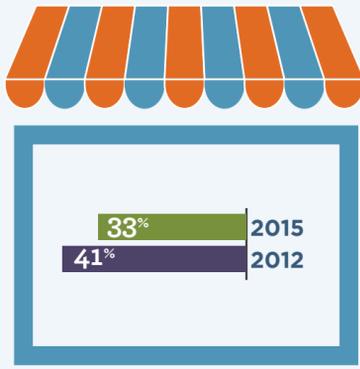


SMALL BUSINESS SUCCESS AND OPTIMISM REV UP, FOCUS ON GROWTH STALLS

Over the past few years, fewer small business owners are focused on growing their business, yet more of them feel that their business is operating successfully and say they are optimistic about the economy strengthening this year.

Owners who say their primary goal is to **GROW**



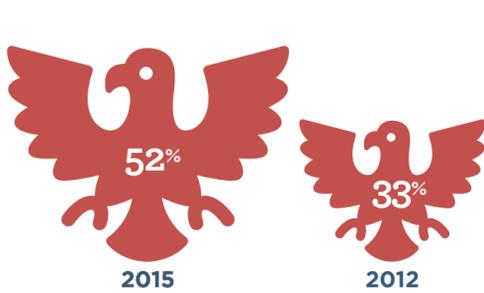
Owners who say their primary goal is to **MAINTAIN**



Feeling successful about business operations right now:

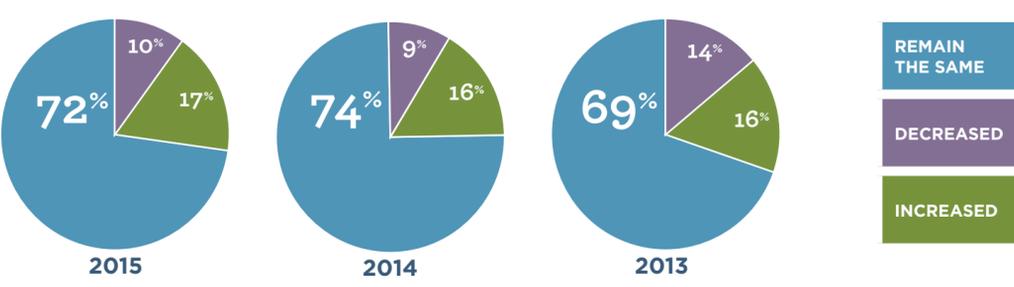


Optimistic that the national economy will improve this year:

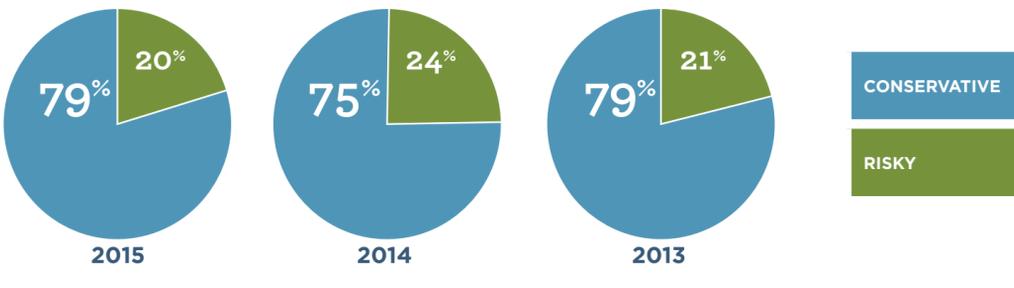


OWNERS REMAIN RISK AVERSE

The majority of small business owners continue to say the number of risks they take have remained the same over the past six months:



Overall level of risk taking:



CHARACTERISTICS OF A HIGHLY SUCCESSFUL SMALL BUSINESS OWNER

Highly successful small business owners are more likely to do the following compared to those who feel slightly or not at all successful:



Rate their overall level of risk as "risky:"

27%
extremely/very successful

14%
slightly/not at all successful



Cite better guidance from professional sources as a major contributor to success:

25%
extremely/very successful

8%
slightly/not at all successful



Say having a better pool of qualified talent is a major contributor to success:

38%
extremely/very successful

18%
slightly/not at all successful



Tap funding sources from banks in the last 12 months:

33%
extremely/very successful

15%
slightly/not at all successful



Use social media to respond to customer feedback:

37%
extremely/very successful

19%
slightly/not at all successful

SMALL BUSINESS OWNERS WANT IT "MY WAY"

Top theme songs for small business owners:



"My Way"
by Frank Sinatra,
because I am determined
and hard-working



"Don't Stop Believing"
by Journey,
because I am hopeful and
optimistic of achieving
my goals



"We are the Champions"
by Queen,
because I have persevered
and been successful

The Hartford's fifth annual Small Business Success Study is part of the company's ongoing research to better understand the current mindset of small business owners and how they view success.

For more information, visit THEHARTFORD.COM/SUCCESSSTUDY

Prepare. Protect. Prevail. With The Hartford.®

METHODOLOGY

Braun Research conducted a telephone survey among small business owners across the United States on behalf of The Hartford. A total of 2,003 interviews were completed with small business owners of for-profit businesses with fewer than 100 full-time employees who have been in business for at least one year. The study included a nationally representative sample of businesses in the United States. One owner, co-owner, principle owner or sole owner per business was interviewed. The interviews were conducted between July 7-16, 2015. The margin of error is ± 2.1 percentage points at the 95 percent confidence level.