

# MONTHLY POLL

March 2022 Job Creators Network Small Business Monthly Poll

**Conducted By:** John McLaughlin Scott Rasmussen



# Methodology

This national survey of 500 small business employers was conducted between March 4-31, 2022. 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 500 small business employers has an accuracy of +/- 4.4% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.

## **Small Business** Intelligence Quotient

## March SBIQ: 56.1

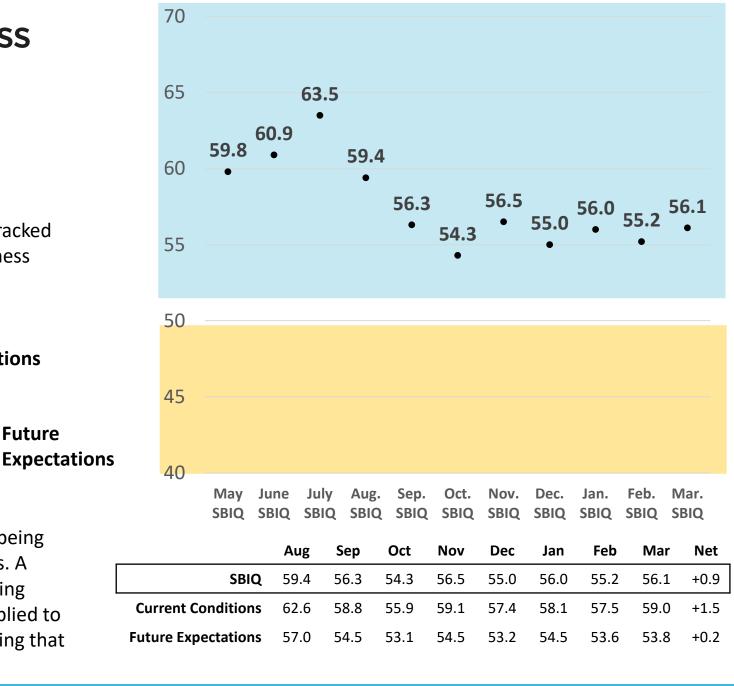
This survey provides a snapshot of JCN's SBIQ, which will be tracked monthly to identify trends at-large and among key small business employer segments. The JCN SBIQ is based on 7-questions:

**Current Conditions** 

Future

- Employer's Current Business Conditions
- Condition of U.S. Economy Today
- **Current Climate for Small Businesses**
- Direction of Employer's Business Over Next 3-Months
- Employer's Plans for Hiring Over Next 3-Months
- Direction of U.S. Economy
- **Direction of Climate for Small Businesses**

The JCN SBIQ is calculated on a scale from 0 to 100, with 100 being best possible conditions and 0 being worst possible conditions. A score of 50 is neutral, anything above 50 is positive and anything below is negative. To calculate the scores, point values are applied to each response and multiplied by the share of respondents giving that answer.



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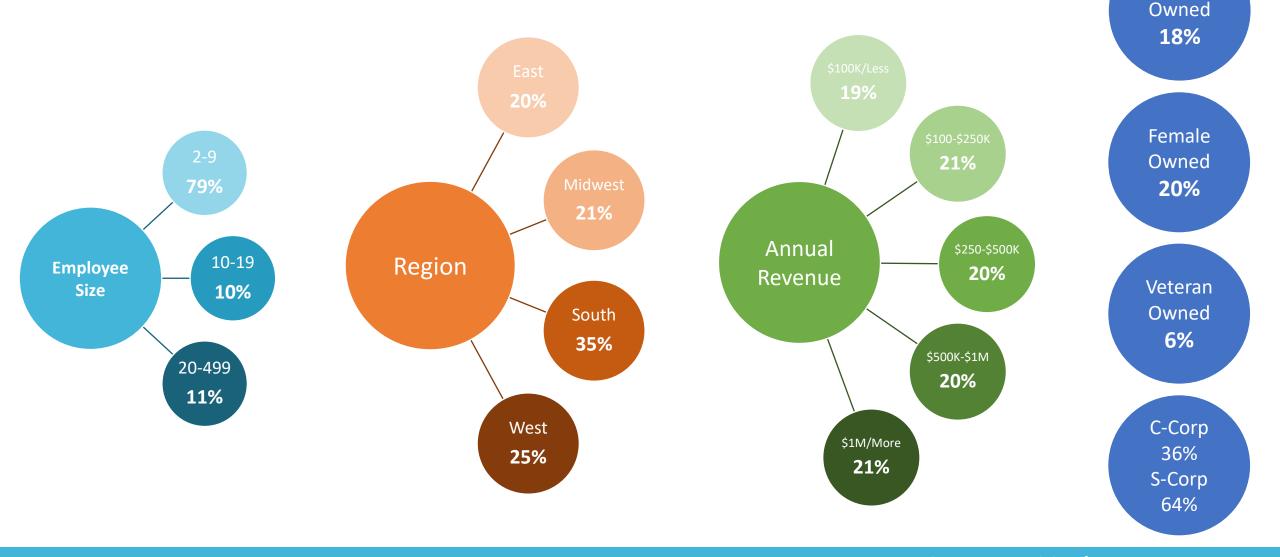


- March's SBIQ ticked up from 55.2 to 56.1 due to small businesses having greater confidence in their own business despite citing negative economic conditions.
- Inflation remains the dominant issue, but concerns about gas prices more than doubled and jumped to the 2<sup>nd</sup> biggest concern.
- Small businesses continue to believe the Biden Administration is failing to combat inflation and address supply chain disruptions.
- Small businesses believe Biden's tax increase policies would hurt them.
- Nine in ten small businesses believe the war in Ukraine will drive-up gas prices in the United States.
- The vast majority supports increasing domestic gas and oil production in order to become energy independent, stabilize prices, and stop importing Russian oil.



- 1. Even with stronger sales and more hiring, small businesses are still lackluster in their optimism for the economy with the SBIQ generally staying flat. *So what? Small businesses see better sales but are concerned about uncertainty.*
- 2. Inflation remains the dominant issue with 43 percent of small business owners naming it as their 1<sup>st</sup> or 2<sup>nd</sup> concern. To put in context, no other issue in the past year has gotten a higher score than 36 percent. General inflation concerns and concerns specifically about gas prices are the number 1 and number 2 issues. *So what? Democrats ignore inflation at their peril.*
- 3. 80 percent of small business owners support increasing domestic gas and oil production in order to become energy independent, stabilize prices, and stop importing Russian oil. This includes 77 percent of Democrat small business owners. *So what? Cleaner energy is supported in theory, but when faced with \$4+ a gallon gas—people want to drill.*
- 4. 67 percent of business owners say the Biden Administration isn't doing enough to tackle inflation or supply chain issues. **So** what? It is impossible for the Biden Administration to claim they support small businesses if they don't do something meaningful to fix these issues.
- 5. Tax increases are not popular with small business owners, with 59 percent of them saying they will hurt the economy. **So** what? Small business owners are already feeling like inflation is tantamount to a tax. They don't want another burden.

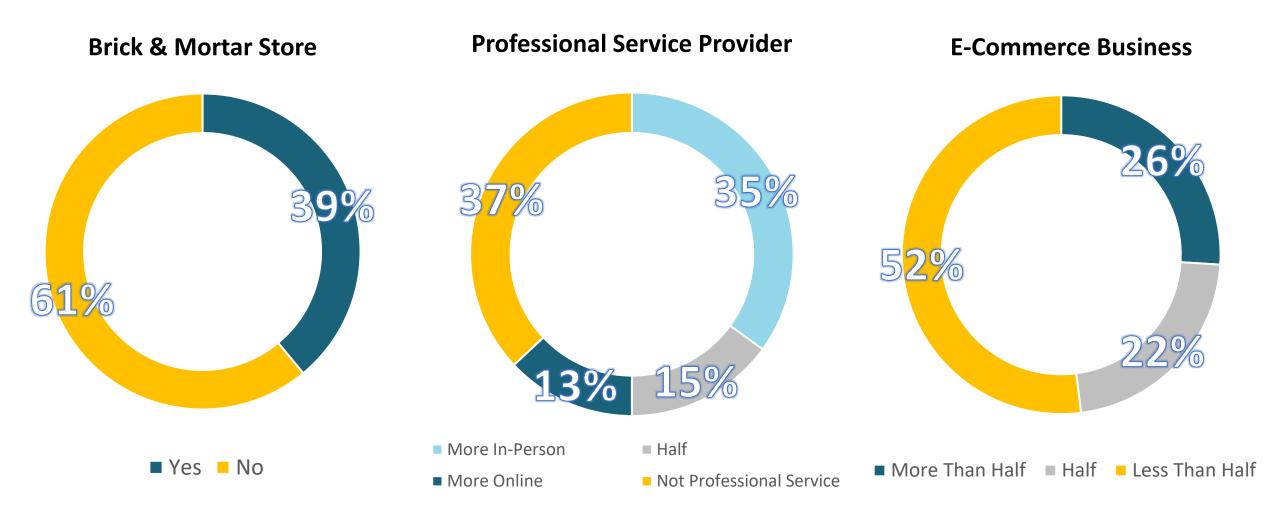
# **Small Business Employer Profile** Who are the 500 respondents?



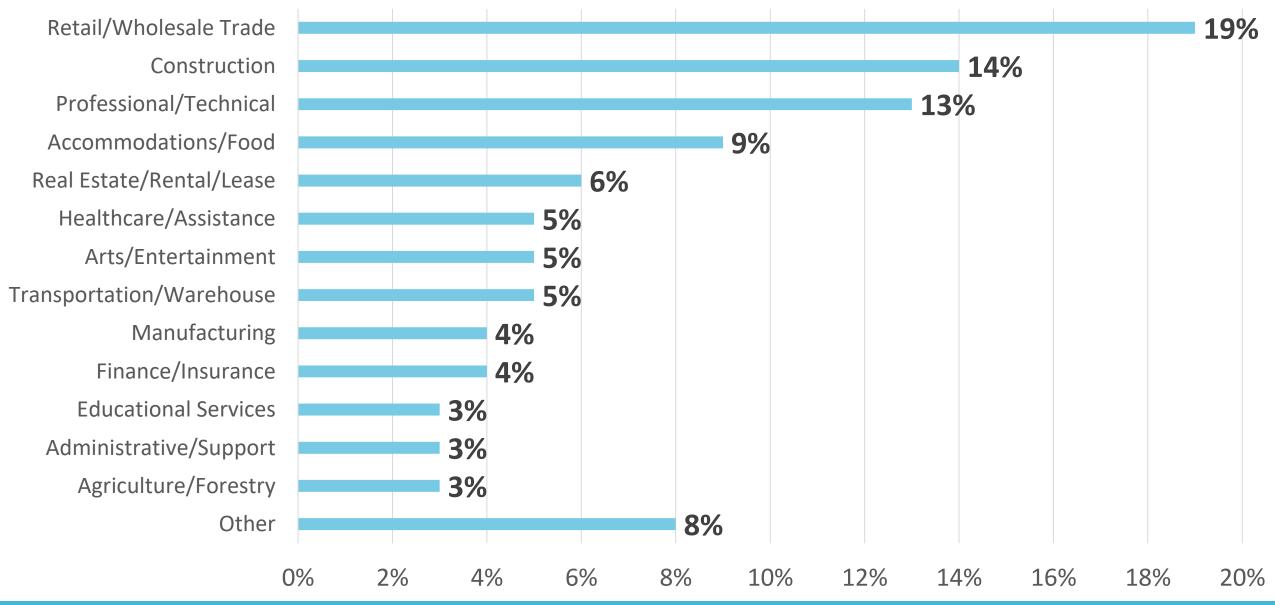
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# **Small Business Employer Profile**

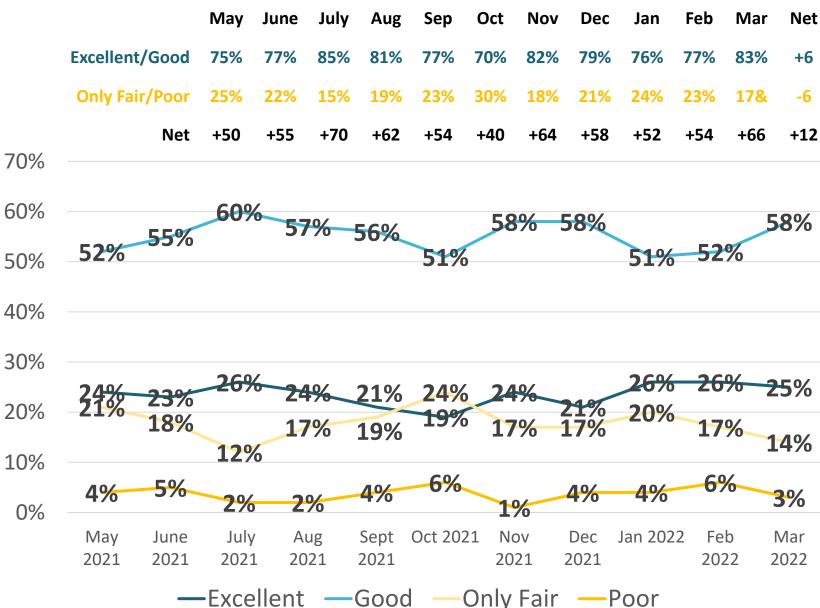


# **Small Business Employer Industry**



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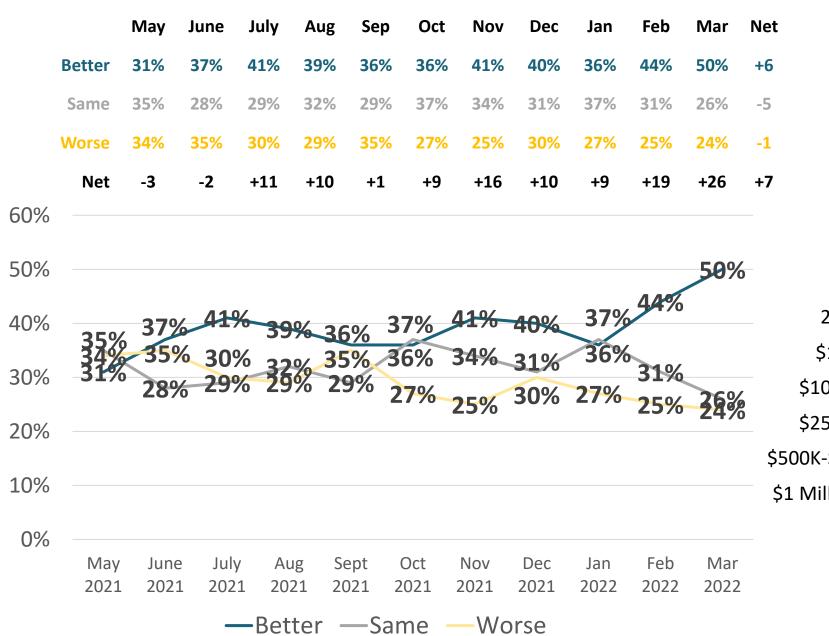
# **Current Financial Condition**



	Excel/	Fair/	
	Good	Poor	Net
Total	83	17	66
East	80	20	60
Midwest	82	19	63
South	82	18	64
West	88	12	76
2-9 Employees	81	19	62
10-19 Employees	87	13	74
20-More Employees	93	7	86
\$100K/Less Revenue	63	37	26
\$100K-\$250K Revenue	78	23	55
\$250K-\$500K Revenue	94	6	89
\$500K-\$1 Million Revenue	88	12	76
\$1 Million/More Revenue	91	9	82
Female-Owned	75	25	50
Minority-Owned	83	17	66

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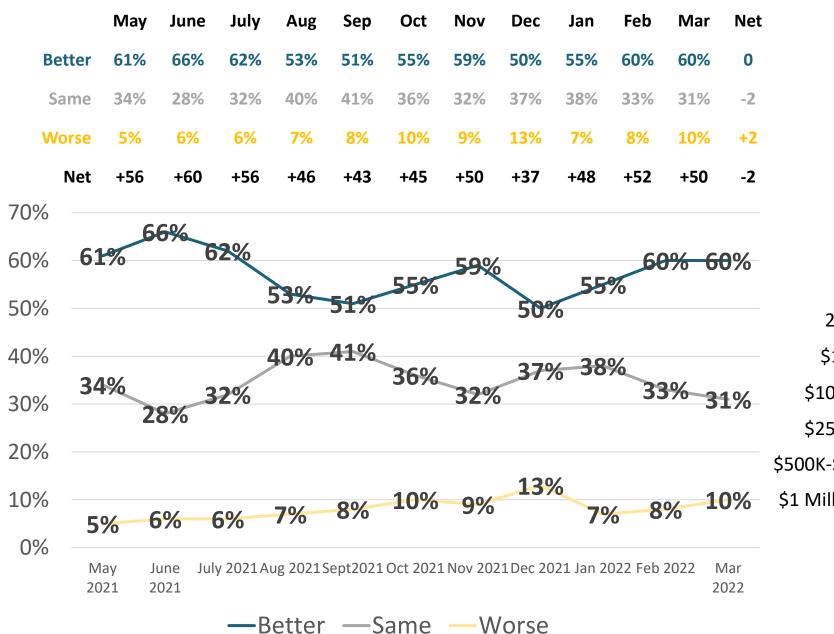
### **Financial Condition Over Last Year**



	Better	Same	Worse	Net
Total	50	26	24	26
East	57	23	20	37
Midwest	49	31	20	29
South	44	25	30	14
West	54	27	19	35
2-9 Employees	47	27	26	21
10-19 Employees	62	20	18	44
20-More Employees	62	30	8	54
\$100K/Less Revenue	33	30	37	-3
\$100K-\$250K Revenue	56	23	21	35
\$250K-\$500K Revenue	46	33	20	26
00K-\$1 Million Revenue	61	23	17	44
. Million/More Revenue	54	23	23	31
Female-Owned	41	27	33	8
Minority-Owned	64	21	16	48

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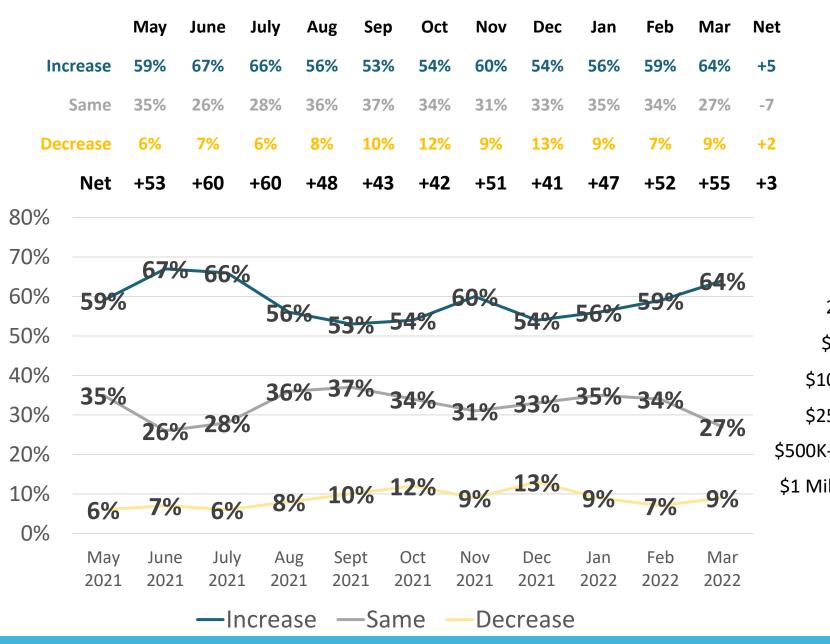
### **Financial Condition Next 3-Months**



	Better	Same	Worse	Net
Total	60	31	10	50
East	68	23	10	58
Midwest	63	29	9	54
South	54	39	7	46
West	60	27	13	47
2-9 Employees	57	32	11	47
10-19 Employees	70	23	7	63
20-More Employees	70	27	4	66
\$100K/Less Revenue	55	39	7	48
\$100K-\$250K Revenue	58	31	11	47
\$250K-\$500K Revenue	57	38	5	52
\$500K-\$1 Million Revenue	63	23	14	49
\$1 Million/More Revenue	66	24	10	56
Female-Owned	46	48	6	40
Minority-Owned	62	33	5	57

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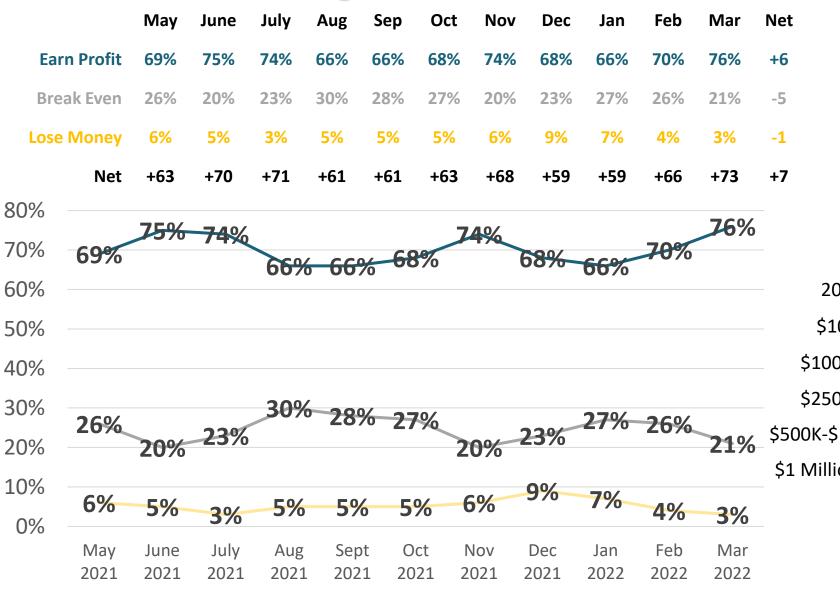
## **Sales & Revenues Next 3-Months**



	Incr.	Same	Decr.	Net
Total	64	27	9	55
East	75	18	7	68
Midwest	64	28	8	55
South	58	34	9	49
West	62	25	12	50
2-9 Employees	59	30	11	48
10-19 Employees	82	18	1	81
20-More Employees	80	17	3	77
\$100K/Less Revenue	61	31	8	53
\$100K-\$250K Revenue	53	33	15	38
\$250K-\$500K Revenue	59	38	3	56
00K-\$1 Million Revenue	70	18	12	58
Million/More Revenue	75	17	8	66
Female-Owned	51	41	8	43
Minority-Owned	73	20	7	66

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## **Profitability Next 12-Months**



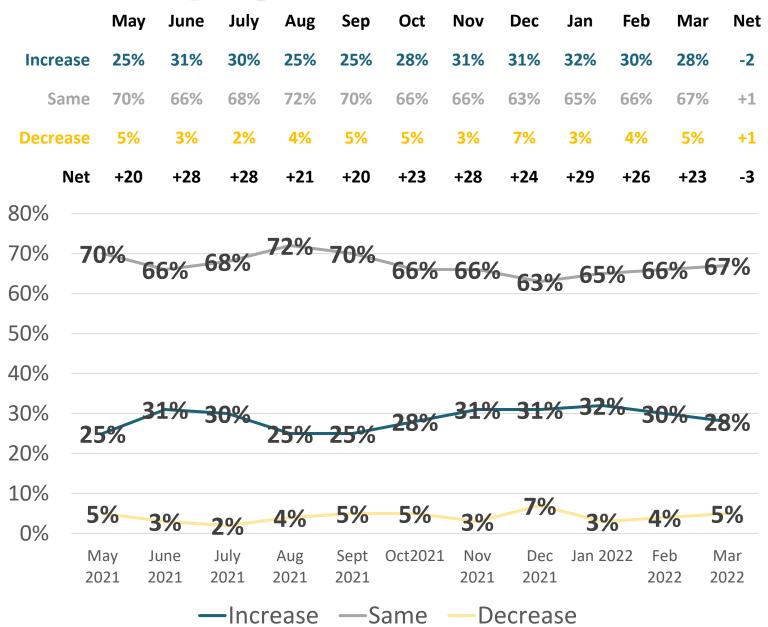
Lose Money

	Profit	Same	Lose	Net
Total	76	21	3	73
East	73	26	2	71
Midwest	69	26	5	64
South	78	19	3	76
West	81	15	4	76
2-9 Employees	76	20	4	71
10-19 Employees	77	23	0	76
20-More Employees	76	24	-	76
\$100K/Less Revenue	60	32	8	51
\$100K-\$250K Revenue	80	19	2	78
\$250K-\$500K Revenue	84	16	-	84
00K-\$1 Million Revenue	74	20	6	68
Million/More Revenue	81	17	2	79
Female-Owned	68	26	6	63
Minority-Owned	78	20	2	77

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—Earn Profit —Break Even

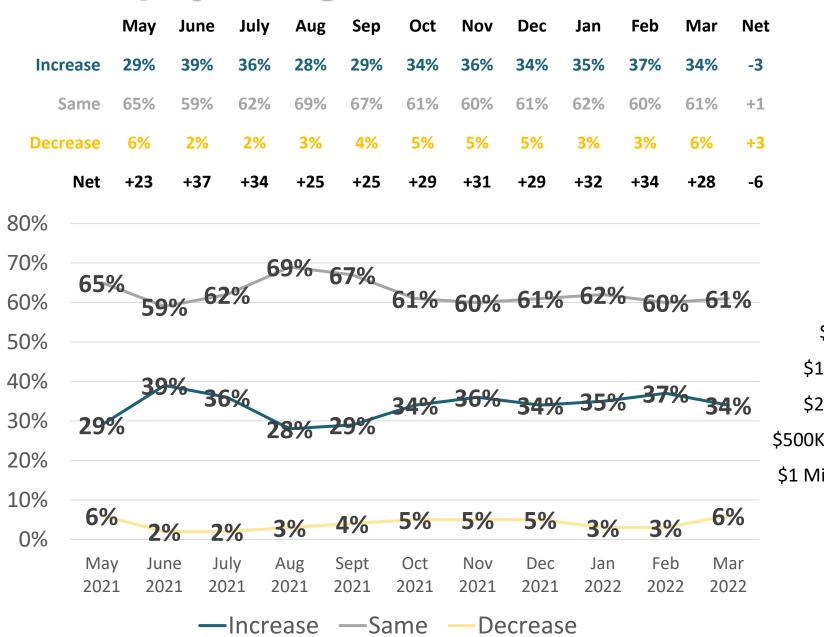
## **Employment Next 3-Months**



	Incr.	Same	Decr.	Net
Total	28	67	5	23
East	34	62	4	30
Midwest	19	77	5	14
South	32	63	4	28
West	24	69	7	17
2-9 Employees	21	73	6	15
10-19 Employees	53	47	-	53
20-More Employees	55	43	2	52
\$100K/Less Revenue	19	74	7	12
\$100K-\$250K Revenue	28	66	6	23
\$250K-\$500K Revenue	27	71	3	24
\$500K-\$1 Million Revenue	28	65	7	21
\$1 Million/More Revenue	37	61	2	34
Female-Owned	26	66	8	18
Minority-Owned	40	54	6	34

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### **Employee Wages/Hours Next 3-Months**



	Incr.	Same	Decr.	Net
	men.	Jame	Deci.	Net
Total	34	61	6	28
East	32	62	7	25
Midwest	39	53	7	32
South	30	68	3	27
West	35	58	7	28
2-9 Employees	29	65	7	22
10-19 Employees	52	49	-	52
20-More Employees	51	46	3	48
\$100K/Less Revenue	28	64	9	19
\$100K-\$250K Revenue	30	63	7	23
\$250K-\$500K Revenue	38	61	1	38
00K-\$1 Million Revenue	31	61	8	23
Million/More Revenue	40	57	3	37
Female-Owned	25	67	9	16
Minority-Owned	38	54	9	29

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### **Pandemic Impact on Revenues**

		May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Net
Po	ositive	25%	25%	25%	27%	19%	24%	23%	22%	22%	26%	30%	+4
No li	mpact	27%	27%	29%	26%	23%	26%	25%	28%	27%	29%	24%	-5
Ne	gative	<b>48%</b>	48%	<b>46%</b>	47%	<mark>58%</mark>	<b>50%</b>	<mark>52%</mark>	51%	51%	44%	<b>46%</b>	+2
	Net	-23	-23	-21	-20	-39	-26	-29	-29	-29	-18	-16	+2
70%													
60%					58	8%							
50%	48%	48%	46%	<b>47</b> 9	6		50%	<b>52%</b>	51%	51%		10	20/
40%			40%		0						44%	0 40	5%
30%	27%	27%	20%	<b>27</b> 9	6		26%	350/	200/		200	36	9%
20%	25%	25%	25%	26%	2	3%	24%		28% 22%	27% 22%			1%
					Τ;	5%	2470	23/0					
10%													
0%	<b>D A</b> -			•				N.L -		1	<b>F</b> . 1		
	May 2021	June	July	Au 4 Au		ept )21	Oct	Nov	Dec	Jan	Feb	) IVI	lar

—Positive —No Impact —Negative

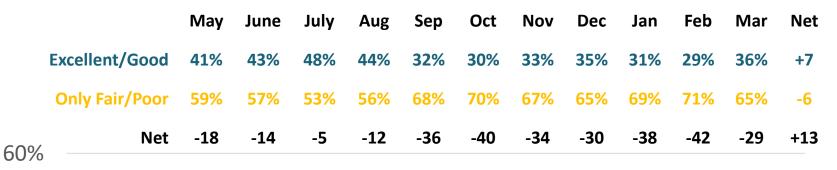
	Dec	No	Nog	Not
	Pos.	Impact	Neg.	Net
Total	30	24	46	-16
East	25	22	53	-29
Midwest	33	30	37	-3
South	27	27	46	-18
West	34	17	48	-14
2-9 Employees	28	25	47	-19
10-19 Employees	30	24	46	-15
20-More Employees	42	21	37	5
\$100K/Less Revenue	24	25	52	-28
\$100K-\$250K Revenue	24	27	49	-26
\$250K-\$500K Revenue	34	23	43	-9
\$500K-\$1 Million Revenue	34	25	42	-8
\$1 Million/More Revenue	34	22	44	-10
Female-Owned	20	27	53	-33
Minority-Owned	45	21	35	10

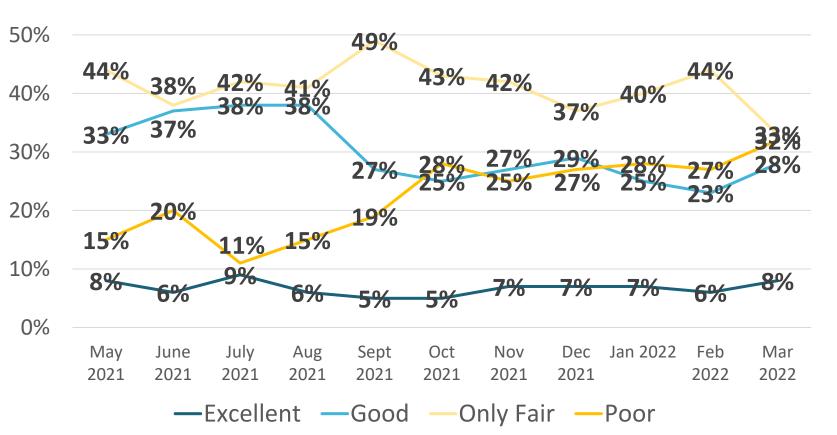
# Pandemic Recovery (if negative impact)

	Oct Total	Nov Total	Dec Total	Jan Total	Feb Total	Mar Total	East	Mid- West	South	West	2-9 Employ	10-19 Employ	20/More Employ
Already Full Recovery	6%	14%	4%	7%	15%	13%	18%	7%	12%	13%	12%	17%	19%
Recovery Next 6-Months	38%	35%	32%	28%	22%	34%	22%	31%	31%	51%	33%	40%	41%
Recovery After 6-Months	41%	33%	47%	44%	41%	37%	34%	46%	42%	26%	38%	25%	36%
May Never Fully Recover	15%	18%	18%	21%	22%	16%	27%	16%	15%	10%	18%	18%	3%

	\$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
Already Full Recovery	3%	11%	12%	25%	16%	8%	13%	22%	8%
Recovery Next 6-Months	42%	28%	27%	35%	39%	35%	35%	32%	35%
Recovery After 6-Months	29%	45%	56%	29%	26%	42%	43%	34%	38%
May Never Fully Recover	27%	16%	6%	<b>12%</b>	19%	14%	10%	<b>12%</b>	19%

# **Condition of U.S. Economy**

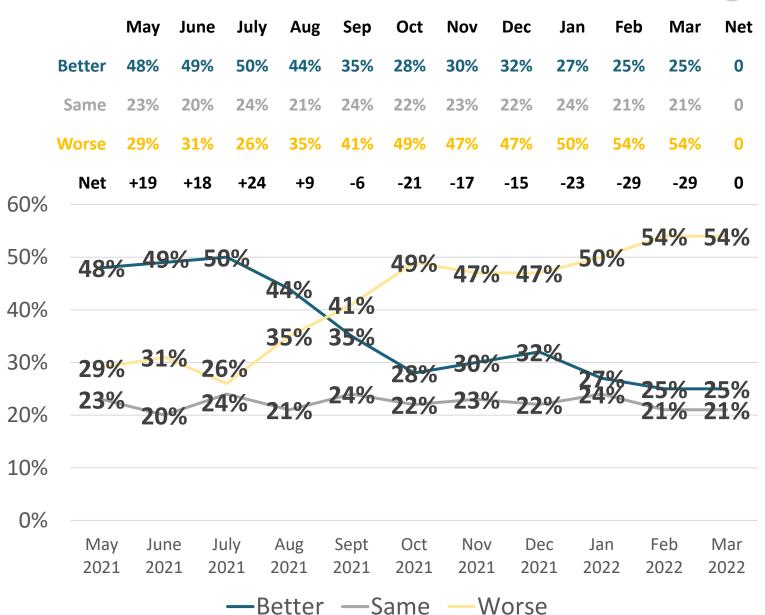




	Excel/ Good	Fair/ Poor	Net
Total	36	65	-29
East	40	60	-20
	-		-
Midwest	36	64	-29
South	31	69	-37
West	38	63	-25
2-9 Employees	32	68	-36
10-19 Employees	38	62	-25
20-More Employees	59	41	18
\$100K/Less Revenue	20	80	-61
\$100K-\$250K Revenue	30	71	-41
\$250K-\$500K Revenue	40	60	-21
\$500K-\$1 Million Revenue	47	53	-6
\$1 Million/More Revenue	41	59	-18
Female-Owned	35	65	-30
Minority-Owned	46	54	-9

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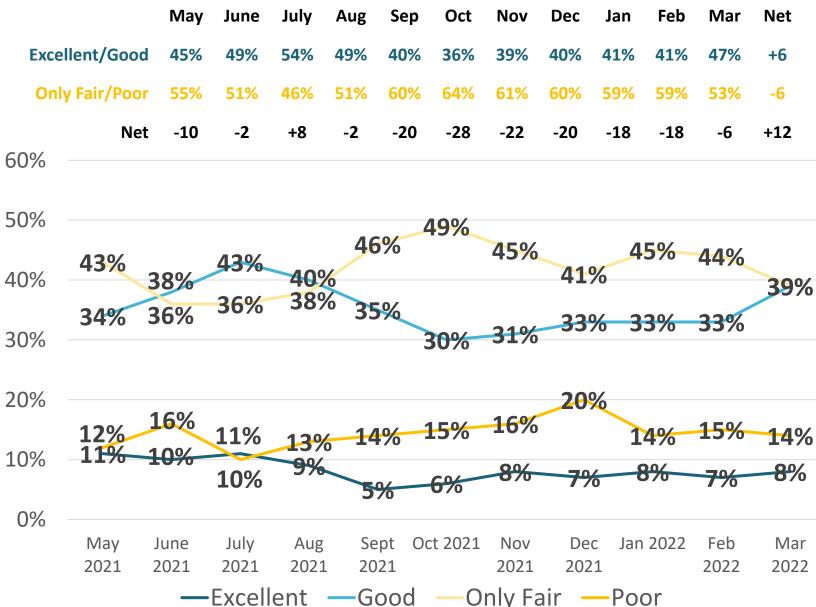
# **Direction of U.S. Economy**



	Better	Same	Worse	Net
Total	25	21	54	-29
East	27	21	52	-25
Midwest	18	26	57	-40
South	29	20	51	-23
West	26	18	57	-31
2-9 Employees	24	20	55	-31
10-19 Employees	23	16	61	-38
20-More Employees	34	29	38	-4
\$100K/Less Revenue	25	18	57	-32
\$100K-\$250K Revenue	18	17	65	-47
\$250K-\$500K Revenue	28	22	50	-22
\$500K-\$1 Million Revenue	34	22	43	-9
\$1 Million/More Revenue	22	25	53	-31
Female-Owned	32	25	43	-11
Minority-Owned	35	22	43	-7

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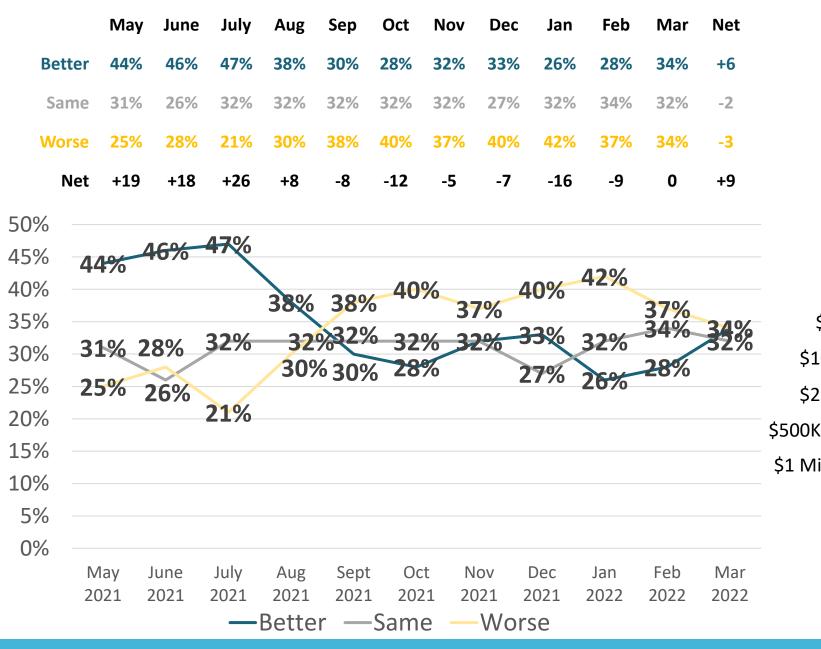
# **Climate for Small Businesses**



	Excel/ Good	Fair/ Poor	Net
Total	47	53	-6
East	49	51	-3
Midwest	50	50	0
South	43	57	-13
West	50	50	-1
2-9 Employees	45	55	-10
10-19 Employees	59	41	18
20-More Employees	54	46	8
\$100K/Less Revenue	38	62	-25
\$100K-\$250K Revenue	41	59	-19
\$250K-\$500K Revenue	50	50	0
\$500K-\$1 Million Revenue	58	43	15
\$1 Million/More Revenue	51	49	1
Female-Owned	43	57	-13
Minority-Owned	59	41	19

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### **Direction of Climate for Small Businesses**



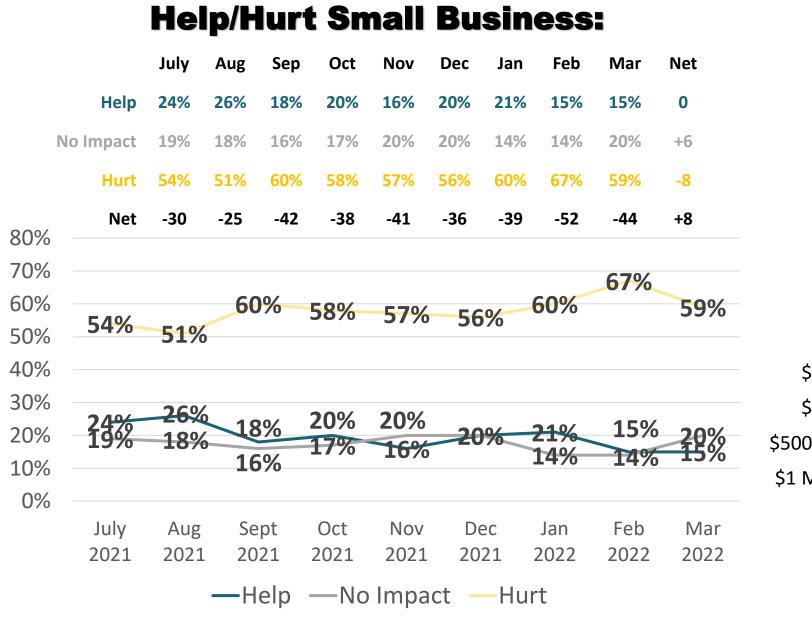
	Better	Same	Worse	Net
Total	34	32	34	0
East	45	20	36	9
Midwest	32	38	29	3
South	28	38	34	-7
West	36	28	36	0
2-9 Employees	32	33	35	-3
10-19 Employees	41	28	32	9
20-More Employees	44	27	30	14
\$100K/Less Revenue	30	31	39	-9
\$100K-\$250K Revenue	22	32	47	-25
\$250K-\$500K Revenue	32	45	23	10
\$500K-\$1 Million Revenue	53	18	29	24
\$1 Million/More Revenue	34	34	32	2
Female-Owned	32	37	31	2
Minority-Owned	40	43	17	23

#### March 2022 | JCN SBIQ Monthly Poll

## **Biggest Business Concerns (1<sup>st</sup> & 2<sup>nd</sup> Choice Combo)**

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

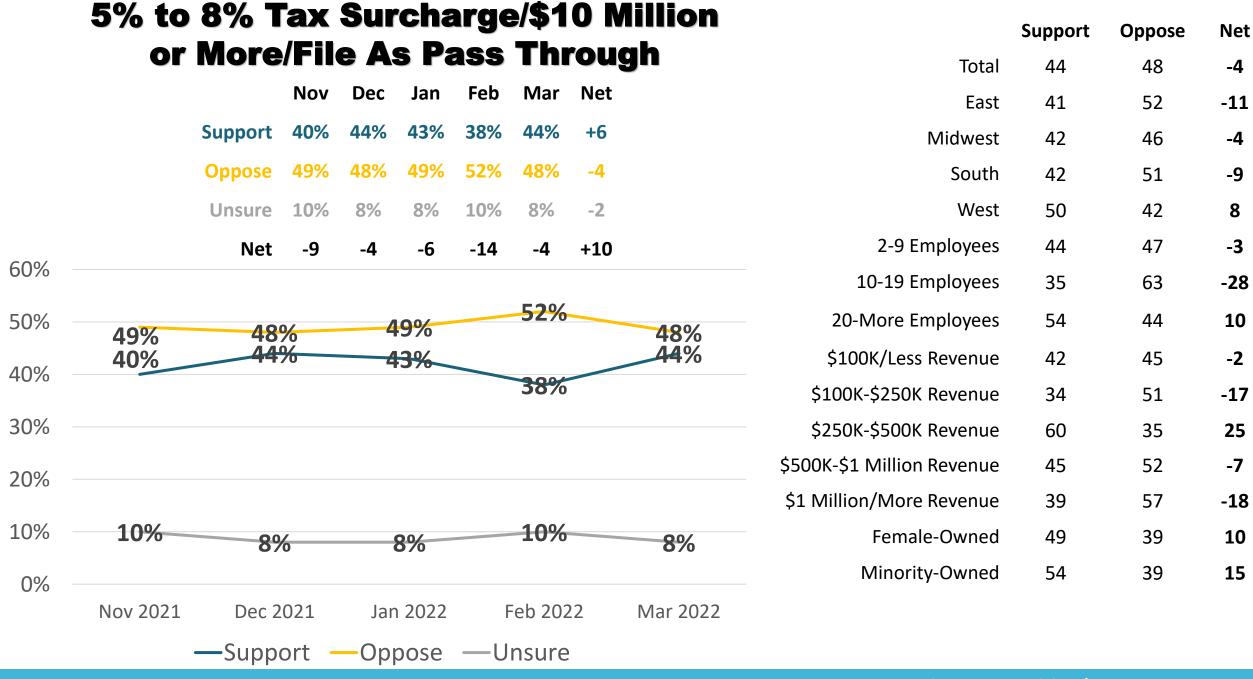
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**Biden Administration's Tax Increases** 

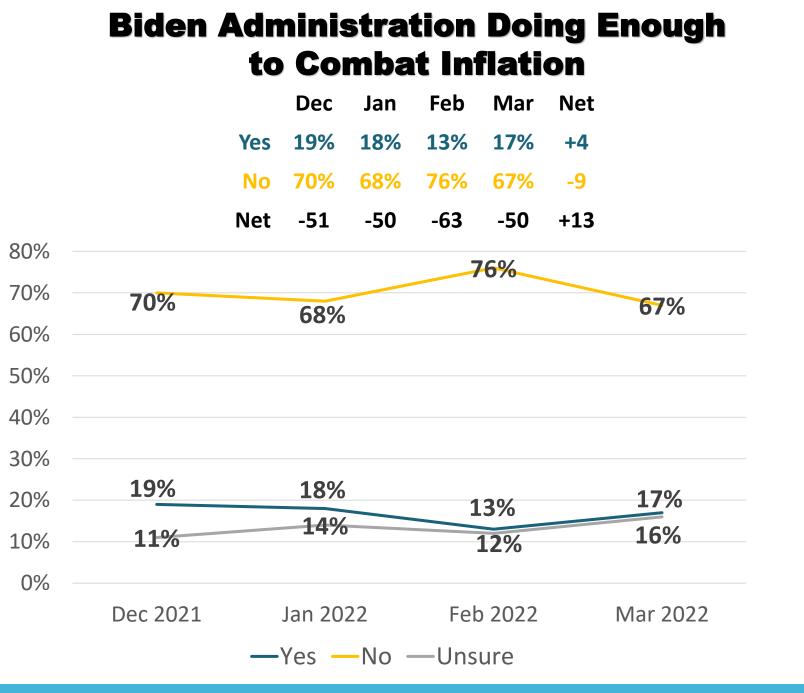
		No			
	Help	Impact	Hurt	Net	
Total	15	20	59	-44	
East	18	20	58	-40	
Midwest	10	25	55	-45	
South	16	17	63	-48	
West	18	21	58	-41	
2-9 Employees	12	22	60	-48	
10-19 Employees	16	13	71	-56	
20-More Employees	41	11	45	-4	
\$100K/Less Revenue	16	20	57	-41	
\$100K-\$250K Revenue	11	8	73	-63	
\$250K-\$500K Revenue	25	22	48	-23	
00K-\$1 Million Revenue	14	30	53	-39	
Million/More Revenue	12	21	65	-53	
Female-Owned	19	15	58	-39	
Minority-Owned	24	22	49	-25	

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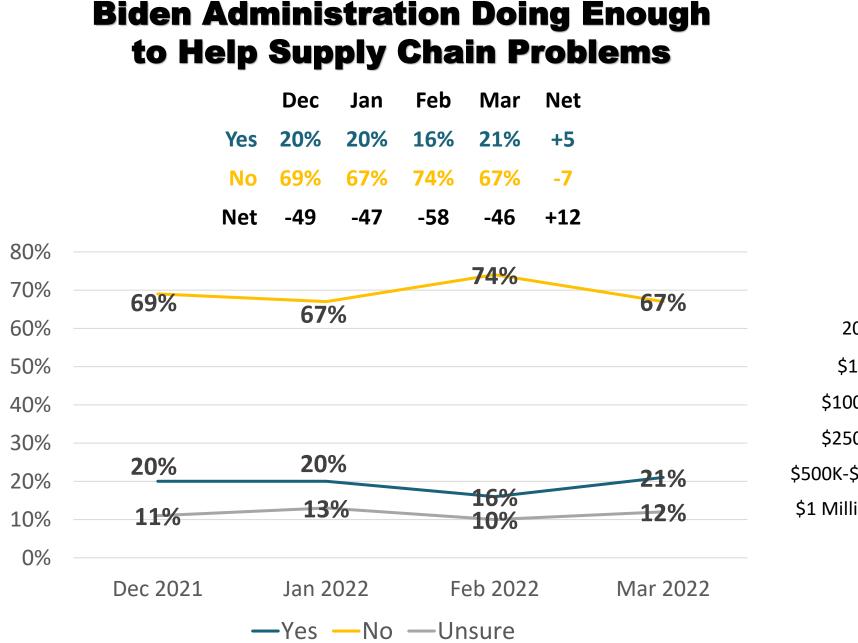


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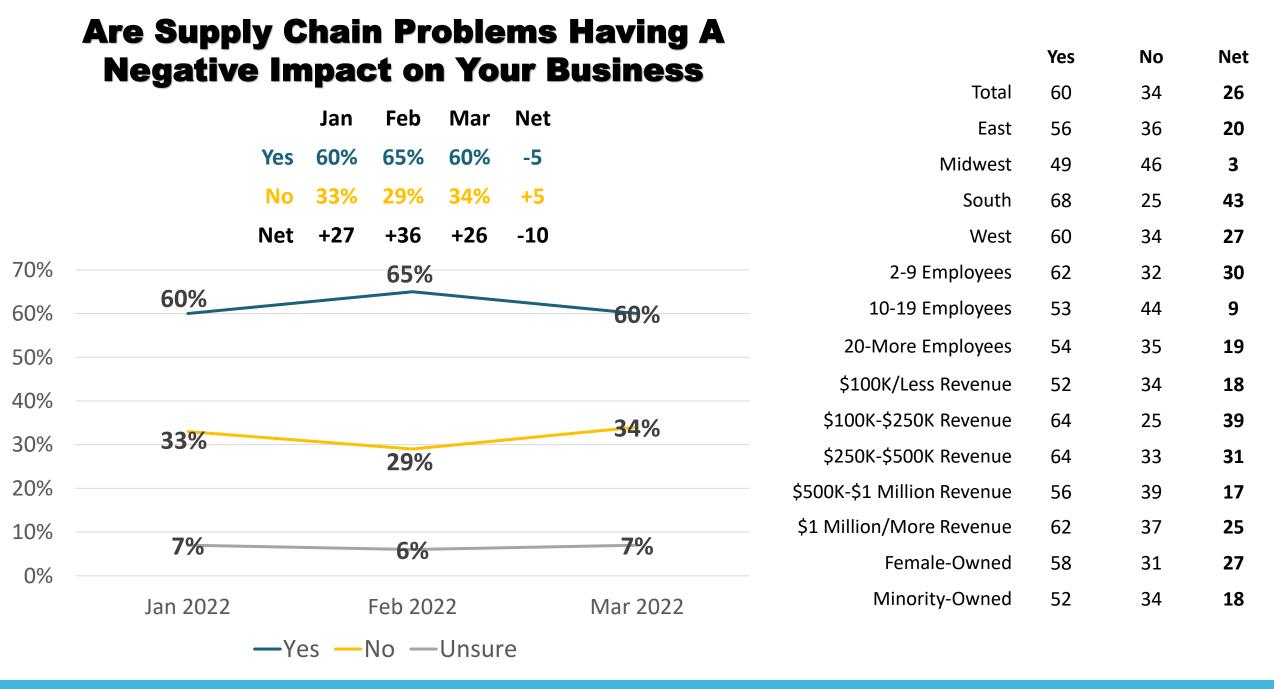
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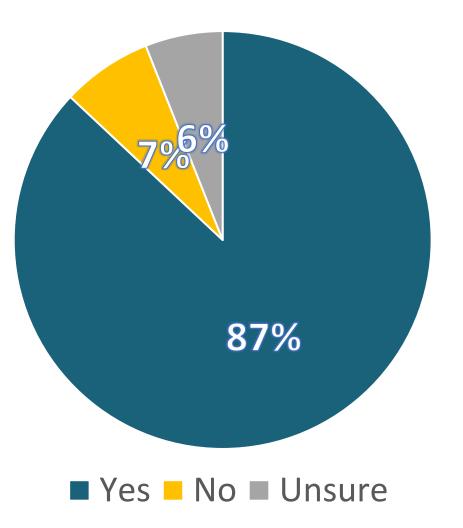
	Yes	Νο	Net
Total	17	67	-50
East	14	68	-55
Midwest	7	76	-68
South	20	68	-47
West	23	59	-37
2-9 Employees	16	69	-53
10-19 Employees	13	76	-64
20-More Employees	26	44	-19
\$100K/Less Revenue	10	79	-69
\$100K-\$250K Revenue	12	71	-59
\$250K-\$500K Revenue	27	60	-33
\$500K-\$1 Million Revenue	19	63	-44
\$1 Million/More Revenue	16	63	-46
Female-Owned	18	64	-46
Minority-Owned	25	56	-31



	Yes	No	Net
Total	21	67	-46
East	20	66	-47
Midwest	13	74	-60
South	20	67	-47
West	28	63	-35
2-9 Employees	18	69	-51
10-19 Employees	19	79	-60
20-More Employees	38	42	-4
\$100K/Less Revenue	10	79	-69
.00K-\$250K Revenue	15	75	-60
50K-\$500K Revenue	29	58	-29
2-\$1 Million Revenue	26	59	-32
illion/More Revenue	23	67	-43
Female-Owned	24	63	-39
Minority-Owned	32	59	-27

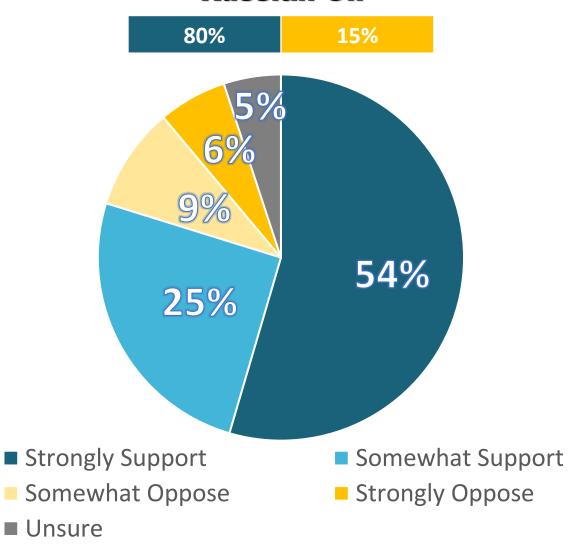


### War in Ukraine Driving Up Cost of Gas & Energy in United States



Yes	Νο	Net
87	7	80
83	8	76
89	7	82
85	7	78
91	4	87
87	6	80
82	13	69
96	3	93
87	5	82
86	8	78
82	9	73
91	8	83
90	3	87
87	4	84
82	5	76
	87 83 89 85 91 87 82 96 87 86 82 91 90 87	8778388978579148768213963875868829918903874

### Increasing Domestic Oil & Natural Gas Production – Energy Independent, Stabilize Prices, Reduce Foreign Oil, Stop Importing Russian Oil



	Support	Oppose	Net
Total	80	15	65
East	69	27	42
Midwest	82	15	67
South	86	7	79
West	79	17	61
2-9 Employees	81	14	67
10-19 Employees	86	11	74
20-More Employees	70	28	42
\$100K/Less Revenue	65	22	43
\$100K-\$250K Revenue	86	6	80
\$250K-\$500K Revenue	83	13	70
\$500K-\$1 Million Revenue	78	22	56
\$1 Million/More Revenue	86	13	73
Female-Owned	72	18	54
Minority-Owned	69	21	48

#### March 2022 | JCN SBIQ Monthly Poll

### Concern About Covid Cases Causing Government Mandates Impacting Businesses



	Concerned	Not Concerned	Net
Total	63	37	26
East	67	33	34
Midwest	64	36	28
South	63	37	26
West	61	39	21
2-9 Employees	62	38	24
10-19 Employees	64	36	28
20-More Employees	73	27	46
\$100K/Less Revenue	74	26	48
\$100K-\$250K Revenue	65	35	30
\$250K-\$500K Revenue	68	32	35
\$500K-\$1 Million Revenue	59	41	19
\$1 Million/More Revenue	52	48	4
Female-Owned	72	28	43
Minority-Owned	82	19	63

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