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**Bipartisan Public Opinion Survey Reveals Significant Insights
for Growing New Businesses and Jobs in America**

Few American Voters Know That New Businesses Create Most New Jobs

Kansas City, MO – September 26, 2022 – Right to Start, the national nonprofit organization advancing entrepreneurial opportunity as a civic priority, released today the results of a public opinion survey conducted by a bipartisan team of pollsters. The survey explores deeply the views of American voters on entrepreneurship and related policies across political parties and demographic lines, including the importance of new businesses to job creation. The results contain important insights for growing new businesses and jobs in America.

The survey was conducted jointly by North Star Opinion Research, a Republican-oriented polling firm led by its president Whit Ayres, and Hart Research, a Democratic-oriented polling firm led by its president Geoff Garin. The survey was conducted online from August 15 to 17, 2022. It surveyed 1,000 registered voters who confirmed they voted in the 2020 presidential election. Following are its key findings:

- Americans almost unanimously agree that “it is important to America’s future that citizens have a fair opportunity to start and grow their own business”: 94% agree, 2% disagree, and 4% are not sure. That near-unanimity crosses party lines – with 95% of Republicans, 95% of Independents, and 92% of Democrats agreeing.
- American voters also have an overwhelmingly favorable view of small business owners (90% favorable vs. 4% unfavorable) and entrepreneurs (73% vs. 10%). Fewer voters have a favorable view of large businesses – 46 percent favorable and 40% unfavorable, with 14% having no opinion.
- Voters incorrectly credit large businesses and existing businesses with creating more new jobs in America than they do. When asked what entities create most new jobs in America, they answered: existing large businesses (33%), existing small businesses (24%), new

startup businesses (18%) – with 25% not sure. The correct answer is: new startup businesses.

- 92% of voters think it is difficult to start and grow a new business today: 45% think it is very difficult, while 47% think it is somewhat difficult. The fact that nearly half of voters think it is “very difficult” is especially notable.
- That assessment of difficulty crosses partisan lines: 94% of Republicans think it is difficult to start and grow a new business, as do 93% of Independents and 92% of Democrats.
- 47% of voters think that the federal government is doing more to get in the way of people who want to start new businesses than to help them. Only 17% think that the federal government is helping people who want to start new businesses – with 36% not sure.
- That skepticism of the federal government’s role also crosses party lines: Only 27% of Democrats think the federal government is helping people who want to start new businesses, as do 13% of Independents and 7% of Republicans.
- 43% of voters have thought about starting a new business, but only half of them (21%) have tried. Voters of color are especially entrepreneurial. 54% of Black voters have thought about starting a business, as have 50% of Hispanic voters, compared to 40% of White voters.
- Of those who thought about starting a business but did not try, 76% said that inadequate capital resources factored into their decision, 69% cited fear of failure, 53% said they could not afford government fees, and 49% said they found government requirements and forms confusing. Based on the number of voters in the 2020 presidential election, that means at least 15 million Americans didn’t start a new business in part because they couldn’t afford government fees or navigate government requirements and forms.
- All three partisan groups would be more likely to support a political candidate who emphasized making it easier for citizens to start and grow new businesses. That’s true for 64% of Independents, 62% of Democrats, and 59% of Republicans. Black and Hispanic voters were twice as likely as White voters to say they were “much more likely” to support such a candidate: 23% of Black voters and 26% of Hispanic voters vs. 12% of White voters. Since voters frequently mention “jobs and the economy” as the top issue facing their state, linking support for new businesses to a healthy economy is likely to be particularly resonant.
- Across a range of issues (such as education, healthcare, capital access, bureaucracy, taxes, and procurement), voters of color and those living in small towns and rural areas demonstrated particular interest in certain pro-entrepreneur policies. For instance, in response to the sentence “every child in school should be taught the skills to potentially

build their own business someday,” 64% of Black voters, 63% of Hispanic voters, 52% of small-town voters, and 58% of rural voters said they found it “very persuasive” compared to 46% of overall voters.

“This survey shows that America is a nation of ‘silent strivers’ who believe in entrepreneurial dreams and want their leaders to do more to support those dreams,” said Victor Hwang, Founder and CEO of Right to Start. “In a time of deep political polarization, they are united in their belief that entrepreneurial opportunity is important to our nation’s future. However, many feel they haven’t had a fair chance and the system makes it too hard. Americans also don’t realize that the economy depends on their entrepreneurial dreams – very few know that the new businesses they start generate most of our job growth in the United States.”

More information on Right to Start is available at www.righttostart.org. To speak with Victor Hwang, contact Henry Miller – hmill@highimpactpartnering.com or 917-921-8034.

About Right to Start

Right to Start is a national nonpartisan movement to advance entrepreneurship as a civic priority throughout the United States. Entrepreneurship has long been viewed as a solitary endeavor – the lone starter in a basement or garage. Right to Start’s vision is to transform America so that all communities prioritize entrepreneurship, clearing away obstacles to ensure every American has an equal right to start and a level playing field on which to embark. The campaign is conducted through two affiliated nonprofit organizations, a 501(c)3 and 501(c)4. More information is available at www.righttostart.org.

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