



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company



National Association of Professional Employer Organizations

Policy Maker Reputation Insights

May 2024



Methodology



MODE
Online survey



LENGTH
15 minutes



FIELD DATES
3/28 - 4/11 2024

SAMPLE SIZES



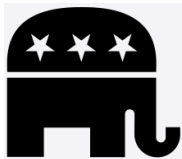
35 Capitol Hill Staffers



35 Executive Branch Staffers



30 Democrats



32 Republicans

***8 Independents**

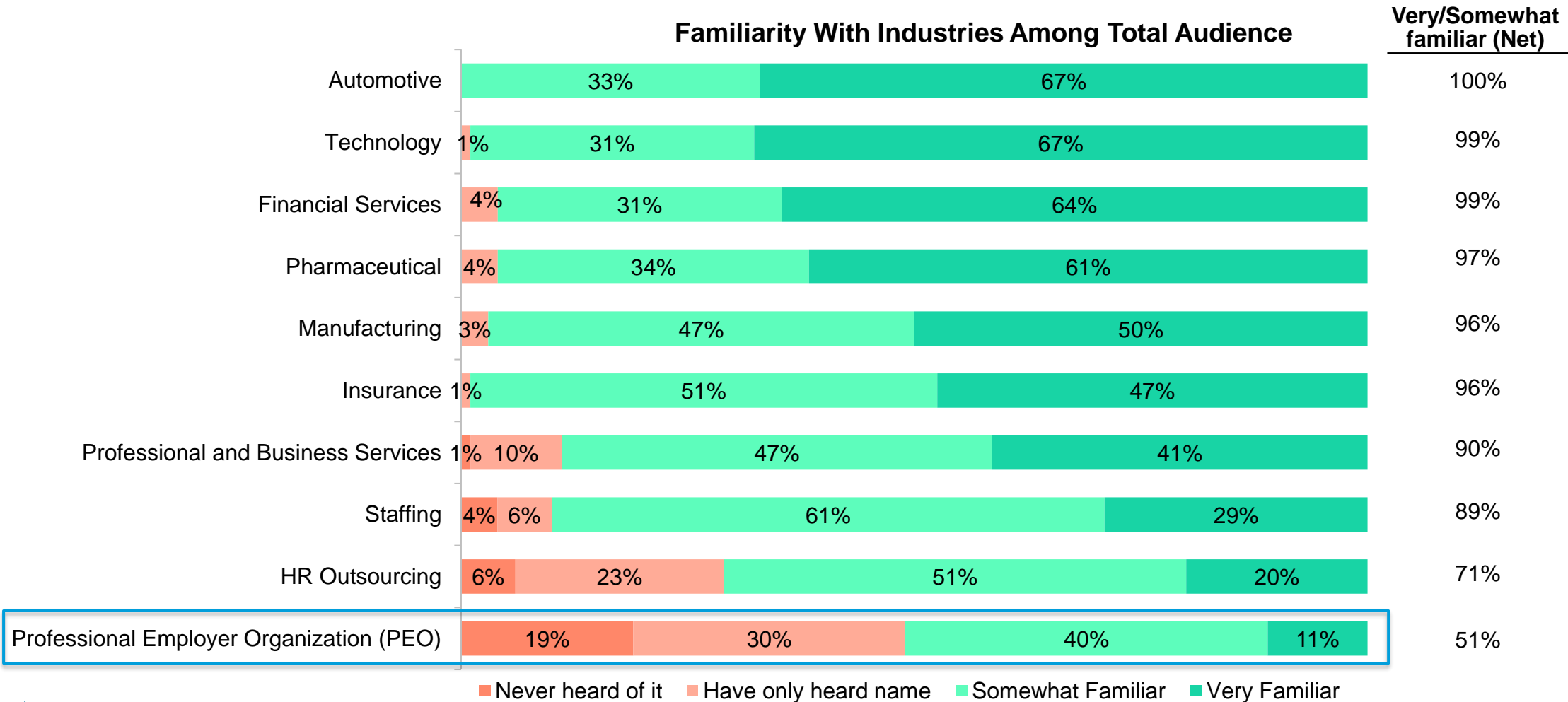
OBJECTIVE

Gain insight on Policy Influencer’s perceptions of PEOs and the services they provide, and on NAPEO’s reputation as a source of knowledge in the industry.



One In 10 Very Familiar With PEO Industry, Compared To 1 In 5 With HR Outsourcing And 2 In 5 With Professional And Business Services Industry

PEO Industry has the highest proportion of people saying they have never heard of them – nearly 1 in 5.

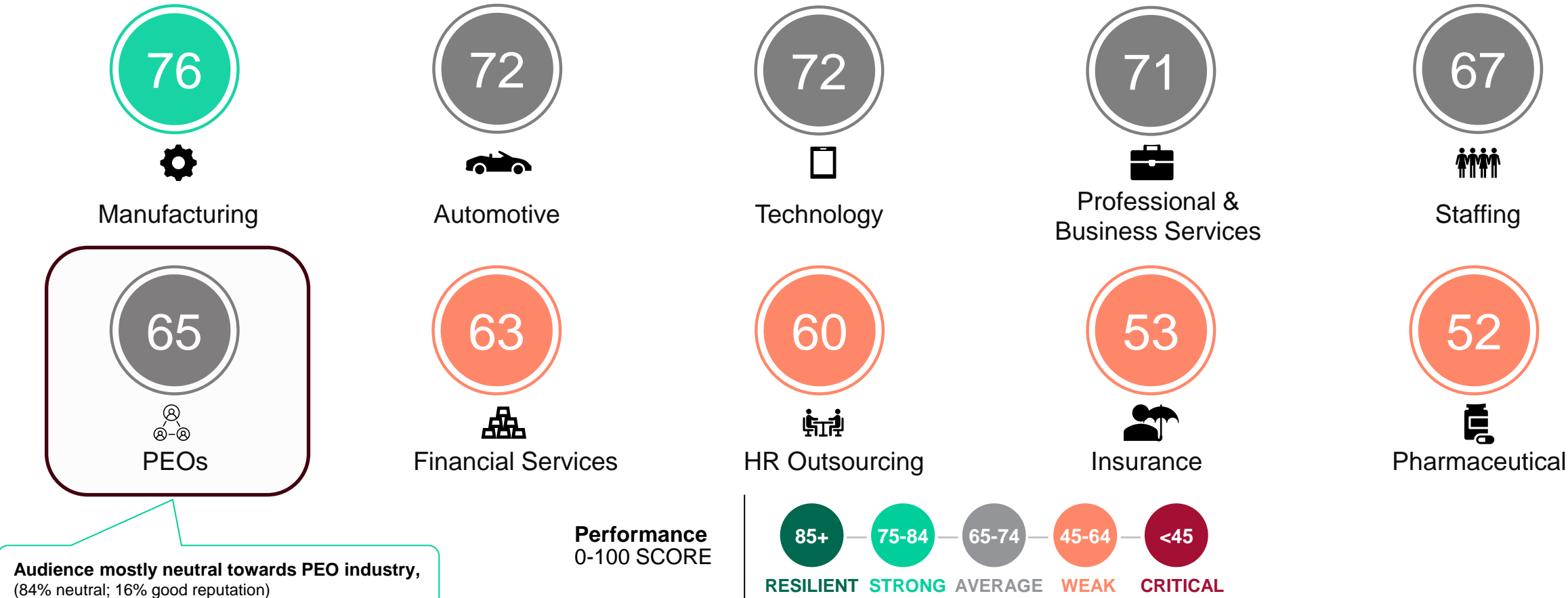




PEO Industry Ranks As Average Among Overall Audience, Between Staffing And Financial Services Industries

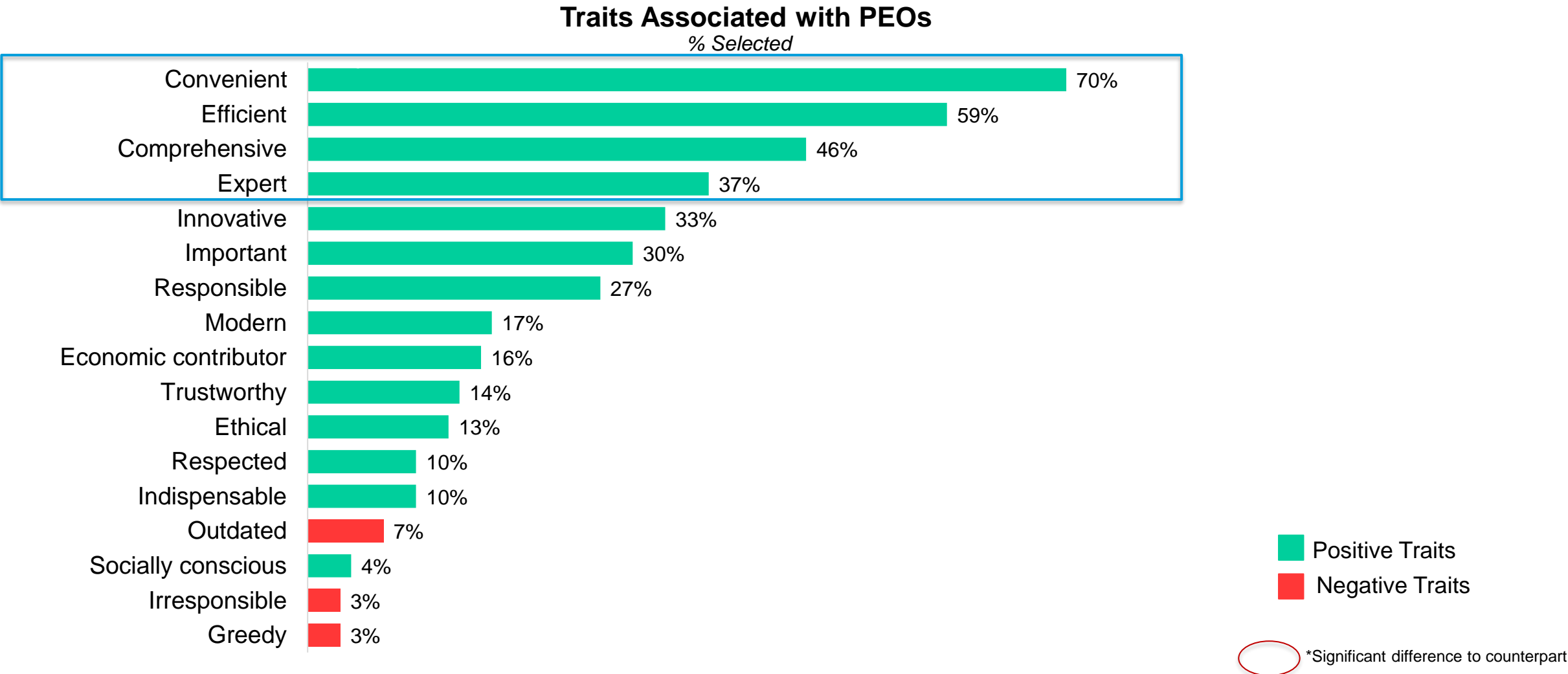
Manufacturing Industry only one to perform strongly; HR Outsourcing, one of the industries most like PEO industry, ranks as weak. PEO Reputation Score is lower among Republicans than Democrats.

Industry Reputation Score Among Total Audience





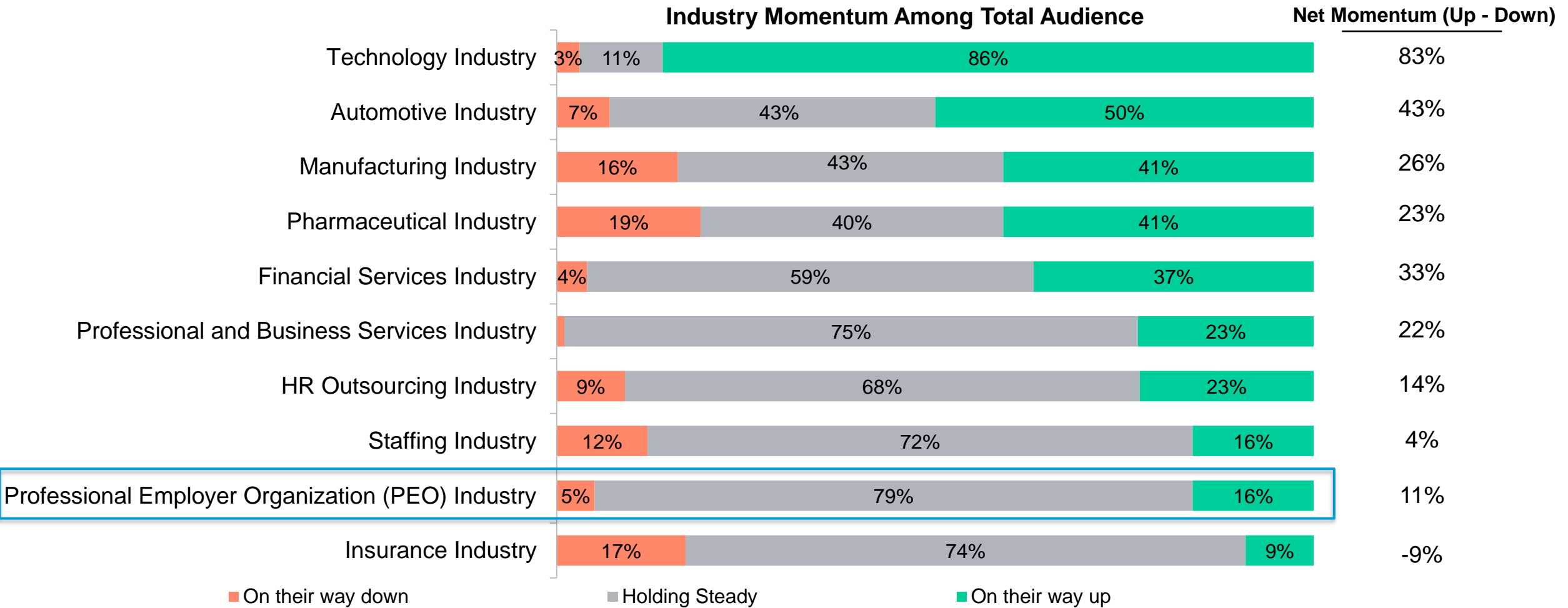
PEOs Are Seen as Convenient, Efficient, Comprehensive and Expert





While 1 In 6 Believe PEO Industry Is On Its Way Up, Overwhelming Majority Say It Is Holding Steady

Net momentum for PEO industry is closest to HR Outsourcing industry

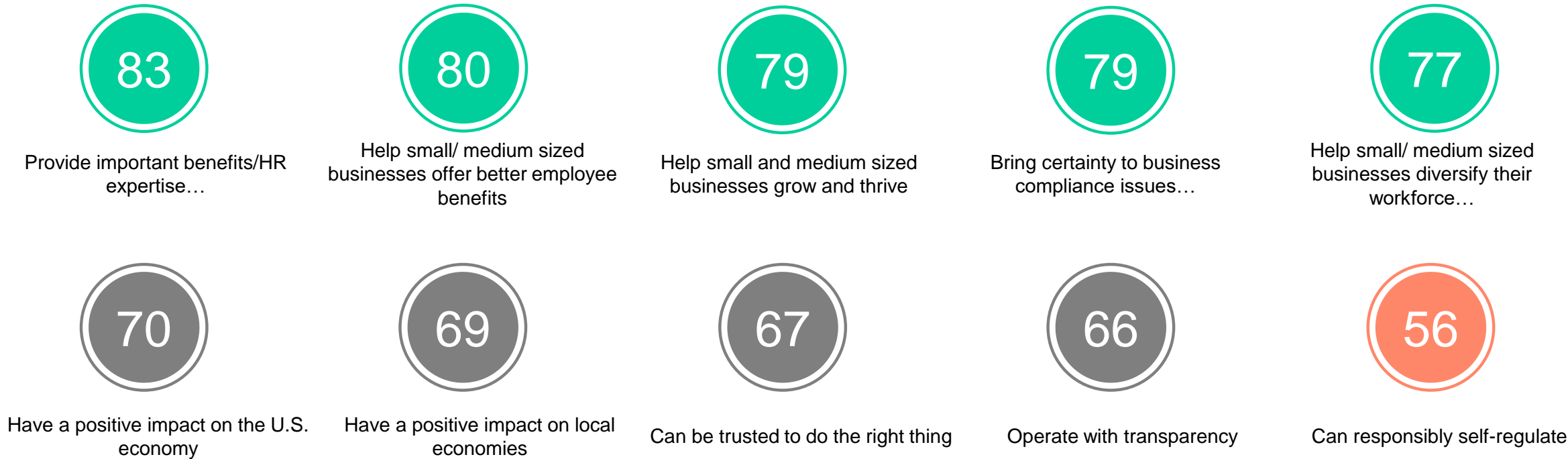




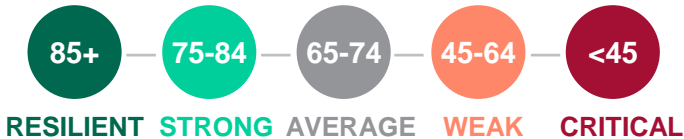
PEOs Perform Strongly On Attributes Pertaining To The Value They Bring To Small And Medium Sized Businesses

Respondents are less confident that PEOs can responsibly self-regulate, leading to a weak performance

PEO Performance on Attributes Among Total Audience

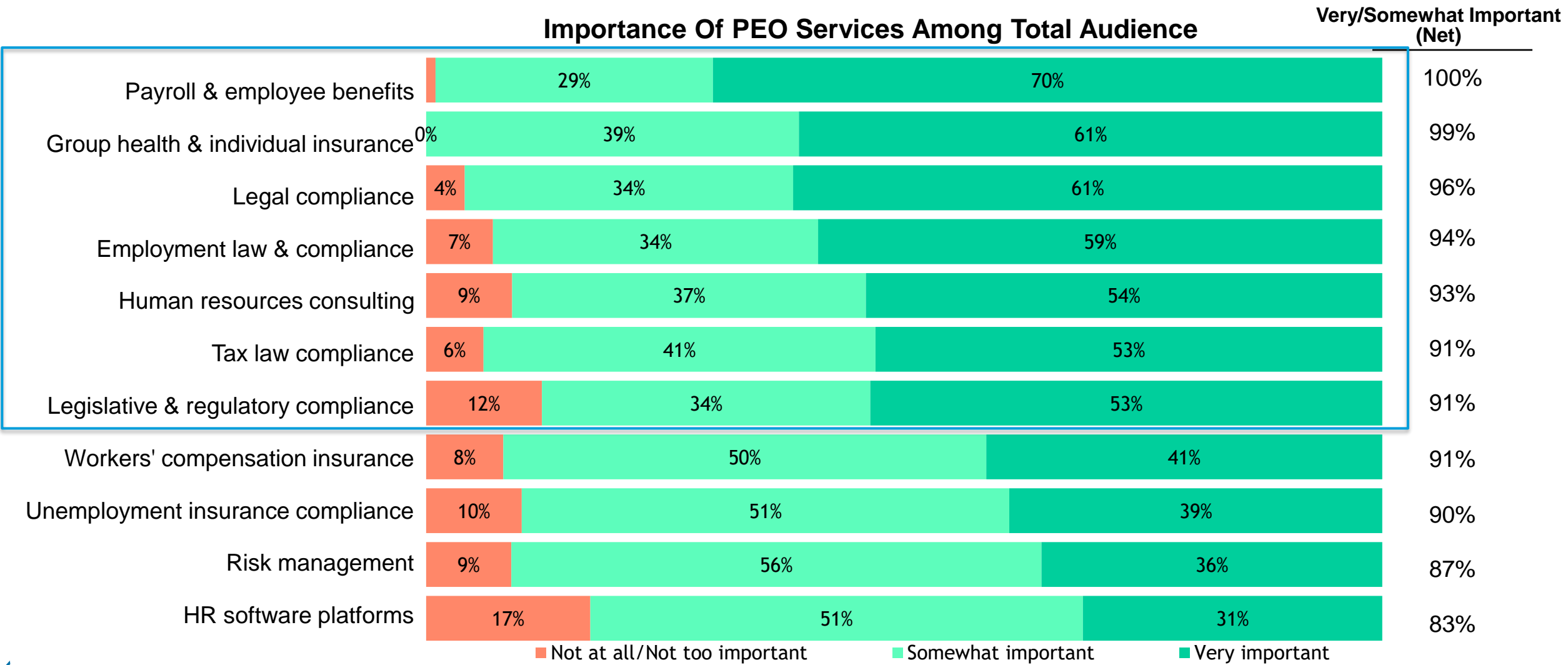


Performance
0-100 SCORE



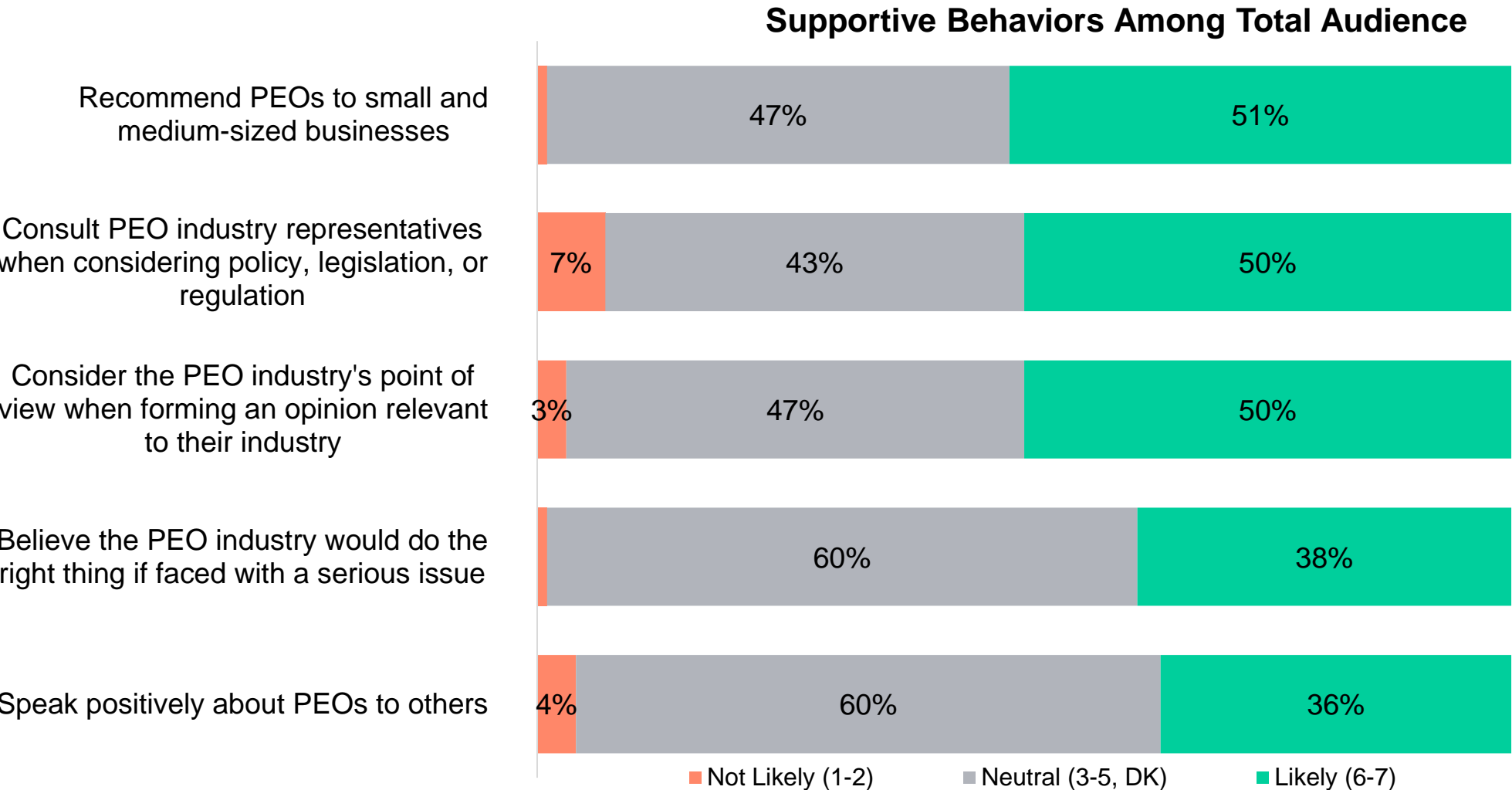


Most PEO Services Are Seen As Very Important with Majority of Policy Makers, Particularly Payroll & Employee Benefits





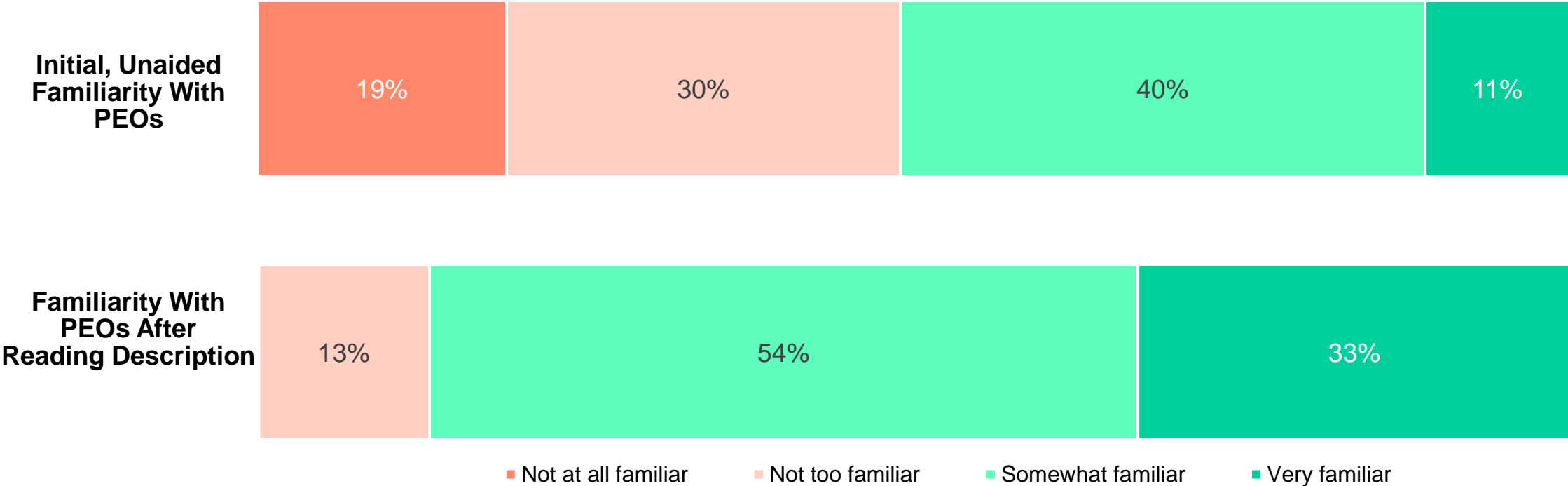
One In 2 Are Likely To Recommend PEOs To Small/Medium-Sized Businesses, Consult The Industry When Considering Policy/Legislation, Or Consider Its POV





Familiarity Increases Substantially After Being Provided With A Definition For PEOs; 1 In 3 Now Say They Are Very Familiar

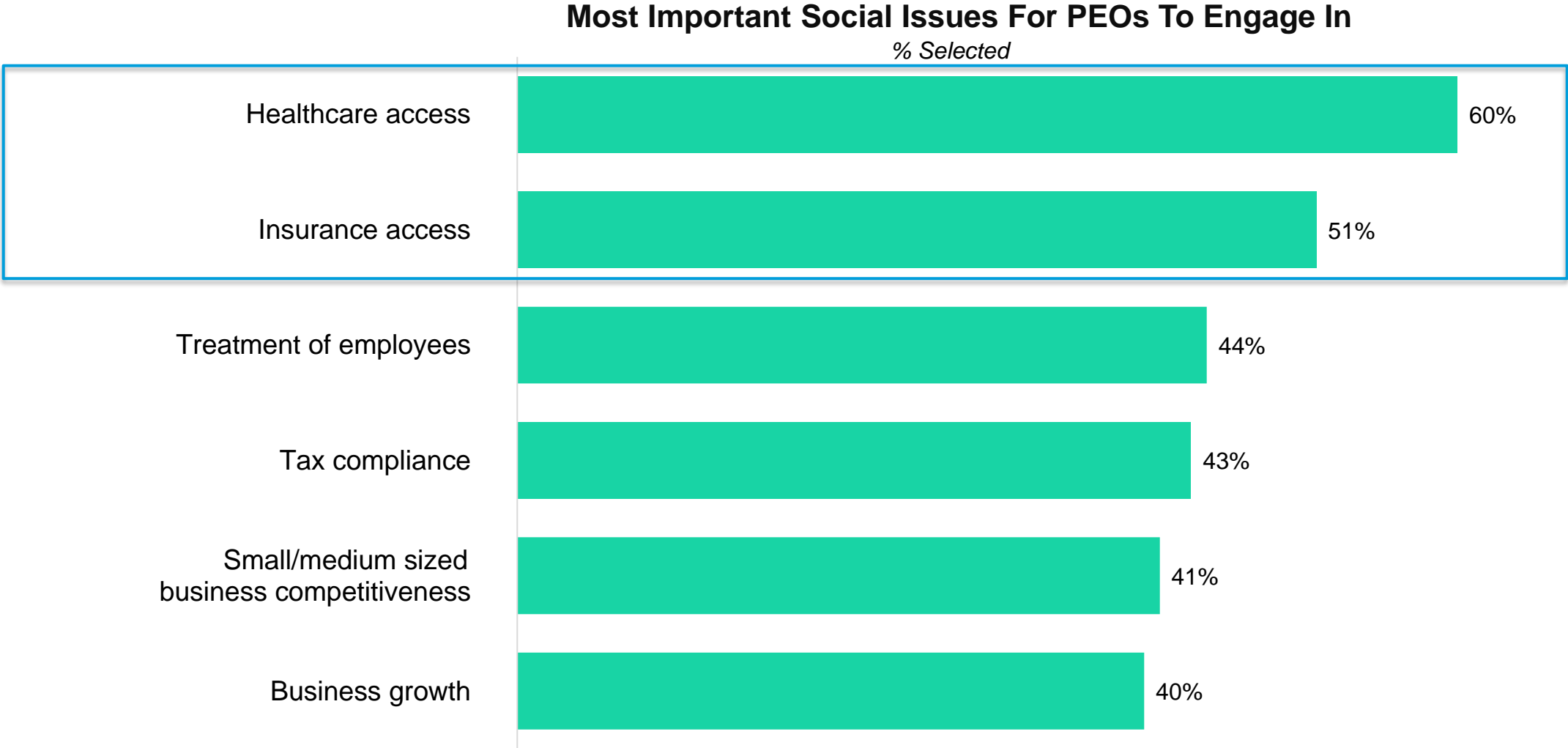
Professional Employer Organizations (PEOs) provide human resource services to small and mid-size businesses—paying wages and taxes under the PEO’s Employer Identification Number (EIN), offering workers’ compensation and risk management services, and providing compliance assistance with employment-related rules and regulations. In addition, many PEOs provide HR technology systems and access to 401(k) plans, health, dental, and life insurance, dependent care, and other benefits.





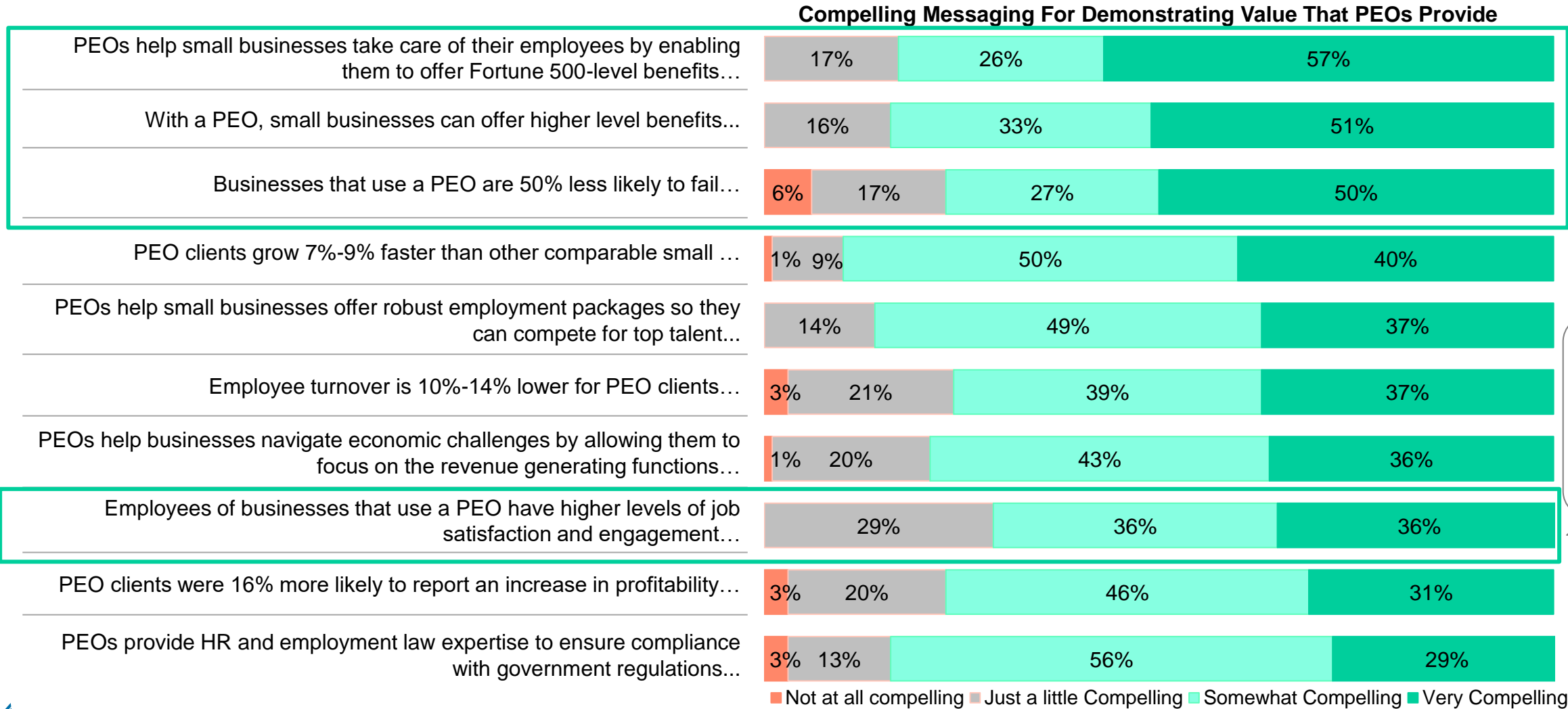
Healthcare, Insurance The Most Important Issues For PEOs To Engage In

Treatment of employees, tax compliance, business competitiveness for small/medium sized businesses, and business growth are all about as likely to be considered important social issues



Most Compelling Messaging Showcases Value Of PEOs And The Growth It Can Spur In Small Businesses

The message with the highest proportion saying it is “very compelling” highlights how PEOs can help small businesses keep up with the HR-related offerings of much larger businesses

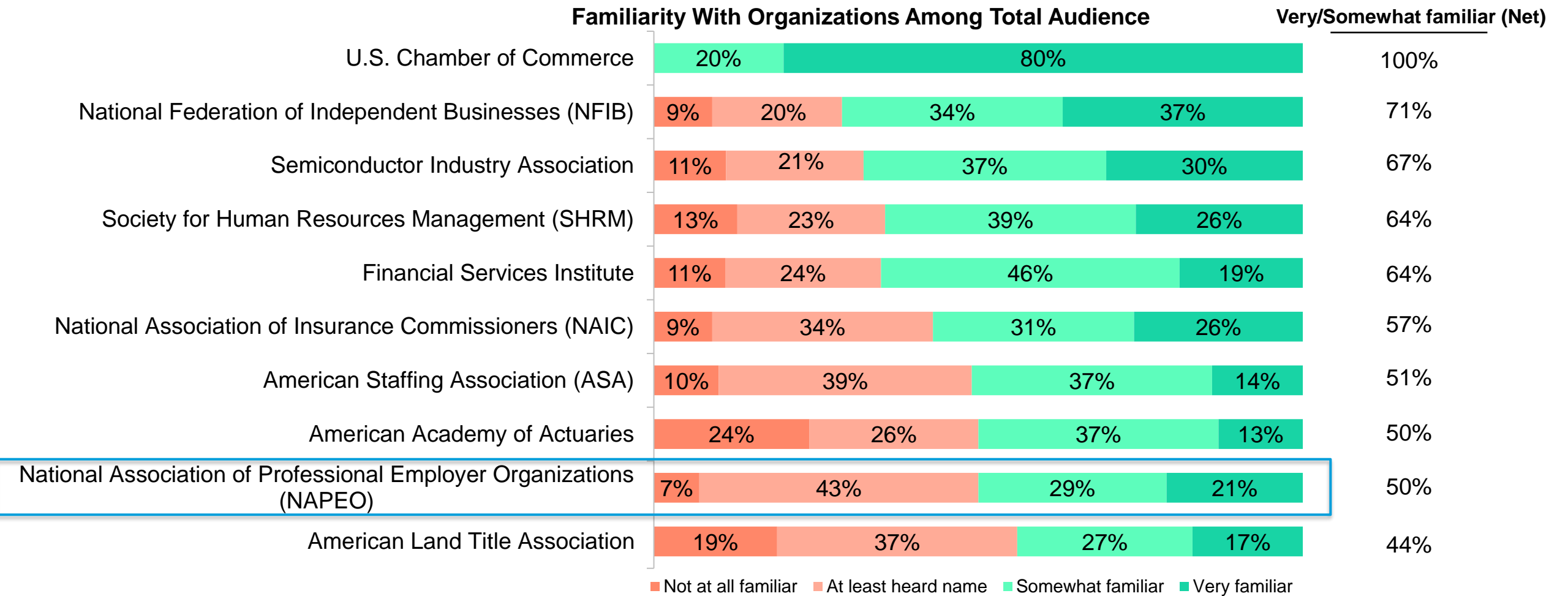


Democrats
(47% Very Compelling)
Executive Branch
(47% Very Compelling)



One In 5 Very Familiar With NAPEO; 1 in 2 Very or Somewhat Familiar

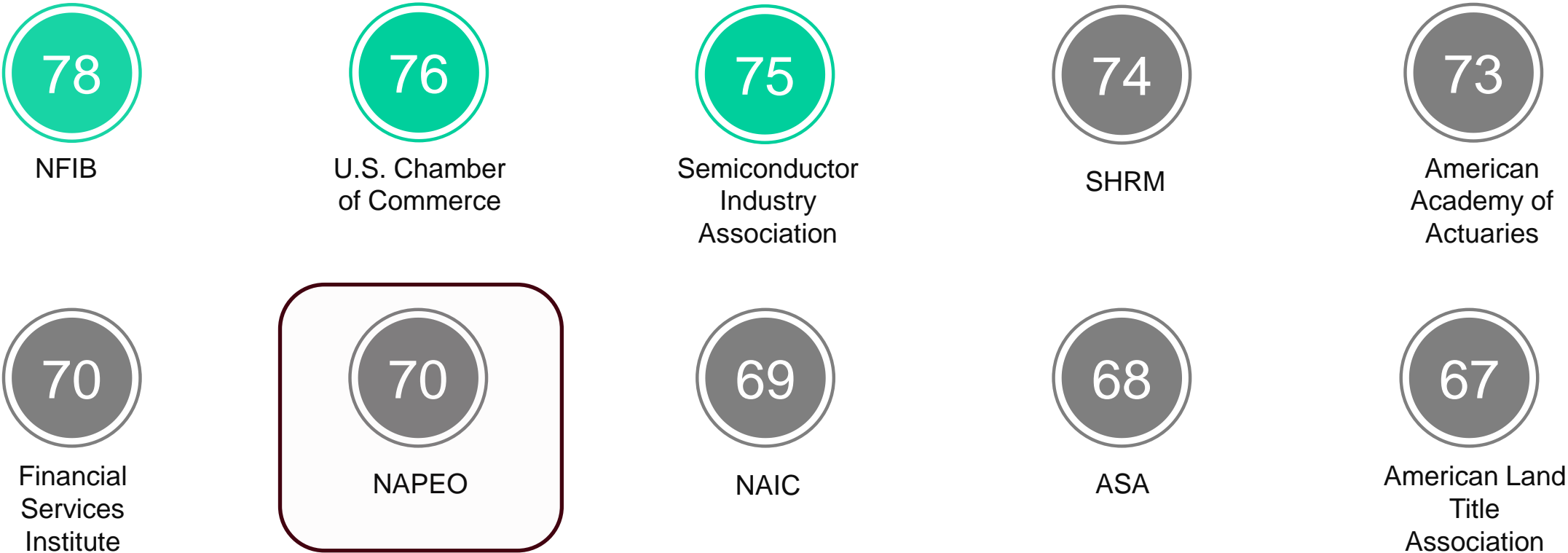
ASA and American Academy of Actuaries perform most similarly to NAPEO, with 1 in 2 also very or somewhat familiar with them



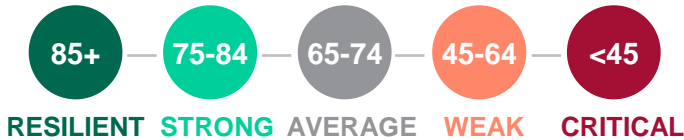


NAPEO's Reputation Is Most Similar To That Of The Financial Services Institute And NAIC, All Of Average Performance

Organization Reputation Score Among Total Audience



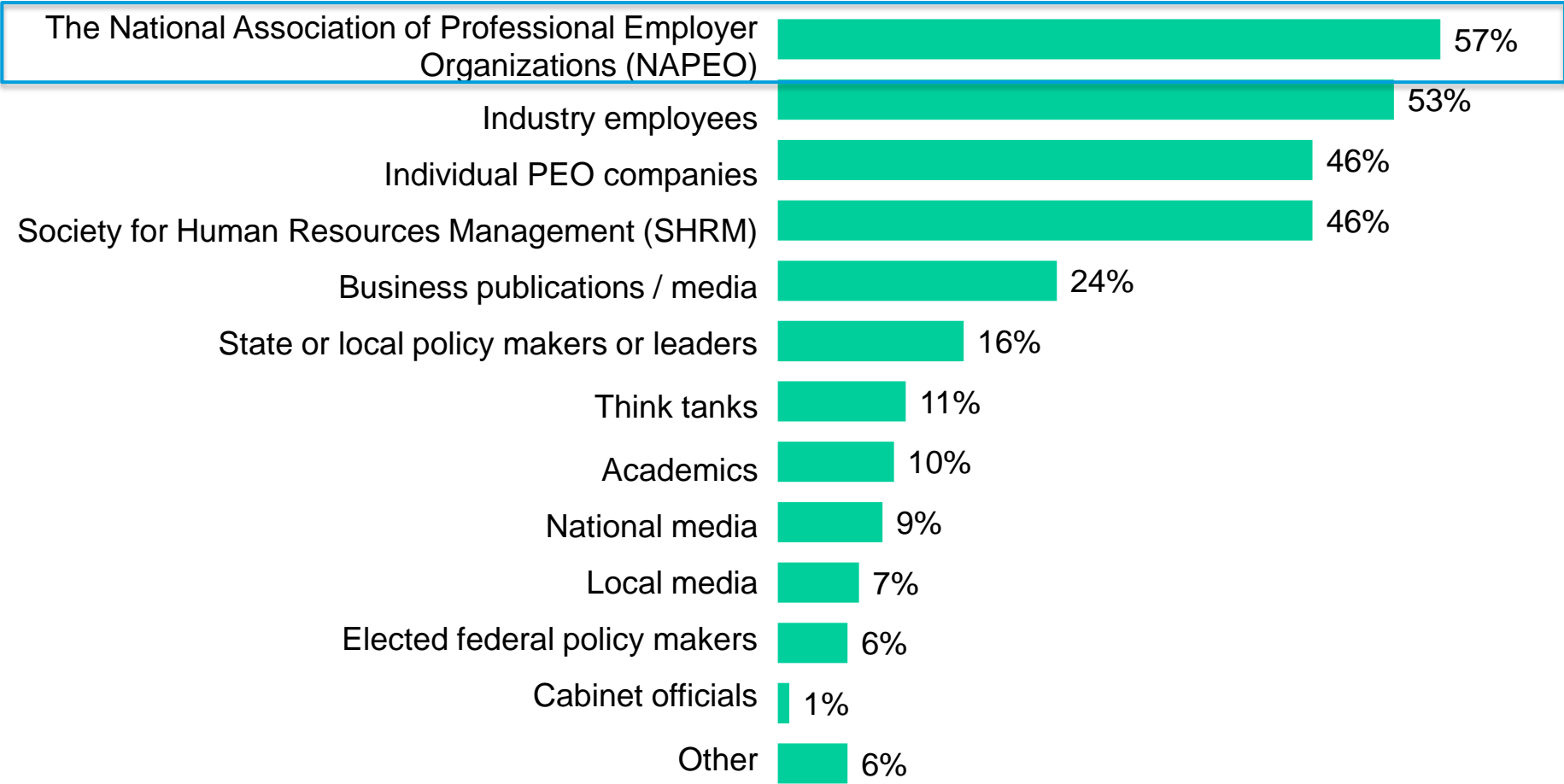
Performance
0-100 SCORE





NAPEO Is Known As The Most Relevant Source Of Info On PEO Matters By Over Half Of Respondents, Majority Say They Look To NAPEO For POV On Relevant Policy Issues

Who Provides The Most Relevant Info On PEOs Among Total Audience



4 in 5
Find NAPEO *Effective* at advocating for and helping policy makers understand their industry's POV

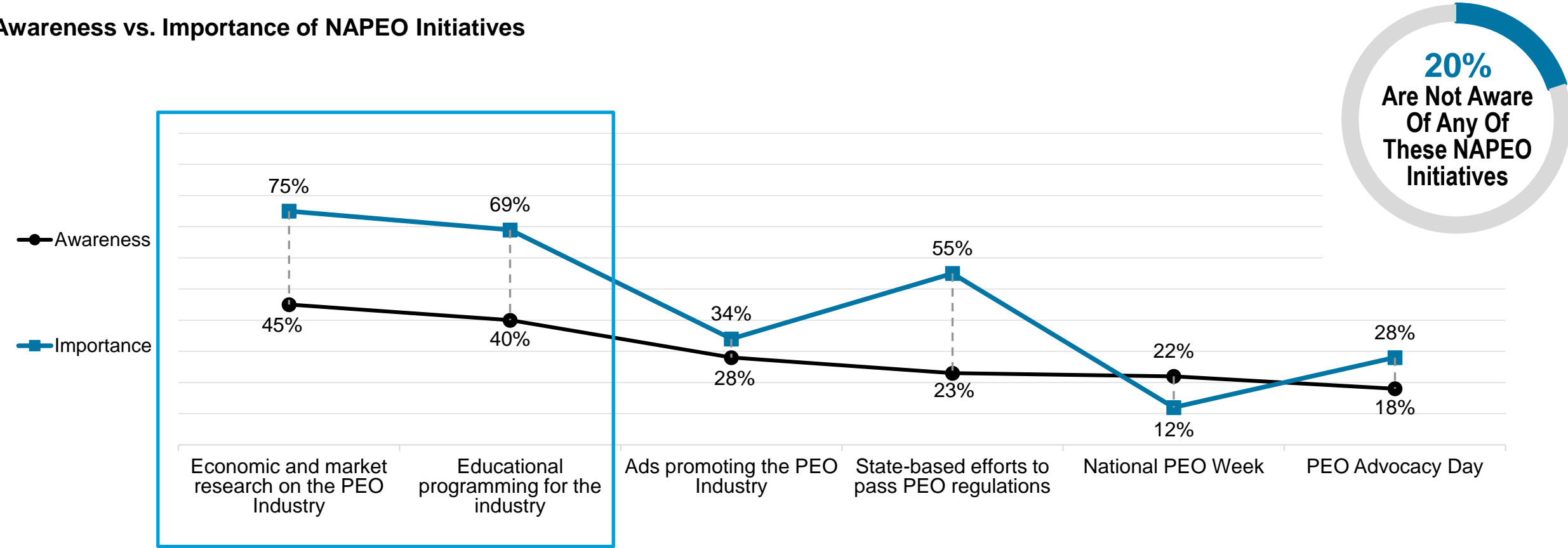
9 in 10
Find NAPEO's POVs and White Papers *Credible*



One In 5 Are Not Familiar With Any NAPEO Initiatives, While 2 In 5 Are Aware Of Their Economic And Market Research On The PEO Industry

Three-quarters of audience believe NAPEO’s work on economic and market research in the PEO industry is important; followed by over two-thirds who say the same about educational programming for the industry

Awareness vs. Importance of NAPEO Initiatives



*Significant difference to counterpart



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

Thank You

Rob Jekielek

Managing Director

