



Small-Business Back-Up Power Survey Methodology

Between June 17 and 30, 2008, Decision Analyst Inc., a leading international marketing research and marketing consulting firm, conducted an online survey of 451 small-business decision-makers on the topic of power outages. Emerson Network Power, a business of Emerson and the global leader in enabling Business-Critical Continuity™, commissioned the survey.

The survey was conducted using a proprietary online panel of more than 110,000 executives in businesses of all sizes. (More than 27,000 of these executives are in small companies, defined as having 99 or fewer employees.)

Panelists are recruited through direct mail, telephone calls, email and distribution lists, and banner ads on select Web sites. All participants must “opt-in” to participate in surveys. Decision Analyst continuously refreshes its panel with new recruits to offset attrition.

An online study is appropriate with this target audience because small-business executives have access to and use the Internet.