

Research

Small Business Majority, via its research partner Core Strategies, has initiated a multi-phased research program to assess the attitudes and interests of the small business constituency. Phase 1 was launched in 2006 and employs e-mail to query small business leaders on a number of topics. Subsequent phases will create panels of targeted groups and do more in-depth research using both quantitative and qualitative methods.

An e-mail questionnaire was sent to 110,000 small business owners and managers. The list was created from multiple sources and represents all categories of small business. These results represent the findings from over 1,000 respondents.

Findings

Demographics

- 61% are in companies of 10 or fewer employees
- Party affiliation:
 - 23% Democrats
 - 30% Republicans
 - 6% Other
 - **41% Independent**
- 67% are male and 64% are between the ages 45 - 64
- 49% are in households with incomes of under \$75,000 per year

When asked about the role of government:

- 84% agree that politicians and public officials have significant impact on the economic future
- 72% think that government favors big business over small business
- 79% identify large corporate campaign donations as what drives government policy

When asked about specific issues, health care and taxes topped the list:

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|------------------------------------------|-----|
| • Cost of health care | 87% |
| • Taxes | 81% |
| • National energy policy | 72% |
| • Access to technology | 67% |
| • Access to capital | 64% |
| • Cost of pensions & retirement benefits | 64% |
| • Government regulations | 63% |
| • Government deficits | 61% |
| • Trade deficits | 60% |

Health care issue in-depth: 87% of respondents agree that health care should be available and affordable for everyone; 67% cite as extremely important.

- Guaranteed health care via a comprehensive national health system: 63% identify as important or extremely important*
- Purchasing pools: 80% identify as important; 47% of that as extremely important
- Mandating that all companies provide health insurance: 60% as important
- Mandating that all individuals purchase health insurance: 34% as important
- 65% favor giving all individuals rights to health savings accounts

*Exact question: rank the importance of “guaranteeing affordable health care for everyone by having a single entity (public or private) managing a comprehensive national health system.”

Other issues, of note:

- 60% favor government-supported loans to small business
- 63% want reform of the legal system in liability cases
- 66% agree that estate tax should be eliminated
- 72% desire tax cuts for middle and lower brackets, with only 29% favoring tax cuts for top earners
- 62% favor an increase in the minimum wage

When asked which party best represents small businesses?

Democrats	22%
Republicans	26%
Third party	38%

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