



Brother
QuickRead Report
January 2011

METHODOLOGY

A telephone study of 501 U.S. small business owners

QUESTIONS

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

Response	%
Money	68%
Time	30%
Don't know/refused	2%

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

Response	%
Use my time more efficiently	79%
Become more organized	67%
Improve training for current staff	50%
Make improvements to my company website	48%
Purchase new equipment	43%
Utilize social media to market my business	38%
Launch a new product or service	34%
Hire more staff	32%
None of these	4%
Don't know/refused	-
QuickFacts	
Any (net)	96%

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?

Response	%
Stockpiling cash reserves to help guarantee that you can survive any economic downturn	51%*
Investing in your business now so that you can gain advantage over competitors	47%
Don't know/refused	2%

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

Response	%
Ability to quickly respond to customer service issues	84%
Ability to quickly implement executive decisions about managing my business	83%
Ability to adjust pricing to market factors	70%
Ability to give senior-level attention to client work	69%
Ability to easily launch new products and services	60%
None of these	3%
Don't know/refused	-
QuickFacts	
Any (net)	97%

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

Response	%
All the time	3%
Some of the time	24%
Hardly ever	50%
Never	22%
Don't know/refused	-
QuickFacts	
Have experienced "tech downtime"	77%

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

Response	%
My stress level is at its highest ever	17%
My stress level is higher than usual	35%
My stress level is about the same as usual	36%
My stress level is lower than usual	6%
My stress level is at its lowest ever	3%
I am not feeling any significant stress	3%
Don't know/refused	-
QuickFacts[±]	
My stress level is higher (net)	52%
My stress level is lower (net)	9%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

± Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.

Which of the following is more difficult?

Response	%
Bringing in new clients or customers for my business	57%
Keeping up to date on how state and federal policy changes affect my business	41%
Don't know/refused	2%