

The Entrepreneurship in the Population Survey Project is being conducted by researchers at NORC at the University of Chicago with funding from a grant from the Ewing Marion Kauffman Foundation. Questions about this research project should be directed to

EPOPresearch@norc.org.

The full title of the survey is “The Entrepreneurship in the Population Survey” and the abbreviation is EPOP Survey. In referencing the project or document, follow these standards:

Full Project Title: **The Entrepreneurship in the Population Survey Project: 2025**

Project Abbreviation: **EPOP:2025**

Full Report Title: **Entrepreneurship in the Population Survey Restricted Use File Codebook: 2025**

Report Abbreviation: **EPOP 2025 PUF**

Citation: **“Entrepreneurship in the Population Survey Population Survey Restricted Use File Codebook: 2025.” NORC at the University of Chicago. March 3, 2026. <https://EPOP.norc.org>.**

Researchers are welcome to use some or all of the EPOP Survey Restricted Use File Codebook: 2025. However, we respectfully request you give prior notification to the EPOP Survey researchers at EPOPresearch@norc.org. And subsequently, you give appropriate credit to NORC EPOP research team by using the citation provide above.

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
R_SUID	RESPONDENT ID
SAMP_TYPE	EPOP SAMPLE TYPE
PARTIAL_CASE	INDICATOR FOR PARTIAL COMPLETE CASES
Q_LANGUAGE	SURVEY LANGUAGE
Q_MODE	SURVEY MODE
DEM_AGE_RUF	RUF VARIABLE: RESPONDENT AGE
DEM_AGE_IMPUTED	INDICATOR FOR IMPUTED AGE VALUES
DEM_STATE	RESPONDENT STATE
REGION_DRV	CENSUS REGION DERIVED FROM ZIP CODE
MSA	FIFTY HIGHEST POPULATION MSAS DERIVED FROM ZIP CODE AND COUNTY
RUCC_DRV	DERIVED VARIABLE: URBANICITY MEASURE DERIVED FROM COUNTY
COUNTY_DRV	COUNTY FIPS CODE DERIVED FROM ZIP CODE
COUNTY_NAME	COUNTY NAME DERIVED FROM ZIP CODE
DEM_GENDER	TWO-CATEGORY GENDER IDENTITY
RACE	RACE- EQUIVALENT OF AMERISPEAK PRELOAD
S_JOBSTAT_1	WORKED FOR PAY LAST WEEK
S_JOBSTAT_2	WORKED FOR PAY LAST WEEK EVEN AN HOUR
S_JOBSTAT_3	LOOKED FOR WORK LAST WEEK
S_JOBSTAT_4_1	REASONS NOT WORKING LAST WEEK - RETIRED
S_JOBSTAT_4_2	REASONS NOT WORKING LAST WEEK - LAYOFF
S_JOBSTAT_4_3	REASONS NOT WORKING LAST WEEK - STUDENT
S_JOBSTAT_4_4	REASONS NOT WORKING LAST WEEK - FAMILY RESPONSIBILITIES
S_JOBSTAT_4_5	REASONS NOT WORKING LAST WEEK - CHRONIC ILLNESS OR PERMANENT DISABILITY
S_JOBSTAT_4_6	REASONS NOT WORKING LAST WEEK - SUITABLE JOB NOT AVAILABLE
S_JOBSTAT_4_7	REASONS NOT WORKING LAST WEEK - DID NOT NEED OR WANT TO WORK

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
S_JOBSTAT_4_8	REASONS NOT WORKING LAST WEEK - NONE OF THE ABOVE
S_JOBSTAT_5_1	NOT WORKING REASON- SELF-EMPLOYED AND NOT PAID
S_JOBSTAT_5_2	NOT WORKING REASON- VACATION
S_JOBSTAT_5_3	NOT WORKING REASON- PAID LEAVE
S_JOBSTAT_5_4	NOT WORKING REASON- OTHER BENEFITS
S_JOBSTAT_5_5	NOT WORKING REASON- SABBATICAL
S_JOBSTAT_5_6	NOT WORKING REASON- NONE OF THE ABOVE
S_JOBSTAT_6	IMPORTANT TO KNOW YOUR JOB STATUS
S_JOB_1	MAIN JOB/WORK ARRANGEMENT IN THE LAST WEEK
S_GIGCHECK_1	MAIN JOB GIG WORK
S_PAIDJOB_1	WORK FOR PAY AT SECOND JOB
S_JOB_2	SECOND JOB
S_GIGCHECK_2	SECOND JOB GIG WORK
DOV_CUR_ENTR	CURRENT ENTREPRENEUR FLAG
DOV_CUR_FREE	CURRENT FREELANCER FLAG
S_FORMBIZ_1	EVER OWNED A BUSINESS
S_FORMBIZ_2	OUTSIDE OF FREELANCE, EVER OWNED A BUSINESS
S_ADDBIZ_1	CURRENTLY OWN ANY OTHER BUSINESS
S_ADDBIZ_2	TOTAL BUSINESSES OWNED
S_ADDBIZ_3	EVER OWNED ADDITIONAL BUSINESS
S_FORMBIZ_STAT_1	STILL OWN BUSINESS
S_FORMBIZ_STAT_2	CLOSE, SELL, OR LEAVE BUSINESS
S_FORMBIZ_STAT_3	APPROXIMATELY CLOSE, SELL, OR LEAVE BUSINESS
S_FORMFREE_1	EVER FREELANCER
S_ADDFREE_1	OTHER CURRENT FREELANCER ROLES
S_ADDFREE_2	TOTAL FREELANCER JOBS
S_ADDFREE_3	EVER A FREELANCER
S_FORMFREE_STAT_1_Y2	STILL FREELANCER - Y2

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
S_FORMFREE_STAT_2	YEAR STOP PREVIOUS WORK
S_FORMFREE_STAT_3	APPROXIMATELY STOP PREVIOUS WORK
DOV_FORM_ENTR	FORMER ENTREPRENEUR FLAG
DOV_FORM_FREE	FORMER FREELANCER FLAG
S_NASCENT_1	NASCENT NEW BUSINESS
DOV_NASCENT	NASCENT FLAG
S_WITHDRAW_1	WITHDRAWN BUSINESS
DOV_WITHDRAW	WITHDRAWN FLAG
S_INTEREST_2	INTEREST IN STARTING BUSINESS
S_GIGCHECK_3	OUTSIDE GIG WORK
S_GIGPLATFORM_1	GIG PLATFORM COMPANY COORDINATING
S_GIGPLATFORM_2	GIG PLATFORM ONLINE APP
S_GIGPLATFORM_Y2_DRV	GIG PLATFORM FOR COORDINATION OF GIG WORK TYPE
S_GIGTIME_1	AMOUNT OF TIME DOING THIS GIGWORK
PE_GIGREASON_1_1	REASON GIG- PRIMARY INCOME
PE_GIGREASON_1_2	REASON GIG- SUPPLEMENT PAY
PE_GIGREASON_1_3	REASON GIG- SUPPLEMENT RETIREMENT
PE_GIGREASON_1_4	REASON GIG- HELP FAMILY OR FRIENDS
PE_GIGREASON_1_5	REASON GIG- STARTING OWN BUSINESS
PE_GIGREASON_1_6	REASON GIG- CAREER TRANSITION
PE_GIGREASON_1_7	REASON GIG- MAINTAIN SKILLS
PE_GIGREASON_1_8	REASON GIG- NEW SKILLS
PE_GIGREASON_1_9	REASON GIG- WORKING FOR MYSELF
PE_GIGREASON_1_10	REASON GIG- FLEXIBILITY
PE_GIGREASON_1_11	REASON GIG- NETWORK
PE_GIGREASON_1_12	REASON GIG- FUN
PE_GIGREASON_1_13	REASON GIG- OTHER REASON
PE_GIGINCOME_1	PERCENT HOUSEHOLD INCOME FROM GIGWORK

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
DOV_GIGWORK	GIG WORKER FLAG
DOV_GENPOP	GENERAL POPULATION FLAG
DOV_GROUP	COMPUTE GROUP
DOV_FORM_ENTR_Y1	FORMER ENTREPRENEUR FLAG - Y1 EQUIVALENT
DOV_FORM_FREE_Y1	FORMER FREELANCER FLAG - Y1 EQUIVALENT
DOV_WITHDRAW_Y1	WITHDRAWN FLAG - Y1 EQUIVALENT
CURWORK	CURRENTLY WORKING FLAG
PE_EMPSTAT_1	PURSUING IDEA EMPLOYMENT STATUS
PE_EMPSTAT_2_1	NOT WORKING PURSUING- RETIRED
PE_EMPSTAT_2_2	NOT WORKING PURSUING- LAYOFF
PE_EMPSTAT_2_3	NOT WORKING PURSUING- STUDENT
PE_EMPSTAT_2_4	NOT WORKING PURSUING- FAMILY RESPONSIBILITIES
PE_EMPSTAT_2_5	NOT WORKING PURSUING- ILLNESS OR DISABILITY
PE_EMPSTAT_2_6	NOT WORKING PURSUING- JOB NOT AVAILABLE
PE_EMPSTAT_2_7	NOT WORKING PURSUING- NO NEED OR WANT TO WORK
PE_EMPSTAT_2_8	NOT WORKING PURSUING- NONE OF THE ABOVE
PE_REASONS_1_1	REASON IMPORTANCE- OWN BOSS
PE_REASONS_1_2	REASON IMPORTANCE- FLEXIBLE HOURS
PE_REASONS_1_3	REASON IMPORTANCE- BALANCE
PE_REASONS_1_4	REASON IMPORTANCE- GREATER INCOME
PE_REASONS_1_5	REASON IMPORTANCE- SUPPLEMENT INCOME
PE_REASONS_1_6	REASON IMPORTANCE- AVENUE FOR IDEAS
PE_REASONS_1_7	REASON IMPORTANCE- UNABLE TO FIND EMPLOYMENT
PE_REASONS_1_8	REASON IMPORTANCE- NOT VALUED
PE_REASONS_1_9	REASON IMPORTANCE- NOT ADEQUATE OPPORTUNITIES
PE_REASONS_1_10	REASON IMPORTANCE- NOT PAID FAIRLY
PE_REASONS_1_11	REASON IMPORTANCE- NOT WORK FOR SOMEONE
PE_REASONS_1_12	REASON IMPORTANCE- START OWN BUSINESS

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_REASONS_1_13	REASON IMPORTANCE- ROLE MODEL
PE_REASONS_1_14	REASON IMPORTANCE- FAMILY BUSINESS
PE_REASONS_1_15	REASON IMPORTANCE- HELP COMMUNITY
PE_REASONS_2	MOST IMPORTANT FOR PURSUING
PE_REASONS_3	SECOND MOST IMPORTANT FOR PURSUING
PE_MOTIVE_1A	MOTIVE- MAKE A DIFFERENCE
PE_MOTIVE_1B	MOTIVE- BUILD WEALTH OR INCOME
PE_MOTIVE_1C	MOTIVE- CONTINUE FAMILY TRADITION
PE_MOTIVE_1D	MOTIVE- EARN A LIVING
ENR_EXPERIENCE_1	SIMILAR WORK
ENR_EXPERIENCE_2	PRIOR EXPERIENCE BUSINESS
ENR_EXPERIENCE_3	YEARS OF EXPERIENCE
PE_STEPS_1_1	NETWORKING STEPS- FRIEND
PE_STEPS_1_2	NETWORKING STEPS- FAMILY MEMBER
PE_STEPS_1_3	NETWORKING STEPS- MENTOR
PE_STEPS_1_4	NETWORKING STEPS- EXPERTS
PE_STEPS_1_5	NETWORKING STEPS- NONE OF THE ABOVE
PE_STEPS_2_1	TECHNICAL OR MARKET RESEARCH STEPS - LEADERS
PE_STEPS_2_2	TECHNICAL OR MARKET RESEARCH STEPS - PROFESSIONAL ADVICE
PE_STEPS_2_3	TECHNICAL OR MARKET RESEARCH STEPS - MARKET RESEARCH
PE_STEPS_2_4	TECHNICAL OR MARKET RESEARCH STEPS - PATENTS
PE_STEPS_2_5	TECHNICAL OR MARKET RESEARCH STEPS - PROTOTYPE
PE_STEPS_2_6	TECHNICAL OR MARKET RESEARCH STEPS - FEEDBACK
PE_STEPS_2_7	TECHNICAL OR MARKET RESEARCH STEPS - NONE OF ABOVE
PE_STEPS_3_1	BUSINESS DEVELOPMENT STEPS- ATTENDED TRAININGS
PE_STEPS_3_2	BUSINESS DEVELOPMENT STEPS- APPLIED TO SUPPORT PROGRAM
PE_STEPS_3_3	BUSINESS DEVELOPMENT STEPS- NONE OF THE ABOVE
PE_STEPS_4_1	BUSINESS FINANCING STEPS- EXPLORED BANK FINANCING OPTIONS

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_STEPS_4_2	BUSINESS FINANCING STEPS- APPLIED FOR FINANCING
PE_STEPS_4_3	BUSINESS FINANCING STEPS- CONVERSATIONS ABOUT FUNDING
PE_STEPS_4_4	BUSINESS FINANCING STEPS- OWN CAPITAL
PE_STEPS_4_5	BUSINESS FINANCING STEPS- NONE OF THE ABOVE
PE_STEPS_5_1	ORGANIZATIONAL PLANNING STEPS- CREATE SPREADSHEETS
PE_STEPS_5_2	ORGANIZATIONAL PLANNING STEPS- CREATE WEBSITE
PE_STEPS_5_3	ORGANIZATIONAL PLANNING STEPS- CREATE SOCIAL MEDIA
PE_STEPS_5_4	ORGANIZATIONAL PLANNING STEPS- TAX ID
PE_STEPS_5_5	ORGANIZATIONAL PLANNING STEPS- BUSINESS PLAN
PE_STEPS_5_6	ORGANIZATIONAL PLANNING STEPS- CREATE PITCH DECK
PE_STEPS_5_7	ORGANIZATIONAL PLANNING STEPS- NONE OF THE ABOVE
PE_STEPS_6_1	STAFFING AND GROWTH STEPS- FIRST CUSTOMER
PE_STEPS_6_2	STAFFING AND GROWTH STEPS- MADE SALE
PE_STEPS_6_3	STAFFING AND GROWTH STEPS- HIRED EMPLOYEE
PE_STEPS_6_4	STAFFING AND GROWTH STEPS- QUIT JOB
PE_STEPS_6_5	STAFFING AND GROWTH STEPS- NONE OF THE ABOVE
PE_STEPS_7	OTHER STEPS
PE_STEPS_REASONS_A	REASON FOR NOT ENGAGE- NETWORKING
PE_STEPS_REASONS_B	REASON FOR NOT ENGAGE- RESEARCH
PE_STEPS_REASONS_C	REASON FOR NOT ENGAGE- DEVELOPMENT
PE_STEPS_REASONS_D	REASON FOR NOT ENGAGE- FINANCING
PE_STEPS_REASONS_E	REASON FOR NOT ENGAGE- PLANNING
PE_STEPS_REASONS_F	REASON FOR NOT ENGAGE- STAFFING
PE_CHALLENGE_1_1_Y2	FINANCIAL CHALLENGES- NOT AFFORD HEALTH INSURANCE - Y2
PE_CHALLENGE_1_2_Y2	FINANCIAL CHALLENGES- NOT ACCESS EMPLOYER BENEFITS- Y2
PE_CHALLENGE_1_3_Y2	FINANCIAL CHALLENGES- CHALLENGES WITH PERSONAL FINANCES- Y2

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_CHALLENGE_1_4_Y2	FINANCIAL CHALLENGES- NOT ENOUGH SAVINGS- Y2
PE_CHALLENGE_1_5_Y2	FINANCIAL CHALLENGES- ACCESSING CAPITAL- Y2
PE_CHALLENGE_1_6_Y2	FINANCIAL CHALLENGES- POOR CREDIT- Y2
PE_CHALLENGE_1_7_Y2	FINANCIAL CHALLENGES- LIMITED RELATIONSHIP- Y2
PE_CHALLENGE_1_8_Y2	FINANCIAL CHALLENGES- NONE OF THE ABOVE- Y2
PE_CHALLENGE_2_1	BUSINESS OPERATION CHALLENGES- GETTING REGISTERED
PE_CHALLENGE_2_2	BUSINESS OPERATION CHALLENGES- NOT KNOWING WHERE TO START
PE_CHALLENGE_2_3	BUSINESS OPERATION CHALLENGES- DOING MY TAXES
PE_CHALLENGE_2_4	BUSINESS OPERATION CHALLENGES- NAVIGATING REGULATIONS
PE_CHALLENGE_2_5	BUSINESS OPERATION CHALLENGES- OBTAINING RELEVANT INSURANCE
PE_CHALLENGE_2_6	BUSINESS OPERATION CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_3_1	CUSTOMER REACH CHALLENGES- FINDING CUSTOMERS
PE_CHALLENGE_3_2	CUSTOMER REACH CHALLENGES- SETTING UP ONLINE PRESENCE
PE_CHALLENGE_3_3	CUSTOMER REACH CHALLENGES- SECURING PHYSICAL LOCATION
PE_CHALLENGE_3_4	CUSTOMER REACH CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_4_1	RESOURCE CHALLENGES- PROFESSIONAL SUPPORT
PE_CHALLENGE_4_2	RESOURCE CHALLENGES- ROLE MODELS
PE_CHALLENGE_4_3	RESOURCE CHALLENGES- FAMILY OR FRIENDS
PE_CHALLENGE_4_4	RESOURCE CHALLENGES- COMMUNITY SUPPORT
PE_CHALLENGE_4_5	RESOURCE CHALLENGES- BALANCE
PE_CHALLENGE_4_6	RESOURCE CHALLENGES- MAJOR LIFE EVENT
PE_CHALLENGE_4_7	RESOURCE CHALLENGES- FINDING TIME
PE_CHALLENGE_4_8	RESOURCE CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_5_1	ECONOMY OR MARKET CHALLENGES- FINDING AND RETAINING EMPLOYEES

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_CHALLENGE_5_2	ECONOMY OR MARKET CHALLENGES- COMPETING AGAINST OTHER BUSINESSES
PE_CHALLENGE_5_3	ECONOMY OR MARKET CHALLENGES- SUPPLY CHAIN ISSUES
PE_CHALLENGE_5_4	ECONOMY OR MARKET CHALLENGES- UNFAVORABLE ECONOMY
PE_CHALLENGE_5_5	ECONOMY OR MARKET CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_6	OTHER CHALLENGES
PE_CAPITAL_1_1	SOURCES OF CAPITAL- PERSONAL/FAMILY SAVINGS
PE_CAPITAL_1_2	SOURCES OF CAPITAL- PERSONAL/FAMILY ASSETS
PE_CAPITAL_1_3	SOURCES OF CAPITAL- PERSONAL/FAMILY HOME EQUITY LOAN
PE_CAPITAL_1_4	SOURCES OF CAPITAL- PERSONAL CREDIT CARD
PE_CAPITAL_1_5	SOURCES OF CAPITAL- BUSINESS CREDIT CARD
PE_CAPITAL_1_6	SOURCES OF CAPITAL- GOVERNMENT-GUARANTEED BUSINESS LOAN
PE_CAPITAL_1_7	SOURCES OF CAPITAL- BUSINESS LOAN FROM BANK
PE_CAPITAL_1_8	SOURCES OF CAPITAL- BUSINESS LOAN FROM GOVERNMENT
PE_CAPITAL_1_9	SOURCES OF CAPITAL- BUSINESS LOAN FROM FAMILY/FRIENDS
PE_CAPITAL_1_10	SOURCES OF CAPITAL- INVESTMENT BY VENTURE CAPITALISTS
PE_CAPITAL_1_11	SOURCES OF CAPITAL- CROWDFUNDING
PE_CAPITAL_1_12	SOURCES OF CAPITAL- GRANTS
PE_CAPITAL_1_13	SOURCES OF CAPITAL- OTHER CAPITAL
PE_CAPITAL_1_14	SOURCES OF CAPITAL- NONE NEEDED
PE_CAPITAL_INSTITUTION_1_1	CAPITAL INSTITUTION- SMALL LOCAL BANK
PE_CAPITAL_INSTITUTION_1_2	CAPITAL INSTITUTION- LARGE NATIONAL BANK
PE_CAPITAL_INSTITUTION_1_3	CAPITAL INSTITUTION- FINANCIAL SERVICES COMPANY
PE_CAPITAL_INSTITUTION_1_4	CAPITAL INSTITUTION- ONLINE LENDER
PE_CAPITAL_INSTITUTION_1_5	CAPITAL INSTITUTION- CREDIT UNION
PE_CAPITAL_INSTITUTION_1_6	CAPITAL INSTITUTION- FINANCE COMPANY
PE_CAPITAL_INSTITUTION_1_7	CAPITAL INSTITUTION- ALTERNATIVE

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_CAPITAL_INSTITUTION_1_8	CAPITAL INSTITUTION- COMMUNITY DEVELOPMENT
PE_CAPITAL_INSTITUTION_1_9	CAPITAL INSTITUTION- OTHER INSTITUTION
PE_GRANT_TYPE_1_1	GRANT TYPE- GOVERNMENT SOURCE
PE_GRANT_TYPE_1_2	GRANT TYPE- PRIVATE INSTITUTION
PE_GRANT_TYPE_1_3	GRANT TYPE- NON-PROFIT ORGANIZATION
PE_GRANT_TYPE_1_4	GRANT TYPE- OTHER GRANT SOURCE
PE_CAPITAL_WS1_RUF	RUF VARIABLE: AMOUNT RECEIVED- PERSONAL
PE_CAPITAL_WS2_RUF	RUF VARIABLE: AMOUNT RECEIVED- PERSONAL/BUSINESS CREDIT CARD
PE_CAPITAL_WS3_RUF	RUF VARIABLE: AMOUNT RECEIVED- LOCAL/NATIONAL BANK
PE_CAPITAL_WS4_RUF	RUF VARIABLE: AMOUNT RECEIVED- FINANCIAL INSTITUTION
PE_CAPITAL_WS5_RUF	RUF VARIABLE: AMOUNT RECEIVED- CROWDFUNDING/COMMUNITY DEVELOPMENT
PE_CAPITAL_WS6_RUF	RUF VARIABLE: AMOUNT RECEIVED- GOVERNMENT SOURCE
PE_CAPITAL_WS7_RUF	RUF VARIABLE: AMOUNT RECEIVED- BUSINESS LOAN FROM FAMILY
PE_CAPITAL_WS8_RUF	RUF VARIABLE: AMOUNT RECEIVED- VENTURE CAPITALISTS
PE_CAPITAL_WS9_RUF	RUF VARIABLE: AMOUNT RECEIVED- HOME EQUITY LOAN
PE_CAPITAL_WS10_RUF	RUF VARIABLE: AMOUNT RECEIVED- OTHER
PE_CAPITAL_2A	CAPITAL RECEIVED- BUSINESS CREDIT CARD
PE_CAPITAL_2B	CAPITAL RECEIVED- GOVERNMENT-GUARANTEED BUSINESS LOAN
PE_CAPITAL_2C	CAPITAL RECEIVED- BUSINESS LOAN FROM A BANK
PE_CAPITAL_2D	CAPITAL RECEIVED- BUSINESS LOAN FROM GOVERNMENT
PE_CAPITAL_2E	CAPITAL RECEIVED- BUSINESS LOAN FROM FAMILY/FRIENDS
PE_CAPITAL_2F	CAPITAL RECEIVED- INVESTMENT BY VENTURE CAPITALISTS
PE_CAPITAL_2G	CAPITAL RECEIVED- CROWDFUNDING
PE_CAPITAL_2H	CAPITAL RECEIVED- GRANTS
PE_CAPITAL_2I	CAPITAL RECEIVED- OTHER

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_CAPITAL_3A	CAPITAL NOT USED- BUSINESS CREDIT CARD
PE_CAPITAL_3B	CAPITAL NOT USED- GOVERNMENT-GUARANTEED BUSINESS LOAN
PE_CAPITAL_3C	CAPITAL NOT USED- BUSINESS LOAN FROM A BANK
PE_CAPITAL_3D	CAPITAL NOT USED- BUSINESS LOAN FROM GOVERNMENT
PE_CAPITAL_3E	CAPITAL NOT USED- BUSINESS LOAN FROM FAMILY/FRIEND
PE_CAPITAL_3F	CAPITAL NOT USED- INVESTMENT BY VENTURE CAPITALIST
PE_CAPITAL_3G	CAPITAL NOT USED- CROWDFUNDING
PE_CAPITAL_3H	CAPITAL NOT USED- GRANTS
PE_CAPITAL_4_1	DECLINED FUNDING- POOR CREDIT SCORE
PE_CAPITAL_4_2	DECLINED FUNDING- LIMITED CREDIT HISTORY
PE_CAPITAL_4_3	DECLINED FUNDING- LATE PAYMENTS
PE_CAPITAL_4_4	DECLINED FUNDING- AGE OF BUSINESS
PE_CAPITAL_4_5	DECLINED FUNDING- PERSONAL BACKGROUND
PE_CAPITAL_4_6	DECLINED FUNDING- INSUFFICIENT COLLATERAL
PE_CAPITAL_4_7	DECLINED FUNDING- BUSINESS PLAN
PE_CAPITAL_4_8	DECLINED FUNDING- TOO RISKY
PE_CAPITAL_4_9	DECLINED FUNDING- UNDESIRABLE INDUSTRY
PE_CAPITAL_4_10	DECLINED FUNDING- UNDESIRABLE LOCATION
PE_CAPITAL_4_11	DECLINED FUNDING- NO RELATIONSHIP WITH BANK
PE_CAPITAL_4_12	DECLINED FUNDING- NOT GIVEN A REASON
PE_CAPITAL_4_13	DECLINED FUNDING- OTHER
PE_CAPITAL_5_1_Y3	NOT REQUEST GRANT- FIND GRANT OPPORTUNITIES
PE_CAPITAL_5_2_Y3	NOT REQUEST GRANT- DID NOT QUALIFY
PE_CAPITAL_5_3_Y3	NOT REQUEST GRANT- THOUGHT IT WAS UNLIKELY
PE_CAPITAL_5_4_Y3	NOT REQUEST GRANT- TOO DIFFICULT
PE_CAPITAL_5_5_Y3	NOT REQUEST GRANT- AVAILABLE FUNDING AMOUNT TOO SMALL
PE_CAPITAL_5_6_Y3	NOT REQUEST GRANT- OTHER
PE_CAPITAL_5_7_Y3	NOT REQUEST GRANT- DID NOT NEED GRANT FUNDING

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_CAPITAL_6_1_Y3	NOT REQUEST BANK- POOR CREDIT SCORE
PE_CAPITAL_6_2_Y3	NOT REQUEST BANK- LACK OF RELATIONSHIP
PE_CAPITAL_6_3_Y3	NOT REQUEST BANK- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
PE_CAPITAL_6_4_Y3	NOT REQUEST BANK- EXPECT TO BE DECLINED
PE_CAPITAL_6_5_Y3	NOT REQUEST BANK- OTHER
PE_CAPITAL_6_6_Y3	NOT REQUEST BANK- DID NOT NEED FUNDING FROM BANK
PE_CAPITAL_7_1_Y3	NOT FUNDING FOLLOWING- POOR CREDIT SCORE
PE_CAPITAL_7_2_Y3	NOT FUNDING FOLLOWING- LACK OF RELATIONSHIP
PE_CAPITAL_7_3_Y3	NOT FUNDING FOLLOWING- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
PE_CAPITAL_7_4_Y3	NOT FUNDING FOLLOWING- EXPECT TO BE DECLINED
PE_CAPITAL_7_5_Y3	NOT FUNDING FOLLOWING- OTHER
PE_CAPITAL_7_6_Y3	NOT FUNDING FOLLOWING- DID NOT NEED FUNDING FROM THIS/THESE SOURCE(S)
PE_STOPREASON_1_1	STOP WORKING FOR YOURSELF FACTORS- LACK OF FINANCIAL RESOURCES
PE_STOPREASON_1_2	STOP WORKING FOR YOURSELF FACTORS- LACK OF TIME
PE_STOPREASON_1_3	STOP WORKING FOR YOURSELF FACTORS- LOST FOCUS
PE_STOPREASON_1_4	STOP WORKING FOR YOURSELF FACTORS- NO SUPPORT
PE_STOPREASON_1_5	STOP WORKING FOR YOURSELF FACTORS- DIFFICULTY WITH PARTNERS
PE_STOPREASON_1_6	STOP WORKING FOR YOURSELF FACTORS- FAMILY NOT SUPPORTIVE
PE_STOPREASON_1_7	STOP WORKING FOR YOURSELF FACTORS- TOO RISKY
PE_STOPREASON_1_8	STOP WORKING FOR YOURSELF FACTORS- MAJOR LIFE EVENT
PE_STOPREASON_1_9	STOP WORKING FOR YOURSELF FACTORS- NEW JOB
PE_STOPREASON_1_10	STOP WORKING FOR YOURSELF FACTORS- PROMOTION AT WORK

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
PE_STOPREASON_1_11	STOP WORKING FOR YOURSELF FACTORS- BACK TO SCHOOL
PE_STOPREASON_1_12	STOP WORKING FOR YOURSELF FACTORS- NEEDED HEALTH INSURANCE
PE_STOPREASON_1_13	STOP WORKING FOR YOURSELF FACTORS- OTHER FACTOR
PE_STOPREASON_2	STOP WORKING FOR YOURSELF - PRIMARY REASON
PE_STOPREASON_3	STOP WORKING FOR YOURSELF - SECONDARY REASON
BO_STARTBIZ_1_Y4_RUF	RUF VARIABLE: WHAT YEAR DID YOU START - Y4
BO_ACQOWN_1	INITIALLY ACQUIRE OWNERSHIP OF BUSINESS
BO_OWNERSHIP_1	BUSINESS OWNERSHIP- SELF, SPOUSE, AND/OR OTHER
BO_OWNERSHIP_2	BUSINESS OWNERSHIP- TOTAL NUMBER OTHERS
BO_LEGALSTAT_1	BUSINESS LEGAL FORM OF ORGANIZATION
BO_BIZTYPE_1	BUSINESS TYPE
BO_CLIENT_1	WORK PRIMARILY FOR ONE CLIENT
BO_WORKHOME_1	PRIMARY LOCATION WORKED
BO_BIZEMERGE_1	ORIGIN OF WORK/ BUSINESS
BO_COLLAB_1	BUSINESS CONCEPT ON OWN OR COLLABORATING
BO_ADDFINANCE_1	APPLY OR REQUEST ADDITIONAL FINANCING
BO_ADDFINANCE_2_1	WHERE APPLY FOR ADDITIONAL FINANCING- PERSONAL HOME EQUITY LOAN
BO_ADDFINANCE_2_2	WHERE APPLY FOR ADDITIONAL FINANCING- PERSONAL CREDIT CARD
BO_ADDFINANCE_2_3	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS CREDIT CARD
BO_ADDFINANCE_2_4	WHERE APPLY FOR ADDITIONAL FINANCING- GOVERNMENT-GUARANTEED BUSINESS LOAN
BO_ADDFINANCE_2_5	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS LOAN FROM BANK
BO_ADDFINANCE_2_6	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS LOAN FROM GOVERNMENT

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_2_7	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_2_8	WHERE APPLY FOR ADDITIONAL FINANCING- INVESTMENT BY VENTURE CAPITALISTS
BO_ADDFINANCE_2_9	WHERE APPLY FOR ADDITIONAL FINANCING- CROWDFUNDING
BO_ADDFINANCE_2_10	WHERE APPLY FOR ADDITIONAL FINANCING- GRANTS
BO_ADDFINANCE_2_11	WHERE APPLY FOR ADDITIONAL FINANCING- OTHER CAPITAL SOURCES
BO_ADDFINANCE_INSTITUTION_1_1	WHICH INSTITUTION RECEIVED CAPITAL FROM- SMALL LOCAL BANK
BO_ADDFINANCE_INSTITUTION_1_2	WHICH INSTITUTION RECEIVED CAPITAL FROM- LARGE NATIONAL BANK
BO_ADDFINANCE_INSTITUTION_1_3	WHICH INSTITUTION RECEIVED CAPITAL FROM- FINANCIAL SERVICES COMPANY
BO_ADDFINANCE_INSTITUTION_1_4	WHICH INSTITUTION RECEIVED CAPITAL FROM- ONLINE LENDER
BO_ADDFINANCE_INSTITUTION_1_5	WHICH INSTITUTION RECEIVED CAPITAL FROM- CREDIT UNION
BO_ADDFINANCE_INSTITUTION_1_6	WHICH INSTITUTION RECEIVED CAPITAL FROM- FINANCE COMPANY
BO_ADDFINANCE_INSTITUTION_1_7	WHICH INSTITUTION RECEIVED CAPITAL FROM- ALTERNATIVE FINANCIAL SOURCE
BO_ADDFINANCE_INSTITUTION_1_8	WHICH INSTITUTION RECEIVED CAPITAL FROM- CDFI
BO_ADDFINANCE_INSTITUTION_1_9	WHICH INSTITUTION RECEIVED CAPITAL FROM- OTHER INSTITUTION
BO_GRANT_TYPE_1_1	SOURCE RECEIVED GRANT CAPITAL- GOVERNMENT SOURCE
BO_GRANT_TYPE_1_2	SOURCE RECEIVED GRANT CAPITAL- PRIVATE INSTITUTION
BO_GRANT_TYPE_1_3	SOURCE RECEIVED GRANT CAPITAL- NON-PROFIT ORGANIZATION
BO_GRANT_TYPE_1_4	SOURCE RECEIVED GRANT CAPITAL- OTHER GRANT SOURCE

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_WS1_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- PERSONAL
BO_ADDFINANCE_WS2_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- PERSONAL/BUSINESS CREDIT CARD
BO_ADDFINANCE_WS3_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- LOCAL/NATIONAL BANK
BO_ADDFINANCE_WS4_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- FINANCIAL INSTITUTION
BO_ADDFINANCE_WS5_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- CROWDFUNDING/COMMUNITY DEVELOPMENT
BO_ADDFINANCE_WS6_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- GOVERNMENT SOURCE
BO_ADDFINANCE_WS7_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_WS8_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- VENTURE CAPITALISTS
BO_ADDFINANCE_WS9_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- OTHER
BO_ADDFINANCE_3A	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS CARD
BO_ADDFINANCE_3B	CAPITAL REQUESTED DID YOU RECEIVE- GOVERNMENT-GUARANTEED BUSINESS LOAN
BO_ADDFINANCE_3C	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS LOAN FROM A BANK
BO_ADDFINANCE_3D	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS FROM GOVERNMENT
BO_ADDFINANCE_3E	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_3F	CAPITAL REQUESTED DID YOU RECEIVE- INVESTMENT BY VENTURE CAPITALIST
BO_ADDFINANCE_3G	CAPITAL REQUESTED DID YOU RECEIVE- CROWDFUNDING
BO_ADDFINANCE_3H	CAPITAL REQUESTED DID YOU RECEIVE- GRANTS
BO_ADDFINANCE_3I	CAPITAL REQUESTED DID YOU RECEIVE- OTHER
BO_ADDFINANCE_4A	CAPITAL NOT USE NOT RECEIVE- BUSINESS CREDIT CARD
BO_ADDFINANCE_4B	CAPITAL NOT USE NOT RECEIVE- GOVERNMENT-GUARANTEED BUSINESS LOAN

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_4C	CAPITAL NOT USE NOT RECEIVE- BUSINESS LOAN FROM A BANK
BO_ADDFINANCE_4D	CAPITAL NOT USE NOT RECEIVE- BUSINESS LOAN FROM GOVERNMENT
BO_ADDFINANCE_4E	CAPITAL NOT USE NOT RECEIVE- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_4F	CAPITAL NOT USE NOT RECEIVE- INVESTMENT BY VENTURE CAPITALIST
BO_ADDFINANCE_4G	CAPITAL NOT USE NOT RECEIVE- CROWDFUNDING
BO_ADDFINANCE_4H	CAPITAL NOT USE NOT RECEIVE- GRANTS
BO_ADDFINANCE_5_1	DECLINED FUNDING ADDITIONAL- POOR CREDIT SCORE
BO_ADDFINANCE_5_2	DECLINED FUNDING ADDITIONAL- CREDIT HISTORY
BO_ADDFINANCE_5_3	DECLINED FUNDING ADDITIONAL- MISSED PAYMENTS
BO_ADDFINANCE_5_4	DECLINED FUNDING ADDITIONAL- AGE OF BUSINESS
BO_ADDFINANCE_5_5	DECLINED FUNDING ADDITIONAL- PERSONAL BACKGROUND
BO_ADDFINANCE_5_6	DECLINED FUNDING ADDITIONAL- COLLATERAL
BO_ADDFINANCE_5_7	DECLINED FUNDING ADDITIONAL- BUSINESS PLAN
BO_ADDFINANCE_5_8	DECLINED FUNDING ADDITIONAL- TOO RISKY
BO_ADDFINANCE_5_9	DECLINED FUNDING ADDITIONAL- UNDESIRABLE INDUSTRY
BO_ADDFINANCE_5_10	DECLINED FUNDING ADDITIONAL- UNDESIRABLE LOCATION
BO_ADDFINANCE_5_11	DECLINED FUNDING ADDITIONAL- NO RELATIONSHIP WITH BANK
BO_ADDFINANCE_5_12	DECLINED FUNDING ADDITIONAL- NOT GIVEN A REASON
BO_ADDFINANCE_5_13	DECLINED FUNDING ADDITIONAL- OTHER
BO_ADDFINANCE_6_1_Y3	NOT REQUEST GRANT FUNDING- FIND OPPORTUNITIES
BO_ADDFINANCE_6_2_Y3	NOT REQUEST GRANT FUNDING- QUALIFY FOR GRANT
BO_ADDFINANCE_6_3_Y3	NOT REQUEST GRANT FUNDING- UNLIKELY RECEIVE GRANT
BO_ADDFINANCE_6_4_Y3	NOT REQUEST GRANT FUNDING- TOO DIFFICULT
BO_ADDFINANCE_6_5_Y3	NOT REQUEST GRANT FUNDING- AVAILABLE GRANT FUNDING TOO SMALL
BO_ADDFINANCE_6_6_Y3	NOT REQUEST GRANT FUNDING- OTHER
BO_ADDFINANCE_6_7_Y3	NOT REQUEST GRANT FUNDING- DID NOT NEED GRANT FUNDING

SECTION INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_7_1_Y3	NOT REQUEST FROM A BANK- POOR CREDIT SCORE
BO_ADDFINANCE_7_2_Y3	NOT REQUEST FROM A BANK- LACK OF RELATIONSHIP
BO_ADDFINANCE_7_3_Y3	NOT REQUEST FROM A BANK- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
BO_ADDFINANCE_7_4_Y3	NOT REQUEST FROM A BANK- EXPECTED TO BE DECLINED
BO_ADDFINANCE_7_5_Y3	NOT REQUEST FROM A BANK- OTHER
BO_ADDFINANCE_7_6_Y3	NOT REQUEST FROM A BANK- I DID NOT NEED FUNDING FROM A BANK
BO_ADDFINANCE_8_1_Y3	NOT REQUEST FROM THE FOLLOWING- POOR CREDIT SCORE
BO_ADDFINANCE_8_2_Y3	NOT REQUEST FROM THE FOLLOWING- LACK OF RELATIONSHIP
BO_ADDFINANCE_8_3_Y3	NOT REQUEST FROM THE FOLLOWING- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
BO_ADDFINANCE_8_4_Y3	NOT REQUEST FROM THE FOLLOWING- EXPECTED TO BE DECLINED
BO_ADDFINANCE_8_5_Y3	NOT REQUEST FROM THE FOLLOWING- OTHER
BO_ADDFINANCE_8_6_Y3	NOT REQUEST FROM THE FOLLOWING- DID NOT NEED FUNDING FROM A BANK
BO_ADDFINANCE_REASON_1	REASON FOR ADDITIONAL FINANCING AFTER START-UP - MEET CURRENT EXPENSES
BO_ADDFINANCE_REASON_2	REASON FOR ADDITIONAL FINANCING AFTER START-UP - REFINANCE OR PAY DOWN DEBT
BO_ADDFINANCE_REASON_3	REASON FOR ADDITIONAL FINANCING AFTER START-UP - HIRE NEW EMPLOYEES
BO_ADDFINANCE_REASON_4	REASON FOR ADDITIONAL FINANCING AFTER START-UP - SECURE NEW BUSINESS LOCATION
BO_ADDFINANCE_REASON_5	REASON FOR ADDITIONAL FINANCING AFTER START-UP - NEW TECHNOLOGIES
BO_ADDFINANCE_REASON_6	REASON FOR ADDITIONAL FINANCING AFTER START-UP - NEW/IMPROVED EQUIPMENT
BO_ADDFINANCE_REASON_7	REASON FOR ADDITIONAL FINANCING AFTER START-UP - NEW BUSINESS RELATIONSHIPS
BO_ADDFINANCE_REASON_8	REASON FOR ADDITIONAL FINANCING AFTER START-UP - PROFESSIONAL DEVELOPMENT

Variable: BO_CHALLENGE_ENDU_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- MAJOR LIFE EVENT- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Major life event (such as a new child, own or family medical issue) [SHOW IF BO_CHALLENGE_4_7 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	228	2.8%	6,880,110	2.7%
2: No	40	0.5%	842,305	0.3%
-3: Missing	7	0.1%	303,790	0.1%
.: Logical Skip	7,975	96.7%	246,231,318	96.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDV_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING TIME- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Finding time to devote to the business [SHOW IF BO_CHALLENGE_4_8 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	220	2.7%	6,317,364	2.5%
2: No	61	0.7%	1,786,819	0.7%
-5: Don't know	1	0.0%	44,037	0.0%
-3: Missing	11	0.1%	499,070	0.2%
.: Logical Skip	7,957	96.4%	245,610,232	96.6%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDW_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- GROWING NETWORK- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Growing my network with like-minded entrepreneurs [SHOW IF BO_CHALLENGE_4_9 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	37	0.4%	724,176	0.3%
2: No	46	0.6%	1,439,870	0.6%
-3: Missing	6	0.1%	159,508	0.1%
.: Logical Skip	8,161	98.9%	251,933,969	99.1%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDX_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- EDUCATIONAL MATERIALS- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Accessing educational materials/content related to [INSERT DOV_ACTIVITY][SHOW IF BO_CHALLENGE_4_10 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	22	0.3%	434,640	0.2%
2: No	36	0.4%	758,001	0.3%
-3: Missing	6	0.1%	350,934	0.1%
.: Logical Skip	8,186	99.2%	252,713,948	99.4%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDY_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING QUALIFIED EMPLOYEES- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Finding, affording, and/or retaining qualified employees [SHOW IF BO_CHALLENGE_5_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	82	1.0%	2,583,082	1.0%
2: No	57	0.7%	1,377,717	0.5%
-3: Missing	8	0.1%	180,650	0.1%
.: Logical Skip	8,103	98.2%	250,116,075	98.4%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDZ_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- COMPETING AGAINST OTHER BUSINESS- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Competing against other/larger businesses [SHOW IF BO_CHALLENGE_5_2 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	249	3.0%	7,592,544	3.0%
2: No	87	1.1%	2,324,754	0.9%
-3: Missing	16	0.2%	405,430	0.2%
.: Logical Skip	7,898	95.7%	243,934,795	95.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDAA_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- SUPPLY CHAIN ISSUES- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Supply chain issues [SHOW IF BO_CHALLENGE_5_3 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	72	0.9%	1,969,319	0.8%
2: No	41	0.5%	1,352,658	0.5%
-3: Missing	6	0.1%	89,670	0.0%
.: Logical Skip	8,131	98.6%	250,845,876	98.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDBB_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- DECREASING DEMAND FOR PRODUCT- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Decreasing demand for my product or service [SHOW IF BO_CHALLENGE_5_4 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	232	2.8%	6,666,009	2.6%
2: No	66	0.8%	2,165,399	0.9%
-3: Missing	13	0.2%	561,539	0.2%
.: Logical Skip	7,939	96.2%	244,864,576	96.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDCC_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- UNFAVORABLE ECONOMY- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Unfavorable economy [SHOW IF BO_CHALLENGE_5_5 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	260	3.2%	7,181,273	2.8%
2: No	55	0.7%	1,334,424	0.5%
-3: Missing	15	0.2%	391,991	0.2%
.: Logical Skip	7,920	96.0%	245,349,835	96.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_CHALLENGE_ENDDD_Y2

Label: PRIMARY REASONS YOU CLOSED YOUR BUSINESS- HIRING EMPLOYEES- Y2

Description: Among the challenges you reported, which, if any, of these were among the primary reasons you closed your business or stopped working for yourself as a freelancer, consultant, or independent contractor? Understanding and navigating administrative and/or regulatory requirements related to hiring employees [SHOW IF BO_CHALLENGE_5_6 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	27	0.3%	643,987	0.3%
2: No	32	0.4%	1,004,726	0.4%
-3: Missing	3	0.0%	58,441	0.0%
.: Logical Skip	8,188	99.2%	252,550,369	99.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_REASONS_1_Y2

Label: PRIMARY REASON FOR STOPPING- Y2

Description: You reported the following reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor. Of these reasons for closing your business or stopping working for yourself, which was the primary reason? Select one.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not being able to access and/or afford health insurance	42	0.5%	952,992	0.4%
2: Not having access to other employer-provided benefits (aside from health care)	6	0.1%	211,212	0.1%
3: Challenges with personal/family finances	89	1.1%	2,806,604	1.1%
4: Accessing capital to cover business operations	22	0.3%	550,102	0.2%
5: Making rent/mortgage payments on my business location(s)	17	0.2%	346,378	0.1%
6: Decreasing sales	67	0.8%	2,399,275	0.9%
7: Increasing business or operational costs	29	0.4%	573,708	0.2%
8: Maintaining the business' license/registration	5	0.1%	162,179	0.1%
9: Doing my taxes	29	0.4%	674,055	0.3%
10: Navigating local, state, or federal government regulations	13	0.2%	314,216	0.1%
11: Finding customers	78	0.9%	2,720,147	1.1%
12: Keeping existing customers	28	0.3%	722,103	0.3%
13: Setting up/maintaining the business' digital/online presence	2	0.0%	107,090	0.0%
14: Identifying business opportunities in the market	10	0.1%	389,265	0.2%
15: Finding and/or affording professional support like lawyers, accountants, or tax professionals	3	0.0%	63,390	0.0%
16: Finding support, advice, or finding role models in my network	5	0.1%	161,084	0.1%
17: Getting support from my family or friends	11	0.1%	218,580	0.1%
18: Getting support from my community	3	0.0%	94,763	0.0%
19: Balancing work and family	88	1.1%	3,116,782	1.2%

Variable: BO_REASONS_1_Y2

Label: PRIMARY REASON FOR STOPPING- Y2

Description: You reported the following reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor. Of these reasons for closing your business or stopping working for yourself, which was the primary reason? Select one.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
20: Feeling burnt out, or losing focus, interest, and/or motivation	189	2.3%	5,024,688	2.0%
21: Major life event (such as a new child, own or family medical issue)	137	1.7%	4,030,665	1.6%
22: Finding time to devote to the business	49	0.6%	1,294,947	0.5%
24: Accessing educational materials/content related to work activity	1	0.0%	12,314	0.0%
25: Finding, affording, and/or retaining qualified employees	12	0.1%	411,027	0.2%
26: Competing against other/larger businesses	45	0.5%	1,468,697	0.6%
27: Supply chain issues	10	0.1%	242,046	0.1%
28: Decreasing demand for my product or service	46	0.6%	1,337,924	0.5%
29: Unfavorable economy	73	0.9%	1,910,814	0.8%
30: Understanding and navigating administrative and/or regulatory requirements related to hiring employees	2	0.0%	54,169	0.0%
-3: Missing	10	0.1%	200,569	0.1%
.: Logical Skip	7,129	86.4%	221,685,736	87.2%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_REASONS_2_Y2

Label: SECOND MOST IMPORTANT REASON FOR STOPPING- Y2

Description: Of the remaining reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor, which was the second most important reason? Select one.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not being able to access and/or afford health insurance	31	0.4%	726,959	0.3%
2: Not having access to other employer-provided benefits (aside from health care)	22	0.3%	684,014	0.3%
3: Challenges with personal/family finances	75	0.9%	2,230,813	0.9%
4: Accessing capital to cover business operations	15	0.2%	381,914	0.2%
5: Making rent/mortgage payments on my business location(s)	13	0.2%	544,543	0.2%
6: Decreasing sales	58	0.7%	1,990,146	0.8%
7: Increasing business or operational costs	34	0.4%	1,138,840	0.4%
8: Maintaining the business' license/registration	8	0.1%	136,271	0.1%
9: Doing my taxes	16	0.2%	579,630	0.2%
10: Navigating local, state, or federal government regulations	10	0.1%	132,141	0.1%
11: Finding customers	84	1.0%	2,281,938	0.9%
12: Keeping existing customers	30	0.4%	1,114,923	0.4%
13: Setting up/maintaining the business' digital/online presence	5	0.1%	172,170	0.1%
14: Identifying business opportunities in the market	4	0.0%	70,491	0.0%
15: Finding and/or affording professional support like lawyers, accountants, or tax professionals	6	0.1%	156,188	0.1%
16: Finding support, advice, or finding role models in my network	5	0.1%	193,109	0.1%
17: Getting support from my family or friends	8	0.1%	141,663	0.1%
18: Getting support from my community	2	0.0%	81,843	0.0%
19: Balancing work and family	54	0.7%	1,530,185	0.6%

Variable: BO_REASONS_2_Y2

Label: SECOND MOST IMPORTANT REASON FOR STOPPING- Y2

Description: Of the remaining reasons for closing your business or stopping working for yourself as a consultant, freelancer, or independent contractor, which was the second most important reason? Select one.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
20: Feeling burnt out, or losing focus, interest, and/or motivation	97	1.2%	2,928,442	1.2%
21: Major life event (such as a new child, own or family medical issue)	35	0.4%	861,387	0.3%
22: Finding time to devote to the business	50	0.6%	1,631,399	0.6%
23: Growing my network with like-minded entrepreneurs	4	0.0%	93,863	0.0%
25: Finding, affording, and/or retaining qualified employees	14	0.2%	653,338	0.3%
26: Competing against other/larger businesses	54	0.7%	1,633,768	0.6%
27: Supply chain issues	7	0.1%	105,137	0.0%
28: Decreasing demand for my product or service	47	0.6%	1,451,919	0.6%
29: Unfavorable economy	49	0.6%	1,378,567	0.5%
30: Understanding and navigating administrative and/or regulatory requirements related to hiring employees	2	0.0%	25,681	0.0%
-3: Missing	12	0.1%	235,633	0.1%
.: Logical Skip	7,399	89.7%	228,970,610	90.1%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_1

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- QUALIFIED EMPLOYEES

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 1. Finding, affording, and/or retaining qualified employees [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	709	8.6%	21,349,642	8.4%
1: Selected	150	1.8%	4,829,114	1.9%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_2

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- LARGER BUSINESS COMPETITION

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 2. Competing against other/larger businesses [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	728	8.8%	22,347,757	8.8%
1: Selected	131	1.6%	3,830,998	1.5%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_3

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- NETWORKING OPPORTUNITIES

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 3. Networking opportunities [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	514	6.2%	15,717,267	6.2%
1: Selected	345	4.2%	10,461,489	4.1%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_4

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- MENTORSHIP

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 4. Mentorship [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	701	8.5%	21,596,336	8.5%
1: Selected	158	1.9%	4,582,419	1.8%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_5

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- CONSULT WITH INDUSTRY EXPERTS

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 5. Consultation with industry experts [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	757	9.2%	23,563,841	9.3%
1: Selected	102	1.2%	2,614,915	1.0%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_6

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- ADVICE FROM BUSINESS EXPERTS

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 6. Professional advice from business experts (e.g., attorneys, accountants, marketing consultants, or other business service provider) [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	633	7.7%	19,458,979	7.7%
1: Selected	226	2.7%	6,719,777	2.6%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_7

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- ONE ON ONE COACHING

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 7. Personalized, one-on-one business coaching [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	758	9.2%	23,332,311	9.2%
1: Selected	101	1.2%	2,846,445	1.1%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_8

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- TRAININGS OR WORKSHOPS

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 8. Trainings or workshops to help develop key areas of your business [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	709	8.6%	21,730,042	8.5%
1: Selected	150	1.8%	4,448,713	1.7%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_9

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- BUSINESS COHORT PROGRAMS

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 9. Business cohort programs [HOVER TEXT: Group-based training programs designed to help you launch or grow your business] [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	834	10.1%	25,834,411	10.2%
1: Selected	25	0.3%	344,345	0.1%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_10

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- SDBC SERVICES

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 10. Services run through Small Business Development Centers (SBDCs) [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	756	9.2%	23,495,955	9.2%
1: Selected	103	1.2%	2,682,800	1.1%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_11

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- LOCAL EDUCATION INST SERVICES

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 11. Services run through local educational institutions [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	767	9.3%	23,799,237	9.4%
1: Selected	92	1.1%	2,379,519	0.9%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_1_12

Label: AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY- OTHER

Description: Which of the following business support services do you have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] Select all that apply. 12. Other (specify): [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	803	9.7%	24,743,288	9.7%
1: Selected	56	0.7%	1,435,468	0.6%
-5: Don't know	2	0.0%	34,262	0.0%
-3: Missing	160	1.9%	4,380,836	1.7%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_2

Label: MOST PREFERRED TYPE OF BUSINESS SUPPORT SERVICES IN COMMUNITY

Description: You reported not having access to the following business support services. Which of the following business support services would you most like to have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] [SHOW IF DOV_MICROBIZ = 1 AND COUNT(BO_SERVICES_1_1-BO_SERVICES_1_11 = 0)>1 AND BO_SERVICES_1<>77,98,99]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Finding, affording, and/or retaining qualified employees	50	0.6%	1,762,078	0.7%
2: Competing against other/larger businesses	84	1.0%	2,436,441	1.0%
3: Networking opportunities	96	1.2%	2,457,757	1.0%
4: Mentorship	83	1.0%	2,374,384	0.9%
5: Consultation with industry experts	70	0.8%	2,692,349	1.1%
6: Professional advice from business experts (e.g., attorneys, accountants, marketing consultants, or other business service provider)	87	1.1%	2,894,731	1.1%
7: Personalized, one-on-one business coaching	113	1.4%	3,245,052	1.3%
8: Trainings or workshops to help develop key areas of your business	84	1.0%	2,899,343	1.1%
9: Business cohort programs [HOVER TEXT: Group-based training programs designed to help you launch or grow your business]	25	0.3%	627,164	0.2%
10: Services run through Small Business Development Centers (SBDCs)	58	0.7%	1,628,924	0.6%
11: Services run through local educational institutions	49	0.6%	1,317,953	0.5%
-5: Don't know	1	0.0%	8,282	0.0%
-3: Missing	219	2.7%	6,174,607	2.4%
.: Logical Skip	7,231	87.6%	223,738,457	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_SERVICES_3

Label: SECOND MOST PREFERRED TYPE OF BUSINESS SUPPORT SERVICES IN COMMUNITY

Description: Which of the remaining business support services would you second most like to have access to in your local community? [Access refers to the availability or opportunity for you to utilize or benefit from services available at no cost, for a flexible fee, or at a discounted rate.] [SHOW IF DOV_MICROBIZ = 1 AND ANY(BO_SERVICES_1_1-BO_SERVICES_1_11 = 0) AND COUNT(BO_SERVICES_1_1-BO_SERVICES_1_11 = 0) > 2 AND BO_SERVICES_2 <> 77,98, 99]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Finding, affording, and/or retaining qualified employees	32	0.4%	801,776	0.3%
2: Competing against other/larger businesses	69	0.8%	2,056,080	0.8%
3: Networking opportunities	75	0.9%	2,482,352	1.0%
4: Mentorship	76	0.9%	2,319,555	0.9%
5: Consultation with industry experts	87	1.1%	2,665,550	1.0%
6: Professional advice from business experts (e.g., attorneys, accountants, marketing consultants, or other business service provider)	81	1.0%	2,693,465	1.1%
7: Personalized, one-on-one business coaching	116	1.4%	3,566,397	1.4%
8: Trainings or workshops to help develop key areas of your business	100	1.2%	2,743,241	1.1%
9: Business cohort programs [HOVER TEXT: Group-based training programs designed to help you launch or grow your business]	27	0.3%	648,281	0.3%
10: Services run through Small Business Development Centers (SBDCs)	61	0.7%	1,947,168	0.8%
11: Services run through local educational institutions	47	0.6%	1,544,844	0.6%
-5: Don't know	1	0.0%	6,793	0.0%
-3: Missing	243	2.9%	6,991,900	2.7%
.: Logical Skip	7,235	87.7%	223,790,123	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_LENGTH_1

Label: HOW LONG DO YOU SEE YOURSELF

Description: How long do you see yourself [INSERT DOV_ACTIVITY]? [SHOW IF DOV_GROUP = 1 OR 2]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Less than a year longer	337	4.1%	9,315,785	3.7%
2: 1 to 2 years longer	385	4.7%	11,296,442	4.4%
3: 3 to 4 years longer	443	5.4%	14,786,540	5.8%
4: 5 to 9 years longer	361	4.4%	11,771,245	4.6%
5: 10 or more years longer	837	10.1%	23,745,042	9.3%
-5: Don't know	4	0.0%	123,086	0.0%
-3: Missing	43	0.5%	1,364,851	0.5%
.: Logical Skip	5,840	70.8%	181,854,534	71.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_POSTPLANS_1

Label: WHAT ARE YOUR PLANS FOR AFTER YOU FINISH

Description: What are your plans for after you finish [INSERT DOV_ACTIVITY]? [SHOW IF DOV_GROUP = 1 OR 2]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Continue to work at another job in which I am currently employed	425	5.2%	11,851,123	4.7%
2: Take a new job/enter employment	245	3.0%	6,839,273	2.7%
3: Start another business	234	2.8%	7,423,710	2.9%
4: Retire	927	11.2%	29,035,659	11.4%
5: Go back to school	101	1.2%	3,141,132	1.2%
6: Take a break from work	201	2.4%	5,848,920	2.3%
7: Provide care for children and/or family/friends in need of care	114	1.4%	3,405,629	1.3%

Variable: BO_POSTPLANS_1

Label: WHAT ARE YOUR PLANS FOR AFTER YOU FINISH

Description: What are your plans for after you finish [INSERT DOV_ACTIVITY]? [SHOW IF DOV_GROUP = 1 OR 2]

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
8: Other (Specify)	116	1.4%	3,293,424	1.3%
-5: Don't know	1	0.0%	50,851	0.0%
-3: Missing	46	0.6%	1,513,267	0.6%
.: Logical Skip	5,840	70.8%	181,854,534	71.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_POSTPLANS_2

Label: WHAT DID YOU DO IMMEDIATELY AFTER YOU FINISHED

Description: What did you do immediately after you finished [INSERT DOV_ACTIVITY]? [SHOW IF DOV_GROUP = 4 OR 5]

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Continue to work at another job in which I am currently employed	512	6.2%	14,331,072	5.6%
2: Took a new job/enter employment	465	5.6%	14,370,641	5.7%
3: Started another business	12	0.1%	423,329	0.2%
4: Retired	282	3.4%	8,419,883	3.3%
5: Went back to school	68	0.8%	2,012,461	0.8%
6: Took a break from work	96	1.2%	3,618,107	1.4%
7: Provided care for children and/or family/friends in need of care	77	0.9%	2,207,243	0.9%
8: Other (Specify)	73	0.9%	1,955,077	0.8%
-5: Don't know	1	0.0%	13,611	0.0%
-3: Missing	10	0.1%	183,884	0.1%

Variable: BO_POSTPLANS_2

Label: WHAT DID YOU DO IMMEDIATELY AFTER YOU FINISHED

Description: What did you do immediately after you finished [INSERT DOV_ACTIVITY]? [SHOW IF DOV_GROUP = 4 OR 5]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	6,654	80.7%	206,722,215	81.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_NUMPREVBIZ_1

Label: HOW MANY PREVIOUS BUSINESSES HAVE YOU OWNED

Description: Prior to establishing, purchasing, or acquiring this business/self-employment, how many previous businesses have you owned? [SHOW IF DOV_GROUP = 1,2,4, OR 5]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: 0	2,842	34.4%	84,025,230	33.0%
2: 1	623	7.6%	18,745,576	7.4%
3: 2	278	3.4%	8,576,933	3.4%
4: 3	126	1.5%	4,355,442	1.7%
5: 4	31	0.4%	1,086,252	0.4%
6: 5 or more	56	0.7%	1,628,088	0.6%
-3: Missing	50	0.6%	1,520,777	0.6%
.: Logical Skip	4,244	51.4%	134,319,226	52.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_EXITSTRAT_1_Y2

Label: HOW YOU CLOSED OR ENDED YOUR BUSINESS OR STOPPED WORKING FOR YOURSELF- Y2

Description: Which of the following best characterizes how you closed or ended your business or stopped working for yourself as a freelancer, consultant, or independent contractor? [SHOW IF DOV_GROUP = 4 OR 5]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Sold your business at a loss	74	0.9%	1,801,008	0.7%
2: Sold your business at more or less break even	93	1.1%	3,051,613	1.2%
3: Sold your business at a profit	75	0.9%	2,978,990	1.2%
4: Bankruptcy or liquidation	81	1.0%	2,659,980	1.0%
5: Transferred business to a family member	39	0.5%	1,135,410	0.4%
6: Did not complete any forms/paperwork, just stopped working or taking work	991	12.0%	28,827,468	11.3%
7: Transferred business to a non-family member	48	0.6%	1,372,031	0.5%
8: Converted the business to an employee ownership model	12	0.1%	335,027	0.1%
9: Other specify	137	1.7%	4,075,095	1.6%
-5: Don't know	1	0.0%	13,611	0.0%
-3: Missing	45	0.5%	1,285,075	0.5%
.: Logical Skip	6,654	80.7%	206,722,215	81.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: BO_INDUSTRY_1

Label: WHAT INDUSTRY BEST CLASSIFIES

Description: [DISPLAY FOR DOV_GROUP = 1, 2, 4, OR 5: What industry best classifies your job as [INSERT DOV_JOB]?] [DISPLAY FOR DOV_GROUP = 3 or 6: What industry best classifies your business idea?] [SHOW IF DOV_GROUP = 1,2,3,4,5,6]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Accommodation and Food Services	422	5.1%	12,067,901	4.7%
2: Administrative and Support and Waste Management and Remediation Services	49	0.6%	2,028,197	0.8%
3: Agriculture, Forestry, Fishing and Hunting	250	3.0%	7,428,072	2.9%
4: Arts, Entertainment, and Recreation	715	8.7%	19,835,996	7.8%
5: Construction	286	3.5%	9,296,500	3.7%
6: Educational Services	283	3.4%	9,689,046	3.8%
7: Finance and Insurance	145	1.8%	4,464,964	1.8%
8: Health Care and Social Assistance	351	4.3%	10,832,229	4.3%
9: Information (such as publishers and telecommunications)	121	1.5%	3,618,173	1.4%
10: Management of Companies and Enterprises	59	0.7%	1,894,681	0.7%
11: Manufacturing	174	2.1%	4,893,880	1.9%
12: Mining, Quarrying, and Oil and Gas Extraction	23	0.3%	813,064	0.3%
13: Other Services (such as repair and maintenance services)	552	6.7%	15,727,870	6.2%
14: Professional, Scientific, and Technical Services	406	4.9%	11,965,608	4.7%
15: Public Administration	28	0.3%	643,190	0.3%
16: Real Estate Rental and Leasing	187	2.3%	5,436,545	2.1%
17: Retail Trade	522	6.3%	15,225,370	6.0%
18: Transportation and Warehousing	211	2.6%	5,638,998	2.2%
19: Utilities	91	1.1%	2,939,193	1.2%
20: Wholesale Trade	145	1.8%	4,712,382	1.9%
-7: Suppressed	106	1.3%	3,343,454	1.3%
-5: Don't know	11	0.1%	398,372	0.2%

Issued: March 3, 2026

Variable: BO_INDUSTRY_1

Label: WHAT INDUSTRY BEST CLASSIFIES

Description: [DISPLAY FOR DOV_GROUP = 1, 2, 4, OR 5: What industry best classifies your job as [INSERT DOV_JOB]?] [DISPLAY FOR DOV_GROUP = 3 or 6: What industry best classifies your business idea?] [SHOW IF DOV_GROUP = 1,2,3,4,5,6]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
-3: Missing	219	2.7%	6,497,887	2.6%
.: Logical Skip	2,894	35.1%	94,865,952	37.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_CONSIDER_1_1_Y2

Label: PRIMARY REASONS NOT CONSIDERED BUSINESS- WHAT KIND OF BUSINESS- Y2

Description: Earlier, you said you are not planning to start a new business or become self-employed. What are the primary reasons why you have not considered starting your own business, working for yourself, or doing freelance or contract work, etc.? Select all that apply. 1. I don't know what kind of business I would start [SHOW IF DOV_GROUP = 7]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	1,936	23.5%	64,928,251	25.5%
1: Selected	938	11.4%	29,175,199	11.5%
-3: Missing	20	0.2%	762,501	0.3%
.: Logical Skip	5,356	64.9%	159,391,571	62.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_EMPBENEFIT_1_8

Label: EMPLOYEE BENEFITS PAID BY EMPLOYER- OTHER BENEFIT

Description: Which of the following employee benefits are paid totally or partly by your primary employer? Select all that apply. 8. Other benefit, specify: [SHOW IF DOV_GROUP = 7]

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Not selected	1,751	21.2%	54,291,237	21.4%
1: Selected	38	0.5%	1,018,141	0.4%
-3: Missing	14	0.2%	550,372	0.2%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_EMPBENEFIT_1_9

Label: EMPLOYEE BENEFITS PAID BY EMPLOYER- NONE OF THE ABOVE

Description: Which of the following employee benefits are paid totally or partly by your primary employer? Select all that apply. 9. None of the above [SHOW IF DOV_GROUP = 7]

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Not selected	1,572	19.1%	47,252,344	18.6%
1: Selected	217	2.6%	8,057,034	3.2%
-3: Missing	14	0.2%	550,372	0.2%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: REMOTE_1

Label: ALLOWED TO WORK REMOTELY

Description: Thinking of your main job, which of the following best describes whether you are allowed or required to telecommute or work remotely? [SHOW IF DOV_GROUP < 1,2 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: I was allowed or required to telecommute/work remotely only during the coronavirus pandemic	383	4.6%	11,628,842	4.6%
2: I am allowed or required to telecommute/work remotely regardless of the coronavirus pandemic	1,070	13.0%	31,309,856	12.3%
3: I am not allowed to telecommute/work remotely	1,142	13.8%	33,991,928	13.4%
4: Telecommuting/working remotely does not make sense for my job	1,018	12.3%	30,666,585	12.1%
-3: Missing	80	1.0%	2,225,612	0.9%
.: Logical Skip	4,557	55.2%	144,434,700	56.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1A

Label: NEXT YEAR HOW LIKELY IS IT- STAY WITH CURRENT EMPLOYMENT ARRANGEMENT

Description: In the next year, how likely is it that you will... A. Stay with your current employment arrangement [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	124	1.5%	4,138,415	1.6%
2: Somewhat likely	283	3.4%	8,205,873	3.2%
3: Moderately likely	279	3.4%	8,379,864	3.3%
4: Very likely	1,106	13.4%	34,955,427	13.7%
-5: Don't know	1	0.0%	7,925	0.0%
-3: Missing	10	0.1%	172,247	0.1%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Issued: March 3, 2026

Variable: GP_NEWJOB_1B

Label: NEXT YEAR HOW LIKELY IS IT- LOOK FOR A DIFFERENT JOB

Description: In the next year, how likely is it that you will... B. Look for/take a different job [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	921	11.2%	28,242,273	11.1%
2: Somewhat likely	464	5.6%	14,416,245	5.7%
3: Moderately likely	208	2.5%	6,001,217	2.4%
4: Very likely	186	2.3%	6,368,753	2.5%
-5: Don't know	1	0.0%	7,925	0.0%
-3: Missing	23	0.3%	823,337	0.3%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1C

Label: NEXT YEAR HOW LIKELY IS IT- LOOK FOR ANOTHER JOB IN ADDITION TO CURRENT JOB

Description: In the next year, how likely is it that you will... C. Look for/take another job in addition to your current job(s) [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,191	14.4%	36,482,161	14.3%
2: Somewhat likely	377	4.6%	11,457,545	4.5%
3: Moderately likely	124	1.5%	4,066,409	1.6%
4: Very likely	85	1.0%	3,074,604	1.2%
-5: Don't know	1	0.0%	7,925	0.0%
-3: Missing	25	0.3%	771,108	0.3%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1D

Label: NEXT YEAR HOW LIKELY IS IT- START OWN BUSINESS

Description: In the next year, how likely is it that you will... D. Start your own business as a primary source of income [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,574	19.1%	48,459,296	19.1%
2: Somewhat likely	133	1.6%	4,391,777	1.7%
3: Moderately likely	56	0.7%	1,955,007	0.8%
4: Very likely	18	0.2%	466,568	0.2%
-3: Missing	22	0.3%	587,102	0.2%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1E

Label: NEXT YEAR HOW LIKELY IS IT- START WORKING FOR YOURSELF

Description: In the next year, how likely is it that you will... E. Start working for yourself as a freelancer, consultant, or independent contractor [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,573	19.1%	48,180,892	18.9%
2: Somewhat likely	138	1.7%	4,461,211	1.8%
3: Moderately likely	47	0.6%	1,884,030	0.7%
4: Very likely	17	0.2%	458,063	0.2%
-3: Missing	28	0.3%	875,553	0.3%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1F

Label: NEXT YEAR HOW LIKELY IS IT- ENGAGE IN GIG WORK AS PRIMARY INCOME

Description: In the next year, how likely is it that you will...

F. Engage in gig work as a primary source of income

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,574	19.1%	47,884,738	18.8%
2: Somewhat likely	126	1.5%	4,173,727	1.6%
3: Moderately likely	63	0.8%	2,326,741	0.9%
4: Very likely	24	0.3%	1,004,314	0.4%
-3: Missing	16	0.2%	470,231	0.2%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1G

Label: NEXT YEAR HOW LIKELY IS IT- ENGAGE IN GIG WORK AS SECONDARY INCOME

Description: In the next year, how likely is it that you will...

G. Engage in gig work as a secondary source of income

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,327	16.1%	39,768,074	15.6%
2: Somewhat likely	319	3.9%	10,391,265	4.1%
3: Moderately likely	95	1.2%	3,911,101	1.5%
4: Very likely	36	0.4%	1,126,176	0.4%

Variable: GP_NEWJOB_1G

Label: NEXT YEAR HOW LIKELY IS IT- ENGAGE IN GIG WORK AS SECONDARY INCOME

Description: In the next year, how likely is it that you will...

G. Engage in gig work as a secondary source of income
 [HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
-3: Missing	26	0.3%	663,135	0.3%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1H

Label: NEXT YEAR HOW LIKELY IS IT- RETIRE

Description: In the next year, how likely is it that you will... H. Retire [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,480	17.9%	45,420,830	17.9%
2: Somewhat likely	122	1.5%	3,833,028	1.5%
3: Moderately likely	89	1.1%	3,165,323	1.2%
4: Very likely	84	1.0%	2,697,542	1.1%
-3: Missing	28	0.3%	743,027	0.3%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1I

Label: NEXT YEAR HOW LIKELY IS IT- EXIT THE LABOR FORCE

Description: In the next year, how likely is it that you will... I. Exit the labor force (not for retirement)
[SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,595	19.3%	49,480,551	19.5%
2: Somewhat likely	104	1.3%	3,223,049	1.3%
3: Moderately likely	54	0.7%	1,596,484	0.6%
4: Very likely	22	0.3%	637,405	0.3%
-5: Don't know	1	0.0%	41,199	0.0%
-3: Missing	27	0.3%	881,063	0.3%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_1J

Label: NEXT YEAR HOW LIKELY IS IT- GO BACK TO SCHOOL

Description: In the next year, how likely is it that you will... J. Go back to school [SHOW IF
DOV_GROUP = 7 AND DOV_WORKING = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	1,328	16.1%	40,002,040	15.7%
2: Somewhat likely	251	3.0%	8,160,075	3.2%
3: Moderately likely	98	1.2%	3,202,521	1.3%
4: Very likely	90	1.1%	3,324,239	1.3%
-3: Missing	36	0.4%	1,170,875	0.5%
.: Logical Skip	6,447	78.1%	198,397,773	78.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_2A

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- TAKE A JOB

Description: In the next year, how likely is it that you will... A. Take a job [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	808	9.8%	28,655,822	11.3%
2: Somewhat likely	131	1.6%	4,917,076	1.9%
3: Moderately likely	47	0.6%	1,998,099	0.8%
4: Very likely	101	1.2%	3,328,673	1.3%
-3: Missing	4	0.0%	106,532	0.0%
.: Logical Skip	7,159	86.8%	215,251,321	84.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_2B

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- START OWN BUSINESS

Description: In the next year, how likely is it that you will... B. Start your own business as a primary source of income [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	991	12.0%	35,226,161	13.9%
2: Somewhat likely	60	0.7%	2,385,590	0.9%
3: Moderately likely	21	0.3%	872,705	0.3%
4: Very likely	7	0.1%	181,924	0.1%
-5: Don't know	1	0.0%	16,077	0.0%
-3: Missing	11	0.1%	323,746	0.1%
.: Logical Skip	7,159	86.8%	215,251,321	84.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_2C

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- START WORKING FOR YOURSELF

Description: In the next year, how likely is it that you will... C. Start working for yourself as a freelancer, consultant, or independent contractor [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	980	11.9%	34,881,631	13.7%
2: Somewhat likely	72	0.9%	2,515,755	1.0%
3: Moderately likely	21	0.3%	1,089,359	0.4%
4: Very likely	6	0.1%	127,447	0.1%
-5: Don't know	1	0.0%	16,077	0.0%
-3: Missing	11	0.1%	375,932	0.1%
.. Logical Skip	7,159	86.8%	215,251,321	84.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_2D

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- ENGAGE IN GIG WORK AS PRIMARY INCOME

Description: In the next year, how likely is it that you will...
 D. Engage in gig work as a primary source of income
 [HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	938	11.4%	33,139,578	13.0%
2: Somewhat likely	105	1.3%	3,688,304	1.5%
3: Moderately likely	22	0.3%	1,256,010	0.5%
4: Very likely	7	0.1%	147,448	0.1%
-5: Don't know	1	0.0%	16,077	0.0%

Variable: GP_NEWJOB_2D

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- ENGAGE IN GIG WORK AS PRIMARY INCOME

Description: In the next year, how likely is it that you will...

D. Engage in gig work as a primary source of income

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
-3: Missing	18	0.2%	758,785	0.3%
.: Logical Skip	7,159	86.8%	215,251,321	84.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_2E

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- ENGAGE IN GIG WORK AS SECONDARY INCOME

Description: In the next year, how likely is it that you will...

E. Engage in gig work as a secondary source of income

[HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	910	11.0%	31,952,892	12.6%
2: Somewhat likely	123	1.5%	4,743,160	1.9%
3: Moderately likely	28	0.3%	1,248,701	0.5%
4: Very likely	13	0.2%	391,247	0.2%
-5: Don't know	1	0.0%	16,077	0.0%
-3: Missing	16	0.2%	654,124	0.3%

Variable: GP_NEWJOB_2E

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- ENGAGE IN GIG WORK AS SECONDARY INCOME

Description: In the next year, how likely is it that you will...

E. Engage in gig work as a secondary source of income
 [HOVER TEXT ON “gig work”: Some people earn money through short, paid tasks or jobs online or in-person that are conducted through companies that coordinate payment for the service. This is sometimes referred to as “gig work.” These tasks might include driving for Uber or Lyft, selling goods through Etsy, completing online tasks on Mechanical Turk, providing graphic design, music, or other services via Fiverr or Upwork, or other activities.] [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,159	86.8%	215,251,321	84.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: GP_NEWJOB_2F

Label: NEXT YEAR HOW LIKELY IS IT YOU WILL- GO BACK TO SCHOOL

Description: In the next year, how likely is it that you will... F. Go back to school [SHOW IF DOV_GROUP = 7 AND DOV_WORKING = 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all likely	906	11.0%	31,773,511	12.5%
2: Somewhat likely	78	0.9%	3,066,248	1.2%
3: Moderately likely	33	0.4%	1,055,783	0.4%
4: Very likely	51	0.6%	2,269,809	0.9%
-5: Don't know	2	0.0%	55,567	0.0%
-3: Missing	21	0.3%	785,282	0.3%
.: Logical Skip	7,159	86.8%	215,251,321	84.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_1

Label: BUSINESS CURRENTLY USING AI

Description: Is your business currently using generative AI?
 [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	122	1.5%	3,876,097	1.5%
2: No	839	10.2%	24,737,065	9.7%
-5: Don't know	51	0.6%	1,784,096	0.7%
-3: Missing	9	0.1%	196,596	0.1%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_2_1

Label: HOW BUSINESS USING AI- TAKING NOTES

Description: How is your business currently using generative AI for administration? Select all that apply.

1. Taking notes during meetings or summarizing meetings

[HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
0: Not selected	74	0.9%	2,249,049	0.9%
1: Selected	47	0.6%	1,617,303	0.6%
-3: Missing	1	0.0%	9,745	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_2_2

Label: HOW BUSINESS USING AI- CREATING INTERNAL DOCUMENTS

Description: How is your business currently using generative AI for administration? Select all that apply.
 2. Creating internal documents

[HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	65	0.8%	2,067,751	0.8%
1: Selected	56	0.7%	1,798,602	0.7%
-3: Missing	1	0.0%	9,745	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_2_3

Label: HOW BUSINESS USING AI- REPORTING OR COMPLIANCE TRACKING

Description: How is your business currently using generative AI for administration? Select all that apply.

3. Reporting and compliance tracking

[HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	99	1.2%	3,162,393	1.2%
1: Selected	22	0.3%	703,959	0.3%
-3: Missing	1	0.0%	9,745	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_2_4

Label: HOW BUSINESS USING AI- NONE OF THE ABOVE

Description: How is your business currently using generative AI for administration? Select all that apply.

4. None of the above

[HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	84	1.0%	2,896,512	1.1%
1: Selected	37	0.4%	969,840	0.4%
-3: Missing	1	0.0%	9,745	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_3_1

Label: HOW BUSINESS USING AI FOR CREATIVE WORK- ADVERTISING

Description: How is your business currently using generative AI for creative design? Select all that apply. 1. Creating advertising creative
 [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	63	0.8%	2,050,797	0.8%
1: Selected	59	0.7%	1,825,300	0.7%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_3_2

Label: HOW BUSINESS USING AI FOR CREATIVE WORK- GRAPHICS

Description: How is your business currently using generative AI for creative design? Select all that apply. 2. Creating graphics
 [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	71	0.9%	2,472,880	1.0%
1: Selected	51	0.6%	1,403,217	0.6%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_3_3

Label: HOW BUSINESS USING AI FOR CREATIVE WORK- LOGOS

Description: How is your business currently using generative AI for creative design? Select all that apply. 3. Creating logos [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	96	1.2%	2,744,924	1.1%
1: Selected	26	0.3%	1,131,173	0.4%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_3_4

Label: HOW BUSINESS USING AI FOR CREATIVE WORK- OTHER DESIGN ELEMENTS

Description: How is your business currently using generative AI for creative design? Select all that apply. 4. Creating other design elements [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1] [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	89	1.1%	2,900,104	1.1%
1: Selected	33	0.4%	975,993	0.4%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_3_5

Label: HOW BUSINESS USING AI FOR CREATIVE WORK- NONE OF THE ABOVE

Description: How is your business currently using generative AI for creative design? Select all that apply. 5. None of the above [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	93	1.1%	3,262,356	1.3%
1: Selected	29	0.4%	613,741	0.2%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_1

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-PRODUCT DESCRIPTIONS AND CATALOGS

Description: How is your business currently using generative AI for communications? Select all that apply. 1. Drafting product descriptions and catalogs[HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	77	0.9%	2,382,975	0.9%
1: Selected	44	0.5%	1,460,426	0.6%
-3: Missing	1	0.0%	32,696	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_2

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-CHATBOTS AND VIRTUAL ASSISTANTS

Description: How is your business currently using generative AI for communications? Select all that apply. 2. Chatbots and virtual assistants [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	81	1.0%	2,676,561	1.1%
1: Selected	40	0.5%	1,166,841	0.5%
-3: Missing	1	0.0%	32,696	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_3

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-EMAILS

Description: How is your business currently using generative AI for communications? Select all that apply. 3. Drafting emails [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	67	0.8%	2,057,585	0.8%
1: Selected	54	0.7%	1,785,816	0.7%
-3: Missing	1	0.0%	32,696	0.0%

Variable: TECH_4_3

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-EMAILS

Description: How is your business currently using generative AI for communications? Select all that apply. 3. Drafting emails [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_4

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-ADVERTISING CAMPAIGNS

Description: How is your business currently using generative AI for communications? Select all that apply. 4. Developing advertising campaigns [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	98	1.2%	3,243,095	1.3%
1: Selected	23	0.3%	600,307	0.2%
-3: Missing	1	0.0%	32,696	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_5

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-ADVERTISING COPY

Description: How is your business currently using generative AI for communications? Select all that apply. 5. Drafting advertising copy[HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	93	1.1%	3,052,164	1.2%
1: Selected	28	0.3%	791,237	0.3%
-3: Missing	1	0.0%	32,696	0.0%
:: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_6

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-SOCIAL MEDIA, BLOG POSTS, WEBSITE TEXT

Description: How is your business currently using generative AI for communications? Select all that apply. 6. Drafting social media posts, blog posts, or website text [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	81	1.0%	2,766,859	1.1%
1: Selected	40	0.5%	1,076,542	0.4%
-3: Missing	1	0.0%	32,696	0.0%

Variable: TECH_4_6

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-SOCIAL MEDIA, BLOG POSTS, WEBSITE TEXT

Description: How is your business currently using generative AI for communications? Select all that apply. 6. Drafting social media posts, blog posts, or website text [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_4_7

Label: HOW BUSINESS USING AI FOR COMMUNICATIONS-NONE OF THE ABOVE

Description: How is your business currently using generative AI for communications? Select all that apply. 7. None of the above [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	100	1.2%	3,358,159	1.3%
1: Selected	21	0.3%	485,243	0.2%
-3: Missing	1	0.0%	32,696	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_5_1

Label: HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- DEVELOP BUSINESS PLANS

Description: How is your business currently using generative AI for strategic decision-making? Select all that apply. 1. Developing business plans [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	77	0.9%	2,070,673	0.8%
1: Selected	40	0.5%	1,482,886	0.6%
-3: Missing	5	0.1%	322,538	0.1%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_5_2

Label: HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- TO MAKE BETTER DECISIONS

Description: How is your business currently using generative AI for strategic decision-making? Select all that apply. 2. Helping make better informed decisions [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	71	0.9%	2,059,451	0.8%
1: Selected	46	0.6%	1,494,109	0.6%
-3: Missing	5	0.1%	322,538	0.1%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_5_3

Label: HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- ANALYZE DATA

Description: How is your business currently using generative AI for strategic decision-making? Select all that apply. 3. Analyzing/interpreting data [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	68	0.8%	1,978,213	0.8%
1: Selected	49	0.6%	1,575,346	0.6%
-3: Missing	5	0.1%	322,538	0.1%

Variable: TECH_5_3

Label: HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- ANALYZE DATA

Description: How is your business currently using generative AI for strategic decision-making? Select all that apply. 3. Analyzing/interpreting data [HOVER TEXT ON “generative AI”:
 “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_5_4

Label: HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- SCENARIO PLANNING

Description: How is your business currently using generative AI for strategic decision-making? Select all that apply. 4. Scenario planning and simulation [HOVER TEXT ON “generative AI”:
 “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	83	1.0%	2,492,563	1.0%
1: Selected	34	0.4%	1,060,997	0.4%
-3: Missing	5	0.1%	322,538	0.1%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_5_5

Label: HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- NONE OF THE ABOVE

Description: How is your business currently using generative AI for strategic decision-making? Select all that apply. 5. None of the above [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	89	1.1%	2,932,409	1.2%
1: Selected	28	0.3%	621,150	0.2%
-3: Missing	5	0.1%	322,538	0.1%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_6

Label: BUSINESS USING AI FOR ANY OTHER REASON(S)

Description: Besides the examples already discussed, is your business using generative AI for any other reasons? [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	29	0.4%	956,485	0.4%
2: No	90	1.1%	2,826,351	1.1%
-3: Missing	3	0.0%	93,261	0.0%

Variable: TECH_6

Label: BUSINESS USING AI FOR ANY OTHER REASON(S)

Description: Besides the examples already discussed, is your business using generative AI for any other reasons? [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_8

Label: BUSINESS PLANS TO USE AI IN NEXT 12 MONTHS

Description: Is your business planning to use generative AI within the next 12 months? [HOVER TEXT ON “generative AI”: “Generative AI” is a category of artificial intelligence (AI) that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content – such as text, photos, audio, or video – that is sometimes indistinguishable from content developed directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI (Federal Trade Commission, 2023).] [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 2 OR -3]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	108	1.3%	3,019,102	1.2%
2: No	775	9.4%	23,360,937	9.2%
-3: Missing	16	0.2%	337,718	0.1%
.: Logical Skip	7,351	89.1%	227,539,766	89.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_9_1

Label: IMPACT OF AI ON WORKFORCE- INCREASED PRODUCTIVITY

Description: How has the adoption of generative AI impacted your workforce? (By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.)

Select all that apply. 1. Increased productivity [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_I) > 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	29	0.4%	969,387	0.4%
1: Selected	43	0.5%	1,432,482	0.6%
-3: Missing	3	0.0%	83,903	0.0%
.: Logical Skip	8,175	99.1%	251,771,751	99.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_9_2

Label: IMPACT OF AI ON WORKFORCE- CHANGED JOB ROLES RESPONSIBILITIES

Description: How has the adoption of generative AI impacted your workforce? (By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.)

Select all that apply. 2. Changed job roles and responsibilities [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_I) > 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	56	0.7%	1,853,494	0.7%
1: Selected	16	0.2%	548,375	0.2%
-3: Missing	3	0.0%	83,903	0.0%
.: Logical Skip	8,175	99.1%	251,771,751	99.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_9_3

Label: IMPACT OF AI ON WORKFORCE- DECREASED WORKLOAD

Description: How has the adoption of generative AI impacted your workforce? (By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.)

Select all that apply. 3. Decreased workload [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_I) > 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	56	0.7%	1,908,705	0.8%
1: Selected	16	0.2%	493,163	0.2%
-3: Missing	3	0.0%	83,903	0.0%
.: Logical Skip	8,175	99.1%	251,771,751	99.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_9_4

Label: IMPACT OF AI ON WORKFORCE- OTHER

Description: How has the adoption of generative AI impacted your workforce? (By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.)

Select all that apply. 4. Other (specify): [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_I) > 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	70	0.8%	2,365,274	0.9%
1: Selected	2	0.0%	36,595	0.0%
-3: Missing	3	0.0%	83,903	0.0%
.: Logical Skip	8,175	99.1%	251,771,751	99.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_9_5

Label: IMPACT OF AI ON WORKFORCE- NO NOTICEABLE IMPACT

Description: How has the adoption of generative AI impacted your workforce? (By workforce, we refer to all types of workers used in your business, from full- and part-time staff to independent contractors and gig workers.)

Select all that apply. 5. No noticeable impact [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1 AND SUM(BO_NUMEMPLOY_1_A : BO_NUMEMPLOY_1_I) > 0]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	59	0.7%	2,130,133	0.8%
1: Selected	13	0.2%	271,736	0.1%
-3: Missing	3	0.0%	83,903	0.0%
.: Logical Skip	8,175	99.1%	251,771,751	99.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_10

Label: IMPACT OF AI ON BUSINESS PROCESS

Description: How would you describe the impact of generative AI on the efficiency of your business processes? [SHOW IF DOV_MICROBIZ = 1 AND TECH_1 = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very positive	46	0.6%	1,392,240	0.5%
2: Positive	48	0.6%	1,592,493	0.6%
3: Neutral	26	0.3%	814,844	0.3%
5: Very negative	1	0.0%	20,372	0.0%
-3: Missing	1	0.0%	56,148	0.0%
.: Logical Skip	8,128	98.5%	250,381,426	98.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_11

Label: DIFFICULTY OF KEEPING UP WITH TECHNOLOGY CHANGES IN MY INDUSTRY

Description: How much do you agree or disagree with the following statement?
I find it difficult to keep up with technological changes in my industry. [SHOW IF
DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	87	1.1%	2,416,705	1.0%
2: Somewhat agree	228	2.8%	6,967,762	2.7%
3: Neither agree nor disagree	321	3.9%	9,780,813	3.8%
4: Somewhat disagree	163	2.0%	4,958,467	2.0%
5: Strongly disagree	210	2.5%	6,169,330	2.4%
-3: Missing	12	0.1%	300,777	0.1%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12A

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- GENERATIVE AI FOR CONTENT CREATION

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? A. Generative AI for content creation [SHOW IF
DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	145	1.8%	4,620,190	1.8%
2: Somewhat confident	259	3.1%	7,674,465	3.0%
3: Very confident	201	2.4%	5,975,455	2.4%
4: Not relevant	239	2.9%	6,599,536	2.6%
-5: Don't know	160	1.9%	5,233,362	2.1%
-3: Missing	17	0.2%	490,847	0.2%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Issued: March 3, 2026

Variable: TECH_12B

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- CUSTOMER RELATIONSHIP SOFTWARE

Description: Overall, how would you rate your confidence in your business’s ability to leverage the following digital technologies? B. Customer relationship management software or platforms [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	139	1.7%	4,371,558	1.7%
2: Somewhat confident	250	3.0%	7,551,422	3.0%
3: Very confident	198	2.4%	5,887,117	2.3%
4: Not relevant	252	3.1%	7,401,868	2.9%
-5: Don't know	161	2.0%	4,638,200	1.8%
-3: Missing	21	0.3%	743,690	0.3%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12C

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- HUMAN RESOURCES SOFTWARE

Description: Overall, how would you rate your confidence in your business’s ability to leverage the following digital technologies? C. Human resources software [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	136	1.6%	4,443,920	1.7%
2: Somewhat confident	205	2.5%	5,901,717	2.3%
3: Very confident	163	2.0%	4,770,984	1.9%
4: Not relevant	332	4.0%	9,661,725	3.8%
-5: Don't know	161	2.0%	4,858,754	1.9%
-3: Missing	24	0.3%	956,755	0.4%

Variable: TECH_12C

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- HUMAN RESOURCES SOFTWARE

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? C. Human resources software [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12D

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- PAYROLL SOFTWARE

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? D. Payroll software [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	117	1.4%	3,339,676	1.3%
2: Somewhat confident	214	2.6%	6,850,781	2.7%
3: Very confident	211	2.6%	6,373,025	2.5%
4: Not relevant	311	3.8%	8,785,111	3.5%
-5: Don't know	139	1.7%	4,062,842	1.6%
-3: Missing	29	0.4%	1,182,420	0.5%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12E

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- ACCOUNTING SOFTWARE

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? E. Accounting software [SHOW IF DOV_MICROBIZ = 1]

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	111	1.3%	3,468,382	1.4%
2: Somewhat confident	266	3.2%	7,945,704	3.1%
3: Very confident	285	3.5%	8,511,950	3.3%
4: Not relevant	200	2.4%	5,670,718	2.2%
-5: Don't know	142	1.7%	4,591,676	1.8%
-3: Missing	17	0.2%	405,423	0.2%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12F

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- DIGITAL ADVERTISING

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? F. Digital advertising [SHOW IF DOV_MICROBIZ = 1]

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	132	1.6%	3,710,121	1.5%
2: Somewhat confident	285	3.5%	8,341,288	3.3%
3: Very confident	244	3.0%	7,063,875	2.8%
4: Not relevant	205	2.5%	6,253,552	2.5%
-5: Don't know	130	1.6%	4,461,965	1.8%
-3: Missing	25	0.3%	763,054	0.3%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12G

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- SOCIAL MEDIA

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? G. Social media [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	91	1.1%	2,933,971	1.2%
2: Somewhat confident	313	3.8%	9,529,252	3.7%
3: Very confident	305	3.7%	8,982,796	3.5%
4: Not relevant	185	2.2%	4,764,205	1.9%
-5: Don't know	100	1.2%	3,252,160	1.3%
-3: Missing	27	0.3%	1,131,470	0.4%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12H

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- WEBSITE DEVELOPMENT SOFTWARE

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? H. Website development software [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	165	2.0%	5,048,065	2.0%
2: Somewhat confident	268	3.2%	7,702,163	3.0%
3: Very confident	226	2.7%	6,562,272	2.6%
4: Not relevant	210	2.5%	6,143,761	2.4%
-5: Don't know	123	1.5%	3,933,228	1.5%
-3: Missing	29	0.4%	1,204,366	0.5%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12I

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- PAYMENT PROCESSING

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? I.
Point of sale technology/payment processing [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	96	1.2%	3,290,453	1.3%
2: Somewhat confident	254	3.1%	7,700,277	3.0%
3: Very confident	298	3.6%	9,018,531	3.5%
4: Not relevant	241	2.9%	6,556,156	2.6%
-5: Don't know	117	1.4%	3,607,536	1.4%
-3: Missing	15	0.2%	420,901	0.2%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12J

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- PROJECT MANAGEMENT SOFTWARE

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? J. Project management software [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	125	1.5%	3,715,782	1.5%
2: Somewhat confident	216	2.6%	6,567,918	2.6%
3: Very confident	208	2.5%	6,745,715	2.7%
4: Not relevant	319	3.9%	9,184,681	3.6%
-5: Don't know	135	1.6%	3,857,234	1.5%
-3: Missing	18	0.2%	522,524	0.2%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Issued: March 3, 2026

Variable: TECH_12K

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- CYBER SECURITY TECHNOLOGIES

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? K. Cybersecurity technologies and/or procedures [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	166	2.0%	5,360,569	2.1%
2: Somewhat confident	229	2.8%	7,007,527	2.8%
3: Very confident	188	2.3%	5,420,149	2.1%
4: Not relevant	294	3.6%	8,364,156	3.3%
-5: Don't know	126	1.5%	3,695,947	1.5%
-3: Missing	18	0.2%	745,506	0.3%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: TECH_12L

Label: CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- E-COMMERCE

Description: Overall, how would you rate your confidence in your business's ability to leverage the following digital technologies? L. E-commerce or third-party selling platforms [SHOW IF DOV_MICROBIZ = 1]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Not at all confident	153	1.9%	4,768,589	1.9%
2: Somewhat confident	238	2.9%	7,061,108	2.8%
3: Very confident	205	2.5%	6,112,536	2.4%
4: Not relevant	286	3.5%	8,278,174	3.3%
-5: Don't know	117	1.4%	3,518,145	1.4%
-3: Missing	22	0.3%	855,303	0.3%
.: Logical Skip	7,229	87.6%	223,663,669	88.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Issued: March 3, 2026

Variable: DEM_HHINC_RUF

Label: RUF VARIABLE: TOTAL ANNUAL HOUSEHOLD INCOME

Description: RUF variable coded from DEM_HHINC:What is your total annual household income before taxes? Include income earned by anyone residing in your household full-time who is related to you by birth,marriage,or adoption.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Less than \$25,000	1,310	15.9%	39,095,260	15.4%
2: \$25,000 to \$49,999	1,629	19.7%	50,139,748	19.7%
3: \$50,000 to \$74,999	1,365	16.5%	40,138,517	15.8%
4: \$75,000 to \$99,999	1,077	13.1%	31,275,526	12.3%
5: \$100,000 to \$149,999	1,389	16.8%	44,676,138	17.6%
6: \$150,000 to \$199,999	642	7.8%	20,423,466	8.0%
7: \$200,000+	627	7.6%	19,500,544	7.7%
-7: Suppressed	211	2.6%	9,008,323	3.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_STUDENT

Label: ENROLLED IN OR TAKING COURSES

Description: During the past week, were you enrolled in or taking courses at a college, university, or trade school?

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Yes	639	7.7%	22,031,523	8.7%
2: No	7,484	90.7%	227,989,101	89.7%
-3: Missing	127	1.5%	4,236,899	1.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURA

Label: DO YOU CURRENTLY HAVE- HEALTH INSURANCE

Description: From any source, do you currently have: a. Health insurance

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	7,183	87.1%	221,214,747	87.0%
2: No	965	11.7%	29,442,716	11.6%
-3: Missing	102	1.2%	3,600,059	1.4%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURB

Label: DO YOU CURRENTLY HAVE- CONTRIBUTIONS TO RETIREMENT PLANS

Description: From any source, do you currently have: b. Contributions to retirement plans, including 401(k), Keogh, etc.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	4,129	50.0%	123,042,364	48.4%
2: No	3,940	47.8%	124,951,838	49.1%
-5: Don't know	2	0.0%	44,503	0.0%
-3: Missing	179	2.2%	6,218,817	2.4%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURC

Label: DO YOU CURRENTLY HAVE- PROFIT SHARING

Description: From any source, do you currently have: c. Profit sharing and/or stock options

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	1,387	16.8%	43,655,678	17.2%
2: No	6,626	80.3%	203,180,603	79.9%
-5: Don't know	1	0.0%	35,673	0.0%
-3: Missing	236	2.9%	7,385,569	2.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURD

Label: DO YOU CURRENTLY HAVE- PAID HOLIDAYS

Description: From any source, do you currently have: d. Paid holidays or vacation

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	3,734	45.3%	107,212,354	42.2%
2: No	4,311	52.3%	139,983,062	55.1%
-5: Don't know	1	0.0%	35,673	0.0%
-3: Missing	204	2.5%	7,026,435	2.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURE

Label: DO YOU CURRENTLY HAVE- PAID SICK LEAVE

Description: From any source, do you currently have: e. Paid sick leave

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Yes	3,404	41.3%	98,737,354	38.8%
2: No	4,618	56.0%	148,065,508	58.2%
-5: Don't know	1	0.0%	60,354	0.0%
-3: Missing	227	2.8%	7,394,307	2.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURE

Label: DO YOU CURRENTLY HAVE- PAID PARENTAL LEAVE

Description: From any source, do you currently have: f. Paid parental or family leave

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Yes	2,424	29.4%	69,391,108	27.3%
2: No	5,566	67.5%	176,356,305	69.4%
-5: Don't know	1	0.0%	60,354	0.0%
-3: Missing	259	3.1%	8,449,757	3.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INSURG

Label: DO YOU CURRENTLY HAVE- TUITION ASSISTANCE

Description: From any source, do you currently have: g. Tuition assistance and/or reimbursement

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Yes	1,653	20.0%	49,420,736	19.4%
2: No	6,306	76.4%	195,046,761	76.7%
-5: Don't know	1	0.0%	60,354	0.0%
-3: Missing	290	3.5%	9,729,673	3.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DEBT

Label: HOW MANAGEABLE YOUR HOUSEHOLD DEBT IS

Description: Thinking about all of your household's current debts, including mortgages, bank loans, student loans, money owed to people, medical debt, past-due bills, and credit card balances that are carried over from prior months... As of today, which of the following statements describes how manageable your household debt is?

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Have a manageable amount of debt	3,954	47.9%	123,003,925	48.4%
2: Have a bit more debt than is manageable	1,684	20.4%	51,630,726	20.3%
3: Have far more debt than is manageable	777	9.4%	22,059,379	8.7%
4: Do not have any debt	1,707	20.7%	53,272,049	21.0%
-5: Don't know	2	0.0%	14,904	0.0%
-3: Missing	126	1.5%	4,276,541	1.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_RELAOWN

Label: IMMEDIATEFAMILY MEMBERS OWN A BUSINESS

Description: Do any of your immediate family members own a business?

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Yes	1,309	15.9%	40,418,832	15.9%
2: No	6,851	83.0%	210,964,419	83.0%
-5: Don't know	1	0.0%	48,000	0.0%
-3: Missing	89	1.1%	2,826,272	1.1%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_EDU_RUF

Label: RUF VARIABLE: HIGHEST DEGREE OR LEVEL OF SCHOOL COMPLETED

Description: RUF variable coded from DEM_EDU: What is the highest degree or level of school you have completed?

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Less than high school	489	5.9%	25,347,092	10.0%
2: High school graduate - high school diploma or the equivalent (GED)	1,537	18.6%	66,554,661	26.2%
3: Some college, no degree	2,200	26.7%	48,484,878	19.1%
4: Associate degree	1,067	12.9%	23,653,469	9.3%
5: Bachelor's degree	1,706	20.7%	50,252,775	19.8%
6: Master's degree	797	9.7%	23,991,541	9.4%
7: Professional or Doctorate degree	299	3.6%	9,643,264	3.8%
-7: Suppressed	155	1.9%	6,329,842	2.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_MARITAL

Label: MARITAL STATUS

Description: What is your current marital status?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Married	4,042	49.0%	130,293,504	51.2%
2: Widowed	255	3.1%	8,845,412	3.5%
3: Divorced	816	9.9%	22,805,510	9.0%
4: Separated	287	3.5%	8,982,170	3.5%
5: Never married	2,747	33.3%	80,070,164	31.5%
-7: Suppressed	103	1.2%	3,260,763	1.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSENUM_DRV

Label: DERIVED VARIABLE: NUMBER OF PEOPLE IN HOUSEHOLD

Description: Derived variable coded from DEM_HOUSENUM_1 and DEM_HOUSENUM_2

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: 1 person	1,646	20.0%	35,850,710	14.1%
2: 2 people	2,994	36.3%	90,504,969	35.6%
3: 3 people	1,422	17.2%	50,074,263	19.7%
4: 4 people	1,225	14.8%	42,656,563	16.8%
5: 5 or more people	899	10.9%	32,831,781	12.9%
-3: Missing	64	0.8%	2,339,237	0.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSEADULT_DRV

Label: DERIVED VARIABLE: HOW MANY ADULTS LIVE IN YOUR HOUSEHOLD

Description: Derived variable coded from DEM_HOUSENUM_1,DEM_HOUSENUM_2, and DEM_HOUSEHOLD

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1 adult	2,029	24.6%	42,386,381	16.7%
2 adults	4,395	53.3%	128,881,446	50.7%
3 or more adults	1,627	19.7%	76,390,280	30.0%
-3: Missing	199	2.4%	6,599,416	2.6%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSEHOLD_1_Y2_DRV

Label: DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- SPOUSE OR UNMARRIED PARTNER

Description: Derived Year 2 variable coded from DEM_HOUSEHOLD_2 and DEM_HOUSEHOLD_3: Who lives in your household? Only count people who live with you at least 50% of the time. 2. Spouse, 3. Unmarried partner

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Household does not include this category	1,605	19.5%	60,180,091	23.7%
1: Household includes one or more individuals in this category	4,853	58.8%	153,478,838	60.4%
-3: Missing	82	1.0%	2,408,648	0.9%
.: Logical Skip	1,710	20.7%	38,189,946	15.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSEHOLD_2_Y2_DRV

Label: DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- IMMEDIATEFAMILY

Description: Derived Year 2 variable coded from DEM_HOUSEHOLD_4, DEM_HOUSEHOLD_5, DEM_HOUSEHOLD_7, DEM_HOUSEHOLD_8, and DEM_HOUSEHOLD_9: Who lives in your household? Only count people who live with you at least 50% of the time. 4. Own child(ren), stepchild(ren), adopted child(ren), and/or foster child(ren) under the age of 18 years

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Household does not include this category	2,743	33.2%	86,417,829	34.0%
1: Household includes one or more individuals in this category	3,714	45.0%	127,201,742	50.0%
-3: Missing	83	1.0%	2,448,006	1.0%
.: Logical Skip	1,710	20.7%	38,189,946	15.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSEHOLD_3_Y2_DRV

Label: DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- OTHER RELATIVES

Description: Derived Year 2 variable coded from DEM_HOUSEHOLD_6 and DEM_HOUSEHOLD_10: Who lives in your household? Only count people who live with you at least 50% of the time. 6. Grandchild(ren), 10. Other relatives, specify:

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Household does not include this category	6,128	74.3%	199,154,743	78.3%
1: Household includes one or more individuals in this category	330	4.0%	14,504,186	5.7%
-3: Missing	82	1.0%	2,408,648	0.9%
.: Logical Skip	1,710	20.7%	38,189,946	15.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSEHOLD_4_Y2_DRV

Label: DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- NON-RELATIVES

Description: Derived Year 2 variable coded from DEM_HOUSEHOLD_11 and DEM_HOUSEHOLD_12: Who lives in your household? Only count people who live with you at least 50% of the time. 11. Roommate(s), 12. Other non-relatives, specify:

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Household does not include this category	6,188	75.0%	203,621,490	80.1%
1: Household includes one or more individuals in this category	270	3.3%	10,037,439	3.9%
-3: Missing	82	1.0%	2,408,648	0.9%
.: Logical Skip	1,710	20.7%	38,189,946	15.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSECHILDA_DRV

Label: DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD UNDER 5 YEARS OLD

Description: Derived variable coded from DEM_HOUSECHILDA: You said that children or grandchildren under the age of 18 live in your household. Please enter the total number of children/grandchildren that fall into each age category listed below. A. Under 5 years old [SHOW IF DEM_HOUSEHOLD = 4 OR 6]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: No children reported	7,154	86.7%	224,586,798	88.3%
1: 1 child or more	894	10.8%	22,846,158	9.0%
-3: Missing	202	2.4%	6,824,567	2.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSECHILDB_DRV

Label: DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD 5-11 YEARS OLD

Description: Derived variable coded from DEM_HOUSECHILDB: You said that children or grandchildren under the age of 18 live in your household. Please enter the total number of children/grandchildren that fall into each age category listed below. B. 5-11 years old [SHOW IF DEM_HOUSEHOLD = 4 OR 6]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: No children reported	6,667	80.8%	210,012,859	82.6%
1: 1 child or more	1,380	16.7%	37,210,215	14.6%
-3: Missing	203	2.5%	7,034,449	2.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_HOUSECHILDC_DRV

Label: DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD 12-17 YEARS OLD

Description: Derived variable coded from DEM_HOUSECHILDC: You said that children or grandchildren under the age of 18 live in your household. Please enter the total number of children/grandchildren that fall into each age category listed below. C. 12-17 years old [SHOW IF DEM_HOUSEHOLD = 4 OR 6]

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: No children reported	6,871	83.3%	210,054,323	82.6%
1: 1 child or more	1,177	14.3%	37,378,633	14.7%
-3: Missing	202	2.4%	6,824,567	2.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_NUMCHILD_DRV

Label: DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD

Description: Derived variable coded from DEM_HOUSECHILDA, DEM_HOUSECHILDB, and DEM_HOUSECHILDC: In your household, how many children are: Please enter the number of children for each category. A. Under 5 years old, B. 5-11 years old, C. 12-17 years old and preload information

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: No children reported	5,608	68.0%	177,489,667	69.8%
1: 1 child	952	11.5%	28,496,999	11.2%
2: 2 children reported	924	11.2%	25,874,293	10.2%
3: 3 children or more reported	571	6.9%	15,875,967	6.2%
-3: Missing	195	2.4%	6,520,597	2.6%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_MILITARY_1

Label: HAVE YOU SERVED ON ACTIVE DUTY

Description: Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: No, never served in the military	7,243	87.8%	224,157,506	88.2%
2: Yes, only on active duty for training in the Reserves or National Guard	141	1.7%	4,885,352	1.9%
3: Yes, on active duty now	67	0.8%	2,107,437	0.8%
4: Yes, on active duty in the past, now a U.S. Veteran	572	6.9%	15,075,105	5.9%
-7: Suppressed	123	1.5%	4,732,184	1.9%
-5: Don't know	1	0.0%	22,417	0.0%
-3: Missing	103	1.2%	3,277,521	1.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_CITIZEN_DRV

Label: DERIVED VARIABLE: CITIZENSHIP STATUS

Description: Derived variable coded from DEM_CITIZEN_1 and DEM_CITIZEN_2

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: U.S. citizen, born in the U.S.	7,360	89.2%	222,001,462	87.3%
2: U.S. citizen, born outside the U.S	530	6.4%	19,029,668	7.5%
3: Not a U.S. citizen	147	1.8%	4,909,643	1.9%
-7: Suppressed	118	1.4%	5,296,571	2.1%
-3: Missing	95	1.2%	3,020,179	1.2%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_INCARCERATED

Label: PREVIOUSLY INCARCERATED

Description: Are you a returning citizen (i.e., an individual who was previously incarcerated)?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	304	3.7%	9,490,835	3.7%
2: No	7,740	93.8%	237,887,990	93.6%
3: Prefer not to answer	108	1.3%	3,863,463	1.5%
-5: Don't know	2	0.0%	82,608	0.0%
-3: Missing	96	1.2%	2,932,627	1.2%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1A

Label: DISABILITY - DIFFICULTY SEEING

Description: Do you have difficulty... A. Seeing, even if wearing glasses?

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: No difficulty	5,592	67.8%	172,744,867	67.9%
2: Some difficulty	2,131	25.8%	65,254,704	25.7%
3: A lot of difficulty	325	3.9%	10,134,772	4.0%
4: Cannot do at all	67	0.8%	1,755,235	0.7%
-7: Suppressed	28	0.3%	914,253	0.4%
-5: Don't know	1	0.0%	35,673	0.0%
-3: Missing	106	1.3%	3,418,019	1.3%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1B

Label: DISABILITY - DIFFICULTY HEARING

Description: Do you have difficulty... B. Hearing, even if using a hearing aid?

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: No difficulty	6,522	79.1%	199,718,233	78.5%
2: Some difficulty	1,211	14.7%	37,740,266	14.8%
3: A lot of difficulty	261	3.2%	8,363,937	3.3%
4: Cannot do at all	88	1.1%	2,468,221	1.0%
-7: Suppressed	40	0.5%	1,875,492	0.7%
-3: Missing	128	1.6%	4,091,375	1.6%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1C

Label: DISABILITY - DIFFICULTY WALKING OR CLIMBING

Description: Do you have difficulty... C. Walking or climbing steps?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: No difficulty	6,212	75.3%	188,212,820	74.0%
2: Some difficulty	1,349	16.4%	43,829,028	17.2%
3: A lot of difficulty	418	5.1%	13,339,540	5.2%
4: Cannot do at all	108	1.3%	3,233,406	1.3%
-7: Suppressed	25	0.3%	927,206	0.4%
-3: Missing	138	1.7%	4,715,523	1.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1D

Label: DISABILITY - DIFFICULTY CONCENTRATING

Description: Do you have difficulty... D. Remembering or concentrating?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: No difficulty	5,642	68.4%	174,885,503	68.8%
2: Some difficulty	2,007	24.3%	59,685,325	23.5%
3: A lot of difficulty	374	4.5%	12,219,441	4.8%
4: Cannot do at all	68	0.8%	1,994,453	0.8%
-7: Suppressed	25	0.3%	970,153	0.4%
-3: Missing	134	1.6%	4,502,649	1.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1E

Label: DISABILITY - DIFFICULTY WASHING OR DRESSING

Description: Do you have difficulty... E. With self-care, such as washing all over or dressing?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: No difficulty	7,348	89.1%	225,589,735	88.7%
2: Some difficulty	508	6.2%	15,580,696	6.1%
3: A lot of difficulty	148	1.8%	4,845,613	1.9%
4: Cannot do at all	47	0.6%	1,471,192	0.6%
-7: Suppressed	56	0.7%	1,917,090	0.8%
-3: Missing	143	1.7%	4,853,197	1.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1F

Label: DISABILITY - DIFFICULTY COMMUNICATING OR SPEAKING

Description: Do you have difficulty... F. Communicating or speaking in your usual language, for example understanding or being understood?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: No difficulty	7,504	91.0%	229,503,192	90.3%
2: Some difficulty	407	4.9%	12,958,337	5.1%
3: A lot of difficulty	103	1.2%	3,566,333	1.4%
4: Cannot do at all	45	0.5%	1,311,678	0.5%
-7: Suppressed	55	0.7%	2,536,686	1.0%
-5: Don't know	1	0.0%	10,463	0.0%
-3: Missing	135	1.6%	4,370,834	1.7%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_1G

Label: DISABILITY - DIFFICULTY DOING ERRANDS

Description: Do you have difficulty... G. Doing errands alone such as visiting a doctor's office or shopping because of a physical, mental, or emotional condition?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: No difficulty	7,047	85.4%	216,346,868	85.1%
2: Some difficulty	699	8.5%	21,461,050	8.4%
3: A lot of difficulty	226	2.7%	7,090,642	2.8%
4: Cannot do at all	75	0.9%	2,504,173	1.0%
-7: Suppressed	51	0.6%	1,833,392	0.7%
-5: Don't know	1	0.0%	10,463	0.0%
-3: Missing	151	1.8%	5,010,933	2.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DEM_DISABILITY_2

Label: RECEIVE INCOME BECAUSE OF DISABILITY

Description: Do you receive income because of any kind of disability or health condition (such as Disability Insurance, Supplemental Security Income, or VA Disability Compensation)?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Yes	862	10.4%	25,626,802	10.1%
2: No	7,272	88.1%	225,130,153	88.5%
-3: Missing	116	1.4%	3,500,568	1.4%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: WTPROB

Label: PROBABILITY WEIGHT: FOR WORK WITH ONLY ABS AND AMERISPEAK SAMPLES

Description: Weight variable that applies to only ABS and AMERISPEAK sample cases

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: STRATA

Label: SAMPLING STRATA

Description: Sampling strata variable for use with weights

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: PSU

Label: PSU (PRIMARY SAMPLING UNIT)

Description: Primary Sampling Unit for use with weights

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: DOV_AEO_MODULE

Label: ADMINISTRATIVE VARIABLE: AEO MODULE QUALIFIED FLAG

Description: Administrative Variable: This variable flags cases that qualified to complete the AEO module.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Does not meet criteria	7,820	94.8%	240,219,889	94.5%
1: Meets criteria	393	4.8%	12,731,043	5.0%
LEGITIMATE SKIP	37	0.4%	1,306,591	0.5%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1A

Label: AEO: STATEMENT BIZ OWNER- INCOME

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? A. I feel that my income as a business owner meets my financial needs and goals.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	104	1.3%	3,583,973	1.4%
2: Somewhat agree	131	1.6%	4,073,729	1.6%
3: Neither agree nor disagree	62	0.8%	2,581,699	1.0%
4: Somewhat disagree	57	0.7%	1,678,431	0.7%
5: Strongly disagree	39	0.5%	813,211	0.3%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1B

Label: AEO: STATEMENT BIZ OWNER- HEALTH

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? B. I have access to health insurance or other benefits that support my well-being.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	144	1.7%	4,621,495	1.8%
2: Somewhat agree	114	1.4%	3,860,307	1.5%
3: Neither agree nor disagree	69	0.8%	2,473,719	1.0%
4: Somewhat disagree	39	0.5%	1,081,910	0.4%
5: Strongly disagree	26	0.3%	682,386	0.3%
-3: Missing	1	0.0%	11,226	0.0%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1C

Label: AEO: STATEMENT BIZ OWNER- SKILLS

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? C. I have opportunities to develop new skills and grow professionally.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	134	1.6%	4,612,997	1.8%
2: Somewhat agree	160	1.9%	5,293,936	2.1%
3: Neither agree nor disagree	74	0.9%	2,062,419	0.8%
4: Somewhat disagree	18	0.2%	519,834	0.2%
5: Strongly disagree	6	0.1%	167,293	0.1%
-3: Missing	1	0.0%	74,564	0.0%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1D

Label: AEO: STATEMENT BIZ OWNER- SCHEDULE

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? D. I have flexibility in managing my work schedule.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	190	2.3%	6,872,278	2.7%
2: Somewhat agree	135	1.6%	4,068,825	1.6%
3: Neither agree nor disagree	45	0.5%	1,144,076	0.4%
4: Somewhat disagree	14	0.2%	338,785	0.1%
5: Strongly disagree	6	0.1%	119,122	0.0%
-3: Missing	3	0.0%	187,958	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1E

Label: AEO: STATEMENT BIZ OWNER- BALANCE

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? E. I feel that I have a healthy work-life balance.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	127	1.5%	4,532,983	1.8%
2: Somewhat agree	136	1.6%	4,562,666	1.8%
3: Neither agree nor disagree	69	0.8%	1,790,215	0.7%
4: Somewhat disagree	47	0.6%	1,330,129	0.5%
5: Strongly disagree	13	0.2%	412,566	0.2%
-3: Missing	1	0.0%	102,484	0.0%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1F

Label: AEO: STATEMENT BIZ OWNER- NETWORK

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? F. I feel supported by a network of peers, mentors, or advisors.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	99	1.2%	3,756,552	1.5%
2: Somewhat agree	127	1.5%	3,793,307	1.5%
3: Neither agree nor disagree	108	1.3%	3,026,458	1.2%
4: Somewhat disagree	39	0.5%	1,526,562	0.6%
5: Strongly disagree	18	0.2%	337,851	0.1%
-3: Missing	2	0.0%	290,313	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_1G

Label: AEO: STATEMENT BIZ OWNER- SECURITY

Description: First, we want to understand your perspective and experience as a business owner. To what extent do you agree or disagree with the following statements about your job as a business owner? G. I have stability and security in my business operations.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	114	1.4%	3,583,888	1.4%
2: Somewhat agree	135	1.6%	4,605,230	1.8%
3: Neither agree nor disagree	82	1.0%	2,587,770	1.0%
4: Somewhat disagree	40	0.5%	1,196,345	0.5%
5: Strongly disagree	18	0.2%	353,535	0.1%
-3: Missing	4	0.0%	404,276	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2A

Label: AEO: BIZ MOTIVATINGEMPLOYEES- LOCATION

Description: How important are the following factors in motivating employees to work for your business? A. Convenient location

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Very important	155	1.9%	5,043,720	2.0%
2: Somewhat important	127	1.5%	4,015,874	1.6%
3: Not important	60	0.7%	1,991,825	0.8%
-3: Missing	1	0.0%	29,503	0.0%
4: Not applicable	50	0.6%	1,650,122	0.6%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2B

Label: AEO: BIZ MOTIVATINGEMPLOYEES- SCHEDULING

Description: How important are the following factors in motivating employees to work for your business? B. Flexible scheduling or work arrangements

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Very important	178	2.2%	5,394,387	2.1%
2: Somewhat important	138	1.7%	4,723,723	1.9%
3: Not important	39	0.5%	1,318,310	0.5%
-3: Missing	3	0.0%	319,816	0.1%
4: Not applicable	35	0.4%	974,808	0.4%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2C

Label: AEO: BIZ MOTIVATINGEMPLOYEES- VALUES

Description: How important are the following factors in motivating employees to work for your business? C. Alignment with your business’s mission or values

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very important	175	2.1%	5,447,076	2.1%
2: Somewhat important	123	1.5%	4,381,212	1.7%
3: Not important	46	0.6%	1,548,542	0.6%
-3: Missing	4	0.0%	302,508	0.1%
4: Not applicable	45	0.5%	1,051,705	0.4%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2D

Label: AEO: BIZ MOTIVATINGEMPLOYEES- WAGES

Description: How important are the following factors in motivating employees to work for your business? D. Competitive wages

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very important	177	2.1%	5,695,217	2.2%
2: Somewhat important	131	1.6%	4,444,384	1.7%
3: Not important	41	0.5%	1,151,857	0.5%
-3: Missing	11	0.1%	502,222	0.2%
4: Not applicable	33	0.4%	937,363	0.4%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2E

Label: AEO: BIZ MOTIVATINGEMPLOYEES- BONUSES

Description: How important are the following factors in motivating employees to work for your business? E. Performance-based bonuses or profit-sharing

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very important	103	1.2%	3,242,616	1.3%
2: Somewhat important	138	1.7%	4,408,294	1.7%
3: Not important	60	0.7%	2,251,935	0.9%
-3: Missing	2	0.0%	49,670	0.0%
4: Not applicable	90	1.1%	2,778,528	1.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2F

Label: AEO: BIZ MOTIVATINGEMPLOYEES- BENEFITS

Description: How important are the following factors in motivating employees to work for your business? F. Other benefits (e.g., health insurance, paid time off, vacation days)

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very important	109	1.3%	3,600,744	1.4%
2: Somewhat important	125	1.5%	3,832,803	1.5%
3: Not important	59	0.7%	1,905,527	0.7%
-3: Missing	4	0.0%	293,647	0.1%
4: Not applicable	96	1.2%	3,098,323	1.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2G

Label: AEO: BIZ MOTIVATINGEMPLOYEES- FAMILY

Description: How important are the following factors in motivating employees to work for your business? G. Employing family members

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Very important	98	1.2%	3,574,338	1.4%
2: Somewhat important	117	1.4%	3,818,818	1.5%
3: Not important	93	1.1%	2,764,600	1.1%
-3: Missing	5	0.1%	270,071	0.1%
4: Not applicable	80	1.0%	2,303,217	0.9%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2H

Label: AEO: BIZ MOTIVATINGEMPLOYEES- NETWORK

Description: How important are the following factors in motivating employees to work for your business? H. Employing people in your network

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Very important	101	1.2%	3,440,907	1.4%
2: Somewhat important	121	1.5%	4,366,261	1.7%
3: Not important	90	1.1%	2,452,962	1.0%
-3: Missing	8	0.1%	373,268	0.1%
4: Not applicable	73	0.9%	2,097,645	0.8%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2I

Label: AEO: BIZ MOTIVATINGEMPLOYEES- GROWTH

Description: How important are the following factors in motivating employees to work for your business? I. Opportunities for skill development and career growth

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very important	125	1.5%	3,665,496	1.4%
2: Somewhat important	152	1.8%	4,627,458	1.8%
3: Not important	66	0.8%	2,871,583	1.1%
-3: Missing	4	0.0%	95,633	0.0%
4: Not applicable	46	0.6%	1,470,874	0.6%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2J

Label: AEO: BIZ MOTIVATINGEMPLOYEES- CONTRIBUTIONS

Description: How important are the following factors in motivating employees to work for your business? J. Recognition and reward for their contributions

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Very important	150	1.8%	4,826,079	1.9%
2: Somewhat important	137	1.7%	4,156,223	1.6%
3: Not important	54	0.7%	1,840,591	0.7%
-3: Missing	9	0.1%	434,595	0.2%
4: Not applicable	43	0.5%	1,473,554	0.6%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2K

Label: AEO: BIZ MOTIVATINGEMPLOYEES- EMERGENCIES

Description: How important are the following factors in motivating employees to work for your business? K. Support during personal challenges or emergencies

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Very important	177	2.1%	5,666,752	2.2%
2: Somewhat important	137	1.7%	4,197,009	1.7%
3: Not important	29	0.4%	1,063,149	0.4%
-3: Missing	8	0.1%	497,943	0.2%
4: Not applicable	42	0.5%	1,306,190	0.5%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_2L

Label: AEO: BIZ MOTIVATINGEMPLOYEES- OTHER

Description: How important are the following factors in motivating employees to work for your business? L. Other

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Very important	18	0.2%	352,326	0.1%
2: Somewhat important	13	0.2%	495,490	0.2%
3: Not important	8	0.1%	393,329	0.2%
-3: Missing	81	1.0%	3,089,767	1.2%
4: Not applicable	273	3.3%	8,400,131	3.3%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3A

Label: AEO: RETAIN EMPLOYEES- WAGES

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? A. Offering more competitive wages

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	110	1.3%	3,935,098	1.5%
2: Some opportunity for improvement	207	2.5%	6,259,718	2.5%
3: No opportunity for improvement	73	0.9%	2,408,962	0.9%
-3: Missing	3	0.0%	127,265	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3B

Label: AEO: RETAIN EMPLOYEES- BENEFITS

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? B. Providing better benefits (e.g., health insurance, paid time off, profit-sharing)

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	109	1.3%	3,736,689	1.5%
2: Some opportunity for improvement	164	2.0%	5,279,575	2.1%
3: No opportunity for improvement	115	1.4%	3,570,564	1.4%
-3: Missing	5	0.1%	144,216	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3C

Label: AEO: RETAIN EMPLOYEES- AFFORDABLE BENEFITS

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? C. Providing more affordable benefits (e.g., lower health insurance premiums)

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	119	1.4%	3,664,327	1.4%
2: Some opportunity for improvement	142	1.7%	4,718,748	1.9%
3: No opportunity for improvement	124	1.5%	4,016,262	1.6%
-3: Missing	8	0.1%	331,706	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3D

Label: AEO: RETAIN EMPLOYEES- CULTURE

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? D. Improving workplace culture (e.g., fostering inclusivity and employee recognition)

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	110	1.3%	3,523,037	1.4%
2: Some opportunity for improvement	169	2.0%	5,468,565	2.2%
3: No opportunity for improvement	104	1.3%	3,230,888	1.3%
-3: Missing	10	0.1%	508,553	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3E

Label: AEO: RETAIN EMPLOYEES- SCHEDULING

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? E. Creating more flexibility in scheduling or work arrangements

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	109	1.3%	3,824,250	1.5%
2: Some opportunity for improvement	160	1.9%	4,962,288	2.0%
3: No opportunity for improvement	113	1.4%	3,384,886	1.3%
-3: Missing	11	0.1%	559,619	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3F

Label: AEO: RETAIN EMPLOYEES- DEVELOPMENT

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? F. Offering opportunities for skill development or career advancement

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	106	1.3%	3,521,711	1.4%
2: Some opportunity for improvement	191	2.3%	6,080,588	2.4%
3: No opportunity for improvement	91	1.1%	2,943,506	1.2%
-3: Missing	5	0.1%	185,238	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3G

Label: AEO: RETAIN EMPLOYEES- VALUES

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? G. Strengthening alignment with the business's mission or values

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	102	1.2%	3,160,459	1.2%
2: Some opportunity for improvement	170	2.1%	5,299,588	2.1%
3: No opportunity for improvement	113	1.4%	3,843,505	1.5%
-3: Missing	8	0.1%	427,492	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3H

Label: AEO: RETAIN EMPLOYEES- LOCAL COMMUNITY

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? H. Building stronger relationships within the local community

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	127	1.5%	3,874,544	1.5%
2: Some opportunity for improvement	171	2.1%	5,702,082	2.2%
3: No opportunity for improvement	86	1.0%	2,684,660	1.1%
-3: Missing	9	0.1%	469,758	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3I

Label: AEO: RETAIN EMPLOYEES- JOB STABILITY

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? I. Increasing job stability

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	126	1.5%	4,046,261	1.6%
2: Some opportunity for improvement	156	1.9%	5,005,687	2.0%
3: No opportunity for improvement	98	1.2%	3,024,077	1.2%
-3: Missing	13	0.2%	655,019	0.3%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_3J

Label: AEO: RETAIN EMPLOYEES- OTHER

Description: In which of the following areas do you see the greatest opportunity to improve your business's ability to attract and retain employees? J. Other

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Significant opportunity for improvement	12	0.1%	266,487	0.1%
2: Some opportunity for improvement	19	0.2%	743,303	0.3%
3: No opportunity for improvement	258	3.1%	8,096,752	3.2%
-3: Missing	104	1.3%	3,624,502	1.4%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_BACKGROUND_4

Label: AEO: EMPLOYMENT RELATIONS PERSON

Description: Who is the primary person responsible for employment relations at your business (e.g., hiring, benefits, workplace policies)?

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Me or a co-owner	302	3.7%	9,292,785	3.7%
2: An employee or manager at the business	61	0.7%	2,272,206	0.9%
3: An external consultant or HR professional	21	0.3%	960,362	0.4%
4: Other (specify)	6	0.1%	156,150	0.1%
-3: Missing	3	0.0%	49,539	0.0%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_1_1

Label: AEO: SOFTWARE FUNCTIONS- BENEFITS ADMINISTRATION

Description: For which of the following functions do you use software in your business? Select all that apply. 1. Benefits administration (e.g., Gusto, Paychex)

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
0: Not selected	325	3.9%	10,512,050	4.1%
1: Selected	58	0.7%	1,728,350	0.7%
-3: Missing	10	0.1%	490,643	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_1_2

Label: AEO: SOFTWARE FUNCTIONS- PAYROLL

Description: For which of the following functions do you use software in your business? Select all that apply. 2. Payroll (e.g., Gusto, Paychex)

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Not selected	239	2.9%	7,676,707	3.0%
1: Selected	144	1.7%	4,563,693	1.8%
-3: Missing	10	0.1%	490,643	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_1_3

Label: AEO: SOFTWARE FUNCTIONS- BOOKKEEPING

Description: For which of the following functions do you use software in your business? Select all that apply. 3. Bookkeeping (e.g., QuickBooks)

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Not selected	197	2.4%	6,249,113	2.5%
1: Selected	186	2.3%	5,991,287	2.4%
-3: Missing	10	0.1%	490,643	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_1_4

Label: AEO: SOFTWARE FUNCTIONS- SCHEDULING AND TIME TRACKING

Description: For which of the following functions do you use software in your business? Select all that apply. 4. Scheduling and time tracking (e.g., Tsheets by QuickBooks, Deputy, Homebase)

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Not selected	292	3.5%	9,694,758	3.8%
1: Selected	91	1.1%	2,545,642	1.0%
-3: Missing	10	0.1%	490,643	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_1_5

Label: AEO: SOFTWARE FUNCTIONS- NONE OF THE ABOVE

Description: For which of the following functions do you use software in your business? Select all that apply. 5. None of the above

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
0: Not selected	280	3.4%	9,076,314	3.6%
1: Selected	103	1.2%	3,164,086	1.2%
-3: Missing	10	0.1%	490,643	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_2A

Label: AEO: MANAGEMENT SOFTWARE- BENEFIT OPTIONS

Description: To what extent do you agree or disagree with the following statements about your benefits administration or payroll management software? A.
It helps me understand available benefit options.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	51	0.6%	2,062,296	0.8%
2: Somewhat agree	59	0.7%	1,565,365	0.6%
3: Neither agree nor disagree	47	0.6%	1,408,545	0.6%
4: Somewhat disagree	5	0.1%	183,342	0.1%
5: Strongly disagree	6	0.1%	163,587	0.1%
.: Logical Skip	8,082	98.0%	248,874,388	97.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_2B

Label: AEO: MANAGEMENT SOFTWARE- NAVIGATING HR

Description: To what extent do you agree or disagree with the following statements about your benefits administration or payroll management software? B. It helps improve my employees' experience navigating HR, professional development, or payroll.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	59	0.7%	1,892,580	0.7%
2: Somewhat agree	53	0.6%	1,677,991	0.7%
3: Neither agree nor disagree	46	0.6%	1,491,014	0.6%
4: Somewhat disagree	5	0.1%	186,035	0.1%
5: Strongly disagree	4	0.0%	60,972	0.0%
-3: Missing	1	0.0%	74,543	0.0%
.: Logical Skip	8,082	98.0%	248,874,388	97.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_2C

Label: AEO: MANAGEMENT SOFTWARE- NEW REGULATIONS

Description: To what extent do you agree or disagree with the following statements about your benefits administration or payroll management software? C. It helps me keep up with new regulations.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	52	0.6%	1,509,382	0.6%
2: Somewhat agree	53	0.6%	1,949,687	0.8%
3: Neither agree nor disagree	52	0.6%	1,503,174	0.6%
4: Somewhat disagree	7	0.1%	312,649	0.1%
5: Strongly disagree	3	0.0%	33,701	0.0%
-3: Missing	1	0.0%	74,543	0.0%
.. Logical Skip	8,082	98.0%	248,874,388	97.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_2D

Label: AEO: MANAGEMENT SOFTWARE- LABOR STANDARDS

Description: To what extent do you agree or disagree with the following statements about your benefits administration or payroll management software? D. It helps me ensure compliance with labor standards.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	63	0.8%	2,040,473	0.8%
2: Somewhat agree	53	0.6%	1,755,970	0.7%
3: Neither agree nor disagree	43	0.5%	1,277,285	0.5%
4: Somewhat disagree	6	0.1%	228,382	0.1%
5: Strongly disagree	2	0.0%	6,483	0.0%
-3: Missing	1	0.0%	74,543	0.0%
.. Logical Skip	8,082	98.0%	248,874,388	97.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_2E

Label: AEO: MANAGEMENT SOFTWARE- TAX FILINGS

Description: To what extent do you agree or disagree with the following statements about your benefits administration or payroll management software? E. It helps me ensure accurate tax filings.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	65	0.8%	1,845,759	0.7%
2: Somewhat agree	64	0.8%	2,093,681	0.8%
3: Neither agree nor disagree	33	0.4%	1,185,553	0.5%
4: Somewhat disagree	4	0.0%	109,036	0.0%
-3: Missing	2	0.0%	149,107	0.1%
.: Logical Skip	8,082	98.0%	248,874,388	97.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_2F

Label: AEO: MANAGEMENT SOFTWARE- CUSTOMER SUPPORT

Description: To what extent do you agree or disagree with the following statements about your benefits administration or payroll management software? F. Customer support is reliable and helpful.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	51	0.6%	1,626,847	0.6%
2: Somewhat agree	53	0.6%	1,992,049	0.8%
3: Neither agree nor disagree	43	0.5%	1,057,334	0.4%
4: Somewhat disagree	11	0.1%	337,482	0.1%
5: Strongly disagree	4	0.0%	62,355	0.0%
-3: Missing	6	0.1%	307,068	0.1%
.: Logical Skip	8,082	98.0%	248,874,388	97.9%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_3A

Label: AEO: NOT USING SOFTWARE- COST

Description: To what extent do you agree or disagree with the following reasons for not using benefits administration, payroll, bookkeeping, or scheduling/time tracking software? A. The cost of software is too high for my business.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	23	0.3%	578,217	0.2%
2: Somewhat agree	19	0.2%	544,500	0.2%
3: Neither agree nor disagree	44	0.5%	1,560,807	0.6%
4: Somewhat disagree	6	0.1%	212,964	0.1%
5: Strongly disagree	8	0.1%	187,199	0.1%
-3: Missing	3	0.0%	80,399	0.0%
.: Logical Skip	8,147	98.8%	251,093,437	98.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_3B

Label: AEO: NOT USING SOFTWARE- TOO SMALL

Description: To what extent do you agree or disagree with the following reasons for not using benefits administration, payroll, bookkeeping, or scheduling/time tracking software? B. My business is too small to justify the need for software

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	51	0.6%	1,490,541	0.6%
2: Somewhat agree	17	0.2%	453,754	0.2%
3: Neither agree nor disagree	28	0.3%	1,082,887	0.4%
4: Somewhat disagree	4	0.0%	75,969	0.0%
5: Strongly disagree	1	0.0%	10,038	0.0%
-3: Missing	2	0.0%	50,896	0.0%
.: Logical Skip	8,147	98.8%	251,093,437	98.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_3C

Label: AEO: NOT USING SOFTWARE- TIME

Description: To what extent do you agree or disagree with the following reasons for not using benefits administration, payroll, bookkeeping, or scheduling/time tracking software? C. Implementing software will take too much time.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	18	0.2%	503,337	0.2%
2: Somewhat agree	23	0.3%	892,310	0.4%
3: Neither agree nor disagree	48	0.6%	1,518,961	0.6%
4: Somewhat disagree	6	0.1%	79,696	0.0%
5: Strongly disagree	5	0.1%	89,383	0.0%
-3: Missing	3	0.0%	80,399	0.0%
.: Logical Skip	8,147	98.8%	251,093,437	98.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_3D

Label: AEO: NOT USING SOFTWARE- DON'T KNOW

Description: To what extent do you agree or disagree with the following reasons for not using benefits administration, payroll, bookkeeping, or scheduling/time tracking software? D. I don't know enough about available software options.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	19	0.2%	528,572	0.2%
2: Somewhat agree	21	0.3%	687,788	0.3%
3: Neither agree nor disagree	48	0.6%	1,626,510	0.6%
4: Somewhat disagree	6	0.1%	132,142	0.1%
5: Strongly disagree	6	0.1%	108,675	0.0%
-3: Missing	3	0.0%	80,399	0.0%
.: Logical Skip	8,147	98.8%	251,093,437	98.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_3E

Label: AEO: NOT USING SOFTWARE- CURRENT PROCESSES

Description: To what extent do you agree or disagree with the following reasons for not using benefits administration, payroll, bookkeeping, or scheduling/time tracking software? E. My current processes (e.g., manual systems or spreadsheets) work well enough.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	47	0.6%	1,431,747	0.6%
2: Somewhat agree	19	0.2%	550,742	0.2%
3: Neither agree nor disagree	32	0.4%	1,080,118	0.4%
4: Somewhat disagree	1	0.0%	11,068	0.0%
5: Strongly disagree	1	0.0%	10,011	0.0%
-3: Missing	3	0.0%	80,399	0.0%
.: Logical Skip	8,147	98.8%	251,093,437	98.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_HRM_3F

Label: AEO: NOT USING SOFTWARE- DATA SECURITY

Description: To what extent do you agree or disagree with the following reasons for not using benefits administration, payroll, bookkeeping, or scheduling/time tracking software? F. I'm concerned about data security or privacy issues with software.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	15	0.2%	479,616	0.2%
2: Somewhat agree	15	0.2%	344,549	0.1%
3: Neither agree nor disagree	47	0.6%	1,664,546	0.7%
4: Somewhat disagree	12	0.1%	370,433	0.1%
5: Strongly disagree	11	0.1%	224,542	0.1%
-3: Missing	3	0.0%	80,399	0.0%
.: Logical Skip	8,147	98.8%	251,093,437	98.8%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESA

Label: AEO: EMPLOYEE MANAGEMENT- OPEN POSITIONS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? A. I have difficulty finding qualified employees to fill open positions.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	69	0.8%	2,309,604	0.9%
2: Somewhat agree	94	1.1%	3,083,287	1.2%
3: Neither agree nor disagree	101	1.2%	3,045,177	1.2%
4: Somewhat disagree	35	0.4%	1,336,617	0.5%
5: Strongly disagree	25	0.3%	894,656	0.4%
6: Not applicable	65	0.8%	1,950,891	0.8%
-3: Missing	4	0.0%	110,811	0.0%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESB

Label: AEO: EMPLOYEE MANAGEMENT- TURNOVER

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? B. Turnover poses a significant challenge for my business.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	49	0.6%	1,537,498	0.6%
2: Somewhat agree	72	0.9%	2,196,300	0.9%
3: Neither agree nor disagree	109	1.3%	3,857,160	1.5%
4: Somewhat disagree	37	0.4%	1,123,038	0.4%
5: Strongly disagree	50	0.6%	1,578,010	0.6%
6: Not applicable	70	0.8%	2,132,550	0.8%
-3: Missing	6	0.1%	306,486	0.1%

Variable: AEO_CHALLENGESB

Label: AEO: EMPLOYEE MANAGEMENT- TURNOVER

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? B. Turnover poses a significant challenge for my business.

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESC

Label: AEO: EMPLOYEE MANAGEMENT- TERMINATED

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? C. I have terminated employees at a higher rate than expected.

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	50	0.6%	1,463,056	0.6%
2: Somewhat agree	43	0.5%	1,731,012	0.7%
3: Neither agree nor disagree	93	1.1%	2,608,267	1.0%
4: Somewhat disagree	35	0.4%	1,177,416	0.5%
5: Strongly disagree	69	0.8%	2,084,051	0.8%
6: Not applicable	95	1.2%	3,226,746	1.3%
-3: Missing	8	0.1%	440,495	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESD

Label: AEO: EMPLOYEE MANAGEMENT- LEAVE

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? D. Employees often leave for reasons beyond my control (e.g., family issues, relocation).

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	60	0.7%	1,604,662	0.6%
2: Somewhat agree	83	1.0%	3,292,510	1.3%
3: Neither agree nor disagree	90	1.1%	3,003,695	1.2%
4: Somewhat disagree	30	0.4%	823,667	0.3%
5: Strongly disagree	46	0.6%	1,371,405	0.5%
6: Not applicable	77	0.9%	2,226,424	0.9%
-3: Missing	7	0.1%	408,680	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESE

Label: AEO: EMPLOYEE MANAGEMENT- WAGES

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? E. I struggle to offer wages that are competitive with larger employers.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	70	0.8%	2,067,615	0.8%
2: Somewhat agree	89	1.1%	2,956,011	1.2%
3: Neither agree nor disagree	84	1.0%	3,125,193	1.2%
4: Somewhat disagree	33	0.4%	841,741	0.3%
5: Strongly disagree	47	0.6%	1,432,336	0.6%
6: Not applicable	62	0.8%	1,883,545	0.7%
-3: Missing	8	0.1%	424,602	0.2%

Variable: AEO_CHALLENGESE

Label: AEO: EMPLOYEE MANAGEMENT- WAGES

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? E. I struggle to offer wages that are competitive with larger employers.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESF

Label: AEO: EMPLOYEE MANAGEMENT- BENEFITS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? F. I struggle to offer benefits that are competitive with larger employers

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	91	1.1%	2,435,335	1.0%
2: Somewhat agree	76	0.9%	2,238,556	0.9%
3: Neither agree nor disagree	81	1.0%	3,111,102	1.2%
4: Somewhat disagree	38	0.5%	1,604,787	0.6%
5: Strongly disagree	25	0.3%	968,127	0.4%
6: Not applicable	77	0.9%	2,264,819	0.9%
-3: Missing	5	0.1%	108,318	0.0%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESG

Label: AEO: EMPLOYEE MANAGEMENT-ENGAGED

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? G. Employees feel engaged and motivated in their roles.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	88	1.1%	2,420,898	1.0%
2: Somewhat agree	114	1.4%	3,986,808	1.6%
3: Neither agree nor disagree	93	1.1%	2,952,491	1.2%
4: Somewhat disagree	29	0.4%	1,126,795	0.4%
5: Strongly disagree	18	0.2%	664,400	0.3%
6: Not applicable	44	0.5%	1,228,419	0.5%
-3: Missing	7	0.1%	351,232	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESH

Label: AEO: EMPLOYEE MANAGEMENT-EXPECTATIONS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? H. All staff have a clear set of expectations that they have been informed of, can reference, and adhere to.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	101	1.2%	2,722,271	1.1%
2: Somewhat agree	127	1.5%	4,465,310	1.8%
3: Neither agree nor disagree	79	1.0%	2,582,798	1.0%
4: Somewhat disagree	24	0.3%	779,902	0.3%
5: Strongly disagree	13	0.2%	723,200	0.3%
6: Not applicable	40	0.5%	1,052,481	0.4%
-3: Missing	9	0.1%	405,081	0.2%

Variable: AEO_CHALLENGESH

Label: AEO: EMPLOYEE MANAGEMENT- EXPECTATIONS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? H. All staff have a clear set of expectations that they have been informed of, can reference, and adhere to.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESI

Label: AEO: EMPLOYEE MANAGEMENT- ENVIRONMENT

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? I. I provide a work environment that meets employees' personal and professional needs.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	108	1.3%	3,462,120	1.4%
2: Somewhat agree	134	1.6%	4,333,216	1.7%
3: Neither agree nor disagree	75	0.9%	2,526,297	1.0%
4: Somewhat disagree	17	0.2%	561,920	0.2%
5: Strongly disagree	7	0.1%	386,283	0.2%
6: Not applicable	44	0.5%	1,066,636	0.4%
-3: Missing	8	0.1%	394,573	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESJ

Label: AEO: EMPLOYEE MANAGEMENT-DEVELOPMENT

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? J. Providing training and career development opportunities for employees is a challenge.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	55	0.7%	1,706,019	0.7%
2: Somewhat agree	97	1.2%	2,752,149	1.1%
3: Neither agree nor disagree	105	1.3%	3,630,972	1.4%
4: Somewhat disagree	45	0.5%	1,730,911	0.7%
5: Strongly disagree	25	0.3%	1,138,683	0.4%
6: Not applicable	58	0.7%	1,579,156	0.6%
-3: Missing	8	0.1%	193,154	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESK

Label: AEO: EMPLOYEE MANAGEMENT-LABOR COSTS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? K. Managing labor costs is a challenge for scheduling.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	62	0.8%	2,020,742	0.8%
2: Somewhat agree	88	1.1%	2,775,860	1.1%
3: Neither agree nor disagree	89	1.1%	3,093,054	1.2%
4: Somewhat disagree	47	0.6%	1,551,147	0.6%
5: Strongly disagree	36	0.4%	1,179,529	0.5%
6: Not applicable	60	0.7%	1,693,736	0.7%
-3: Missing	11	0.1%	416,976	0.2%

Variable: AEO_CHALLENGESK

Label: AEO: EMPLOYEE MANAGEMENT-LABOR COSTS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? K. Managing labor costs is a challenge for scheduling.

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESL

Label: AEO: EMPLOYEE MANAGEMENT-PREFERENCES

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? L. Accommodating employee preferences is challenging.

LABEL	<u>Unweighted</u>		<u>Weighted</u>	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	59	0.7%	2,155,803	0.8%
2: Somewhat agree	75	0.9%	2,398,389	0.9%
3: Neither agree nor disagree	105	1.3%	3,336,398	1.3%
4: Somewhat disagree	49	0.6%	1,377,389	0.5%
5: Strongly disagree	32	0.4%	1,154,022	0.5%
6: Not applicable	64	0.8%	1,928,059	0.8%
-3: Missing	9	0.1%	380,983	0.1%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESM

Label: AEO: EMPLOYEE MANAGEMENT-CONSISTENT

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? M. Employee schedules are consistent week-to-week.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	89	1.1%	3,026,045	1.2%
2: Somewhat agree	102	1.2%	3,350,301	1.3%
3: Neither agree nor disagree	84	1.0%	2,508,087	1.0%
4: Somewhat disagree	33	0.4%	1,332,250	0.5%
5: Strongly disagree	20	0.2%	514,530	0.2%
6: Not applicable	55	0.7%	1,560,639	0.6%
-3: Missing	10	0.1%	439,191	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESN

Label: AEO: EMPLOYEE MANAGEMENT-IN ADVANCE

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? N. Employees know their schedule more than 2 weeks in advance.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	113	1.4%	3,329,337	1.3%
2: Somewhat agree	86	1.0%	2,813,402	1.1%
3: Neither agree nor disagree	73	0.9%	2,369,322	0.9%
4: Somewhat disagree	33	0.4%	1,079,321	0.4%
5: Strongly disagree	23	0.3%	1,293,470	0.5%
6: Not applicable	58	0.7%	1,678,188	0.7%
-3: Missing	7	0.1%	168,004	0.1%

Variable: AEO_CHALLENGESN

Label: AEO: EMPLOYEE MANAGEMENT- IN ADVANCE

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? N. Employees know their schedule more than 2 weeks in advance.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESO

Label: AEO: EMPLOYEE MANAGEMENT- COMPLIANCE

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? O. Ensuring compliance with labor laws and regulations is challenging.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	63	0.8%	2,151,395	0.8%
2: Somewhat agree	72	0.9%	2,397,559	0.9%
3: Neither agree nor disagree	90	1.1%	2,950,994	1.2%
4: Somewhat disagree	44	0.5%	1,262,155	0.5%
5: Strongly disagree	58	0.7%	2,026,716	0.8%
6: Not applicable	54	0.7%	1,468,020	0.6%
-3: Missing	12	0.1%	474,205	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESP

Label: AEO: EMPLOYEE MANAGEMENT- TOOLS

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? P. I have access to the tools or resources I need to simplify human resource management and compliance tasks.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	74	0.9%	2,367,494	0.9%
2: Somewhat agree	96	1.2%	2,936,353	1.2%
3: Neither agree nor disagree	106	1.3%	3,865,504	1.5%
4: Somewhat disagree	31	0.4%	948,699	0.4%
5: Strongly disagree	11	0.1%	163,439	0.1%
6: Not applicable	64	0.8%	1,867,127	0.7%
-3: Missing	11	0.1%	582,428	0.2%
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

Variable: AEO_CHALLENGESQ

Label: AEO: EMPLOYEE MANAGEMENT- EXTERNAL

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? Q. There is insufficient external support to help me improve employee management practices.

LABEL	__ Unweighted __		__ Weighted __	
	COUNT	PCT	COUNT	PCT
1: Strongly agree	53	0.6%	1,798,291	0.7%
2: Somewhat agree	77	0.9%	2,916,168	1.1%
3: Neither agree nor disagree	95	1.2%	2,976,746	1.2%
4: Somewhat disagree	46	0.6%	1,110,442	0.4%
5: Strongly disagree	35	0.4%	1,008,660	0.4%
6: Not applicable	76	0.9%	2,338,308	0.9%
-3: Missing	11	0.1%	582,428	0.2%

Variable: AEO_CHALLENGESQ

Label: AEO: EMPLOYEE MANAGEMENT-EXTERNAL

Description: To what extent do you agree or disagree with the following statements about your experience with staffing and employee management? Q. There is insufficient external support to help me improve employee management practices.

LABEL	__Unweighted__		__Weighted__	
	COUNT	PCT	COUNT	PCT
.: Logical Skip	7,857	95.2%	241,526,479	95.0%
TOTALS	8,250	100.0%	254,257,523	100.0%

ALPHABETIC INDEX OF VARIABLES

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
AEO_BACKGROUND_1A	AEO: STATEMENT BIZ OWNER- INCOME
AEO_BACKGROUND_1B	AEO: STATEMENT BIZ OWNER- HEALTH
AEO_BACKGROUND_1C	AEO: STATEMENT BIZ OWNER- SKILLS
AEO_BACKGROUND_1D	AEO: STATEMENT BIZ OWNER- SCHEDULE
AEO_BACKGROUND_1E	AEO: STATEMENT BIZ OWNER- BALANCE
AEO_BACKGROUND_1F	AEO: STATEMENT BIZ OWNER- NETWORK
AEO_BACKGROUND_1G	AEO: STATEMENT BIZ OWNER- SECURITY
AEO_BACKGROUND_2A	AEO: BIZ MOTIVATING EMPLOYEES- LOCATION
AEO_BACKGROUND_2B	AEO: BIZ MOTIVATING EMPLOYEES- SCHEDULING
AEO_BACKGROUND_2C	AEO: BIZ MOTIVATING EMPLOYEES- VALUES
AEO_BACKGROUND_2D	AEO: BIZ MOTIVATING EMPLOYEES- WAGES
AEO_BACKGROUND_2E	AEO: BIZ MOTIVATING EMPLOYEES- BONUSES
AEO_BACKGROUND_2F	AEO: BIZ MOTIVATING EMPLOYEES- BENEFITS
AEO_BACKGROUND_2G	AEO: BIZ MOTIVATING EMPLOYEES- FAMILY
AEO_BACKGROUND_2H	AEO: BIZ MOTIVATING EMPLOYEES- NETWORK
AEO_BACKGROUND_2I	AEO: BIZ MOTIVATING EMPLOYEES- GROWTH
AEO_BACKGROUND_2J	AEO: BIZ MOTIVATING EMPLOYEES- CONTRIBUTIONS
AEO_BACKGROUND_2K	AEO: BIZ MOTIVATING EMPLOYEES- EMERGENCIES
AEO_BACKGROUND_2L	AEO: BIZ MOTIVATING EMPLOYEES- OTHER
AEO_BACKGROUND_3A	AEO: RETAIN EMPLOYEES- WAGES
AEO_BACKGROUND_3B	AEO: RETAIN EMPLOYEES- BENEFITS
AEO_BACKGROUND_3C	AEO: RETAIN EMPLOYEES- AFFORDABLE BENEFITS
AEO_BACKGROUND_3D	AEO: RETAIN EMPLOYEES- CULTURE
AEO_BACKGROUND_3E	AEO: RETAIN EMPLOYEES- SCHEDULING
AEO_BACKGROUND_3F	AEO: RETAIN EMPLOYEES- DEVELOPMENT
AEO_BACKGROUND_3G	AEO: RETAIN EMPLOYEES- VALUES
AEO_BACKGROUND_3H	AEO: RETAIN EMPLOYEES- LOCAL COMMUNITY
AEO_BACKGROUND_3I	AEO: RETAIN EMPLOYEES- JOB STABILITY

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
AEO_BACKGROUND_3J	AEO: RETAIN EMPLOYEES- OTHER
AEO_BACKGROUND_4	AEO: EMPLOYMENT RELATIONS PERSON
AEO_CHALLENGESA	AEO: EMPLOYEE MANAGEMENT- OPEN POSITIONS
AEO_CHALLENGESB	AEO: EMPLOYEE MANAGEMENT- TURNOVER
AEO_CHALLENGESC	AEO: EMPLOYEE MANAGEMENT- TERMINATED
AEO_CHALLENGESD	AEO: EMPLOYEE MANAGEMENT- LEAVE
AEO_CHALLENGESE	AEO: EMPLOYEE MANAGEMENT- WAGES
AEO_CHALLENGESF	AEO: EMPLOYEE MANAGEMENT- BENEFITS
AEO_CHALLENGESG	AEO: EMPLOYEE MANAGEMENT- ENGAGED
AEO_CHALLENGESH	AEO: EMPLOYEE MANAGEMENT- EXPECTATIONS
AEO_CHALLENGESI	AEO: EMPLOYEE MANAGEMENT- ENVIRONMENT
AEO_CHALLENGESJ	AEO: EMPLOYEE MANAGEMENT- DEVELOPMENT
AEO_CHALLENGESK	AEO: EMPLOYEE MANAGEMENT- LABOR COSTS
AEO_CHALLENGESL	AEO: EMPLOYEE MANAGEMENT- PREFERENCES
AEO_CHALLENGESM	AEO: EMPLOYEE MANAGEMENT- CONSISTENT
AEO_CHALLENGESN	AEO: EMPLOYEE MANAGEMENT- IN ADVANCE
AEO_CHALLENGESO	AEO: EMPLOYEE MANAGEMENT- COMPLIANCE
AEO_CHALLENGESP	AEO: EMPLOYEE MANAGEMENT- TOOLS
AEO_CHALLENGESQ	AEO: EMPLOYEE MANAGEMENT- EXTERNAL
AEO_HRM_1_1	AEO: SOFTWARE FUNCTIONS- BENEFITS ADMINISTRATION
AEO_HRM_1_2	AEO: SOFTWARE FUNCTIONS- PAYROLL
AEO_HRM_1_3	AEO: SOFTWARE FUNCTIONS- BOOKKEEPING
AEO_HRM_1_4	AEO: SOFTWARE FUNCTIONS- SCHEDULING AND TIME TRACKING
AEO_HRM_1_5	AEO: SOFTWARE FUNCTIONS- NONE OF THE ABOVE
AEO_HRM_2A	AEO: MANAGEMENT SOFTWARE- BENEFIT OPTIONS
AEO_HRM_2B	AEO: MANAGEMENT SOFTWARE- NAVIGATING HR
AEO_HRM_2C	AEO: MANAGEMENT SOFTWARE- NEW REGULATIONS
AEO_HRM_2D	AEO: MANAGEMENT SOFTWARE- LABOR STANDARDS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
AEO_HRM_2E	AEO: MANAGEMENT SOFTWARE- TAX FILINGS
AEO_HRM_2F	AEO: MANAGEMENT SOFTWARE- CUSTOMER SUPPORT
AEO_HRM_3A	AEO: NOT USING SOFTWARE- COST
AEO_HRM_3B	AEO: NOT USING SOFTWARE- TOO SMALL
AEO_HRM_3C	AEO: NOT USING SOFTWARE- TIME
AEO_HRM_3D	AEO: NOT USING SOFTWARE- DON'T KNOW
AEO_HRM_3E	AEO: NOT USING SOFTWARE- CURRENT PROCESSES
AEO_HRM_3F	AEO: NOT USING SOFTWARE- DATA SECURITY
BO_ACQOWN_1	INITIALLY ACQUIRE OWNERSHIP OF BUSINESS
BO_ADDFINANCE_1	APPLY OR REQUEST ADDITIONAL FINANCING
BO_ADDFINANCE_2_1	WHERE APPLY FOR ADDITIONAL FINANCING- PERSONAL HOME EQUITY LOAN
BO_ADDFINANCE_2_10	WHERE APPLY FOR ADDITIONAL FINANCING- GRANTS
BO_ADDFINANCE_2_11	WHERE APPLY FOR ADDITIONAL FINANCING- OTHER CAPITAL SOURCES
BO_ADDFINANCE_2_2	WHERE APPLY FOR ADDITIONAL FINANCING- PERSONAL CREDIT CARD
BO_ADDFINANCE_2_3	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS CREDIT CARD
BO_ADDFINANCE_2_4	WHERE APPLY FOR ADDITIONAL FINANCING- GOVERNMENT-GUARANTEED BUSINESS LOAN
BO_ADDFINANCE_2_5	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS LOAN FROM BANK
BO_ADDFINANCE_2_6	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS LOAN FROM GOVERNMENT
BO_ADDFINANCE_2_7	WHERE APPLY FOR ADDITIONAL FINANCING- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_2_8	WHERE APPLY FOR ADDITIONAL FINANCING- INVESTMENT BY VENTURE CAPITALISTS
BO_ADDFINANCE_2_9	WHERE APPLY FOR ADDITIONAL FINANCING- CROWDFUNDING
BO_ADDFINANCE_3A	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS CARD

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_3B	CAPITAL REQUESTED DID YOU RECEIVE- GOVERNMENT-GUARANTEED BUSINESS LOAN
BO_ADDFINANCE_3C	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS LOAN FROM A BANK
BO_ADDFINANCE_3D	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS FROM GOVERNMENT
BO_ADDFINANCE_3E	CAPITAL REQUESTED DID YOU RECEIVE- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_3F	CAPITAL REQUESTED DID YOU RECEIVE- INVESTMENT BY VENTURE CAPITALIST
BO_ADDFINANCE_3G	CAPITAL REQUESTED DID YOU RECEIVE- CROWDFUNDING
BO_ADDFINANCE_3H	CAPITAL REQUESTED DID YOU RECEIVE- GRANTS
BO_ADDFINANCE_3I	CAPITAL REQUESTED DID YOU RECEIVE- OTHER
BO_ADDFINANCE_4A	CAPITAL NOT USE NOT RECEIVE- BUSINESS CREDIT CARD
BO_ADDFINANCE_4B	CAPITAL NOT USE NOT RECEIVE- GOVERNMENT-GUARANTEED BUSINESS LOAN
BO_ADDFINANCE_4C	CAPITAL NOT USE NOT RECEIVE- BUSINESS LOAN FROM A BANK
BO_ADDFINANCE_4D	CAPITAL NOT USE NOT RECEIVE- BUSINESS LOAN FROM GOVERNMENT
BO_ADDFINANCE_4E	CAPITAL NOT USE NOT RECEIVE- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_4F	CAPITAL NOT USE NOT RECEIVE- INVESTMENT BY VENTURE CAPITALIST
BO_ADDFINANCE_4G	CAPITAL NOT USE NOT RECEIVE- CROWDFUNDING
BO_ADDFINANCE_4H	CAPITAL NOT USE NOT RECEIVE- GRANTS
BO_ADDFINANCE_5_1	DECLINED FUNDING ADDITIONAL- POOR CREDIT SCORE
BO_ADDFINANCE_5_10	DECLINED FUNDING ADDITIONAL- UNDESIRABLE LOCATION
BO_ADDFINANCE_5_11	DECLINED FUNDING ADDITIONAL- NO RELATIONSHIP WITH BANK
BO_ADDFINANCE_5_12	DECLINED FUNDING ADDITIONAL- NOT GIVEN A REASON
BO_ADDFINANCE_5_13	DECLINED FUNDING ADDITIONAL- OTHER

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_5_2	DECLINED FUNDING ADDITIONAL- CREDIT HISTORY
BO_ADDFINANCE_5_3	DECLINED FUNDING ADDITIONAL- MISSED PAYMENTS
BO_ADDFINANCE_5_4	DECLINED FUNDING ADDITIONAL- AGE OF BUSINESS
BO_ADDFINANCE_5_5	DECLINED FUNDING ADDITIONAL- PERSONAL BACKGROUND
BO_ADDFINANCE_5_6	DECLINED FUNDING ADDITIONAL- COLLATERAL
BO_ADDFINANCE_5_7	DECLINED FUNDING ADDITIONAL- BUSINESS PLAN
BO_ADDFINANCE_5_8	DECLINED FUNDING ADDITIONAL- TOO RISKY
BO_ADDFINANCE_5_9	DECLINED FUNDING ADDITIONAL- UNDESIRABLE INDUSTRY
BO_ADDFINANCE_6_1_Y3	NOT REQUEST GRANT FUNDING- FIND OPPORTUNITIES
BO_ADDFINANCE_6_2_Y3	NOT REQUEST GRANT FUNDING- QUALIFY FOR GRANT
BO_ADDFINANCE_6_3_Y3	NOT REQUEST GRANT FUNDING- UNLIKELY RECEIVE GRANT
BO_ADDFINANCE_6_4_Y3	NOT REQUEST GRANT FUNDING- TOO DIFFICULT
BO_ADDFINANCE_6_5_Y3	NOT REQUEST GRANT FUNDING- AVAILABLE GRANT FUNDING TOO SMALL
BO_ADDFINANCE_6_6_Y3	NOT REQUEST GRANT FUNDING- OTHER
BO_ADDFINANCE_6_7_Y3	NOT REQUEST GRANT FUNDING- DID NOT NEED GRANT FUNDING
BO_ADDFINANCE_7_1_Y3	NOT REQUEST FROM A BANK- POOR CREDIT SCORE
BO_ADDFINANCE_7_2_Y3	NOT REQUEST FROM A BANK- LACK OF RELATIONSHIP
BO_ADDFINANCE_7_3_Y3	NOT REQUEST FROM A BANK- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
BO_ADDFINANCE_7_4_Y3	NOT REQUEST FROM A BANK- EXPECTED TO BE DECLINED
BO_ADDFINANCE_7_5_Y3	NOT REQUEST FROM A BANK- OTHER
BO_ADDFINANCE_7_6_Y3	NOT REQUEST FROM A BANK- I DID NOT NEED FUNDING FROM A BANK
BO_ADDFINANCE_8_1_Y3	NOT REQUEST FROM THE FOLLOWING- POOR CREDIT SCORE

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_8_2_Y3	NOT REQUEST FROM THE FOLLOWING- LACK OF RELATIONSHIP
BO_ADDFINANCE_8_3_Y3	NOT REQUEST FROM THE FOLLOWING- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
BO_ADDFINANCE_8_4_Y3	NOT REQUEST FROM THE FOLLOWING- EXPECTED TO BE DECLINED
BO_ADDFINANCE_8_5_Y3	NOT REQUEST FROM THE FOLLOWING- OTHER
BO_ADDFINANCE_8_6_Y3	NOT REQUEST FROM THE FOLLOWING- DID NOT NEED FUNDING FROM A BANK
BO_ADDFINANCE_INSTITUTION_1_1	WHICH INSTITUTION RECEIVED CAPITAL FROM- SMALL LOCAL BANK
BO_ADDFINANCE_INSTITUTION_1_2	WHICH INSTITUTION RECEIVED CAPITAL FROM- LARGE NATIONAL BANK
BO_ADDFINANCE_INSTITUTION_1_3	WHICH INSTITUTION RECEIVED CAPITAL FROM- FINANCIAL SERVICES COMPANY
BO_ADDFINANCE_INSTITUTION_1_4	WHICH INSTITUTION RECEIVED CAPITAL FROM- ONLINE LENDER
BO_ADDFINANCE_INSTITUTION_1_5	WHICH INSTITUTION RECEIVED CAPITAL FROM- CREDIT UNION
BO_ADDFINANCE_INSTITUTION_1_6	WHICH INSTITUTION RECEIVED CAPITAL FROM- FINANCE COMPANY
BO_ADDFINANCE_INSTITUTION_1_7	WHICH INSTITUTION RECEIVED CAPITAL FROM- ALTERNATIVE FINANCIAL SOURCE
BO_ADDFINANCE_INSTITUTION_1_8	WHICH INSTITUTION RECEIVED CAPITAL FROM- CDFI
BO_ADDFINANCE_INSTITUTION_1_9	WHICH INSTITUTION RECEIVED CAPITAL FROM- OTHER INSTITUTION
BO_ADDFINANCE_REASON_1	REASON FOR ADDITIONAL FINANCING AFTER START-UP - MEET CURRENT EXPENSES
BO_ADDFINANCE_REASON_2	REASON FOR ADDITIONAL FINANCING AFTER START-UP - REFINANCE OR PAY DOWN DEBT
BO_ADDFINANCE_REASON_3	REASON FOR ADDITIONAL FINANCING AFTER START-UP - HIRE NEW EMPLOYEES
BO_ADDFINANCE_REASON_4	REASON FOR ADDITIONAL FINANCING AFTER START-UP - SECURE NEW BUSINESS LOCATION

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_ADDFINANCE_REASON_5	REASON FOR ADDITIONAL FINANCING AFTER START-UP - NEW TECHNOLOGIES
BO_ADDFINANCE_REASON_6	REASON FOR ADDITIONAL FINANCING AFTER START-UP - NEW/IMPROVED EQUIPMENT
BO_ADDFINANCE_REASON_7	REASON FOR ADDITIONAL FINANCING AFTER START-UP - NEW BUSINESS RELATIONSHIPS
BO_ADDFINANCE_REASON_8	REASON FOR ADDITIONAL FINANCING AFTER START-UP - PROFESSIONAL DEVELOPMENT
BO_ADDFINANCE_REASON_9	REASON FOR ADDITIONAL FINANCING AFTER START-UP - OTHER
BO_ADDFINANCE_WS1_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED-PERSONAL
BO_ADDFINANCE_WS2_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED-PERSONAL/BUSINESS CREDIT CARD
BO_ADDFINANCE_WS3_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED-LOCAL/NATIONAL BANK
BO_ADDFINANCE_WS4_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED-FINANCIAL INSTITUTION
BO_ADDFINANCE_WS5_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED-CROWDFUNDING/COMMUNITY DEVELOPMENT
BO_ADDFINANCE_WS6_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED-GOVERNMENT SOURCE
BO_ADDFINANCE_WS7_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- BUSINESS LOAN FROM FAMILY
BO_ADDFINANCE_WS8_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- VENTURE CAPITALISTS
BO_ADDFINANCE_WS9_RUF	RUF VARIABLE: ADDITIONAL FINANCING RECEIVED- OTHER
BO_BIZEMERGE_1	ORIGIN OF WORK/ BUSINESS
BO_BIZTYPE_1	BUSINESS TYPE
BO_CASH	CASH ON HAND
BO_CHALLENGE_1_1	FINANCIAL CHALLENGES- NOT BEING ABLE TO ACCESS HEALTH INSURANCE
BO_CHALLENGE_1_2	FINANCIAL CHALLENGES- NOT HAVING ACCESS TO EMPLOYER-PROVIDED BENEFITS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_CHALLENGE_1_3	FINANCIAL CHALLENGES- PERSONAL FINANCES
BO_CHALLENGE_1_4	FINANCIAL CHALLENGES- ACCESSING CAPITAL
BO_CHALLENGE_1_5	FINANCIAL CHALLENGES- MAKING RENT PAYMENTS
BO_CHALLENGE_1_6	FINANCIAL CHALLENGES- DECREASING SALES
BO_CHALLENGE_1_7	FINANCIAL CHALLENGES- INCREASING BUSINESS COSTS
BO_CHALLENGE_1_8	FINANCIAL CHALLENGES- NONE OF THE ABOVE
BO_CHALLENGE_2_1_Y2	BUSINESS OPERATIONS CHALLENGES- MAINTAINING BUSINESS LICENSE- Y2
BO_CHALLENGE_2_2_Y2	BUSINESS OPERATIONS CHALLENGES- DOING MY TAXES- Y2
BO_CHALLENGE_2_3_Y2	BUSINESS OPERATIONS CHALLENGES- NAVIGATING GOVERNMENT REGULATIONS- Y2
BO_CHALLENGE_2_4_Y2	BUSINESS OPERATIONS CHALLENGES- NONE OF THE ABOVE- Y2
BO_CHALLENGE_3_1_Y2	CUSTOMER REACH CHALLENGES- FINDING CUSTOMERS- Y2
BO_CHALLENGE_3_2_Y2	CUSTOMER REACH CHALLENGES- KEEPING EXISTING CUSTOMERS- Y2
BO_CHALLENGE_3_3_Y2	CUSTOMER REACH CHALLENGES- SETTING UP ONLINE PRESENCE- Y2
BO_CHALLENGE_3_4_Y2	CUSTOMER REACH CHALLENGES- IDENTIFYING BUSINESS OPPORTUNITIES- Y2
BO_CHALLENGE_3_5_Y2	CUSTOMER REACH CHALLENGES- NONE OF THE ABOVE- Y2
BO_CHALLENGE_4_10_Y2	RESOURCE OR SUPPORT CHALLENGES- EDUCATIONAL MATERIALS- Y2
BO_CHALLENGE_4_11_Y2	RESOURCE OR SUPPORT CHALLENGES- NONE OF THE ABOVE- Y2
BO_CHALLENGE_4_1_Y2	RESOURCE OR SUPPORT CHALLENGES- FINDING PROFESSIONAL SUPPORT- Y2
BO_CHALLENGE_4_2_Y2	RESOURCE OR SUPPORT CHALLENGES- FINDING ROLE MODELS- Y2
BO_CHALLENGE_4_3_Y2	RESOURCE OR SUPPORT CHALLENGES- GETTING SUPPORT FROM FAMILY- Y2
BO_CHALLENGE_4_4_Y2	RESOURCE OR SUPPORT CHALLENGES- GETTING SUPPORT FROM MY COMMUNITY- Y2

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_CHALLENGE_4_5_Y2	RESOURCE OR SUPPORT CHALLENGES- BALANCING WORK AND FAMILY- Y2
BO_CHALLENGE_4_6_Y2	RESOURCE OR SUPPORT CHALLENGES- FEELING BURNT OUT- Y2
BO_CHALLENGE_4_7_Y2	RESOURCE OR SUPPORT CHALLENGES- MAJOR LIFE EVENT- Y2
BO_CHALLENGE_4_8_Y2	RESOURCE OR SUPPORT CHALLENGES- FINDING TIME- Y2
BO_CHALLENGE_4_9_Y2	RESOURCE OR SUPPORT CHALLENGES- GROWING NETWORK- Y2
BO_CHALLENGE_5_1_Y2	ECONOMY OR MARKET CHALLENGES- FINDING OR RETAINING QUALIFIED EMPLOYEES- Y2
BO_CHALLENGE_5_2_Y2	ECONOMY OR MARKET CHALLENGES- COMPETING AGAINST OTHER BUSINESSES- Y2
BO_CHALLENGE_5_3_Y2	ECONOMY OR MARKET CHALLENGES- SUPPLY CHAIN ISSUES- Y2
BO_CHALLENGE_5_4_Y2	ECONOMY OR MARKET CHALLENGES- DECREASING DEMAND FOR MY PRODUCT- Y2
BO_CHALLENGE_5_5_Y2	ECONOMY OR MARKET CHALLENGES- UNFAVORABLE ECONOMY- Y2
BO_CHALLENGE_5_6_Y2	ECONOMY OR MARKET CHALLENGES- NAVIGATING REQUIREMENTS- Y2
BO_CHALLENGE_5_7_Y2	ECONOMY OR MARKET CHALLENGES- NONE OF THE ABOVE- Y2
BO_CHALLENGE_6	FACING OTHER CHALLENGES
BO_CHALLENGE_ADDRESS_1_1	TAKE ACTION- SPOKE WITH FRIEND
BO_CHALLENGE_ADDRESS_1_2	TAKE ACTION- MENTOR
BO_CHALLENGE_ADDRESS_1_3	TAKE ACTION- INDUSTRY EXPERTS
BO_CHALLENGE_ADDRESS_1_4	TAKE ACTION- PROFESSIONAL ADVICE
BO_CHALLENGE_ADDRESS_1_5	TAKE ACTION- ATTENDED TRAININGS
BO_CHALLENGE_ADDRESS_1_6	TAKE ACTION- APPLIED SUPPORT PROGRAM
BO_CHALLENGE_ADDRESS_1_7	TAKE ACTION- OTHER
BO_CHALLENGE_ADDRESS_1_8	TAKE ACTION- NONE OF THE ABOVE

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_CHALLENGE_ENDAA_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- SUPPLY CHAIN ISSUES- Y2
BO_CHALLENGE_ENDA_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- NOT ACCESS HEALTH INSURANCE- Y2
BO_CHALLENGE_ENDBB_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- DECREASING DEMAND FOR PRODUCT- Y2
BO_CHALLENGE_ENDB_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- NOT ACCESS TO EMPLOYER BENEFITS- Y2
BO_CHALLENGE_ENDCC_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- UNFAVORABLE ECONOMY- Y2
BO_CHALLENGE_ENDC_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- CHALLENGES WITH PERSONAL FINANCES- Y2
BO_CHALLENGE_ENDDD_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- HIRING EMPLOYEES- Y2
BO_CHALLENGE_ENDD_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- ACCESSING CAPITAL- Y2
BO_CHALLENGE_ENDE_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- MAKING RENT PAYMENTS- Y2
BO_CHALLENGE_ENDF_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- DECREASING SALES- Y2
BO_CHALLENGE_ENDG_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- INCREASING BUSINESS COSTS- Y2
BO_CHALLENGE_ENDH_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- MAINTAINING BUSINESS LICENSE- Y2
BO_CHALLENGE_ENDI_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- DOING MY TAXES- Y2
BO_CHALLENGE_ENDJ_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- NAVIGATING GOVERNMENT REGULATIONS- Y2
BO_CHALLENGE_ENDK_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING CUSTOMERS- Y2
BO_CHALLENGE_ENDL_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- KEEPING EXISTING CUSTOMERS- Y2
BO_CHALLENGE_ENDM_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- SETTING UP THE BUSINESS- Y2

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_CHALLENGE_ENDN_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- BUSINESS OPPORTUNITIES- Y2
BO_CHALLENGE_ENDO_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING PROFESSIONAL SUPPORT- Y2
BO_CHALLENGE_ENDP_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING ROLE MODELS- Y2
BO_CHALLENGE_ENDQ_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- GETTING SUPPORT FROM FAMILY- Y2
BO_CHALLENGE_ENDR_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- GETTING SUPPORT FROM COMMUNITY- Y2
BO_CHALLENGE_ENDS_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- BALANCING WORK AND FAMILY- Y2
BO_CHALLENGE_ENDT_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FEELING BURNT OUT- Y2
BO_CHALLENGE_ENDU_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- MAJOR LIFE EVENT- Y2
BO_CHALLENGE_ENDV_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING TIME- Y2
BO_CHALLENGE_ENDW_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- GROWING NETWORK- Y2
BO_CHALLENGE_ENDX_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- EDUCATIONAL MATERIALS- Y2
BO_CHALLENGE_ENDY_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- FINDING QUALIFIED EMPLOYEES- Y2
BO_CHALLENGE_ENDZ_Y2	PRIMARY REASONS YOU CLOSED YOUR BUSINESS- COMPETING AGAINST OTHER BUSINESS- Y2
BO_CLIENT_1	WORK PRIMARILY FOR ONE CLIENT
BO_COLLAB_1	BUSINESS CONCEPT ON OWN OR COLLABORATING
BO_EMPBENEFIT_1_1	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- HEALTH INSURANCE
BO_EMPBENEFIT_1_2	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- RETIREMENT PLANS
BO_EMPBENEFIT_1_3	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- PROFIT SHARING

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_EMPBENEFIT_1_4	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- PAID HOLIDAYS
BO_EMPBENEFIT_1_5	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- PAID SICK LEAVE
BO_EMPBENEFIT_1_6	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- PAID PARENTAL OR FAMILY LEAVE
BO_EMPBENEFIT_1_7	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- TUITION ASSISTANCE
BO_EMPBENEFIT_1_8	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- OTHER BENEFIT
BO_EMPBENEFIT_1_9	EMPLOYEE BENEFITS PAID BY YOUR BUSINESS- NONE OF THE ABOVE
BO_EMPBENEFIT_HEALTHINS_1	EMPLOYEE HEALTH CARE COST COVERED BY YOUR BUSINESS
BO_EMPBENEFIT_HEALTHINS_2A	MORE LIKELY TO PROVIDE EMPLOYEE HEALTH CARE - PREMIUMS MORE AFFORDABLE
BO_EMPBENEFIT_HEALTHINS_2B	MORE LIKELY TO PROVIDE EMPLOYEE HEALTH CARE - OPTIONS EASIER TO UNDERSTAND
BO_EMPBENEFIT_HEALTHINS_2C	MORE LIKELY TO PROVIDE EMPLOYEE HEALTH CARE - ADMINISTRATIVE BURDEN
BO_EMPBENEFIT_HEALTHINS_2D	MORE LIKELY TO PROVIDE EMPLOYEE HEALTH CARE - STRONGER EMPLOYEE INTEREST
BO_EMPLOYEES_1_1_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- FULL-TIME PAID EMPLOYEES
BO_EMPLOYEES_1_2_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- PART-TIME PAID EMPLOYEES
BO_EMPLOYEES_1_3_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- PAID DAY LABORERS
BO_EMPLOYEES_1_4_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- TEMPORARY STAFFING AND LEASED EMPLOYEES
BO_EMPLOYEES_1_5_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- CONTRACTORS
BO_EMPLOYEES_1_6_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- UNPAID EMPLOYEES
BO_EMPLOYEES_1_7_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- OTHER

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_EMPLOYEES_1_8_DRV	DERIVED VARIABLE: TYPES OF WORKERS USED- NONE
BO_EXITSTRAT_1_Y2	HOW YOU CLOSED OR ENDED YOUR BUSINESS OR STOPPED WORKING FOR YOURSELF- Y2
BO_GOALS_1	TOP GOAL FOR THE NEXT FIVE YEARS
BO_GOALS_2	ACCESS TO SUPPORT AND RESOURCES IN COMMUNITY TO MEET BUSINESS GOALS
BO_GRANT_TYPE_1_1	SOURCE RECEIVED GRANT CAPITAL- GOVERNMENT SOURCE
BO_GRANT_TYPE_1_2	SOURCE RECEIVED GRANT CAPITAL- PRIVATE INSTITUTION
BO_GRANT_TYPE_1_3	SOURCE RECEIVED GRANT CAPITAL- NON-PROFIT ORGANIZATION
BO_GRANT_TYPE_1_4	SOURCE RECEIVED GRANT CAPITAL- OTHER GRANT SOURCE
BO_HOURSWK_1	AVERAGE NUMBER OF HOURS PER WEEK MANAGING OR WORKING IN YOUR BUSINESS
BO_HOURSWK_2	IN LAST YEAR AVERAGE NUMBER OF HOURS SPENT MANAGING OR WORKING IN YOUR BUSINESS
BO_IMPACT_1	BUSINESS IS MISSION-DRIVEN
BO_IMPACT_2_1	BUSINESS MISSION DRIVEN - SOCIAL MISSION
BO_IMPACT_2_2	BUSINESS MISSION DRIVEN - SUPPORTS LOCAL CAUSE
BO_IMPACT_2_3	BUSINESS MISSION DRIVEN - ENVIRONMENTAL SUSTAINABILITY
BO_IMPACT_2_4	BUSINESS MISSION DRIVEN - OTHER
BO_INDUSTRY_1	WHAT INDUSTRY BEST CLASSIFIES
BO_LEGALSTAT_1	BUSINESS LEGAL FORM OF ORGANIZATION
BO_LENGTH_1	HOW LONG DO YOU SEE YOURSELF
BO_NUMEMPLOY_1_Y2_RUF	RUF VARIABLE: NUMBER OF WORKERS USED- Y2
BO_NUMPREVBIZ_1	HOW MANY PREVIOUS BUSINESSES HAVE YOU OWNED
BO_ONLINE_1	DO YOU HAVE A WEBSITE OR SOCIAL MEDIA PRESENCE
BO_OWNERSHIP_1	BUSINESS OWNERSHIP- SELF, SPOUSE, AND/OR OTHER
BO_OWNERSHIP_2	BUSINESS OWNERSHIP- TOTAL NUMBER OTHERS
BO_PLMARGIN_1	DID YOU HAVE PROFITS LOSSES OR BREAK EVEN

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_POSTPLANS_1	WHAT ARE YOUR PLANS FOR AFTER YOU FINISH
BO_POSTPLANS_2	WHAT DID YOU DO IMMEDIATELY AFTER YOU FINISHED
BO_PRIMARYINC_1	DOES YOUR WORK PROVIDE PRIMARY SOURCE OF HOUSEHOLD INCOME
BO_PRIMARYINC_2	THE LAST YEAR DID YOUR WORK PROVIDE PRIMARY SOURCE OF HOUSEHOLD INCOME
BO_REASONS_1_Y2	PRIMARY REASON FOR STOPPING- Y2
BO_REASONS_2_Y2	SECOND MOST IMPORTANT REASON FOR STOPPING- Y2
BO_REVENUE_1_RUF	RUF VARIABLE: AMOUNT OF INCOME OR SALES AND OPERATING REVENUES
BO_REVENUE_2_RUF	RUF VARIABLE: THE LAST YEAR AMOUNT OF INCOME OR SALES AND OPERATING REVENUES
BO_SERVICES_1_1	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - QUALIFIED EMPLOYEES
BO_SERVICES_1_10	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - SDBC SERVICES
BO_SERVICES_1_11	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - LOCAL EDUCATION INST SERVICES
BO_SERVICES_1_12	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - OTHER
BO_SERVICES_1_2	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - LARGER BUSINESS COMPETITION
BO_SERVICES_1_3	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - NETWORKING OPPORTUNITIES
BO_SERVICES_1_4	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - MENTORSHIP
BO_SERVICES_1_5	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - CONSULT WITH INDUSTRY EXPERTS
BO_SERVICES_1_6	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - ADVICE FROM BUSINESS EXPERTS
BO_SERVICES_1_7	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - ONE ON ONE COACHING
BO_SERVICES_1_8	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - TRAININGS OR WORKSHOPS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
BO_SERVICES_1_9	AVAILABLE BUSINESS SUPPORT SERVICES IN COMMUNITY - BUSINESS COHORT PROGRAMS
BO_SERVICES_2	MOST PREFERRED TYPE OF BUSINESS SUPPORT SERVICES IN COMMUNITY
BO_SERVICES_3	SECOND MOST PREFERRED TYPE OF BUSINESS SUPPORT SERVICES IN COMMUNITY
BO_STARTBIZ_1_Y4_RUF	RUF VARIABLE: WHAT YEAR DID YOU START - Y4
BO_TAX_FILING_1	CONFIDENCE IN MAXIMIZING TAX BENEFITS
BO_WEEKSWK_1	WEEKS SPEND MANAGING OR WORKING IN THIS BUSINESS
BO_WEEKSWK_2	IN LAST YEAR HOW MANY WEEKS SPEND MANAGING OR WORKING IN YOUR BUSINESS
BO_WORKHOME_1	PRIMARY LOCATION WORKED
BUSINESS_INTERRUPTIONS_1_1	FOLLOWING INTERRUPTIONS- DOMESTIC DELAYS
BUSINESS_INTERRUPTIONS_1_2	FOLLOWING INTERRUPTIONS- FOREIGN DELAYS
BUSINESS_INTERRUPTIONS_1_3	FOLLOWING INTERRUPTIONS- ALTERNATIVE DOMESTIC
BUSINESS_INTERRUPTIONS_1_4	FOLLOWING INTERRUPTIONS- ALTERNATIVE FOREIGN
BUSINESS_INTERRUPTIONS_1_5	FOLLOWING INTERRUPTIONS- PRODUCTION DELAYS
BUSINESS_INTERRUPTIONS_1_6	FOLLOWING INTERRUPTIONS- DELIVERY/SHIPPING
BUSINESS_INTERRUPTIONS_1_7	FOLLOWING INTERRUPTIONS- OTHER
BUSINESS_INTERRUPTIONS_1_8	FOLLOWING INTERRUPTIONS- NONE
COUNTY_DRV	COUNTY FIPS CODE DERIVED FROM ZIP CODE
COUNTY_NAME	COUNTY NAME DERIVED FROM ZIP CODE
CURWORK	CURRENTLY WORKING FLAG
DEM_AGE_IMPUTED	INDICATOR FOR IMPUTED AGE VALUES
DEM_AGE_RUF	RUF VARIABLE: RESPONDENT AGE
DEM_CITIZEN_DRV	DERIVED VARIABLE: CITIZENSHIP STATUS
DEM_DEBT	HOW MANAGEABLE YOUR HOUSEHOLD DEBT IS
DEM_DISABILITY_1A	DISABILITY - DIFFICULTY SEEING
DEM_DISABILITY_1B	DISABILITY - DIFFICULTY HEARING

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
DEM_DISABILITY_1C	DISABILITY - DIFFICULTY WALKING OR CLIMBING
DEM_DISABILITY_1D	DISABILITY - DIFFICULTY CONCENTRATING
DEM_DISABILITY_1E	DISABILITY - DIFFICULTY WASHING OR DRESSING
DEM_DISABILITY_1F	DISABILITY - DIFFICULTY COMMUNICATING OR SPEAKING
DEM_DISABILITY_1G	DISABILITY - DIFFICULTY DOING ERRANDS
DEM_DISABILITY_2	RECEIVE INCOME BECAUSE OF DISABILITY
DEM_EDU_RUF	RUF VARIABLE: HIGHEST DEGREE OR LEVEL OF SCHOOL COMPLETED
DEM_GENDER	TWO-CATEGORY GENDER IDENTITY
DEM_HHINC_RUF	RUF VARIABLE: TOTAL ANNUAL HOUSEHOLD INCOME
DEM_HOUSEADULT_DRV	DERIVED VARIABLE: HOW MANY ADULTS LIVE IN YOUR HOUSEHOLD
DEM_HOUSECHILDA_DRV	DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD UNDER 5 YEARS OLD
DEM_HOUSECHILDB_DRV	DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD 5-11 YEARS OLD
DEM_HOUSECHILDC_DRV	DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD 12-17 YEARS OLD
DEM_HOUSEHOLD_1_Y2_DRV	DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- SPOUSE OR UNMARRIED PARTNER
DEM_HOUSEHOLD_2_Y2_DRV	DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- IMMEDIATE FAMILY
DEM_HOUSEHOLD_3_Y2_DRV	DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- OTHER RELATIVES
DEM_HOUSEHOLD_4_Y2_DRV	DERIVED VARIABLE: WHO LIVES IN YOUR HOUSEHOLD- NON-RELATIVES
DEM_HOUSENUM_DRV	DERIVED VARIABLE: NUMBER OF PEOPLE IN HOUSEHOLD
DEM_INCARCERATED	PREVIOUSLY INCARCERATED
DEM_INSURA	DO YOU CURRENTLY HAVE- HEALTH INSURANCE
DEM_INSURB	DO YOU CURRENTLY HAVE- CONTRIBUTIONS TO RETIREMENT PLANS
DEM_INSURC	DO YOU CURRENTLY HAVE- PROFIT SHARING

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
DEM_INSURD	DO YOU CURRENTLY HAVE- PAID HOLIDAYS
DEM_INSURE	DO YOU CURRENTLY HAVE- PAID SICK LEAVE
DEM_INSURF	DO YOU CURRENTLY HAVE- PAID PARENTAL LEAVE
DEM_INSURG	DO YOU CURRENTLY HAVE- TUITION ASSISTANCE
DEM_MARITAL	MARITAL STATUS
DEM_MILITARY_1	HAVE YOU SERVED ON ACTIVE DUTY
DEM_NUMCHILD_DRV	DERIVED VARIABLE: NUMBER OF CHILDREN IN HOUSEHOLD
DEM_RELAOWN	IMMEDIATE FAMILY MEMBERS OWN A BUSINESS
DEM_STATE	RESPONDENT STATE
DEM_STUDENT	ENROLLED IN OR TAKING COURSES
DOV_AEO_MODULE	ADMINISTRATIVE VARIABLE: AEO MODULE QUALIFIED FLAG
DOV_CUR_ENTR	CURRENT ENTREPRENEUR FLAG
DOV_CUR_FREE	CURRENT FREELANCER FLAG
DOV_FORM_ENTR	FORMER ENTREPRENEUR FLAG
DOV_FORM_ENTR_Y1	FORMER ENTREPRENEUR FLAG - Y1 EQUIVALENT
DOV_FORM_FREE	FORMER FREELANCER FLAG
DOV_FORM_FREE_Y1	FORMER FREELANCER FLAG - Y1 EQUIVALENT
DOV_GENPOP	GENERAL POPULATION FLAG
DOV_GIGWORK	GIG WORKER FLAG
DOV_GROUP	COMPUTE GROUP
DOV_MICROBIZ	MICRO BUSINESS FLAG
DOV_NASCENT	NASCENT FLAG
DOV_WITHDRAW	WITHDRAWN FLAG
DOV_WITHDRAW_Y1	WITHDRAWN FLAG - Y1 EQUIVALENT
ENTR_CHALLENGES_1_1	THREE BIGGEST CHALLENGES- HEALTH INSURANCE
ENTR_CHALLENGES_1_10	THREE BIGGEST CHALLENGES- COMPETING
ENTR_CHALLENGES_1_11	THREE BIGGEST CHALLENGES- ECONOMY
ENTR_CHALLENGES_1_2	THREE BIGGEST CHALLENGES- TAX PAYMENTS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
ENTR_CHALLENGES_1_3	THREE BIGGEST CHALLENGES- CUSTOMERS
ENTR_CHALLENGES_1_4	THREE BIGGEST CHALLENGES- BALANCING
ENTR_CHALLENGES_1_5	THREE BIGGEST CHALLENGES- LONG HOURS
ENTR_CHALLENGES_1_6	THREE BIGGEST CHALLENGES- MOTIVATION
ENTR_CHALLENGES_1_7	THREE BIGGEST CHALLENGES- MAKING ENOUGH MONEY
ENTR_CHALLENGES_1_8	THREE BIGGEST CHALLENGES- REGULATIONS
ENTR_CHALLENGES_1_9	THREE BIGGEST CHALLENGES- RETAINING EMPLOYEES
ENTR_EXPERIENCE_1	SIMILAR WORK
ENTR_EXPERIENCE_2	PRIOR EXPERIENCE BUSINESS
ENTR_EXPERIENCE_3	YEARS OF EXPERIENCE
GP_CONSIDER_1_10_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- I LIKE MY CURRENT JOB- Y2
GP_CONSIDER_1_11_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- NEED EMPLOYER BENEFITS- Y2
GP_CONSIDER_1_12_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- DON'T HAVE SKILLS- Y2
GP_CONSIDER_1_13_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- DON'T KNOW WHERE TO GO- Y2
GP_CONSIDER_1_14_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- MAJOR LIFE EVENT- Y2
GP_CONSIDER_1_15_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- RETIRED- Y2
GP_CONSIDER_1_16_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- HEALTH REASONS- Y2
GP_CONSIDER_1_17_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- CREDIT SCORE- Y2
GP_CONSIDER_1_18_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- OTHER REASON- Y2
GP_CONSIDER_1_1_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- WHAT KIND OF BUSINESS- Y2
GP_CONSIDER_1_2_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- TOO RISKY- Y2
GP_CONSIDER_1_3_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- LOCAL COMMUNITY- Y2

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
GP_CONSIDER_1_4_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- DON'T HAVE ENOUGH SAVINGS- Y2
GP_CONSIDER_1_5_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- ACCESSING FINANCING- Y2
GP_CONSIDER_1_6_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- FAMILY NOT SUPPORTIVE- Y2
GP_CONSIDER_1_7_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- SEEMS TOO CHALLENGING- Y2
GP_CONSIDER_1_8_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- UNCERTAIN ECONOMY- Y2
GP_CONSIDER_1_9_Y2	PRIMARY REASONS NOT CONSIDERED BUSINESS- TOO MUCH TIME- Y2
GP_CONSIDER_2_Y2	PRIMARY REASON FOR NOT STARTING- Y2
GP_CONSIDER_3_Y2	SECOND MOST IMPORTANT REASON FOR NOT STARTING- Y2
GP_EMPBENEFIT_1_1	EMPLOYEE BENEFITS PAID BY EMPLOYER- HEALTH INSURANCE
GP_EMPBENEFIT_1_2	EMPLOYEE BENEFITS PAID BY EMPLOYER- RETIREMENT PLANS
GP_EMPBENEFIT_1_3	EMPLOYEE BENEFITS PAID BY EMPLOYER- PROFIT SHARING
GP_EMPBENEFIT_1_4	EMPLOYEE BENEFITS PAID BY EMPLOYER- PAID HOLIDAYS
GP_EMPBENEFIT_1_5	EMPLOYEE BENEFITS PAID BY EMPLOYER- PAID SICK LEAVE
GP_EMPBENEFIT_1_6	EMPLOYEE BENEFITS PAID BY EMPLOYER- PAID PARENTAL LEAVE
GP_EMPBENEFIT_1_7	EMPLOYEE BENEFITS PAID BY EMPLOYER- TUITION ASSISTANCE
GP_EMPBENEFIT_1_8	EMPLOYEE BENEFITS PAID BY EMPLOYER- OTHER BENEFIT
GP_EMPBENEFIT_1_9	EMPLOYEE BENEFITS PAID BY EMPLOYER- NONE OF THE ABOVE
GP_EMPLOYEELENGTH_1	HOW LONG WORK THERE
GP_EMPLOYERLENGTH_1	BUSINESS BEEN IN EXISTENCE
GP_HOURSWK_1	HOW MANY HOURS DID YOU USUALLY WORK EACH WEEK
GP_NEWJOB_1A	NEXT YEAR HOW LIKELY IS IT- STAY WITH CURRENT EMPLOYMENT ARRANGEMENT
GP_NEWJOB_1B	NEXT YEAR HOW LIKELY IS IT- LOOK FOR A DIFFERENT JOB
GP_NEWJOB_1C	NEXT YEAR HOW LIKELY IS IT- LOOK FOR ANOTHER JOB IN ADDITION TO CURRENT JOB

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
GP_NEWJOB_1D	NEXT YEAR HOW LIKELY IS IT- START OWN BUSINESS
GP_NEWJOB_1E	NEXT YEAR HOW LIKELY IS IT- START WORKING FOR YOURSELF
GP_NEWJOB_1F	NEXT YEAR HOW LIKELY IS IT- ENGAGE IN GIG WORK AS PRIMARY INCOME
GP_NEWJOB_1G	NEXT YEAR HOW LIKELY IS IT- ENGAGE IN GIG WORK AS SECONDARY INCOME
GP_NEWJOB_1H	NEXT YEAR HOW LIKELY IS IT- RETIRE
GP_NEWJOB_1I	NEXT YEAR HOW LIKELY IS IT- EXIT THE LABOR FORCE
GP_NEWJOB_1J	NEXT YEAR HOW LIKELY IS IT- GO BACK TO SCHOOL
GP_NEWJOB_2A	NEXT YEAR HOW LIKELY IS IT YOU WILL- TAKE A JOB
GP_NEWJOB_2B	NEXT YEAR HOW LIKELY IS IT YOU WILL- START OWN BUSINESS
GP_NEWJOB_2C	NEXT YEAR HOW LIKELY IS IT YOU WILL- START WORKING FOR YOURSELF
GP_NEWJOB_2D	NEXT YEAR HOW LIKELY IS IT YOU WILL- ENGAGE IN GIG WORK AS PRIMARY INCOME
GP_NEWJOB_2E	NEXT YEAR HOW LIKELY IS IT YOU WILL- ENGAGE IN GIG WORK AS SECONDARY INCOME
GP_NEWJOB_2F	NEXT YEAR HOW LIKELY IS IT YOU WILL- GO BACK TO SCHOOL
GP_NUMEMPSTART_1	HOW MANY PEOPLE WORK FOR THIS EMPLOYER
GP_WEEKSWK_1	HOW MANY WEEKS DID YOU WORK
MSA	FIFTY HIGHEST POPULATION MSAS DERIVED FROM ZIP CODE AND COUNTY
PARTIAL_CASE	INDICATOR FOR PARTIAL COMPLETE CASES
PE_CAPITAL_1_1	SOURCES OF CAPITAL- PERSONAL/FAMILY SAVINGS
PE_CAPITAL_1_10	SOURCES OF CAPITAL- INVESTMENT BY VENTURE CAPITALISTS
PE_CAPITAL_1_11	SOURCES OF CAPITAL- CROWDFUNDING
PE_CAPITAL_1_12	SOURCES OF CAPITAL- GRANTS
PE_CAPITAL_1_13	SOURCES OF CAPITAL- OTHER CAPITAL
PE_CAPITAL_1_14	SOURCES OF CAPITAL- NONE NEEDED
PE_CAPITAL_1_2	SOURCES OF CAPITAL- PERSONAL/FAMILY ASSETS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_CAPITAL_1_3	SOURCES OF CAPITAL- PERSONAL/FAMILY HOME EQUITY LOAN
PE_CAPITAL_1_4	SOURCES OF CAPITAL- PERSONAL CREDIT CARD
PE_CAPITAL_1_5	SOURCES OF CAPITAL- BUSINESS CREDIT CARD
PE_CAPITAL_1_6	SOURCES OF CAPITAL- GOVERNMENT-GUARANTEED BUSINESS LOAN
PE_CAPITAL_1_7	SOURCES OF CAPITAL- BUSINESS LOAN FROM BANK
PE_CAPITAL_1_8	SOURCES OF CAPITAL- BUSINESS LOAN FROM GOVERNMENT
PE_CAPITAL_1_9	SOURCES OF CAPITAL- BUSINESS LOAN FROM FAMILY/FRIENDS
PE_CAPITAL_2A	CAPITAL RECEIVED- BUSINESS CREDIT CARD
PE_CAPITAL_2B	CAPITAL RECEIVED- GOVERNMENT-GUARANTEED BUSINESS LOAN
PE_CAPITAL_2C	CAPITAL RECEIVED- BUSINESS LOAN FROM A BANK
PE_CAPITAL_2D	CAPITAL RECEIVED- BUSINESS LOAN FROM GOVERNMENT
PE_CAPITAL_2E	CAPITAL RECEIVED- BUSINESS LOAN FROM FAMILY/FRIENDS
PE_CAPITAL_2F	CAPITAL RECEIVED- INVESTMENT BY VENTURE CAPITALISTS
PE_CAPITAL_2G	CAPITAL RECEIVED- CROWDFUNDING
PE_CAPITAL_2H	CAPITAL RECEIVED- GRANTS
PE_CAPITAL_2I	CAPITAL RECEIVED- OTHER
PE_CAPITAL_3A	CAPITAL NOT USED- BUSINESS CREDIT CARD
PE_CAPITAL_3B	CAPITAL NOT USED- GOVERNMENT-GUARANTEED BUSINESS LOAN
PE_CAPITAL_3C	CAPITAL NOT USED- BUSINESS LOAN FROM A BANK
PE_CAPITAL_3D	CAPITAL NOT USED- BUSINESS LOAN FROM GOVERNMENT
PE_CAPITAL_3E	CAPITAL NOT USED- BUSINESS LOAN FROM FAMILY/FRIEND
PE_CAPITAL_3F	CAPITAL NOT USED- INVESTMENT BY VENTURE CAPITALIST
PE_CAPITAL_3G	CAPITAL NOT USED- CROWDFUNDING
PE_CAPITAL_3H	CAPITAL NOT USED- GRANTS
PE_CAPITAL_4_1	DECLINED FUNDING- POOR CREDIT SCORE
PE_CAPITAL_4_10	DECLINED FUNDING- UNDESIRABLE LOCATION

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_CAPITAL_4_11	DECLINED FUNDING- NO RELATIONSHIP WITH BANK
PE_CAPITAL_4_12	DECLINED FUNDING- NOT GIVEN A REASON
PE_CAPITAL_4_13	DECLINED FUNDING- OTHER
PE_CAPITAL_4_2	DECLINED FUNDING- LIMITED CREDIT HISTORY
PE_CAPITAL_4_3	DECLINED FUNDING- LATE PAYMENTS
PE_CAPITAL_4_4	DECLINED FUNDING- AGE OF BUSINESS
PE_CAPITAL_4_5	DECLINED FUNDING- PERSONAL BACKGROUND
PE_CAPITAL_4_6	DECLINED FUNDING- INSUFFICIENT COLLATERAL
PE_CAPITAL_4_7	DECLINED FUNDING- BUSINESS PLAN
PE_CAPITAL_4_8	DECLINED FUNDING- TOO RISKY
PE_CAPITAL_4_9	DECLINED FUNDING- UNDESIRABLE INDUSTRY
PE_CAPITAL_5_1_Y3	NOT REQUEST GRANT- FIND GRANT OPPORTUNITIES
PE_CAPITAL_5_2_Y3	NOT REQUEST GRANT- DID NOT QUALIFY
PE_CAPITAL_5_3_Y3	NOT REQUEST GRANT- THOUGHT IT WAS UNLIKELY
PE_CAPITAL_5_4_Y3	NOT REQUEST GRANT- TOO DIFFICULT
PE_CAPITAL_5_5_Y3	NOT REQUEST GRANT- AVAILABLE FUNDING AMOUNT TOO SMALL
PE_CAPITAL_5_6_Y3	NOT REQUEST GRANT- OTHER
PE_CAPITAL_5_7_Y3	NOT REQUEST GRANT- DID NOT NEED GRANT FUNDING
PE_CAPITAL_6_1_Y3	NOT REQUEST BANK- POOR CREDIT SCORE
PE_CAPITAL_6_2_Y3	NOT REQUEST BANK- LACK OF RELATIONSHIP
PE_CAPITAL_6_3_Y3	NOT REQUEST BANK- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
PE_CAPITAL_6_4_Y3	NOT REQUEST BANK- EXPECT TO BE DECLINED
PE_CAPITAL_6_5_Y3	NOT REQUEST BANK- OTHER
PE_CAPITAL_6_6_Y3	NOT REQUEST BANK- DID NOT NEED FUNDING FROM BANK
PE_CAPITAL_7_1_Y3	NOT FUNDING FOLLOWING- POOR CREDIT SCORE
PE_CAPITAL_7_2_Y3	NOT FUNDING FOLLOWING- LACK OF RELATIONSHIP

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_CAPITAL_7_3_Y3	NOT FUNDING FOLLOWING- UNFAVORABLE INTEREST RATE OR LOAN REPAYMENT TERMS
PE_CAPITAL_7_4_Y3	NOT FUNDING FOLLOWING- EXPECT TO BE DECLINED
PE_CAPITAL_7_5_Y3	NOT FUNDING FOLLOWING- OTHER
PE_CAPITAL_7_6_Y3	NOT FUNDING FOLLOWING- DID NOT NEED FUNDING FROM THIS/THESE SOURCE(S)
PE_CAPITAL_INSTITUTION_1_1	CAPITAL INSTITUTION- SMALL LOCAL BANK
PE_CAPITAL_INSTITUTION_1_2	CAPITAL INSTITUTION- LARGE NATIONAL BANK
PE_CAPITAL_INSTITUTION_1_3	CAPITAL INSTITUTION- FINANCIAL SERVICES COMPANY
PE_CAPITAL_INSTITUTION_1_4	CAPITAL INSTITUTION- ONLINE LENDER
PE_CAPITAL_INSTITUTION_1_5	CAPITAL INSTITUTION- CREDIT UNION
PE_CAPITAL_INSTITUTION_1_6	CAPITAL INSTITUTION- FINANCE COMPANY
PE_CAPITAL_INSTITUTION_1_7	CAPITAL INSTITUTION- ALTERNATIVE
PE_CAPITAL_INSTITUTION_1_8	CAPITAL INSTITUTION- COMMUNITY DEVELOPMENT
PE_CAPITAL_INSTITUTION_1_9	CAPITAL INSTITUTION- OTHER INSTITUTION
PE_CAPITAL_WS10_RUF	RUF VARIABLE: AMOUNT RECEIVED- OTHER
PE_CAPITAL_WS1_RUF	RUF VARIABLE: AMOUNT RECEIVED- PERSONAL
PE_CAPITAL_WS2_RUF	RUF VARIABLE: AMOUNT RECEIVED- PERSONAL/BUSINESS CREDIT CARD
PE_CAPITAL_WS3_RUF	RUF VARIABLE: AMOUNT RECEIVED- LOCAL/NATIONAL BANK
PE_CAPITAL_WS4_RUF	RUF VARIABLE: AMOUNT RECEIVED- FINANCIAL INSTITUTION
PE_CAPITAL_WS5_RUF	RUF VARIABLE: AMOUNT RECEIVED- CROWDFUNDING/COMMUNITY DEVELOPMENT
PE_CAPITAL_WS6_RUF	RUF VARIABLE: AMOUNT RECEIVED- GOVERNMENT SOURCE
PE_CAPITAL_WS7_RUF	RUF VARIABLE: AMOUNT RECEIVED- BUSINESS LOAN FROM FAMILY
PE_CAPITAL_WS8_RUF	RUF VARIABLE: AMOUNT RECEIVED- VENTURE CAPITALISTS
PE_CAPITAL_WS9_RUF	RUF VARIABLE: AMOUNT RECEIVED- HOME EQUITY LOAN
PE_CHALLENGE_1_1_Y2	FINANCIAL CHALLENGES- NOT AFFORD HEALTH INSURANCE - Y2

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_CHALLENGE_1_2_Y2	FINANCIAL CHALLENGES- NOT ACCESS EMPLOYER BENEFITS- Y2
PE_CHALLENGE_1_3_Y2	FINANCIAL CHALLENGES- CHALLENGES WITH PERSONAL FINANCES- Y2
PE_CHALLENGE_1_4_Y2	FINANCIAL CHALLENGES- NOT ENOUGH SAVINGS- Y2
PE_CHALLENGE_1_5_Y2	FINANCIAL CHALLENGES- ACCESSING CAPITAL- Y2
PE_CHALLENGE_1_6_Y2	FINANCIAL CHALLENGES- POOR CREDIT- Y2
PE_CHALLENGE_1_7_Y2	FINANCIAL CHALLENGES- LIMITED RELATIONSHIP- Y2
PE_CHALLENGE_1_8_Y2	FINANCIAL CHALLENGES- NONE OF THE ABOVE- Y2
PE_CHALLENGE_2_1	BUSINESS OPERATION CHALLENGES- GETTING REGISTERED
PE_CHALLENGE_2_2	BUSINESS OPERATION CHALLENGES- NOT KNOWING WHERE TO START
PE_CHALLENGE_2_3	BUSINESS OPERATION CHALLENGES- DOING MY TAXES
PE_CHALLENGE_2_4	BUSINESS OPERATION CHALLENGES- NAVIGATING REGULATIONS
PE_CHALLENGE_2_5	BUSINESS OPERATION CHALLENGES- OBTAINING RELEVANT INSURANCE
PE_CHALLENGE_2_6	BUSINESS OPERATION CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_3_1	CUSTOMER REACH CHALLENGES- FINDING CUSTOMERS
PE_CHALLENGE_3_2	CUSTOMER REACH CHALLENGES- SETTING UP ONLINE PRESENCE
PE_CHALLENGE_3_3	CUSTOMER REACH CHALLENGES- SECURING PHYSICAL LOCATION
PE_CHALLENGE_3_4	CUSTOMER REACH CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_4_1	RESOURCE CHALLENGES- PROFESSIONAL SUPPORT
PE_CHALLENGE_4_2	RESOURCE CHALLENGES- ROLE MODELS
PE_CHALLENGE_4_3	RESOURCE CHALLENGES- FAMILY OR FRIENDS
PE_CHALLENGE_4_4	RESOURCE CHALLENGES- COMMUNITY SUPPORT
PE_CHALLENGE_4_5	RESOURCE CHALLENGES- BALANCE
PE_CHALLENGE_4_6	RESOURCE CHALLENGES- MAJOR LIFE EVENT
PE_CHALLENGE_4_7	RESOURCE CHALLENGES- FINDING TIME
PE_CHALLENGE_4_8	RESOURCE CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_5_1	ECONOMY OR MARKET CHALLENGES- FINDING AND RETAINING EMPLOYEES

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_CHALLENGE_5_2	ECONOMY OR MARKET CHALLENGES- COMPETING AGAINST OTHER BUSINESSES
PE_CHALLENGE_5_3	ECONOMY OR MARKET CHALLENGES- SUPPLY CHAIN ISSUES
PE_CHALLENGE_5_4	ECONOMY OR MARKET CHALLENGES- UNFAVORABLE ECONOMY
PE_CHALLENGE_5_5	ECONOMY OR MARKET CHALLENGES- NONE OF THE ABOVE
PE_CHALLENGE_6	OTHER CHALLENGES
PE_EMPSTAT_1	PURSUING IDEA EMPLOYMENT STATUS
PE_EMPSTAT_2_1	NOT WORKING PURSUING- RETIRED
PE_EMPSTAT_2_2	NOT WORKING PURSUING- LAYOFF
PE_EMPSTAT_2_3	NOT WORKING PURSUING- STUDENT
PE_EMPSTAT_2_4	NOT WORKING PURSUING- FAMILY RESPONSIBILITIES
PE_EMPSTAT_2_5	NOT WORKING PURSUING- ILLNESS OR DISABILITY
PE_EMPSTAT_2_6	NOT WORKING PURSUING- JOB NOT AVAILABLE
PE_EMPSTAT_2_7	NOT WORKING PURSUING- NO NEED OR WANT TO WORK
PE_EMPSTAT_2_8	NOT WORKING PURSUING- NONE OF THE ABOVE
PE_GIGINCOME_1	PERCENT HOUSEHOLD INCOME FROM GIGWORK
PE_GIGREASON_1_1	REASON GIG- PRIMARY INCOME
PE_GIGREASON_1_10	REASON GIG- FLEXIBILITY
PE_GIGREASON_1_11	REASON GIG- NETWORK
PE_GIGREASON_1_12	REASON GIG- FUN
PE_GIGREASON_1_13	REASON GIG- OTHER REASON
PE_GIGREASON_1_2	REASON GIG- SUPPLEMENT PAY
PE_GIGREASON_1_3	REASON GIG- SUPPLEMENT RETIREMENT
PE_GIGREASON_1_4	REASON GIG- HELP FAMILY OR FRIENDS
PE_GIGREASON_1_5	REASON GIG- STARTING OWN BUSINESS
PE_GIGREASON_1_6	REASON GIG- CAREER TRANSITION
PE_GIGREASON_1_7	REASON GIG- MAINTAIN SKILLS
PE_GIGREASON_1_8	REASON GIG- NEW SKILLS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_GIGREASON_1_9	REASON GIG- WORKING FOR MYSELF
PE_GRANT_TYPE_1_1	GRANT TYPE- GOVERNMENT SOURCE
PE_GRANT_TYPE_1_2	GRANT TYPE- PRIVATE INSTITUTION
PE_GRANT_TYPE_1_3	GRANT TYPE- NON-PROFIT ORGANIZATION
PE_GRANT_TYPE_1_4	GRANT TYPE- OTHER GRANT SOURCE
PE_MOTIVE_1A	MOTIVE- MAKE A DIFFERENCE
PE_MOTIVE_1B	MOTIVE- BUILD WEALTH OR INCOME
PE_MOTIVE_1C	MOTIVE- CONTINUE FAMILY TRADITION
PE_MOTIVE_1D	MOTIVE- EARN A LIVING
PE_REASONS_1_1	REASON IMPORTANCE- OWN BOSS
PE_REASONS_1_10	REASON IMPORTANCE- NOT PAID FAIRLY
PE_REASONS_1_11	REASON IMPORTANCE- NOT WORK FOR SOMEONE
PE_REASONS_1_12	REASON IMPORTANCE- START OWN BUSINESS
PE_REASONS_1_13	REASON IMPORTANCE- ROLE MODEL
PE_REASONS_1_14	REASON IMPORTANCE- FAMILY BUSINESS
PE_REASONS_1_15	REASON IMPORTANCE- HELP COMMUNITY
PE_REASONS_1_2	REASON IMPORTANCE- FLEXIBLE HOURS
PE_REASONS_1_3	REASON IMPORTANCE- BALANCE
PE_REASONS_1_4	REASON IMPORTANCE- GREATER INCOME
PE_REASONS_1_5	REASON IMPORTANCE- SUPPLEMENT INCOME
PE_REASONS_1_6	REASON IMPORTANCE- AVENUE FOR IDEAS
PE_REASONS_1_7	REASON IMPORTANCE- UNABLE TO FIND EMPLOYMENT
PE_REASONS_1_8	REASON IMPORTANCE- NOT VALUED
PE_REASONS_1_9	REASON IMPORTANCE- NOT ADEQUATE OPPORTUNITIES
PE_REASONS_2	MOST IMPORTANT FOR PURSUING
PE_REASONS_3	SECOND MOST IMPORTANT FOR PURSUING
PE_STEPS_1_1	NETWORKING STEPS- FRIEND
PE_STEPS_1_2	NETWORKING STEPS- FAMILY MEMBER

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_STEPS_1_3	NETWORKING STEPS- MENTOR
PE_STEPS_1_4	NETWORKING STEPS- EXPERTS
PE_STEPS_1_5	NETWORKING STEPS- NONE OF THE ABOVE
PE_STEPS_2_1	TECHNICAL OR MARKET RESEARCH STEPS - LEADERS
PE_STEPS_2_2	TECHNICAL OR MARKET RESEARCH STEPS - PROFESSIONAL ADVICE
PE_STEPS_2_3	TECHNICAL OR MARKET RESEARCH STEPS - MARKET RESEARCH
PE_STEPS_2_4	TECHNICAL OR MARKET RESEARCH STEPS - PATENTS
PE_STEPS_2_5	TECHNICAL OR MARKET RESEARCH STEPS - PROTOTYPE
PE_STEPS_2_6	TECHNICAL OR MARKET RESEARCH STEPS - FEEDBACK
PE_STEPS_2_7	TECHNICAL OR MARKET RESEARCH STEPS - NONE OF ABOVE
PE_STEPS_3_1	BUSINESS DEVELOPMENT STEPS- ATTENDED TRAININGS
PE_STEPS_3_2	BUSINESS DEVELOPMENT STEPS- APPLIED TO SUPPORT PROGRAM
PE_STEPS_3_3	BUSINESS DEVELOPMENT STEPS- NONE OF THE ABOVE
PE_STEPS_4_1	BUSINESS FINANCING STEPS- EXPLORED BANK FINANCING OPTIONS
PE_STEPS_4_2	BUSINESS FINANCING STEPS- APPLIED FOR FINANCING
PE_STEPS_4_3	BUSINESS FINANCING STEPS- CONVERSATIONS ABOUT FUNDING
PE_STEPS_4_4	BUSINESS FINANCING STEPS- OWN CAPITAL
PE_STEPS_4_5	BUSINESS FINANCING STEPS- NONE OF THE ABOVE
PE_STEPS_5_1	ORGANIZATIONAL PLANNING STEPS- CREATE SPREADSHEETS
PE_STEPS_5_2	ORGANIZATIONAL PLANNING STEPS- CREATE WEBSITE
PE_STEPS_5_3	ORGANIZATIONAL PLANNING STEPS- CREATE SOCIAL MEDIA
PE_STEPS_5_4	ORGANIZATIONAL PLANNING STEPS- TAX ID
PE_STEPS_5_5	ORGANIZATIONAL PLANNING STEPS- BUSINESS PLAN
PE_STEPS_5_6	ORGANIZATIONAL PLANNING STEPS- CREATE PITCH DECK
PE_STEPS_5_7	ORGANIZATIONAL PLANNING STEPS- NONE OF THE ABOVE
PE_STEPS_6_1	STAFFING AND GROWTH STEPS- FIRST CUSTOMER
PE_STEPS_6_2	STAFFING AND GROWTH STEPS- MADE SALE
PE_STEPS_6_3	STAFFING AND GROWTH STEPS- HIRED EMPLOYEE

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
PE_STEPS_6_4	STAFFING AND GROWTH STEPS- QUIT JOB
PE_STEPS_6_5	STAFFING AND GROWTH STEPS- NONE OF THE ABOVE
PE_STEPS_7	OTHER STEPS
PE_STEPS_REASONS_A	REASON FOR NOT ENGAGE- NETWORKING
PE_STEPS_REASONS_B	REASON FOR NOT ENGAGE- RESEARCH
PE_STEPS_REASONS_C	REASON FOR NOT ENGAGE- DEVELOPMENT
PE_STEPS_REASONS_D	REASON FOR NOT ENGAGE- FINANCING
PE_STEPS_REASONS_E	REASON FOR NOT ENGAGE- PLANNING
PE_STEPS_REASONS_F	REASON FOR NOT ENGAGE- STAFFING
PE_STOPREASON_1_1	STOP WORKING FOR YOURSELF FACTORS- LACK OF FINANCIAL RESOURCES
PE_STOPREASON_1_10	STOP WORKING FOR YOURSELF FACTORS- PROMOTION AT WORK
PE_STOPREASON_1_11	STOP WORKING FOR YOURSELF FACTORS- BACK TO SCHOOL
PE_STOPREASON_1_12	STOP WORKING FOR YOURSELF FACTORS- NEEDED HEALTH INSURANCE
PE_STOPREASON_1_13	STOP WORKING FOR YOURSELF FACTORS- OTHER FACTOR
PE_STOPREASON_1_2	STOP WORKING FOR YOURSELF FACTORS- LACK OF TIME
PE_STOPREASON_1_3	STOP WORKING FOR YOURSELF FACTORS- LOST FOCUS
PE_STOPREASON_1_4	STOP WORKING FOR YOURSELF FACTORS- NO SUPPORT
PE_STOPREASON_1_5	STOP WORKING FOR YOURSELF FACTORS- DIFFICULTY WITH PARTNERS
PE_STOPREASON_1_6	STOP WORKING FOR YOURSELF FACTORS- FAMILY NOT SUPPORTIVE
PE_STOPREASON_1_7	STOP WORKING FOR YOURSELF FACTORS- TOO RISKY
PE_STOPREASON_1_8	STOP WORKING FOR YOURSELF FACTORS- MAJOR LIFE EVENT
PE_STOPREASON_1_9	STOP WORKING FOR YOURSELF FACTORS- NEW JOB
PE_STOPREASON_2	STOP WORKING FOR YOURSELF - PRIMARY REASON
PE_STOPREASON_3	STOP WORKING FOR YOURSELF - SECONDARY REASON
PSU	PSU (PRIMARY SAMPLING UNIT)
Q_LANGUAGE	SURVEY LANGUAGE

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
Q_MODE	SURVEY MODE
RACE	RACE- EQUIVALENT OF AMERISPEAK PRELOAD
REGION_DRV	CENSUS REGION DERIVED FROM ZIP CODE
REMOTE_1	ALLOWED TO WORK REMOTELY
REMOTE_2	WORK REMOTELY
REMOTE_3	REMOTE WORK POLICY
RUCC_DRV	DERIVED VARIABLE: URBANICITY MEASURE DERIVED FROM COUNTY
R_SUID	RESPONDENT ID
SAMP_TYPE	EPOP SAMPLE TYPE
STRATA	SAMPLING STRATA
S_ADDBIZ_1	CURRENTLY OWN ANY OTHER BUSINESS
S_ADDBIZ_2	TOTAL BUSINESSES OWNED
S_ADDBIZ_3	EVER OWNED ADDITIONAL BUSINESS
S_ADDFREE_1	OTHER CURRENT FREELANCER ROLES
S_ADDFREE_2	TOTAL FREELANCER JOBS
S_ADDFREE_3	EVER A FREELANCER
S_FORMBIZ_1	EVER OWNED A BUSINESS
S_FORMBIZ_2	OUTSIDE OF FREELANCE, EVER OWNED A BUSINESS
S_FORMBIZ_STAT_1	STILL OWN BUSINESS
S_FORMBIZ_STAT_2	CLOSE, SELL, OR LEAVE BUSINESS
S_FORMBIZ_STAT_3	APPROXIMATELY CLOSE, SELL, OR LEAVE BUSINESS
S_FORMFREE_1	EVER FREELANCER
S_FORMFREE_STAT_1_Y2	STILL FREELANCER - Y2
S_FORMFREE_STAT_2	YEAR STOP PREVIOUS WORK
S_FORMFREE_STAT_3	APPROXIMATELY STOP PREVIOUS WORK
S_GIGCHECK_1	MAIN JOB GIG WORK
S_GIGCHECK_2	SECOND JOB GIG WORK

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
S_GIGCHECK_3	OUTSIDE GIG WORK
S_GIGPLATFORM_1	GIG PLATFORM COMPANY COORDINATING
S_GIGPLATFORM_2	GIG PLATFORM ONLINE APP
S_GIGPLATFORM_Y2_DRV	GIG PLATFORM FOR COORDINATION OF GIG WORK TYPE
S_GIGTIME_1	AMOUNT OF TIME DOING THIS GIGWORK
S_INTEREST_2	INTEREST IN STARTING BUSINESS
S_JOBSTAT_1	WORKED FOR PAY LAST WEEK
S_JOBSTAT_2	WORKED FOR PAY LAST WEEK EVEN AN HOUR
S_JOBSTAT_3	LOOKED FOR WORK LAST WEEK
S_JOBSTAT_4_1	REASONS NOT WORKING LAST WEEK - RETIRED
S_JOBSTAT_4_2	REASONS NOT WORKING LAST WEEK - LAYOFF
S_JOBSTAT_4_3	REASONS NOT WORKING LAST WEEK - STUDENT
S_JOBSTAT_4_4	REASONS NOT WORKING LAST WEEK - FAMILY RESPONSIBILITIES
S_JOBSTAT_4_5	REASONS NOT WORKING LAST WEEK - CHRONIC ILLNESS OR PERMANENT DISABILITY
S_JOBSTAT_4_6	REASONS NOT WORKING LAST WEEK - SUITABLE JOB NOT AVAILABLE
S_JOBSTAT_4_7	REASONS NOT WORKING LAST WEEK - DID NOT NEED OR WANT TO WORK
S_JOBSTAT_4_8	REASONS NOT WORKING LAST WEEK - NONE OF THE ABOVE
S_JOBSTAT_5_1	NOT WORKING REASON- SELF-EMPLOYED AND NOT PAID
S_JOBSTAT_5_2	NOT WORKING REASON- VACATION
S_JOBSTAT_5_3	NOT WORKING REASON- PAID LEAVE
S_JOBSTAT_5_4	NOT WORKING REASON- OTHER BENEFITS
S_JOBSTAT_5_5	NOT WORKING REASON- SABBATICAL
S_JOBSTAT_5_6	NOT WORKING REASON- NONE OF THE ABOVE
S_JOBSTAT_6	IMPORTANT TO KNOW YOUR JOB STATUS
S_JOB_1	MAIN JOB/WORK ARRANGEMENT IN THE LAST WEEK
S_JOB_2	SECOND JOB

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
S_NASCENT_1	NASCENT NEW BUSINESS
S_PAIDJOB_1	WORK FOR PAY AT SECOND JOB
S_WITHDRAW_1	WITHDRAWN BUSINESS
TECH_1	BUSINESS CURRENTLY USING AI
TECH_10	IMPACT OF AI ON BUSINESS PROCESS
TECH_11	DIFFICULTY OF KEEPING UP WITH TECHNOLOGY CHANGES IN MY INDUSTRY
TECH_12A	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- GENERATIVE AI FOR CONTENT CREATION
TECH_12B	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- CUSTOMER RELATIONSHIP SOFTWARE
TECH_12C	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- HUMAN RESOURCES SOFTWARE
TECH_12D	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- PAYROLL SOFTWARE
TECH_12E	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- ACCOUNTING SOFTWARE
TECH_12F	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- DIGITAL ADVERTISING
TECH_12G	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- SOCIAL MEDIA
TECH_12H	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- WEBSITE DEVELOPMENT SOFTWARE
TECH_12I	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- PAYMENT PROCESSING
TECH_12J	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- PROJECT MANAGEMENT SOFTWARE
TECH_12K	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- CYBER SECURITY TECHNOLOGIES
TECH_12L	CONFIDENCE IN USE OF DIGITAL TECHNOLOGIES- E-COMMERCE
TECH_2_1	HOW BUSINESS USING AI- TAKING NOTES
TECH_2_2	HOW BUSINESS USING AI- CREATING INTERNAL DOCUMENTS
TECH_2_3	HOW BUSINESS USING AI- REPORTING OR COMPLIANCE TRACKING

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
TECH_2_4	HOW BUSINESS USING AI- NONE OF THE ABOVE
TECH_3_1	HOW BUSINESS USING AI FOR CREATIVE WORK- ADVERTISING
TECH_3_2	HOW BUSINESS USING AI FOR CREATIVE WORK- GRAPHICS
TECH_3_3	HOW BUSINESS USING AI FOR CREATIVE WORK- LOGOS
TECH_3_4	HOW BUSINESS USING AI FOR CREATIVE WORK- OTHER DESIGN ELEMENTS
TECH_3_5	HOW BUSINESS USING AI FOR CREATIVE WORK- NONE OF THE ABOVE
TECH_4_1	HOW BUSINESS USING AI FOR COMMUNICATIONS- PRODUCT DESCRIPTIONS AND CATALOGS
TECH_4_2	HOW BUSINESS USING AI FOR COMMUNICATIONS- CHATBOTS AND VIRTUAL ASSISTANTS
TECH_4_3	HOW BUSINESS USING AI FOR COMMUNICATIONS- EMAILS
TECH_4_4	HOW BUSINESS USING AI FOR COMMUNICATIONS- ADVERTISING CAMPAIGNS
TECH_4_5	HOW BUSINESS USING AI FOR COMMUNICATIONS- ADVERTISING COPY
TECH_4_6	HOW BUSINESS USING AI FOR COMMUNICATIONS- SOCIAL MEDIA, BLOG POSTS, WEBSITE TEXT
TECH_4_7	HOW BUSINESS USING AI FOR COMMUNICATIONS- NONE OF THE ABOVE
TECH_5_1	HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- DEVELOP BUSINESS PLANS
TECH_5_2	HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- TO MAKE BETTER DECISIONS
TECH_5_3	HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- ANALYZE DATA
TECH_5_4	HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- SCENARIO PLANNING
TECH_5_5	HOW BUSINESS USING AI FOR STRATEGIC DECISION-MAKING- NONE OF THE ABOVE
TECH_6	BUSINESS USING AI FOR ANY OTHER REASON(S)
TECH_8	BUSINESS PLANS TO USE AI IN NEXT 12 MONTHS

ALPHABETIC INDEX OF VARIABLES

Variable Name	Variable Label
TECH_9_1	IMPACT OF AI ON WORKFORCE- INCREASED PRODUCTIVITY
TECH_9_2	IMPACT OF AI ON WORKFORCE- CHANGED JOB ROLES RESPONSIBILITIES
TECH_9_3	IMPACT OF AI ON WORKFORCE- DECREASED WORKLOAD
TECH_9_4	IMPACT OF AI ON WORKFORCE- OTHER
TECH_9_5	IMPACT OF AI ON WORKFORCE- NO NOTICEABLE IMPACT
WTPROB	PROBABILITY WEIGHT: FOR WORK WITH ONLY ABS AND AMERISPEAK SAMPLES
