

presented by
SCORE 

THE MEGAPHONE OF MAIN STREET:

Employee Engagement

SPRING 2023



Contact SCORE:
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How difficult has the following been for your company in the past few months?

Business stage	Not at all difficult	Somewhat difficult	Very difficult
Onboarding new employees	36.6	41.4	22.1
Retaining new employees	42.6	41.1	16.3
Retaining existing employees	54.2	36.4	9.4
Hiring new employees	15.7	38	46.4
Keeping employees engaged and productive	37.9	48.4	13.6

What specific issues are making motivating and retaining employees so difficult right now? (Check all that apply.)

	Spring 2023	Fall 2021	2017
Need to raise salary/wages to be competitive	59.3%	54.7	26.2
Do not offer healthcare benefits	39.1%	37.3	21.9
Workers less motivated	38.5%		
Workers working other jobs (or side hustles)	29.7%		
Workers less qualified	23.4%		
Demand for flexible schedules / work from home	23.4%	11.2	N/A
Inability to offer professional progression	19%	7.4	N/A
Workers have physical and/or mental health issues	16.4%		

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*What have you done to motivate / retain employees in the past few months?
(check all that apply)*

	Spring 2023	Fall 2021
Increased wages	59.1%	60.5%
Connection to company culture, mission, values	46.2%	N/A
Professional development and training	41.3%	36.6%
Bonuses and/or Profit sharing	39.2%	N/A
Work from home / Flexible work options	36.8%	34.6%
Additional Paid time off / holidays	21.6%	20.2%
Employee recognition programs	18.7%	21.4%
Promotions / Career progression	18.1%	24.5%
Health and Wellness programs	12.5%	10%
Tuition reimbursement	6.6%	5%
DEI (Diversity, Equity, Inclusion) programs	5.7%	N/A
Childcare/child-friendly workplaces	4.3%	5%

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Methodology & Demographics

From March 6– March 20, 2023, SCORE surveyed entrepreneurs who agreed to be contacted for research. From this master list of 7,750 people, 1,576 completed the survey for a response rate of 20.3%. Of these respondents 623 respondents self-identified as having at least one employee other than the owner

Survey respondents came from a broad and diverse assortment of backgrounds for both owners and small businesses.

Business stage

Start-up: I am in the first year of owning my business	7.1%
In business: I have been a business owner for over a year.	86.2%
I am exiting or looking to sell my business.	6.7%

Gender

Female	57%
Male	40.4%
Non-binary	0.4%
Prefer not to answer	2.3%

Age

18-24	0%
25-34	3.4%
35-44	16.3%
45-54	21%
55-64	35.6%
65+	21.5%
I prefer not to answer	2.2%

Ethnic Background (check all that apply)

White	68.8%
Black or African American	15%
Of Hispanic origin or descent (such as Mexican, Puerto Rican, Cuban or other Spanish background)	7.9%
American Indian or Alaska Native	0.9%
Asian	5.8%
Native Hawaiian or other Pacific Islander	0.4%
Some other race	2.1%
I prefer not to answer	5.5%

Please select the industry category that best fits your business:

Accommodation & Food Services	11.5%
Agriculture, Farming, Ranching	2.3%
Arts, Entertainment, and Recreation	6.8%
Banking, Finance & Insurance	2.3%
Health Care & Social Assistance	11.1%
Home or Personal Maintenance Services	8.4%
Manufacturing & Industrial	10.7%
Non-profit, Public & Professional Organizations	6.8%
Professional & Business Services	22.2%
Real estate, Rental & Leasing	3.7%
Wholesale Trade	3.7%
Technical & Scientific Services	6.4%
Transportation & Warehousing	4.1%

How many years has your business been in operation?

0-1 year	7.30%
2-5 years	28.6%
6-10 years	18.8%
11-20 years	18.6%
Over 20 years	26.6%

How many employees do you have (including yourself)?

One*	16.6%
2-5	42.6%
6-10	21.3%
11-20	11.7%
21-50	5.5%
50+	2.4%

What were your company sales receipts in 2022?

\$50,000 or less	17.7%
\$50,001-100,000	11.5%
\$100,001-\$250,000	18.3%
\$250,001-\$500,000	18.5%
\$500,001-\$1M	13.6%
\$1M-\$2.5M	12.6%
\$2.5M-\$5M	4.5%
\$5M-\$10M	1.9%
>\$10M	1.4%