



Opinion Poll

Wisconsin Small Businesses Hiring, but Struggle to Find Qualified Workers

November 13, 2014

Small Business Majority

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Washington, DC 20005

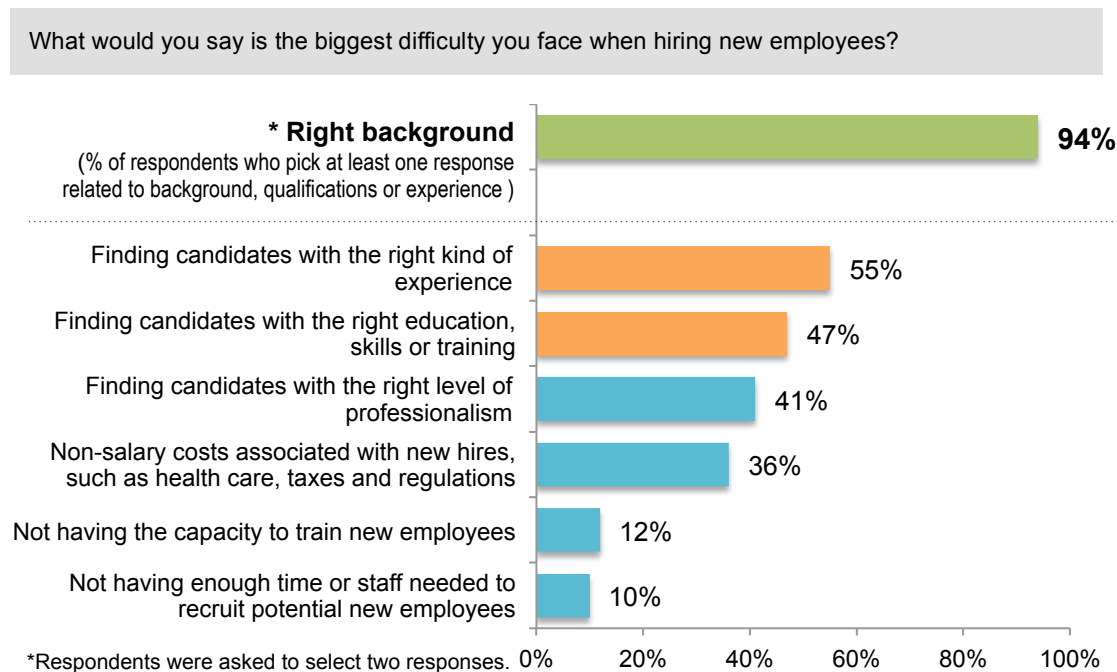
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Main Findings

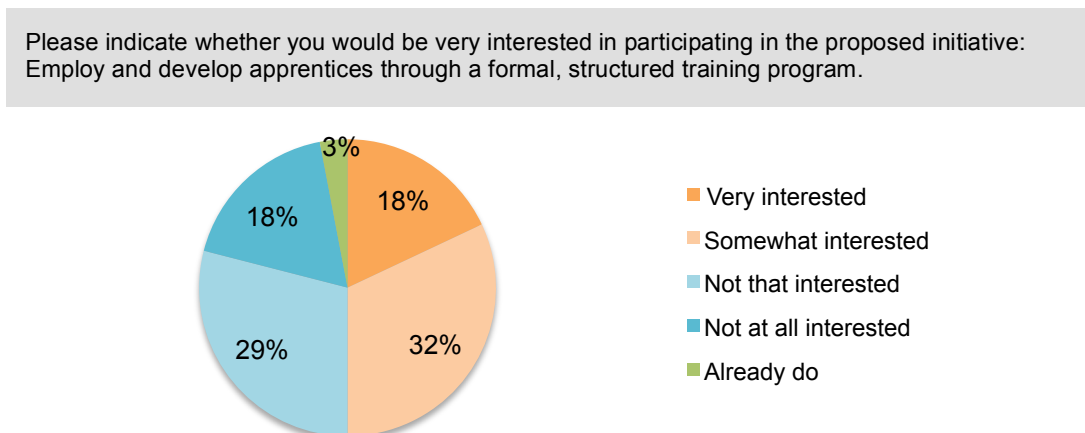
- Majority of Wisconsin small business owners are hiring, yet struggle to find qualified workers:** Six in 10 (60%) Wisconsin small employers say they have hired new employees over the past three years. However, despite business growth, the vast majority of entrepreneurs struggle to find qualified employees. A 55% majority identify “finding candidates with the right kind of experiences” as the biggest difficulty they face when hiring new employees; another 47% identify “finding candidates with the right education, skills or training.” A collective 94% 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.¹

Figure 1: Entrepreneurs identify largest barriers to hiring new employees



- Small businesses support addressing job skills gap through apprenticeship programs:** Nearly half (49%) of Wisconsin entrepreneurs say they are interested in employing and developing apprentices through a formal, structured training program.

Figure 2: Small businesses support implementing apprenticeship programs

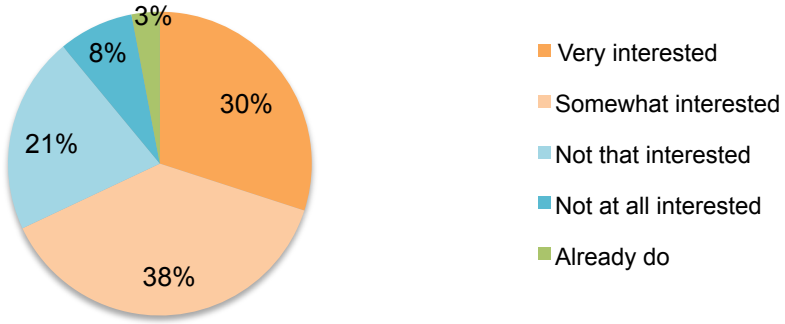


¹ Multiple responses accepted; percentages exceed 100%. The 95% figure reflects the percentage of small business owners who pick at least one response related to background, qualifications or experience.

- **Entrepreneurs are interested in implementing on-the-job training programs:** 53% of small businesses support implementing a structured, on-the-job training program for employees.
- **Wisconsin small employers support working with schools to implement job training programs at their businesses:** Nearly six in 10 (58%) 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:** Nearly half (49%) 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.
- **Majority of small businesses support hiring and helping trainees gain the skills they need within a specific timeframe:** More than two-thirds (68%) 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.

Figure 3: Majority of support hiring and helping trainees gain the skills they need

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.



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
100 Wisconsin employers

Q.1 Do you own your own business?

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

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

	WI
1	-
2-5	64
6-10	14
11-25	8
26-50	4
51-100.....	10
More than 100	-

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

	WI
Administrative support and accounting	2
Agriculture	7
Arts, entertainment and recreation.....	6
Construction	11
Finance and insurance.....	9
Information technology	2
Legal.....	1
Manufacturing	9
Medical or dental	2
Real estate.....	10
Restaurant.....	6
Retail (such as a shop or store)	7
Retail services (such as car repair, home repair, landscaping).....	5
Scientific and technical services	3
Service industry	5
Whole sale trade	2
Other	15
(Prefer not to say)	-

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

	WI
No.....	38
Yes, hired new employees.....	60
Yes, tried to hire, but could not.....	1

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

	WI
Finding candidates with the right kind of experience.....	55
Finding candidates with the right education, skills or training.....	47
Finding candidates with the right level of professionalism.....	41
Non-salary costs associated with new hires, such as health care, taxes and regulations.	36
Not having the capacity to train new employees.	12
Not having enough time or staff needed to recruit potential new employees.	10

Right Background 94

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?

	A Lot	Some- what	A Little	Not At All	A Lot/ Smwt	Little/ Not At All
Q.6 Interviews						
WI	67	27	6	-	94	6
Q.7 Demonstration of a specific skill						
WI	51	36	9	4	87	13
Q.8 Industry-specific certification						
WI	29	34	22	16	63	37
Q.9 Academic credentials, such as a high school diploma or college degree						
WI	27	38	31	4	65	35
Q.10 Standardized test of cognitive skills						
WI	18	29	18	35	47	53

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.

	Very Int	Smwt Int	Not That Int	Not At All Int	Alrdy Do	Total Int	Total Not	Int - Not
Q.11 Implement a structured, on-the-job-training program for employees.								
WI	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.								
WI	26	32	24	16	2	58	40	18

	Very Int	Smwt Int	Not That Int	Not At All Int	Alrdy Do	Total Int	Total Not	Int - Not
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. WI	30	38	21	8	3	68	29	39
Q.14 Employ and develop apprentices, through a formal, structured training program. WI	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. WI	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?

	Sele-cted	Not Sele-cted	Sele - Not
Q.16 Tax incentives WI	49	51	-1
Q.17 Evidence of a return on investment WI	45	55	-10
Q.18 Recommendation from a trusted peer at another company WI	49	51	-1
Q.19 Free or low-cost assistance from a third party organization WI	35	65	-30
Q.20 Grant funding WI	44	56	-12

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

	Sele-cted	Not Sele-cted	Sele - Not
Q.21 Help develop curriculum WI	31	69	-38
Q.22 Join with other employers to form a training consortium WI	45	55	-10
Q.23 Allow current employees to take paid time off to provide training and instruction WI	32	68	-35
Q.24 Absorb the cost of training and coaching trainees or apprentices WI	34	66	-32

Q.25 In what year were you born?

	WI
18 - 24.....	2
25 - 29	4
30 - 34	4
35 - 39	18
40 - 44	11
45 - 49	13
50 - 54	22
55 - 59.....	13
60 - 64.....	9
65 and over	5
(No answer)	-

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

	WI
Democrat	29
Independent-lean Democrat	11
Independent.....	11
Independent-lean Republican	12
Republican	24
Other	9
Don't know/Refused.....	4

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

	WI
Less than \$100,000	29
\$100,000 to under \$250,000	17
\$250,000 to under \$500,000	19
\$500,000 to under \$1 million	16
\$1 million to under \$2 million	7
\$2 million or under \$5 million.....	2
\$5 million or more	1
Don't know.....	1
Prefer not to say.....	7

Under \$500K	65
\$500K or more.....	27

Q.28 What is your race?

	WI
White.....	86
African American or Black	4
Hispanic or Latino	4
Asian or Pacific Islander.....	4
American Indian or Native American	0
Other	2
Biracial or multiracial.....	-
Prefer not to say.....	-

Q.29 What is your gender?

	WI
Male.....	62
Female.....	38