

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.firstbusinesseconomicssurvey.com.
Alternatively, you can fax the completed form to 608-265-4193 or mail it to us in the enclosed envelope.**

SIC Code: xxxxxxxxxxxx

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 2006 to 2007 and the changes you forecast for 2008. Please choose the option that best describes the following factors in your organization and check the appropriate box.

	Decrease				No	Increase				
	10+%	7-9%	4-6%	1-3%	Change	1-3%	4-6%	7-9%	10+%	
<i>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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>
6. 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"/>	<input type="checkbox"/>
7. Change in Pricing	<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"/>	<input type="checkbox"/>
<i>Forecast for Calendar Year 2008 Compared to Actual Performance in Calendar Year 2007</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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>
6. 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"/>	<input type="checkbox"/>
7. Change in Pricing	<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"/>	<input type="checkbox"/>

Section 2: We would like to understand the issues your business is facing regarding “unused” capacity: In terms of maximum operating capacity (100%), where is your organization currently performing? (0 to 100%) _____%

Section 3: We would like to understand your business performance in 2007 compared to your expectations:

- In terms of overall performance compared to your expectations in 2007, did you:
 - Exceed Expectations
 - Meet Expectations
 - Perform Below Expectations
- If you performed below expectations in 2007, to what would you attribute this lower performance (select all that apply)?
 - Domestic Sales Shortfall
 - Insufficient Cash Flow
 - Rising Gas Prices
 - International Sales Shortfall
 - Government Regulations
 - Slow Down in Housing Market
 - Domestic Competition
 - Political Unrest/War
 - Other _____
 - International Competition
 - Higher Operating Costs
 - Other _____
 - Technology Changes
 - Staffing Issues
 - Other _____

Section 4: We would like to understand the issues your business will be facing going forward into 2008:

- By what percentage do you expect your expenses to change for 2008 over 2007? (e.g., -8% or +4.5%) _____%
 - How much of that change in expenses do you expect to pass on to your customers? (e.g., all=100%, half=50%, none=0%) _____%
 - How has the current housing market situation affected your business?
 - Very Negatively
 - Negatively
 - No Affect
 - Positively
 - Very Positively
 - Do you think your business will perform better or worse overall in 2008 compared to 2007? Better Worse
- Why? _____

(Please write any additional comments or views that you have on the back of this page.)

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

Name _____ Address _____
 Organization _____ Email _____

Thank you for your participation