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INSIGHTS FROM NEVADA STATE BANK'S SMALL BUSINESS SURVEY

I'm happy to announce that Nevada State Bank's 2018 Small Business Survey Report is now available online with highly targeted, statewide research on business trends, opinions, and priorities. The bank annually surveys small business owners and decision-makers throughout the state to gain valuable insights into what Nevada business people think about important issues and how they plan to deal with them. The Nevada State Bank [Small Business Survey Report](#) helps businesses follow trends and make strategic plans for the future.

This marks our fifth year of surveying small business owners and decision-makers throughout Nevada. This year's survey, conducted in January, included interviews with more than 400 Nevada business owners, operators and senior management executives in companies with annual sales ranging from \$250,000 to \$10 million. We find great value in measuring their opinions about the national and state economies and important issues that impact their businesses – from finding and hiring employees to giving back to their communities, to finding out what challenges they're facing.

This year's survey is especially encouraging. In fact, it reveals record levels of confidence in both the state and national economies. This optimism is understandable. After all, Nevada is back to being a national leader in population, economic and job growth. It's no wonder so many businesses from other parts of the country continue to set up shop in the Silver State. Of course, small business owners face their share of challenges, which are also reflected in these results.

Highlights from this year's survey include:

- More than 87 percent of respondents believe Nevada's economy is headed in the right direction – the highest level of confidence in the five-year history of this survey.
- Nearly 53 percent of Nevada small business leaders said their company revenues increased over the past year – with more than 70 percent of them expecting that trend to continue over the next 12 months.
- More than 42 percent plan to increase their employee base over the next 12 months.
- Nearly half of those surveyed approved of the state's use of tax incentives to attract new business investment, while only 15 percent opposed it.

We're happy to share these survey results with you as part of our ongoing commitment to helping Nevada businesses thrive and grow.

To download your copy of the 2018 Nevada State Bank Survey report, please visit www.nevadasmallbusiness.com/survey.

Best Regards,

A handwritten signature in black ink, appearing to read "Terry Shirey". The signature is fluid and cursive, with a large initial "T" and "S".

Terry Shirey
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