



Chamber of Commerce Members Support Job Quality Legislation

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Leveraging the LuntzGlobal Poll in Local Campaigns Zoe Ziliak Michel

Advocates fighting for job quality legislation often face opposition from their state or local chambers of commerce (chambers). While evidence suggests that high road employers benefit from healthier workplaces, reduced turnover, and improved employee morale, many chambers give dire warnings of job cuts and business closures. Data have long shown that these fears are unwarranted; now, we *also* know that chambers' own member businesses often support public policies to establish fair workplaces, disagreeing with the chambers' anti-worker positions.

The Center for Media and Democracy obtained access to a poll and webinar showing that strong majorities of individual business executives, the majority of whom belong to a chamber, support promoting job quality through an increased minimum wage, paid sick time, and parental leave. In contrast to many chambers' public stances, their member businesses want to travel the high road.

Chamber Members Support Job Quality

In December 2015, consulting group LuntzGlobal surveyed 1,000 C-level executives from small, medium, and large businesses nationwide, two-thirds of them chamber members. Respondents supported a broad range of job quality public policy measures:

Raising the Minimum Wage. 80 support an increase; 8 percent oppose one.

Paid sick time. 83 percent support public policies giving employees more paid time off to care for sick family members; 5 percent oppose. 73 percent support increased paid sick time for employees; 15 percent oppose.

Increased parental leave. 72 percent favor increased maternity leave time; 9 percent oppose. 82 percent support either mandated or increased paternity leave; 7 percent oppose. Support for increased paternity leave is even stronger among chamber members (89 percent) than non-members (79 percent).

Fair scheduling. 78 percent support advance schedule notification requirements and limits to on-call scheduling; 11 percent oppose.

How Advocates can Use the New Poll to Advance their Campaigns

Despite their own members' support for public policies to improve job quality, many chambers continue to publicly oppose legislation for an increased minimum wage, paid sick time, paid family leave, and fair

scheduling protections. Advocates can counter chambers' arguments while building business support for their campaigns by using lessons from the LuntzGlobal survey.

Don't be afraid to approach members of your local or state chamber. The survey suggests that many may actually favor job quality bills. Local business owners and chamber members may be willing to speak at hearings or events or sign on to letters supporting progressive public policy.

Let business owners know they are not alone in their support. Some employers may fear being the lone standout within their chamber or community to support legislation to improve job quality. When you approach employers, come armed with these poll results to show that they won't be alone in supporting your campaign.

Challenge your chamber's statements if they speak out against your campaign. We can expect chamber leaders, who position themselves as the voice of business, to continue to claim that their members oppose job quality legislation. Advocates can undermine the credibility of these claims by citing the LuntzGlobal poll, demonstrating that business executives and chamber members nationwide support these proposals.

Use the poll results to guide effective messaging. The leaked poll tested reactions to a variety of messages regarding job quality policies, providing valuable insights into how best to communicate about your campaign with employers. Adopt persuasive language from the poll when discussing your campaign with business owners.

The New Poll Supports Findings from Previous Studies

Previous surveys have also shown employer support for job quality legislation.

Main Street Alliance. A 2015 [Main Street Alliance](#) poll found that a majority of its members support initiatives to raise the minimum wage, require employers to provide paid sick time, and start public paid family leave insurance programs.

Small Business Majority. In scientific polling of small business owners nationwide, [Small Business Majority](#) has found that half support laws allowing employees to [earn paid sick time](#), a clear majority supports [raising the minimum wage](#), and more employers support than oppose publicly administered [family and medical leave insurance pools](#), funded by small contributions from employers and employees.

Chamber Members Value Working Families

Data show that *job quality advocates and chamber of commerce member businesses are on the same side*. In contrast to messaging from chamber leaders, executives at their member businesses favor policies that offer working families support.