



FedEx Small Business Trade Index

Conducted and Prepared by Morning Consult

October 2021

Introduction



About us

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

Methodology

- This poll was conducted between **October 11 and October 14, 2021.**
- The poll was conducted among small business decision makers, which are defined as those who work for companies with less than 500 employees and hold a position of manager or higher. **1002 small business decision makers were interviewed in the US.**
- Interviews were conducted **online** using a panel of respondents.
- These data are **not weighted**, though basic stratification parameters for gender and region were in place during the sampling process.
- Results from the full survey have a margin of error of plus or minus **3 percentage points.**

Key Findings

- 1** Small businesses in the US have a positive outlook when it comes to current revenue, a plurality (45%) report current revenues have increased. The future looks even more positive as, **small businesses are confident their revenues will increase in the future**. 62% of small businesses in the US think their revenues will be increasing a year from now.
- 2** Hiring more employees and views on returning to the office are positive indicators of post pandemic outlooks. **Small businesses are starting to hire again, up 9 points since the previous wave since the start of the pandemic**. Retuning business back to the office/in-person also is shifting from a 6 month return, to a 2 month projection.
- 3** **Small businesses agree that increasing trade will boost job creation and improve the economy US**. 78% of small businesses agree that increasing trade will create opportunities and jobs, and 77% agree that it will also improve the economy overall.
- 4** **Communication and availability of information are large challenges of small businesses who import or export goods in the US**. Behind cost, and import/export fees, one-third of small businesses indicate that language barriers (30%) and information regarding key trading terms (32%) are large challenges internationally.

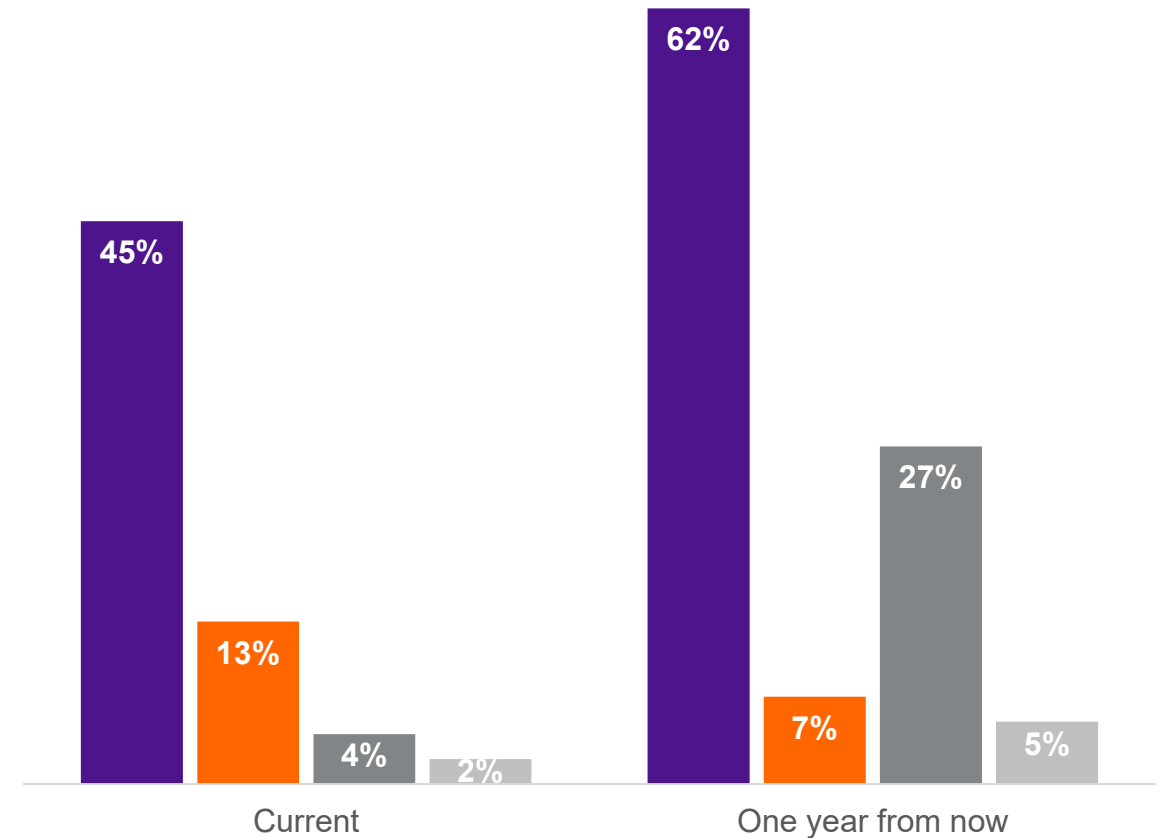
Small Business Decision Makers

Over half of US (62%) small businesses say they predict their revenues will increase one year from now.

Thinking about your business or company's financial situation, would you say your revenues are generally... and one year from now...

SMBs in US

■ Increase ■ Decrease ■ Stay about the same ■ Don't know / No opinion



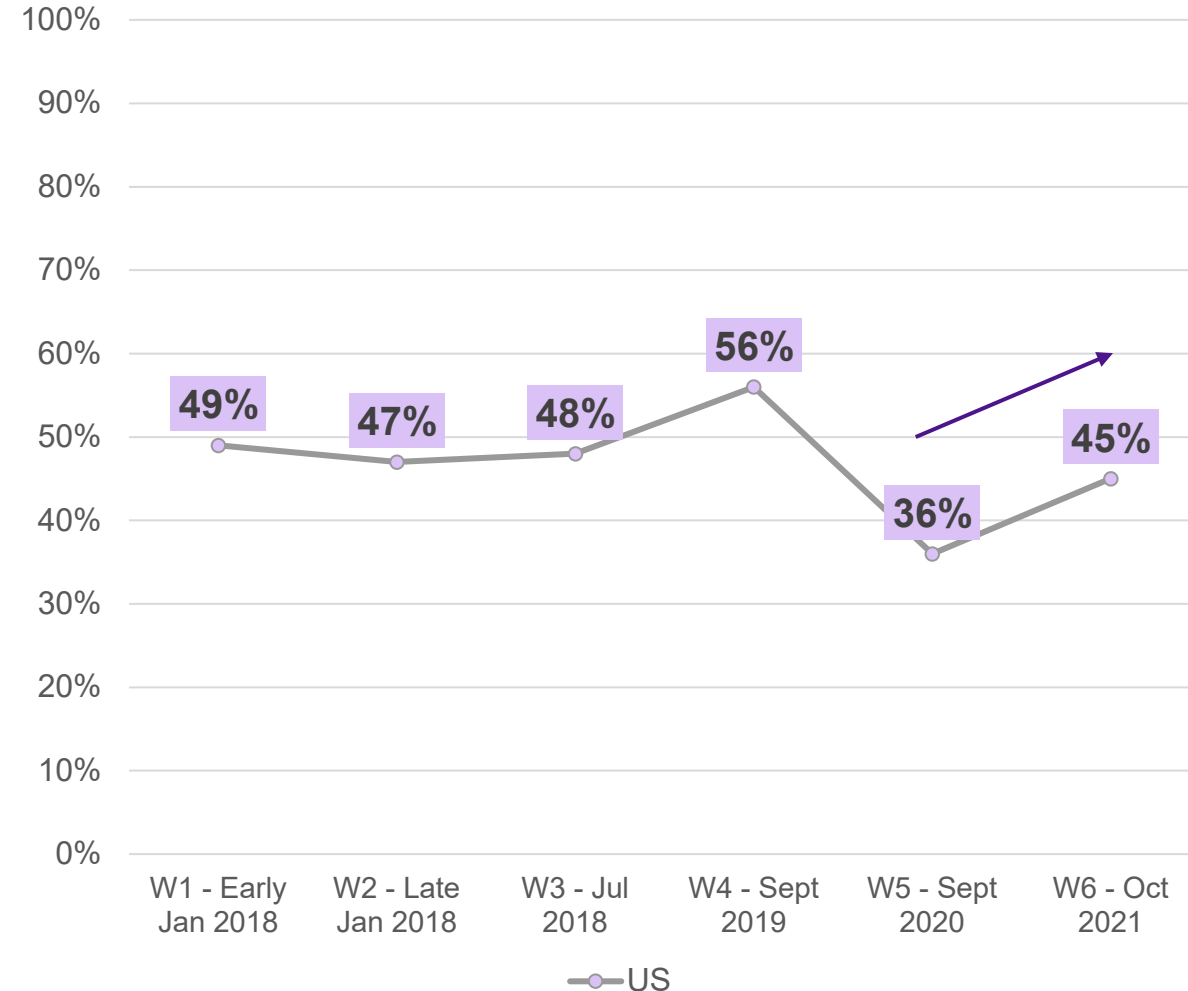
Small Business Decision Makers

Just under half (45%) of small businesses in the US say revenues are increasing, a 9-point increase from this time last year, but still feeling the effects of last years drop.

Thinking about your business or company's financial situation, would you say your revenues are generally...

SMBS in US

Showing Percent Increasing



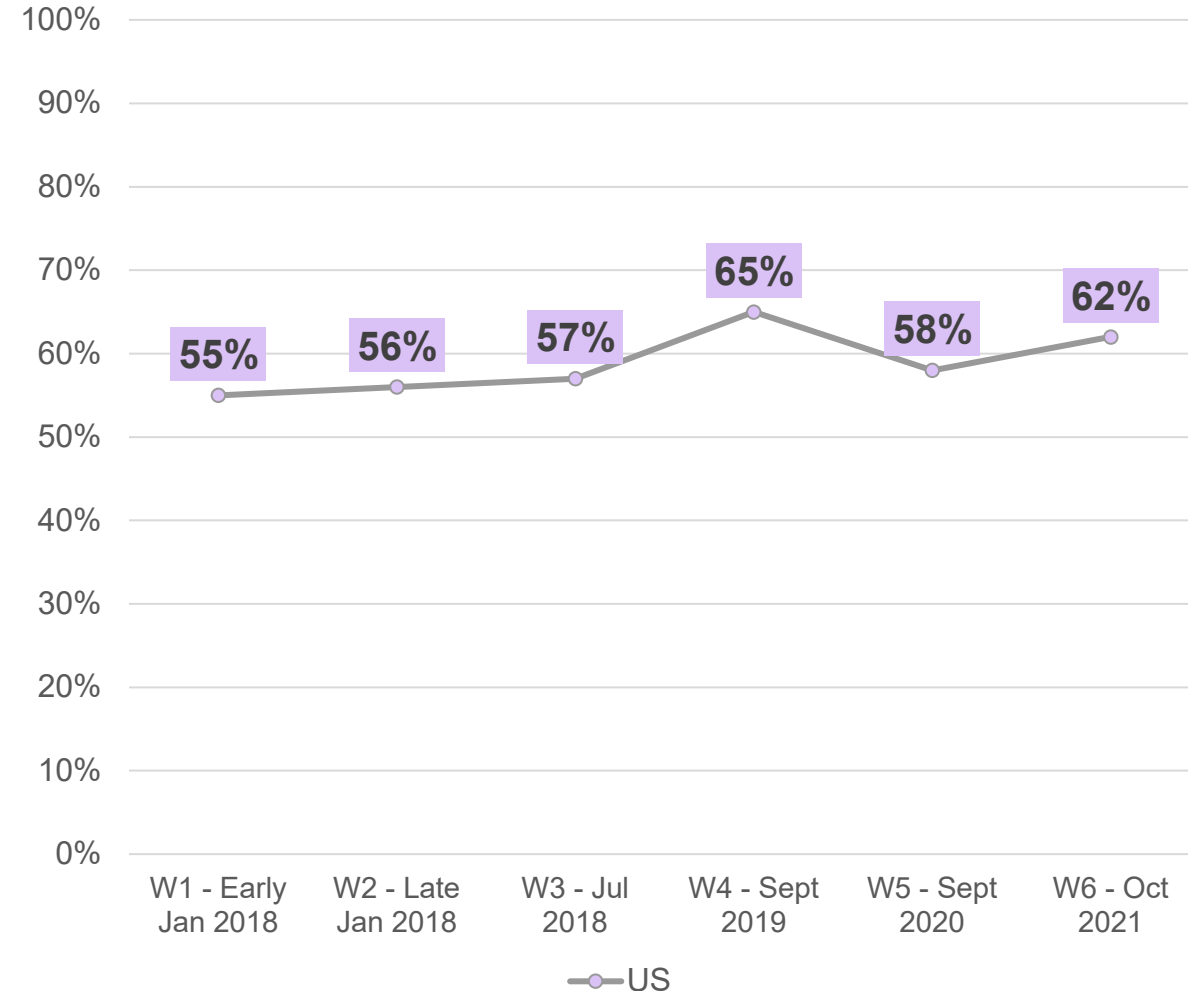
Small Business Decision Makers

Over half of US small businesses are optimistic about the future. 62% predict their company's revenues will increase one year from now, a subtle increase from the previous year.

Thinking ahead one year from now, do you think your business or company's revenues will? *Showing Percent Increase*

SMBS in US

Showing Percent Increase



Small Business Growth

One-in-five of small businesses in the US say they lean on E-commerce platforms (21%) and marketplaces (19%) to grow internationally.

Which of the following do you lean on to grow your business internationally? Please select all that apply.

SMBS in US

United States

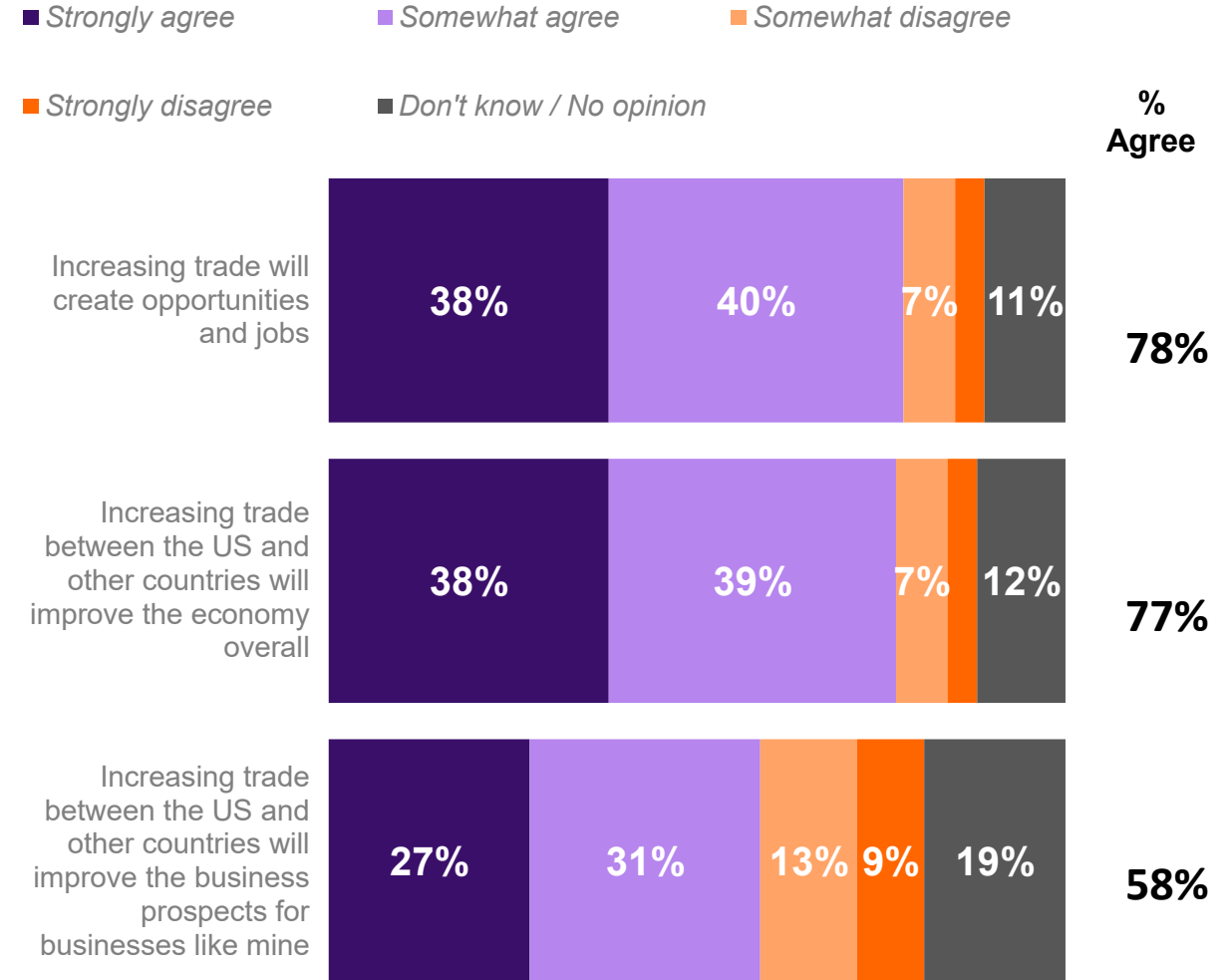


Economic and Trade Policy

Close to four in five US small businesses (78%) agree that increasing trade will create opportunities and jobs.

Please indicate if you agree or disagree with the following statements...

SMBs in US

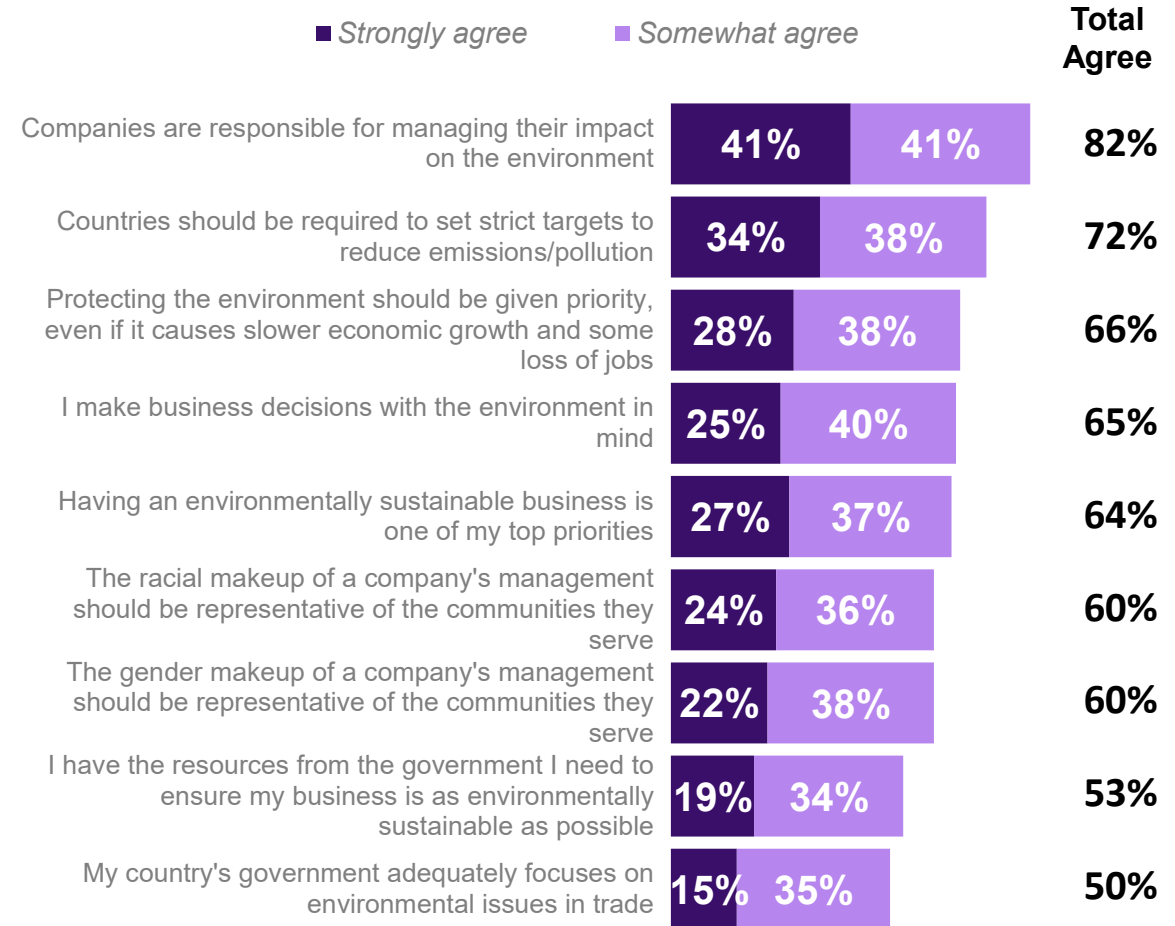


Economic and Trade Policy

Three-quarters of SMBs agree that companies are responsible for managing their impact on the environment, also countries should be required to set strict targets to reduce emissions/pollution.

Do you agree or disagree with the following statements?

SMBS in the US



Barriers to Trade

Cost of shipping, customs regulations, and import/export fees present major challenges to SMBs who import or export.

Thinking about importing or exporting goods to and from different countries, **how much of a challenge**, if at all, have each of the following been to your business

SMBS in US who import or export

