



## Opinion Poll

### Small Business Owners Hiring, but Struggle to Find Qualified Workers

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**Small Business Majority**

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## Executive Summary

As the latest jobs report shows, unemployment numbers continue to decline as small business owners across the U.S. increase their hiring in the midst of our slowly-growing economy. And as a new scientific opinion survey shows, a majority of small business owners—our nation’s biggest job creators—say they have hired new employees in the past three years. Despite this growth, the vast majority of entrepreneurs report they struggle to find job candidates with the right background, and they identify several solutions to help address the nation’s job skills gap.

Our polling found small business owners overwhelmingly say finding job candidates with the right background is the biggest barrier they face to hiring new employees. Fifty-six percent of small employers have difficulty in finding candidates with the right kind of job experience. What’s more, 54% say they struggle identifying candidates with the right education, skills or training.

Below are some specific solutions small employers believe would address this problem and help them find and retain qualified employees:

- Small businesses support addressing the job skills gap through apprenticeship programs. In fact, 55% of entrepreneurs say they are interested in employing and developing apprentices through a formal, structured training program and 61% support implementing a structured, on-the-job training program for employees.
- Small employers support working with schools to implement job training programs at their businesses. Fifty-seven percent of small business owners say they would work with an organization that coordinates with local schools, community colleges, businesses and community organizations to provide job training and placement.
- Small businesses believe they should work together within their industries to help increase the number of qualified workers. More than half (51%) of small business owners are interested in working with other businesses in their industry to develop programs to increase the number of qualified job applicants in their area.
- Sixty-two percent of small employers say they would consider seeking out and hiring promising and trainable workers who may not yet have the required experience or certifications, but with an employer’s assistance, could obtain them within a specific timeframe.

## Main Findings

- **Majority of small business owners are hiring, yet struggle to find qualified workers:** 54% of small employers say they have hired new employees over the past three years. However, despite business growth, the vast majority of entrepreneurs struggle to find qualified employees. A 56% majority identify “finding candidates with the right kind of experiences” as the biggest difficulty they face when hiring new employees; another 54% identify “finding candidates with the right education, skills or training.” A collective 95% of these small employers pick at least one response related to background, qualifications or experience when asked about their biggest difficulty when making new hires.<sup>1</sup>
- **Small businesses support addressing job skills gap through apprenticeship programs:** 55% of entrepreneurs say they are interested in employing and developing apprentices through a formal, structured training program.
- **Entrepreneurs are interested in implementing on-the-job training programs:** More than six in 10 (61%) support implementing a structured, on-the-job training program for employees.
- **Small employers support working with schools to implement job training programs at their businesses:** 57% of small business owners say they would work with an organization that coordinates with local schools, community colleges, businesses and community organizations to provide job training and placement.
- **Small businesses believe they should work together within their industries to help increase the number of qualified workers:** More than half (51%) of small business owners are interested in working with other businesses in their industry to develop programs to increase the number of qualified job applicants in their area.
- **Small businesses support hiring and helping trainees gain the skills they need within a specific timeframe:** Nearly two-thirds (62%) of small employers say they would consider seeking out and hiring promising and trainable workers who may not yet have the required experience or certifications, but with an employer’s assistance, could obtain them within a specific timeframe.

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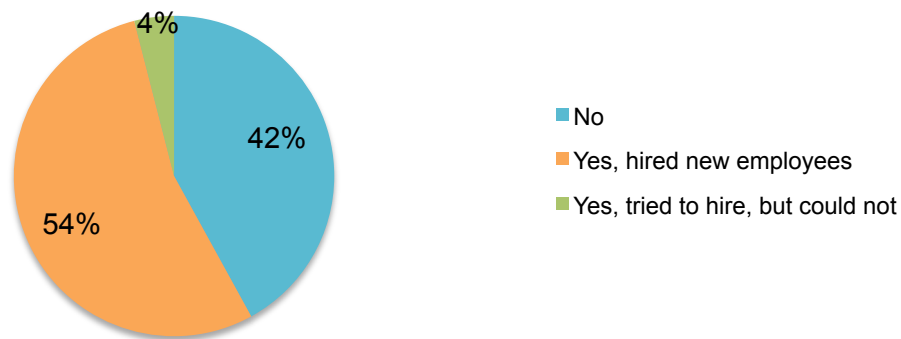
<sup>1</sup> Multiple responses accepted; percentages exceed 100%. The 95% figure reflects the percentage of small business owners who pick at least one response related to background, qualifications or experience.

## Majority of Small Business Owners Hiring, but Struggle to Find Qualified Workers

Our polling found that while the majority of small business owners are hiring, they still struggle to find qualified job candidates with the right background. Fifty-four percent of small employers have hired new employees over the past three years. Collectively, 95% pick at least one response related to background, qualifications or experience when asked about their biggest difficulty when making new hires.

**Figure 1: Vast majority of small businesses are hiring new employees**

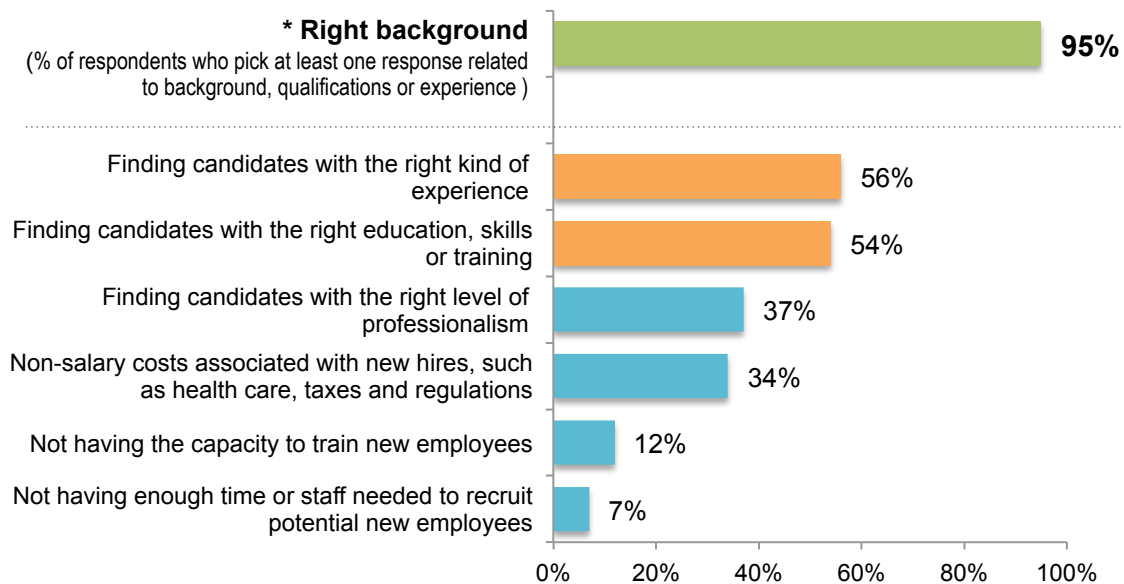
Over the past three years, have you hired or attempted to hire any new employees.



Specifically, 56% of entrepreneurs say they struggle to find candidates with the right kind of experience, and 54% say finding candidates with the right education, skills or training is the biggest difficulty they face when hiring new employees.

**Figure 2: Entrepreneurs identify largest barriers to hiring new employees**

What would you say is the biggest difficulty you face when hiring new employees?

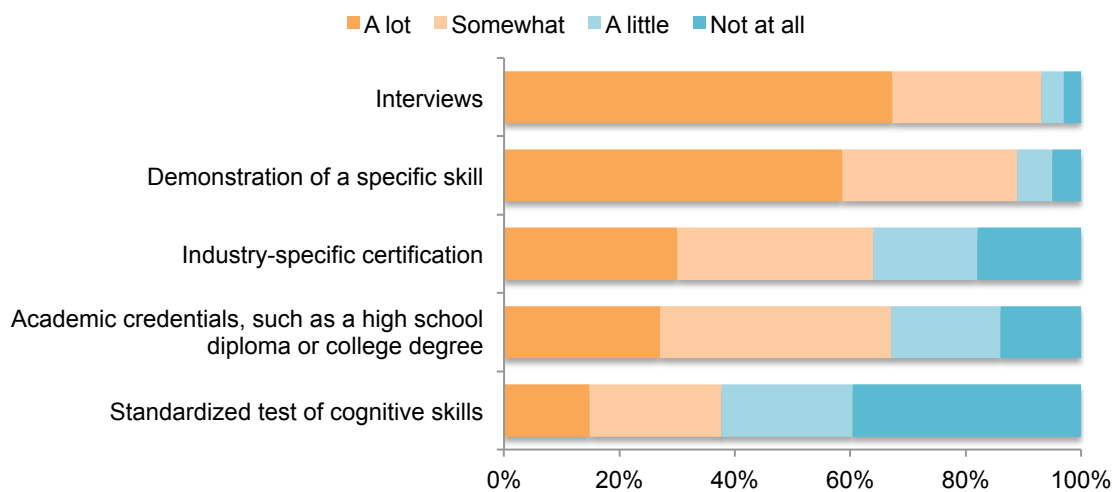


\* Respondents were asked to select two responses.

Besides relevant experience and training, small employers identify several other areas they rely on when screening job applicants, including interviews, demonstration of a specific skill, industry-specific certifications, academic credentials and standardized tests.

**Figure 3: Small businesses identify areas they rely on when screening potential job candidates**

When screening job applicants, other than relevant experience, how much do you rely on the following as evidence of an individual's ability to do the job?



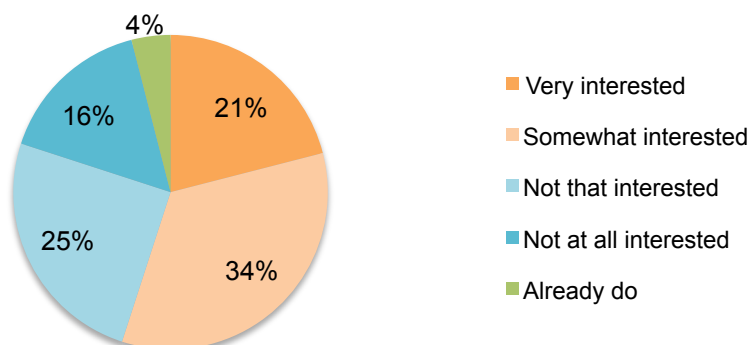
## Small Employers Support Job Training Initiatives to Find and Retain Talented Employees

Small employers support several solutions that would help address the shortage of qualified job candidates in the workforce, and they are interested in implementing job training programs that would help create more skilled workers.

The majority of entrepreneurs say they are interested in employing and developing apprentices through a formal, structured training program.

**Figure 4: Small businesses support implementing apprenticeship programs**

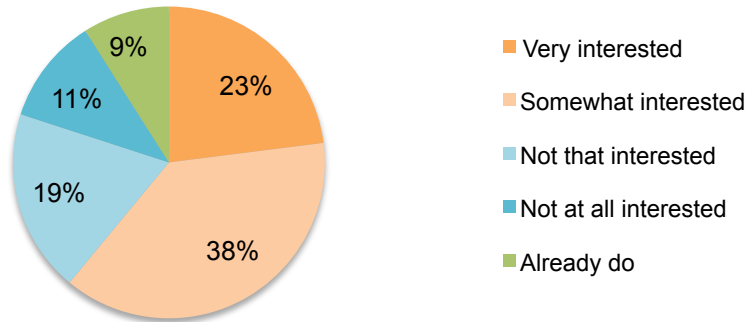
Please indicate whether you would be very interested in participating in the proposed initiative: Employ and develop apprentices through a formal, structured training program.



What's more, 61% report they are interested in developing a structured, on-the-job training program for employees.

■ **Figure 5: Majority of entrepreneurs interested in developing job training programs for employees**

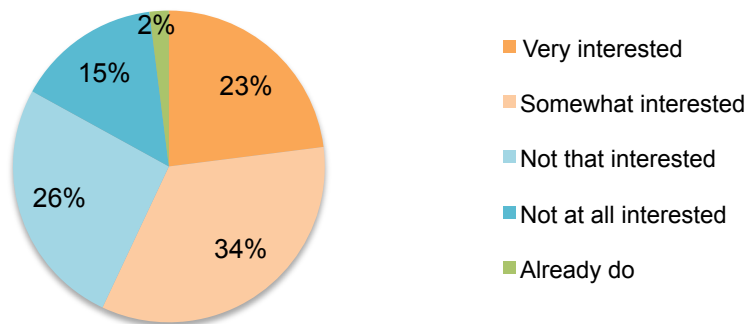
Please indicate whether you would be very interested in participating in the proposed initiative: Implement a structured, on-the-job training program for employees.



Small businesses showed strong support for programs that encourage coordination between local schools and organizations, as well as working with other businesses in their respective industries to help increase the number of qualified job applicants in their areas. Nearly six in 10 (57%) small employers say they are interested in working with an organization that coordinates with local schools, community colleges, businesses and community organizations to provide job training and placement. What's more, 51% say they would work with other businesses in their industries to develop programs to help increase in the number of qualified job candidates within their communities.

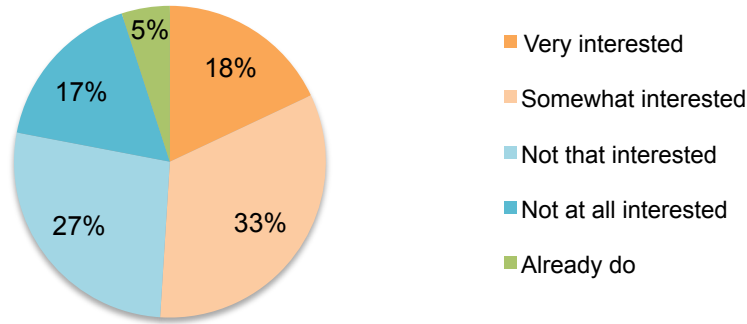
■ **Figure 6: Small employers interested in coordinating with local schools to provide job training and placement**

Please indicate whether you would be very interested in participating in the proposed initiative: Work with an organization that coordinates with local schools, community colleges, businesses and community organizations to provide job training and placement.



■ **Figure 7: Small businesses support working with other businesses in their sectors to increase number of skilled workers**

Please indicate whether you would be very interested in participating in the proposed initiative: Work with other businesses in your industry to develop programs to increase the number of qualified job applicants in your area.



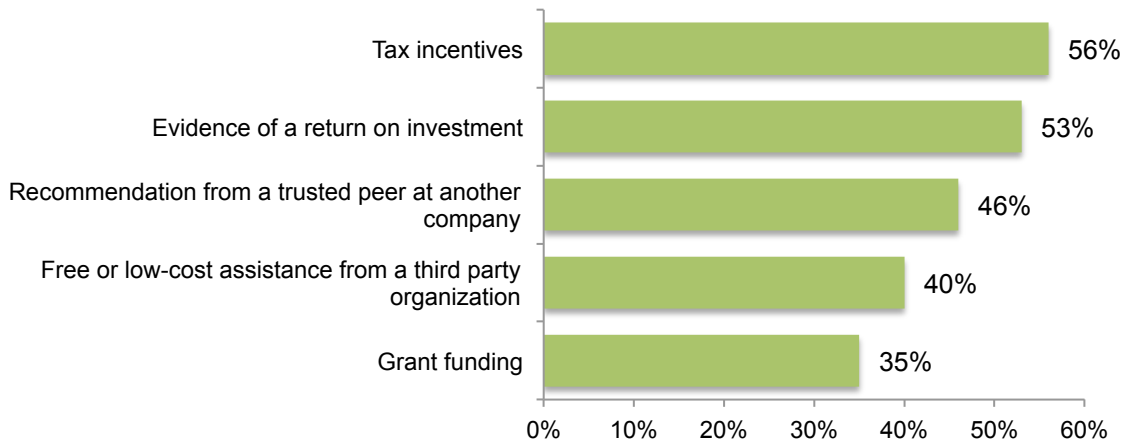
## Small Businesses Identify Additional Information, Steps Needed to Implement Job Training Programs

Small business owners are bottom line-oriented, and in order to successfully implement job training programs, they need to ensure these programs would not only help them develop more qualified workers, but also make sense for their business.

Small employers identified several incentives, such as evidence of a return on investment and tax breaks, that would help them with developing training programs.

■ **Figure 8: Small employers identify incentives that would help them successfully implement job training programs**

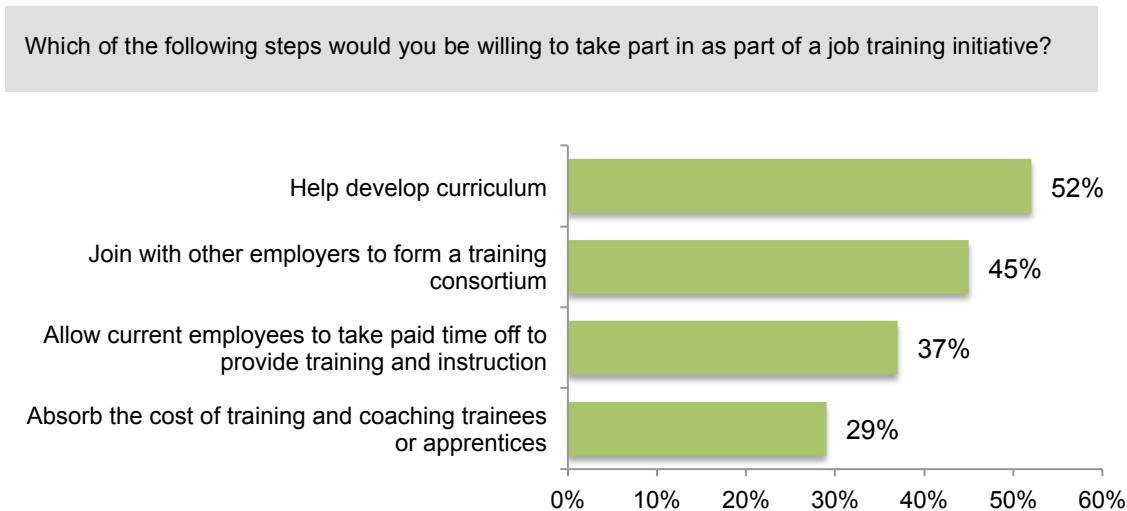
What types of information or incentives would you need before participating in any of the job training initiatives described above?





In addition, small business owners identified steps they would be willing to participate in as part of a job training initiative, such as joining with other employers to form a training consortium and absorbing the cost of training and coaching trainees or apprentices.

■ **Figure 9: Entrepreneurs identify steps they'd be willing to take as part of a job training initiative**



## Conclusion

As our nation's biggest job creators, small businesses play a vital role in our country's overall success. In order to continue hiring and strengthening our economy, small businesses need more qualified candidates in the workforce that will help their businesses succeed.

As these polling results show, small employers believe overwhelmingly there is a shortage of skilled workers, and they support several measures that will help employees acquire the skills they need, while also filling gaps in their businesses. In order to encourage more job training within the small business community, employers need more access to training initiatives, apprenticeship programs and coordination with schools and other businesses within their industries that will help address the shortage of qualified workers.

## Methodology

This poll reflects an Internet survey of 900 small business owners. It includes a national survey of 400 small business oversamples with oversamples of 100 small business owners in Illinois, Michigan, Minnesota, Ohio and Wisconsin that contributed to a survey sample size of 900 participants. The poll was conducted by Greenberg Quinlan Rosner for Small Business Majority with a margin of error of +/-3.27%. Respondents reflect a bipartisan consensus with 48% of small business owners identifying as Republican or independent-leaning Republican, 32% as Democrat or independent-leaning Democrat and 14% as independent or other. The survey was conducted from September 5-18, 2014.

## Poll Toplines

September 5-18, 2014

### 400 small business employers nationally

100 Illinois, Michigan, Minnesota, Ohio and Wisconsin employers (900 total)

Q.1 Do you own your own business?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
Yes .....	100	100	100	100	100	100
No .....	-	-	-	-	-	-
Not sure.....	-	-	-	-	-	-

Q.2 How many people are directly employed by your business or company, including yourself?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
1 .....	-	-	-	-	-	-
2-5 .....	63	68	45	51	55	64
6-10 .....	18	16	22	22	21	14
11-25 .....	9	7	12	8	10	8
26-50 .....	3	4	6	5	7	4
51-100.....	7	5	15	14	7	10
More than 100 .....	-	-	-	-	-	-

Q.3 Which ONE of the following categories best describes your business?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
Administrative support and accounting .....	4	1	3	3	-	2
Agriculture .....	5	2	2	4	3	7
Arts, entertainment and recreation.....	5	8	4	4	0	6
Construction .....	11	7	7	6	17	11
Finance and insurance.....	6	6	4	6	6	9
Information technology.....	4	4	1	4	5	2
Legal.....	3	4	2	2	1	1
Manufacturing .....	5	7	3	11	7	9
Medical or dental .....	2	5	3	2	1	2
Real estate.....	9	5	2	4	10	10
Restaurant.....	2	2	15	2	2	6
Retail (such as a shop or store) .....	10	8	18	13	10	7
Retail services (such as car repair, home repair, landscaping).....	2	1	2	1	6	5
Scientific and technical services .....	4	2	1	4	2	3
Service industry .....	6	13	13	6	5	5
Whole sale trade .....	3	5	3	12	2	2
Other .....	20	20	15	17	22	15
(Prefer not to say) .....	-	-	-	-	-	-

Q.4 Over the past three years, have you hired or attempted to hire any new employees?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
No.....	42	56	28	29	37	38
Yes, hired new employees.....	54	40	67	66	56	60
Yes, tried to hire, but could not .....	4	4	6	5	6	1

Q.5 (IF YES) What would you say is the biggest difficulty you face when hiring new employees? Select two responses.

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
Finding candidates with the right kind of experience.....	56	48	43	65	53	55
Finding candidates with the right education, skills or training.....	54	58	50	47	55	47
Finding candidates with the right level of professionalism.....	37	35	45	36	39	41
Non-salary costs associated with new hires, such as health care, taxes and regulations. ....	34	34	36	31	34	36
Not having the capacity to train new employees. ....	12	16	8	9	11	12
Not having enough time or staff needed to recruit potential new employees. ....	7	10	18	11	8	10
<b>Right Background .....</b>	<b>95</b>	<b>93</b>	<b>92</b>	<b>96</b>	<b>96</b>	<b>94</b>

When screening job applicants, other than relevant experience, how much do you rely on the following as evidence of an individual's ability to do the job?

	<b>A Lot</b>	<b>Some-what</b>	<b>A Little</b>	<b>Not At All</b>	<b>A Lot/ Smwt</b>	<b>Little/ Not At All</b>
Q.6 Interviews .....	68	26	4	3	<b>93</b>	<b>7</b>
<b>IL.....</b>	<b>77</b>	<b>20</b>	<b>1</b>	<b>2</b>	<b>97</b>	<b>3</b>
<b>MI.....</b>	<b>75</b>	<b>18</b>	<b>4</b>	<b>3</b>	<b>93</b>	<b>7</b>
<b>MN.....</b>	<b>71</b>	<b>25</b>	<b>3</b>	<b>2</b>	<b>96</b>	<b>4</b>
<b>OH.....</b>	<b>79</b>	<b>19</b>	<b>1</b>	<b>2</b>	<b>98</b>	<b>2</b>
<b>WI.....</b>	<b>67</b>	<b>27</b>	<b>6</b>	<b>-</b>	<b>94</b>	<b>6</b>
Q.7 Demonstration of a specific skill .....	58	30	6	5	<b>88</b>	<b>12</b>
<b>IL.....</b>	<b>73</b>	<b>23</b>	<b>3</b>	<b>1</b>	<b>96</b>	<b>4</b>
<b>MI.....</b>	<b>67</b>	<b>28</b>	<b>4</b>	<b>1</b>	<b>95</b>	<b>5</b>
<b>MN.....</b>	<b>54</b>	<b>33</b>	<b>10</b>	<b>3</b>	<b>87</b>	<b>13</b>
<b>OH.....</b>	<b>51</b>	<b>45</b>	<b>4</b>	<b>1</b>	<b>96</b>	<b>4</b>
<b>WI.....</b>	<b>51</b>	<b>36</b>	<b>9</b>	<b>4</b>	<b>87</b>	<b>13</b>
Q.8 Industry-specific certification .....	30	34	18	18	<b>64</b>	<b>36</b>
<b>IL.....</b>	<b>29</b>	<b>37</b>	<b>15</b>	<b>18</b>	<b>66</b>	<b>34</b>
<b>MI.....</b>	<b>32</b>	<b>36</b>	<b>15</b>	<b>17</b>	<b>68</b>	<b>32</b>
<b>MN.....</b>	<b>23</b>	<b>38</b>	<b>16</b>	<b>24</b>	<b>60</b>	<b>40</b>
<b>OH.....</b>	<b>31</b>	<b>39</b>	<b>10</b>	<b>20</b>	<b>70</b>	<b>30</b>
<b>WI.....</b>	<b>29</b>	<b>34</b>	<b>22</b>	<b>16</b>	<b>63</b>	<b>37</b>
Q.9 Academic credentials, such as a high school diploma or college degree .....	27	40	19	14	<b>67</b>	<b>33</b>
<b>IL.....</b>	<b>42</b>	<b>30</b>	<b>16</b>	<b>11</b>	<b>73</b>	<b>27</b>
<b>MI.....</b>	<b>35</b>	<b>39</b>	<b>16</b>	<b>10</b>	<b>74</b>	<b>26</b>
<b>MN.....</b>	<b>27</b>	<b>40</b>	<b>25</b>	<b>8</b>	<b>67</b>	<b>33</b>
<b>OH.....</b>	<b>28</b>	<b>47</b>	<b>16</b>	<b>9</b>	<b>75</b>	<b>25</b>
<b>WI.....</b>	<b>27</b>	<b>38</b>	<b>31</b>	<b>4</b>	<b>65</b>	<b>35</b>
Q.10 Standardized test of cognitive skills .....	15	23	23	40	<b>38</b>	<b>62</b>
<b>IL.....</b>	<b>17</b>	<b>23</b>	<b>15</b>	<b>45</b>	<b>40</b>	<b>60</b>
<b>MI.....</b>	<b>28</b>	<b>26</b>	<b>19</b>	<b>27</b>	<b>54</b>	<b>46</b>
<b>MN.....</b>	<b>10</b>	<b>28</b>	<b>20</b>	<b>42</b>	<b>38</b>	<b>62</b>
<b>OH.....</b>	<b>20</b>	<b>22</b>	<b>24</b>	<b>34</b>	<b>42</b>	<b>58</b>
<b>WI.....</b>	<b>18</b>	<b>29</b>	<b>18</b>	<b>35</b>	<b>47</b>	<b>53</b>

Below are some solutions that have been proposed to help small business owners find and retain qualified employees. Please read through these and indicate whether you would be very interested, somewhat interested, not that interested or not at all interested in participating in that initiative. If your business already does something similar to the proposal described, please say so.

	<b>Very Int</b>	<b>Smwt Int</b>	<b>Not That Int</b>	<b>Not At All Int</b>	<b>Alrdy Do</b>	<b>Total Int</b>	<b>Total Not</b>	<b>Int - Not</b>
Q.11 Implement a structured, on-the-job-training program for employees. ....	23	38	19	11	9	61	30	31
<b>IL</b> .....	26	28	26	14	6	54	40	15
<b>MI</b> .....	29	44	9	12	5	74	21	52
<b>MN</b> .....	19	36	22	13	10	55	35	20
<b>OH</b> .....	21	44	18	13	5	64	31	34
<b>WI</b> .....	24	30	31	10	6	53	40	13
Q.12 Work with an organization that coordinates with local schools, community colleges, businesses and community organizations to provide job training and placement. ....	23	34	26	15	2	57	41	16
<b>IL</b> .....	30	32	25	12	2	61	37	24
<b>MI</b> .....	31	37	21	8	3	68	29	39
<b>MN</b> .....	28	34	21	15	2	61	36	25
<b>OH</b> .....	19	48	18	13	2	67	32	35
<b>WI</b> .....	26	32	24	16	2	58	40	18
Q.13 Seek out and hire promising and trainable workers who may not yet have the required experience or certifications, but, with an employer's assistance, could obtain them within a specific timeframe. ....	22	40	20	11	6	62	31	31
<b>IL</b> .....	20	46	17	15	1	66	33	33
<b>MI</b> .....	30	45	13	5	6	76	18	58
<b>MN</b> .....	20	37	25	10	8	57	35	23
<b>OH</b> .....	27	45	12	13	4	72	24	48
<b>WI</b> .....	30	38	21	8	3	68	29	39
Q.14 Employ and develop apprentices, through a formal, structured training program. ....	21	34	25	16	4	55	41	15
<b>IL</b> .....	25	27	28	19	1	52	47	5
<b>MI</b> .....	32	30	21	11	5	63	33	30
<b>MN</b> .....	24	25	26	20	5	49	46	3
<b>OH</b> .....	20	39	22	17	2	59	39	20
<b>WI</b> .....	18	32	29	18	3	49	48	2
Q.15 Work with other businesses in your industry to develop programs to increase the number of qualified job applicants in your area. ....	18	33	27	17	5	51	44	7
<b>IL</b> .....	17	33	31	16	3	50	47	4
<b>MI</b> .....	26	37	18	17	1	64	35	29
<b>MN</b> .....	18	31	26	22	3	49	48	0
<b>OH</b> .....	24	39	24	10	3	63	34	29
<b>WI</b> .....	18	32	41	9	1	49	49	0

What type of information or incentives would you need before participating in any of the job training initiatives described above?

	<b>Sele- cted</b>	<b>Not Sele- cted</b>	<b>Sele - Not</b>
Q.16 Tax incentives .....	56	44	<b>11</b>
<b>IL</b> .....	48	52	<b>-3</b>
<b>MI</b> .....	53	47	<b>6</b>
<b>MN</b> .....	57	43	<b>13</b>
<b>OH</b> .....	56	44	<b>12</b>
<b>WI</b> .....	49	51	<b>-1</b>
Q.17 Evidence of a return on investment.....	53	47	<b>6</b>
<b>IL</b> .....	56	44	<b>13</b>
<b>MI</b> .....	50	50	<b>0</b>
<b>MN</b> .....	54	46	<b>7</b>
<b>OH</b> .....	70	30	<b>39</b>
<b>WI</b> .....	45	55	<b>-10</b>
Q.18 Recommendation from a trusted peer at another company.....	46	54	<b>-7</b>
<b>IL</b> .....	44	56	<b>-12</b>
<b>MI</b> .....	49	51	<b>-2</b>
<b>MN</b> .....	45	55	<b>-10</b>
<b>OH</b> .....	49	51	<b>-1</b>
<b>WI</b> .....	49	51	<b>-1</b>
Q.19 Free or low-cost assistance from a third party organization .....	40	60	<b>-20</b>
<b>IL</b> .....	31	69	<b>-38</b>
<b>MI</b> .....	52	48	<b>4</b>
<b>MN</b> .....	44	56	<b>-11</b>
<b>OH</b> .....	47	53	<b>-6</b>
<b>WI</b> .....	35	65	<b>-30</b>
Q.20 Grant funding.....	35	65	<b>-29</b>
<b>IL</b> .....	25	75	<b>-51</b>
<b>MI</b> .....	45	55	<b>-9</b>
<b>MN</b> .....	27	73	<b>-46</b>
<b>OH</b> .....	34	66	<b>-32</b>
<b>WI</b> .....	44	56	<b>-12</b>

Which of the following steps would you be willing to take part in as part of a job training initiative?

	<b>Sele- cted</b>	<b>Not Sele- cted</b>	<b>Sele - Not</b>
Q.21 Help develop curriculum .....	52	48	<b>4</b>
<b>IL</b> .....	53	47	<b>6</b>
<b>MI</b> .....	46	54	<b>-7</b>
<b>MN</b> .....	53	47	<b>7</b>
<b>OH</b> .....	64	36	<b>29</b>
<b>WI</b> .....	31	69	<b>-38</b>
Q.22 Join with other employers to form a training consortium .....	45	55	<b>-10</b>
<b>IL</b> .....	48	52	<b>-4</b>
<b>MI</b> .....	44	56	<b>-11</b>
<b>MN</b> .....	42	58	<b>-15</b>
<b>OH</b> .....	52	48	<b>4</b>
<b>WI</b> .....	45	55	<b>-10</b>

	<b>Sele- cted</b>	<b>Not Sele- cted</b>	<b>Sele - Not</b>
Q.23 Allow current employees to take paid time off to provide training and instruction .....	37	63	<b>-26</b>
<b>IL</b> .....	28	72	<b>-44</b>
<b>MI</b> .....	40	60	<b>-19</b>
<b>MN</b> .....	35	65	<b>-31</b>
<b>OH</b> .....	46	54	<b>-8</b>
<b>WI</b> .....	32	68	<b>-35</b>

Q.24 Absorb the cost of training and coaching trainees or apprentices .....	29	71	<b>-43</b>
<b>IL</b> .....	20	80	<b>-60</b>
<b>MI</b> .....	35	65	<b>-30</b>
<b>MN</b> .....	33	67	<b>-34</b>
<b>OH</b> .....	35	65	<b>-29</b>
<b>WI</b> .....	34	66	<b>-32</b>

Q.25 In what year were you born?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
18 - 24.....	2	-	7	5	1	2
25 - 29 .....	2	2	4	6	2	4
30 - 34 .....	6	3	5	9	4	4
35 - 39 .....	9	5	11	1	16	18
40 - 44 .....	9	13	22	16	15	11
45 - 49 .....	12	10	11	8	14	13
50 - 54 .....	18	23	12	24	14	22
55 - 59.....	13	13	9	15	12	13
60 - 64.....	13	14	10	8	10	9
65 and over .....	16	18	10	8	11	5
(No answer) .....	-	-	-	-	-	-

Q.26 Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
Democrat .....	20	23	25	26	19	29
Independent-lean Democrat .....	12	16	7	14	7	11
Independent.....	11	12	9	12	13	11
Independent-lean Republican.....	18	15	12	18	13	12
Republican .....	30	25	33	22	45	24
Other .....	3	4	9	2	0	9
Don't know/Refused.....	6	4	4	5	4	4

Q.27 For statistical purposes only, which of these categories best describes the gross revenue of your business in 2013?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
Less than \$100,000 .....	24	20	31	17	22	29
\$100,000 to under \$250,000 .....	22	21	19	12	27	17
\$250,000 to under \$500,000 .....	14	18	19	23	14	19
\$500,000 to under \$1 million .....	11	7	12	15	10	16
\$1 million to under \$2 million .....	8	10	4	10	5	7
\$2 million or under \$5 million .....	6	5	3	8	6	2
\$5 million or more .....	3	8	2	7	2	1
Don't know .....		-	-	-	-	1
Prefer not to say .....	12	11	10	7	14	7
<b>Under \$500K .....</b>	<b>60</b>	<b>59</b>	<b>70</b>	<b>53</b>	<b>63</b>	<b>65</b>
<b>\$500K or more .....</b>	<b>29</b>	<b>30</b>	<b>21</b>	<b>40</b>	<b>23</b>	<b>27</b>

Q.28 What is your race?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
White .....	78	83	77	85	86	86
African American or Black .....	4	9	8	0	6	4
Hispanic or Latino .....	9	3	10	8	5	4
Asian or Pacific Islander .....	5	4	2	4	1	4
American Indian or Native American .....		-	-	-	-	0
Other .....	0	1	-	-	1	2
Biracial or multiracial .....	1	-	1	1	1	-
Prefer not to say .....	2	1	1	2	-	-

Q.29 What is your gender?

	<b>Total</b>	<b>IL</b>	<b>MI</b>	<b>MN</b>	<b>OH</b>	<b>WI</b>
Male .....	60	64	51	66	58	62
Female .....	40	36	49	34	42	38