

To: Interested parties

From: Global Strategy Group and Public Opinion Strategies

Date: December 11, 2018

Re: New Survey Shows Entrepreneurs Optimistic About Economy but Looking for Improved Representation

A new survey from Global Strategy Group and Public Opinion Strategies on behalf of the Kauffman Foundation finds entrepreneurs who have owned their business for fewer than five years are largely positive about the economy and the recent midterm elections but feel the Trump administration and Congress are doing more for large corporations than small business owners and/or business owners like them.

Key Findings:

Many entrepreneurs feel positive about the current state of the economy, but there's room for improvement with key groups. In the wake of the 2018 midterm elections, just over half of entrepreneurs (56%) believe the United States is headed in the right direction. They are more positive about the state of the national economy (61% of entrepreneurs give it positive ratings) and the current economic climate for business (68% of entrepreneurs give it positive ratings).

- **Minority business owners show less optimism about the country and the economy.** Female, Black, and to some extent Latinx entrepreneurs – all groups that are becoming more and more likely to open businesses – are less likely than the overall population to express positive opinions of the national economy or the current economic climate.

	Overall	Female	Black	Latinx
% saying <u>country is "headed in right direction"</u>	56	48	50	59
% rating <u>national economy</u> as "excellent" or "good"	61	55	54	59
% rating <u>current economic climate for business</u> as "excellent" or "good"	68	59	56	62

Entrepreneurs report recent Democratic and Republican policies alike have benefited their businesses. A plurality of entrepreneurs report that the Affordable Care Act (47% positive effect/17% negative), recent policies that make it harder for people to immigrate both legally (45% positive/21% negative) and illegally (41% positive/18% negative), and The Tax Cuts and Jobs Act (52% positive/15% negative) have had positive effects on their business on net.

- Entrepreneurs are less positive about international tariffs imposed on goods: 37% say these tariffs have had a positive impact on their business, whereas 21% say they have had a negative impact.

While overall reviews of the economy and President Trump’s work on their behalf are positive, many believe President Trump has done more to benefit large businesses and corporations than smaller businesses. Strong majorities of entrepreneurs from all backgrounds say President Trump has done a good job for large businesses and corporations (84%). Fewer report that he has done a good job for business owners like them (59%) or for small businesses (59%).

- Black, female, and Latinx entrepreneurs are all less likely than entrepreneurs overall to give President Trump positive marks when it comes to representing business owners like them.

	Overall	Female	Black	Latinx
% saying <u>Trump</u> has done a good job for <u>large business and corporations</u>	84	79	78	77
% saying <u>Trump</u> has done a good job for <u>business owners like them</u>	59	52	52	53
% saying <u>Trump</u> has done a good job for <u>small businesses</u>	59	50	50	54

Entrepreneurs, particularly women, are less positive toward Congress and the job they have done representing business owners in recent years. A strong majority (77%) say Congress, like President Trump, represents large businesses and corporations well. A little less than half of entrepreneurs (48%) and more than half of female entrepreneurs (55%) report Congress has not done a good job representing them.

	Overall	Female	Black	Latinx
% saying <u>Congress</u> has done a good job for <u>large business and corporations</u>	77	73	80	74
% saying <u>Congress</u> has done a good job for <u>business owners like them</u>	52	45	56	47
% saying <u>Congress</u> has done a good job for <u>small businesses</u>	50	43	53	43

Entrepreneurs are satisfied with the outcome of the recent election, but there’s room for elected officials to better represent them. A strong majority of entrepreneurs (75% overall, including 71% of female entrepreneurs) say they are satisfied with the outcome of the 2018 midterm election, but slimmer majorities believe the newly-elected Congress will represent their business interests well (57% of entrepreneurs, including 53% of female entrepreneurs). Further, only one-fifth of entrepreneurs overall (16%) think Congress will represent their business interests very well.

ABOUT THIS POLL

Global Strategy Group and Public Opinion Strategies conducted an online survey of 1,225 nationwide entrepreneurs who opened their current business in the last five years. The poll fielded from November 7-30, 2018. Care has been taken to ensure the geographic and demographic divisions of the respondents accurately reflect the population as a whole.