

# Colorado Small Business Owner Survey

December 2016



**AARP**<sup>®</sup>  
Real Possibilities

**Research**

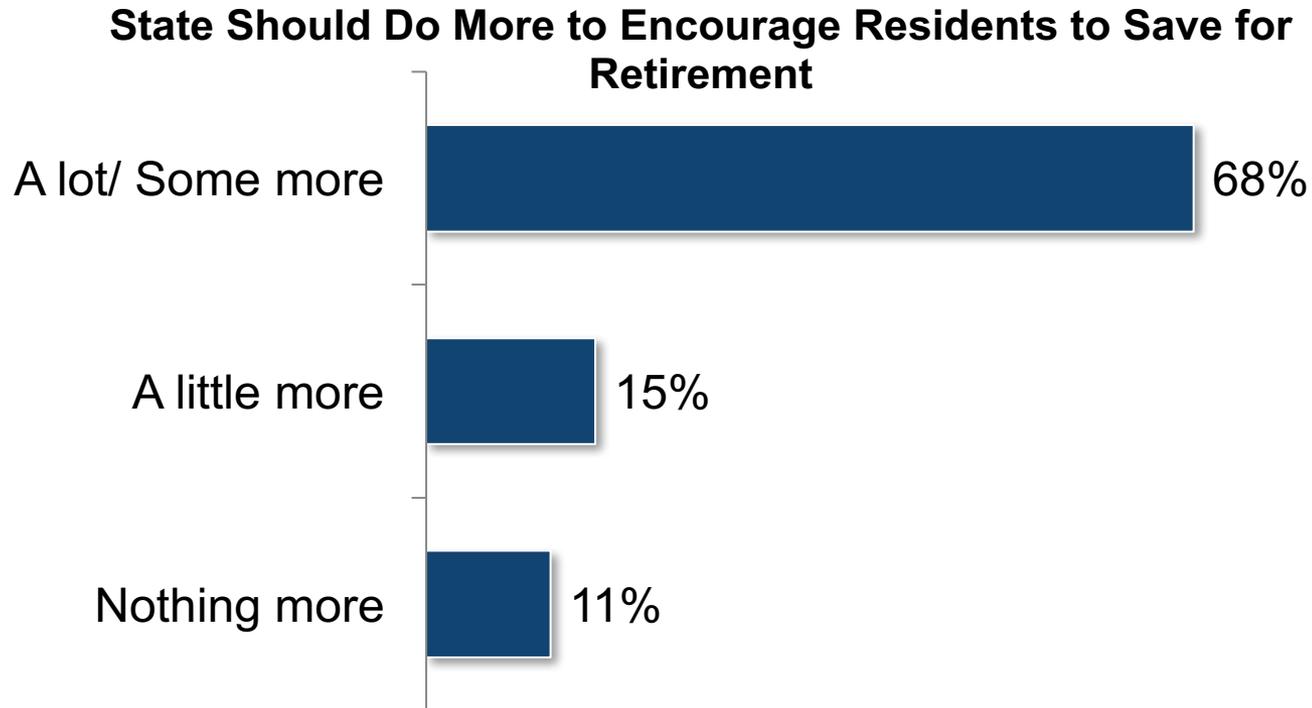
# Summary of Findings

- ✓ Survey findings show that Colorado small business owners and decision makers (those with 4-100 additional employees) agree that saving for retirement through work is important. Six in ten of respondents expressed concern regarding their employees having enough retirement savings, and more than two-thirds agree that the state should do more to encourage residents to save for retirement.
- ✓ Majority support a privately managed, ready-to-go state retirement savings plan that would help Colorado small businesses offer employees a way to save for retirement. Additionally, almost three in four agree that Colorado lawmakers should support a plan to make it easier for small business owners to offer a way to save for retirement to their employees
- ✓ Over half of Colorado small business owners surveyed does not offer a retirement savings plan. Unfortunately, many face challenges providing a workplace savings account. About three-fourths say they do not provide a workplace retirement savings plan because it is too costly

The AARP 2016 Colorado Small Business Owner Work and Save Study was a telephone study among 451 small business owners or decision makers about employee benefits at companies with 4-100 additional employees within the state of Colorado. Interviews were conducted July 25-August 10, 2016. Respondents were offered a \$5 check in appreciation for their participation. Sample, including owner names and companies, from a Dun & Bradstreet business list. The margin of error for the sample of 451 for Colorado is +/-4.6%. For full annotation visit [www.aarp.org/COSecureSavings](http://www.aarp.org/COSecureSavings)

For more information contact Kelli Fritts, AARP Colorado (303) 764-5991 [kfritts@aarp.org](mailto:kfritts@aarp.org) or Brittne Nelson PhD, AARP Research [bnelson@aarp.org](mailto:bnelson@aarp.org) (202) 434-6307.

# 2 in 3 agree that the state should do more to encourage residents to save for retirement

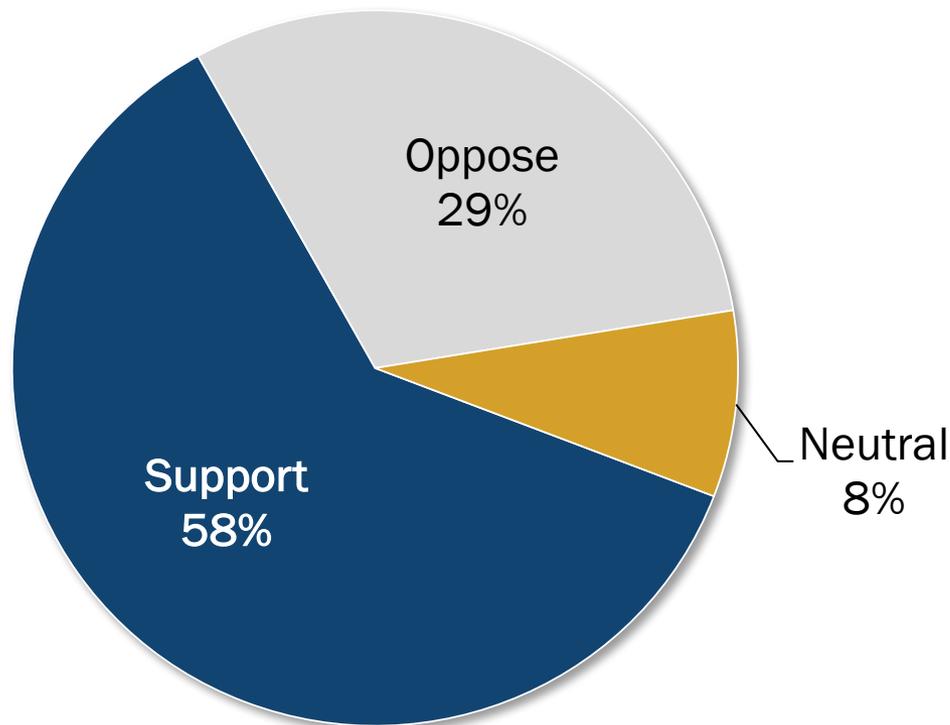


n = 451

Q2. In your opinion, should a lot more, some more, a little more or nothing more be done to help encourage Colorado residents to save for retirement?

# 3 in 5 support a privately managed, ready-to-go state retirement savings plan

## Support or Oppose a Colorado Retirement Savings Plan

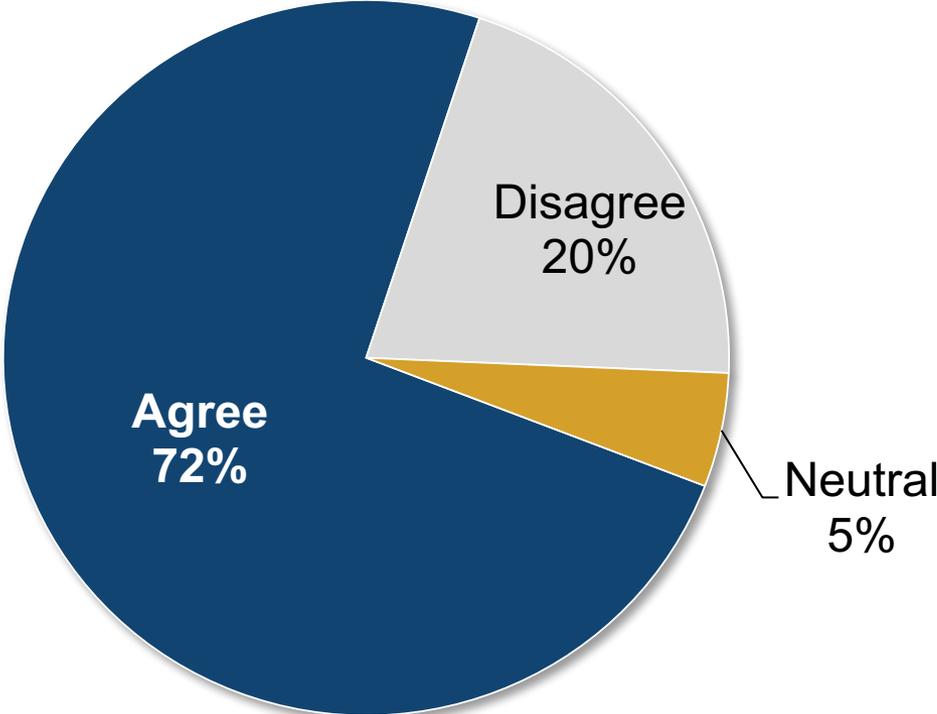


n = 451

Q10. Some Colorado lawmakers have proposed a bill to address the issue of retirement. Under this new legislation, the state would create a basic, ready to go retirement plan for small businesses to use. Employers would simply setup a payroll deduction just like they do for taxes. Workers would be automatically enrolled but can easily choose to drop-out of the plan. Workers would be enrolled in the plan to save five percent of their salary but would be able to decide at any time if they want to save more or less than five percent. If workers leave a job they can take the money and account with them to their next job in Colorado. The plan would be privately managed. Do you support or oppose this legislation? Is that strongly or somewhat?

3 in 4 agree that Colorado lawmakers should make it easier for small business to offer a way for employees to save for retirement

**Agree or disagree Lawmakers Should Support a Colorado Retirement Savings Plan**

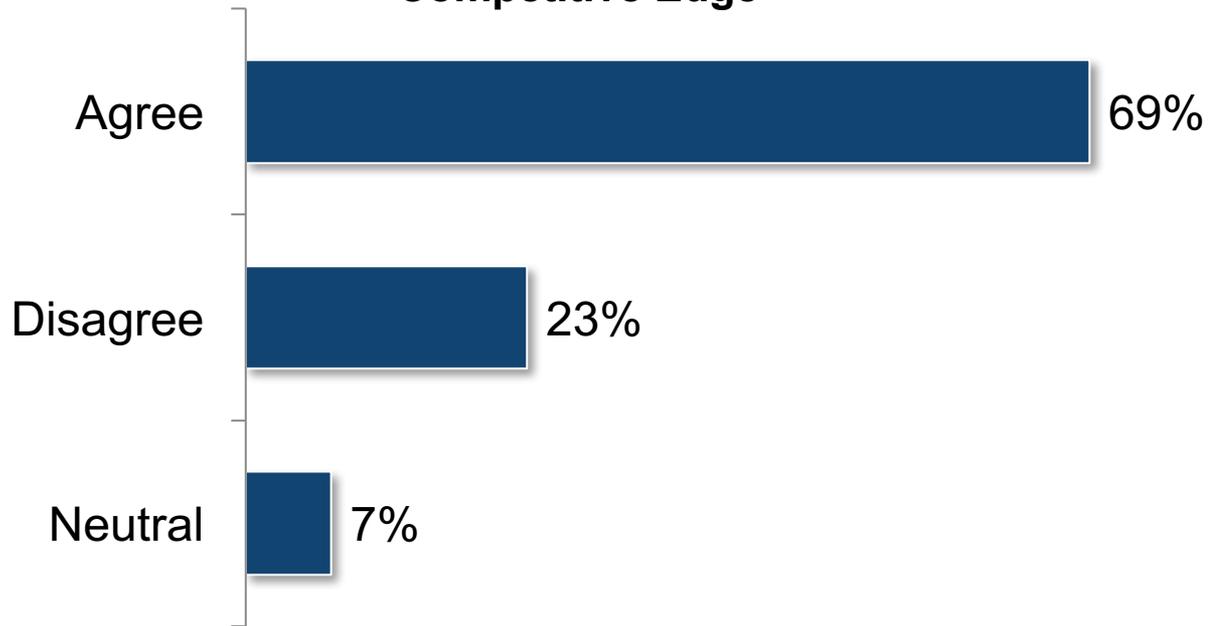


n = 239

Q13. Do you agree or disagree that Colorado lawmakers should support a plan to make it easier for small business owners to offer a way to save for retirement to their employees? Is that strongly or somewhat?

# 2 in 3 agree that a retirement savings plan provides small businesses a competitive edge

**Agree or Disagree Offering a Retirement Plan Provides a Competitive Edge**

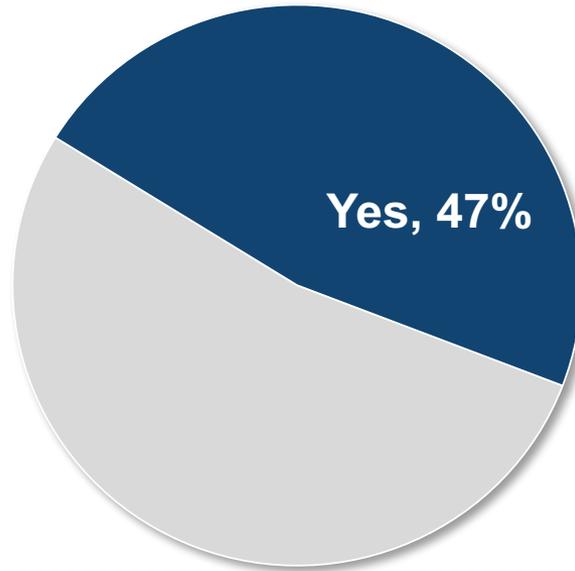


n = 451

Q12. Do you agree or disagree with the following statement: "Being able to offer a voluntary, portable, retirement plan would help local small businesses attract and retain quality employees and stay competitive." Is that strongly or somewhat?

# 2 in 5 surveyed Colorado small business owners offer a retirement savings plan

## Offer Retirement Savings Plan

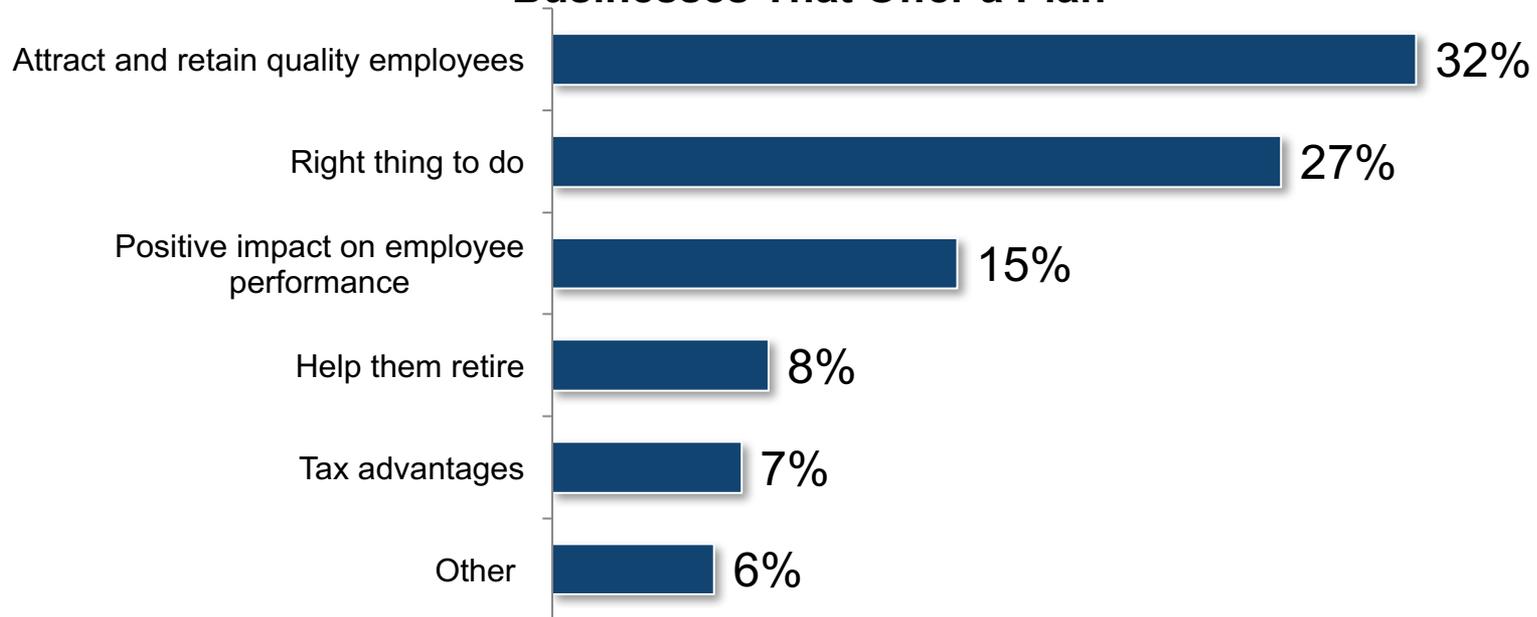


n = 239

Q4. Do you offer your employees a retirement saving

# 3 in 5 say they offer a retirement savings plan because it benefits the business and the employees

## Main Reason for Offering a Retirement Savings Plan Among Small Businesses That Offer a Plan

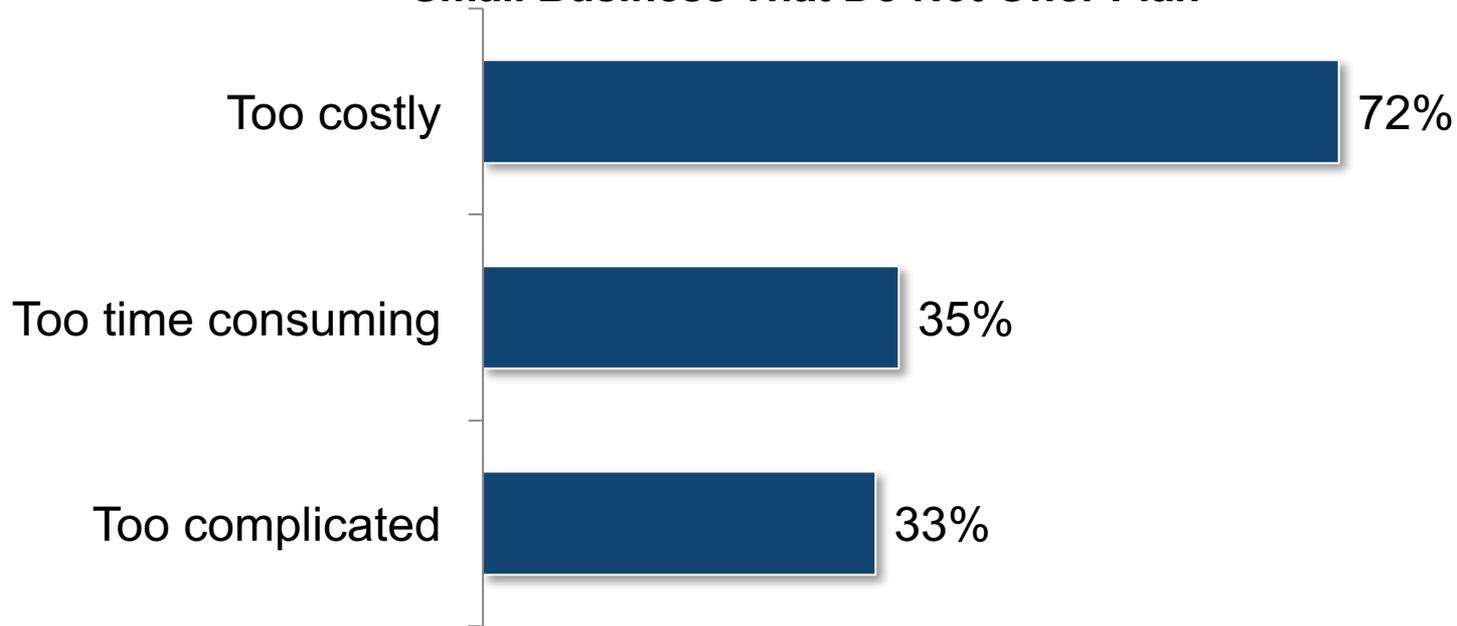


n = 212

Q8. What is the one main reason your company offers a retirement savings plan to employees? IF MORE THAN ONE REASON GIVEN: "Of those reasons, which is the biggest reason?"

# 3 in 4 do not provide a workplace retirement savings plan because it is too costly

**Main Reason for Not Offering a Retirement Savings Plan Among Small Business That Do Not Offer Plan**



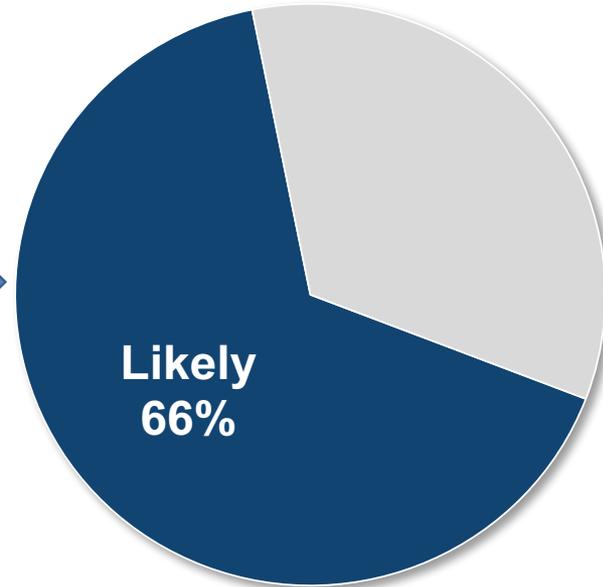
n = 239

Q5. There are many reasons businesses do not offer a retirement savings plan. Please tell me if the following reasons are concerns to you as an employer.

2 in 3 surveyed Colorado small business owners would offer employees a state retirement savings plan if available

**Likely to Offer State Retirement Savings Plan if Available  
Among Small Businesses That Do Not Offer a Plan**

**53%**  
do not offer a retirement  
savings plan



n = 239

Q11. How likely would you say you are to offer your employees access to the plan that is being proposed- very likely, somewhat likely, not too likely, or not at all likely?

# Demographics

n = 451 small business owners or decision makers about employee benefits at companies with 4-100 additional employees

