



The Power of the Small Business Vote

- 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.
- In a study of the nation's top influencers, APCO Worldwide listed **NFIB "among the best at mobilizing grassroots forces."**
- In 2016, 266 of the 298 candidates for U.S. Senate, U.S. House and governor that **NFIB endorsed** won (89 percent); 4 NFIB members were newly elected to Congress and 25 were re-elected.
- 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.
- The Gallup Poll found **70 percent of Americans having a great deal or quite a lot of confidence in small business** as an institution. This topped banks (32%), organized labor (28%), and big business (21%). Of the 17 institutions measure, small business came in second just behind the U.S. military (72%)
- 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.