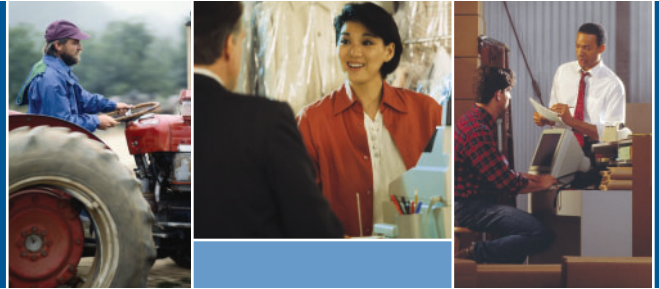


## Small Business Panel



### Industries Represented

Industry	Total
Accommodation and Food Services	2.2%
Administrative Support Services	2.3%
Advertising/Marketing	1.5%
Agric./Forestry/Fishing/Hunting	1.0%
Arts, Entertainment, and Recreation	2.5%
Automotive Services	1.1%
Banking and Finance	2.2%
Communications	1.0%
Construction (heavy/special trades)	3.3%
Education	5.9%
Engineering Services	1.6%
Healthcare and Social Assistance	7.7%
Insurance	1.4%
Legal Services	2.2%
Manufacturing	3.4%
Military	0.3%
Mining	0.1%
Printing Trade	0.8%
Public Administration/Government	1.6%
Real Estate	2.0%
Religious/Non-Profit Organizations	2.2%
Research Services	0.6%
Retail Trade	5.2%
Technology Services	3.7%
Telecommunications	0.9%
Transportation and Warehousing	1.5%
Travel	0.7%
Utilities	0.4%
Wholesale Trade	1.1%
Other Services	5.6%
Other	33.8%

### Contact Us

To find out how to make the Harris Interactive Small Business Panel work for you, please contact us at **877.919.4765** or **info@harrisinteractive.com**

With more than 99% of all employer firms in the United States defined as small businesses\*, its no wonder that a growing number of companies are interested in tapping into them. Harris Interactive provides you with an efficient, cost-effective means of reaching out to this important audience through our Small Business Panel.

### Panel Members

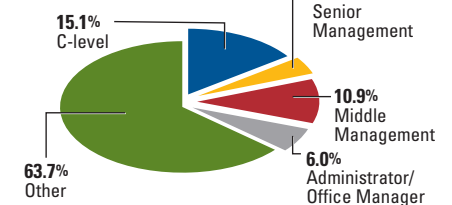
With more than 100,000 online panelists, the Harris Interactive Small Business Panel sample base consists of a variety of industries, company sizes, titles, and revenue data. Our small business panel has grown by more than 300% since March 2005, and continues to grow as we aggressively recruit and screen new panelists.

### Targeting Made Easy

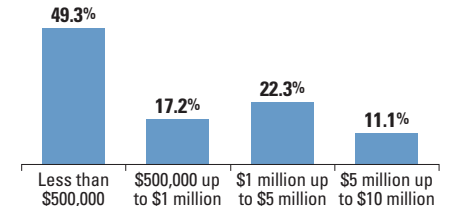
Because our clients have different ways of viewing small businesses, we capture all levels of organizational revenue and size to be able to customize the panel sample to fit your needs. No matter how precise your requirements may be, we have hundreds of variables that help us find low incidence populations within the panel, including:

- Industry
- Number of employees
- Organizational revenue
- Profession
- Job title
- Decision-making/influence
- Employment status (part-time, full-time etc.)
- Zip code

#### Panelist Job Titles



#### Total Annual Revenue



### Efficiency and Flexibility

On average, online survey costs are significantly lower than traditional telephone interviewing—as much as 50% lower. Couple that with the ability to target on specific variables, and you have an efficient means to survey your key audience.

In fact, our Clients have used the panel for a variety of purposes. Among the studies we have performed are:

- A quarterly brand tracker for a bank with a national footprint
- A share of wallet analysis for a consulting company
- A new product assessment for a leading Internet Services provider
- A feature optimization study for the leading manufacturer of Push-to-Talk wireless handsets

\*Source: US Small Business Association