



National Small Business Poll

NFIB National

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2007

Small Business Poll

Media as an Information Source

NFIB National Small Business Poll

The *National Small Business Poll* is a series of regularly published survey reports based on data collected from national samples of small-business employers. Eight reports are produced annually with the initial volume published in 2001. The *Poll* is designed to address small-business-oriented topics about which little is known but interest is high. Each survey report treats different subject matter.

The survey reports in this series generally contain three sections. The first section is a brief Executive Summary outlining a small number of themes or salient points from the survey. The second is a longer, generally descriptive, exposition of results. This section is not intended to be a thorough analysis of the data collected nor to explore a group of formal hypotheses. Rather, it is intended to textually describe that which appears subsequently in tabular form. The third section consists of a single series of tables. The tables display each question posed in the survey broken-out by employee size of firm.

Current individual reports are publicly accessible on the NFIB Web site (www.nfib.com/research) without charge. Published (printed) reports can be obtained at \$15 per copy or by subscription (\$100 annually) by writing the *National Small Business Poll*, NFIB Research Foundation, 1201 "F" Street, NW, Suite 200, Washington, DC 20004. The micro-data and supporting documentation are also available for those wishing to conduct further analysis. Academic researchers using these data for public informational purposes, e.g., published articles or public presentations, and NFIB members can obtain them for \$20 per set. The charge for others is \$1,000 per set. It must be emphasized that these data sets do NOT contain information that reveals the identity of any respondent. Custom cross-tabulations will be conducted at cost only for NFIB members on a time available basis. Individuals wishing to obtain a data set(s) should write the *Poll* at the above address identifying the prospective use of the set and the specific set desired.

NFIB National
Small Business
Poll



*Media as an
Information Source*

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Executive Summary

- More small employers (26%) consider the Internet their most important source for business news and information than any other media source. Another 21 percent think that newspapers are their most important business information source. These two sources are followed by television (18%), magazines and newsletters (13%), and radio (12%).
- Twenty-seven (27) percent of small-business owners identify television as their most important source for news and information on current events and public affairs. Nearly the same proportion favors the Internet (25%) and newspapers (24%). Fourteen (14) percent rely on radio as their most important information source for current events and public affairs and another 4 percent rely on magazines and newsletters.
- Small employers think their favorite media information source is more important than networking as a source for both business and public affairs information. However, the difference is marginal for business information while substantial for public affairs information.
- Small-business owners typically use multiple sources of media information to satisfy their information needs and frequently report each as very important or important sources. Just 5 percent say they never listen to the radio; 2 percent never watch television; 7 percent never read magazines or newsletters; 11 percent never read the newspaper; and, 15 percent never use the Internet as a source of information.
- Sixty-eight (68) percent of the 83 percent of small employers who can be classified as regular listeners tune in to the radio principally in their car or truck. Their favorite radio format is split almost evenly between music and news/talk (information). However, they typically listen to music in their place of business when the radio is on.
- Eighty-seven (87) percent of small-business people can be classified as regular television viewers. Overwhelmingly, the type of information program they most frequently watch is local news. National network news is a distant second.
- Small employers do not read general business or news magazines frequently. They are far more likely to read industry-specific and locally-oriented publications than general or national publications. Magazines and newsletters are considered a substantially more valuable source for business information than for news and current events.
- Seventy-two (72) percent of small employers read newspapers regularly. The most frequently read newspapers are non-national dailies, followed by weeklies or bi-weeklies and national dailies. The local news (26%) is the most popular section in their favorite newspaper. The business section ranks third (16%) behind national and international news (18%).
- Almost half (46%) of all small-business people check the Internet regularly for news on current events and public affairs. Likewise, they often search the Internet for goods and services to purchase and for marketing and contract leads. Still, one-third (34%) rarely or never use the Internet as a source for news and/or information.

Media as an Information Source

Information and knowledge are critical components of any successful business. They create a competitive edge, serve as a path to productivity increases, stimulate the development of new products, services, and processes, and help better merge business offerings with customer needs. Much has been made recently of networks in information transfer. Networks are indeed a primary information source, but it is virtually impossible for small-business owners to ignore the daily barrage of information that comes from the nation's mass media. That omnipresence makes media a substantial source of the information that they consume. Therefore, this issue of the *National Small Business Poll* is devoted to mass Media as an Information Source.

The survey, on which this report is based, assumes that the value of an information source depends on the type of information sought. In the current context, the information sought is business-specific, as in information regarding the formation and operation of a business, and public affairs-specific, as in information focusing on public policy and/or civic affairs. As a result, the following text proceeds on these two different, but related, tracks.

Radio

Radios are ubiquitous. They are standard equipment in our vehicles; virtually every home has at least one; and, the average American spends more than 1,000 hours a year listening to a radio (*Statistical Abstract of the United States*). Two of three (68%) small-business employers listen to the radio daily and another 15 percent listen a few times a week (Q#1). Thus, 83 percent could be termed "regular listeners." Just 5 percent never tune in to the radio.

a. Radio Listeners

Most small-business employers who listen to the radio regularly, do so most often while in a vehicle. Sixty-eight (68) percent report they typically listen while riding in a car or truck (Q#1c). Another 25 percent indicate their most frequent listening occurs at work

(their place of business), and just 5 percent say they most frequently listen to the radio at home.

When small-business owners listen to the radio at work, they are most likely to listen to music. Three of four (74%) listen principally to music at their place of business while the remainder listen principally to news, information or talk radio (Q#1c1). That means about one in 10 of all small businesses have a radio regularly tuned in their business to a station featuring information.

News and talk (information) are favorite formats for a much larger share of small employers than the 10 percent who primarily listen to that format in their place of business. In fact, the most frequent favorite format among small-employer regular listeners is talk (22%) (Q#1d). Another 11 percent prefer all news and 6 percent prefer sports talk. Thus, about 39 percent of regular listeners have a preference for information in their radio programming. In contrast, 26 percent favor music. The most popular of these is country (11%), oldies (8%) and up-tempo (6%). Another 14 percent indicated "other," which is likely rock or some variant. Eleven (11) percent selected NPR (National Public Radio) as their favorite radio format. Depending on the NPR station, the format could be dominated by information or music. Totaling preferences,

roughly half of small-business owners who listen to radio regularly, regardless of location, prefer an information format while the other half prefers music.

b. Information Value of Radio

Small-employer regular radio listeners, i.e., those listening daily or a few times a week, are not necessarily listening for business purposes. Just 18 percent report that radio is a very important source for business information (Q#1a). Another 39 percent indicate that radio is an important source. Thus, almost 40 percent of all small-business people, not just regular listeners, think radio is an important source of business information while the remaining 60 percent do not.

Small-business owners attach relatively more importance to radio as a source of information for current events and public affairs than business. Twenty-seven (27) percent of regular listeners indicate that radio is a very important source of news and information on current events and public affairs and another 45 percent indicate that it is an important source (Q#1b). As a result, about half of *all* small employers think radio is an important information source for current events and public affairs while the other half do not.

Television

Small employers watch television with approximately the same frequency that they listen to the radio. (Frequency should not be confused with duration about which this survey provides no data.) Sixty-four (64) percent claim to watch television every day and another 23 percent claim to watch it a few times a week (Q#2). Eighty-seven (87) percent can then be termed “regular viewers.” Just 2 percent never watch television.

a. Television Viewers

The most frequent type of television programming small-business owners watch either at home or their place of business is local news. Fifty (50) percent of those who watch television regularly, that is to say, every day or a few times a week, watch local news every day and another 28 percent watch it a few times a week (Q#2cA). These data translate into about two-thirds of all small employers watching local news at least a few times a week. Somewhat

fewer than one in 10 small employers never watch local news.

A large number of small-business owners also watch national network news. Thirty-five (35) percent who watch television regularly maintain that they watch national network news every day (Q#2cB). Another 31 percent claim to watch a few times a week, and 14 percent say they never watch. As a result, about 57 percent of all small employers watch national network news at least a few times a week compared to 14 percent who never do.

Business cable news also has a relatively large following. Nineteen (19) percent of regular television viewers among the small-business owner population watch business cable news at least daily (Q#2cD). Another 20 percent watch a few times a week though 34 percent say they never watch. Since cable business news networks tend to focus on the financial markets and large, international companies, one could hypothesize that owners of larger, small firms are more likely to watch than owners of smaller, small firms. However, that is not the case. If anything, the opposite occurs. The lack of a relationship suggests that small-business viewers may be more interested in following their investments than obtaining business intelligence that could be directly helpful to their firms.

Many small-business owners also tune in to the morning shows, such as *Good Morning America* and the *Today* show, although 47 percent of regular small employer television viewers and a majority of all small employers never do (Q#2cF). Nineteen (19) percent of regular viewers or 16 percent of the population watch one or more morning shows every day and another 13 percent or 11 percent respectively watch a few times a week.

More watch cable talk, such as the *O'Reilly Factor* or *Hannity and Colmes*, than the morning shows, but on a less regular basis. Fourteen (14) percent of regular small employer viewers catch cable talk shows every day (Q#2cC). However, another 24 percent catch them a few times a week.

Cable television provides opportunities for some small-business owners to obtain industry-specific information that could be helpful in their business operations. For

example, the Food Network provides considerable information that business people in the hospitality industry might find useful. The same is true of certain cable channels for those in the finance industries. Traditionally, agriculture-oriented programs are shown around lunch time in rural areas. Six percent of regular viewers watch television programming relevant to their industry every day and another 15 percent watch such programs a few times a week (Q#2cF). While half of the entire small employer population never views industry-oriented television programming and another third rarely sees any, about one in six watches such programming frequently.

b. Information Value of Television

Small employers consider the information they obtain from television notably more important in their role as citizen than in their role as business owner. Twenty-nine (29) percent think television is a very important source for news and information about current events and public affairs and 40 percent more think it is an important source (Q#2b). Thus, three in five of all small employers consider television an important source for news and information about current events and public affairs while two in five do not.

Television is less important as a source for business news. Still, many more small-business people consider television an important source for business news than do not. Nineteen (19) percent of small employers say television is a very important source for business information (Q#2a). That is about three times the number who regularly watches industry-specific programming. In addition, 45 percent more small employers consider television an important source for business information. All small employers – not just those regularly watching television – assess it as an important source for business information by a 56 percent to 44 percent margin.

Magazines and Newsletters

Twenty (20) percent of small employers read magazines and/or newsletters daily (Q#3). Another 42 percent report reading them a few times a week. As a result, 62 percent are regular readers. Yet, 30 percent rarely read magazines and newsletters and 7 percent never read them.

a. Magazine and Newsletter Readers

Small employers rarely read national business or news magazines. Yet, they are more likely to read national news magazines than national business magazines.

Of the 62 percent who routinely read national magazines, the most frequently read is *Time* magazine. Seven percent of regular magazine readers, that is, those who read magazines every day or a few times a week, claim to read every issue of *Time* and another 4 percent of regular readers claim to read most issues (Q#3cH). That translates into about 7 percent of all small employers who regularly read the magazine. *Newsweek* is the second most frequently read national news or business magazine among small-business people. Ten (10) percent of regular magazine readers or 6 percent of the population report reading at least most issues of *Newsweek* (Q#3cE). U.S. *News & World Report* is the third most popular news magazine with 7 percent of regular small-employer readers or 4 percent of the population claiming to read at least most issues (Q#3cB).

The national news magazines assessed above appear weekly. Only *BusinessWeek* of the business magazines evaluated here has the same publication schedule; the remainder appear monthly. Just 2 percent of regular small employer magazine readers say they read every issue of *BusinessWeek* and another 6 percent read most issues (Q#3cG). Monthly business magazines, which require less attention compared to weekly journals, engage small employers even less. Nine percent of regular magazine readers report that they read most or all issues of *Fortune Small Business* (Q#3cF). Six percent say the same about *Entrepreneur* (Q#3cC) and *INC.* trails with just 3 percent (Q#3cA). These figures must be reduced by about one-third (more accurately 3/8's) to assess readership among the population as a whole.

The most well-known newsletter is the *Kiplinger* letter. Still, only five percent of regular readers say that they read at least most issues of the newsletter (Q#3cD).

The anemic numbers of national readership pale in comparison to readership of industry-focused and local magazines. For example, 39 percent of regular readers claim that they routinely read a commercial magazine that

focuses on their industry and another 17 percent read one often (Q#3dD). Those numbers translate into 35 percent of the small employer population who read this type of magazine at least often.

A similar type of publication is the trade association magazine. Twenty (20) percent of regular small-employer readers read a national or state trade association magazine regularly and another 11 percent read one often (Q#3dA). That means one in five small employers read at least one such magazine often or more frequently.

Local or neighborhood business organizations also have publications. One in four (25%) regular readers of business publications or 15 to 16 percent of all small employers read this type of printed material at least often (Q#3dB). Combining the publications of local and neighborhood groups and national and state trade associations, it is clear that business organizations generate a large share of the printed material that small-business owners read.

Larger cities often have a local or area business magazine. Nineteen (19) percent of small employers read them at least often (Q#3dE). Add readership of local or area business magazines to publications of local or neighborhood business organizations, eliminate the overlap in readership, and 31 percent read locally-oriented publications regularly.

Finally, about 15 percent of small employers who are regular readers of magazines and newsletters often read an investment newsletter (Q#3dC).

b. Information Value of Magazines and Newsletters

Magazines and newsletters are a far more important source for business news than they are of current events or public affairs. Twenty-two (22) percent of regular magazine or newsletter readers think magazines and newsletters are a very important source for business information (Q#3a). Another 49 percent think they are an important source. Thus, 71 percent of regular readers or 44 percent of all small-business owners consider magazines and newsletters to be an important source of business information. Their evaluation is driven by industry and area-specific publications. These publications are more important to small-busi-

ness owners because they are more focused. They typically have localized markets and industry-specific information is limited – neither of which appears frequently in national magazines.

In contrast, 18 percent say that magazines and newsletters are a very important source for information for current events and public affairs and another 40 percent think they are important (Q#3b). Translated to the population of small employers, 36 percent consider magazines and newsletters to be a very important or important source of public affairs information.

Newspapers

Forty-nine (49) percent of small-business owners read a newspaper every day (Q#4) and another 23 percent read one a few times a week. Thus, 72 percent can be termed regular newspaper readers. Just 28 percent read a newspaper rarely or never.

a. Newspaper Readers

Local newspapers are important to small employers, but national newspapers are not. Of those who read newspapers regularly, 59 percent read a daily newspaper every day (Q#4d). Another 24 percent read one a few times a week. Thus, 60 percent of all small employers often read a daily non-national newspaper. In contrast, just 13 percent of regular newspaper readers read a national newspaper, such as *USA Today* or *The Wall Street Journal*, every day (Q#4c). Another 14 percent read one a few times a week. Those numbers translate into 19 percent of the small employer population.

Smaller cities and towns – even neighborhoods and suburbs – commonly have local newspapers that publish weekly or bi-weekly. Small employers read weeklies or bi-weeklies more often than national dailies, but less often than non-national dailies. Twenty-five (25) percent of regular newspaper readers say they read on a regular basis newspapers that circulate less than daily (Q#4e). Twelve (12) percent read them often. Hence, about 27 percent of all small employers read such newspapers often or more frequently.

When specifically asked which type of newspaper is most important, 64 percent respond that non-national dailies are most important (Q#4f). Twenty-two (22) percent

say national dailies are and 13 percent identify weeklies or bi-weeklies.

The most important section of the small employer's favorite newspaper is local news. Twenty-six (26) percent favor it to all else (Q#4g). Eighteen (18) percent cite national and/or international news as their preferred section, followed by the business section at 16 percent and the sports section at 10 percent. However, 13 percent cite a combination of subject matter and another 11 percent say the entire paper is important to them.

b. Information Value of Newspapers

Small-business people consider newspapers to be more valuable as an information source than magazines and newspapers. Thirty-four (34) percent of regular, small-employer newspaper readers think newspapers are a very important source of business news and information (Q#4a). Another 41 percent think they are important. That means that more than half (54%) of all small employers regard newspapers as an important or very important source of business information.

Meanwhile, 37 percent consider newspapers to be a very important source of news and information on current events and public affairs while 45 percent consider them important (Q#4b). Those numbers translate into 59 percent of all small employers who think newspapers are an important or very important source for information about current events and public affairs.

Internet

The Internet is not traditional mass media. Still, all of the major media sources have an Internet Web site where they post the latest news and developments. Moreover, the public, including small-business owners, frequent these sites to remain current. The advantage of the Web sites, of course, is that they are as immediate as the electronic media and can carry both film clips and text.

Forty-six (46) percent of small employers use the Internet every day for news and information (Q#5). Another 20 percent use it for that purpose a few times a week. This translates into 66 percent who are regular users. Still, 19 percent claim that they rarely use the Internet for news and information and another 15 percent claim that they

never use it. Curiously, the Internet has among the lowest percentage of regular users. But, as will be reported, the Internet has the greatest percentage of small-business employers who consider it their most important information source.

a. Internet Users

Small employers are most likely to check the Internet every day for business news or information on public affairs. Fifty-one (51) percent maintain that they do (Q#5cE). Another 33 percent check it a few times a week. Thus, 57 percent of all small employers use the Internet frequently to obtain business information. Just 17 percent of regular users do not use the Internet for all intents and purposes as a news source. But even those who regularly obtain news from the Internet are not likely to visit blogs. Just 6 percent maintain that they visit blogs daily and another 10 percent do so a few times a week (Q#5d). Forty-eight (48) percent of regular users never read a blog.

The most frequent business function of the Internet for small employers is to search for products or services they might wish to purchase. Such searches could be conducted for personal as well as business reasons and are likely to be some combination of the two. Still, 24 percent use the Internet every day as customers, looking for products or services to buy (Q#5cB). Another 45 percent search a few times a week. This translates into about 43 percent of the small business population who routinely search for products and services on the Internet.

Small employers also use the Internet to search for potential customers and/or markets. Twenty-four (24) percent of regular users claim to employ the Internet for this purpose daily (Q#5cD). Twenty-five (25) percent do so a few times a week. This represents 30 percent of all small employers. The difference between the frequency of regular Internet use as customer and vendor could easily be the personal dimension alluded to previously.

A smaller number employ the Internet to investigate contracts on which they might wish to bid. The Internet has been a boon for those interested in bidding on contracts. At least superficially, the Internet opens the process and makes it easier for small-business people to discover the existence of pro-

posal requests and their requirements. Thirteen (13) percent of regular users exploit the Internet every day to investigate bid possibilities and another 13 percent exploit it a few times a week for this purpose (Q#5cC). The numbers represent about 16 percent of all small businesses.

The Internet has not caught on yet as a regular source of information for government rules and requirements. Forty-eight (48) percent of small employers who regularly use the Internet rarely use it to check for information about such regulations and another 20 percent never do (Q#5cF). Still, nearly one-third (31%) or 19 percent of the population regularly use the facility, making the Internet a useful vehicle for government to reach small-business people. Despite such assistance, government cannot depend on the Internet given its need to reach a much greater share of the population.

b. Information Value of the Internet

Fifty-three (53) percent of small employers using the Internet for news and information report that it is a very important source for business information (Q#5a). Another 34 percent say that the Internet is an important source. Fifty-seven (57) percent of the small-business owner population, therefore, think the Internet is an important or very important source for business news and information.

Small employers attribute nearly as much importance to the Internet as a source of information for current events and public affairs as they do a source of business news and information. Forty-eight (48) percent think the Internet is a very important source for news and information on current events and public affairs while another 32 percent think it is important (Q#5b). The total across all small-business people is 53 percent.

Most Important Media Sources

Twenty-six (26) percent of small employers consider the Internet the most important source for business information among the five mass media types evaluated (Q#6). Its importance is particularly prominent among the very largest (employing 20 or more people) where 37 percent term the Internet the single most important source for business news and information. Twenty-one (21) percent think the most important source for

business information is newspapers. Another 18 percent identify television as the most important source followed by magazines and newsletters (13%) and radio (12%).

Information gleaned from the media is essentially public information. Competitive advantage is more likely to accrue from private information sources. Therefore, this begs the question: is a better source of information networking or one's favorite media source? Fifty-two (52) percent think that their favorite media source offers a better source for business news and information than networking (Q#6a), while 43 percent choose networking.

Television, the Internet and newspapers virtually share the top position as the most important source for news and information on current events and public affairs. Twenty-seven (27) percent identify television, 25 percent the Internet, and 24 percent newspapers (Q#7). Another 14 percent think radio is most important and 4 percent cited magazines and newsletters.

Mass media is considerably more important to small-business owners as a source for civic information than networking. Eighty-two (82) percent of small employers say the best source for information on current events and/or public affairs is their favorite media outlet (Q#7a). Just 16 percent think they get better information on these matters by networking.

Final Comments

While the Internet appears to be emerging as a small employer's single most important source of both business information and information concerning current events and public affairs, each of the five media forms explored here has a substantial following. This is particularly true for business information. The largest number identifying a media source as the most important for business information is 26 percent (Internet) and the smallest is 12 percent (radio). It is likely that as more small-business owners use and become more comfortable with using the Internet, the proportion naming it as their most important business source will grow. The immediate question is: will that growth occur at the expense of other media forms, and if so, which? The follow-up question is: will Internet growth increase proportionate to networking, and if so, why?

The same theme generally holds true for information on current events and public affairs. Each media form has a substantial number of partisans willing to identify it as their most important source for this type of information. The exception is magazines and newsletters. Only 4 percent cite them as their most important source for information on current events and public affairs. In fact, if there is a traditional media source that appears to be becoming irrelevant to small-business owners, it is the national news (business news) magazine.

In a sense, identifying any one media source as the “most important” is misleading. It leaves the impression that small-business people use one source to the virtual exclusion of others, which simply is not true. They use all major media sources to obtain both business information and information on current events and public affairs. For example, two-thirds listen to the radio every day; almost that many watch television every day and half read a newspaper every day. Moreover, in every case a majority of those who use a source claim that it is an important or very important source for business news and current affairs.

Small employers identify different sources – and their value – with different types of information. For example, a substantially larger number of regular radio listeners cite radio as an important or very important source for information on current events and public affairs than for information on business. Regular television viewers express similar opinions. However, those who regularly read magazines offer a totally different perspective. They find magazines and newsletters much more likely to offer valuable business information, primarily due to industry-specific publications, than information on current events and public affairs. To an unknown extent, therefore, media form (source) is associated with media content.

Small-business owners are greatly attracted to local information. This point is best illustrated by the appeal of local magazines, bulletins and newsletters in contrast to national business magazines. The same point can be made by noting that their favorite television information programming and newspaper section is local news. As media outlets increasingly consolidate to

reduce costs, the ability to produce local news becomes more difficult. Similarly, the Internet struggles with local presence despite the excessive amounts of personal (the most local) information available in cyberspace. Thus, the issue becomes paying the cost to satisfy the thirst for local news. How is that going to work?

Media as an Information Source

(Please review notes at the table's end.)

Employee Size of Firm
1-9 emp 10-19 emp 20-249 emp All Firms

I. Do you listen to the radio every day, a few times a week, infrequently or never?

1. Every day	67.7%	74.4%	66.2%	68.3%
2. Few times a week	15.6	13.3	15.6	15.3
3. Infrequently	11.8	8.9	10.4	11.3
4. Never	4.9	3.3	7.8	5.0
5. (DK/Refused)	—	—	—	—

Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

Ia. For you, is radio a very important, important, not too important, or not at all important source for BUSINESS information? (If listen “Every day” or “Few times a week” in Q#1.)

1. Very important	17.7%	19.2%	14.5%	17.6%
2. Important	38.4	42.3	40.3	39.0
3. Not too important	32.1	29.5	35.5	32.1
4. Not at all important	11.5	9.0	9.7	11.0
5. (DK/Refuse)	0.4	—	—	0.3

Total	100.0%	100.0%	100.0%	100.0%
N	288	177	163	628

Ib. For you, is radio a very important, important, not too important, or not at all important source for news and information about current events and public affairs?

1. Very important	27.8%	31.6%	19.0%	27.4%
2. Important	45.9	39.2	47.6	45.3
3. Not too important	19.8	24.1	25.4	20.8
4. Not at all important	6.5	5.1	7.9	6.4
5. (DK/Refuse)	—	—	—	—

Total	100.0%	100.0%	100.0%	100.0%
N	288	177	163	628

1c. Do you most frequently listen to the radio at work, riding in a car or truck, at home or elsewhere?

1. At work	27.5%	15.0%	11.7%	24.6%
2. Riding in a car/truck	64.6	78.8	85.0	68.2
3. At home	5.5	3.8	1.7	5.0
4. Elsewhere	1.0	1.3	1.7	1.1
5. (DK/Refuse)	1.4	1.3	—	1.3
Total	100.0%	100.0%	100.0%	100.0%
N	288	177	163	628

1c1. When you listen to the radio at work, is it more likely you listen to music OR to news, information, and talk, OR don't you listen to the radio at work? (If do NOT listen most frequently at work in Q#1c.)

1. Music	76.4%	—%	—%	74.4%
2. News, information, talk	23.6	—	—	25.0
3. (DK/Refuse)	—	—	—	0.6
Total	100.0%	100.0%	100.0%	100.0%
N	82	27	19	128

1d. What is your favorite radio format? Is it?:

1. All news	9.5%	19.2%	14.5%	11.1%
2. Sports talk	5.2	6.4	9.7	5.7
3. Talk	21.8	25.6	21.0	22.1
4. Easy listening	10.1	6.4	6.5	9.3
5. Country	12.6	7.7	11.3	11.9
6. Up-tempo	5.3	5.1	8.1	5.6
7. Ethnic	0.8	—	—	0.6
8. Oldies	7.6	9.0	6.5	7.7
9. NPR	10.5	11.5	11.3	10.7
10. (Other)	15.3	7.7	9.7	13.9
11. (DK/Refused)	1.3	1.3	1.6	1.4
Total	100.0%	100.0%	100.0%	100.0%
N	288	177	163	628

Employee Size of Firm
 1-9 emp 10-19 emp 20-249 emp All Firms

2. Do you watch television every day, a few times a week, rarely or never?

1. Every day	63.3%	65.9%	64.9%	63.8%
2. Few times a week	23.3	21.6	23.4	23.1
3. Rarely	11.3	10.2	9.1	10.9
4. Never	2.1	2.3	2.6	2.1
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

2a. For you, is television a very important, important, not too important, or not at all important source for BUSINESS information? (If watch “Every day” or “Few times a week” in Q#2.)

1. Very important	19.0%	22.1%	16.2%	19.1%
2. Important	45.6	42.9	44.1	45.2
3. Not too important	27.8	28.6	39.4	28.1
4. Not at all important	7.5	6.5	10.3	7.7
5. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	305	175	178	656

2b. For you, is television a very important, important, not too important, or not at all important source for news and information about current events and public affairs?

1. Very important	29.9%	28.6%	25.0%	29.2%
2. Important	48.5	54.5	51.5	49.5
3. Not too important	16.8	14.3	19.1	16.8
4. Not at all important	4.8	2.6	4.4	4.5
5. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	305	175	178	656

2c. At home, or your place of business, do you watch _____ every day, a few times a week, rarely or never?

A. Local news

1. Every day	50.0%	49.45%	45.6%	49.5%
2. A few times a week	27.7	27.3	30.9	27.9
3. Rarely	15.0	14.3	13.2	14.8
4. Never	7.3	9.1	10.3	7.8
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	305	175	178	656

	Employee Size of Firm			
	1-9 emp	10-19 emp	20-249 emp	All Firms

B. National network news

1. Every day	36.1%	35.5%	29.4%	35.4%
2. A few times a week	31.5	30.3	29.4	31.2
3. Rarely	19.2	17.1	20.6	19.1
4. Never	13.2	17.1	20.6	14.3
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	305	175	178	656

C. Cable talk, such as the O'Reilly Factor or Hannity and Colmes

1. Every day	13.6%	15.8%	10.1%	13.5%
2. A few times a week	23.3	23.7	29.0	23.9
3. Rarely	22.3	26.3	24.6	23.0
4. Never	40.8	34.2	36.2	39.7
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	305	175	178	656

D. Business cable news

1. Every day	19.2%	16.7%	14.9%	18.5%
2. A few times a week	18.3	29.5	25.4	20.3
3. Rarely	25.8	28.2	31.3	26.6
4. Never	35.9	25.6	28.4	34.0
5. (DK/Refused)	0.7	—	—	0.6
Total	100.0%	100.0%	100.0%	100.0%
N	305	175	178	656

E. Morning shows, such as Good Morning America or the Today show

1. Every day	19.0%	18.2%	19.1%	18.9%
2. A few times a week	13.7	11.7	8.8	13.0
3. Rarely	21.4	20.8	14.7	20.7
4. Never	45.9	49.4	57.4	47.4
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	305	178	175	656

F. Programming specific to the industry of your business

1. Every day	6.8%	3.9%	5.9%	6.4%
2. A few times a week	15.9	11.7	8.8	14.7
3. Rarely	29.4	35.1	39.7	31.1
4. Never	46.3	46.8	45.6	46.2
5. (DK/Refused)	1.6	2.6	—	1.5
Total	100.0%	100.0%	100.0%	100.0%
N	305	178	175	656

3. Do you read magazines or NEWSLETTERS every day, a few times a week, rarely or never?

1. Every day	19.4%	22.5%	26.3%	20.4%
2. Few times a week	41.3	43.8	44.7	41.9
3. Rarely	31.0	28.1	26.3	30.2
4. Never	8.3	5.6	2.6	7.4
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

3a. For you, are magazines and newsletters a very important, important, not too important, or not at all important source for BUSINESS information? (If read “Every day” or “Few times a week” in Q#3.)

1. Very important	22.5%	18.6%	25.9%	22.4%
2. Important	49.0	54.2	44.4	49.1
3. Not too important	24.3	23.7	25.9	24.4
4. Not at all important	3.1	3.4	3.7	3.2
5. (DK/Refuse)	1.0	—	—	0.8
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

3b. For you, are magazines and newsletters a very important, important, not too important, or not at all important source for news and information about current events and public affairs?

1. Very important	17.3%	18.6%	20.0%	17.7%
2. Important	39.5	44.1	38.2	39.9
3. Not too important	35.1	33.9	34.5	34.9
4. Not at all important	8.1	3.4	7.3	7.5
5. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

3c. Do you read every issue, most issues, an occasional issue or never read:?

A. INC. magazine

1. Every issue	1.0%	3.4%	1.8%	1.4%
2. Most issues	1.6	3.4	—	1.6
3. An occasional issue	25.2	22.4	20.0	24.3
4. Never read	72.2	70.7	78.2	72.7
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

B. U.S. News & World Report

1. Every issue	3.9%	1.7%	1.8%	3.4%
2. Most issues	3.7	—	5.5	3.4
3. An occasional issue	40.3	39.7	36.4	39.8
4. Never read	52.1	58.6	56.4	53.3
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

C. Entrepreneur magazine

1. Every issue	3.1%	3.4%	1.8%	3.0%
2. Most issues	3.4	5.2	1.8	3.4
3. An occasional issue	23.0	27.6	27.3	24.0
4. Never read	70.5	63.8	69.1	69.6
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

D. Kiplinger newsletter

1. Every issue	1.8%	6.9%	3.6%	2.6%
2. Most issues	2.9	1.7	3.6	2.8
3. An occasional issue	17.0	12.1	18.2	16.6
4. Never read	78.3	79.3	74.5	78.0
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

	Employee Size of Firm			
	1-9 emp	10-19 emp	20-249 emp	All Firms

E. Newsweek

1. Every issue	4.2%	5.3%	5.5%	4.5%
2. Most issues	5.8	5.3	5.5	5.7
3. An occasional issue	42.9	43.9	40.0	42.7
4. Never read	47.1	45.6	49.1	47.2
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

F. Fortune Small Business

1. Every issue	2.9%	3.4%	1.9%	2.8%
2. Most issues	6.3	6.9	3.6	6.1
3. An occasional issue	41.4	39.7	40.0	41.0
4. Never read	50.8	51.7	50.9	50.9
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

G. BusinessWeek

1. Every issue	1.6%	1.7%	5.5%	2.0%
2. Most issues	6.3	6.9	3.6	6.1
3. An occasional issue	41.4	39.7	40.0	41.0
4. Never read	50.8	51.7	50.9	50.9
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

H. Time

1. Every issue	7.3%	6.8%	5.6%	7.1%
2. Most issues	3.7	5.1	7.4	4.2
3. An occasional issue	41.6	37.3	40.7	41.0
4. Never read	47.4	50.8	46.3	47.7
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

3d. Do you regularly, often, occasionally or never read:?

A. A national or state trade association magazine

1. Regularly	17.0%	36.2%	27.8%	20.4%
2. Often	10.7	8.6	14.8	10.9
3. Occasionally	30.9	22.4	31.5	30.0
4. Never	40.8	32.8	25.9	38.3
5. (DK/Refused)	0.5	—	—	0.4
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

B. A local or neighborhood business organization newsletter or bulletin

1. Regularly	14.1%	24.1%	20.0%	15.9%
2. Often	8.6	10.3	7.3	8.7
3. Occasionally	41.8	37.9	36.4	40.7
4. Never	35.5	27.6	36.4	34.7
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

C. An investment newsletter

1. Regularly	9.7%	15.5%	12.7%	10.7%
2. Often	3.7	8.6	3.6	4.2
3. Occasionally	42.1	32.8	27.3	39.4
4. Never	44.0	43.1	56.4	45.3
5. (DK/Refused)	0.5	—	—	0.4
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

D. A commercial magazine focused on your industry

1. Regularly	35.7%	51.7%	43.6%	38.5%
2. Often	17.3	13.8	20.0	17.2
3. Occasionally	28.6	27.6	25.5	28.1
4. Never	17.8	6.9	10.9	15.8
5. (DK/Refused)	0.5	—	—	0.4
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

E. A local or area business magazine

1. Regularly	9.4%	22.4%	18.2%	11.9%
2. Often	6.8	8.6	9.1	7.3
3. Occasionally	46.6	37.9	45.5	45.5
4. Never	37.2	31.0	27.3	35.4
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	211	132	141	484

4. Do you read a newspaper every day, a few times a week, rarely or never?

1. Every day	48.6%	52.8%	49.4%	49.2%
2. Few times a week	22.7	22.5	24.7	22.9
3. Rarely	17.3	15.7	19.5	17.4
4. Never	11.3	9.0	6.5	10.6
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

4a. For you, are newspapers a very important, important, not too important, or not at all important source for BUSINESS information? (If read “Every day” or “Few times a week” in Q#4.)

1. Very important	35.8%	30.3%	28.6%	34.4%
2. Important	40.9	43.9	41.1	41.3
3. Not too important	17.6	14.9	26.8	18.9
4. Not at all important	4.9	4.5	3.6	5.1
5. (DK/Refuse)	0.4	—	—	0.3
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

4b. For you, are newspapers a very important, important, not too important, or not at all important source for news and information about current events and public affairs?

1. Very important	37.9%	37.3%	33.3%	37.4%
2. Important	45.5	43.3	43.9	45.1
3. Not too important	11.6	14.9	19.3	12.8
4. Not at all important	4.9	4.5	3.5	4.7
5. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

4c. Do you read a national daily newspaper, such as *USA Today* or *The Wall Street Journal* every day, a few times a week, rarely, or never?

1. Every day	12.0%	13.6%	19.0%	12.9%
2. Few times a week	13.6	15.2	17.2	14.1
3. Rarely	38.0	39.4	31.0	37.5
4. Never	36.4	31.8	32.8	35.5
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

4d. Do you read a **DAILY newspaper that is **NOT** a national newspaper every day, a few times a week, rarely, or never?**

1. Every day	58.4%	62.1%	59.6%	58.9%
2. Few times a week	24.3	22.7	26.3	24.3
3. Rarely	9.1	10.6	8.8	9.3
4. Never	8.2	4.5	5.3	7.5
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

4e. Do you regularly, often, rarely, or never read a newspaper that circulates less frequently than daily such as weekly or bi-weekly?

1. Regularly	25.2%	26.2%	19.6%	24.7%
2. Often	12.2	12.3	10.7	12.1
3. Rarely	26.9	27.7	21.4	26.5
4. Never	35.2	33.8	48.2	36.3
5. (DK/Refused)	0.4	—	—	0.4
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

4f. Which type of newspaper is the most important to you?

1. National daily	20.3%	29.9%	25.0%	21.9%
2. Other daily	64.6	56.7	62.5	63.5
3. Weekly or bi-weekly	13.1	11.9	12.5	12.9
4. (DK/Refused)	2.0	1.5	—	1.7
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

Employee Size of Firm
 1-9 emp 10-19 emp 20-249 emp All Firms

4g. Which portion of the most important newspaper to you, do you read most thoroughly?

1. Sports	10.0%	7.6%	14.5%	10.2%
2. National/International news	18.0	19.7	16.4	18.1
3. Local news	26.5	21.2	25.5	25.8
4. Business	16.0	16.7	18.2	16.3
5. Editorials	3.8	7.6	1.8	4.0
6. Entertainment	0.7	—	—	0.5
7. Ads	0.4	—	—	0.4
8. (All)	11.1	13.6	10.9	11.4
9. (Combination)	12.7	13.6	12.7	12.8
10. (DK/Refused)	0.7	—	—	0.5
Total	100.0%	100.0%	100.0%	100.0%
N	248	148	147	543

5. Do you use the Internet for news and information every day, a few times a week, rarely or never?

1. Every day	45.8%	43.2%	53.9%	46.3%
2. Few times a week	19.2	21.6	23.7	19.9
3. Rarely	20.2	19.3	10.5	19.2
4. Never	14.8	15.9	11.8	14.6
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

5a. For you, is the Internet a very important, important, not too important, or not at all important source for BUSINESS information? (If use “Every day” or “Few times a week” in Q#5.)

1. Very important	53.1%	49.1%	55.2%	52.9%
2. Important	33.5	33.3	34.5	33.6
3. Not too important	11.2	14.0	8.6	11.3
4. Not at all important	2.2	3.5	1.7	2.3
5. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

5b. For you, is the Internet a very important, important, not too important, or not at all important source for news and information about current events and public affairs?

1. Very important	47.8%	43.9%	51.7%	47.8%
2. Important	32.0	35.1	32.8	32.4
3. Not too important	18.0	17.5	13.8	17.5
4. Not at all important	2.2	43.9	1.7	2.3
5. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

5c. Do you look on the Internet every day, a few times a week, rarely or never for information about?

A. Potential suppliers or vendors

1. Every day	18.1%	14.0%	13.6%	17.1%
2. A few times a week	39.6	38.6	35.6	39.0
3. Rarely	27.1	36.8	33.9	29.0
4. Never	15.2	10.5	16.9	14.9
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

B. Products or services you may wish to buy

1. Every day	24.0%	25.9%	25.4%	24.4%
2. A few times a week	45.3	44.8	40.7	44.8
3. Rarely	25.0	24.1	25.4	25.0
4. Never	4.7	5.2	8.5	5.1
5. (DK/Refused)	1.0	—	—	0.8
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

C. Contracts on which you might bid

1. Every day	13.2%	10.3%	13.6%	12.9%
2. A few times a week	13.2	15.5	10.2	13.1
3. Rarely	25.1	24.1	25.4	25.0
4. Never	47.1	48.3	50.8	47.6
5. (DK/Refused)	1.5	1.7	—	1.3
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

	Employee Size of Firm			
	1-9 emp	10-19 emp	20-249 emp	All Firms

D. Potential customers and/or markets

1. Every day	24.9%	17.5%	20.3%	23.6%
2. A few times a week	24.9	26.3	23.7	25.0
3. Rarely	26.4	33.3	33.9	28.0
4. Never	22.7	22.8	22.0	22.7
5. (DK/Refused)	1.0	—	—	0.8
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

E. News or public affairs

1. Every day	50.9%	50.8%	50.8%	50.9%
2. A few times a week	33.0	28.8	33.9	32.6
3. Rarely	12.0	18.6	11.9	12.7
4. Never	4.2	1.7	3.4	3.8
5. (DK/Refused)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

F. Government rules and requirements

1. Every day	11.5%	7.0%	13.6%	11.2%
2. A few times a week	18.3	26.3	27.1	20.2
3. Rarely	47.2	54.4	44.1	47.6
4. Never	22.5	12.3	15.3	20.6
5. (DK/Refused)	0.5	—	—	0.4
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

5d. Do you read blogs on the Internet every day, a few times a week, rarely, or never?

1. Every day	6.8%	1.8%	1.7%	5.7%
2. A few times a week	9.8	12.3	5.2	9.5
3. Rarely	36.4	28.1	37.9	35.7
4. Never	45.7	57.9	55.2	48.1
5. (DK/Refused)	1.2	—	—	1.0
Total	100.0%	100.0%	100.0%	100.0%
N	227	128	154	509

6. Of the following, which is your most important source of BUSINESS news and information?

1. Television	19.1%	15.6%	15.8%	18.4%
2. Internet	24.6	28.9	36.8	26.3
3. Print magazines/newsletters	12.2	18.9	15.8	13.3
4. Radio	12.9	10.0	6.6	11.9
5. Newspapers	21.6	18.9	19.7	21.1
6. (Multiple)	6.4	6.7	3.9	6.2
7. (DK/Refused)	3.1	1.1	1.3	2.8
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

6a. Do you get better BUSINESS news and information from (Response in Q#6) or do you get better BUSINESS news and information by networking with other business owners?

1. Media	51.8%	51.2%	58.3%	52.4%
2. Networking	43.1	45.1	38.9	42.9
3. (DK/Refuse)	5.1	3.6	2.8	4.7
Total	100.0%	100.0%	100.0%	100.0%
N	316	186	189	691

7. Of the following, which is your most important source of news and information about current events and public affairs?

1. Television	27.5%	25.6%	22.1%	26.8%
2. Internet	23.7	24.4	37.7	25.1
3. Print magazines/newsletters	3.3	6.7	3.9	3.8
4. Radio	14.9	12.2	7.8	13.9
5. Newspapers	23.5	23.3	23.4	23.5
6. (Multiple)	5.2	7.8	3.9	5.4
7. (DK/Refused)	1.7	—	1.3	1.5
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

7a. Do you get better news and information about current events and public affairs from (Response in Q#7) or do you get better news and information about them by networking with other business owners?

1. Media	82.6%	82.7%	79.5%	82.3%
2. Networking	16.2	14.8	19.2	16.4
3. (DK/Refuse)	1.2	2.4	1.4	1.3
Total	100.0%	100.0%	100.0%	100.0%
N	305	190	194	685

Demographics

D1. Which best describes your position in the business?

1. Owner/Manager	83.3%	78.9%	75.0%	82.0%
2. Owner, but not manager	5.1	6.7	2.6	5.0
3. Manager, but not owner	11.6	14.4	22.4	12.9
4. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D2. Is your primary business activity: (NAICs code)

1. Agriculture, forestry, fishing	9.5%	1.2%	2.6%	8.0%
2. Construction	11.3	11.6	6.6	10.9
3. Manufacturing, mining	7.9	8.1	10.5	8.2
4. Wholesale trade	5.9	7.0	6.6	6.1
5. Retail trade	14.3	18.6	15.8	14.9
6. Transportation and warehousing	2.1	5.8	2.6	2.5
7. Information	1.4	2.3	2.6	1.6
8. Finance and insurance	5.7	2.3	6.6	5.4
9. Real estate and rental/leasing	4.0	4.7	3.9	4.0
10. Professional/scientific/ technical services	11.4	11.6	9.2	11.3
11. Admin. support/waste management services	3.2	2.3	3.9	3.2
12. Educational services	—	—	—	—
13. Health care and social assistance	5.2	5.8	9.2	5.7
14. Arts, entertainment or recreation	1.9	1.2	1.3	1.8
15. Accommodations or food service	4.8	10.5	14.5	6.3
16. Other service, incl. repair, personal service	10.5	7.0	3.9	9.5
17. Other	0.8	—	—	0.6
18. (DK/Refuse)	—	—	—	—
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D3. Over the last two years, have your real volume sales:?

1. Increased by 30 percent or more	11.9%	14.6%	18.7%	12.8%
2. Increased by 20 to 29 percent	10.9	14.6	10.7	11.3
3. Increased by 10 to 19 percent	19.2	28.1	24.0	20.6
4. Increased by < 10 percent	16.3	19.1	22.7	17.2
5. Decreased by < 10 percent	11.7	4.5	8.0	10.6
6. Decreased by more than 10 percent	16.2	12.4	8.0	15.0
7. (DK/Refuse)	13.8	6.8	8.0	12.5
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D4. Is this business operated primarily from the home, including any associated structures such as a garage or a barn?

1. Yes	31.3%	7.9%	5.2%	26.1%
2. No	67.3	92.1	93.5	72.6
3. (DK/Refuse)	1.4	—	1.3	1.3
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D5. How long have you operated this business?

1. < 6 years	27.2%	17.0%	19.7%	25.3%
2. 6 – 10 years	17.6	17.0	22.4	18.0
3. 11 – 20 years	26.4	36.4	23.7	27.2
4. 21 – 30 years	14.8	17.0	18.4	15.4
5. 31+ years	12.4	11.4	13.2	12.4
6. (DK/Refuse)	1.6	1.1	2.6	1.6
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D6. What is your highest level of formal education?

1. < H.S.	2.1%	2.2%	—%	1.9%
2. H.S. diploma/GED	20.8	18.0	15.8	20.0
3. Some college or associate's degree	21.0	20.2	13.2	20.1
4. Vocational or technical school degree	5.1	2.2	2.6	4.5
5. College diploma	32.2	39.3	51.3	34.8
6. Advanced or professional degree	17.5	18.0	15.8	17.4
7. (DK/Refuse)	1.4	—	1.3	1.3
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

	Employee Size of Firm			
	1-9 emp	10-19 emp	20-249 emp	All Firms

D7. Please tell me your age

1. < 25 years	0.3%	1.1%	1.3%	0.5%
2. 25 – 34 years	7.6	3.3	7.9	7.2
3. 35 – 44 years	18.9	22.2	17.1	19.1
4. 45 – 54 years	28.0	34.4	32.9	29.2
5. 55 – 64 years	27.0	25.6	27.6	26.9
6. 65+ years	15.6	12.2	9.2	14.6
7. (Refuse)	2.5	1.1	3.9	2.5
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D8. What is the zip code of your business?

1. East (zips 010-219)	17.0%	19.1%	11.7%	16.7%
2. South (zips (220-427)	19.2	20.2	19.5	19.3
3. Mid-West (zips 430-567, 600-658)	28.0	34.4	32.9	29.2
4. Central (zips 570-599, 660-898)	27.0	25.6	27.6	26.9
5. West (zips 900-999)	15.6	12.2	9.2	14.6
6. (DK/Refuse)	2.5	1.1	1.3	2.3
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D9. Urbanization (Derived from zip code.)

1. Highly Urban	12.2%	9.0%	11.8%	11.8%
2. Urban	18.7	22.5	21.1	19.4
3. Fringe Urban	14.3	19.1	21.1	15.5
4. Small Cities/Towns	20.8	21.3	22.4	21.0
5. Rural	27.3	23.6	17.1	25.9
6. (Not Known)	6.7	4.5	6.6	6.4
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D10. Compared to your competitors over the last three years, do you think the overall performance of your business in terms of sales and net profits makes it a:?

1. High performer	17.0%	28.1%	32.1%	19.7%
2. Somewhat high performer	19.4	24.7	28.2	20.9
3. Moderate performer	42.3	36.0	29.5	40.3
4. Somewhat low performer	4.1	2.2	1.3	3.6
5. Low performer	10.2	4.5	3.8	8.9
6. (Haven't been in business three years)	1.0	—	1.3	0.9
7. (DK/Refuse)	6.0	4.4	3.9	5.6
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

D11. Sex

1. Male	80.8%	87.6%	84.4%	81.9%
2. Female	19.2	12.4	15.6	18.1
Total	100.0%	100.0%	100.0%	100.0%
N	351	202	200	753

Table Notes

1. All percentages appearing are based on **weighted** data.
2. All "Ns" appearing are based on **unweighted** data.
3. Data are not presented where there are fewer than 50 unweighted cases.
4. ()s around an answer indicate a volunteered response.

WARNING – When reviewing the table, care should be taken to distinguish between the percentage of the population and the percentage of those asked a particular question. Not every respondent was asked every question. All percentages appearing on the table use the number asked the question as the denominator.

Data Collection Methods

The data for this survey report were collected for the NFIB Research Foundation by the executive interviewing group of The Gallup Organization. The interviews for this edition of the *Poll* were conducted between December 11, 2007 – January 9, 2008 from a sample of small employers. “Small employer” was defined for purposes of this survey as a business owner employing no fewer than one individual in addition to the owner(s) and no more than 249.

The sampling frame used for the survey was drawn at the Foundation’s direction from the files of the Dun & Bradstreet Corporation, an imperfect file but the best currently available for public use. A random stratified sample design is typically employed to compensate for the highly

skewed distribution of small-business owners by employee size of firm (Table A1). Almost 60 percent of employers in the United States employ just one to four people meaning that a random sample would yield comparatively few larger small employers to interview. Since size within the small-business population is often an important differentiating variable, it is important that an adequate number of interviews be conducted among those employing more than 10 people. The interview quotas established to achieve these added interviews from larger, small-business owners are arbitrary but adequate to allow independent examination of the 10-19 and 20-249 employee size classes as well as the 1-9 employee size group.

Table A1

Sample Composition Under Varying Scenarios

Employee Size of Firm	Expected from Random Sample*		Obtained from Stratified Random Sample			
	Interviews Expected	Percent Distribution	Interview Quotas	Percent Distribution	Completed Interviews	Percent Distribution
1-9	593	79	350	47	351	46
10-19	82	11	200	27	202	27
20-249	75	10	200	27	200	27
All Firms	750	100	750	101	753	100

* Sample universe developed from the Bureau of the Census (2002 data) and published by the Office of Advocacy at the Small Business Administration.

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