

Topline, 3<sup>rd</sup> Qtr 2017

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**WELLS FARGO**

Small Business Survey Topline – FINAL July 19 2017

Quarter 3, 2017

RESULTS FOR THE TOTAL DATASET ARE BASED ON TELEPHONE INTERVIEWS WITH 605 SMALL BUSINESS OWNERS, CONDUCTED DURING THE PERIOD July 10-14, 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, 3<sup>rd</sup> Qtr 2017

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## Small Business Index

	Overall	Present Situation	Future Expectations
17 Qtr 3	106/Up	45/Up	61
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

## Topline, 3<sup>rd</sup> Qtr 2017

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### Small Business Index (continued)

	Overall	Present Situation	Future Expectations
05 December	107	45	62
05 September	106	48	58
05 June	99	41	58
05 March	110	45	65
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, 3<sup>rd</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 3	32	44	<b>76</b>	13	7	3	<b>10</b>	1
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, 3<sup>rd</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 3	40	44	<b>84</b>	8	3	2	<b>5</b>	3
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

# Topline, 3<sup>rd</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
	%	%	%	%	%	%	%	%
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
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, 3<sup>rd</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 3	14	32	<b>46</b>	32	15	6	<b>21</b>	1
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



# Topline, 3<sup>rd</sup> Qtr 2017

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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
	%	%	%	%	%	%	%	%
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
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.

# Topline, 3<sup>rd</sup> Qtr 2017

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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 3	13	41	<b>54</b>	35	7	2	<b>9</b>	2
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

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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
	%	%	%	%	%	%	%	%
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
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 3	26	37	<b>63</b>	22	9	5	<b>14</b>	1
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

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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
	%	%	%	%	%	%	%	%
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
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.

## Topline, 3<sup>rd</sup> Qtr 2017

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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 3	28	44	<b>72</b>	18	5	3	<b>8</b>	2
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

# Topline, 3<sup>rd</sup> Qtr 2017

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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, 3<sup>rd</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 3	9	18	<b>27</b>	55	10	6	<b>16/Down</b>	2
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.

## Topline, 3<sup>rd</sup> Qtr 2017

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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 3	8	24	<b>32</b>	53	10	4	<b>14</b>	1
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, 3<sup>rd</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 3	4	17	<b>21</b>	69	7	3	<b>10</b>	*
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.

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 3	5	22	<b>27</b>	67	3	2	<b>5</b>	1
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>	*

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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
	%	%	%	%	%	%	%	%
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
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 3	8	10	<b>18</b>	25	12	27	<b>39</b>	18
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



# Topline, 3<sup>rd</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
	%	%	%	%	%	%	%	%
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
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.

## Topline, 3<sup>rd</sup> Qtr 2017

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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 3	6	10	<b>16</b>	31	16	32	<b>48</b>	5
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

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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
	%	%	%	%	%	%	%	%
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
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, 3<sup>rd</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
		%
Hiring qualified/good staff and retaining them	17 Qtr 3	13
	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
Attracting customers/targeting business opportunities/finding work/new business	17 Qtr 3	12
	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

# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Taxes	17 Qtr 3	9
	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
Government regulations	17 Qtr 3	9
	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
Financial stability/cash flow	17 Qtr 3	9
	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

# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Competition/larger corporations/internet	17 Qtr 3	7
	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 3	5
	17 Qtr 2	5
	17 Qtr 1	4
	16 Qtr 4	8
	16 Qtr 3	4
	16 Qtr 2	2
	16 Qtr 1	3
Costs/fees of running the business/having enough money for capital investment	15 Qtr 4	3
	15 Qtr 3	4
	17 Qtr 3	5
	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	

# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
The economy	17 Qtr 3	5
	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 (general)	17 Qtr 3	4
	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
President Trump	17 Qtr 3	2
	17 Qtr 2	2
Marketing/advertising/reaching out/getting noticed	17 Qtr 3	2
	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

# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Product improvements/updated latest products/availability of products	17 Qtr 3	2
	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
	Not enough time	17 Qtr 3
17 Qtr 2		2
17 Qtr 1		1
16 Qtr 4		1
16 Qtr 3		1
16 Qtr 2		2
16 Qtr 1		-
Challenge with being own boss, working for self	17 Qtr 3	1
	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	
Credit availability	17 Qtr 3	1
	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	



# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total	
		%	
Insurance (non-specific)	17 Qtr 3	1	
	17 Qtr 2	2	
Healthcare/ObamaCare	17 Qtr 3	1	
	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	
No Jobs/Lost Job/Laid off	14 Qtr 1	8	
	13 Qtr 4	11	
	13 Qtr 3	8	
	13 Qtr 2	8	
	17 Qtr 3	1	
	16 Qtr 3	3	
	16 Qtr 2	-	
	Employee Benefits	17 Qtr 3	-
		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		
No choice/forced into it	17 Qtr 3	-	
	16 Qtr 4	-	
	16 Qtr 3	NA	
	16 Qtr 1	-	

# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
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
Need jobs/better wages/stop outsourcing	16 Qtr 3	NA
	15 Qtr 4	-
	15 Qtr 3	-
	15 Qtr 2	-
	14 Qtr 4	1
Other	17 Qtr 3	5
	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 3	3
	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	

# Topline, 3<sup>rd</sup> Qtr 2017

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Q12_1. (continued)		Total
		%
Everything	17 Qtr 3	-
	16 Qtr 4	-
	16 Qtr 3	NA
	16 Qtr 1	-
Don't know/Refused	17 Qtr 3	1
	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, 3<sup>rd</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 3	14	86	-
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 3 – Seasonal Cycles

14. Thinking about seasonal business cycles during the year, which of the following best describes your business? (Interviewer: Read 1-3)

	You have predictable times of the year that are significantly busier or slower than others	You have times of the year that are significantly busier or slower than others, but they vary from year to year	Your business is generally even throughout the year	Don't Know/Refused
	%	%	%	%
17 Qtr 3	45	17	37	1

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15A-G. Now I'm going to read some specific times of the year. For each, can you tell me if your business is busier than usual during each of the following times of the year, not not? (Interviewer: Read Q15A-Q15G)

		Yes, business is busier	No, business is not busier	DK/RF
		%	%	%
Early in the calendar year	17 Qtr 3	31	66	3
Tax season, up to April 15 each year	17 Qtr 3	42	55	3
The spring months in general	17 Qtr 3	58	40	2
The summer months – June through August	17 Qtr 3	49	49	2
The fall months in general	17 Qtr 3	56	42	2
The Thanksgiving and Christmas seasons – November and December of each year	17 Qtr 3	38	60	2
Winter or colder months in general	17 Qtr 3	30	68	2

Q16A-K. Thinking for a moment about those times of the year when your business is typically slower than other times, please tell me if you do each of the following as way of dealing with these slow times, or not? (Interviewer: Read Q16A-Q16K) (Based on those who have a seasonal business cycle n=516; Margin of error  $\pm$  5pts.)

		Yes
		%
Reduce the days or hours when your business is open	17 Qtr 3	25
Shut down your business entirely during slower periods	17 Qtr 3	10
Reduce your own personal hours of work	17 Qtr 3	39
Reduce hours for your employees	17 Qtr 3	43
Let employees go	17 Qtr 3	12
Reduce products or service your offer	17 Qtr 3	12
Offer new incentives, loyalty programs or promotions to bring in new business	17 Qtr 3	42
Expand current incentives, loyalty programs, or promotions to bring in new business	17 Qtr 3	33
Reduce capital expenditures for your business	17 Qtr 3	62
Increase your business line of credit	17 Qtr 3	6
Increase your use of business lines of credit or business credit cards to bridge cash flow gaps	17 Qtr 3	21

Topline, 3<sup>rd</sup> Qtr 2017

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Q17A-J. Thinking for a moment about those times of the year when your business is typically busier than other times. Please tell me if each of the following is something you do to deal with these busier times, or not? (Interviewer: Read Q17A-Q17J) (Based on those who have a seasonal business cycle n=516; Margin of error ± 5pts.)

		Yes
		%
Expand your hours of business	17 Qtr 3	51
Expand working hours for your employees	17 Qtr 3	55
Expand the number of hours that you personally work	17 Qtr 3	77
Hire additional part time or seasonal employees	17 Qtr 3	40
Hire additional full time employees	17 Qtr 3	17
Outsource additional work	17 Qtr 3	28
Expand your incentives, loyalty programs, or promotions to bring in new business	17 Qtr 3	27
Expand the products or services you provide	17 Qtr 3	30
Increase capital spending on business	17 Qtr 3	39
Pay down debts or reduce credit	17 Qtr 3	64

Q18. Do seasonal differences in your business cycle make it more difficult to manage your cash flow, or not? (Interviewer: Read Q17A-Q17J) (Based on those who have a seasonal business cycle n=516; Margin of error ± 5pts.)

	Yes	No	Don't Know/Refused
	%	%	%
17 Qtr 3	41	59	-

Q19. Some businesses offer repeat customers ways to earn points, merchandise, or services by being a loyal or repeat customer – other than normal promotions or sales offered to all customers. Regardless of seasonal or sales cycles, does your business currently offer customers any of these types of loyalty or reward programs?

	Yes	No	Don't Know/Refused
	%	%	%
17 Qtr 3	20	79	1

Topline, 3<sup>rd</sup> Qtr 2017

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Q20A-C. Is each of the following a basis or criteria for participation in your loyalty program, or not? (Interviewer: Read Q20A-Q20C) (Based on those who offer customers loyalty/rewards program n=120; Margin of error  $\pm$  9pts.)

		Yes
		%
Frequency of purchases, regardless of the dollar amount involved	17 Qtr 3	64
Dollars spent	17 Qtr 3	56
Length of time being a customer	17 Qtr 3	57

Q21. How do you currently track loyalty or rewards? (Interviewer: Read 1-2) (Based on those who offer customers loyalty/rewards program n=120; Margin of error  $\pm$  9pts.)

	Electronically, so that the customer does not need to personally track their loyalty or rewards	A physical card or physical record of purchase	Both (Volunteered)	DK/RF
	%	%	%	%
17 Qtr 3	53	33	3	11

Q22. How important is your loyalty or rewards program to the overall success of your business – very important, somewhat important, not too important, or not at all important? (Based on those who offer customers loyalty/rewards program n=120; Margin of error  $\pm$  9pts.)

	Very important	Somewhat important	Not too important	Not at all important	DK/RF
	%	%	%	%	%
17 Qtr 3	32	33	28	6	1

Q23. Regardless of whether you currently offer loyalty or reward programs, do you plan to offer loyalty or reward programs to customers in the future? (Based on those who do not offer customers loyalty/rewards program n=485; Margin of error  $\pm$  5pts.)

	Yes	No	DK/RF
	%	%	%
17 Qtr 3	12	87	1