

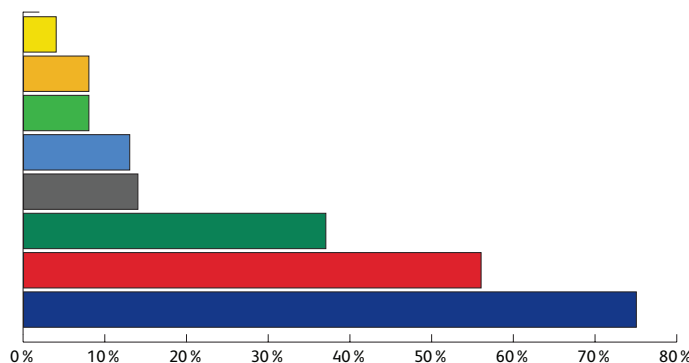
# Intuit Small Business United Survey Findings

## Small Business and the Economy

- Nearly 9 out of 10 small business owners (**89%**) say they see opportunities for their business despite the stagnant economy.
- Nearly three-quarters of small business owners said their business did worse or about the same in 2008 as it did in 2007. However, a broad majority (**60%**) still expect their business to grow in the coming year.
- 65 percent** of small business owners have owned a small business that has weathered a recession.
- Top New Year's Resolution: **71 percent** of small business owners say that they will focus on retaining their customers and growing their current customer base in 2009.

### Measures small businesses have taken due to the tough economy:

● Reduced spending .....	<b>75%</b>
● Reduced operating costs .....	<b>56%</b>
● Followed up with late paying customers .....	<b>37%</b>
● Reduced hours for employees .....	<b>14%</b>
● Delayed payments to vendors .....	<b>13%</b>
● Applied for additional credit or line of credit .....	<b>8%</b>
● Laid off employees .....	<b>8%</b>
● Increased hours for employees.....	<b>4%</b>



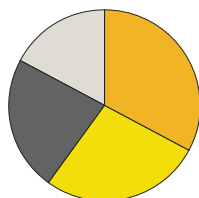
## We the People: The Small Business Community

- Two heads are better than one: Universally, small business owners believe it is useful to both give (**90%**) and get (**87%**) advice from their peers.
- Bonding together: The majority (**51%**) of small business owners say they feel a special bond or connection with other small business owners.
- 53 percent** believe they can learn from their peers' mistakes and successes.
- 63 percent** find motivation from talking to other small business owners.

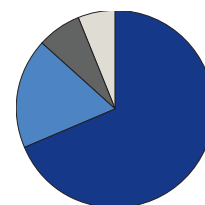
## Entrepreneur Spirit: Standing Strong

- 88 percent** feel as passionate today as the day they started.
- 48 percent** want to keep growing their business.
- Which describes your personality growing up? .....
- Which of the following best describes your personality now?

● Leader of the pack .....	<b>33%</b>
● Lone wolf .....	<b>27%</b>
● Part of the rank and file .....	<b>23%</b>
● Social butterfly .....	<b>17%</b>



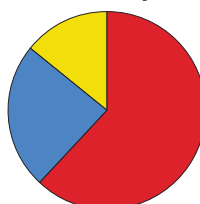
● Jack of all trades .....	<b>68%</b>
● Creative genius .....	<b>18%</b>
● Book worm .....	<b>7%</b>
● Mathematical wizard .....	<b>6%</b>



- 42 percent** of small business owners had no plans for starting their own business, it just happened.

### Reasons small business owners decided to start their own business:

● To respond to a personal passion .....	<b>62%</b>
● It was a way to pay the bills .....	<b>24%</b>
● They were laid off .....	<b>14%</b>



Global Strategy Group conducted a survey of 1,005 small business owners with 100 employees or less between December 16-19, 2008 on behalf of Intuit. The margin of error at the 95% confidence level is +/- 3.1%.