

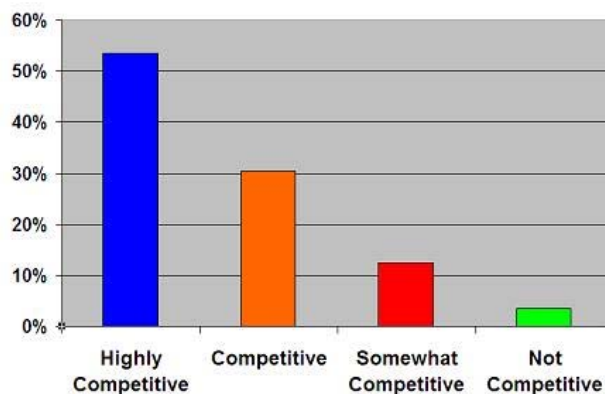


The Pulse of Business is a series of monthly polls conducted at [www.kutztownsbdc.org](http://www.kutztownsbdc.org). The SBDC poll results can be compared to The National Small Business Poll performed by the NFIB. The NFIB poll uses samples of small business owners from across the United States.

The poll question for the month of January is:  
Over the past 3 years, have you taken one or more steps to reduce the amount of energy your business consumes? [Cast your vote](#)

### Last month's results

Through the month of December, we asked visitors to the Kutztown University SBDC Website to tell us how they would describe the competitive climate in their industry. The results are shown below. These numbers closely resemble a poll from the National Federation of Independent Business (NFIB). In a poll from 2003, 80% of NFIB survey respondents described their industry as either competitive or highly competitive. The SBDC poll had nearly identical results.



For an in-depth look at how over 750 small business owners view competition, read the full report from the NFIB on competition at <http://www.nfib.com/object/4240170.html>.