

Appendix

Z



November 4, 1999

Name

Address

City, State, Zip

Dear [RESPONDENT NAME]:

Recently, an interviewer from the National Opinion Research Center (NORC) at the University of Chicago contacted you regarding your participation in the Survey of Small Business Finances for the Federal Reserve Board. At that time, you explained to the interviewer that you were too busy to participate in the study. This letter is to reiterate the importance of your participation in this study, and our wish to accommodate the demands already placed on your busy schedule.

This study is your opportunity, as an active business owner, to contribute to the improvement of our economic system by increasing policy makers' understanding of small business finances. The impact of your singular participation will last much longer than the time taken to complete the interview. By participating, you will be performing a valuable public service and will aid in the understanding of such things as:

- The factors that effect pricing and availability of credit to small business;
- The effects that bank consolidation may have on the availability of credit and other financial services to small businesses;
- The characteristics of small businesses and how those characteristics influence and affect their credit needs;
- The experiences that small business owners have with credit applications;
- The impact that governmental regulations may have on the availability of credit to small businesses.

You may feel that your personal responses will not make a difference, but they will. By talking to businesses like yours, researchers will get an accurate picture of the potential impact of bank mergers and other changes in the banking industry upon small businesses' access to credit. Your firm is a representative of other firms with similar characteristics, consequently, due to the scientific design of the study, we cannot substitute an interview with another business in lieu of your firm.

We recognize that you are very busy. We are able to schedule a time, day or night, that is most convenient for you to complete the interview. We can also break-up the interview and complete it over several shorter sessions.

I have asked one of our trained professional interviewers to call you shortly after you receive this letter. If you have any further questions about the study, please call our participant hotline at 1-800-597-7507, visit our website (<http://www.norc.uchicago.edu/SSBF>), or the Federal Reserve Board's website (<http://www.FederalReserve.gov/SSBF>) for more information.

Sincerely,

A handwritten signature in cursive script that reads 'Catherine C. Haggerty'.

Catherine C. Haggerty
Project Director
Survey of Small Business Finances



November 4, 1999

Name

Address

City, State, Zip

Dear [RESPONDENT NAME]:

Recently, an interviewer from the National Opinion Research Center (NORC) at the University of Chicago contacted you regarding your participation in the Survey of Small Business Finances. At that time, you expressed concerns about participating in a government study. I want to take this opportunity to address your concerns and further explain the purpose of this study.

NORC is a private, non-profit, social science research center at the University of Chicago that has been committed to conducting research in the public interest for the last 55 years. This project is sponsored by the Federal Reserve Board. The Federal Reserve Board is a governmental agency, established by Congress in 1913, that oversees national financial and economic policy, including the nation's monetary policy, insuring the stability of the financial system, and regulating the banking industry. If you would like to learn more about the Federal Reserve System, we have enclosed a book entitled "The Federal Reserve System: Purposes and Functions."

The information you provide to NORC in this study will be used by the FRB to make policy that works to the greater benefit of small businesses like yours. All of the data will be compiled, and once in aggregate form, will be presented to Congress in a report next fall. This information will be used to evaluate policies that deal with the availability of credit and other financial services to small businesses like yours.

I have asked one of our professionally-trained interviewers to contact you shortly after you receive this letter. The interviewer would appreciate a few minutes of your time to answer any questions you may have and to arrange an interview at your convenience. Your contribution to this study, being performed now for the third time in 15 years, is extremely important.

If you have any further questions about the study, please call our participant hotline at 1-800-597-7507, or visit our website (<http://www.norc.uchicago.edu/SSBF>) for more information.

Sincerely,

A handwritten signature in cursive script that reads 'Catherine C. Haggerty'.

Catherine C. Haggerty
Project Director
Survey of Small Business Finances



November 4, 1999

Name

Address

City, State, Zip

Dear [RESPONDENT NAME]:

Recently, an interviewer from the National Opinion Research Center (NORC) at the University of Chicago contacted you regarding your participation in the Survey of Small Business Finances for the Federal Reserve Board. At that time, you expressed concern regarding the questions that you will be asked. I want to take this opportunity to address your concerns and explain the content of the study.

In order to understand what may influence American small businesses' access to credit, it is vital that we ask a broad range of questions. Such questions cover income and expenses, as well as your firm's balance sheet. The answers to these questions can then be used by policy makers, in summary form only, to develop strategies for guiding our nation's economy.

During the interview, a trained professional will ask you questions about your finances. All of your answers are held in the strictest confidence. NORC is one of the most prestigious social science research organizations in the nation, with over 55 years of experience. Maintaining the confidentiality of data provided by respondents is of paramount importance in all of our work.

You may feel that your personal responses will not make a difference, but they will. By talking to businesses like yours, researchers will get an accurate picture of the potential impact of bank mergers and other changes in the banking industry upon small businesses' access to credit. Your firm is a representative of other firms with similar characteristics. Consequently, due to the scientific design of the study, we cannot substitute an interview with another business in lieu of your firm.

I have asked one of our interviewers to call you shortly after you receive this letter. The interviewer would appreciate a few minutes of your time to answer any questions you may have and to arrange an interview at your convenience.

I sincerely hope that I have conveyed to you the importance of your contribution to this study. If you have any further questions about the study, please call our participant hotline at 1-800-597-7507, visit our website (<http://www.norc.uchicago.edu/SSBF>), or the Federal Reserve Board's website (<http://www.FederalReserve.gov/SSBF>) for more information.

Sincerely,

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Catherine C. Haggerty
Project Director
Survey of Small Business Finances