



U.S. Chamber of Commerce Foundation

Center for Capital Markets Competitiveness

Polling Presentation – March 30, 2017

Key Points from Financial Services Survey

- Small Business Executives say access to affordable credit is not improving
- Executives are optimistic concerning profits, employee wages, though many project increasing prices in the next year
- Half say their company has taken on debt, and almost all report positive experiences with primary lender
- Small businesses largely reliant on banks to grow, maintain business; larger small businesses most reliant, trustful of bank's financial services
- Across the board, executives say favorable tax policies, decreasing lending regulations will help small businesses

Methodology:

Morning Consult, on behalf Center for Capital Market Competitiveness, conducted an online survey of 503 small business executives from March 02-09, 2017. Results from the full survey have a margin of error of +/- 4%.



Small Business Executives' Financial Projections

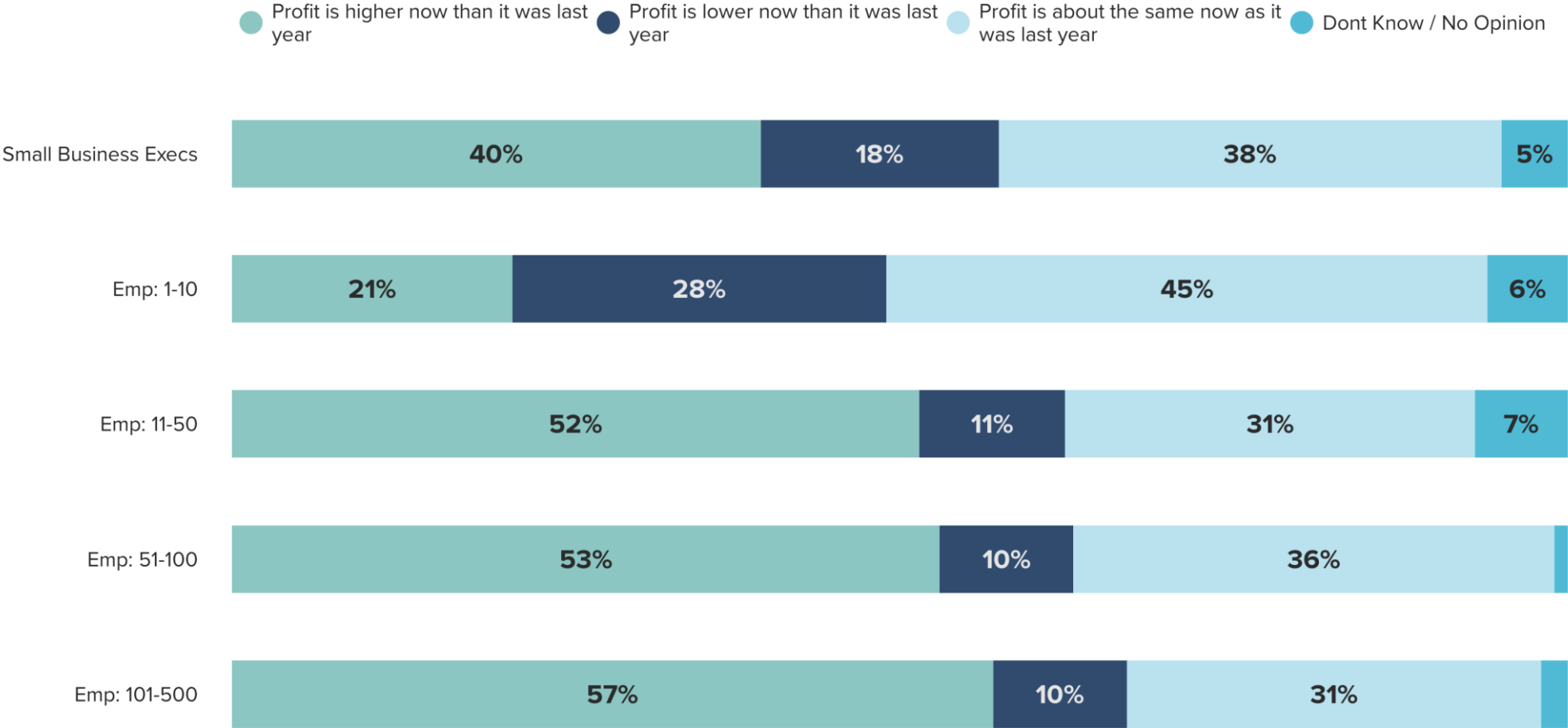
Small Business Executives' Experiences with Debt and Loans

Small Business Executives' Views on Regulations



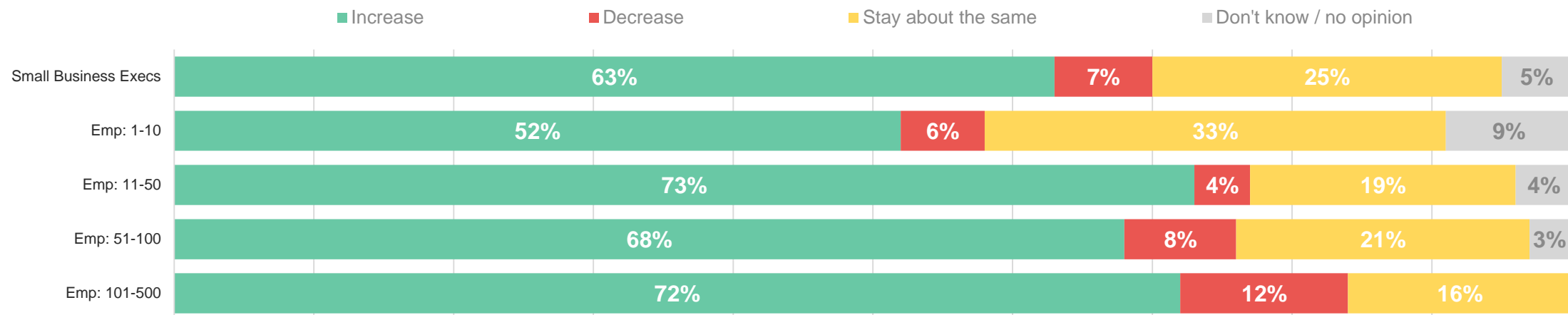
Small Businesses With More Employees Report Higher Profits

Thinking about your business’s financial situation, would you say...

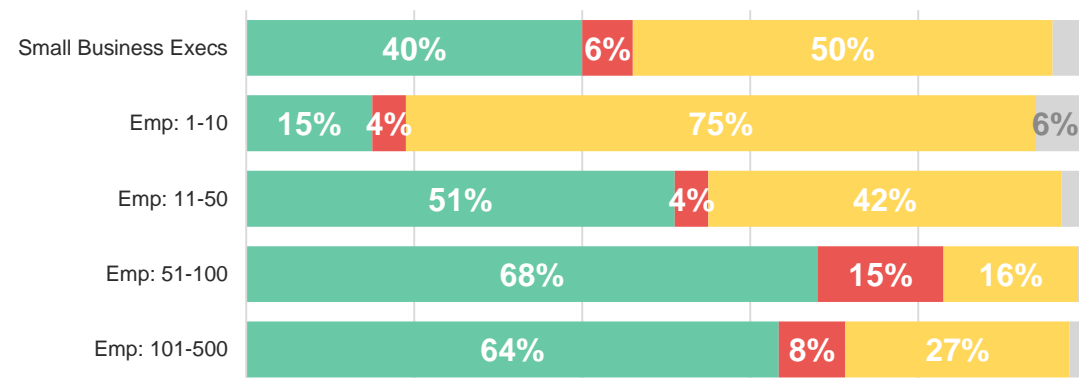


Across The Board, Small Business Execs Are Optimistic About The Next Year

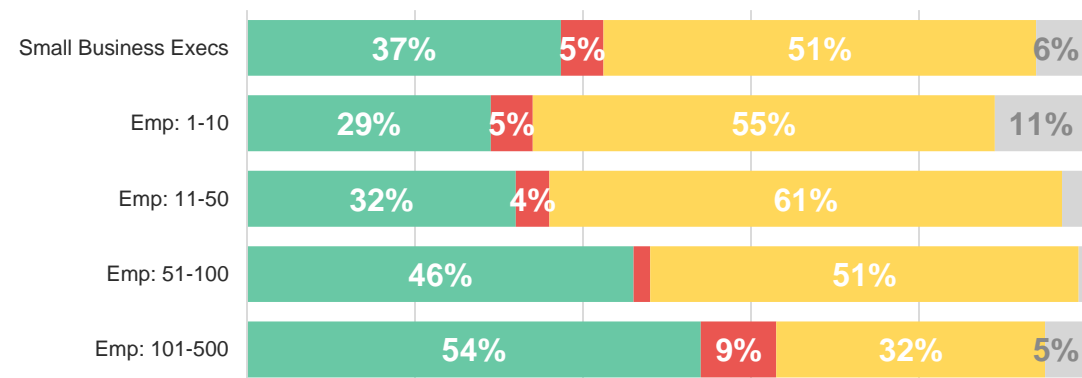
In the next year, do you think your profits for your company or business will...



In the next year, do you think your employee head count will...

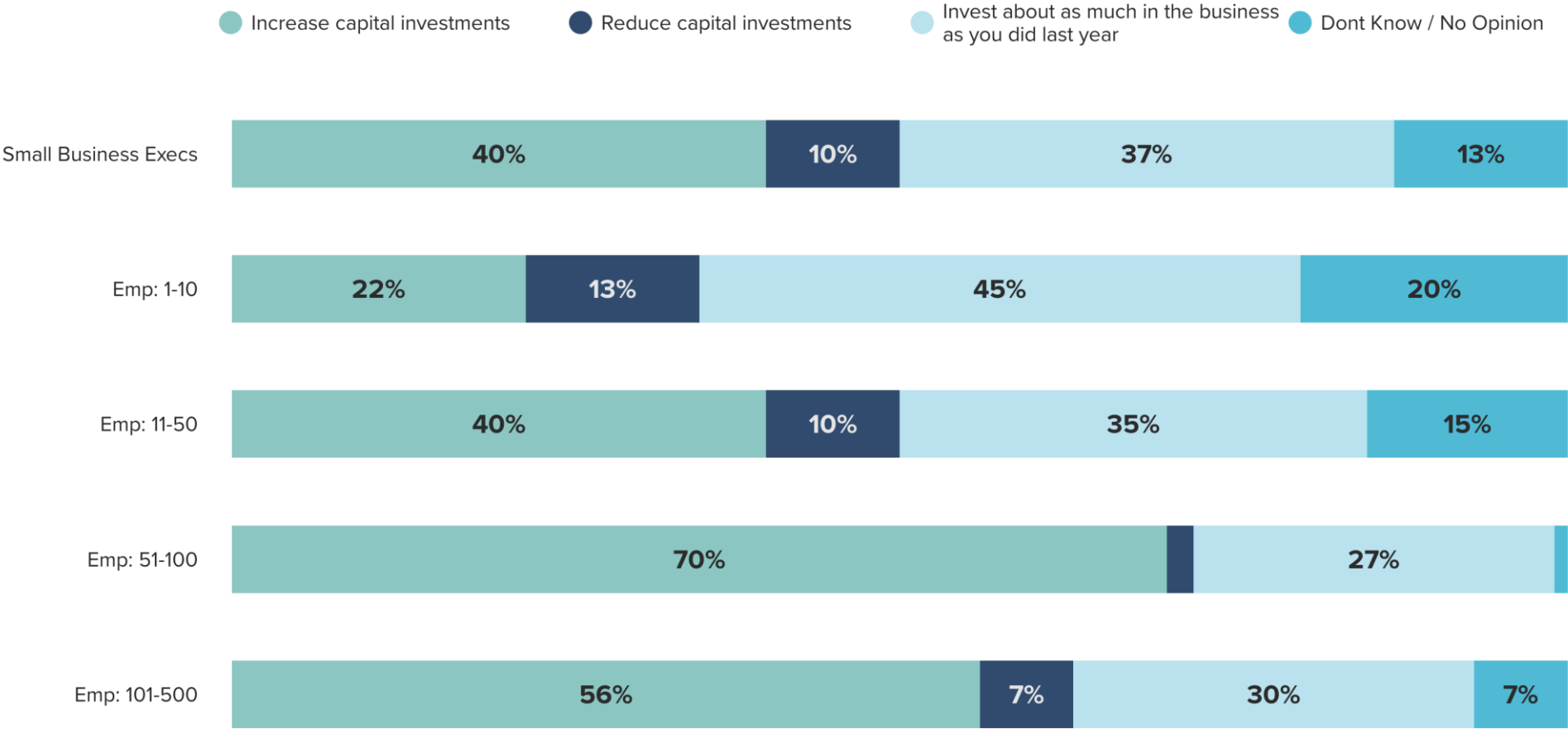


In the next year do you think your company's prices will...



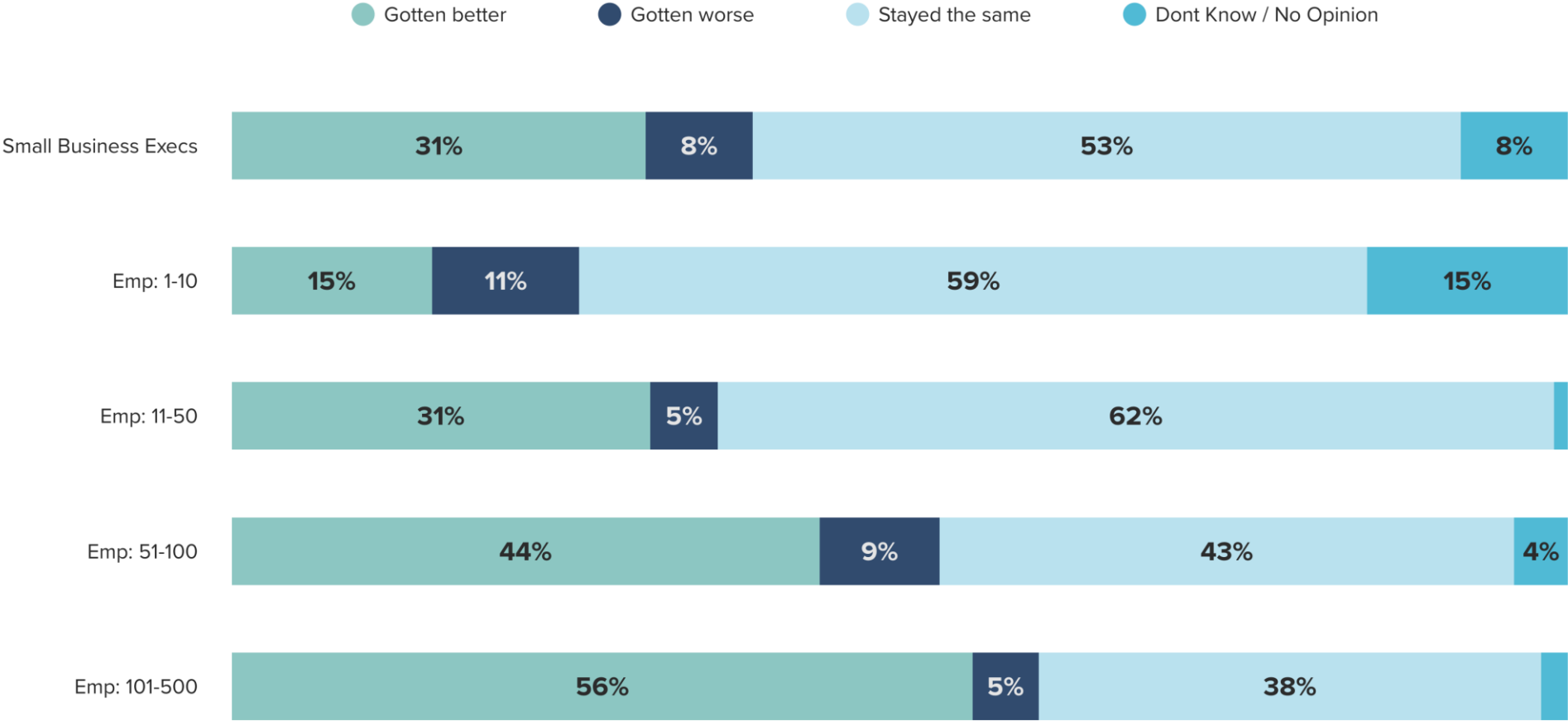
Executives With 51-100 Employees Overwhelmingly Plan To Increase Capital Investments In The Next Year

In the next year, do you plan to...



Majority of Executives Have Not Seen Improvement In Access To Affordable Credit

Compared to a year ago, has your access to affordable credit or loans gotten better, gotten worse or stayed the same?



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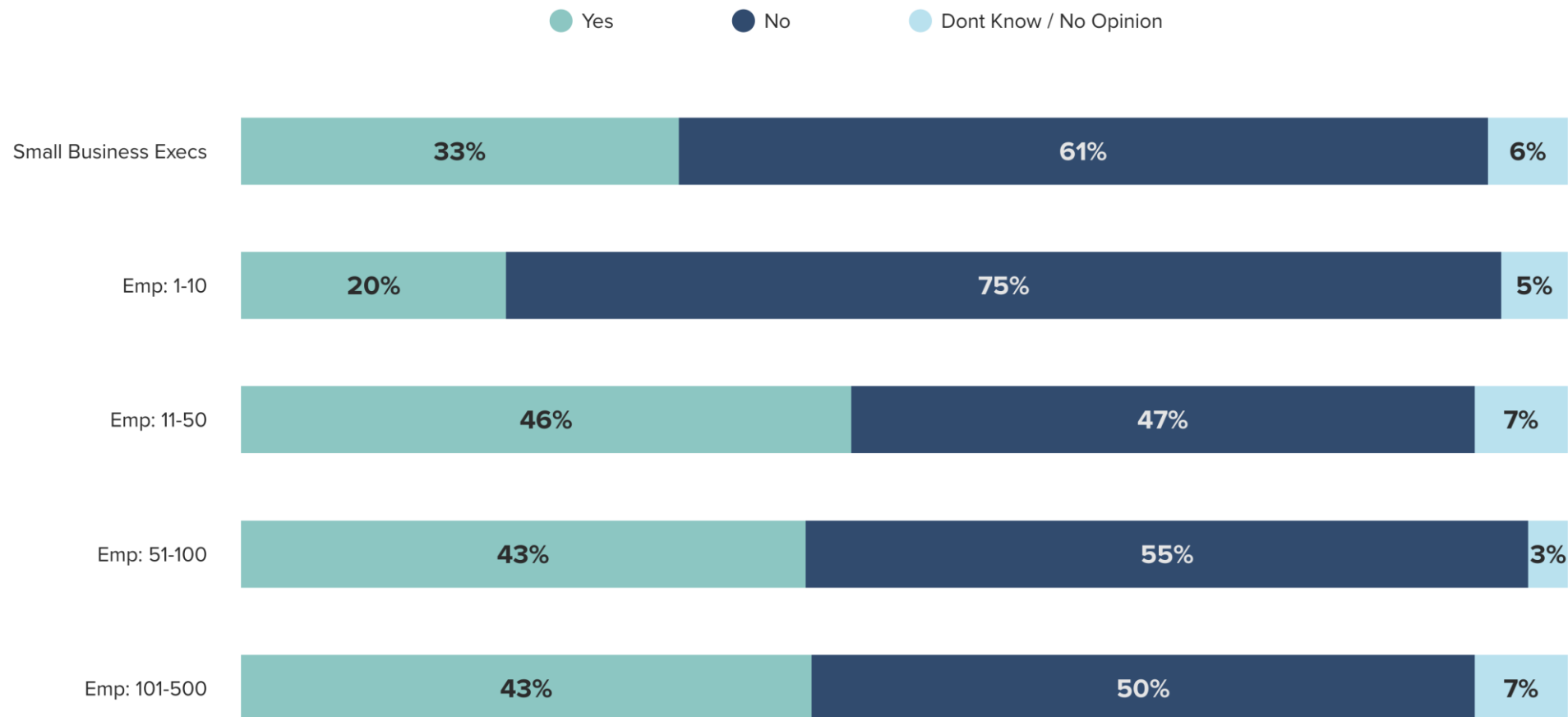
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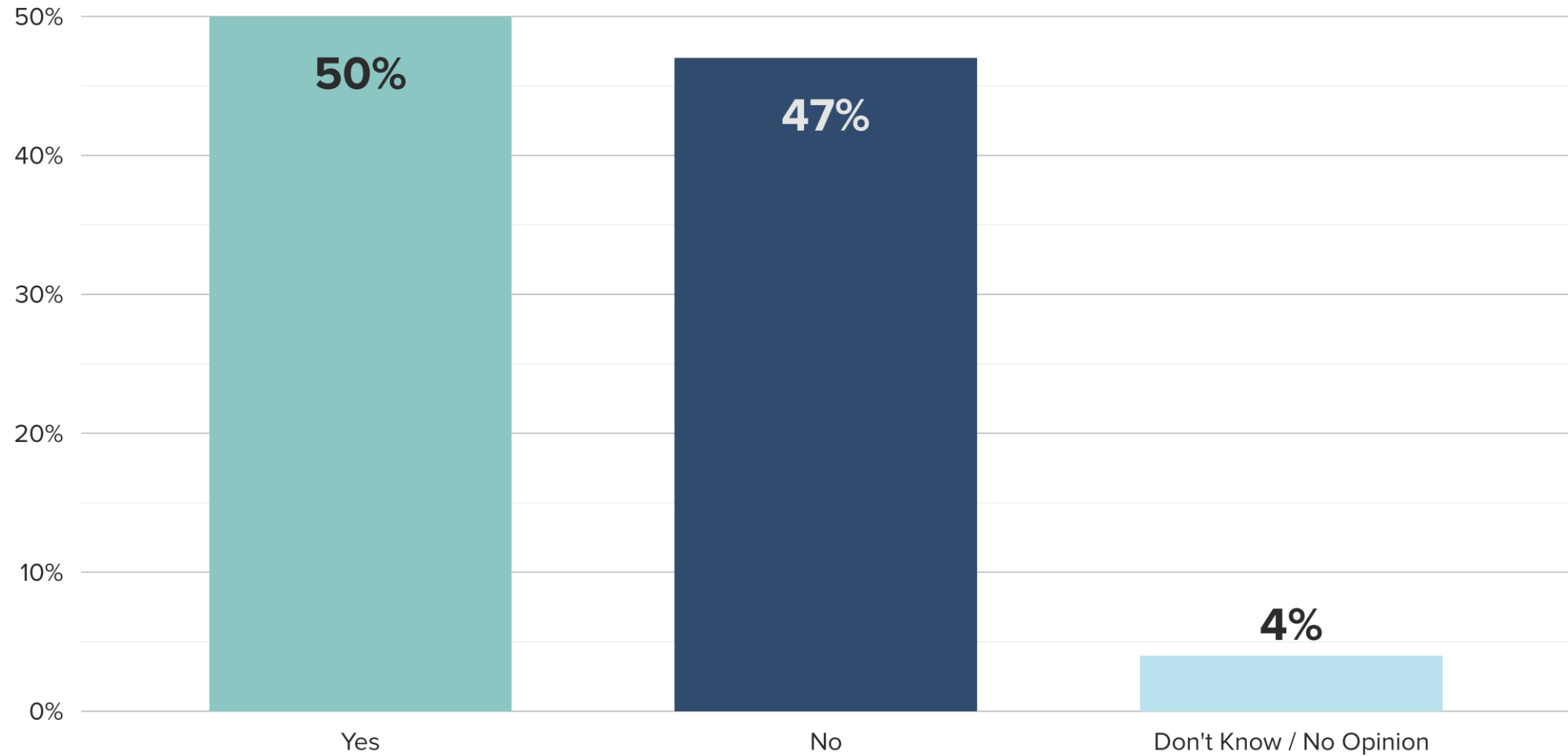
The Larger The Small Business, The More Likely They Are To Have Been Originally Financed With Debt

To the best of your knowledge, was your business originally financed with debt when it was started?



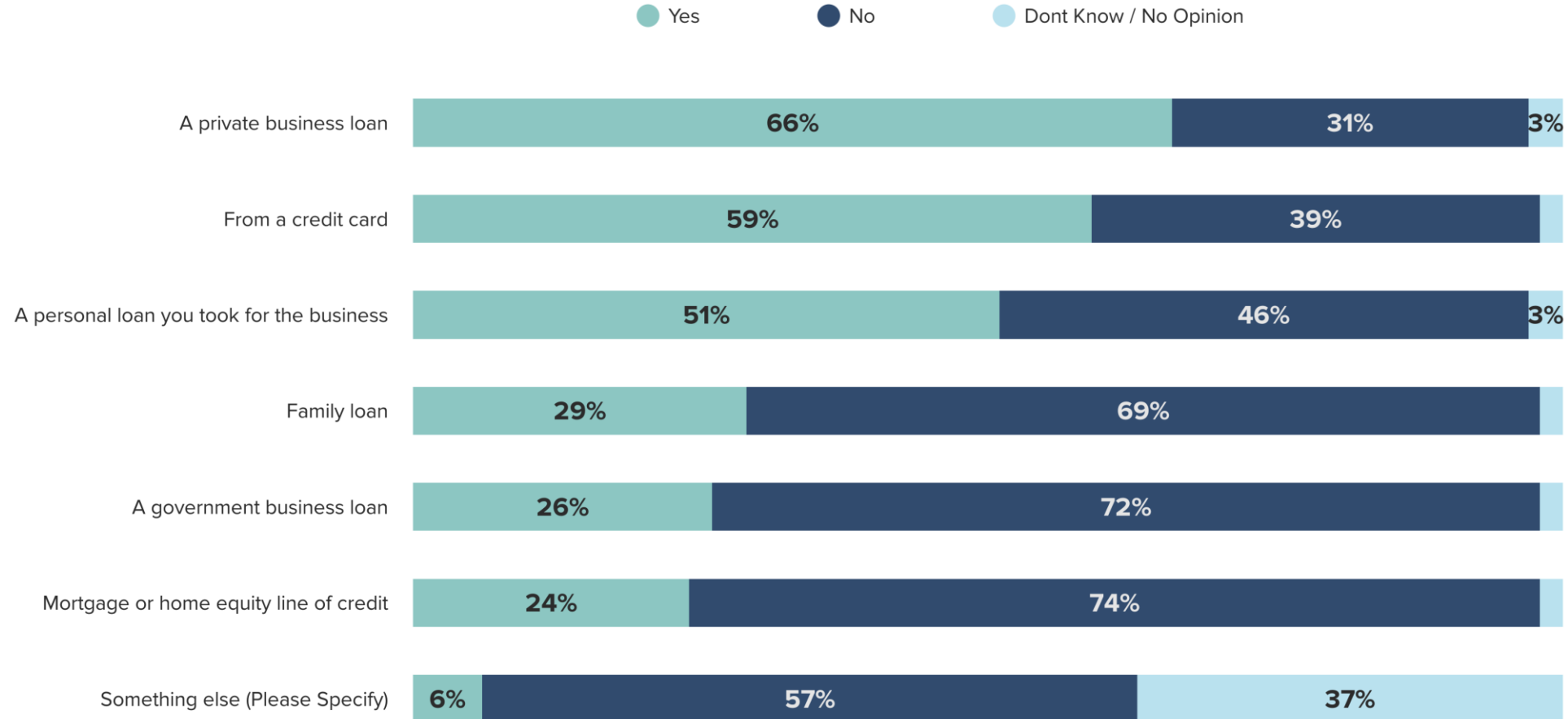
Half Say Their Business Has Taken On Debt At Some Point

To the best of your knowledge, has your business or the business you work for ever taken on debt, either in the form of a loan, credit cards, etc.?



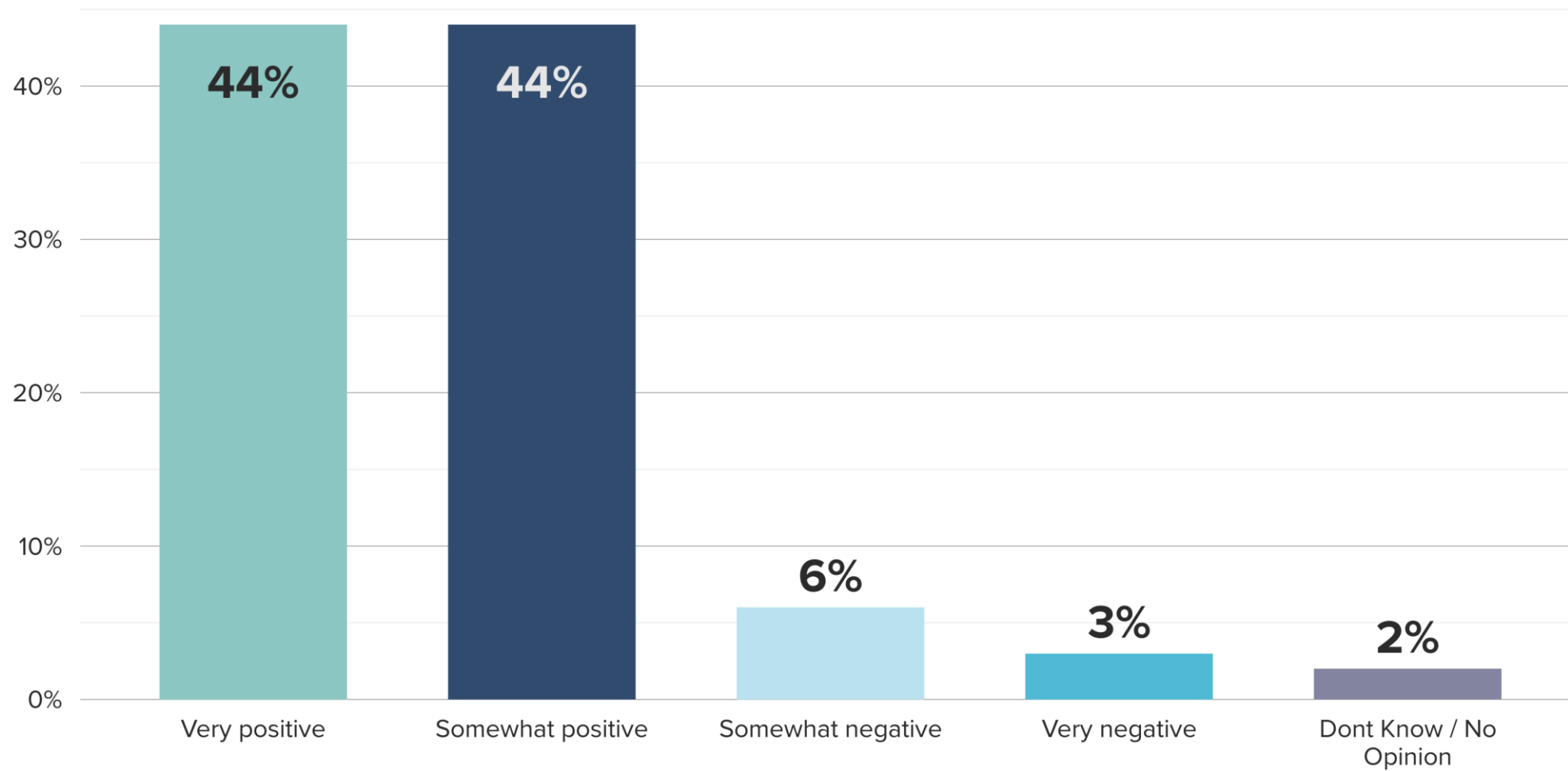
Of Those Businesses Which Have Taken On Debt, Strong Majority Used Private Business Loans, Credit Cards

And, to the best of your knowledge, was that type of debt...



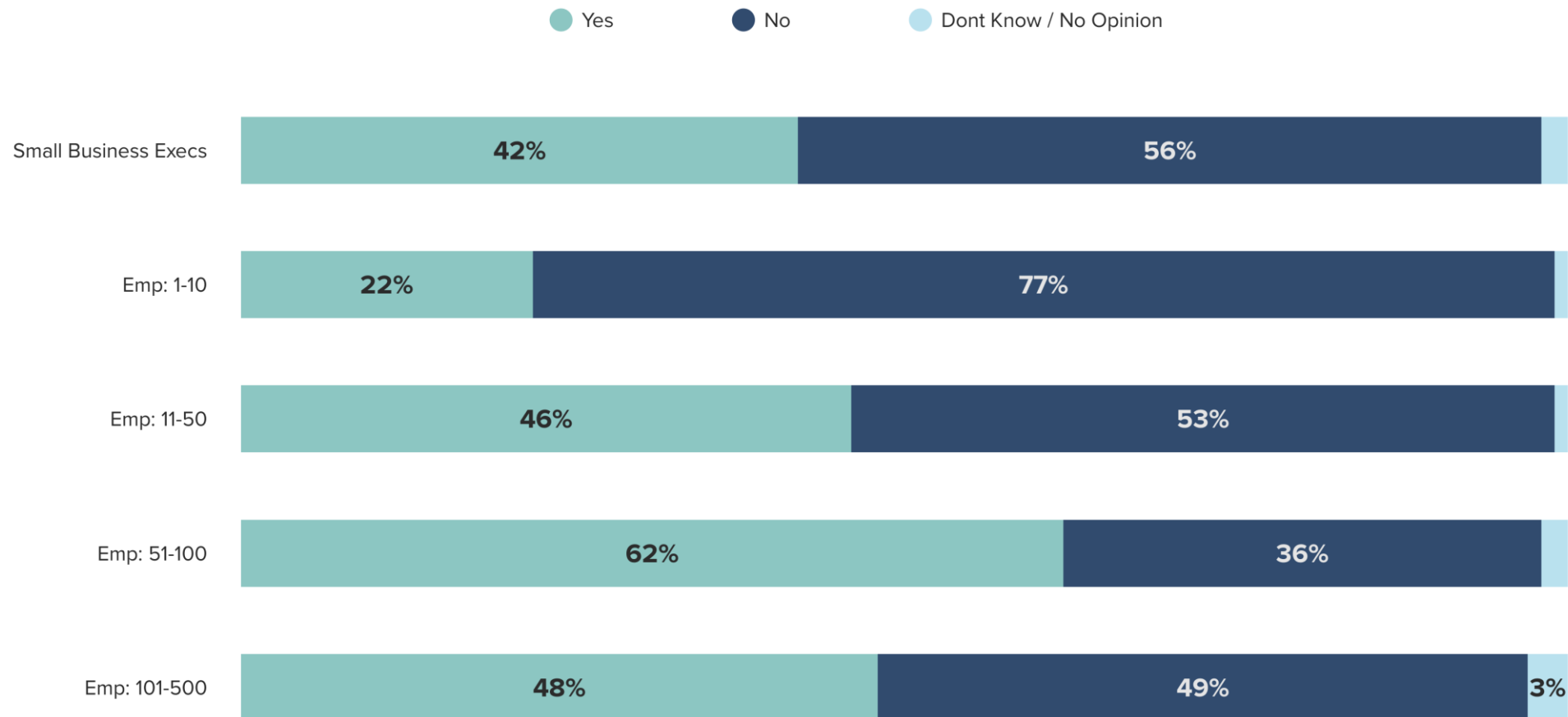
And, Almost All Had A Positive Experience With Their Primary Loan or Credit Provider

And, was your experience with your primary loan or credit provider generally...



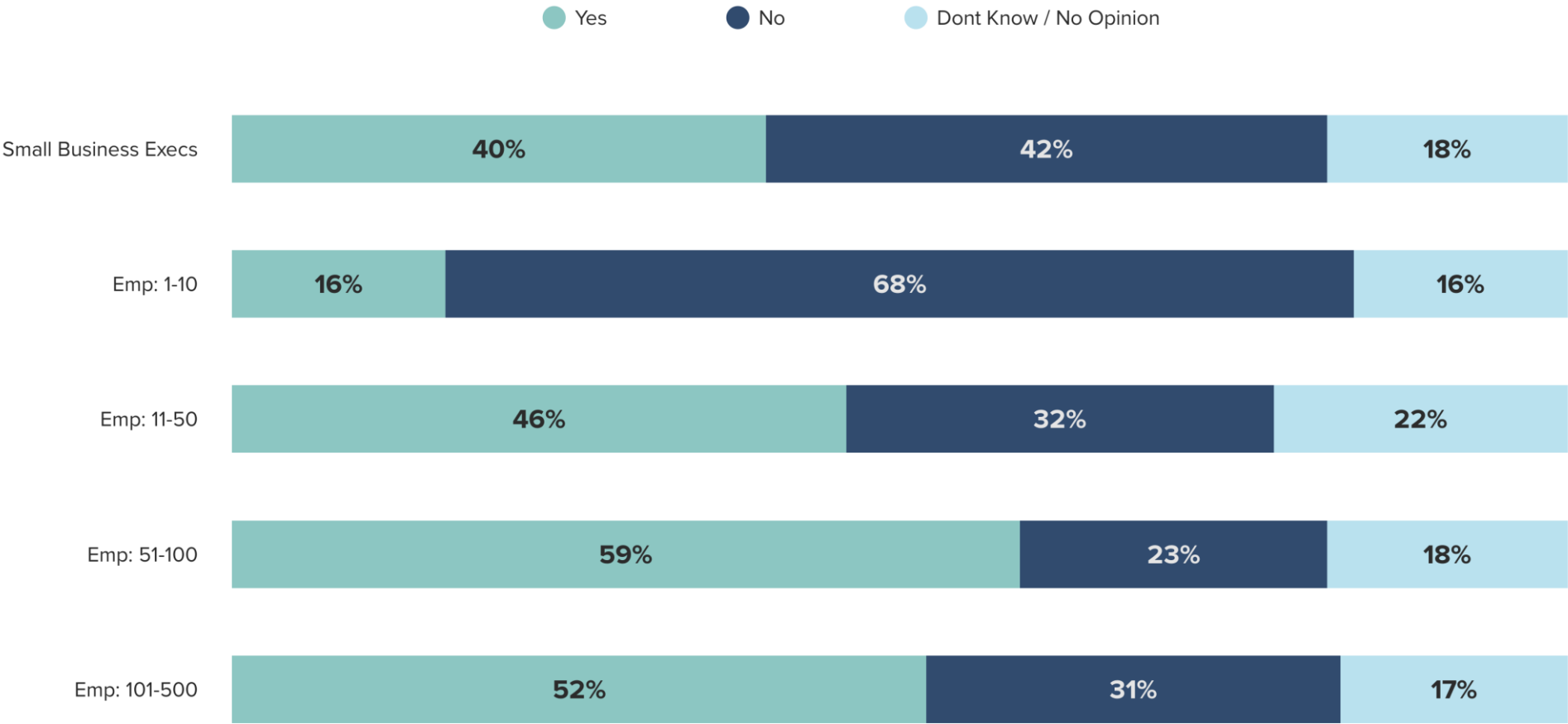
Larger Companies Much More Likely To Have Taken Out More Than One Line Of Credit

In the past 5 years, have you taken out more than one loan or line of credit from a bank or financial institution to support your business?



Businesses With Fewer Employees Least Likely To Take On Additional Line Of Credit In Next Four Years

And do you intend to take out another loan or line of credit in the next 48 months?



Small Business Executives' Financial Projections

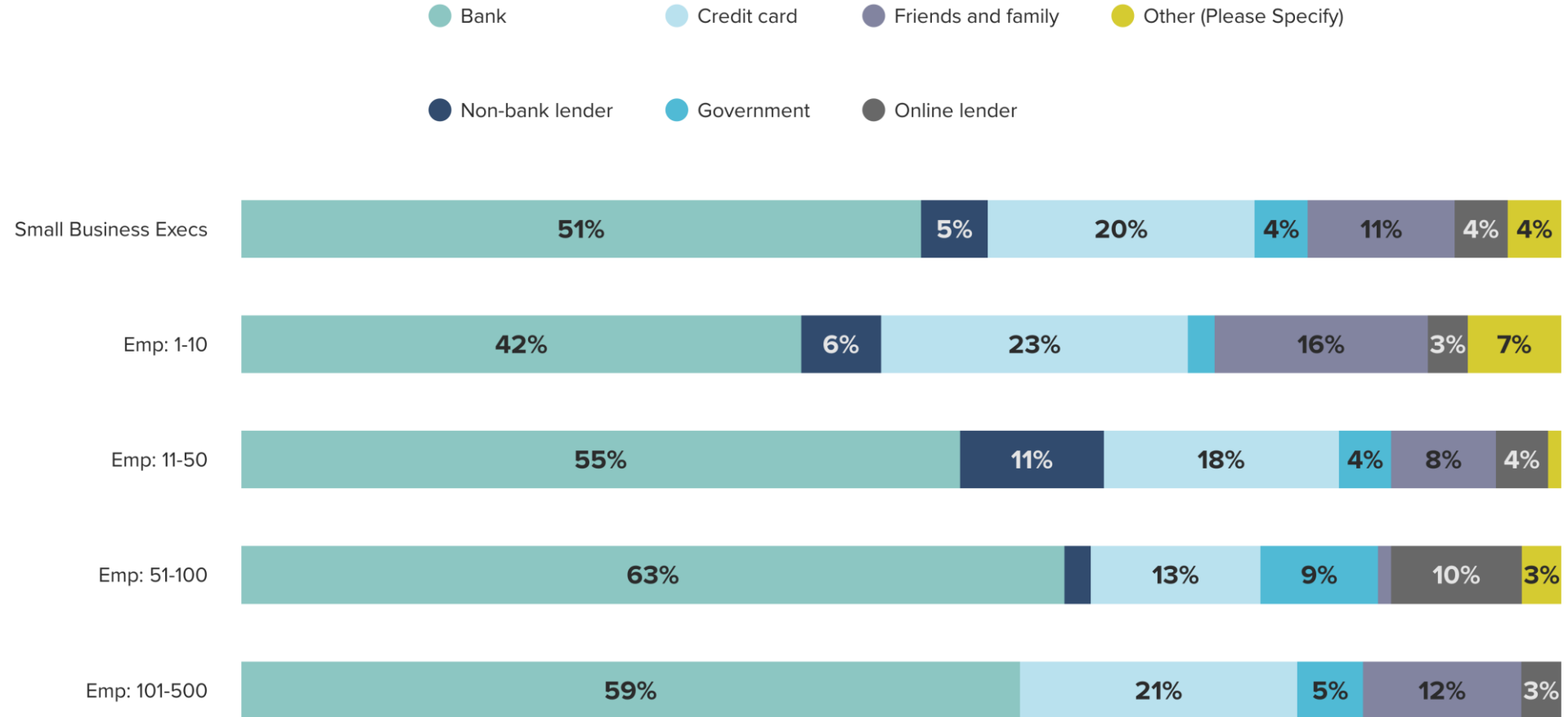
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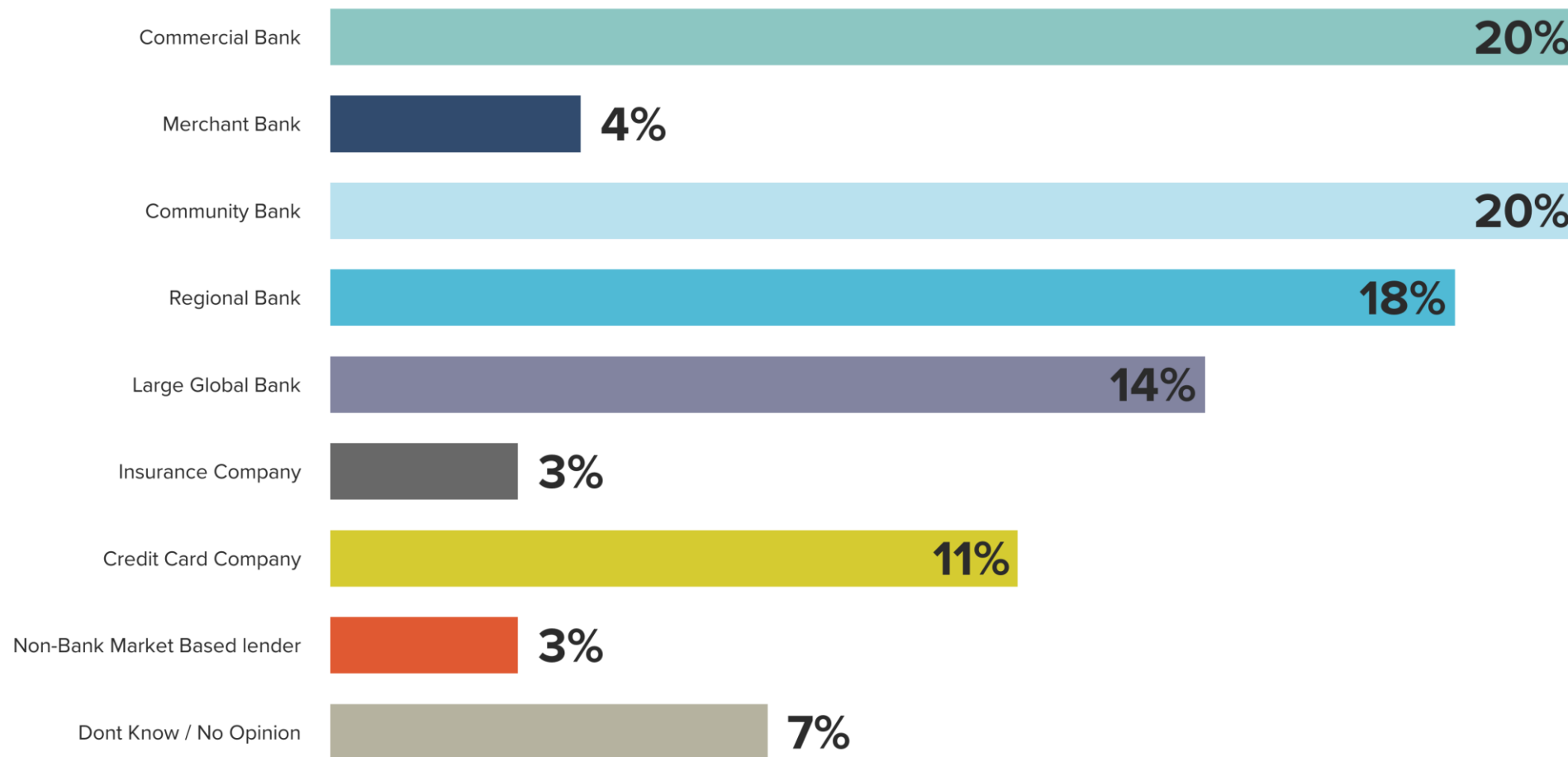
While Banks Are Used Most Often, Small Businesses Rely On Variety Of Service Providers

Which of the following is your ideal/preferred debt or credit provider?



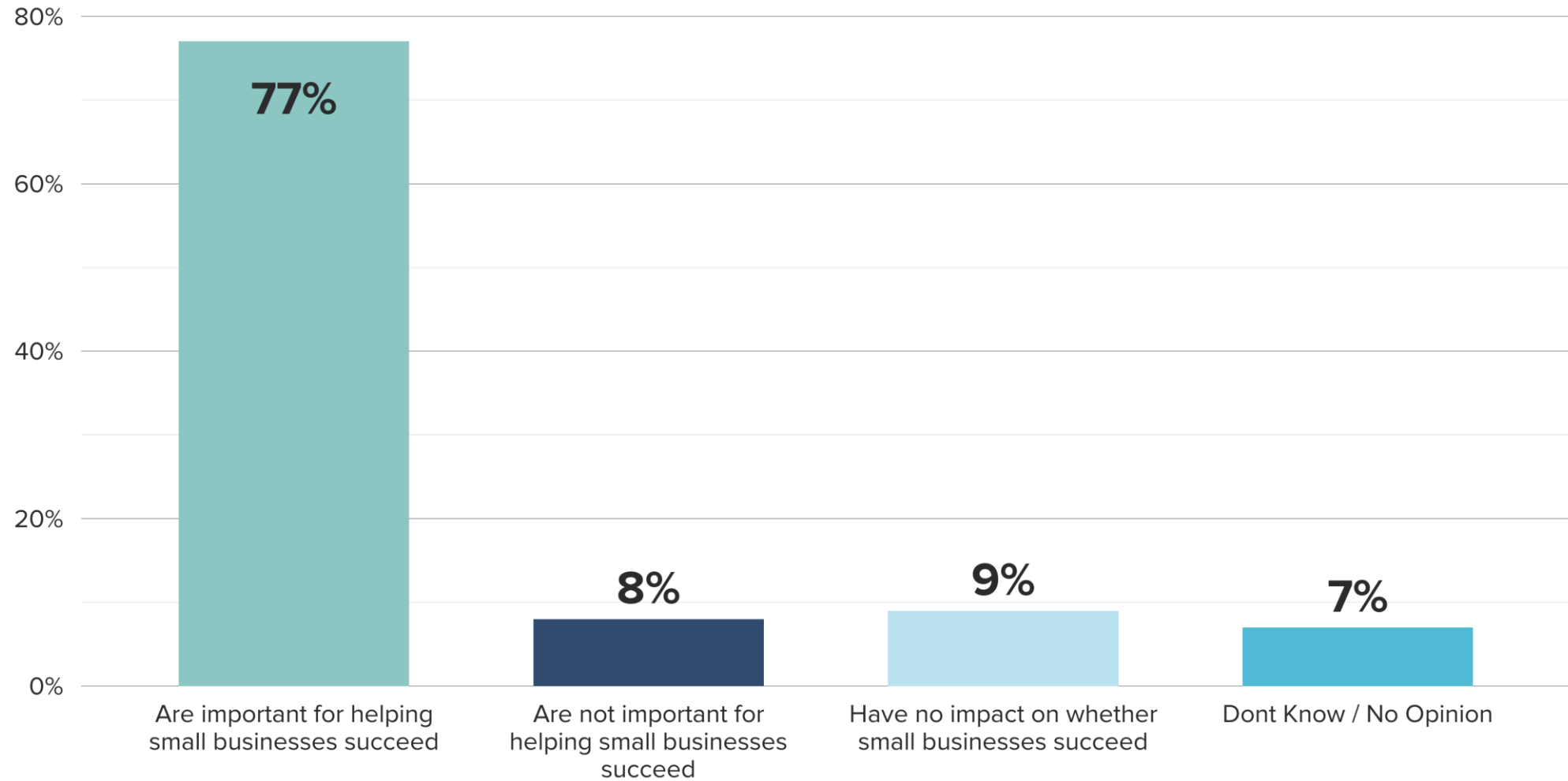
Small Businesses Most Use Commercial, Community and Regional Banks As Their Primary Financial Firm

What type of financial firm does your business primarily use to provide for its monetary needs?



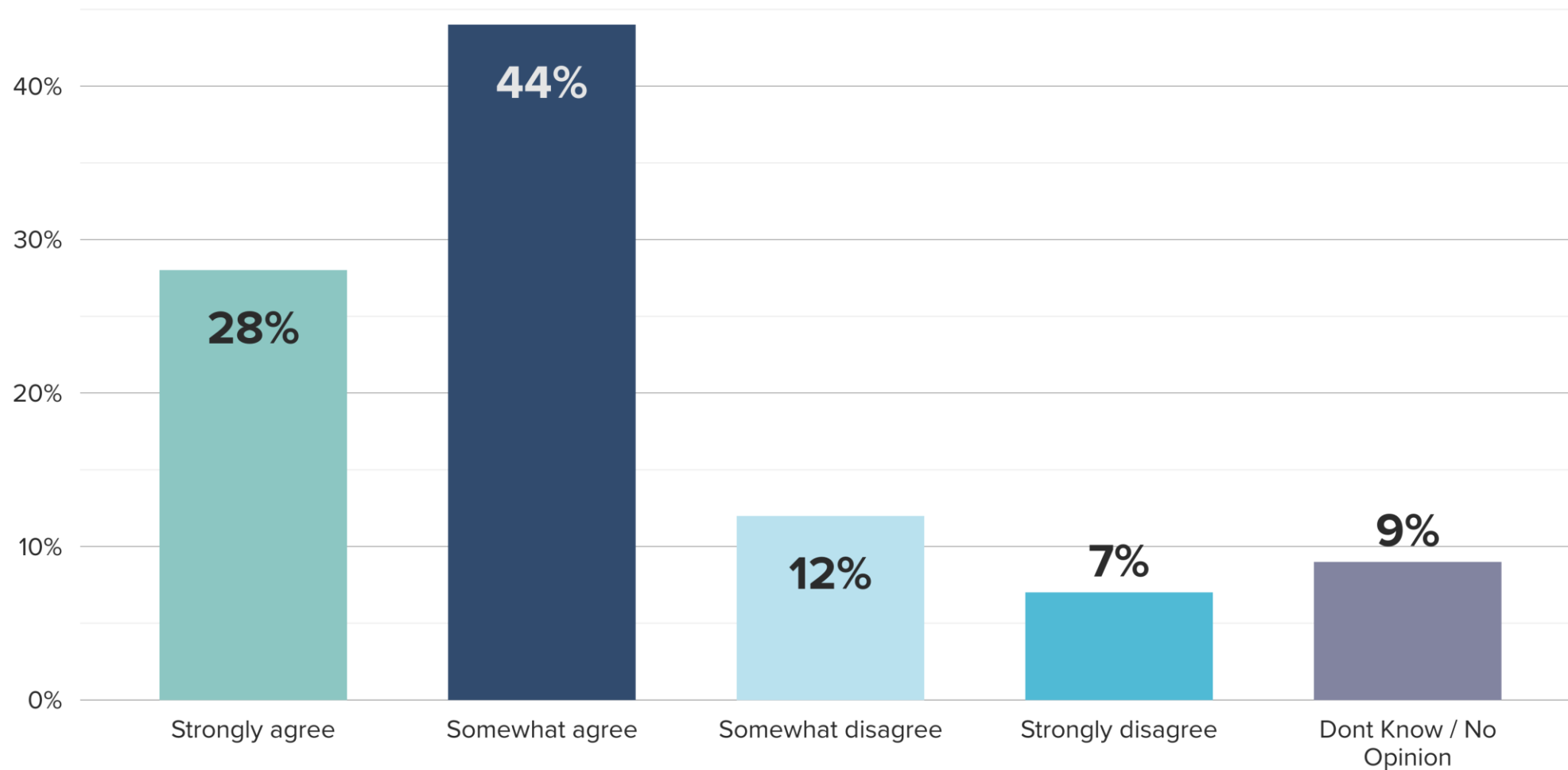
Overwhelming Majority Of Executives Say The Capital Banks Provide Is Important To Success

Do you think the capital and cash that banks and other financial services firms provide...



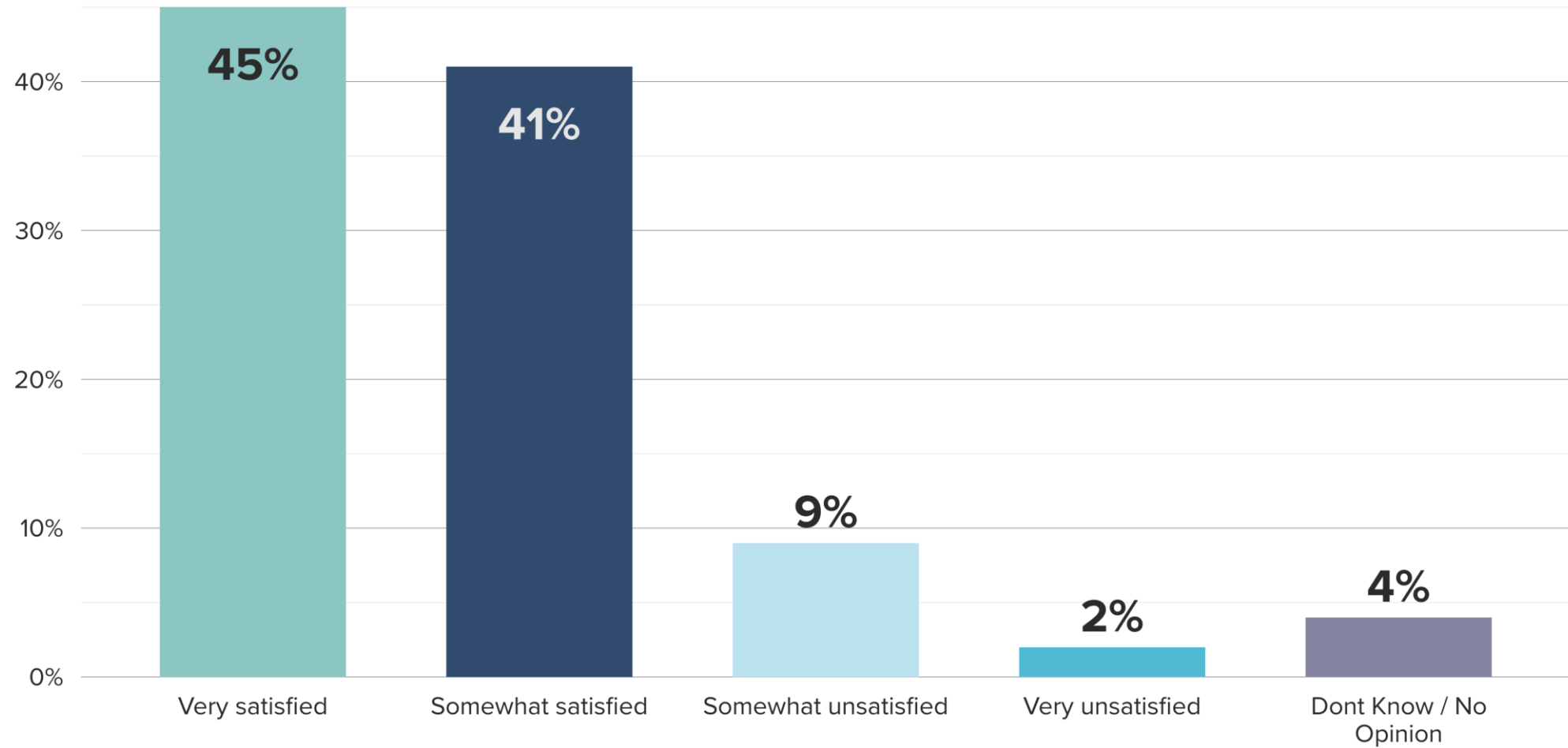
And, Three Quarters Agree That Banks, Financial Services Firms Can Be Counted On As Trusted Advisors

Do you agree or disagree with the following statement: Banks and financial services firms can be counted on as trusted advisors for small businesses like the one I work at.



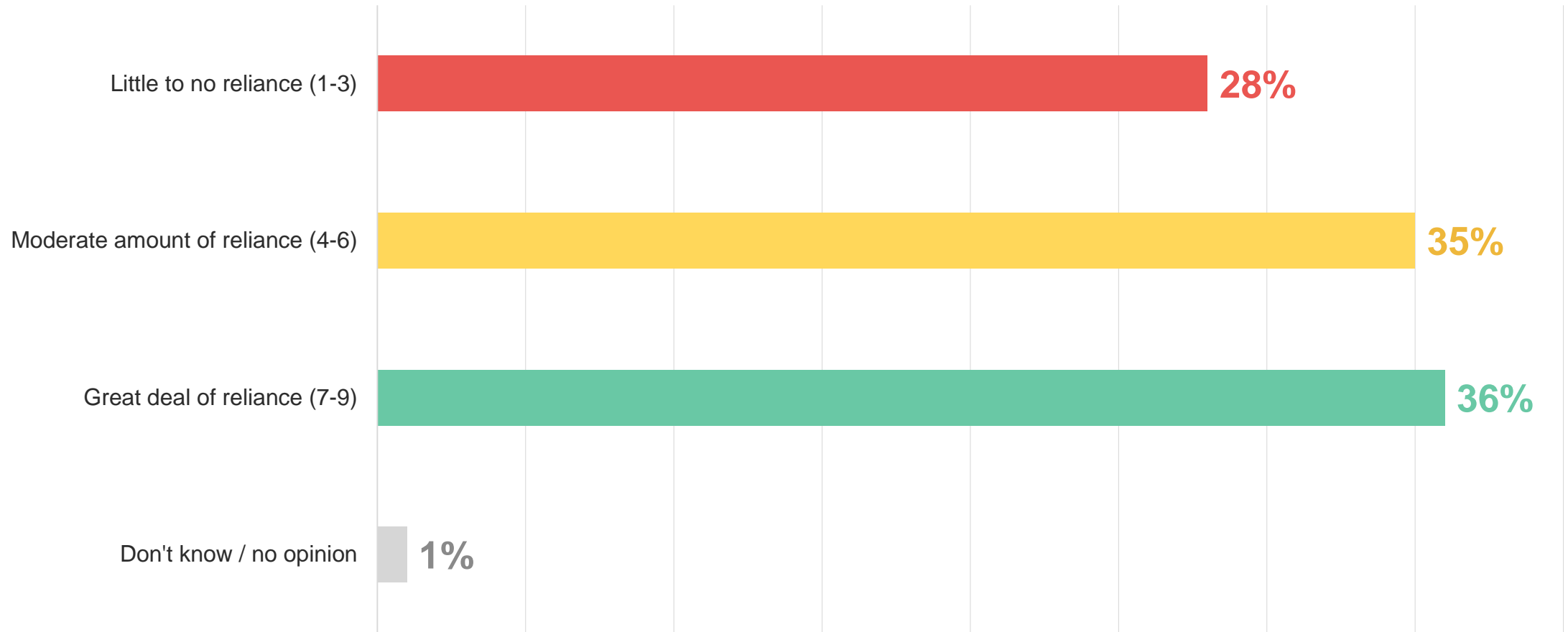
This Translates To High Levels Of Satisfaction With Banks, Financial Services Firms

How satisfied are you with the primary bank or financial services firm in which you have a relationship with?



Two-Thirds of Execs Say They Have At Least A Moderate Amount Of Reliance On Banks To Grow, Maintain Business

On a scale of 1 to 9, where 1 is no reliance at all, 5 is a moderate amount of reliance and 9 is a great deal of reliance, how much do you rely on banks and other financial services to grow or maintain your businesses?



Therefore, They Strongly Believe That Decreasing Lending Regulations Would Help Small Businesses

If government were to decrease regulations on lending by banks and financial services firms, do you think that would...

