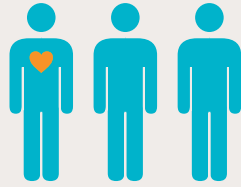


What Small Business Owners Really Want

MORE THAN 1/3
of small business owners started their business based on a personal talent or passion



NEARLY HALF
of respondents wish they had a local business resource to help make life easier



31%
of small business owners use direct mail as a key marketing strategy



66%
of small business owners wish there was a way to make work easier or more efficient

COMMON GROUND

ALMOST
75%
want support from a fellow small business owner who understands their issues



ONLY
52%
of small business owners currently work with such a partner



MOST IMPORTANT PRODUCTS AND SERVICES



59%
PRINTING SERVICES



65%
OFFICE & MAILING SERVICES

The results of the survey from The UPS Store franchise network are based on an online survey of attitudes and habits of small businesses. The study was conducted among 523 small business owners and key decision makers between March 5 and 7, 2012. The sample was drawn from ResearchNow's online small business panel.

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