

- In Gallup's latest, annual [U.S. Confidence in Institutions](#) report, **small business came in 1st** among the 17 institutions measured, with 68% of Americans having a 'Great deal' or 'Quite a lot' of confidence in Main Street business owners. Organized Labor came in 9th with a combined 28% and Big Business 15th with 16%.
- Likewise, in [a 2024 survey](#) conducted by the Pew Research Center, 86% of Americans **ranked small business first** in having a positive effect on the way things are going in the country. Labor unions came in fourth with 55% and large corporations last with 29%.
- "Overwhelming majorities of both Democrats (88%) and Republicans (87%) view small businesses positively," according to the Pew Study.
- In its 2024 [TradeMarks study](#) of Top Performing Associations by Characteristics, APCO Worldwide ranked NFIB the best in its 'Industry Reputation Steward' and 'Information Resource' categories.
- According to NFIB research, the most common public affairs and political activities in which small employers appear to engage include initiating discussion(s) with an employee(s) regarding the impact of a policy issue on the firm and membership(s) in an organization(s) with a policy/political bent.
- In 2024, NFIB's Federal PAC endorsed 264 candidates for U.S. House and U.S. Senate—**88% of them won**. Two NFIB members were newly elected to Congress.
- 89% of the 2,064 state-level candidates endorsed by NFIB state PACs in 2024 were (re)elected, including 182 NFIB members.
- According to the NFIB Research Center's [Small Businesses' Contribution to the Community](#) report, Small businesses owners continue to be actively engaged in civic activities within their community, beyond operating their business. They are key assets in supporting their communities through volunteering their time, money, and other resources. Their philanthropic activities cover a broad array of organizations and causes that help strengthen the communities in which they operate their business.