

# U.S. Small Business Attitudinal Survey

## How many years have you been in business?

0-1 year	<b>12%</b>
1-2 years	<b>9%</b>
2-3 years	<b>7%</b>
3-4 years	<b>6%</b>
4-5 years	<b>7%</b>
5-6 years	<b>5%</b>
6-7 years	<b>4%</b>
7-8 years	<b>3%</b>
8-9 years	<b>4%</b>
10 years or more	<b>42%</b>

## How many employees do you currently have?

1	<b>27%</b>
2-4 employees	<b>31%</b>
5-9 employees	<b>17%</b>
10-19 employees	<b>11%</b>
20 or more employees	<b>13%</b>

## What industry best describes your small business?

Retail	<b>15%</b>
Restaurants	<b>2%</b>
Professional Services/ Legal & Accounting	<b>6%</b>
Agencies (PR, Marketing, Advertising)	<b>4%</b>
Independent Consultants	<b>7%</b>
Real Estate	<b>4%</b>
Religious Organizations	<b>2%</b>
Charities/ Non-Profits	<b>7%</b>
Associations	<b>2%</b>
Personal Services (Spas, Yoga Studios, Health & Fitness, Salons)	<b>7%</b>
Sports & Recreation	<b>2%</b>
Entertainment	<b>3%</b>
Travel & Tourism	<b>3%</b>
Education Services	<b>4%</b>
Technology/Web Developers	<b>4%</b>
Other	<b>28%</b>

## What is your gender?

Male	<b>46%</b>
Female	<b>54%</b>

## Where do you look when you need help with your business? *(Check all that apply)*

Peers (other small business owners)	<b>73%</b>
Trade associations	<b>39%</b>
Mentor/advisors	<b>49%</b>
Chambers of Commerce	<b>22%</b>
SCORE- Counselors to America's Small Businesses	<b>8%</b>
SBDC- Small Business Development Centers	<b>10%</b>
Online Education (webinars, online seminars)	<b>49%</b>
Business focused magazines, local/national newspapers	<b>42%</b>
Business focused TV & radio programs	<b>10%</b>
Classroom	<b>9%</b>
Books	<b>43%</b>
Other	<b>15%</b>

## Do you belong to any of the following organizations? *(Check all that apply)*

Chambers of Commerce	<b>37%</b>
SCORE- Counselors to America's Small Businesses	<b>4%</b>
SBDC- Small Business Development Centers	<b>8%</b>
None/Other	<b>51%</b>

## How do you stay up to date on developments in your industry? *(Check all that apply)*

Attend tradeshows/ conferences	<b>61%</b>
Read industry-specific publications	<b>73%</b>
Follow mainstream media (TV, radio, newspapers)	<b>38%</b>
Through online resources (news sources, blogs, community groups, discussion boards, online experts)	<b>75%</b>
Through my personal network (friends, colleagues, associates)	<b>78%</b>
Through vendors	<b>43%</b>
Other	<b>6%</b>

**What is the biggest challenge you have in running your small business?**

*(Check all that apply)*

Effectively reaching my audience with limited marketing resources	<b>71%</b>
Finding and keeping good employees	<b>16%</b>
Cost of doing business (overhead, working capital)	<b>45%</b>
Keeping up with new technologies	<b>22%</b>
Having enough time to dedicate to my business and family	<b>37%</b>
Staying knowledgeable about my competition	<b>24%</b>
Other	<b>8%</b>

**In which areas of your business do you need the most help?** *(Check all that apply)*

Accounting/finance	<b>23%</b>
Marketing	<b>62%</b>
Customer service	<b>10%</b>
Sales/ new business	<b>51%</b>
Technology	<b>16%</b>
Human resources (benefits, insurance)	<b>8%</b>
Legal	<b>7%</b>
Manufacturing/ production/ supply	<b>4%</b>
Growing planning/ business growth	<b>41%</b>
Other	<b>5%</b>

**In 2009 do you expect your business to?**

Grow significantly	<b>23%</b>
Grow moderately	<b>47%</b>
Stay the same	<b>17%</b>
Contract moderately	<b>9%</b>
Contract significantly	<b>3%</b>
Close	<b>1%</b>

**If growing significantly or moderately, do you plan on hiring additional employees this year?**

Yes	<b>47%</b>
No	<b>53%</b>

**Have you taken any of the following actions in response to the current economy?**

*(Check all that apply)*

Reduce Prices	<b>26%</b>
Layoff Employees	<b>15%</b>
Reduce Employee Benefits	<b>9%</b>
Change Product/Service Offerings	<b>31%</b>
Reduce Marketing Budget	<b>29%</b>
Reduce travel & entertainment spending	<b>37%</b>
Reduce Operating Costs	<b>49%</b>
None of the Above	<b>25%</b>

**How would you rate the federal government’s support of small business?**

Very supportive	<b>3%</b>
Moderately supportive	<b>16%</b>
Neutral	<b>34%</b>
Moderately unsupportive	<b>24%</b>
Very unsupportive	<b>22%</b>

**How has your cost of doing business changed in the last 12 months?**

It has increased	<b>59%</b>
It has stayed the same	<b>32%</b>
It has decreased	<b>9%</b>

**In which areas of your business have you seen an increase in costs during the last 12 months?**

Salaries	<b>25%</b>
Employee Benefits	<b>24%</b>
Product Inventory	<b>36%</b>
Marketing	<b>49%</b>
Materials/Supplies	<b>65%</b>
Taxes	<b>44%</b>
Rent/Lease	<b>32%</b>
Travel & Entertainment	<b>26%</b>

### In which areas of your business have you seen a decrease in costs during the last 12 months?

Salaries	<b>38%</b>
Employee benefits	<b>18%</b>
Product inventory	<b>21%</b>
Marketing	<b>40%</b>
Material/ supplies	<b>39%</b>
Taxes	<b>6%</b>
Rent/ lease	<b>27%</b>
Travel & entertainment	<b>46%</b>

### Have you sought additional financing (investment or loan) in the last 12 months?

Yes, I secured funding	<b>15%</b>
Yes, I tried but failed	<b>13%</b>
No, I did not try	<b>71%</b>

### If yes and secured, where did financing come from?

Bank or financial institution	<b>69%</b>
Family or friends	<b>17%</b>
Angel or venture investors	<b>13%</b>

### If yes and failed, from where did you attempt to secure financing?

Bank or financial institution	<b>84%</b>
Family or friends	<b>16%</b>
Angel or venture investors	<b>13%</b>

**How do you currently find new customers?** *(Check all that apply)*

Word of mouth	<b>89%</b>
Telemarketing	<b>12%</b>
Print advertising	<b>37%</b>
Email marketing	<b>70%</b>
Online advertising	<b>34%</b>
Website	<b>78%</b>
Blogs	<b>25%</b>
Radio	<b>10%</b>
Public relations	<b>22%</b>
Direct mail	<b>29%</b>
Events	<b>49%</b>
Yellow pages	<b>15%</b>
Other	<b>14%</b>

**Do you conduct outbound communications with your customers on a regular basis?**

Yes	<b>74%</b>
No	<b>26%</b>

**If yes, what avenue do you use to conduct your outbound communications?**

Email Marketing	<b>97%</b>
Website	<b>68%</b>
In Person	<b>58%</b>
Phone	<b>46%</b>
Events	<b>44%</b>
Direct Mail	<b>40%</b>
Other	<b>5%</b>

**Are you using any of the following online tools to market your product or service?**

Online Tools	No plans to use / not relevant	Think I should, but haven't started	Just started using it	Use frequently
Website	<b>2%</b>	<b>8%</b>	<b>13%</b>	<b>76%</b>
Online Advertising	<b>29%</b>	<b>29%</b>	<b>17%</b>	<b>25%</b>
Email Marketing	<b>4%</b>	<b>13%</b>	<b>28%</b>	<b>56%</b>
Blogs	<b>32%</b>	<b>35%</b>	<b>16%</b>	<b>17%</b>
Twitter	<b>44%</b>	<b>29%</b>	<b>17%</b>	<b>10%</b>
Facebook	<b>30%</b>	<b>25%</b>	<b>25%</b>	<b>20%</b>
LinkedIn	<b>41%</b>	<b>24%</b>	<b>19%</b>	<b>16%</b>
MySpace	<b>66%</b>	<b>20%</b>	<b>5%</b>	<b>9%</b>
YouTube	<b>45%</b>	<b>36%</b>	<b>10%</b>	<b>8%</b>

**How do you feel you are keeping up with technology?**

On par	<b>58%</b>
Ahead of the curve	<b>13%</b>
Feeling left behind	<b>28%</b>