

## **NAWBO Delaware Public Policy Survey**

March 2008

The National Association of Women Business Owners, Delaware Chapter conducted a survey of members, business owners and stakeholders. The survey was fielded by email to the listserv of NAWBO DE.

### **Summary**

According to the respondents of this survey, Delaware Women business owners are confident about their business' short term success. Day -to -day operations are the most pressing issues affecting them. They are generous with employee benefits but the policy issues that are most pressing are related to the HealthCare benefits they offer .While fairly healthy financially, they are concerned about their business taxes and deductions.

### ***About the Respondents:***

The businesses average slightly more than five employees each, but rely heavily on contract employees. Gross Sales vary, with about 20% of respondents grossing \$100-250k, 25%: \$250k-1.5 m and a healthy 11% grossing \$1.5m or above. About two-thirds have been in business more than 3 years. Political affiliation skews towards the Dems with about half who consider themselves a Democrat, about a fourth independent and the remaining Republican.

### **Business Climate**

- The respondents in general were an optimistic group with 62% feeling that their business at the end of 2008 will be performing somewhat to much better than last year.
- Reflecting this optimism, none of the respondents planned to reduce staff or operations in the coming year, a slightly larger margin planned to increase investments in their business rather than remain as is.
- Not surprisingly, the business issues of most concern to these women relate to the running of and expansion of business (facing 20% or more respondents) are:

#### ***Internal Issues:***

✓ Marketing and promotion	51.7%
✓ Cash Flow and Day to day Expenses	44.8%
✓ Expanding Business	37.9%
✓ Access to Capitol (loans etc)	27.6%

#### ***External Issues:***

✓ The economy	20.7
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### **Policy**

- By far, the most pressing public policy issue facing these business owners is Health insurance (86%) also significant is small business tax deductions (50%), tied with taxes (50%)
- A very significant number of responders (76%) felt that it is VERY important for NAWBO to be involved in state and local policy issues, the remaining respondents felt that it was important.

## **Employee Benefits**

- Of the employee benefits offered by this group of business owners, the most common (20% or more respondents) were:

### ***Working conditions:***

✓ Flexible Working hours	46.4%
✓ Telecommuting	28.6%
✓ Paid Vacation	32.1%

### **Health and Wellness:**

✓ Healthcare/medical	39.3%
✓ Dental Benefits	35.7%
✓ Paid Sick Leave	28.6%

### ***Job Enhancement:***

✓ Professional development opportunities	35.7%
✓ Training	21.4%

### ***Retirement:***

✓ 401(k) or similar	35.7%
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