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Successful Outcomes.



Accelerating U.S. Job Creation: A Perspective from American Entrepreneurs and Small Businesses

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Methodology

The sample size for this survey is 842.

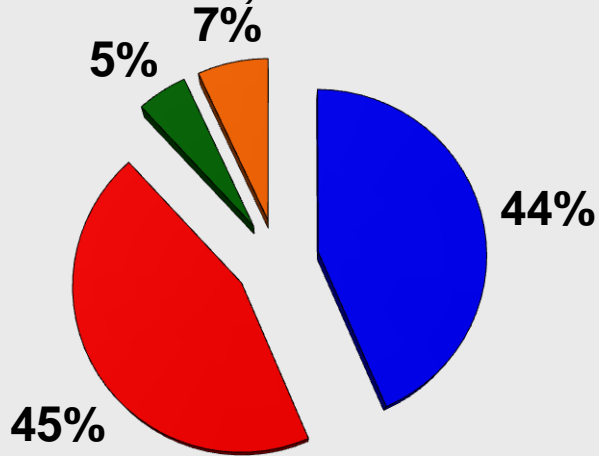
The Margin of Error is +/- 3.38% at the 95% confidence interval.

Internal sample refers to respondents provided by Financial Services Forum who completed the survey.

External sample refers to respondents who were not part of the Financial Services Forum list, but rather were culled from outside lists that fit within the survey's methodology and parameters.

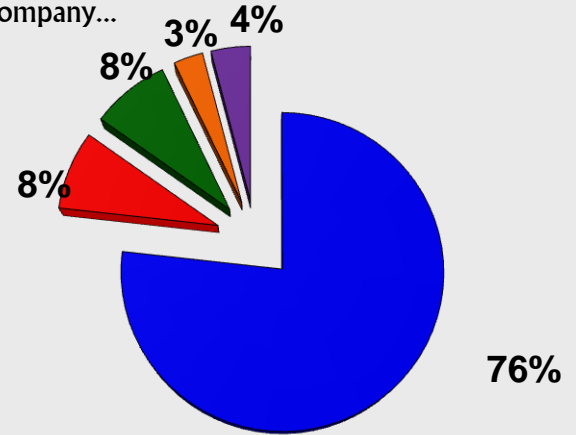
Sample Characteristics

Which of the following best describes the number of employees in your business:



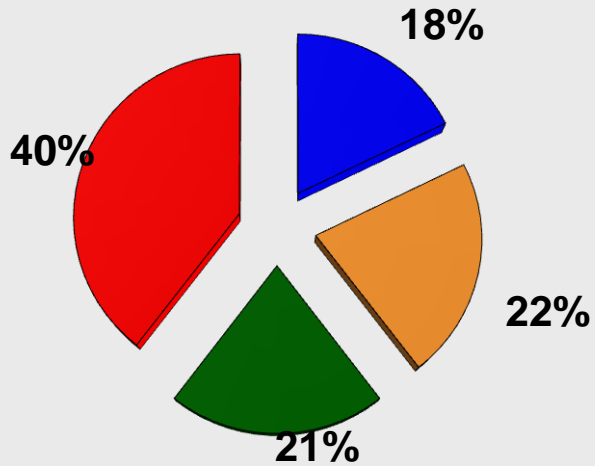
- Just 1 Employee
- 2-10 Employees
- 11-20 Employees
- 21-50 Employees

Which of the following best describes your position within your company...



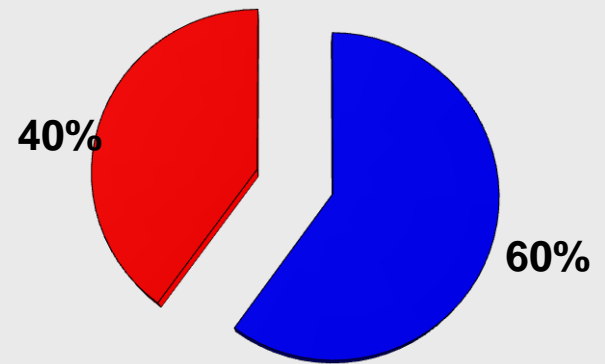
- Owner
- President
- CEO
- Vice President
- Senior Staff

How long has your company been in business?



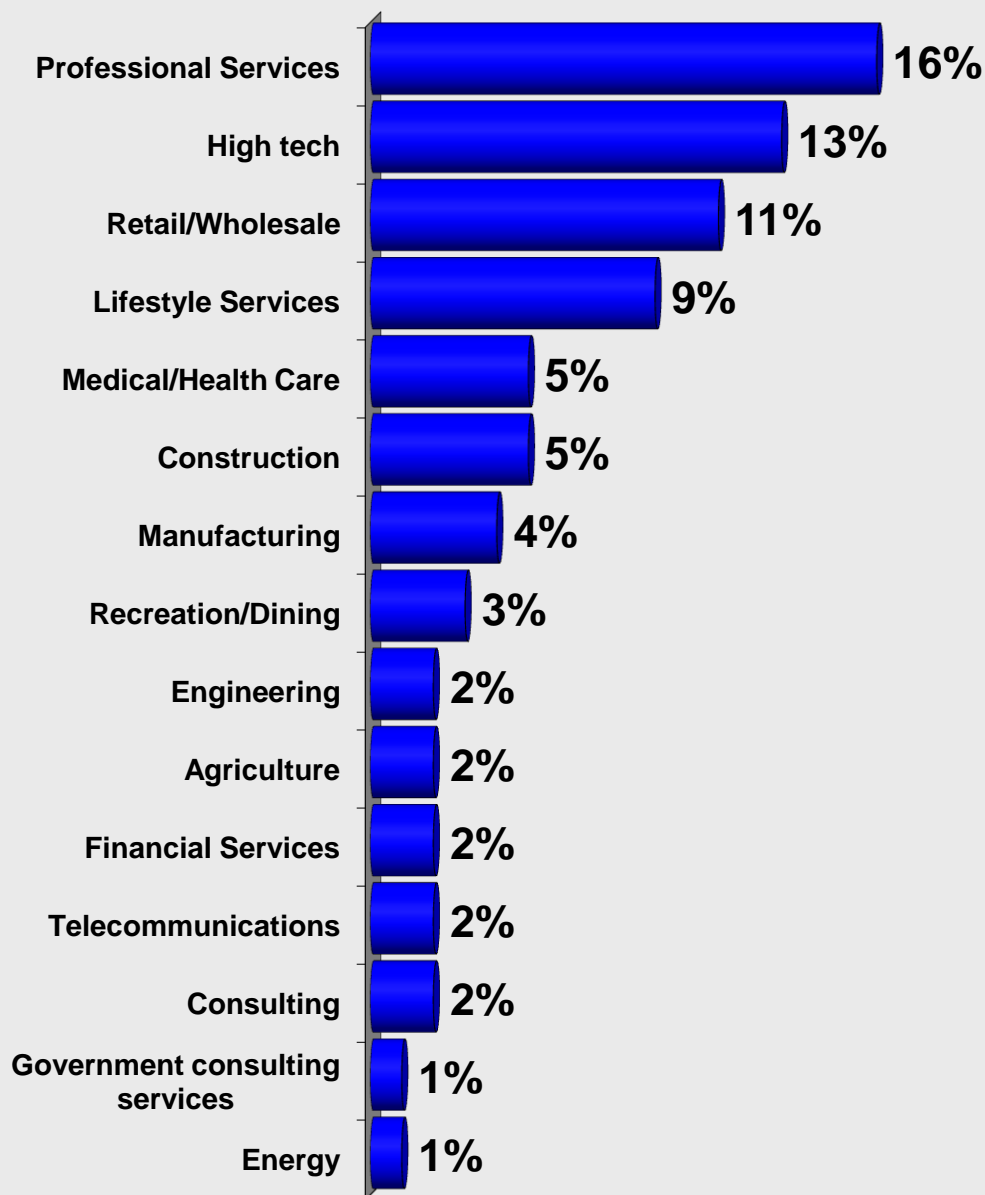
- Less than 1 Year
- Between 1 and 2 Years
- Between 2 and 5 Years
- Over 5 Years

How long has your company been in business?



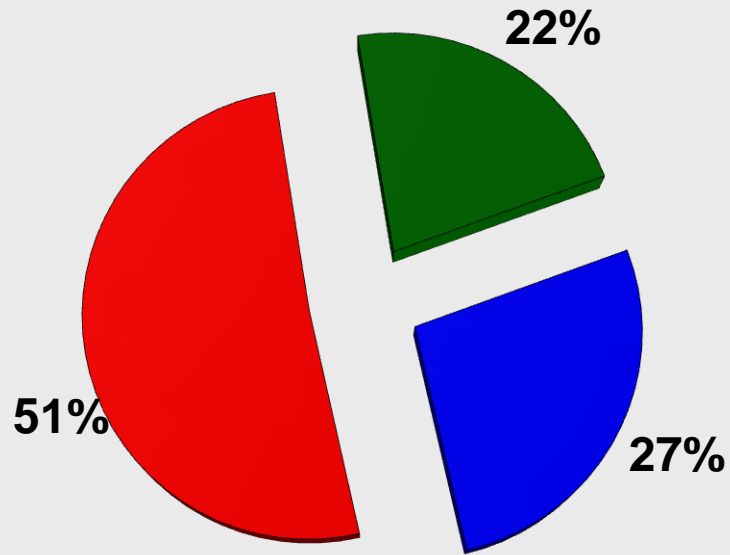
- 5 Years or Less
- Over 5 Years

Which of the following best describes the type of industry in which your company operates?



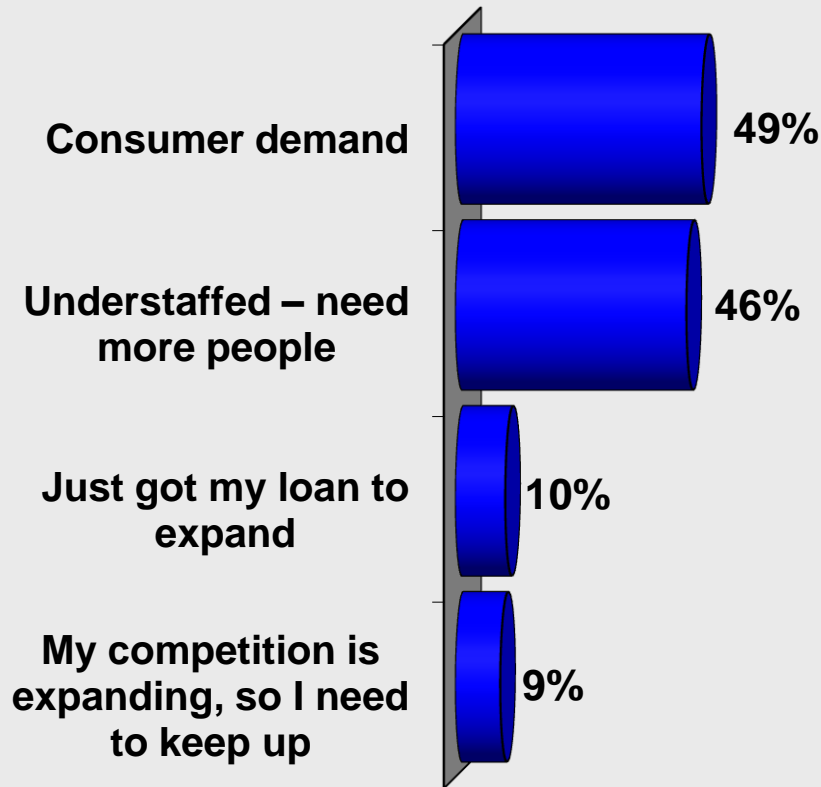
An Overview on Hiring

Do you expect to add more jobs in your business and hire more employees within the next few months?

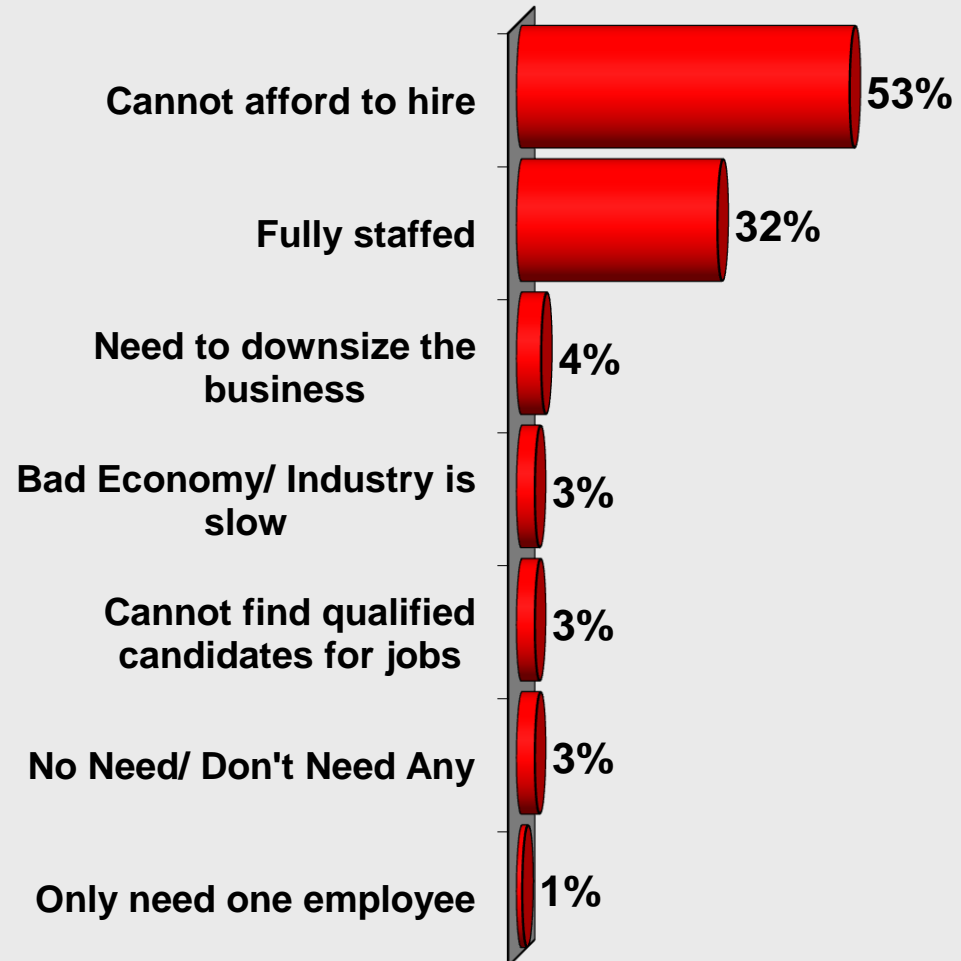


	Yes	No
Internal Sample (57%)	32%	45%
External Sample (43%)	19%	59%
Northeast (14%)	23%	49%
Midwest (37%)	26%	54%
South (33%)	29%	45%
West (16%)	27%	58%
Men 18-44 (15%)	31%	48%
Men 45+ (33%)	27%	55%
Women 18-44 (23%)	30%	43%
Women 45+ (29%)	21%	55%
In Business Under 1 Year (18%)	21%	54%
In Business 1 to 2 Years (22%)	24%	49%
In Business 2 to 5 Years (21%)	33%	49%
In Business Over 5 Years (40%)	28%	52%
Professional Services (16%)	18%	68%
Lifestyle Services (9%)	46%	33%
Retail /Wholesale (11%)	13%	53%
High Tech (13%)	31%	49%
Construction (5%)	26%	43%
Medical/ Healthcare (5%)	34%	39%

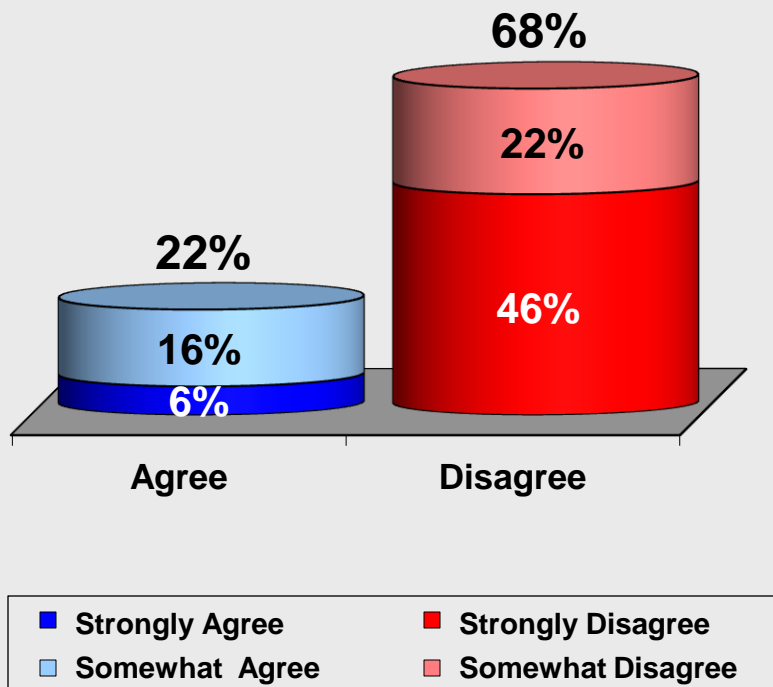
What circumstances are leading you to hire more employees within the next few months?



Why are you refraining from hiring more employees?

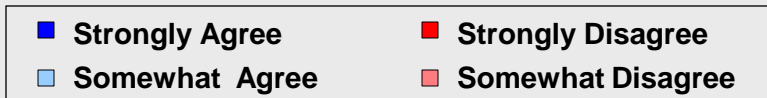
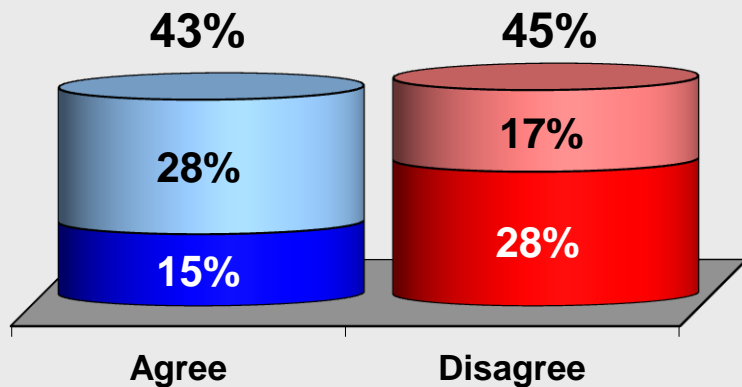


“We have more positions to fill but not enough qualified individuals to fill them.”



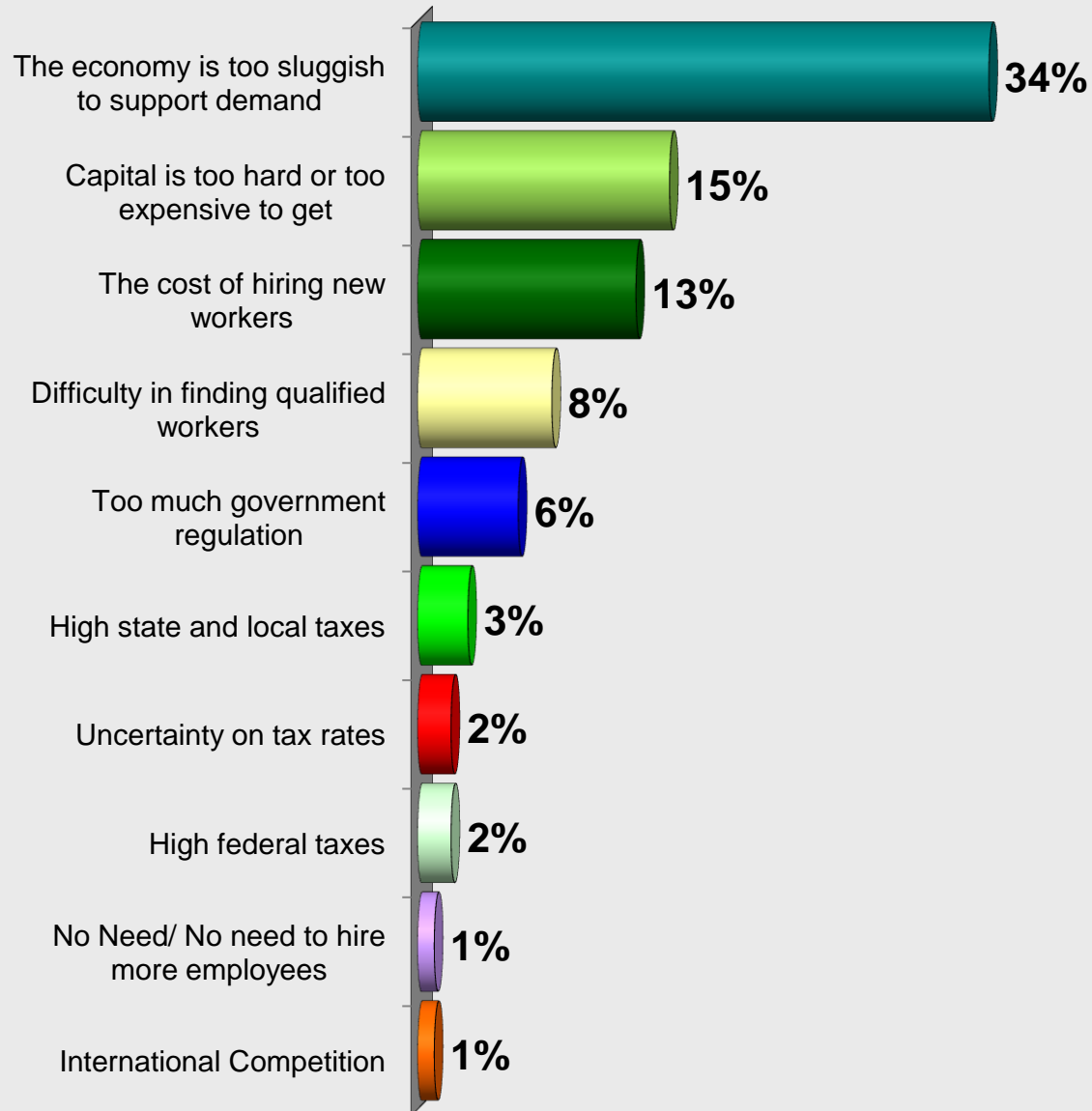
	Agree	Disagree
Internal Sample (57%)	23%	62%
External Sample (43%)	21%	75%
Northeast (14%)	18%	71%
Midwest (37%)	24%	63%
South (33%)	22%	70%
West (16%)	23%	69%
Men 18-44 (15%)	29%	60%
Men 45+ (33%)	24%	69%
Women 18-44 (23%)	23%	65%
Women 45+ (29%)	16%	72%
In Business Under 1 Year (18%)	16%	70%
In Business 1 to 2 Years (22%)	22%	69%
In Business 2 to 5 Years (21%)	18%	66%
In Business Over 5 Years (40%)	27%	67%
Professional Services (16%)	15%	76%
Lifestyle Services (9%)	32%	59%
Retail /Wholesale (11%)	17%	76%
High Tech (13%)	38%	55%
Construction (5%)	27%	65%
Medical/ Healthcare (5%)	17%	68%

“We have lots of qualified individuals looking for positions in our company, but not enough open positions.”



	Agree	Disagree
Internal Sample (57%)	40%	45%
External Sample (43%)	47%	45%
Northeast (14%)	41%	45%
Midwest (37%)	43%	42%
South (33%)	46%	43%
West (16%)	35%	55%
Men 18-44 (15%)	49%	41%
Men 45+ (33%)	44%	43%
Women 18-44 (23%)	36%	48%
Women 45+ (29%)	42%	46%
In Business Under 1 Year (18%)	51%	35%
In Business 1 to 2 Years (22%)	45%	42%
In Business 2 to 5 Years (21%)	41%	42%
In Business Over 5 Years (40%)	38%	52%
Professional Services (16%)	31%	52%
Lifestyle Services (9%)	42%	45%
Retail /Wholesale (11%)	46%	49%
High Tech (13%)	54%	33%
Construction (5%)	36%	53%
Medical/ Healthcare (5%)	39%	41%

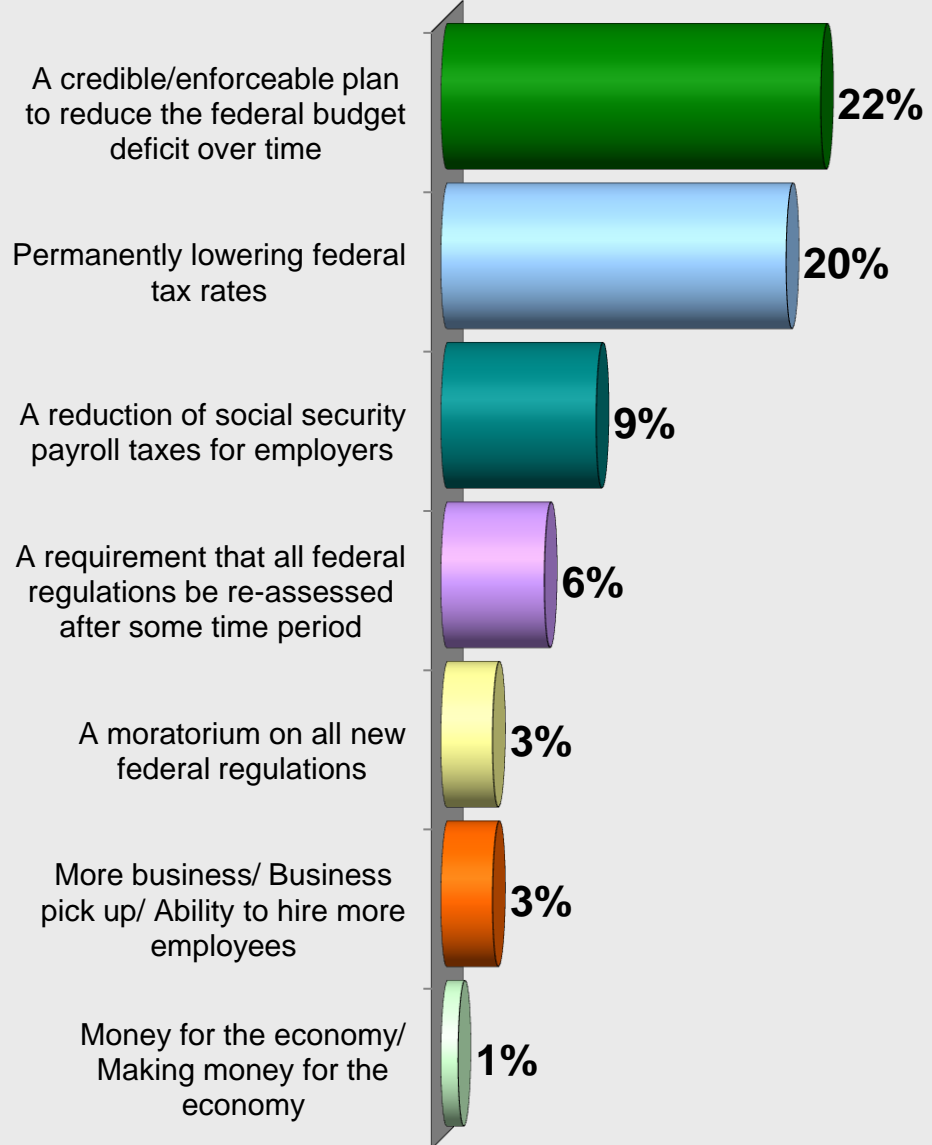
From the following list, please indicate which **one** you consider to be the most significant impediment to hiring new employees?



From the following list, please indicate which **one** you consider to be the most significant impediment to hiring new employees?

Professional Services (16%)	Lifestyle Services (9%)	Retail/ Wholesale (11%)	High Tech (13%)	Construction (5%)	Medical/ Healthcare (5%)
The economy is too sluggish to support demand for our products and services 35%	The economy is too sluggish to support demand for our products and services 29%	The economy is too sluggish to support demand for our products and services 41%	Capital is too hard or expensive to get 30%	The economy is too sluggish to support demand for our products and services 51%	The economy is too sluggish to support demand for our products and services 27%
The cost of hiring new workers 18%	Difficulty in finding qualified workers 16%	The cost of hiring new workers 18%	The economy is too sluggish to support demand for our products and services 22%	The cost of hiring new workers 9%	The cost of hiring new workers 17%
Capital is too hard or expensive to get 7%	The cost of hiring new workers 16%	Capital is too hard or expensive to get 12%	Difficulty in finding qualified workers 12%	Capital is too hard or expensive to get 8%	Difficulty in finding qualified workers 14%

And from the following list, which one do you consider to be the best incentive in hiring new employees?

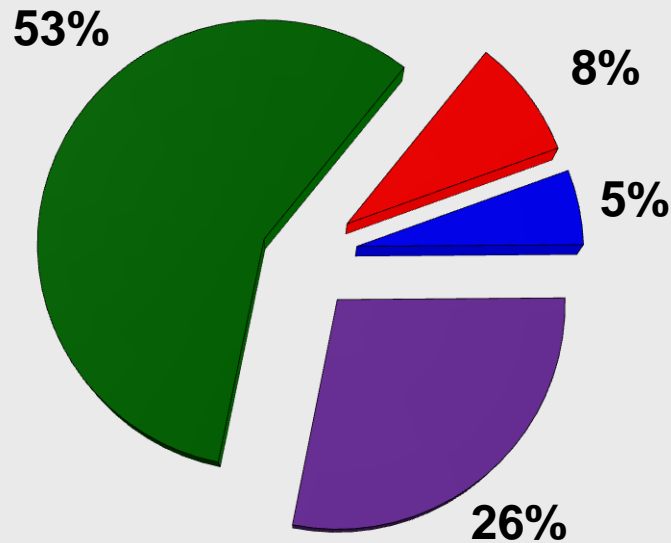


And from the following list, which **one** do you consider to be the best incentive in hiring new employees?

Professional Services (16%)	Lifestyle Services (9%)	Retail/ Wholesale (11%)	High Tech (13%)	Construction (5%)	Medical/ Healthcare (5%)
Permanently lowering federal tax rates 24%	A credible and enforceable long-term plan to dramatically reduce the federal budget deficit over time 22%	Permanently lowering federal tax rates 30%	A credible and enforceable long-term plan to dramatically reduce the federal budget deficit over time 21%	A credible and enforceable long-term plan to dramatically reduce the federal budget deficit over time 17%	A requirement that all federal regulations be re-assessed after some time period 19%
A credible and enforceable long-term plan to dramatically reduce the federal budget deficit over time 16%	A reduction of social security payroll taxes for employers 16%	A credible and enforceable long-term plan to dramatically reduce the federal budget deficit over time 23%	Permanently lowering federal tax rates 20%	A moratorium on all new federal regulations 12%	A reduction of social security payroll taxes for employers 17%
A reduction of social security payroll taxes for employers 12%	Permanently lowering federal tax rates 13%	A requirement that all federal regulations be re-assessed after some time period 4%	A requirement that all federal regulations be re-assessed after some time period 11%	A reduction of social security payroll taxes for employers 9%	Permanently lowering federal tax rates 15%

Economic Factors

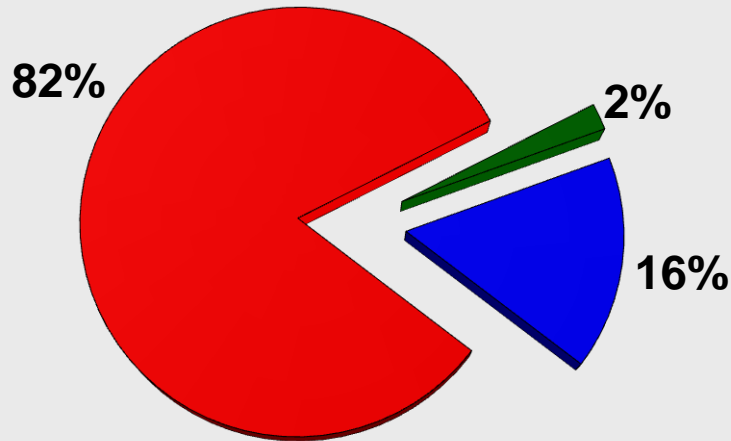
How long do you expect the current sluggish economic conditions to last?



- Less than 1 Year
- Between 1 Year and 18 Months
- More than 18 Months
- Conditions are improving

	Less than 1 Year	12 – 18 Months	Over 18 Months	Already Improving
Internal Sample (57%)	4%	27%	53%	7%
External Sample (43%)	5%	24%	53%	10%
Northeast (14%)	5%	26%	45%	6%
Midwest (37%)	5%	18%	64%	7%
South (33%)	3%	33%	46%	9%
West (16%)	5%	29%	49%	11%
Men 18-44 (15%)	9%	23%	48%	8%
Men 45+ (33%)	3%	26%	61%	6%
Women 18-44 (23%)	4%	30%	47%	11%
Women 45+ (29%)	4%	23%	52%	8%
In Business Under 1 Year (18%)	5%	31%	49%	3%
In Business 1 to 2 Years (22%)	1%	26%	55%	11%
In Business 2 to 5 Years (21%)	8%	21%	55%	8%
In Business Over 5 Years (40%)	4%	25%	53%	9%
Professional Services (16%)	6%	24%	53%	10%
Lifestyle Services (9%)	1%	24%	58%	7%
Retail /Wholesale (11%)	5%	32%	43%	10%
High Tech (13%)	9%	36%	42%	3%
Construction (5%)	--	38%	50%	3%
Medical/ Healthcare (5%)	2%	18%	61%	11%

Did you have to lay off employees due to the recession and/or the ensuing economic downturn?

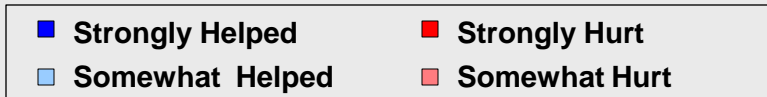
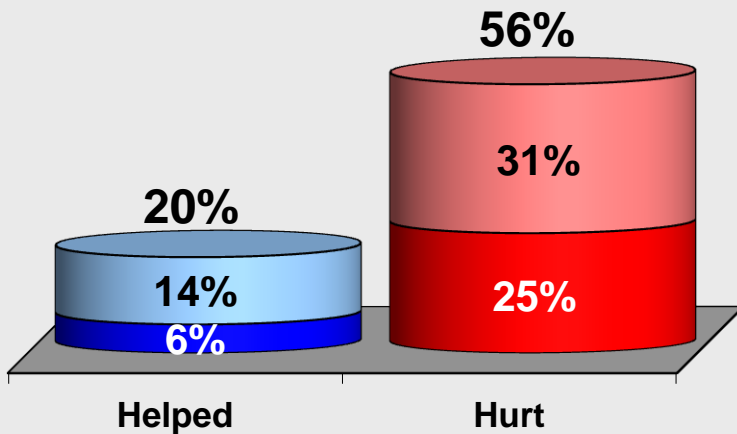


■ Yes ■ No ■ Don't Know

	Yes	No
Internal Sample (57%)	18%	79%
External Sample (43%)	12%	87%
Northeast (14%)	18%	80%
Midwest (37%)	17%	81%
South (33%)	13%	86%
West (16%)	18%	81%
Men 18-44 (15%)	13%	83%
Men 45+ (33%)	25%	74%
Women 18-44 (23%)	11%	87%
Women 45+ (29%)	11%	88%
In Business Under 1 Year (18%)	10%	86%
In Business 1 to 2 Years (22%)	7%	93%
In Business 2 to 5 Years (21%)	15%	82%
In Business Over 5 Years (40%)	24%	75%
Professional Services (16%)	8%	91%
Lifestyle Services (9%)	15%	84%
Retail /Wholesale (11%)	12%	87%
High Tech (13%)	20%	79%
Construction (5%)	22%	71%
Medical/ Healthcare (5%)	10%	88%

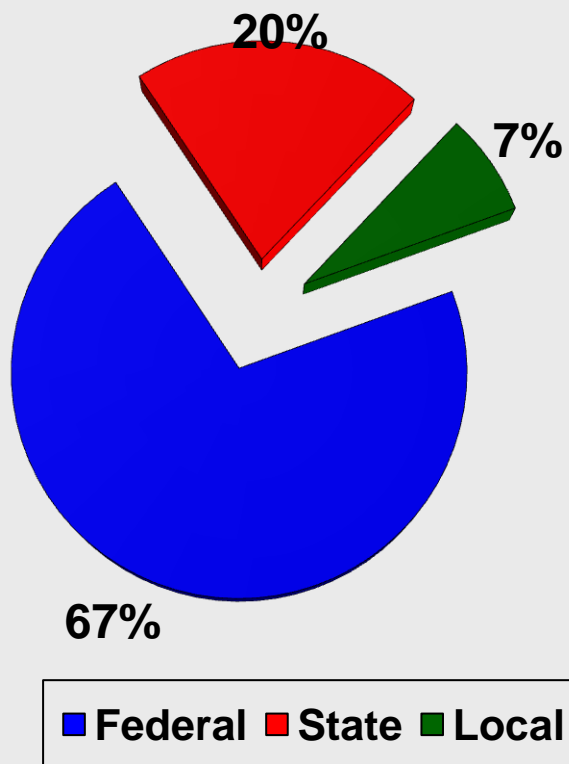
Government Policies

Do you feel Government policies have helped or hurt your business



	Helped	Hurt
Internal Sample (57%)	22%	54%
External Sample (43%)	17%	58%
Northeast (14%)	22%	43%
Midwest (37%)	20%	59%
South (33%)	20%	57%
West (16%)	18%	55%
Men 18-44 (15%)	29%	49%
Men 45+ (33%)	19%	67%
Women 18-44 (23%)	17%	41%
Women 45+ (29%)	18%	58%
In Business Under 1 Year (18%)	28%	41%
In Business 1 to 2 Years (22%)	18%	51%
In Business 2 to 5 Years (21%)	22%	53%
In Business Over 5 Years (40%)	16%	67%
Professional Services (16%)	20%	48%
Lifestyle Services (9%)	19%	41%
Retail /Wholesale (11%)	16%	57%
High Tech (13%)	29%	54%
Construction (5%)	17%	52%
Medical/ Healthcare (5%)	20%	72%

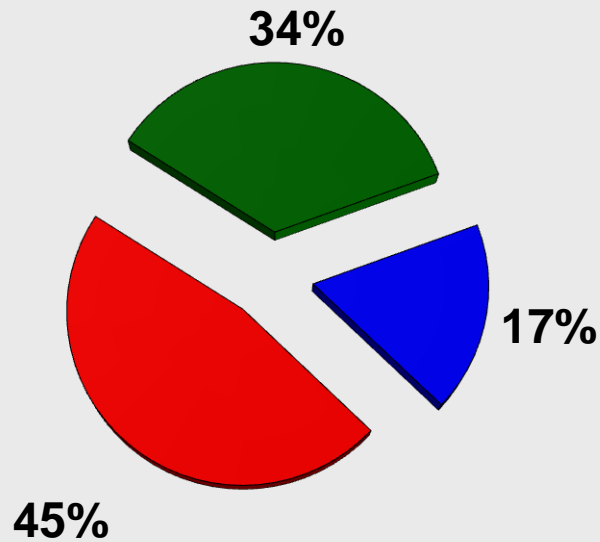
Which level of government has hurt your business the most?



	Federal	State	Local
Internal Sample	74%	17%	4%
External Sample	58%	24%	10%
Northeast	67%	19%	11%
Midwest	66%	22%	5%
South	70%	15%	9%
West	62%	24%	4%
Men 18-44	70%	20%	5%
Men 45+	77%	15%	5%
Women 18-44	54%	26%	9%
Women 45+	58%	24%	9%
In Business Under 1 Year	55%	31%	3%
In Business 1 to 2 Years	65%	17%	11%
In Business 2 to 5 Years	73%	18%	2%
In Business Over 5 Years	68%	19%	8%
Professional Services	71%	23%	3%
Lifestyle Services	59%	21%	3%
Retail/ Wholesale	50%	30%	16%
High Tech	76%	13%	4%
Construction	67%	16%	11%
Medical/ Healthcare	82%	15%	3%

Of respondents who answered "Hurt" in the question "Do you feel Government policies have helped or hurt your business?"

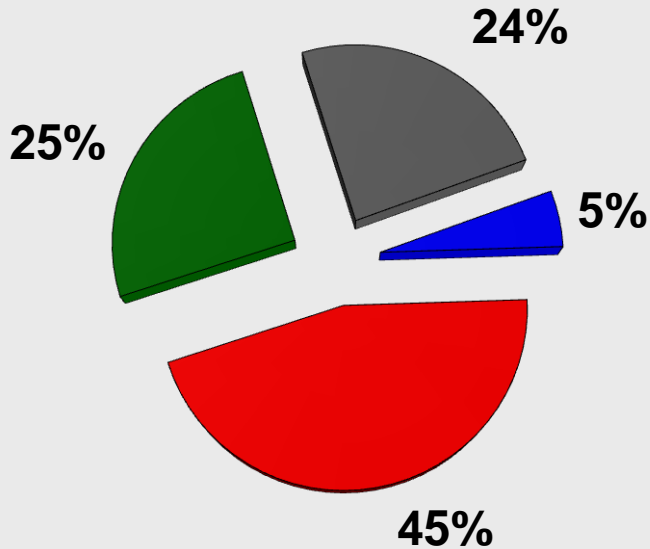
In your opinion, is government's role to



- Play an active role in helping business, through things like tax incentives and subsidies
- Provide the right environment for businesses to start and flourish
- Stay out of the way and let businesses compete in the free market

	Active Roll	Right Environment	Stay out of the way
Internal Sample (57%)	16%	52%	30%
External Sample (43%)	19%	35%	39%
Northeast (14%)	22%	54%	21%
Midwest (37%)	14%	46%	38%
South (33%)	21%	44%	32%
West (16%)	14%	38%	40%
Men 18-44 (15%)	14%	45%	39%
Men 45+ (33%)	13%	44%	41%
Women 18-44 (23%)	24%	37%	31%
Women 45+ (29%)	19%	52%	25%
In Business Under 1 Year (18%)	18%	47%	34%
In Business 1 to 2 Years (22%)	24%	40%	29%
In Business 2 to 5 Years (21%)	18%	56%	24%
In Business Over 5 Years (40%)	13%	41%	41%
Professional Services (16%)	16%	52%	28%
Lifestyle Services (9%)	16%	44%	30%
Retail /Wholesale (11%)	8%	54%	34%
High Tech (13%)	14%	45%	41%
Construction (5%)	25%	30%	39%
Medical/ Healthcare (5%)	21%	55%	24%

Do you feel there should be...

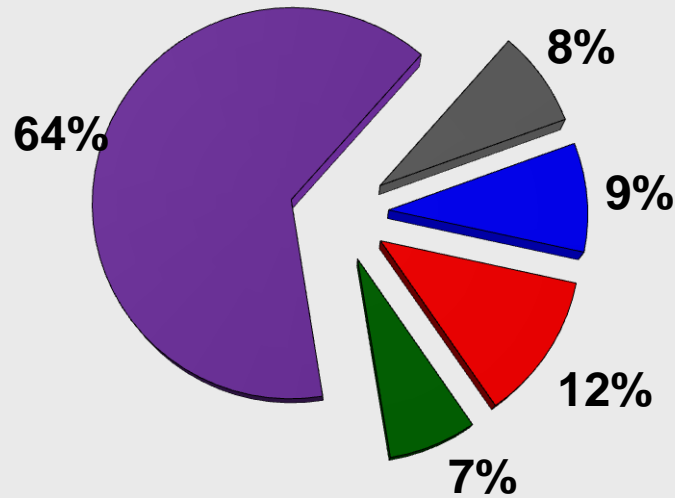


- More regulation in your industry
- Less regulation in your industry
- More enforcement of the existing level of regulation
- Don't Know

	More Regulation	Less Regulation	More Enforcement
Internal Sample (57%)	5%	46%	24%
External Sample (43%)	5%	44%	27%
Northeast (14%)	4%	31%	30%
Midwest (37%)	4%	46%	26%
South (33%)	7%	47%	24%
West (16%)	6%	52%	21%
Men 18-44 (15%)	6%	44%	31%
Men 45+ (33%)	3%	55%	26%
Women 18-44 (23%)	9%	41%	14%
Women 45+ (29%)	4%	38%	30%
In Business Under 1 Year (18%)	3%	43%	33%
In Business 1 to 2 Years (22%)	5%	40%	24%
In Business 2 to 5 Years (21%)	10%	41%	18%
In Business Over 5 Years (40%)	3%	51%	26%
Professional Services (16%)	1%	41%	28%
Lifestyle Services (9%)	7%	34%	20%
Retail /Wholesale (11%)	4%	45%	26%
High Tech (13%)	5%	51%	24%
Construction (5%)	6%	49%	24%
Medical/ Healthcare (5%)	14%	52%	26%

Overseas Expansion

Which of the following best characterizes the extent to which expanding into overseas markets factors into your business plans over the next few years?



- Major part of our strategy
- Minor part of our strategy
- We'd like to, but don't really know how
- We're focused on building our business domestically, not internationally
- Don't Know

	Major	Minor	Don't Know How	Focused Domestically
Internal Sample (57%)	12%	17%	10%	56%
External Sample (43%)	5%	5%	4%	75%
Northeast (14%)	12%	9%	8%	65%
Midwest (37%)	7%	9%	8%	69%
South (33%)	8%	16%	8%	59%
West (16%)	13%	12%	3%	64%
Men 18-44 (15%)	12%	21%	11%	49%
Men 45+ (33%)	12%	12%	7%	64%
Women 18-44 (23%)	7%	6%	8%	69%
Women 45+ (29%)	6%	11%	5%	69%
In Business Under 1 Year (18%)	9%	11%	6%	64%
In Business 1 to 2 Years (22%)	10%	9%	7%	67%
In Business 2 to 5 Years (21%)	11%	13%	12%	56%
In Business Over 5 Years (40%)	7%	13%	6%	67%
Professional Services (16%)	2%	11%	8%	70%
Lifestyle Services (9%)	3%	8%	9%	76%
Retail /Wholesale (11%)	7%	11%	2%	67%
High Tech (13%)	28%	18%	13%	38%
Construction (5%)	16%	3%	12%	61%
Medical/ Healthcare (5%)	2%	15%	7%	68%



For More Information...

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