



Opinion Poll

Michigan Small Business Owners Provide Array of Benefits to Employees

July 14, 2015

Small Business Majority

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Executive Summary

Many small business owners think of their employees as family, and they believe in taking care of their employees in order to retain a happy and loyal workforce and to attract top talent. They also know it's important for their employees to be able to balance their work and family responsibilities. New scientific polling shows Michigan small businesses offer benefits like paid leave and provide family-friendly policies for their employees.

A scientific opinion poll conducted for Small Business Majority by Greenberg Quinlan Rosner Research found many Michigan small employers offer family-friendly benefits to their employees to accommodate their responsibilities at home, including more than 6 in 10 (63%) small businesses that allow their employees to take time off from work to attend their children's school activities, such as parent-teacher conferences. More than 1 in 3 (35%) provide flexible work schedules or opportunities to work from home to accommodate family responsibilities, and nearly 1 in 4 small employers (23%) offer childcare benefits, such as subsidized childcare or onsite childcare facilities. More than 1 in 5 (21%) provide information about and ways to connect with public benefits, such as the Supplemental Nutrition Assistance Program (SNAP) or free and reduced-priced school meals for their children.

Additionally, nearly half of Michigan small businesses (46%) offer paid vacation to employees, and nearly 1 in 5 small businesses (18%) offer health insurance benefits, either through an employer-sponsored plan or by paying a portion of employees' own health insurance. More than 4 in 10 (42%) small business owners offer on-the-job training or financial assistance for education and training outside the job, such as tuition reimbursement. Small business owners offer additional financial incentives to employees, including retirement benefits (13%) and financial counseling or access to financial institutions, products and services (17%).

Lastly, poll respondents were politically diverse: 39% identified as Republican or independent-lean Republican, 32% as Democrat or independent-lean Democrat and 21% as pure independent.

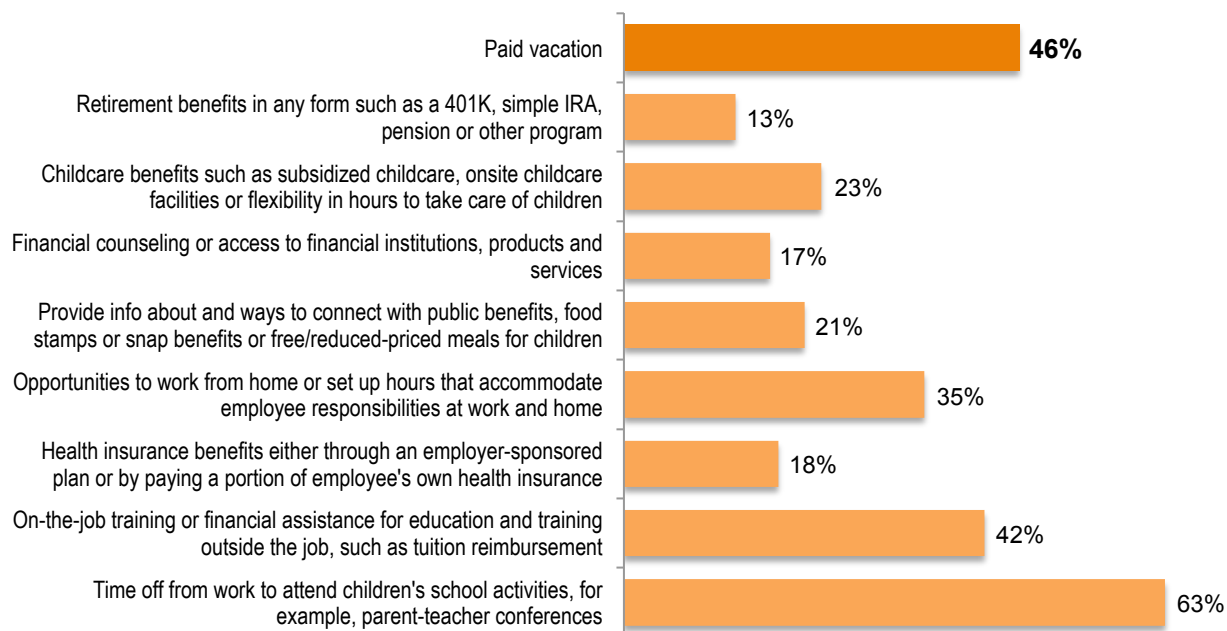
Methodology

This poll reflects a telephone survey of 500 small business owners from around the country with an oversample of 109 small businesses in Michigan. The poll was conducted by Greenberg Quinlan Rosner Research for Small Business Majority with a margin of error of +/-9.39% for the Michigan oversample. The survey was conducted from January 15 through February 3, 2015.

Main Findings

- **Michigan small employers offer family-friendly benefits to their employees to accommodate their responsibilities at home:** More than 6 in 10 (63%) small businesses allow their employees to take time off from work to attend their children’s school activities, such as parent-teacher conferences. More than 1 in 3 (35%) provide flexible work schedules or opportunities to work from home, and nearly 1 in 4 small employers (23%) offer childcare benefits, such as subsidized childcare or onsite childcare facilities. More than 1 in 5 (21%) provide information about and ways to connect with public benefits, such as SNAP or free and reduced-priced school meals for their children.
- **Nearly half of Michigan small businesses offer paid leave to their employees:** Nearly half of Michigan entrepreneurs (46%) provide paid vacation to their employees.
- **Nearly 1 in 5 small businesses offer health insurance benefits to employees:** Nearly 1 in 5 (18%) Michigan small employers offer health insurance benefits to employees, either through an employer-sponsored plan or by paying a portion of employees’ own health insurance.
- **Many small business owners offer a variety of financial incentives, such as tuition reimbursement, retirement benefits and more:** More than 4 in 10 (42%) small business owners in Michigan offer on-the-job training or financial assistance for education and training outside the job, such as tuition reimbursement. Small business owners offer additional financial incentives to employees, including retirement benefits (13%) and financial counseling or access to financial institutions, products and services (17%).
- **Respondents were politically diverse:** 39% identified as Republican or independent-lean Republican, 32% as Democrat or independent-lean Democrat and 21% as pure independent (8% reported no political affiliation or refused to answer).

Michigan small employers offer variety of benefits to their employees



Poll Toplines

Small Business Majority
Michigan Employee Benefits Poll
109 Michigan small businesses

Q.1 Do you own your own business?

Yes.....	100
No	-
Not sure	-

Q.2 How many people are directly employed by your business or company, NOT including yourself or any immediate family members such as a spouse, domestic partner or one of your children?

1.....	23
2-5.....	46
6-10.....	15
11-25.....	14
26-50.....	3
51-100	-
100 plus	-
Mean	6.1

1-10.....	84
11 plus	16

Q.3 Is your business located in a rural area, suburban area, urban area or on tribal land?

Rural	40
Suburban	29
Urban.....	27
Tribal lands.....	2
(DK/REF)	2

Non-Tribal Lands	97
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Now I am going to read you a list of benefits some businesses provide for their employees. Thinking specifically about your business, after I read each one, please tell me if this is something you currently provide to employees or something you do not currently provide to employees.

	Prov to All	Prov Full- time	Prov Mgmt Only	Not Prov, Like	Not Prov, Wont	DK/ Ref	Prov All	Total Prov	Total Not Prov
Q.4 Time off from work to attend children's school activities, for example, parent-teacher conferences	59	4	-	4	33	-	59	63	37
Q.5 Paid vacation.....	28	11	6	7	47	-	28	46	54
Q.6 On-the-job training or financial assistance for education and training outside the job, such as tuition reimbursement.....	41	1	-	11	47	-	41	42	58
Q.7 Health insurance benefits either through an employer-sponsored plan or by paying a portion of employee's own health insurance.....	11	5	3	9	73	-	11	18	82
Q.8 Opportunities to work from home or set up hours that accommodate employee responsibilities at work and home.....	29	4	2	9	56	-	29	35	65
Q.9 Provide information about and ways to connect with public benefits, food stamps or snap benefits or free- and reduced-priced meals for their children	20	-	1	9	71	-	20	21	79
Q.10 Financial counseling or access to financial institutions, products and services.....	16	-	1	9	74	-	16	17	83
Q.11 Childcare benefits such as subsidized childcare, onsite childcare facilities or flexibility in hours to take care of children	22	-	1	8	69	-	22	23	77
Q.12 Retirement benefits in any form such as a 401K, simple IRA, pension or other program.....	8	1	4	16	71	-	8	13	87

Q.13 These last questions are for statistical purposes only: How would you categorize your business?

Administrative support and accounting	2
Agriculture.....	10
Arts, entertainment and recreation	5
Construction	5
Finance and insurance	5
Information technology	-
Legal	2
Manufacturing.....	2
Medical or dental.....	4
Real estate	1
Restaurant	7
Retail (such as a shop or store).....	18
Retail services (such as car repair, home repair, landscaping)	14
Scientific and technical services.....	-
Whole sale trade	-
(Transportation).....	-
(OTHER)	26
(Not Sure/Prefer Not to Say)	1

Q.14 I'm going to read you a list of different types of businesses. Please tell me which one describes your business.

Limited Liability Corporation or L-L-C	32
S-Corporation	18
B-Corporation.....	1
C-Corporation.....	3
Non-profit or a five-oh-one c-3.....	3
Cooperative.....	-
Partnership	6
Employee-owned business or E-S-O-P	4
Limited Liability Partnership or L-L-P	1
(Proprietor)	27
Other	5
(None/Refused).....	1

Q.15 In what year were you born?

18 - 24	1
25 - 29	1
30 - 34.....	3
35 - 39.....	2
40 - 44.....	11
45 - 49.....	17
50 - 54.....	12
55 - 59	13
60 - 64.....	20
65 and over	15
(No answer)	5

Q.16 Generally speaking, do you think of yourself as a Republican, a Democrat, or what?

Strong Democrat	20
Weak Democrat	5
Independent-lean Democrat	7
Independent	21
Independent-lean Republican	5
Weak Republican.....	10
Strong Republican	24
(Don't know/Refused).....	8

Q.17 For statistical purposes only, what do you pay your lowest paid employee? Just stop me when I get to the right category.

Minimum wage.....	17
Above minimum wage, 10 to under 12 dollars an hour	45
12 to under 20 dollars an hour	20
20 to under 25 dollars an hour	7
25 to under 30 dollars an hour	-
30 to under 35 dollars an hour	1
35 to under 40 dollars an hour	-
40 to under 45 dollars an hour	-
More than 50 dollars an hour	-
(DK/REF)	10
Total Low-wage	62

Q.18 How many employees earn less than 15 dollars an hour?

0	14
1.....	21
2-5.....	43
6-10	9
11-25.....	9
26-50.....	2
51-100	-
(Don't know/Refused).....	1
Mean	4.4
1-10.....	74
11 plus	12

Q.19 Do your employees, through stock options or other agreements, own any part of your business?

Yes.....	3
No	95
(DK/Refused)	2

Q.20 For statistical purposes only, what was the gross revenue of your business in 2014? Just stop me when I get to the right category.

Less than \$100,000.....	31
\$100,000 to under \$250,000	23
\$250,000 to under \$500,000.....	16
\$500,000 to under \$1 million	7
\$1 million to under \$2 million	2
\$2 million or under \$5 million	3
\$5 million or more.....	2
(DK/REF)	17
Under \$500K	70
\$500K or more.....	12

Q.21 What is your race?

White	80
African American or Black	9
Hispanic or Chicano	2
Asian or Pacific Islander	1
American Indian or Alaska Native.....	2
Other.....	-
Biracial or multiracial	1
DK/REF	5

Q.22 Respondent gender:

Male	54
Female	46