

TAB  
Member  
Small  
Business  
Index

2009

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Being a TAB Board member and business leader, your opinion is very important to us. We would appreciate it if you could participate in our 2009 TAB Business Owner Survey, an analysis of national business owners.

Please take a few minutes to answer all of the questions as best you can regarding the significant issues small and medium-sized businesses face, as well as your experience as a TAB Board member. All of your answers will remain confidential, and will be used to forecast opinions of business owners and educate public leaders and the media on pressing issues business owners face.

Thank you again for taking the time to share your opinions with us!

Sincerely,

The Alternative Board®

1. Over the past 6 months, have your company's revenues (sales):
  - 1. Increased
  - 2. Decreased
  - 3. Stayed the same
  
2. Over the past 6 months, have your company's profits:
  - 1. Increased
  - 2. Decreased
  - 3. Stayed the same
  
3. How has your capital spending changed over the past 6 months?
  - 1. Increased 10% or more
  - 2. Increased 6-9%
  - 3. Increased 1-5%
  - 4. Stayed the same
  - 5. Decreased 1-5%
  - 6. Decreased 6-9%
  - 7. Decreased 10% or more
  
4. How has hiring changed over the past 6 months?
  - 1. We have added employees
  - 2. Stayed the same
  - 3. We have downsized
  
5. Do you have job openings you've been unable to fill in the past 3-6 months?
  - 1. Yes
  - 2. No
  
6. Over the next 3-6 months, how do you plan to change your workforce?
  - 1. Increase
  - 2. Decrease
  - 3. No change
  
7. How optimistic are you about your business in the economy right now? (Please select only one answer from each column)

National economy	Local economy (State/Province)
<ul style="list-style-type: none"> <li><input type="checkbox"/> 1. Very optimistic</li> <li><input type="checkbox"/> 2. Somewhat optimistic</li> <li><input type="checkbox"/> 3. Neither optimistic or negative</li> <li><input type="checkbox"/> 4. Somewhat negative</li> <li><input type="checkbox"/> 5. Very negative</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 1. Very optimistic</li> <li><input type="checkbox"/> 2. Somewhat optimistic</li> <li><input type="checkbox"/> 3. Neither optimistic or negative</li> <li><input type="checkbox"/> 4. Somewhat negative</li> <li><input type="checkbox"/> 5. Very negative</li> </ul>

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8. Do you attribute any major changes (increases or decreases) to your company financials (revenues, sales, etc.) to the economy of the past 6 months?
- 1. Yes, I attribute decreases in my company financials to the economy.
  - 2. Yes, I attribute increases in my company financials to the economy.
  - 3. No
  - 4. Unsure
9. What significant actions have you taken in your business over the last 6-12 months? (check all that apply)
- 1. Increased prices
  - 2. Outsourced some work
  - 3. Reduced costs
  - 4. Decreased inventories
  - 5. Downsized company
  - 6. Allowed telecommuting for employees
  - 7. Passed on surcharges to clients/customers
  - 8. Found new revenue streams
  - 9. Tightened credit policies and practices
  - 10. Modified/extended lending arrangements
  - 11. I didn't take action
  - 12. Other (please specify): \_\_\_\_\_
10. Of those actions taken in Question #9, what did TAB help you with? (check all that apply)
- 1. Increased prices
  - 2. Decreased prices
  - 3. Outsourced some work
  - 4. Reduced costs
  - 5. Decreased inventories
  - 6. Downsized company
  - 7. Allowed telecommuting for employees
  - 8. Passed on surcharges to clients/customers
  - 9. Found new revenue streams
  - 10. Tightened credit policies and practices
  - 11. Modified/extended lending arrangements
  - 12. Other (please specify): \_\_\_\_\_
  - 13. None of the above
11. Do you feel the economy will improve in the next:
- 1. Three- six months
  - 2. Seven- 10 months
  - 3. 11- 12 months
  - 4. 13 months or more

12. Have you found it harder to get loans or extend any lines of credit compared to 6-8 months ago?
- 1. Yes
  - 2. No
  - 3. Have not applied recently
13. Do you expect it to become easier or harder to obtain required financing over the next 6 months?
- 1. Easier
  - 2. Harder
  - 3. Unsure
  - 4. Not planning to obtain financing in during that time
14. Over the past 6 months, have you made significant capital expenditures (new building/plant, equipment, etc.)?
- 1. Yes
  - 2. No
15. Do you plan to make significant capital expenditures (new building/plant, equipment, etc.) in the coming 3-6 months?
- 1. Yes
  - 2. No
16. How have your marketing efforts changed over the past 6 months?
- 1. Increased
  - 2. Decreased
  - 3. No change
17. How do you plan to change your marketing efforts in the next 3-6 months?
- 1. Will increase
  - 2. Will decrease
  - 3. No change
18. What is your position in the company?
- 1. President
  - 2. Owner
  - 3. CEO
  - 4. Chair
  - 5. Partner
  - 6. Principal
  - 7. Director
  - 8. Executive Director
  - 9. Other

19. Which of the following best describes your current company/organization?

- 1. Advertising
- 2. Agriculture
- 3. Automobile
- 4. Contracting
- 5. Distribution/Wholesale
- 6. Education
- 7. Financial Services
- 8. Government/Non-Profit
- 9. Healthcare/Medical
- 10. High Technology
- 11. Manufacturing
- 12. Media
- 13. Professional Services
- 14. Public Relations
- 15. Research
- 16. Retail
- 17. Sales
- 18. Telecommunications
- 19. Utilities
- 20. Other (please specify): \_\_\_\_\_

20. What is your location?

- 1. Please specify: \_\_\_\_\_

21. Annual sales:

- 1. Under \$1 Million
- 2. \$1 Million - \$4.9 Million
- 3. \$5 Million - \$9.9 Million
- 4. \$10 Million to \$50 Million
- 5. More than \$50 Million

22. Number of employees (Equivalent full-time employees):

- 1. Sole proprietor
- 2. Less than 5
- 3. 6 - 10
- 4. 11 - 19
- 5. 20 - 49
- 6. 50 - 99
- 7. 100 or more

23. Which most closely identifies how long you've been a part of a TAB Board?

- 1. Less than 1 yr= please indicate number of months \_\_\_\_\_
- 2. One year
- 3. Two years
- 4. Three years
- 5. Four years
- 6. Five years

7. Six or more years= please indicate number of years \_\_\_\_\_.

24. How did you first learn about The Alternative Board?

- 1. Referral from another TAB member
- 2. Referral from colleague, friend or family
- 3. Direct mail or telemarketing
- 4. Internet search engine
- 5. E-newsletter or other e-mail
- 6. Media story
- 7. Other (please specify): \_\_\_\_\_

25. Optional: Please tell us anything else you feel TAB could provide you with.

26. Optional: Please provide us with your contact information.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

27. What is the likelihood you would recommend The Alternative Board to someone?

- 1. Very likely
- 2. Somewhat likely
- 3. Neither Likely nor unlikely
- 4. Somewhat unlikely
- 5. Very unlikely

*Thank you for taking the time to complete our survey!*