



The following summary is based on research consisting of a national survey of 1,000 registered voters (July 31-August 1, 2019), as well as the findings from two focus groups conducted May 30, 2019 in Orlando, FL of independent voters and women. The research was conducted by the Winston Group on behalf of the S Corporation Association.

**Value Proposition of the Private Sector:** Voters generally have favorable views of the private sector (59-20 favorable-unfavorable), seeing it as more nimble than government and more responsive to consumer needs.

**Difference between Large Public Corporations and Privately Owned Businesses:** Voters believe that small, private, and new business owners face serious competition from large corporations. Some 73% believed the statement, “Someone who wants to start their own business will have a hard time competing with large corporations” (73-15 believe-do not believe). Another 64% believed that “excessive taxes on businesses make it difficult for average Americans to start their own businesses” (64-20 believe-do not believe).

**Maximum Acceptable Tax Rates:** Voters were more likely to think small, family-owned, private, and Main Street businesses should pay lower taxes to wealthy individuals or public corporations. However, asked the maximum acceptable rate any of the entities listed, the maximum acceptable rates for each entity were well below the top tax rate many actually face.

For each of the following, what is the average rate at which you think they are taxed right now/the maximum rate at which you think they should be taxed?	Current Rate	Maximum Rate
Wealthy individuals	19.8	30.8
Public corporations	18.5	23.4
Employers	20.8	20.7
Private businesses	20.7	19.7
Main Street businesses	20.6	19.6
Family-owned businesses	21.9	16.5
Small businesses	21.5	16.3

**Taxing the Same Income Twice:** Voters overwhelmingly agree, “it is unfair to tax the same business net income twice” (77-7 agree-disagree). They also tend to believe that a business should be allowed to grow as much as it can and still retain its pass-through status. Some 46% believed that “once established, pass-through businesses should be able to grow without restriction and be taxed on their net income” (46-20 believe-do not believe).

Ultimately, voters are looking for a tax system that is fair for all types of businesses and encourages the establishment and growth in all types of businesses, and believe that the pass-through structure achieves this.