Bank of America is pleased to present the 2021 Black Business Owner Spotlight, our inaugural study exploring the goals, challenges and everyday realities of Black small business owners across the country.

Business Projections & Economic Outlook

Entering 2021, nearly half of Black small business owners expect their revenue to increase and believe their local and the national economies will improve. Nearly one-quarter also plan to hire.

Over the next 12 months...

- 48% I expect revenue to increase
- 22% I plan to hire
- 44% My local economy will improve
- 43% The national economy will improve

Amid the backdrop of a pandemic, pragmatic concerns top the list of issues Black entrepreneurs have on their minds.

Economic Concerns

- Impact of coronavirus: 78%
- Political environment: 71%
- Health care costs: 67%
- Consumer spending: 67%
- Strength of the U.S. dollar: 62%
- Corporate tax rates: 62%
Impact of Coronavirus
As Black business owners navigate many challenges brought on by the coronavirus, they remain resilient and optimistic about the path forward.

48% of Black business owners retooled their operations to address the impact of the coronavirus — double that of the national average. Of those...

- 55% donated time, products or services
- 53% developed new products or services
- 67% of Black entrepreneurs believe consumers will be less likely to visit brick-and-mortar stores — even as local businesses reopen their physical locations.

Once the U.S. recovers from the pandemic, Black entrepreneurs say...

- 80% consumers will have a greater appreciation for small businesses
- 80% small businesses will return to be the backbone of the U.S. economy
- 68% small businesses will be better prepared to handle potential reemergence of the coronavirus
Challenges, Opportunities & The Decade Ahead

Black business owners have overcome numerous obstacles and, as entrepreneurs of colors, say they have worked harder to achieve success. Despite challenges, the majority are satisfied with the size and success of their business.

Black business owners say...

- **82%** Entrepreneurs of color have to work harder to achieve the same level of success.
- **56%** Challenges accessing capital have limited their business’ growth.
- **72%** Their business generates a majority of their household income.
- **62%** They are satisfied with the size and success of their business.

Black business owners see positive change on the horizon for people of color. By 2030, they expect to see...

- **71%** Greater representation of people of color in executive or C-suite roles.
- **68%** Greater representation of people of color in STEM fields.
- **67%** A significant increase in businesses owned by people of color.

Ipsos Public Affairs conducted the Bank of America 2021 Black Business Owner Spotlight survey online between July 29 and September 3, 2020 using a pre-recruited online sample of small business owners. Ipsos contacted a national sample of 1,048 small business owners in the United States with annual revenue between $100,000 and $4,999,999 and employing between two and 99 employees, as well as 342 interviews of Hispanic small business owners, 307 interviews of Black small business owners and 114 interviews of Asian American small business owners. In addition, approximately 300 small business owners were surveyed in each of ten target markets: Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, Miami, New York, San Francisco and Washington, D.C. The final results for the national, designated market area and demographic segments were weighted to national benchmark standards for size, revenue and region.