**Face the Facts**

Small Business California (SB-CAL) conducts an annual survey of the state’s small business executives. Questions concern California’s business climate and responses provide insight on how the state can foster a healthy business environment. Here are some of the results from 2013:

- **77%** see themselves in California in the next three years.
- **62%** say the economy should be a “top priority” for California legislators.
- **52%** don’t provide health insurance (**56%** were still contemplating whether they’d take advantage of the Affordable Care Act and the California Health Exchange). 
- **65%** haven’t been seeking additional capital for their business.

**GROWING STRONG**

Ceres Community Project, which cooks and delivers healthy meals to people experiencing cancer or another serious illness, increased its reach by **51%** in 2013.

- **59,850** meals served to **340** client families
- **$110,000** raised at year-end fund-raising drive
- **12,000+** meals served at sister project in Marin
- **15,000** service learning hours logged by teens
- **15,000** volunteer hours contributed by adults

**Movin’ on Up!**

According to an online survey of **600+** homeowners and potential buyers across the United States, home prices are going up—but there’s fear that mortgage rates might, too.

- **72%** stated home prices in their area increased from 2012 to 2013.
- Nationwide, home prices rose an average **5.4%** from 2012 to 2013 (in Sonoma County, they rose **22.9%**). 
- **74%** expect mortgage rates to be higher 12 months from now.
- **71%** of current homeowners are contemplating selling their home during the next 12 months (potential home sales would be driven largely by younger homeowners).
  - **47%** of homeowners would sell if they saw the value of their home increase.
  - **24%** would sell their home regardless of the price.
- **15%** aren’t contemplating a sale; another **15%** are undecided.

“**Innovation distinguishes between a leader and a follower.“** —Steve Jobs
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