



## Small Business Owners on Toxic Chemicals

Findings From A National Online Survey of 511 Small Business Owners

September 27<sup>th</sup>-October 2<sup>nd</sup>, 2012

Prepared by David Mermin, Maxx Caicedo and Christine Matthews



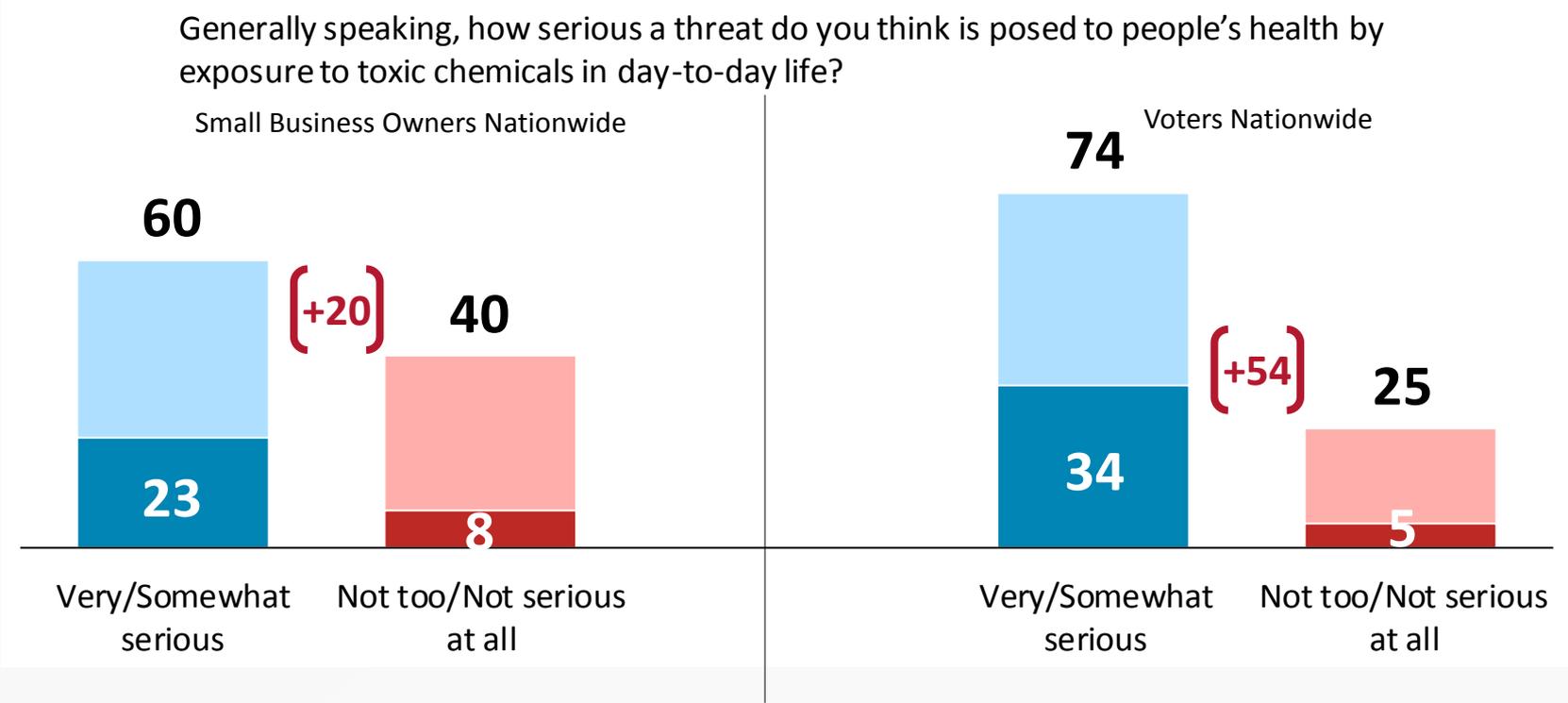
# Methods

- Lake Research Partners conducted a National online survey from September 27<sup>th</sup>- October 2<sup>nd</sup> , 2012 with analysis from Bellwether Research.
- Geographically stratified sample of 511 small business owners across the U.S.
- The margin of error for this survey is +/- 4.4%.
- The data were weighted slightly by gender, region, ethnicity, industry type and business size to match the sample to the national population of small business owners.

## Key Findings

- Small business owners generally believe toxic chemicals pose a threat to people's health, and support stricter regulation and greater disclosure of toxic chemicals. Three-quarters support stricter regulation of chemicals used in everyday products.
- The values driving the views of small business owners in this area are responsibility, safety, and accessible information. Nearly all SBOs believe there should be a publicly accessible database identifying toxic chemicals, and nearly all believe manufacturers should be held responsible for chemical safety.
- Most business owners explicitly support government regulations of the products companies buy and sell, and nearly three out of four support a proposed reform of the Toxic Substances Reform Act requiring manufacturers to show their chemicals are safe.
  - Three-quarters also support tax incentives for companies that innovate to provide safe chemicals.

60% of small business owners believe the threat posed to people’s health by exposure to toxic chemicals is very/somewhat serious, while 40% believe it is not too/not serious at all. Voters believe the threat is even more serious.

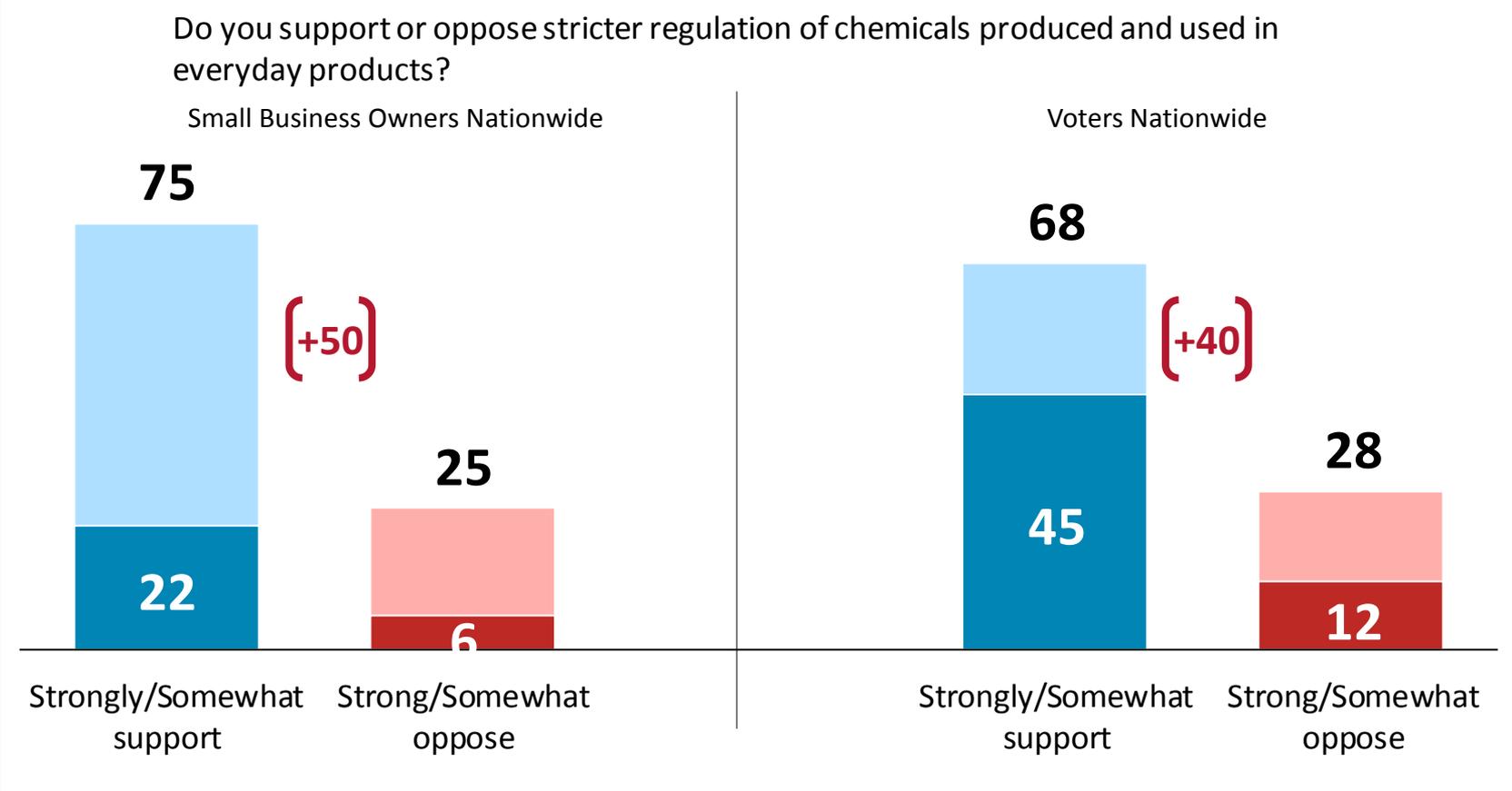


Public Opinion Strategies: National Omnibus Survey of 800 Voters (N=600 Landline/ N=200 Cell)  
 June 25-27, 2012 Margin of Error = + 3.46%

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Three-fourths of SBOs support stricter regulation of chemicals used in everyday products. Two-thirds of voters are also supportive of stricter regulation.



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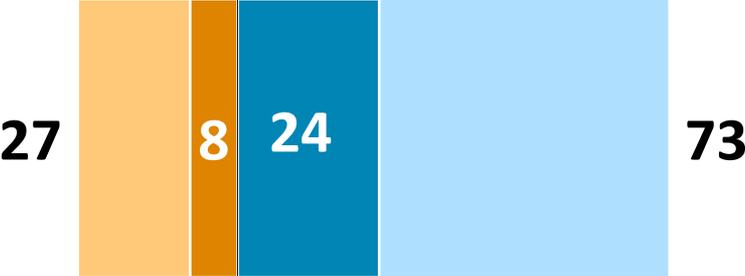
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87% of SBOs support government regulation of chemicals used in growing food and 73% support government regulation to ensure the products companies buy and sell are non-toxic.

There should be government regulations to ensure that any chemicals used in growing food are safe for workers and consumers.



There should be government regulations to ensure that the products companies buy and sell are non-toxic.



For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

## An overwhelming 96% of Democrats and 83% of Republicans are supportive of regulating chemicals used in growing food.

% Strongly Agree (% Agree)	Total	Democrat	Ind./DK	Republican
There should be government regulations to ensure that any chemicals used in growing food are safe for workers and consumers.	48(87)	72(96)	42(88)	37(83)
There should be government regulations to ensure that the products companies buy and sell are non-toxic.	24(73)	36(89)	25(74)	18(64)

For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

9 in 10 SBOs believe chemical manufacturers should be held responsible for ensuring their chemicals are safe, while 76% believe there should be tax incentives for companies that innovate to provide safer chemicals.

Chemicals manufacturers should be held responsible for ensuring that their chemicals are safe.



There should be tax incentives for companies that innovate to provide safer chemicals in place of chemicals with known health hazards.



For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Across partisan lines, SBOs support holding chemical manufacturers accountable and creating tax incentives for companies that innovate to make safer chemicals.

% Strongly Agree (% Agree)	Total	Democrat	Ind./DK	Republican
Chemicals manufacturers should be held responsible for ensuring that their chemicals are safe.	54(91)	64(96)	56(87)	46(89)
There should be tax incentives for companies that innovate to provide safer chemicals in place of chemicals with known health hazards.	32(76)	41(86)	26(69)	31(74)

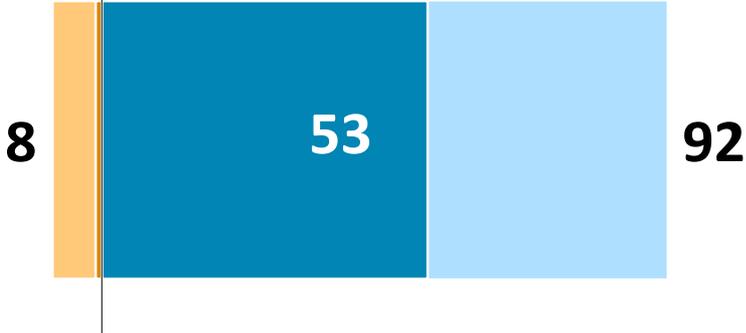
For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

SBOs are also very open to increasing transparency, to the public and along the supply chain, with regard to the chemicals being used and their possible health risks.

Businesses should be required to share chemical ingredient information all along the supply chain--from chemical manufacturer to final product manufacturer.



There should be a public, easily accessible database identifying chemicals of high concern to human and environmental health.



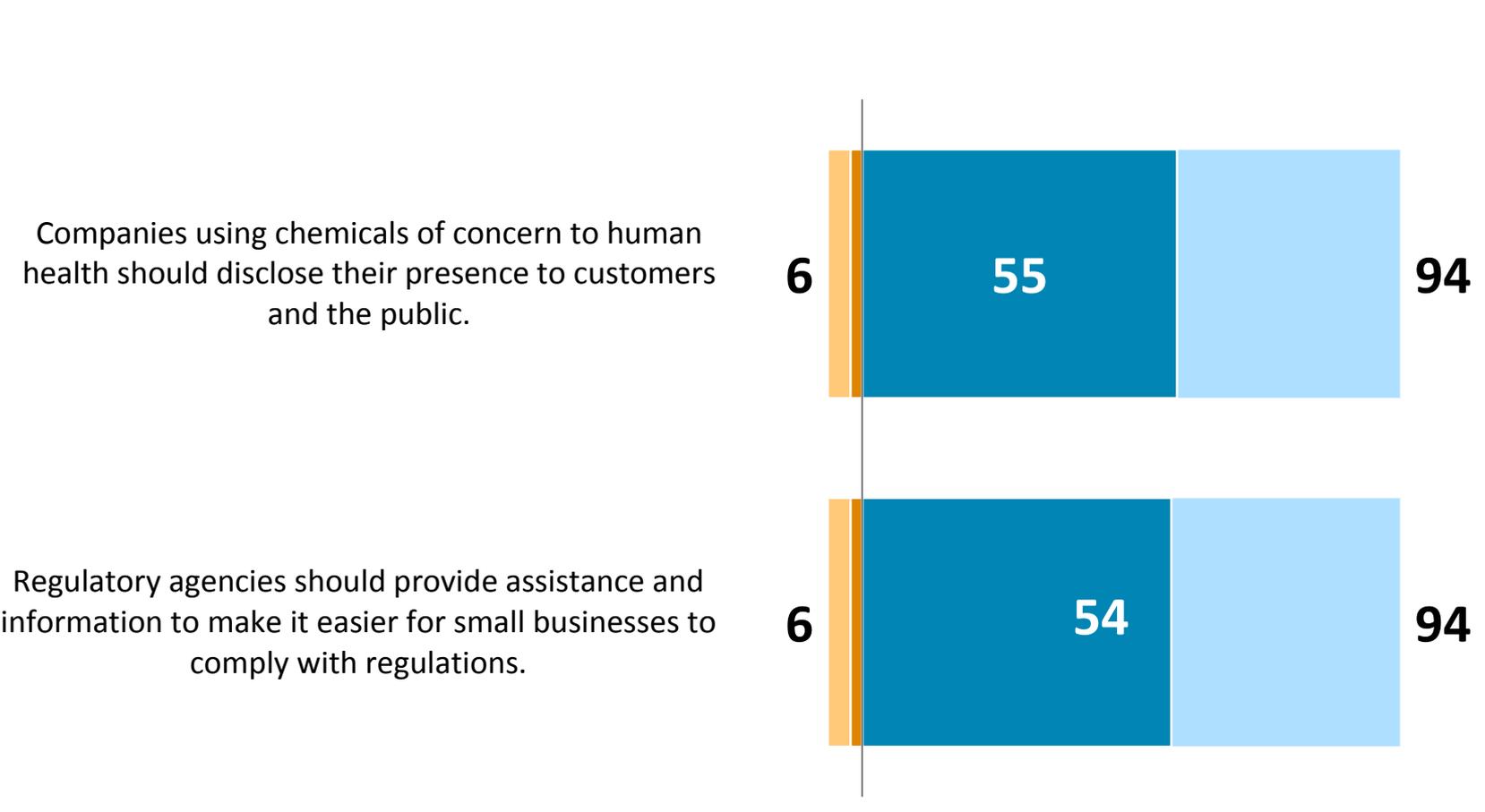
For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Across partisan lines, there is support for increased transparency along the supply chain and to the public.

% Strongly Agree (% Agree)	Total	Democrat	Ind./DK	Republican
Businesses should be required to share chemical ingredient information all along the supply chain--from chemical manufacturer to final product manufacturer.	38(82)	51(93)	39(81)	30(77)
There should be a public, easily accessible database identifying chemicals of high concern to human and environmental health.	53(92)	66(96)	52(89)	46(91)

For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Almost all SBOs agree that companies using chemicals of concern to human health should disclose their presence to customers and to the public, and that agencies should provide assistance to help businesses comply with these regulations.



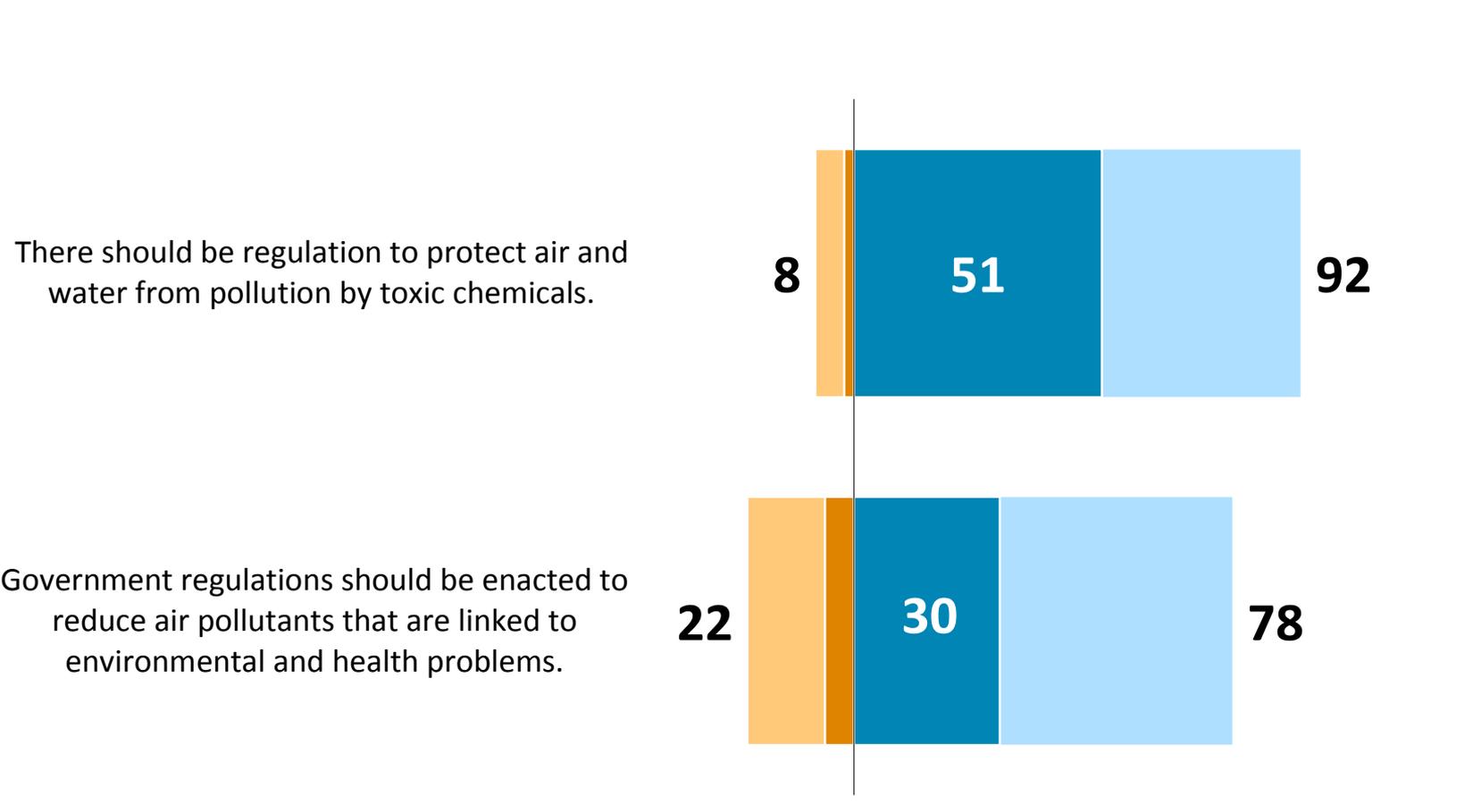
For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Republicans very much agree with both the disclosure, and agencies providing assistance, but with less intensity than Democrats and Independents.

% Strongly Agree (% Agree)	Total	Democrat	Ind./DK	Republican
Companies using chemicals of concern to human health should disclose their presence to customers and the public.	55(94)	66(96)	53(91)	50(93)
Regulatory agencies should provide assistance and information to make it easier for small businesses to comply with regulations.	54(94)	54(96)	57(94)	53(93)

For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

SBOs believe government regulations should exist to reduce air pollutants that are linked to environmental and health problems, and that regulations should be enacted to protect both air and water. The statement without the word “government” has stronger support.



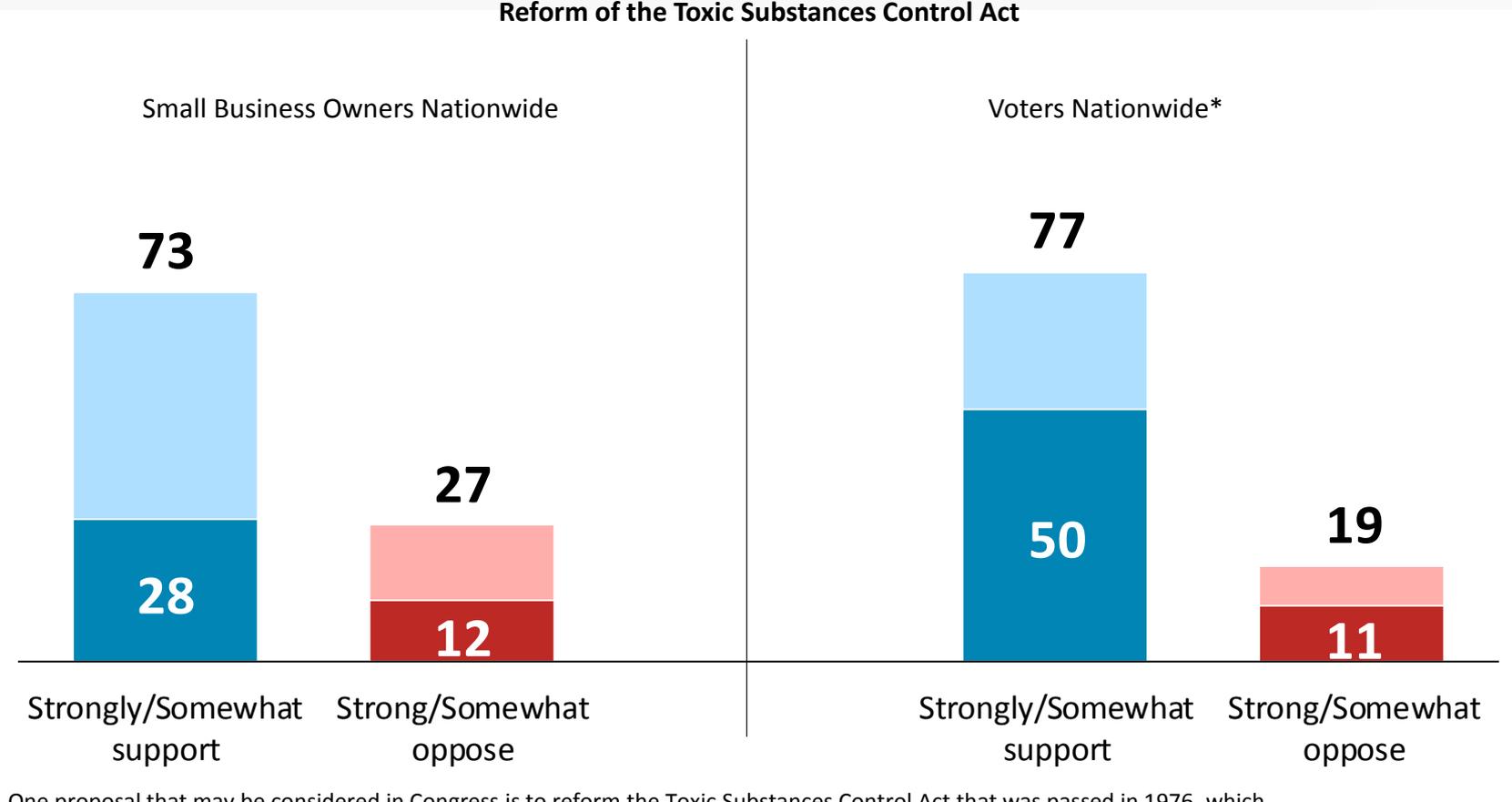
For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Democratic SBOs strongly agree that government regulations should be enacted to reduce air pollutants that are linked to environmental and health problems.

% Strongly Agree (% Agree)	Total	Democrat	Ind./DK	Republican
There should be regulation to protect air and water from pollution by toxic chemicals.	51(92)	78(98)	50(92)	37(90)
Government regulations should be enacted to reduce air pollutants that are linked to environmental and health problems.	30(78)	52(97)	30(79)	17(69)

For each of these statements, please answer whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

Small business owners overwhelmingly support the reform that would strengthen the Toxic Substances Control Act, though with less intensity than voters nationwide.



One proposal that may be considered in Congress is to reform the Toxic Substances Control Act that was passed in 1976, which provides the Environmental Protection Agency, or EPA, with the authority to regulate chemicals. Under this proposal, all chemical manufacturers would be required to show their chemicals are safe in order to sell them; the EPA would be able to limit some or all uses of a chemical that may harm the public health and would be able to provide support for research and development to help business innovate in producing safer chemicals.

Public Opinion Strategies: National Omnibus Survey of 800 Voters (N=600 Landline/ N=200 Cell) June 25-27, 2012 Margin of Error = + 3.46% \*Slightly different wording on this question than Small Business Owners Survey

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# Conclusions

- In general, small business owners are concerned about the threat posed by chemicals to the health of humans and the environment, and are supportive of regulation aimed at mitigating that threat.
- Concern over the health risks posed to human and environmental health by toxic chemicals is shared among Democratic and Republican SBOs, as well as support for stricter government regulations to increase transparency and accountability so health risks can be minimized.



Lake Snell Perry Mermin Meadow Gotoff Ulibarri Udem

David Mermin  
[dmermin@lakeresearch.com](mailto:dmermin@lakeresearch.com)

[www.lakeresearch.com](http://www.lakeresearch.com)  
510.286.2097

Maxx Caicedo  
[mcaicedo@lakeresearch.com](mailto:mcaicedo@lakeresearch.com)

Christine Matthews  
[Cmatthews@bellwether-research.com](mailto:Cmatthews@bellwether-research.com)  
703.650.5203