



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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SIX IN TEN SMALL BUSINESSES INVEST IN HOME PAGES

Phoenix, Arizona, September 30, 2004. Fifty-eight percent of small businesses here have constructed home pages to promote their businesses, but whether they have done so depends greatly on their size and industry. Wholesalers and manufacturers are by far the most likely to use a home page as a promotional tool or as an information link for their clients, while construction companies and businesses in the health and social services sectors are the least likely to make use of home pages.

As might be expected, the use of home pages correlates to company size as well. Simply put, the larger the company, the more likely it is to have a home page, yet even among the largest companies, 30 percent have yet to see the value of a home page to their companies.

The findings outlined in this report are based on a survey of 400 owners and managers of private businesses in Maricopa County. Initiated in January of 1990, **BusinessTRACK™** studies are completed twice a year in the public interest and are co-sponsored by the ASU College of Business Center for the Advancement of Small Business and by Behavior Research Center. This survey was completed during July of 2004. The estimated margin of error for this study is plus or minus five percent at a .95 confidence interval. To qualify for this study a respondent must be an owner or manager of the company, employ between three and 100 employees and not be a subsidiary of a larger company that employs more than 100 employees. For more information you may visit www.brcpolls.com.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-18) is based on 400 telephone interviews conducted from July 12, 2004 to July 23, 2004 with owners or managers of businesses in the metropolitan Phoenix area which have from three to 100 employees and which are not subsidiaries of larger corporations. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire population of owners and managers of such small businesses been surveyed. **BusinessTRACK™** Arizona is co-sponsored by the ASU College of Business Center for the Advancement of Small Business and Behavior Research Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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For this and other polls, see www.brcpolls.com/results

"Do you have a home page on the Internet?"

	<u>% YES</u>
All Companies	58%
Wholesalers	79
Manufacturers	69
F.I.R.E.	66
Retailers	62
Professional, scientific, technical	58
Accommodation/food service	51
Transportation, warehousing	50
Health, social assistance	43
Construction	37
 <u>ANNUAL SALES</u>	
Under \$500,000	37
\$500,000 to \$999,999	56
\$1 Million +	70

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