
June 15, 2021
About Small Business for America’s Future

- Small Business for America’s Future is a national coalition of business owners and leaders working to provide small businesses a voice at every level of government.

- We’re committed to ensuring policymakers prioritize Main Street by advancing a just and equitable economic framework that works for small business owners, their employees and their communities.
Key Findings
Small business owners concerned about the state of American Democracy

- Small business owners say stability in government is a crucial component of a strong economy so from April 17 - May 5, 2021, Small Business for America's Future conducted a national survey of 1,052 small business owners in its network to learn about their opinions about the state of democracy in the United States and the role of business in protecting it.

- As lies questioning the validity of the 2020 presidential election become entrenched and against a backdrop of states passing legislation restricting voting rights, 60% of small business owners are concerned with the current state of our democracy, with 38% saying it is ‘Poor’ and 22% saying it is ‘Very Bad.’

- An overwhelming majority (86%) of small businesses believe there should be limits on the amount of money individuals and third party groups (e.g. PACs, Super PACs) can donate to political campaigns and candidates.
Small Business owners are engaged in the political process, and they support legislation protecting voting rights

- 74% of small business owners surveyed said they **support H.R. 1**, the federal For the People Act, which would expand voting rights, change campaign finance laws to reduce the influence of money in politics, limit partisan gerrymandering, and create new ethics rules for federal officeholders

- Small business owners in the survey are highly involved in our political system, with 74% voting in every election they can, 58% voting for campaigns or causes, and 42% donating to campaigns or causes
Small business owners are supportive of business leaders speaking out against anti-Democratic legislation

● 60% of small business owners surveyed say that it is important for CEOs to speak out against efforts to restrict voting access
  ○ 41% of small businesses owners went as far as to say CEOs speaking out in support of voting rights makes them think more favorably of that CEO’s company

● 58% of small businesses said Major League Baseball’s decision to pull the All-Star Game out of Atlanta in response to changes to Georgia’s voting laws would not hurt (46%) or have no impact (12%) on small businesses

● A plurality of respondents (46%) agreed Major League Baseball made the right decision to pull the All-Star Game from Atlanta in response to restrictive changes to Georgia’s voting laws
Survey Results
Q1: Are you a small business owner?  
\( n = 1,052 \)
Q2: Not including yourself, how many employees do you have?
n=1,052
Q4: What is your view of the current state of our democracy?

n = 1,052

- Excellent: 5% (56)
- Good: 34% (360)
- Poor: 38% (402)
- Very Bad: 22% (234)
Q5: Which of the following best represents how involved you are in the political system? Check all that apply.

n = 1,052

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donate to campaigns or causes</td>
<td>42% 438</td>
</tr>
<tr>
<td>Vote for campaigns or causes</td>
<td>58% 610</td>
</tr>
<tr>
<td>Volunteer for campaigns or causes</td>
<td>23% 237</td>
</tr>
<tr>
<td>Vote in every election you can</td>
<td>74% 778</td>
</tr>
<tr>
<td>Only vote in the most important elections, i.e. in the general election every 4 years or the midterm elections every 2 years.</td>
<td>12% 131</td>
</tr>
<tr>
<td>Only vote once in a while</td>
<td>2% 18</td>
</tr>
<tr>
<td>Not involved at all</td>
<td>4% 44</td>
</tr>
</tbody>
</table>

Total Respondents: 1,052
Q6: Which of the following statements do you most agree with?

\[ n = 1,052 \]

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
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</tr>
</thead>
<tbody>
<tr>
<td>There should be limits on the amount of money individuals and third party groups (e.g. PACs, Super PACs) can donate to political campaigns and candidates</td>
<td>86%</td>
</tr>
<tr>
<td>Individuals and third party groups (e.g. PACs, Super PACs) should be able to donate as much as they want to political campaigns and candidates</td>
<td>14%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
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</table>
Q7: The United States House of Representatives recently introduced the For the People Act (also known as H.R. 1), a bill aimed to expand voting rights, change campaign finance laws to reduce the influence of money in politics, limit partisan gerrymandering, and create new ethics rules for federal officeholders. In general, do you support the objectives of H.R. 1?

n=1,052

Yes 74% (775)
No 26% (277)
Q8: In ads featured in two major newspapers, a group of corporate CEOs came together recently to speak out against efforts to pass restrictive voting laws under consideration in several states. Which of the following statements best describes your view?

\[ n = 1,052 \]

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<tr>
<td>Yes, I think it's important for CEOs to speak out against efforts to restrict voting access AND it favorably increases my support of their companies when they do so.</td>
<td>41% 435</td>
</tr>
<tr>
<td>Yes, I think it's important for CEOs to speak out against efforts to restrict voting access, BUT it does not change my view of their company.</td>
<td>19% 198</td>
</tr>
<tr>
<td>No, I do not think CEOs should be weighing in on these issues AND when they do it decreases my support for their company.</td>
<td>29% 302</td>
</tr>
<tr>
<td>No, I do not think CEOs should be weighing in on these issues, BUT it does not change my view of their company.</td>
<td>11% 117</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,052</td>
</tr>
</tbody>
</table>
Q9: Major League Baseball (MLB) recently announced it was moving the All-Star Game out of Georgia in response to controversial voting laws passed in the state. Some say that by moving the game it will hurt small businesses while others say that it is important to take a stance on voting rights and small businesses will not suffer. Which of the following statements do you agree with more?

n=1,052
Demographic Data
Q11: What is your age?
n=1,052
Q12: How do you identify yourself? (Select all that apply).

n = 1,052

- 37% AAPI
- 34% Black
- 16% Hispanic
- 12% Native American
- 5% White
- 3% Other / Prefer not to answer
Q13: Which of the following best describes the principal industry of your business?

n=1,052

- Advertising & Marketing: 23%
- Agriculture: 5%
- Airlines & Aerospace (including Defense): 11%
- Automotive: 3%
- Business Support & Logistics: 7%
- Construction, Machinery, and Homes: 7%
- Education: 5%
- Entertainment & Leisure: 3%
- Finance & Financial Services: 3%
- Food & Beverages: 3%
- Government: 5%
- Healthcare & Pharmaceuticals: 5%
- Insurance: 11%
- Manufacturing: 23%
- Nonprofit: 6%
- Professional Services: 2%
- Real Estate: 2%
- Telecommunications, Technology, Internet & Electronics: 2%
- Transportation & Delivery: 2%
- Utilities, Energy, and Extraction: 2%
Q14: What is your gender?
n=1,048

- Female: 52%
- Male: 43%
- Prefer not to say: 4%
Q15: What was your gross revenue for your business in 2020?

n=1,052

- 51% Less than $100,000
- 17% $100,000 to under $250,000
- 9% $250,000 to under $500,000
- 7% $500,000 to under $1 million
- 7% $1 million to under $2 million
- 8% $2 million or more
Survey Methodology

Methodology:
Survey Monkey survey of Small Business for America’s Future small business network
Fielded April 17-May 5, 2021

1,052 Total Responses