

SMALL BUSINESS INTERNET SURVEY

Interview Schedule

Project # 06207
Public Opinion Strategies
Alexandria, Virginia

Mar 3-6, 2006
N= 300 Small Business Owners
Margin of Error = $\pm 5.7\%$

1. Do you own or operate your own small business?

100% Yes
– No (**THANK & TERMINATE**)

2. How many employees are employed in your small business?

55% Less than 3 people
32% 3 to 10 people
10% 10 to 25 people
3% 25 to 50 people
– More than 50 (**THANK & TERMINATE**)

3. Do you have a website for your business? That is, do you have a domain name such as www.mycompanyname.com or www.mycompanyname.net that is used by your business as a company website?

100% Yes
– No (**THANK & TERMINATE**)

4. How many domain names does your business own?

64% 1
19% 2
17% 3 OR MORE

5. Please check off from the list below which functions your company website serves:

86% Information tool for customers and prospects
52% Serves as my platform to communicate via e-mails
49% Conduct e-commerce
8% Other purposes (**specify**_____)

(IF Q5:1, THEN ASK:) (ASKED OF 146 RESPONDENTS WHO CONDUCT E-COMMERCE)

6. What percentage of your company's revenues comes from e-commerce?

SKIP*	TOTAL*	
28%	14%	10% or less
21%	10%	11-25%
20%	10%	26-50%
27%	13%	More than 50%
4%	2%	No answer

**"Skip" represents the data among 141 respondents who say they conduct e-commerce in Q5. "Total" represents the data among the entire N=300 small business owner population.*

(ASK ALL:)

7. Please check off from the list below which of the following you rely on the Internet for to help you manage your business:

93% Communicating with customers and business associates via e-mail
53% Paying and/or sending invoices
51% Using business software programs to manage operations
11% Other (**specify**_____)

Thinking some more about how you use the Internet and e-mail to conduct business...

8. Which one of the following is more important to you as a small business owner?
(ROTATE PUNCHES 1-2)

38% Keeping the cost to purchase and maintain a domain name low
...or...
62% Having a more reliable and better performing Internet

9. Given the costs of a domain name, ranging from \$10 to \$35 a year, do you agree or disagree with the following statement:

“For the price I pay, my website domain name is a good value for the money.”

95% TOTAL AGREE
5% TOTAL DISAGREE

55% Strongly agree
40% Somewhat agree
5% Somewhat disagree
* Strongly disagree

10. Assume for a moment that the Internet became less reliable, with periodic outages, slower surfing speeds, and the lack of certainty of knowing that your information and data sent via the Internet, like credit card numbers and e-mail traffic, will reach their intended destinations. How much of an impact would this have on your business?

(ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP)

84% TOTAL MAJOR/MINOR IMPACT
16% TOTAL NOT MUCH/NO IMPACT

56% A major impact
28% A minor impact
12% Not much impact
4% No impact at all

Please answer the following questions for statistical purposes only...

11. What is your age?

15%	18-34
23%	35-44
31%	45-54
24%	55-64
6%	65+
1%	Refused

12. How many years have you been in business? (**CHECK ONE**)

35%	1-4 years
25%	5-9 years
12%	10-14 years
10%	15-19 years
18%	20 years or more

13. In which industry or sector does your business primarily operate?

24%	Retail/wholesale
18%	Service/hospitality
10%	Finance/insurance/real estate
6%	Industrial/manufacturing
5%	Computer/Computer software
5%	Internet/Technology
4%	Health care
4%	Marketing/advertising
4%	Consulting
3%	Construction
3%	Transportation/utility/communications
2%	Education/non-profit organization
2%	Agriculture/forest/fishing
–	Labor union/multi-employer trust
10%	Other (please specify)_____

14. What are your annual business revenues?

79% Under \$1 million
14% \$1 million to \$5 million
3% \$5 million to \$10 million
– \$10 million to \$20 million
1% \$20 million to \$50 million
– More than \$50 million
3% Don't know

15. In politics today, do you consider yourself...

46% TOTAL REPUBLICAN
29% TOTAL DEMOCRAT

24% Strong Republican
17% Not so strong Republican
5% Lean Republican

25% Something else/Independent

6% Lean Democrat
12% Not so strong Democrat
11% Strong Democrat

18. Gender

50% Male
50% Female

19. In which state or states is your business registered?

21% Northeast
23% Midwest
34% South
22% West
