

Small Business Majority

Frequency Questionnaire

March 24 - April 6, 2010
600 Small Business Owners
124 African American-owned Businesses
121 Hispanic-owned Businesses

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

	Total	Black	Hispanic
1	31	29	20
2-5	48	39	52
6-10	9	16	9
11-50	10	15	14
51+	2	2	5
(Don't know/refused)	-	-	-
Mean	6	7	12
(ref:STAFFNUMB)			

Q.4 In what language do you feel most comfortable speaking: Spanish or English?

	Total	Black	Hispanic
English/ingles	99	100	82
Spanish/espanol.....	1	-	18
(ref:LANGUAG2)			

Q.5 Please tell me which of the following issues is MOST important to you and your business.

	Total	Black	Hispanic
Lowering taxes on small businesses	34	25	26
Reducing health care costs for small businesses	17	18	16
Keeping energy prices low and stable.....	12	9	11
Improving access to capital for small businesses	10	20	8
Creating new markets overseas for American-made products.....	3	5	2
Insuring a stable and available workforce through immigration reform	2	2	4
(All)	16	16	29
(None)	5	5	5
(Don't know/refused)	0	-	-
(ref:PRIORITYA)			

Q.6 And, which of these issues is the SECOND most important to you and your business?

	Total	Black	Hispanic
Lowering taxes on small businesses	17	19	15
Reducing health care costs for small businesses	16	11	19
Keeping energy prices low and stable.....	14	15	4
Improving access to capital for small businesses	10	15	12
Creating new markets overseas for American-made products.....	5	2	5
Insuring a stable and available workforce through immigration reform	4	0	8
(All)	17	17	30
(None)	13	13	6
(Don't know/refused)	4	6	1
(ref:PRIORITYB)			

Q.5-6 Combined

	Total	Black	Hispanic
Lowering taxes on small businesses	50	44	41
Reducing health care costs for small businesses	34	29	34
Keeping energy prices low and stable.....	26	24	15
Improving access to capital for small businesses	21	35	20
Creating new markets overseas for American-made products.....	8	7	7
Insuring a stable and available workforce through immigration reform	6	2	12
(All)	17	17	30
(None)	13	13	6
(Don't know/refused)	4	6	1
(ref:PRIORITY COMB)			

Q.7 Thinking about the past two or three years, please tell me if your business has done any of the following:

	Yes	No	DK/Ref	Yes - No
7 Reduced energy costs by installing energy-efficient light bulbs, appliances, windows, insulation, or other energy-saving measures				
Total	65	33	2	32
Black.....	62	38	1	24
Hispanic.....	68	31	1	37
8 Laid off employees				
Total	24	75	1	-51
Black.....	27	73	-	-45
Hispanic.....	31	68	1	-37
9 Reduced or frozen wages or salaries				
Total	37	62	2	-25
Black.....	37	62	1	-25
Hispanic.....	46	53	1	-6

	Yes	No	DK/ Ref	Yes - No
10 Cut employees' hours or moved them to part-time work				
Total	33	65	2	-33
Black.....	45	55	-	-10
Hispanic.....	46	53	1	-7

11 Reduced or stopped contributions to employees' health insurance				
Total	13	83	4	-70
Black.....	13	87	1	-74
Hispanic.....	22	76	2	-54

12 Suspended or decreased business-related travel				
Total	40	57	2	-17
Black.....	43	56	1	-13
Hispanic.....	52	47	1	5

(ref:RECESACT)

Q.13 Changing subjects slightly, has your business ever done any of the following. Please tell me yes or no for each one.

	Yes	No	DK/ Ref	Yes - No
13 Purchased energy from clean energy sources like wind or solar power				
Total	6	92	2	-86
Black.....	7	91	2	-84
Hispanic.....	5	94	1	-89

14 Sought LEED certification or other training or certifications to let your customers know you run an energy efficient or environmentally- friendly business				
Total	14	83	2	-69
Black.....	21	77	2	-56
Hispanic.....	20	78	2	-59

(ref:BUSACT)

[410 Respondents]

Q.15 (IF YES FOR ENERGY IN RECESACT OR ANY YES IN BUSACT) Even if none of these are exactly right, please tell me which of the following is the MOST important reason you have changed how your company uses energy.

	Total	Black	Hispanic
To save money	66	73	62
To reduce your company's impact on the environment.....	14	9	13
To enhance your business's brand or reputation	6	3	6
To address employee concerns or requests	0	2	-
(None)	5	3	3
(All)	9	6	15
(Don't know/refused)	1	4	-

(ref:WHYCUT)

[175 Respondents]

Q.16 (IF NO FOR ENERGY IN RECESACT AND NO FOR ALL ITEMS IN BUSACT) Which one or two of the following are the MAIN reasons you or the owners of your business have NOT changed how your company uses energy.

	Total	Black	Hispanic
It will not save much money or is not worth the cost.	18	4	19
It is too expensive.....	16	15	14
There is no customer demand for it.....	16	10	18
I have never thought about it.....	12	21	22
It will not have a large impact on the environment.	10	10	12
It is too time-consuming.	2	-	-
It requires too much technical expertise.....	2	3	4
(Other)	9	10	2
(All)	7	7	6
(None)	12	21	8
(Don't know/refused)	4	1	-
(ref:WHYNOTCUT)			

Q.17 Generally speaking, how interested are you in having your business adopt energy-efficient practices? Very interested, somewhat interested, not too interested, or not at all interested?

	Total	Black	Hispanic
Very interested	23	32	37
Somewhat interested.....	43	42	34
Not too interested	13	11	12
Not at all interested	19	14	13
(Don't know/refused)	2	1	4
Very/Somewhat interested	66	74	72
Not interested	32	25	25
(ref:INTEREST)			

Q.18 Now, please tell me whether you agree or disagree with each of the following statements.

	Strng Agree	Smwt Agree	Smwt Dis	Strng Dis	DK/ Ref	Total Agree	Total Dis	Agree - Dis
18 Moving the country to clean energy is a way to restart the economy and help small businesses create jobs.								
Total	29	33	15	15	8	61	30	31
Black.....	30	49	11	3	8	78	14	64
Hispanic.....	38	30	13	10	10	68	22	46
19 Adopting new energy policies will increase energy costs, impose more regulations, and cost small businesses jobs.								
Total	28	24	20	15	13	52	35	17
Black.....	4	42	30	15	9	45	46	0
Hispanic.....	32	26	20	12	10	58	33	25

	Strng Agree	Smwt Agree	Smwt Dis	Strng Dis	DK/ Ref	Total Agree	Total Dis	Agree - Dis
20 My business has too many other priorities right now to focus on being energy-efficient.								
Total	32	24	26	12	5	57	38	19
Black.....	23	35	29	10	3	58	39	19
Hispanic.....	42	24	19	11	5	66	30	36
21 Being an energy-efficient or green business is important to my customers.								
Total	16	29	26	16	12	46	43	3
Black.....	13	46	21	11	9	58	32	26
Hispanic.....	35	21	23	9	12	56	32	24
22 Adopting new energy policies will transform our economy and I want my business to be a part of it.								
Total	25	33	18	13	11	58	31	27
Black.....	26	54	13	4	4	80	16	63
Hispanic.....	45	31	11	6	8	76	17	59

(ref:REFORMBAT)

Q.23 Now I am going to read you some information about a potential energy and climate bill. After I read this information, please tell me whether you support or oppose this bill.

The Senate may soon debate an energy bill that will limit pollution, invest in clean energy sources and encourage companies to use and develop clean energy sources. This bill would put a price on carbon emissions from energy sources like oil and coal, so companies would have to pay if they release these emissions into the air.

	Total	Black	Hispanic
Strongly support	28	32	36
Somewhat support	22	45	25
Somewhat oppose.....	14	8	13
Strongly oppose	28	5	20
(Don't know/Refused)	8	9	6
Total support	50	78	60
Total oppose	42	13	34
Support - Oppose	8	65	26

(ref:ENRBILL1)

Q.24 Do you think the energy and climate bill I described would HELP small businesses like your own, HURT small businesses like your own or not impact small businesses like your own?

	Total	Black	Hispanic
Help small businesses a lot.....	9	12	14
Help small businesses just a little.....	5	6	6
Not impact	34	63	34
Hurt small businesses just a little	15	7	17
Hurt small businesses a lot	30	7	19
(Don't know/Refused)	7	5	10
Total Help	14	18	20
Total hurt.....	45	14	36
Help - Hurt	-30	4	-17
(ref:ENECON1)			

Q.25 Do you think the energy and climate bill would increase or decrease costs for small businesses, or not impact costs?

	Total	Black	Hispanic
Increase costs a lot	40	13	39
Increase costs a little	23	30	27
Not impact costs.....	23	39	14
Decrease costs a little	2	7	5
Decrease cost a lot.....	1	1	3
(Don't know/refused)	10	11	11
Total increase	64	43	66
Total decrease	4	8	9
Increase - Decrease.....	60	35	57
(ref:COSTSBO)			

Q.26 Now I am going to read you some potential things that might be in the energy and climate bill. For each one, please tell me whether it makes you much more likely, somewhat more likely, a little more likely, no more likely, or less likely to support the bill.

	Much More Likely	Smwt More Likely	Little More Likely	No More Likely	Less Likely	No Impct	DK/ Ref	Much/ Smwt	Little/ No
[300 Respondents]									
26 (SPLIT C) Tax rebates or other assistance to pay for up to 10 percent of your business's electricity and heating costs									
Total	33	24	6	6	19	7	5	57	12
Black.....	58	27	3	1	3	3	5	86	4
Hispanic.....	47	30	7	11	6	-	-	77	18

	Much More Likly	Smwt More Likly	Little More Likly	No More Likly	Less Likly	No Impct	DK/ Ref	Much/ Smwt	Little/ No
[300 Respondents]									
27 (SPLIT D) Cutting taxes for small businesses that are officially certified as being energy-efficient									
Total	41	23	6	5	13	8	4	65	11
Black.....	61	12	3	-	14	5	4	73	3
Hispanic.....	53	25	8	10	3	-	2	78	18

[300 Respondents]									
28 (SPLIT C) Grants or subsidies that would pay ten percent of the cost of upgrades to your business to make it more energy-efficient									
Total	30	23	6	7	23	8	3	52	13
Black.....	59	22	1	4	7	3	4	81	5
Hispanic.....	47	27	3	15	8	1	-	73	18

[300 Respondents]									
29 (SPLIT D) Interest-free loans for energy-efficiency upgrades and small businesses that switch to clean energy sources									
Total	37	25	8	7	13	7	3	62	15
Black.....	55	27	2	2	10	1	3	82	4
Hispanic.....	38	33	3	14	9	-	2	72	18

[300 Respondents]									
30 (SPLIT C) Free energy audits to learn about your business's energy use, waste, and options to conserve energy									
Total	27	17	9	10	23	10	4	44	18
Black.....	35	34	9	3	9	4	6	69	12
Hispanic.....	47	24	9	11	5	3	-	71	21

[300 Respondents]									
31 (SPLIT D) Free training and consultation for small businesses on how to profit from the emerging clean energy industry									
Total	29	23	7	8	16	11	4	52	16
Black.....	65	12	2	2	12	5	3	77	4
Hispanic.....	36	30	5	17	5	4	3	66	22

32 An energy-star-style rating system for small businesses to publicly certify energy-efficient businesses									
Total	21	22	7	10	22	11	6	43	17
Black.....	36	26	6	3	16	6	7	62	8
Hispanic.....	30	27	11	23	4	3	2	57	34
(ref:BILLINCENT)									

Q.33 I am going to read you a list of things that an energy and climate bill might do. For each thing I read, please tell me how IMPORTANT it is to you and your business that a bill accomplishes it. Please use a scale of zero to ten, where zero is not at all important and ten is extremely important.

	% 10	% 8-10	% 6-10	% 0-5	DK/ Ref	Mean
33 Create jobs						
Total	51	68	76	22	1	7.7
Black.....	79	87	90	10	-	8.8
Hispanic.....	66	82	85	14	1	8.6

[300 Respondents]

34 (SPLIT E) Reduce carbon emissions

Total	35	49	61	38	1	6.7
Black.....	67	73	75	24	1	7.9
Hispanic.....	49	69	74	23	3	7.9

[300 Respondents]

35 (SPLIT F) Reduce pollution

Total	39	58	68	30	1	7.1
Black.....	71	81	85	15	-	8.6
Hispanic.....	52	64	75	24	1	8.0

36 Reduce energy costs and make them more stable

Total	40	63	75	24	1	7.5
Black.....	61	73	83	16	1	8.1
Hispanic.....	52	70	80	19	2	8.2

[300 Respondents]

37 (SPLIT E) Reduce America's dependence on foreign oil and gas

Total	62	77	86	12	1	8.5
Black.....	80	85	88	12	-	8.7
Hispanic.....	58	79	84	15	1	8.5

[300 Respondents]

38 (SPLIT E) Support American businesses that develop clean energy technology to be competitive on the global market

Total	44	60	71	27	2	7.4
Black.....	72	78	80	20	-	8.3
Hispanic.....	50	68	74	25	1	7.7

[300 Respondents]

39 (SPLIT F) Develop and expand alternative energy sources, like wind, solar, geothermal and biomass

Total	39	57	68	31	1	7.1
Black.....	64	74	78	21	1	8.2
Hispanic.....	46	60	71	29	-	7.5

	% 10	% 8-10	% 6-10	% 0-5	DK/ Ref	Mean
[300 Respondents]						
40 (SPLIT F) Provide effective incentives that motivate businesses to conserve energy						
Total	25	52	66	33	1	6.6
Black.....	48	69	81	18	1	8.0
Hispanic.....	41	69	82	18	-	7.8

	%	%	%	%	DK/ Ref	Mean
[300 Respondents]						
41 (SPLIT E) Require imported products from other countries to meet the same environmental standards as American-made products						
Total	52	65	76	23	2	7.7
Black.....	63	71	82	17	1	8.1
Hispanic.....	46	64	72	25	3	7.6

	%	%	%	%	DK/ Ref	Mean
[300 Respondents]						
42 (SPLIT F) Require that exported American products meet the strictest international environmental standards so they can be sold abroad						
Total	19	37	49	48	3	5.5
Black.....	52	58	62	36	2	6.7
Hispanic.....	37	57	64	34	2	7.1
(ref:BILLPOS)						

Q.43 Now I would like to ask you a few questions just for statistical purposes. What is the last year of schooling that you have completed?

	Total	Black	Hispanic
1 - 11th grade	3	1	4
High School graduate	21	14	17
Non college post H.S.....	1	4	-
Some college.....	25	13	35
College graduate	34	31	35
Post-graduate school	14	38	7
(Don't know/Refused)	1	-	2
(ref:EDUC)			

Q.44 In what year were you born?

	Total	Black	Hispanic
18-24	1	3	3
25-29	4	2	2
30-34	3	4	8
35-39	8	7	10
40-44	10	10	12
45-49	14	13	13
50-54	16	14	20
55-59	15	12	12
60-64	12	8	6
Over 64.....	15	21	10
(No answer).....	2	5	3
(ref:AGE)			

Q.45 Generally speaking, do you think of yourself as a Democrat, a Republican or something else?

	Total	Black	Hispanic
Democrat.....	26	61	37
(Independent).....	22	10	10
Republican.....	33	11	29
(Libertarian).....	1	-	1
(Other).....	13	14	12
(Don't know).....	5	5	12
Democrat - Republican	-7	50	8
(ref:PTYID1)			

Q.46 Which of the following categories best describes your business?

	Total	Black	Hispanic
Professional services.....	38	50	43
Retail or wholesale.....	16	10	11
Education, health care, or a non-profit organization.....	10	12	10
Construction.....	9	9	11
Industry or manufacturing.....	9	8	14
Transportation or utilities.....	7	5	7
Agriculture.....	7	-	1
Food services or production.....	3	4	3
(Other).....	0	-	-
(Don't know/refused).....	1	1	1
(ref:INDUSTRY2)			

Q.47 For statistical purposes only, which of these categories best describes the gross revenue of your business in 2009? Please stop me when I get to the right category.

	Total	Black	Hispanic
Under \$250,000.....	51	46	40
\$250,000 to under \$500,000.....	14	16	16
\$500,000 to under \$1 million.....	8	6	7
\$1 million or more.....	10	11	21
(Refused).....	9	16	9
(Don't know).....	8	5	7
(ref:GROSSREV)			

Q.48 Approximately what percentage of your business' revenue goes to paying for energy costs?

	Total	Black	Hispanic
0-1.....	10	7	10
2-5.....	27	17	32
6-10.....	13	16	11
11-20.....	9	12	7
21+.....	9	15	15
(Don't know/refused).....	32	33	26
Mean	10	14	11
(ref:PERCENTCOST)			

Q.49 Please tell me if your business is a member of any of the following organizations.

	Yes	No	DK/ Ref
49 Your local chamber of commerce			
Total	28	69	3
Black.....	34	62	4
Hispanic.....	42	55	3
50 The National Federation of Independent Business, or NFIB			
Total	9	87	5
Black.....	3	89	8
Hispanic.....	8	86	6
51 A trade or industry association			
Total	34	61	5
Black.....	24	70	6
Hispanic.....	22	68	10
(ref:MEMBER)			

Q.52 Now I would like to read you a list of information sources that some people use. Please tell me which of these sources you rely on for information about energy policy.

	Total	Black	Hispanic
Cable news, such as Fox News, CNN, CNBC, or MSNBC	55	59	26
Newspapers that you read in print or online	51	54	35
Broadcast television news, such as CBS, NBC, or ABC	42	41	24
Friends, family, neighbors, or coworkers.....	31	24	17
Other business owners.....	28	32	24
Trade or industry associations, or other business organizations	25	30	19
Magazines, such as the Economist, Business Week, or Time	23	22	15
Online blogs or discussion boards	18	21	10
Your local chamber of commerce.....	12	13	16
The National Federation of Independent Business, or NFIB	8	4	7
The United States Chamber of Commerce	6	5	8
(OTHER)	1	1	4
(All of the above)	1	-	1
(None of the above).....	2	3	3
(Don't know/refused)	1	1	1
(ref:RELYINFO)			

[580 Respondents]

Q.53 (SKIP IF NONE OR DK/REF IN RELYINFO) And, which of these sources do you rely on MOST for information about energy policy?

	Total	Black	Hispanic
Cable news, such as Fox News, CNN, CNBC, or MSNBC	28	29	15
Newspapers that you read in print or online	23	24	19
Broadcast television news, such as CBS, NBC, or ABC	16	18	16
Online blogs or discussion boards	8	5	7
Trade or industry associations, or other business organizations	6	7	8
Magazines, such as the Economist, Business Week, or Time	5	4	7
Friends, family, neighbors, or coworkers.....	4	2	5
Other business owners.....	4	6	7
Your local chamber of commerce.....	2	2	4
The National Federation of Independent Business, or NFIB	2	2	4
The United States Chamber of Commerce	1	1	4
(None of the above).....	-	-	-
(Don't know/refused)	-	-	-
(OTHER)	1	1	4
(All of the above)	-	-	-
(ref:RELYMOST)			

Q.54 Is your business minority- or woman-owned?

	Total	Black	Hispanic
Yes - minority-owned.....	12	49	61
Yes - woman-owned.....	19	3	2
Yes - both	9	44	29
No.....	58	3	9
(Don't know/refused)	1	-	-
(ref:MINORITY)			

Q.55 Just for statistical purposes, what is the race or ethnicity of the owner of the business? If there is more than one owner, please indicate race or ethnicity for each owner.

	Total	Black	Hispanic
White or Caucasian	86	18	17
African American or Black	6	100	3
Hispanic or Latino.....	7	3	100
Asian or Pacific Islander	2	8	4
(OTHER)	1	-	-
(Don't know/refused)	2	-	-
(ref:MINORITYB)			

Q.3 Record respondent's gender

	Total	Black	Hispanic
Male.....	60	50	59
Female	40	50	41
(ref:GENDER)			