

Dane County Economic Survey

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

You may save time by completing this survey online at www.danecountyeconomicsurvey.com.
Alternatively, you can fax the completed form to 608-265-4193 or mail it to us in the enclosed envelope.

SIC Code: dddddddddd

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_____
Business Classification	<input type="checkbox"/> Business to Business		<input type="checkbox"/> Business to Consumer		<input type="checkbox"/> Both

Section 1: We would like to understand the changes in your business from 2004 to 2005 and the changes you forecast for 2006. 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 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. Total 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 Change in Wages	<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 2006 Compared to Calendar Year 2005</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. Total 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 Change in Wages	<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 understand the issues your business is facing regarding “unused” capacity:
 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 2005 compared to your expectations.
- 1) In terms of overall performance compared to your expectations in 2005, did you:

<input type="checkbox"/> Exceed Expectations	<input type="checkbox"/> Meet Expectations	<input type="checkbox"/> Perform Below Expectations
--	--	---
 - 2) If you performed below expectations in 2005, to what could you attribute the low performance (select all that apply)?

<input type="checkbox"/> Domestic Sales Shortfall	<input type="checkbox"/> Technology Changes	<input type="checkbox"/> Higher Operating Costs
<input type="checkbox"/> International Sales Shortfall	<input type="checkbox"/> Insufficient Cash Flow	<input type="checkbox"/> Staffing Issues
<input type="checkbox"/> Domestic Competition	<input type="checkbox"/> Government Regulations	<input type="checkbox"/> Rising Gas Prices
<input type="checkbox"/> International Competition	<input type="checkbox"/> Overall Market Weakness	<input type="checkbox"/> Others _____

Section 4: We would like to understand the issues your business will be facing going forward into 2006:
 By what percentage do you expect your expenses to increase for 2006 compared to 2005? (0% or above) _____%
 What percentage of the overall expense increase do you expect to be able to pass on to consumers? (0% to 100%) _____%
 Do you think your business will perform better overall in 2006 compared to 2005? Yes No
 Why? _____

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

Name _____ Address _____
 Organization _____ Email _____

Thank you for your participation