

REIMAGINE MAIN STREET



# It's Up to Main Street: Voices of Small Employers on Vaccinations

*April 2021*



**PUBLIC PRIVATE  
STRATEGIES**

## REIMAGINE MAIN STREET



Small businesses and their workers must rebound from the COVID-19 crisis so that communities thrive and the benefits ripple throughout the economy. We are a multi-stakeholder, cross-sector initiative focused on advancing and uplifting innovative solutions to ensure that Main Street is at the center of our recovery.

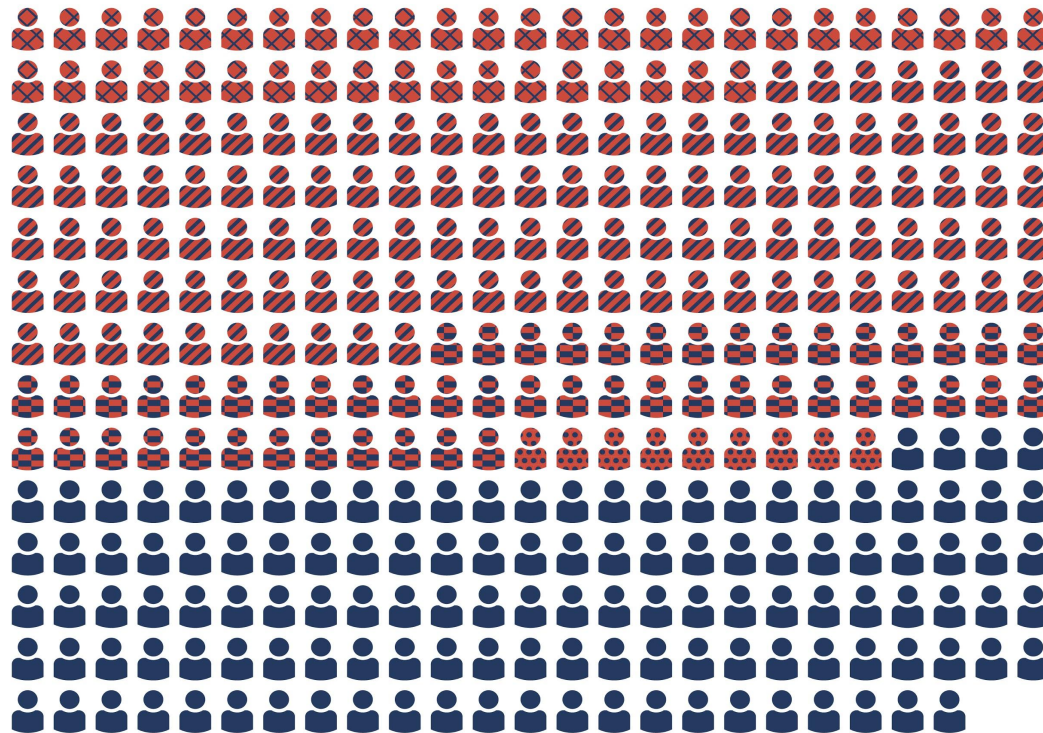
Reimagine Main Street is a project of Public Private Strategies.






# Context for this Survey


- The pandemic has hit Main Streets hard. Vaccines are a critical step to getting back to business in the wake of COVID-19 shutdowns.
- Efforts currently underway to understand and overcome vaccination hesitancy focus primarily on individuals and large employers. This approach misses the important role of small employers: More than 100 million people in the U.S. generate their livelihoods from small businesses, as an owner or an employee. And small business owners tend to be trusted voices in their communities.
- Reimagine Main Street and its partners fielded a national survey from February 3 - March 23, 2021 to fill the gap in insights into attitudes and preferences of small employers, especially AAPI-, Black-, Hispanic- and Native-owned small businesses.

# Large and Diverse Sample of Small Employers

n = 3,323\*



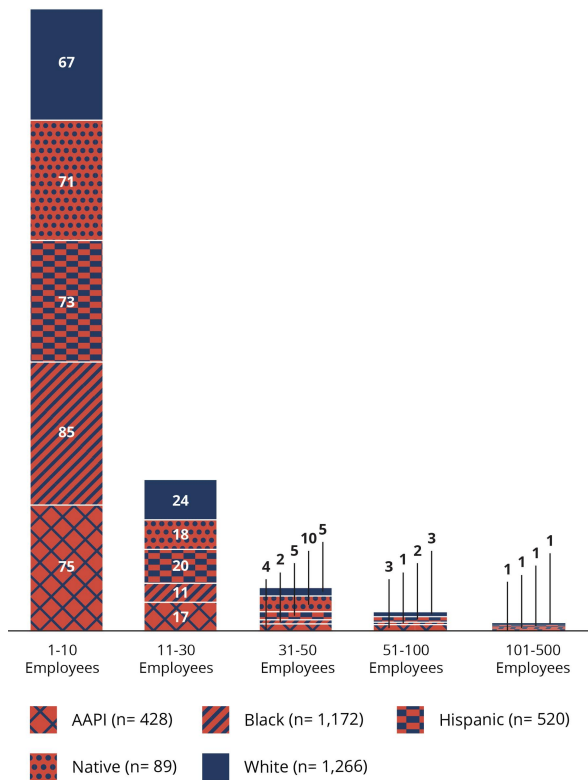
	<b>AAPI</b>	428
	<b>Black</b>	1,172
	<b>Hispanic / Latin(x)</b>	520
	<b>Native</b>	89
	<b>White</b>	1,266

 = 10 Small Business Owners

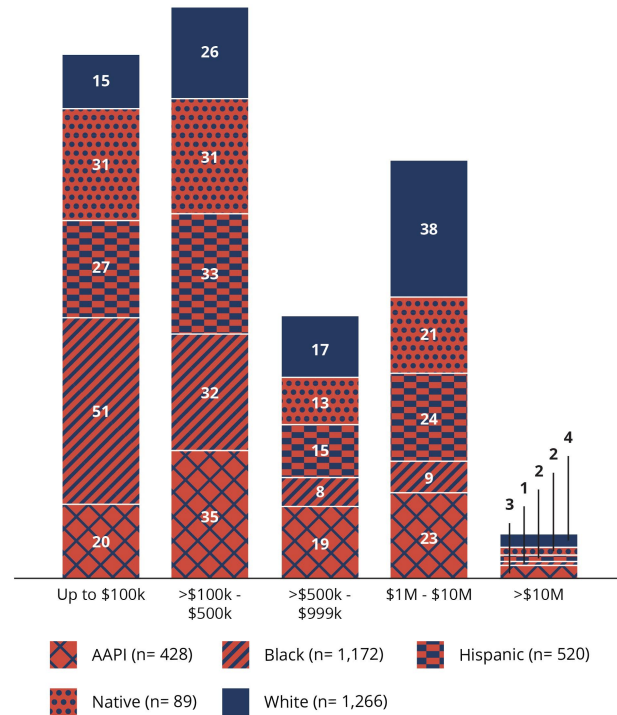


# Range of Small Employers

Distribution by Number of Employees  
% of respondents  
n= 3,323



Distribution by Annual Revenue  
% of respondents  
n= 3,323



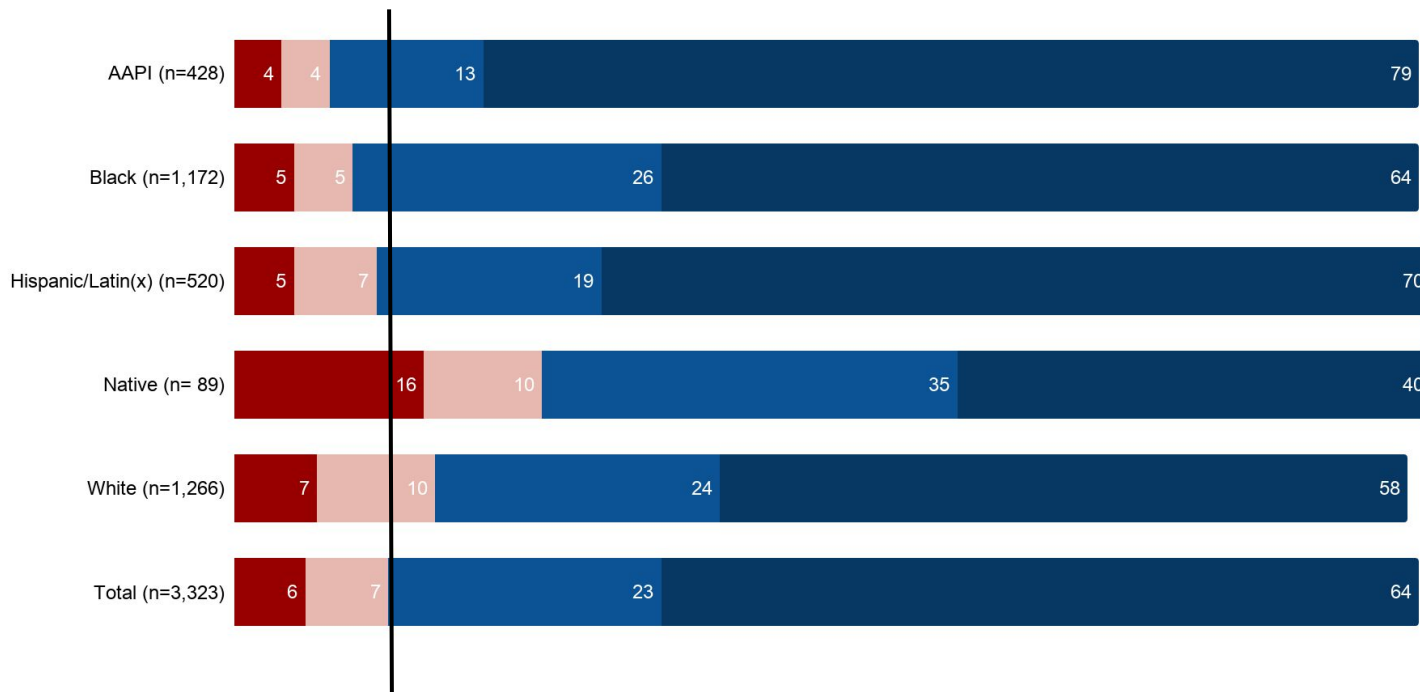
# Takeaways

- **Vaccines are on the Minds of Most Small Employers & Their Employees:** The majority of small employers (64%) say it is very important that their employees get vaccinated and more than half of small employers say their workers are turning to them with questions. More than 80% of small employers report having informal conversations with their workers about vaccines and more than half (56%) of small employers in the survey have had formal conversations including staff meetings, and one-on-ones with employees.
- **Small Employers Want Employees to Get Vaccinated so They Can Get Back to Business; Willing to Help Make it Happen:** The majority (63%) of respondents are willing to encourage and incentivize employees to get vaccinated, with AAPI and Black small employers most likely to act. Almost one in five (19%) of all small employer respondents intend to mandate the vaccine for their employees. More than one in four (45%) small employers plan to give workers paid time off to get vaccinated, rising to more than half (53%) of AAPI small employers.
- **Small Employers Want Science-Based Guidance for Employees and Community; Eager to Work with Trusted Partners:** More than half (55%) of respondents say they would use free or low-cost resources to provide guidance and information about COVID-19 vaccines with the CDC and FDA the top two preferred sources for information. More than one quarter (27%) of all respondents are not currently working with local health department or chamber of commerce on pandemic response, but would like to be.

# Most Small Employers Think It's Important that Employees Get Vaccinated

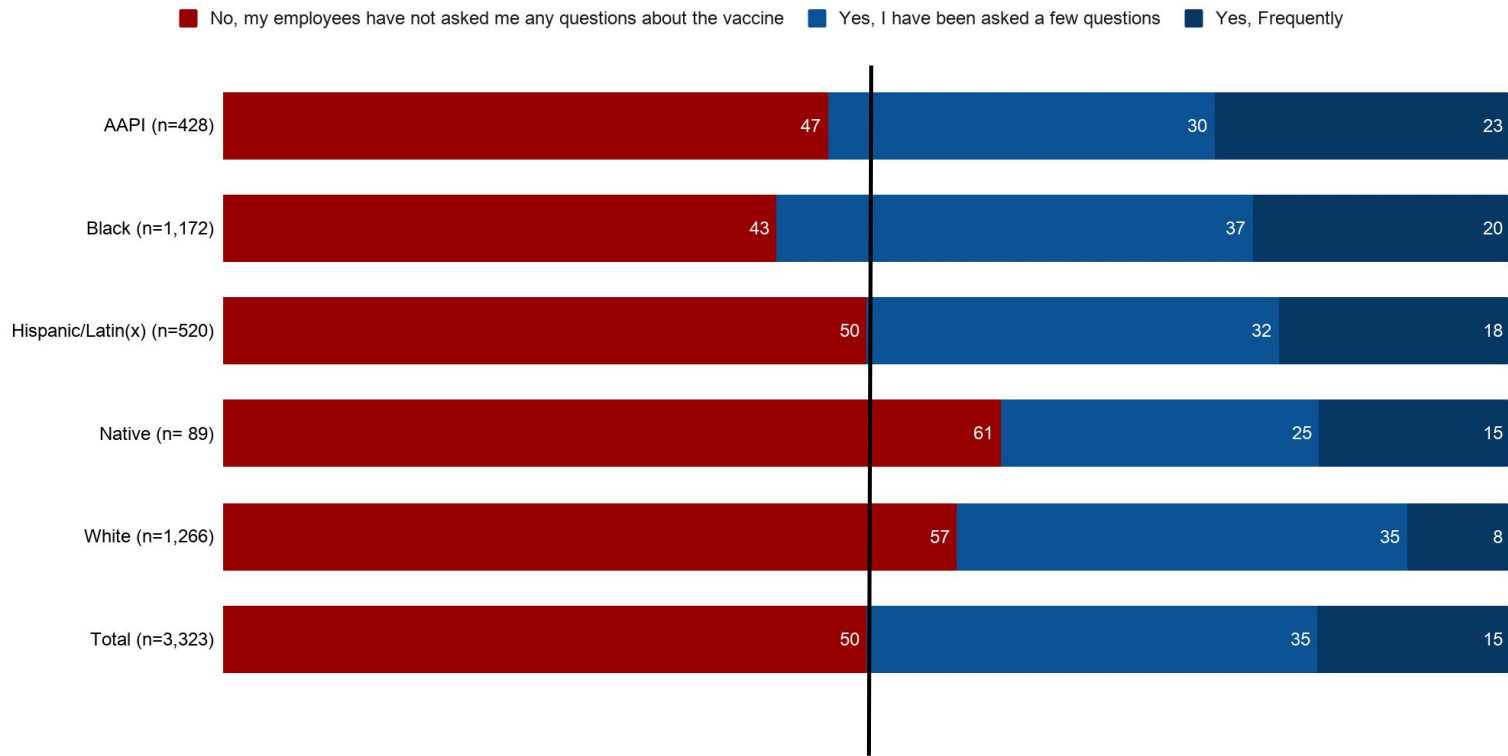
% of respondents

■ Not Very Important ■ Not Important ■ Somewhat Important ■ Very Important



# Workers Asking their Employers Questions About Vaccines

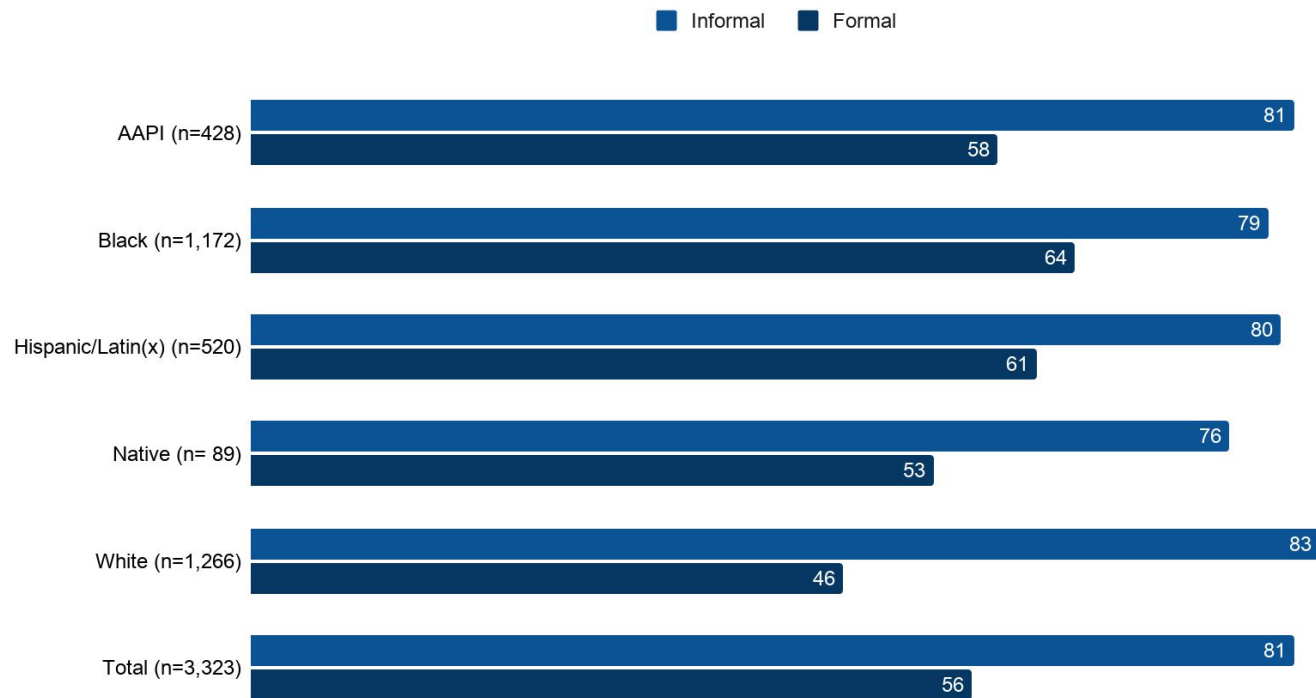
% of respondents





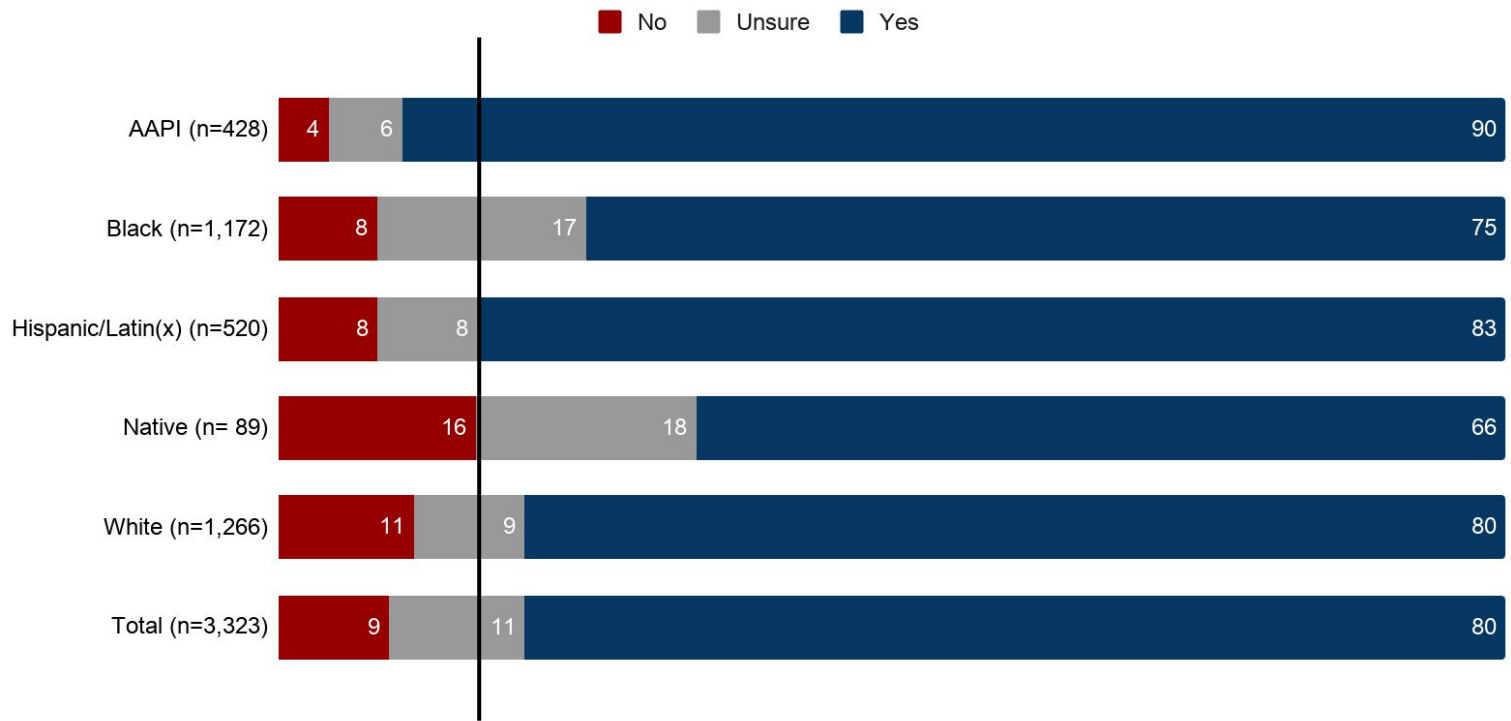
# >80% of Small Employers Having Conversations with Workers About Vaccines

% of respondents



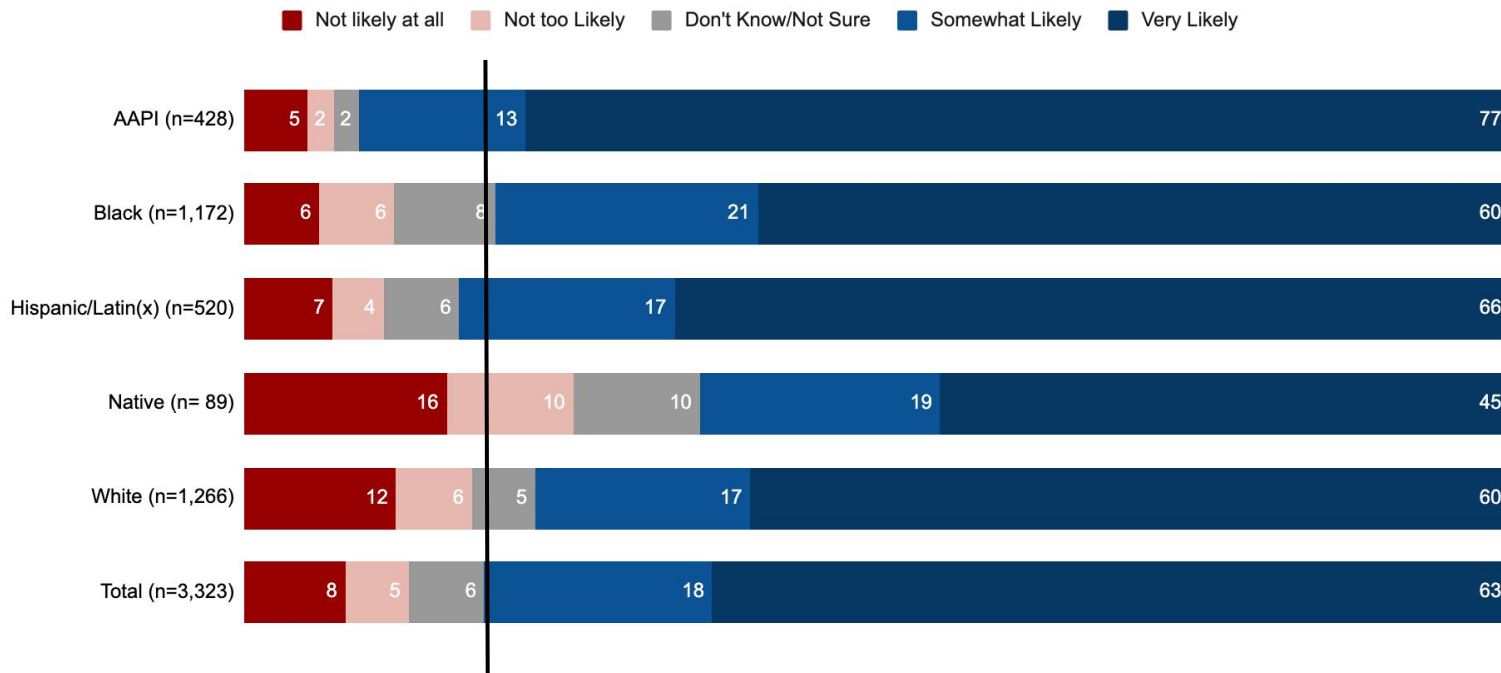
# Most Small Employers Intend to Get Vaccinated Themselves, Hesitancy Varies by Segment

% of respondents



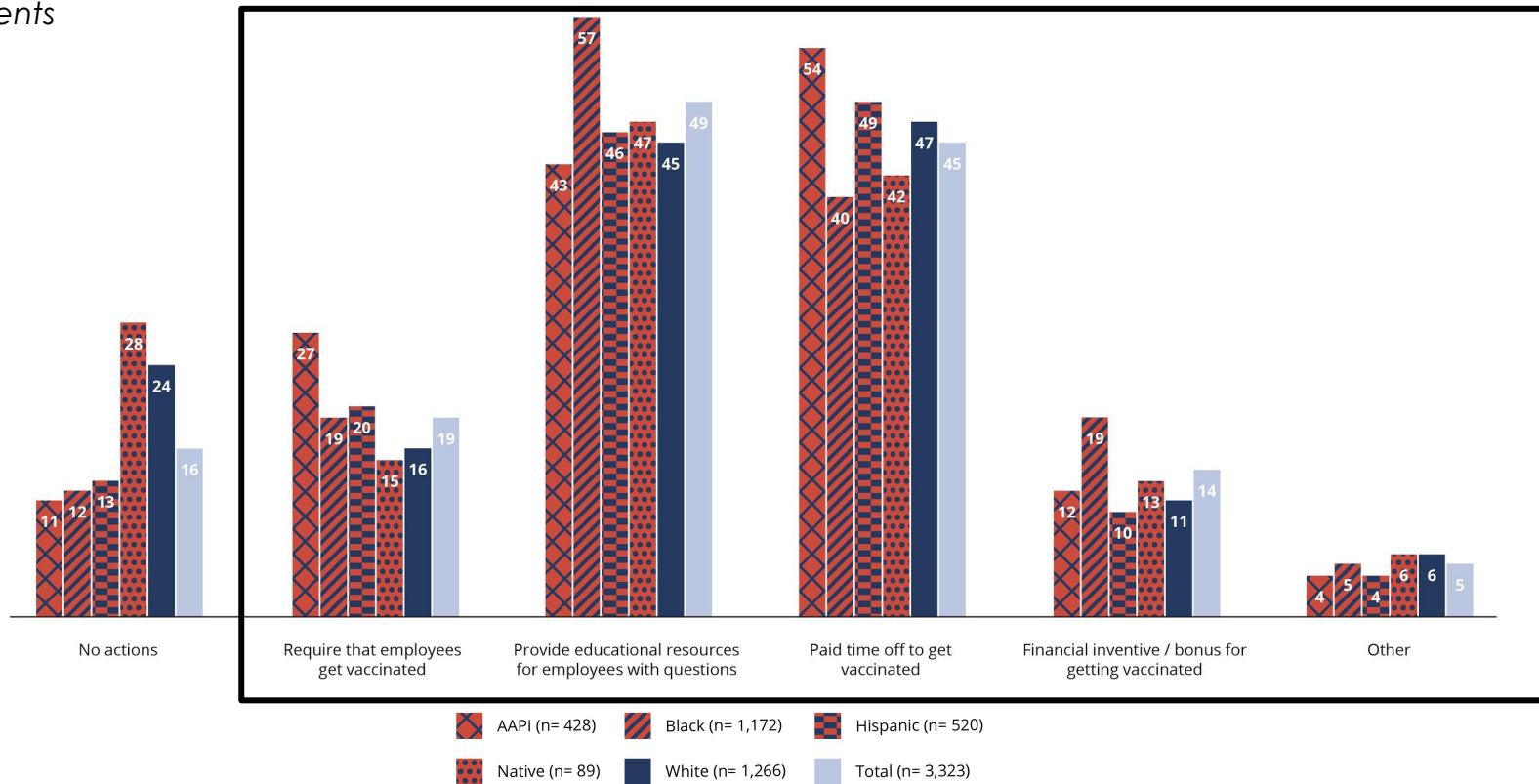
# Small Employers Likely to Encourage their Workers to Get Vaccinated, Resistance Varies by Segment

% of respondents



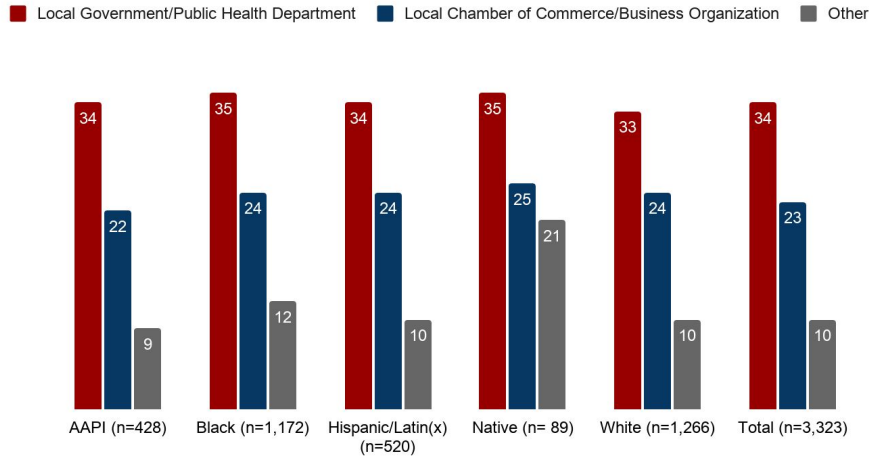
# Most Small Employers Willing to Take Action to Encourage Vaccinations Among their Workers

% of respondents

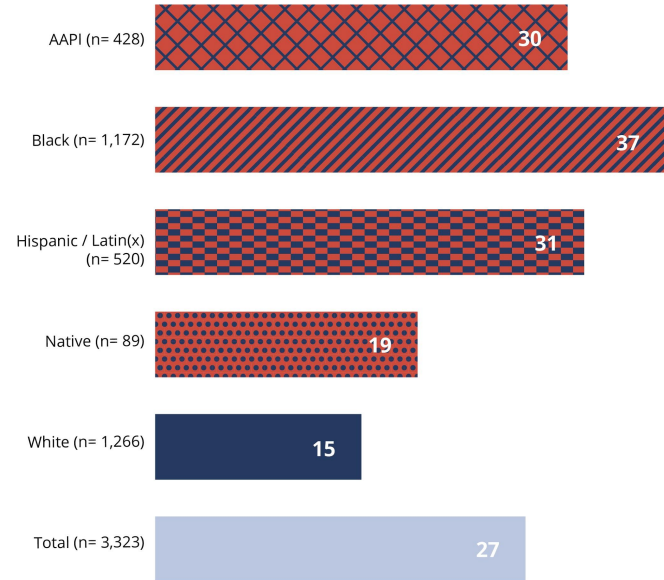


# Opportunity for More Small Employer Engagement on Pandemic Response

Current Engagement on Pandemic Response  
% of respondents



Small Employers Not Currently Working with Anyone on Pandemic Response, But Interested in Engaging  
% of respondents



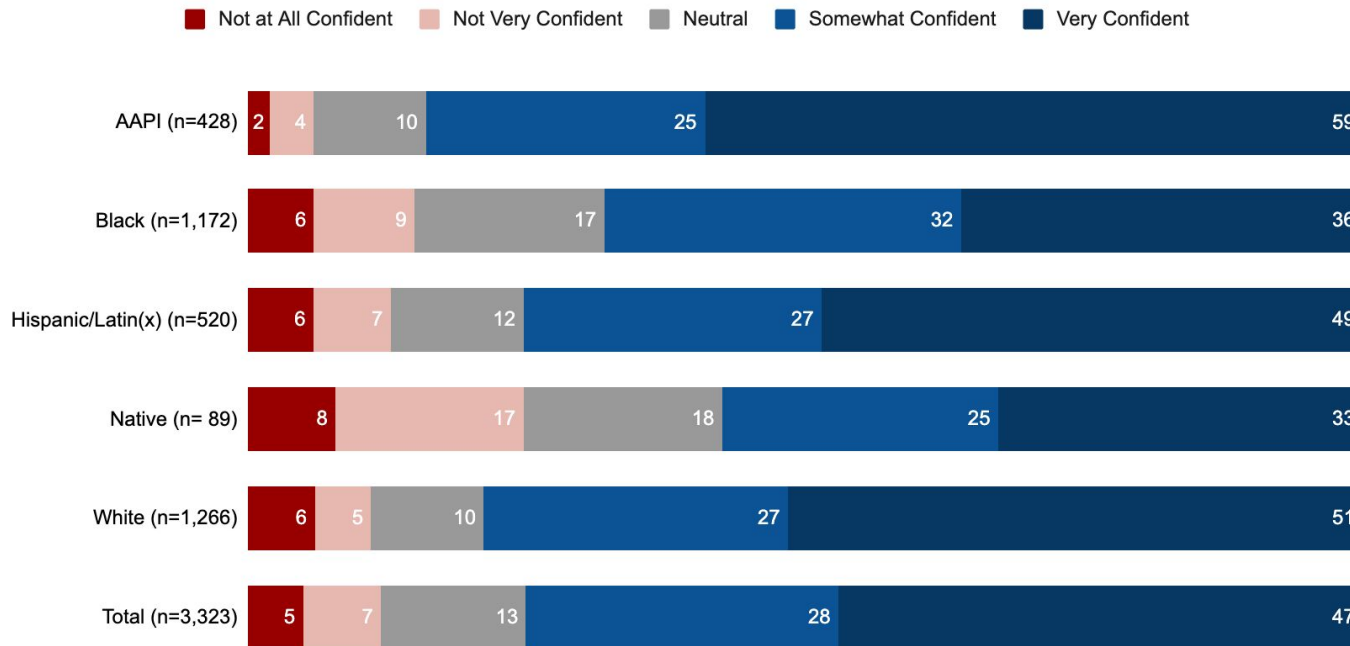


# Appendix - Additional Analyses

# Confidence in the Vaccine Reasonably High Among Small Employers, Varies by Segment

% of respondents

[Back Up](#)



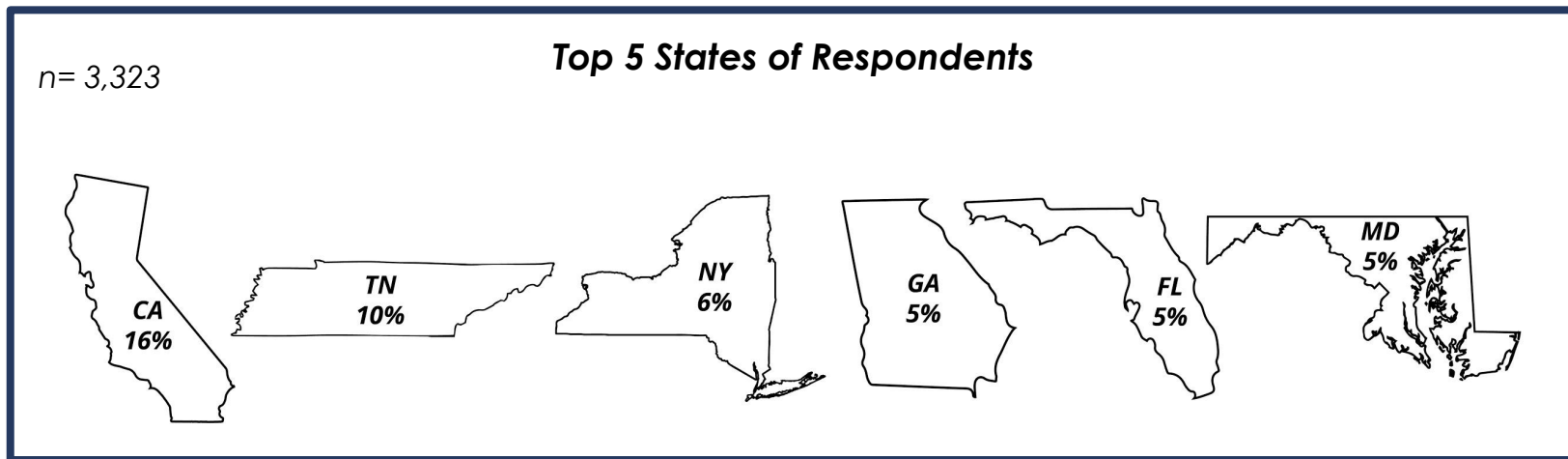


# Appendix - About the Sample



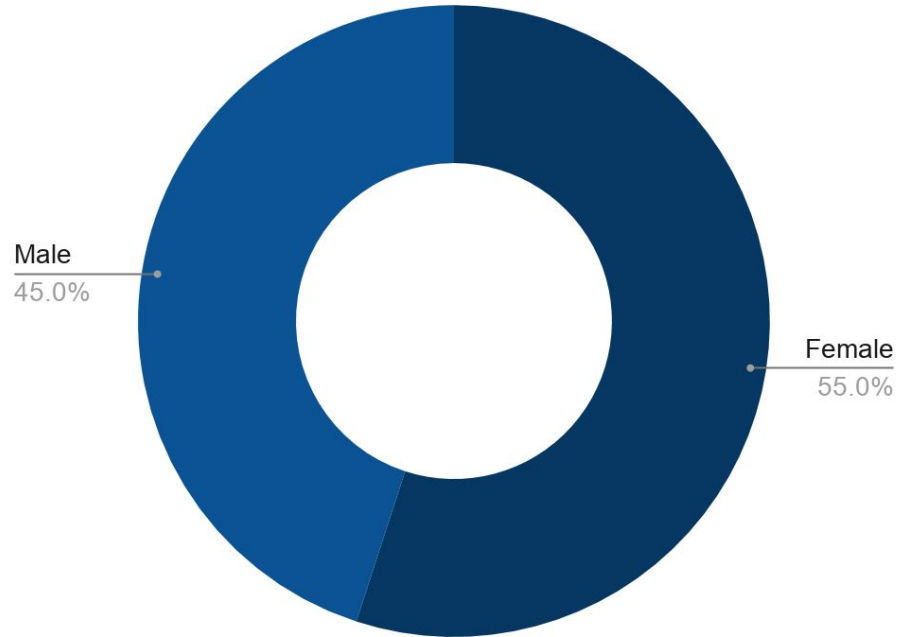
# Broad Geographic Coverage

- Survey **respondents represent 47 states, DC\*** and 3 territories (American Samoa, Guam, Puerto Rico)
- **>500** respondents in California
- **>200** respondents in New York and Tennessee
- **>100** respondents in Georgia, Florida, Maryland, Utah, Illinois, Pennsylvania, Ohio, North Carolina, New Jersey



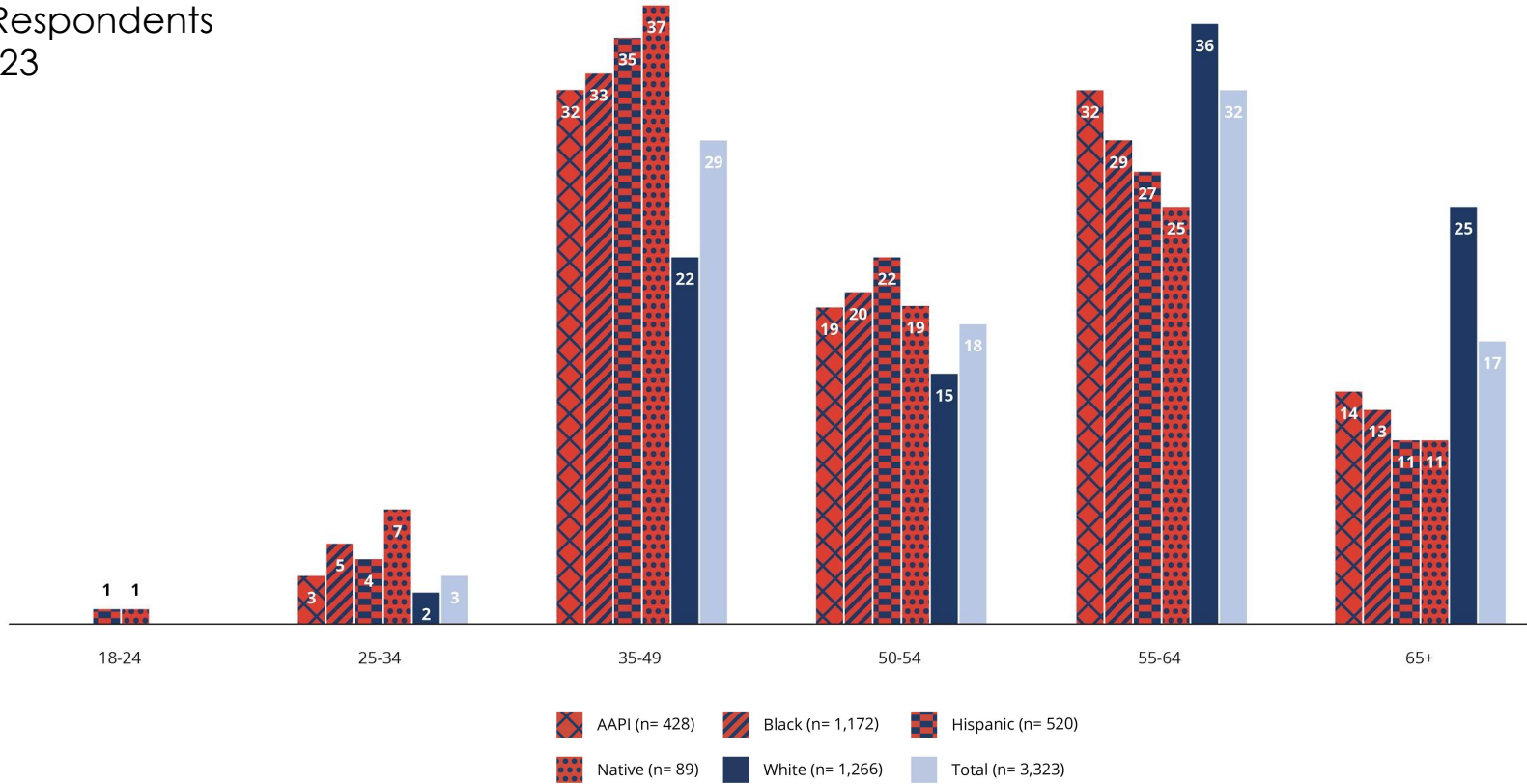
# Sample Skews Female

% of respondents  
n=3,323



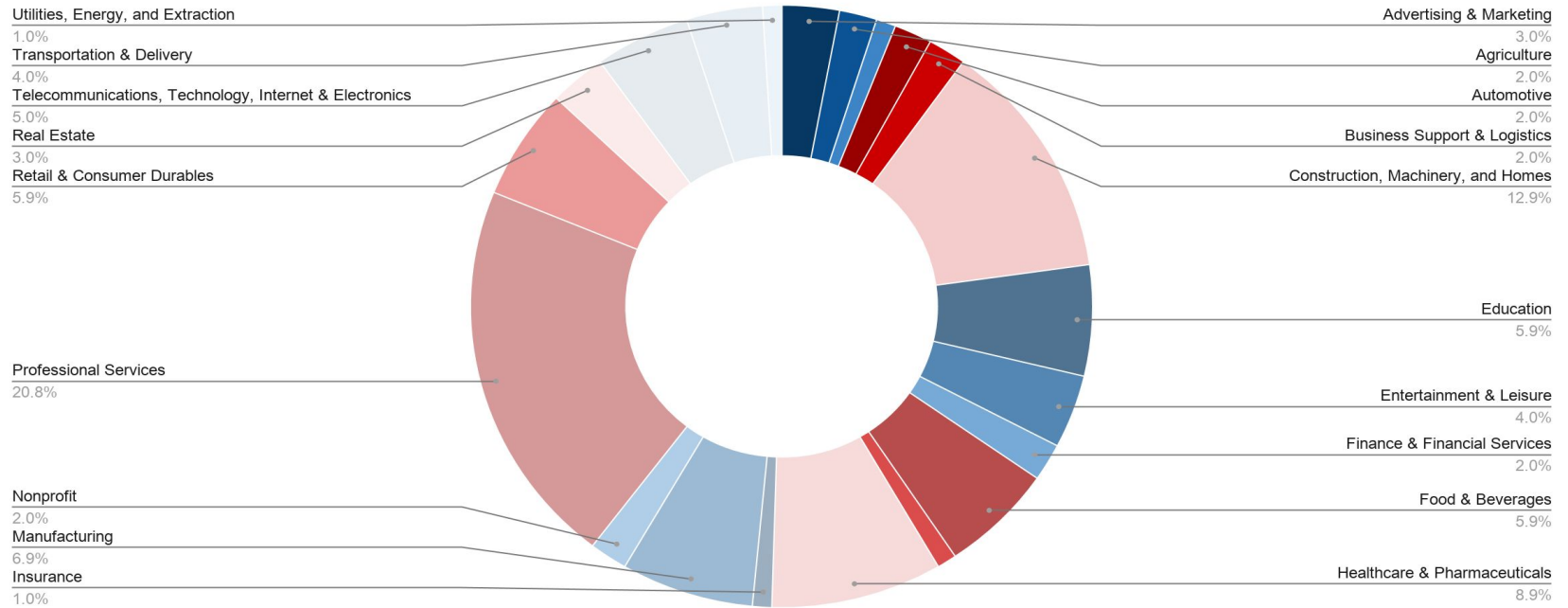
# Respondents Skew Older

% of Respondents  
n=3,323



# Broad Range of Industries Represented

% of Respondents  
n=3,323





Public Private Strategies (PPS) creates opportunities where the public and private sectors meet. We bring together diverse allies including foundations, associations, corporations, small businesses, and entrepreneurs to solve pressing societal challenges. By harnessing the power of the private sector, we build coalitions, activate campaigns, and create strategic partnerships to drive desired policy and market outcomes.



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# Questions?

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