



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 2020, NFIB's Federal PAC endorsed 253 candidates for U.S. House and U.S. Senate—**87% of them won**. Six NFIB members were newly elected to Congress, 22 were re-elected.
- In a study of the nation's top influencers, APCO Worldwide listed **NFIB "among the best at mobilizing grassroots forces."** In its 2019 TradeMarks study, "which measures the extent to which policy leaders believe associations are effective in achieving their policy goals," NFIB ranked:
 - **No. 1** in grassroots
 - **No. 1** in coalition building
 - **No. 1** as an industry reputation steward.
- 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.