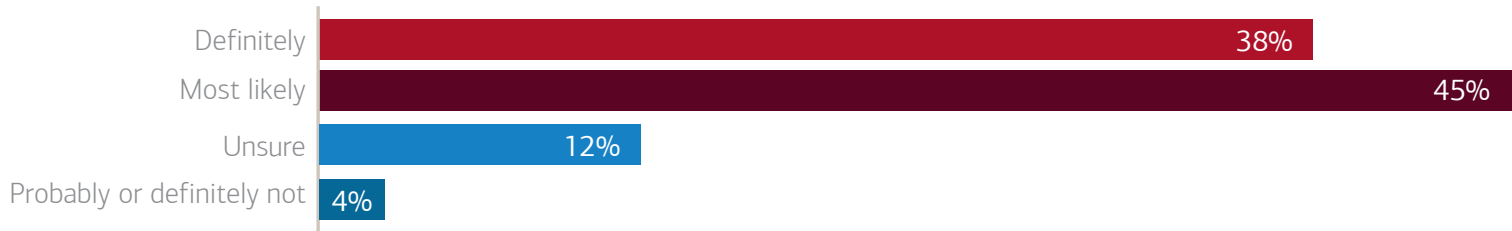


# Bank of America

## Fall 2015 Small Business Owner Holiday Milestones

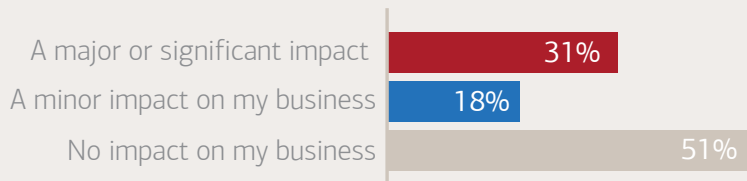
SBOs look forward to a successful year-end

When asked if they expect to hit their year-end revenue goal, SBOs said:

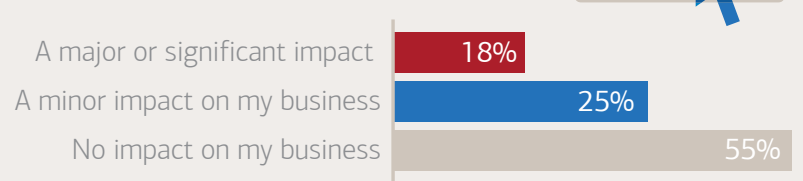


Holiday milestones: a boost to SBOs' bottom line

**Black Friday's importance to the bottom line**



**Cyber Monday's importance to the bottom line**



Which of the following holiday perks do SBOs plan to offer employees this year?



Give salary bonuses to my employees  
**52%**



Hold a holiday party for my employees  
**45%**



Close the office during the holidays  
**44%**



Give out gifts to employees  
**40%**



Offer flexible hours or vacation time around the holidays  
**33%**

Braun Research, Inc. conducted the Bank of America Small Business Owner Report survey by phone from August 21 through September 22, 2015, on behalf of Bank of America. Braun contacted a nationally representative sample of 1,001 small business owners in the United States with annual revenue between \$100,000 and \$4,999,999 and employing between 2 and 99 employees. In addition, 300 small business owners were surveyed in each of nine target markets: Los Angeles, Dallas, Washington, D.C., New York, Boston, Chicago, San Francisco, Atlanta and Miami. The margin of error for the national sample is +/- 3.1 percent; the margin of error for the oversampled markets is +/- 5.7 percent, reported at a 95 percent confidence level.