

Space Coast Business Survey Results

Survey methodology: This is not a scientific study, but rather a snapshot of the local business community. The online survey was promoted by Business Voice to our affiliate organizations and contacts. It was also shared with local businesses via the four area regional Chambers of Commerce. The 12 question survey was open for six weeks, from January 22nd until February 28th, 2018.

Q1: Please tell us about your Business. We asked for the name and zip code of each business, solely so we could remove any responses which were not in Brevard County.

Q2: Roughly how many full time Employees do you currently employ? Of the 100 Brevard businesses surveyed, the vast majority were small businesses.

49 have 10 or fewer employees. (49%)
71 have fewer than 50 employees. (71%)
Only 4 had more than 1,000 employees

Q3 & Q4: Asked what general issues are of concern and how concerned they were about a few specific issues. (see full data for details)

79% of these small businesses say they support economic development at the state and local level, and listed Economic Development as one of their top concerns, along with Government Regulation, Healthcare and Infrastructure. This talking point stands in contrast to those who would criticize Economic Development for only benefiting the giant corporations. Clearly, small business owners see the benefit in these activities, by watching their customers increase and overall business improve when other businesses around them grow.

Environmental issues are also of great concern to businesses, with 77% concerned about efficiently managing our water supply and 73% wanting to work with state and federal government to partner with local efforts to fix the Indian River Lagoon.

Two other issues enjoyed strong support from the business community. 81% of respondents support the space industry, and over 65% support efforts to keep our public schools competitive and provide quality education.

We also asked about two of the proposals from the Blue Ribbon Transportation Committee Report. The results show a majority (54%) would support a Gas Tax to help fund the backing in road and infrastructure maintenance.

Q6: We asked questions about how their business has performed over the last few months, and how they anticipate business to be in the coming quarter. This was a purposefully vague set of questions designed to determine a general attitude about the perceived strength of our economy. We call this a "Job Creator Confidence Index." Our results show that overall, Brevard businesses have been doing well, and are optimistic that the strong local economy will continue in 2018.

Q7: How confident are you in the direction the below government entities are taking to make our state/county a better place to conduct business? The majority of the business community has confidence (59%) in Governor Rick Scott to create a better business environment. The same cannot be said for the state legislature (13%) or our county commission (18%).

Business Voice Political Action Committee, Inc. is a political committee organized and existing in accordance with Chapter 617, Florida Statutes, and is an independent, autonomous organization not affiliated with any political party or political organization.

Business Voice engages businesses from across Brevard County and the Central Florida Region to provide a cohesive voice in political advocacy at the State, regional and local levels. Business Voice is operated on a non-partisan basis to promote pro-business candidates and a pro-business legislative agenda.

Q9: These results show that businesses are generally supportive of CRA's, however the high number of undecided responses (27-32%) indicate many do not understand the issue of CRA's. 54% support municipalities using CRA's and oppose any legislative effort to prevent them from being created/ utilized. However, there is movement between supporting CRA's and supporting increased oversight, or even support in limiting the number of CRA's. This tells us there is support for the general work CRA's do, but also that those who understand the issue might recognize a need for increased oversight, or making sure CRA's meet the intended purpose.

	SUPPORT	OPPOSE	UNDECIDED	TOTAL	WEIGHTED AVERAGE
Do you support or oppose the use of CRA's by municipalities?	66.10% 54	17.35% 17	27.55% 27	98	1.72
Do you support or oppose increased oversight of CRA's?	48.00% 48	22.00% 22	30.00% 30	100	1.87
Do you support or oppose legislation to prevent the creation of CRA's going forward?	17.24% 17	55.10% 54	27.65% 27	98	2.20
Do you support or oppose legislation that would require CRA's to sunset/end?	36.34% 34	34.34% 34	31.31% 31	99	1.97

In Q8 we asked businesses how concerned they were about each level of government's regulation and how taxes might negatively impact their business. State and County level were ranked about the same - 66% said they worry about state regulations and 61% worry about county regulations. Local regulations and taxes came in at 51%.

This is interesting when we then look at Question 10, which asked their opinion about Home Rule issues, since they seem to be a hotbed of conflict between the legislature and municipalities these last two sessions. The majority of businesses look at home rule issues on a case by case basis, or are totally undecided on the issue.

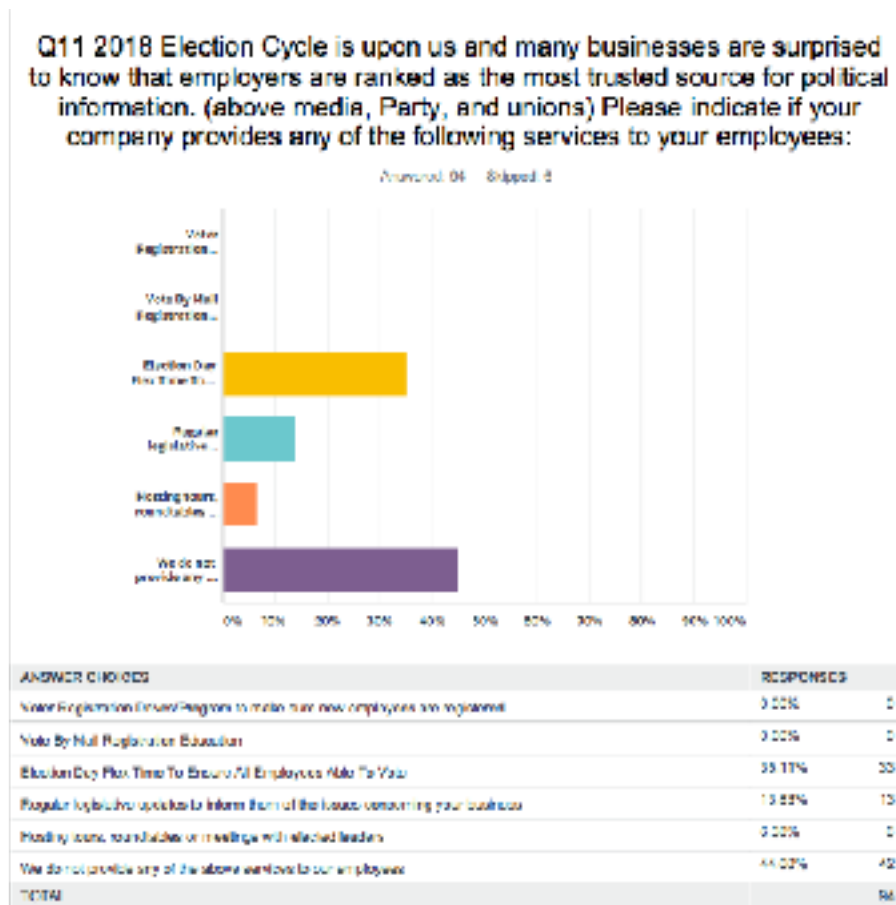
It is no surprise that small businesses would be weary of increased regulation, no matter where it comes from. But based on the high number of undecided on the "home rule" issue, it is an opportunity for Business Voice to help educate local small businesses on legislative proposals as they come up, so they can be informed and engaged.

ANSWER CHOICES	RESPONSES
Home Rule Served its Purpose as We Were Growing State, But Now That FL is so Developed, Increased State Control/Uniformity Makes More Sense.	4.00% 4
Home Rule is An Important Principle Of Our State Governance And Should Be Maintained/Respected	32.00% 32
I Look At This Issue Case By Case	35.00% 35
I'm Undecided On This Issue	29.00% 29
TOTAL	100

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Q11



42% of respondents do not provide ANY political services to their employees.

This is a missed opportunity for Space Coast businesses. Polling by the non-partisan BIPAC shows that 83% of employees found information they received from employers to be helpful in deciding how to vote. Further, their data shows that voters want their employers to be active in promoting policy issues affecting their jobs, and when employers do so, that engagement has a very significant impact on employee-voter conduct in the electoral process.

source:

<http://www.bipac.org/political-affairs/employer-to-employee-e2e-resources/>

http://www.bipac.org/~bipacorg/wp-content/uploads/2017/05/BIPAC_2016_Post_Election_Survey.pdf

This is a clear indication that Business Voice, and other organizations who engage the business community, must continue to encourage local businesses to not only pay attention and become involved with their local elected officials, but to also educate and engage with their employees as well.

Q12 Asked respondents if they would like to sign up for the Business Voice e-newsletter, Political Pulse, or information about joining Business Voice.

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The Following Two Pages Are From The BIPAC 2016 Post-Election Report

http://www.bipac.org/~bipacorg/wp-content/uploads/2017/05/BIPAC_2016_Post_Election_Survey.pdf

A business has many tools in its toolbox to be on the offense and defense in its government affairs strategy.

“decisions will be made, whether we take part or not. ...”

Employer-to-Employee (E2E) engagement is one of these tools and its use ultimately means legislators hearing directly from constituents on how they could be impacted – positively or negatively – by policy.

EMPLOYEE-VOTERS

INFORMATION RECEIVED FROM EMPLOYERS DIRECTLY IMPACTED EMPLOYEES’ MOTIVATION TO PARTICIPATE IN THE ELECTION PROCESS.

52% of those who got information from their employer said it led them to register to vote.

65% of employees are more likely to vote based on the information received from employers.

83% found the information received from employers helpful in deciding how to vote.

“Employee voters determine who policy makers are and employee advocates help determine the policies that they support.”

-Jim Gerlach, President & CEO, BIPAC

Former U.S. Congressman for Pennsylvania’s Sixth Congressional District

The goal of E2E isn’t to tell employees how to vote or how to think. It works best when it is presented in an objective and unbiased way without an ideological or partisan bent. But if you are not speaking to your employees, we can guarantee that other voices are trying to influence them and that may not be in the best interests of their jobs or your company. And those interests are also speaking to policy makers with the hope of enactment of an -jobs policies.

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About BIPAC

BIPAC is a member-based, bipartisan organization whose mission is as simple as it is vitally important — to help private sector employers EDUCATE and MOTIVATE employees to use their power as private citizens to get involved in the legislative and electoral processes to promote a pro-jobs agenda and foster the growth of American prosperity.

Contact us to learn more about how to implement or expand an employer-to-employee engagement strategy in your company, trade association, or organization.

Methodology of the Survey

This report contains the results of a national online survey conducted November 9-10, 2016 by Moore Information among a representative sample of 1,731 employed adults in the United States who participated in the 2016 general election.

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