Reimagine Main Street, a project of the Public Private Strategies Institute, is a multi-stakeholder, cross-sector initiative that brings small business leaders, investors, experts, and policymakers together with business owners and the people they employ. We engage diverse stakeholders and develop data-driven insights to shape and inform market opportunities and policy.

Together, we are working to ensure businesses prosper, and that the benefits ripple across communities and throughout the economy.
Our Partners

with support from

PayPal
Context for this Survey

- Capital is the lifeblood of business. When small businesses have trust in financial institutions, they are more likely to seek out and obtain the necessary funding to grow and expand their operations.

- With this second annual survey of who small businesses trust, we sought to better understand capital needs of small business owners and to assess confidence in their ability to meet those needs. We also wanted to take a pulse on attitudes toward a range of institutions where these business owners might turn for capital.

- Reimagine Main Street and its partners fielded a national survey in English and Spanish from April 12 - April 30, 2023 to generate insights into needs, attitudes and experiences of small business owners.
Large and Diverse Sample

$n = 1,013$

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: How would you describe your race or ethnicity?

Other includes respondents who indicated Native or other race

- **AAPI**: 125
- **Black**: 403
- **Latino/a**: 210
- **White**: 224
- **Other***: 51

= 10 Small Business Owners
Mix of Solopreneurs and Small Employers

Distribution by Number of Employees
% of respondents
n= 1,013

Q: How many people does your business employ, including yourself?

Distribution by 2022 Revenue
% of respondents*
n= 960

Q: What was your business revenue in 2022?

*Does not include respondents who opted not to disclose revenue

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)
Survey Takeaways

● In spite of concerns from business owners about sharing data with their lenders, most respondents would consider sharing digital access to their financial accounts when applying for financing. This is especially interesting because majority of sample is over the age of 50.

● Priorities that inform where business owners seek financing differ by race and ethnicity
  ○ Black business owners rank confidence their applications will be approved most important
  ○ Latino/a business owners prioritize speed of response
  ○ AAPI and white business owners cited low-rates / “Good Pricing” as their highest priority

● Low Confidence in Meeting Common Financing Needs
  ○ At least one-third of respondents lack confidence to fund an unplanned $5K business expense. More AAPI, Black, and Latino/a entrepreneurs do not think they could fund an unexpected $5K than believe they could.
  ○ Most respondents report lack of financing would be a barrier to pursuing a contract or purchase order.
  ○ Most respondents lack confidence that they could fund a marketing campaign, get a volume discount on an inventory purchase, increase payroll or purchase property or equipment.
Survey Takeaways

● **Demand is High for Low Dollar Amounts:** Two-thirds of respondents sought financing in the last twelve months. Of those who applied for credit, 85% were seeking less than $250,000 and more than half (57%) of respondents applied for less than $50,000. Non-applicants were frequently debt-averse or lacked confidence.

● **Entrepreneurs trust their peers most for advice:** Business owners report they are most likely to turn to other business owners for counsel and guidance, unsurprisingly preferring those with similar experiences. This often involves engaging with structured networks such as Chambers of Commerce, industry groups, or other related affinity groups. Building on these trusted relationships in authentic and value-added ways is critical for reaching and serving business owners.

● **Opportunities to increase awareness of CDFIs and MDIs:** Respondents are most likely to be familiar with banks and credit unions. At least one third of AAPI, Black and Latino/a respondents are not aware of /familiar with Community Development Financial Institutions.

● **Trust levels vary:** We asked business owners the extent to which they trust different categories of financial institutions. Trust levels differ by institution type and race & ethnicity, creating opportunities to expand and build on trusted relationships.
Takeaway 1

In spite of concerns from business owners about sharing data with their lenders, most respondents would consider sharing digital access to their financial accounts when applying for financing. This is especially interesting because majority of sample is over the age of 50.
In Spite of Some Hesitation to Share Details About Their Finances…

% of respondents
n=628

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: When you applied for funding, were you concerned or hesitant to share data about your business and your finances with the institution from which you applied?
Most Respondents Would Consider Sharing Digital Access to Financial Accounts When Applying for Financing

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>n=629</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely unlikely</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat unlikely</td>
<td>17%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>39%</td>
</tr>
<tr>
<td>Extremely likely</td>
<td>19%</td>
</tr>
<tr>
<td>Not sure / It depends</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: How likely would you be to share digital access to your financial accounts when applying for financing?

<table>
<thead>
<tr>
<th>Category</th>
<th>Extremely unlikely</th>
<th>Somewhat unlikely</th>
<th>Somewhat likely</th>
<th>Extremely likely</th>
<th>Not sure / It depends</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI n=77</td>
<td>13%</td>
<td>14%</td>
<td>39%</td>
<td>23%</td>
<td>10%</td>
</tr>
<tr>
<td>Black, African or African American n=270</td>
<td>11%</td>
<td>15%</td>
<td>43%</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina n=125</td>
<td>14%</td>
<td>17%</td>
<td>39%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>White n=126</td>
<td>26%</td>
<td>22%</td>
<td>29%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Other n=31</td>
<td>19%</td>
<td>16%</td>
<td>39%</td>
<td>16%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Takeaway 2

Priorities that inform where business owners seek financing differ by race and ethnicity

- Black business owners rank confidence their applications will be approved most important
- Latino/a business owners prioritize speed of response
- AAPI and white business owners cited low-rates / “Good Pricing” as their highest priority
What Do Business Owners Prioritize When Deciding Where to Apply?

Rank order, all respondents
n=640

1. Confidence the application would be approved
2. Good pricing
3. Speed of decision
4. Ease of applying
5. Existing relationship
6. Amount of funding needed

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)
Q: Please rank the importance of the following considerations on your decision about where to seek financing
# Where to Seek Financing: Priorities Differ by Race and Ethnicity

## Ranked Preference

<table>
<thead>
<tr>
<th>All Responses</th>
<th>AAPI</th>
<th>Black</th>
<th>Latino/a</th>
<th>White</th>
<th>Other</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low Rate / Good Pricing</td>
<td>Confidence application would be approved</td>
<td>Speed of Response</td>
<td>Low Rate / Good Pricing</td>
<td>Ease of completing the application</td>
<td>Confidence my application would be approved</td>
</tr>
<tr>
<td>2</td>
<td>Speed of Response</td>
<td>Speed of Response</td>
<td>Confidence my application would be approved</td>
<td>Ease of completing the application</td>
<td>Confidence my application would be approved</td>
<td>Low Rate / Good Pricing</td>
</tr>
<tr>
<td>3</td>
<td>Confidence my application would be approved</td>
<td>Ease of completing the application</td>
<td>Low Rate / Good Pricing</td>
<td>Speed of Response</td>
<td>Low Rate / Good Pricing</td>
<td>Speed of Response</td>
</tr>
<tr>
<td>4</td>
<td>Ease of completing the application</td>
<td>Low Rate / Good Pricing</td>
<td>Ease of completing the application</td>
<td>Confidence my application would be approved</td>
<td>Speed of Response</td>
<td>Ease of completing the application</td>
</tr>
<tr>
<td>5</td>
<td>Existing Relationship</td>
<td>Existing Relationship</td>
<td>Existing Relationship</td>
<td>Existing Relationship</td>
<td>Amount of funding I needed</td>
<td>Existing Relationship</td>
</tr>
<tr>
<td>6</td>
<td>Amount of funding I needed</td>
<td>Amount of funding I needed</td>
<td>Amount of funding I needed</td>
<td>Amount of funding I needed</td>
<td>Existing Relationship</td>
<td>Amount of funding I needed</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: Please rank the importance of the following considerations on your decision about where to seek financing.
# Where to Seek Financing: Priorities Differ by Race and Ethnicity

Ranked Most Important

% of respondents

<table>
<thead>
<tr>
<th>Consideration</th>
<th>TOTAL n=621</th>
<th>AAPI n=77</th>
<th>Black n=268</th>
<th>Hispanic / Latino/a n=121</th>
<th>White n=124</th>
<th>Other n=31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence My Application Would be Approved</td>
<td>23%</td>
<td>17%</td>
<td>30%</td>
<td>18%</td>
<td>15%</td>
<td>35%</td>
</tr>
<tr>
<td>Low Rate / Good Pricing</td>
<td>21%</td>
<td>29%</td>
<td>17%</td>
<td>17%</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Speed of Response</td>
<td>20%</td>
<td>18%</td>
<td>19%</td>
<td>29%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Ease of Completing the Application</td>
<td>18%</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
<td>48%</td>
</tr>
<tr>
<td>Existing Relationship</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
<td>14%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Amount of Funding I Needed</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Source:** Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: Please rank the importance of the following considerations on your decision about where to seek financing.
Takeaway 3

Low Confidence in Meeting Common Financing Needs

○ At least one-third of respondents lack confidence to fund an unplanned $5K business expense. More AAPI, Black, and Latino/a entrepreneurs do not think they could fund an unexpected $5K than believe they could.

○ Most respondents report lack of financing would be a barrier to pursuing a contract or purchase order.

○ Most respondents lack confidence that they could fund a marketing campaign, get a volume discount on an inventory purchase, increase payroll or purchase property or equipment.
More Than One-Third of Respondents Could Not Fund an Unexpected $5K Expense

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: If you had an unexpected $5,000 expense for your business, what are the chances that you would be able to come up with funds to cover it?

% of respondents
n=1013

- No chance
- Not much chance
- Pretty even chance
- Very good chance
- 100% Certain

AAPI n=125
- No chance: 10%
- Not much chance: 29%
- Pretty even chance: 28%
- Very good chance: 16%
- 100% Certain: 17%

Black, African or African American n=403
- No chance: 19%
- Not much chance: 39%
- Pretty even chance: 21%
- Very good chance: 11%
- 100% Certain: 9%

Hispanic / Latino / Latina n=210
- No chance: 15%
- Not much chance: 23%
- Pretty even chance: 27%
- Very good chance: 16%
- 100% Certain: 19%

White n=224
- No chance: 13%
- Not much chance: 22%
- Pretty even chance: 19%
- Very good chance: 15%
- 100% Certain: 30%

Other n=51
- No chance: 25%
- Not much chance: 35%
- Pretty even chance: 12%
- Very good chance: 12%
- 100% Certain: 16%
Most Respondents Report Lack of Financing Would Be a Barrier to Pursuing a Contract or Purchase Order

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>n=935</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlikely to be able to pursue the opportunity</td>
<td>56%</td>
</tr>
<tr>
<td>Confident I could get needed external financing in time</td>
<td>29%</td>
</tr>
<tr>
<td>Sufficient capital on hand to fund</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Breakdown by Race/Ethnicity

- **AAPI n=120**
  - Unlikely: 53%
  - Confident: 32%
  - Sufficient: 16%

- **Black, African or African American n=379**
  - Unlikely: 65%
  - Confident: 28%
  - Sufficient: 7%

- **Hispanic / Latino / Latina n=190**
  - Unlikely: 56%
  - Confident: 28%
  - Sufficient: 16%

- **White n=200**
  - Unlikely: 46%
  - Confident: 28%
  - Sufficient: 27%

- **Other n=46**
  - Unlikely: 48%
  - Confident: 37%
  - Sufficient: 15%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc., and United States Hispanic Chamber of Commerce (June 2023)

Q: The following questions present opportunities that a small business might encounter. Please tell us if you think your business would be able to access funds needed to go after each opportunity below: Working capital to finance a contract or purchase order.
Most Respondents Could Not Take Advantage of Volume Discounts on Inventory Purchases

% of respondents
n=852

- 60% Unlikely to be able to pursue the opportunity
- 25% Confident I could get needed external financing in time
- 15% Sufficient capital on hand to fund

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: The following questions present opportunities that a small business might encounter. Please tell us if you think your business would be able to access funds needed to go after each opportunity below: Opportunity for a volume discount / bulk inventory purchase. Does not include responses who selected “NA”
Most Respondents Could Not Finance a New Marketing Program

% of respondents
n=1,013

Unlikely to be able to pursue the opportunity: 63%
Confident I could get needed external financing in time: 24%
Sufficient capital on hand to fund: 14%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: The following questions present opportunities that a small business might encounter. Please tell us if you think your business would be able to access funds needed to go after each opportunity below: Working capital to invest in a new marketing program

AAPI n=125
- Unlikely to be able to pursue the opportunity: 64%
- Confident I could get needed external financing in time: 24%
- Sufficient capital on hand to fund: 12%

Black, African or African American n=403
- Unlikely to be able to pursue the opportunity: 70%
- Confident I could get needed external financing in time: 23%
- Sufficient capital on hand to fund: 7%

Hispanic / Latino / Latina n=210
- Unlikely to be able to pursue the opportunity: 59%
- Confident I could get needed external financing in time: 26%
- Sufficient capital on hand to fund: 15%

White n=224
- Unlikely to be able to pursue the opportunity: 53%
- Confident I could get needed external financing in time: 23%
- Sufficient capital on hand to fund: 24%

Other n=51
- Unlikely to be able to pursue the opportunity: 61%
- Confident I could get needed external financing in time: 22%
- Sufficient capital on hand to fund: 18%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: The following questions present opportunities that a small business might encounter. Please tell us if you think your business would be able to access funds needed to go after each opportunity below: Working capital to invest in a new marketing program
Most Respondents Could Not Access Working Capital to Hire / Expand Payroll

% of respondents n=1,013

- Unlikely to be able to pursue the opportunity: 65%
- Confident I could get needed external financing in time: 22%
- Sufficient capital on hand to fund: 13%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: The following questions present opportunities that a small business might encounter. Please tell us if you think your business would be able to access funds needed to go after each opportunity below: Working capital to hire / expand payroll
Few Respondents Could Access Capital to Purchase Real Estate, Property or Equipment

% of respondents  
n=1,013

Unlikely to be able to pursue the opportunity  73%
Confident I could get needed external financing in time  23%
Sufficient capital on hand to fund  4%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce [June 2023]

Q: The following questions present opportunities that a small business might encounter. Please tell us if you think your business would be able to access funds needed to go after each opportunity below: Purchase real estate, property, or equipment
Takeaway 4

Demand is High for Low Dollar Amounts: Two-thirds of respondents sought financing in the last twelve months. Of those who applied for credit, 85% were seeking less than $250,000 and more than half (57%) of respondents applied for less than $50,000. Non-applicants were frequently debt-averse or lacked confidence.
Two-Thirds of Respondents Have Sought Financing in Last Year

% of respondents
n= 988

- Yes, I have applied for a loan or other form of credit: 54%
- Yes, I have applied for a grant: 32%
- Yes, I have sought an equity investment: 9%
- No, I have not sought external financing for my business: 34%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: Have you sought external financing for your business in the last 12 months? (This could include applying for a loan, a line of credit, a business credit card, cash advance or any form of grant or equity investment.)
Demand Highest for Relatively Small Dollar Amounts

% of respondents
n= 658

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: You indicated that you sought funding for your business in the last 12 months. What was the dollar amount of your request?

*Does not include respondents who reported they did not remember
Demand is Highest for (Relatively) Small Loans

**Share of Small Firms that Applied for Credit**

- Reimagine Main Street (April 2023): 54%
- Federal Reserve Small Business Credit Survey (2023): 40%

**Dollar Value of Credit Sought**

- <$50K: 57%
- $50K - $250K: 28%
- >$250K-$500K: 6%
- >$500K-$1M: 4%
- >$1M: 5%

Reimagine Main Street, June 2023
Funding Success Rates Vary

% of respondents
n=677

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: Was your request for funding granted?

<table>
<thead>
<tr>
<th>Category</th>
<th>No, request(s) rejected/denied</th>
<th>Yes, but request(s) only partly funded</th>
<th>Yes, request(s) fully funded</th>
<th>Still waiting for answer(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI n=84</td>
<td>38%</td>
<td>13%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>Black, African or African American n=268</td>
<td>60%</td>
<td>12%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina n=138</td>
<td>44%</td>
<td>14%</td>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>White n=134</td>
<td>46%</td>
<td>17%</td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>Other n=33</td>
<td>52%</td>
<td>9%</td>
<td>24%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Non-Applicants Were Frequently Debt Averse or Lacked Confidence

% of respondents
n = 319

- 32% I was satisfied with my current financial situation, and had no additional need
- 31% I do not want to be in debt
- 21% I did not think the business was going to be approved
- 21% Rates and costs were too high
- 18% I did not know what options were available
- 18% I did not think like mine was eligible
- 16% I did not have a relationship with a lender
- 14% Too time consuming, and not worth the benefits
- 6% Other (please specify)

- 17% I was satisfied with my current financial situation, and had no additional need
- 11% I do not want to be in debt
- 12% I did not think the business would get approved
- 29% Rates and costs were too high
- 27% I did not know what options were available
- 23% I did not think like mine was eligible
- 23% I did not have a relationship with a lender
- 18% Too time consuming, and not worth the benefits
- 6% Other (please specify)

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: You indicated that you have not sought financing for your business over the past twelve months. What is the reason for that? (Please select all that apply.)
Takeaway 5

Entrepreneurs trust their peers most for advice: Business owners report they are most likely to turn to other business owners for counsel and guidance, unsurprisingly preferring those with similar experiences. This often involves engaging with structured networks such as Chambers of Commerce, industry groups, or other related affinity groups. Building on these trusted relationships in authentic and value-added ways is critical for reaching and serving business owners.
## Where are Business Owners Likely to Turn for Advice?

**Top two choices**

<table>
<thead>
<tr>
<th></th>
<th>AAPI</th>
<th>Black, African or African American</th>
<th>Latino/a or Hispanic</th>
<th>White</th>
<th>Other</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Business Owners</td>
<td>25%</td>
<td>16%</td>
<td>14%</td>
<td>22%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>I figure things out myself</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>22%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>Online Search</td>
<td>16%</td>
<td>14%</td>
<td>17%</td>
<td>9%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Business Owner Network*</td>
<td>7%</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>SBA</td>
<td>10%</td>
<td>15%</td>
<td>14%</td>
<td>8%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Accountant</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>11%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Family</td>
<td>11%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Lawyer</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Community Nonprofit</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>MBDA</td>
<td>1%</td>
<td>5%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Banker</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*% of respondents

*Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: “Where are you most likely to turn when you need advice about your business?”

*e.g. Chamber of Commerce, industry group, other affinity groups*
Opportunities to increase awareness of CDFIs and MDIs: Respondents are most likely to be familiar with banks and credit unions. At least one third of AAPI, Black and Latino/a respondents are not aware of /familiar with Community Development Financial Institutions.
Where people sought financing

% of respondents
n= 672

Large national bank: 35%
Other: 30%
FinTech Lender: 24%
Community Bank: 23%
CDFI: 17%
Credit Union: 16%
Venture Capital Fund: 8%
MDI: 8%
Angel Investment Fund: 6%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: From where did you apply for financing? (Select all that apply.)
Respondents Most Likely to Know Banks & Credit Unions

% of respondents “Not familiar” with type of financial Institution

<table>
<thead>
<tr>
<th>Institution</th>
<th>Not familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDIs</td>
<td>47%</td>
</tr>
<tr>
<td>CDFIs</td>
<td>42%</td>
</tr>
<tr>
<td>Online Lenders</td>
<td>32%</td>
</tr>
<tr>
<td>Community Banks</td>
<td>16%</td>
</tr>
<tr>
<td>Credit Unions</td>
<td>14%</td>
</tr>
<tr>
<td>Large Banks</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
More than 4 in 10 Respondents Not Familiar with Community Financial Institutions

% of respondents “Not familiar” with type of financial Institution

BY INSTITUTION TYPE/TOTAL SAMPLE

- MDIs: 47%
- CDFIs: 42%
- Online Lenders: 32%
- Community Banks: 16%
- Credit Unions: 14%
- Large Banks: 4%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
At Least One in Three AAPI, Black or Latino/a Respondents Not Familiar with CDFIs

% of respondents NOT familiar

<table>
<thead>
<tr>
<th>Institution</th>
<th>% Not Familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI n=125</td>
<td>44%</td>
</tr>
<tr>
<td>Black, African or African American n=403</td>
<td>33%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina n=210</td>
<td>46%</td>
</tr>
<tr>
<td>Other n=51</td>
<td>51%</td>
</tr>
<tr>
<td>White n=224</td>
<td>52%</td>
</tr>
<tr>
<td>All n=1013</td>
<td>42%</td>
</tr>
</tbody>
</table>
At Least One Quarter of AAPI, Black or Latino/a Respondents Not Familiar with MDIs

% of respondents NOT familiar

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
Takeaway 7

Trust levels vary: We asked business owners the extent to which they trust different categories of financial institutions. Trust levels differ by institution type and race & ethnicity, creating opportunities to expand and build on trusted relationships.
### Trust by Institution Type, Among Those Familiar

All % of respondents

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Large Banks n= 966</th>
<th>Community Banks n=869</th>
<th>MDls n=553</th>
<th>Credit Unions n=849</th>
<th>CDFIs n=550</th>
<th>FinTech n=657</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not at all</td>
<td>48%</td>
<td>16%</td>
<td>21%</td>
<td>13%</td>
<td>23%</td>
<td>40%</td>
</tr>
<tr>
<td>Some</td>
<td>40%</td>
<td>55%</td>
<td>48%</td>
<td>44%</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>A lot</td>
<td>7%</td>
<td>20%</td>
<td>20%</td>
<td>24%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Completely</td>
<td>4%</td>
<td>7%</td>
<td>10%</td>
<td>18%</td>
<td>12%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
### Trust by Institution Type, Among Those Familiar

**Large Banks**

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI n=118</td>
<td>40%</td>
<td>39%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Black, African or African American</td>
<td>54%</td>
<td>37%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina n=96</td>
<td>44%</td>
<td>45%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>White n=214</td>
<td>43%</td>
<td>45%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Other n=49</td>
<td>59%</td>
<td>31%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Total n=966</td>
<td>48%</td>
<td>40%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

% of respondents

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
Trust by Institution Type, Among Those Familiar

% of respondents

Community Banks

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>AAPI n=96</th>
<th>Black, African or African American n=348</th>
<th>Hispanic / Latino / Latina n=165</th>
<th>White n=204</th>
<th>Other n=45</th>
<th>Total n=869</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>15%</td>
<td>17%</td>
<td>19%</td>
<td>10%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Some</td>
<td>61%</td>
<td>57%</td>
<td>53%</td>
<td>53%</td>
<td>60%</td>
<td>55%</td>
</tr>
<tr>
<td>A lot</td>
<td>16%</td>
<td>20%</td>
<td>21%</td>
<td>26%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Completely</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>10%</td>
<td>4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI n=55</td>
<td>18%</td>
<td>44%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Black, African or African American n=265</td>
<td>14%</td>
<td>50%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina n=110</td>
<td>24%</td>
<td>48%</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>White n=89</td>
<td>35%</td>
<td>53%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Other n=27</td>
<td>33%</td>
<td>37%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Total n=553</td>
<td>21%</td>
<td>48%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)
Trust by Institution Type, Among Those Familiar

Credit Unions
% of respondents

- **AAPI n=86**
  - Not at all: 20%
  - Some: 42%
  - A lot: 26%
  - Completely: 13%

- **Black, African or African American n=351**
  - Not at all: 10%
  - Some: 44%
  - A lot: 25%
  - Completely: 21%

- **Hispanic / Latino / Latina n=165**
  - Not at all: 18%
  - Some: 44%
  - A lot: 18%
  - Completely: 19%

- **White n=187**
  - Not at all: 12%
  - Some: 45%
  - A lot: 27%
  - Completely: 16%

- **Other n=48**
  - Not at all: 15%
  - Some: 48%
  - A lot: 21%
  - Completely: 17%

- **Total n=849**
  - Not at all: 13%
  - Some: 44%
  - A lot: 24%
  - Completely: 18%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
### Trust by Institution Type, Among Those Familiar

Community Development Financial Institutions (CDFIs)

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI n=53</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Black, African or African American n=249</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina n=115</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>White n=100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Other n=28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Total n=550</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
Trust by Institution Type, Among Those Familiar

Online Lenders / Fintech Lenders
% of respondents

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI</td>
<td>41%</td>
<td>12%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Black, African or African American</td>
<td>35%</td>
<td>46%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Hispanic / Latino / Latina</td>
<td>39%</td>
<td>47%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>46%</td>
<td>48%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>50%</td>
<td>44%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>40%</td>
<td>46%</td>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
### Trust by Race & Ethnicity, Among Those Familiar: AAPI

% of respondents

<table>
<thead>
<tr>
<th>Institution</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Banks</td>
<td>40%</td>
<td>39%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Community Banks</td>
<td>15%</td>
<td>61%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>MDIs</td>
<td>18%</td>
<td>44%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Credit Unions</td>
<td>20%</td>
<td>42%</td>
<td>26%</td>
<td>13%</td>
</tr>
<tr>
<td>CDFIs</td>
<td>23%</td>
<td>43%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>FinTech</td>
<td>41%</td>
<td>41%</td>
<td>12%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
### Trust by Race & Ethnicity, Among Those Familiar

**Black, African or African American**

% of respondents

<table>
<thead>
<tr>
<th>Institution</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Banks</td>
<td>6%</td>
<td>37%</td>
<td>54%</td>
<td>6%</td>
</tr>
<tr>
<td>Community Banks</td>
<td>6%</td>
<td>20%</td>
<td>57%</td>
<td>17%</td>
</tr>
<tr>
<td>MDIs</td>
<td>14%</td>
<td>22%</td>
<td>50%</td>
<td>14%</td>
</tr>
<tr>
<td>Credit Unions</td>
<td>21%</td>
<td>25%</td>
<td>44%</td>
<td>10%</td>
</tr>
<tr>
<td>CDFIs</td>
<td>16%</td>
<td>26%</td>
<td>37%</td>
<td>20%</td>
</tr>
<tr>
<td>FinTech</td>
<td>7%</td>
<td>12%</td>
<td>46%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
### Trust by Race & Ethnicity, Among Those Familiar

**Latino/a or Hispanic % of respondents**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Banks n=196</td>
<td>44%</td>
<td>45%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Community Banks n=165</td>
<td>19%</td>
<td>53%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>MDIs n=110</td>
<td>24%</td>
<td>48%</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Credit Unions n=165</td>
<td>18%</td>
<td>44%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>CDFIs n=115</td>
<td>30%</td>
<td>40%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>FinTech n=130</td>
<td>39%</td>
<td>47%</td>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
Trust by Race & Ethnicity, Among Those Familiar

White % of respondents

- Large Banks n=214
  - Not at all: 43%
  - Some: 45%
  - A lot: 7%
  - Completely: 5%

- Community Banks n=204
  - Not at all: 10%
  - Some: 53%
  - A lot: 26%
  - Completely: 10%

- MDIs n=89
  - Not at all: 35%
  - Some: 53%
  - A lot: 11%

- Credit Unions n=187
  - Not at all: 12%
  - Some: 45%
  - A lot: 27%
  - Completely: 16%

- CDFIs n=100
  - Not at all: 26%
  - Some: 46%
  - A lot: 23%
  - Completely: 5%

- FinTech n=134
  - Not at all: 46%
  - Some: 48%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
Trust by Institution Type, Among Those Familiar

Other % of respondents

<table>
<thead>
<tr>
<th>Institution</th>
<th>Not at all</th>
<th>Some</th>
<th>A lot</th>
<th>Completely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Banks</td>
<td>31%</td>
<td>59%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Community Banks</td>
<td>60%</td>
<td>22%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>MDIs</td>
<td>22%</td>
<td>33%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>Credit Unions</td>
<td>21%</td>
<td>48%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>CDFIs</td>
<td>18%</td>
<td>50%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>FinTech</td>
<td>44%</td>
<td>50%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)
Q: To what extent do you trust each of the following institutions to serve the interests of businesses like yours?
About the Sample
Survey Respondents in all 50 States + PR

Top 5 States by Respondents

16% CA  
9% TX  
10% FL  
7% GA  
5% IL
Distribution by Number of Employees

% of respondents
n= 1,013

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: How many people does your business employ, including yourself?
Distribution by 2022 Revenue

% of respondents
n= 960

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: What was your business revenue in 2022? Does not include respondents who opted not to disclose revenue
Mostly Profitable

% of respondents
n= 984

Q: Is your business profitable?

- Yes: 63%
- No: 28%
- Don’t Know: 9%

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June2023)

Q3 Show distribution by number of employees +
Q43: FT, part time, seasonal, contractor

- AAPI n=122:
  - No: 33%
  - Yes: 56%
  - Don’t Know: 11%

- Black, African or African American n=390:
  - No: 32%
  - Yes: 59%
  - Don’t Know: 9%

- Hispanic / Latino / Latina n=204:
  - No: 24%
  - Yes: 67%
  - Don’t Know: 9%

- White n=217:
  - No: 25%
  - Yes: 68%
  - Don’t Know: 7%

- Other n=51:
  - No: 22%
  - Yes: 71%
  - Don’t Know: 8%
Business Income Represents at Least 50% of HH Income for Two in Three Respondents

% of Respondents
n=1,005

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: What portion of your household income is generated by this business?
Mix of Long Established Small Businesses and Recently Formed Businesses

% of Respondents
n=997

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: How long has your business been in operation?
Industry

- Business Services: 15.8%
- Restaurants & Bars: 9.9%
- Retail: 9.9%
- Construction: 8.9%
- Heathcare: 5.0%
- Manufacturing: 5.0%
- Logistics and Transportation: 5.0%
- Hospitality & Catering: 4.0%
- Personal Services: 4.0%
- Marketing / Advertising: 4.0%
- Beauty: 4.0%
- Entertainment: 3.0%
- Wholesale: 3.0%
- Caregiving / Home Healthcare / Child Care: 2.0%
- Cleaning & Maintenance: 2.0%
- High Tech: 2.0%
- Legal: 2.0%

Source: Reimagine Main Street in partnership with National ACE, NCAIED, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q: In what industry does your business compete?

Does not include “Other” responses
Age of Respondents

% of Respondents
n=1,013

Q: Which of the following best describes your current age?

Source: Reimagine Main Street in partnership with National ACE, National Center for American Indian Enterprise Development, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)
Gender

n= 1,012

- Female: 55.6%
- Male: 43.4%
- Prefer Not to Say: 1.0%

Source: Reimagine Main Street in partnership with National ACE, US Black Chambers, Inc. and United States Hispanic Chamber of Commerce (June 2023)

Q67: What is your gender?
Questions?

Please email us

survey@reimaginemainstreet.com