

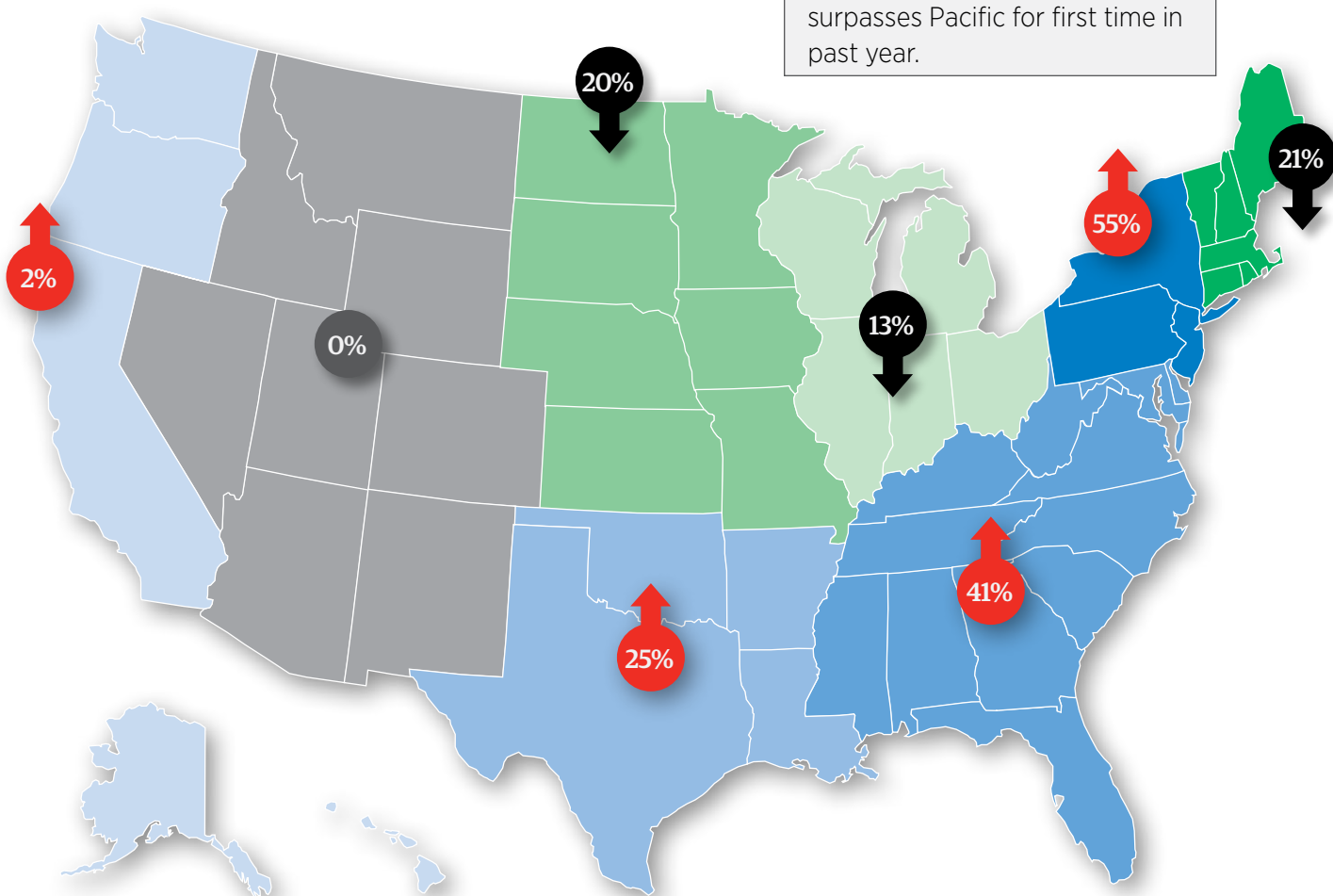
THE YEAR IN COURAGE

The ACI is designed to measure various types of courage, comparing small business owners with the overall nation. A single isolated score means nothing. Only the comparison with other scores—or changes in scores over time—sheds light on levels of courage.

BUSINESS COURAGE ACROSS THE U.S.

2015 VS. 2016

NOTABLE TREND: Mid-Atlantic surpasses Pacific for first time in past year.



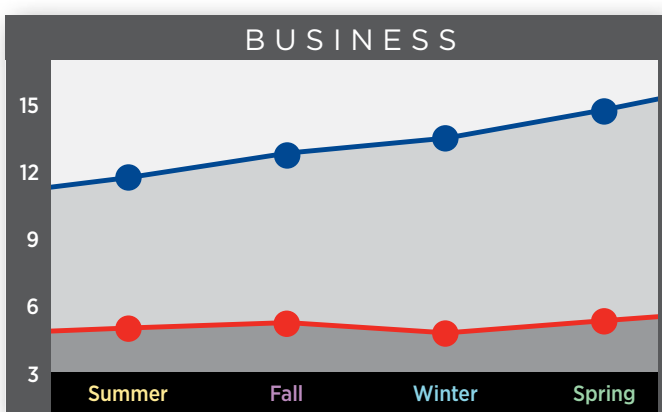
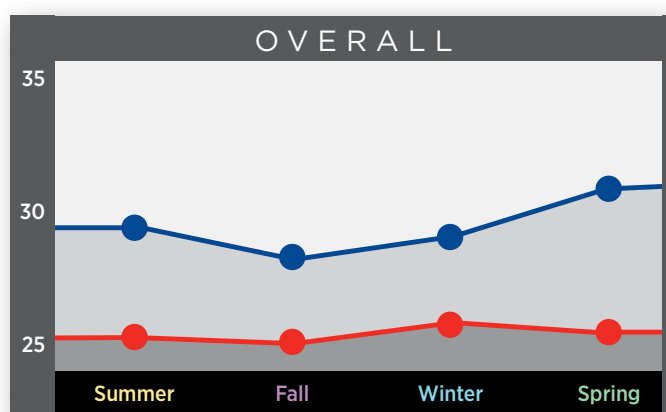
CURRENT RANKING	Region
1	Mid-Atlantic
2	Pacific
3	Southeast
4	West South Central
5	Mountain
6	East North Central
7	New England
8	West North Central



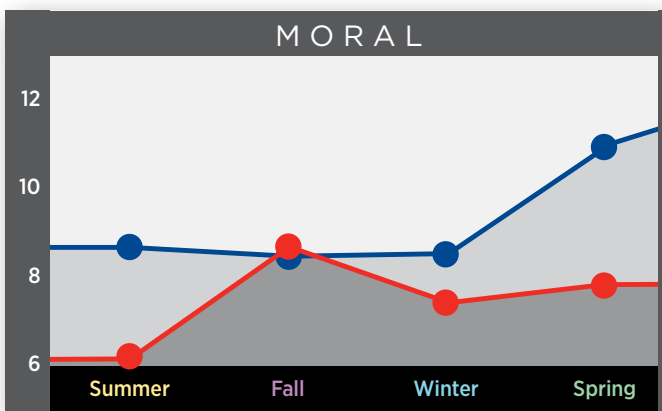
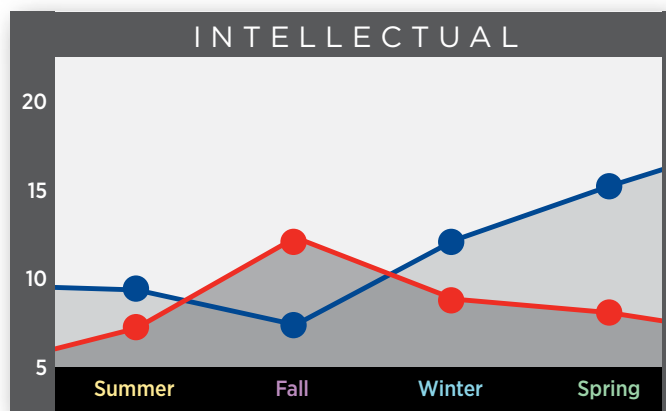
COURAGE SCORES OVER PAST YEAR

NOTABLE TREND: The Mountain region saw the biggest jump in overall courage (14%), taking it to second place, behind the Pacific region.*

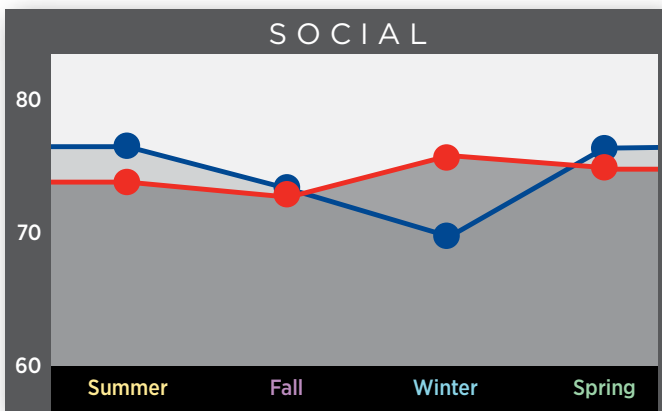
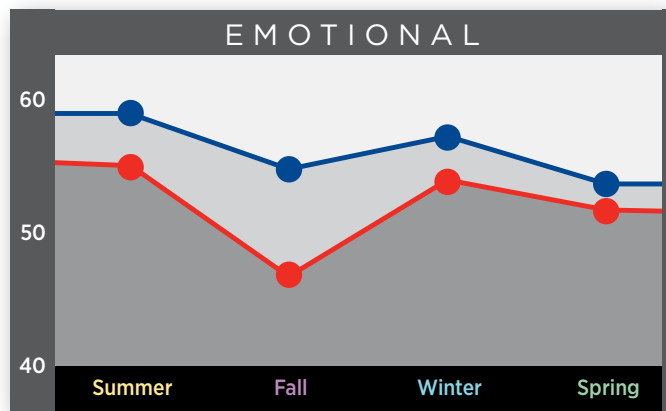
● Business owners ● Non-business owners



NOTABLE TREND: The steady rise in business courage among business owners.



NOTABLE TREND: Fall 2015 saw a significant dip in intellectual courage among business owners before rising to new highs. This pattern was reversed among non-business owners, with intellectual courage surging, then falling. Moral courage followed a similar arc to a more muted extent.



NOTABLE TREND: Fall 2015 saw a dip across the board in emotional and social courage.

*Regional overall courage measured over past three quarters.

The American Courage Index (ACI) from Hiscox, developed by Forbes Insights, is derived from a periodic survey of more than 6,000 American adults. Starting in Summer 2015, the survey has been repeated quarterly. This infographic illustrates trends in courage over the past year.

To Learn More, Please Visit encouragecourage.com

