



Survey Data Findings

Small Business Index

June 2022 Pulse

Ipsos survey on behalf of MetLife – U.S. Chamber of Commerce

Washington, DC, May 12, 2022

These are the findings of an Ipsos poll, conducted on behalf of MetLife and the U.S. Chamber of Commerce between April 20-28, 2022. For this survey, a sample of 501 small business owners and operators age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English**. The poll has a credibility interval of plus or minus 5.4 percentage points for all respondents.

Full Annotated Questionnaire

NOTE: All results show percentages among all respondents, unless otherwise labeled.

NOTE: * = less than 0.5%, - = no respondents

1. Do you think it is a good or bad idea for businesses to publicly share their beliefs on each of the following topics?

Total Good Idea Summary

	<u>June 2022 Pulse</u>
Local issues	79
Economic policy	77
LGBTQ+ rights	69
Racial justice	66
Crime and policing	66
Politics	50

a. LGBTQ+ rights

	<u>June 2022 Pulse</u>
Very good idea	36
Somewhat good idea	33
Somewhat bad idea	10
Very bad idea	15
Not sure	6
<hr/>	
<i>Good idea (net)</i>	69
<i>Bad idea (net)</i>	25

**Beginning in Q2 2020, an online approach was used in place of the typical phone methodology.



Survey Data Findings – continued –

1. Do you think it is a good or bad idea for businesses to publicly share their beliefs on each of the following topics?
 - b. Racial justice

	<u>June 2022 Pulse</u>
Very good idea	35
Somewhat good idea	31
Somewhat bad idea	14
Very bad idea	15
Not sure	5
<hr/>	
<i>Good idea (net)</i>	66
<i>Bad idea (net)</i>	29

- c. Crime and policing

	<u>June 2022 Pulse</u>
Very good idea	30
Somewhat good idea	36
Somewhat bad idea	19
Very bad idea	11
Not sure	4
<hr/>	
<i>Good idea (net)</i>	66
<i>Bad idea (net)</i>	30

- d. Politics

	<u>June 2022 Pulse</u>
Very good idea	18
Somewhat good idea	32
Somewhat bad idea	24
Very bad idea	21
Not sure	5
<hr/>	
<i>Good idea (net)</i>	50
<i>Bad idea (net)</i>	45

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Survey Data Findings – continued –

1. Do you think it is a good or bad idea for businesses to publicly share their beliefs on each of the following topics?
 - e. Economic policy

	<u>June 2022 Pulse</u>
Very good idea	36
Somewhat good idea	40
Somewhat bad idea	14
Very bad idea	6
Not sure	4
<hr/>	
<i>Good idea (net)</i>	77
<i>Bad idea (net)</i>	20

- f. Local issues

	<u>June 2022 Pulse</u>
Very good idea	34
Somewhat good idea	45
Somewhat bad idea	12
Very bad idea	5
Not sure	4
<hr/>	
<i>Good idea (net)</i>	79
<i>Bad idea (net)</i>	18

2. Over past year, has your small business participated in any of the following? By participate, we mean take any action that commemorates or recognizes the specific month. Select all that apply.

	<u>June 2022 Pulse</u>
Black History Month	25
Women’s History Month	25
LGBTQ + Pride Month	23
National Veterans and Military Families Month	17
National Hispanic Heritage Month	12
Asian Pacific American Heritage Month	7
No, none of these	44

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Survey Data Findings – continued –

3. How important, if at all, is it for your business to do each of the following?

Total Important Summary

	<u>June 2022 Pulse</u>
Create marketing and advertising that's diverse and inclusive	81
Have a formal workplace policy prohibiting discrimination based on LGBTQ+ status	77
Address LGBTQ+ insensitivity from your staff	76
Provide diversity training initiatives that include sexual orientation and gender identity/expression	74
Provide transgender-inclusive health/medical benefits	70
Do direct business with, or invest in, an LGBTQ+ owned business	69
Have LGBTQ+ employee resource/affinity groups	69
Make a public statement in support of equality and fairness for members of the LGBTQ+ community	67
Actively work to recruit LGBTQ+ employees	67
Donate to organizations supporting the LGBTQ+ community	66

a. Make a public statement in support of equality and fairness for members of the LGBTQ+ community

	<u>June 2022 Pulse</u>
Very important	34
Somewhat important	32
Not very important	17
Not at all important	17
<hr/>	
<i>Very important/Somewhat important (net)</i>	67
<i>Not very important/Not at all important (net)</i>	33

b. Donate to organizations supporting the LGBTQ+ community

	<u>June 2022 Pulse</u>
Very important	28
Somewhat important	38
Not very important	19
Not at all important	15
<hr/>	
<i>Very important/Somewhat important (net)</i>	66
<i>Not very important/Not at all important (net)</i>	34

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Survey Data Findings – continued –

3. How important, if at all, is it for your business to do each of the following?
c. Do direct business with, or invest in, an LGBTQ+ owned business

	<u>June 2022 Pulse</u>
Very important	31
Somewhat important	37
Not very important	18
Not at all important	13
<hr/>	
<i>Very important/Somewhat important (net)</i>	69
<i>Not very important/Not at all important (net)</i>	31

- d. Create marketing and advertising that's diverse and inclusive

	<u>June 2022 Pulse</u>
Very important	45
Somewhat important	36
Not very important	10
Not at all important	9
<hr/>	
<i>Very important/Somewhat important (net)</i>	81
<i>Not very important/Not at all important (net)</i>	19

- e. Address LGBTQ+ insensitivity from your staff

	<u>June 2022 Pulse</u>
Very important	39
Somewhat important	37
Not very important	10
Not at all important	14
<hr/>	
<i>Very important/Somewhat important (net)</i>	76
<i>Not very important/Not at all important (net)</i>	24

- f. Actively work to recruit LGBTQ+ employees

	<u>June 2022 Pulse</u>
Very important	28
Somewhat important	39
Not very important	18
Not at all important	16
<hr/>	
<i>Very important/Somewhat important (net)</i>	67
<i>Not very important/Not at all important (net)</i>	33



Survey Data Findings – continued –

3. How important, if at all, is it for your business to do each of the following?
g. Have a formal workplace policy prohibiting discrimination based on LGBTQ+ status

	<u>June 2022 Pulse</u>
Very important	43
Somewhat important	34
Not very important	12
Not at all important	11
<hr/>	
<i>Very important/Somewhat important (net)</i>	77
<i>Not very important/Not at all important (net)</i>	23

- h. Have LGBTQ+ employee resource/affinity groups

	<u>June 2022 Pulse</u>
Very important	32
Somewhat important	37
Not very important	15
Not at all important	15
<hr/>	
<i>Very important/Somewhat important (net)</i>	69
<i>Not very important/Not at all important (net)</i>	31

- i. Provide transgender-inclusive health/medical benefits

	<u>June 2022 Pulse</u>
Very important	34
Somewhat important	36
Not very important	14
Not at all important	16
<hr/>	
<i>Very important/Somewhat important (net)</i>	70
<i>Not very important/Not at all important (net)</i>	30

- j. Provide diversity training initiatives that include sexual orientation and gender identity/expression

	<u>June 2022 Pulse</u>
Very important	39
Somewhat important	35
Not very important	12
Not at all important	14
<hr/>	
<i>Very important/Somewhat important (net)</i>	74
<i>Not very important/Not at all important (net)</i>	26



Survey Data Findings – continued –

4. What actions, if any, has your business taken in the past year? Please select all that apply.

	<u>June- 2022 Pulse</u>
Create marketing and advertising that's diverse and inclusive	29
Have a formal workplace policy prohibiting discrimination based on LGBTQ+ status	26
Actively work to recruit LGBTQ+ employees	22
Provide diversity training initiatives that include sexual orientation and gender identity/expression	22
Address LGBTQ+ insensitivity from your staff	20
Provide transgender-inclusive health/medical benefits	18
Make a public statement in support of equality and fairness for members of the LGBTQ+ community	17
Donate to organizations supporting the LGBTQ+ community	17
Do direct business with, or invest in, an LGBTQ+ owned business	17
Have LGBTQ+ employee resource/affinity groups	12
Something else	-
None of these	26

5. Did your business take these actions during last Pride Month, at another point during the past year, or both?

Base: Varies by statement based on having done so in the past year (at Q4) and having participated in LGBTQ+ Pride Month (at Q2)

****Caution: low base sizes throughout statements for Q5**

a. Make a public statement in support of equality and fairness for members of the LGBTQ+ community

	<u>June 2022 Pulse</u> <u>(N=37)</u>
During last Pride Month only	21
At other point(s) over the past year	33
Both during Pride and at other point(s) over the past year	47

b. Donate to organizations supporting the LGBTQ+ community

	<u>June 2022 Pulse</u> <u>(N=45)</u>
During last Pride Month only	9
At other point(s) over the past year	21
Both during Pride and at other point(s) over the past year	70

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Survey Data Findings – continued –

5. Did your business take these actions during last Pride Month, at another point during the past year, or both?
c. Do direct business with, or invest in, an LGBTQ+ owned business

	<u>June 2022 Pulse</u> <u>(N=44)</u>
During last Pride Month only	21
At other point(s) over the past year	21
Both during Pride and at other point(s) over the past year	58

- d. Create marketing and advertising that's diverse and inclusive

	<u>June 2022 Pulse</u> <u>(N=41)</u>
During last Pride Month only	17
At other point(s) over the past year	10
Both during Pride and at other point(s) over the past year	73

- e. Address LGBTQ+ insensitivity from your staff

	<u>June 2022 Pulse</u> <u>(N=51)</u>
During last Pride Month only	11
At other point(s) over the past year	43
Both during Pride and at other point(s) over the past year	46

- f. Actively work to recruit LGBTQ+ employees

	<u>June 2022 Pulse</u> <u>(N=50)</u>
During last Pride Month only	8
At other point(s) over the past year	23
Both during Pride and at other point(s) over the past year	69

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Survey Data Findings – continued –

5. Did your business take these actions during last Pride Month, at another point during the past year, or both?
g. Have a formal workplace policy prohibiting discrimination based on LGBTQ+ status

	<u>June 2022 Pulse</u> <u>(N=53)</u>
During last Pride Month only	14
At other point(s) over the past year	22
Both during Pride and at other point(s) over the past year	64

- h. Have LGBTQ+ employee resource/affinity groups

	<u>June 2022 Pulse</u> <u>(N=38)</u>
During last Pride Month only	23
At other point(s) over the past year	36
Both during Pride and at other point(s) over the past year	41

- i. Provide transgender-inclusive health/medical benefits

	<u>June 2022 Pulse</u> <u>(N=38)</u>
During last Pride Month only	21
At other point(s) over the past year	38
Both during Pride and at other point(s) over the past year	41

- j. Provide diversity training initiatives that include sexual orientation and gender identity/expression

	<u>June 2022 Pulse</u> <u>(N=48)</u>
During last Pride Month only	15
At other point(s) over the past year	37
Both during Pride and at other point(s) over the past year	48



Survey Data Findings – continued –

6. How much do you agree or disagree with the following statements?

Total Agree Summary

	<u>June 2022 Pulse</u>
It is important to me to provide an inclusive culture for customers and guests	86
Having employees from diverse backgrounds makes a company stronger	84
It is important to me that my business provides an inclusive culture for LGBTQ+ employees	75
LGBTQ +-owned small businesses face more challenges than non-LGBTQ+-owned businesses	73
If supporting the LGBTQ+ community causes my business to lose customers, I'm okay with that	72
Companies should make their support for the LGBTQ+ community public	67
There is an appropriate amount of business and investment opportunities available for LGBTQ+ entrepreneurs	66
If speaking out about social or political issues causes my business to lose customers, I'm okay with that	66
Customers are more likely to buy products/services from a business that supports the LGBTQ+ community	64

a. LGBTQ+-owned small businesses face more challenges than non-LGBTQ+-owned businesses

	<u>June 2022 Pulse</u>
Strongly agree	32
Somewhat agree	41
Somewhat disagree	11
Strongly disagree	10
Don't know	6
<hr/>	
<i>Agree (net)</i>	73
<i>Disagree (net)</i>	22

b. There is an appropriate amount of business and investment opportunities available for LGBTQ+ entrepreneurs

	<u>June 2022 Pulse</u>
Strongly agree	29
Somewhat agree	36
Somewhat disagree	18
Strongly disagree	5
Don't know	11
<hr/>	
<i>Agree (net)</i>	66
<i>Disagree (net)</i>	23

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Survey Data Findings – continued –

6. How much do you agree or disagree with the following statements?
c. It is important to me that my business provides an inclusive culture for LGBTQ+ employees

	<u>June 2022 Pulse</u>
Strongly agree	41
Somewhat agree	34
Somewhat disagree	9
Strongly disagree	9
Don't know	7
<hr/>	
<i>Agree (net)</i>	75
<i>Disagree (net)</i>	18

- d. It is important to me to provide an inclusive culture for customers and guests

	<u>June 2022 Pulse</u>
Strongly agree	49
Somewhat agree	37
Somewhat disagree	7
Strongly disagree	5
Don't know	2
<hr/>	
<i>Agree (net)</i>	86
<i>Disagree (net)</i>	12

- e. Having employees from diverse backgrounds makes a company stronger

	<u>June 2022 Pulse</u>
Strongly agree	48
Somewhat agree	36
Somewhat disagree	7
Strongly disagree	6
Don't know	4
<hr/>	
<i>Agree (net)</i>	84
<i>Disagree (net)</i>	13



Survey Data Findings – continued –

6. How much do you agree or disagree with the following statements?

f. Customers are more likely to buy products/services from a business that supports the LGBTQ+ community

	<u>June 2022 Pulse</u>
Strongly agree	30
Somewhat agree	34
Somewhat disagree	16
Strongly disagree	9
Don't know	11
<hr/>	
<i>Agree (net)</i>	64
<i>Disagree (net)</i>	25

g. If supporting the LGBTQ+ community causes my business to lose customers, I'm okay with that

	<u>June 2022 Pulse</u>
Strongly agree	30
Somewhat agree	42
Somewhat disagree	12
Strongly disagree	12
Don't know	4
<hr/>	
<i>Agree (net)</i>	72
<i>Disagree (net)</i>	24

h. If speaking out about social or political issues causes my business to lose customers, I'm okay with that

	<u>June 2022 Pulse</u>
Strongly agree	31
Somewhat agree	36
Somewhat disagree	16
Strongly disagree	13
Don't know	5
<hr/>	
<i>Agree (net)</i>	66
<i>Disagree (net)</i>	29



Survey Data Findings – continued –

6. How much do you agree or disagree with the following statements?

i. Companies should make their support for the LGBTQ+ community public

	<u>June 2022 Pulse</u>
Strongly agree	35
Somewhat agree	32
Somewhat disagree	14
Strongly disagree	13
Don't know	6
<hr/>	
<i>Agree (net)</i>	67
<i>Disagree (net)</i>	27

7. Do you agree or disagree with the following statements?

Total Agree Summary

	<u>June 2022 Pulse</u>
Too many businesses take stances on social issues publicly without seriously trying to enact change	81
Businesses should remain neutral on <u>political</u> issues	72
Businesses should remain neutral on <u>social</u> issues	62
Businesses participating on activism on social media is the right thing to do	61
Businesses should have the right to refuse service to customers based on the owners' religious beliefs	51

a. Too many businesses take stances on social issues publicly without seriously trying to enact change

	<u>June 2022 Pulse</u>
Strongly agree	35
Somewhat agree	46
Somewhat disagree	10
Strongly disagree	2
Don't know	6
<hr/>	
<i>Agree (net)</i>	81
<i>Disagree (net)</i>	12

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Survey Data Findings – continued –

7. Do you agree or disagree with the following statements?

b. Businesses participating on activism on social media is the right thing to do

	<u>June 2022 Pulse</u>
Strongly agree	26
Somewhat agree	36
Somewhat disagree	18
Strongly disagree	15
Don't know	6
<hr/>	
<i>Agree (net)</i>	61
<i>Disagree (net)</i>	33

c. Businesses should remain neutral on social issues

	<u>June 2022 Pulse</u>
Strongly agree	30
Somewhat agree	32
Somewhat disagree	22
Strongly disagree	11
Don't know	4
<hr/>	
<i>Agree (net)</i>	62
<i>Disagree (net)</i>	33

d. Businesses should remain neutral on political issues

	<u>June 2022 Pulse</u>
Strongly agree	32
Somewhat agree	40
Somewhat disagree	16
Strongly disagree	9
Don't know	3
<hr/>	
<i>Agree (net)</i>	72
<i>Disagree (net)</i>	25



Survey Data Findings – continued –

7. Do you agree or disagree with the following statements?

- e. Businesses should have the right to refuse service to customers based on the owners' religious beliefs

	<u>June 2022 Pulse</u>
Strongly agree	21
Somewhat agree	30
Somewhat disagree	19
Strongly disagree	24
Don't know	6
<hr/>	
<i>Agree (net)</i>	51
<i>Disagree (net)</i>	43

About the Study

These are the findings of an Ipsos poll conducted between April 20-28, 2022. For this survey, a sample of 501 small business owners and operators age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English..

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to the study, in drawing sample. Small businesses are defined in this study as companies with fewer than 500 employees that are not sole proprietorships. Ipsos used fixed sample targets, unique to this study, in drawing sample. This sample calibrates respondent characteristics to be representative of the U.S. small business population using standard procedures such as raking-ratio adjustments. The source of these population targets is the U.S. Census 2019 Statistics of U.S. Businesses dataset. The sample drawn for this study reflects fixed sample targets on firmographics. Post-hoc weights were made to the population characteristics on region, industry sector and size of business.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 5.4 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=501, DEFF=1.5, adjusted Confidence Interval=+/-6.9 percentage points).

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Survey Data Findings – continued –

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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