



# The 2016 Small Business Happiness Report:

## How small-business owners can boost employee happiness

By the numbers: Survey fact sheet

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Aflac surveyed employees who work at a company with three to 49 employees in the U.S., with full-time or part-time status. This is what they have to say<sup>1</sup>:

### Employees are satisfied working for small businesses

- 74 percent are extremely or very satisfied working for a small business.
- According to employees, these are some of the best parts about working for a small business:
  - Flexible scheduling (30 percent)
  - I actually see the fruit of my labor (21 percent)
  - My input really matters (16 percent)

### Employers have the power to influence employee happiness

- 96 percent agree there is a lot an employer can do to improve employee happiness.
- 74 percent strongly agree or agree that happiness in life has a lot to do with the work you choose.
- 61 percent believe employee happiness is extremely or very important to their company's leadership team, but 29 percent say it was only somewhat important and 10 percent say it is not very or not at all important.
- Almost half (48 percent) say their company does not assess employee satisfaction.

## What employees most wish their companies would improve

- Employees most commonly chose these from a list of priorities for their companies to improve:
  - Compensation (23 percent)
  - Communication (22 percent)
  - Employee benefits (16 percent)
- 65 percent of respondents indicate an improvement in their benefits offerings would make them a happier employee.
- Nearly a quarter (22 percent) of respondents say benefits offerings are one thing they like least about working for a small business.
- Nearly six in 10 (59 percent) chose major medical/health insurance as the health benefit with the biggest influence on their current employment decision.
- The most impactful improvements an employer can make to improve current benefits offerings include:
  - Contribute more toward price (31 percent)
  - Present broader range of current offerings (22 percent)
  - Present different types of offerings (23 percent)
  - Improve communication about them (14 percent)
  - Request employee input about them (10 percent)

## FOOTNOTES

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<sup>1</sup> The Aflac 2016 Small Business Happiness Survey, fielded by Lightspeed/GMI in the United States between March 14 and March 21, 2016.

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