MEMORANDUM

TO: INTERESTED PARTIES
FROM: JARRETT LEWIS, ROBERT BLIZZARD, & LUKE JACKSON – PUBLIC OPINION STRATEGIES
DATE: NOVEMBER 20, 2020
SUBJECT: OCCUPATIONAL LICENSING NATIONAL SURVEY – KEY FINDINGS & DATA

METHODOLOGY
On behalf of the Institute for Justice, Public Opinion Strategies conducted a national online survey of N=1,000 registered voters. The survey was conducted October 26-29, 2020 and has a confidence interval of +3.53%.

KEY FINDINGS
1. A large majority of Americans agree that small businesses (90% agree) and self-employed workers (71% agree) are struggling right now, and they overwhelmingly believe government should not stand in the way of those small businesses and self-employed workers trying to get back on their feet (82% agree).
   - The same holds true across party lines for small businesses (GOP 85%, IND 87%, DEM 94%) and self-employed workers (GOP 63%, IND 72%, DEM 76%). And majorities of Republicans (90%), Democrats (77%) and Independents (80%) all agree that the government should not stand in the way of self-employed workers and small businesses getting back on their feet.

2. More than six-in-ten voters across the country agree with the idea that there should be less government regulation for small businesses (68%) and self-employed workers (65%).
   - Majorities of Women (67%), Men (69%), Republicans (76%), Independents (72%), Democrats (59%), Conservatives (80%), Moderates (67%) and Liberals (53%) all agree there should be less government regulation of small businesses.
   - And majorities of Women (63%), Men (67%), Republicans (76%), Independents (60%), Democrats (58%), Conservatives (78%), Moderates (60%) and Liberals (55%) all agree there should be less government regulation of self-employed workers.

3. A majority of voters across the country agree that excessive government regulation could increase prices to consumers (78%) and lead to job losses (77%).
   - White Americans (79%), African Americans (73%) and Hispanic Americans (74%) all agree that excessive government regulation could lead to price increases on consumers.
   - White Americans (78%), African Americans (70%) and Hispanic Americans (82%) all agree that excessive government regulation could lead to job losses during the pandemic.

4. Nearly three-quarters of Americans (72%) have used an online rating system to evaluate a business or professional.
   - Men (71%) and Women (73%) are almost equally likely to have used online rating systems.
   - White Americans (72%), African Americans (71%) and Hispanic Americans (78%) are almost equally as likely to have used an online ratings system to evaluate a business or professional.
5. When it comes to selecting a service from an independent professional, government issued licenses rank last on importance to the decision (24%) and frequency of reviewing (20%). Instead, the professional’s reputation, recommendations from friends, and word of mouth reviews lead the way on both metrics (78%).
   - Across all age groups, respondents consistently ranked the government issued licenses at the bottom when it comes to importance and frequency of review.

6. When voters are asked which criteria makes someone qualified for an occupation, having a government-issued license is at the bottom of the list of seven criteria (Ranked #1: 10%). Education and training rose well above the other criteria as making a professional the most qualified (32%), followed by having multiple years of experience (15%) and having thousands of hours of experience (12%).

7. A majority of Americans (56%) support efforts to reform occupational licensing in the United States, compared to only 15% who are in opposition.
   - Republicans (61%) are more likely to support efforts to reform occupational licensing, although a majority of Independents (52%) and Democrats (54%) support reform as well.
   - Majorities of African Americans (59%), White Americans (56%) and Hispanic Americans (55%) support reforming occupational licensing.
   - A majority of Men (63%) and Women (51%) support reforming occupational licensing.
   - Fully two-thirds of voters who currently hold a job that requires a government issued occupational license support reforming the requirements in the United States.

8. A plurality of voters (36%) would be more likely to support a political candidate who supported legislation to reform occupational licensing, compared to just 13% who say they would be less likely to support that candidate, with 32% saying it would make no difference in their vote.

9. Fully 64% of voters agree that online reviews would be a good substitute for licensing to determine quality in some occupations like cutting hair.
   - Republicans (67%), Democrats (63%) and Independents (59%) all agree that online reviews would be a good substitute.
   - Men (65%) and Women (62%) both agree that online reviews are indeed a good substitute for licensing in some cases.