



Brother Survey

Demographic Report

501 Small Business Owners

January 2011

Brother Survey
Wakefield Research
January 2011

1. Thinking about the current economic climate, which of the following is a better strategy - investing in your business now so that you can gain advantage over competitors, or stockpiling cash reserves to help guarantee that you can survive any economic downturn?

	# of Full-Time Emp. At Company			Title				Industry Category					Home Based Business		Years In Operation			Annual Sales Revenue			
	1 to 4	5 to 19	20 to 99	Ownr/Prnc	Chr-man/Exec	All Othrs	Manf/Prdtn	Trns/Comm	Whlsl/Retail	Fin Serv	Other Serv.	Yes	No	1-10	11-29	30 or More	LT \$250K	\$250K-\$750K	\$750K-\$2M	\$2M+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*
Stockpiling cash reserves to help guarantee that you can survive any economic downturn	257	137	81	39	135	82	40	46	55	48	50	58	75	177	62	104	84	83	49	53	47
	51%	52%	54%	44%	54%	49%	48%	49%	57%	45%	56%	50%	53%	50%	46%	50%	58%	58%	47%	52%	52%
Investing in your business now so that you can gain advantage over competitors	233	119	66	48	110	80	43	44	40	56	39	54	61	170	69	98	61	55	52	48	43
	47%	45%	44%	54%	44%	48%	52%	47%	41%	53%	43%	47%	43%	48%	51%	47%	42%	39%	50%	47%	47%
Don't know/Refused	11	7	2	2	5	6	0	3	2	2	1	3	6	5	5	5	1	4	3	1	1
	2%	3%	1%	2%	2%	4%	0	3%	2%	2%	1%	3%	4%	1%	4%	2%	1%	3%	3%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base

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2. Which of the following BEST describes how you've been feeling in reaction to the current economic climate?

	# of Full-Time Emp. At Company				Title				Industry Category					Home Based Business		Years In Operation			Annual Sales Revenue			
	1	5	20	99	Prnc	Chr- man/ Exec	All Othrs	Manf/ Cnst/ Prdtn	Trns/ Comm.	Whlsl/ Retail	Fin cial Other	Yes	No	1-	11-	30 or More	LT	\$250K-	\$750K-	\$2M-	\$2M+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*	
My stress level is at its highest ever	86 17%	40 15%	29 19%	17 19%	45 18%	32 19%	9 11%	20 22%	22 23%	18 17%	13 14%	13 11%	24 17%	60 17%	21 15%	36 17%	26 18%	25 18%	17 16%	22 22%	17 19%	
My stress level is higher than usual	175 35%	85 32%	59 40%	31 35%	75 30%	68 40%	32 39%	32 34%	31 32%	36 34%	35 39%	41 36%	40 28%	133 38%	51 38%	69 33%	53 36%	46 32%	38 37%	38 37%	33 36%	
Your stress level is about the same as usual	181 36%	101 38%	49 33%	31 35%	97 39%	50 30%	34 41%	22 24%	38 39%	41 39%	30 33%	50 43%	55 39%	126 36%	50 37%	76 37%	52 36%	51 36%	39 38%	33 32%	31 34%	
My stress level is lower than usual	28 6%	14 5%	6 4%	8 9%	12 5%	11 7%	5 6%	6 6%	5 5%	7 7%	4 4%	6 5%	9 6%	18 5%	10 7%	10 5%	6 4%	9 6%	6 6%	5 5%	5 5%	
My stress level is at its lowest ever	15 3%	10 4%	4 3%	1 1%	11 4%	4 2%	0 0%	7 8%	0 I	2 2%	3 3%	3 3%	9 6%	6 2%	2 1%	9 4%	4 3%	7 5%	2 2%	0 0%	4 4%	
I am not feeling any significant stress (Vol.)	15 3%	12 5%	2 1%	1 1%	9 4%	3 2%	3 4%	6 6%	1 I	2 2%	4 4%	2 2%	5 4%	9 3%	2 1%	7 3%	5 3%	4 3%	2 2%	4 4%	1 1%	
Don't know/Refused	1 *	1 *	0 0	0 0	1 *	0 0	0 0	0 0	0 0	0 0	1 1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
Feeling any stress (Net)	485 97%	250 95%	147 99%	88 99%	240 96%	165 98%	80 96%	87 94%	96 99%	104 98%	85 94%	113 98%	137 96%	343 97%	134 99%	200 97%	141 97%	138 97%	102 98%	98 96%	90 99%	
High stress (Subnet)	261 52%	125 48%	88 59%	48 54%	120 48%	100 60%	41 49%	52 56%	53 55%	54 51%	48 53%	54 47%	64 45%	193 55%	72 53%	105 51%	79 54%	71 50%	55 53%	60 59%	50 55%	
Low stress (Subnet)	43 9%	24 9%	10 7%	9 10%	23 9%	15 9%	5 6%	13 14%	5 I	9 8%	7 8%	9 8%	18 13%	24 7%	12 9%	19 9%	10 7%	16 11%	8 8%	5 5%	9 10%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base

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3. Which of the following, if any, are benefits of being a small business?

	Title																				Industry Category				Home Based Business		Years In Operation			Annual Sales Revenue			
	# of Full-Time Emp. At Company				Chr- man/				Manf/				Fin				Business		Operation			Sales Revenue											
	1 to 4 (A)	5 to 19 (B)	20 to 99 (C)	100 to 999 (D)	Ownr/ Princ (E)	Partnr/ Exec (F)	All Othrs (G)	Manf/ Prdtn (H)	Trns/ Comm. (I)	Whlsl/ Retail (J)	cial Serv (K)	Other Serv. (L)	Yes (M)	No (N)	1-10 (O)	11-29 (P)	30 or More (Q)	LT \$250K (R)	\$250K- \$750K (S)	\$750K- \$2M (T)	\$2M+ (U)												
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*												
Ability to quickly respond to customer service issues	420 84%	220 84%	124 83%	76 85%	205 82%	145 86%	70 84%	78 84%	82 85%	93 88%L	79 88%L	88 77%	113 80%	302 86%	109 80%	177 86%	127 87%	118 83%	92 88%	84 82%	79 87%												
Ability to quickly implement executive decisions about managing my business	417 83%	216 82%	124 83%	77 87%	204 82%	145 86%	68 82%	75 81%	82 85%	88 83%	78 87%	94 82%	119 84%	293 83%	112 82%	173 84%	125 86%	116 82%	89 86%	81 79%	80 88%												
Ability to adjust pricing to market factors	351 70%	183 70%	106 71%	62 70%	179 72%	116 69%	56 67%	64 69%	66 68%	81 76%K	56 62%	84 73%	101 71%	246 70%	97 71%	143 69%	105 72%	106 75%	74 71%	70 69%	63 69%												
Ability to give senior-level attention to client work	348 69%	174 66%	109 73%	65 73%	164 66%	128 76%M	56 67%	70 75%	63 65%	75 71%	66 73%	74 64%	97 68%	246 70%	88 65%	144 70%	109 75%	96 68%	75 72%	70 69%	66 73%												
Ability to easily launch new products and services	301 60%	152 58%	89 60%	60 67%	148 59%	104 62%	49 59%	47 51%	54 56%	74 70%H	57 63%	69 60%	82 58%	215 61%	83 61%	121 58%	92 63%	92 65%	59 57%	55 54%	62 68%T												
None of these	13 3%	7 3%	6 4%	0 0%	9 4%	3 2%	1 1%	2 2%	0 0%	4 4%	1 1%	6 5%I	4 3%	9 3%	5 4%	5 2%	2 1%	4 3%	4 4%	3 3%	1 1%												
Don't know/Refused	2 *	1 *	0 0%	1 1%	1 *	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 *	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%												
Any (Net)	486 97%	255 97%	143 96%	88 99%	240 96%	164 98%	82 99%	91 98%	96 99%	102 96%	88 98%	109 95%	138 97%	342 97%	131 96%	202 98%	143 98%	138 97%	100 96%	99 97%	89 98%												

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base

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4. Which of the following, if any, are you planning to do for your business in 2011?

	# of Full-Time Emp. At Company				Title				Industry Category					Home Based Business		Years In Operation			Annual Sales Revenue			
	1 to 4	5 to 19	20 to 99	100 to 999	Owner/Prnc	Chr-man/Exec	All Othrs	Manf/Prdtn	Trns/Comm.	Whlsl/Retail	Fin Serv	Other Serv.	Yes	No	1-10	11-29	30 or More	LT	\$250K-\$750K	\$750K-\$2M	\$2M+\$2M+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*	
Use my time more efficiently	394 79%	206 78%	114 77%	74 83%	188 75%	138 82%	68 82%	71 76%	80 82%	82 77%	77 86%L	84 73%	110 77%	281 80%	107 79%	162 78%	120 82%	111 78%	84 81%	84 82%	72 79%	
Become more organized	338 67%	170 65%	99 66%	69 78%B	165 66%	113 67%	60 72%	66 71%	68 70%	72 68%	62 69%	70 61%	89 63%	245 70%	94 69%	134 65%	103 71%	96 68%	71 68%	68 67%	63 69%	
Improve training for current staff	253 50%	98 37%	93 62%B	62 70%B	98 39%	100 60%B	55 66%B	44 47%	46 47%	59 56%	50 56%	54 47%	49 35%	200 57%M	66 49%	100 48%	81 55%	50 35%	53 51%R	58 57%R	61 67%RS	
Make improvements to my company website	242 48%	117 44%	76 51%	49 55%	111 44%	85 51%	46 55%	46 49%	37 38%	50 47%	54 60%I	55 48%	54 38%	188 53%M	75 55%P	91 44%	73 50%	60 42%	59 57%R	52 51%	49 54%	
Purchase new equipment	216 43%	101 38%	68 46%	47 53%B	97 39%	86 51%B	33 40%	35 38%	53 55%HJK	37 35%	32 36%	59 51%J	62 44%	152 43%	69 51%	85 41%	59 40%	56 39%	49 47%	42 41%	46 51%	
Utilize social media to market my business	189 38%	105 40%	48 32%	36 40%	90 36%	65 39%	34 41%	31 33%	26 27%	46 43%I	44 49%HI	42 37%	44 31%	143 41%M	63 46%P	69 33%	53 36%	54 38%	49 47%U	40 39%	27 30%	
Launch a new product or service	172 34%	91 35%	43 29%	38 43%C	78 31%	59 35%	35 42%	30 32%	27 28%	49 46%H	29 32%	37 32%	42 30%	129 37%	52 38%	73 35%	44 30%	50 35%	35 34%	34 33%	33 36%	
Hire more staff	159 32%	66 25%	55 37%B	38 43%B	68 27%	65 39%B	26 31%	26 28%	33 34%	40 38%	25 28%	35 30%	35 25%	123 35%M	54 40%Q	64 31%	39 27%	32 23%	40 38%R	33 32%	35 38%R	
None of these	18 4%	14 5%D	4 3%	0 0%	11 4%	6 4%	1 1%	3 3%	3 3%	4 4%	4 4%	4 3%	6 4%	12 3%	3 2%	11 5%	3 2%	5 4%	5 5%	3 3%	2 2%	
Don't know/Refused	1 *	1 *	0 0%	0 0%	1 *	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	1 *	0 0%	1 1%	0 0%	0 0%	0 0%	
Any (Net)	482 96%	248 94%	145 97%	89 100%B	238 95%	162 96%	82 99%	90 97%	94 97%	101 95%	86 96%	111 97%	135 95%	340 97%	133 98%	195 94%	143 98%	136 96%	99 95%	99 97%	89 98%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base

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5. Which of the following do you think would be more valuable to your business right now - time or money?

	# of Full-Time Emp. At Company				Title			Industry Category					Home Based Business		Years In Operation			Annual Sales Revenue			
	1	5	20	99	Ownr/Prnc	Chr-man/Exec	All Othrs	Manf/Prdtn	Trns/Comm.	Whlsl/Retail	Fin Serv	Other Serv.	Yes	No	1-10	11-29	30 or More	LT	\$250K-\$750K	\$2M	\$2M+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*
Money	342 68%	180 68%	103 69%	59 66%	170 68%	114 68%	58 70%	67 72%	73 75%J	65 61%	63 70%	74 64%	102 72%	236 67%	101 74%Q	141 68%	92 63%	99 70%	75 72%	74 73%	58 64%
Time	149 30%	79 30%	42 28%	28 31%	76 30%	49 29%	24 29%	25 27%	22 23%	35 33%	27 30%	40 35%	39 27%	108 31%	34 25%	60 29%	52 36%	40 28%	29 28%	26 25%	29 32%
Don't know/Refused	10 2%	4 2%	4 3%	2 2%	4 2%	5 3%	1 1%	1 1%	2 2%	6 6%KL	0 0	1 1%	1 1%	8 2%	1 1%	6 3%	2 1%	3 2%	0 0	2 2%	4 4%S

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base

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6. In the PAST year, how often did productivity suffer due to office technology not working properly?

	# of Full-Time Emp. At Company				Title			Industry Category					Home Based Business		Years In Operation			Annual Sales Revenue			
	1	5	20	99	Ownr/Prtnr	Chr-man/Prs/Exec	All Othrs	Manf/Prdtn	Trns/Comm.	Whsl/Retail	Fin cial	Other Serv.	Yes	No	1-10	11-29	30 or More	LT \$250K	\$250K-\$750K	\$750K-\$2M	\$2M+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*
All the time	17	9	5	3	10	6	1	4	4	2	2	5	6	10	8	5	2	5	5	1	3
	3%	3%	3%	3%	4%	4%	1%	4%	4%	2%	2%	4%	4%	3%	6%Q	2%	1%	4%	5%	1%	3%
Some of the time	121	63	36	22	51	46	24	20	18	33	23	27	25	93	36	47	35	28	28	30	23
	24%	24%	24%	25%	20%	27%	29%	22%	19%	31%I	26%	23%	18%	26%M	26%	23%	24%	20%	27%	29%	25%
Hardly ever	249	116	80	53	117	89	43	40	50	50	54	55	65	184	60	105	83	63	53	53	51
	50%	44%	54%	60%B	47%	53%	52%	43%	52%	47%	60%H	48%	46%	52%	44%	51%	57%O	44%	51%	52%	56%
Never	112	75	26	11	72	26	14	28	25	20	11	28	46	64	32	50	26	46	18	18	14
	22%	29%CD	17%	12%	29%F	15%	17%	30%K	26%K	19%	12%	24%K	32%N	18%	24%	24%	18%	32%STU	17%	18%	15%
Don't know/Refused	2	0	2	0	0	1	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0
	* 0	0	1%	0	0	1%	1%	1%	0	1%	0	0	0	*	0	0	0	0	0	0	0
Ever (Net)	387	188	121	78	178	141	68	64	72	85	79	87	96	287	104	157	120	96	86	84	77
	77%	71%	81%B	88%B	71%	84%B	82%	69%	74%	80%	88%HI	76%	68%	82%M	76%	76%	82%	68%	83%R	82%R	85%R
											L										
All/Some of the time (Subnet)	138	72	41	25	61	52	25	24	22	35	25	32	31	103	44	52	37	33	33	31	26
	28%	27%	28%	28%	24%	31%	30%	26%	23%	33%	28%	28%	22%	29%	32%	25%	25%	23%	32%	30%	29%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base

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7. Which of the following is MORE difficult?

	# of Full-Time Emp. At Company				Title			Industry Category					Home Based Business		Years In Operation			Annual Sales Revenue			
	1 to 4	5 to 19	20 to 99	100+	Ownr/Princ	Chr-man/Exec	All Othrs	Manf/Prdtn	Trns/Comm	Whlsl/Retail	Fin cial Serv	Other Serv.	Yes	No	1-10	11-29	30 or More	LT \$250K	\$250K-\$750K	\$750K-\$2M	\$2M+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	501	263	149	89*	250	168	83*	93*	97*	106	90*	115	142	352	136	207	146	142	104	102	91*
Bringing in new clients or customers for my business	287 57%	149 57%	94 63%D	44 49%	141 56%	95 57%	51 61%	50 54%	49 51%	65 61%	57 63%	66 57%	75 53%	207 59%	91 67%P	114 55%	76 52%	81 57%	59 57%	63 62%	46 51%
Keeping up to date on how state and federal policy changes affect my business	203 41%	109 41%	51 34%	43 48%C	104 42%	69 41%	30 36%	42 45%	44 45%	38 36%	31 34%	48 42%	64 45%	139 39%	42 31%	88 43%O	69 47%O	56 39%	44 42%	39 38%	43 47%
Don't know/Refused	11 2%	5 2%	4 3%	2 2%	5 2%	4 2%	2 2%	1 1%	4 4%	3 3%	2 2%	1 1%	3 2%	6 2%	3 2%	5 2%	1 1%	5 4%	1 1%	0 0%	2 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K/L - M/N - O/P/Q - R/S/T/U
Overlap formulae used. * small base