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.

  o Also in 2022, 19 of the 26 NFIB CA PAC-endorsed candidates for the California State Assembly and State Senate won their races.

➢ In its 2022 TradeMarks study measuring association effectiveness in achieving the public policy priorities of its members. APCO Worldwide ranked NFIB:
  o No. 1 in member mobilization
  o No. 1 in multilateral impact
  o No. 1 in industry reputation steward
  o No. 1 in media relations
  o 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.