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# MYOB Australian Small Business Survey

## Special Focus Report: Business and Recession Perceptions & Planning

### March 2008

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Prepared for MYOB Australia

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## Table of Contents

Table of Contents .....	2
List of Charts.....	3
About the Study .....	5
Having a business plan .....	6
Updating business plans .....	8
Assistance with business plans .....	9
Reasons for not having a business plan .....	10
Economic recession .....	11
Timing of potential economic recession .....	13
Past economic recession.....	16
Impact of past economic recession on small business .....	19
Importance of preparing for potential economic recession .....	20
Reasons for levels of importance on planning .....	21
Assistance in ensuring survival through an economic recession .....	22
Actual sources of advice and assistance .....	23
Attitudes and opinions .....	24
Appendix 1 – Having a business plan (additional breakdowns) .....	25
Appendix 2 – Perceptions of possible recession (additional breakdowns) .....	27
Appendix 3 – Memory of last recession (additional breakdowns) .....	28
Appendix 4 – Importance of planning for recession (additional breakdowns).....	29
Appendix 5 – Assistance with planning (additional breakdowns).....	31
Appendix 6 – Actual assistance with planning (additional breakdowns).....	32
Appendix 7 – Sample Demographics .....	34
Appendix 8 – Special focus questions.....	35

## List of Charts

Figure 1: Number of small business with documented business plans (%).....	6
Figure 1.1: Number of small business with documented business plans by State (%).....	6
Figure 1.2: Number of small business with documented business plans by industry (%) ...	7
Figure 2: When business plan was last updated (%) .....	8
Figure 3: Who has been consulted in the revision or development of business plan (%)....	9
Figure 4: Reasons for not having a business plan (%).....	10
Figure 5: Feel there will be an economic recession in Australia in the next 20 years (%) .	11
Figure 5.1: Feel there will be an economic recession in Australia in the next 20 years by State (%) .....	11
Figure 5.2: Feel there will be an economic recession in Australia in the next 20 years by industry (%) .....	12
Figure 6: Likely timing of potential economic recession in Australia (%) .....	13
Figure 6.1: Likely timing of potential economic recession in Australia by State (%) .....	13
Figure 6.2: Likely timing of potential economic recession in Australia by industry (%).....	14
Figure 6.3: Likely timing of potential economic recession in Australia by length of operation (%).....	14
Figure 7: Remember last economic recession in Australia (%) .....	16
Figure 7.1: Remember last economic recession in Australia by State (%) .....	16
Figure 7.2: Remember last economic recession in Australia by industry (%) .....	17
Figure 7.3: Remember last economic recession in Australia by length of operation (%)...	17
Figure 8: Impact of previous economic recession (%) .....	19
Figure 9: Importance of preparing your business for an economic recession (%) .....	20
Figure 10: Reasons for importance of preparing your business for an economic recession (%).....	21
Figure 11: Source of assistance in developing a plan/strategy to ensure survival in economic recession (%).....	22
Figure 12: Who have you spoken to about developing a plan/strategy to survive an economic recession (%).....	23
Figure 13: Agreement levels with attitude and opinion statements (%) .....	24
Table 1: Having a business plan by gender and income (%).....	25
Table 1.1: Having a business plan by business size, and length of operation.....	26
Table 2: Perceptions of possible recession by gender, income and size of business (%)..	27
Table 3: Memory of last recession by gender, and age (%).....	28
Table 4: Importance of planning for recession by gender, State and income (%) .....	29
Table 4.1: Importance of planning for recession by business size, and industry (%) .....	30
Table 5: Likely source of assistance in planning for recession by gender, State and income (%) .....	31
Table 6: Actual source of assistance in planning for recession by gender, State and income (%) .....	32

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Table 6.1: Actual source of assistance in planning for recession by business size, and industry (%) .....33



## About the Study

This report presents the findings of the Special Focus Questions from the MYOB Australian Small Business Survey. The survey comprised a national sample of 1,436 small business proprietors and general managers, conducted in March 2008. These small businesses are defined as both non-employing and employing businesses with fewer than 20 employees. Results have been weighted to reflect the small business population distribution according to the Australian Bureau of Statistics (ABS) for company size, length of time operating, and selected ANZSIC Industry divisions (refer to ABS publications *Characteristics of Small Business*, 8127.0, 2001 and *Small Business in Australia*, 1321, 2001).

The overall objective of this quarters special focus questions is to provide insight into the use of business planning by small business owners, particularly in regards to any potential economic recession. The special focus areas presented in this report include:

- The current level of businesses with documented business plans, and the currency of such plans
- Sources of information and assistance regarding developing business plans
- The perceptions of a potential economic recession in Australia
- The importance of planning for a potential economic recession
- Sources of information and assistance for small businesses when planning for a potential economic recession

## Having a business plan

### Just over half of small businesses surveyed do not have a business plan

Figure 1: Number of small business with documented business plans (%)

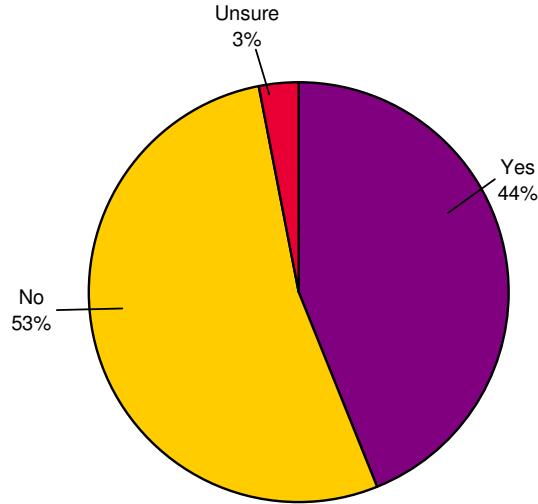


Figure 1.1: Number of small business with documented business plans by State (%)

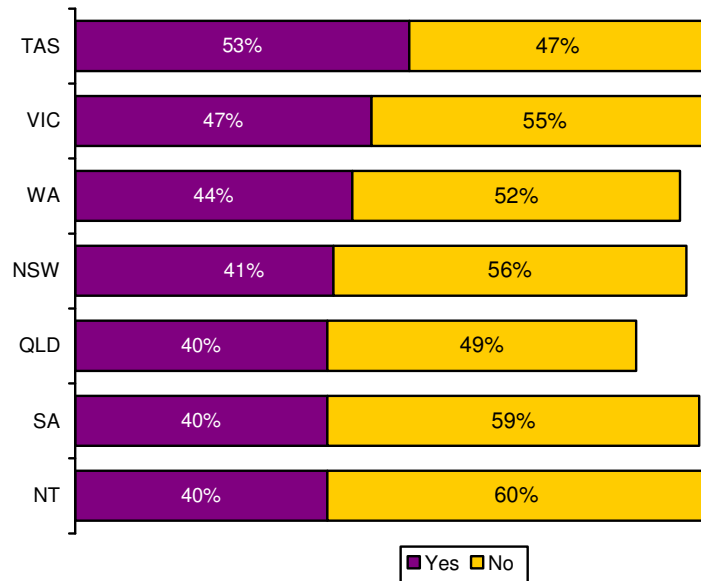
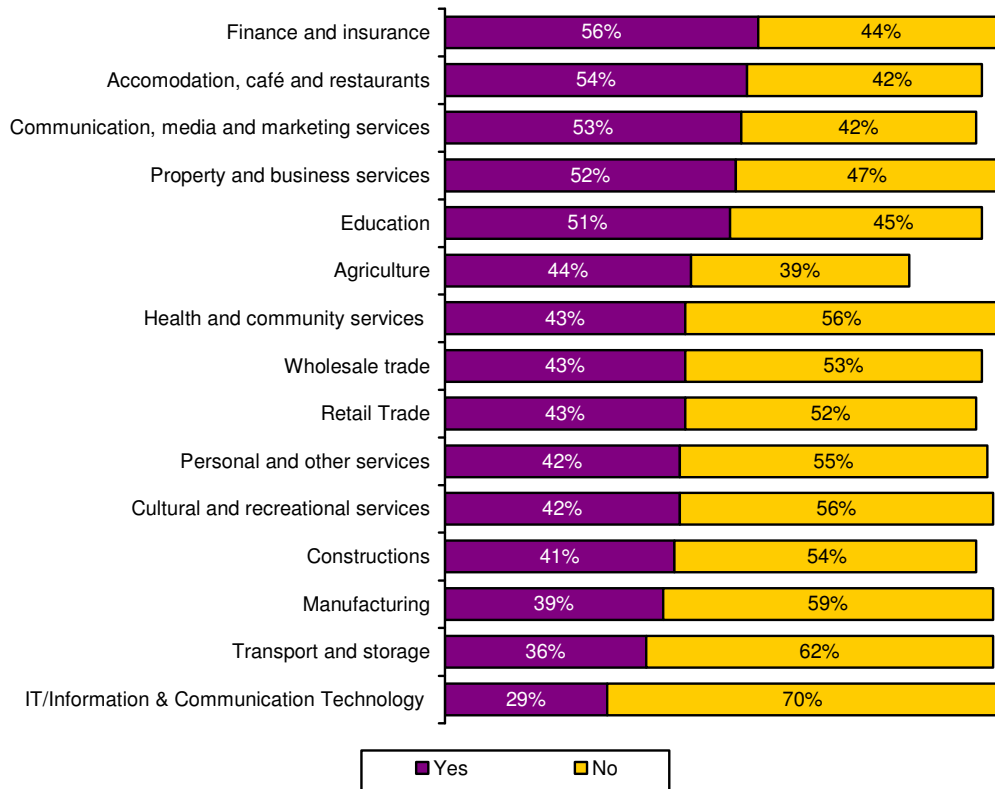


Figure 1.2: Number of small business with documented business plans by industry (%)



Base: Online small business (n=1436)  
 Q23: Do you have a business plan, that is, a plan or strategy that is physically written down or documented?  
 AMR Interactive, March 2008

Just over half (53%) of small business owners surveyed do not currently have a documented business plan.

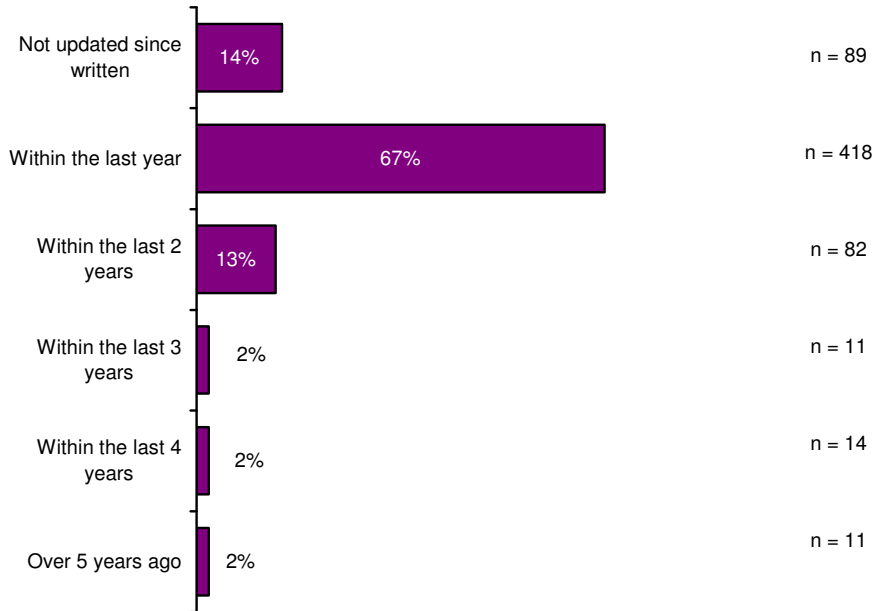
Those businesses in IT/information & Communication Technology (29%), and those in the Transport and storage industry (36%), are slightly less likely to have a business plan than other industries.

It is interesting to note that larger businesses are more likely to have a business plan, with 58% of those businesses with 10-19 employees reporting having a documented business plan, compared to 39% of those which are sole traders. Furthermore, those newly established businesses (under 1 year at 55% for example) are more likely to have a business plan than their longer established counterparts, with those operating for 10 or more years reporting only 38% having business plans (see Appendix 1).

## Updating business plans

### Two-thirds of small business owners who have a business plan updated it within the last year

Figure 2: When business plan was last updated (%)



Base: Those who answered 'Yes' to Q23; have a business plan (n= 660)  
 Q24: When did you last update this business plan document?

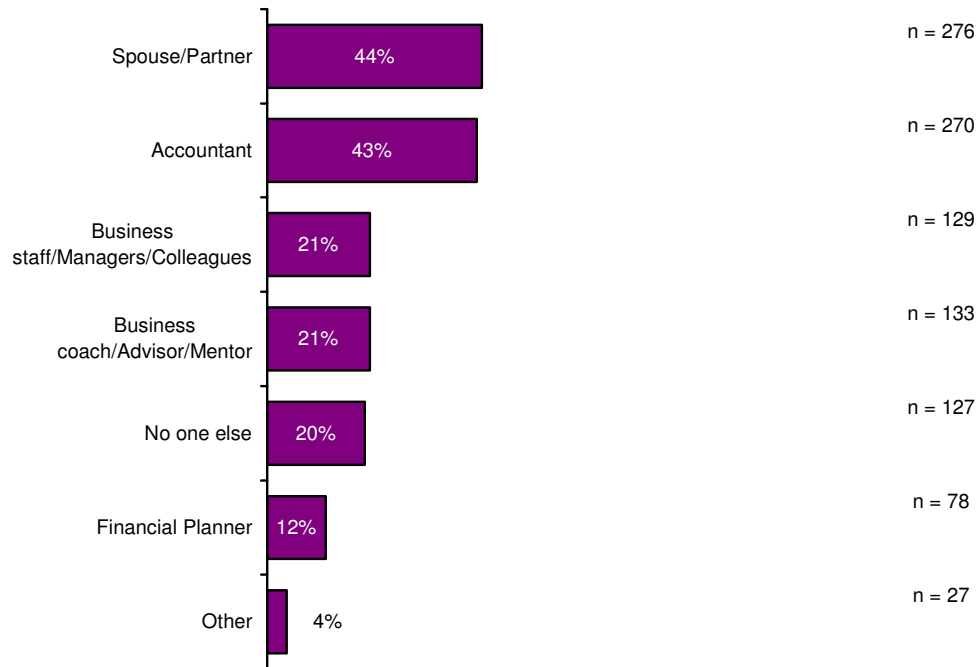
AMR Interactive, March 2008



## Assistance with business plans

### Most small business owners either consulted a spouse/partner or an accountant to help develop or revise a business plan

Figure 3: Who has been consulted in the revision or development of business plan (%)



Base: Those who said 'Yes' to Q23; have a business plan (n= 660)

Q25: Who else, if anyone, have you consulted to help you develop or revise this business plan in the past? (Multiple responses)

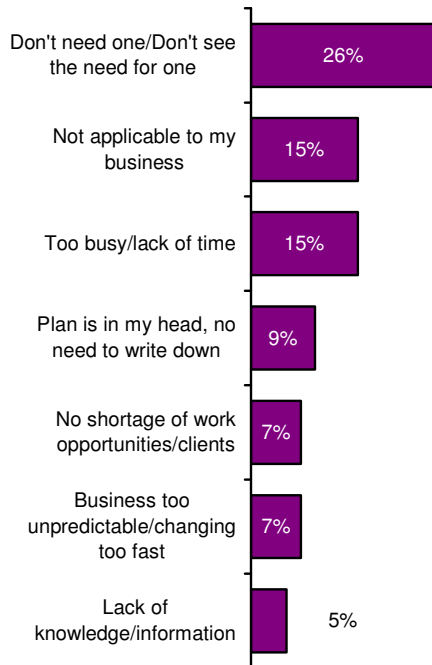
AMR Interactive, March 2008

Just over two-fifths of small business owners who currently have a documented business plan consulted their spouse/partner (44%) and/or an accountant (43%) when developing or revising their plan. It is interesting to note that 20% of small business owners chose to develop/revise their plan without consulting anyone else.

## Reasons for not having a business plan

### One-third of small business owners who don't have a written business plan do not see the need for one

Figure 4: Reasons for not having a business plan (%)



Base: Those who responded 'No' to Q23; do not have a business plan (n= 734)

Q26: Why do you not have a business plan?

AMR Interactive, March 2008

For those small businesses that don't have a business plan, the top reason provided as to why they don't have a written business plan is that they do not see the need for one (26%). This is followed by the view that a business plan is not applicable to their business (15%) and that they are too busy/not enough time (15%).

**Economic recession**

**Almost 90% of small business owners believe there will be an economic recession in Australia within the next 20 years**

Figure 5: Feel there will be an economic recession in Australia in the next 20 years (%)

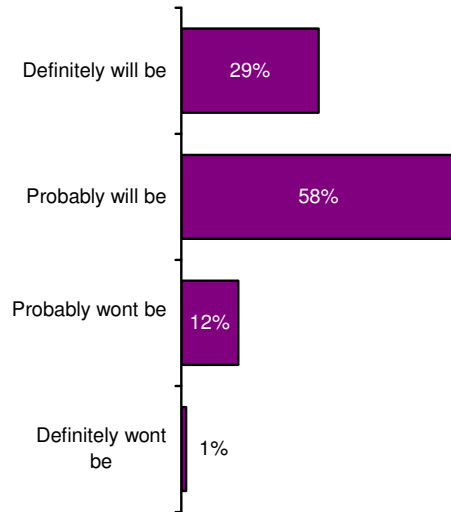


Figure 5.1: Feel there will be an economic recession in Australia in the next 20 years by State (%)

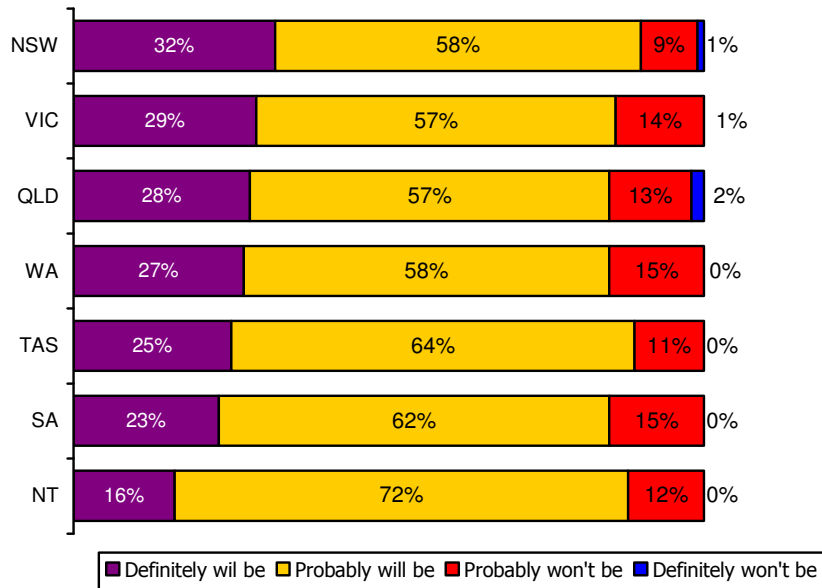
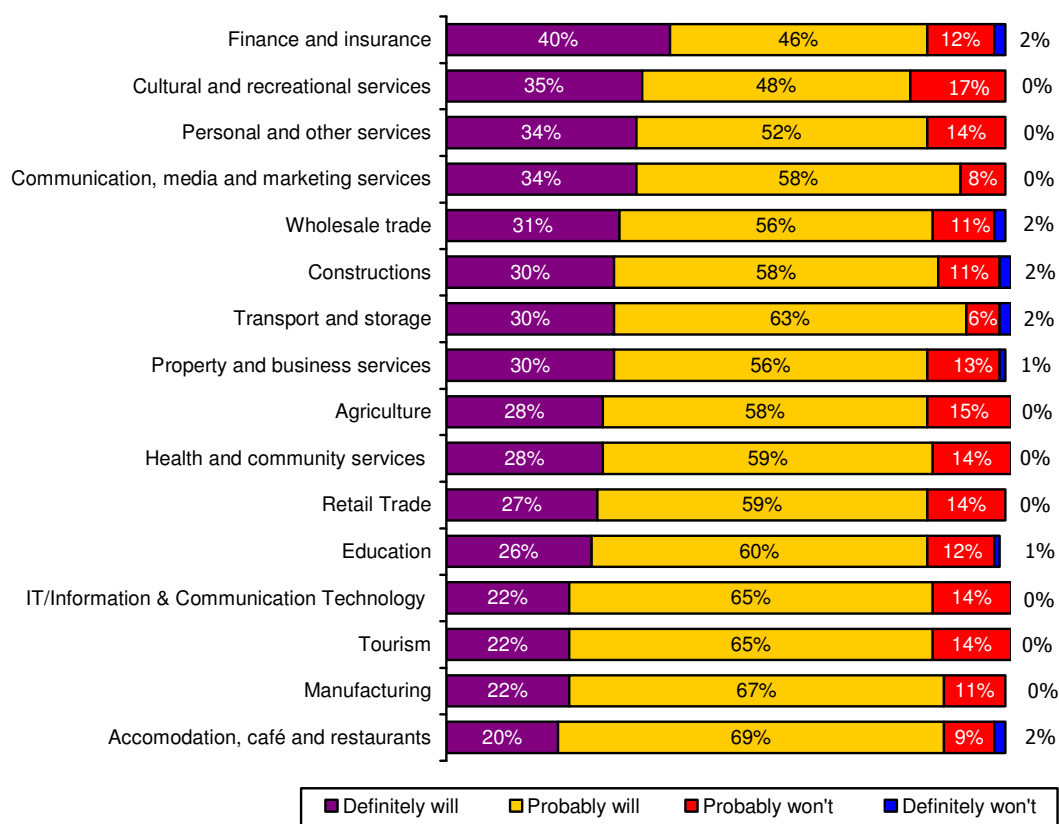


Figure 5.2: Feel there will be an economic recession in Australia in the next 20 years by industry (%)



Base: Online small business owners (n=1436)

Q28: Do you personally think there will be an economic recession in Australia in the next 20 years?

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More than half (58%) of small business owners believe there probably will be a recession in Australia within the next 20 years, and an additional 29% are convinced that there definitely will be a recession. Furthermore, the fact that only 1% of small business owners perceived that there will definitely not be a recession strengthens the overall lack of faith in the future of the Australian economy. This opinion is found consistently across industry, income, state and business size.

It is interesting to note that those small business owners who perceive the Federal Government to have a poor performance in contributing to small businesses, are more likely to report that there definitely will be or probably will be an economic recession within the next 20 years. In fact, 31% of those who stated there definitely will be, and 17% of those who stated there probably will be an economic recession also reported a very poor performance with the Federal Government. Furthermore, 24% of those who stated there definitely will be, and 25% of those who reported there probably will be an economic recession, also reported a somewhat poor performance by the Federal Government.

This has also applied to the perceived performance of the State Government, which found that 43% of those who stated there definitely will be, and 25% of those who stated there probably will be an economic recession also reported a very poor performance for the State Government. Additionally, 25% of those who reported there definitely will be, and 27% of those who reported there probably will be an economic recession, also reported a somewhat poor performance by the State Government.

## Timing of potential economic recession

### Majority of small business owners who believe there will be an economic recession, believe it will occur within the next 3 years

Figure 6: Likely timing of potential economic recession in Australia (%)

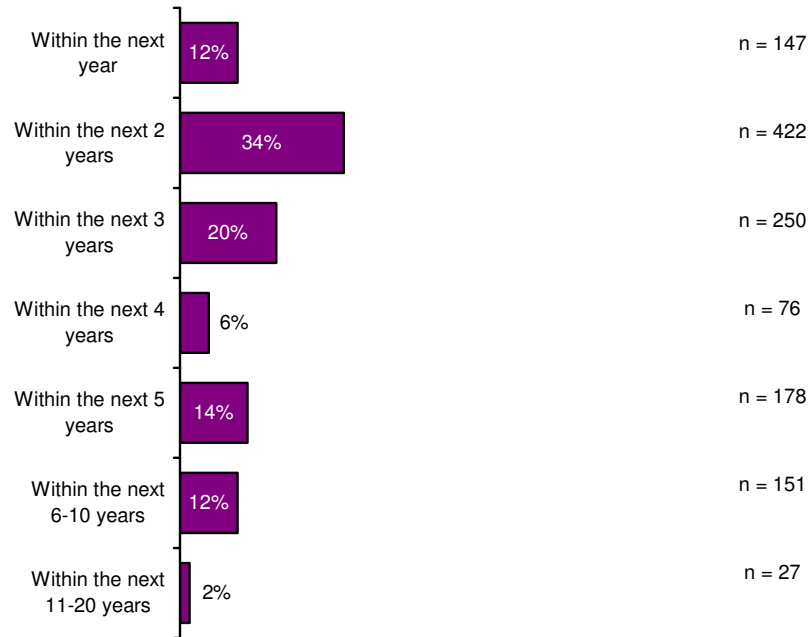


Figure 6.1: Likely timing of potential economic recession in Australia by State (%)

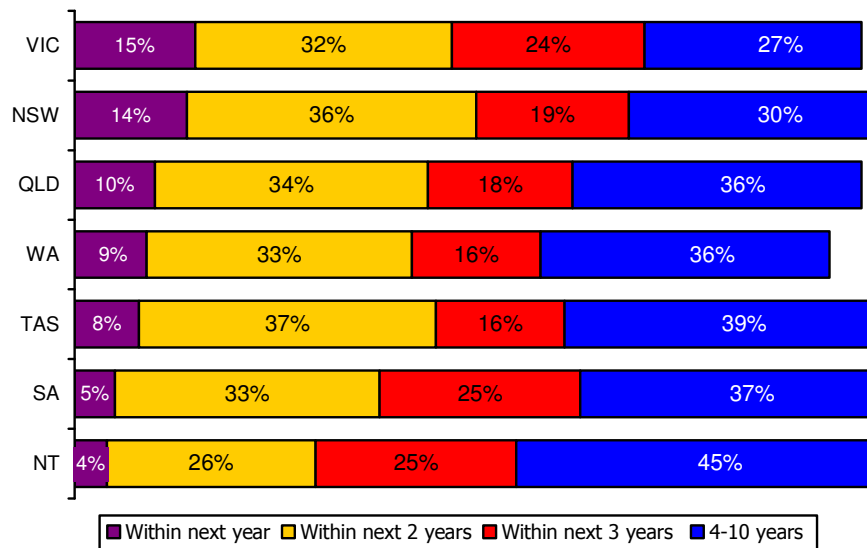


Figure 6.2: Likely timing of potential economic recession in Australia by industry (%)

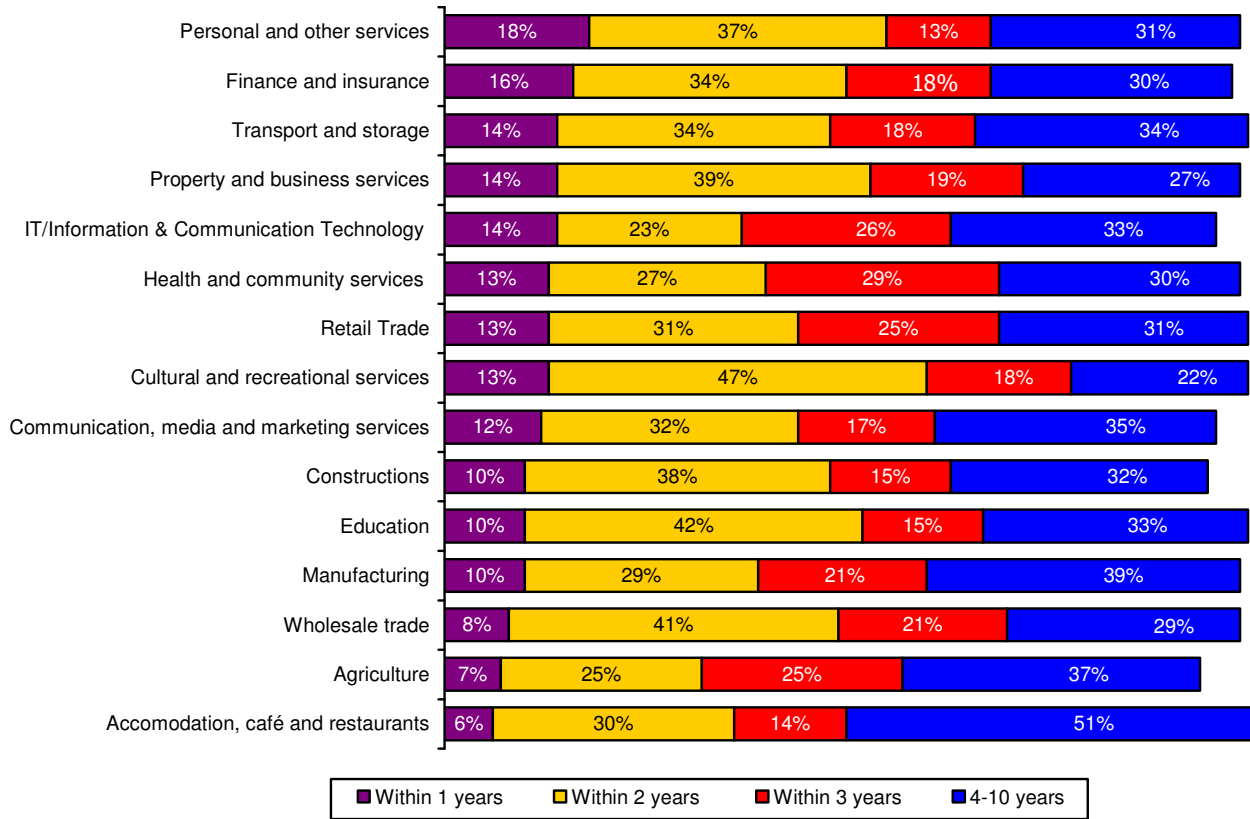
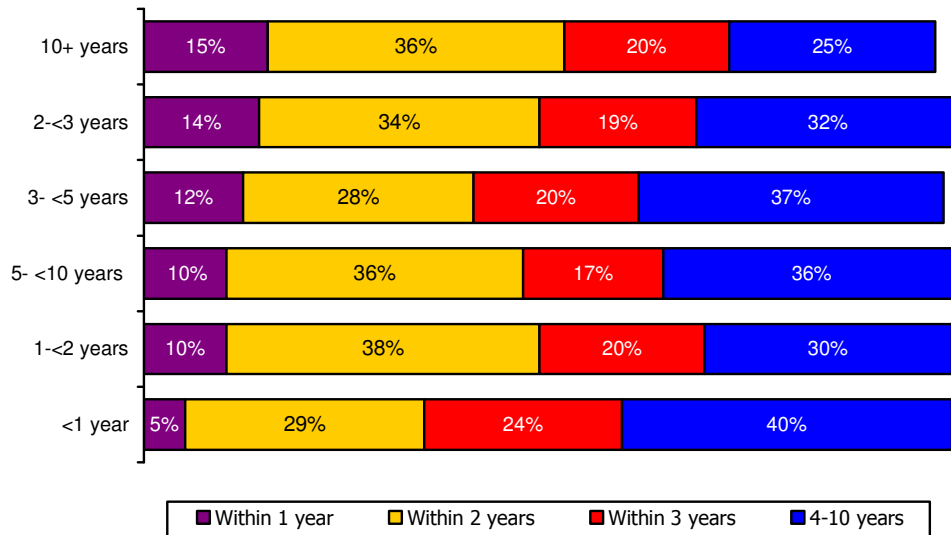


Figure 6.3: Likely timing of potential economic recession in Australia by length of operation (%)



Base: Those who answered 'Definitely will be' or 'Probably will be' to Q28 (n=1254)

Q29: How far away do you think the next economic recession in Australia is most likely to be?

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AMR Interactive, March 2008

From those small business owners who believe there definitely will be and probably will be an economic recession within 20 years (87%), 66% believe it will occur within the next 3 years. A total of 34% of these small business owners believe that it will in fact occur within the next 2 years.

By industry, those in the Cultural and Recreational services sector (78%) are more likely to perceive that a recession will occur within the next 3 years.

When analysing by state, Victorian (71%) and New South Wales (69%) small business owners are more likely to think a potential economic recession will occur within the next 3 years.

In regards to length of operation, those businesses that have been operating for more than 10 years are more likely to report a potential economic recession occurring within the next 3 years (51%).

**Past economic recession**

**The majority of small business owners remember the last economic recession in Australia**

Figure 7: Remember last economic recession in Australia (%)

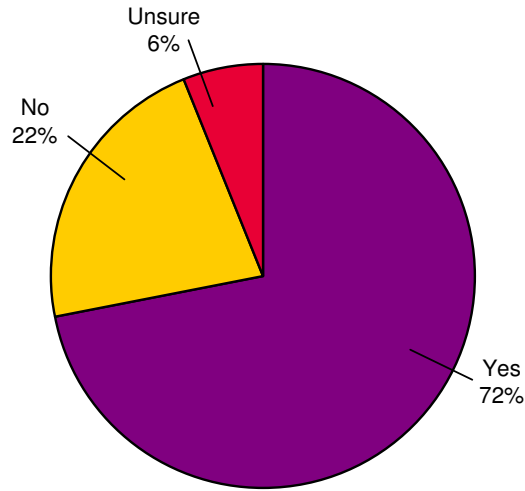


Figure 7.1: Remember last economic recession in Australia by State (%)

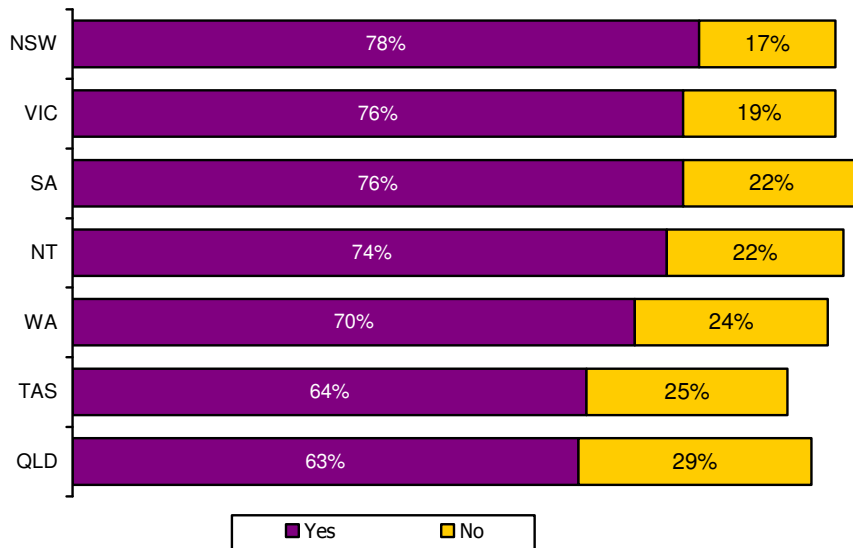




Figure 7.2: Remember last economic recession in Australia by industry (%)

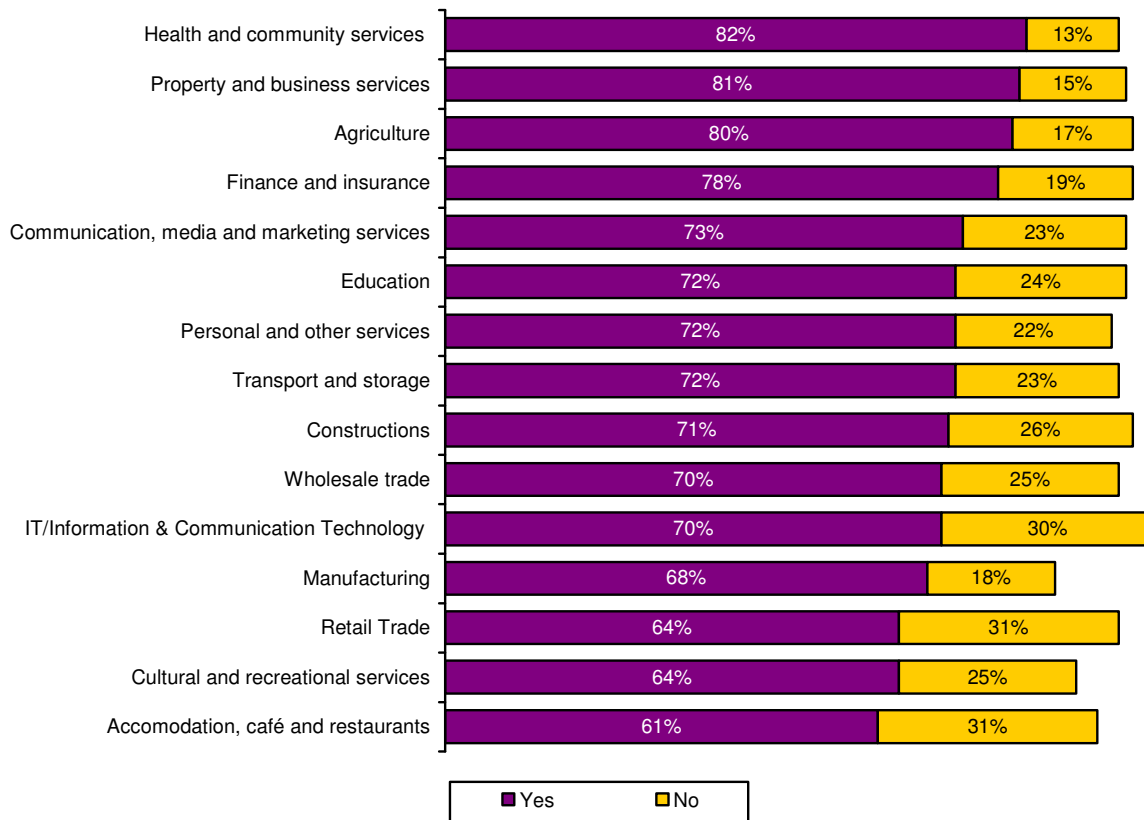
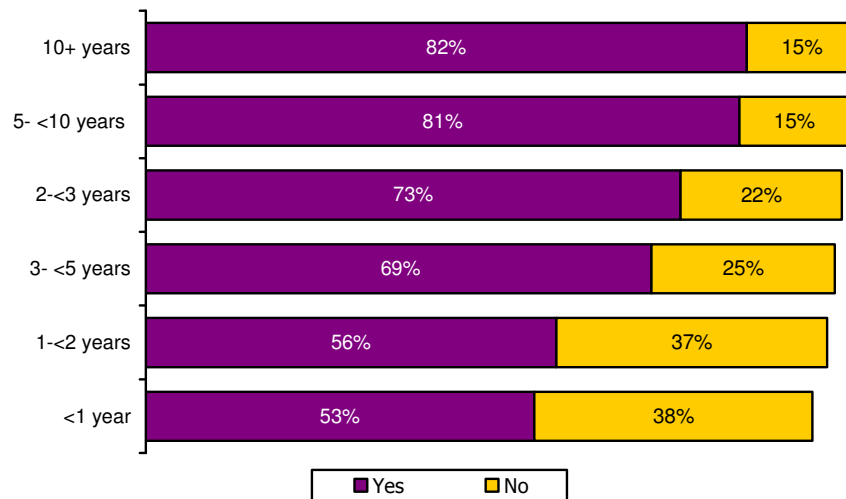


Figure 7.3: Remember last economic recession in Australia by length of operation (%)



Base: Online small business owners (n=1436)  
 Q30a. Do you personally remember the last economic recession in Australia?

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Memory of the previous economic recession is high (72%) and may be attributed to the middle-aged nature of the sample, where 61% of respondents are aged between 40 and 60 years old.

By industry, those in the Health and Community services (82%), Property and Business services (81%) and Agriculture (80%) are more likely to remember the previous recession.

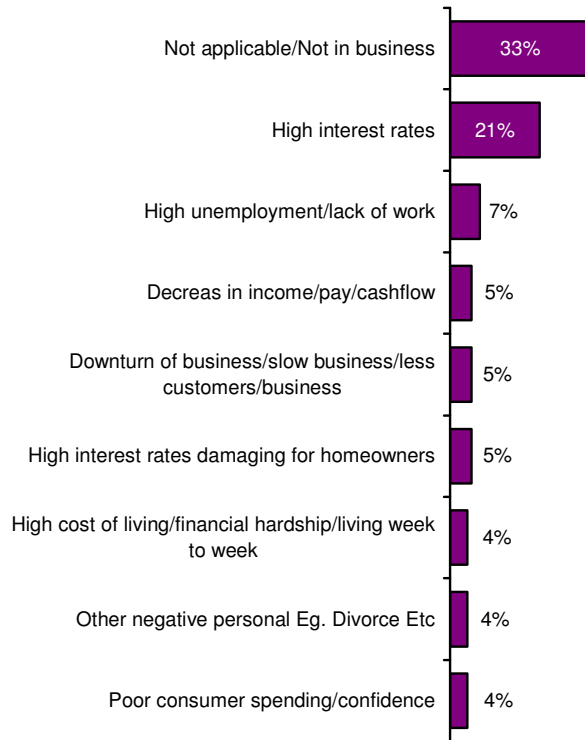
In regards to length of time in operation, not surprisingly, those small businesses that have been operating between 5-10 years (81%) and more than 10 years (82%) are more likely to remember the previous recession in comparison to those small businesses that have been operating for between 1-2 years (56%) or under 1 year (53%).

It is interesting to note that of those small business owners who do currently have a business plan, a total of 75% of them remember the previous economic recession.

## Impact of past economic recession on small business

### 21% of small business owners recall high interest rates in the previous recession

Figure 8: Impact of previous economic recession (%)



Base: Those who responded 'Yes' to Q30a, remember previous recession (n=1042)  
 Q30b. What, if any, negative impact(s) do you specifically recall on your small business or personal situation?  
 (OPEN ENDED)

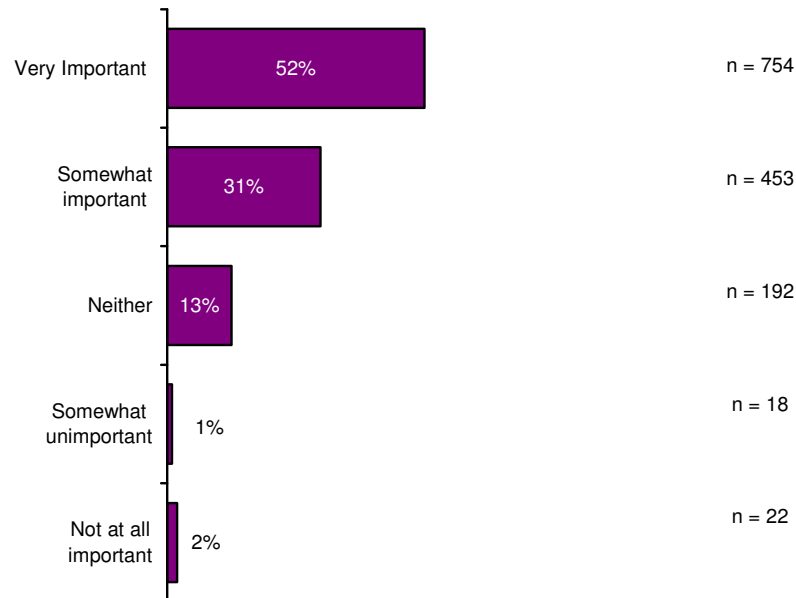
AMR Interactive, March 2008

While a total of 33% of small business owners who recalled the previous recession reported that they were not in business at the time or could not remember any small business impacts, a total of 21% of small business owners who recalled the recession remember high interest rates, while 7% recall high unemployment/lack of work.

## Importance of preparing for potential economic recession

### Most small business owners believe that preparing your business for an economic recession is important

Figure 9: Importance of preparing your business for an economic recession (%)



Base: Online small business owners (n=1436)

Q31a: How important do you feel it is to plan and prepare your business to ensure survival through a potential economic recession?

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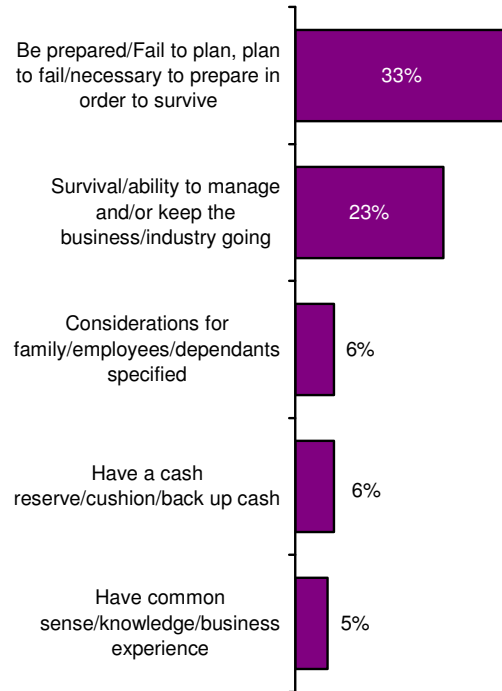
The majority (83%) of small business owners surveyed consider planning and preparing a business to ensure survival through an economic recession to be important/very important, with slightly higher levels of high income earners (over \$200,000) considering it to be very important (62%).

Interestingly, of those small business owners who rated planning and preparing as very important, 38% don't actually have a documented business plan. Additionally, for those who rated planning and preparing as somewhat important, 67%, do not currently have a documented business plan.

**Reasons for levels of importance on planning**

**One-third of small business owners place a high level of importance on planning as it pays to be prepared**

Figure 10: Reasons for importance of preparing your business for an economic recession (%)



Base: Those who responded 'Very important' or 'Important' to Q31a. (n=1224)  
 Q31b: What are your reasons for this level of importance?

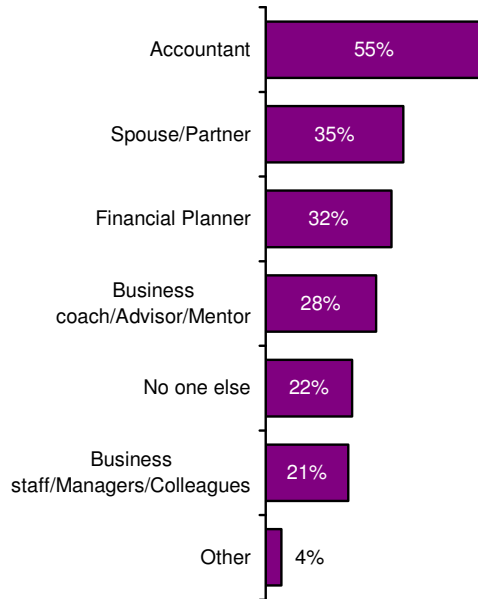
AMR Interactive, March 2008

A total of 33% of those small business owners who rated planning for a potential economic recession as important or very important believe that this due to the need to be prepared. A total of 23% believe that it is important so that they can survive/keep their business/industry going.

**Assistance in ensuring survival through an economic recession**

**Just over half of small business owners believe that accountants should assist in developing a plan or strategy to ensure a business survives through an economic recession**

Figure 11: Source of assistance in developing a plan/strategy to ensure survival in economic recession (%)



Base: Those who responded 'Very important' or 'Important' to Q31a. (n=1224)

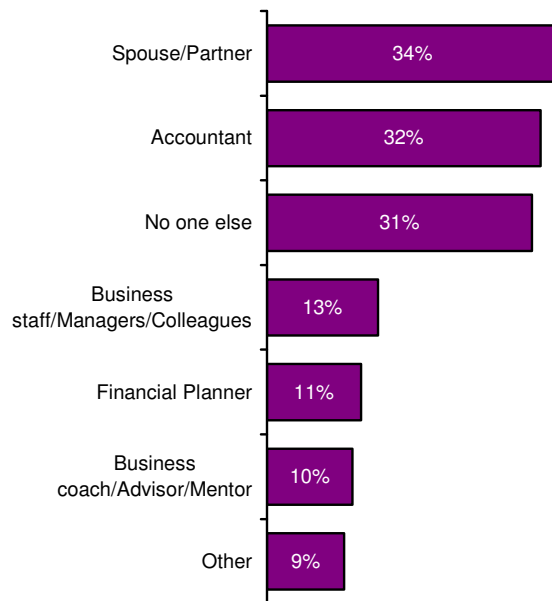
Q32: Who, if anyone, do you think should help you develop a plan or strategy to ensure your business survives through an economic recession (Multiple response)?

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## Actual sources of advice and assistance

### Almost equal distribution of small business owners have not spoken to anyone else, have spoken to a spouse/partner, or have spoken to an accountant

Figure 12: Who have you spoken to about developing a plan/strategy to survive an economic recession (%)



Base: Those who responded "Very important" or "Important" to Q31 a. (n=1224)

Q33: If anyone, who have you spoken to about developing a plan or strategy to ensure your business survives through an economic recession?

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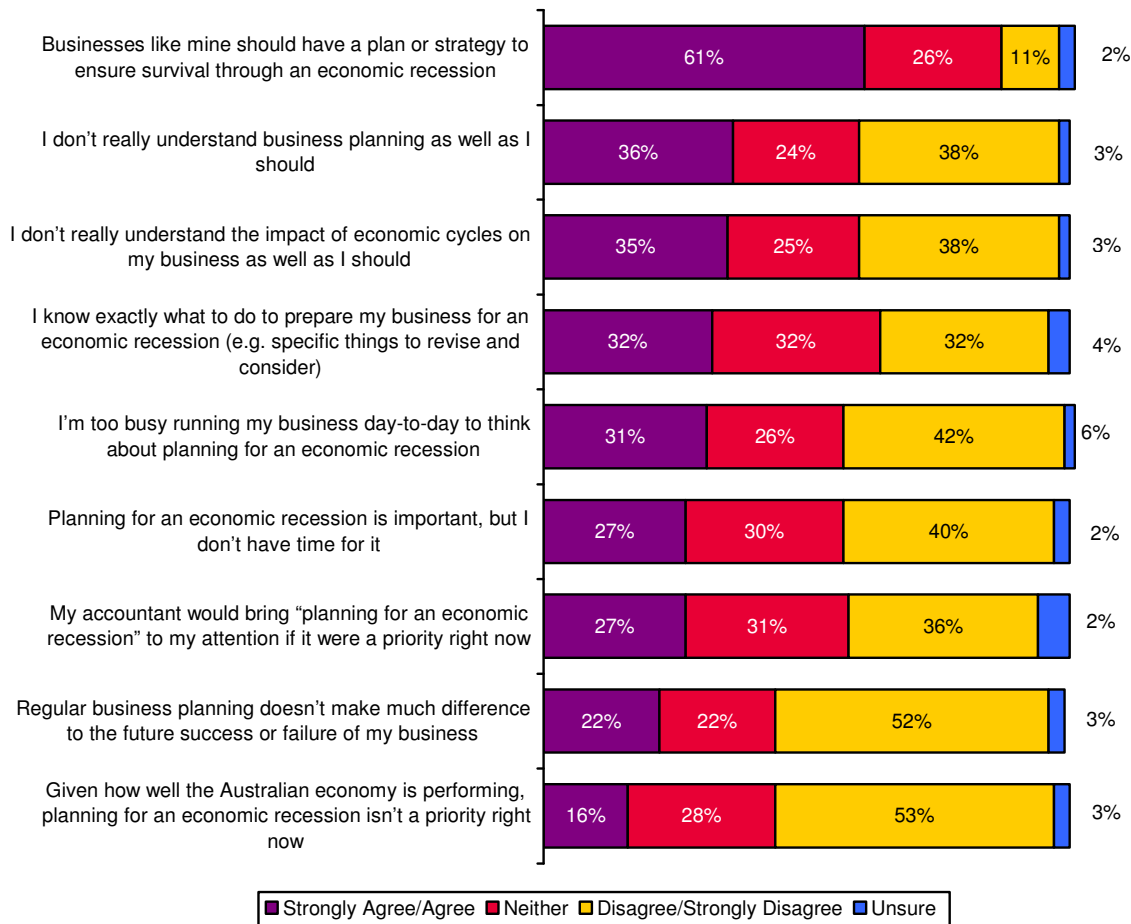
Although 55% of small business owners reported that advice and assistance should be sought from an accountant, only 32% of them reported actually following through with this behaviour. Instead many chose to seek this guidance from a spouse/partner, or did not seek any outside assistance at all.

Those small businesses with lower incomes (under \$59,999) were less likely to have consulted an accountant, and are more likely to have not consulted anyone else. Furthermore, a total of 50% of small businesses that have between 10 and 19 employees have consulted an accountant, and this figure then steadily declines to 24% of sole traders. This indicates that owners of larger small businesses are more likely to consult accountants, and less likely to not consult anyone (see Appendix 7).

## Attitudes and opinions

### More than half of small business owners agree that businesses like theirs should have a plan or strategy to ensure economic survival

Figure 13: Agreement levels with attitude and opinion statements (%)



Base: Online small business owners (n=1436)

Q34: Below is a list of attitudes and opinions other small business owners have previously shared about business planning and economic recession. Please indicate how strongly you agree/disagree with each statement.

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Small business owners clearly place an importance on business planning to ensure survival through an economic recession, with 61% agreeing that businesses like theirs should have a plan or strategy. Furthermore, 52% disagree with the statement that regular business planning does not have an impact on the future success or failure of their business.

The lack of faith in the Australian economy is again displayed with 53% of small business owners disagreeing with statement that the Australian economy is performing well so business planning is not a priority.



## Appendix 1 – Having a business plan (additional breakdowns)

Table 1: Having a business plan by gender and income (%)

	Do you have a business plan?	
	Yes	No
<b>Total</b>	<b>44%</b>	<b>53%</b>
<b>Total by Gender</b>		
Male	47%	50%
Female	39%	57%
<b>Total by Household Income Level</b>		
Under \$25,000	26%%	71%
\$25,000 - \$39,999	28%	67%
\$40,000 - \$59,999	33%	64%
\$60,000 - \$74,999	50%	48%
\$75,000 - \$99,999	41%	56%
\$100,000 - \$149,999	48%	50%
\$150,000 - \$199,999	58%	37%
\$200,000 or above	58%	39%

Table 1.1: Having a business plan by business size, and length of operation

	Do you have a business plan?	
	Yes	No
<b>Total</b>	<b>44%</b>	<b>53%</b>
<b>Total by Business Size</b>		
Sole Trader	39%	58%
1 employee	45%	52%
2-4 employees	48%	49%
5-9 employees	57%	42%
10-19 employees	58%	39%
<b>Total by Length of Operation</b>		
Under 1 year	55%	44%
1- <2 years	52%	43%
2- <3 years	48%	49%
3- <5 years	36%	62%
5- <10 years	45%	53%
10+ years	38%	58%

Base: Online small business owners (n=1436)

Q23: Do you have a business plan, that is, a plan or strategy that is physically written down or documented?

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## Appendix 2 – Perceptions of possible recession (additional breakdowns)

Table 2: Perceptions of possible recession by gender, income and size of business (%)

	Perceptions of economic recession likelihood in the next 20 years			
	Definitely will be	Probably will be	Probably won't be	Definitely won't be
<b>Total</b>	<b>29%</b>	<b>58%</b>	<b>12%</b>	<b>1%</b>
<b>Total by Gender</b>				
Male	32%	56%	11%	1%
Female	24%	61%	14%	1%
<b>Total by Household Income Level</b>				
Under \$25,000	34%	47%	19%	0%
\$25,000 - \$39,999	25%	62%	13%	0%
\$40,000 - \$59,999	27%	60%	13%	0%
\$60,000 - \$74,999	34%	51%	12%	3%
\$75,000 - \$99,999	26%	65%	9%	0%
\$100,000 - \$149,999	28%	58%	13%	1%
\$150,000 - \$199,999	36%	48%	14%	2%
\$200,000 or above	33%	48%	19%	0%
<b>Total by Size of Business</b>				
Sole Trader (No employee)	27%	58%	13%	1%
1 Employee	30%	59%	10%	1%
2 to 4 Employees	28%	59%	12%	1%
5 to 9 Employees	32%	56%	11%	0%
10 to 19 Employees	36%	51%	11%	1%

Base: Online small business owners (n=1436)

Q28: Do you personally think there will be an economic recession in Australia in the next 20 years?

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### Appendix 3 – Memory of last recession (additional breakdowns)

Table 3: Memory of last recession by gender, and age (%)

	Memory of last Recession	
	Yes	No
<b>Total</b>	<b>72%</b>	<b>22%</b>
<b>Total by Gender</b>		
Male	79%	16%
Female	64%	30%
<b>Total by Age</b>		
18-29 years	23%	71%
30-39 years	61%	30%
40-49 years	73%	21%
50-59 years	84%	12%
60-65 years	84%	11%
Over 65 years	85%	5%

Base: Online small business owners (n=1436)

Q30a: Do you personally remember the last economic recession in Australia?

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## Appendix 4 – Importance of planning for recession (additional breakdowns)

Table 4: Importance of planning for recession by gender, State and income (%)

	Importance of Planning for Possible Economic Recession				
	Very Important	Somewhat Important	Neither	Somewhat Unimportant	Not at all Important
<b>Total</b>	<b>52%</b>	<b>31%</b>	<b>13%</b>	<b>1%</b>	<b>2%</b>
<b>Total by Gender</b>					
Male	51%	30%	16%	1%	2%
Female	54%	33%	10%	1%	1%
<b>Total by State</b>					
NSW	52%	52%	15%	1%	2%
VIC	54%	30%	13%	1%	1%
QLD	55%	29%	15%	0%	0%
SA	50%	36%	12%	1%	2%
WA	52%	32%	10%	4%	0%
TAS	33%	56%	11%	0%	0%
NT	51%	32%	17%	0%	0%
ACT	52%	34%	11%	0%	4%
<b>Total by Household Income Level</b>					
Under \$25,000	45%	30%	11%	7%	8%
\$25,000-39,999	47%	31%	20%	0%	3%
\$40,000 - \$59,999	40%	42%	13%	3%	2%
\$60,000 - \$74,999	59%	26%	13%	1%	1%
\$75,000 - \$99,999	48%	37%	14%	1%	0%
\$100,000 - \$149,999	56%	29%	15%	0%	1%
\$150,000 - \$199,999	57%	32%	10%	0%	0%
\$200,000 or above	62%	25%	13%	1%	0%

Table 4.1: Importance of planning for recession by business size, and industry (%)

	Importance of Planning for Possible Economic Recession				
	Very Important	Somewhat Important	Neither	Somewhat Unimportant	Not at all Important
<b>Total</b>	<b>52%</b>	<b>31%</b>	<b>13%</b>	<b>1%</b>	<b>2%</b>
<b>Total by Size of Business</b>					
Sole Trader (No employee)	47	32	17%	2%	2%
1 Employee	50	37%	11%	2%	1%
2 to 4 Employees	61	29%	9%	0%	1%
5 to 9 Employees	64%	28%	6%	1%	1%
10 to 19 Employees	71%	26%	26%	4%	0%
<b>Total by Industry</b>					
Health and Community services	44%	39%	16%	1%	0%
Wholesale trade	51%	25%	24%	0%	0%
Property and business services	62%	26%	9%	1%	1%
Finance and insurance	56%	33%	11%	0%	1%
Transport and storage	52%	33%	14%	0%	1%
Education	42%	36%	16%	0%	6%
Accommodation, café and restaurants	71%	19%	3%	0%	7%
Construction	55%	32%	9%	4%	1%
Communications, media and marketing services	67%	23%	9%	1%	0%
Manufacturing	47%	35%	13%	0%	6%
IT/Information & Communications technology	51%	24%	26%	0%	0%
Agriculture	50%	31%	16%	0%	2%
Retail trade	51%	33%	15%	0%	1%
Personal and other services	49%	33%	17%	0%	1%
Cultural and recreational services	35%	48%	14%	3%	0%

Base: Online small business owners (n=1436)

Q31a: How important do you feel it is to plan and prepare your business to survive through an economic recession?

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## Appendix 5 – Assistance with planning (additional breakdowns)

Table 5: Likely source of assistance in planning for recession by gender, State and income (%)

	Who should Assist in Developing a Plan or Strategy						
	No one else	Spouse/Partner	Business staff/Managers/Colleagues	Accountant	Financial Planner	Business Coach	Other
<b>Total</b>	22%	35%	21%	55%	32%	28%	4%
<b>Total by Gender</b>							
Male	25%	36%	22%	53%	29%	28%	4%
Female	17%	33%	19%	58%	35%	29%	4%
<b>Total by State</b>							
NSW	25%	30%	20%	49%	28%	30%	3%
VIC	23%	35%	23%	57%	28%	27%	4%
QLD	21%	38%	18%	59%	34%	24%	4%
SA	10%	35%	16%	60%	38%	30%	3%
WA	16%	39%	18%	56%	41%	31%	4%
TAS	31%	21%	29%	47%	23%	31%	7%
NT	7%	56%	26%	82%	50%	51%	0%
ACT	24%	49%	41%	57%	25%	23%	4%
<b>Total by Size of Business</b>							
Sole Trader (No employee)	29%	32%	11%	48%	33%	32%	4%
1 Employee	14%	44%	25%	63%	29%	27%	2%
2 to 4 Employees	14%	38%	25%	62%	35%	22%	4%
5 to 9 Employees	15%	29%	47%	64%	29%	22%	3%
10 to 19 Employees	14%	27%	49%	62%	27%	30%	5%

Base: Those who responded 'Important' or 'Very important' to Q31a (n=1224)

Q32: Who, if anyone, do you think should help you develop a plan or strategy to ensure survival through an economic recession?

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## Appendix 6 – Actual assistance with planning (additional breakdowns)

Table 6: Actual source of assistance in planning for recession by gender, State and income (%)

	Actual source of Assistance for Planning for Possible Economic Recession						
	No one else	Spouse/Partner	Business staff/Manager s/Colleagues	Accountant	Financial Planner	Business Coach	Other
<b>Total</b>	31%	34%	13%	32%	11%	10%	9%
<b>Total by Gender</b>							
Male	32%	36%	15%	32%	12%	10%	8%
Female	29%	31%	11%	31%	11%	10%	11%
<b>Total by State</b>							
NSW	33%	33%	14%	31%	8%	11%	6%
VIC	29%	32%	17%	32%	11%	12%	9%
QLD	33%	36%	11%	33%	11%	7%	8%
SA	26%	38%	7%	32%	17%	10%	10%
WA	24%	31%	9%	33%	18%	10%	13%
TAS	43%	22%	9%	11%	4%	12%	30%
NT	10%	61%	25%	25%	14%	24%	15%
ACT	41%	37%	6%	53%	5%	3%	9%
<b>Total by Household Income Level</b>							
Under \$25,000	41%	27%	7%	17%	6%	21%	0%
\$25,000-39,999	41%	27%	8%	16%	3%	7%	16%
\$40,000 - \$59,999	32%	37%	8%	25%	10%	10%	12%
\$60,000 - \$74,999	23%	37%	11%	35%	17%	11%	8%
\$75,000 - \$99,999	33%	33%	13%	32%	10%	85	9%
\$100,000 - \$149,999	32%	32%	15%	35%	10%	11%	10%
\$150,000 - \$199,999	27%	36%	16%	30%	13%	6%	7%
\$200,000 or above	27%	26%	16%	42%	17%	10%	6%



Table 6.1: Actual source of assistance in planning for recession by business size, and industry (%)

	Actual source of Assistance for Planning for Possible Economic Recession						
	No one else	Spouse/Partner	Business staff/Managers/Colleagues	Accountant	Financial Planner	Business Coach	Other
<b>Total</b>	<b>31%</b>	<b>34%</b>	<b>13%</b>	<b>32%</b>	<b>11%</b>	<b>10%</b>	<b>9%</b>
<b>Total by Size of Business</b>							
Sole Trader (No employee)	37%	31%	6%	24%	10%	10%	10%
1 Employee	25%	45%	18%	33%	11%	13%	5%
2 to 4 Employees	21%	37%	15%	41%	16%	8%	11%
5 to 9 Employees	26%	28%	29%	44%	7%	10%	8%
10 to 19 Employees	26%	24%	35%	50%	7%	14%	7%
<b>Total by Industry</b>							
Health and Community services	33%	28%	20%	30%	11%	16%	6%
Wholesale trade	23%	29%	17%	50%	10%	16%	2%
Property and business services	39%	29%	15%	23%	10%	14%	9%
Finance and insurance	40%	17%	22%	26%	11%	15%	6%
Transport and storage	33%	38%	10%	41%	9%	6%	8%
Education	41%	27%	13%	33%	10%	9%	5%
Accommodation, café and restaurants	28%	49%	4%	32%	23%	2%	14%
Construction	20%	40%	8%	37%	17%	7%	8%
Communications, media and marketing services	26%	28%	13%	30%	7%	19%	20%
Manufacturing	29%	34%	24%	28%	12%	12%	11%
IT/Information & Communications technology	44%	33%	9%	15%	3%	21%	9%
Agriculture	30%	41%	12%	42%	11%	5%	10%
Retail trade	29%	32%	13%	30%	7%	9%	13%
Personal and other services	36%	33%	7%	23%	7%	11%	9%
Cultural and recreational services	37%	27%	14%	14%	16%	4%	10%

Base: Those who responded 'Important' or 'Very important' to Q31a (n=1224)  
 Q33: If anyone, who have you spoken to about developing a plan or strategy to ensure your business survives through an economic recession?

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## Appendix 7 – Sample Demographics

<b>Gender</b>	
Male	56%
Female	44%

<b>Age</b>	
18-29 years	7%
30-39 years	16%
40-49 years	30%
50-59 years	29%
60-65 years	12%
Over 65 years	4%
Refuse to answer	2%

<b>Annual Household Income</b>	
Under \$40,000	12%
\$40,000 – \$59,999	12%
\$60,000 – \$74,999	12%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	19%
\$150,000 - \$199,999	7%
\$200,000+	6%
Refuse to answer/Don't know	15%

<b>Size of Business</b>	
Sole trader (no other employees)	55%
1 full time employee	14%
2-4 full time employees	20%
5-9 full time employees	7%
10-19 full time employees	4%

<b>Length of Time Business Operating</b>	
Less than 1 year	14%
1 to less than 5 years	35%
5 to less than 10 years	19%
More than 10 years	32%

<b>Home-Based Business</b>	
Businesses operating at a household/home office	70%
Businesses operating <u>out of</u> a household/home office	30%

<b>Annual Business Turnover</b>	
Under \$50, 000	24%
\$50, 000 to less than \$100,000	22%
\$100,000 to less than \$500,000	30%
\$500,000 to less than \$1 million	8%
\$1 million or more	10%
Don't know	6%

Base: Online small businesses owners (n=1436)

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## Appendix 8 – Special focus questions

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Q23. Do you have a business plan, that is, a plan or strategy that is physically written down or documented?

1. Yes
2. No
9. Don't know

IF Q23 (1) ASK:

Q24. When did you last update this business plan document?

1. Have NOT updated it since it was written
2. Within the last year
3. Within the last 2 years
4. Within the last 3 years
5. Within the last 4 years
6. Over 5 years ago

IF Q23 (1) ASK:

Q25. Who else, if anyone, have you consulted to help you develop or revise this business plan in the past? (MULTIPLE RESPONSE)

1. No one else - did it all myself without consulting others
2. Spouse/partner
3. Business Staff/Managers/Colleagues
4. Business Coach/Advisor/Mentor
5. Accountant
6. Financial Planner
7. Other (please specify)

IF Q23 (2) ASK:

Q26. Why do you not have a business plan? (OPEN ENDED)

[Text box]

Q28. Do you personally think there will be an economic recession in Australia in the next 20 years?

1. Definitely will be
2. Probably will be
3. Probably won't be
4. Definitely won't be

IF Q28 (1/2) ASK:

Q29. How far away do you think the next economic recession in Australia is most likely to be?

*(Note: there are no right or wrong answers – it's your opinion we are interested in).*

1. Within the next year
2. Within the next 2 years
3. Within the next 3 years
4. Within the next 4 years
5. Within the next 5 years
6. Within the next 6-10 years
7. Within the next 11-20 years

Q30a. Do you personally remember the last economic recession in Australia?

1. Yes
2. No
9. Don't know

IF Q30a (1) ASK:

Q30b. What, if any, negative impact(s) do you specifically recall on your small business or personal situation? (OPEN ENDED)

[text box]

Q31a. How important do you feel is it to plan and prepare your business to survive through a potential economic recession?

1. Very important
2. Somewhat important
3. Neither important nor unimportant
4. Somewhat unimportant
5. Not at all important

IF Q31a (1/2) ASK Q31b-Q33; else skip to Q34

31b. What are your reasons for this level of importance? (OPEN ENDED)

[Text box]

Q32. Who, if anyone, do you think should help you develop a plan or strategy to ensure your business survives through an economic recession? (MULTIPLE RESPONSE)

1. No one else – could do it myself
2. Spouse/partner
3. Business Staff/Managers/Colleagues
4. Accountant
5. Financial Planner
6. Business Coach/Advisor/Mentor
7. Other (please specify)

Q33. If anyone, who have you spoken to about developing a plan or strategy to ensure your business survives through an economic recession?

1. No one else
2. Spouse/partner
3. Business Staff/Managers/Colleagues
4. Accountant
5. Financial Planner
6. Business Coach/Advisor/Mentor
7. Other (please specify)

Q34. Below is a list of attitudes and opinions that other small business owners have previously shared about business planning and economic recession. Please indicate how strongly you agree/disagree with each statement (1= strongly disagree, 5 = strongly agree).

\*\*\*RANDOMISE ORDER OF STATEMENTS

	1-Strongly Disagree	2-Disagree	3-Neither agree nor disagree	4-Agree	5-Strongly Agree	9-Don't know/ Not sure
I'm too busy running my business day-to-day to think about planning for an economic recession						
Planning for an economic recession is important, but I don't have time for it						
Given how well the Australian economy is performing, planning for an economic recession isn't a priority right now						
I know exactly what to do to prepare my business for an economic recession (e.g. specific things to revise and consider)						
My accountant would bring "planning for an economic recession" to my attention if it were a priority right now						
I don't really understand the impact of economic cycles on my business as well as I should						
I don't really understand business planning as well as I should						
Regular business planning doesn't make much difference to the future success or failure of my business						
Businesses like mine should have a plan or strategy to ensure survival through an economic recession						