



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2004-III-13

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SMALL BUSINESS IMPORT ACTIVITIES EXPANDING – EXPORT BUSINESS LOOKS UNCHANGED

Phoenix, Arizona, September 20, 2004. Between 1993 and today, the proportion of small businesses in Arizona engaged in importing products from abroad nearly tripled – rising to 14 percent from only five percent in 1993. At the same time, the proportion engaged in export trade rose from 10 percent in 1995 to 14 percent in 1998 and now rests at 13 percent. Both trends may reflect larger U.S. foreign trade patterns contributing to the country's current negative trade balance.

Among small businesses in this survey, Canada remains the largest partner for export activities, with 65 percent of exporters reporting they have customers there. Europe is in second place at 57 percent, and Asia is in third place at 47 percent. Exports to Mexico are reported by 41 percent of firms engaged in exporting. Only 12 percent are making exports to Africa.

Export activities are most prevalent among manufacturing companies (27%), wholesalers (50%) and in the transportation and wholesale sectors (42%). Among retailers, 16 percent report some export activities and in the scientific and technical sectors, 14 percent are active.

Importing touches more firms: 71 percent in the wholesale sector, 27 percent of manufacturers, just over a fifth of retailers, eleven percent of scientific and technical companies and just under six percent of construction 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.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-13) 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

	2004	1998	1993
Export any goods or services	13%	14%	10%
Import any goods or services	<u>14</u>	<u>12</u>	<u>5</u>
(Any export <u>or</u> import)	(20%)	(22%)	(12%)

Among Exporters

	2004	1998
<u>EXPORTS TO:</u>		
Canada	65%	66%
Europe	57	55
Asia	47	46
Latin America (Total)	(43)	(46)
Anywhere in Mexico	41	44
Sonora	26	29
Africa	12	18

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