



**SMALL BUSINESS**  
FOR AMERICA'S FUTURE

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# Survey: Small Business Owners Worried About State of Democracy, Support Voting Rights Legislation

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





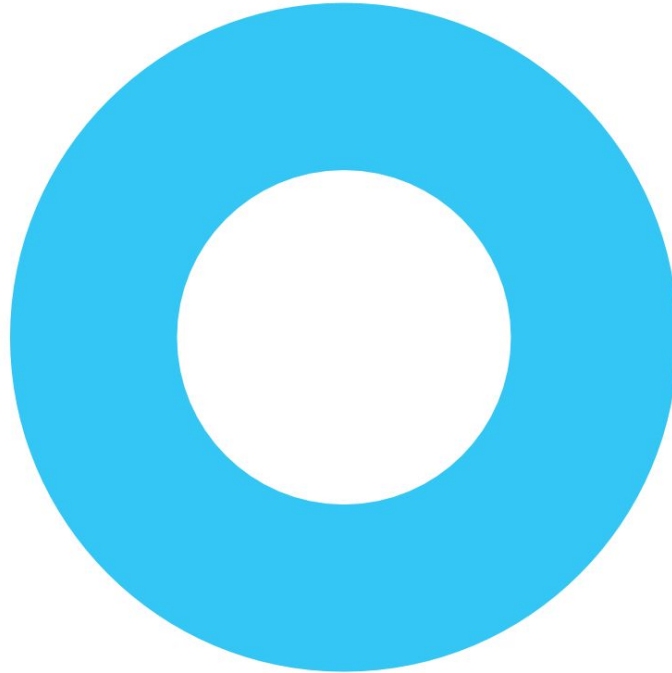
An overhead, top-down view of a collaborative office workspace. Several people are seated around a large wooden table, working on various devices including desktop monitors, laptops, and tablets. The workspace is cluttered with office supplies such as keyboards, mice, notebooks, pens, a coffee cup, and a small potted plant. The entire image is overlaid with a semi-transparent blue filter, and the text "Survey Results" is prominently displayed in the center in a white, sans-serif font.

# Survey Results

# Q1: Are you a small business owner?

n= 1,052

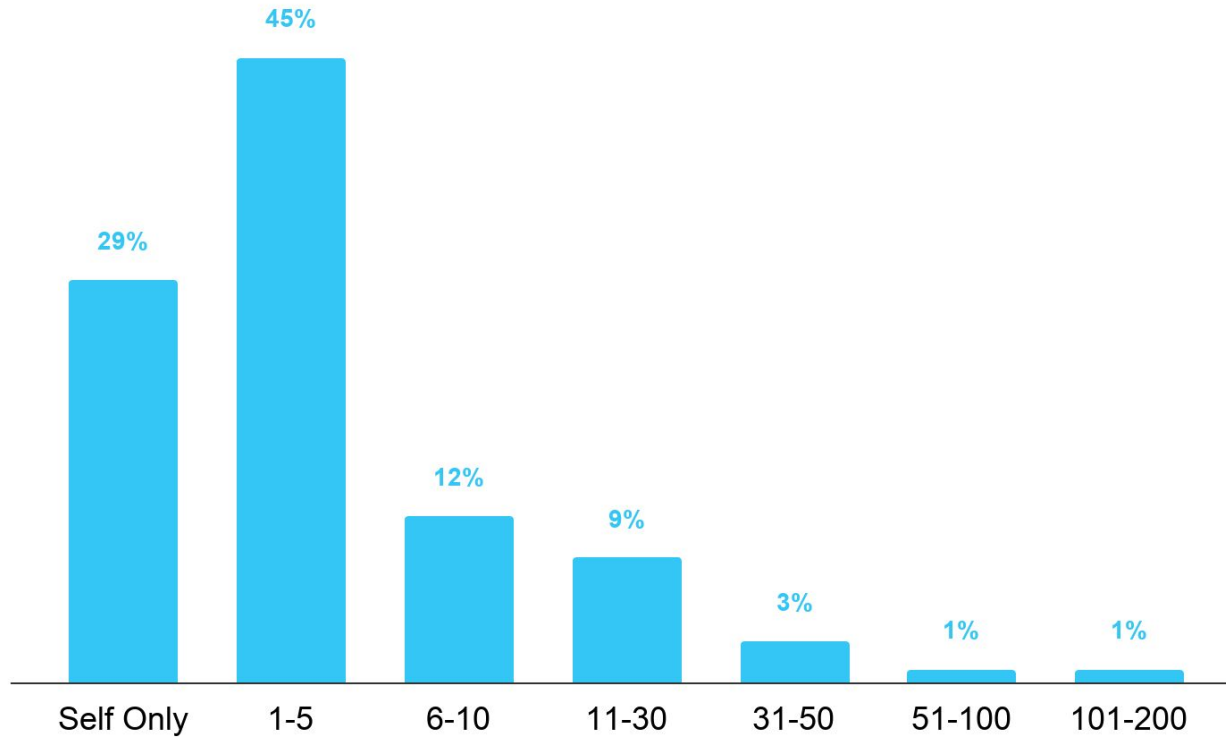
● Yes





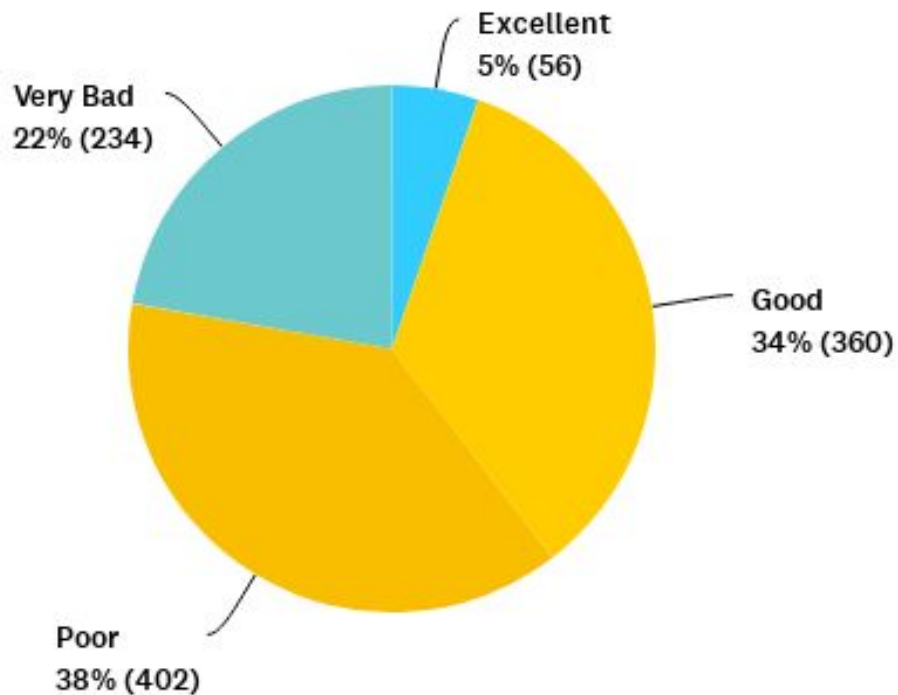
## Q2: Not including yourself, how many employees do you have?

n= 1,052



## Q4: What is your view of the current state of our democracy?

n= 1,052



## Q5: Which of the following best represents how involved you are in the political system? Check all that apply.

n= 1,052

ANSWER CHOICES	RESPONSES	
Donate to campaigns or causes	42%	438
Vote for campaigns or causes	58%	610
Volunteer for campaigns or causes	23%	237
Vote in every election you can	74%	778
Only vote in the most important elections, i.e. in the general election every 4 years or the midterm elections every 2 years.	12%	131
Only vote once in a while	2%	18
Not involved at all	4%	44
Total Respondents: 1,052		



## Q6: Which of the following statements do you most agree with?

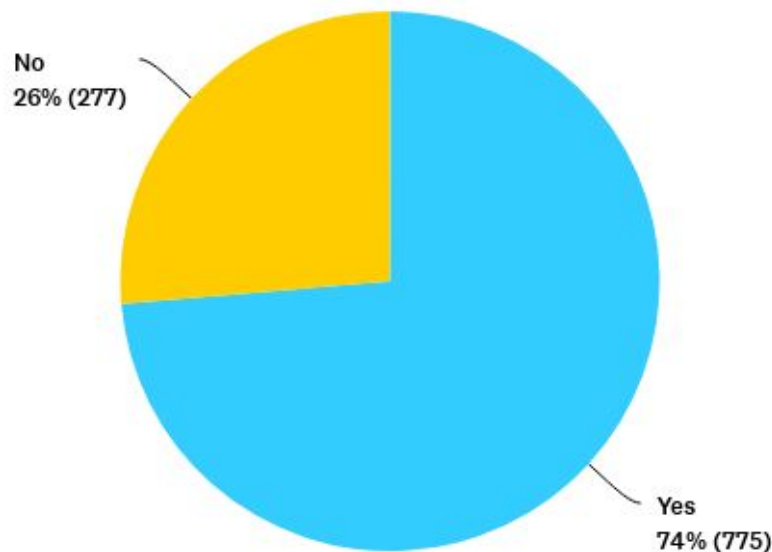
n= 1,052

ANSWER CHOICES	RESPONSES	
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	86%	903
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	14%	149
TOTAL		1,052



**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



**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

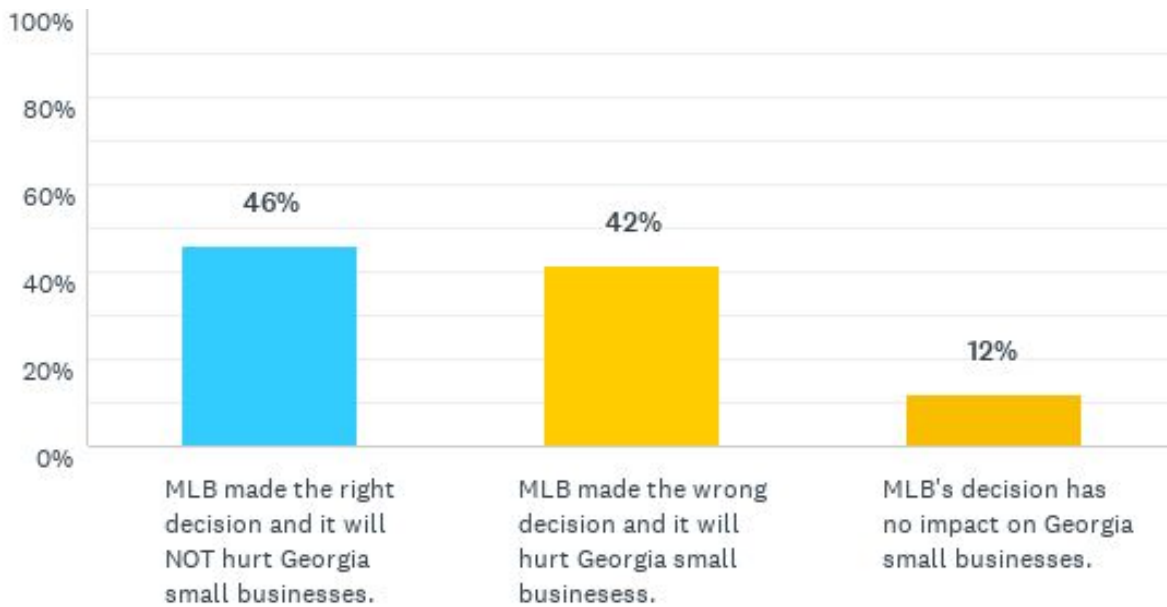
ANSWER CHOICES	RESPONSES	
Yes, I think it's important for CEOs to speak out against efforts to restrict voting access AND it favorably increases my support of their companies when they do so.	41%	435
Yes, I think it's important for CEOs to speak out against efforts to restrict voting access, BUT it does not change my view of their company.	19%	198
No, I do not think CEOs should be weighing in on these issues AND when they do it decreases my support for their company.	29%	302
No, I do not think CEOs should be weighing in on these issues, BUT it does not change my view of their company.	11%	117
TOTAL		1,052





**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

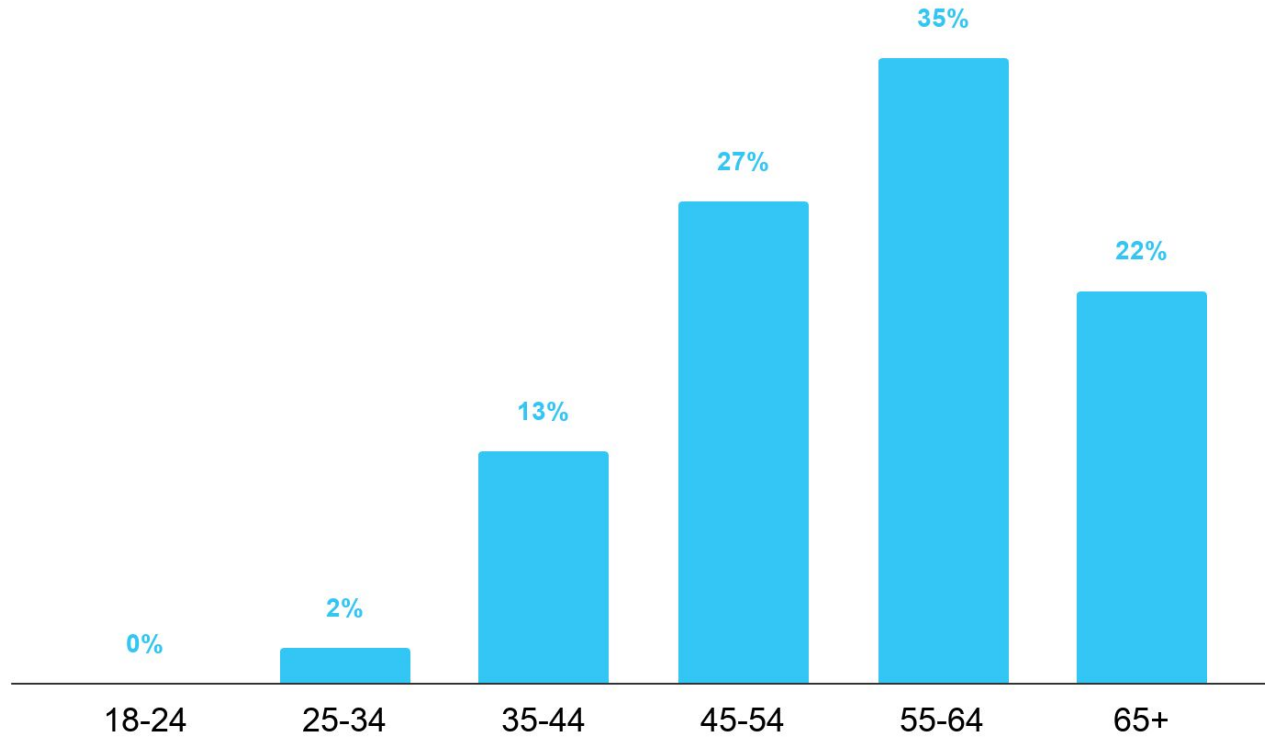


An aerial, high-angle photograph of a wide, paved pedestrian walkway. The ground is composed of large, light-colored rectangular tiles. Several people are walking across the frame in various directions. Some are walking in groups, while others are alone. The overall scene is captured with a blue color overlay, giving it a cool, modern feel. The text "Demographic Data" is centered in the middle of the image in a white, sans-serif font.

# Demographic Data

## Q11: What is your age?

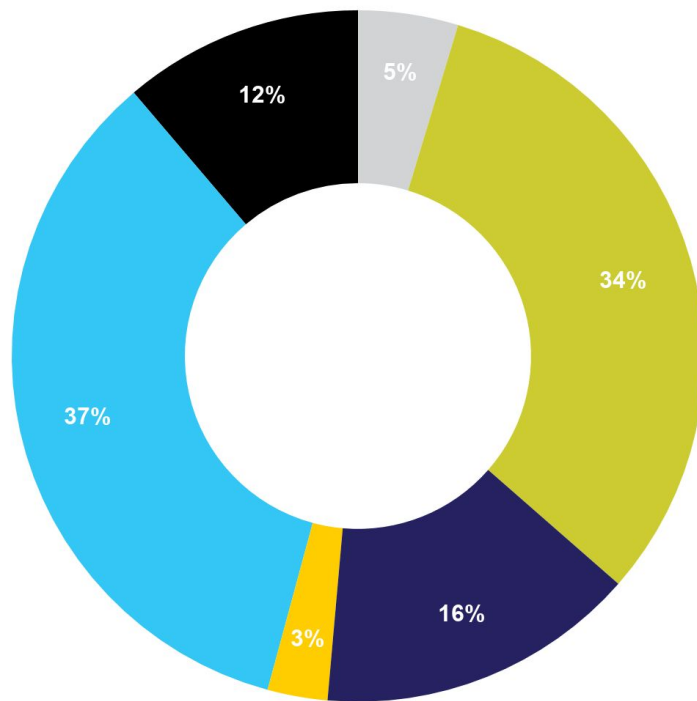
n= 1,052



## Q12: How do you identify yourself? (Select all that apply).

n= 1,052

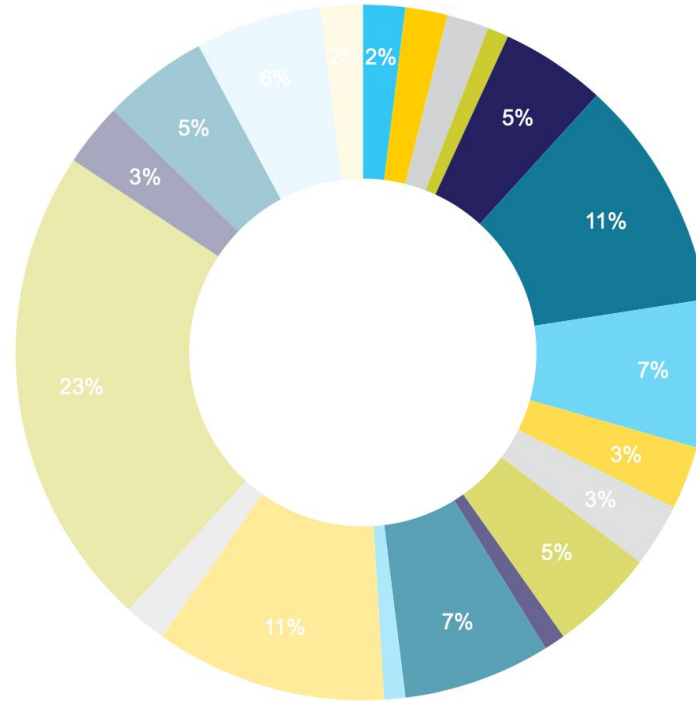
● AAPI ● Black ● Hispanic ● Native American ● White ● Other / Prefer not to answer



# Q13: Which of the following best describes the principal industry of your business?

n= 1,052

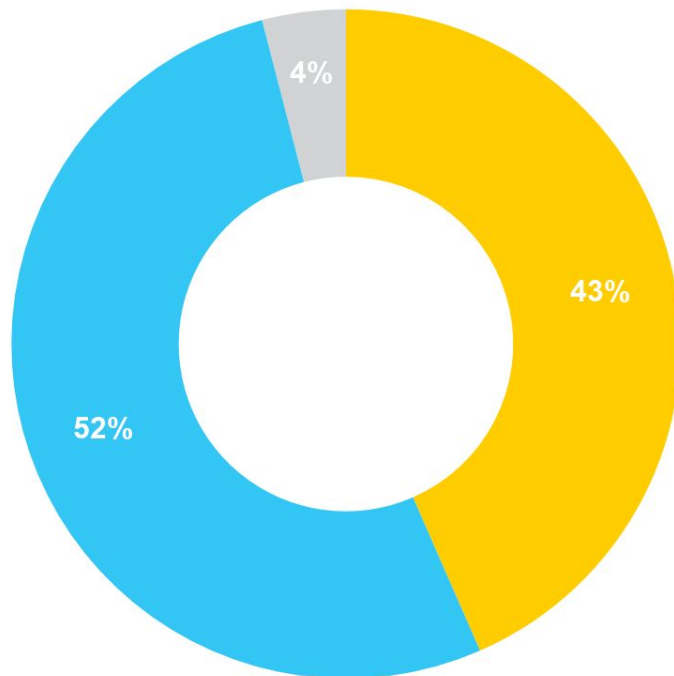
- Advertising & Marketing
- Agriculture
- Airlines & Aerospace (including Defense)
- Automotive
- Business Support & Logistics
- Construction, Machinery, and Homes
- Education
- Entertainment & Leisure
- Finance & Financial Services
- Food & Beverages
- Government
- Healthcare & Pharmaceuticals
- Insurance
- Manufacturing
- Nonprofit
- Professional Services
- Real Estate
- Telecommunications, Technology, Internet & Electronics
- Transportation & Delivery
- Utilities, Energy, and Extraction



## Q14: What is your gender?

n= 1,048

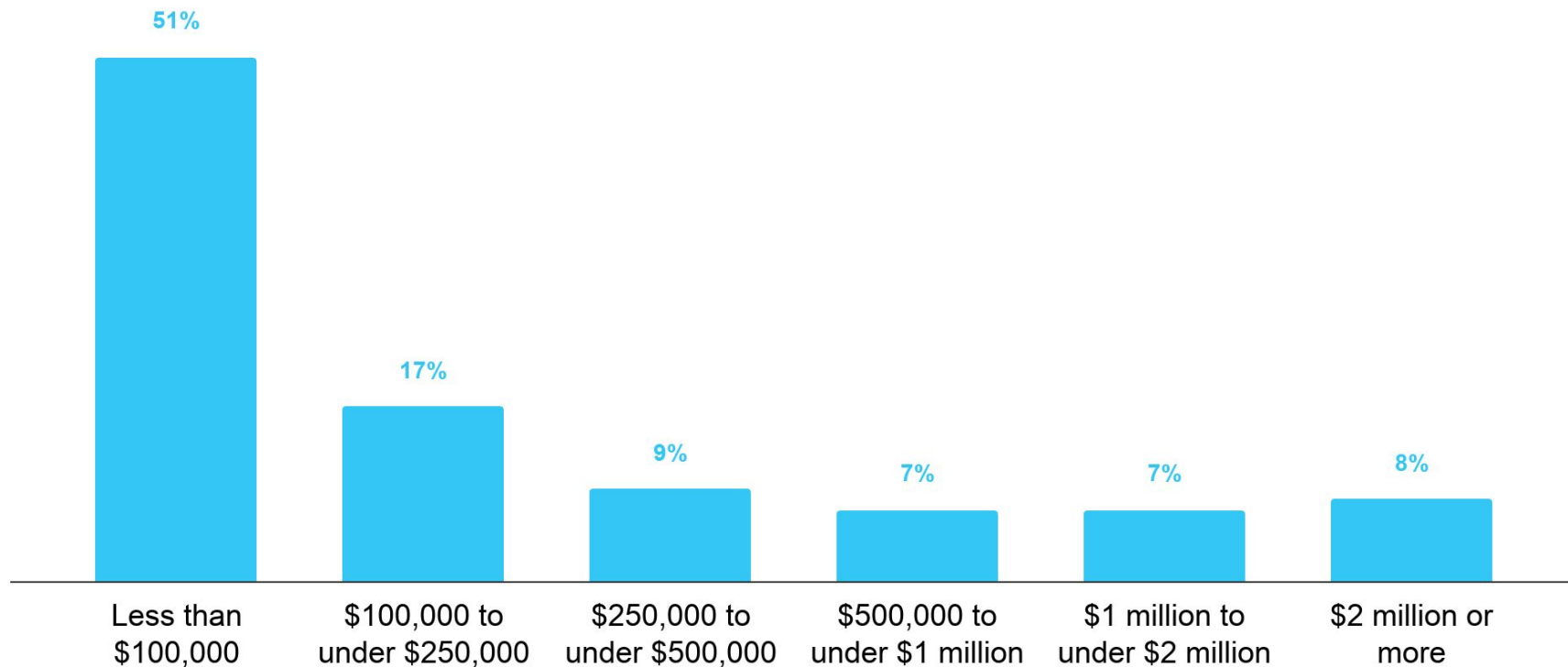
Female Male Prefer not to say

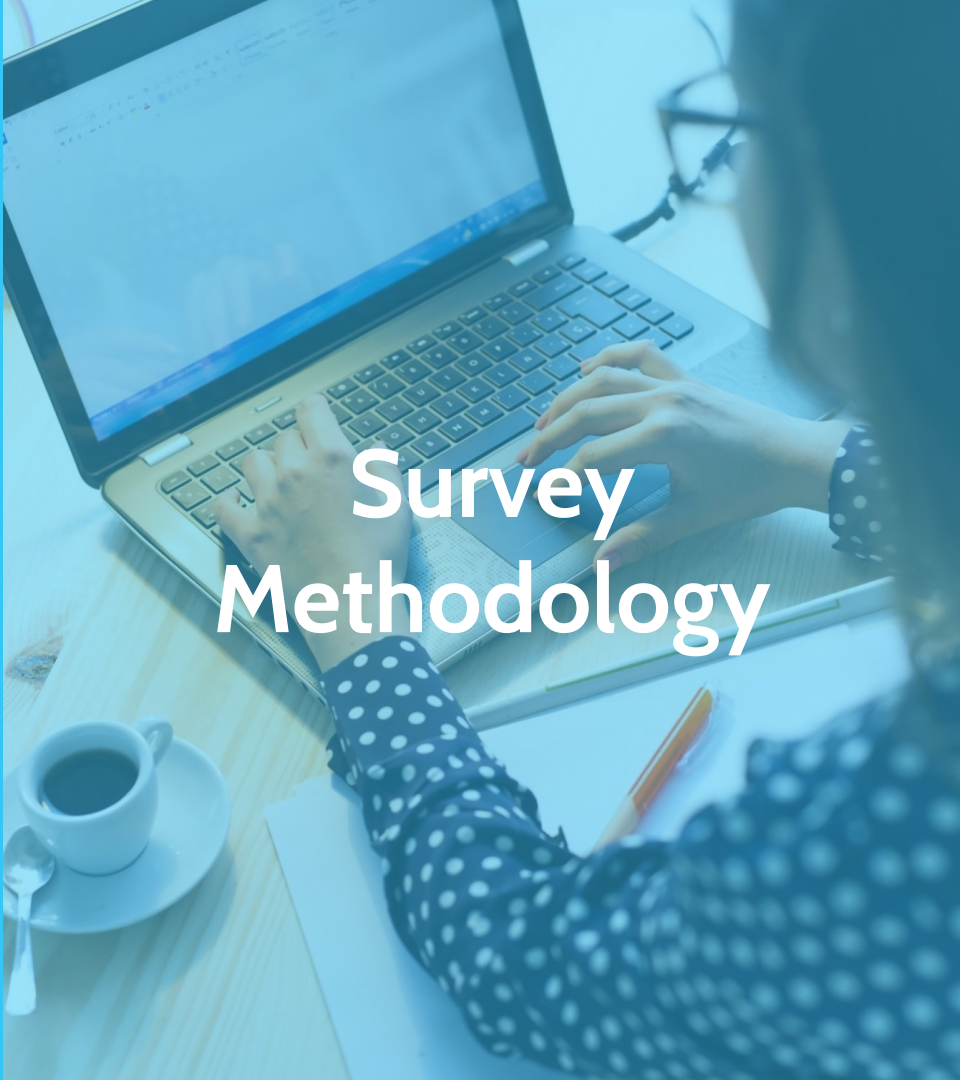




## Q15: What was your gross revenue for your business in 2020?

n= 1,052



A person wearing a blue polka-dot shirt is sitting at a desk, typing on a laptop. A white cup of coffee on a saucer is on the desk to the left. The background is a light blue gradient.

# Survey Methodology

## 1,052 Total Responses

Methodology:

Survey Monkey survey of Small Business for  
America's Future small business network

Fielded April 17-May 5, 2021

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