

First Business Economic Survey of Dane County

Sponsored by First Business & 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 2007 to 2008 and the changes you forecast for 2009. 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 2008 Compared to 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"/>
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. 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 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"/>
<i>Forecast for Calendar Year 2009 Compared to Actual Performance in Calendar Year 2008</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. 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 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"/>

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 2008 compared to your expectations:

- In terms of overall performance compared to your expectations in 2008, did you:
 - Exceed Expectations
 - Meet Expectations
 - Perform Below Expectations
- If you performed below expectations in 2008, 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
 - Rising Raw Material Costs
 - 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 2009:

- By what percentage do you expect your expenses to change for 2009 over 2008? (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 2009 compared to 2008? 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