*%
Other race or ethnicity (Please specify)	*%

43. **[QEducation] What is the highest level of education you have completed?**

High school or less	29%
Some college	20%
Associate degree	10%
Bachelor's degree	25%
Graduate degree	15%
Prefer not to say	1%

44. [QState] In which state do you live? [50 STATE DROPDOWN]

States in the South	39%
States in the West	23%
States in the Midwest	22%
States in the Northeast	17%

45. [QIncome] Which range includes your total annual household income from all sources, before taxes?

Less than $30,000 per year	21%
$30,000 to $49,999 per year	21%
$50,000 to $74,999 per year	20%
$75,000 to $99,999 per year	13%
$100,000 to $124,999 per year	7%
$125,000 to $149,999 per year	7%
$150,000 to $199,999 per year	6%
$200,000 to $249,999 per year	2%
$250,000 or more per year	2%
Prefer not to say	2%

46. [QEntrepreneur] Have you ever been an entrepreneur, self-employed, or the proprietor of a small, or family, business? [RANDOMIZE 1-2]

No	62%
Yes	37%
Unsure	2%

This survey was conducted on behalf of Internet for Growth. The survey was fielded online from September 5-7, 2025 in English among a sample of N=1,030 voters in the Likely Electorate (LE) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange based on demographic quotas for registered voters in the likely electorate nationwide, and matched to the L2 voter file to verify respondents' voter registration status.

Measures taken to ensure data quality included measures to prevent duplicate responses, questions designed to disqualify inattentive respondents, and the removal of respondents from the data file who answered more than one-third of the questions they were asked in less than one-third of the median response time per question.

The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2024 likely electorate based on a probabilistic model that incorporates data from the US Census Bureau's American Community Survey and Current Population Survey Voting and Registration Supplement, as well as L2 voter file data. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.4 percentage points.