FINANCIAL MANAGEMENT - Select up to three areas that presently concern you.

- Writing a business plan: 45% (146 Responses)
- Sources of capital: 41% (134 Responses)
- Access to capital: 35% (114 Responses)
- Taxes: 33% (107 Responses)
- Bookkeeping/financial statements: 30% (97 Responses)
- Cash flow management: 28% (91 Responses)
- Budgeting: 20% (65 Responses)
- Purchasing/cost control: 14% (47 Responses)
- Overview of money management: 13% (44 Responses)
- Credit and collections: 9% (29 Responses)
- None: 6% (21 Responses)
- Other Comments: 0% (1 Response)

* = Click on the bar to view comments.
MARKETING - Select up to three areas that presently concern you.

- Marketing strategies: 53% (171 Responses)
- Advertising: 38% (122 Responses)
- Market research: 28% (91 Responses)
- Sales techniques: 27% (88 Responses)
- Networking: 27% (88 Responses)
- Marketing overview: 20% (65 Responses)
- Public relations: 19% (62 Responses)
- Selling to the government: 17% (56 Responses)
- Merchandising techniques: 11% (37 Responses)
- None: 9% (29 Responses)
- Franchising: 7% (23 Responses)

* = Click on the bar to view comments.
Survey Results - Bar Charts

Question number: 3)
Question type: Multiple Choice - Multiple Answers
Number of Respondents: 312

COMPUTER SYSTEMS - Select up to three areas that presently concern you.

Computerizing a business * 34% (105 Responses)
Web sites * 32% (101 Responses)
Accounting software * 32% (99 Responses)
E-commerce * 29% (92 Responses)
None * 22% (68 Responses)
Databases * 20% (63 Responses)
Spreadsheets * 16% (49 Responses)
Use of internet * 12% (37 Responses)
Email * 6% (18 Responses)
Overview of computers * 5% (17 Responses)
Word processing 2% (7 Responses)
Other Comments * 0% (1 Response)

*= Click on the bar to view comments.
GENERAL MANAGEMENT - Select up to three areas that presently concern you.

Insurance: 37% (119 Responses)
Pricing: 29% (95 Responses)
Strategic planning: 28% (92 Responses)
Business expansion: 25% (80 Responses)
Setting goals: 16% (53 Responses)
Legal work: 16% (53 Responses)
Business research: 14% (44 Responses)
Patents/trademarks/copyrights: 11% (37 Responses)
Business checkup/evaluation: 11% (34 Responses)
Effective communication: 9% (30 Responses)
Leasing versus buying: 9% (30 Responses)
Retirement planning: 9% (28 Responses)
Inventory control: 9% (28 Responses)
Policies and procedures manuals: 8% (26 Responses)
Succession planning: 7% (24 Responses)
Facility planning and management: 6% (20 Responses)
Production: 6% (18 Responses)
Quality control: 5% (16 Responses)
None: 5% (15 Responses)
Conflict Management: 4% (14 Responses)
Disaster contingency planning 4% (13 Responses)
Diversification 3% (10 Responses)
Security 3% (10 Responses)
Technology transfer 2% (8 Responses)
Other (please comment) 1% (3 Responses)
Other Comments 0% (1 Response)

* = Click on the bar to view comments.
Survey Results - Bar Charts

Question number: 4)
Question type: Multiple Choice - Multiple Answers
Number of Respondents: 323

GENERAL MANAGEMENT - Select up to three areas that presently concern you.

- Insurance 37% (119 Responses)
- Pricing 29% (95 Responses)
- Strategic planning 28% (92 Responses)
- Business expansion 25% (80 Responses)
- Setting goals 16% (53 Responses)
- Legal work 16% (53 Responses)
- Business research 14% (44 Responses)
- Patents/trademarks/copyrights 11% (37 Responses)
- Business checkup/evaluation 11% (34 Responses)
- Effective communication 9% (30 Responses)
- Leasing versus buying 9% (30 Responses)
- Retirement planning 9% (28 Responses)
- Inventory control 9% (28 Responses)
- Policies and procedures manuals 8% (26 Responses)
- Succession planning 7% (24 Responses)
- Facility planning and management 6% (20 Responses)
- Production 6% (18 Responses)
- Quality control 5% (16 Responses)
- None 5% (15 Responses)
- Conflict Management 4% (14 Responses)
Disaster contingency planning 4% (13 Responses)

Diversification * 3% (10 Responses)

Security 3% (10 Responses)

Technology transfer 2% (8 Responses)

Other (please comment) * 1% (3 Responses)

Other Comments * 0% (1 Response)

* = Click on the bar to view comments.
INTERNATIONAL TRADE - Select up to three areas that presently concern you.

- None *: 73% (222 Responses)
- Locating overseas buyers and agents *: 12% (38 Responses)
- Exporting: 10% (30 Responses)
- International trade overview *: 9% (26 Responses)
- Importing *: 8% (24 Responses)
- Logistics and international shipping: 6% (17 Responses)
- Mentoring from other exporters *: 5% (15 Responses)
- International trade credit: 4% (12 Responses)
- Specialized trade topics *: 4% (11 Responses)
- Trade barriers *: 4% (11 Responses)
- Export working capital: 3% (9 Responses)
- Export credit insurance: 2% (6 Responses)
- Export collections *: 2% (5 Responses)
- Cultural aspects of exporting: 2% (5 Responses)
- Overseas trade shows: 1% (3 Responses)
- Other Comments *: 1% (2 Responses)

* = Click on the bar to view comments.
PERSONNEL MANAGEMENT - Select up to three areas that presently concern you.

None 36% (114 Responses)
Motivating employees 33% (103 Responses)
Customer service 32% (100 Responses)
Overview of personnel management 27% (86 Responses)
Hiring/iring 22% (68 Responses)
Employee evaluations 14% (45 Responses)
Workplace ethics 13% (41 Responses)

* = Click on the bar to view comments.
REGULATORY/COMPLIANCE - Select up to three areas that presently concern you.

- Government services to small businesses 61% (193 Responses)
- Small business legislation 58% (181 Responses)
- Compliance with federal regulations 50% (158 Responses)
  - Health care reform 23% (71 Responses)
  - None 11% (35 Responses)
  - Drug-free workplace 9% (29 Responses)
  - Conservation/recycling 8% (26 Responses)

* = Click on the bar to view comments.
Survey Results - Bar Charts

Question number: 8)
Question type: Multiple Choice - Single Answer (Named List)

Number of Respondents: 317

If you could have someone conduct a confidential audit of your business to point out its strengths and weaknesses, how likely would you be to take advantage of this service?

- Very likely *
  43% (136 Responses)
- Somewhat likely *
  38% (119 Responses)
- Not very likely *
  12% (37 Responses)
- Very unlikely *
  8% (24 Responses)
- Other Comments *
  0% (1 Response)

* = Click on the bar to view comments.
In what month do you prefer to attend seminars?

- No preference: 47% (150 Responses)
- August: 13% (43 Responses)
- Do not attend seminars: 12% (38 Responses)
- September: 11% (34 Responses)
- January: 10% (32 Responses)
- July: 9% (28 Responses)
- October: 9% (28 Responses)
- November: 7% (22 Responses)
- February: 7% (21 Responses)
- June: 6% (18 Responses)
- May: 4% (14 Responses)
- March: 4% (13 Responses)
- December: 4% (12 Responses)
- April: 3% (11 Responses)
- Other Comments: 1% (2 Responses)

* = Click on the bar to view comments.
On what weekday do you prefer to attend seminars?

- No preference: 35% (101 Responses)
- Saturday: 22% (63 Responses)
- Tuesday: 21% (60 Responses)
- Thursday: 19% (55 Responses)
- Wednesday: 18% (53 Responses)
- Friday: 14% (42 Responses)
- Monday: 13% (39 Responses)

* = Click on the bar to view comments.
During what time do you prefer to attend seminars?

- **Morning**: 39% (114 Responses)
- **Evening**: 27% (79 Responses)
- **No preference**: 27% (77 Responses)
- **Afternoon**: 14% (41 Responses)
- **Lunch**: 12% (36 Responses)

* = Click on the bar to view comments.
What length seminar do you prefer?

- Hall day: 34% (100 Responses)
- 2 hours: 30% (87 Responses)
- No preference: 28% (81 Responses)
- Full day: 6% (17 Responses)
- Several days: 1% (4 Responses)
- Other Comments: 1% (4 Responses)

* = Click on the bar to view comments.
What is your #1 choice for education delivery?

- Seminar: 45% (135 Responses)
- Internet class: 20% (60 Responses)
- No preference: 14% (43 Responses)
- Self-Study Materials: 8% (25 Responses)
- Traditional Multi-week class: 7% (20 Responses)
- Video training: 4% (11 Responses)
- Other (please comment): 1% (3 Responses)
- Other Comments: 0% (1 Response)

* = Click on the bar to view comments.
Survey Results - Bar Charts

Question number: 14)
Question type: Multiple Choice - Single Answer
Number of Respondents: 296

How many miles would you drive to attend a seminar?

- 11 - 20: 27% (80 Responses)
- 41 - 60: 24% (71 Responses)
- 21 - 30: 23% (67 Responses)
- 31 - 40: 15% (43 Responses)
- 0 - 10: 11% (33 Responses)
- Other Comments: 1% (2 Responses)

* = Click on the bar to view comments.
What is the best method to notify you of upcoming events?

- **Email**: 71% (213 Responses)
- **Mail**: 20% (59 Responses)
- **Phone**: 4% (12 Responses)
- **Website**: 4% (11 Responses)
- **Chamber of Commerce**: 1% (4 Responses)
- **Newspaper**: 1% (2 Responses)
- **Trade magazines**: 0% (1 Response)

* = Click on the bar to view comments.
Please select up to 5 of your community's greatest strengths as a place to do business.
Support Svcs. - Police Protection
7% (18 Responses)

Support Svcs. - Job Training
8% (22 Responses)

Support Svcs. - Health Care
5% (15 Responses)

Support Svcs. - Fire Protection
4% (11 Responses)

Support Svcs. - Educational System
13% (50 Responses)

Support Svcs. - Cultural Opportunities
15% (41 Responses)

Support Svcs. - Recreational Opportunities
18% (49 Responses)

Support Svcs. - Medical Services
8% (23 Responses)

Support Svcs. - Potential for Growth
55% (152 Responses)

Support Svcs. - Availability of Business Assistance
15% (42 Responses)

Business Costs - Land
9% (25 Responses)

Business Costs - Facilities
6% (16 Responses)

Business Costs - Labor
12% (32 Responses)

Business Costs - Housing
13% (35 Responses)

Business Costs - Insurance
4% (10 Responses)

Business Costs - Healthcare
4% (12 Responses)

Business Costs - Management
2% (6 Responses)

Business Costs - Access to Major Customers
18% (50 Responses)

Business Costs - Access to Financing
4% (12 Responses)

Business Costs - Access to Suppliers
6% (17 Responses)

Misc. - Disaster Preparedness
5% (15 Responses)

Misc. - Substance Abuse Programs
1% (3 Responses)

Misc. - Crime Prevention and Control
7% (20 Responses)
Misc. - Marketing Region for Economic Development 9% (24 Responses)
Misc. - Management/Labor Relations 2% (6 Responses)
Misc. - Weather/Climate * 40% (111 Responses)
Misc. - Overall * 9% (24 Responses)
Misc. - Other (please comment) * 5% (15 Responses)
Other Comments * 1% (4 Responses)

* = Click on the bar to view comments.
**Survey Results - Bar Charts**

Question number: 17)  
Question type: Multiple Choice - Multiple Answers (Named List)  
Number of Respondents: 253

Please select up to 5 of your community's greatest weaknesses as a place to do business.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure - Utilities</td>
<td>4% (11 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Roads</td>
<td>20% (51 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Telecommunications</td>
<td>2% (5 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Air Service</td>
<td>6% (15 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Rail Service</td>
<td>6% (14 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Transportation System</td>
<td>17% (44 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Communications System</td>
<td>1% (3 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Water and Sewer Systems</td>
<td>6% (16 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Quality of Labor Pool</td>
<td>23% (58 Responses)</td>
</tr>
<tr>
<td>Infrastructure - Quality of Management Pool</td>
<td>5% (13 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - State Support/Incentives</td>
<td>6% (15 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - State Laws/Regulations</td>
<td>8% (19 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - County Support/Incentives</td>
<td>9% (22 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - County Laws/Regulations</td>
<td>8% (21 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - City Support/Incentives</td>
<td>6% (14 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - City Laws/Regulations</td>
<td>6% (16 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - Federal Support/Incentives</td>
<td>4% (11 Responses)</td>
</tr>
<tr>
<td>Gvt.Factors - Federal Laws/Regulations</td>
<td>3% (8 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - Favorable Tax Structure</td>
<td>4% (9 Responses)</td>
</tr>
<tr>
<td>Gvt. Factors - Regulatory Environment</td>
<td></td>
</tr>
</tbody>
</table>
* = Click on the bar to view comments.
Survey Results - Bar Charts

Question number: 18
Question type: Multiple Choice - Single Answer (Named List)

Number of Respondents: 293

In my view, my business opportunities during the next 1 to 3 years will.

- Improve: 83% (242 Responses)
- Get worse: 3% (8 Responses)
- Remain the same: 4% (12 Responses)
- Don't know: 10% (29 Responses)
- Other Comments: 1% (2 Responses)

*= Click on the bar to view comments.
In what general category does your business fall?

- **Service**: 48% (124 Responses)
- **Other (please comment)**: 15% (40 Responses)
- **Retail**: 15% (39 Responses)
- **Finance/Insurance/Real Estate**: 8% (21 Responses)
- **Construction**: 8% (20 Responses)
- **Manufacturing**: 3% (7 Responses)
- **Wholesale**: 2% (5 Responses)
- **Agribusiness**: 1% (3 Responses)
- **Other Comments**: 1% (2 Responses)

* = Click on the bar to view comments.
Choose your legal form of organization.

- Corporation: 44% (111 Responses)
- Sole Proprietorship: 31% (80 Responses)
- Limited Liability Company (LLC): 17% (43 Responses)
- Partnership: 4% (11 Responses)
- Other Comments: 4% (9 Responses)

* = Click on the bar to view comments.
Please check all that apply to your business.

- Female-owned: 54% (123 Responses)
- Home-based: 46% (105 Responses)
- Family-owned: 38% (85 Responses)
- Minority-owned: 34% (76 Responses)
- Franchise unit: 3% (7 Responses)
- Other Comments: 4% (8 Responses)

* = Click on the bar to view comments.
For how many years has your business been operating?

- Less than 1 year: 47% (117 Responses)
- 1 to 3 years: 17% (42 Responses)
- Over 10 years: 17% (42 Responses)
- 5 to 10 years: 9% (23 Responses)
- 3 to 5 years: 6% (16 Responses)
- Other Comments: 3% (8 Responses)

* = Click on the bar to view comments.
Please select the business owner(s) race.

- Caucasian: 71% (178 Responses)
- African American: 15% (38 Responses)
- Multiple owners with multiple races: 5% (12 Responses)
- Multi-racial: 4% (11 Responses)
- Asian/Pacific Islander: 2% (5 Responses)
- Native American/Native Alaskan: 1% (3 Responses)
- Other Comments: 1% (2 Responses)

* = Click on the bar to view comments.
Please select the business owner(s) ethnicity.

- Non-Hispanic: 81% (194 Responses)
- Hispanic: 12% (29 Responses)
- Multiple owners with multiple ethnic backgrounds: 5% (12 Responses)
- Other Comments: 2% (5 Responses)

* = Click on the bar to view comments.
Which of the following categories best describes your business' revenue for the past fiscal year?

- Less than $100,000: 63% (154 Responses)
- $100,001 to $500,000: 17% (41 Responses)
- $1,000,001 to $5,000,000: 7% (16 Responses)
- $500,001 to $1,000,000: 5% (13 Responses)
- Over $5,000,000: 2% (5 Responses)
- Other Comments: 7% (16 Responses)

* = Click on the bar to view comments.