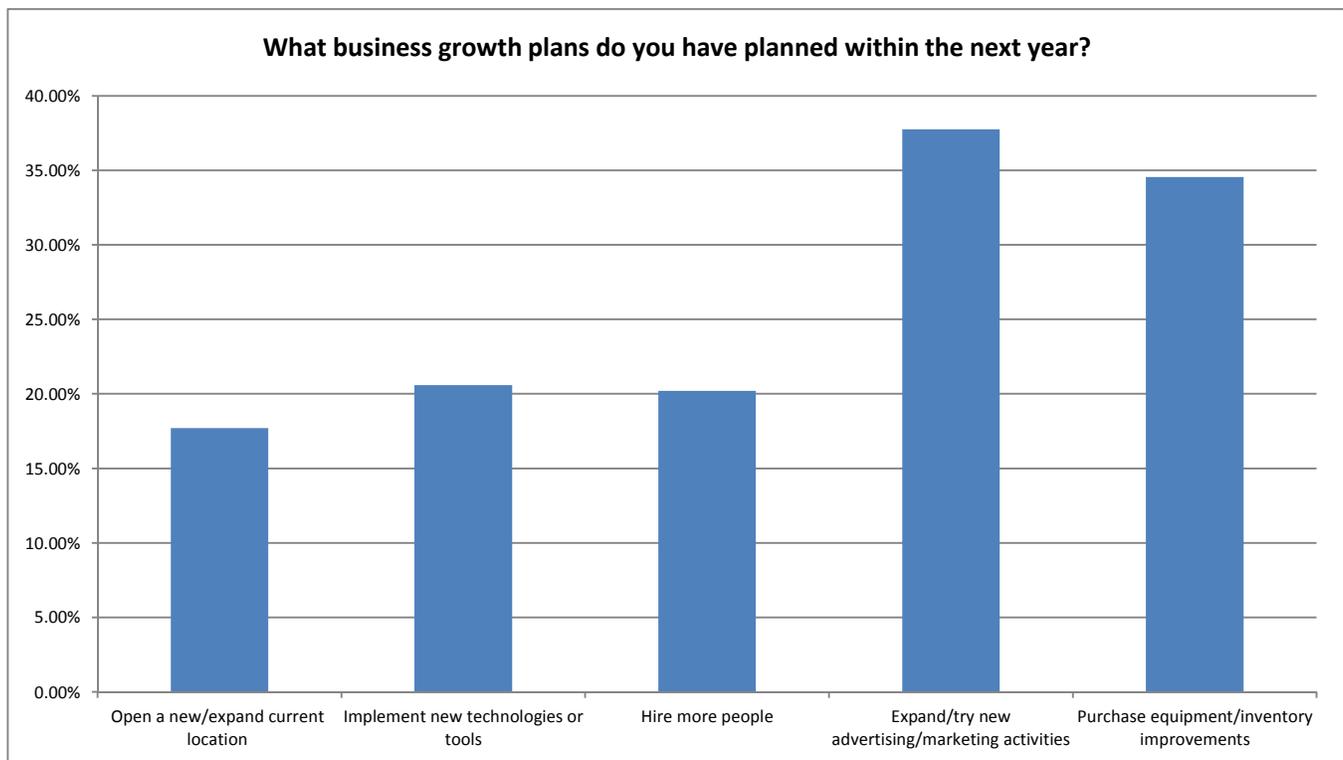


The CAN Capital Small Business Health Index, powered by SurveyMonkey™ is a research effort led by CAN Capital working closely with SurveyMonkey™. The Index taps into key issues and trends that can help business owners across the country to expand and grow their businesses. The data also reveals some of the challenges facing small businesses, including leveraging the right advertising and marketing strategies, attracting and retaining talent, battling big-box retailers and accessing capital.

Included below are Top line results:

### Promoting Growth

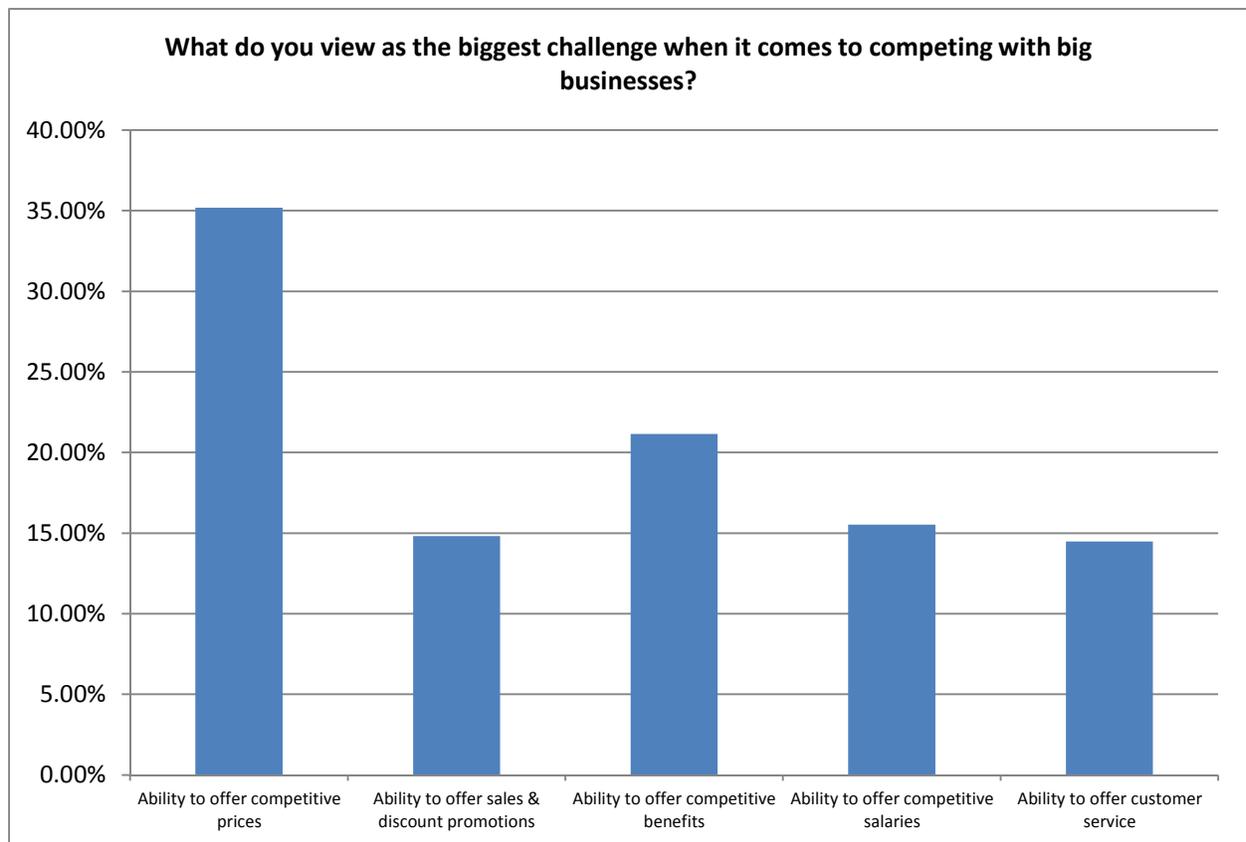
- Survey data shows that small businesses are looking to promote growth with 38 percent of respondents looking to expand and/or try new forms of advertising/marketing activities (such as online ads, email marketing, etc.) within the next year, up from 31 percent last quarter.
- More than one third (35 percent) of small business owners plan to purchase equipment and/or make inventory investments during the next year, up nearly 10 percentage points from last quarter.



## Navigating Challenges

- The Affordable Care Act was named as one regulation that small business owners said had/will have an effect on their businesses, followed by minimum wage increase and new overtime change laws.
- Thirty-five percent of small business owners view the ability to offer competitive prices as their *biggest challenge* when competing with big businesses, with ability to offer competitive benefits for employees coming in second at 21 percent.

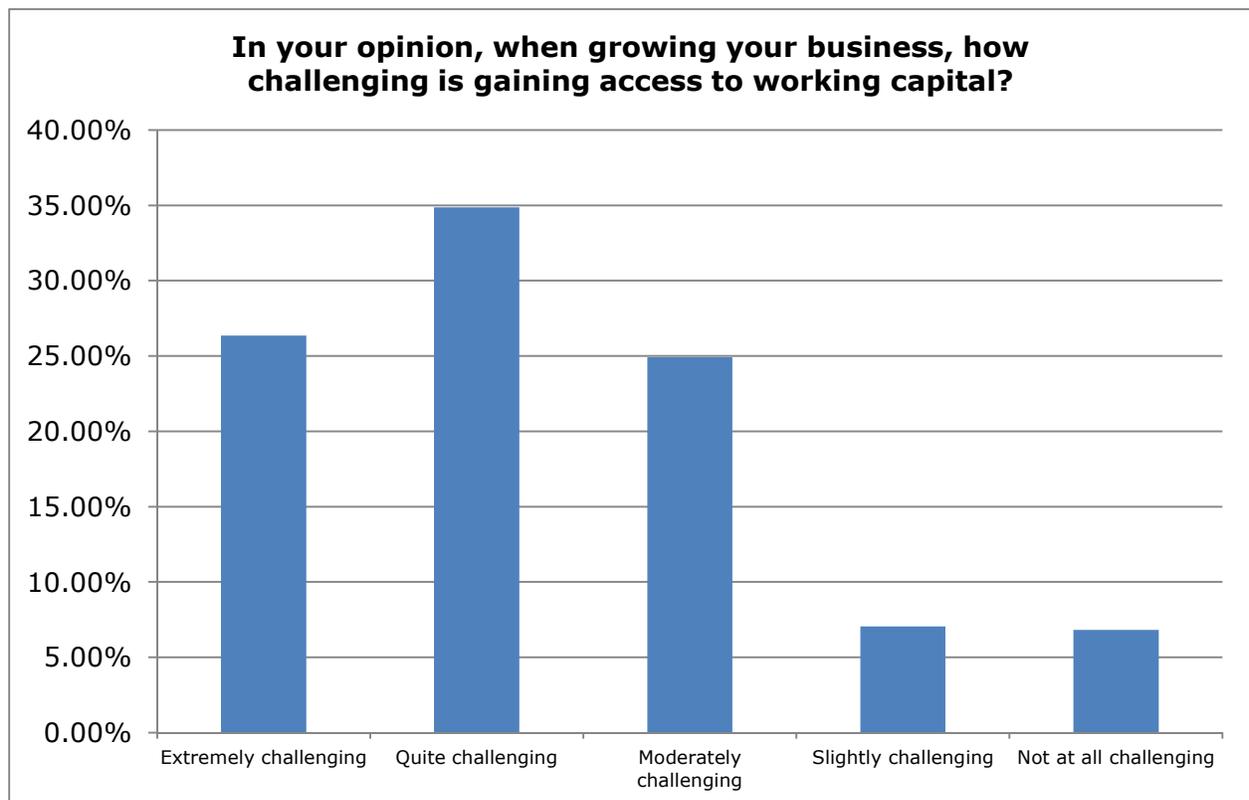
In terms of potential threats, thirty-four percent of small business owners shared that the *biggest threat* to small businesses today is rising employment costs.



- This trend also impacts hiring, with 33 percent of small business owners saying that the greatest hiring obstacle is the ability to offer an attractive health insurance/benefits package, followed by being able to offer a competitive salary (30 percent).

## Capital Access

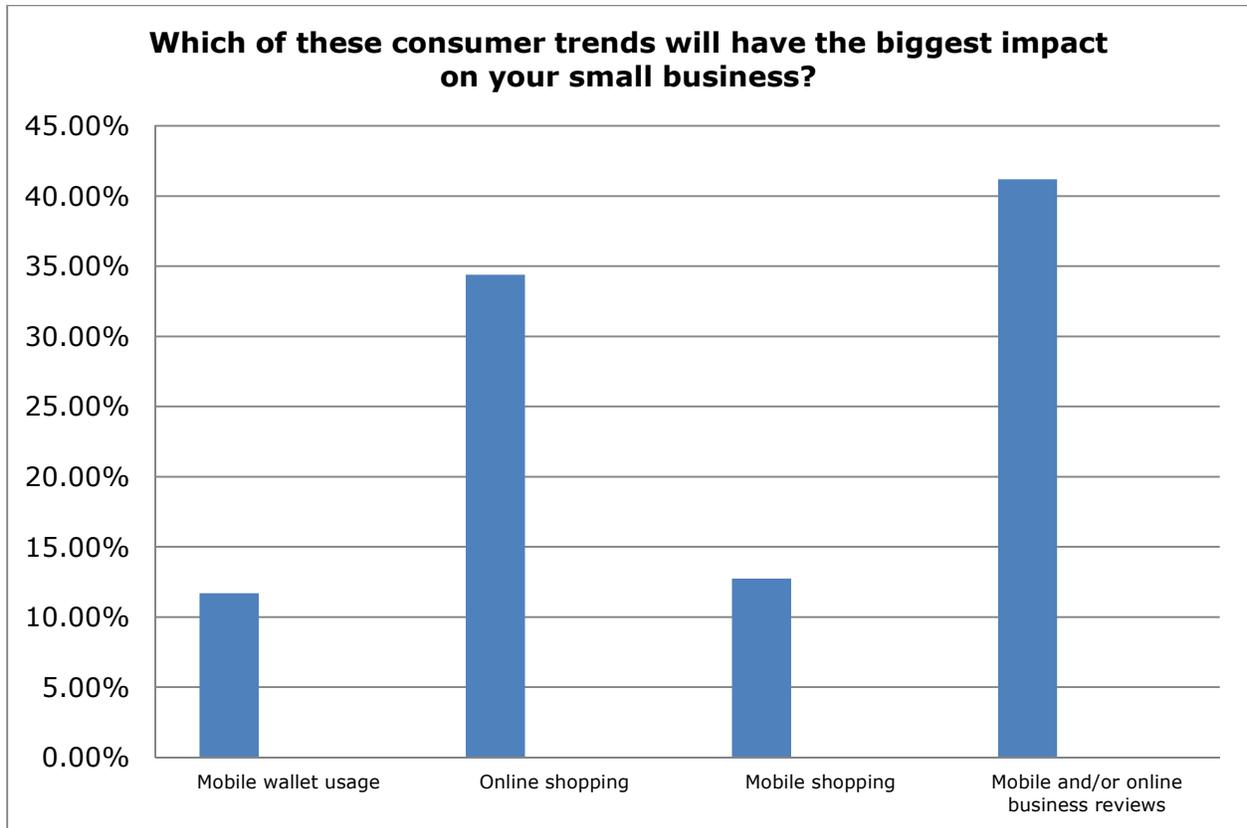
- Forty-three percent of small business owners surveyed anticipate needing external capital to run their small business in the next year.
- Sixty-one percent of small business owners say that gaining access to working capital is *quite* or *extremely* challenging.



- While 34 percent of small business owners say that the *easiest* way to obtain funding/working capital is applying for a bank loan, nearly half (49 percent) have actually been more successful in securing funding/working capital from friends and/or family than from a bank (27 percent).

## Consumer/Mobile Trends

- Mobile and/or online business reviews are the number one (41 percent) consumer trend that small business owners say will have an impact on their business.



- Online shopping came in second (34 percent) as the other top consumer trend that small business owners say will have an impact on their business.
- Thirty-nine percent of small businesses have not optimized their business website for all mobile devices.