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SMALL BUSINESSES WANT LOCAL GOVERNMENT SUPPORT IN THE FORM OF TAX BREAKS, FEWER REGULATIONS

Latest Ouch Point® Study from Opinion Research Corporation finds

Study Uncovers Significant Variations in Small Business Owners Perspectives by Region

PRINCETON, NJ – June 15, 2009 – While the majority of small businesses would recommend their geographic location to others, they also say their local government could do much more to support them. Seven out of 10 businesses responding to the latest Ouch Point survey from Opinion Research Corporation an *infoGROUP* company (NASDAQ: IUSA) say tax breaks would be the most effective measure, followed by “cutting red tape.”

“The majority of small businesses are looking to their local governments to help them succeed – with tax cuts, fewer regulations and better marketing,” said Rebecca Elmore-Yalch, Senior Vice President, Opinion Research Corporation. “At the same time, most municipalities are strapped, with declining revenues and increasing demand for services. One solution may be to focus on reducing red-tape to support businesses without adding new strains to local budgets. These businesses just want to see that local government is on their side.”

Survey results pointed to a few lower-cost options. When asked what government action would be most helpful, keeping businesses better informed topped the list (56 percent). Reducing the number of regulations followed closely (55 percent).

Despite the challenges many businesses are facing today, most are satisfied with their location. Nearly three-quarters (72 percent) would recommend their city to other businesses. The greatest support came from the largest companies (\$750,000 to \$2+ million in sales), with backing from four out of five respondents. When asked to identify the primary business advantage of their location, local customer loyalty and location were at the top of the list, with 22 percent each.

Interesting trends also emerged by comparing responses across the four regions of the United States. Among the highlights:

- Business owners in the Midwest cite **customer loyalty** (31 percent) as far-and-away the most important advantage – compared to just 16 percent of those in the South and 19 percent in the West.
- One-third of business owners in the West cite **location** as the primary advantage – that compared to just 16 percent in the Midwest and 19 percent in the Northeast.
- 62 percent of business owners in the Northeast think that their local government could do a better job of **promoting their town** (compared to 44 percent of those in the West).
- The South is the only region in which a majority of business owners (53 percent) indicated that **improving the quality of the work force** would be most effective. By comparison, only 38 percent of those in the West agree.

- Nearly a third (30 percent) of business owners in the West say that they would definitely not or probably not recommend their town to someone looking to start or relocate a business. By contrast, more than three-quarters (78 percent) of those in the South would probably or definitely recommend their town.
- In the Midwest, 75 percent rank **tax breaks** as their highest priority, compared to the West at 64 percent.

“Local governments can do a lot to facilitate entrepreneurial growth by helping to create conditions and policies that make it easier for small businesses to succeed,” added Yalch.

About Opinion Research Corporation

Opinion Research Corporation (ORC) is a leading global market research firm with offices across the U.S., Europe and Asia Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/Opinion Research Corporation poll since 2006. To learn more about ORC, visit www.opinionresearch.com.

About The Ouch Point® Series

ORC’s Ouch Point® series examines the tolerance thresholds of Americans in common scenarios they face daily in both their professional and personal lives. For more information, visit www.orc-ouchpoint.com.

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