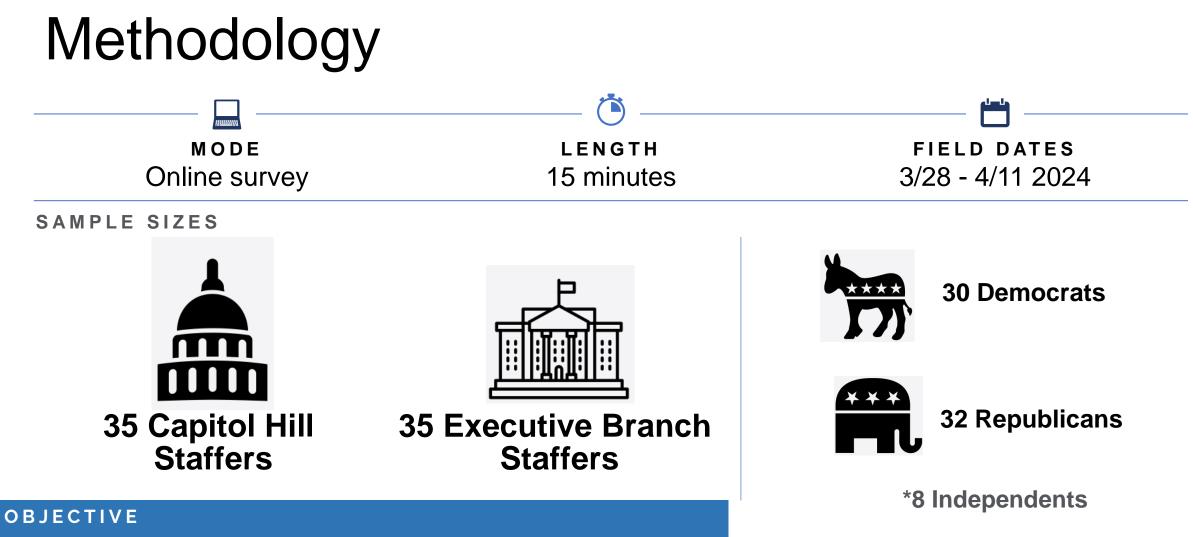
## The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

## National Association of Professional Employer Organizations

NAPE

Policy Maker Reputation Insights May 2024

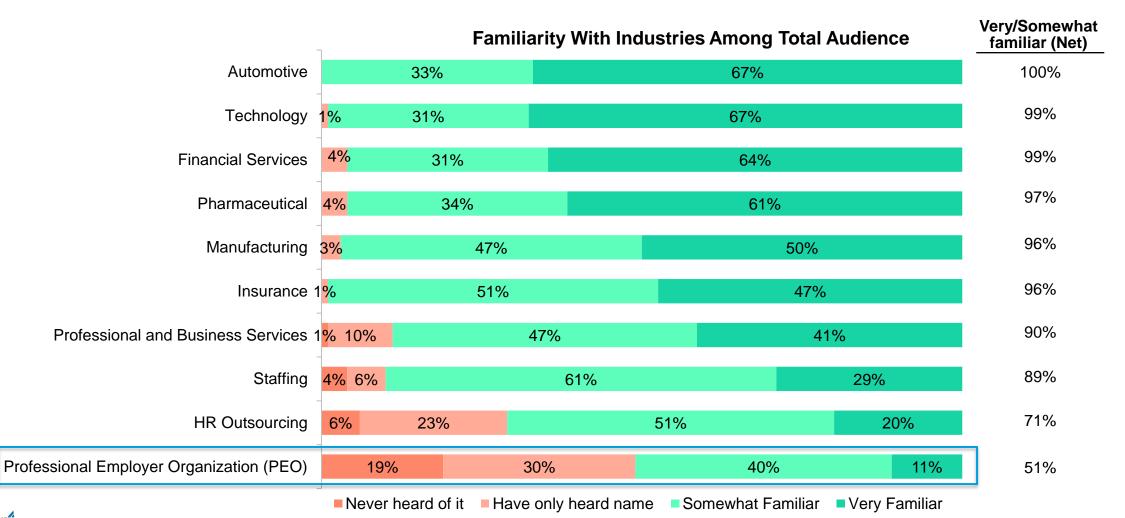


Gain insight on Policy Influencer's perceptions of PEOs and the services they provide, and on NAPEO's reputation as a source of knowledge in the industry.

-

### 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.

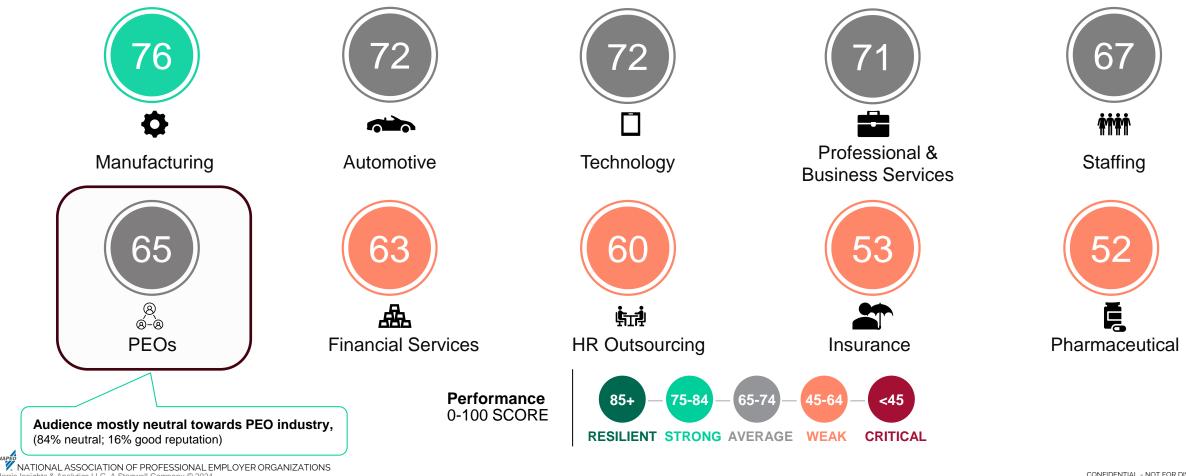


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#### PEO Industry Ranks As Average Among Overall Audience, Between Staffing And Financial Services Industries

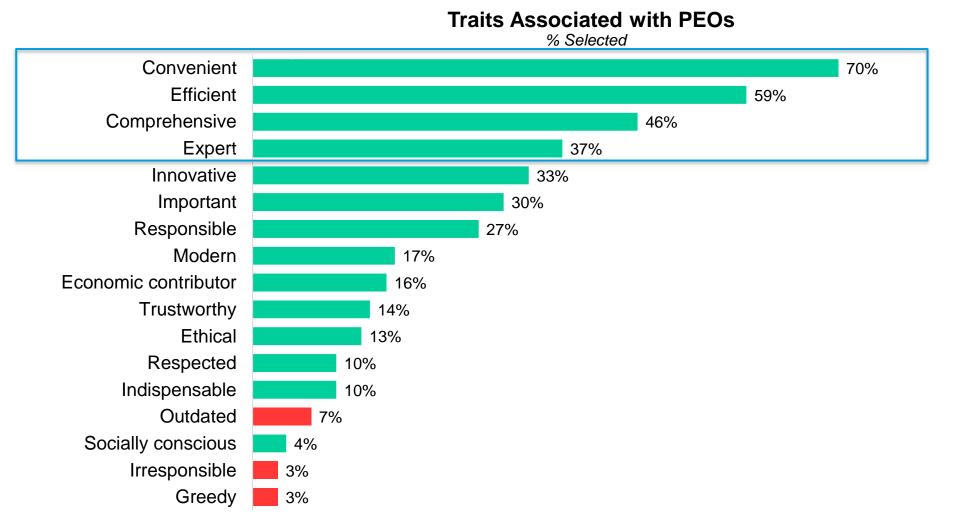
Manufacturing Industry only one to perform strongly; HR Outsourcing, one of the industries most like PEO industry, ranks as weak. PEO Reputation Score is lower among Republicans than Democrats.

Industry Reputation Score Among Total Audience



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### PEOs Are Seen as Convenient, Efficient, Comprehensive and Expert



Positive TraitsNegative Traits

>\*Significant difference to counterpart

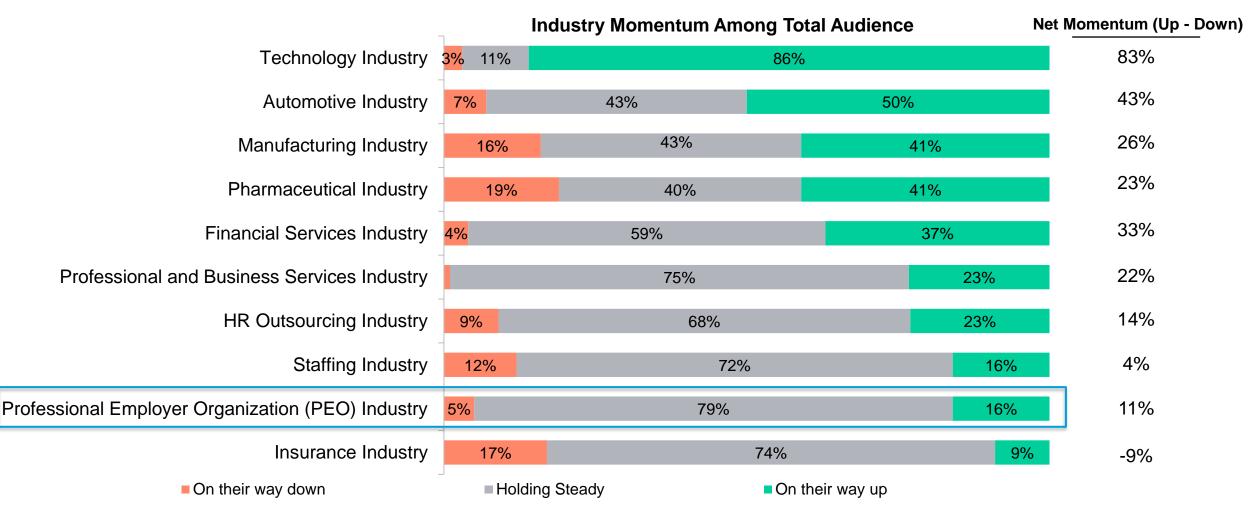
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# While 1 In 6 Believe PEO Industry Is On Its Way Up, Overwhelming Majority Say It Is Holding Steady

Net momentum for PEO industry is closest to HR Outsourcing industry



6

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

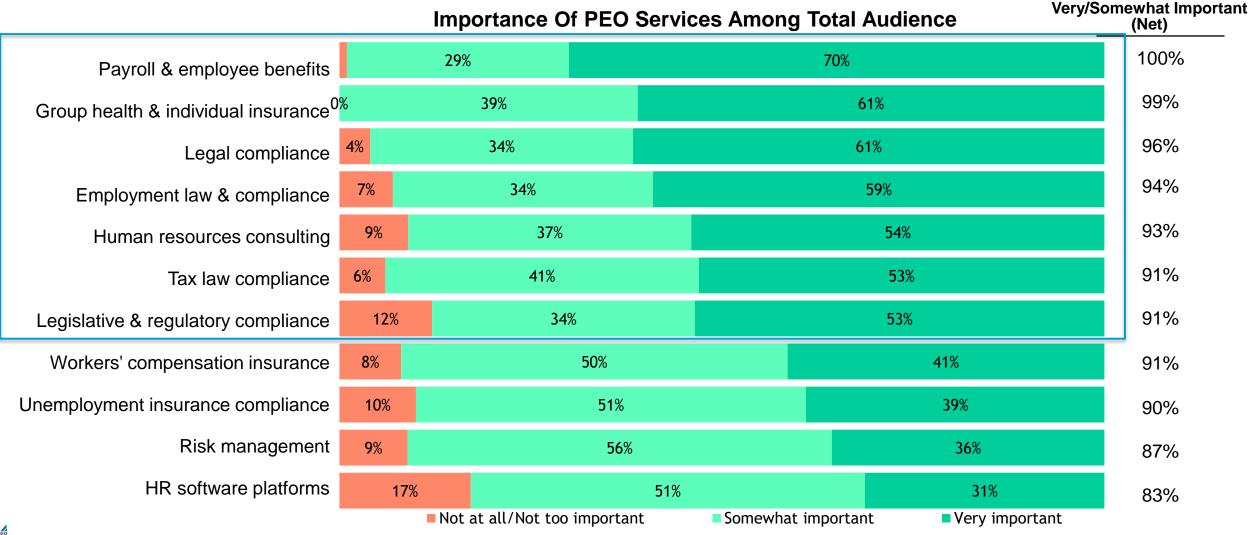
Respondents are less confident that PEOs can responsibly self-regulate, leading to a weak performance



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



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

#### 47% 51% 7% 43% 50% 3% 47% 50% 60% 38% 4% 60% 36%

Not Likely (1-2)

#### **Supportive Behaviors Among Total Audience**

Neutral (3-5, DK)

Likely (6-7)

Recommend PEOs to small and medium-sized businesses

Consult PEO industry representatives when considering policy, legislation, or regulation

Consider the PEO industry's point of view when forming an opinion relevant to their industry

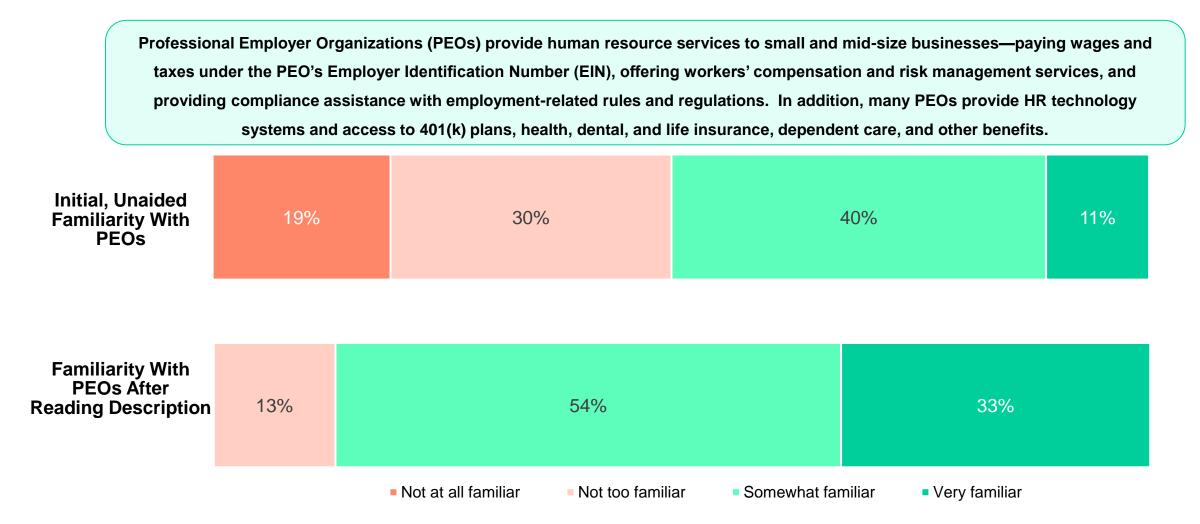
Believe the PEO industry would do the right thing if faced with a serious issue

Speak positively about PEOs to others

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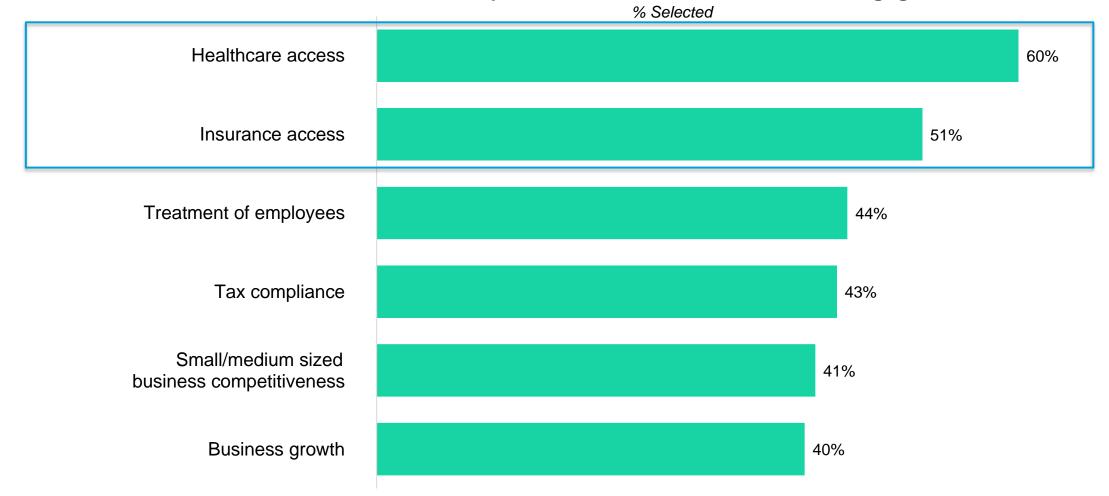


## Familiarity Increases Substantially After Being Provided With A Definition For PEOs; 1 In 3 Now Say They Are Very Familiar



#### 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 Important Social Issues For PEOs To Engage In

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## 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

	Compelling Messaging For Demonstrating Value That PEOs Provide							
PEOs help small businesses take care of their employees by enabling them to offer Fortune 500-level benefits	17% 26%		57%					
With a PEO, small businesses can offer higher level benefits	16%	33%	51%					
Businesses that use a PEO are 50% less likely to fail	<mark>6%</mark> 17%	27%	50%					
PEO clients grow 7%-9% faster than other comparable small	1% 9%	50%	40%	-				
PEOs help small businesses offer robust employment packages so they can compete for top talent	14%	49%	37%	Democrats (47% Very Compelling) Executive Branch (47% Very Compelling)				
Employee turnover is 10%-14% lower for PEO clients	<mark>3</mark> % 21%	39%	37%					
PEOs help businesses navigate economic challenges by allowing them to focus on the revenue generating functions	1% 20%	43%	36%					
Employees of businesses that use a PEO have higher levels of job satisfaction and engagement	29%	36%	36%					
PEO clients were 16% more likely to report an increase in profitability	<mark>3</mark> % 20%	46%	31%					
PEOs provide HR and employment law expertise to ensure compliance with government regulations	3% 13% Not at all compelli	56% ng Just a little Compellin	29% g □ Somewhat Compelling □ Very Compelling	a				

Not at all compelling Just a little Compelling Somewhat Compelling Very

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#### 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

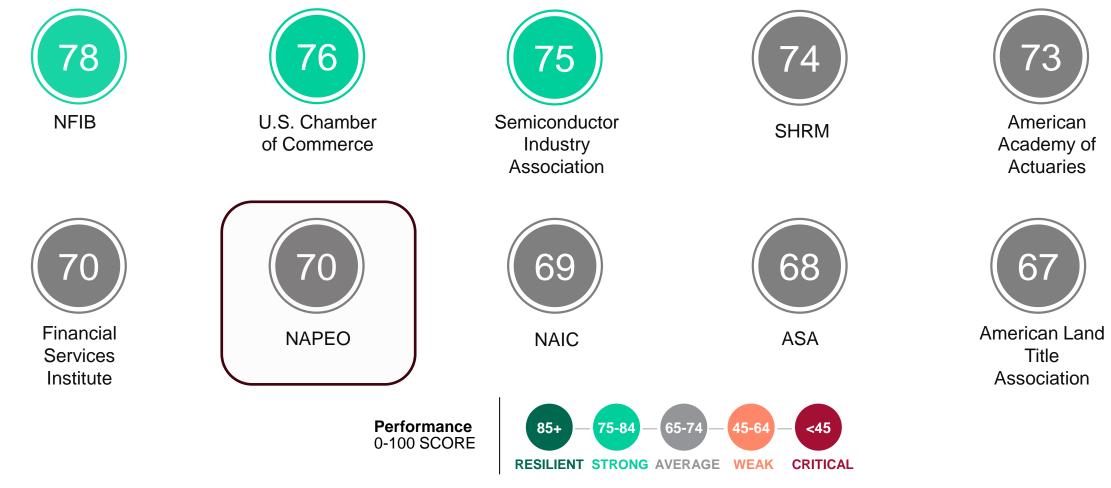
Familia		Very/Somewhat familiar (Net)				
U.S. Chamber of Commerce	20%			80%		100%
National Federation of Independent Businesses (NFIB)	9%	20%	34%		37%	71%
Semiconductor Industry Association	11%	21%	37	%	30%	67%
Society for Human Resources Management (SHRM)	13%	23%		39%	26%	64%
Financial Services Institute	11%	24%		46%	19%	64%
National Association of Insurance Commissioners (NAIC)	9%	34%		31%	26%	57%
American Staffing Association (ASA)	10%	39%		37%	14%	51%
American Academy of Actuaries	24%	26%		37%	13%	50%
National Association of Professional Employer Organizations (NAPEO)	7%	43%		29%	21%	50%
American Land Title Association	19%		37%	27%	17%	44%
-	Not at all f	amiliar 🛛 At lea	st heard name	Somewhat familia	· Very famili	ar

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

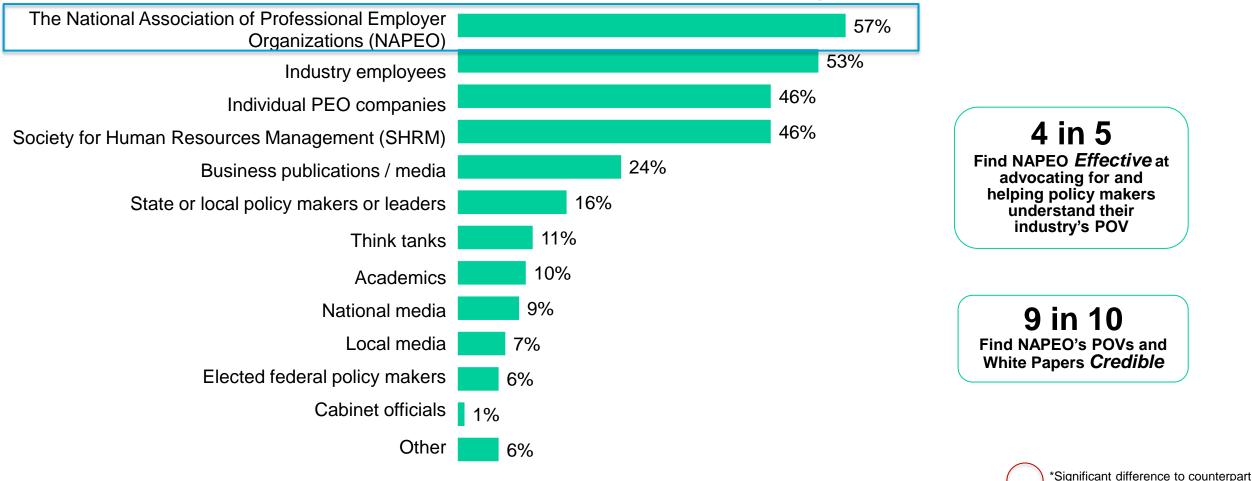
Organization Reputation Score Among Total Audience



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## 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



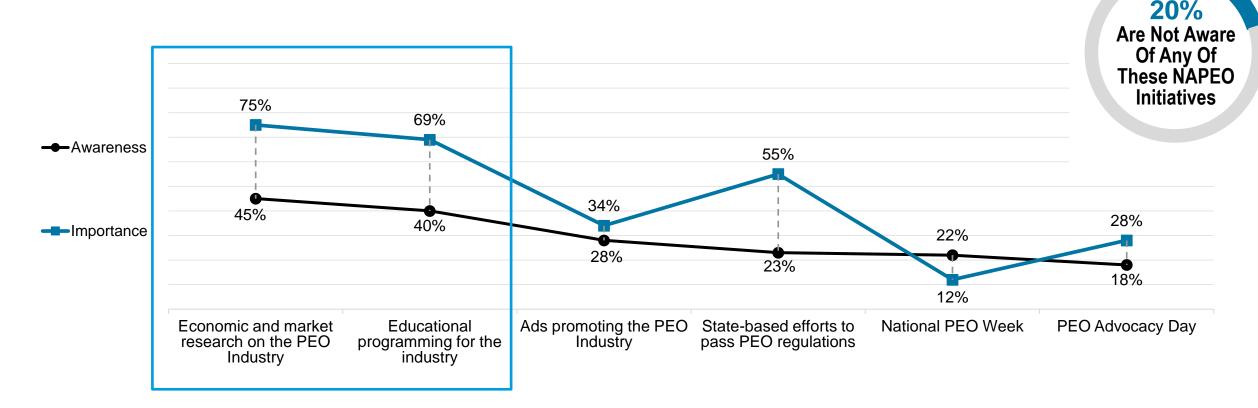
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## One In 5 Are Not Familiar With Any NAPEO Initiatives, While 2 In 5 Are Aware Of Their Economic And Market Research On The PEO Industry

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





\*Significant difference to counterpart

# The Harris Poll Harris Insights & Analytics LLC, A Stagwell Company

# Thank You

**Rob Jekielek** 

**Managing Director**