



The Power of the Small Business Voice

- Voters prefer candidates supported by small business by a margin of 3 to 1 over those supported by organized labor, according to the Winston Group.
- The 2022 Gallup Poll found **68% of Americans having a great deal or quite a lot of confidence in small business** as an institution. Small business was the highest ranked institution in this year's survey, and topped organized labor (28%), banks (27%), and big business (14%).
- In 2022, NFIB's Federal PAC endorsed 277 candidates for U.S. House and U.S. Senate—**84% of them won**. Six NFIB members were newly elected to Congress, 19 were re-elected.
- **85%** of the 2,186 state-level candidates endorsed by NFIB state PACs in 2022 were (re)elected, including over 245 NFIB members.
- In its 2022 TradeMarks study measuring association **effectiveness in achieving the public policy priorities of its members**. APCO Worldwide ranked NFIB:
 - **No. 1** in member mobilization
 - **No. 1** in multilateral impact
 - **No. 1** in industry reputation steward
 - **No. 1** in media relations
 - **No. 1** in local impact
- Nearly nine in ten adults (89%) report a positive view of small businesses, according to Morning Consult. "These positive sentiments extend across party lines ... Republicans (92% positive) and Democrats (90% positive) are **united in their appreciation for small business.**"
- "When it comes to determining who should represent their communities in elected office ... the **vast majority (59%) say they would prefer a small business owner to represent them** over the CEO of a large corporation (4%), a union representative (9%) or a lawyer (6%)," according to Morning Consult.
- A study by the Pew Research Center on the negative and positive views people hold on various American institutions found **small business ranked first**—39 percentage points higher than labor unions, 46 points higher than large corporations, and 49 points higher than banks and financial institutions.