



SMALL BUSINESS  
**MARKETING**  
FORECAST

**2010**

**Businesses Under 100 Employees  
in the United States**

Prepared by:  
Ad-ology Research

[ad-ology.com](http://ad-ology.com)

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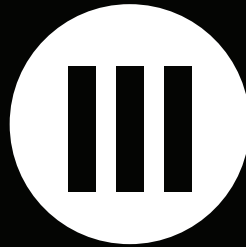
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### Businesses Under 100 Employees in the United States

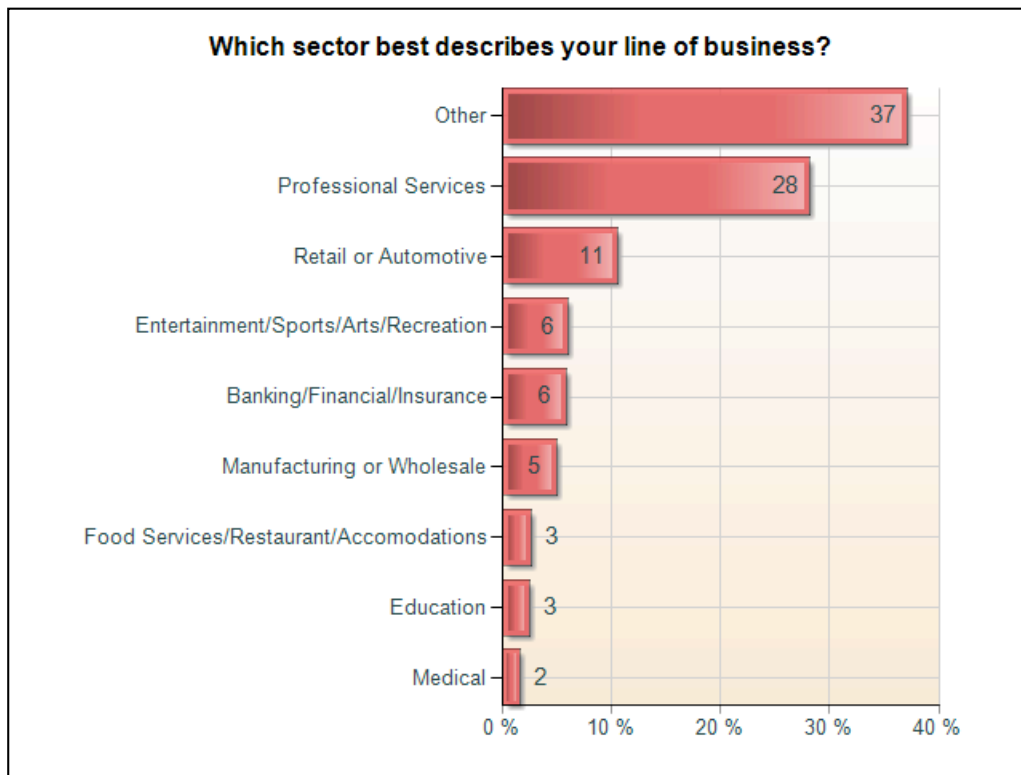
#### METHODOLOGY

Ad-ology Research surveyed an online consumer panel of **1,100 U.S. small-business owners** on November 6-10, 2009. All online survey interviewees were screened to identify and verify user information, location and demographics, and to delete all duplicate/multiple entries.

The margin of error for this survey is **+/- 2.95** percentage points with a **95%** confidence level. Of all respondents, 392 indicated they spent more than \$1,000 on advertising in the preceding 12 months. The remaining 708 did not spend at least \$1,000 in the preceding 12 months.

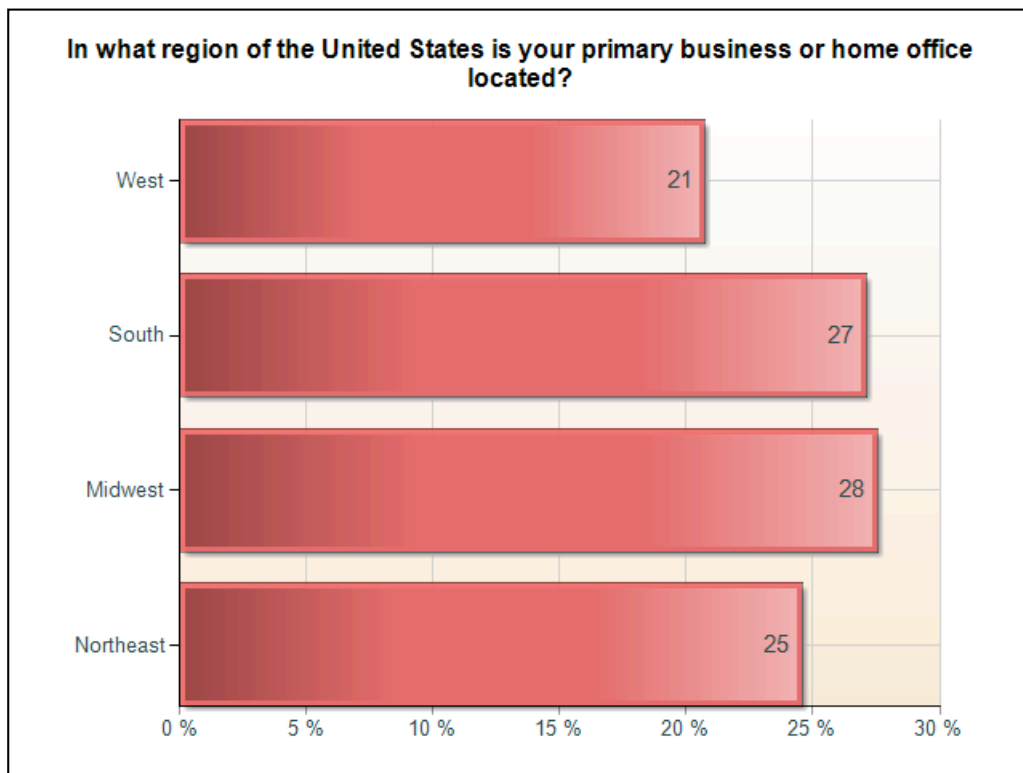
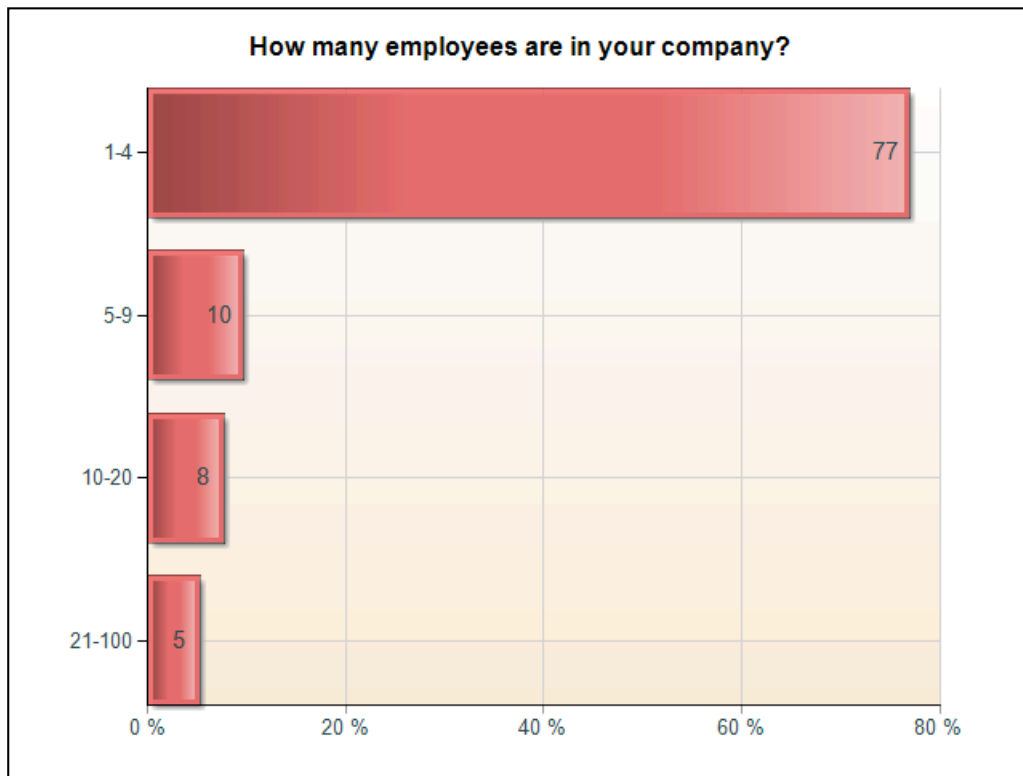
Respondents were self-classified as principal/partial owner, sales manager or advertising/marketing manager of a small business in the United States. For the purpose of the survey, "small business" was defined as a business with less than 100 employees.

Business sectors surveyed included Retail or Automotive, Banking/Financial/Insurance, Food Services/Restaurant/Accommodations, Entertainment/Sports/Arts/Recreation, Professional Services, Medical, Education, Manufacturing or Wholesale, and Other.



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**IV**

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## ABOUT AD-OLGY RESEARCH

Ad-ology is the science of customer insights for effective advertising and marketing. Our research focuses on the specific demographic, psychographic, geographic, or vertical market segments most likely to be your best customers - as well as their needs, wants and what motivates them.

Ad-ology Research is used by over 2,000 advertising agencies, media companies, and corporate marketing departments across North America.

### Ad-ology Research Reports:



#### Ad-ology's **Media Influence on Consumer Choice** study

is conducted throughout the year with a national consumer panel to study how much influence 20 different types of online, traditional and social media have on purchasing decisions. More than 25 topics are currently available in this series, including: healthcare, retail, automotive, education, travel, financial, and professional services. Detailed reports of survey findings are available by topic at [ad-ology.com](http://ad-ology.com). \$495 each.

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Connect with the customers who spend the most on what you have to sell with Ad-ology's **Consumer Spending Forecasts**. Target the market segments and zip codes that have the most revenue potential. Consumer Spending Forecasts feature estimates and analysis of annual consumer spending on your choice of 600+ products/services, plus five-year projections. Includes consumer spending by age, race, income, owner/renter, and family status. Available for your choice of 210 television markets or 330 metro markets. \$50 each.

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