

MONTHLY POLL

April 2023 Job Creators Network Small Business Monthly Poll

Conducted By: John McLaughlin Scott Rasmussen

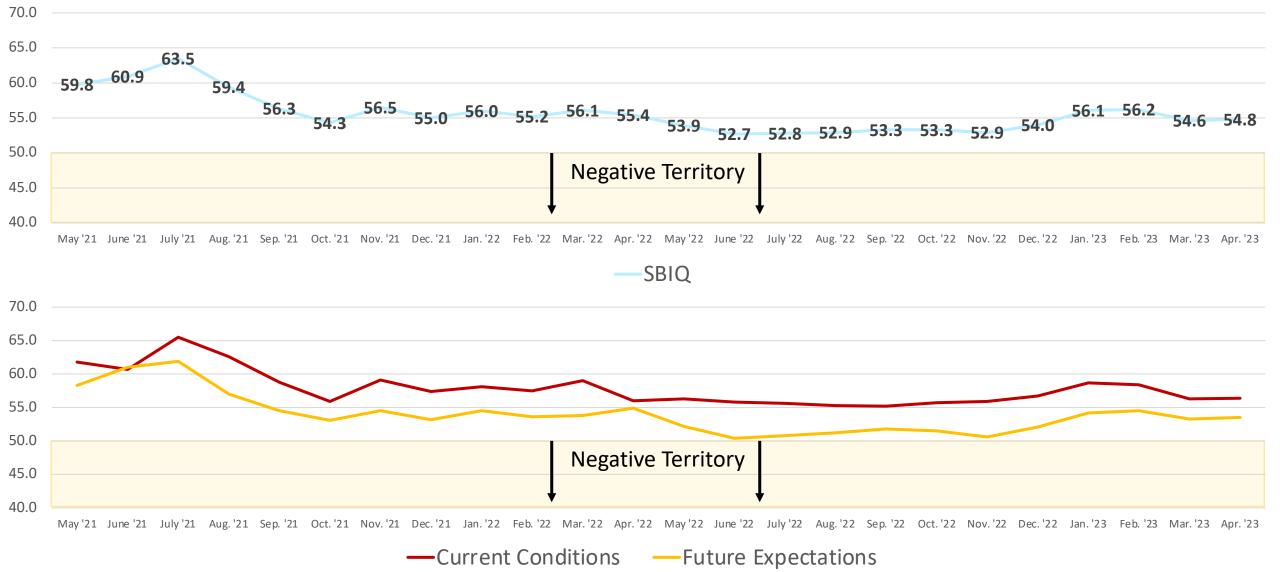


Methodology

This national survey of 400 small business employers was conducted between April 5-30, 2023. This presentation includes JCN's SBIQ (Small Business Intelligence Quotient). The Small Business IQ Monthly Poll tracks its SBIQ, identifies key trends, and offers valuable insights into policies impacting small business employers.

All interviews were conducted online with randomly distributed invitations. The geographic and demographic profiles were structured to represent the population of small business employers in the United States. The sample of 400 small business employers has an accuracy of +/- 4.9% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%. The JCN SBIQ is calculated on a scale from 0 to 100, with 100 being best possible conditions and 0 being worst possible conditions.
Small Business
A score of 50 is neutral, anything above 50 is positive and anything below is negative. The JCN SBIQ is based on 7-questions:
Current Conditions: Employer's Business, U.S. Economy, and Climate for Small Businesses
Future Expectations: Employer's Business Next 3-Months, Employer's Hiring Next 3-Months, Direction of U.S. Economy, and Direction

Future Expectations: Employer's Business Next 3-Months, Employer's Hiring Next 3-Months, Direction of U.S. Economy, and Direction of Climate for Small Business



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- 1. Inflation concerns are at their highest point with 49 percent of small businesses calling it their number 1 or 2 concern. *So what? The Biden administration and Congressional Democrats are being blamed for this out of control inflation.*
- 2. 63 percent of small businesses think the climate for small business is only fair or poor, and 73 percent of small businesses who have revenues of \$100k-\$250k. *So what? The smallest of the small businesses think the deck is stacked against them.*
- 3. Only 26 percent of small businesses think the economy is good/excellent. 74 percent rate it as fair/poor. *So what? The small business community thinks we're close to a recession.*
- 4. 79 percent of respondents think that small businesses should be exempt from new, costly regulations. So what? It's obvious that Senator Joni Ernst's "The Prove it Act" will be popular with small businesses.
- 5. 85 percent of small businesses think that we should drill for more domestic oil and gas. *So what? Americans still see fuel and energy inflation as a threat and overwhelmingly want more domestic production.*

Small Business Employer Profile Who are the 500 respondents? Minority Owned 18% Female Owned 21% 79% 20% 21% Annual \$250-\$500K 10-19 Region **Employee** 20% Revenue Veteran Size 10%

South

35%

West

25%

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20-499

11%

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\$500K-\$1M

20%

\$1M/More

21%

Owned

6%

C-Corp

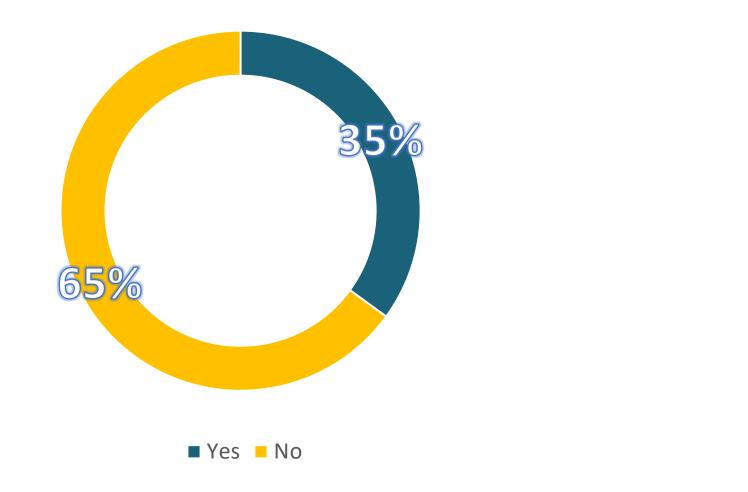
32%

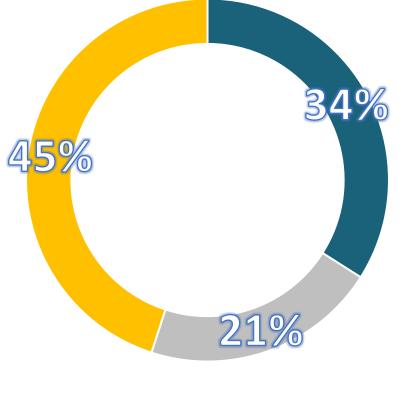
S-Corp 68%

Small Business Employer Profile

Brick & Mortar Store

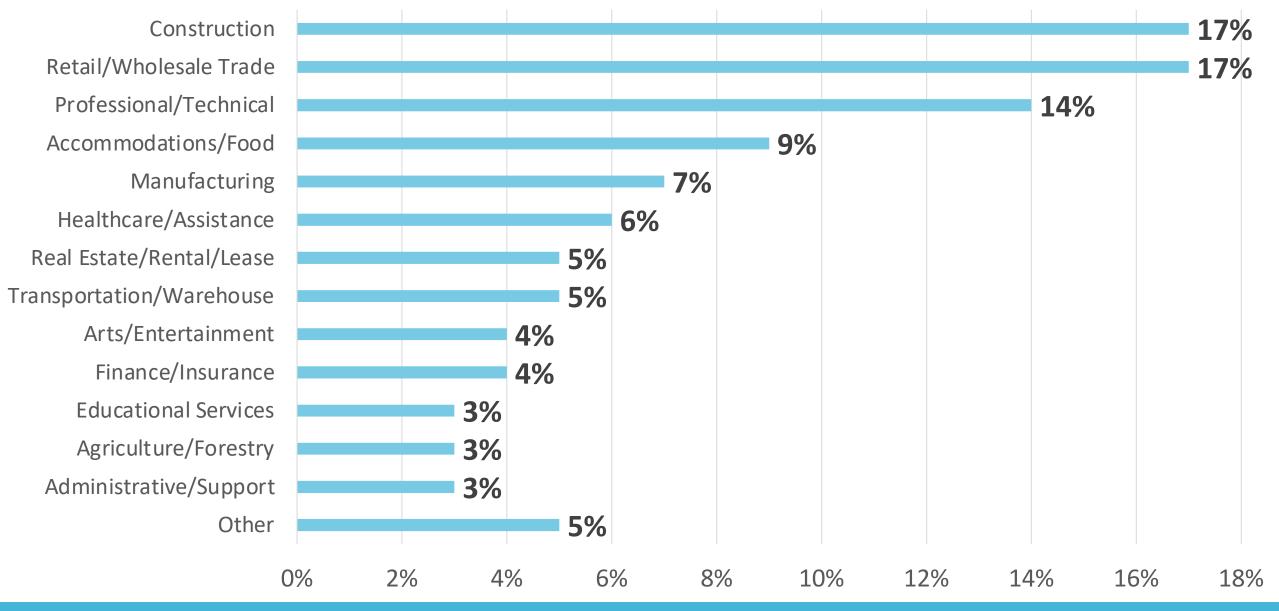
E-Commerce Business





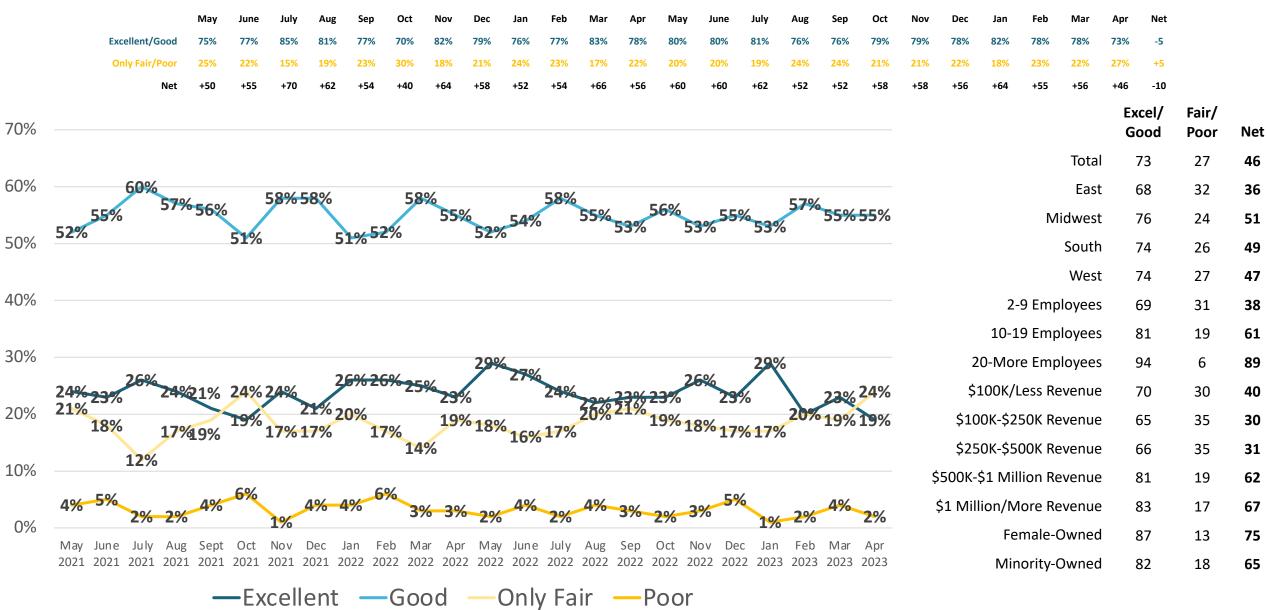
■ More Than Half ■ Half ■ Less Than Half

Small Business Employer Industry

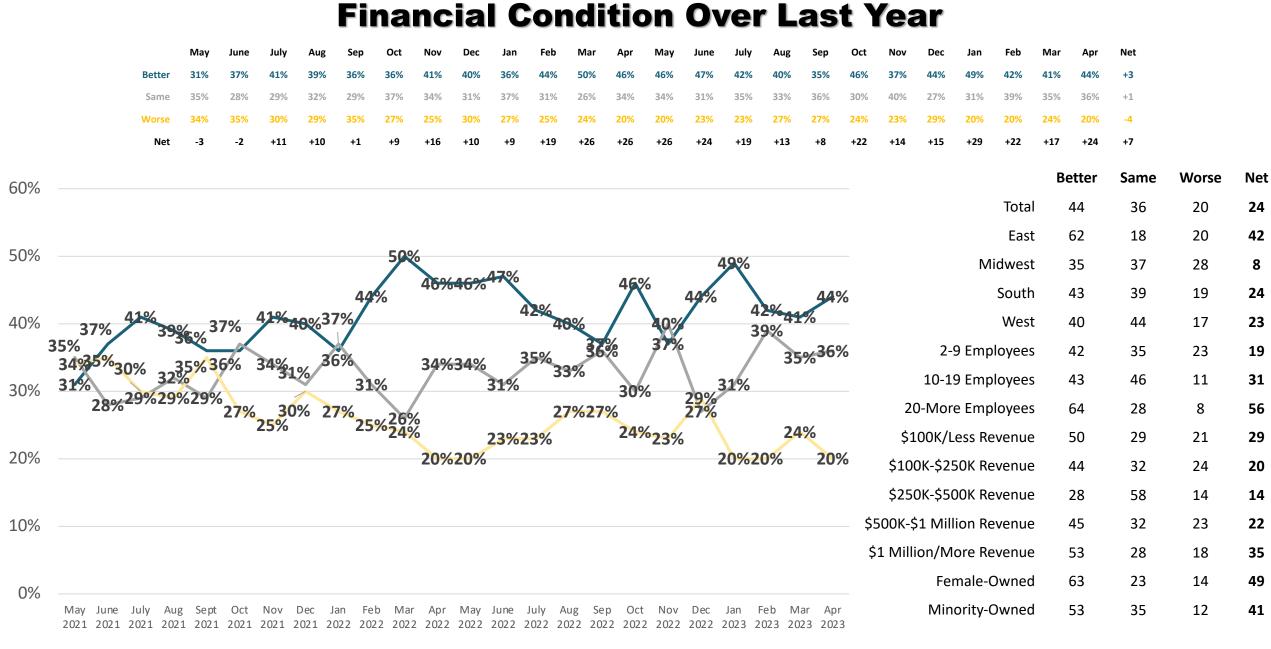


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Current Financial Condition



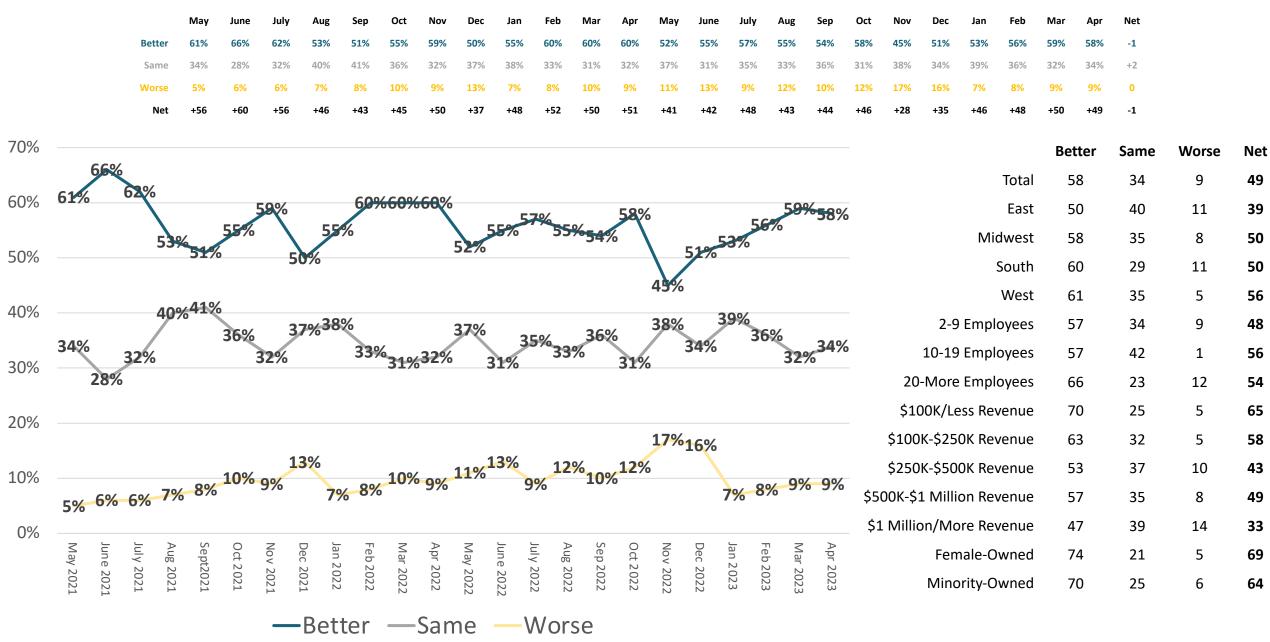
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-Better -Same -Worse

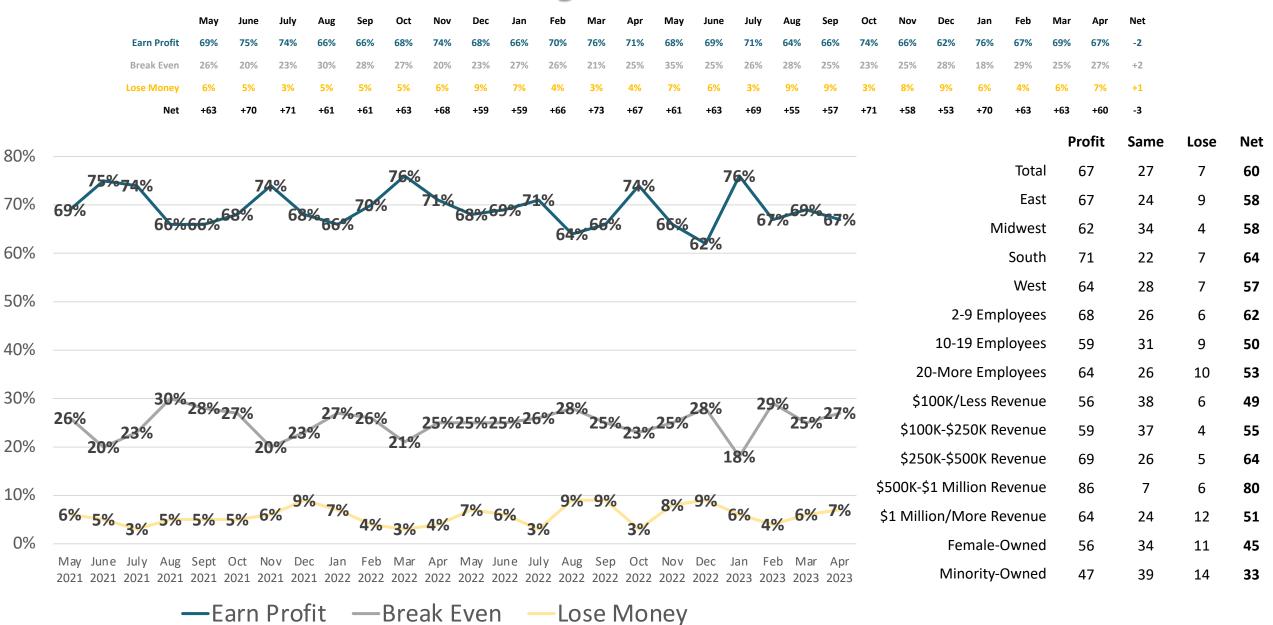
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Financial Condition Next 3-Months



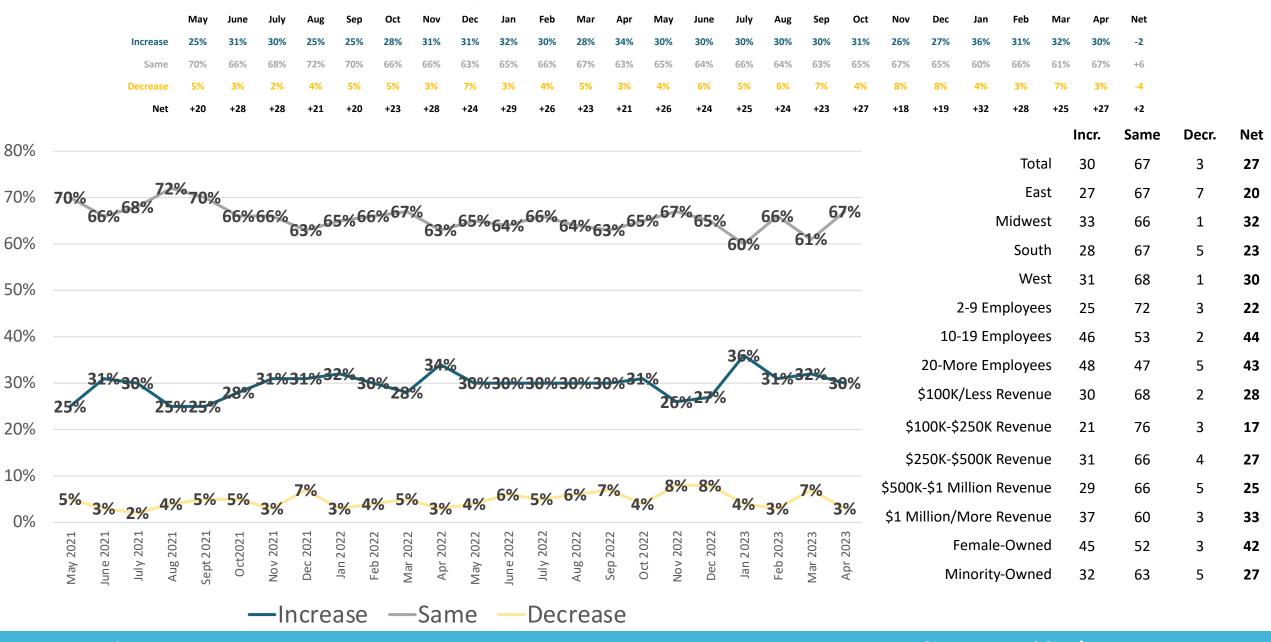
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Profitability Next 12-Months



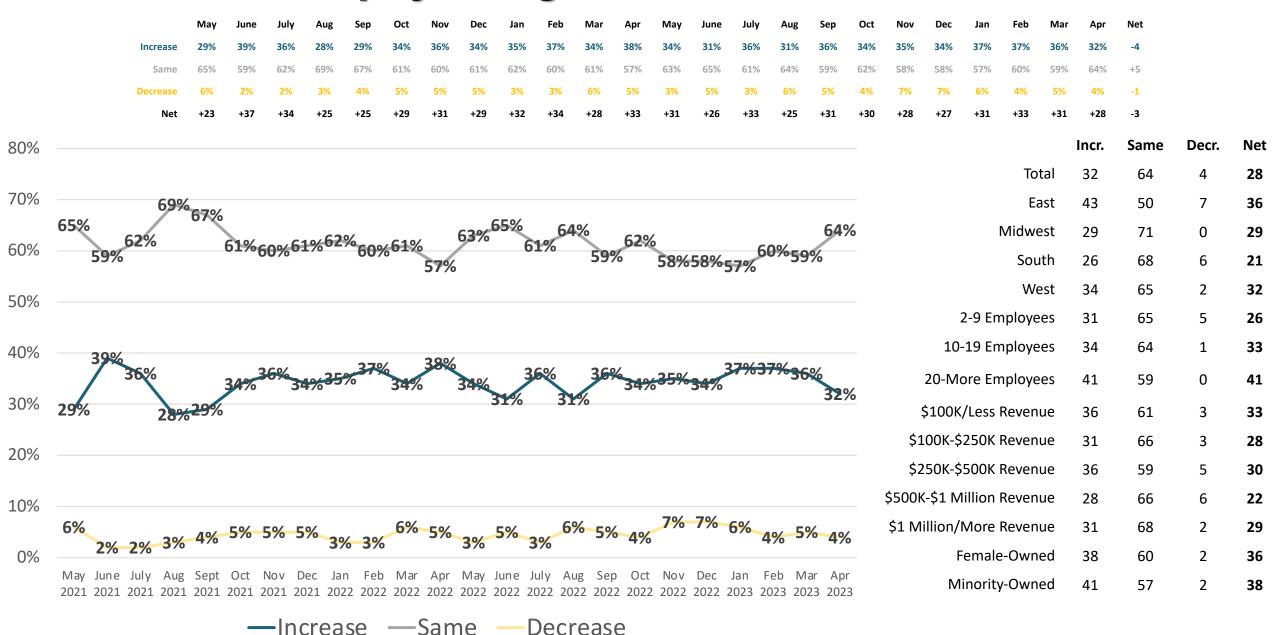
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Employment Next 3-Months



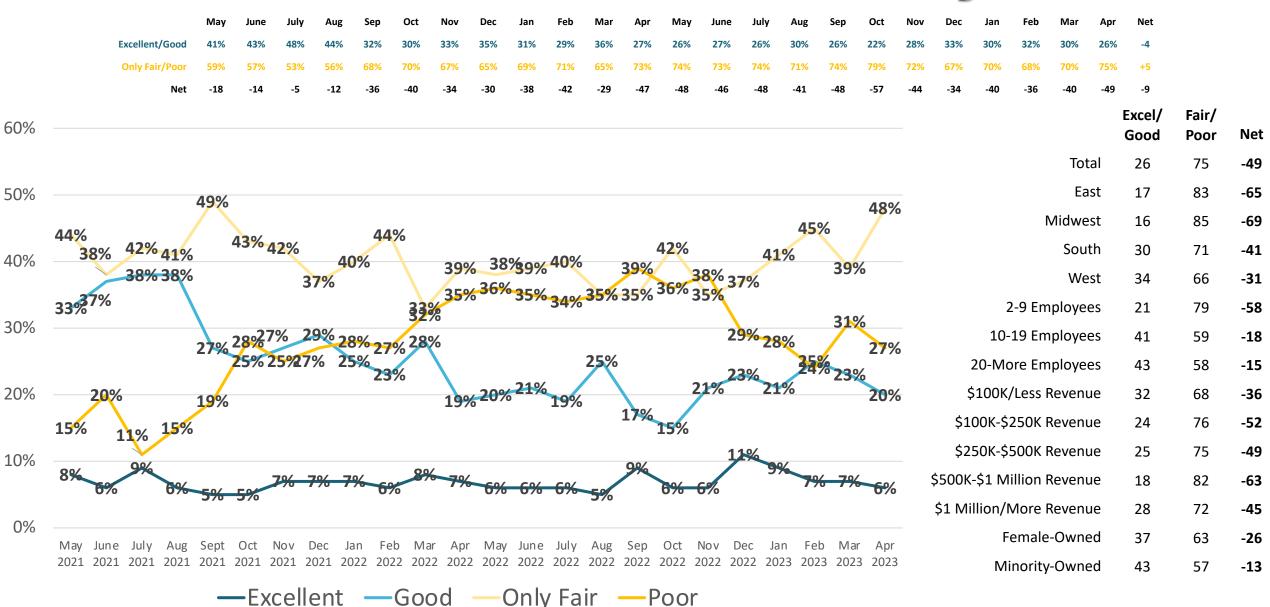
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Employee Wages/Hours Next 3-Months



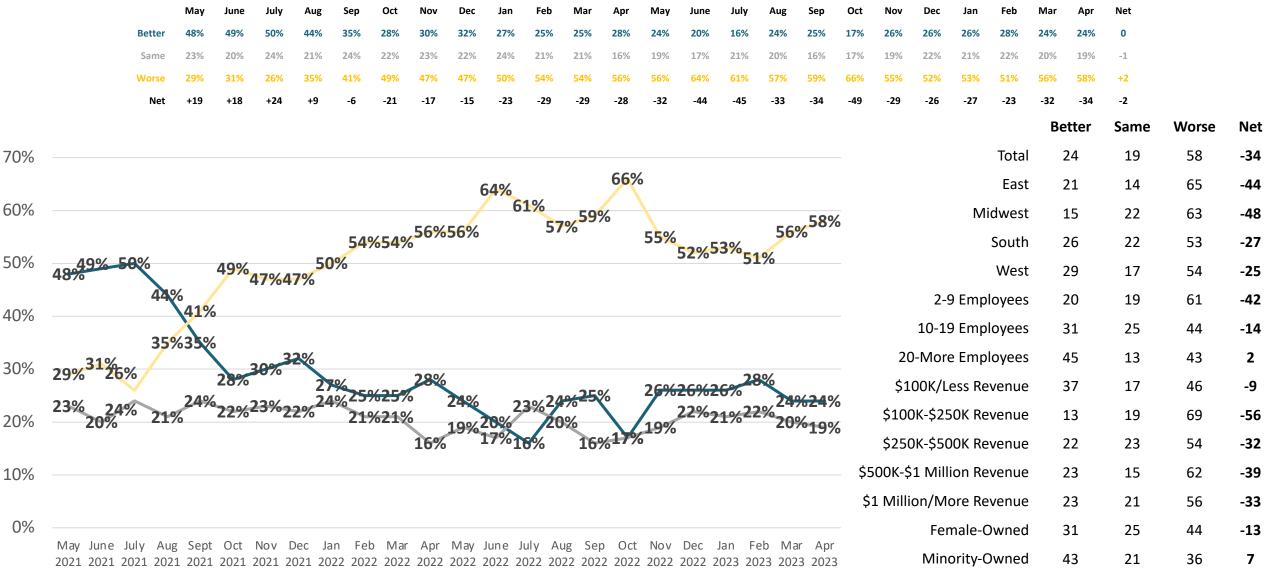
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Condition of U.S. Economy



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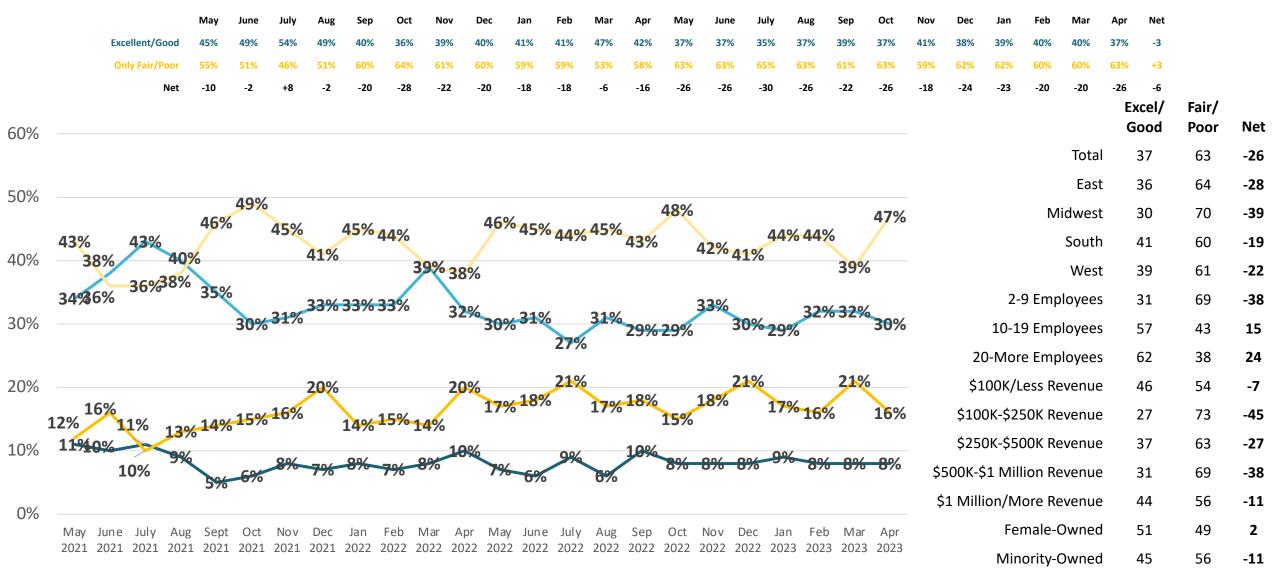




-Better -Same -Worse

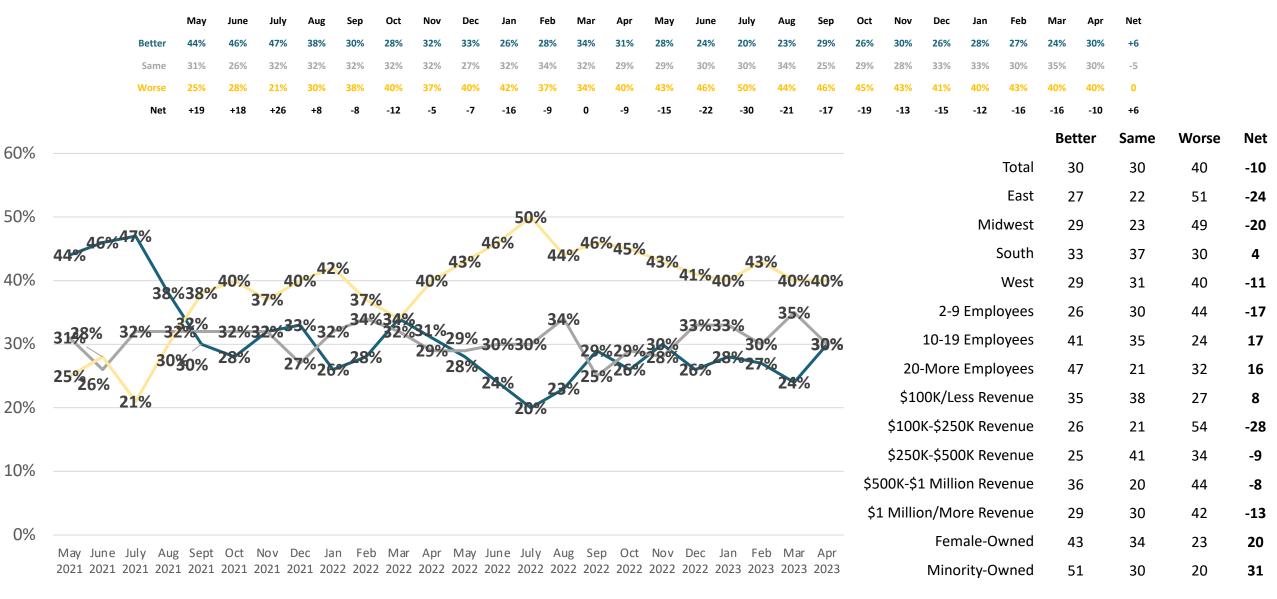
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Climate for Small Businesses



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-Excellent -Good -Only Fair -Poor
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Direction of Climate for Small Businesses



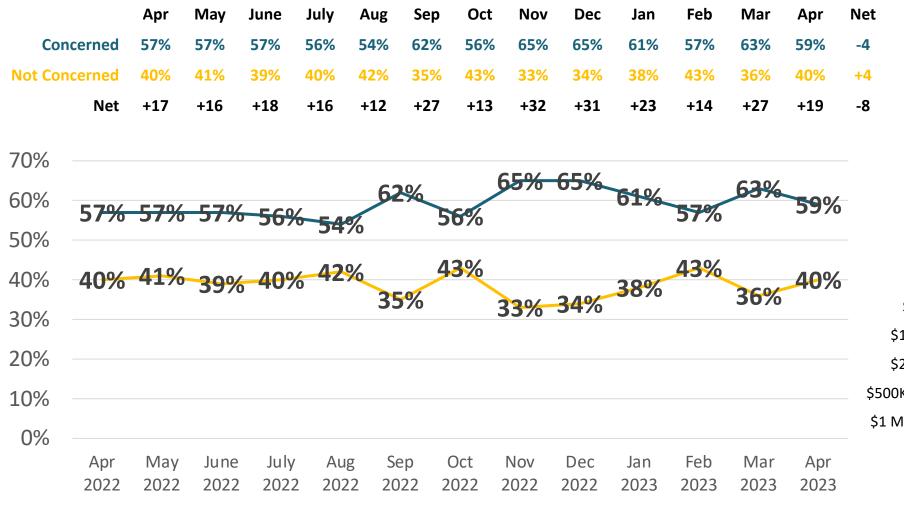
-Better -Same -Worse

Biggest Business Concerns (1st & 2nd Choice Combo)

	May '21	June '21	July '21	Aug '21	Sept '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23
Higher Prices/Inflation	**	32%	36%	35%	33%	40%	40%	37%	40%	40%	43%	42%	41%	46%	48%	43%	48%	40%	49%	49%	41%	47%	45%	49%
Economy/Client Spending	36%	25%	23%	24%	25%	24%	26%	26%	21%	19%	20%	23%	26%	22%	28%	27%	26%	29%	31%	31%	27%	27%	29%	31%
General Operating Costs	28%	24%	25%	20%	23%	21%	20%	19%	21%	24%	21%	28%	14%	18%	23%	26%	20%	23%	26%	26%	19%	23%	30%	20%
Taxes	26%	21%	16%	17%	18%	18%	15%	13%	14%	15%	13%	15%	11%	12%	16%	12%	12%	12%	15%	14%	21%	13%	17%	15%
Available Workers	12%	12%	11%	15%	14%	13%	15%	18%	11%	14%	12%	15%	14%	13%	8%	12%	12%	13%	12%	13%	10%	15%	16%	14%
Supply-Chain Disruptions	14%	15%	16%	14%	13%	17%	19%	17%	20%	20%	14%	16%	15%	16%	12%	18%	21%	14%	14%	11%	13%	14%	9%	12%
Gas Prices	**	**	**	**	6%	11%	9%	9%	9%	10%	25%	19%	23%	27%	26%	19%	19%	13%	15%	13%	11%	9%	11%	11%
Political Climate	13%	15%	14%	14%	16%	12%	12%	8%	10%	9%	12%	8%	9%	9%	11%	8%	7%	12%	4%	8%	11%	6%	8%	10%
Interest Rates	6%	6%	6%	3%	2%	5%	4%	6%	6%	2%	4%	5%	6%	6%	6%	6%	6%	10%	8%	10%	10%	10%	13%	9%
Expansion Costs	7%	7%	5%	5%	7%	5%	5%	6%	4%	4%	4%	4%	6%	6%	3%	6%	6%	5%	7%	2%	7%	8%	4%	8%
Government Regulations	17%	12%	11%	13%	13%	11%	10%	10%	14%	10%	10%	8%	10%	4%	8%	5%	7%	9%	4%	7%	11%	8%	6%	6%
Healthcare Costs	12%	11%	12%	10%	4%	5%	6%	5%	5%	7%	7%	4%	8%	7%	3%	5%	7%	6%	6%	6%	7%	7%	6%	4%
Loan Accessibility	6%	3%	2%	3%	2%	2%	2%	3%	3%	4%	4%	4%	6%	4%	4%	3%	3%	3%	4%	2%	3%	3%	3%	4%
Compensation/Insurance	**	3%	7%	7%	4%	3%	4%	2%	2%	6%	3%	4%	6%	4%	3%	2%	2%	4%	4%	5%	3%	4%	3%	3%
Covid Restrictions/Sales	25%	15%	16%	21%	20%	14%	13%	20%	21%	16%	9%	7%	5%	6%	4%	10%	5%	5%	3%	5%	5%	6%	2%	3%

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How Concerned That Economic Conditions Could Force You to Close Your Business



—Concerned —Not Concerned

Concern Not Concern Net Total East Midwest South West 2-9 Employees 10-19 Employees -13 20-More Employees \$100K/Less Revenue \$100K-\$250K Revenue \$250K-\$500K Revenue \$500K-\$1 Million Revenue \$1 Million/More Revenue Female-Owned Minority-Owned

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Concerned Bank Failures & Instability Will Impact Their Small Business

	April Total	East	Mid- West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Concerned	59%	67%	56%	56%	58%	59%	61%	56%
Very	16%	19%	17%	14%	15%	16%	11%	16%
Somewhat	43%	48%	38%	43%	43%	42%	50%	41%
Not Concerned	40%	33%	40%	43%	40%	40%	34%	43%
Unsure	2%	0%	5%	1%	1%	2%	5%	0%

	\$100K- Less Rev.	\$100K- \$250K Rev.	\$250K- \$500K Rev.	\$500K- \$1 Mill Rev.	\$1 Mill- More Rev.	Female Owned	Minority Owned	C- Corp	S- Corp
Concerned	69%	62%	54%	43%	66%	66%	59%	58%	59%
Very	19%	10%	16%	13%	21%	17%	25%	17%	15%
Somewhat	50%	52%	37%	30%	45%	48%	35%	41%	44%
Not Concerned	29%	38%	45%	52%	34%	34%	39%	40%	39%
Unsure	2%	0%	2%	5%	0%	1%	2%	2%	2%

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Biden Administration's \$4.7 Trillion Tax Increase Will Help or Hurt Small Businesses

	April Total	East	Mid- West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Help	21%	27%	16%	22%	21%	19%	22%	39%
Hurt	67%	68%	74%	60%	70%	72%	58%	38%
No Difference	6%	1%	5%	10%	6%	6%	11%	8%
Unsure	6%	3%	6%	8%	3%	4%	9%	15%

	\$100K- Less Rev.	\$100K- \$250K Rev.	\$250K- \$500K Rev.	\$500K- \$1 Mill Rev.	\$1 Mill- More Rev.	Female Owned	Minority Owned	C- Corp	S- Corp
Help	25%	32%	9%	17%	23%	43%	46%	33%	16%
Hurt	60%	60%	85%	70%	60%	51%	46%	56%	72%
No Difference	10%	7%	5%	3%	6%	2%	4%	7%	6%
Unsure	5%	1%	0%	10%	11%	5%	3%	4%	6%

Biden Administration's \$4.7 Trillion Tax Increase Will Include \$1.8 Trillion Tax Hikes on Small Businesses

	April Total	East	Mid- West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Support	24%	26%	16%	26%	28%	22%	34%	34%
Oppose	70%	68%	79%	68%	69%	73%	65%	58%
Unsure	6%	6%	5%	7%	4%	6%	2%	8%

	\$100K- Less Rev.	\$100K- \$250K Rev.	\$250K- \$500K Rev.	\$500K- \$1 Mill Rev.	\$1 Mill- More Rev.		•		S- Corp
Support	29%	34%	15%	21%	22%	42%	44%	35%	19%
Oppose	62%	66%	81%	68%	74%	56%	51%	59%	75%
Unsure	9%	0%	4%	11%	5%	2%	5%	6%	5%

Biden Administration Forgiven \$400 Billion In Student Loan Debt. Should Taxpayers Be Responsible For Paying Off Loan Debt?

	Oct Total	Nov Total	Dec Total	Jan Total		Mar Total	•	East	Mid- West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Yes	19%	14%	18%	20%	19%	19%	20%	12%	13%	27%	21%	18%	20%	29%
No	72%	74%	67%	70%	65%	64%	<mark>62%</mark>	75%	65%	54%	60%	62%	74%	56%
Unsure	9%	12%	15%	10%	16%	17%	18%	13%	22%	19%	18%	20%	6%	15%

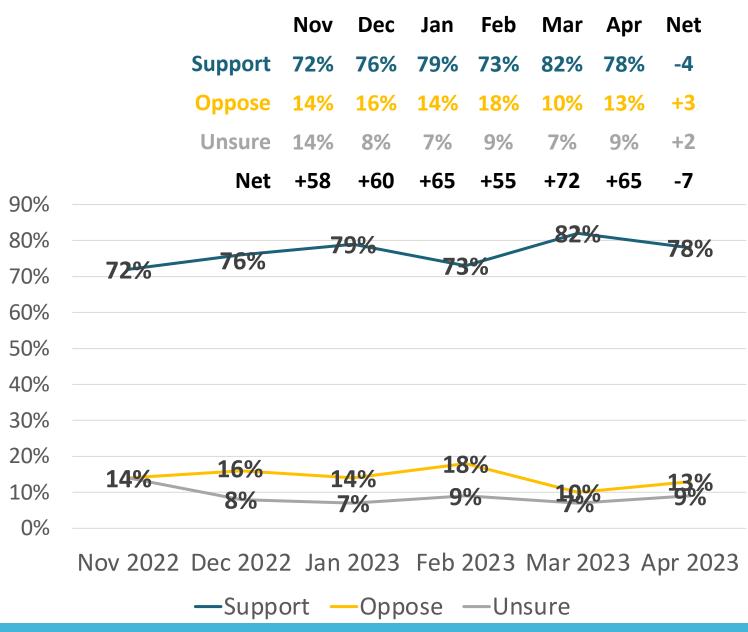
	-			\$500K- \$1 Mill Rev.			-		
Yes	30%	29%	5%	22%	12%	40%	41%	34%	13%
No	56%	64%	56%	59%	74%	45%	46%	53%	67%
Unsure	14%	7%	39%	18%	14%	16%	13%	13%	21%

Amount of Time Your Business Deals with Local, State & Federal Regulations

	March Total	April Total	East	Mid- West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Time Consuming	61%	56%	56%	61%	56%	51%	54%	62%	65%
Not Consuming	36%	43%	43%	38%	42%	48%	46%	36%	2 9%
Unsure	3%	2%	1%	2%	2%	0%	1%	2%	6%

	\$100K- Less Rev.	\$100K- \$250K Rev.	\$250K- \$500K Rev.	\$500K- \$1 Mill Rev.	\$1 Mill- More Rev.		•		S- Corp
Time Consuming	60%	57%	46%	42%	73%	61%	62%	60%	54%
Not Consuming	38%	43%	52%	56%	2 6%	35%	35%	38%	45%
Unsure	2%	0%	3%	2%	1%	5%	3%	3%	1%

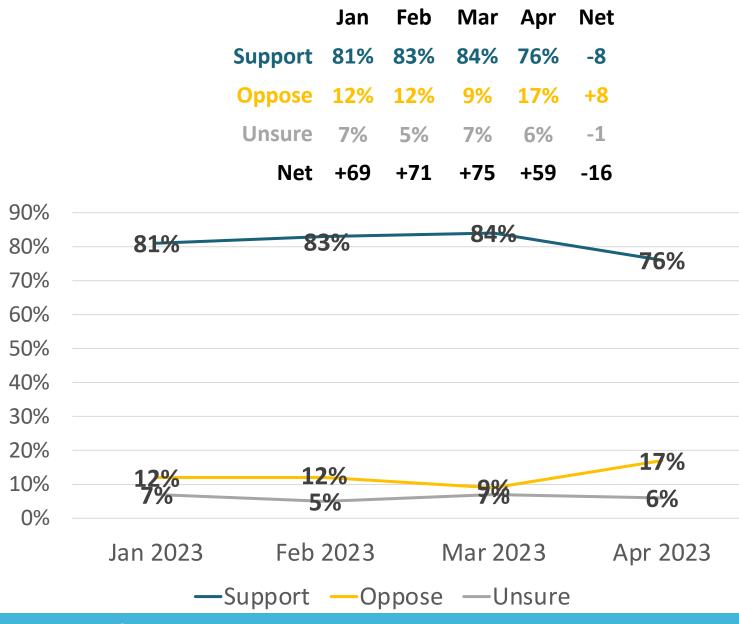
Making 2017 Tax Cuts and Jobs Act Permanent



	Supp	Орр	Unsure	Net
Total	78	13	9	65
East	82	10	7	72
Midwest	79	11	10	68
South	76	15	10	61
West	76	16	8	61
2-9 Employees	79	13	8	67
10-19 Employees	70	14	16	56
20-More Employees	76	18	7	58
\$100K/Less Revenue	66	24	10	42
\$100K-\$250K Revenue	90	9	1	81
\$250K-\$500K Revenue	80	8	12	72
\$500K-\$1 Million Revenue	76	12	11	64
\$1 Million/More Revenue	77	13	10	63
Female-Owned	63	21	16	42
Minority-Owned	71	21	8	50

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Lifting government regulations to increase the number of healthcare choices and requiring greater transparency to foster more competition in healthcare to lower costs for patients.

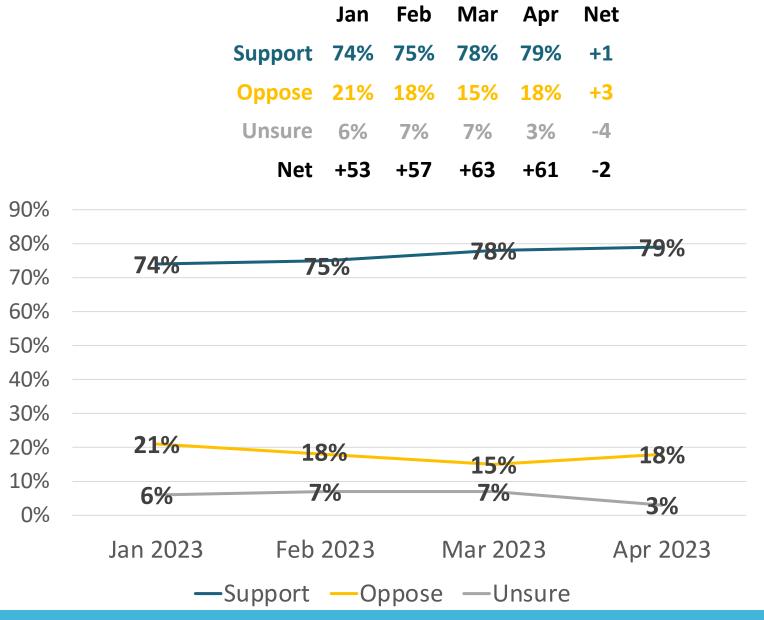


	Supp	Орр	Unsure	Net
Total	76	17	6	59
East	77	20	3	57
Midwest	85	11	4	74
South	79	18	3	61
West	65	20	15	45
2-9 Employees	77	17	6	61
10-19 Employees	60	29	11	31
20-More Employees	83	12	5	72
\$100K/Less Revenue	68	23	9	45
\$100K-\$250K Revenue	90	9	1	81
\$250K-\$500K Revenue	77	23	0	55
\$500K-\$1 Million Revenue	68	14	18	54
\$1 Million/More Revenue	77	18	5	59
Female-Owned	70	25	5	45
Minority-Owned	66	26	8	40

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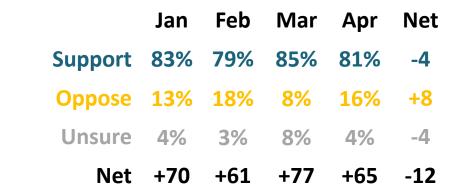
Exempting small businesses from any new government regulations that would burden entrepreneurs with increased compliance costs.

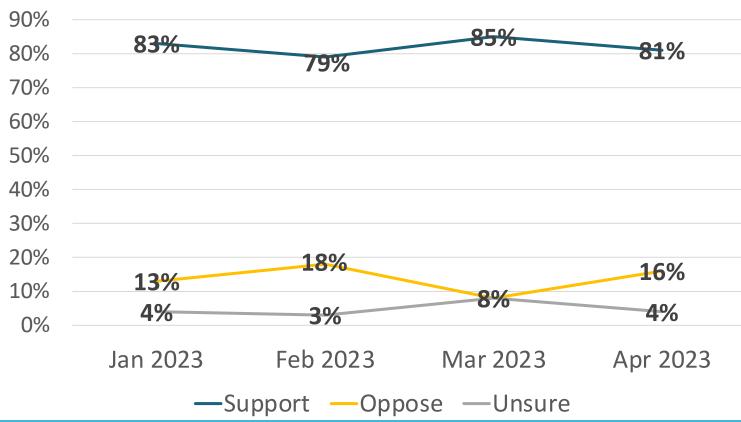


	Supp	Орр	Unsure	Net
Total	79	18	3	61
East	80	16	4	64
Midwest	80	14	6	66
South	80	18	2	62
West	75	23	3	52
2-9 Employees	80	17	3	62
10-19 Employees	74	24	3	50
20-More Employees	77	19	4	58
\$100K/Less Revenue	72	23	6	49
\$100K-\$250K Revenue	84	14	3	70
\$250K-\$500K Revenue	79	21	0	58
\$500K-\$1 Million Revenue	80	16	4	64
\$1 Million/More Revenue	79	18	3	61
Female-Owned	74	24	2	50
Minority-Owned	80	19	2	61

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Balancing the federal budget to rein-in spending and reduce inflation.



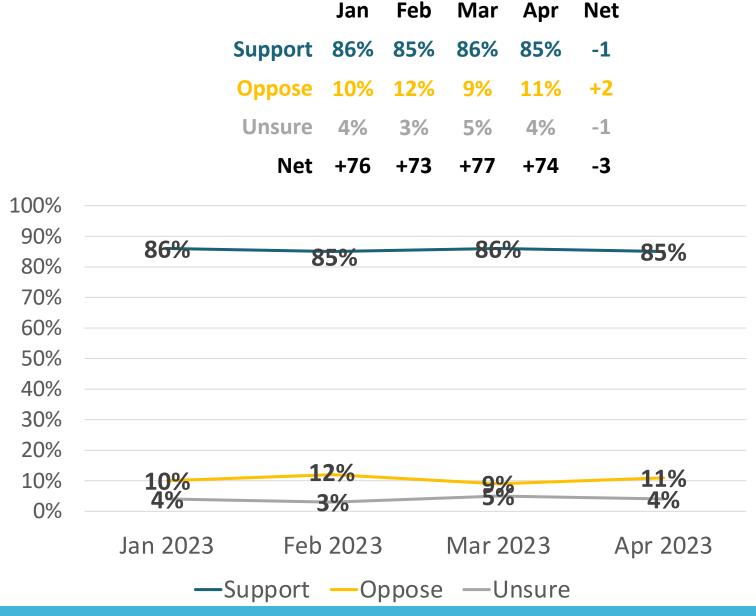


Supp	Орр	Unsure	Net
81	16	4	65
87	9	3	78
79	14	8	65
76	21	3	55
83	14	3	68
83	14	4	69
69	25	6	44
76	19	5	57
70	19	11	51
88	12	0	76
73	25	1	48
84	13	3	72
86	9	5	77
67	28	5	40
69	26	5	43
	81 87 79 76 83 83 69 76 70 88 73 88 73 84 86 67	81168797914762183146925761970198812732584138696728	81 16 4 87 9 3 79 14 8 76 21 3 83 14 3 83 14 4 69 25 6 76 19 5 70 19 11 88 12 0 73 25 1 84 13 3 86 9 5 67 28 5

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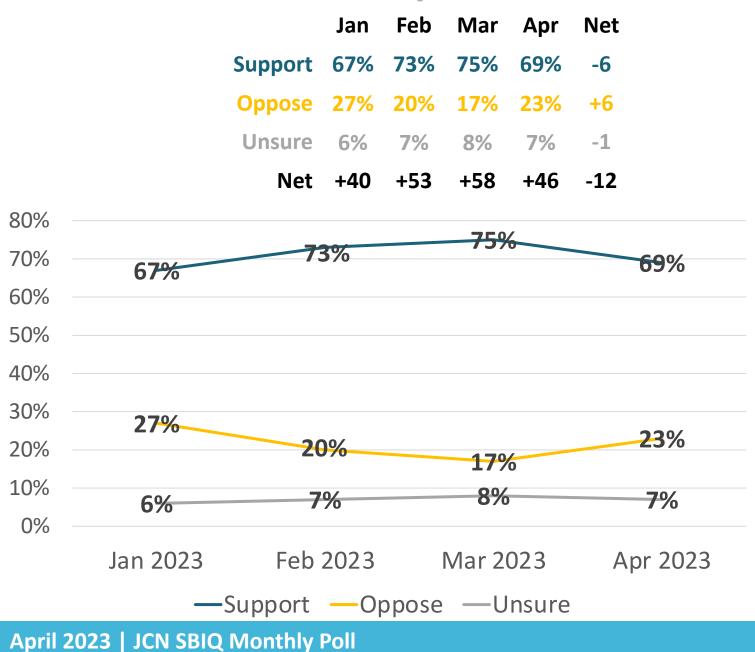
Making it easier for small businesses to raise capital, like get a loan or a line of credit.



	Supp	Орр	Unsure	Net
Total	85	11	4	74
East	91	8	1	84
Midwest	83	10	7	72
South	86	12	2	73
West	82	10	8	72
2-9 Employees	87	10	3	77
10-19 Employees	73	14	13	59
20-More Employees	83	13	4	70
\$100K/Less Revenue	84	11	5	73
\$100K-\$250K Revenue	82	15	3	66
\$250K-\$500K Revenue	88	10	2	78
\$500K-\$1 Million Revenue	92	6	1	86
\$1 Million/More Revenue	80	9	10	71
Female-Owned	83	13	5	70
Minority-Owned	83	11	6	73

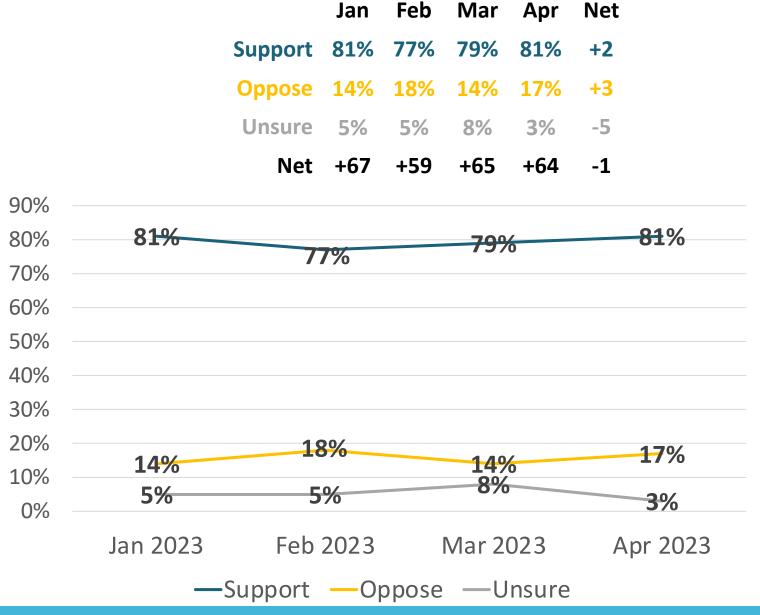
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Linking work requirements to government assistance programs--like welfare and food stamps--so able-bodied adults work for their benefits.



	Supp	Орр	Unsure	Net
Total	69	23	7	46
East	81	14	5	67
Midwest	76	17	7	59
South	68	27	5	41
West	57	30	13	27
2-9 Employees	69	23	8	46
10-19 Employees	63	29	8	35
20-More Employees	76	18	6	59
\$100K/Less Revenue	58	32	10	27
\$100K-\$250K Revenue	73	25	2	48
\$250K-\$500K Revenue	82	15	3	67
\$500K-\$1 Million Revenue	55	29	16	25
\$1 Million/More Revenue	78	15	7	63
Female-Owned	63	34	3	29
Minority-Owned	65	31	4	34

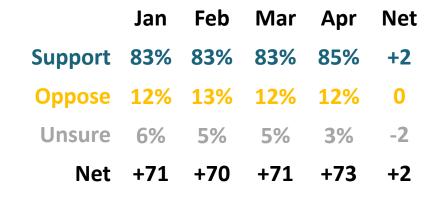
Cutting regulations and pursuing other policies that would help American businesses better compete against foreign companies.

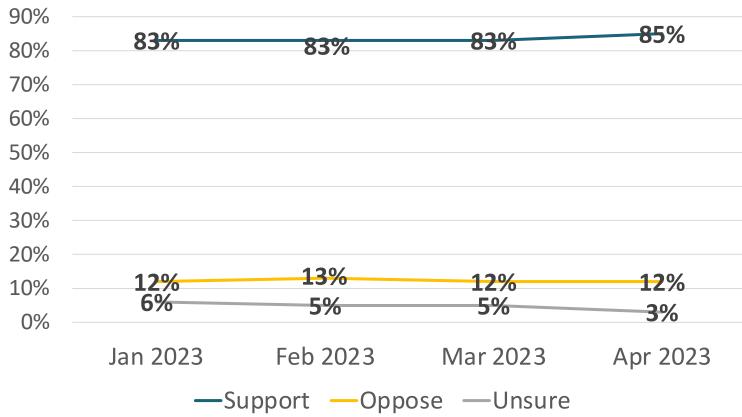


	Supp	Орр	Unsure	Net
Total	81	17	3	64
East	86	13	1	73
Midwest	87	10	4	77
South	78	19	3	58
West	76	22	2	54
2-9 Employees	83	15	2	68
10-19 Employees	60	36	4	24
20-More Employees	82	14	5	68
\$100K/Less Revenue	73	21	6	52
\$100K-\$250K Revenue	87	12	1	74
\$250K-\$500K Revenue	82	18	0	64
\$500K-\$1 Million Revenue	86	11	3	75
\$1 Million/More Revenue	76	21	3	55
Female-Owned	64	34	2	30
Minority-Owned	72	27	1	45

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Increasing domestic energy production to increase supply and lower prices.





	Supp	Орр	Unsure	Net
Total	85	12	3	73
East	94	4	2	90
Midwest	93	4	3	89
South	79	18	4	61
West	79	17	4	62
2-9 Employees	87	11	2	77
10-19 Employees	67	23	11	44
20-More Employees	82	12	7	70
\$100K/Less Revenue	78	16	6	61
\$100K-\$250K Revenue	88	13	0	75
\$250K-\$500K Revenue	84	15	0	69
\$500K-\$1 Million Revenue	89	9	2	80
\$1 Million/More Revenue	85	8	7	77
Female-Owned	74	18	7	56
Minority-Owned	74	21	5	53

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