

Samson Media's 2nd Annual Small Business Survey Results

Survey Overview: Administered via email beginning November 11, 2008 ending December 1, 2008.

Total Number of Respondents Surveyed: 1,617

Profile Mix: North Essex Chamber of Commerce, Meadowlands Chamber of Commerce, Various BNI Chapters, Northern New Jersey business owners and employees.

1. Do you think that 2009 will be better or worse for your business than 2008?

A: Better	52.63%
B: Worse	22.81%
C: About the same	24.56%

2. What effect will the policies of the new administration in Washington have on your business in 2009?

A: Hopefully make things better	55.17%
B: Probably make things worse	13.79%
C: No effect on my business	8.62%
D: Don't know	22.41%

3. My advertising plans in general for 2009 are:

A: Increase spending	29.31%
B: Decrease spending	8.62%
C: Maintain spending about the same	46.55%
D: We do not do any paid advertising	15.52%

4. In regards to staffing & hiring:

A: We plan to hire more people	32.76%
B: We plan to make staffing cuts	10.34%
C: No changes	41.38%
D: No employees	15.52%

5. In terms of business networking and referral marketing

A: I plan to do more networking	79.31%
B: I plan to do less networking	1.72%
C: About the same amount of networking	18.97%
D: Networking and referral marketing don't really work for my business	0.00%

6. Business website for 2009
- | | |
|--|--------|
| A: We plan to build a first time website | 7.02% |
| B: We plan to improve our existing website | 71.93% |
| C: No new website plans for 2009 | 21.05% |
7. Email Marketing
- | | |
|-------------------------------------|--------|
| A: Plan to try email marketing | 15.52% |
| B: Plan to increase email marketing | 37.93% |
| C: Plan to stop email marketing | 1.72% |
| D: Keep doing what we're doing | 31.03% |
| E: No interest or not applicable | 13.79% |
8. We plan to use the following traditional marketing outlets in 2009
- | | |
|----------------------------------|--------|
| A: Newspapers | 12.50% |
| B: Yellow Pages | 7.14% |
| C: Magazines (consumer or trade) | 17.86% |
| D: Radio | 3.57% |
| E: TV | 3.57% |
| F: Cable | 3.57% |
| G: None | 51.79% |
9. For all traditional media outlets we plan to use in 2009
- | | |
|---------------------------------|--------|
| A: We plan to increase spending | 12.28% |
| B: We plan to decrease spending | 14.04% |
| C: We plan to stay the same | 73.68% |
10. Online advertising and marketing outlets we plan to use in 2009:
(select all that apply)
- | | |
|--|--------|
| A: Search engine marketing (Pay per click) | 34.48% |
| B: Email marketing | 63.79% |
| C: Improving our website's search engine optimization (SEO) | 55.17% |
| D: Produce and distribute Online videos | 25.86% |
| E: Banner advertisements | 13.79% |
| F: Website sponsorships | 10.34% |
| G: Social Media marketing (Facebook, MySpace, blogging, etc) | 55.17% |
| H: None | 15.52% |
11. For all Internet marketing outlets in 2009:
- | | |
|--|--------|
| A: We plan to spend more | 35.09% |
| B: We plan to spend less | 3.51% |
| C: We plan to spend about the same as we did in 2008 | 49.12% |
| D: We will not be doing any Internet marketing in 2009 | 12.28% |

12. Regarding your company website
- | | |
|--|--------|
| A: I built it myself | 19.30% |
| B: Someone in my company or an associate who was not a web professional built it | 15.79% |
| C: We hired a professional website developer | 59.65% |
| D: We don't have a website but plan on getting one in 2009 | 5.26% |
| E: We do not have a website and do not plan on getting one in 2009 | 0.00% |
13. Leads and prospects are primarily generated by (Check all that apply)
- | | |
|--|--------|
| A: Our in-house sales team | 27.59% |
| B: Cold calling | 22.41% |
| C: Networking organizations (Chambers of commerce, BNI, trade associations, etc) | 72.41% |
| D: Traditional methods of advertising (Print, radio, TV) | 17.24% |
| E: Online marketing (Internet, email, etc) | 34.48% |
| F: Word of mouth | 82.76% |
| G: Direct mail | 13.79% |
| H: Yellow Pages | 10.34% |
| I: Effective use of public relations techniques | 27.59% |
| J: Sponsorships and joint ventures | 15.52% |
14. As of January 1, 2009, how long has your company been in business?
- | | |
|----------------------|--------|
| A: Less than 2 years | 5.17% |
| B: 2 - 5 years | 36.21% |
| C: Over 5 years | 5.17% |
| D: 6 - 10 years | 6.90% |



Survey Conducted by Samson Media, LLC
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