

First Business Economic Survey of Dane County

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

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

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 2005 to 2006 and the changes you forecast for 2007. 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 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"/>
7. Change in Wages for Existing 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"/>
<i>Forecast for Calendar Year 2007 Compared to Calendar Year 2006</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"/>
7. Change in Wages for Existing 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"/>

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 2006 compared to your expectations.

- In terms of overall performance compared to your expectations in 2006, did you:
 - Exceed Expectations
 - Meet Expectations
 - Perform Below Expectations
- If you performed below expectations in 2006, to what would you attribute the low performance (select all that apply)?
 - Domestic Sales Shortfall
 - International Sales Shortfall
 - Domestic Competition
 - International Competition
 - Technology Changes
 - Insufficient Cash Flow
 - Government Regulations
 - Political Unrest/War
 - Higher Operating Costs
 - Staffing Issues
 - Rising Gas Prices
 - Others _____

Section 4: We would like to understand the issues your business will be facing going forward into 2007:

- By what percentage do you expect your expenses to change for 2007 over 2006? (e.g. -8% or +4.5%) _____%
- How much of that do you expect to pass on to consumers? (e.g., all=100%, half=50%, none=0%) _____%
- How has the Iraq War affected your business? (1-5 with 1 being Very Negatively and 5 being Very Positively) _____
- Do you think your business will perform better or worse overall in 2007 compared to 2006? Better Worse
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