

# CAN Capital Access Network, Inc.

## Capital Access Network Small Business Barometer Q2 2007 Survey Details

### Respondent Profile

250 Small Business Owners, 1-50 employees that accept specific credit cards in their business.

### Industry of Survey Respondent's Business

Industry	Percentage
Restaurant/Hospitality	6%
Retail	33%
Health/Medical	8%
Service	24%
Other	29%

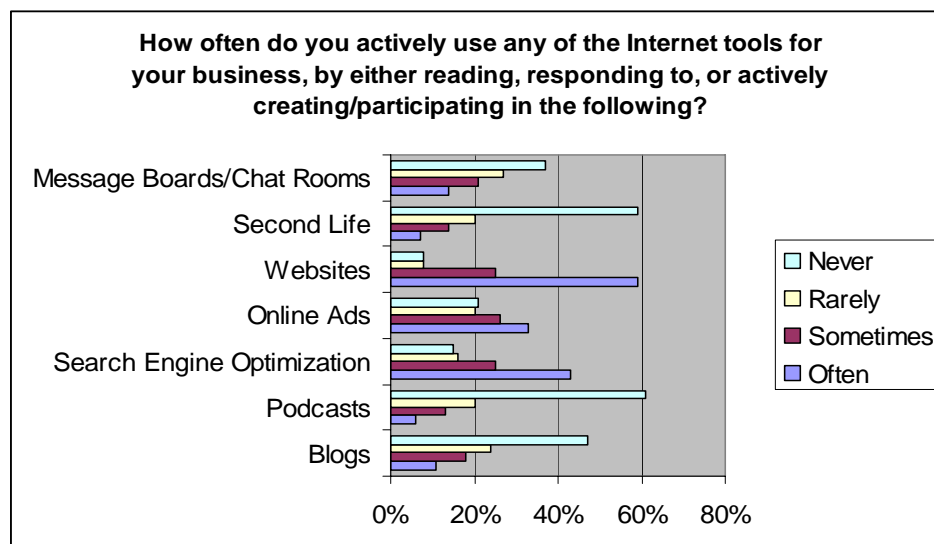
### Understanding the Internet's Importance to Small Business

What percentage of your business income is generated directly from the Internet?

Percentage of Revenue from Internet	Response
0-25%	54%
26% - 50%	14%
51% - 75%	10%
76% - 99%	13%
100%	10%

How often do you actively use any of the Internet tools for your business, by either reading, responding to, or actively creating/participating in the following?

Internet Tools	Often	Sometimes	Rarely	Never
Blogs	11%	18%	24%	47%
Podcasts	6%	13%	20%	61%
Search Engine Optimization	43%	25%	16%	15%
Online Ads	33%	26%	20%	21%
Websites	59%	25%	8%	8%
Second Life	7%	14%	20%	59%
Message Boards/Chat Rooms	14%	21%	27%	37%



When asked to rank the top three business-related reasons to go on the Internet, respondents answered the following:

1. <b>Checking email</b>
2. <b>Researching solutions for my small business</b>
3. <b>Generating new business leads and customers</b>

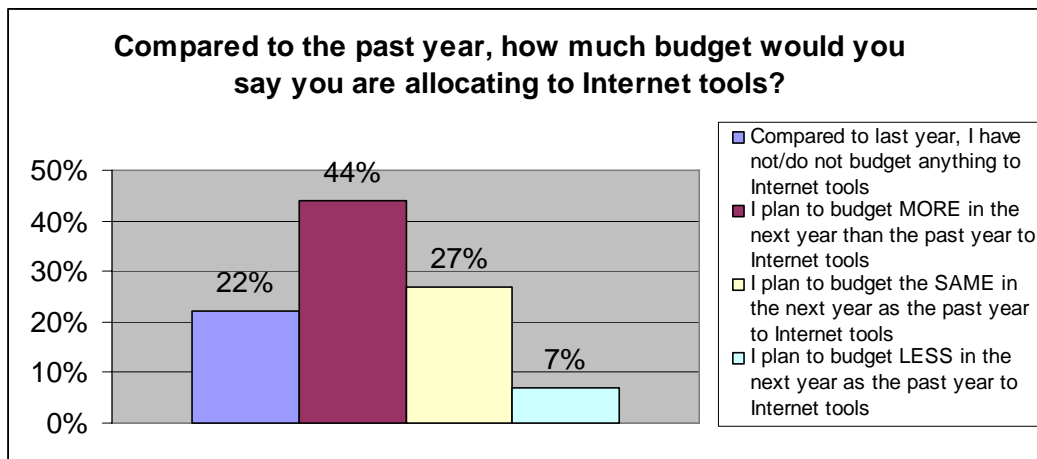
### **Traditional Marketing Efforts vs. Online Opportunities**

When asked to rank the current top vehicles for business marketing, respondents answered in order of priority:

1. <b>Internet Presence/Website</b>
2. <b>Referrals/Networking</b>
3. <b>Community Relations</b>
4. <b>Public Relations</b>
5. <b>Social Media/Internet Tools</b>
6. <b>Print Advertising</b>
7. <b>Radio/TV Advertising</b>

Compared to the past year, how much budget would you say you are allocating to Internet tools?

<b>Response</b>	<b>Percentage</b>
<b>Compared to last year, I have not/do not budget anything to Internet tools</b>	<b>22%</b>
<b>I plan to budget MORE in the next year than the past year to Internet tools</b>	<b>44%</b>
<b>I plan to budget the SAME in the next year as the past year to Internet tools</b>	<b>27%</b>
<b>I plan to budget LESS in the next year as the past year to Internet tools</b>	<b>7%</b>



## Lack of Awareness or Lack of Funds?

What is the primary reason preventing you from investing in an increased Internet presence or use of Internet tools for your business? More than ninety percent of small businesses answered:

Response	Percentage
Don't understand how to implement them	7%
Limited understanding of how to effectively use them	18%
Don't have the available funds	30%
Don't have the time or people to manage it	16%
Don't think they are important	20%
Other	9%

