

## Obamacare, minimum wage don't scare California small biz owners

By Greg Baumann

May 6, 2014

Most California small business owners don't think Obamacare and a rise in the minimum wage will have a negative effect on their operations, indicating that fears associated with those changes aren't resulting in real harm for many.

Sixty-three percent of small business owners said the Affordable Care Act has had a neutral or positive effect on their operations, according to a survey by [California Bank & Trust](#). The survey found 72 percent of small businesses said a rise in the minimum wage wouldn't hurt their businesses.

Those results come in the context of growing optimism among California small business owners. Sixty-three percent of respondents said they expect growth to increase year over year.

"Small businesses are shrugging off these regulatory changes and environmental concerns and are quite optimistic about the future growth of their business," [Tory Nixon](#), EVP, Small Business Lending at California Bank & Trust, said in a statement.

The survey broke out its findings across a number of business topics:

**Areas of investment:** Eighty-four percent of small businesses are planning to invest more or the same amount in technology over the next 12 months.

**Hiring:** More than half of small businesses plan to hire additional employees this year. Ninety-two percent plan to hire 1-10 additional workers.

**Online presence:** Ninety-six percent of respondents have a Web site, and 60 percent use digital marketing techniques. It's worth noting that 74 percent said traditional sales will be the primary source of revenue growth.



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*clay chapman*

Tory Nixon of California Bank and Trust says the numbers look good for small business in the state.

**Social media:** Nearly 60 percent maintain a social media presence, while 34 percent are investing more in the medium.

**Succession:** Almost 90 percent of small businesses have a succession plan in place. Of those, 30 percent say they will pass on their business to a friend or family member; 16 percent said they'd sell the business to employees; 43 percent said they'd sell their business to the highest bidder.

**Financing:** Almost 35 percent of small businesses surveyed expect to need financing over the next 12 months, and 49 percent say bank loans are their primary source of funding.

**Banking:** When looking for a banker, small business people ranked competitive rates, customer service and payments and term options above industry knowledge, regional knowledge and government backing.

**International sales:** Thirty-eight percent of the small businesses polled sell into overseas markets.

<http://www.bizjournals.com/sacramento/news/2014/05/06/obamacare-minimum-wage-dont-scare-california-small.html?page=all>