

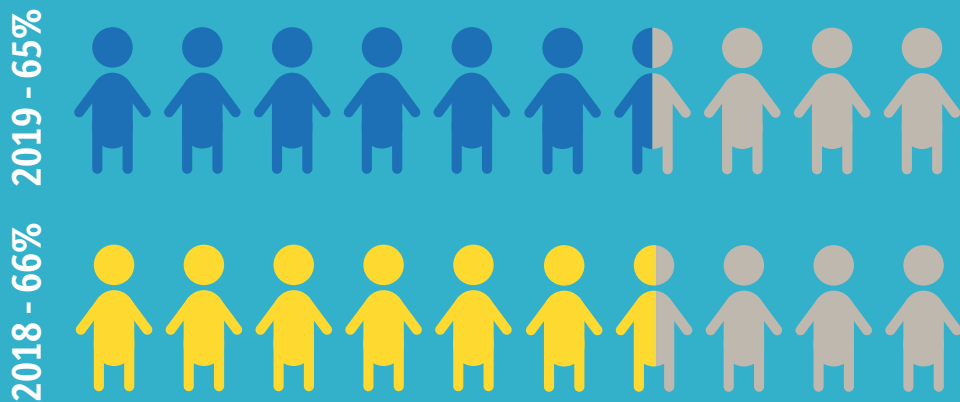


The UPS Store presents

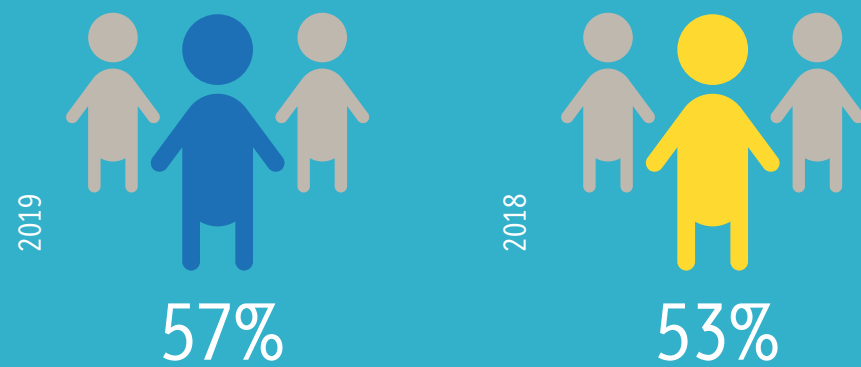
# Inside Small Business

Second Annual Survey Reveals Entrepreneurial Spirit Remains Strong

## Looking back: 2019 vs. 2018



Nearly **two-thirds** of Americans dream of starting their own business, almost identical to last year.



This year, being their own boss excites Americans most about owning a small business, up **4%** from last year.

## Small Business State



**54%** of respondents say they would rather open a small business than retire, if money or health were not a factor later in life.



**62%** of Americans hope their child, or a child they know, would grow up to start their own business, whereas for small business owners, it's **81%**.

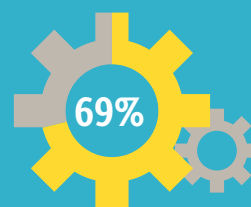


**72%** of small business owners believe the current economy is a positive factor for the small business climate, compared to **42%** of non-small business owners.

## Bring on the Technology



Nearly **two-thirds** of respondents believe artificial intelligence will be helpful for small businesses competing in the future.



And more than **two-thirds** believe automation is beneficial for small businesses.

## What Fuels the Dream: Freedom, Pride, and Community Support



**70%**

The **majority** of respondents make plans to support a small business when it opens in their community.

Methodology: The UPS Store commissioned Atomik Research to run a general population online survey of 5,009 adults in the United States. The margin of error fell within +/- 1 percentage point with a confidence interval of 95 percent. The fieldwork took place between March 14 and 20, 2019. Atomik Research is an independent creative market research agency.

