Executive Summary
Small Business Disaster Preparedness Survey

Earthquakes, fires and the drought are all natural disasters that are a threat to the business continuity of California’s small businesses. In an effort to stimulate economic growth and to bring forth an awareness of disaster preparedness amongst the State’s small businesses, the California Small Business Development Centers (CASBDC) and the California Seismic Safety Commission partnered together to enhance preparedness amongst small businesses in the event of a natural and/or man-made disaster.

The state-wide Small Business Disaster Preparedness Survey was distributed on December 5, 2013. The 19 question survey provided a strong framework for the type of needs concerning small business in the case of a disaster. The pool of businesses surveyed was a well-diversified group with statewide participants from partnering organizations such as the California Hispanic Chambers, California Asian and Black Chambers of Commerce, and the SBDC service centers.

Of the 213 California small businesses that responded, 49% were identified as sole proprietors, 20% as incorporated; with 32.3% of the businesses employing 2 to 5 employees and 9.8% of the businesses employing 11 or more people. The businesses were also asked how long they have been in operation; 27% said they’ve been in business for over 20 years, 18% said 2-5 years, and 17% indicated they were in the start-up phase. The range of years is important because it measures the range of those that are established verses those that are just starting up. Their range of capacity and needs vary depending on years in business and the number of employees that are employed with the business. The large majority of the businesses were from the service industry, 37%, with retail following at 9% and 8% from the construction and manufacturing industries.

Small business owners are focused on keeping their business growing and thriving. Based on this survey, preparing for a disaster is not always an active priority for the small business owner. The survey gleaned on the fact that 72% of the respondents do not have a disaster recovery plan in place but 42% have thought about putting one in place. When asked what would be perceived as the greatest disaster threat to the business, 34% of the respondents stated that “man-made” disasters (cybercrime, security breaches or a disgruntled worker), were the biggest threat with fires (32%) and earthquakes (19%) following on the list. If a disaster were to occur, over 98% of the respondents said that restoring electricity and phone/internet were the most important to help them recover. Transportation and water supply followed close behind as being important to business continuity.

Lastly, business owners were asked, “Other than restoring water and power, what is the most important action the State of California can do to assist business owners immediately after a disaster?” Respondents answered with the following requests: 1) The State should have an active disaster plan in place; 2) Immediately restore communication and transportation systems; 3) Make disaster funding available immediately; 4) Suspend any impeding barriers to getting back up and running; and 5) Make available community generators and mobile charging stations.

The results of the survey highlighted the need for small businesses to be more aware of the tools available to assist them to create and implement a disaster recovery plan, as well as resources available to them in the event of a disaster. This survey was a first step to understand the on-going needs of California small businesses.
Which of the following best describes your business structure?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>S-Corp</td>
<td></td>
<td></td>
<td>21</td>
<td>9.8 %</td>
</tr>
<tr>
<td>Incorporated</td>
<td></td>
<td></td>
<td>42</td>
<td>19.7 %</td>
</tr>
<tr>
<td>Sole Proprietor</td>
<td></td>
<td></td>
<td>104</td>
<td>48.8 %</td>
</tr>
<tr>
<td>LLC</td>
<td></td>
<td></td>
<td>29</td>
<td>13.6 %</td>
</tr>
<tr>
<td>Partnership</td>
<td></td>
<td></td>
<td>11</td>
<td>5.1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>6</td>
<td>2.8 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>213</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What industry is your business in?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td></td>
<td></td>
<td>16</td>
<td>7.5 %</td>
</tr>
<tr>
<td>Service</td>
<td></td>
<td></td>
<td>76</td>
<td>35.6 %</td>
</tr>
<tr>
<td>Restaurant</td>
<td></td>
<td></td>
<td>2</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
<td>14</td>
<td>6.5 %</td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
<td></td>
<td>15</td>
<td>7.0 %</td>
</tr>
<tr>
<td>Finance, Insurance, Real Estate</td>
<td></td>
<td></td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>77</td>
<td>36.1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>213</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### How long have you been in business?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-up phase</td>
<td></td>
<td></td>
<td>36</td>
<td>16.9 %</td>
</tr>
<tr>
<td>1 year or less</td>
<td></td>
<td></td>
<td>26</td>
<td>12.2 %</td>
</tr>
<tr>
<td>2 to 5 years</td>
<td></td>
<td></td>
<td>38</td>
<td>17.8 %</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td></td>
<td></td>
<td>26</td>
<td>12.2 %</td>
</tr>
<tr>
<td>10 to 20 years</td>
<td></td>
<td></td>
<td>28</td>
<td>13.1 %</td>
</tr>
<tr>
<td>20 years or more</td>
<td></td>
<td></td>
<td>57</td>
<td>26.7 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>2</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>213</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Do you own or lease a physical business location?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td></td>
<td></td>
<td>47</td>
<td>22.0 %</td>
</tr>
<tr>
<td>Lease</td>
<td></td>
<td></td>
<td>63</td>
<td>29.5 %</td>
</tr>
<tr>
<td>None of the above, I work at home or have a virtual office</td>
<td></td>
<td></td>
<td>89</td>
<td>41.7 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>1</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>213</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Do you currently have a monthly business loan that you make payments on?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td>27</td>
<td>12.6 %</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>182</td>
<td>85.4 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>4</td>
<td>1.8 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>213</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### How many employees does your business employ, including yourself?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (self full time)</td>
<td></td>
<td></td>
<td>68</td>
<td>31.9 %</td>
</tr>
<tr>
<td>One (self part-time)</td>
<td></td>
<td></td>
<td>27</td>
<td>12.6 %</td>
</tr>
<tr>
<td>2 to 5</td>
<td></td>
<td></td>
<td>69</td>
<td>32.3 %</td>
</tr>
<tr>
<td>6 to 10</td>
<td></td>
<td></td>
<td>16</td>
<td>7.5 %</td>
</tr>
<tr>
<td>11+</td>
<td></td>
<td></td>
<td>21</td>
<td>9.8 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>11</td>
<td>5.1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>1</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>213</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### What type of internet connection do you have at your place of business?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct internet connection via &quot;wire cable&quot; into my physical business location</td>
<td></td>
<td></td>
<td>83</td>
<td>38.9 %</td>
</tr>
<tr>
<td>A wireless or &quot;hot spot&quot; internet connection via my cell phone provider</td>
<td></td>
<td></td>
<td>37</td>
<td>17.3 %</td>
</tr>
<tr>
<td>I have both types of connection to the internet available</td>
<td></td>
<td></td>
<td>79</td>
<td>37.0 %</td>
</tr>
<tr>
<td>No, I don't have an internet connection for my business</td>
<td></td>
<td></td>
<td>12</td>
<td>5.6 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>2</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Do you back up your business data regularly?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, to a server located at my place of business</td>
<td></td>
<td></td>
<td>77</td>
<td>36.1 %</td>
</tr>
<tr>
<td>Yes, to a server not at my place of business, i.e. &quot;the cloud&quot;</td>
<td></td>
<td></td>
<td>73</td>
<td>34.2 %</td>
</tr>
<tr>
<td>Yes, I make paper copies of everything and store them at a location other than my place of business</td>
<td></td>
<td></td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>No, I haven't backed up any of my business information</td>
<td></td>
<td></td>
<td>32</td>
<td>15.0 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>16</td>
<td>7.5 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>2</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Do you have a disaster recovery plan in place for your business?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td>59</td>
<td>27.6 %</td>
</tr>
<tr>
<td>No, but I have thought about it</td>
<td></td>
<td></td>
<td>89</td>
<td>41.7 %</td>
</tr>
<tr>
<td>No, never thought about it</td>
<td></td>
<td></td>
<td>64</td>
<td>30.0 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>1</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>
What do you perceive as the greatest disaster threat to your business?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire</td>
<td>70</td>
<td>32.8 %</td>
</tr>
<tr>
<td>Earthquake</td>
<td>41</td>
<td>19.2 %</td>
</tr>
<tr>
<td>Flood</td>
<td>6</td>
<td>2.8 %</td>
</tr>
<tr>
<td>Extreme Storms</td>
<td>9</td>
<td>4.2 %</td>
</tr>
<tr>
<td>&quot;Man-made&quot; disasters, i.e. burglary, riots, disgruntled employees, etc</td>
<td>73</td>
<td>34.2 %</td>
</tr>
<tr>
<td>Other</td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>1</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td>Totals</td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

Do you currently have disaster supplies, i.e. emergency water, food, etc, (enough for you and your employees) at your place of business should a disaster occur during business hours?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90</td>
<td>42.2 %</td>
</tr>
<tr>
<td>No, but I've thought about it</td>
<td>66</td>
<td>30.9 %</td>
</tr>
<tr>
<td>No, never thought about it</td>
<td>53</td>
<td>24.8 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>4</td>
<td>1.8 %</td>
</tr>
<tr>
<td>Totals</td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

How long would it take you to reopen your business after disruption from a disaster?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instantly, not a problem</td>
<td>45</td>
<td>21.1 %</td>
</tr>
<tr>
<td>One week</td>
<td>47</td>
<td>22.0 %</td>
</tr>
<tr>
<td>Two weeks</td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>Beyond a month</td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>Not sure</td>
<td>94</td>
<td>44.1 %</td>
</tr>
<tr>
<td>I would not be able to reopen</td>
<td>1</td>
<td>&lt;1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>Totals</td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>
How long can you operate your business without potable drinking water before it affects the function of your business and your company's bottom line?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can't operate at all without running, drinking water</td>
<td></td>
<td></td>
<td>28</td>
<td>13.1 %</td>
</tr>
<tr>
<td>1 day</td>
<td></td>
<td></td>
<td>28</td>
<td>13.1 %</td>
</tr>
<tr>
<td>2 - 3 days</td>
<td></td>
<td></td>
<td>33</td>
<td>15.4 %</td>
</tr>
<tr>
<td>Up to 5 days</td>
<td></td>
<td></td>
<td>20</td>
<td>9.3 %</td>
</tr>
<tr>
<td>A week or more</td>
<td></td>
<td></td>
<td>22</td>
<td>10.3 %</td>
</tr>
<tr>
<td>Does not have an affect on my business</td>
<td></td>
<td></td>
<td>79</td>
<td>37.0 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>3</td>
<td>1.4 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>213</td>
<td>100 %</td>
</tr>
</tbody>
</table>

How long can you operate without electricity before it affects the function of your business and your company's bottom line?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can't operate at all without electricity</td>
<td></td>
<td></td>
<td>121</td>
<td>56.8 %</td>
</tr>
<tr>
<td>1 day</td>
<td></td>
<td></td>
<td>29</td>
<td>13.6 %</td>
</tr>
<tr>
<td>2 - 3 days</td>
<td></td>
<td></td>
<td>20</td>
<td>9.3 %</td>
</tr>
<tr>
<td>Up to 5 days</td>
<td></td>
<td></td>
<td>10</td>
<td>4.6 %</td>
</tr>
<tr>
<td>A week or more</td>
<td></td>
<td></td>
<td>16</td>
<td>7.5 %</td>
</tr>
<tr>
<td>Does not have an affect on my business</td>
<td></td>
<td></td>
<td>17</td>
<td>7.9 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>213</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Other than rapidly restoring water and power, what is the most important action(s) the State can take to assist your business immediately after a disaster?

154 Response(s)
Do you have a backup generator at your place of business?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>38</td>
<td>17.8%</td>
</tr>
<tr>
<td>No</td>
<td>173</td>
<td>81.2%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>2</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Totals</td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

If a disaster occurred, would you be able to operate your business from another location?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>171</td>
<td>80.2%</td>
</tr>
<tr>
<td>No</td>
<td>39</td>
<td>18.3%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>3</td>
<td>1.4%</td>
</tr>
<tr>
<td>Totals</td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

If Yes, for how long?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day</td>
<td>8</td>
<td>3.7%</td>
</tr>
<tr>
<td>2 - 3 days</td>
<td>11</td>
<td>5.1%</td>
</tr>
<tr>
<td>Up to 5 days</td>
<td>7</td>
<td>3.2%</td>
</tr>
<tr>
<td>A week or more</td>
<td>97</td>
<td>45.5%</td>
</tr>
<tr>
<td>Does not have an affect on my business</td>
<td>57</td>
<td>26.7%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>33</td>
<td>15.4%</td>
</tr>
<tr>
<td>Totals</td>
<td>213</td>
<td>100%</td>
</tr>
</tbody>
</table>

Do you currently carry natural disaster insurance for your business? Choose all that apply:

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, flood insurance</td>
<td>29</td>
<td>13.8%</td>
</tr>
<tr>
<td>Yes, fire insurance</td>
<td>78</td>
<td>37.1%</td>
</tr>
<tr>
<td>Yes, earthquake insurance</td>
<td>26</td>
<td>12.3%</td>
</tr>
<tr>
<td>No, I don't currently have natural disaster business insurance</td>
<td>121</td>
<td>57.6%</td>
</tr>
<tr>
<td>Other</td>
<td>11</td>
<td>5.2%</td>
</tr>
<tr>
<td>Totals</td>
<td>210</td>
<td>100%</td>
</tr>
</tbody>
</table>
Please rate the items listed below in terms of their importance for your business operations. Select one rating for each:
1 = Least Important, 2 = Not That Important, 3 = Neutral, 4 = Important, 5 = Most Important

<table>
<thead>
<tr>
<th>Answer</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Number of Response(s)</th>
<th>Rating Score*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>212</td>
<td>4.6</td>
</tr>
<tr>
<td>Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>208</td>
<td>3.7</td>
</tr>
<tr>
<td>Natural Gas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>205</td>
<td>2.6</td>
</tr>
<tr>
<td>Phone/Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>205</td>
<td>4.5</td>
</tr>
<tr>
<td>Sewer and Waste Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>207</td>
<td>3.4</td>
</tr>
<tr>
<td>Treatment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>207</td>
<td>2.9</td>
</tr>
<tr>
<td>Postal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>207</td>
<td>3.3</td>
</tr>
<tr>
<td>Transportation, i.e. roads,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>209</td>
<td>3.7</td>
</tr>
<tr>
<td>rail, air</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>208</td>
<td>3.3</td>
</tr>
</tbody>
</table>

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How would you keep in touch with customers after a disaster disrupted your business? Please select all that apply:

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td></td>
<td>100%</td>
<td>177</td>
<td>83.4 %</td>
</tr>
<tr>
<td>Phone/Text</td>
<td></td>
<td>100%</td>
<td>174</td>
<td>82.0 %</td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td>100%</td>
<td>118</td>
<td>55.6 %</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>100%</td>
<td>105</td>
<td>49.5 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>100%</td>
<td>36</td>
<td>16.9 %</td>
</tr>
</tbody>
</table>

Totals 212 100%

Thank you for your valuable responses to our survey! To enter our Southwest Airlines prize drawing, please leave your contact information below for a chance to win one FREE domestic round-trip ticket anywhere Southwest flies! (Thank you to Southwest Airlines for donating our Grand Prize. One Grand Prize winner will be drawn at random and contacted to collect their prize in Feb. 2014.)

<table>
<thead>
<tr>
<th>Answers</th>
<th>Number of Response(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>169</td>
</tr>
<tr>
<td>Last Name</td>
<td>168</td>
</tr>
<tr>
<td>Company Name</td>
<td>161</td>
</tr>
<tr>
<td>Work Phone</td>
<td>166</td>
</tr>
<tr>
<td>Email Address</td>
<td>166</td>
</tr>
<tr>
<td>City</td>
<td>167</td>
</tr>
</tbody>
</table>