



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% |