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The Kaiser Family Foundation

National Survey of Small Businesses

April 2002

Methodology

The Kaiser Family Foundation's *National Survey of Small Businesses* reports findings from a random representative sample of 805 small business owners and top executives of United States companies and organizations with 3 to 24 employees. Both for-profit companies and non-profit organizations were included in the sample while government and public institutions were excluded. If the company or organization operated out of more than one location, the total number of employees across all locations was used to determine if the company was eligible for the sample.

Researchers at the Foundation designed and analyzed the survey. Fieldwork was conducted between May 17 and July 9, 2001 by Princeton Survey Research (PSRA). The margin of sampling error is +/- 4 percentage points for the total sample, +/- 4 percentage points for small organizations (3 to 9 employees), and +/- 6 percentage points for large organizations (10 to 24 employees). For results based on subsets of respondents the margin of error is higher. Note that in addition to sampling error there are other possible sources of measurement error.

NOTE: Percentages may not add to 100% due to rounding.

The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

RESPONDENT INTRODUCTION: Hello, my name is _____ and I'm calling for Princeton Survey Research. We're conducting an important national survey about issues facing U.S. employers, sponsored by a major non-profit foundation. As a token of our appreciation, we'll be happy to send you a copy of our survey findings. **IF NECESSARY ADD:** The survey is for research purposes only – we're not trying to sell you anything.

S1. To begin, I have just a few general questions about...(INSERT NAME OF COMPANY/ORGANIZATION). Is it a private, for-profit company, or a private, non-profit organization?

- 87 For-profit company/professional practice
- 13 Non-profit organization
- 0 Government/public institution

S2. Does the company (organization) operate out of one location, OR does it have branch offices or other locations in the United States in addition to the headquarters or main offices?

- 89 Operates out of one location
- 11 Has branch offices/other locations

S3. What is the TOTAL number of employees...(IF S2=2, ADD: at ALL locations and branch offices within the United States) who are now on the company's (organization's) payroll? **PROBE, IF NECESSARY:** Just your best estimate. It's okay to give me an approximate number.

Number of Employees

- 77 Total 3-9 employees
 - 22 3 employees
 - 55 4-9 employees
- 23 10-24 employees

MAIN INTERVIEW

1. Thinking about the FUTURE of your company (organization). Overall, are you...

- 63 Very optimistic
- 29 Somewhat optimistic
- 5 Not too optimistic
- 3 Not at all optimistic
- * Don't know/Refused

2. On another subject, we'd like your views on this country's health care system... Please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with each of the following. (First,) what about... **(INSERT--READ AND RANDOMIZE)**

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with this?

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>DK/ Ref.</u>
a. The quality of health care available for you and your employees	32	35	13	12	8
b. The cost of health care and health insurance	13	16	23	43	4
c. Administrative ease in purchasing employee health insurance and submitting claims for reimbursement	21	32	15	17	15

3. Now I'm going to read you some different ways to guarantee health insurance for more Americans. As I read each one, please tell me whether you would favor or oppose it. (First,) would you favor or oppose...(INSERT – READ AND RANDOMIZE)

	<u>Favor</u>	<u>Oppose</u>	<u>DK/Ref.</u>
a. A national health plan, financed by taxpayers, in which all Americans would get their insurance from a single government plan	40	50	9
b. Offering uninsured Americans income tax deductions, tax credits, or other financial assistance to help them purchase private health insurance on their own	75	20	5
c. Expanding Medicare to cover people under age 65 who do not have health insurance	54	37	8
d. Expanding state government programs for low-income people, such as Medicaid (IN CA.: Medi-Cal) and the Children's Health Insurance Program (IN CA: Healthy Families), to provide coverage for people without health insurance	67	28	5
e. Offering additional tax credits to small businesses to help them purchase private health care insurance for their employees	89	8	3

4. As you may know, a few years ago Congress passed a law to help states cover uninsured children. Do you favor or oppose this government-subsidized health insurance coverage for children?

83 Favor
13 Oppose
5 Don't know/Refused

5. Keeping in mind that it would cost the government and the taxpayers' money, would you favor or oppose extending this government-subsidized health insurance coverage to THE PARENTS of the insured child as well?

40 Favor
50 Oppose
10 Don't know/Refused

6. In your opinion, would most people be better off if they got their health insurance policy through the place where they work OR if they purchased health insurance on their own?

61 Place where they work
24 Purchased their own
7 No difference (VOL.)
8 Don't know/Refused

7. Are ANY of your employees NOW offered health insurance coverage that is paid for, at least in part, by your company (organization)?

60 Yes
40 No
0 Don't know/Refused

8. A law has been debated in Congress that would require HMOs, other managed care plans, and health insurance companies to provide people with more information about their health plan, make it easier for people to see medical specialists, allow appeals to independent reviewers when someone is denied coverage for a particular medical treatment, and give people the right to sue their health plan. Do you favor or oppose such a law?

68	Favor
24	Oppose
8	Don't Know/Refused

9. If this law – sometimes called the Patients' Bill of Rights – were enacted, do you think you and your employees would be better off, worse off, or not much affected either way?

34	Better off
11	Worse off
46	Not much affected
8	Don't know/Refused

10. If this Patients' Bill of Rights were enacted, what effect—if any—do you think it would have on health insurance premiums for companies (organizations) like yours? Do you think it would lead to health insurance premiums...**(READ)**

44	Going up a lot
28	Going up somewhat
13	Staying about the same
4	Going down somewhat
2	Going down a lot
10	Don't know/Refused

11. You said you favor the Patients' Bill of Rights. Would you still favor this law if you heard it would increase the cost of health insurance premiums usually shared by employers and workers by about 20 dollars per month for a typical family – that is, a little over 200 dollars per year?

48	Would still favor
40	Total would oppose
24	<i>Oppose initially</i>
16	<i>Switched to oppose</i>
12	Don't know/Refused

12. You said you oppose the Patients' Bill of Rights. Would you favor this law if it did NOT include the right to sue the health plan – OR would you still oppose it?

79 Total would favor
68 *Favor initially*
11 *Switched to favor*
10 Would still oppose
11 Don't know/Refused

13. Suppose the requirements of the Patients' Bill of Rights were passed into law and it resulted in the cost of health insurance premiums usually shared by employers and workers increasing by about 20 dollars per month for a typical family – that is, a little over 200 dollars per year. Would your company (organization) be MOST likely to...(READ)

Based on all who offer health insurance (n=493)

36 Absorb this additional cost
40 Pass SOME of it to employees
12 Pass ALL of it to employees
4 Drop health coverage entirely
2 Switch to a plan with lower premiums (VOL.)
6 Don't know/Refused

14. You said you oppose the Patients' Bill of Rights. Would you still oppose this law if you heard that it would make health insurance plans less likely to deny coverage for services for people who need them?

79 Total would favor
68 *Favor initially*
11 *Switched to favor*
9 Would still oppose
12 Don't know/Refused

15. I'm going to read you a short list of reasons why companies do not have an employee health insurance plan. As I read each one, please tell me how important this reason was in your company's (organization's) decision NOT TO OFFER health insurance to your employees. (First,) what about this possible reason... **(INSERT--READ AND RANDOMIZE)?**

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Was this reason very important, somewhat important, not too important, or not at all important?

Based on all who do not offer health insurance (n=312)

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>DK/ Ref.</u>
a. Health insurance premiums are too high	72	15	4	6	3
b. Employee turnover is too great	29	15	17	33	6
c. Employees are generally covered under another plan, such as a spouse's policy or a parent's policy	43	22	12	18	6
d. The administrative hassle of providing health insurance is too great	34	19	18	20	9
e. The company (organization) can attract good employees WITHOUT having to offer health insurance	32	25	16	22	5
f. Most of your competitors don't offer health insurance to their employees	24	22	18	24	12

16. If you were to offer health insurance, about how much do you think your company (organization) could afford to contribute PER MONTH toward one of your employee's health insurance coverage? **READ IF NECESSARY:** Just give me your best estimate in dollars – a “ballpark” number will do...

Based on all who do not offer health insurance (n=312)

8	More than \$200
13	\$101-200
16	\$51-100
22	\$50 or less
14	\$0
27	Don't know/Refused

Mean: \$110

17. What's the most you think your typical employee could afford to pay PER MONTH toward their own health insurance? **READ IF NECESSARY:** Just give me your best estimate in dollars – a “ballpark” number will do...

<u>Total</u>	<u>Offer Health Insurance</u>	<u>Do Not Offer Health Insurance</u>	
7	9	4	More than \$200
20	23	16	\$100-200
25	25	24	\$51-100
23	19	28	\$50 or less
8	7	9	\$0
17	16	20	Don't know/Refused

<u>Total</u>	<u>Offer Health Insurance</u>	<u>Do Not Offer Health Insurance</u>	
\$110	\$124	\$89	Mean

18. If you were to offer health insurance, about how much – IN TOTAL – do you think a health insurance company would charge PER MONTH to cover one of your employees with employee-only health coverage? **READ IF NECESSARY:** Just give me your best estimate in dollars – a “ballpark” number will do...

Based on all who do not offer health insurance (n=312)

- 28 \$150 or less
- 10 \$151-200
- 15 \$201-300
- 19 More than \$300
- 29 Don't know/Refused

Mean: \$264

19. Suppose the government provided financial assistance, like a tax credit, to help companies (organizations) like yours pay health insurance premiums. In general, would having government financial assistance make you ...**(READ)**

Based on all who do not offer health insurance (n=312)

- 38 A lot more likely
- 38 Somewhat more likely
- 9 Not much more likely
- 12 Not at all more likely to seriously consider offering a health plan?
- 3 Don't know/Refused

20. What if your company (organization) were able to get cash from the government for 25 PERCENT of health insurance premiums on a quarterly basis – and you would NEVER have to repay the money. This means that the remaining 75 percent of premium costs would be left for you, your employees, or some combination of you and your employees to pay. Would this make you ...**(READ)**

Based on all who do not offer health insurance (n=312)

- 30 A lot more likely
- 41 Somewhat more likely
- 11 Not much more likely
- 13 Not at all more likely to seriously consider offering a health plan?
- 5 Don't know/Refused

21. What if the amount of government assistance were increased to 50 PERCENT of the premium costs, meaning that you, your employees, or some combination of you and your employees would share the remaining 50 percent of premium costs? Would this make you ...**(READ)**

Based on all who do not offer health insurance (n=312)

- 51 A lot more likely
- 24 Somewhat more likely
- 11 Not much more likely
- 10 Not at all more likely to seriously consider offering a health plan?
- 4 Don't know/Refused

22. What if the amount of government assistance were increased to 75 PERCENT of the premium costs? Would this make you... **(READ 1-4 IF NECESSARY:**

Based on all who do not offer health insurance (n=312)

- 69 A lot more likely
- 13 Somewhat more likely
- 5 Not much more likely
- 8 Not at all more likely to seriously consider offering a health plan?
- 5 Don't know/Refused

23. How likely is it that sometime in the next five years your company (organization) will stop negotiating directly with health insurance companies and instead give employees cash to buy health insurance on their own? This is sometimes called a “defined contribution.” Are you ...**(READ)**

Based on all who offer health insurance (n=493)

- 14 Very likely
- 23 Somewhat likely
- 32 Not too likely
- 25 Not at all likely to switch to a defined contribution in the next five years?
- 1 Already do this **(VOL.)**
- 5 Don't know/Refused

24a. Do you think most of your employees would prefer that your company (organization)...
(READ 1-2 IN ORDER)

24b. Do you feel CERTAIN that most of your employees would prefer this option, or not?

Based on all who offer health insurance (n=493)

Think Most Employees Would Prefer

- 68 Contribute directly to health coverage at work
 - 59 *Certain*
 - 9 *Not Certain/Don't know*
- 22 Give cash so they can purchase coverage on their own
 - 17 *Certain*
 - 5 *Not Certain/Don't know*
- 2 Neither/Don't want or need health insurance **(VOL.)**
- 8 Don't know/Refused

25. If you were to give employees cash to buy health insurance on their own, please tell me if you think each of the following would be EASIER or HARDER for them to do on their own, or about the SAME as it is for your company (organization). (First,) what about...
(INSERT—READ AND -- RANDOMIZE)?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Would this be easier or harder for them, or about the same?

Based on all who offer health insurance (n=493)

	<u>Easier</u>	<u>Harder</u>	<u>Same</u>	<u>DK/Ref</u>
a. Getting a good price for health insurance	12	71	14	3
b. Picking a good-quality health insurance plan	15	61	21	3
c. Finding or keeping health insurance if they are sick	8	74	14	4
d. Handling administrative issues, such as filing a claim or signing up for a policy	11	65	21	3

26. Are you aware of any employees in your company (organization) who don't take health insurance either for themselves or their dependents because of cost?

Based on all who offer health insurance (n=493)

- 30 Yes
68 No
2 Don't know/Refused

- 27a. Now I have a few questions about the health coverage your company (organization) now offers to employees... Do you offer them a choice of more than one health plan, or only one plan?

- 27b. How many different health plans do you offer?

Based on all who offer health insurance (n=493)

No. of Health Plans

- 71 One plan
25 More than one plan
10 Two
8 Three
3 Four
1 Five
1 Six or more
3 Don't know number of plans
4 Don't know/Refused

28. We're interested in why you don't offer your employees more choices of health plans. As I read you some possible reasons, tell me if each is a MAJOR reason, a MINOR reason, or NOT a reason why you don't offer more choices (First,) what about this possible reason... **(INSERT--READ AND RANDOMIZE)?**

RE-READ CATEGORIES AS NECESSARY: Is this a major reason, a minor reason, or not a reason why you don't offer more choices?

Based on those who offer one or two health plans (n=398)

	<u>Major Reason</u>	<u>Minor Reason</u>	<u>Not a Reason</u>	<u>DK/Ref.</u>
a. It's too expensive to offer more choices	48	19	27	5
b. There would be too much administrative burden	43	24	27	6
c. Health plan rules require all or most employees to be in the same plan	52	16	25	7
d. There aren't enough different plans available locally	24	29	41	6
e. The company (organization) gets a better deal if all employees are in the same plan	63	11	21	6

29. In the past 12 months, has the number of health plan choices available to your company (organization) in the marketplace...**(READ)**

Based on all who offer health insurance (n=493)

20	Increased
14	Decreased
55	Stayed the same
11	Don't know/Refused

30. What PERCENT of the costs of premiums does your company (organization) now pay for each of the following... **(INSERT—READ ITEMS IN ORDER)? IF NECESSARY, ADD:** Just your best estimate, it's okay to approximate...

Based on all who offer health insurance (n=493)

	<u>100%</u>	<u>51%- 99%</u>	<u>50%</u>	<u>1%-49%</u>	<u>Nothing/ Don't offer</u>	<u>DK/ Ref.</u>
a. Single or employee-only health insurance coverage	49	12	16	7	5	11
b. Family health insurance coverage	30	9	12	15	20	14

31. How likely is it that your company (organization) will INCREASE the amount that employees have to pay for their health insurance coverage over the next 12 months? Is it...(READ)

Based on all who offer health insurance (n=493)

- 17 Very likely
- 18 Somewhat likely
- 28 Not too likely
- 33 Not at all likely
- 4 Don't know/Refused

32. Suppose the costs of providing health insurance coverage for your employees went up by 10 PERCENT. Please tell me how likely your company (organization) would be to do each of the following. (First,) what about...(INSERT—READ ITEMS IN ORDER)?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Would you be very likely, somewhat likely, not too likely, or not at all likely to do this (if your health insurance costs went up by 10 percent)?

Based on Form A respondents who offer health insurance (n=223)

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not too Likely</u>	<u>Not at all Likely</u>	<u>DK/ Ref.</u>
a. Reduce the scope of benefits you offer	11	25	29	29	5
b. Increase the amount employees have to pay for insurance	23	27	22	23	5
c. Drop coverage altogether	5	12	27	51	4
d. Have the company (organization) absorb the costs	35	28	17	14	6

33. What if the costs of providing employee health insurance coverage went up by 25 PERCENT? How likely would your company (organization) be to do each of the following in these circumstances? (First,) what about...(INSERT—READ ITEMS IN ORDER)?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Would you be very likely, somewhat likely, not too likely, or not at all likely to do this (if your health insurance costs went up by 25 percent)?

Based on Form B respondents who offer health insurance (n=270)

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not too Likely</u>	<u>Not all Likely</u>	<u>DK/ Ref.</u>
a. Reduce the scope of benefits you offer	17	31	28	18	6
b. Increase the amount employees have to pay for insurance	24	36	21	16	4
c. Drop coverage altogether	10	17	23	46	4
d. Have the company 0 (organization) absorb the costs	22	38	17	19	4

34. Has your company (organization) SWITCHED the health plans offered to employees in the past two years, that is, since (May/June) 1999?

Based on all who offer health insurance (n=493)

28 Yes
69 No
3 Don't know/Refused

35. Which ONE of the following is the MOST important reason why you switched health plans? **(READ AND RANDOMIZE 1-5)**

Based on all who switched health plans (n=144)

- 15 You were dissatisfied with the plan you had been using
 - 13 The plan you had been using was no longer available
 - 50 Cost or price considerations
 - 6 Complaints from your employees
 - 10 Your previous plan raised rates or dropped coverage because of one or more sick employees
 - 1 Other **(VOL.)**
 - 4 Don't know/Refused
- 36a. In general, is dealing with health insurance issues an easy and straightforward task for your company (organization), or is it a difficult and confusing task?
- 36b. Would you say it is VERY (easy and straightforward/difficult and confusing), or SOMEWHAT (easy and straightforward/difficult and confusing)?

Based on all who offer health insurance (n=493)

- 61 Total easy and straightforward
 - 33 *Very easy and straightforward*
 - 28 *Somewhat easy and straightforward/Don't know*
 - 36 Total difficult and confusing
 - 16 *Very difficult and confusing*
 - 20 *Somewhat difficult and confusing/Don't know*
 - 4 Don't know/Refused
37. As far as you know, IN YOUR STATE do employees have the right to appeal to the state or an independent medical expert if their employer's health plan refuses coverage for medical services they think they need?
- 30 Yes
 - 14 No
 - 55 Don't know/Refused

38. As you may know, state-administered health insurance programs such as Medicaid (**IN CA: Medi-Cal**) and the State Children's Health Insurance Program (**IN CA: Healthy Families**) are available to working parents and their children if their incomes are low enough...Would you be willing to provide your employees with written information about these state-administered health insurance programs?

- 85 Yes, would
- 10 No, would not
- 6 Don't know/Refused

39. Would you be willing to provide employees with help **ENROLLING** in these programs?

- 76 Yes, willing
- 7 No, not willing
- 10 Not willing to provide information
- 8 Don't Know/Refused

40. Which **ONE** of the following is the **MOST** important reason why you wouldn't be willing to help employees enroll in these programs? (**READ AND RANDOMIZE 1-6**)
Based on those not willing to help employees enroll in CHIP programs (n=53)

- 9 Concerns about protecting employees' privacy
- 15 You don't feel an employer should play this role
- 13 You don't support public programs like this
- 14 You don't think any of your employees would be eligible
- 33 You don't have the time or money
- 11 You don't want to be seen as endorsing the program or responsible for employees' experiences with it
- 5 Don't know/Refused

41. Would your company (organization) drop insurance coverage for employees **OR THEIR DEPENDENTS** if some of your employees or their children might be eligible for health insurance through these state-administered health insurance programs?

Based on all who offer health insurance (n=493)

- 29 Yes, would drop
- 56 No, would not
- 15 Don't know/Refused

42. Would your company (organization) still drop coverage if it would require you to drop coverage for ALL employees, regardless of whether they qualified for these state-administered health insurance programs?

Based on all who offer health insurance (n=493)

- 10 Would still drop
- 72 Total would not drop
- 56 Would not drop initially
- 17 Switched to would not drop
- 18 Don't know/Refused

43. Would your company (organization) still drop coverage if it meant that your employees and their dependents would be without coverage for a waiting period of three to six months before being able to enroll in a program like Medicaid (**IN CA:** Medi-Cal) or the State Children's Health Insurance Program (**IN CA:** Healthy Families)?

Based on all who offer health insurance (n=493)

- 8 Would still drop
- 75 Total would not drop
- 56 Would not drop initially
- 19 Switched to would not drop
- 17 Don't know/Refused

READ Q.44-45 INTRO TO ALL RESPONDENTS: Now I'm going to ask you about your OWN personal health insurance coverage...

44. Do you have your OWN personal health insurance coverage MAINLY through...(the health plan/one of the health plans) your company (organization) offers to employees?

45. What is the MAIN source of your OWN personal health insurance coverage? Do you...
(READ)

Personal Health Coverage

- 46 Through company health plan
- 52 Total Not through company plan
 - 23 *Coverage through spouse/other family member*
 - 18 *Buy private individual health insurance*
 - 3 *Covered through other source*
 - 6 *Not covered by any health plan*
 - 2 *Health insurance status unspecified*
- 2 Don't know/Refused

DEMOGRAPHICS/CLASSIFICATION QUESTIONS (ASK ALL):

D1. RECORD SEX

59 Male
41 Female

D2. Now I have just a few questions about your company (organization) for classification purposes only... In what YEAR was your company (organization) founded? **IF NECESSARY, ADD:** Just as best you can recall, it's okay to approximate...

Year Founded

12 1996-2001
19 1990-95
25 1980-89
15 1970-79
5 1960-69
4 1950-59
12 Before 1950
9 Don't know/Refused

D3. Is your company woman-owned, minority-owned, both, or neither?

Based on for-profit companies (n=699)

16 Woman-owned
9 Minority-owned
15 Both
57 Neither
3 Don't know/Refused

D4. Is the Executive Director or other highest-ranking staff member in your organization a woman, a minority, both, or neither?

Based on non-profit companies (n=106)

22 Woman
4 Minority
10 Both
58 Neither
6 Don't know/Refused

D5a. How many of the employees in your company are family members of the sole or principal owner...(READ)

Based on for-profit companies (n=699)

- 9 All of them
- 45 Some of them
- 43 None
- 3 Don't know/Refused

D5b. How many of the employees in your organization are family members of the Executive Director or other highest-ranking staff member...(READ)

Based on non-profit companies (n=106)

- 4 All of them
- 25 Some of them
- 68 None
- 3 Don't know/Refused

D6. Are YOU the sole or principal owner of your company?

D7. What is your TITLE in your company (organization)? (**OPEN-END—DO NOT READ RESPONSE CATEGORIES**)

Respondent's Role

- 45 Sole or principal owner
- 13 President/CEO/Exec. Director
- 19 Other top executive
- 2 Chief Financial Officer
- 15 Chief Operating Officer/COO/General manager
- 3 Partner
- 4 Vice President/VP
- 15 All others
- 1 Human Resources/Personnel Director
- 2 Benefits officer/Related Title
- 7 Manager/Assistant or Office Manager
- 3 Pastor/Minister
- 3 Secretary/Administrative Assistant
- 3 Other
- 1 Refused

D8. Which ONE of the following categories BEST describes the amount of employee turnover at your company (organization)? **(READ)**

- 6 Most employees stay only a few months
- 9 Many employees leave after a few months, but a core of employees stays
- 29 Most employees stay a few years
- 53 Employees rarely leave
- * New business/Too early to say **(VOL.)**
- 3 Don't know/Refused

D9. What is the racial or ethnic composition of MOST of your employees? Are they mostly...**(READ)**

- 68 White
- 4 Black
- 5 Hispanic or Latino
- 2 Asian
- 18 Mixed backgrounds **(VOL.)**
- 4 Refused

D9a. What level of education is required for MOST jobs in your company (organization)? Is it...**(READ)**

- 65 A high school degree or less
- 19 Two years of college or some vocational or technical training AFTER high school
- 9 A four-year college degree
- 4 Post-graduate education
- 4 Don't know/Refused

READ INTRO TO D10/D12 TO ALL: Before my final questions, let me remind you that they are for classification purposes only – so we can describe the companies (organizations) who took part in our survey...

D10. For the last completed fiscal year, what was your company's approximate gross revenue? Just stop me when I get to the right category. **(READ)**

Based on for-profit organizations (n=699)

- 36 Less than \$500,000
- 23 \$500,000 to less than \$1 million
- 11 \$1 million to less than \$2 million
- 3 \$2 million to less than \$3 million
- 2 \$3 million to less than \$5 million
- 1 \$5 million to less than \$10 million
- 1 \$10 million or more
- 8 Don't know
- 15 Refused

D11. What PERCENT PROFIT did the company achieve for the last completed fiscal year? **IF NECESSARY, ADD:** Just your best estimate, it's okay to approximate...

Based on for-profit organizations (n=699)

- 20 20% or more
- 15 10%-19%
- 9 1%-9%
- 12 No profit
- 26 Don't know
- 17 Refused

D12a. Is your company's (organization's) total MONTHLY payroll over or under 10 thousand dollars?

IF MONTHLY PAYROLL IS \$10,000 AND OVER:

D12b. To the nearest thousand dollars, what is your total MONTHLY payroll? **IF NECESSARY, ADD:** Just your best estimate to the nearest thousand dollars...

IF MONTHLY PAYROLL IS UNDER \$10,000:

D12c. To the nearest 500 dollars, what is your total MONTHLY payroll? **IF NECESSARY, ADD:** Just your best estimate to the nearest 500 dollars...

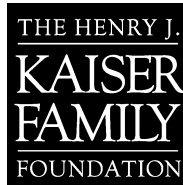
Based on total sample

Monthly Payroll

38	Total \$10,000 and over
16	\$25,000 or more
10	\$10,000 to less than \$25,000
12	Unspecified
44	Total under \$10,000
17	\$5,000 to less than \$10,000
14	Less than \$5,000
13	Unspecified
6	Not sure
12	Refused

D13. My last question is about YOU... In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

36	Republican
25	Democrat
27	Independent
1	Other party (VOL.)
2	No party (VOL.)
2	Don't know
7	Refused



The Henry J. Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025

Phone: 650-854-9400 Fax: 650-854-4800

Washington Office:
1450 G Street NW, Suite 250
Washington, DC 20005
Phone: 202-347-5270 Fax: 202-347-5274

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