



## Opinion Poll

### Louisiana Small Businesses Hire Diverse Entry-Level Workforce

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October 14, 2015

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## Executive Summary

Small businesses make up 97% of businesses in Louisiana and employ more than half of the state's private sector workers. New scientific polling in Louisiana shows small business hiring of lower-level employees is diverse, but more can be done to increase diversity in the hiring of upper-management employees.

A scientific opinion poll conducted for Small Business Majority by Greenberg Quinlan Rosner Research found that Louisiana small businesses hire a diverse set of employees among their non-management level staff.

The poll found three-quarters of Louisiana small businesses have at least one female employee (75%), 47% have at least one African American employee, 15% have at least one Hispanic employee, 12% have at least one employee with a disability, 8% have at least one Asian or Pacific Islander employee, 7% have at least one American Indian or Alaskan native employee and 20% report having at least one other non-white employee.

While small businesses have a diverse workforce among their lower-level staff, women and minorities are underrepresented at the management level. Among management or non-entry level staff, 40% are women, 16% are African-American, 5% are Hispanic, 5% are Asian or Pacific Islander, 4% have a disability, 3% are American Indian or Alaskan native and 10% represent another non-white minority. However, it's important to note that many small businesses do not have management positions outside the owner, and nearly 9 in 10 poll respondents (87%) have 10 or fewer employees.

Some Louisiana business owners plan to make it a priority to improve diversity among their high-level employees. Nearly 4 in 10 (38%) plan to hire or promote in order to increase the diversity of their high-level workforce within the next few years.

Lastly, the majority of respondents own businesses located in suburban or rural areas. More than half (52%) of respondents' businesses are located in a rural or suburban area, and 87% have 10 or fewer employees.

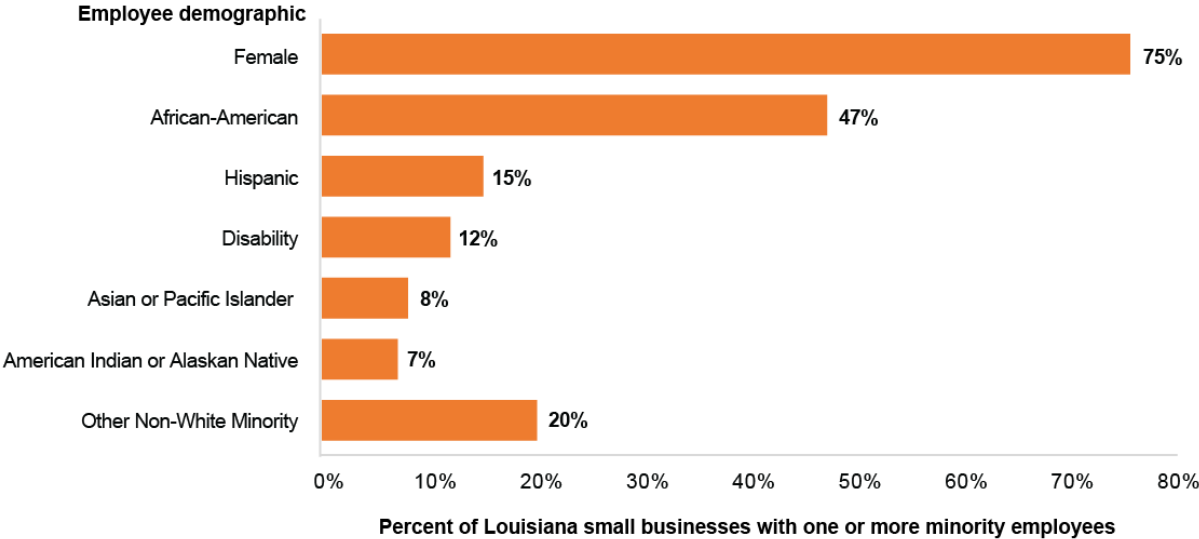
## Methodology

This poll reflects a telephone survey of 500 small business owners from around the country with an oversample of 106 small businesses in Louisiana. The poll was conducted by Greenberg Quinlan Rosner Research for Small Business Majority with a margin of error of +/-9.52% for the Louisiana oversample. The survey was conducted from January 15 through February 3, 2015.

# Main Findings

- Small business employees in non-management positions represent diverse workforce:** Three-quarters of Louisiana small businesses (75%) have at least one female employee, 47% have at least one African American employee, 15% have at least one Hispanic employee, 12% have at least one employee with a disability, 8% have at least one Asian or Pacific Islander employee, 7% have at least one American Indian or Alaskan native employee and 20% report having at least one other non-white employee.
- Women and minorities are underrepresented in upper-level staff:** When it comes to management or non-entry level staff, 40% are women, 16% are African-American, 5% are Hispanic, 5% are Asian or Pacific Islander, 4% have a disability, 3% are American Indian or Alaskan native and 10% represent another non-white minority. However, it's important to note that many small businesses do not have management positions outside the owner, and nearly 9 in 10 poll respondents (87%) have 10 or fewer employees.
- Some Louisiana small business owners plan on increasing the diversity of their high-level workforce:** Nearly 4 in 10 small business owners (38%) in Louisiana plan to hire or promote in the next few years in order to increase the diversity of their high-level workforce.
- Majority of respondents own businesses in rural or suburban areas:** More than half (52%) of respondents' businesses are located in a rural or suburban area, and 87% have 10 or fewer employees.

## Louisiana small businesses hire diverse entry-level workforce



## Poll Toplines

Small Business Majority  
Louisiana Employee Benefits Poll  
106 Louisiana 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.....19  
2-5.....50  
6-10.....18  
11-25.....8  
26-50 .....3  
51-100 .....3  
100 plus ..... -  
Mean..... 7.0

**1-10 ..... 87**  
**11 plus ..... 13**

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

Rural.....32  
Suburban ..... 20  
Urban.....43  
Tribal lands .....3  
(DK/REF) .....2

**Non-Tribal Lands ..... 95**

Q.4 Now thinking about all the people you employ, about how many are:

	<b>0</b>	<b>1</b>	<b>2 Plus</b>	<b>DK/Ref</b>	<b>Mean</b>	<b>1 Plus</b>
Women .....	25	21	54	-	4.1	<b>75</b>
Hispanic or Chicano.....	85	11	4	-	0.2	<b>15</b>
African-American.....	53	9	38	-	2.8	<b>47</b>
People with disabilities .....	88	8	4	-	0.2	<b>12</b>
American Indian or Alaska Native.....	93	4	3	-	0.1	<b>7</b>
Asian or Pacific Islander .....	92	7	1	-	0.1	<b>8</b>
Other non-white minority.....	80	8	11	-	0.4	<b>20</b>

Q.5 Now, thinking about the more high-level people you employ, such as managers or non-entry level staff, about how many are:

	<b>0</b>	<b>1</b>	<b>2 Plus</b>	<b>DK/Ref</b>	<b>Mean</b>	<b>1 Plus</b>
Women .....	60	23	16	-	0.7	<b>40</b>
African-American .....	83	10	6	1	0.3	<b>16</b>
Hispanic or Chicano .....	95	2	2	-	0.1	<b>5</b>
People with disabilities .....	96	3	1	-	0.1	<b>4</b>
American Indian or Alaska Native.....	97	1	1	-	0.1	<b>3</b>
Asian or Pacific Islander .....	95	5	-	-	0.1	<b>5</b>
Other non-white minority.....	90	5	5	-	0.2	<b>10</b>

Q.6 Do you plan to hire or promote in order to increase the diversity of your high-level workforce in the next few years?

Yes .....	38
No .....	58
(Don't know/Refused) .....	4
<b>Yes - No.....</b>	<b>-20</b>

Q.7 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 .....	17
\$100,000 to under \$250,000.....	21
\$250,000 to under \$500,000 .....	10
\$500,000 to under \$1 million .....	13
\$1 million to under \$2 million.....	8
\$2 million or under \$5 million .....	1
\$5 million or more .....	2
(DK/REF) .....	28
<b>Under \$500K .....</b>	<b>48</b>
<b>\$500K or more.....</b>	<b>22</b>

Q.8 What is your race?

White .....	66
African American or Black.....	24
Hispanic or Chicano .....	4
Asian or Pacific Islander .....	1
American Indian or Alaska Native.....	-
Biracial or multiracial .....	-
DK/REF.....	4
Other.....	1

Q.9 Respondent gender:

Male .....	52
Female .....	48