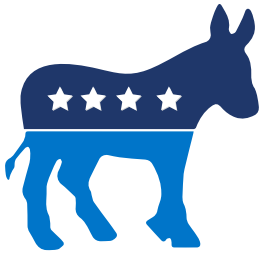


2016 ELECTION: WILL THE POLITICAL AFFILIATION OF SMALL-BUSINESS OWNERS HAVE AN IMPACT?

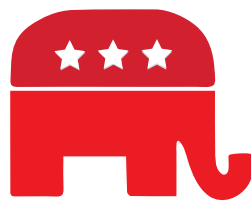
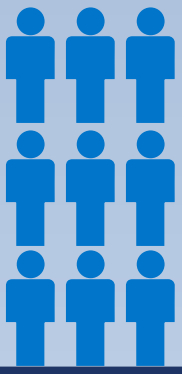
With one year remaining until the presidential election, Experian® examines small-business owners and their political affiliation

AFFILIATION



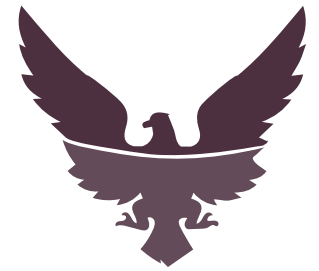
DEMOCRAT

29.4%



REPUBLICAN

34.7%



INDEPENDENT

15.8%



PERSONAL INCOME

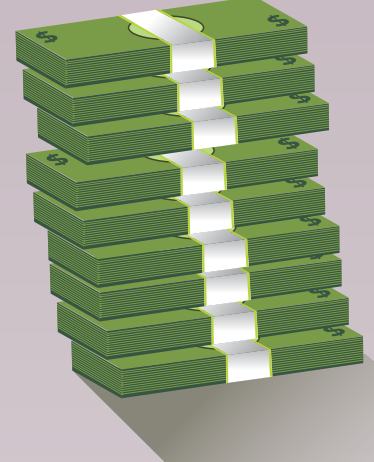
\$86,574



\$97,481



\$97,386



TOP INDUSTRIES



Eating places



Beauty shops



Business services



Single-family housing construction



Eating places



Business services



Eating places



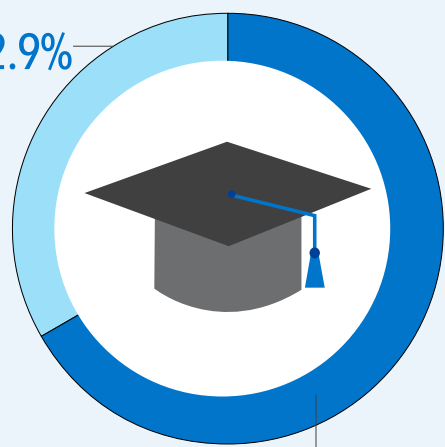
Single-family housing construction



Business services

EDUCATION

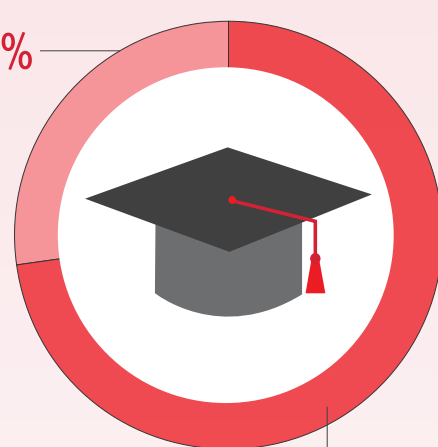
32.9%



66%

■ Some college or greater
■ High school diploma or less

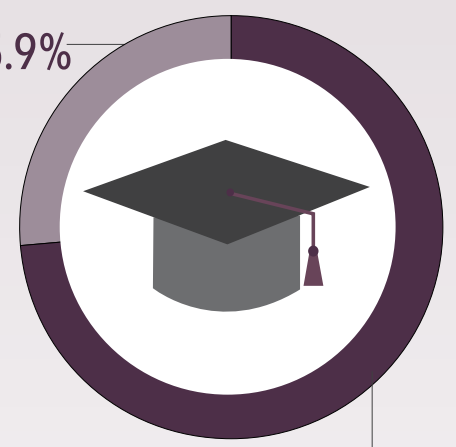
26.8%



72.3%

■ Some college or greater
■ High school diploma or less

25.9%



73.2%

■ Some college or greater
■ High school diploma or less

Want more insights on small-business owners? Visit our site: <http://bit.ly/experianbizelection16>