

Topline, 2<sup>nd</sup> Qtr 2017

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**WELLS FARGO**

Small Business Survey Topline – FINAL April 12, 2017

Quarter 2, 2017

RESULTS FOR THE TOTAL DATASET ARE BASED ON TELEPHONE INTERVIEWS WITH 603 SMALL BUSINESS OWNERS, CONDUCTED DURING THE PERIOD April 3-7, 2017.

FOR RESULTS BASED ON THE TOTAL SAMPLE OF SMALL BUSINESS OWNERS, ONE CAN SAY WITH 95% CONFIDENCE THAT THE MARGIN OF SAMPLING ERROR IS  $\pm 4$  PERCENTAGE POINTS.

# Topline, 2<sup>nd</sup> Qtr 2017

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## Small Business Index

	Overall	Present Situation	Future Expectations
17 Qtr 2	95	36	59
17 Qtr 1	100/Up	40/Up	60
16 Qtr 4	80/Up	24	56/Up
16 Qtr 3	68	29	39
16 Qtr 2	64	24	40
16 Qtr 1	67/Up	26	41/Up
15 Qtr 4	54	21	33
15 Qtr 3	59	23	36
15 Qtr 2	64/Down	24	40
15 Qtr 1	71/Up	28/Up	43/Up
14 Qtr 4	58/Up	21	37/Up
14 Qtr 3	49	18	31
14 Qtr 2	47	14	33
14 Qtr 1	45/Up	16/Up	29/Up
13 Qtr 4	24	7	17
13 Qtr 3	25/Up	4	21/Up
13 Qtr 2	16/Up	2	14
13 Qtr 1	9/Up	-2/Up	11/Up
12 Qtr 4	-11/Down	-10/Down	-1/Down
12 Qtr 3	17/Down	-1	18/Down
12 Qtr 2	23/Up	-1	24
12 Qtr 1	15/Up	-6/Up	21
11 Qtr 4	-3	-11	8
11 Qtr 3	0	-10	10
11 Qtr 2	0/Down	-14	14/Down
11 Qtr 1	12/Up	-10/Up	22
10 Qtr 4	-4/Up	-19/Up	15/Up
10 Qtr 3	-28	-26	-2
10 Qtr 2	-11	-22	11
10 Qtr 1	-16	-29	13
09 Qtr 4	-15	-24	9
09 Qtr 3	-21	-23	2
09 Qtr 2	-1	-11	10
09 Qtr 1	-4	-5	1
08 Qtr 4	10	3	7
08 Qtr 3	45	19	26
08 Qtr 2	48	18	30
08 Qtr 1	83	38	45
07 Qtr 4	99	42	57
07 Qtr 3	100	41	59
07 Qtr 2	113	49	64
07 March	110	47	63
06 December	114	49	65
06 September	110	48	62
06 June	107	46	61
06 March	109	47	62
05 December	107	45	62
05 September	106	48	58
05 June	99	41	58
05 March	110	45	65

## Topline, 2<sup>nd</sup> Qtr 2017

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### Small Business Index (continued)

	Overall	Present Situation	Future Expectations
04 December	106	45	61
04 September	99	43	56
04 June	103	44	59
04 March	100	40	60
03 December	93	35	58
03 August	69	21	48

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

# Topline, 2<sup>nd</sup> Qtr 2017

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1. How would you rate your company's financial situation today? Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

## Financial Situation Today

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/ refused
	%	%	%	%	%	%	%	%
17 Qtr 2	26	47	<b>73</b>	14	8	4	<b>12</b>	1
17 Qtr 1	29	42	<b>71/Up</b>	17	8	3	<b>11/Down</b>	1
16 Qtr 4	24	42	<b>66</b>	18	11	5	<b>16</b>	*
16 Qtr 3	26	42	<b>68</b>	16	12	3	<b>15</b>	1
16 Qtr 2	25	42	<b>67</b>	17	12	3	<b>15</b>	1
16 Qtr 1	25	42	<b>67</b>	17	11	4	<b>15</b>	1
15 Qtr 4	22	43	<b>65</b>	19	11	4	<b>15</b>	1
15 Qtr 3	21	44	<b>65</b>	20	11	4	<b>15</b>	*
15 Qtr 2	22	43	<b>65</b>	18	12	4	<b>16</b>	1
15 Qtr 1	25	40	<b>65</b>	19	11	5	<b>16</b>	0
14 Qtr 4	22	42	<b>64</b>	18	10	6	<b>16</b>	2
14 Qtr 3	21	41	<b>62</b>	20	11	6	<b>17</b>	1
14 Qtr 2	19	38	<b>57</b>	22	15	5	<b>20</b>	1
14 Qtr 1	20	41	<b>61</b>	19	15	5	<b>20</b>	*
13 Qtr 4	18	41	<b>59</b>	18	14	7	<b>21/Down</b>	2
13 Qtr 3	15	41	<b>56</b>	18	19	6	<b>25</b>	1
13 Qtr 2	17	41	<b>58</b>	19	15	8	<b>23</b>	*
13 Qtr 1	14	40	<b>54</b>	20	17	8	<b>25</b>	1
12 Qtr 4	17	34	<b>51</b>	19	19	9	<b>28</b>	2
12 Qtr 3	16	37	<b>53</b>	20	18	8	<b>26</b>	1
12 Qtr 2	19	35	<b>54</b>	19	18	8	<b>26</b>	1
12 Qtr 1	16	38	<b>54</b>	18	17	10	<b>27</b>	1
11 Qtr 4	17	35	<b>52</b>	21	18	8	<b>26</b>	1
11 Qtr 3	16	37	<b>53/Up</b>	18	18	10	<b>28/Down</b>	1
11 Qtr 2	14	33	<b>47/Down</b>	20	23	10	<b>33/Up</b>	*
11 Qtr 1	16	37	<b>53</b>	20	17	10	<b>27</b>	0
10 Qtr 4	16	38	<b>54</b>	17	17	12	<b>29</b>	*
10 Qtr 3	13	37	<b>50</b>	17	19	13	<b>32</b>	1
10 Qtr 2	16	38	<b>54</b>	16	19	11	<b>30</b>	*
10 Qtr 1	11	37	<b>48</b>	21	20	11	<b>31</b>	*
09 Qtr 4	14	37	<b>51</b>	19	20	10	<b>30</b>	0
09 Qtr 3	15	37	<b>52</b>	20	18	9	<b>27</b>	1
09 Qtr 2	18	37	<b>55</b>	15	18	12	<b>30</b>	0
09 Qtr 1	16	34	<b>50</b>	18	20	11	<b>31</b>	1
08 Qtr 4	18	39	<b>57</b>	17	15	10	<b>25</b>	1
08 Qtr 3	21	42	<b>63</b>	17	14	6	<b>20</b>	*
08 Qtr 2	20	43	<b>63</b>	16	14	6	<b>20</b>	1
08 Qtr 1	27	43	<b>70</b>	14	10	5	<b>15</b>	1
07 Qtr 4	27	45	<b>72</b>	14	9	3	<b>12</b>	2
07 Qtr 3	32	39	<b>71</b>	13	9	5	<b>14</b>	2
07 Qtr 2	32	41	<b>73</b>	14	9	3	<b>12</b>	1
07 Mar	30	42	<b>72</b>	16	8	4	<b>12</b>	*

# Topline, 2<sup>nd</sup> Qtr 2017

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## 1. (continued)

	Very good	Some-what good	<b>Top 2 Box</b>	Neither good nor poor	Some-what poor	Very poor	<b>Bottom 2 Box</b>	Don't know/ refused
06 Dec	32	42	<b>74</b>	14	9	3	<b>12</b>	*
06 Sep	34	40	<b>74</b>	12	10	3	<b>13</b>	1
06 Jun	28	44	<b>72</b>	14	10	3	<b>13</b>	1
06 Mar	30	41	<b>71</b>	16	8	3	<b>11</b>	2
05 Dec	28	45	<b>73</b>	12	10	4	<b>14</b>	1
05 Sep	26	45	<b>71</b>	16	9	3	<b>12</b>	1
05 Jun	25	45	<b>70</b>	15	9	5	<b>14</b>	1
05 Mar	25	47	<b>72</b>	12	11	3	<b>14</b>	2
04 Dec	30	40	<b>70</b>	15	11	3	<b>14</b>	1
04 Sep	30	43	<b>73</b>	14	9	4	<b>13</b>	*
04 Jun	27	48	<b>75</b>	15	7	2	<b>9</b>	1
04 Mar	28	43	<b>71</b>	17	9	2	<b>11</b>	1
03 Dec	25	40	<b>65</b>	20	9	5	<b>14</b>	1
03 Aug	20	44	<b>64</b>	16	13	6	<b>19</b>	1

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

2. How do you think your company's financial situation will be 12 months from now? Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

**Financial Situation 12 Months From Now**

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	36	44	<b>80</b>	10	6	2	<b>8</b>	2
17 Qtr 1	39	40	<b>79</b>	10	6	2	<b>8</b>	3
16 Qtr 4	36	41	<b>77</b>	10	6	3	<b>9</b>	4
16 Qtr 3	27	46	<b>73</b>	13	7	3	<b>10</b>	4
16 Qtr 2	26	46	<b>72</b>	13	9	2	<b>11</b>	4
16 Qtr 1	29	42	<b>71</b>	13	8	4	<b>12</b>	4
15 Qtr 4	22	48	<b>70</b>	14	9	4	<b>13</b>	3
15 Qtr 3	26	48	<b>74</b>	14	6	5	<b>11</b>	1
15 Qtr 2	24	50	<b>74</b>	14	7	2	<b>9</b>	3
15 Qtr 1	29	44	<b>73</b>	13	9	3	<b>12</b>	2
14 Qtr 4	27	44	<b>71</b>	15	9	2	<b>11</b>	3
14 Qtr 3	27	39	<b>66</b>	17	9	5	<b>14</b>	3
14 Qtr 2	24	43	<b>67</b>	16	11	3	<b>14</b>	3
14 Qtr 1	25	41	<b>66</b>	15	12	4	<b>16</b>	3
13 Qtr 4	19	43	<b>62</b>	16	13	6	<b>19</b>	3
13 Qtr 3	20	42	<b>62</b>	15	13	6	<b>19</b>	4
13 Qtr 2	19	40	<b>59</b>	16	16	6	<b>22</b>	3
13 Qtr 1	15	42	<b>57/Up</b>	18	15	7	<b>22/Down</b>	3
12 Qtr 4	17	33	<b>50/Down</b>	17	18	10	<b>28/Up</b>	5
12 Qtr 3	18	41	<b>59/Down</b>	15	16	4	<b>20/Up</b>	7
12 Qtr 2	21	45	<b>66</b>	15	10	5	<b>15/Down</b>	4
12 Qtr 1	20	43	<b>63/Up</b>	15	14	7	<b>21</b>	2
11 Qtr 4	19	36	<b>55</b>	19	16	7	<b>23</b>	3
11 Qtr 3	18	39	<b>57</b>	17	15	5	<b>20</b>	6
11 Qtr 2	17	41	<b>58/Down</b>	18	15	7	<b>22/Up</b>	2
11 Qtr 1	22	43	<b>65/Up</b>	15	13	4	<b>17</b>	3
10 Qtr 4	17	42	<b>59</b>	20	13	4	<b>17/Down</b>	4
10 Qtr 3	14	42	<b>56</b>	17	14	8	<b>22</b>	5
10 Qtr 2	19	42	<b>61</b>	15	13	8	<b>21</b>	3
10 Qtr 1	16	45	<b>61</b>	18	13	4	<b>17</b>	4
09 Qtr 4	17	42	<b>59</b>	15	13	7	<b>20</b>	6
09 Qtr 3	18	40	<b>58</b>	15	15	7	<b>22</b>	5
09 Qtr 2	18	43	<b>61</b>	16	13	5	<b>18</b>	5
09 Qtr 1	15	40	<b>55</b>	19	15	7	<b>22</b>	4
08 Qtr 4	15	46	<b>61</b>	14	13	5	<b>18</b>	7
08 Qtr 3	21	46	<b>67</b>	14	12	3	<b>15</b>	4
08 Qtr 2	23	43	<b>66</b>	12	10	6	<b>16</b>	6
08 Qtr 1	28	48	<b>76</b>	10	8	4	<b>12</b>	2
07 Qtr 4	32	45	<b>77</b>	11	5	2	<b>7</b>	5
07 Qtr 3	37	45	<b>82</b>	8	4	2	<b>6</b>	4
07 Qtr 2	38	40	<b>78</b>	11	5	2	<b>7</b>	4
07 Mar	37	43	<b>80</b>	10	4	2	<b>6</b>	4

# Topline, 2<sup>nd</sup> Qtr 2017

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## 2. (continued)

	Very good	Some-what good	<b>Top 2 Box</b>	Neither good nor poor	Some-what poor	Very poor	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
06 Dec	37	42	<b>79</b>	10	4	2	<b>6</b>	5
06 Sep	38	41	<b>79</b>	10	6	2	<b>8</b>	3
06 Jun	34	46	<b>80</b>	10	4	2	<b>6</b>	4
06 Mar	36	43	<b>79</b>	9	6	1	<b>7</b>	5
05 Dec	34	47	<b>81</b>	8	5	3	<b>8</b>	3
05 Sep	32	47	<b>79</b>	9	6	2	<b>8</b>	4
05 Jun	32	46	<b>78</b>	9	7	2	<b>9</b>	4
05 Mar	38	44	<b>82</b>	9	5	1	<b>6</b>	3
04 Dec	33	48	<b>81</b>	9	6	1	<b>7</b>	3
04 Sep	34	43	<b>77</b>	8	7	2	<b>9</b>	6
04 Jun	31	50	<b>81</b>	8	6	*	<b>6</b>	5
04 Mar	33	47	<b>80</b>	12	4	1	<b>5</b>	3
03 Dec	32	45	<b>77</b>	11	4	4	<b>8</b>	4
03 Aug	27	47	<b>74</b>	9	7	4	<b>11</b>	6

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

# Topline, 2<sup>nd</sup> Qtr 2017

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3. Over the past 12 months, did your company's revenues increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

## Company Revenue Past 12 Months

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	11	35	<b>46</b>	29	15	9	<b>24</b>	1
17 Qtr 1	15	30	<b>45/Up</b>	28	17	9	<b>26</b>	1
16 Qtr 4	9	28	<b>37</b>	32	18	12	<b>30/Up</b>	1
16 Qtr 3	10	31	<b>41</b>	34	18	7	<b>25</b>	*
16 Qtr 2	14	26	<b>40</b>	30	18	12	<b>30</b>	*
16 Qtr 1	10	28	<b>38</b>	31	19	11	<b>30</b>	1
15 Qtr 4	12	27	<b>39</b>	29	19	13	<b>32</b>	*
15 Qtr 3	10	29	<b>39</b>	31	20	9	<b>29</b>	1
15 Qtr 2	11	31	<b>42/Down</b>	29	19	10	<b>29</b>	*
15 Qtr 1	13	36	<b>49/Up</b>	25	16	9	<b>25</b>	1
14 Qtr 4	9	33	<b>42</b>	27	18	12	<b>30</b>	1
14 Qtr 3	9	34	<b>43/Up</b>	27	17	13	<b>30</b>	*
14 Qtr 2	9	27	<b>36</b>	32	21	11	<b>32</b>	*
14 Qtr 1	10	27	<b>37</b>	25	26	11	<b>36</b>	1
13 Qtr 4	6	28	<b>34</b>	32/Up	22	11	<b>33/Down</b>	1
13 Qtr 3	8	25	<b>33/Down</b>	27	23	16	<b>39</b>	1
13 Qtr 2	10	27	<b>37</b>	25	23	15	<b>38</b>	*
13 Qtr 1	8	28	<b>36/Up</b>	24	23	16	<b>39/Down</b>	1
12 Qtr 4	7	22	<b>29</b>	27	25	19	<b>44/Up</b>	*
12 Qtr 3	9	22	<b>31</b>	30	22	16	<b>38</b>	1
12 Qtr 2	7	29	<b>36</b>	24	22	17	<b>39</b>	*
12 Qtr 1	9	24	<b>33/Up</b>	24	23	19	<b>42</b>	1
11 Qtr 4	7	20	<b>27</b>	28	26	19	<b>45</b>	*
11 Qtr 3	8	23	<b>31</b>	26	21	21	<b>42</b>	1
11 Qtr 2	7	25	<b>32</b>	23	21	24	<b>45</b>	0
11 Qtr 1	5	26	<b>31</b>	19	29	19	<b>48</b>	2
10 Qtr 4	7	22	<b>29/Up</b>	23	23	24	<b>47/Down</b>	1
10 Qtr 3	4	17	<b>21</b>	23	28	27	<b>55</b>	1
10 Qtr 2	6	18	<b>24</b>	20	27	29	<b>56</b>	*
10 Qtr 1	5	18	<b>23</b>	16	27	34	<b>61</b>	*
09 Qtr 4	7	14	<b>21</b>	19	27	32	<b>59</b>	1
09 Qtr 3	7	14	<b>21</b>	20	27	31	<b>58</b>	1
09 Qtr 2	7	17	<b>24</b>	24	24	27	<b>51</b>	1
09 Qtr 1	9	19	<b>28</b>	18	28	25	<b>53</b>	1
08 Qtr 4	8	23	<b>31</b>	22	26	21	<b>47</b>	0
08 Qtr 3	11	27	<b>38</b>	25	20	16	<b>36</b>	1
08 Qtr 2	10	25	<b>35</b>	27	22	15	<b>37</b>	1
08 Qtr 1	14	31	<b>45</b>	22	20	12	<b>32</b>	1
07 Qtr 4	13	32	<b>45</b>	29	17	8	<b>25</b>	1
07 Qtr 3	12	33	<b>45</b>	25	17	10	<b>27</b>	3
07 Qtr 2	16	36	<b>52</b>	23	16	8	<b>24</b>	1
07 Mar	16	35	<b>51</b>	26	14	8	<b>22</b>	1



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## 3. (continued)

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
06 Dec	14	33	<b>47</b>	26	17	9	<b>26</b>	1
06 Sep	14	34	<b>48</b>	30	13	8	<b>21</b>	1
06 Jun	13	34	<b>47</b>	29	15	7	<b>22</b>	2
06 Mar	17	30	<b>47</b>	26	18	6	<b>24</b>	3
05 Dec	14	33	<b>47</b>	27	16	8	<b>24</b>	2
05 Sep	15	34	<b>49</b>	29	14	7	<b>21</b>	1
05 Jun	13	37	<b>50</b>	25	15	9	<b>24</b>	1
05 Mar	15	31	<b>46</b>	29	16	7	<b>23</b>	2
04 Dec	15	34	<b>49</b>	26	19	6	<b>25</b>	*
04 Sep	15	30	<b>45</b>	28	20	7	<b>27</b>	*
04 Jun	13	31	<b>44</b>	27	20	7	<b>27</b>	2
04 Mar	12	32	<b>44</b>	26	20	9	<b>29</b>	1
03 Dec	14	27	<b>41</b>	29	18	11	<b>29</b>	1
03 Aug	11	24	<b>35</b>	21	27	17	<b>44</b>	*

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

4. What is your best estimate of your company's revenues over the next 12 months?  
Do you expect them to increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

**Company Revenue Next 12 Months**

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	16	41	<b>57</b>	31	8	3	<b>11</b>	1
17 Qtr 1	15	46	<b>61</b>	28	6	3	<b>9</b>	2
16 Qtr 4	16	42	<b>58/Up</b>	29	9	3	<b>12</b>	1
16 Qtr 3	9	39	<b>48</b>	36	11	3	<b>14</b>	2
16 Qtr 2	12	39	<b>51</b>	33	12	3	<b>15</b>	1
16 Qtr 1	11	39	<b>50</b>	35	9	4	<b>13</b>	2
15 Qtr 4	10	37	<b>47</b>	35	11	6	<b>17</b>	1
15 Qtr 3	9	42	<b>51</b>	33	11	4	<b>15</b>	1
15 Qtr 2	11	39	<b>50</b>	34	11	3	<b>14</b>	2
15 Qtr 1	12	43	<b>55</b>	33	9	2	<b>11</b>	1
14 Qtr 4	10	41	<b>51</b>	34	11	3	<b>14</b>	1
14 Qtr 3	11	37	<b>48</b>	35	10	6	<b>16</b>	1
14 Qtr 2	9	42	<b>51</b>	34	11	3	<b>14</b>	1
14 Qtr 1	11	37	<b>48</b>	33	13	4	<b>17</b>	2
13 Qtr 4	7	37	<b>44</b>	34	14	5	<b>19</b>	3
13 Qtr 3	10	37	<b>47</b>	34	12	5	<b>17/Down</b>	2
13 Qtr 2	10	35	<b>45</b>	33	16	6	<b>22</b>	*
13 Qtr 1	8	35	<b>43/Up</b>	34	16	6	<b>22/Down</b>	1
12 Qtr 4	8	29	<b>37/Down</b>	32	18/Up	11	<b>29/Up</b>	2
12 Qtr 3	9	34	<b>43/Down</b>	36	13	5	<b>18</b>	3
12 Qtr 2	9	40	<b>49</b>	32	11	5	<b>16</b>	2
12 Qtr 1	10	39	<b>49/Up</b>	35	11	4	<b>15</b>	2
11 Qtr 4	9	28	<b>37</b>	37	17	6	<b>23</b>	3
11 Qtr 3	8	34	<b>42/Down</b>	38	11	7	<b>18</b>	2
11 Qtr 2	9	40	<b>49</b>	31	14	5	<b>19</b>	1
11 Qtr 1	12	42	<b>54/Up</b>	29	12	4	<b>16</b>	1
10 Qtr 4	9	35	<b>44/Up</b>	38	13	4	<b>17/Down</b>	1
10 Qtr 3	5	33	<b>38</b>	37	17	6	<b>23</b>	2
10 Qtr 2	9	39	<b>48</b>	27	16	7	<b>23</b>	2
10 Qtr 1	9	39	<b>48</b>	30	16	5	<b>21</b>	1
09 Qtr 4	9	33	<b>42</b>	36	14	6	<b>20</b>	2
09 Qtr 3	7	34	<b>41</b>	29	18	10	<b>28</b>	2
09 Qtr 2	7	32	<b>39</b>	29	21	9	<b>30</b>	2
09 Qtr 1	10	26	<b>36</b>	29	22	11	<b>33</b>	2
08 Qtr 4	8	31	<b>39</b>	30	21	7	<b>28</b>	3
08 Qtr 3	10	34	<b>44</b>	32	17	6	<b>23</b>	1
08 Qtr 2	11	34	<b>45</b>	32	14	7	<b>21</b>	2
08 Qtr 1	13	39	<b>52</b>	29	11	5	<b>16</b>	3
07 Qtr 4	14	44	<b>58</b>	28	7	3	<b>10</b>	4
07 Qtr 3	14	42	<b>56</b>	30	8	3	<b>11</b>	3
07 Qtr 2	18	43	<b>61</b>	27	6	2	<b>8</b>	4
07 Mar	15	44	<b>59</b>	29	6	2	<b>8</b>	4

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## 4. (continued)

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
06 Dec	19	43	<b>62</b>	27	5	2	<b>7</b>	4
06 Sep	18	41	<b>59</b>	30	6	2	<b>8</b>	3
06 Jun	16	42	<b>58</b>	30	7	2	<b>9</b>	3
06 Mar	18	43	<b>61</b>	24	9	3	<b>12</b>	3
05 Dec	16	47	<b>63</b>	24	8	2	<b>10</b>	3
05 Sep	15	44	<b>59</b>	26	9	3	<b>12</b>	3
05 Jun	17	44	<b>61</b>	26	8	2	<b>10</b>	3
05 Mar	18	43	<b>61</b>	29	6	1	<b>7</b>	3
04 Dec	17	46	<b>63</b>	26	6	1	<b>7</b>	4
04 Sep	12	40	<b>52</b>	33	10	3	<b>13</b>	2
04 Jun	13	41	<b>54</b>	35	7	1	<b>8</b>	3
04 Mar	16	46	<b>62</b>	27	7	2	<b>9</b>	2
03 Dec	15	46	<b>61</b>	28	5	3	<b>8</b>	3
03 Aug	16	43	<b>59</b>	27	8	3	<b>11</b>	3

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

5. How would you rate your company's cash flow over the past 12 months? Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

**Company Cash Flow Rating Past 12 Months**

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	22	41	<b>63</b>	20	12	4	<b>16</b>	1
17 Qtr 1	22	42	<b>64/Up</b>	21	10	4	<b>14/Down</b>	1
16 Qtr 4	17	38	<b>55</b>	23	16	6	<b>22</b>	*
16 Qtr 3	20	40	<b>60</b>	18	16	5	<b>21</b>	1
16 Qtr 2	17	38	<b>55</b>	23	17	5	<b>22</b>	*
16 Qtr 1	18	42	<b>60</b>	19	15	6	<b>21</b>	*
15 Qtr 4	18	37	<b>55</b>	24	14	7	<b>21</b>	*
15 Qtr 3	16	38	<b>54</b>	26	13	6	<b>19</b>	1
15 Qtr 2	17	41	<b>58</b>	22	15	5	<b>20</b>	*
15 Qtr 1	16	38	<b>54</b>	24	15	6	<b>21</b>	1
14 Qtr 4	16	37	<b>53</b>	23	18	6	<b>24</b>	*
14 Qtr 3	17	38	<b>55</b>	19	18	8	<b>26</b>	*
14 Qtr 2	15	35	<b>50</b>	25	17	7	<b>24</b>	1
14 Qtr 1	17	35	<b>52/Up</b>	25	17	6	<b>23/Down</b>	*
13 Qtr 4	14	32	<b>46</b>	26/Up	18	9	<b>27/Down</b>	1
13 Qtr 3	13	35	<b>48</b>	20	24	8	<b>32</b>	*
13 Qtr 2	14	34	<b>48/Up</b>	23	18	11	<b>29</b>	*
13 Qtr 1	11	30	<b>41</b>	27/Up	21	11	<b>32</b>	1
12 Qtr 4	12	31	<b>43</b>	23	23	10	<b>33</b>	1
12 Qtr 3	14	29	<b>43</b>	25	23	8	<b>31</b>	1
12 Qtr 2	15	30	<b>45</b>	25	20	10	<b>30</b>	1
12 Qtr 1	11	31	<b>42</b>	24	21	12	<b>33</b>	1
11 Qtr 4	13	29	<b>42</b>	24	23	11	<b>34</b>	1
11 Qtr 3	10	32	<b>42</b>	23	22	12	<b>34</b>	1
11 Qtr 2	11	27	<b>38/Down</b>	23	24	14	<b>38/Up</b>	1
11 Qtr 1	12	31	<b>43</b>	24	22	11	<b>33/Down</b>	*
10 Qtr 4	10	30	<b>40</b>	22	24	14	<b>38</b>	*
10 Qtr 3	10	26	<b>36</b>	24	25	14	<b>39</b>	1
10 Qtr 2	13	29	<b>42</b>	21	22	14	<b>36</b>	1
10 Qtr 1	10	29	<b>39</b>	19	28	14	<b>42</b>	*
09 Qtr 4	12	26	<b>38</b>	25	20	16	<b>36</b>	1
09 Qtr 3	10	30	<b>40</b>	22	25	12	<b>37</b>	1
09 Qtr 2	13	31	<b>44</b>	25	19	11	<b>30</b>	1
09 Qtr 1	16	30	<b>46</b>	21	21	11	<b>32</b>	1
08 Qtr 4	16	35	<b>51</b>	21	19	6	<b>25</b>	*
08 Qtr 3	19	33	<b>52</b>	23	16	9	<b>25</b>	*
08 Qtr 2	17	35	<b>52</b>	19	22	7	<b>29</b>	0
08 Qtr 1	21	38	<b>59</b>	19	15	6	<b>21</b>	1
07 Qtr 4	21	41	<b>62</b>	18	13	5	<b>18</b>	2
07 Qtr 3	22	43	<b>65</b>	16	12	6	<b>18</b>	1
07 Qtr 2	25	40	<b>65</b>	18	11	5	<b>16</b>	1
07 Mar	21	40	<b>61</b>	22	11	5	<b>16</b>	1

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## 5. (continued)

	Very good	Some-what good	<b>Top 2 Box</b>	Neither good nor poor	Some-what poor	Very poor	<b>Bottom 2 Box</b>	Don't know/refused
	%	%	%	%	%	%	%	%
06 Dec	24	38	<b>62</b>	20	12	5	<b>17</b>	1
06 Sep	22	38	<b>60</b>	21	12	6	<b>18</b>	1
06 Jun	22	41	<b>63</b>	17	14	5	<b>19</b>	1
06 Mar	22	43	<b>65</b>	17	13	3	<b>16</b>	2
05 Dec	22	41	<b>63</b>	18	14	4	<b>18</b>	1
05 Sep	20	43	<b>63</b>	22	10	4	<b>14</b>	1
05 Jun	18	40	<b>58</b>	20	15	6	<b>21</b>	1
05 Mar	19	42	<b>61</b>	19	14	4	<b>18</b>	2
04 Dec	18	42	<b>60</b>	19	16	4	<b>20</b>	1
04 Sep	19	40	<b>59</b>	22	12	6	<b>18</b>	1
04 Jun	22	40	<b>62</b>	20	12	4	<b>16</b>	2
04 Mar	19	40	<b>59</b>	19	13	5	<b>18</b>	4
03 Dec	17	43	<b>60</b>	18	14	7	<b>21</b>	1
03 Aug	16	36	<b>52</b>	21	19	7	<b>26</b>	1

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

6. How do you think your company’s cash flow will be over the next 12 months? Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

**Company Cash Flow Next 12 Months**

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	27	45	<b>72</b>	15	10	2	<b>12</b>	1
17 Qtr 1	27	46	<b>73</b>	16	7	2	<b>9</b>	2
16 Qtr 4	22	48	<b>70/Up</b>	17	10	2	<b>12</b>	1
16 Qtr 3	19	46	<b>65</b>	18	12	3	<b>15</b>	2
16 Qtr 2	19	44	<b>63</b>	21	12	2	<b>14</b>	2
16 Qtr 1	20	46	<b>66</b>	16	11	4	<b>15</b>	3
15 Qtr 4	16	47	<b>63</b>	19	11	6	<b>17</b>	1
15 Qtr 3	16	45	<b>61</b>	23	11	4	<b>15</b>	1
15 Qtr 2	17	47	<b>64</b>	22	11	2	<b>13</b>	1
15 Qtr 1	19	46	<b>65</b>	18	13	3	<b>16</b>	1
14 Qtr 4	17	44	<b>61</b>	21	13	3	<b>16</b>	2
14 Qtr 3	17	42	<b>59</b>	22	12	6	<b>18</b>	1
14 Qtr 2	14	45	<b>59</b>	25	11	3	<b>14</b>	2
14 Qtr 1	16	41	<b>57/Up</b>	22	15	4	<b>19/Down</b>	2
13 Qtr 4	12	40	<b>52</b>	22	16	7	<b>23</b>	3
13 Qtr 3	13	40	<b>53</b>	23	17	6	<b>23</b>	1
13 Qtr 2	13	40	<b>53</b>	23	18	5	<b>23</b>	1
13 Qtr 1	10	39	<b>49</b>	27	17	6	<b>23</b>	1
12 Qtr 4	13	31	<b>44/Down</b>	23	20	10	<b>30/Up</b>	3
12 Qtr 3	14	37	<b>51</b>	22	17	6	<b>23/Up</b>	4
12 Qtr 2	14	42	<b>56</b>	24	13	5	<b>18/Down</b>	2
12 Qtr 1	11	42	<b>53/Up</b>	22	17	6	<b>23</b>	1
11 Qtr 4	12	36	<b>48</b>	24	20	6	<b>26</b>	1
11 Qtr 3	10	37	<b>47</b>	23	20	7	<b>27</b>	3
11 Qtr 2	13	37	<b>50</b>	21	20	7	<b>27/Up</b>	2
11 Qtr 1	13	42	<b>55</b>	21	16	6	<b>22</b>	2
10 Qtr 4	13	37	<b>50/Up</b>	27	14	7	<b>21/Down</b>	2
10 Qtr 3	7	36	<b>43</b>	25	20	9	<b>29</b>	3
10 Qtr 2	12	41	<b>53</b>	19	18	9	<b>27</b>	1
10 Qtr 1	9	43	<b>52</b>	22	20	5	<b>25</b>	1
09 Qtr 4	10	37	<b>47</b>	23	19	8	<b>27</b>	3
09 Qtr 3	10	38	<b>48</b>	23	20	6	<b>26</b>	3
09 Qtr 2	12	37	<b>49</b>	22	21	6	<b>27</b>	2
09 Qtr 1	11	34	<b>45</b>	24	21	8	<b>29</b>	2

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## 6. (continued)

	Very good	Some-what good	<b>Top 2 Box</b>	Neither good nor poor	Some-what poor	Very poor	<b>Bottom 2 Box</b>	Don't know/refused
	%	%	%	%	%	%	%	%
08 Qtr 4	11	41	<b>52</b>	23	19	5	<b>24</b>	2
08 Qtr 3	15	40	<b>55</b>	22	16	5	<b>21</b>	2
08 Qtr 2	16	39	<b>55</b>	22	15	5	<b>20</b>	3
08 Qtr 1	19	47	<b>66</b>	17	11	4	<b>15</b>	2
07 Qtr 4	24	46	<b>70</b>	18	6	3	<b>9</b>	3
07 Qtr 3	23	50	<b>73</b>	15	8	2	<b>10</b>	2
07 Qtr 2	26	46	<b>72</b>	16	8	2	<b>10</b>	2
07 Mar	25	47	<b>72</b>	17	6	1	<b>7</b>	4
06 Dec	28	47	<b>75</b>	16	5	2	<b>7</b>	2
06 Sep	24	48	<b>72</b>	16	8	2	<b>10</b>	2
06 Jun	22	51	<b>73</b>	15	7	2	<b>9</b>	3
06 Mar	27	44	<b>71</b>	15	8	2	<b>10</b>	4
05 Dec	23	49	<b>72</b>	17	6	2	<b>8</b>	3
05 Sep	22	49	<b>71</b>	15	10	2	<b>12</b>	2
05 Jun	21	49	<b>70</b>	16	8	3	<b>11</b>	3
05 Mar	23	52	<b>75</b>	13	7	1	<b>8</b>	4
04 Dec	22	50	<b>72</b>	16	9	1	<b>10</b>	2
04 Sep	23	49	<b>72</b>	13	10	3	<b>13</b>	2
04 Jun	23	48	<b>71</b>	17	8	2	<b>10</b>	2
04 Mar	20	52	<b>72</b>	14	9	1	<b>10</b>	4
03 Dec	22	46	<b>68</b>	19	7	4	<b>11</b>	2
03 Aug	19	47	<b>66</b>	16	14	2	<b>16</b>	2

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

## Topline, 2<sup>nd</sup> Qtr 2017

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7. Over the past 12 months, did the amount of money your company allocated for capital spending – such as computers, machinery, facilities, or other long-term investments increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

### Allocated Capital Spending Past 12 Months

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
17 Qtr 2	7	21	<b>28</b>	50	12	10	<b>22</b>	*
17 Qtr 1	9	20	<b>29</b>	53	10	7	<b>17</b>	1
16 Qtr 4	7	18	<b>25</b>	53	12	9	<b>21/Down</b>	1
16 Qtr 3	7	14	<b>21</b>	52	14	13	<b>27</b>	*
16 Qtr 2	8	15	<b>23</b>	53	12	11	<b>23</b>	1
16 Qtr 1	8	17	<b>25</b>	53	13	8	<b>21</b>	1
15 Qtr 4	6	20	<b>26</b>	48	14	11	<b>25</b>	1
15 Qtr 3	9	16	<b>25</b>	50	15	9	<b>24</b>	1
15 Qtr 2	7	22	<b>29</b>	48	13	9	<b>22</b>	1
15 Qtr 1	8	20	<b>28</b>	51	10	10	<b>20/Down</b>	1
14 Qtr 4	9	18	<b>27</b>	46	16	10	<b>26</b>	1
14 Qtr 3	8	21	<b>29</b>	42	14	14	<b>28</b>	1
14 Qtr 2	7	19	<b>26</b>	49	15	9	<b>24</b>	1
14 Qtr 1	8	17	<b>25</b>	48	16	10	<b>26/Down</b>	1
13 Qtr 4	8	17	<b>25</b>	44	15	15	<b>30</b>	1
13 Qtr 3	7	18	<b>25</b>	42	16	15	<b>31</b>	2
13 Qtr 2	5	18	<b>23</b>	44	17	15	<b>32</b>	1
13 Qtr 1	8	17	<b>25/Up</b>	40	18	16	<b>34/Down</b>	1
12 Qtr 4	5	13	<b>18/Down</b>	41	17	23	<b>40/Up</b>	1
12 Qtr 3	8	15	<b>23</b>	42	17	17	<b>34</b>	1
12 Qtr 2	7	17	<b>24</b>	42	17	16	<b>33</b>	1
12 Qtr 1	6	18	<b>24/Up</b>	40	16	19	<b>35/Down</b>	1
11 Qtr 4	6	13	<b>19</b>	37	19	24	<b>43</b>	1
11 Qtr 3	5	16	<b>21</b>	39	16	23	<b>39</b>	1
11 Qtr 2	5	16	<b>21</b>	41	17	21	<b>38</b>	*
11 Qtr 1	5	15	<b>20</b>	37	20	21	<b>41</b>	2
10 Qtr 4	5	15	<b>20</b>	33	19	26	<b>45</b>	2
10 Qtr 3	3	13	<b>16</b>	37	17	29	<b>46</b>	1
10 Qtr 2	5	15	<b>20</b>	37	15	27	<b>42</b>	1
10 Qtr 1	5	13	<b>18</b>	35	18	29	<b>47</b>	0
09 Qtr 4	4	12	<b>16</b>	37	19	26	<b>45</b>	2
09 Qtr 3	6	10	<b>16</b>	32	21	30	<b>51</b>	1
09 Qtr 2	5	13	<b>18</b>	41	18	22	<b>40</b>	1
09 Qtr 1	8	13	<b>21</b>	42	16	20	<b>36</b>	1
08 Qtr 4	8	13	<b>21</b>	39	21	18	<b>39</b>	1
08 Qtr 3	7	16	<b>23</b>	46	18	12	<b>30</b>	1
08 Qtr 2	8	18	<b>26</b>	47	14	12	<b>26</b>	1
08 Qtr 1	10	20	<b>30</b>	49	12	9	<b>21</b>	*



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## 7. (continued)

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
07 Qtr 4	9	22	<b>31</b>	48	10	9	<b>19</b>	2
07 Qtr 3	11	20	<b>31</b>	47	10	9	<b>19</b>	3
07 Qtr 2	13	23	<b>36</b>	46	10	6	<b>16</b>	2
07 Mar	11	23	<b>34</b>	48	10	7	<b>17</b>	1
06 Dec	11	24	<b>35</b>	47	10	6	<b>16</b>	2
06 Sep	11	23	<b>34</b>	46	10	8	<b>18</b>	2
06 Jun	11	19	<b>30</b>	50	12	7	<b>19</b>	1
06 Mar	11	22	<b>33</b>	48	10	7	<b>17</b>	2
05 Dec	10	23	<b>33</b>	44	12	9	<b>21</b>	2
05 Sep	11	22	<b>33</b>	47	11	6	<b>17</b>	3
05 Jun	11	21	<b>32</b>	48	10	8	<b>18</b>	2
05 Mar	10	23	<b>33</b>	47	12	5	<b>17</b>	3
04 Dec	11	25	<b>36</b>	43	12	8	<b>20</b>	1
04 Sep	11	21	<b>32</b>	50	10	6	<b>16</b>	2
04 Jun	12	21	<b>33</b>	42	11	12	<b>23</b>	2
04 Mar	12	25	<b>37</b>	39	13	9	<b>22</b>	2
03 Dec	8	23	<b>31</b>	46	11	10	<b>21</b>	2
03 Aug	10	18	<b>28</b>	42	15	13	<b>28</b>	2

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

8. And over the next 12 months, do you expect the amount of money your company allocates for capital spending - such as computers, machinery, facilities, or other long-term investments to increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

**Allocated Capital Spending Next 12 Months**

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	7	28	<b>35</b>	48	10	7	<b>17</b>	-
17 Qtr 1	9	23	<b>32</b>	52	10	5	<b>15</b>	1
16 Qtr 4	9	26	<b>35/Up</b>	48	9	7	<b>16/Down</b>	1
16 Qtr 3	4	21	<b>25</b>	53	13	9	<b>22</b>	-
16 Qtr 2	5	21	<b>26</b>	55	10	8	<b>18</b>	1
16 Qtr 1	4	22	<b>26</b>	52	13	8	<b>21</b>	1
15 Qtr 4	4	24	<b>28</b>	49	13	10	<b>23</b>	*
15 Qtr 3	4	21	<b>25</b>	52	12	10	<b>22</b>	1
15 Qtr 2	6	23	<b>29</b>	50	13	8	<b>21</b>	*
15 Qtr 1	5	26	<b>31</b>	49	12	7	<b>19</b>	1
14 Qtr 4	5	24	<b>29</b>	47	14	9	<b>23</b>	1
14 Qtr 3	6	19	<b>25</b>	49	12	13	<b>25</b>	1
14 Qtr 2	6	22	<b>28</b>	48	14	9	<b>23</b>	1
14 Qtr 1	5	22	<b>27</b>	47	16	9	<b>25/Down</b>	1
13 Qtr 4	3	21	<b>24</b>	45	17	13	<b>30</b>	1
13 Qtr 3	5	21	<b>26</b>	45	17	11	<b>28</b>	1
13 Qtr 2	3	22	<b>25</b>	44	17	14	<b>31</b>	*
13 Qtr 1	5	17	<b>22</b>	50	13	15	<b>28/Down</b>	*
12 Qtr 4	3	17	<b>20</b>	45/Down	16	18	<b>34/Up</b>	1
12 Qtr 3	5	18	<b>23</b>	52	12	12	<b>24</b>	1
12 Qtr 2	4	22	<b>26</b>	50	14	9	<b>23</b>	1
12 Qtr 1	4	24	<b>28</b>	49	14	9	<b>23</b>	*
11 Qtr 4	6	19	<b>25</b>	47	14	13	<b>27</b>	1
11 Qtr 3	4	17	<b>21/Down</b>	48	18	13	<b>31</b>	*
11 Qtr 2	5	21	<b>26</b>	44	16	13	<b>29</b>	1
11 Qtr 1	3	23	<b>26</b>	47	13	13	<b>26</b>	1
10 Qtr 4	5	19	<b>24/Up</b>	46	15	14	<b>29/Down</b>	1
10 Qtr 3	2	15	<b>17</b>	45	19	18	<b>37</b>	1
10 Qtr 2	4	19	<b>23</b>	47	13	16	<b>29</b>	1
10 Qtr 1	3	21	<b>24</b>	44	16	15	<b>31</b>	1
09 Qtr 4	3	16	<b>19</b>	47	17	16	<b>33</b>	1
09 Qtr 3	3	16	<b>19</b>	42	17	21	<b>38</b>	1
09 Qtr 2	3	20	<b>23</b>	45	17	15	<b>32</b>	*
09 Qtr 1	3	13	<b>16</b>	45	17	21	<b>38</b>	1

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## 8. (continued)

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
08 Qtr 4	4	13	<b>17</b>	42	20	20	<b>40</b>	1
08 Qtr 3	4	17	<b>21</b>	49	16	13	<b>29</b>	1
08 Qtr 2	6	20	<b>26</b>	46	16	10	<b>26</b>	2
08 Qtr 1	5	26	<b>31</b>	46	13	10	<b>23</b>	*
07 Qtr 4	5	23	<b>28</b>	54	10	6	<b>16</b>	2
07 Qtr 3	6	24	<b>30</b>	52	11	6	<b>17</b>	1
07 Qtr 2	7	26	<b>33</b>	49	10	7	<b>17</b>	1
07 Mar	6	25	<b>31</b>	50	10	7	<b>17</b>	2
06 Dec	6	27	<b>33</b>	46	9	10	<b>19</b>	2
06 Sep	8	21	<b>29</b>	54	10	6	<b>16</b>	1
06 Jun	8	21	<b>29</b>	52	11	7	<b>18</b>	1
06 Mar	8	22	<b>30</b>	51	11	6	<b>17</b>	2
05 Dec	7	29	<b>36</b>	44	12	6	<b>18</b>	2
05 Sep	7	27	<b>34</b>	43	14	7	<b>21</b>	2
05 Jun	7	25	<b>32</b>	49	11	6	<b>17</b>	2
05 Mar	6	27	<b>33</b>	51	10	3	<b>13</b>	3
04 Dec	8	27	<b>35</b>	48	10	6	<b>16</b>	1
04 Sep	8	22	<b>30</b>	54	10	5	<b>15</b>	1
04 Jun	4	28	<b>32</b>	50	10	6	<b>16</b>	2
04 Mar	4	32	<b>36</b>	44	10	9	<b>19</b>	1
03 Dec	7	31	<b>38</b>	47	8	5	<b>13</b>	2
03 Aug	6	21	<b>27</b>	51	11	9	<b>20</b>	2

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

## Topline, 2<sup>nd</sup> Qtr 2017

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9. Over the past 12 months, did the overall number of jobs or positions at your company increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

### Overall Number of Jobs Past 12 Months

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
17 Qtr 2	3	16	<b>19</b>	69	7	5	<b>12</b>	*
17 Qtr 1	3	16	<b>19</b>	70	8	3	<b>11</b>	*
16 Qtr 4	3	15	<b>18</b>	67	9	5	<b>14</b>	1
16 Qtr 3	2	16	<b>18</b>	68	9	5	<b>14</b>	-
16 Qtr 2	4	14	<b>18</b>	66	9	6	<b>15</b>	1
16 Qtr 1	2	17	<b>19</b>	67	9	5	<b>14</b>	*
15 Qtr 4	3	14	<b>17</b>	69	8	6	<b>14</b>	*
15 Qtr 3	4	12	<b>16</b>	70	8	5	<b>13</b>	1
15 Qtr 2	3	13	<b>16</b>	71	10	3	<b>13</b>	*
15 Qtr 1	2	17	<b>19</b>	69	7	4	<b>11</b>	1
14 Qtr 4	3	15	<b>18</b>	65	11	5	<b>16</b>	1
14 Qtr 3	2	16	<b>18</b>	60	12	8	<b>20</b>	2
14 Qtr 2	2	12	<b>14</b>	69	11	5	<b>17</b>	*
14 Qtr 1	2	13	<b>15</b>	68	11	5	<b>16</b>	1
13 Qtr 4	2	11	<b>13</b>	67	12	7	<b>19</b>	1
13 Qtr 3	3	11	<b>14</b>	67	11	7	<b>18</b>	1
13 Qtr 2	2	9	<b>11</b>	66	15	8	<b>23</b>	*
13 Qtr 1	2	10	<b>12</b>	65/Up	14	8	<b>22/Down</b>	1
12 Qtr 4	1	13	<b>14</b>	59/Down	17	9	<b>26/Up</b>	1
12 Qtr 3	2	12	<b>14</b>	65	14	7	<b>21</b>	*
12 Qtr 2	2	10	<b>12</b>	66	13	8	<b>21</b>	1
12 Qtr 1	2	11	<b>13</b>	63	14	8	<b>22</b>	2
11 Qtr 4	1	12	<b>13</b>	64	14	8	<b>22</b>	*
11 Qtr 3	3	11	<b>14</b>	60	16	9	<b>25</b>	1
11 Qtr 2	2	8	<b>10</b>	66	15	8	<b>23</b>	1
11 Qtr 1	2	11	<b>13</b>	62	16	9	<b>25/Down</b>	*
10 Qtr 4	2	9	<b>11</b>	58	17	13	<b>30</b>	1
10 Qtr 3	1	7	<b>8</b>	63	17	12	<b>29</b>	0
10 Qtr 2	2	7	<b>9</b>	59	17	15	<b>32</b>	0
10 Qtr 1	*	8	<b>8</b>	56	22	13	<b>35</b>	1
09 Qtr 4	2	6	<b>8</b>	60	17	14	<b>31</b>	1
09 Qtr 3	2	8	<b>10</b>	61	16	13	<b>29</b>	*
09 Qtr 2	2	8	<b>10</b>	63	16	10	<b>26</b>	1
09 Qtr 1	3	7	<b>10</b>	62	17	10	<b>27</b>	1
08 Qtr 4	2	9	<b>11</b>	61	18	9	<b>27</b>	1
08 Qtr 3	3	10	<b>13</b>	65	14	7	<b>21</b>	1
08 Qtr 2	2	10	<b>12</b>	67	14	6	<b>20</b>	1
08 Qtr 1	3	15	<b>18</b>	67	10	4	<b>14</b>	1

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## 9. (continued)

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
07 Qtr 4	4	12	<b>16</b>	70	9	4	<b>13</b>	1
07 Qtr 3	2	19	<b>21</b>	63	10	5	<b>15</b>	1
07 Qtr 2	4	14	<b>18</b>	69	7	5	<b>12</b>	1
07 Mar	3	15	<b>18</b>	70	7	4	<b>11</b>	1
06 Dec	4	18	<b>22</b>	66	8	4	<b>12</b>	*
06 Sep	4	15	<b>19</b>	71	6	4	<b>10</b>	*
06 Jun	3	15	<b>18</b>	73	6	3	<b>9</b>	*
06 Mar	3	16	<b>19</b>	70	9	2	<b>11</b>	*
05 Dec	3	17	<b>20</b>	65	9	5	<b>14</b>	1
05 Sep	4	18	<b>22</b>	68	7	3	<b>10</b>	*
05 Jun	4	16	<b>20</b>	69	7	3	<b>10</b>	1
05 Mar	4	16	<b>20</b>	69	8	2	<b>10</b>	1
04 Dec	3	19	<b>22</b>	69	7	2	<b>9</b>	*
04 Sep	3	18	<b>21</b>	67	9	3	<b>12</b>	*
04 Jun	3	16	<b>19</b>	71	7	2	<b>9</b>	1
04 Mar	3	15	<b>18</b>	68	10	3	<b>13</b>	1
03 Dec	2	9	<b>11</b>	80	6	2	<b>8</b>	1
03 Aug	4	15	<b>19</b>	61	10	7	<b>17</b>	3

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

# Topline, 2<sup>nd</sup> Qtr 2017

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10. And over the next 12 months, do you expect the overall number of jobs or positions at your company to increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

## Overall Number of Jobs Next 12 Months

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	5	26	<b>31</b>	63	3	3	<b>6</b>	*
17 Qtr 1	4	25	<b>29/Down</b>	66/Up	4	1	<b>5</b>	-
16 Qtr 4	5	31	<b>36/Up</b>	57/Down	3	3	<b>6</b>	1
16 Qtr 3	3	18	<b>21</b>	71	5	3	<b>8</b>	*
16 Qtr 2	4	19	<b>23</b>	67	6	3	<b>9</b>	1
16 Qtr 1	4	22	<b>26</b>	66	5	2	<b>7</b>	1
15 Qtr 4	4	22	<b>26</b>	64	5	4	<b>9</b>	1
15 Qtr 3	3	20	<b>23</b>	65	7	4	<b>11</b>	1
15 Qtr 2	3	19	<b>22</b>	71	5	2	<b>7</b>	0
15 Qtr 1	2	21	<b>23</b>	70	5	2	<b>7</b>	*
14 Qtr 4	2	24	<b>26/Up</b>	65	6	2	<b>8</b>	1
14 Qtr 3	3	17	<b>20</b>	69	6	4	<b>10</b>	1
14 Qtr 2	2	19	<b>21</b>	68	8	2	<b>10</b>	*
14 Qtr 1	3	19	<b>22/Up</b>	68	6	3	<b>9</b>	1
13 Qtr 4	1	15	<b>16</b>	72	7	4	<b>11</b>	1
13 Qtr 3	2	16	<b>18</b>	69	9	3	<b>12</b>	1
13 Qtr 2	2	18	<b>20</b>	66/Down	7	7	<b>14</b>	*
13 Qtr 1	2	15	<b>17</b>	71/Up	8	4	<b>12/Down</b>	*
12 Qtr 4	2	15	<b>17</b>	61/Down	15	6	<b>21/Up</b>	1
12 Qtr 3	2	18	<b>20</b>	68	7	3	<b>10</b>	1
12 Qtr 2	2	17	<b>19</b>	71	6	3	<b>9</b>	1
12 Qtr 1	3	19	<b>22/Up</b>	69	5	3	<b>8/Down</b>	*
11 Qtr 4	3	12	<b>15</b>	71	9	4	<b>13</b>	1
11 Qtr 3	3	13	<b>16</b>	72	7	5	<b>12</b>	*
11 Qtr 2	1	18	<b>19</b>	71	6	3	<b>9</b>	1
11 Qtr 1	2	21	<b>23/Up</b>	66	8	3	<b>11</b>	*
10 Qtr 4	2	16	<b>18/Up</b>	70	7	4	<b>11</b>	1
10 Qtr 3	1	12	<b>13</b>	71	10	5	<b>15</b>	1
10 Qtr 2	3	15	<b>18</b>	69	7	6	<b>13</b>	*
10 Qtr 1	1	17	<b>18</b>	67	10	3	<b>13</b>	2
09 Qtr 4	2	16	<b>18</b>	67	9	4	<b>13</b>	2
09 Qtr 3	1	13	<b>14</b>	69	10	6	<b>16</b>	1
09 Qtr 2	1	15	<b>16</b>	69	10	5	<b>15</b>	*
09 Qtr 1	2	13	<b>15</b>	68	10	6	<b>16</b>	1
08 Qtr 4	3	11	<b>14</b>	66	13	5	<b>18</b>	2
08 Qtr 3	2	17	<b>19</b>	67	10	3	<b>13</b>	1
08 Qtr 2	2	18	<b>20</b>	68	8	3	<b>11</b>	1
08 Qtr 1	2	22	<b>24</b>	67	7	2	<b>9</b>	*
07 Qtr 4	3	20	<b>23</b>	70	4	2	<b>6</b>	1
07 Qtr 3	3	19	<b>22</b>	70	5	2	<b>7</b>	1
07 Qtr 2	5	24	<b>29</b>	65	3	2	<b>5</b>	1
07 Mar	5	20	<b>25</b>	70	3	1	<b>4</b>	1

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## 10. (continued)

	Increase a lot	Increase a little	<b>Top 2 Box</b>	Stay the same	Decrease a little	Decrease a lot	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
06 Dec	3	22	<b>25</b>	68	5	1	<b>6</b>	1
06 Sep	4	22	<b>26</b>	67	4	2	<b>6</b>	1
06 Jun	4	24	<b>28</b>	67	3	2	<b>5</b>	*
06 Mar	4	26	<b>30</b>	61	5	2	<b>7</b>	2
05 Dec	4	23	<b>27</b>	66	5	1	<b>6</b>	1
05 Sep	3	22	<b>25</b>	67	6	1	<b>7</b>	1
05 Jun	3	22	<b>25</b>	69	4	1	<b>5</b>	1
05 Mar	4	20	<b>24</b>	71	3	*	<b>3</b>	2
04 Dec	4	21	<b>25</b>	70	3	1	<b>4</b>	1
04 Sep	3	23	<b>26</b>	68	4	2	<b>6</b>	*
04 Jun	4	17	<b>21</b>	76	2	1	<b>3</b>	*
04 Mar	2	26	<b>28</b>	68	2	1	<b>3</b>	1
03 Dec	1	20	<b>21</b>	72	4	2	<b>6</b>	1
03 Aug	2	21	<b>23</b>	69	5	2	<b>7</b>	1

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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11. Over the past 12 months, how difficult or easy was it for your company to obtain credit when you needed it? Was it very difficult, somewhat difficult, about average, somewhat easy, or very easy?

### Ease of Obtaining Credit Past 12 Months

	Very difficult	Some-what difficult	Top 2 Box	About average	Some-what easy	Very easy	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	10	9	<b>19</b>	25	12	27	<b>39</b>	17
17 Qtr 1	8	12	<b>20</b>	23	15	25	<b>40/Up</b>	17
16 Qtr 4	12	10	<b>22</b>	27	12	22	<b>34</b>	17
16 Qtr 3	9	11	<b>20</b>	28	13	23	<b>36</b>	16
16 Qtr 2	11	10	<b>21</b>	30	15	17	<b>32</b>	17
16 Qtr 1	10	9	<b>19</b>	31	12	18	<b>30</b>	20
15 Qtr 4	11	11	<b>22</b>	33	11	18	<b>29</b>	16
15 Qtr 3	12	10	<b>22</b>	29	14	19	<b>33</b>	16
15 Qtr 2	13	12	<b>25</b>	26	14	16	<b>30</b>	19
15 Qtr 1	11	9	<b>20</b>	26	16	18	<b>34</b>	20
14 Qtr 4	11	14	<b>25</b>	25	12	18	<b>30</b>	20
14 Qtr 3	13	10	<b>23</b>	27	13	19	<b>32/Up</b>	18
14 Qtr 2	12	12	<b>24</b>	32	11	14	<b>25</b>	19
14 Qtr 1	15	8	<b>23/Down</b>	28	13	15	<b>28</b>	21
13 Qtr 4	15	12	<b>27</b>	28	10	15	<b>25</b>	20
13 Qtr 3	16	9	<b>25/Down</b>	30	8	14	<b>22</b>	23
13 Qtr 2	18	12	<b>30</b>	25	9	11	<b>20</b>	25
13 Qtr 1	20	13	<b>33</b>	28	10	12	<b>22</b>	17
12 Qtr 4	19	13	<b>32</b>	25	9	12	<b>21</b>	22
12 Qtr 3	19	14	<b>33</b>	22	9	15	<b>24</b>	21
12 Qtr 2	17	13	<b>30</b>	27	12	10	<b>22</b>	21
12 Qtr 1	21	12	<b>33</b>	24	12	13	<b>25/Up</b>	19
11 Qtr 4	21	13	<b>34</b>	27	8	11	<b>19</b>	21
11 Qtr 3	18	16	<b>34</b>	22	10	13	<b>23</b>	21
11 Qtr 2	19	11	<b>30</b>	24	11	10	<b>21</b>	25
11 Qtr 1	19	13	<b>32</b>	27	8	14	<b>22</b>	19
10 Qtr 4	24	11	<b>35</b>	22	9	13	<b>22</b>	21
10 Qtr 3	21	11	<b>32</b>	26	8	11	<b>19</b>	23
10 Qtr 2	23	13	<b>36</b>	24	6	11	<b>17</b>	23
10 Qtr 1	22	15	<b>37</b>	21	11	11	<b>22</b>	20
09 Qtr 4	20	13	<b>33</b>	22	8	14	<b>22</b>	23
09 Qtr 3	19	14	<b>33</b>	26	7	13	<b>20</b>	21
09 Qtr 2	16	10	<b>26</b>	28	10	16	<b>26</b>	20
09 Qtr 1	11	9	<b>20</b>	29	11	19	<b>30</b>	21
08 Qtr 4	10	10	<b>20</b>	26	15	21	<b>36</b>	18
08 Qtr 3	6	8	<b>14</b>	28	14	27	<b>41</b>	17
08 Qtr 2	7	10	<b>17</b>	26	18	26	<b>44</b>	13
08 Qtr 1	6	7	<b>13</b>	26	15	35	<b>50</b>	11
07 Qtr 4	5	8	<b>13</b>	24	16	34	<b>50</b>	13
07 Qtr 3	7	6	<b>13</b>	23	15	33	<b>48</b>	16
07 Qtr 2	7	7	<b>14</b>	20	16	37	<b>53</b>	13
07 Mar	6	6	<b>12</b>	25	15	36	<b>51</b>	12



# Topline, 2<sup>nd</sup> Qtr 2017

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## 11. (continued)

	Very difficult	Some-what difficult	<b>Top 2 Box</b>	About average	Some-what easy	Very easy	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
06 Dec	5	6	<b>11</b>	21	16	38	<b>54</b>	14
06 Sep	5	6	<b>11</b>	20	18	38	<b>56</b>	13
06 Jun	5	5	<b>10</b>	23	15	37	<b>52</b>	15
06 Mar	6	6	<b>12</b>	26	14	33	<b>47</b>	15
05 Dec	4	6	<b>10</b>	25	14	37	<b>51</b>	14
05 Sep	3	6	<b>9</b>	27	16	35	<b>51</b>	13
05 Jun	6	6	<b>12</b>	28	14	33	<b>47</b>	13
05 Mar	5	6	<b>11</b>	26	16	34	<b>50</b>	13
04 Dec	6	7	<b>13</b>	23	19	32	<b>51</b>	13
04 Sep	4	10	<b>14</b>	26	19	29	<b>48</b>	12
04 Jun	6	6	<b>12</b>	22	16	36	<b>52</b>	14
04 Mar	6	8	<b>14</b>	22	18	31	<b>49</b>	15
03 Dec	6	5	<b>11</b>	24	14	34	<b>48</b>	17
03 Aug	5	7	<b>12</b>	28	17	26	<b>43</b>	17

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

12. And over the next 12 months, how difficult or easy do you think it will be for your company to obtain credit when you need it? Will it be very difficult, somewhat difficult, about average, somewhat easy, or very easy?

**Ease of Obtaining Credit Next 12 Months**

	Very difficult	Some-what difficult	Top 2 Box	About average	Some-what easy	Very easy	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
17 Qtr 2	7	11	<b>17</b>	29	20	28	<b>48</b>	5
17 Qtr 1	6	10	<b>16</b>	33	20	25	<b>45</b>	6
16 Qtr 4	6	12	<b>18/Down</b>	32	21	23	<b>44/Up</b>	6
16 Qtr 3	8	17	<b>25</b>	33	15	22	<b>37</b>	5
16 Qtr 2	9	13	<b>22</b>	35	18	20	<b>38</b>	5
16 Qtr 1	8	12	<b>20</b>	34	17	21	<b>38</b>	8
15 Qtr 4	11	13	<b>24</b>	36	16	18	<b>34</b>	6
15 Qtr 3	10	14	<b>24</b>	33	17	20	<b>37</b>	6
15 Qtr 2	10	18	<b>28</b>	27	20	18	<b>38</b>	7
15 Qtr 1	9	14	<b>23</b>	34	17	19	<b>36</b>	7
14 Qtr 4	9	17	<b>26</b>	32	16	18	<b>34</b>	8
14 Qtr 3	12	16	<b>28</b>	29	17	21	<b>38/Up</b>	5
14 Qtr 2	11	15	<b>26/Down</b>	37	16	16	<b>32</b>	5
14 Qtr 1	13	18	<b>31</b>	33	14	15	<b>29</b>	7
13 Qtr 4	14	16	<b>30</b>	33	16	14	<b>30</b>	7
13 Qtr 3	15	15	<b>30/Down</b>	32	13	15	<b>28/Up</b>	10
13 Qtr 2	18	18	<b>36</b>	32	12	12	<b>24</b>	8
13 Qtr 1	18	21	<b>39</b>	30	12	13	<b>25</b>	6
12 Qtr 4	21	20	<b>41</b>	28	11	13	<b>24</b>	7
12 Qtr 3	18	19	<b>37</b>	28	13	14	<b>27</b>	8
12 Qtr 2	15	17	<b>32</b>	37	14	11	<b>25</b>	6
12 Qtr 1	18	20	<b>38/Down</b>	28	15	12	<b>27/Up</b>	7
11 Qtr 4	22	21	<b>43/Up</b>	28	11	11	<b>22</b>	7
11 Qtr 3	17	20	<b>37</b>	31	12	12	<b>24</b>	8
11 Qtr 2	18	18	<b>36</b>	30	11	11	<b>22</b>	12
11 Qtr 1	16	20	<b>36/Down</b>	34	11	12	<b>23</b>	7
10 Qtr 4	21	21	<b>42</b>	27	12	12	<b>24/Up</b>	7
10 Qtr 3	22	20	<b>42</b>	30	8	11	<b>19</b>	9
10 Qtr 2	20	22	<b>42</b>	29	10	12	<b>22</b>	7
10 Qtr 1	19	23	<b>42</b>	28	12	11	<b>23</b>	7
09 Qtr 4	21	19	<b>40</b>	26	11	14	<b>25</b>	9
09 Qtr 3	18	25	<b>43</b>	28	11	12	<b>23</b>	6
09 Qtr 2	16	18	<b>34</b>	32	14	14	<b>28</b>	6
09 Qtr 1	15	21	<b>36</b>	30	12	13	<b>25</b>	9
08 Qtr 4	14	23	<b>37</b>	28	13	16	<b>29</b>	6
08 Qtr 3	7	17	<b>24</b>	30	15	23	<b>38</b>	8
08 Qtr 2	10	14	<b>24</b>	30	17	26	<b>43</b>	3
08 Qtr 1	5	14	<b>19</b>	28	17	31	<b>48</b>	5
07 Qtr 4	3	11	<b>14</b>	26	19	34	<b>53</b>	7
07 Qtr 3	5	6	<b>11</b>	29	17	37	<b>54</b>	6
07 Qtr 2	5	8	<b>13</b>	23	19	39	<b>58</b>	6
07 Mar	4	6	<b>10</b>	29	19	37	<b>56</b>	5

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### 12. (continued)

	Very difficult	Some-what difficult	<b>Top 2 Box</b>	About average	Some-what easy	Very easy	<b>Bottom 2 Box</b>	Don't know/ refused
	%	%	%	%	%	%	%	%
06 Dec	4	7	<b>11</b>	27	18	38	<b>56</b>	6
06 Sep	4	8	<b>12</b>	24	20	39	<b>59</b>	5
06 Jun	4	6	<b>10</b>	29	17	38	<b>55</b>	6
06 Mar	4	8	<b>12</b>	26	21	35	<b>56</b>	6
05 Dec	3	8	<b>11</b>	29	17	37	<b>54</b>	6
05 Sep	3	9	<b>12</b>	29	17	36	<b>53</b>	6
05 Jun	4	10	<b>14</b>	29	19	35	<b>54</b>	3
05 Mar	4	6	<b>10</b>	29	21	33	<b>54</b>	7
04 Dec	5	10	<b>15</b>	27	23	30	<b>53</b>	5
04 Sep	3	12	<b>15</b>	27	22	32	<b>54</b>	4
04 Jun	4	7	<b>11</b>	30	18	35	<b>53</b>	6
04 Mar	5	6	<b>11</b>	29	18	35	<b>53</b>	7
03 Dec	3	8	<b>11</b>	32	17	34	<b>51</b>	6
03 Aug	3	10	<b>13</b>	34	18	28	<b>46</b>	7

\*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

# Topline, 2<sup>nd</sup> Qtr 2017

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12\_1. What do you think is the most important challenge facing you as a small business owner today?

		Total
		%
Attracting customers/targeting business opportunities/finding work/new business	17 Qtr 2	13
	17 Qtr 1	12
	16 Qtr 4	11
	16 Qtr 3	14
	16 Qtr 2	16
	16 Qtr 1	14
	15 Qtr 4	11
	15 Qtr 3	14
	15 Qtr 2	14
	14 Qtr 4	14
	14 Qtr 3	13
	14 Qtr 1	21
	13 Qtr 4	13
	13 Qtr 3	28
	13 Qtr 2	21
Hiring qualified/good staff and retaining them	17 Qtr 2	11
	17 Qtr 1	8
	16 Qtr 4	10
	16 Qtr 3	11
	16 Qtr 2	9
	16 Qtr 1	11
	15 Qtr 4	10
	15 Qtr 3	10
	15 Qtr 2	8
	14 Qtr 4	8
	14 Qtr 3	7
	14 Qtr 1	8
	13 Qtr 4	7
	13 Qtr 3	7
	13 Qtr 2	6

# Topline, 2<sup>nd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
The economy	17 Qtr 2	10
	17 Qtr 1	8
	16 Qtr 4	8
	16 Qtr 3	12
	16 Qtr 2	10
	16 Qtr 1	11
	15 Qtr 4	8
	15 Qtr 3	8
	15 Qtr 2	11
	14 Qtr 4	13
	14 Qtr 3	11
	14 Qtr 1	11
	13 Qtr 4	12
	13 Qtr 3	13
	13 Qtr 2	9
Government regulations	17 Qtr 2	9
	17 Qtr 1	14
	16 Qtr 4	11
	16 Qtr 3	12
	16 Qtr 2	10
	16 Qtr 1	9
	15 Qtr 4	13
	15 Qtr 3	11
	15 Qtr 2	11
	14 Qtr 4	9
	14 Qtr 3	11
	14 Qtr 1	11
	13 Qtr 4	7
	13 Qtr 3	7
	13 Qtr 2	10
Taxes	17 Qtr 2	8
	17 Qtr 1	9
	16 Qtr 4	7
	16 Qtr 3	7
	16 Qtr 2	9
	16 Qtr 1	6
	15 Qtr 4	9
	15 Qtr 3	8
	15 Qtr 2	6
	14 Qtr 4	8
	14 Qtr 3	6
	14 Qtr 1	5
	13 Qtr 4	7
	13 Qtr 3	4
	13 Qtr 2	9

# Topline, 2<sup>nd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Financial stability/cash flow	17 Qtr 2	7
	17 Qtr 1	8
	16 Qtr 4	6
	16 Qtr 3	5
	16 Qtr 2	6
	16 Qtr 1	5
	15 Qtr 4	8
	15 Qtr 3	8
	15 Qtr 2	6
	14 Qtr 4	3
	14 Qtr 3	11
	14 Qtr 1	7
	13 Qtr 4	9
	13 Qtr 3	10
	13 Qtr 2	7
Competition/larger corporations/internet	17 Qtr 2	5
	17 Qtr 1	6
	16 Qtr 4	6
	16 Qtr 3	4
	16 Qtr 2	5
	16 Qtr 1	6
	15 Qtr 4	5
	15 Qtr 3	8
	15 Qtr 2	5
	14 Qtr 4	4
	14 Qtr 3	6
	14 Qtr 1	4
	13 Qtr 4	5
	13 Qtr 3	5
	13 Qtr 2	6
Healthcare/costs of healthcare	17 Qtr 2	5
	17 Qtr 1	4
	16 Qtr 4	8
	16 Qtr 3	4
	16 Qtr 2	2
	16 Qtr 1	3
	15 Qtr 4	3
	15 Qtr 3	4

# Topline, 2<sup>nd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Costs/fees of running the business/having enough money for capital investment	17 Qtr 2	4
	17 Qtr 1	7
	16 Qtr 4	6
	16 Qtr 3	7
	16 Qtr 2	5
	16 Qtr 1	8
	15 Qtr 4	5
	15 Qtr 3	5
	15 Qtr 2	6
	14 Qtr 4	7
	14 Qtr 3	5
	14 Qtr 1	6
	13 Qtr 4	7
	13 Qtr 3	6
	13 Qtr 2	8
Marketing/advertising/reaching out/getting noticed	17 Qtr 2	4
	17 Qtr 1	3
	16 Qtr 4	2
	16 Qtr 3	4
	16 Qtr 2	5
	16 Qtr 1	6
	15 Qtr 4	4
	15 Qtr 3	3
	15 Qtr 2	5
	14 Qtr 4	2
	14 Qtr 3	4
Government (general)	17 Qtr 2	4
	17 Qtr 1	4
	16 Qtr 4	5
	16 Qtr 3	7
	16 Qtr 2	6
	16 Qtr 1	4
	15 Qtr 4	5
	15 Qtr 3	4
	15 Qtr 2	4
	14 Qtr 4	4
	14 Qtr 3	4
	14 Qtr 1	6
	13 Qtr 4	11
	13 Qtr 3	3
	13 Qtr 2	6

# Topline, 2<sup>nd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Credit availability	17 Qtr 2	2
	17 Qtr 1	2
	16 Qtr 4	4
	16 Qtr 3	1
	16 Qtr 2	3
	16 Qtr 1	4
	15 Qtr 4	4
	15 Qtr 3	4
	15 Qtr 2	4
	14 Qtr 4	3
	14 Qtr 3	4
	14 Qtr 1	2
	13 Qtr 4	4
Insurance (non-specific)	17 Qtr 2	2
Not enough time	17 Qtr 2	2
	17 Qtr 1	1
	16 Qtr 4	1
	16 Qtr 3	1
	16 Qtr 2	2
	16 Qtr 1	-
President Trump	17 Qtr 2	2
Product improvements/updated latest products/availability of products	17 Qtr 2	1
	17 Qtr 1	3
	16 Qtr 4	4
	16 Qtr 3	1
	16 Qtr 2	1
	16 Qtr 1	5
	15 Qtr 4	4
	15 Qtr 3	4
	15 Qtr 2	6
	14 Qtr 4	1
	14 Qtr 3	6
Challenge with being own boss, working for self	17 Qtr 2	1
	17 Qtr 1	1
	16 Qtr 4	1
	16 Qtr 3	-
	16 Qtr 2	1
	16 Qtr 1	1
	15 Qtr 4	1
	15 Qtr 3	1
	15 Qtr 2	2



# Topline, 2<sup>nd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Employee Benefits	17 Qtr 2	1
	17 Qtr 1	1
	16 Qtr 4	1
	16 Qtr 3	-
	16 Qtr 2	2
	16 Qtr 1	1
	15 Qtr 4	2
	15 Qtr 3	1
	15 Qtr 2	1
	14 Qtr 4	3
	14 Qtr 3	1
	14 Qtr 1	2
	13 Qtr 4	0
	13 Qtr 3	1
	13 Qtr 2	0
Accounting/bill paying	17 Qtr 2	-
	17 Qtr 1	1
	16 Qtr 3	1
	16 Qtr 2	-
	16 Qtr 1	-
	15 Qtr 4	-
	15 Qtr 3	-
	15 Qtr 2	1
Healthcare/ObamaCare	17 Qtr 2	-
	17 Qtr 1	1
	16 Qtr 4	2
	16 Qtr 3	-
	16 Qtr 2	1
	16 Qtr 1	2
	15 Qtr 4	2
	15 Qtr 3	2
	15 Qtr 2	3
	14 Qtr 4	6
	14 Qtr 3	6
	14 Qtr 1	8
	13 Qtr 4	11
	13 Qtr 3	8
	13 Qtr 2	8
No choice/forced into it	16 Qtr 4	-
	16 Qtr 3	NA
	16 Qtr 1	-
No Jobs/Lost Job/Laid off	16 Qtr 3	3
	16 Qtr 2	-
Need jobs/better wages/stop outsourcing	16 Qtr 3	NA
	15 Qtr 4	-
	15 Qtr 3	-
	15 Qtr 2	-
	14 Qtr 4	1

# Topline, 2<sup>nd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Everything	16 Qtr 4	-
	16 Qtr 3	NA
	16 Qtr 1	-
Other	17 Qtr 2	6
	17 Qtr 1	3
	16 Qtr 4	1
	16 Qtr 3	2
	16 Qtr 2	3
	16 Qtr 1	-
	15 Qtr 4	1
	15 Qtr 3	1
	15 Qtr 1	1
	14 Qtr 4	3
	14 Qtr 3	1
	14 Qtr 1	4
	13 Qtr 4	1
	13 Qtr 3	2
	13 Qtr 2	5
None/nothing	17 Qtr 2	3
	17 Qtr 1	3
	16 Qtr 4	4
	16 Qtr 3	2
	16 Qtr 2	2
	16 Qtr 1	2
	15 Qtr 4	2
	15 Qtr 3	2
	15 Qtr 2	3
	14 Qtr 4	1
	14 Qtr 3	2
	14 Qtr 1	2
	13 Qtr 4	3
	13 Qtr 3	2
	13 Qtr 2	1
Don't know/Refused	17 Qtr 2	-
	17 Qtr 1	1
	16 Qtr 4	2
	16 Qtr 3	2
	16 Qtr 2	2
	16 Qtr 1	2
	15 Qtr 4	2
	15 Qtr 3	1
	15 Qtr 2	2
	14 Qtr 4	3
	14 Qtr 3	1
	14 Qtr 1	2
	13 Qtr 4	3
	13 Qtr 3	2
	13 Qtr 2	0

## Topline, 2<sup>nd</sup> Qtr 2017

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13. Are you planning to apply for any new credit products, such as a business credit card or a line of credit or loan, for your business in the next 12 months?

	Yes	No	Don't know/refused
	%	%	%
17 Qtr 2	18	82	-
17 Qtr 1	16	83	1
16 Qtr 4	14	84	2
16 Qtr 3	11	89	-
16 Qtr 2	11	88	1
16 Qtr 1	15	85	0
15 Qtr 4	16	83	1
15 Qtr 3	14	85	1
15 Qtr 2	18	81	1
15 Qtr 1	18	81	1
14 Qtr 4	18/Up	81	1
14 Qtr 3	12/Down	87	1
14 Qtr 2	19/UP	81	0
14 Qtr 1	13	86	1
13 Qtr 4	13	86	1
13 Qtr 3	14	85	1
13 Qtr 2	15	84	1
13 Qtr 1	14	86	0
12 Qtr 4	14	85	1
12 Qtr 3	14	85	1
12 Qtr 2	14	85	1

### 2017 QUARTER 2 – Hiring and On-Demand Business

14. Not counting yourself, do you have other paid employees?

	Yes	No	Don't Know/Refused
	%	%	%
17 Qtr 2	66	34	-

15. Number of employees in each of the following categories (Interviewer: Read Q15A-Q15E. Open ended and code actual number) (Based on those who have paid employees n=415)

		None	1-2	3-4	5 or More	Don't Know/Refused	Mean	Median
		%	%	%	%	%	%	%
Full-time	17 Qtr 2	7	38	22	32	1	11	3
Part-time	17 Qtr 2	38	36	12	13	1	5	1
Contract	17 Qtr 2	65	14	8	12	1	3	-
Temporary	17 Qtr 2	91	4	1	3	1	3	-
Seasonal	17 Qtr 2	85	8	3	3	1	3	-

Topline, 2<sup>nd</sup> Qtr 2017

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Q18. Please think about those times when you have been looking to hire new employees in the past, when you answer each of the following questions. Please use a five-point scale, where 5 is strongly agree and 1 is strongly disagree, and rate your level of agreement with each of the following statements. You can use any number, 1, 2, 3, 4 or 5 for your rating. (Interviewer: Reach Q18A-Q18E)

		5 - Strongly Agree	4	Top 2 Box	3	2	1 – Strongly Disagree	Bottom 2 Box	DK/RF
		%	%	%	%	%	%	%	%
You have difficulty finding good people to apply for jobs at your business	17 Qtr 2	35	17	<b>52</b>	20	5	11	<b>16</b>	12
	15 Qtr 2	38	21	<b>59</b>	24	5	10	<b>15</b>	2
You have difficulty knowing how well the applicants will do once they are hired	17 Qtr 2	24	19	<b>43</b>	28	8	9	<b>17</b>	12
	15 Qtr 2	26	22	<b>48</b>	30	11	8	<b>19</b>	3
Candidates who apply for jobs at your business are over or under qualified for position	17 Qtr 2	16	16	<b>32</b>	33	13	7	<b>20</b>	15
	15 Qtr 2	22	18	<b>40</b>	38	10	7	<b>17</b>	5
You have difficulty deciding which of multiple qualified candidates to hire	17 Qtr 2	9	10	<b>19</b>	18	16	33	<b>49</b>	14
	15 Qtr 2	13	7	<b>20</b>	24	17	34	<b>51</b>	5
You do not have the time and resources to devote to finding the best candidates	17 Qtr 2	19	12	<b>32</b>	20	12	24	<b>36</b>	13
	15 Qtr 2	17	16	<b>33</b>	22	18	23	<b>41</b>	4

Now, please think for a moment about the “Uberization” of work today or on-demand business. As you may know, this is the process – like the ride-sharing company Uber – which uses the Internet and smart phone apps to assign work to people who are not regular employees, but who are available to do tasks on demand when needed.

Q19. For the following statements about on-demand business, please tell me if you strongly agree, agree, you are neutral, you disagree, or you strongly disagree?

(Interviewer: Read and rotate Q19A-Q19D)

		5 - Strongly Agree	4	<b>Top 2 Box</b>	3	2	1 – Strongly Disagree	<b>Bottom 2 Box</b>	DK/RF
		%	%	%	%	%	%	%	%
The trend toward more on-demand labor will benefit your business in the long run	17 Qtr 2	7	19	<b>26</b>	24	29	19	<b>48</b>	2
The trend toward more on-demand labor will be a threat to your business in the long run	17 Qtr 2	5	10	<b>15</b>	15	44	25	<b>69</b>	1
Your business currently faces competition from on-demand companies	17 Qtr 2	7	13	<b>20</b>	12	40	27	<b>67</b>	1
Your business will face competition from on-demand companies in the future	17 Qtr 2	9	18	<b>27</b>	15	37	20	<b>57</b>	1

Q20. Would you describe your business as a provider of on-demand goods and services similar to Uber or other on-demand services?

	Yes	No	Don't Know/Refused
	%	%	%
17 Qtr 2	18	81	1

Topline, 2<sup>nd</sup> Qtr 2017

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Q21. How likely is it that your own small business will – in the future – become a provider of goods or services using this type of “on-demand” labor – extremely likely, very likely, somewhat likely, not very likely, or not likely at all? (Based on n=497 – not a provider of on demand services)

	Extremely likely	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't Know/Refused
	%	%	%	%	%	%
17 Qtr 2	-	2	12	26	60	-

Q22. And would you see your business replacing some or all of your existing, regular employees when you shift to this “on-demand” type of labor? (Based on those who are likely to use on demand services, n=69)

	Yes, some	Yes, all	No	Don't Know/Refused
	%	%	%	%
17 Qtr 2	24	9	65	2

Q23. Now I'm going to read several aspects of this type of on-demand labor force. For each please tell me if that aspect of an on-demand labor force would be very important, somewhat important, or not too important as a reason for shifting to this type of “on-demand” labor force? (Based on those who are likely to use on demand services, n=69)  
Interviewer: Read and rotate Q23A-Q23J)

		Very important	Somewhat important	Not too important	DK/RF
		%	%	%	%
Provide more workforce flexibility	17 Qtr 2	34	33	33	-
Reduce overhead costs	17 Qtr 2	29	38	33	-
Provide the ability to better handle seasonal or temporary changes in customer demand	17 Qtr 2	30	37	33	-
Provide better customer service	17 Qtr 2	37	32	31	-
Increase your revenues	17 Qtr 2	40	41	19	-
Increase your net or profit margin	17 Qtr 2	45	32	23	-
Provide new or different customer service	17 Qtr 2	27	37	36	-
Provides a better way to manage workers	17 Qtr 2	28	34	38	-
Provide stability in labor costs	17 Qtr 2	29	33	36	2
Provide your business with expertise on an as-needed basis	17 Qtr 2	38	31	31	-

## Topline, 2<sup>nd</sup> Qtr 2017

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24. Would you say your company uses services from on-demand companies regularly, occasionally, rarely, or never?

	Regularly	Occasionally	Rarely	Never	Don't know/ refused
	%	%			%
17 Qtr 2	4	17	22	57	-

25. Based on your overall experience with on-demand services, if given the choice, would you prefer to have your own employees handle those services or outsource them to on-demand providers? (based on use on demand services, n=256)

	Employees handle those services	Outsource them to on-demand providers	Don't know/ refused
	%	%	%
17 Qtr 2	67	29	4