

## Survey Toplines

Voice of Main Street: Small businesses support healthcare premium relief, immigration reform

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Download the full report from our website: <https://smallbusinessmajority.org/our-research/voice-of-main-street/small-businesses-support-healthcare-premium-relief-immigration-reform>

### Methodology

The fourth Voice of Main Street survey is a poll of 188 small business owners in Small Business Majority's national network. It was conducted between September 11, to October 27, 2025. The margin of error is +/- 7% at a 95% confidence level.

#### 1. Are you the owner of a small business?

Yes.....100%

#### 2. How many people does your company employ, including yourself? Please include full-time and part-time employees, but do not include independent contractors

Self-employed .....37%

Small business, 2-10 employees .....47%

Small business, 10-24 employees .....9%

Small business, 25-49 employees .....5%

Small business, 50-74 employees .....2%

Small business, 75-100 employees .....1%

More than 100 employees.....0%

#### 3. How optimistic or pessimistic are you about your business prospects over the next 6 months?

Very optimistic.....12%

Somewhat optimistic .....30%

Neither optimistic or pessimistic.....18%

Somewhat pessimistic.....30%

Very pessimistic .....11%

Total optimism .....42%

Total pessimism.....41%

#### 4. Not accounting for seasonality, in the past three months, has your business revenue increased, decreased or stayed the same?

Increased .....14%

Decreased .....45%

Stayed the same .....41%

**5. Not accounting for seasonality, in the past three months, have your business expenses increased, decreased or stayed the same?**

Increased .....	66%
Decreased .....	10%
Stayed the same .....	24%

**6. In the past three months, has the number of people your business employs increased, decreased or stayed the same?**

Increased .....	3%
Decreased .....	24%
Stayed the same .....	73%

**7. For each of the following financial challenges businesses face, indicate whether it's a major challenge, minor challenge, not really a challenge, or not a challenge at all for your business.**

	Major challenge	Minor challenge	Not really a challenge	Not a challenge at all
Increased costs of supplies/inventory .....	50%	30%	13%	6%
Difficulty accessing financing .....	39%	25%	27%	8%
Difficulty making payroll and/or paying businesses expenses .....	41%	33%	17%	9%
Reduced consumer spending.....	53%	29%	13%	5%

**8. For each of the following marketing challenges businesses face, indicate whether it's a major challenge, minor challenge, not really a challenge, or not a challenge at all for your business.**

	Major challenge	Minor challenge	Not really a challenge	Not a challenge at all
Attracting new customers .....	51%	34%	10%	5%
Attracting potential investors, suppliers or other business partners .....	38%	19%	28%	15%
Seasonal changes resulting in fewer customers.....	25%	35%	31%	9%
Finding the right marketing channels to use .....	35%	38%	21%	7%

**9. For each of the following technology challenges businesses face, indicate whether it's a major challenge, minor challenge, not really a challenge, or not a challenge at all for your business.**

	Major challenge	Minor challenge	Not really a challenge	Not a challenge at all
Problems with existing technology not working/malfunctioning .....	18%	37%	32%	13%
Integrating new technology into the business .....	25%	41%	23%	11%
Keeping up to date with new technology .....	32%	44%	18%	7%
Integrating different business systems together .....	27%	46%	20%	8%

**10. For each of the following legal challenges businesses face, indicate whether it's a major challenge, minor challenge, not really a challenge, or not a challenge at all for your business.**

	Major challenge	Minor challenge	Not really a challenge	Not a challenge at all
Complex contract-related business transactions.....	18%	29%	35%	18%
Adhering to industry or government regulations.....	35%	32%	21%	12%
Legal action being taken against my business .....	11%	12%	26%	51%
Lack of access to legal assistance/expertise.....	19%	34%	25%	22%

**11. For each of the following entrepreneurial mindset / motivational challenges businesses face, indicate whether it's a major challenge, minor challenge, not really a challenge, or not a challenge at all for your business.**

	Major challenge	Minor challenge	Not really a challenge	Not a challenge at all
Burnout / Not taking enough personal time .....	45%	33%	18%	4%
Fear of failure .....	42%	34%	14%	10%
Personal factors impacting ability to focus on business.....	30%	39%	18%	12%

**12. How much of a financial burden do increasing healthcare premiums place on your business?**

Major financial burden .....	47%
Moderate financial burden .....	19%
Minor financial burden.....	9%
No financial burden .....	19%
I don't know .....	6%
At least moderate financial burden.....	66%

**13. Where do you get your health insurance? (Select all that apply)**

I get it through an Affordable Care Act marketplace (e.g., HealthCare.gov, state marketplace).....	29%
I am on Medicare.....	27%
I am on Medicaid.....	9%
I buy individual insurance outside the ACA marketplace.....	6%
I have a group health insurance plan for my business.....	13%
I get it through my spouse's coverage.....	18%
I don't know .....	1%
Other.....	13%

**14. Which challenges, if any, do you anticipate as a result of healthcare premium increases?**  
(Select all that apply)

Difficulty attracting and hiring new employees.....	31%
Struggling to invest in my business .....	47%
Difficulty retaining current employees .....	23%
Closing my business in order to get health insurance through another employer .....	13%
I do not anticipate any challenges .....	30%

**15. How effective do you feel policymakers have been in addressing rising healthcare costs for small businesses?**

Very effective .....	4%
Moderately effective .....	2%
Somewhat effective .....	11%
Not effective at all .....	78%
I don't know .....	6%

**16. Do you support or oppose extending the enhanced premium tax credits for ACA health plans?**

Strongly support .....	60%
Somewhat support.....	9%
Neither support nor oppose.....	9%
Somewhat oppose.....	3%
Strongly oppose .....	5%
I don't know .....	15%
<i>Total support</i> .....	68%
<i>Total oppose</i> .....	9%

**17. Has your business been affected in any of the following ways by increasing immigration enforcement by the federal government? (Select all that apply)**

My business has lost employees who either have been detained or who are afraid come to work .....	9%
My business has lost revenue .....	16%
My customers have been affected .....	29%
My suppliers have been affected.....	22%
My business has not been affected .....	57%

**18. Do you believe increased immigration enforcement has had a positive or negative impact on your business?**

Strong positive impact.....	5%
Somewhat positive impact.....	4%
Neither positive nor negative impact.....	34%
Somewhat negative impact.....	17%
Strong negative impact .....	30%

I don't know ..... 10%  
 Total positive impact..... 9%  
 Total negative impact ..... 47%

**19. There are legislative efforts to reform immigration. Below are a series of proposals that are included in various pieces of legislation before Congress. For each, please indicate whether you support or oppose the measure.**

**Provide a pathway for certain undocumented immigrants to earn legal status by passing background checks, paying back taxes and meeting other requirements**

Strongly support ..... 65%  
 Somewhat support..... 21%  
 Neither support nor oppose..... 4%  
 Somewhat oppose..... 2%  
 Strongly oppose ..... 6%  
 I don't know ..... 3%  
 Total support..... 86%  
 Total oppose ..... 7%

**Provide a pathway to citizenship for “Dreamers”, undocumented immigrants who were brought into the US as children**

Strongly support ..... 70%  
 Somewhat support..... 16%  
 Neither support nor oppose..... 4%  
 Somewhat oppose..... 4%  
 Strongly oppose ..... 4%  
 I don't know ..... 2%  
 Total support..... 87%  
 Total oppose ..... 7%

**Modernize the legal immigration system to reduce backlogs and make it easier for qualified workers to come into the US legally**

Strongly support ..... 78%  
 Somewhat support..... 11%  
 Neither support nor oppose..... 5%  
 Somewhat oppose..... 1%  
 Strongly oppose ..... 2%  
 I don't know ..... 4%  
 Total support..... 89%  
 Total oppose ..... 2%

**20. Recent changes to tariffs policy—including the “de minimis” exemption that allowed shipments under \$800 to enter the United States without incurring tariffs—have affected many small businesses. Which of the following impacts, if any, has your business experienced? (Select all that apply)**

Closed my business.....	1%
Delayed importing materials or goods.....	29%
Increased the price of certain materials or products .....	50%
Sought suppliers in other countries where there is less tariff impact.....	15%
Changed my business model and/or product offerings.....	11%
Laid off workers and/or reduced their hours .....	4%
Delayed hiring new employees .....	11%
Delayed business growth expansion plans .....	22%
No impact on my business.....	33%
I don’t know.....	9%

**21. Which of the following categories best describes your business?**

Agriculture & Mining.....	1%
Consulting & Business Services .....	21%
Education & Youth Services.....	5%
Energy & Utilities.....	0%
Engineering .....	1%
Food & Beverage .....	6%
Health, Beauty, Fitness.....	3%
Healthcare, Pharmaceuticals & Biotech .....	4%
Insurance & Financial Services.....	4%
Manufacturing .....	10%
Media & Entertainment.....	5%
Non-profit.....	3%
Real Estate & Construction.....	4%
Retail.....	12%
Service and Consumer Services .....	7%
Software & Internet .....	2%
Technology, Computers & Electronics.....	1%
Telecommunications .....	1%
Transportation & Storage .....	3%
Travel, Recreation & Leisure .....	4%
Wholesale & Distributors.....	1%
Other (Please specify) .....	3%

**22. What is your business' annual revenue?**

Less than \$25,000 .....	19%
\$25,000 to \$49,999.....	9%
\$50,000 to \$99,999.....	12%
\$100,000 to \$249,999.....	20%
\$250,000 to \$499,999.....	13%
\$500,000 to \$999,999 .....	11%
Over \$1 million .....	13%
Refused .....	4%

**23. Do you identify with any of the following racial or ethnic groups?**

Asian, Asian American, East Asian, South Asian, and/or Southeast Asian .....	6%
Black, African or African American .....	20%
Hispanic, Latino/a or Spanish Origin.....	11%
Middle Eastern or North African .....	0%
Native American or Alaskan Native.....	1%
Native Hawaiian or Other Pacific Islander .....	1%
White or Caucasian.....	49%
Prefer not to answer.....	9%
Other (please specify) .....	3%

**24. What is your gender?**

Male .....	33%
Female .....	59%
Prefer to self-identify .....	1%
Prefer not to answer.....	7%

**25. What is your political affiliation?**

Republican .....	14%
Democrat .....	35%
Independent- lean Republican .....	8%
Independent- lean Democrat.....	17%
Independent- No affiliation.....	10%
Third-party affiliation.....	2%
Decline to say.....	15%
Total Republican.....	22%
Total Democrat .....	52%