

# OPINIONS OF NFIB MEMBERS & THE SMALL BUSINESS POPULATION: Is There a Difference?

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January, 2009  
Washington, DC

# Study Objectives

- To determine if there are differences of opinion between NFIB members and the small business population on major public policy issues
- To quantify small business opinion on major public policy issues of immediate interest to small business owners
- To determine if there are differences in overall perspective between NFIB members and the small business population

# Survey

- Data collected by Mason-Dixon Polling & Research
- Telephone survey conducted in December 2008 and early January 2009
- Sample - 500 random NFIB members and 500 random from the D&B files
  - All employers; 250 employees or fewer
  - NFIB members proportionately in D&B sample

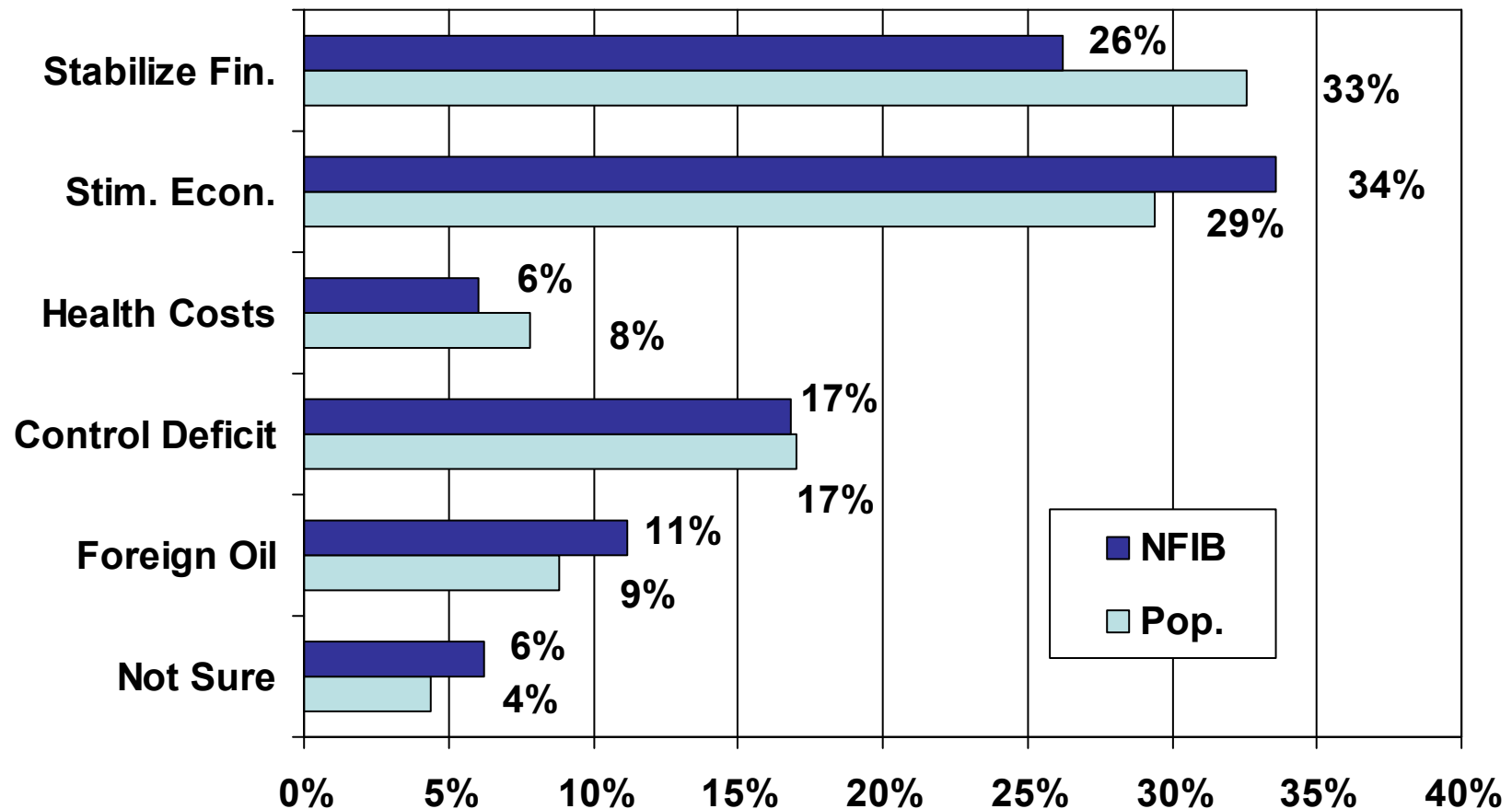
# Calculating Group Differences

- Method – compare mean scores of NFIB and Population samples (t-tests)
- Calculating the mean (average)
  - Four point scale with 1 the most favorable and 4 the least. “Not Sure” = 2.5
  - Average them

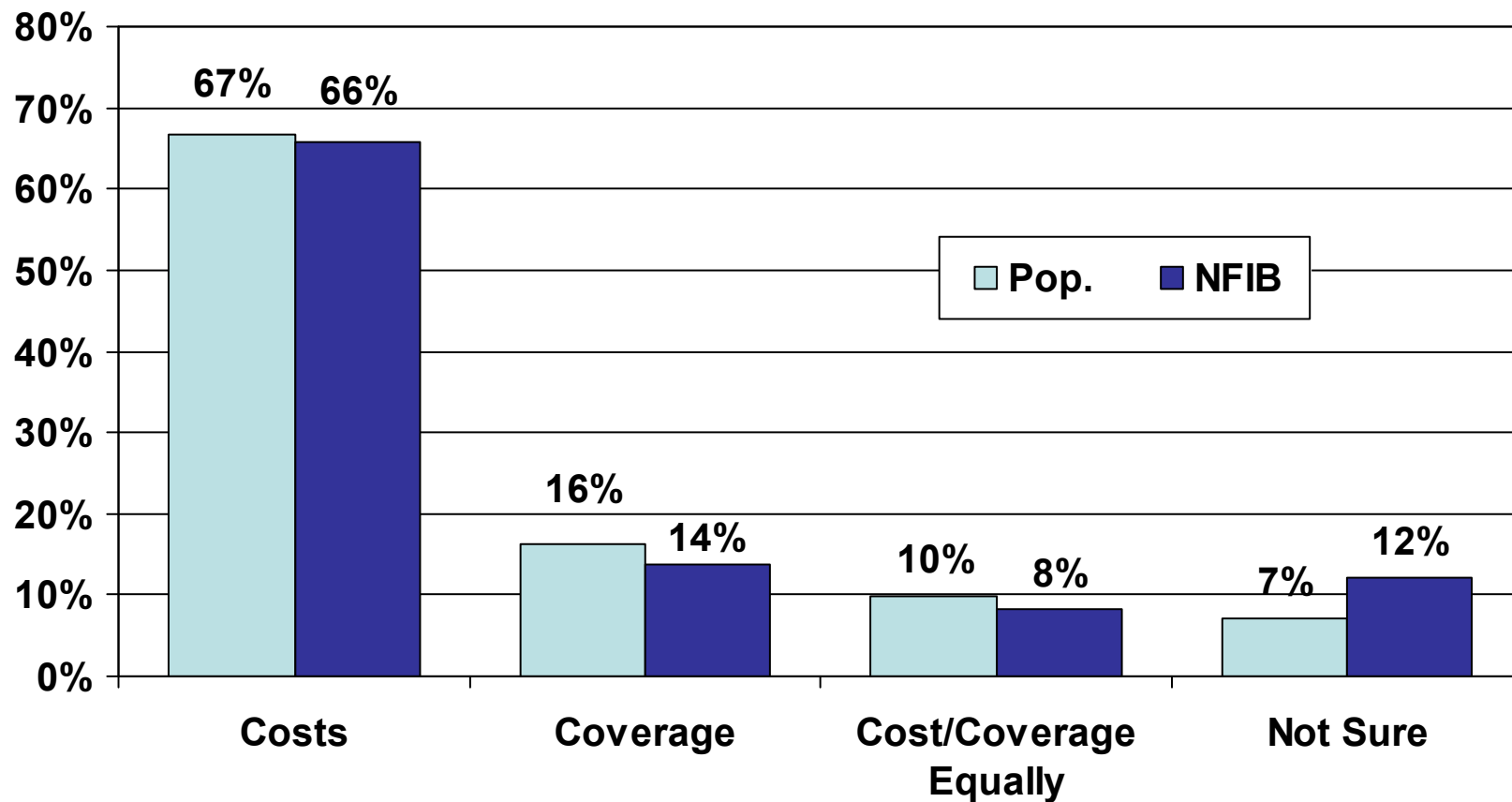
# Summary of Results

- No statistically significant differences appear in 27 of the 32 policy questions posed to both an NFIB and a Population survey sample
  - Differences were small where they existed
  - Of the 5 differences, the NFIB sample took a more liberal stance on 2 issues, a more conservative stance on 1, and 2 were ideologically indeterminate
  - One difference in priorities emphasis appeared

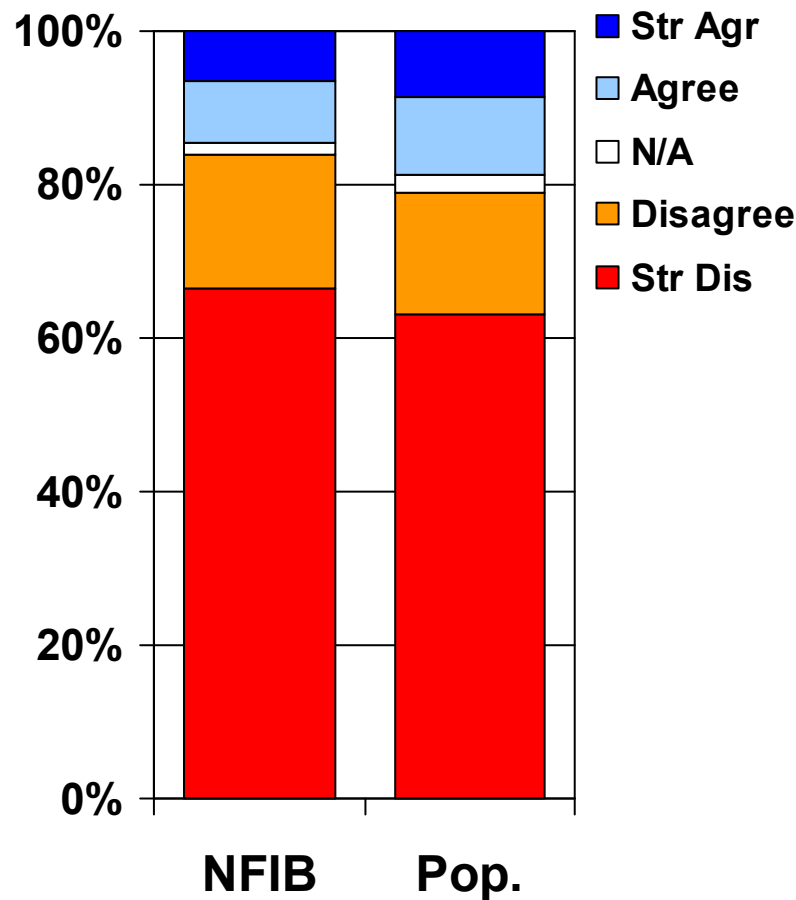
Q. Which of the following economic problems should be Washington's highest priority? Should it be:?



Q. In addressing the country's health care problems, which of the following do you feel Washington should make the top priority?

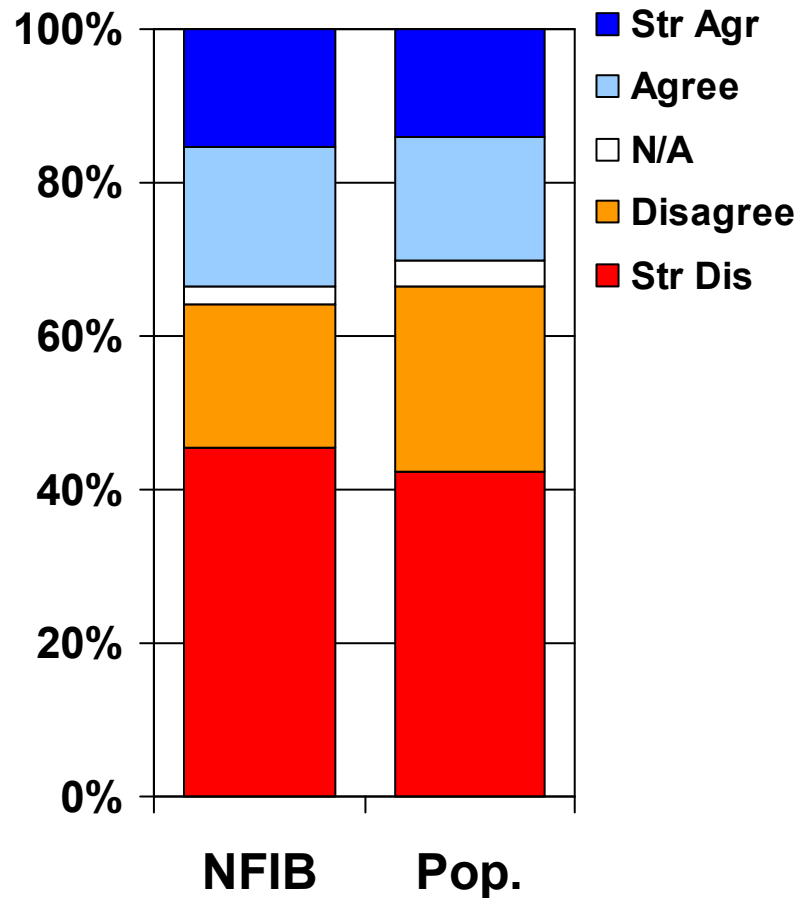


Q. All employers should be required to offer health insurance to all their full-time employees and pay 60 percent of the premium.



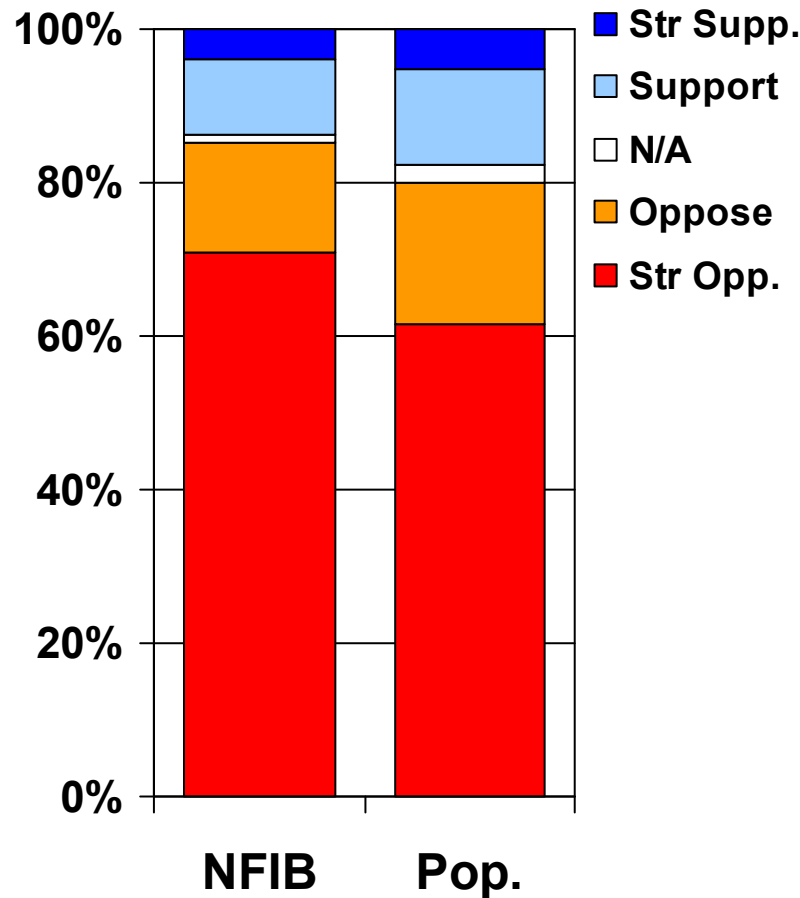
- Summary
  - NFIB mean score = 3.45
  - Pop. mean score = 3.35
  - Difference = 0.10
- No statistical difference
- About 80% of both groups oppose

Q. All Americans should be required to have health insurance whether it is employer-provided or individually purchased.



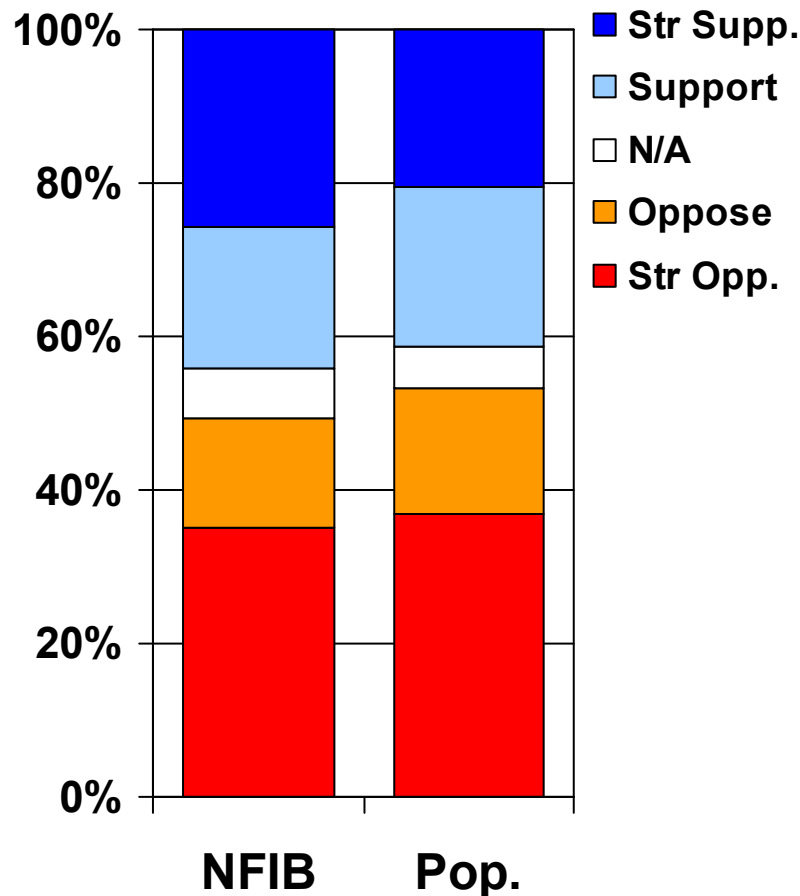
- Summary
  - NFIB mean score = 2.96
  - Pop. mean score = 2.97
  - Difference = 0.01
- No statistical difference
- About 65% of both groups oppose

Q. Increase federal personal income taxes to subsidize the purchase of health insurance for those who cannot afford it.



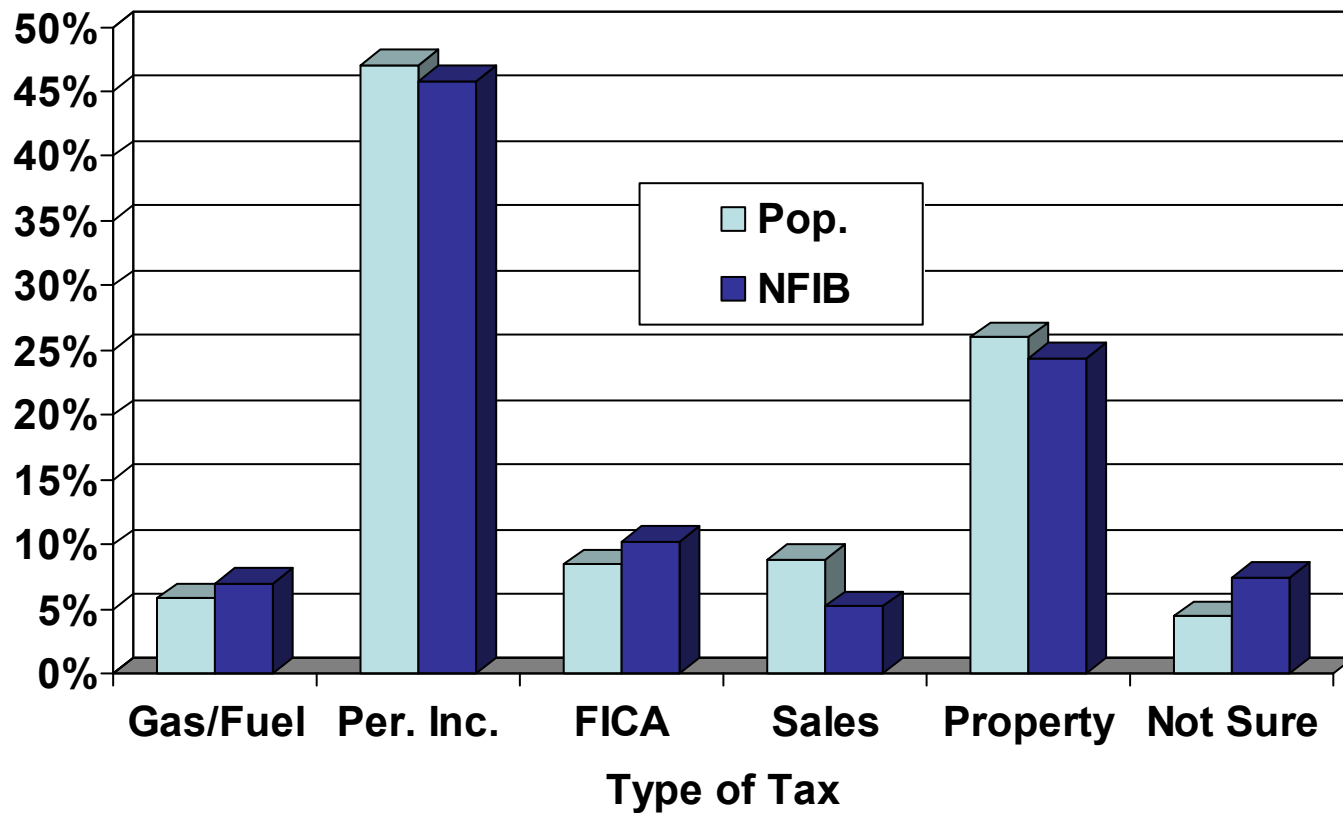
- Summary
  - NFIB mean score = 3.53
  - Pop. mean score = 3.38
  - Difference = .15
- Statistical difference with NFIB group more opposed
- At least 4-1 opposition from both groups

Q. Cut federal personal income taxes for those earning less than \$250,000 a year and increase federal personal income taxes for those earning more than \$250,000 a year.

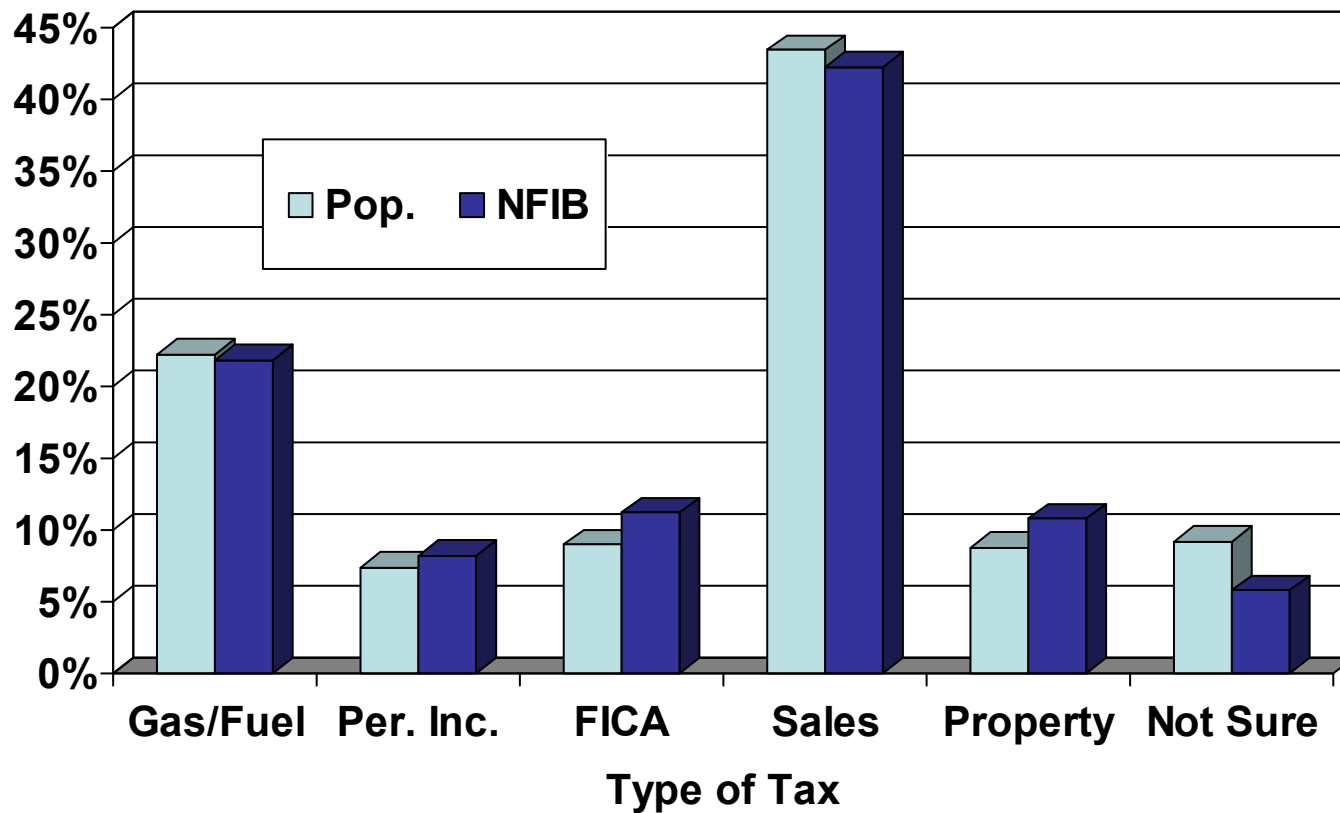


- Summary
  - NFIB mean score = 2.62
  - Pop. mean score = 2.72
  - Difference = .10
- No statistical difference
- Both groups split, though slightly opposed

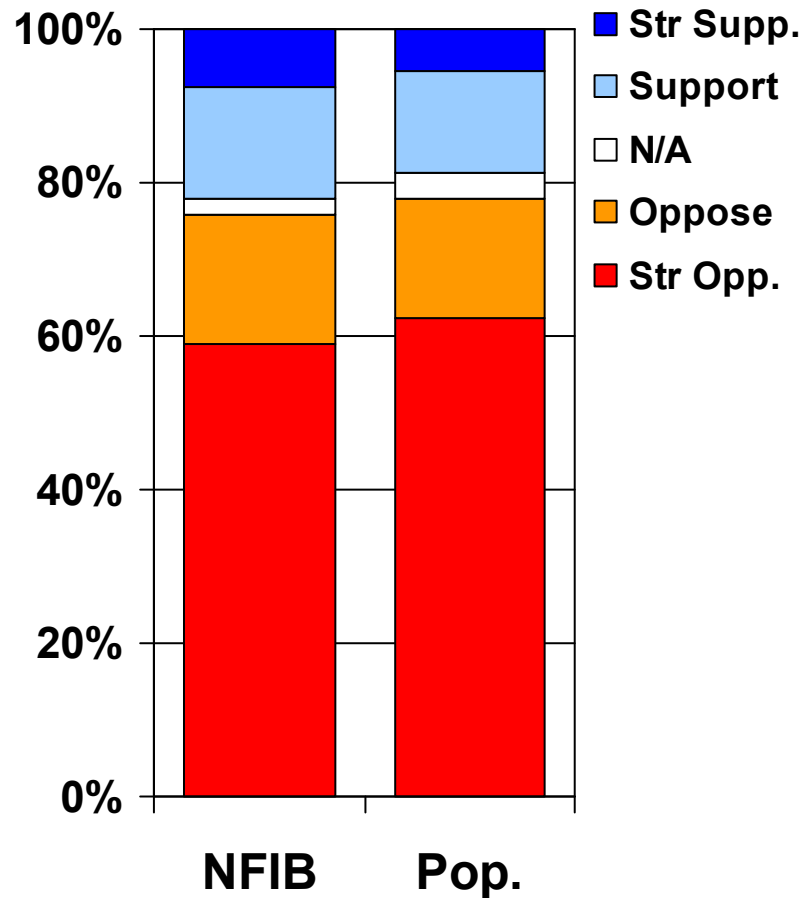
Q. Which one of the following taxes would you LEAST want increased regardless of the government that levies it?



Q. Which one of the following taxes would you LEAST OBJECT to being increased?

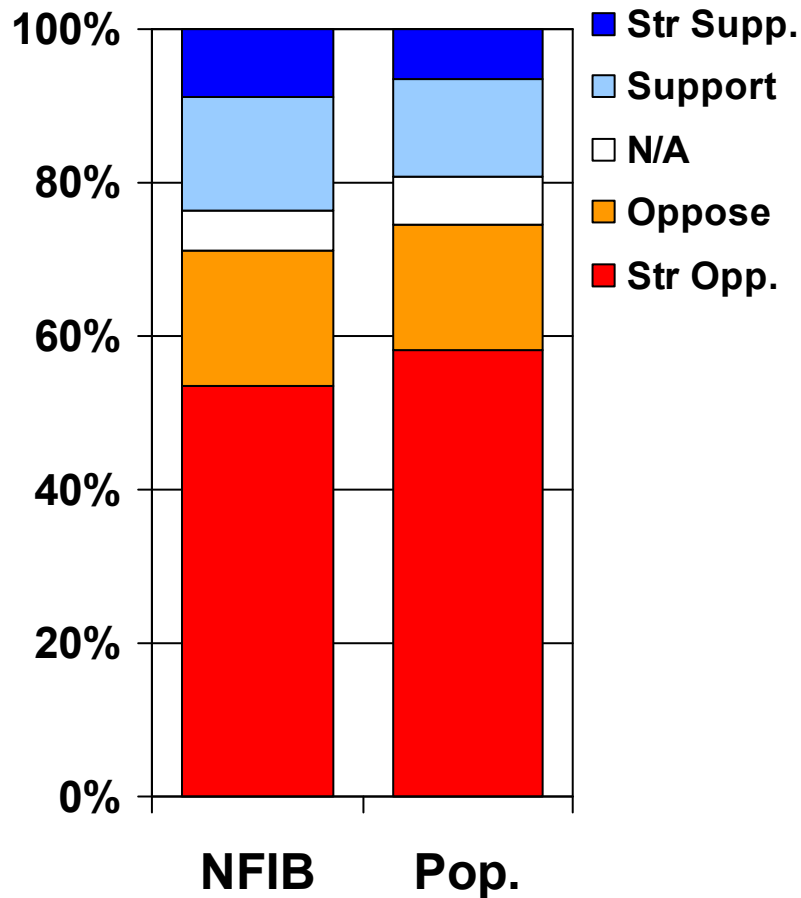


Q. Increase taxes on gasoline, diesel, and other vehicle fuels to finance a special fund to create non-polluting sources of energy.



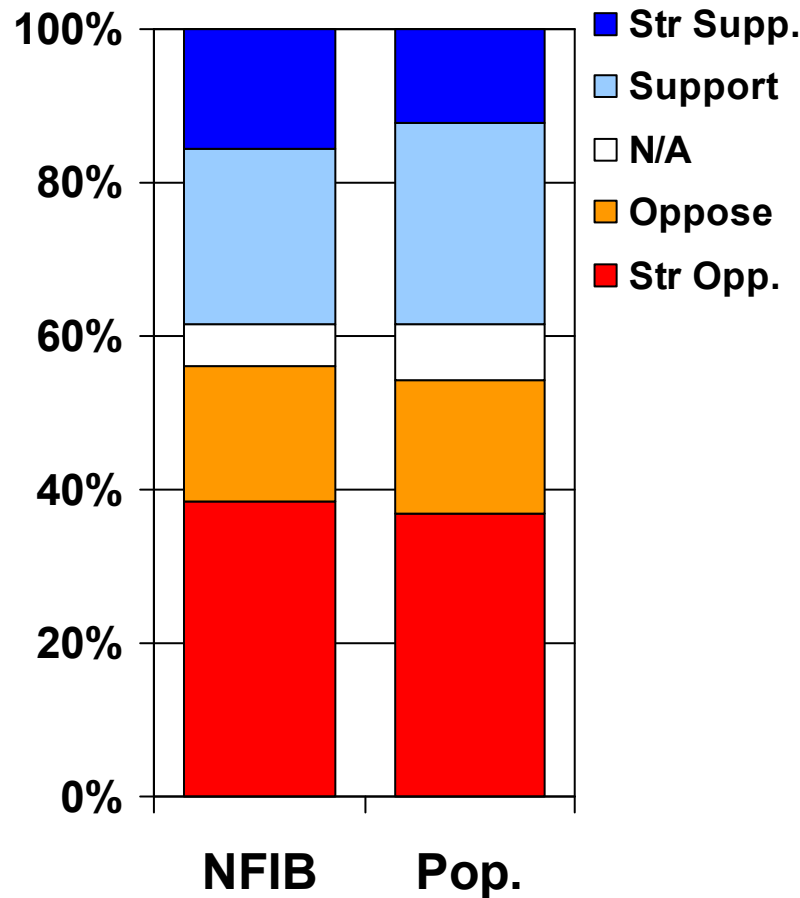
- Summary
  - NFIB mean score = 3.28
  - Pop. mean score = 3.37
  - Difference = .11
- No statistical difference
- Three of 4 in both groups oppose such an increase and about 60 percent do strongly

Q. Implement measures to curb global warming even when there is a significant adverse economic effect.



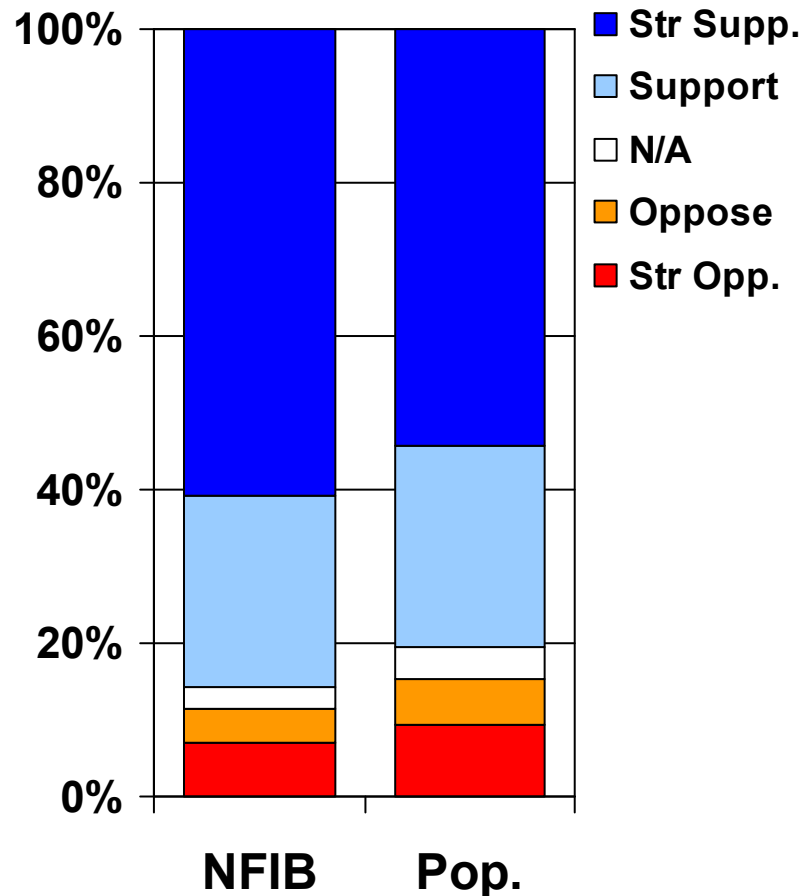
- Summary
  - NFIB mean score = 3.18
  - Pop. mean score = 3.30
  - Difference = .12
- No statistical difference
- About 3 of 4 in both groups oppose

Q. Implement measures to curb global warming even when there is a modest adverse economic effect.



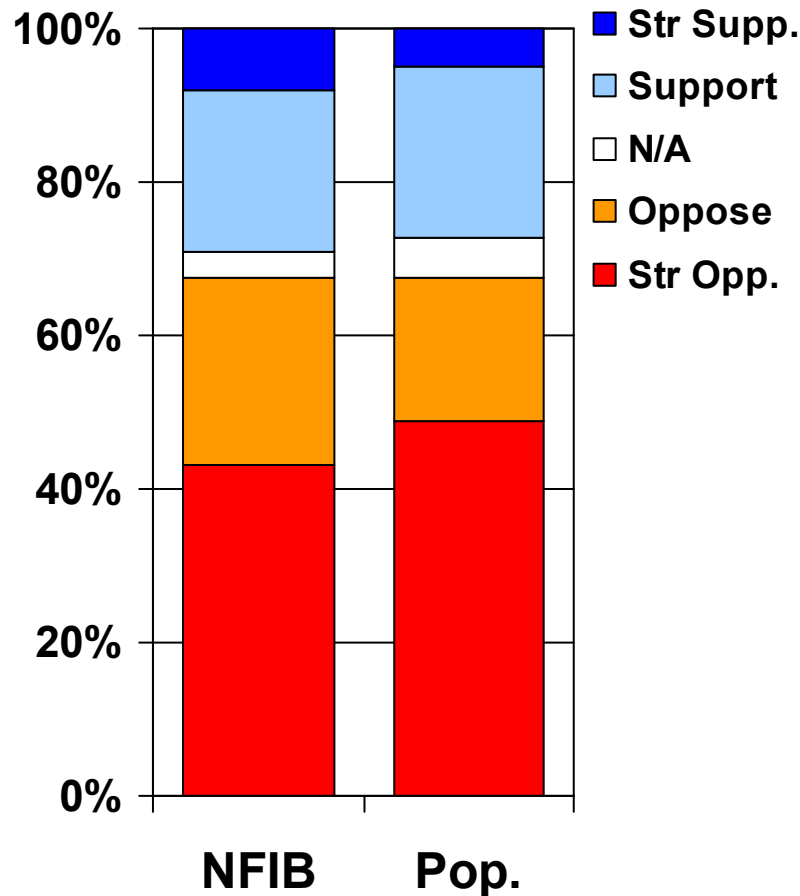
- Summary
  - NFIB mean score = 2.82
  - Pop. mean score = 2.84
  - Difference = .02
- No statistical difference
- A slight majority of both groups oppose measures with even a modest adverse effect

Q. Expand the use of nuclear energy for electric generation.



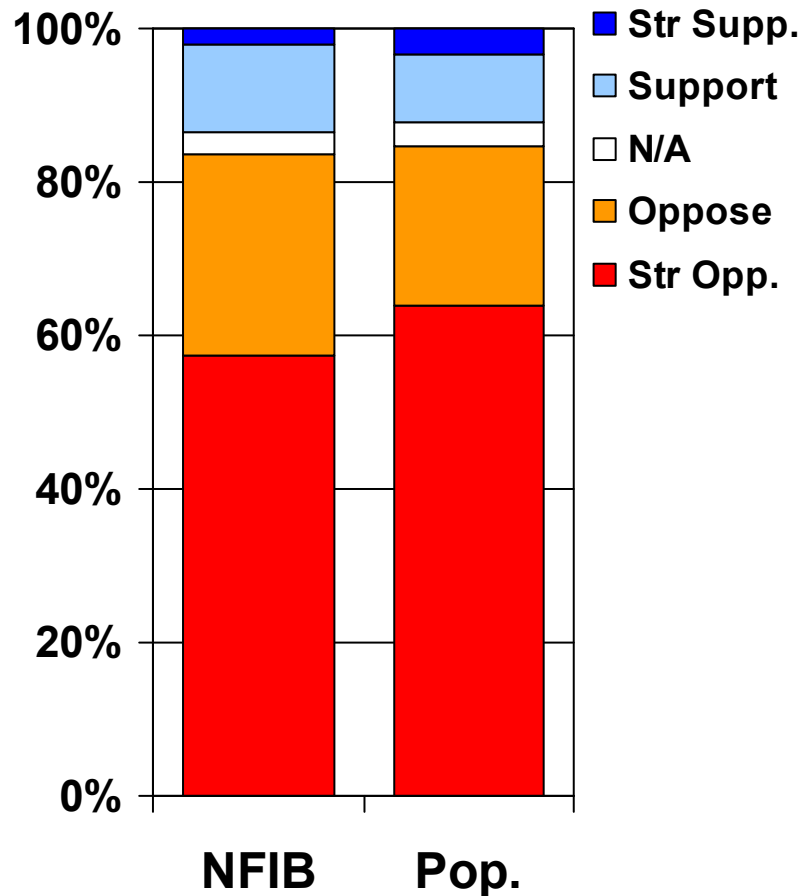
- Summary
  - NFIB mean score = 1.59
  - Pop. mean score = 1.73
  - Difference = .14
- Statistical difference with the NFIB group more supportive
- Over 4 of 5 in both groups favor expanded use of nuclear power

Q. (Address long-term Social Security problems.) Increase the age to collect Social Security retirement benefits.



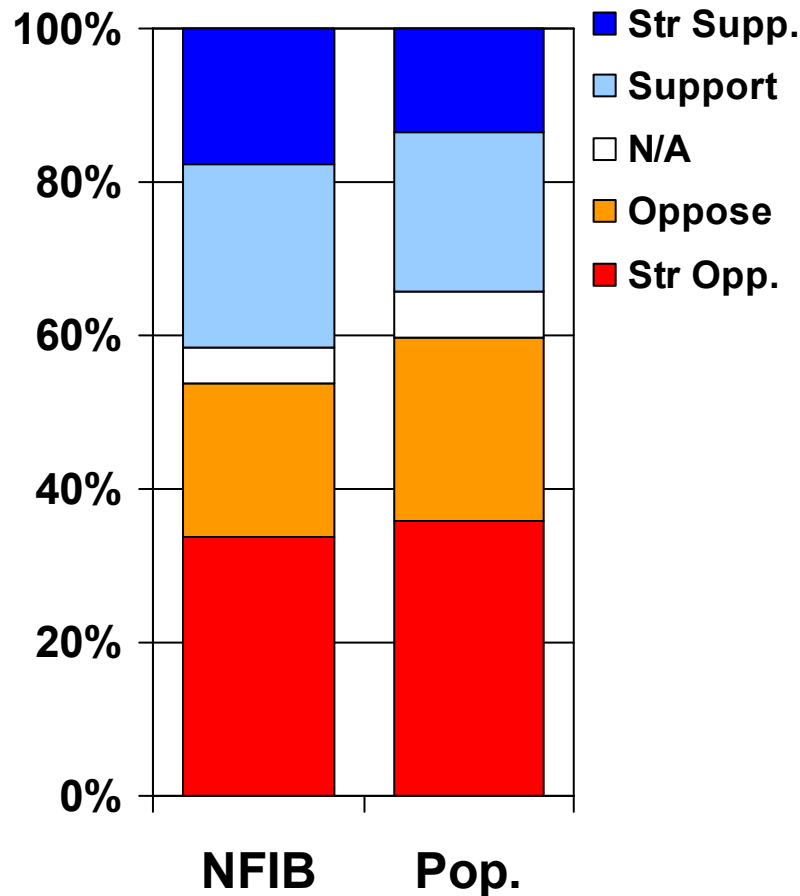
- Summary
  - NFIB mean score = 3.05
  - Pop. mean score = 3.14
  - Difference = .09
- No statistical difference
- Two in 3 of both groups oppose

Q. (Address long-term Social Security problems.) Increase FICA taxes to pay for currently legislated benefits.



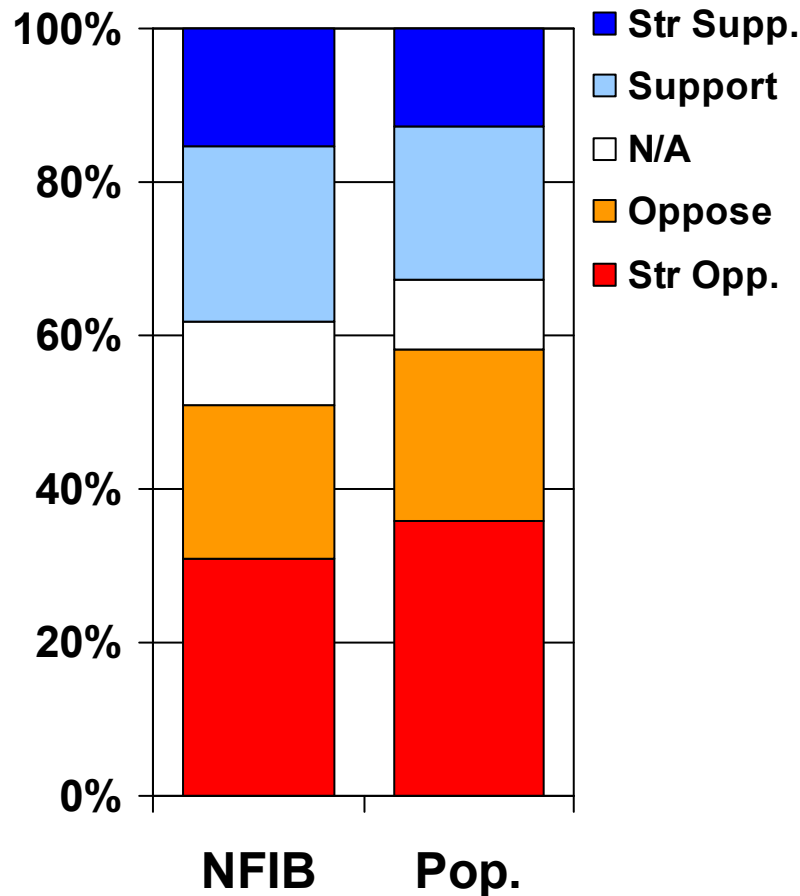
- Summary
  - NFIB mean score = 3.40
  - Pop. mean score = 3.47
  - Difference = .07
- No statistical difference
- More than 4 of 5 in both groups oppose raising FICA taxes to pay currently legislated benefits

Q. (Address long-term Social Security problems.) Reduce future retirement benefits for relatively wealthy retirees.



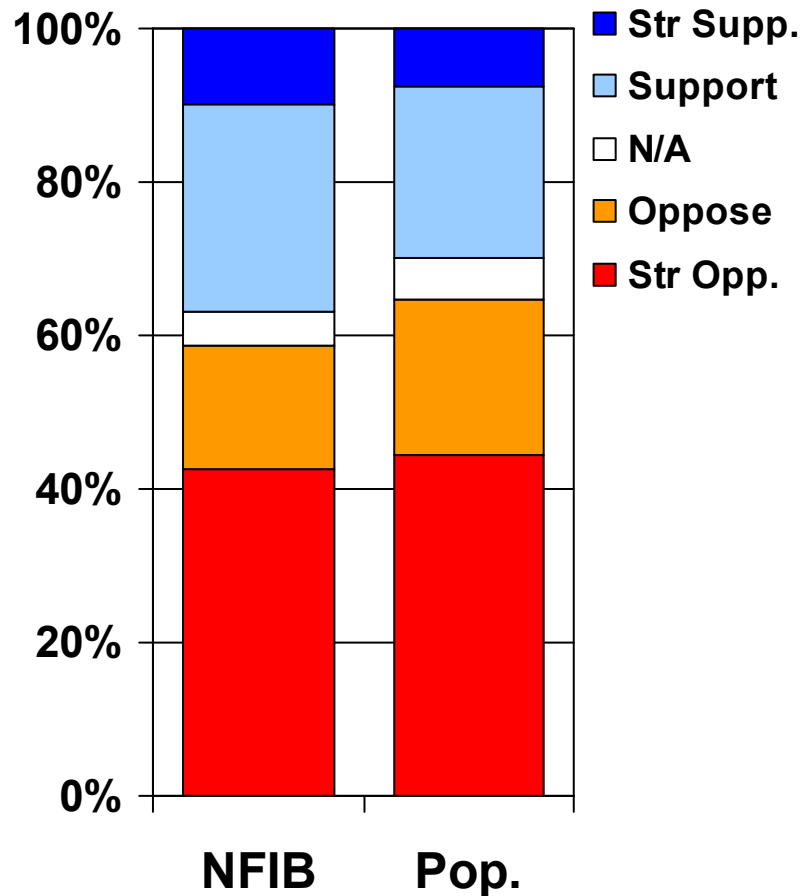
- Summary
  - NFIB mean score = 2.72
  - Pop. mean score = 2.85
  - Difference
- No statistical difference
- A majority of both groups oppose future means-testing of benefits

Q. (Address long-term Social Security problems.) Remove the wage base and pay FICA taxes on all wages.



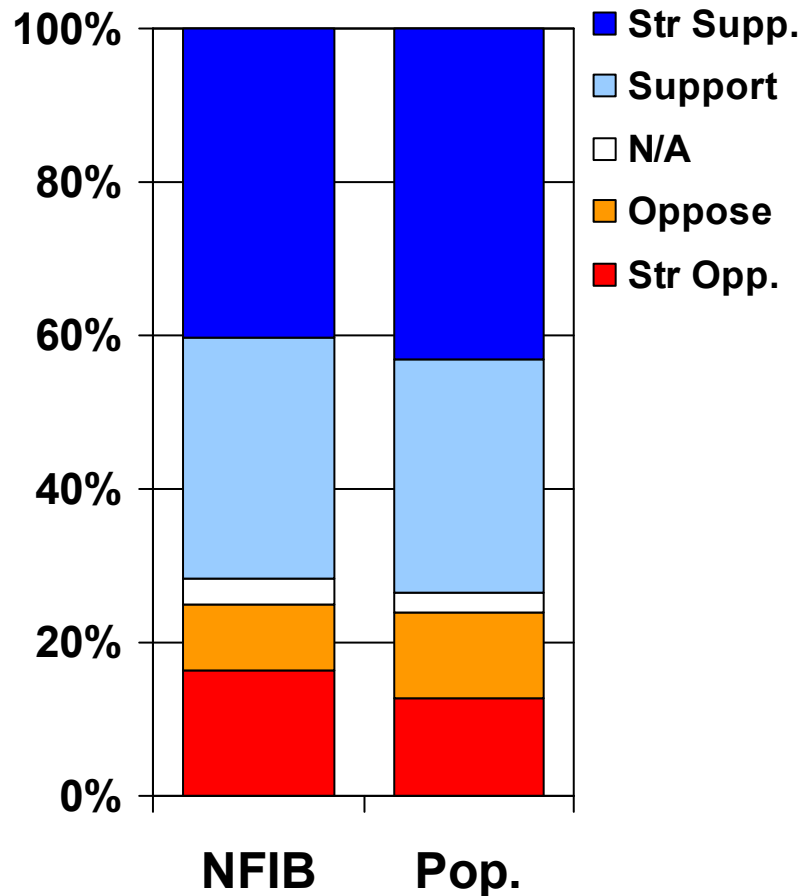
- Summary
  - NFIB mean score = 2.72
  - Pop. mean score = 2.86
  - Difference = .14
- Statistical difference with NFIB members more often on the liberal side
- Both groups somewhat oppose

Q. Let current illegal immigrants remain and eventually become citizens.



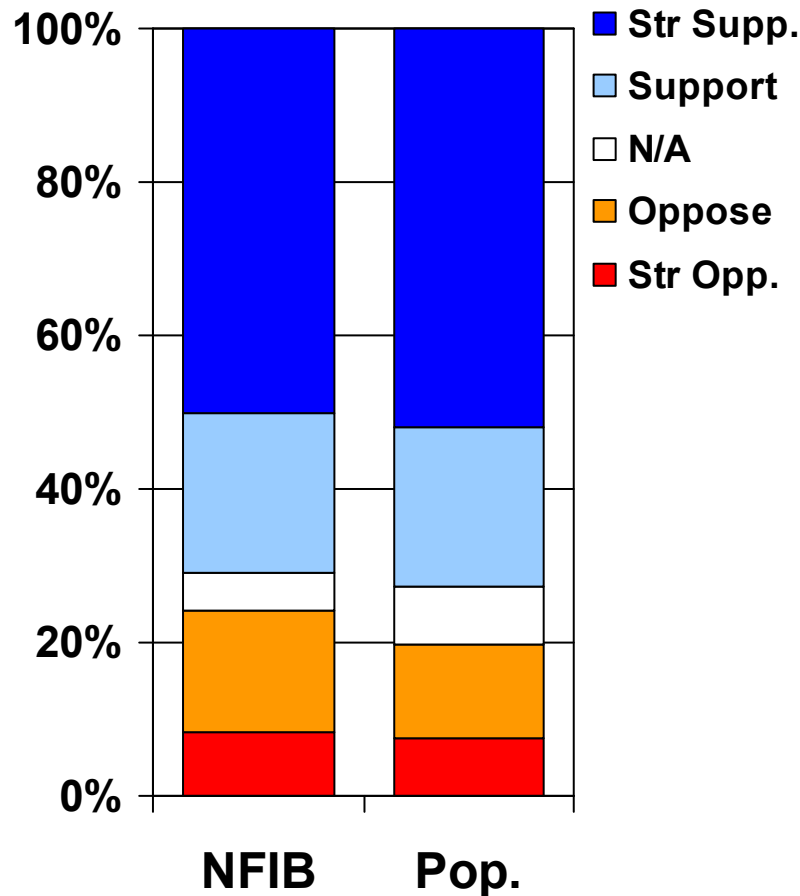
- Summary
  - NFIB mean score = 2.94
  - Pop. mean score = 3.04
  - Difference = .10
- No statistical difference
- Both groups oppose, though NFIB group opposition does not reach 60%

Q. Let current illegal immigrants remain, but they must learn English, work, pay a fine, and wait their turns to become citizens.



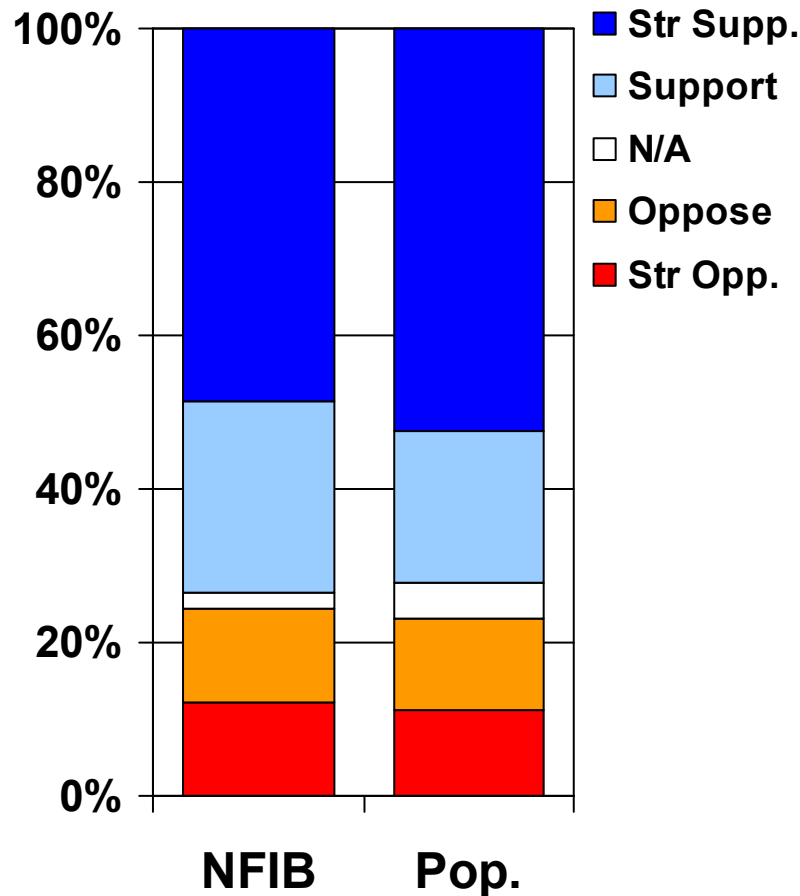
- Summary
  - NFIB mean score = 2.03
  - Pop. mean score = 1.95
  - Difference = .08
- No statistical difference
- About 3 in 4 of both groups support this “compromise” immigration policy

Q. Deport current illegal immigrants when identified.



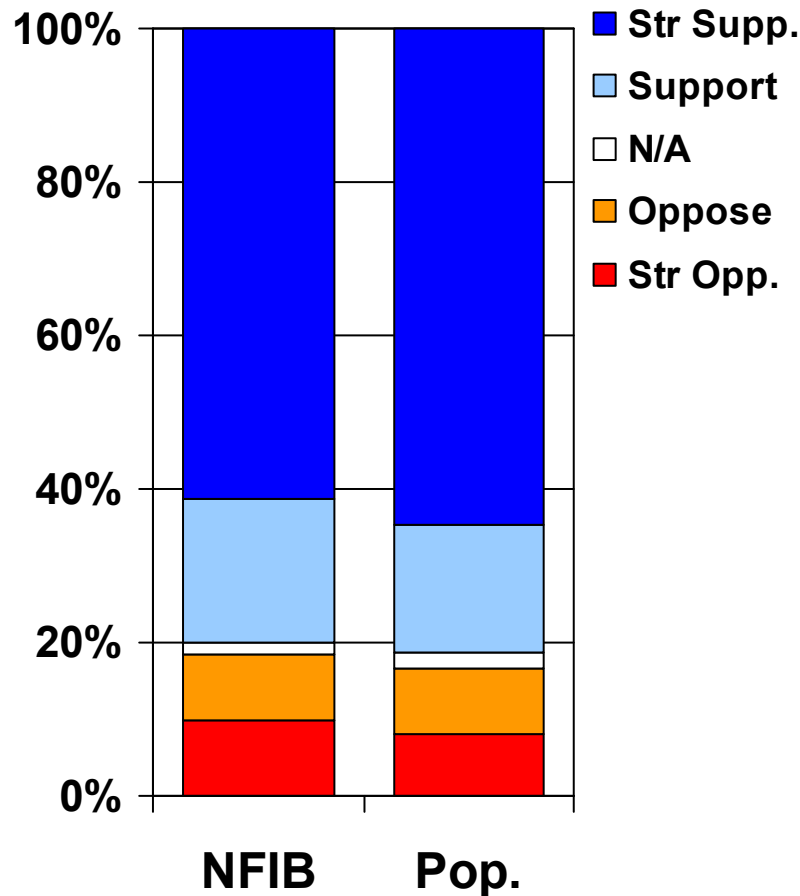
- Summary
  - NFIB mean score = 1.85
  - Pop. mean score = 1.79
  - Difference = .06
- No statistical difference
- Over 2/3s of both groups favor deporting illegal immigrants when identified

Q. Work to identify illegal immigrants, deport them, and criminally prosecute those who return.



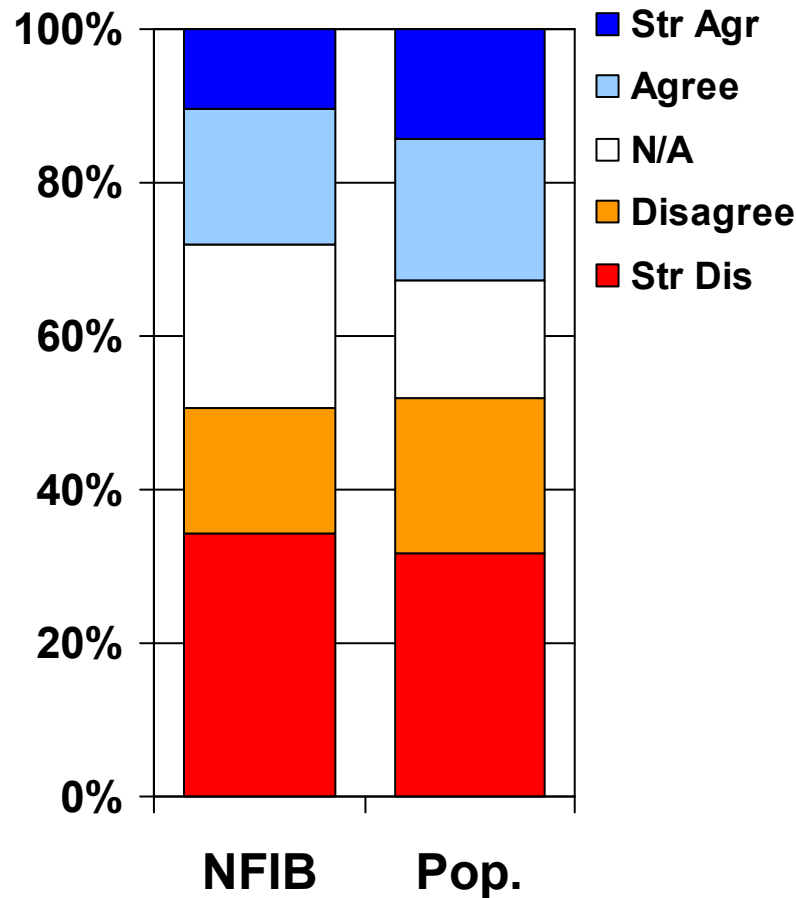
- Summary
  - NFIB mean score = 1.89
  - Pop. mean score = 1.84
  - Difference = .05
- No statistical difference
- About 3 of 4 in both groups favor active repatriation of illegal immigrants

Q. Vigorously prosecute employers who knowingly hire illegal immigrants.



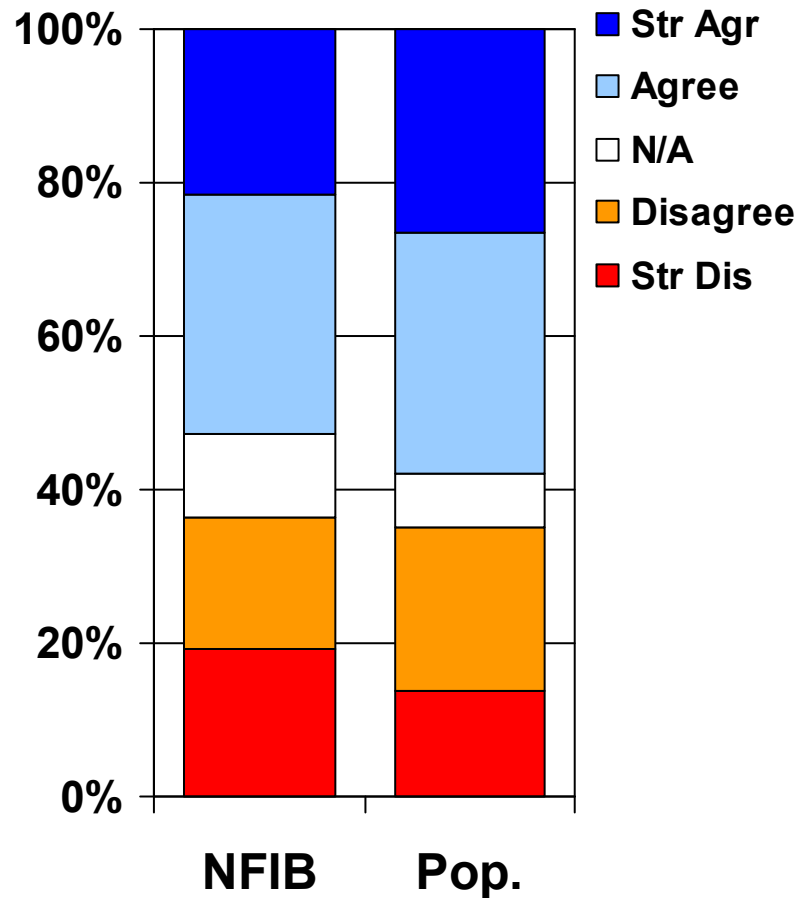
- Summary
  - NFIB mean score = 1.68
  - Pop. mean score = 1.61
  - Difference = .07
- No statistical difference
- About 4 of 5 in both groups think employers who knowingly hire illegals should be vigorously prosecuted

Q. The North American Free Trade Agreement, or NAFTA, has been good for the American economy.



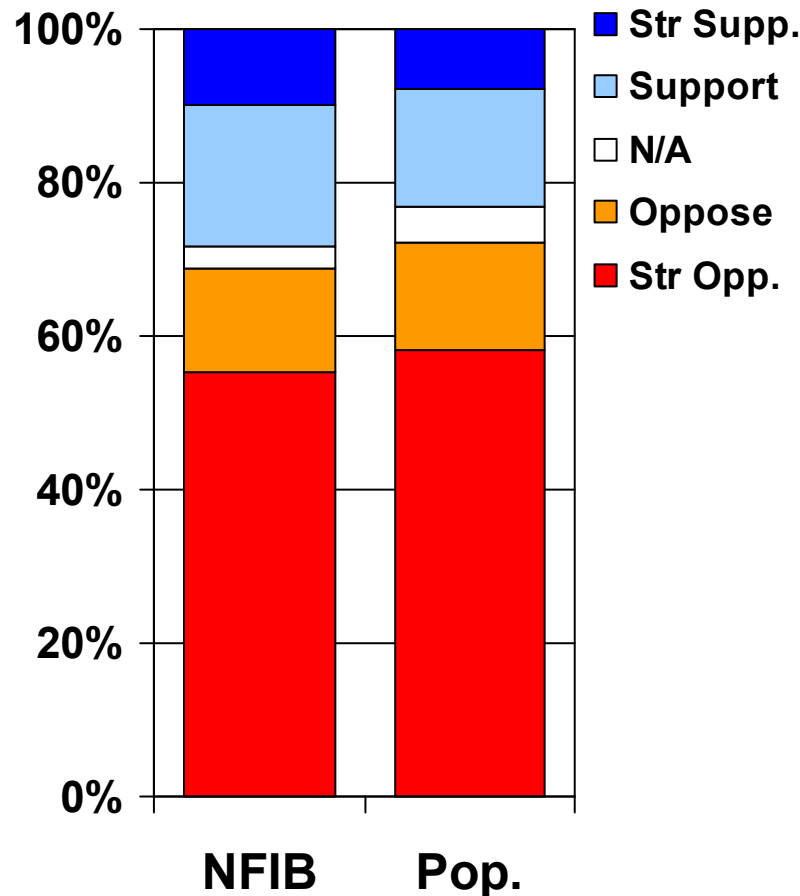
- Summary
  - NFIB mean score = 2.85
  - Pop. mean score = 3.02
  - Difference = 0.17
- No statistical difference
- Both groups tend to think NAFTA has had a negative impact. Relatively large undecided, particularly in the NFIB group

Q. As a general rule, the United States benefits from free trade agreements with other countries.



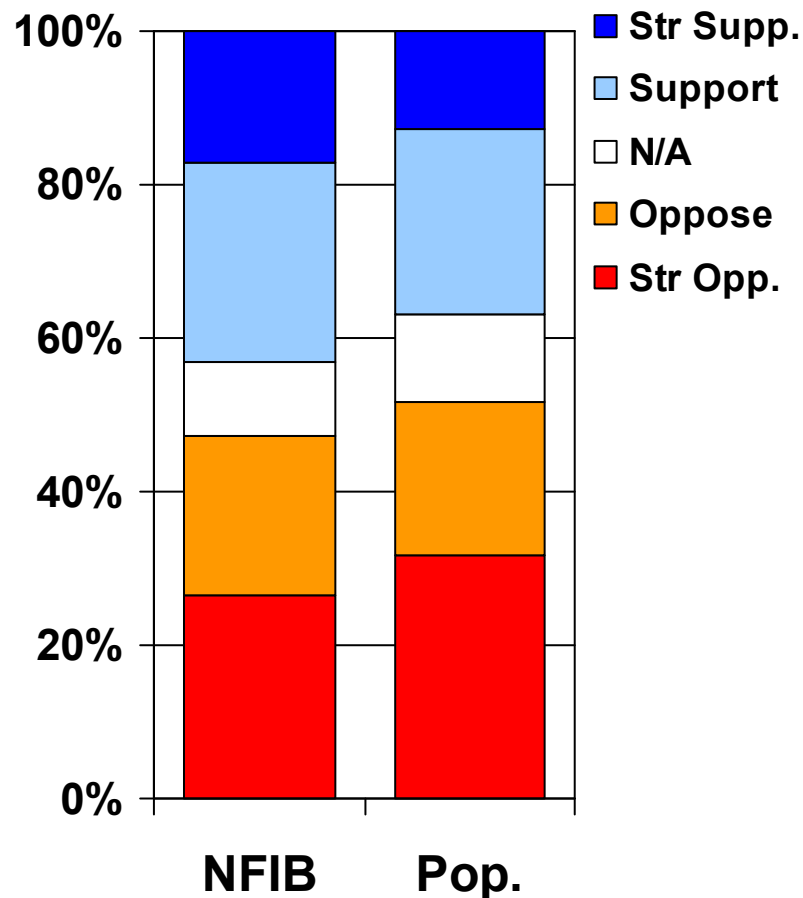
- Summary
  - NFIB mean score = 2.40
  - Pop. mean score = 2.26
  - Difference = .14
- Statistical difference with Pop. more positive
- Both groups, by a relatively small majority, think free trade is beneficial

Q. Provide an immediate \$15 billion loan for the Big 3 automobile companies, to be reviewed in March to determine their progress toward solvency.



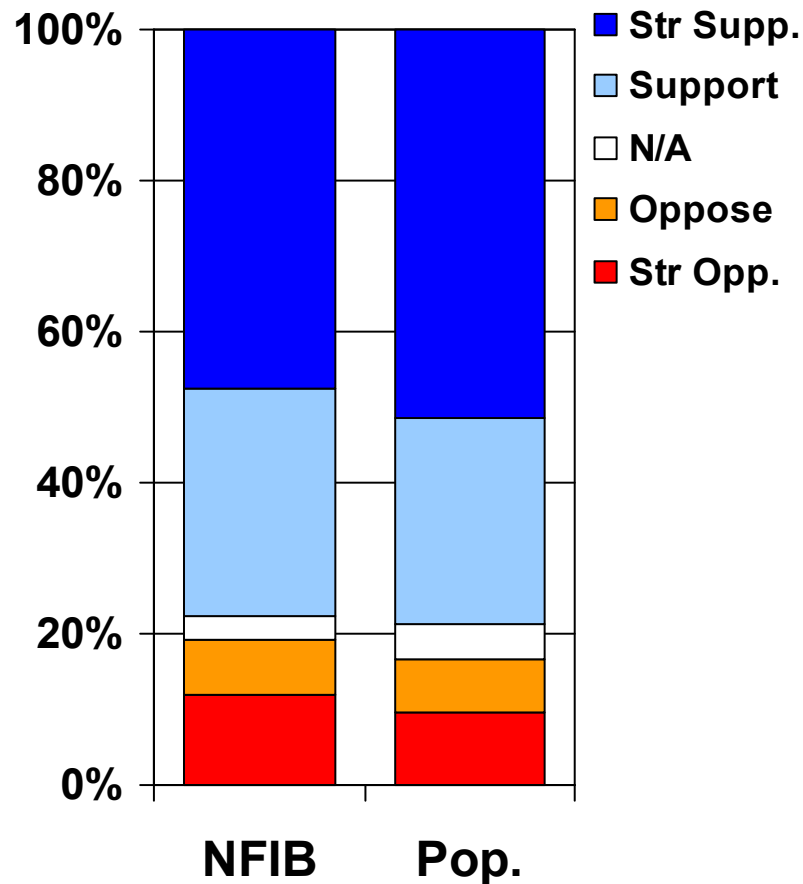
- Summary
  - NFIB mean score = 3.16
  - Pop. mean score = 3.25
  - Difference = .09
- No statistical difference
- Two of 3 in both groups oppose with owners in Mid-West, e.g., MI, equally opposed

Q. Use existing anti-trust laws to break up businesses into smaller companies if those businesses are determined to be too big to fail, that is, a firm is so big government cannot let it go bankrupt.



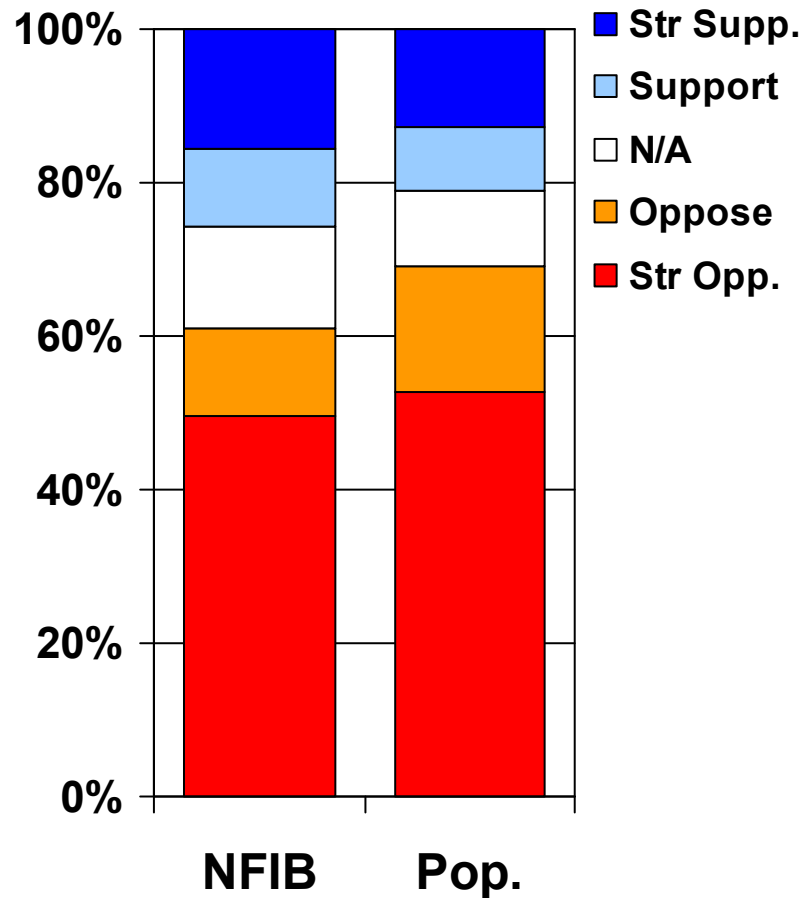
- **Summary**
  - NFIB mean score = 2.61
  - Pop. mean score = 2.76
  - Difference = .15
- Statistical difference with the NFIB group more likely to favor
- Both groups split with Pop. group slightly opposed

Q. Require lenders to renegotiate mortgages that are on the brink of foreclosure only for primary residences, not investment properties, and when there is a reasonable chance of repaying.



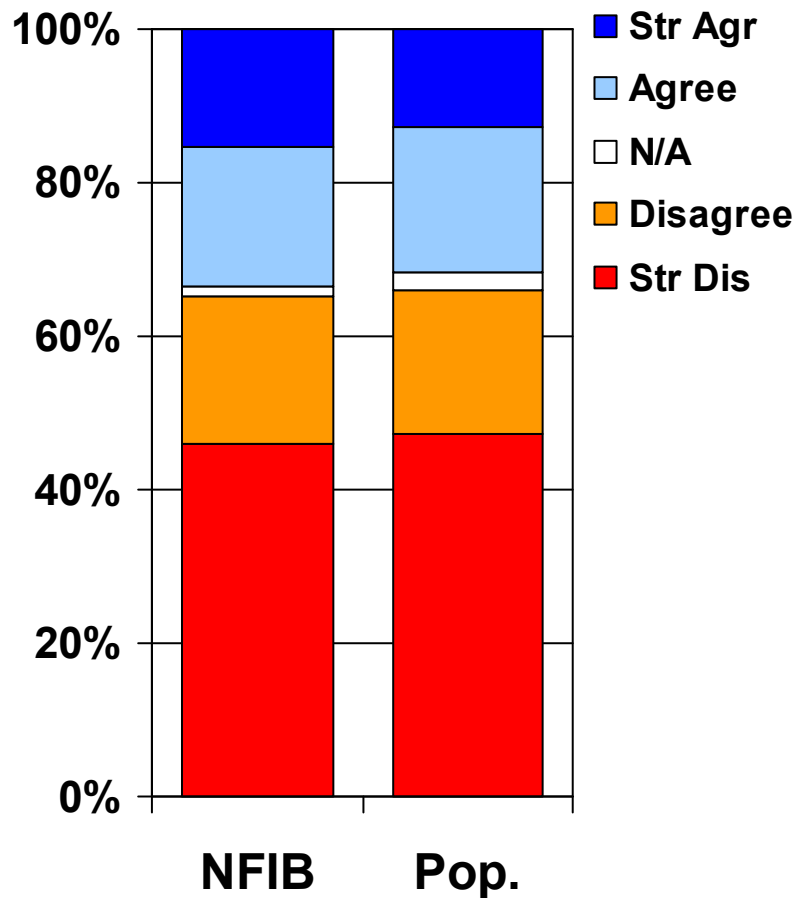
- Summary
  - NFIB mean score = 1.85
  - Pop. mean score = 1.77
  - Difference = .07
- No statistical difference
- Both groups favor by 4-1 margins, one of the largest positive responses in the survey

Q. Replace the secret ballot with publicly signed cards to determine the will of employees in a labor union organizing campaign.



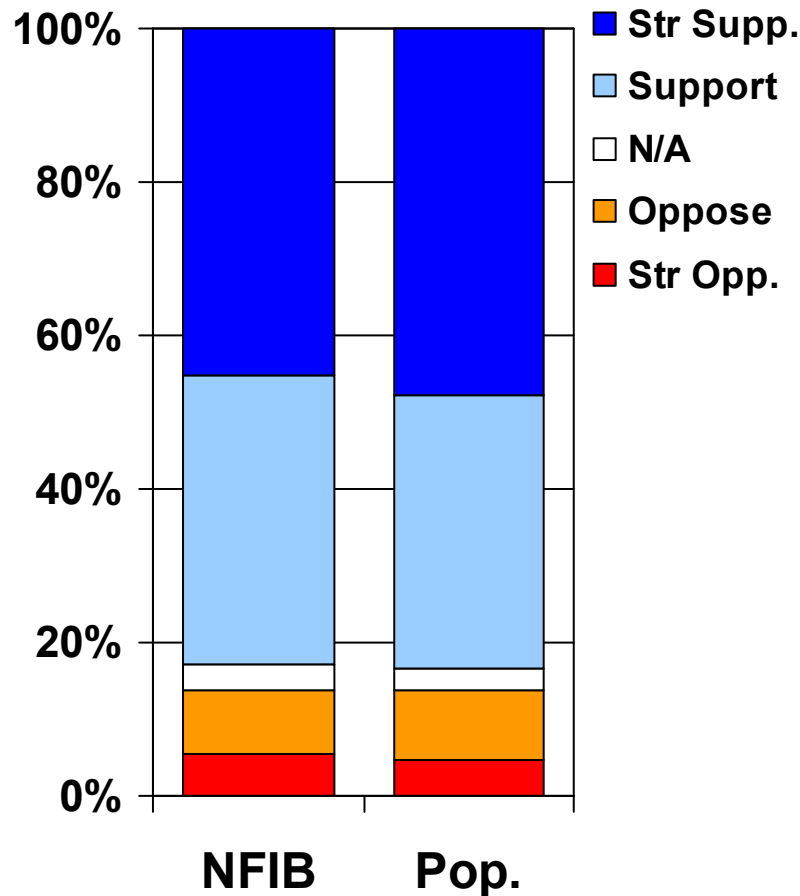
- Summary
  - NFIB mean score = 3.02
  - Pop. mean score = 3.14
  - Difference = .12
- No statistical difference
- Both groups opposed. Large number of “undecided” in both groups suggests an unclear question or unfamiliar policy

Q. All employers must provide all full-time employees a minimum of 5 days per year paid sick leave.



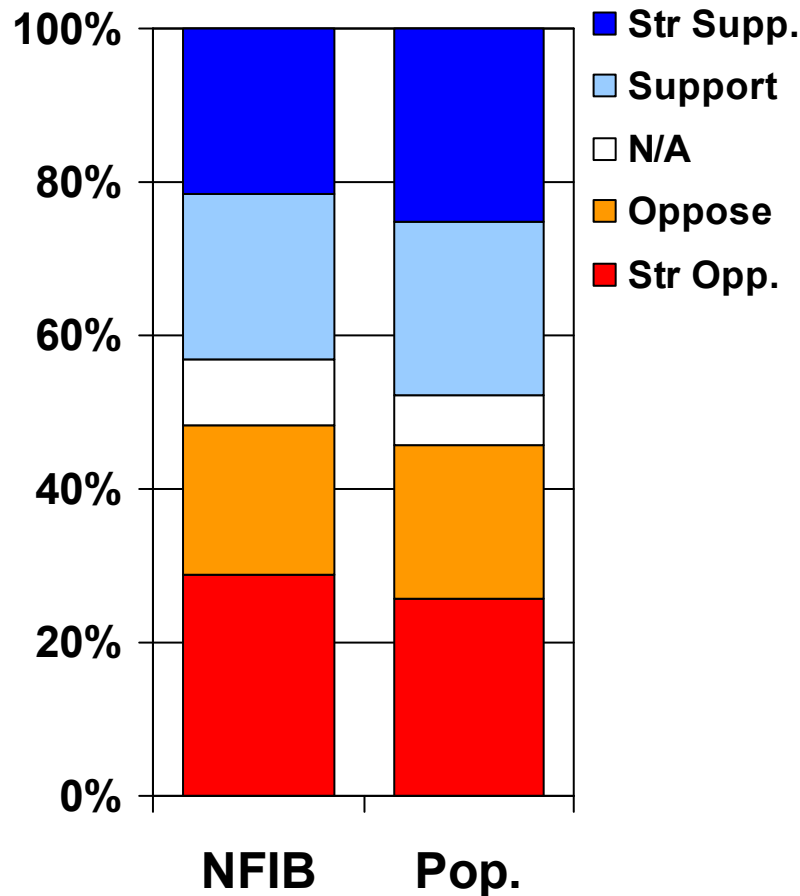
- Summary
  - NFIB mean score = 2.97
  - Pop. mean score = 3.02
  - Difference = .05
- No Statistical Difference
- Almost 2/3s of both groups oppose paid sick leave

Q. (To stimulate economy.) Build or repair infrastructure, such as roads, water, sewer and sanitation plants.



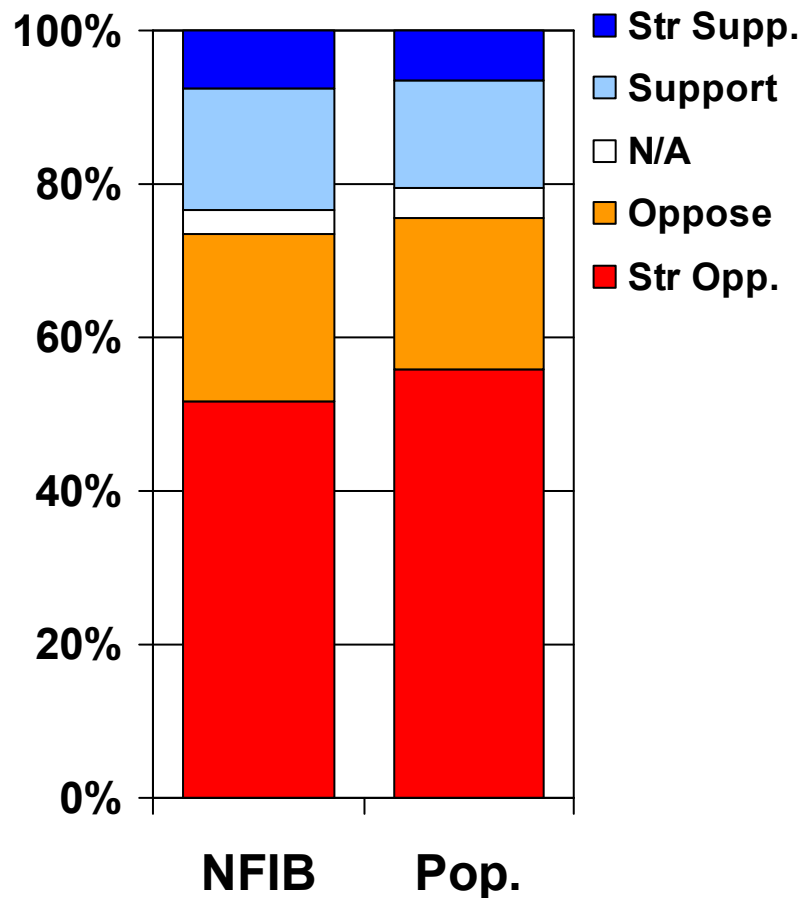
- Summary
  - NFIB mean score = 1.76
  - Pop. mean score = 1.72
  - Difference = .04
- No statistical difference
- Both groups overwhelmingly support new infrastructure spending
-

Q. (To stimulate economy.) Suspend for one year the payment of FICA taxes, both employer and employee share, without interruption of Social Security benefits.



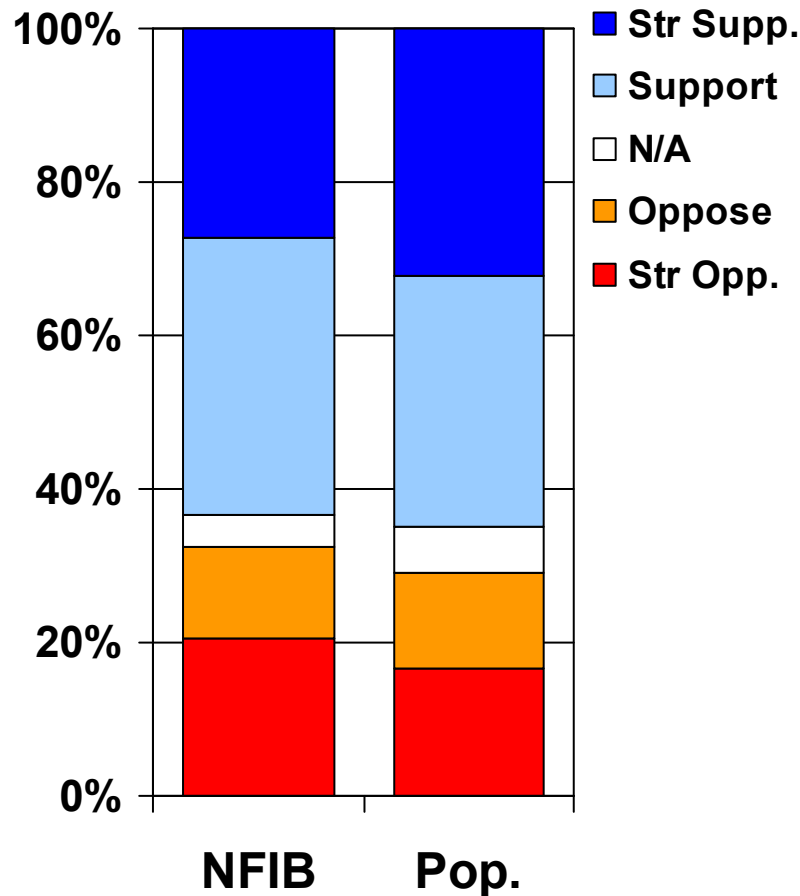
- Summary
  - NFIB mean score = 2.60
  - Pop. mean score = 2.50
  - Difference = .10
- No statistical difference
- Both groups split on a temporary FICA tax suspension

Q. (To stimulate economy.) Increase spending on social program, such as food stamps and unemployment compensation.



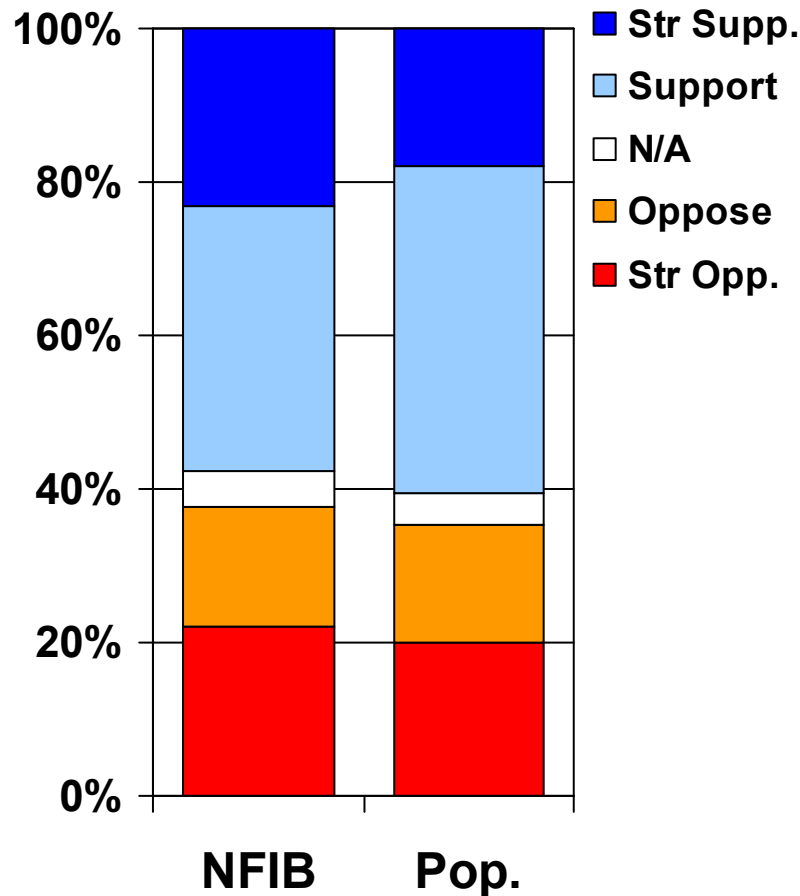
- Summary
  - NFIB mean score = 3.19
  - Pop. mean score = 3.27
  - Difference = .08
- No statistical difference
- About 3 of 4 in both groups oppose an increase in social spending to stimulate the economy

Q. (To stimulate economy.) Reduce the number of home foreclosures by subsidizing or reworking mortgages.



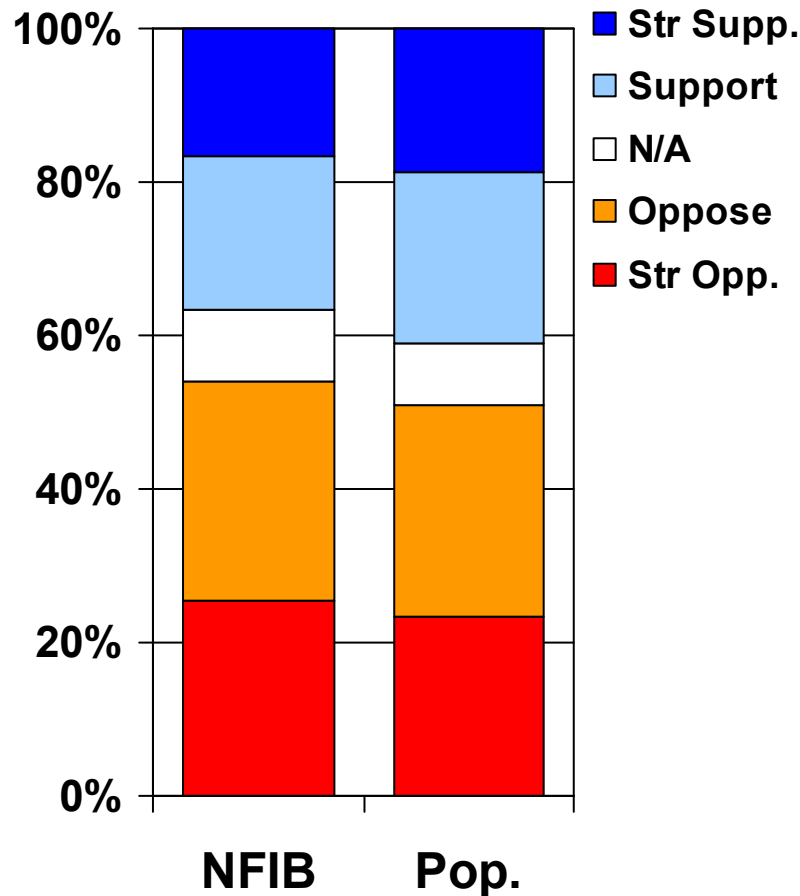
- Summary
  - NFIB mean score = 2.28
  - Pop. mean score = 2.16
  - Difference = .12
- No statistical difference
- Almost 2 of 3 in both groups favor efforts, including subsidies, to reduce the number of foreclosures on home mortgages

Q. (To stimulate economy.) Increase government lending to businesses needing help.



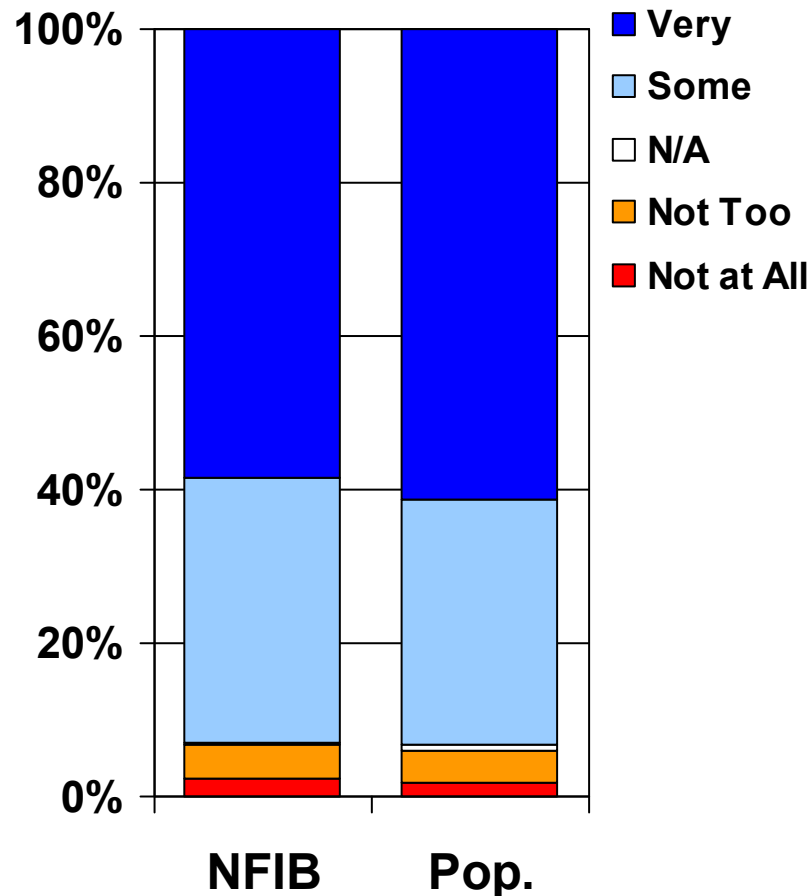
- Summary
  - NFIB mean score = 2.39
  - Pop. mean score = 2.40
  - Difference = .01
- No statistical difference
- Both groups favor increased government lending to businesses needing help

Q. Do NOT stimulate the economy because the deficit is a bigger problem.



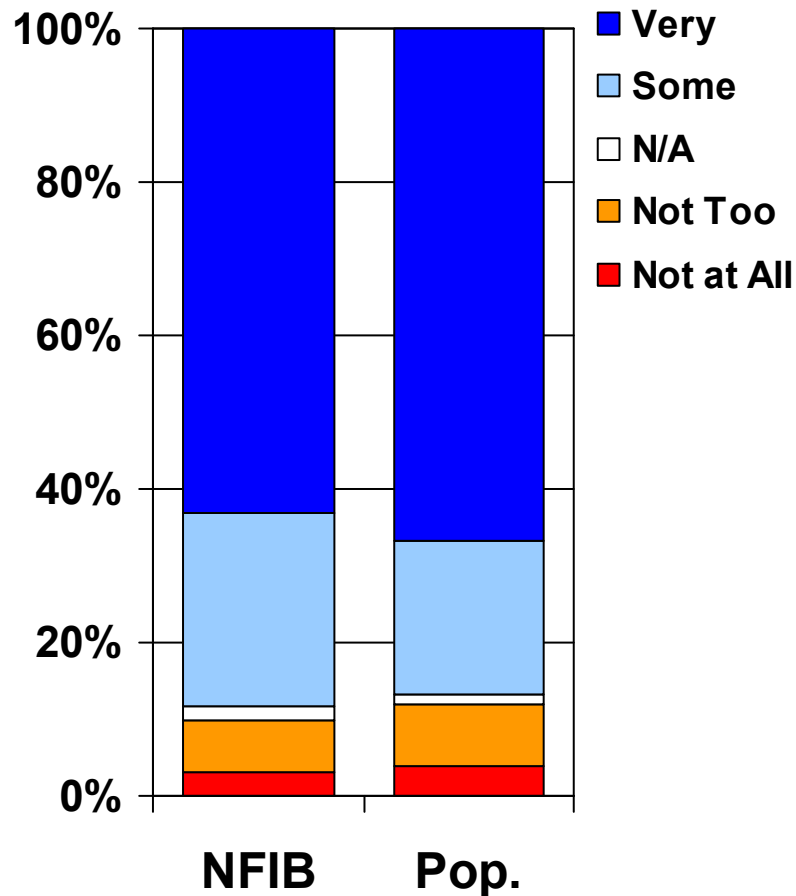
- Summary
  - NFIB mean score = 2.68
  - Pop. mean score = 2.60
  - Difference = .08
- No statistical difference
- A modest majority in both groups would stimulate the economy with a larger deficit

Q. How concerned are you about the size and growth of the federal deficit? Are you:?



- Summary
  - NFIB mean score = 1.51
  - Pop. mean score = 1.47
  - Difference = .04
- No statistical difference
- Over 90 percent in both groups express concern over the size and growth of the federal deficit

Q. How concerned are you about abuse in government taking private property for public use, the so-called eminent domain issue?



- Summary
  - NFIB mean score = 1.51
  - Pop. mean score = 1.50
  - Difference = .01
- No statistical difference
- Both groups express serious concern about abuse of government takings

# Conclusion

- No important differences exist between NFIB and small business in policy
  - NFIB can safely assert that the views it expresses on issues are the same as the population's