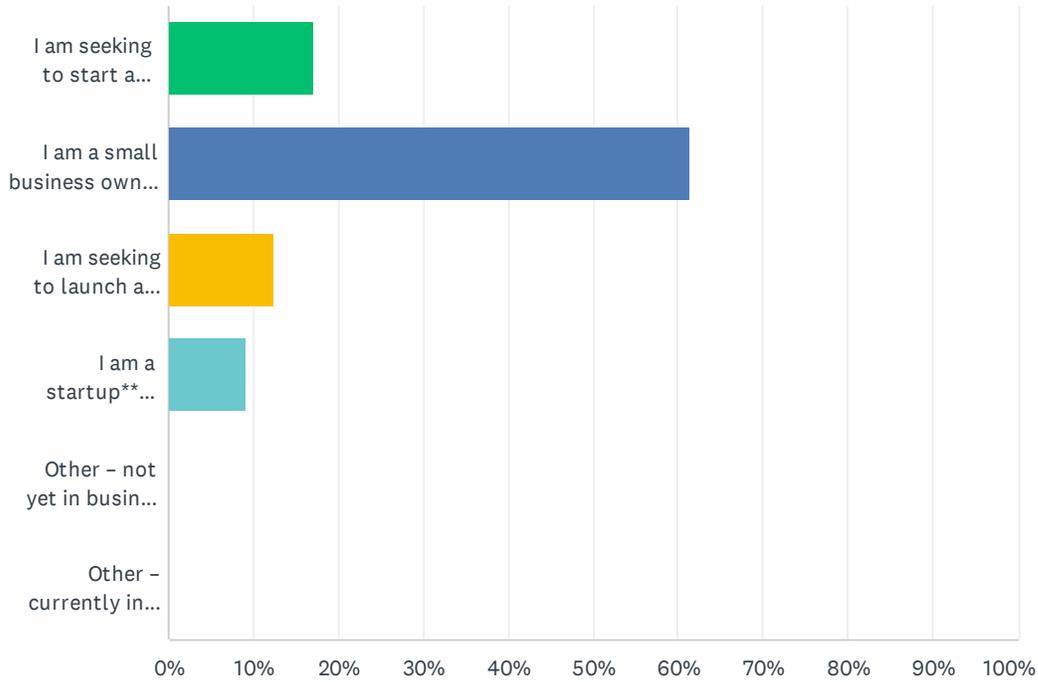


Q4 How would you describe yourself?

Answered: 554 Skipped: 26



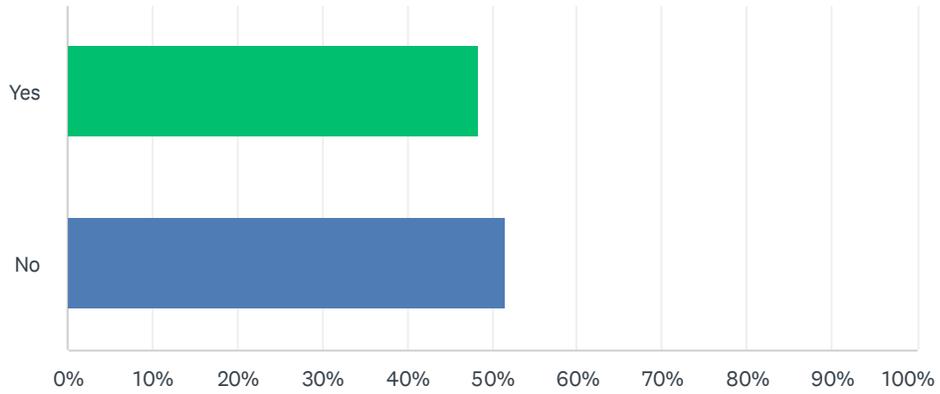
ANSWER CHOICES	RESPONSES	
I am seeking to start a small business and have not yet earned revenue/income from this business	17.15%	95
I am a small business owner whose business has earned revenue/income	61.37%	340
I am seeking to launch a startup** and have not yet earned revenue	12.27%	68
I am a startup** founder whose business has earned revenue	9.21%	51
Other – not yet in business (must not yet be earning revenue)	0.00%	0
Other – currently in business (must be earning revenue)	0.00%	0
TOTAL		554

Q5 In what year did you start your business?

Answered: 367 Skipped: 213

Q6 Is your business home-based?

Answered: 367 Skipped: 213

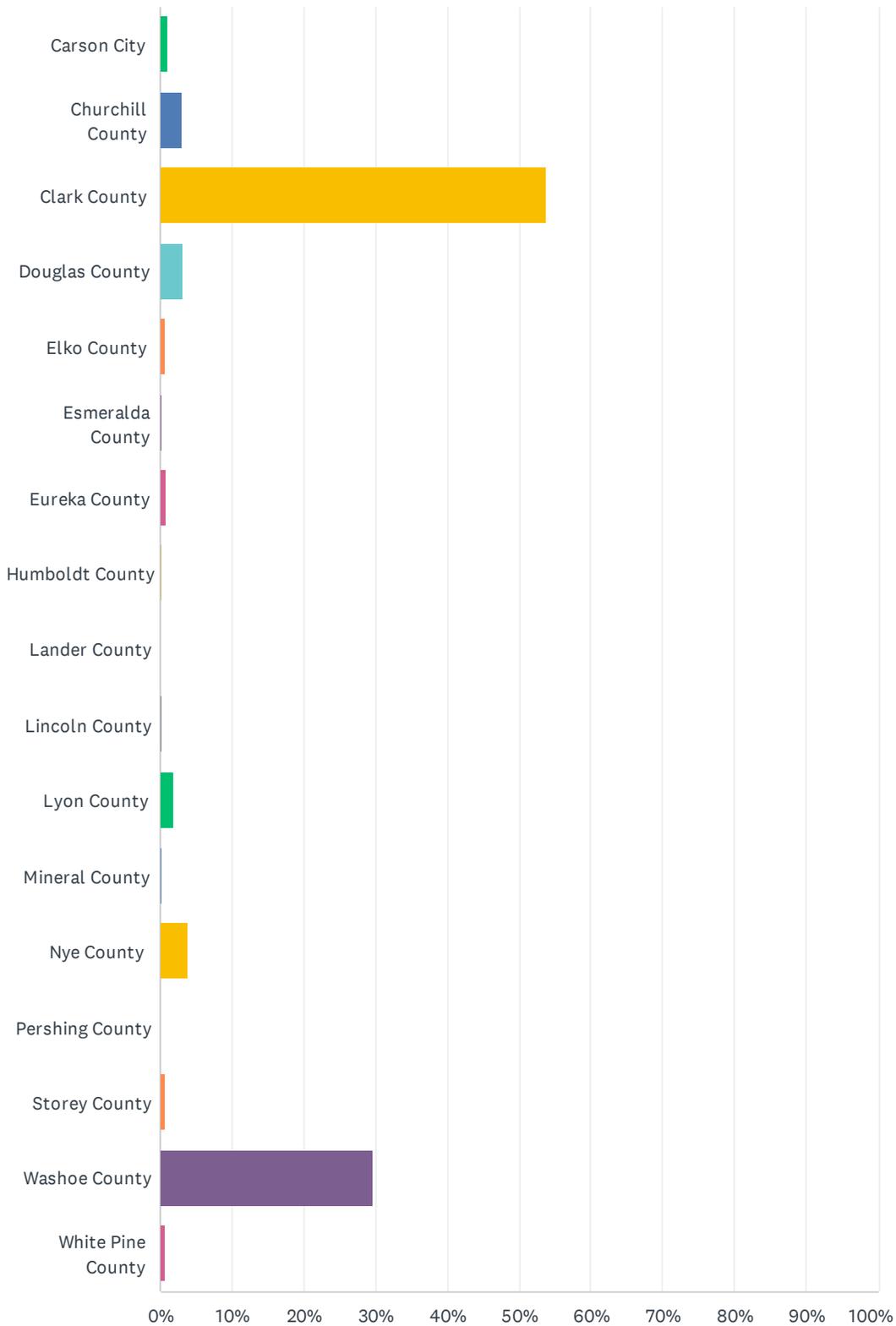


ANSWER CHOICES	RESPONSES	
Yes	48.50%	178
No	51.50%	189
TOTAL		367

**Q7 In what Nevada county do your business operations take place?
Please use the county of your commercial location or your home (if you
are home-based).**

Answered: 367 Skipped: 213

2023 Nevada Small Business Challenges Survey



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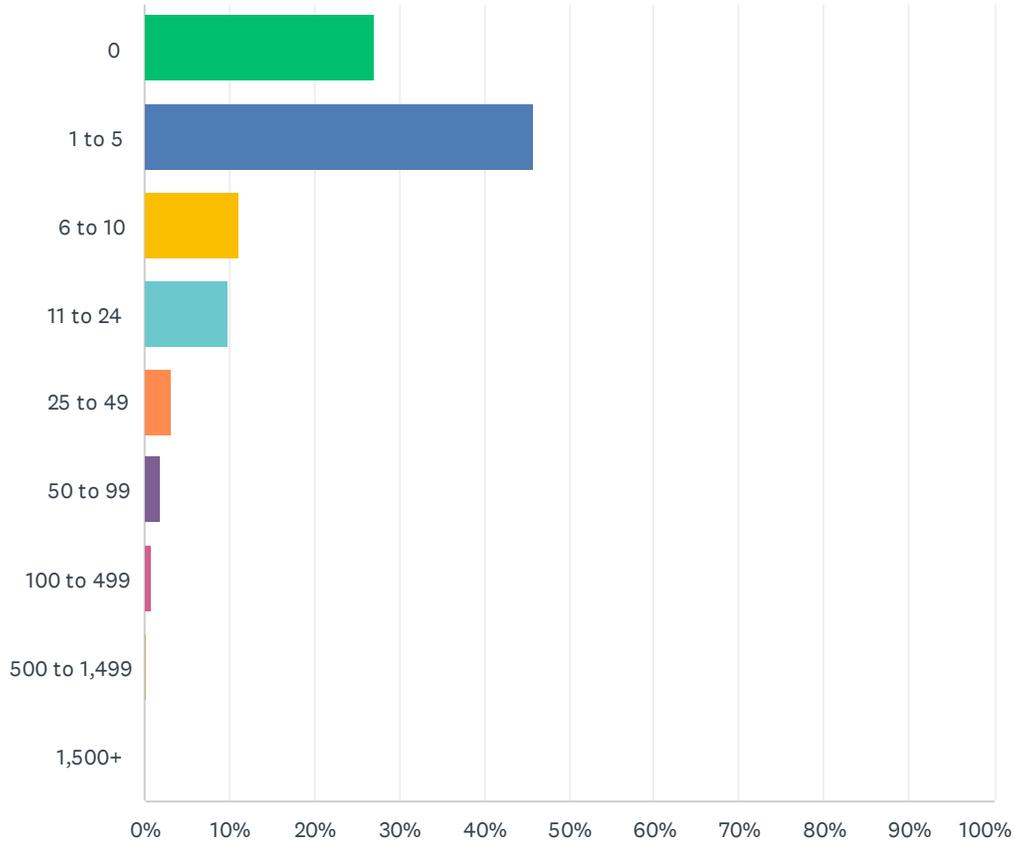
ANSWER CHOICES	RESPONSES	
Carson City	1.09%	4
Churchill County	3.00%	11
Clark County	53.68%	197
Douglas County	3.27%	12
Elko County	0.54%	2
Esmeralda County	0.27%	1
Eureka County	0.82%	3
Humboldt County	0.27%	1
Lander County	0.00%	0
Lincoln County	0.27%	1
Lyon County	1.91%	7
Mineral County	0.27%	1
Nye County	3.81%	14
Pershing County	0.00%	0
Storey County	0.54%	2
Washoe County	29.70%	109
White Pine County	0.54%	2
TOTAL		367

Q8 In what Nevada ZIP code do your business operations take place?
Please use the ZIP code of your commercial location or your home (if you
are home-based). (Enter 5-digit ZIP code; for example, 00544 or 94305.)

Answered: 367 Skipped: 213

Q9 How many employees does your business currently employ (include both part-time and full-time employees)?

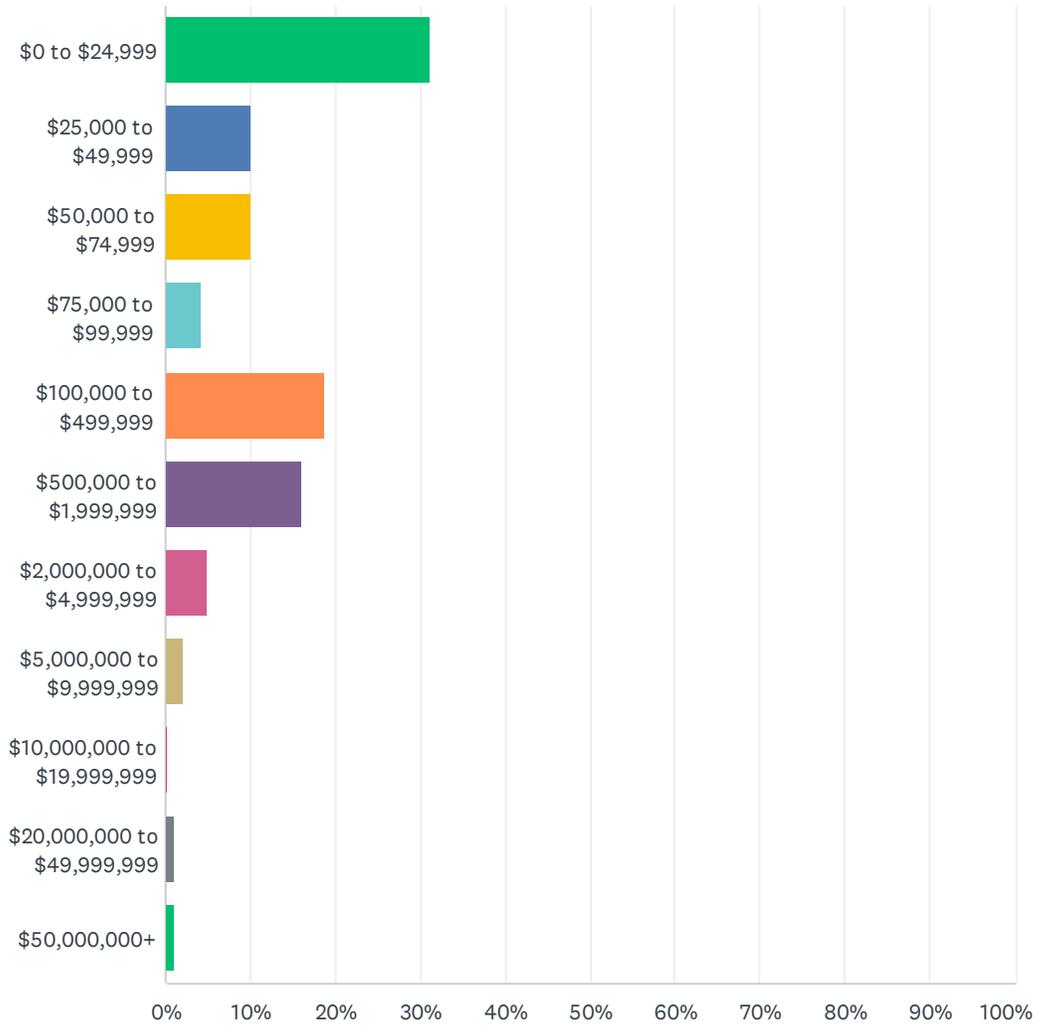
Answered: 367 Skipped: 213



ANSWER CHOICES	RESPONSES	
0	26.98%	99
1 to 5	45.78%	168
6 to 10	11.17%	41
11 to 24	9.81%	36
25 to 49	3.27%	12
50 to 99	1.91%	7
100 to 499	0.82%	3
500 to 1,499	0.27%	1
1,500+	0.00%	0
TOTAL		367

Q10 What was your business's gross revenue for 2022?

Answered: 367 Skipped: 213

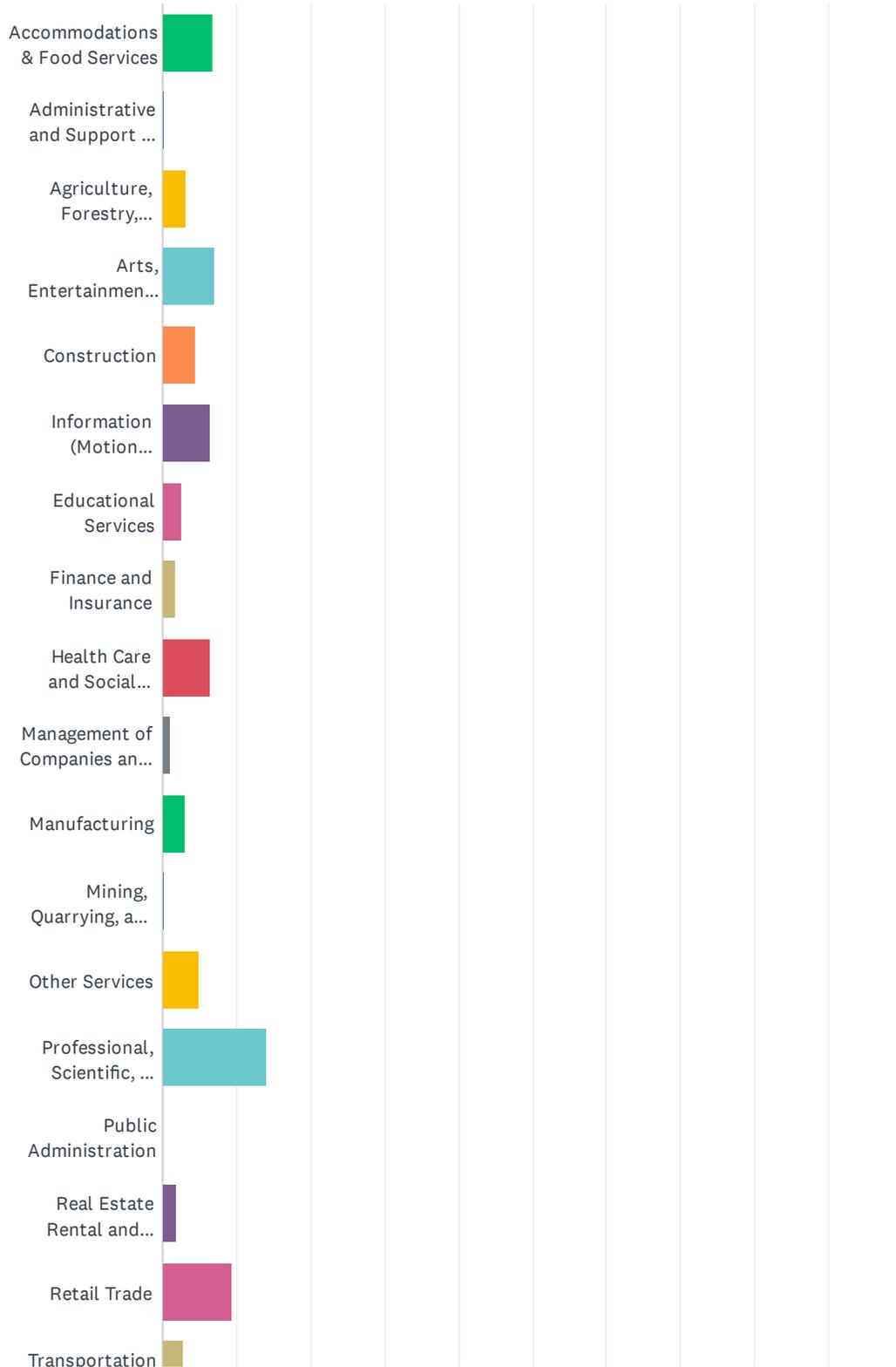


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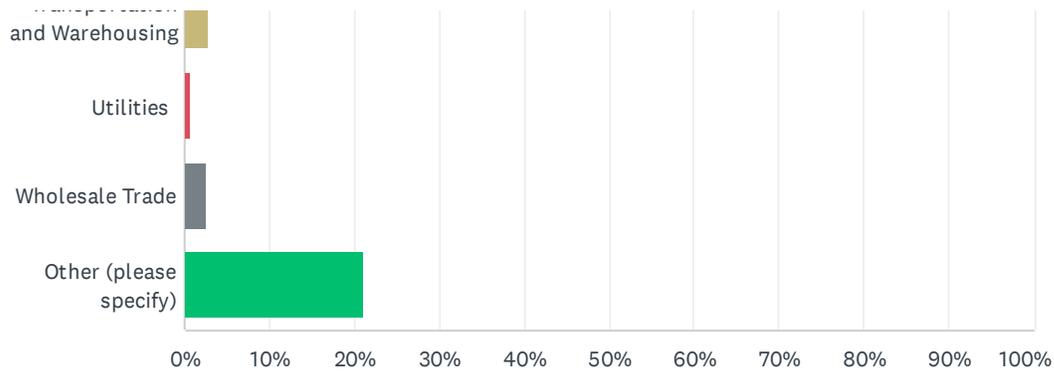
ANSWER CHOICES	RESPONSES	
\$0 to \$24,999	31.06%	114
\$25,000 to \$49,999	10.08%	37
\$50,000 to \$74,999	10.08%	37
\$75,000 to \$99,999	4.36%	16
\$100,000 to \$499,999	18.80%	69
\$500,000 to \$1,999,999	16.08%	59
\$2,000,000 to \$4,999,999	4.90%	18
\$5,000,000 to \$9,999,999	2.18%	8
\$10,000,000 to \$19,999,999	0.27%	1
\$20,000,000 to \$49,999,999	1.09%	4
\$50,000,000+	1.09%	4
TOTAL		367

Q11 What is the primary industry that your business belongs to? (These categories are based on the North America Industry Classification System (NAICS).)

Answered: 365 Skipped: 215



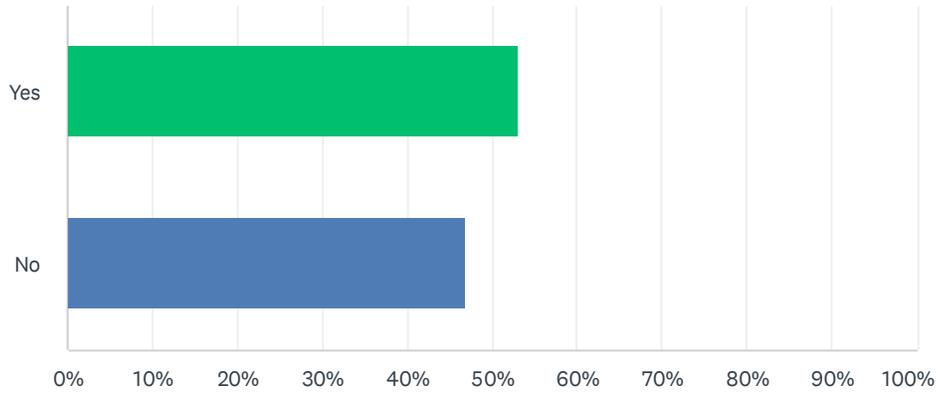
2023 Nevada Small Business Challenges Survey



ANSWER CHOICES	RESPONSES	
Accommodations & Food Services	6.85%	25
Administrative and Support or Waste Management and Remediation Services	0.27%	1
Agriculture, Forestry, Fishing and Hunting	3.29%	12
Arts, Entertainment and Recreation	7.12%	26
Construction	4.38%	16
Information (Motion pictures, sound recording, newspapers/periodicals, software, media streaming, social networks, media networks, telecommunications, computing infrastructure, data processing, web hosting, web search portals, etc.)	6.30%	23
Educational Services	2.47%	9
Finance and Insurance	1.64%	6
Health Care and Social Assistance	6.30%	23
Management of Companies and Enterprises	1.10%	4
Manufacturing	3.01%	11
Mining, Quarrying, and Oil and Gas Extraction	0.27%	1
Other Services	4.93%	18
Professional, Scientific, and Technical Services	13.97%	51
Public Administration	0.00%	0
Real Estate Rental and Leasing	1.92%	7
Retail Trade	9.32%	34
Transportation and Warehousing	2.74%	10
Utilities	0.55%	2
Wholesale Trade	2.47%	9
Other (please specify)	21.10%	77
TOTAL		365

Q12 Will your business be home-based?

Answered: 147 Skipped: 433

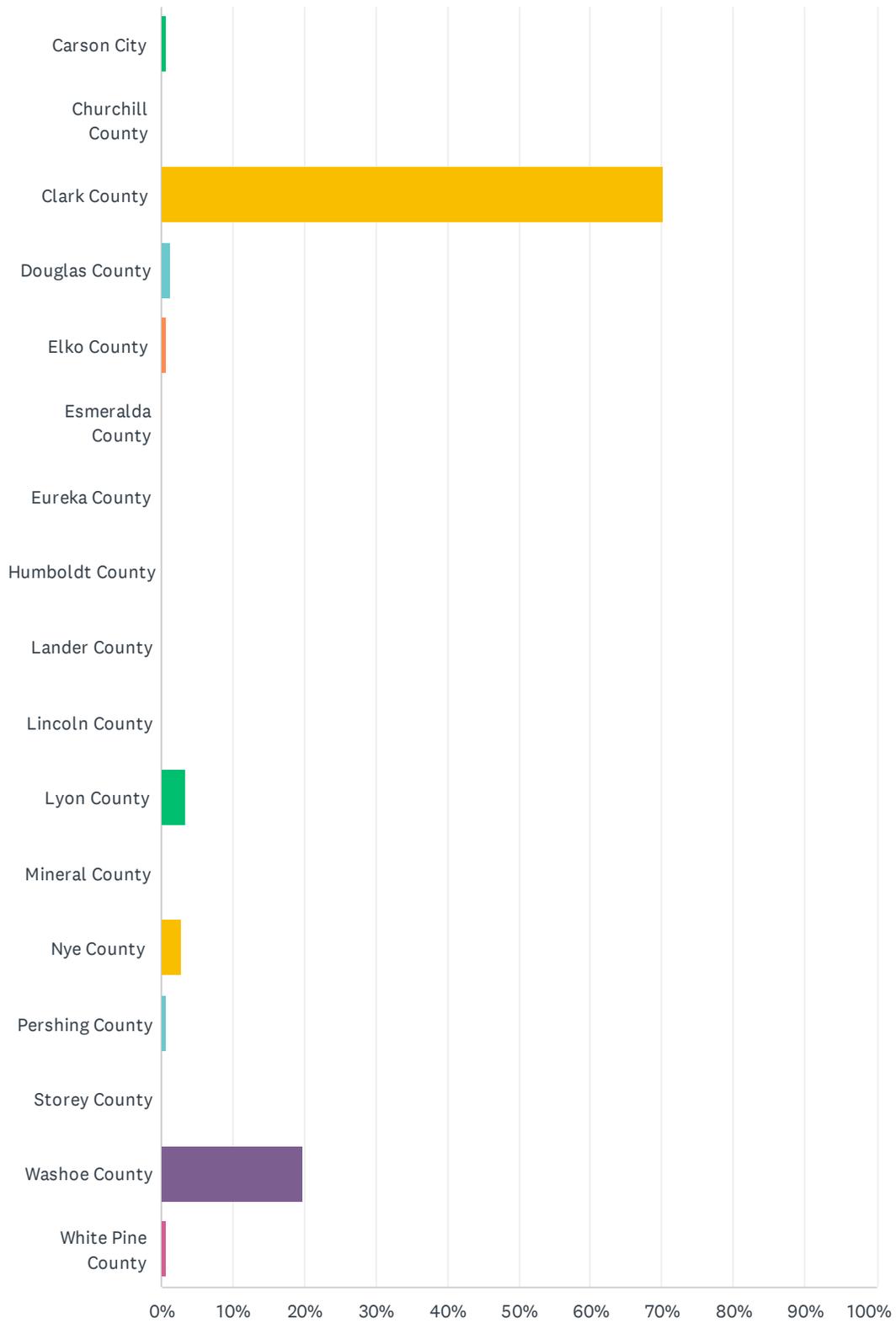


ANSWER CHOICES	RESPONSES	
Yes	53.06%	78
No	46.94%	69
TOTAL		147

Q13 In what Nevada county do you plan on opening your business? If you do not have a commercial location yet or plan to operate from your home, please enter the county of your home address.

Answered: 147 Skipped: 433

2023 Nevada Small Business Challenges Survey



2023 Nevada Small Business Challenges Survey

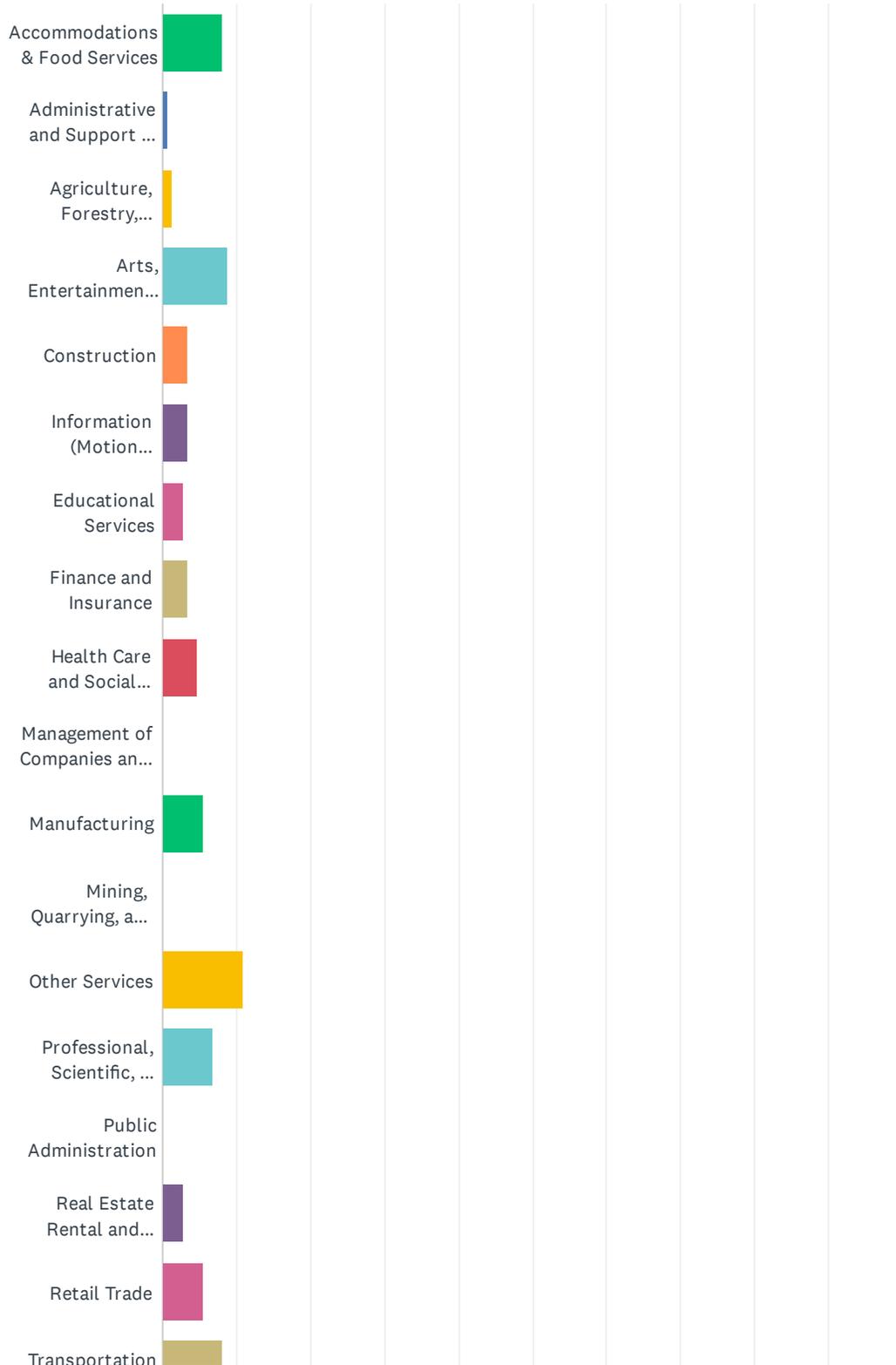
ANSWER CHOICES	RESPONSES	
Carson City	0.68%	1
Churchill County	0.00%	0
Clark County	70.07%	103
Douglas County	1.36%	2
Elko County	0.68%	1
Esmeralda County	0.00%	0
Eureka County	0.00%	0
Humboldt County	0.00%	0
Lander County	0.00%	0
Lincoln County	0.00%	0
Lyon County	3.40%	5
Mineral County	0.00%	0
Nye County	2.72%	4
Pershing County	0.68%	1
Storey County	0.00%	0
Washoe County	19.73%	29
White Pine County	0.68%	1
TOTAL		147

**Q14 In what Nevada ZIP code do you plan on opening your business?
Please use the ZIP code of your commercial location or your home (if you
are planning to be home-based). (Enter 5-digit ZIP code; for example,
00544 or 94305.)**

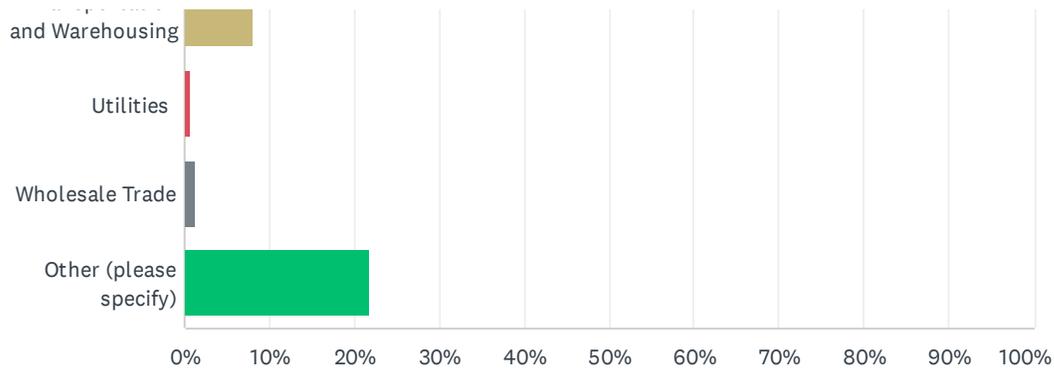
Answered: 147 Skipped: 433

Q15 What is the primary industry that your new business will belong to? (These categories are based on the North America Industry Classification System (NAICS).)

Answered: 147 Skipped: 433



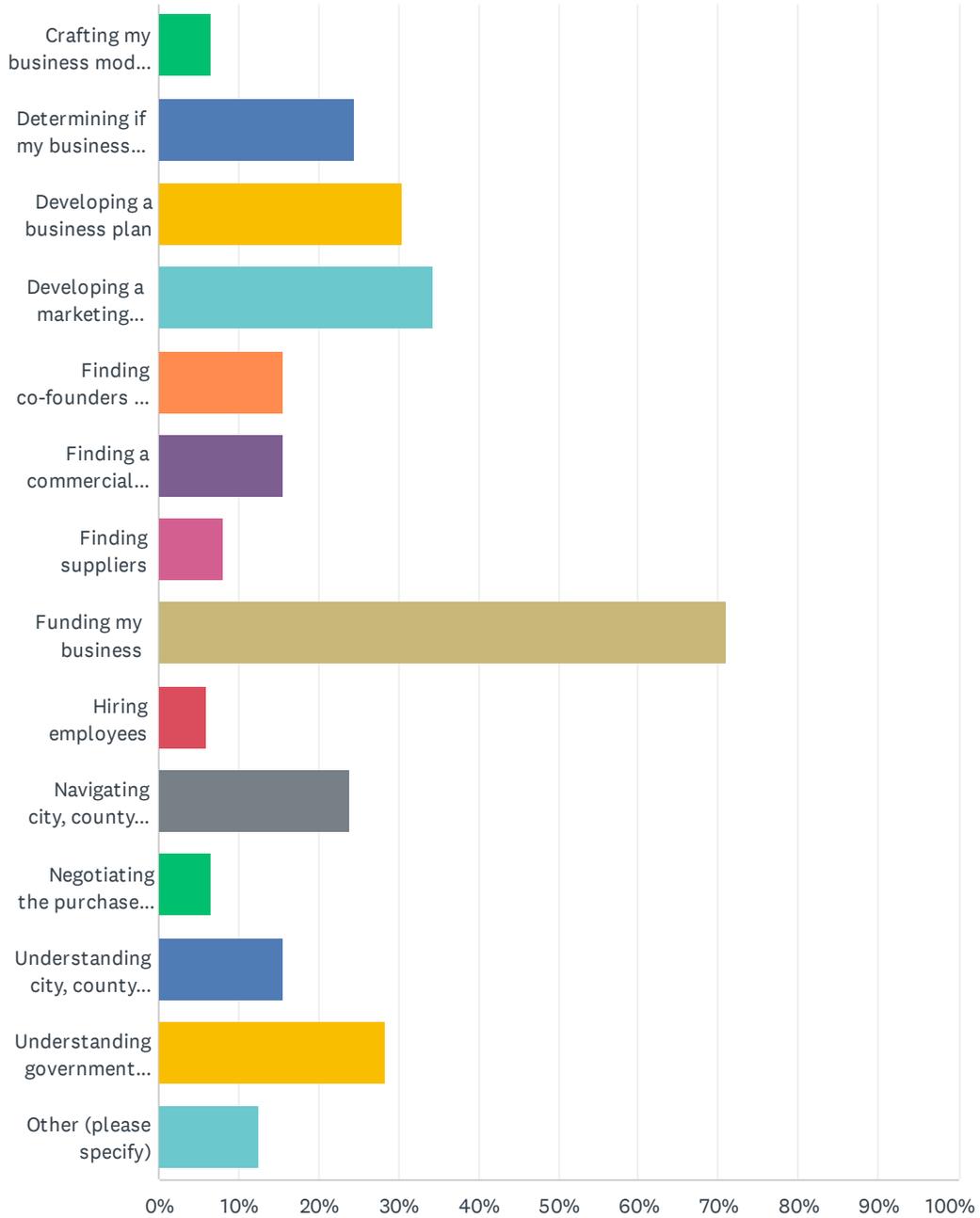
2023 Nevada Small Business Challenges Survey



ANSWER CHOICES	RESPONSES	
Accommodations & Food Services	8.16%	12
Administrative and Support or Waste Management and Remediation Services	0.68%	1
Agriculture, Forestry, Fishing and Hunting	1.36%	2
Arts, Entertainment and Recreation	8.84%	13
Construction	3.40%	5
Information (Motion pictures, sound recording, newspapers/periodicals, software, media streaming, social networks, media networks, telecommunications, computing infrastructure, data processing, web hosting, web search portals, etc.)	3.40%	5
Educational Services	2.72%	4
Finance and Insurance	3.40%	5
Health Care and Social Assistance	4.76%	7
Management of Companies and Enterprises	0.00%	0
Manufacturing	5.44%	8
Mining, Quarrying, and Oil and Gas Extraction	0.00%	0
Other Services	10.88%	16
Professional, Scientific, and Technical Services	6.80%	10
Public Administration	0.00%	0
Real Estate Rental and Leasing	2.72%	4
Retail Trade	5.44%	8
Transportation and Warehousing	8.16%	12
Utilities	0.68%	1
Wholesale Trade	1.36%	2
Other (please specify)	21.77%	32
TOTAL		147

Q16 What are the top three challenges you are facing in starting your business?

Answered: 134 Skipped: 446



2023 Nevada Small Business Challenges Survey

ANSWER CHOICES	RESPONSES	
Crafting my business model to deal with the impacts of artificial intelligence (AI)	6.72%	9
Determining if my business idea is viable / will be profitable	24.63%	33
Developing a business plan	30.60%	41
Developing a marketing strategy	34.33%	46
Finding co-founders / key team members	15.67%	21
Finding a commercial location	15.67%	21
Finding suppliers	8.21%	11
Funding my business	70.90%	95
Hiring employees	5.97%	8
Navigating city, county, and/or state business licensing requirements	23.88%	32
Negotiating the purchase of an existing business	6.72%	9
Understanding city, county, state, and federal taxes	15.67%	21
Understanding government regulations & compliance (taxes, environmental, health & safety)	28.36%	38
Other (please specify)	12.69%	17
Total Respondents: 134		

Q17 Please share any additional comments you have on the challenges that you have experienced in trying to start a new business.

Answered: 82 Skipped: 498

Q18 Please share any feedback you have on the business support services (or lack thereof) that are available through non-profit organizations and government departments in Nevada.

Answered: 68 Skipped: 512

Q19 Please rank the top three challenges that you are facing in starting your business.

Answered: 133 Skipped: 447



2023 Nevada Small Business Challenges Survey

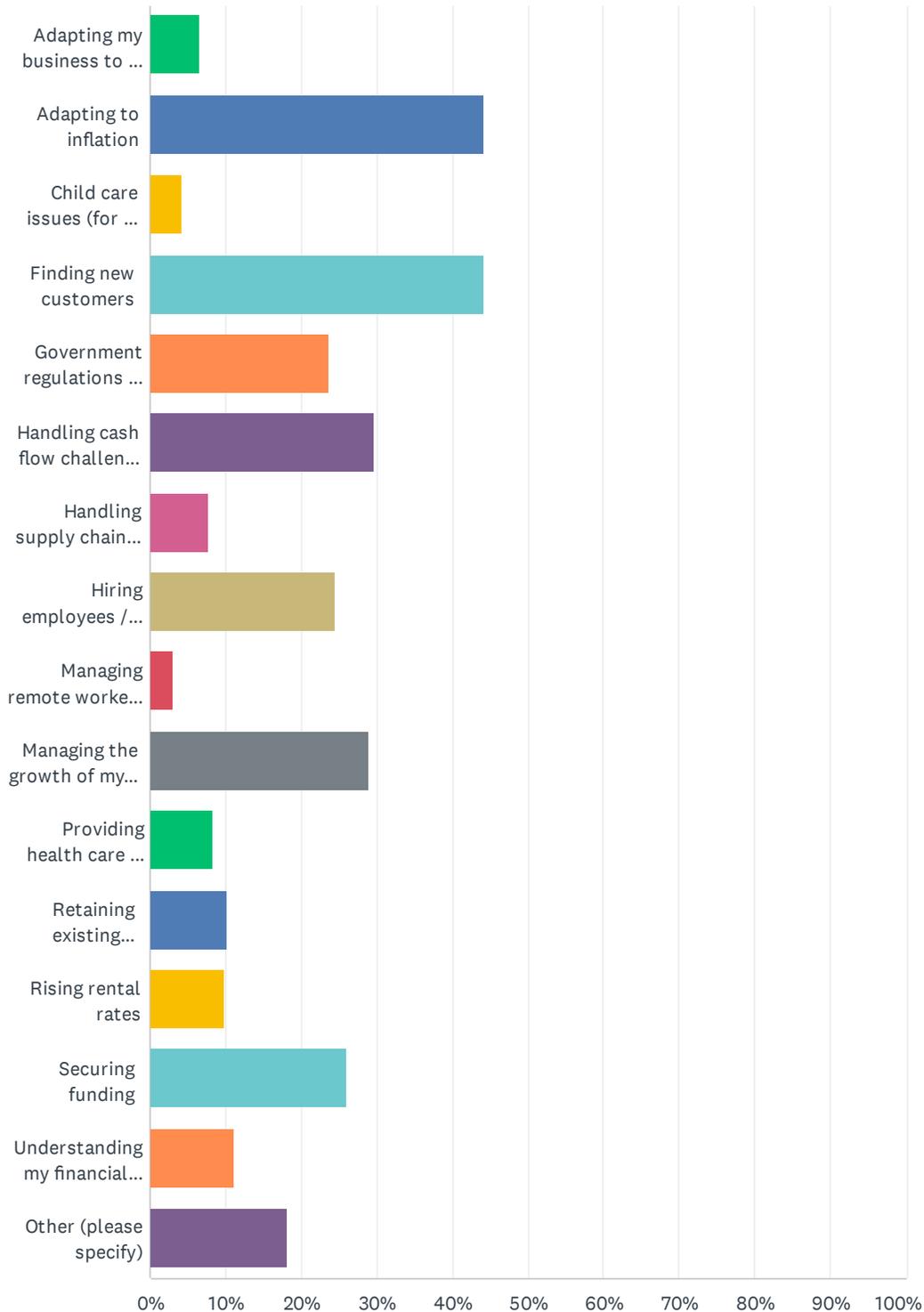
	1	2	3	4	5	6	7	8	9	10	11	12
Crafting my business model to deal with the impacts of artificial intelligence (AI)	0.00% 0	44.44% 4	55.56% 5	0.00% 0								
Determining if my business idea is viable / will be profitable	45.45% 15	33.33% 11	21.21% 7	0.00% 0								
Developing a business plan	30.00% 12	47.50% 19	22.50% 9	0.00% 0								
Developing a marketing strategy	8.89% 4	31.11% 14	60.00% 27	0.00% 0								
Finding co-founders / key team members	23.81% 5	52.38% 11	23.81% 5	0.00% 0								
Finding a commercial location	19.05% 4	33.33% 7	47.62% 10	0.00% 0								
Finding suppliers	9.09% 1	36.36% 4	54.55% 6	0.00% 0								
Funding my business	59.57% 56	23.40% 22	17.02% 16	0.00% 0								
Hiring employees	12.50% 1	12.50% 1	75.00% 6	0.00% 0								
Navigating city, county, and/or state business licensing requirements	43.75% 14	31.25% 10	25.00% 8	0.00% 0								
Negotiating the purchase of an existing business	11.11% 1	22.22% 2	66.67% 6	0.00% 0								
Understanding city, county, state, and federal taxes	38.10% 8	19.05% 4	42.86% 9	0.00% 0								
Understanding government regulations & compliance (taxes, environmental, health & safety)	18.42% 7	44.74% 17	36.84% 14	0.00% 0								
[Insert text	29.41%	41.18%	29.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

2023 Nevada Small Business Challenges Survey

from Other]	5	7	5	0	0	0	0	0	0	0	0	0
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Q20 What are the top three challenges you are facing in operating your business?

Answered: 335 Skipped: 245

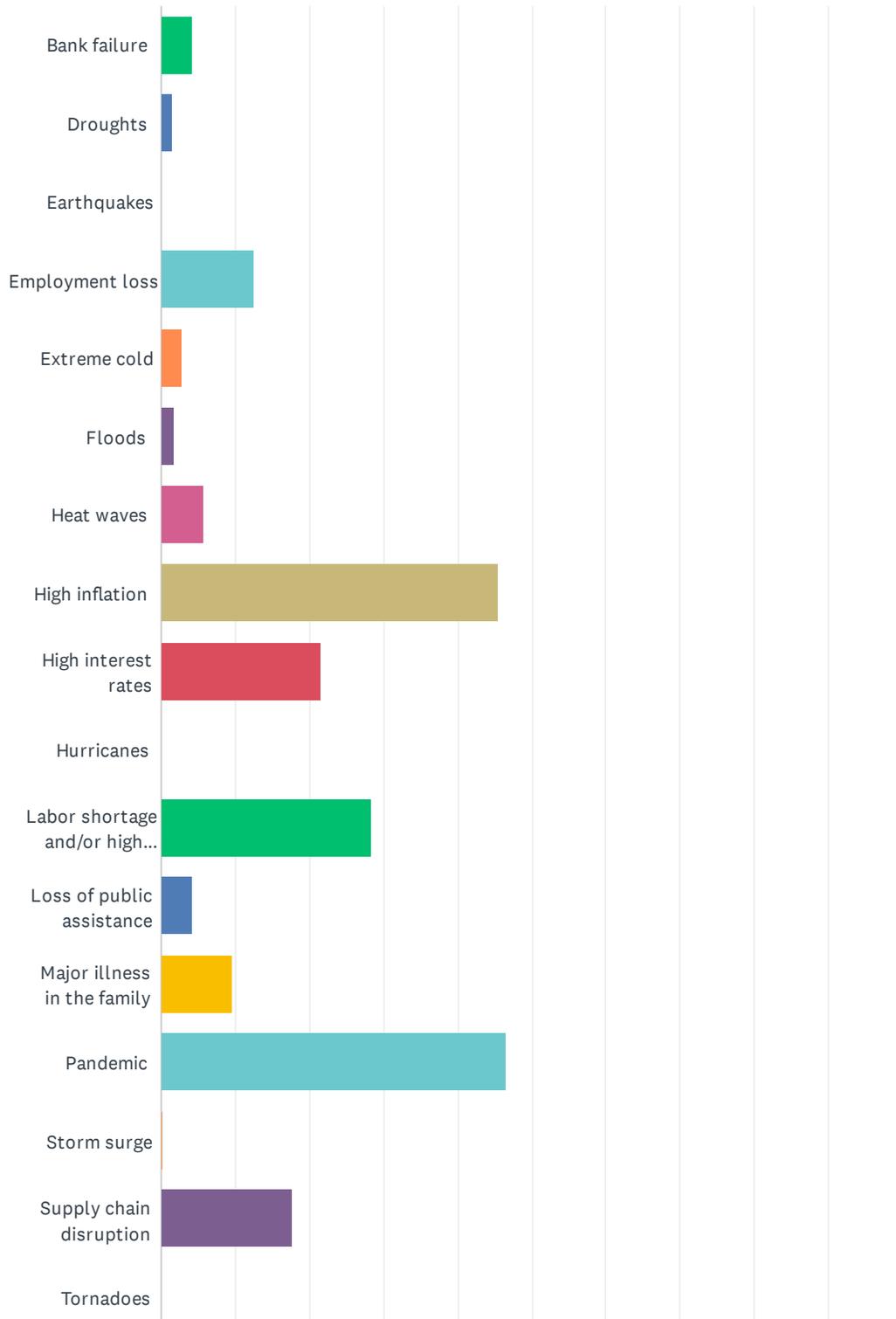


2023 Nevada Small Business Challenges Survey

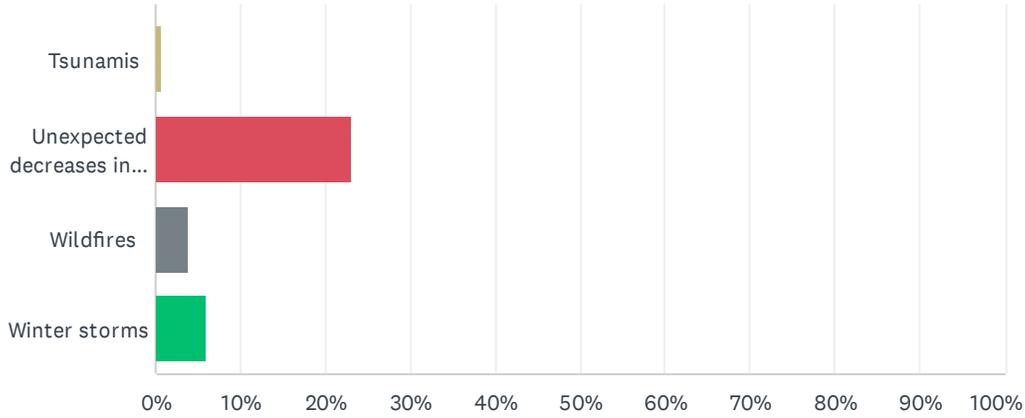
ANSWER CHOICES	RESPONSES	
Adapting my business to the deal with the impacts of artificial intelligence (AI)	6.57%	22
Adapting to inflation	44.18%	148
Child care issues (for me and/or my employees)	4.18%	14
Finding new customers	44.18%	148
Government regulations & compliance (taxes, environmental, health & safety)	23.58%	79
Handling cash flow challenges (paying my bills, paying employees, paying vendors etc.)	29.55%	99
Handling supply chain disruptions	7.76%	26
Hiring employees / retaining employees	24.48%	82
Managing remote workers / managing employees' expectations to be able to work remotely	2.99%	10
Managing the growth of my business	28.96%	97
Providing health care for me and/or my employees	8.36%	28
Retaining existing customers	10.15%	34
Rising rental rates	9.85%	33
Securing funding	25.97%	87
Understanding my financial statements / understanding my profitability	11.04%	37
Other (please specify)	18.21%	61
Total Respondents: 335		

Q21 What were the incidents (e.g., major illness in the family), natural hazards (e.g., wildfire), and/or other economic events (e.g., bank failure) that resulted in the largest income losses to your business in the past three years? Please select all that apply.

Answered: 335 Skipped: 245



2023 Nevada Small Business Challenges Survey



ANSWER CHOICES	RESPONSES	
Bank failure	4.18%	14
Droughts	1.49%	5
Earthquakes	0.00%	0
Employment loss	12.54%	42
Extreme cold	2.69%	9
Floods	1.79%	6
Heat waves	5.67%	19
High inflation	45.37%	152
High interest rates	21.49%	72
Hurricanes	0.00%	0
Labor shortage and/or high labor cost	28.36%	95
Loss of public assistance	4.18%	14
Major illness in the family	9.55%	32
Pandemic	46.57%	156
Storm surge	0.30%	1
Supply chain disruption	17.61%	59
Tornadoes	0.00%	0
Tsunamis	0.60%	2
Unexpected decreases in sales quantity or prices	22.99%	77
Wildfires	3.88%	13
Winter storms	5.97%	20
Total Respondents: 335		

Q22 Please share any additional comments you have on the challenges that your business has been experiencing.

Answered: 193 Skipped: 387

Q23 Please share any feedback you have on the business support services (or lack thereof) that are available through non-profit organizations and government departments in Nevada.

Answered: 151 Skipped: 429

Q24 Please rank the top three challenges that you are facing in operating your business.

Answered: 328 Skipped: 252



2023 Nevada Small Business Challenges Survey

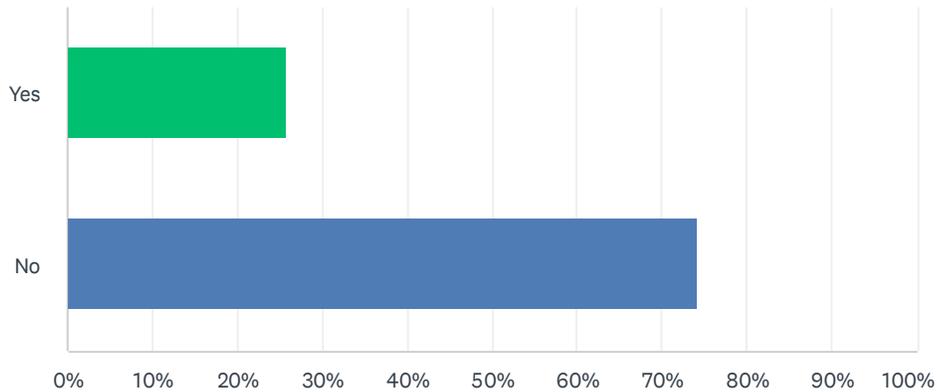
	1	2	3	4	5	6	7	8	9	10	11	12
Adapting my business to the deal with the impacts of artificial intelligence (AI)	13.64% 3	13.64% 3	72.73% 16	0.00% 0								
Adapting to inflation	36.11% 52	29.86% 43	34.03% 49	0.00% 0								
Child care issues (for me and/or my employees)	28.57% 4	14.29% 2	57.14% 8	0.00% 0								
Finding new customers	50.00% 72	34.03% 49	15.97% 23	0.00% 0								
Government regulations & compliance (taxes, environmental, health & safety)	39.74% 31	28.21% 22	32.05% 25	0.00% 0								
Handling cash flow challenges (paying my bills, paying employees, paying vendors etc.)	29.90% 29	38.14% 37	31.96% 31	0.00% 0								
Handling supply chain disruptions	15.38% 4	34.62% 9	50.00% 13	0.00% 0								
Hiring employees / retaining employees	32.10% 26	35.80% 29	32.10% 26	0.00% 0								
Managing remote workers / managing employees' expectations to be able to work remotely	0.00% 0	44.44% 4	55.56% 5	0.00% 0								
Managing the growth of my business	20.00% 19	41.05% 39	38.95% 37	0.00% 0								
Providing health care for me and/or my employees	14.81% 4	44.44% 12	40.74% 11	0.00% 0								
Retaining existing customers	3.13% 1	40.63% 13	56.25% 18	0.00% 0								

2023 Nevada Small Business Challenges Survey

Rising rental rates	21.21% 7	45.45% 15	33.33% 11	0.00% 0								
Securing funding	54.02% 47	21.84% 19	24.14% 21	0.00% 0								
Understanding my financial statements / understanding my profitability	14.29% 5	31.43% 11	54.29% 19	0.00% 0								
[Insert text from Other]	40.00% 24	35.00% 21	25.00% 15	0.00% 0								

Q25 Did you apply for debt financing* to fund your startup or existing business in the past 12 months? *For this question, debt financing includes business and personal debt instruments such as business loans, business lines of credit, credit cards, home equity lines of credit, loans from friends or family, merchant cash advances (e.g. Square or PayPal loans), SBA loans, etc.

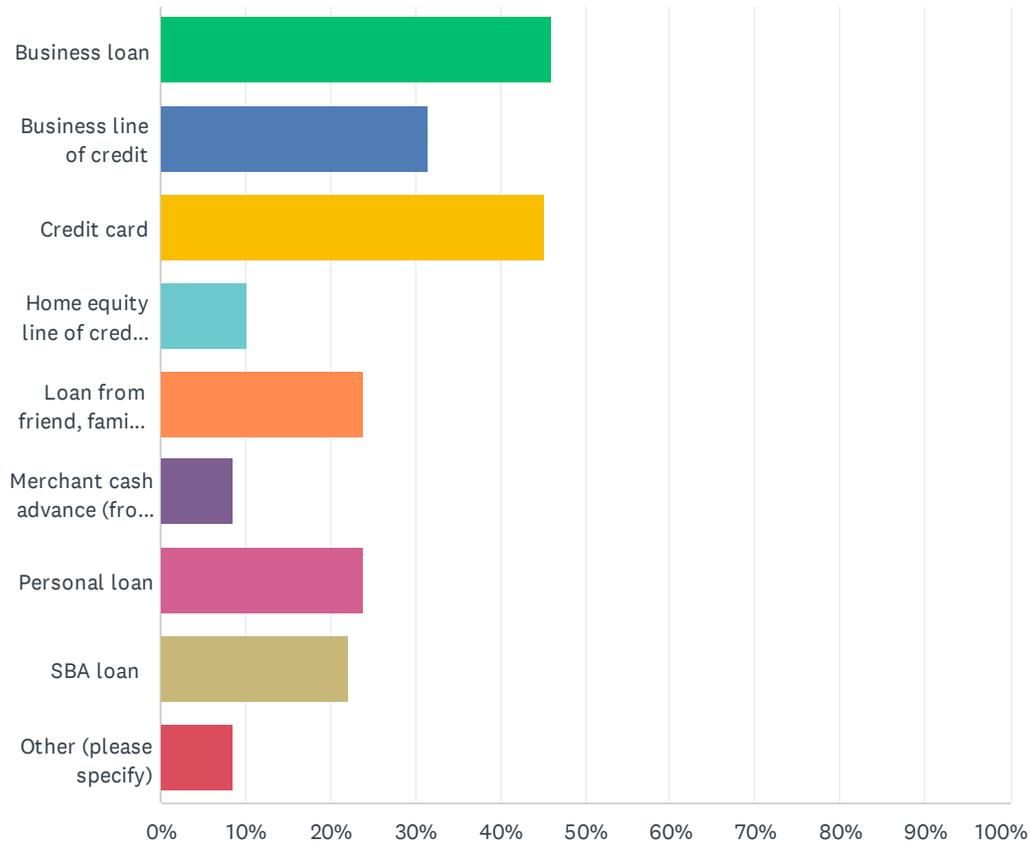
Answered: 461 Skipped: 119



ANSWER CHOICES	RESPONSES	
Yes	25.81%	119
No	74.19%	342
TOTAL		461

Q26 For what type of debt financing did you apply for to fund your business (check all that apply)?

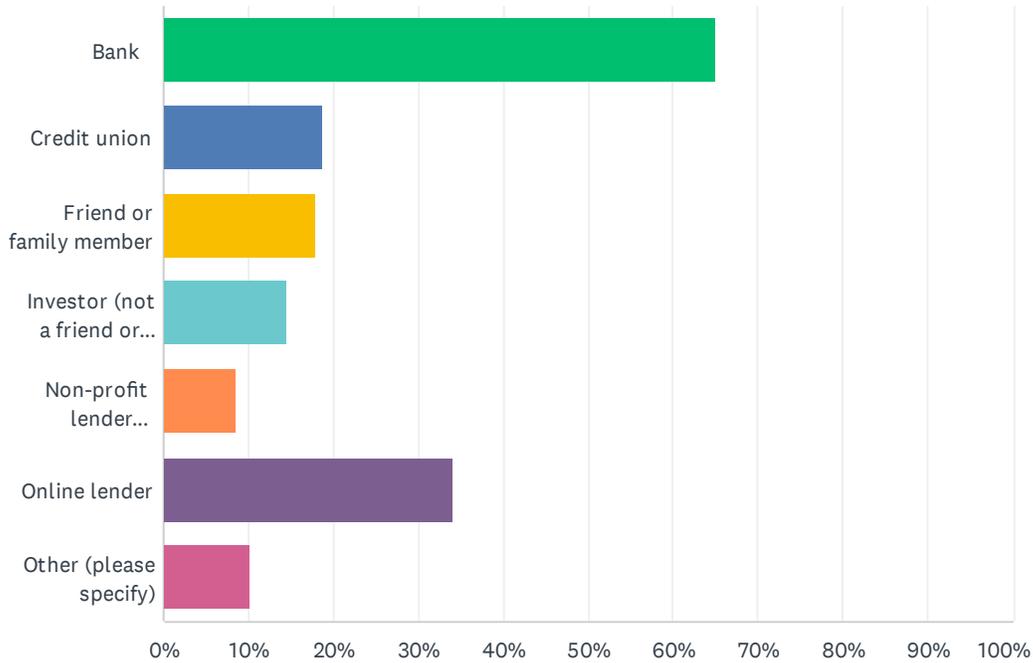
Answered: 117 Skipped: 463



ANSWER CHOICES	RESPONSES	
Business loan	46.15%	54
Business line of credit	31.62%	37
Credit card	45.30%	53
Home equity line of credit (HELOC)	10.26%	12
Loan from friend, family, or other private investor	23.93%	28
Merchant cash advance (from PayPal, Square, or other lender)	8.55%	10
Personal loan	23.93%	28
SBA loan	22.22%	26
Other (please specify)	8.55%	10
Total Respondents: 117		

Q27 To what type(s) of lender did you apply (check all that apply)?

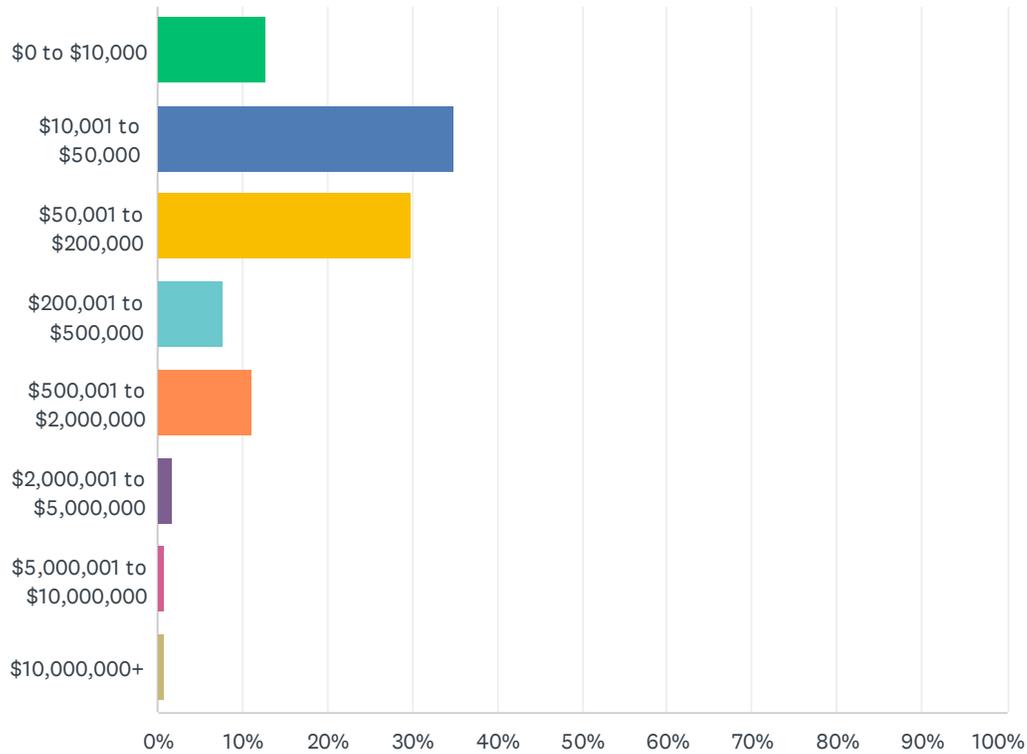
Answered: 117 Skipped: 463



ANSWER CHOICES	RESPONSES	
Bank	64.96%	76
Credit union	18.80%	22
Friend or family member	17.95%	21
Investor (not a friend or family member)	14.53%	17
Non-profit lender (CDFI/CDBs)	8.55%	10
Online lender	34.19%	40
Other (please specify)	10.26%	12
Total Respondents: 117		

Q28 What was the total dollar amount that you applied for through all requests?

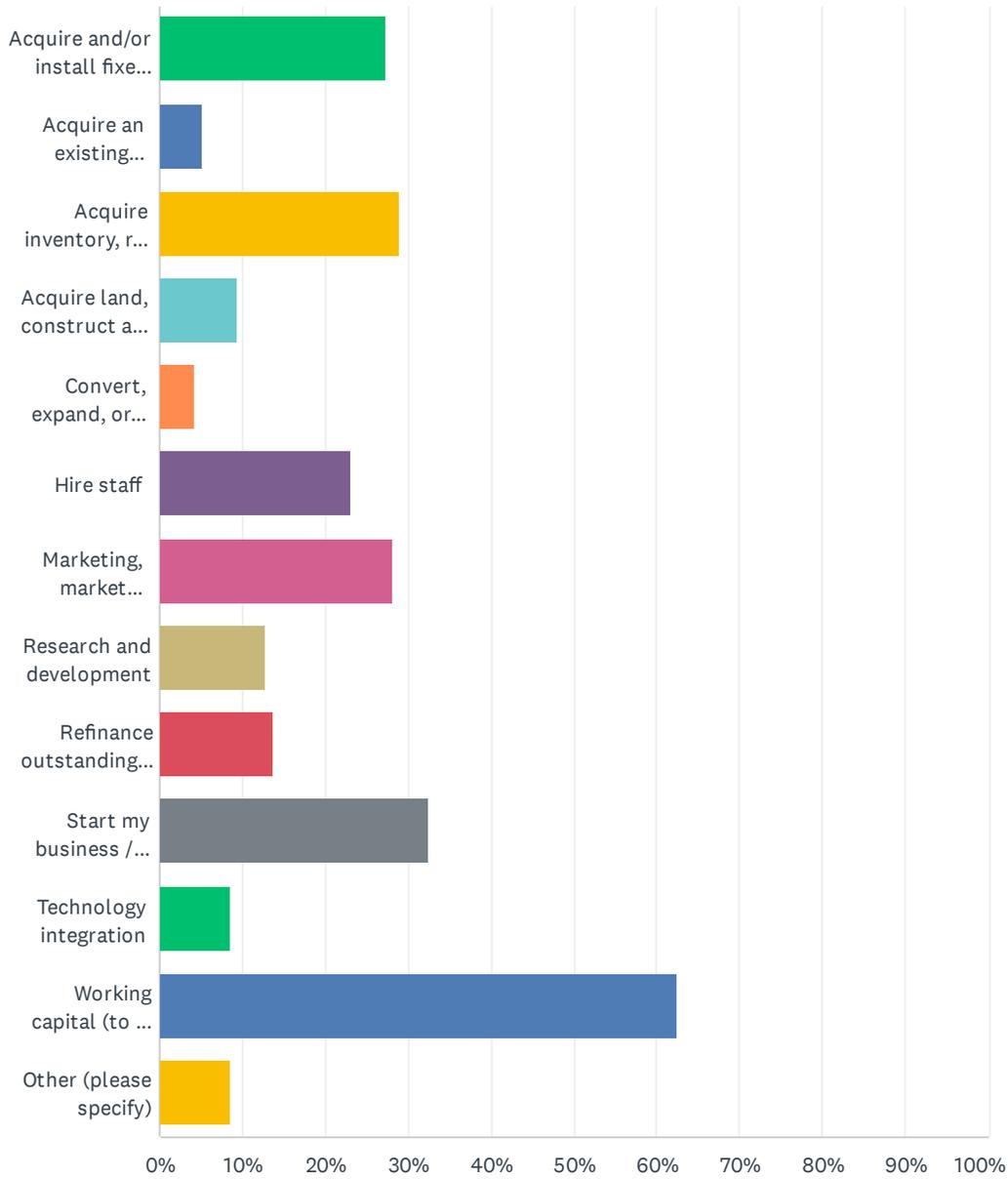
Answered: 117 Skipped: 463



ANSWER CHOICES	RESPONSES	
\$0 to \$10,000	12.82%	15
\$10,001 to \$50,000	35.04%	41
\$50,001 to \$200,000	29.91%	35
\$200,001 to \$500,000	7.69%	9
\$500,001 to \$2,000,000	11.11%	13
\$2,000,001 to \$5,000,000	1.71%	2
\$5,000,001 to \$10,000,000	0.85%	1
\$10,000,000+	0.85%	1
TOTAL		117

Q29 What was the intended use of proceeds for your financing requests (check all that apply)?

Answered: 117 Skipped: 463

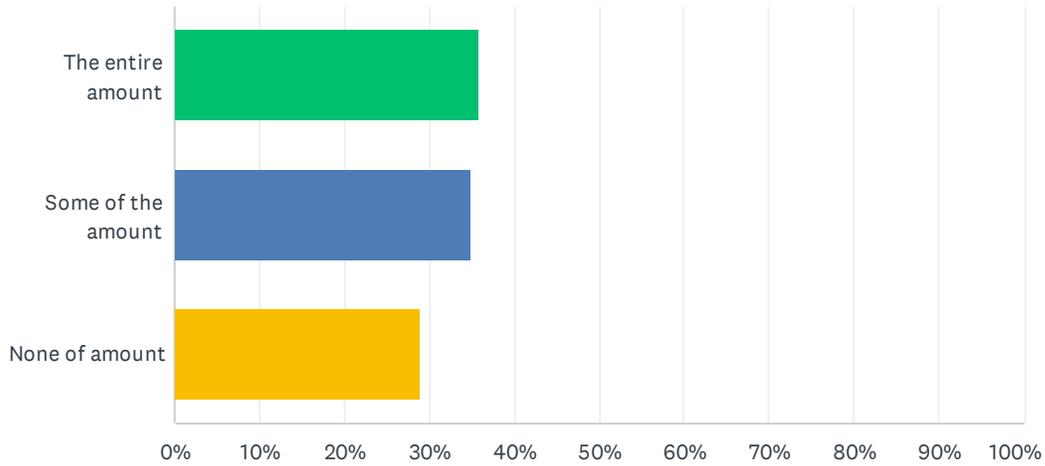


2023 Nevada Small Business Challenges Survey

ANSWER CHOICES	RESPONSES	
Acquire and/or install fixed assets (furniture, fixtures, and/or equipment)	27.35%	32
Acquire an existing business	5.13%	6
Acquire inventory, raw materials, and/or supplies	29.06%	34
Acquire land, construct a building, perform leasehold improvements, purchase an existing building, or renovate/improve an owned building	9.40%	11
Convert, expand, or renovate buildings to be more energy efficient	4.27%	5
Hire staff	23.08%	27
Marketing, market research, and/or commercialization expenses	28.21%	33
Research and development	12.82%	15
Refinance outstanding debt	13.68%	16
Start my business / startup costs	32.48%	38
Technology integration	8.55%	10
Working capital (to pay insurance, rent, salaries/benefits, suppliers/vendors, utilities, etc.)	62.39%	73
Other (please specify)	8.55%	10
Total Respondents: 117		

Q30 For how much of the total financing that you applied for were you approved?

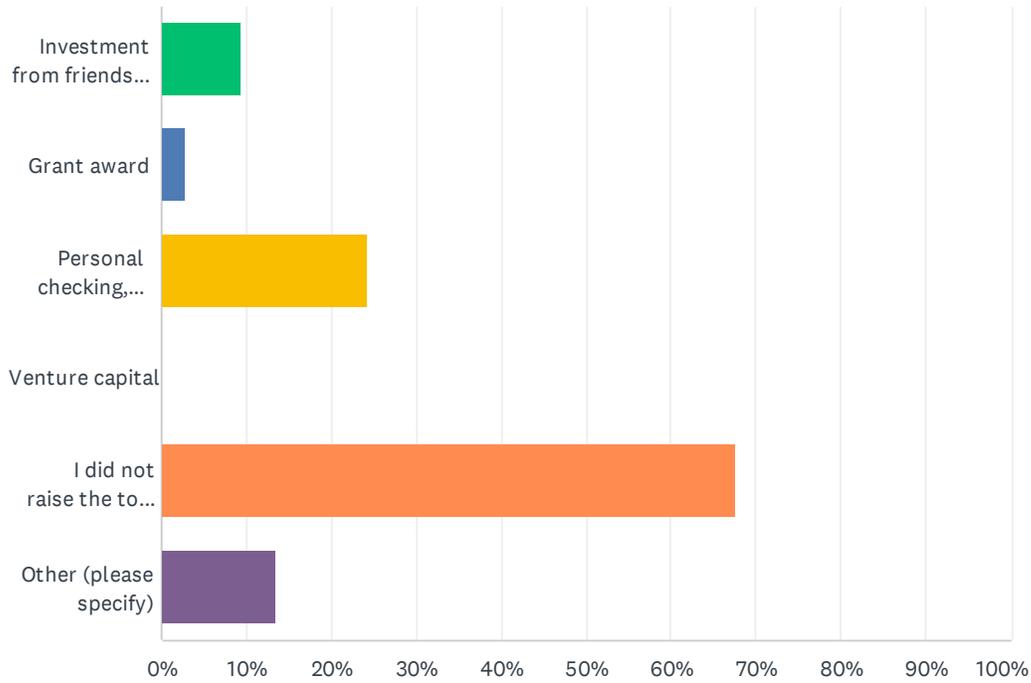
Answered: 117 Skipped: 463



ANSWER CHOICES	RESPONSES
The entire amount	35.90% 42
Some of the amount	35.04% 41
None of amount	29.06% 34
TOTAL	117

Q31 From what source did you get the remainder of the financing that you were seeking (check all that apply)?

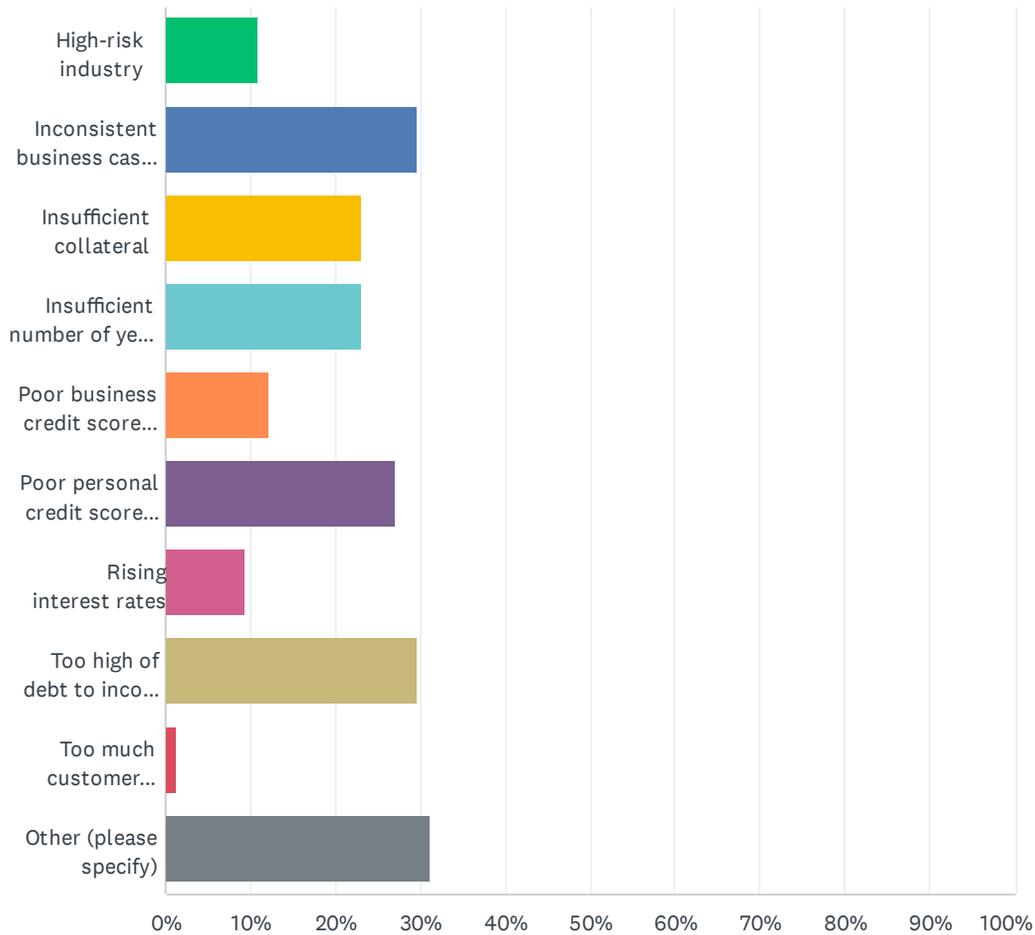
Answered: 74 Skipped: 506



ANSWER CHOICES	RESPONSES	
Investment from friends and/or family	9.46%	7
Grant award	2.70%	2
Personal checking, savings, investment, or retirement accounts (401k, IRA, etc.)	24.32%	18
Venture capital	0.00%	0
I did not raise the total amount of financing that I was seeking	67.57%	50
Other (please specify)	13.51%	10
Total Respondents: 74		

Q32 For what reason(s) were you and/or your business unable to secure debt financing or only able to secure some of the debt financing you were seeking (check all that apply)?

Answered: 74 Skipped: 506

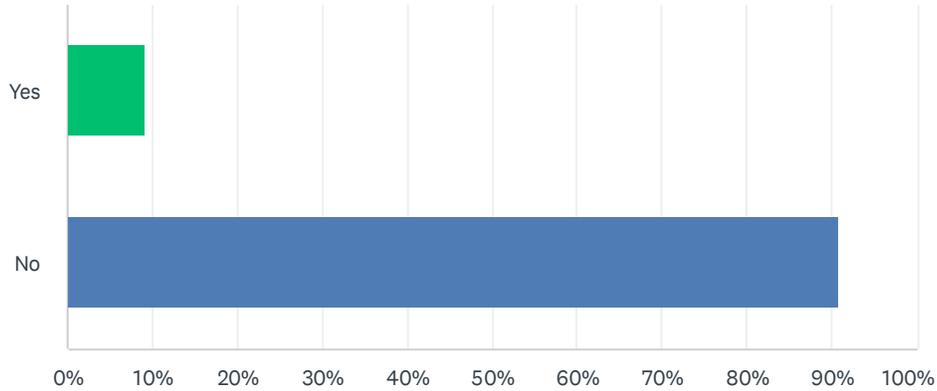


2023 Nevada Small Business Challenges Survey

ANSWER CHOICES	RESPONSES	
High-risk industry	10.81%	8
Inconsistent business cash flow	29.73%	22
Insufficient collateral	22.97%	17
Insufficient number of years in business	22.97%	17
Poor business credit score / credit history	12.16%	9
Poor personal credit score / credit history	27.03%	20
Rising interest rates	9.46%	7
Too high of debt to income / too low of debt service coverage	29.73%	22
Too much customer concentration	1.35%	1
Other (please specify)	31.08%	23
Total Respondents: 74		

Q33 Did you seek equity financing* to fund your startup or existing business in the past 12 months? *For this question, equity financing refers to selling a percentage of ownership (e.g., shares, stocks, or units) in your business in return for an investment.

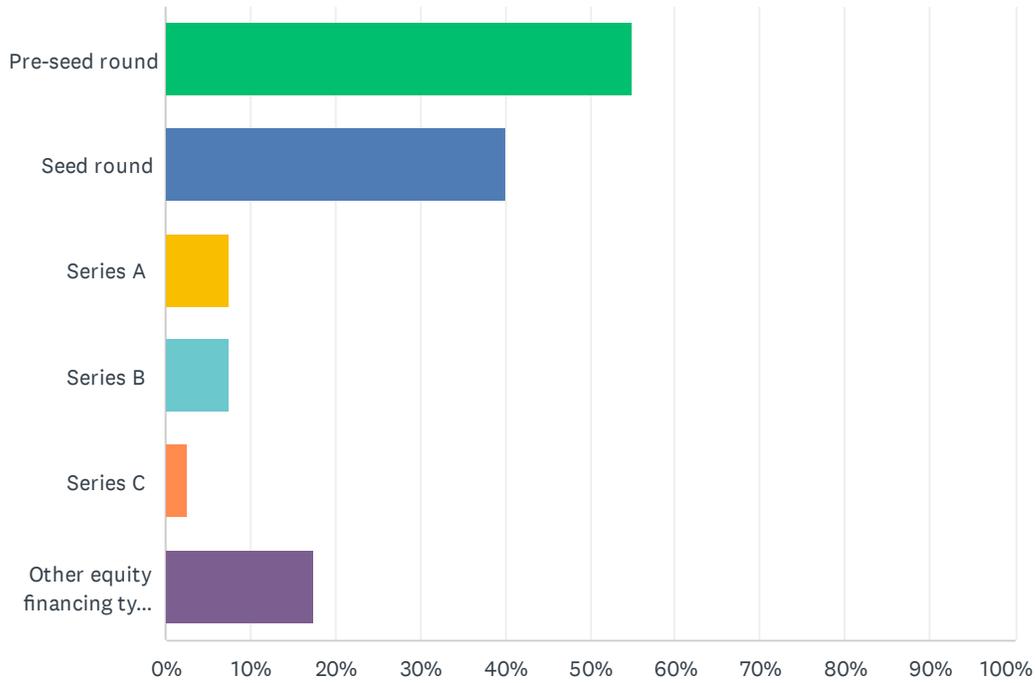
Answered: 458 Skipped: 122



ANSWER CHOICES	RESPONSES
Yes	9.17% 42
No	90.83% 416
TOTAL	458

Q34 What type of equity financing were you pursuing (check all that apply)?

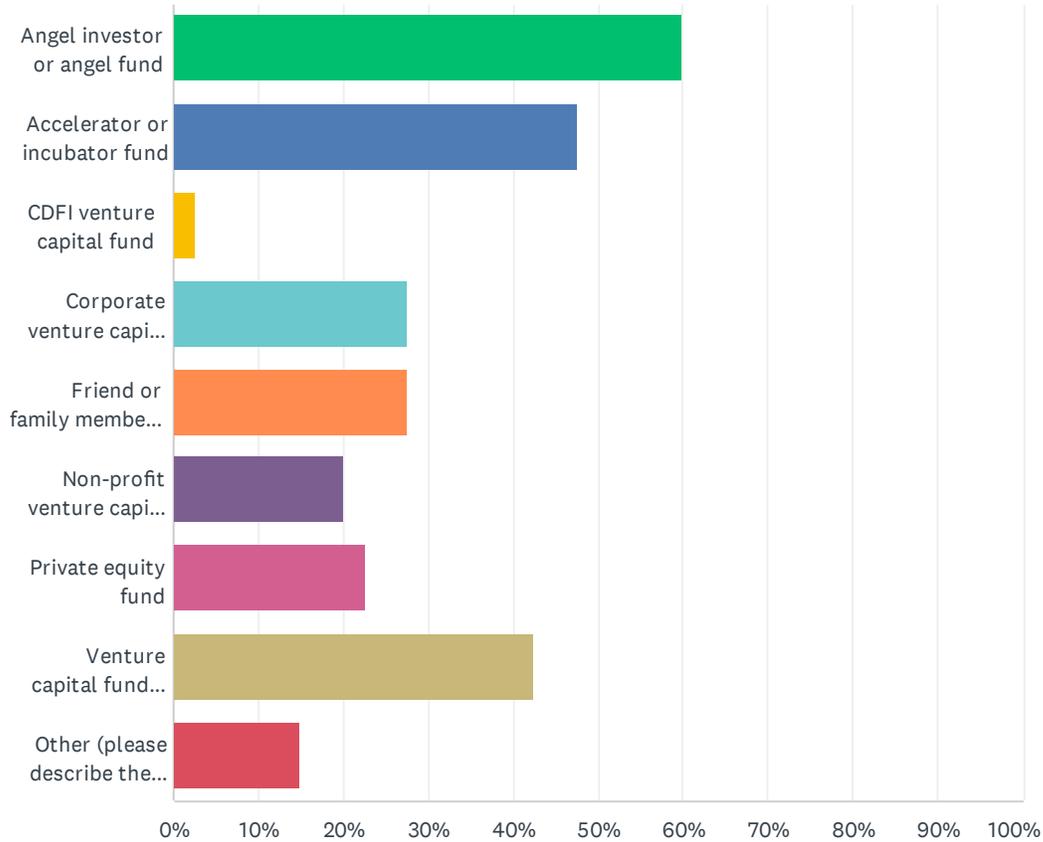
Answered: 40 Skipped: 540



ANSWER CHOICES	RESPONSES	
Pre-seed round	55.00%	22
Seed round	40.00%	16
Series A	7.50%	3
Series B	7.50%	3
Series C	2.50%	1
Other equity financing type (please specify)	17.50%	7
Total Respondents: 40		

Q35 From what type of organization or person did you seek funding (check all that apply)?

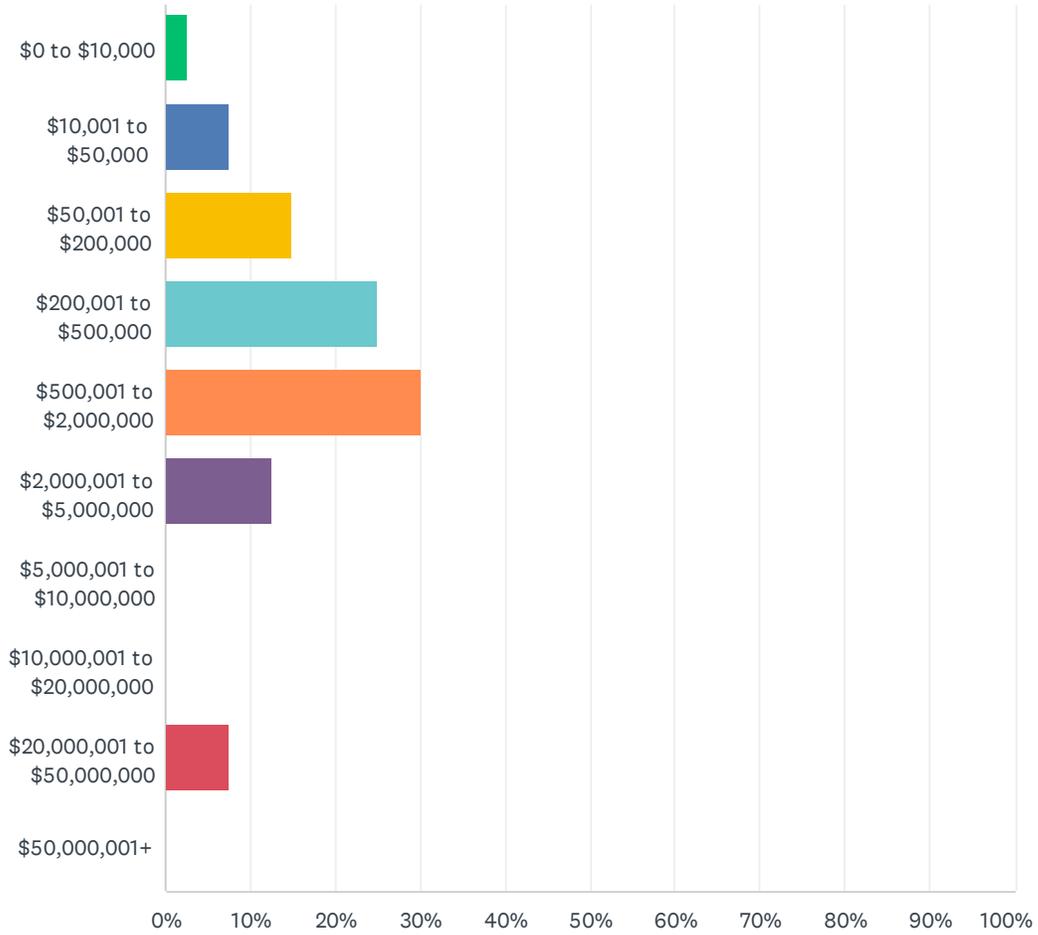
Answered: 40 Skipped: 540



ANSWER CHOICES	RESPONSES	
Angel investor or angel fund	60.00%	24
Accelerator or incubator fund	47.50%	19
CDFI venture capital fund	2.50%	1
Corporate venture capital fund	27.50%	11
Friend or family member investors	27.50%	11
Non-profit venture capital fund	20.00%	8
Private equity fund	22.50%	9
Venture capital fund (for-profit organization)	42.50%	17
Other (please describe the financing source and specify whether it was for-profit or non-profit)	15.00%	6
Total Respondents: 40		

Q36 What was the total dollar amount that you were seeking to raise through all attempts?

Answered: 40 Skipped: 540

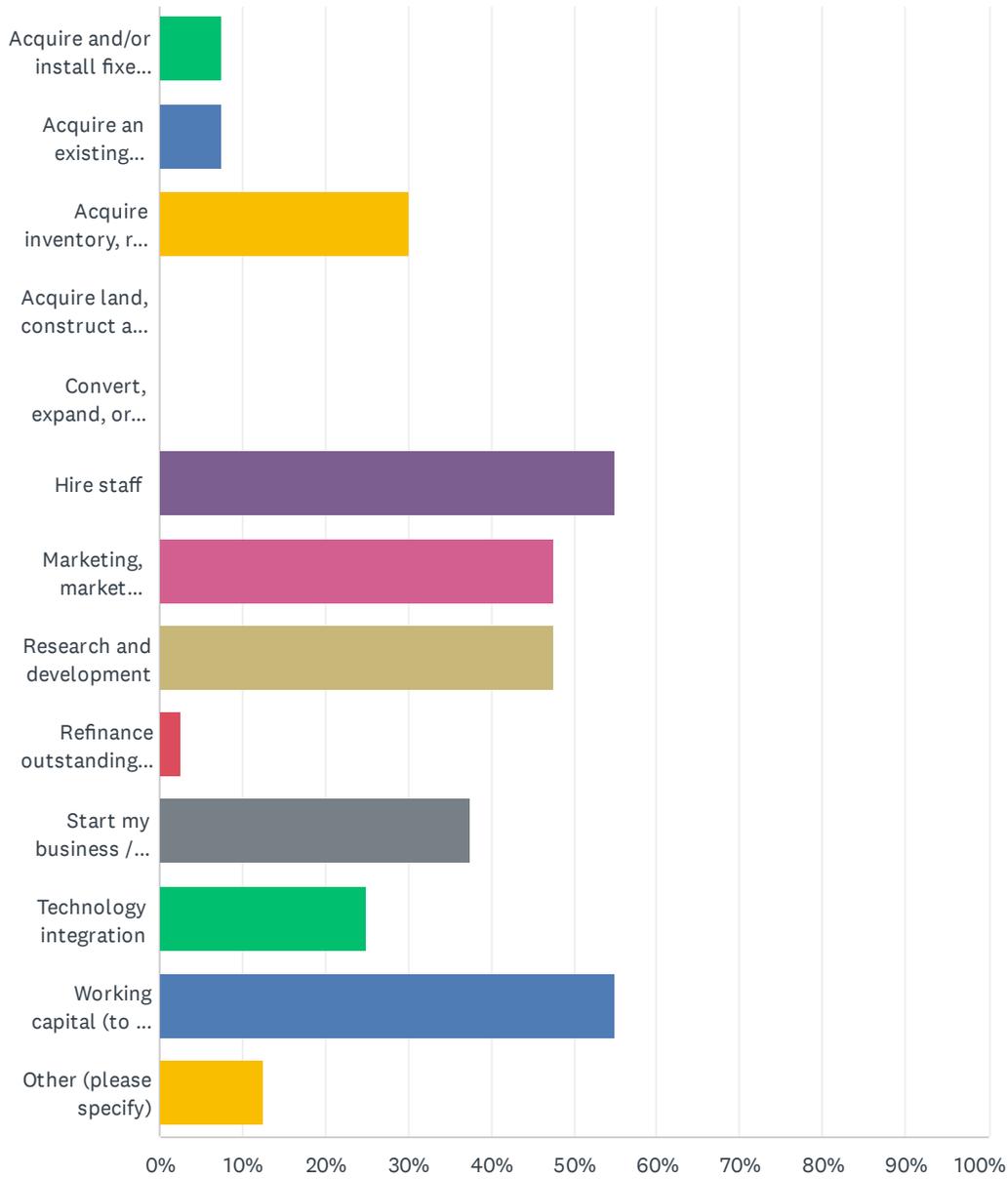


2023 Nevada Small Business Challenges Survey

ANSWER CHOICES	RESPONSES	
\$0 to \$10,000	2.50%	1
\$10,001 to \$50,000	7.50%	3
\$50,001 to \$200,000	15.00%	6
\$200,001 to \$500,000	25.00%	10
\$500,001 to \$2,000,000	30.00%	12
\$2,000,001 to \$5,000,000	12.50%	5
\$5,000,001 to \$10,000,000	0.00%	0
\$10,000,001 to \$20,000,000	0.00%	0
\$20,000,001 to \$50,000,000	7.50%	3
\$50,000,001+	0.00%	0
TOTAL		40

Q37 What was the intended use of proceeds for the financing that you were seeking (check all that apply)?

Answered: 40 Skipped: 540

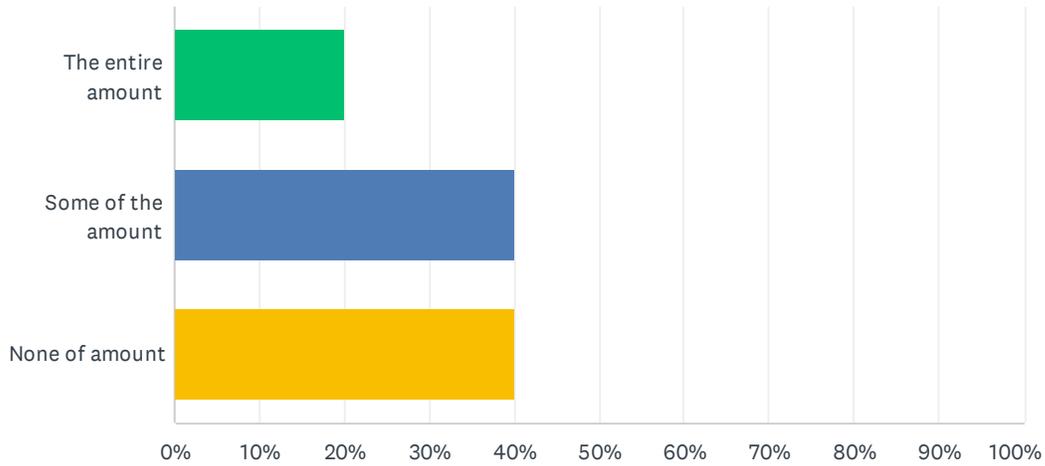


2023 Nevada Small Business Challenges Survey

ANSWER CHOICES	RESPONSES	
Acquire and/or install fixed assets (furniture, fixtures, and/or equipment)	7.50%	3
Acquire an existing business	7.50%	3
Acquire inventory, raw materials, and/or supplies	30.00%	12
Acquire land, construct a building, perform leasehold improvements, purchase an existing building, or renovate/improve an owned building	0.00%	0
Convert, expand, or renovate buildings to be more energy efficient	0.00%	0
Hire staff	55.00%	22
Marketing, market research, and/or commercialization expenses	47.50%	19
Research and development	47.50%	19
Refinance outstanding debt	2.50%	1
Start my business / startup costs	37.50%	15
Technology integration	25.00%	10
Working capital (to pay insurance, rent, salaries/benefits, suppliers/vendors, utilities, etc.)	55.00%	22
Other (please specify)	12.50%	5
Total Respondents: 40		

Q38 How much of the total financing that you were seeking were you able to raise?

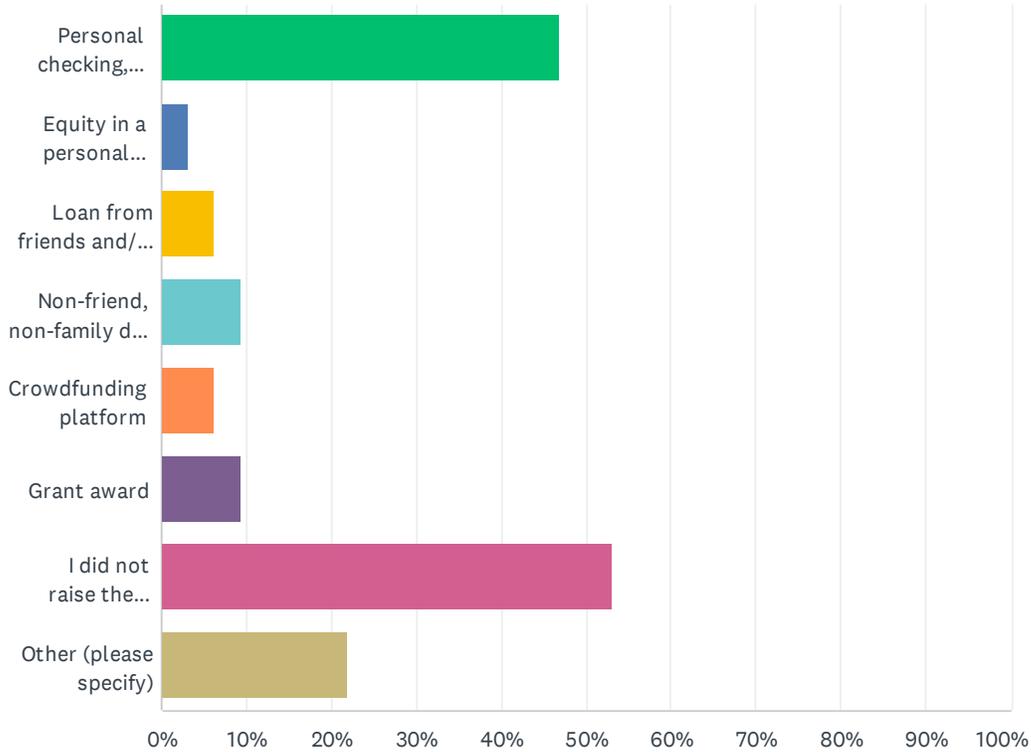
Answered: 40 Skipped: 540



ANSWER CHOICES	RESPONSES
The entire amount	20.00% 8
Some of the amount	40.00% 16
None of amount	40.00% 16
TOTAL	40

Q39 From what source did you get the remainder of the funding that you were seeking (check all that apply)?

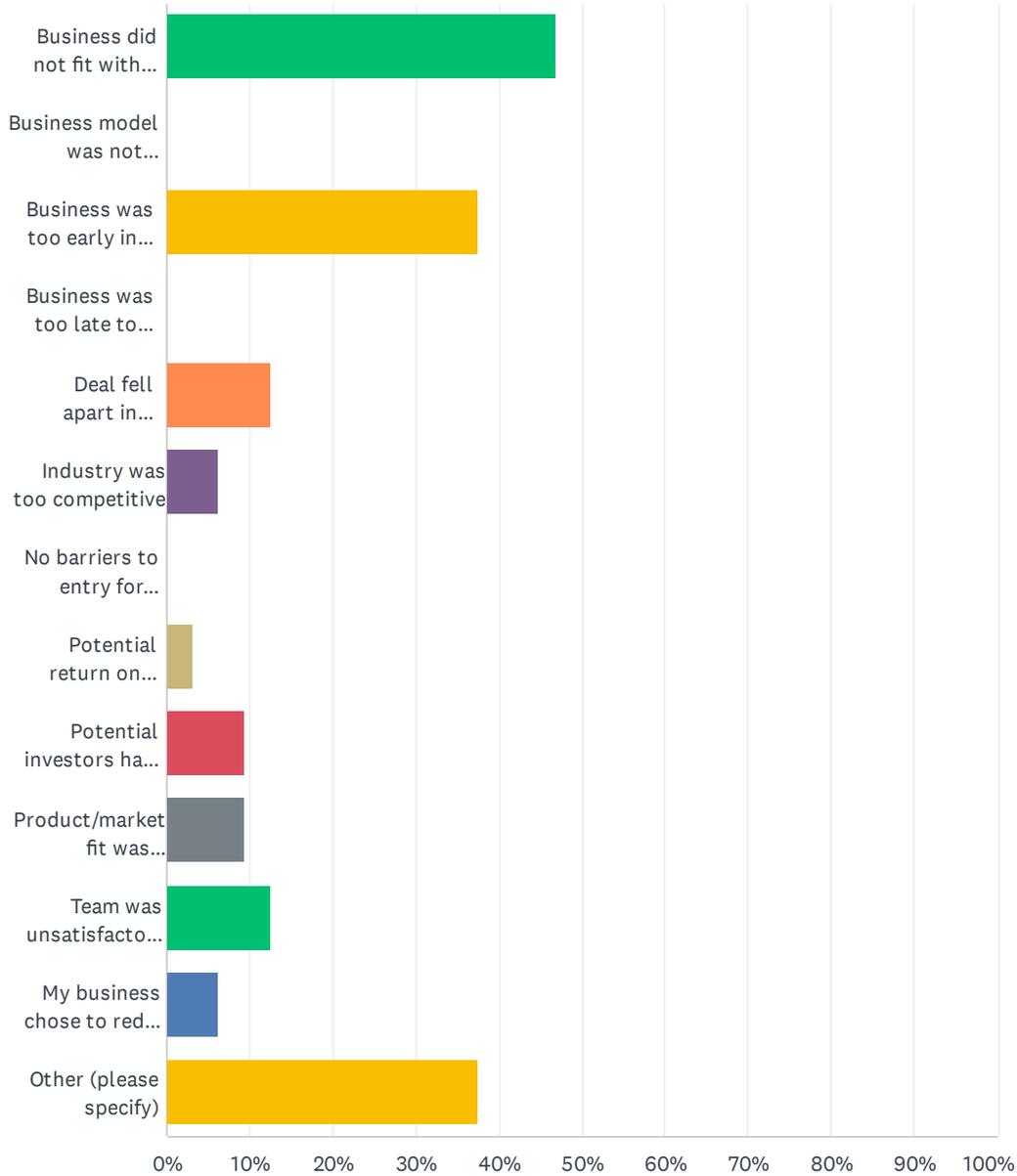
Answered: 32 Skipped: 548



ANSWER CHOICES	RESPONSES	
Personal checking, savings, investment, or retirement accounts (401k, IRA, etc.) of founder(s)	46.88%	15
Equity in a personal residence of founder(s)	3.13%	1
Loan from friends and/or family of founder(s)	6.25%	2
Non-friend, non-family debt financing source (bank, credit union, lender, etc.)	9.38%	3
Crowdfunding platform	6.25%	2
Grant award	9.38%	3
I did not raise the remainder of capital I was originally seeking	53.13%	17
Other (please specify)	21.88%	7
Total Respondents: 32		

Q40 Why were you/your business unable to raise the equity financing that you were pursuing or only able to raise some of the equity financing that you were pursuing (check all that apply)?

Answered: 32 Skipped: 548



2023 Nevada Small Business Challenges Survey

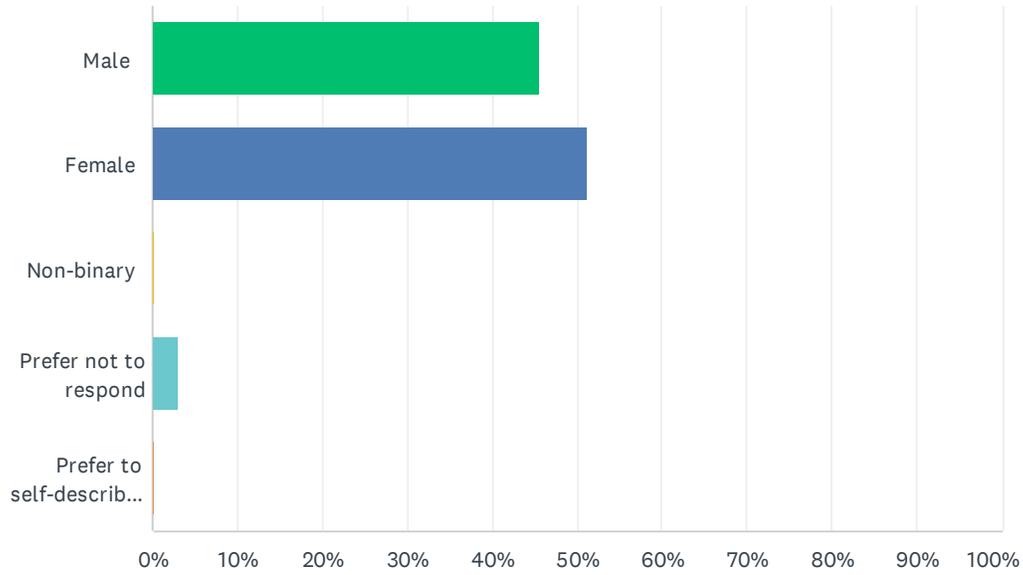
ANSWER CHOICES	RESPONSES	
Business did not fit within potential investors' investment thesis	46.88%	15
Business model was not scalable	0.00%	0
Business was too early in its development / business did not have enough traction	37.50%	12
Business was too late to market	0.00%	0
Deal fell apart in negotiation of terms	12.50%	4
Industry was too competitive	6.25%	2
No barriers to entry for potential competitors	0.00%	0
Potential return on investment (ROI) was not large enough to attract investors	3.13%	1
Potential investors had already invested in a competitor	9.38%	3
Product/market fit was unsatisfactory to potential investors	9.38%	3
Team was unsatisfactory to potential investors	12.50%	4
My business chose to reduce the amount of equity financing we were seeking	6.25%	2
Other (please specify)	37.50%	12
Total Respondents: 32		

Q41 What is your age?

Answered: 450 Skipped: 130

Q42 Gender

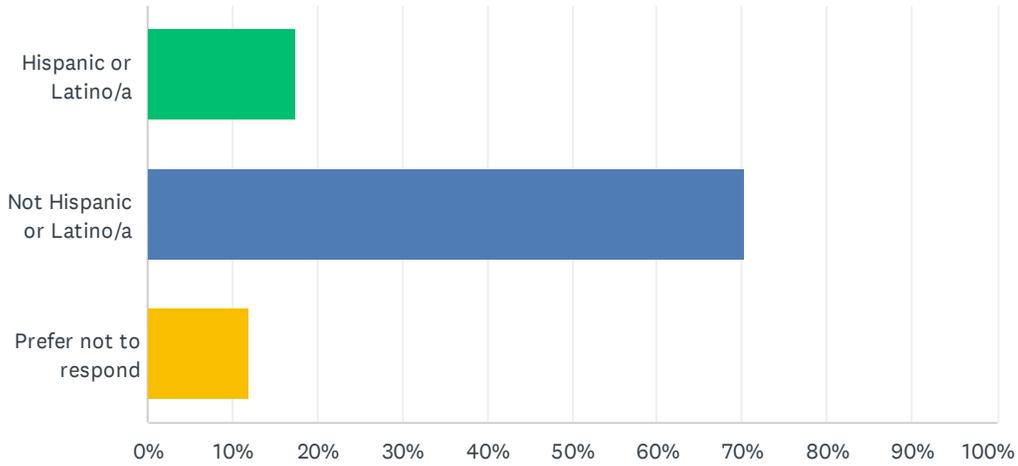
Answered: 450 Skipped: 130



ANSWER CHOICES	RESPONSES	
Male	45.56%	205
Female	51.11%	230
Non-binary	0.22%	1
Prefer not to respond	2.89%	13
Prefer to self-describe (specify)	0.22%	1
TOTAL		450

Q43 Ethnicity

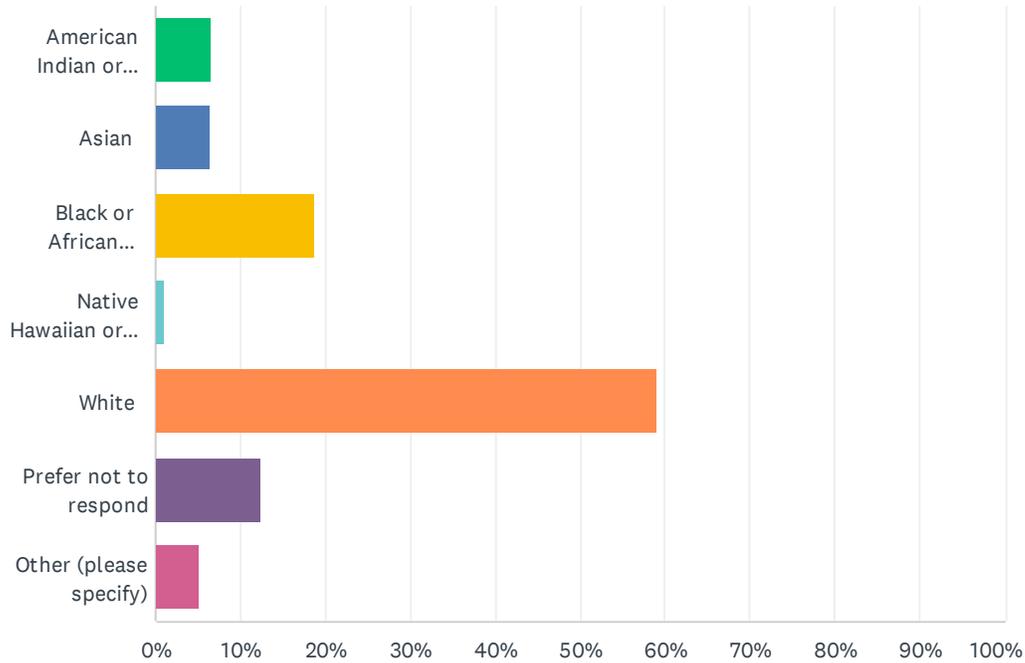
Answered: 450 Skipped: 130



ANSWER CHOICES	RESPONSES	
Hispanic or Latino/a	17.56%	79
Not Hispanic or Latino/a	70.44%	317
Prefer not to respond	12.00%	54
TOTAL		450

Q44 Race (check all that apply)

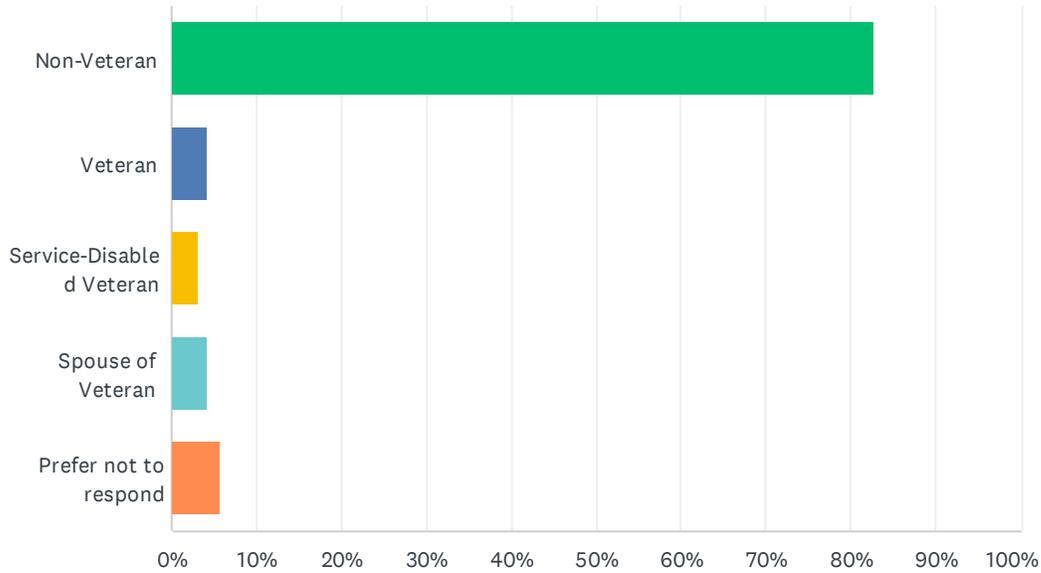
Answered: 450 Skipped: 130



ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	6.67%	30
Asian	6.44%	29
Black or African American	18.67%	84
Native Hawaiian or Pacific Islander	1.11%	5
White	59.11%	266
Prefer not to respond	12.44%	56
Other (please specify)	5.11%	23
Total Respondents: 450		

Q45 Veteran

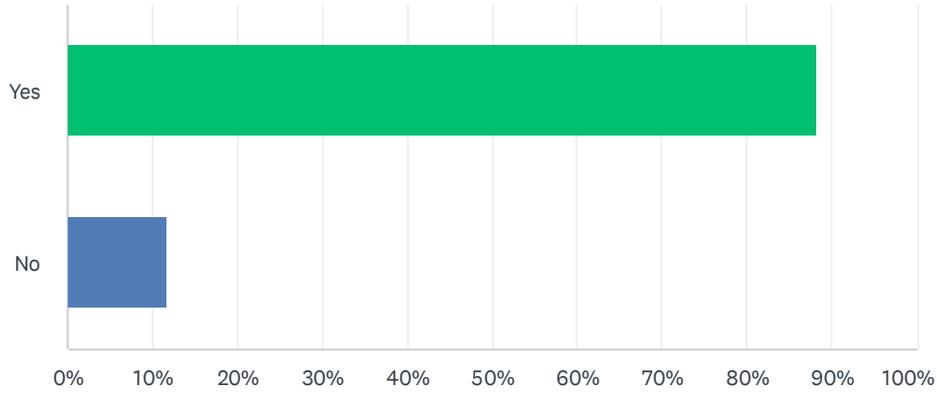
Answered: 450 Skipped: 130



ANSWER CHOICES	RESPONSES	
Non-Veteran	82.67%	372
Veteran	4.22%	19
Service-Disabled Veteran	3.11%	14
Spouse of Veteran	4.22%	19
Prefer not to respond	5.78%	26
TOTAL		450

Q46 Are you the 51% or more owner of the business that you are responding for? If you have not started the business yet, please respond based on the ownership percentage you expect to have once you launch the business.

Answered: 450 Skipped: 130



ANSWER CHOICES	RESPONSES	
Yes	88.22%	397
No	11.78%	53
TOTAL		450