



TO: SBE Council & USHCC
FR: Morning Consult
DT: December 2021
RE: Results for 2021 Poll Among Small Business Owners

Morning Consult ran a poll among N=400 small business owners, on behalf of Small Business & Entrepreneurship Council and the United States Hispanic Chamber of Commerce, focusing on the impact of the pandemic on small businesses and their importance to the U.S economic recovery, as well as health care policies. The survey finds that small business owners say their businesses have been impacted by the pandemic and they recognize how important they are for economic recovery. When focusing on health care issues, small business owners agree that health care reform adds another burden for recovering businesses and they are not supportive of price setting policies, like government negotiation, when learning tradeoffs.

SMALL BUSINESS OWNERS PRIORITIZE ECONOMIC RECOVERY FROM THE PANDEMIC

- When small business owners (SBOs) are presented with a list of issues for the President and Congress to prioritize, 41% of SBOs say economic recovery from the COVID-19 pandemic should be one of the top priorities – other issues that SBOs want to prioritize are ending the COVID-19 pandemic (30%), climate change (24%), health insurance costs and coverage (22%), and U.S. health care system costs and access (20%).
- When asked about the level of impact the pandemic has had, 73% of SBOs say small businesses have been impacted *a lot* – other industries where COVID impacts were most felt, according to SBOs, include locally owned restaurants (78% *a lot*) and hospitality and tourism (76%).
 - SBO’s convey lower levels of impacts for corporations (21% *a lot*), technology businesses (18%), and banks and financial services (18%).
- Eight in ten (78%) SBOs say small businesses are *very important* for the U.S. economic recovery – more so than other industries or groups like corporations (36%) or big box retailers (32%).

SMALL BUSINESS OWNERS AGREE THEY CANNOT AFFORD TO HAVE NEW GOVERNMENT POLICIES THAT DISRUPT DAY-TO-DAY BUSINESS AND INNOVATION

- Seven in ten (72%) SBOs agree we cannot afford to have government policy that disrupts day-to-day business, the pandemic has already made it hard enough – this includes 44% who *strongly* agree.
- Eight in ten (78%) SBOs agree health care reform that adds new costs for small businesses is high-risk and would add another burden to recovering businesses - this includes 44% who *strongly* agree.
- Nine in ten (90%) SBOs agree that continued research and innovation is vital to the country’s prosperity.

STATEMENTS	TOTAL AGREE
Continued research and innovation in medicine is vital to the United States and our country’s future prosperity.	90%
U.S. leaders should be anticipating and encouraging the need for research and development of new treatments and medicines.	89%
Health care reform that adds new costs for small businesses is high-risk and would add another burden to recovering businesses.	78%
Our government needs to further explore the growth of telehealth during the pandemic and consider policies that encourage health care access and choices through telemedicine.	76%
We cannot afford to have government policy that disrupts our day-to-day business; the pandemic has already made it hard enough.	72%

WHEN THINKING ABOUT HEALTH CARE ISSUES, SMALL BUSINESS OWNERS SAY HEALTH CARE INSURANCE COVERAGE GETTING MORE EXPENSIVE AND COVERING LESS SHOULD BE A TOP PRIORITY FOR CONGRESS

- When SBOs are presented with a list of health care issues for policy makers to address, one in three (35%) say they want policy makers to address the cost of health insurance premiums, this was the top health care issue tested among SBOs.
- Nine in ten (91%) SBOs say policies that address health care coverage getting more expensive and covering less should be a *top / important priority* for Congress – including 55% who say *top priority*.

SMALL BUSINESS OWNERS WANT CONGRESS FOCUSING ON REDUCING THE COST OF HEALTH CARE COVERAGE RATHER THAN REDUCING DRUG PRICES

- When SBOs are presented with the option for Congress to focus more on reducing the overall cost of health care coverage **or** focus more on reducing the cost of prescription drugs, **71%** of SBOs say they want Congress to focus more on reducing the overall cost of health care and **19%** said they want Congress to focus more on reducing the cost of prescription medicines.

EMPLOYERS AND EMPLOYEES ARE NEGATIVELY IMPACTED FROM AN INCREASE IN HEALTH INSURANCE COSTS

- SBOs indicated that there are a number of impacts that rising health insurance costs could have on their businesses and employees, including: Employees asked to pay higher percentage of health insurance costs (42%), ability to offer other health care benefits (40%), reduced employee medical benefits (36%), employees getting less family coverage (32%), and reduced employee salaries (32%).
- When given a list of policy proposals that Congress could enact to address the needs of small businesses, 38% of SBOs ranked the proposal that would provide small businesses more financial incentives and support to offer health care coverage number one in their rank choice of proposals – the highest of the proposals tested.

IMPACTS*	SELECTED
Employees asked to pay higher percentage of health insurance costs.	42%
Ability to offer other health care benefits (vision, dental, and long-term care).	40%
Reduced employee medical benefits.	36%
Employees getting less family coverage.	32%
Reduced employee salaries.	32%

SMALL BUSINESS OWNERS ARE NOT SUPPORTIVE OF GOVERNMENT NEGOTIATING PRESCRIPTION DRUG PRICES AFTER LEARNING TRADEOFFS

- Initially, SBOs are supportive of allowing the federal government to negotiate with drug companies - 74% support this idea and 16% oppose.
- However, SBOs are not supportive of government negotiating prices when learning that drug prices could lead to less research and development of new medicines (31% support negotiation), it could limit some patients’ access to newer, innovative prescription drugs (30%), and it could limit the power doctors have to prescribe the medicines that best meet the need of their patients (29%).

This poll was conducted between November 24-December 2, 2021 among a sample of 400 Small Business Owners. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 5 percentage points.

*Select impacts shown.