

The Power of the Small Business Vote

- ✓ 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.
- ✓ Small-business owners comprise 15 percent of all registered voters in the U.S. By comparison, union voters make up 11.9 percent. When small-business employees are added, the small business voting bloc swells to 43 percent.
- ✓ The most common public affairs and political activities in which small employers engage, according to the NFIB Research Foundation, include initiating discussions with employees regarding the impact of a policy issue on the firm.
- ✓ 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.
- ✓ Since 2000, Save America's Free Enterprise Trust, the political action committee of the National Federation of Independent Business, has raised \$23.7 million and has an endorsed-candidate winning record of 84 percent. In the 2010 election cycle, 25 NFIB members were elected to Congress, and in 2012, six more NFIB members were elected.