

SMALL BUSINESS BORROWERS POLL QUESTIONS

FIRM PROFILE

1. Business name _____ Business zip code _____ Industry _____ Year established _____

Gender of business owner/executive _____ Number of full-time employees _____

Roughly, what were your business' total sales in 2011? Less than \$50, 000 \$50, 000 - \$250, 000 \$250, 000 - \$500, 000 \$500, 000 - \$1M \$1M - \$5M \$5M - \$10M

\$10M - \$100M \$100M - \$500M Greater than \$500 Million Don't know/Decline to answer

Is your your business minority-owned? Yes No Is your your business women-owned? Yes No Is your your business veteran-owned? Yes No

FIRM PERFORMANCE AND STRATEGY

2. Over the past 12 months, have the following significantly increased, moderately increased, stayed the same, moderately decreased, or significantly decreased?

_____ Sales/revenues _____ Number of employees _____ Spending on equipment and facilities

3. Over the next 12 months, what is your outlook for sales in your business? Significant Increase Moderate Increase No Change Moderate Decrease Significant Decrease

4. What are the 3 most important changes, if any, you made to your business operations during 2011? _____ Developed new products/services _____ Cultivated new clients/new markets
_____ Increased productivity _____ Increased technology investments _____ Cut costs _____ Reorganized management _____ Reduced debt _____ Reduced number of employees
_____ Outsourced operations _____ Started/expanded exporting

5. Do you have a written business plan--a short to medium-term plan of your operating and financial objectives? Yes No

6. What is the most important issue you're struggling with that will affect your ability to grow your business? Access to capital Talent (Finding the right workers) Strategic planning (advice on how to grow business) Financial management (managing cost and revenue streams) Complying with government regulations Using technology and social media to attract new customers

FINANCING

7. Please rank the TOP THREE (3) **types of financing** you use for your business, with 1 being the greatest in dollar value, 2 the second greatest in dollar value, and 3 the third greatest in dollar value.

_____ Business earnings _____ SBA-backed Loan _____ Non-SBA-backed Loan _____ Bank line of credit _____ Bank home equity line _____ Personal credit card
_____ Business credit card _____ Personal/spousal savings or wealth _____ Equity financing _____ Trade credit _____ Crowd funding (ex. Kickstarter) _____ Other

8. Please rank the TOP THREE (3) **sources** of current financing for your business, with 1 being the greatest in dollar value, 2 the second greatest in dollar value, and 3 the third greatest in dollar value.

_____ Large Bank _____ Community Bank _____ Credit union _____ Nonprofit Lender _____ Government-sponsored loan program _____ Venture capital/angel investor
_____ Family/friends _____ Self/spouse _____ Finance company (ex. CIT) _____ Peers (ex. Kickstarter) _____ Payday Lender



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CREDIT

9. Over the last 12 months, did your business do any of the following? Check all that apply. Applied for new credit Applied to renew existing credit Did not apply for credit because we had sufficient financing Did not apply because we did not think we would be approved Paid down debt

10. Over the last TWELVE (12) months, did you apply for the following types of credit and were you approved? Select the products you applied for and the amount of credit you received (full, partial, none).

New Line of Credit Extension of Existing Line of Credit Home equity line Second mortgage for business purposes Real estate finance (commercial property)
 SBA loan Non-SBA loan New business credit card New personal credit card for use in the business Change in limit on existing credit card
 Factoring Trade credit Finance company financing (ex. CIT) Peer loan (ex. Kickstarter)

11. What is the total amount of all the financing you were seeking for your business in the last 12 months? Less than \$10,000 \$10,001-\$25,000 \$25,001-\$50,000 \$50,001-\$100,000
 \$100,001-\$250,000 \$250,001-\$500,000 \$500,001-\$1,000,000 Over \$1,000,000 N/A

12. What is the total amount of all the financing you received for your business in the last 12 months? Less than \$10,000 \$10,001-\$25,000 \$25,001-\$50,000 \$50,001-\$100,000
 \$100,001-\$250,000 \$250,001-\$500,000 \$500,001-\$1,000,000 Over \$1,000,000 N/A

13. How many financial institutions did you consult with/apply to in order to get financing? 1 2 3 4 5 6 7 8 9 10 More than 10

14. For what purposes were you seeking financing? Check all that apply. Start this business Marketing Working capital (cash flow, day-to-day operations, inventory, payroll, etc.)
 Refinance debt/relieve existing debt Machinery and equipment purchases Expand existing business (ex. hire employees, invest in new locations) Develop new product/service
 Purchase real estate Other: _____ N/A

15. If your business has not been able to get all of the credit you want, why not? Select the TWO (2) most important reasons. _____ Low credit score _____ Insufficient collateral _____ Unwilling to provide personal guarantee _____ Weak/missing financial statements _____ Uneven cash flow _____ Level of outstanding debt _____ Weak sales during the last few years
_____ Business is too young _____ Banks are just not lending to my type of business _____ Other factors--please specify: _____ N/A

16. Do you plan to apply for credit in the next SIX (6) MONTHS? Yes No



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EMPLOYMENT SKILLS AND FUTURE

17. If the number of workers at your firm increased during the last 12 MONTHS, what were the business reasons for adding workers? Check all that apply.

- Expect my sales to grow.
 Need skills not possessed by current staff.
 A more positive economic climate.
 Current staff members are overworked.
 Firm's financial position improved.
 Wages and benefits have fallen.
 Other factors--please describe: _____
 N/A

18. What are the top THREE (3) **employee skills** your business currently needs? _____ Basic math skills _____ Advanced math skills _____ Basic English skills _____ Basic computer skills _____ Advanced computer skills _____ Advanced technology skills (ex. engineer) _____ Sales and marketing _____ Foreign language skills _____ Punctuality/reliability _____ Interpersonal skills _____ N/A

19. How difficult is it/has it been for you to find workers with the following skills?

	Very Easy	Somewhat Easy	Neither Easy Nor Difficult	Somewhat Difficult	Very Difficult	N/A
Basic math skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advanced math skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basic english skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basic computer skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advance computer skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advance Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales and marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foreign language skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Punctuality/reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interpersonal skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

