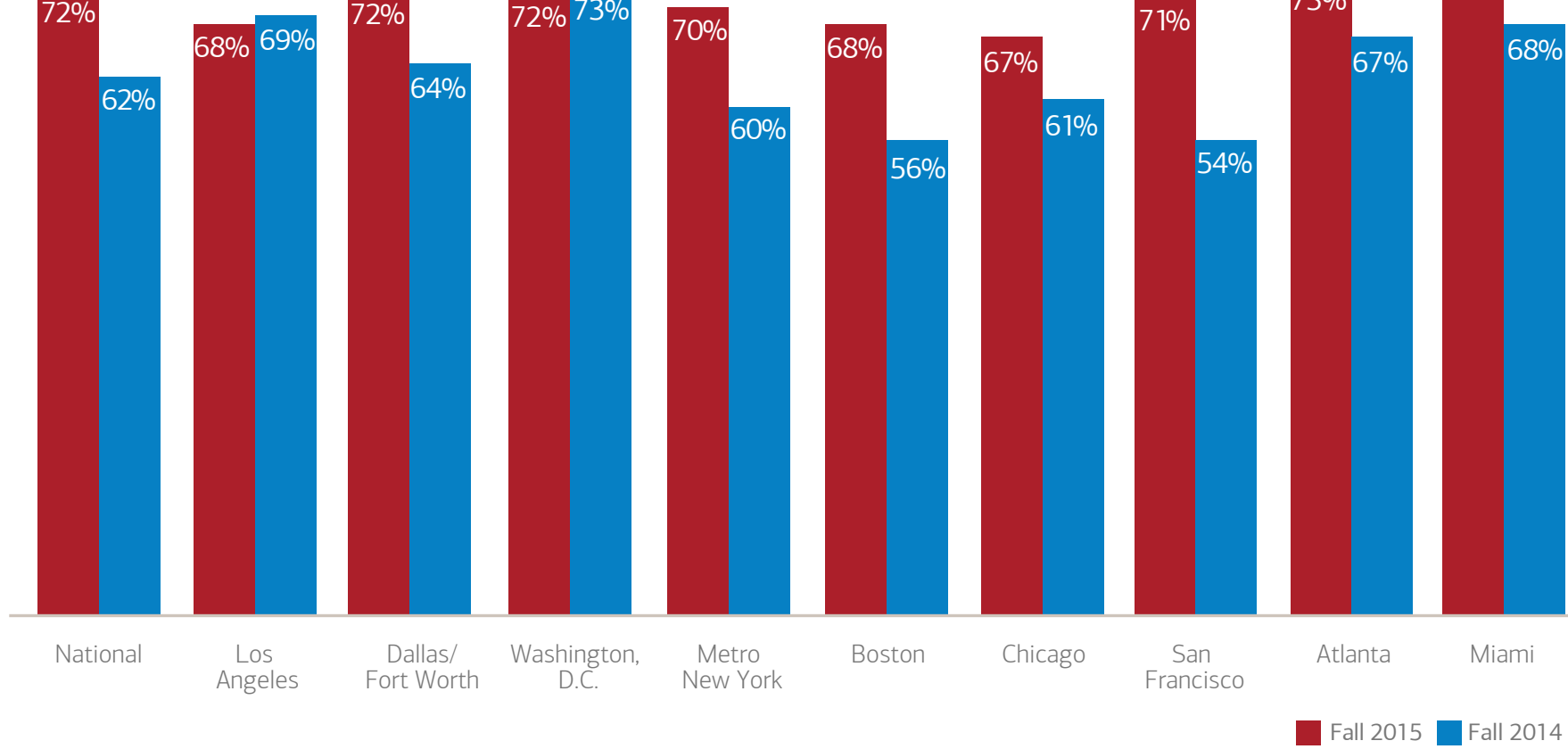


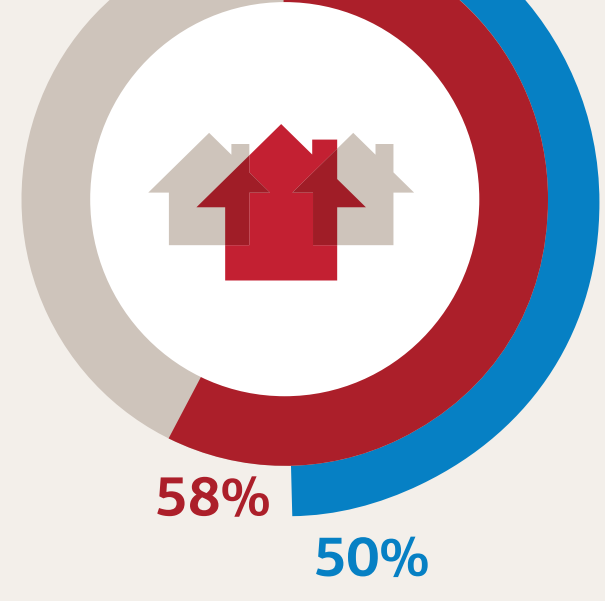
# Bank of America Fall 2015 Small Business Owner Report Insights from around the nation

Small business owners (SBOs) across the country more optimistic on revenue expectations over the next 12 months...

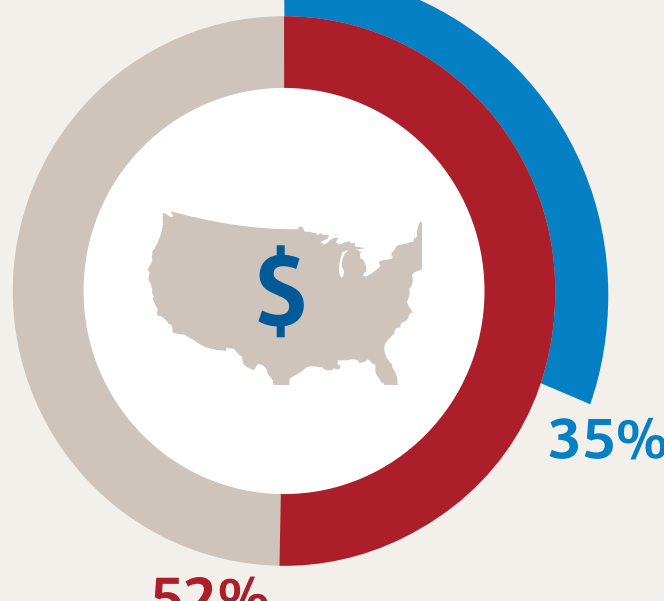


## Atlanta SBOs confident about the economy in 2016

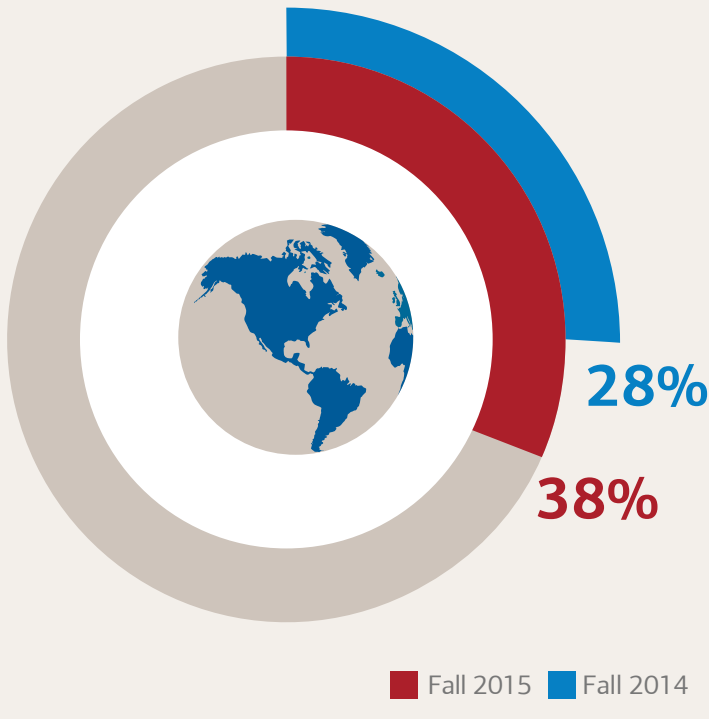
58% of Atlanta SBOs are confident in the local economy improving in the next year, an 8% increase YOY



52% of Atlanta SBOs are confident in the national economy improving in the next year, a 17% increase YOY



38 percent of Atlanta SBOs are confident in the global economy improving in the next year, a 10 percent increase YOY



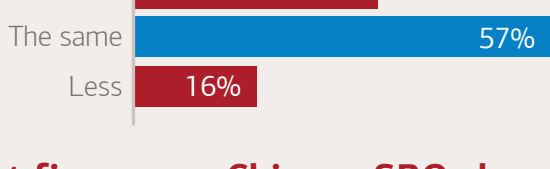
## Atlanta SBOs are using tech to assist in customer interaction



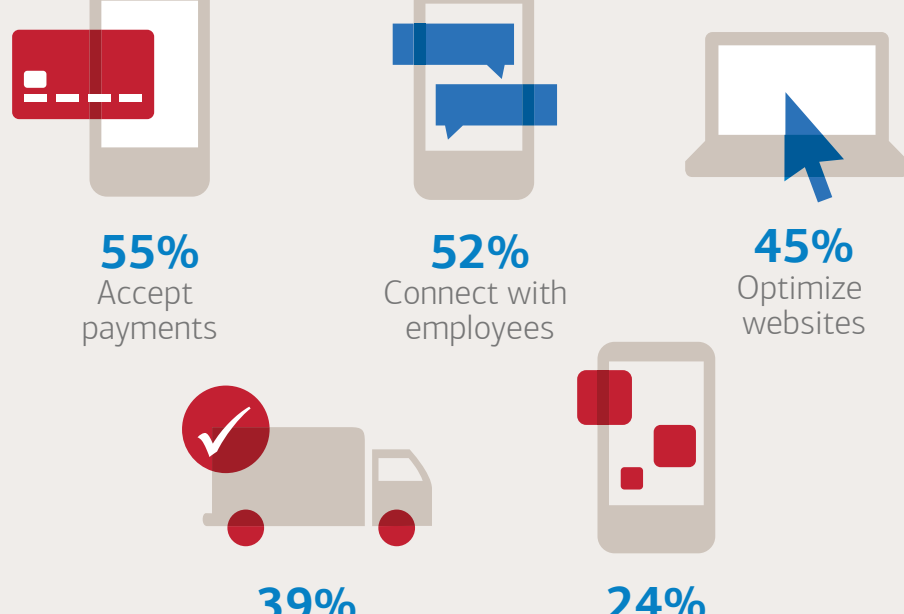
86% of Atlanta SBOs agree technology helps them better serve customers

## Chicago SBOs embrace tech and culture changes, while increasingly interacting in person with customers

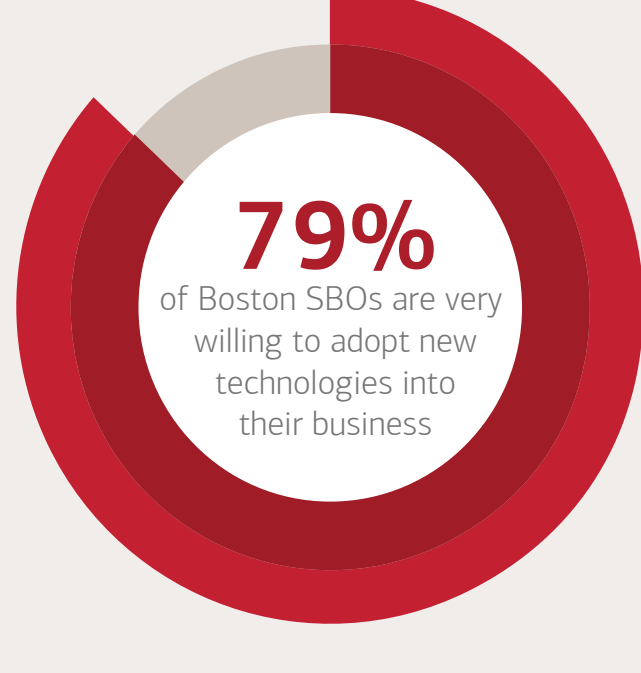
Despite advances in technology, 85% of Chicago SBOs interact with their customers in person more or the same as they did five years ago



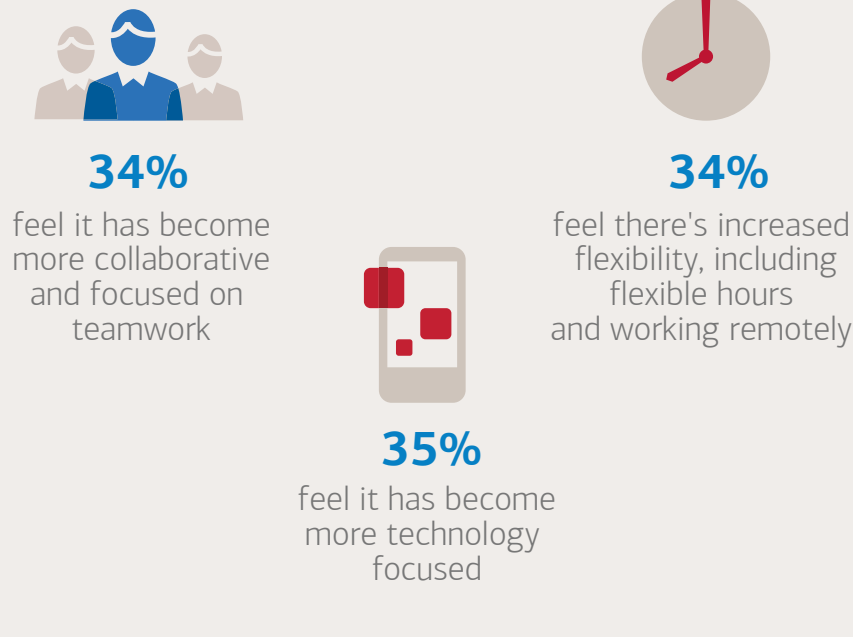
### In the last five years, Chicago SBOs have started using new technologies to...



## Boston SBOs welcome technology and a changing workplace culture

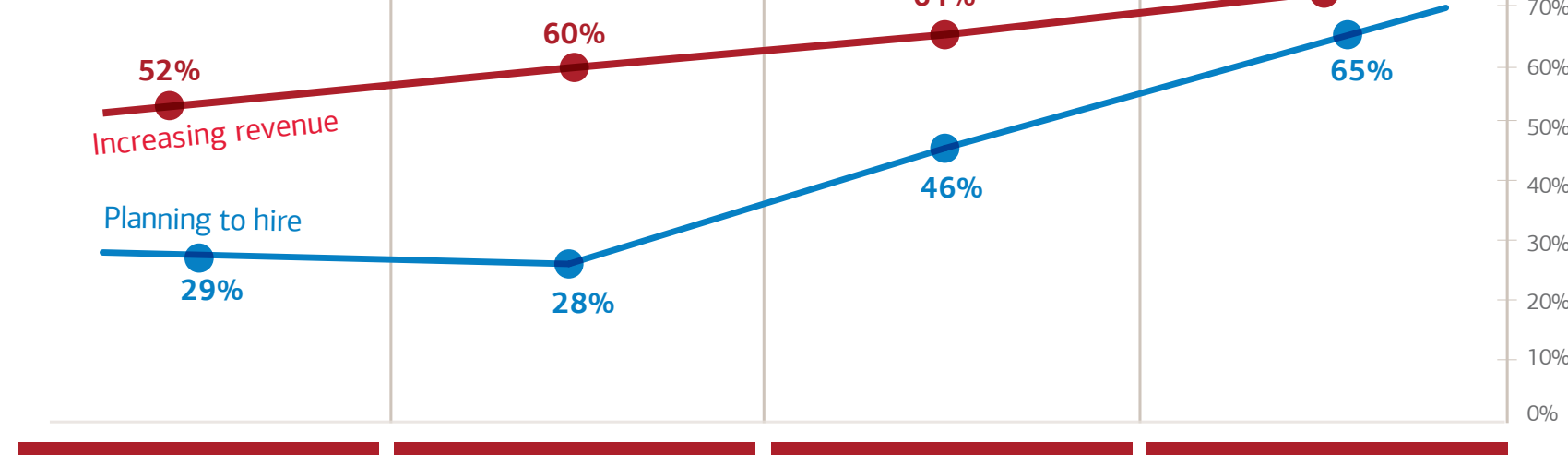


### Boston SBOs feel their workplace cultures have changed over the past five years by:



## Dallas/Fort Worth SBOs revenue and hiring optimism continues to grow

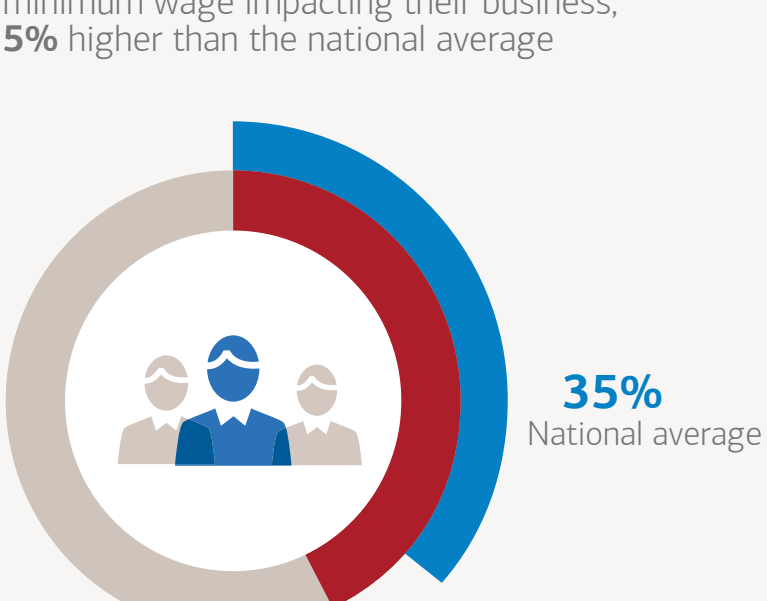
Dallas SBOs are more and more optimistic about increased revenue expectations and planning to hire over the next year



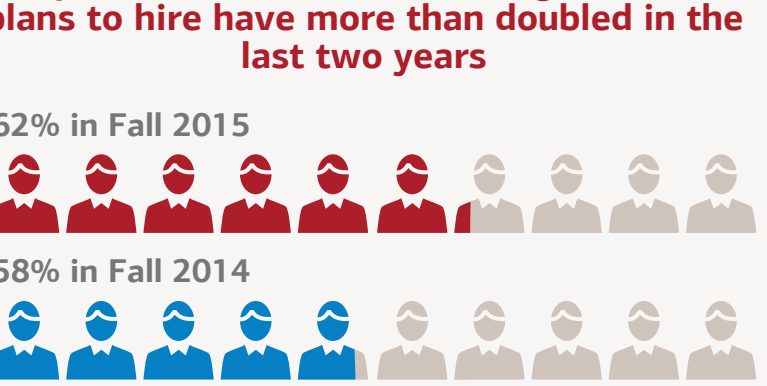
57% of Dallas SBOs offer employees paid vacation time, higher than any market surveyed

## Despite concerns, Los Angeles SBOs plan to hire in the upcoming year

40% of Los Angeles SBOs are concerned about minimum wage impacting their business, 5% higher than the national average

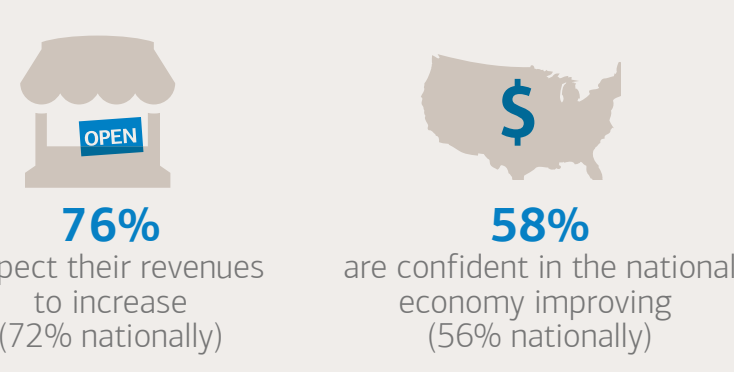


### Despite these concerns, Los Angeles SBOs' plans to hire have more than doubled in the last two years

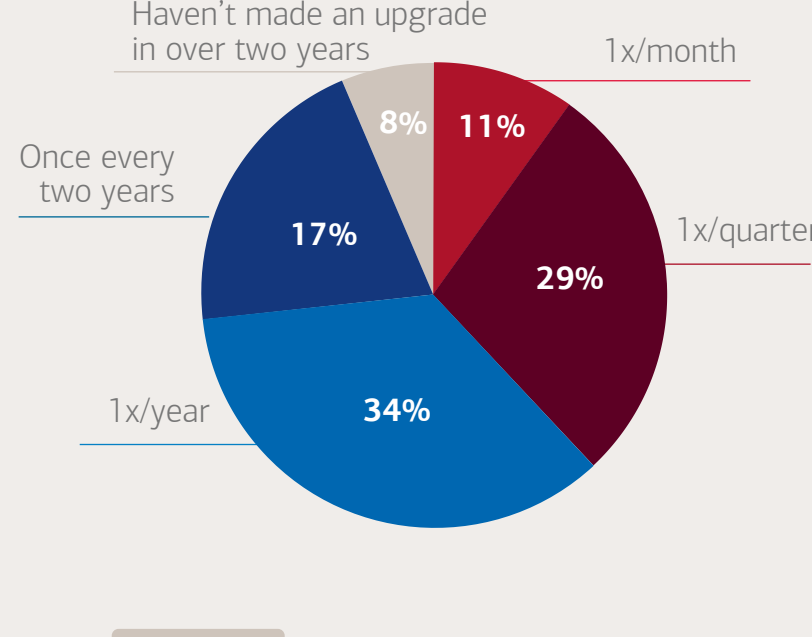


## Miami SBOs confidence remains sunny this season

Miami SBOs are more confident than other markets about revenues and the national economy:



### Technology updates are important for Miami SBOs



74% of Miami SBOs make technology updates once a year or more

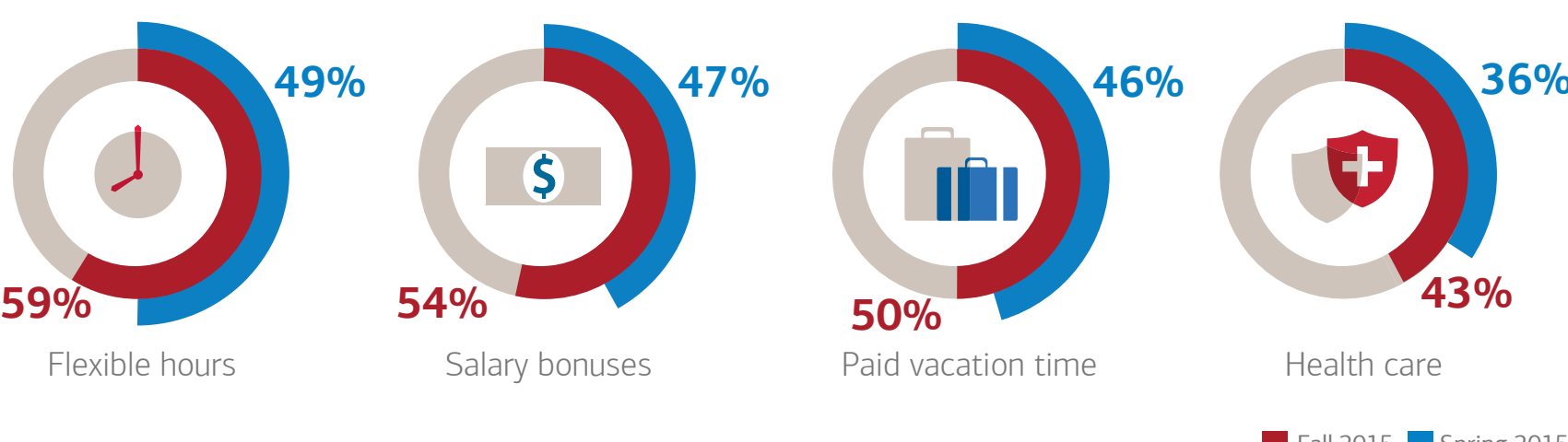
## Metro New York SBOs embrace new workplace culture



52% offer telecommuting options for employees now...

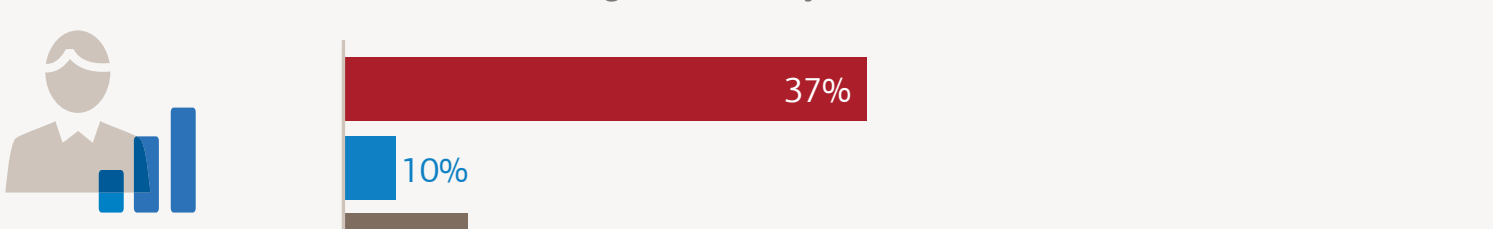
...versus only 40% who offered telecommuting options five years ago.

Aside from offering telecommuting options to their employees, metro New York SBOs are increasingly more likely to offer the following perks, compared to six months ago:

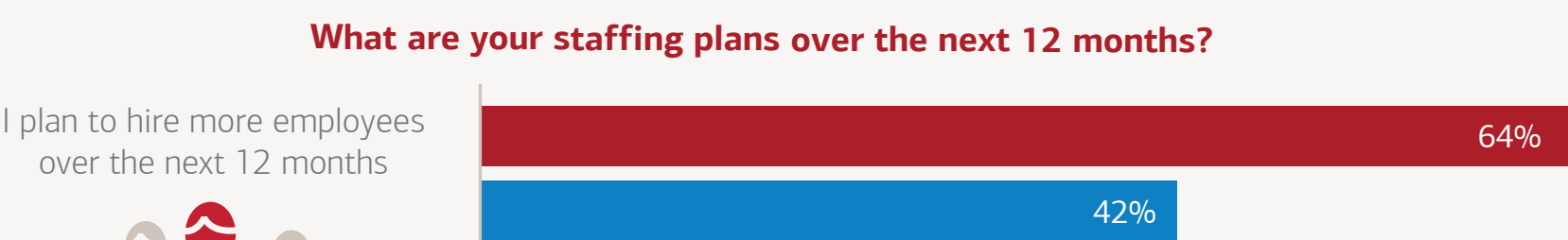


## San Francisco SBOs gearing up for growth

37% of SF SBOs plan to apply for loans in 2016, higher than any market surveyed and 27% higher than last year



### What are your staffing plans over the next 12 months?



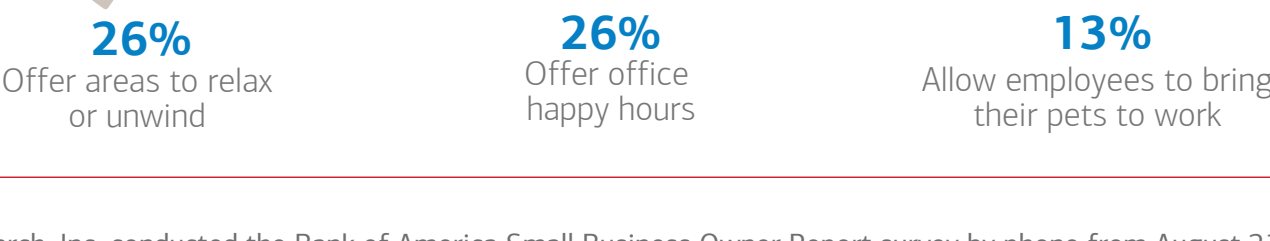
## Greater Washington SBOs embrace technology and unique benefits



86% of Greater Washington SBOs are open to adopting new technologies in their businesses

89% believe it helps better serve customers, more than any market surveyed

As 73% of Greater Washington SBOs plan to hire in the next year, they've also embraced some unique perks and benefits for employees



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 the 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.