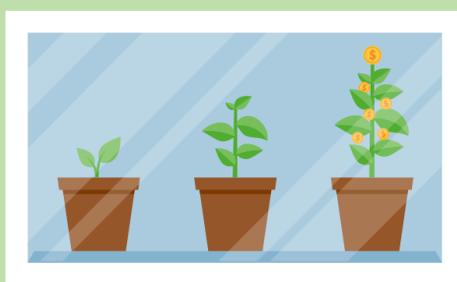


# SMALL BUSINESS OWNERS ARE **OPTIMISTIC** ABOUT GROWTH



## PLAYING THE GROWTH GAME

**54%**

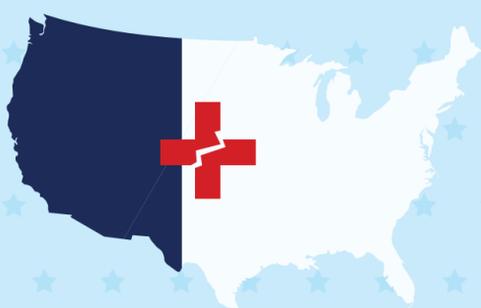
expect their businesses to grow by revenue

**23%**

expect their employee count to grow over the next year



## ★ ★ ★ ★ ★ ECONOMIC BLUES ★ ★ ★ ★ ★



**37%**

believe the health of the national economy is a challenge for their business

## NEW TAX BENEFITS OVERHYPED

**64%**

said they did not benefit from tax law changes



## INFLUENCED BY INDEPENDENCE

**60%**

said they started their business to be their own boss



## MAIN STREET MATTERS

**40%**

said living within the community in which their business is located was important to them as a business owner



## CATERING TO MOBILE CUSTOMERS

**24%**

say they plan to either implement loyalty/rewards programs or mobile point of sale this year

