

Dane County Economic Survey

Sponsored by First Business Bank & The University of Wisconsin-Madison School of Business

For your convenience, the following survey is also available online at www.danecountyeconomicssurvey.com

SIC Code: dddddddd

Geographic Market	<input type="checkbox"/> Dane County	<input type="checkbox"/> Wisconsin	<input type="checkbox"/> Midwest	<input type="checkbox"/> National/International	
Number of Employees	<input type="checkbox"/> 1-4	<input type="checkbox"/> 5-19	<input type="checkbox"/> 20-99	<input type="checkbox"/> 100-499	<input type="checkbox"/> 500+
Business Type	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Retail	<input type="checkbox"/> Service	<input type="checkbox"/> Technology	<input type="checkbox"/> Other _____

Section 1: We would like to understand the changes in your business from 2003 to 2004 and the changes you forecast for 2005. Please choose the option that best describes the following factors in your organization and check the appropriate box.

	Decrease				No Change	Increase			
	10+%	7-9%	4-6%	1-3%		1-3%	4-6%	7-9%	10+%
<i>Calendar Year 2004 Compared to Calendar Year 2003</i>									
1. Sales Revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Production/Operating Costs as a % of Revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Capital Expenditures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Profitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Number of Employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Overall Wage Change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Forecast for Calendar Year 2005 Compared to Calendar Year 2004</i>									
1. Sales Revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Production/Operating Costs as a % of Revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Capital Expenditures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Profitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Number of Employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Overall Wage Change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 2: We would like to determine how much “unused” capacity we have in Dane County. In terms of optimal operating capacity (100%), where is your organization currently performing? (0 to 100%) _____

Section 3: We would like to understand your business performance in 2004 compared to your expectations.

- 1) In terms of overall performance compared to your expectations in 2004, did you:
 - Exceed expectations
 - Meet expectations
 - Perform below expectations

- 2) If you performed below expectations in 2004, what could you attribute the low performance to?
 - Domestic sales shortfall
 - International sales shortfall
 - Higher operating costs
 - Technology changes
 - Insufficient cash flow
 - Staffing issues
 - Domestic competition
 - Government regulations
 - Others _____
 - Overseas competition
 - Overall market weakness

Section 4: Do you think your business will perform better overall in 2005 compared to 2004? Yes No

Why? _____

If you would like to receive the results of this survey, please provide the following:

Name _____ Address _____
 Organization _____ Email _____

Please Fax Completed Form to 265-4193 - Thank you for your participation