

QUICKBOOKS GET BACK TO BUSINESS SURVEY FINDINGS

Get Back To
BUSINESS

The recent QuickBooks “Get Back to Business” Survey found that small business owners are optimistic about their businesses despite uncertain economic conditions. In this national survey, 751 adult small business owners were polled to gather insight on surviving and thriving in a recession. Specific survey results are highlighted below.

THE ECONOMY

- 91% of small business owners see opportunities for their business despite the stagnant economy
- 50% of small business owners think that the playing field can be leveled for small businesses to better compete with big businesses as a result of big business budget cuts
- Close to 80% of small business owners expect their business to grow despite the stagnant economy
- 65% of small business owners have owned a small business that has weathered a recession
- The #1 focus for small business owners to recession proof their business is customer retention – 63%.
Other notable actions included:
 - Reducing costs – 52%
 - Increasing savings – 23%
 - Investigating expansion opportunities – 19%
 - Boosting marketing – 18%
 - Other – 3%



About the Survey:

This survey was administered for Intuit by Global Strategy Group, an independent market research firm.