



FedEx Small Business Trade Index

Conducted and Prepared by Morning Consult

March 2024

Methodology

- This poll was conducted between **February 14 and February 24, 2024.**
- 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. **1007 small- and medium-sized 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

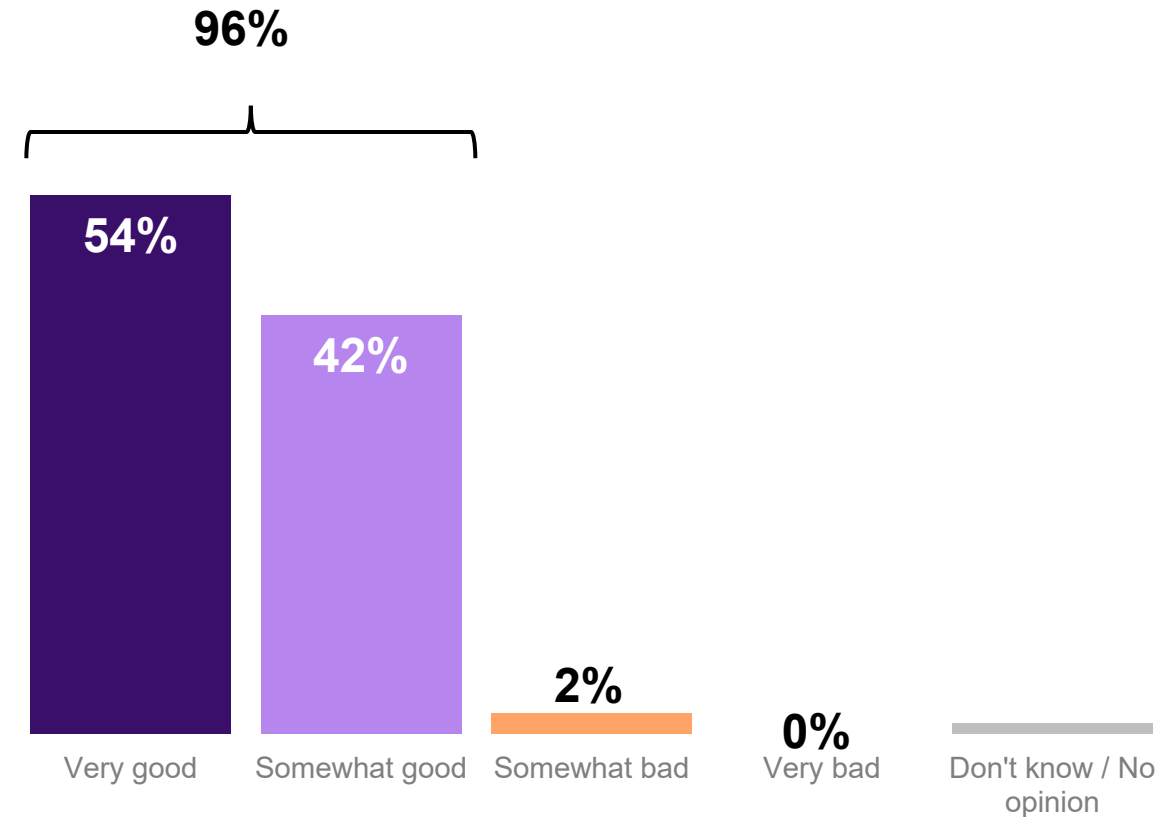
- Global trade is considered key to the economy's growth. Most small business decision makers say that trade is key to growing and expanding the U.S. economy (88%) and that it will help increase job growth (85%). Additionally, over three quarters say trade directly helps their business.
- Technology has been advantageous to small businesses. With 9-in-10 saying that they sell goods online, e-commerce platforms have been key to facilitate global trade (91%). This is particularly important to small businesses as there is near universal agreement that selling goods internationally is important to the growth of the business (86%).
- However, small businesses face numerous challenges when exporting or importing goods. Shipping delays or disruptions due to geopolitical issues (84%) are reported to be the main barriers.
- A majority of small businesses import goods under the de minimis amount (68%) and most agree that the ability to import low value products or components supports jobs at their company (82)%. Eliminating the de minimis provision would have an adverse impact on their business model (82%).

Opinions Surrounding Global Trade

Nearly all small business decision makers (96%) believe that expanding trade businesses' opportunities between the U.S. and customers in other countries is a positive venture, with a majority saying it is a very good thing.

In general, do you think expanding trade and business opportunities between the United States and customers in other countries is a good or bad thing?

PERCEPTIONS OF EXPANDING TRADE AND BUSINESS OPPORTUNITIES BETWEEN THE U.S. AND OTHER COUNTRIES

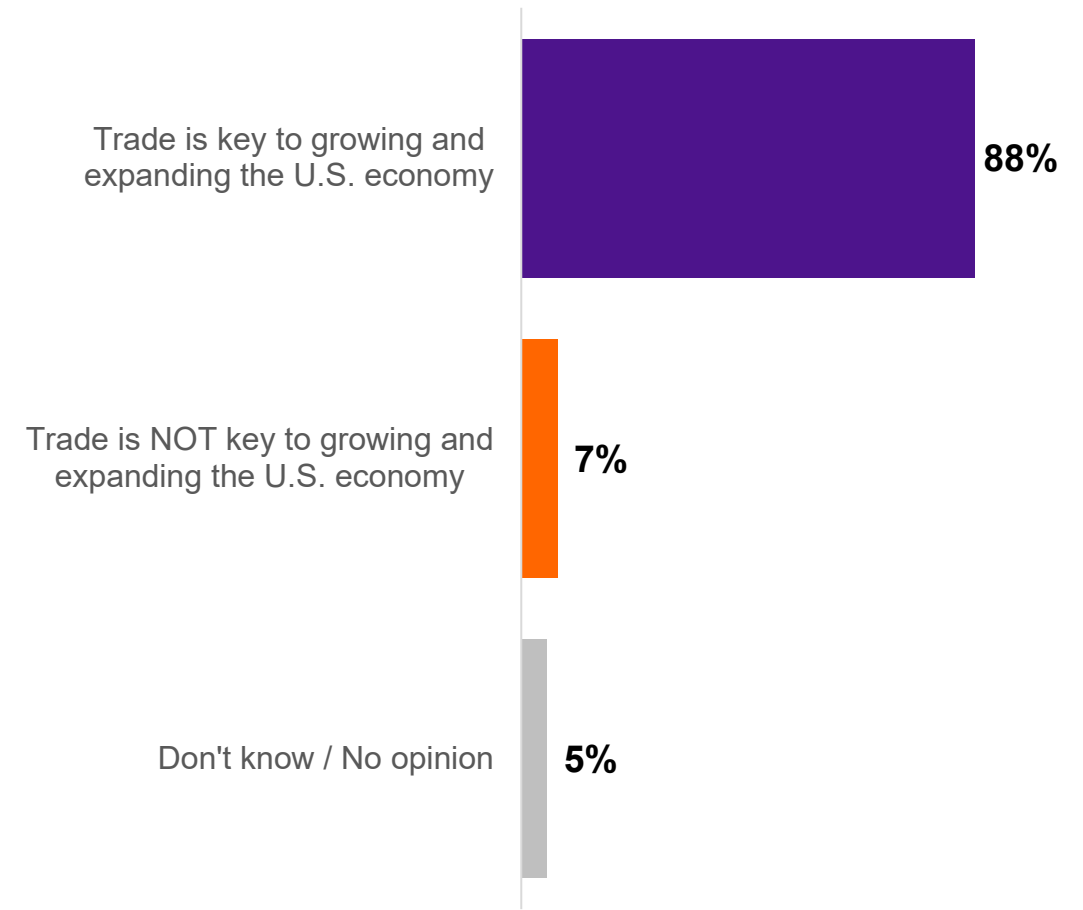


Opinions Surrounding Global Trade

Nearly 9-in-10 small business decision makers believe that trade is essential in growing and expanding the U.S. economy.

Which of the following comes closest to your view, even if neither is exactly right?

GLOBAL TRADE VIEWS

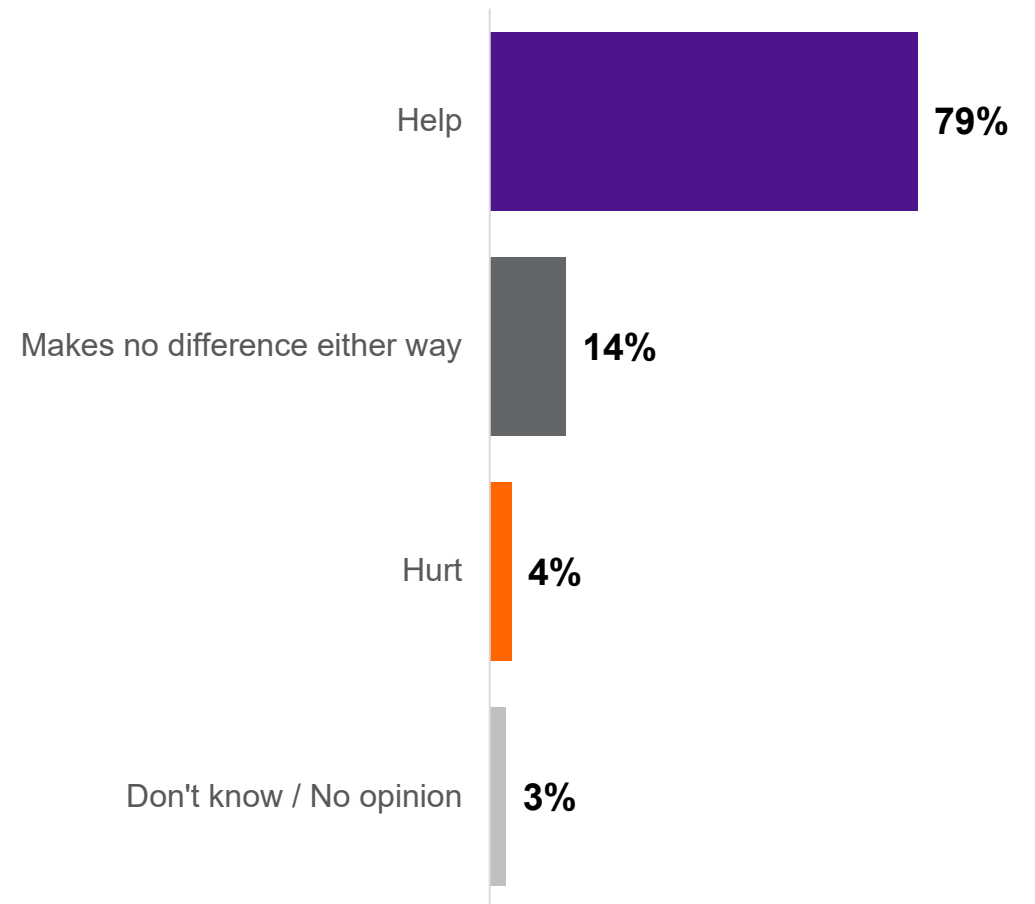


Opinions Surrounding Global Trade

Almost 4-in-5 small business decision makers believe that increasing trade between the U.S. and other countries will generally help their business.

Do you think increasing the amount of trade between the United States and other countries will help, hurt, or make no difference either way for your business or company?

IMPACT OF INCREASING THE AMOUNT OF TRADE

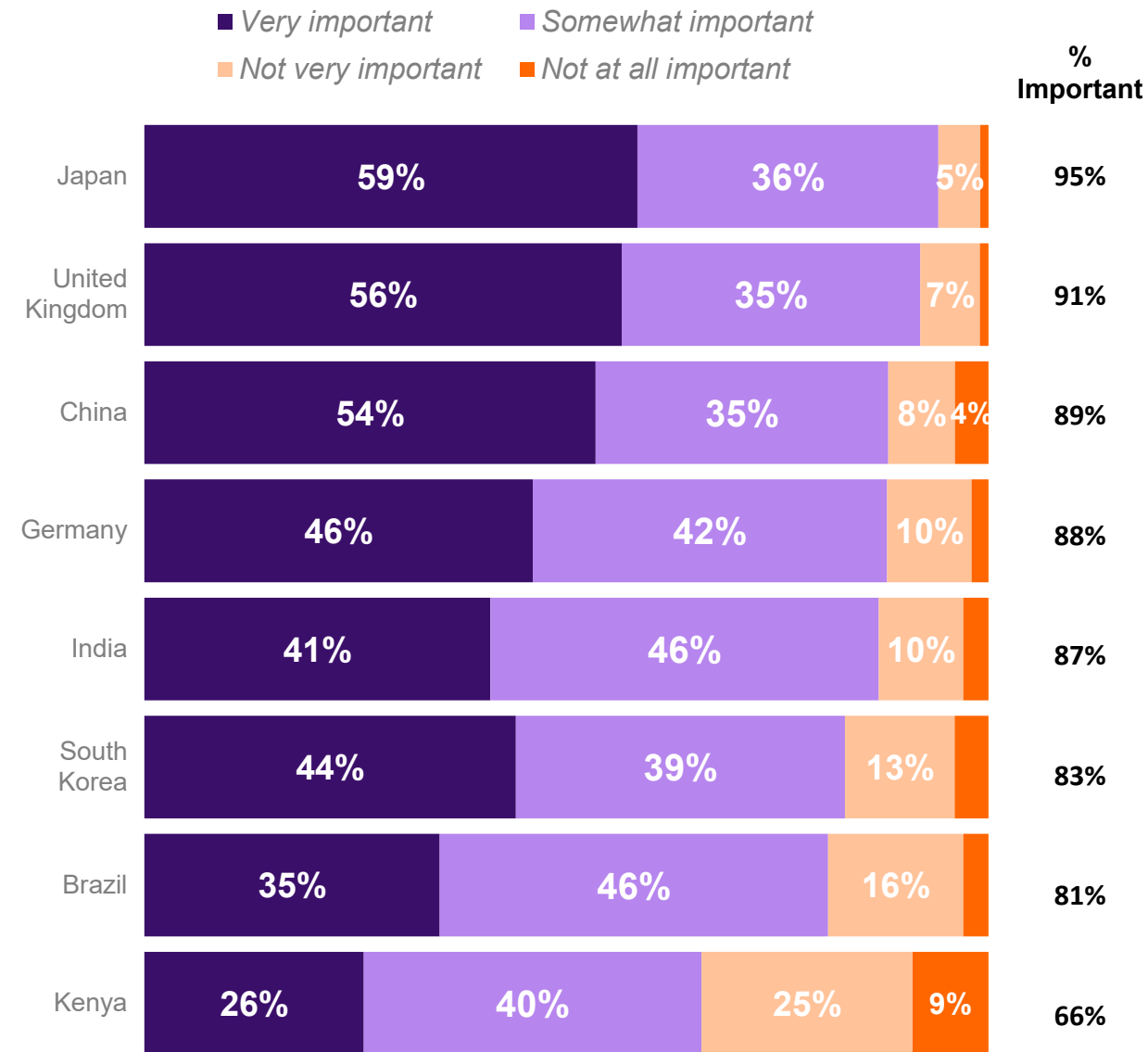


Economic and Trade Policy

More than 9-in-10 small businesses identify Japan, the United Kingdom, and China as important countries to maintain trade with.

Not far behind were Germany, India, South Korea, and Brazil with 8-in-10 small businesses identifying them as important countries for the U.S. to trade with.

How important do you think trade between the United States and the following countries is?



Opinions Surrounding Global Trade

More than 9-in-10 small business decision makers believe that increasing trade between the U.S. and other countries will simultaneously improve the economy, create opportunities, and improve their own business prospects.

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

- Strongly agree
- Strongly disagree
- Somewhat agree
- Don't know / No opinion
- Somewhat disagree

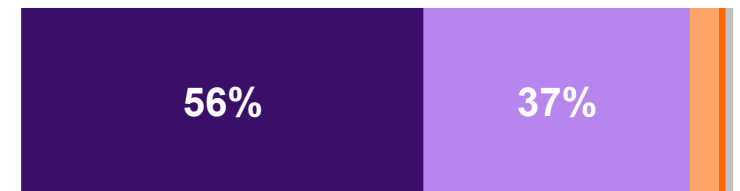
Increasing trade between the U.S. and other countries will improve the economy overall



Increasing trade between the U.S. and other countries will improve the business prospects for businesses like mine



Increasing trade will create opportunities and jobs

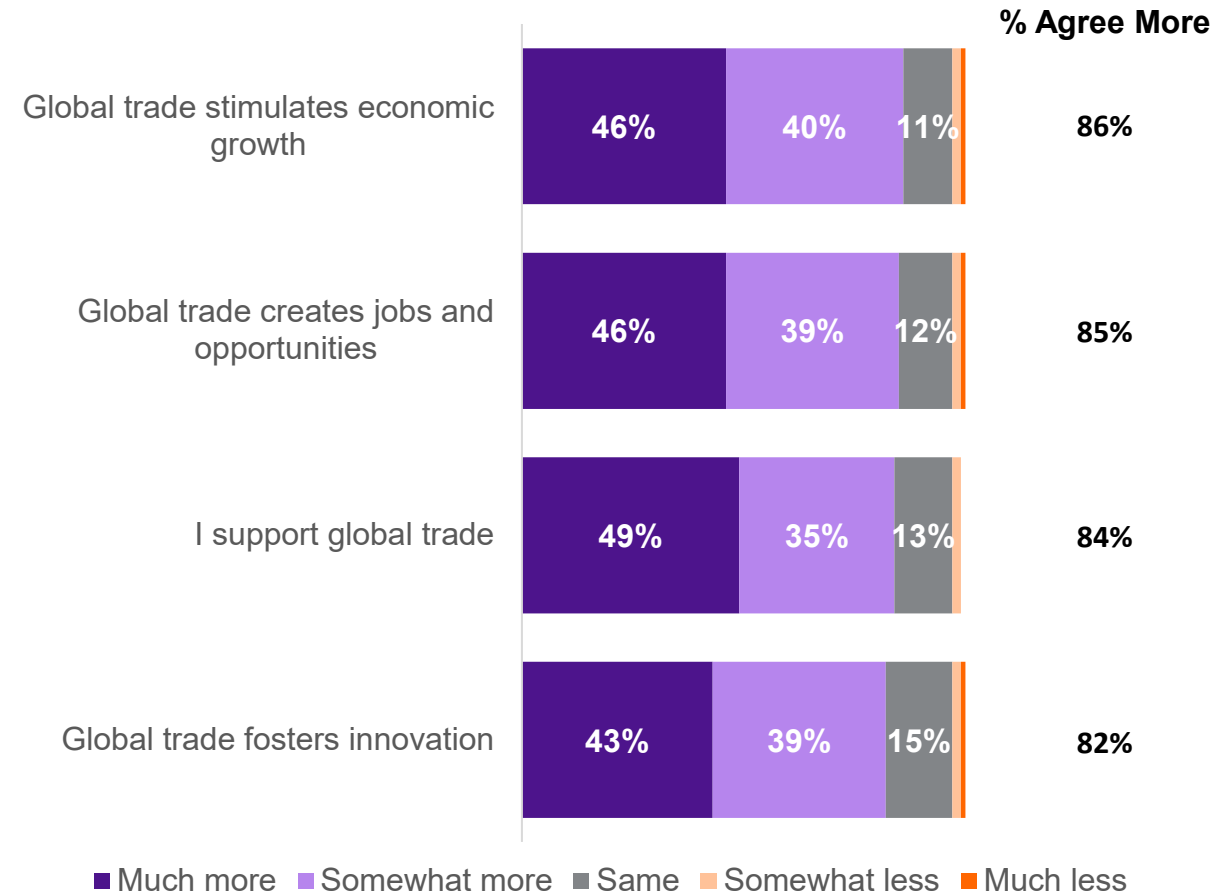


Opinions Surrounding Global Trade

Compared to 10 years ago, at least 8-in-10 small business decision makers agree that global trade stimulates growth, creates jobs, and fosters innovation.

Comparing your view of global trade from ten years ago to today, do you now agree more or agree less with the following statements?

CHANGE IN GLOBAL TRADE VIEWS

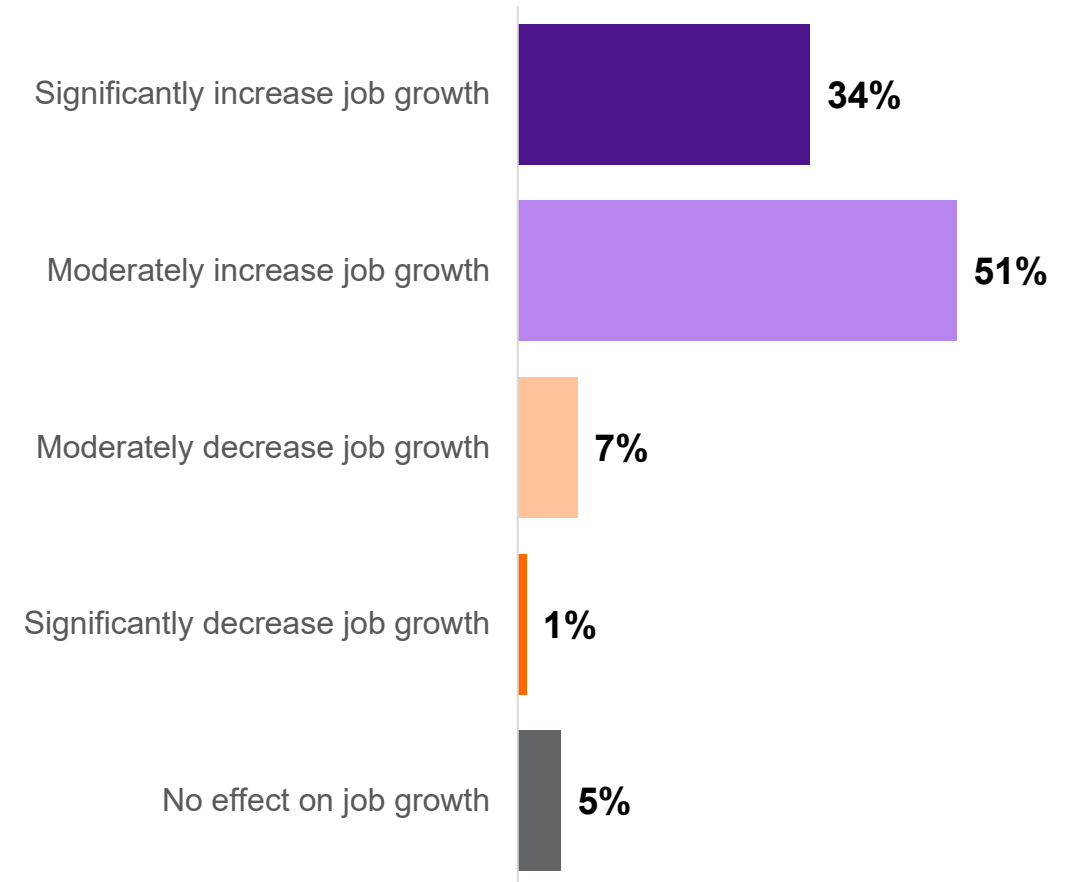


Opinions Surrounding Global Trade

A majority of small business decision makers believe that expanding business opportunities between the U.S. and customers in other countries will increase job growth, with more than half stating they believe growth will be moderate.

In general, how do you think expanding trade and business opportunities between the United States and customers in other countries will impact United States job growth?

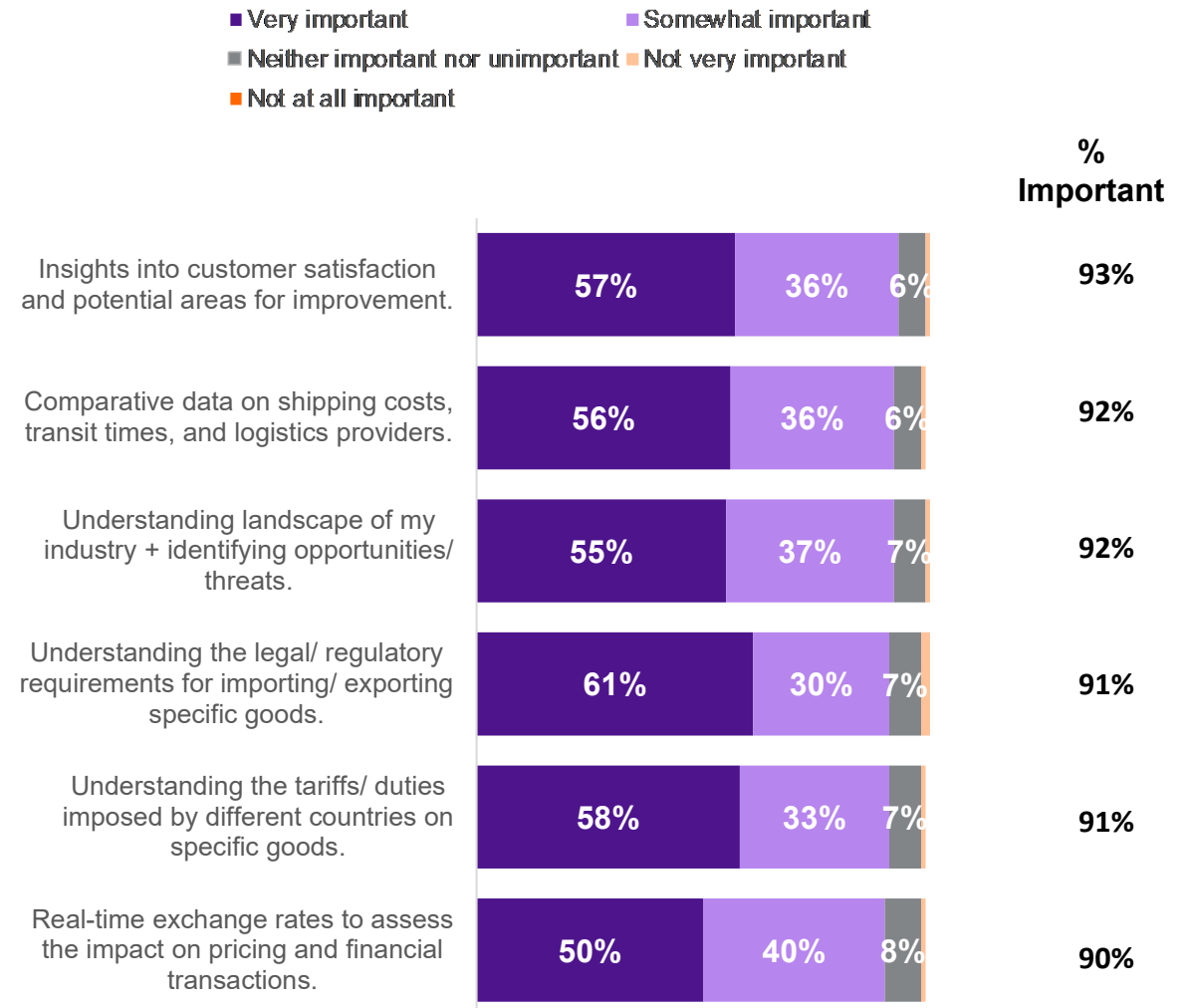
IMPACT OF EXPANDING TRADE AND BUSINESS OPPORTUNITIES



Small Business Decision Making

Numerous factors are important to small business decision makers during decision-making; however, understanding the legal/regularity requirement for importing/ exporting good and real-time exchange rates to assess the impact on pricing and financial transactions are some of the leading influences.

To what extent are each of the following important in your decision-making?

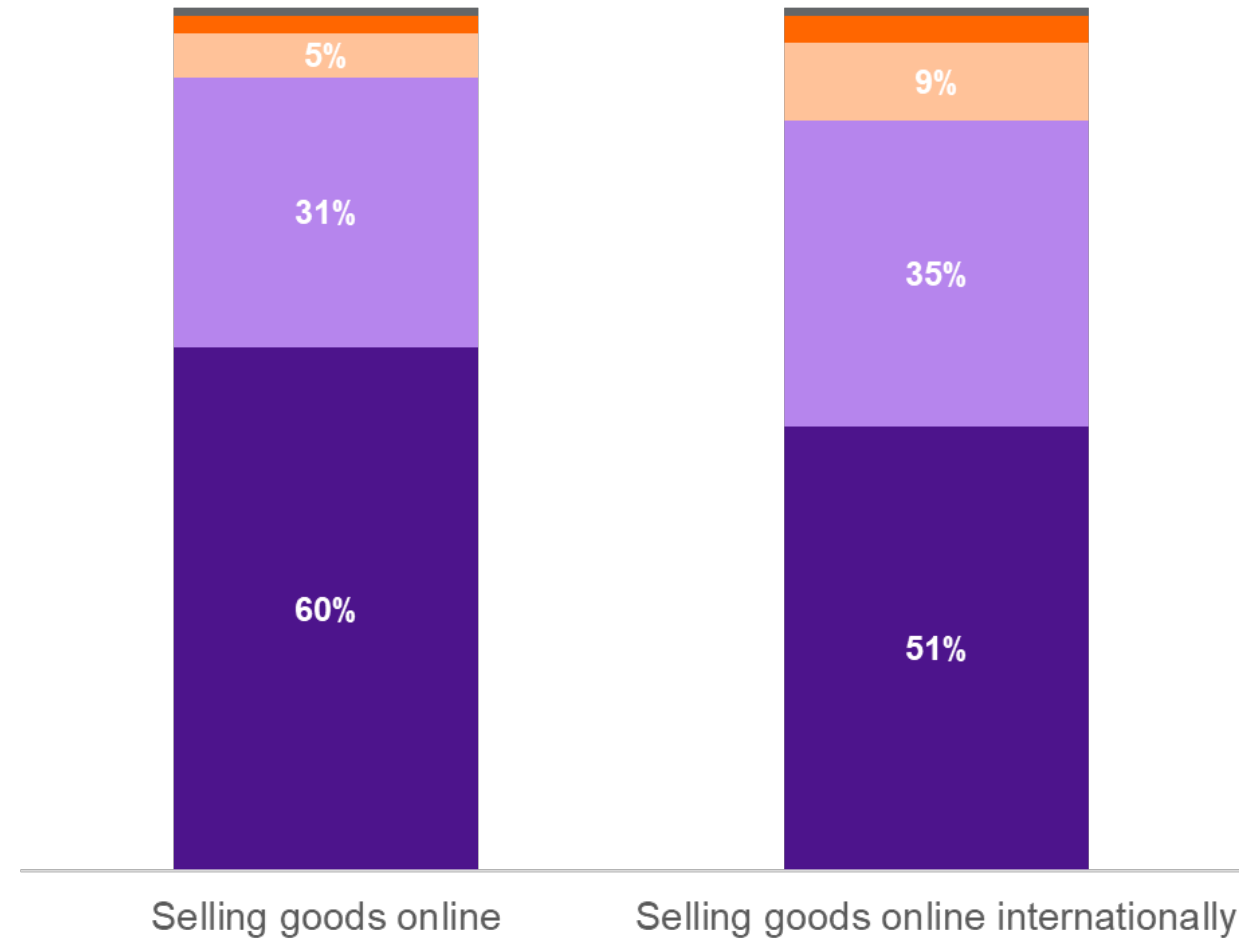


Priorities Surrounding Selling Goods

Small business decision makers agree that both selling goods online and selling goods online internationally are important to their growth.

How important, if at all, are the following:

- Very important
- Somewhat important
- Not too important
- Not important at all
- Don't know/No opinion

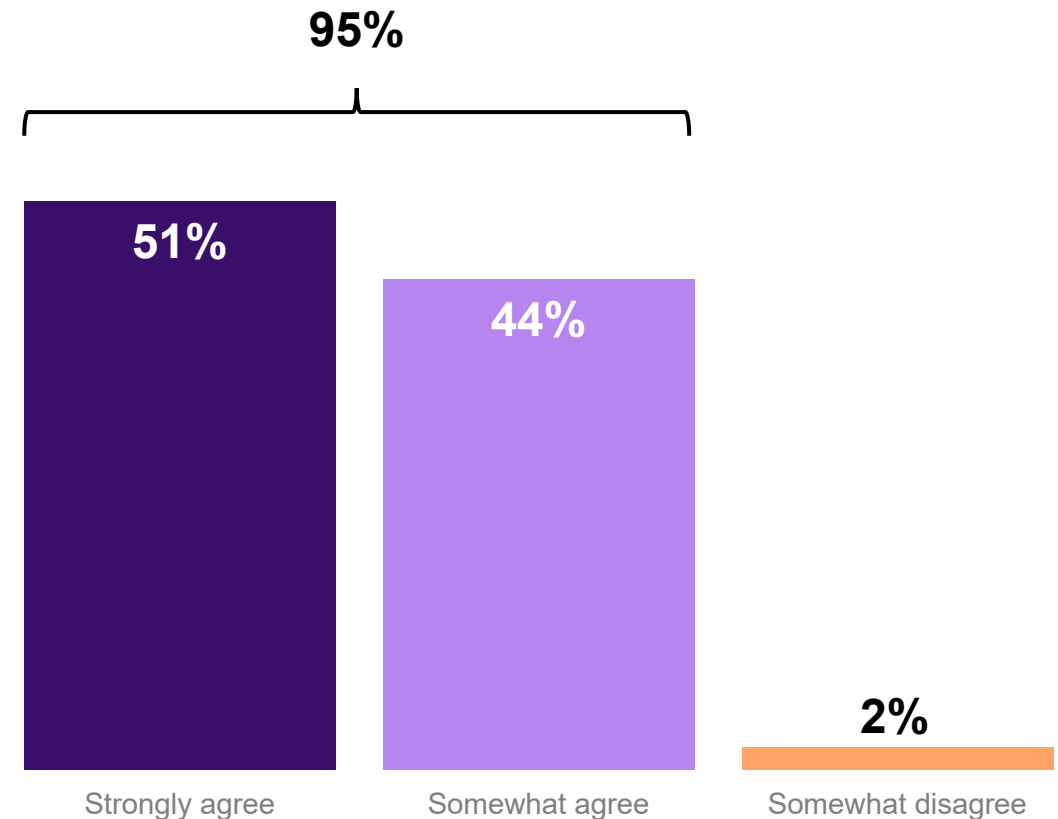


Opinions Surrounding Job Retraining

Small business decision makers overwhelmingly agree that programs addressing job retraining and skills upgrading need to be a priority for the U.S. to compete globally (95%).

How much do you agree or disagree with the following statement: 'Programs addressing job retraining and skills upgrade need to be a priority for the U.S. to compete globally.'

PROGRAMS ADDRESSING JOB RETRAINING AND SKILLS UPGRADE NEED TO BE A PRIORITY FOR THE U.S. TO COMPETE GLOBALLY

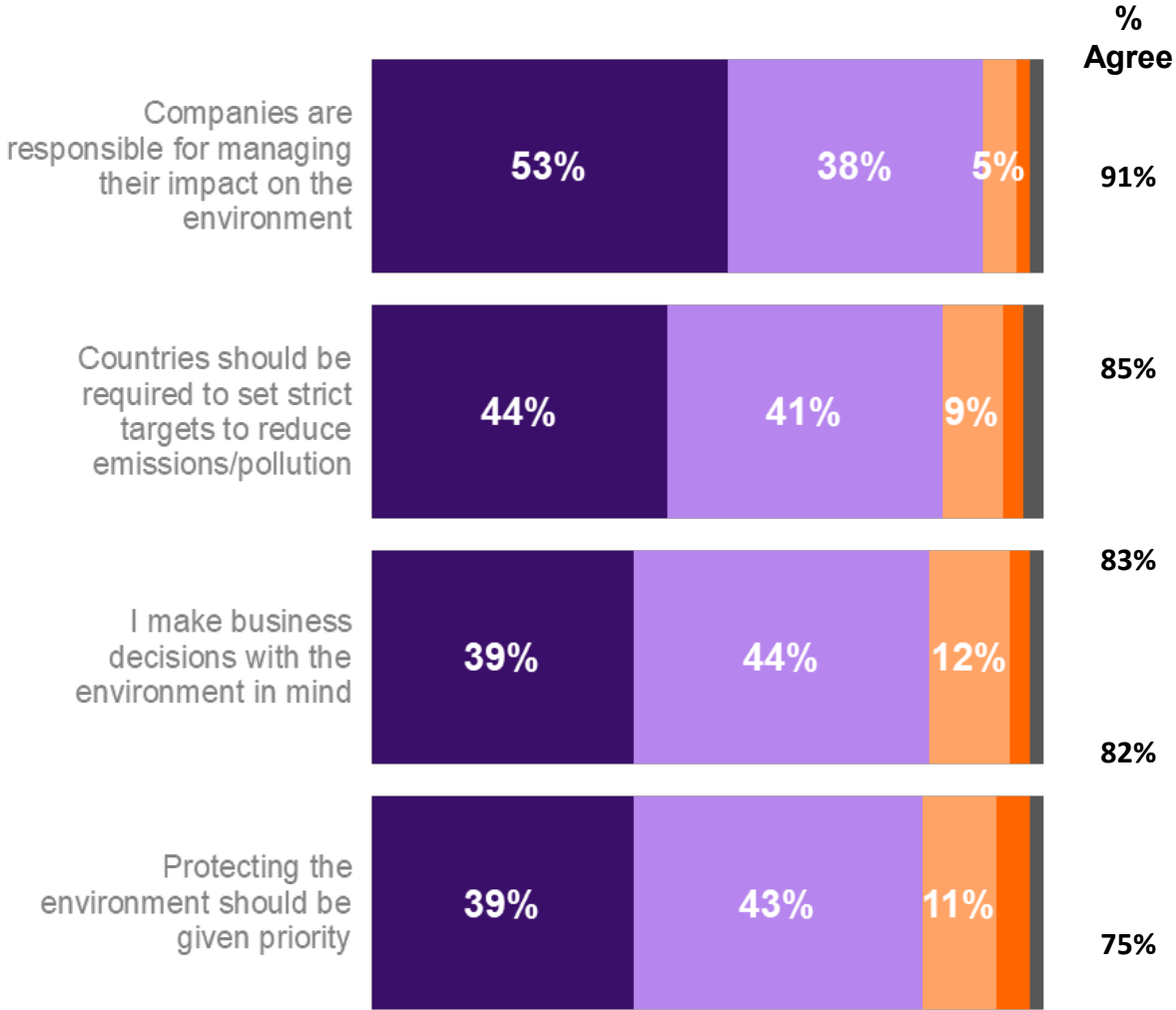


Environmental Priorities

More than 9-in-10 believe companies should be responsible for managing their environmental impact.

Do you agree or disagree with the following statements?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know / No opinion



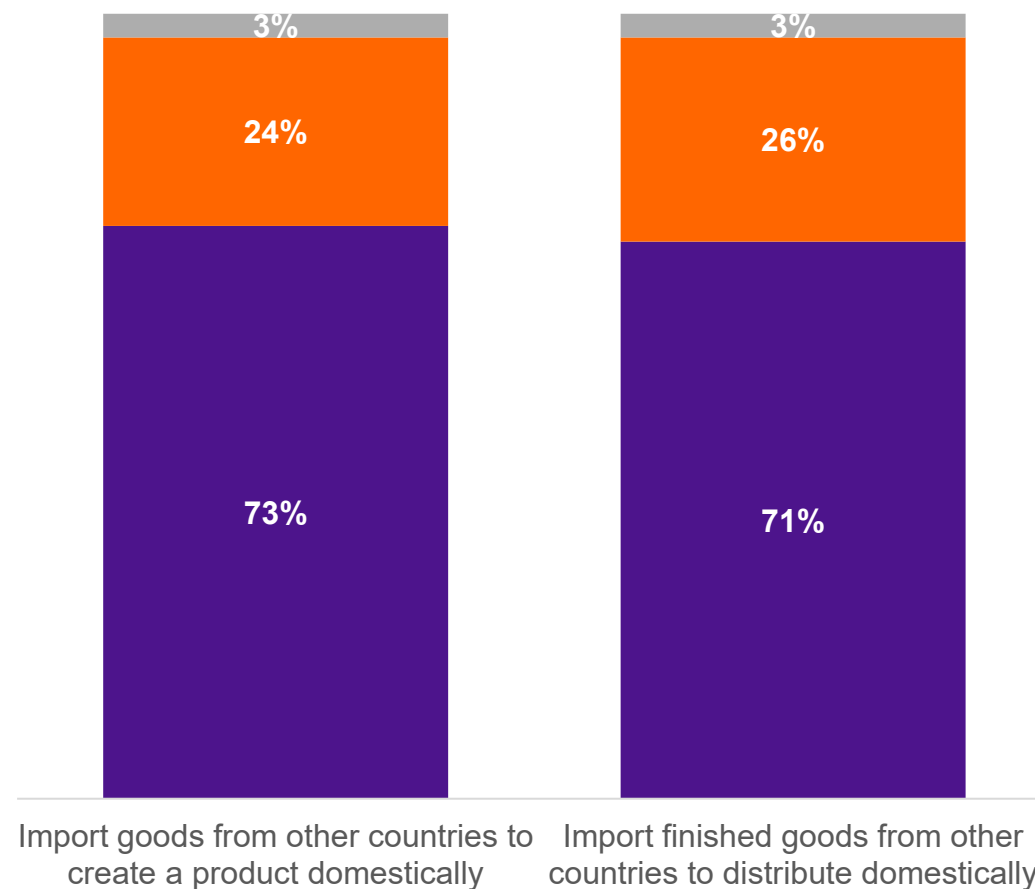
Dependency on Imported Goods

There is a dependency on imported goods to both produce small businesses' goods and as merchandise to distribute domestically.

More than 7-in-10 small businesses say they utilize imported goods in some capacity.

Does your company...

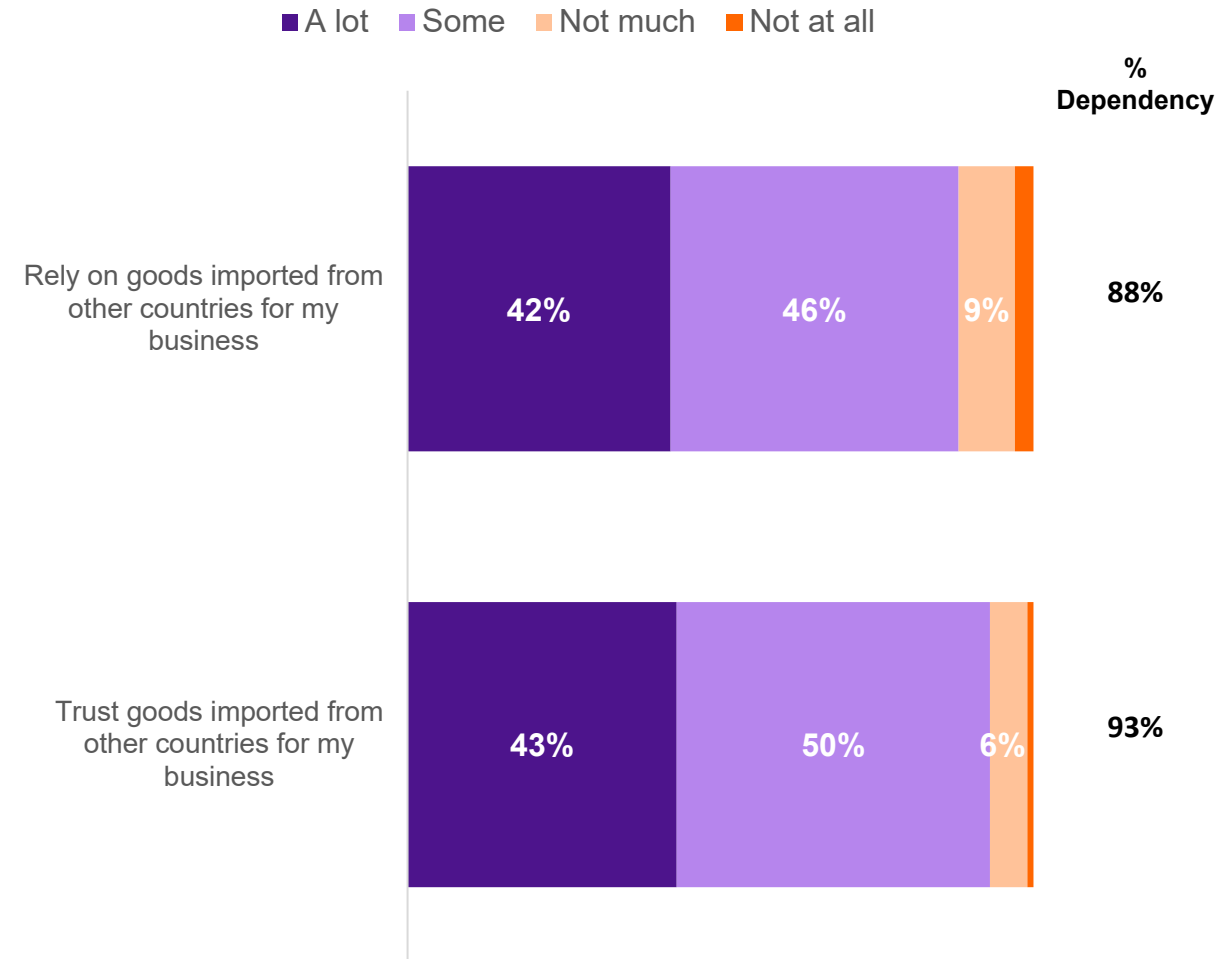
■ Yes ■ No ■ Don't know / No opinion



Reliance and Trust on Imported Goods

Small business decision makers are extremely reliant on imported goods for their businesses, with about 9-in-10 stating they have some level of dependency on imports.

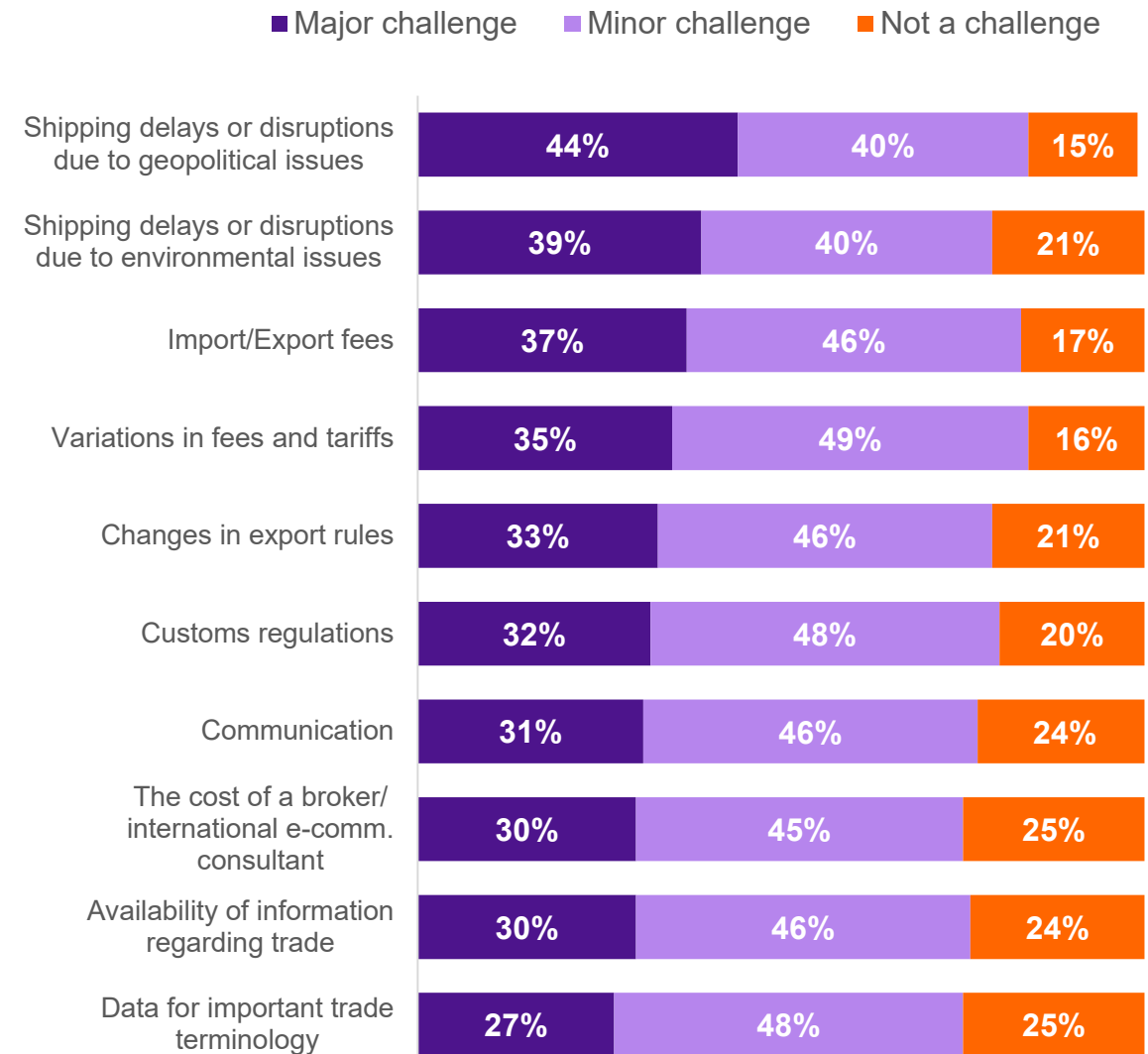
How much, if at all, do you rely on or trust goods imported from other countries for your business?



Challenges Surrounding Foreign Commerce

Small business decision makers face numerous challenges when importing and exporting goods, however, shipping delays or disruptions due to geopolitical issues (84%) and import/export fees (83%) are some of the greatest barriers.

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?



Small Business Imports and Exports

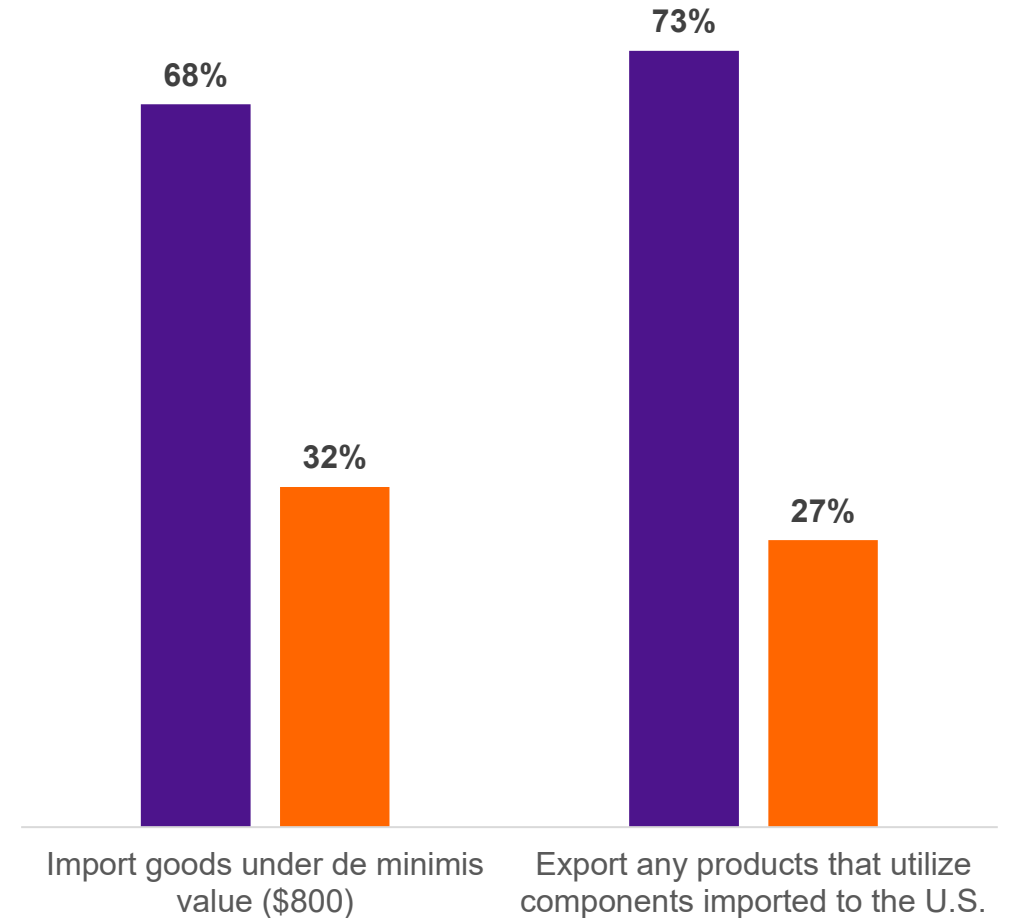
It is clear that imported goods are a central component to small business decision makers.

More than 7-in-10 state that they export products that utilize an imported component.

Do you do the following?

IMPORTS AND EXPORTS

■ Yes ■ No



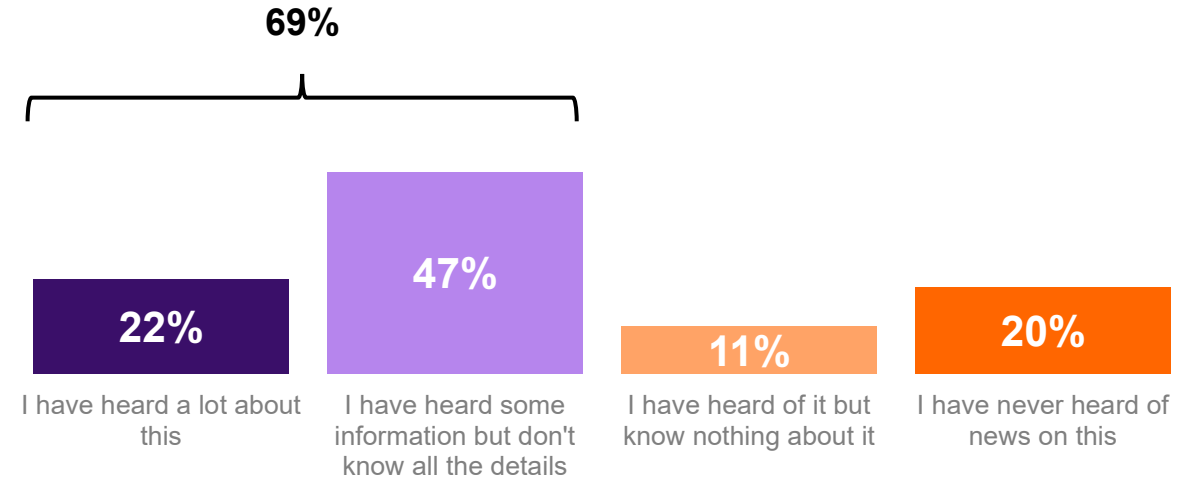
De Minimis Provision

A majority say they are familiar with the de minimis provision and its effects on customers and business, but nearly half say they don't know all the details.

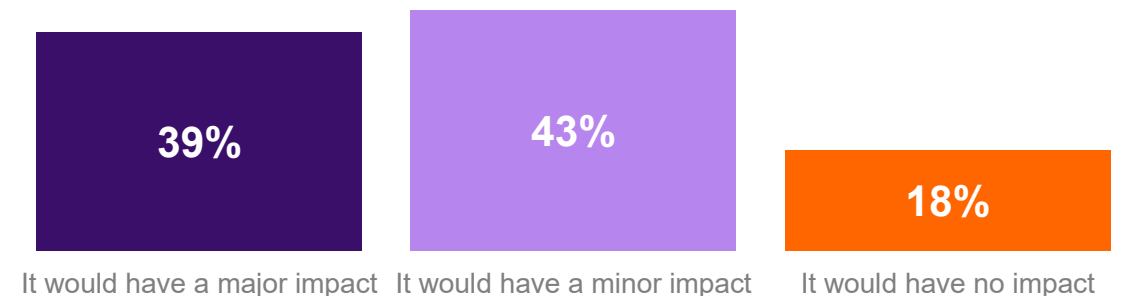
Over 8-in-10 say that the elimination of the de minimis provision would have an adverse impact their business model, with nearly 4-in-10 saying it would have a major impact.

How familiar are you with the de minimis provision and its positive effect on consumers and businesses like your own? | To what extent would the elimination of the de minimis provision impact your current business model?

FAMILIARITY WITH DE MINIMIS PROVISION



IMPACT OF THE ELIMINATION OF THE DE MINIMIS PROVISION

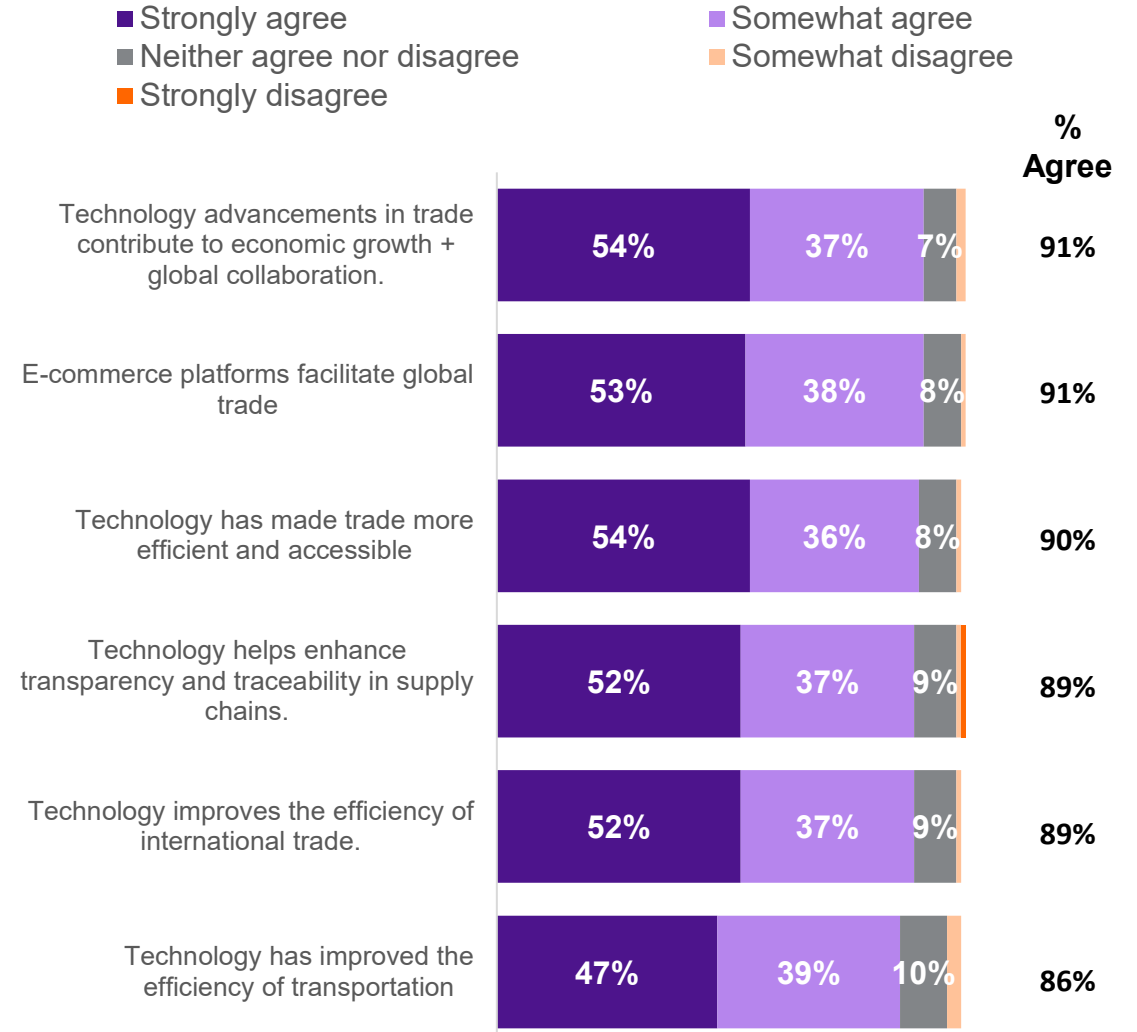


Opinions Surrounding Technology

Generally, small business decision makers believe that technology has been advantageous to their business.

Over 9-in-10 small business decision makers agree that technology advancements in trade contribute to economic growth and global collaboration (91%) and e-commerce platforms facilitate global trade (91%).

To what extent do you agree or disagree with the following statements?



International Growth

Decision makers are most dependent on e-commerce platforms (64%) and marketplaces (60%) to grow their businesses internationally.

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

