

# First Business Economic Survey of Northeast WI

Sponsored by First Business, UW-Oshkosh, UW-Madison AC Nielsen Center, & Insight Magazine

**You may save time by completing this survey online at [www.firstbusiness.com/survey](http://www.firstbusiness.com/survey)  
Alternatively, you can fax the completed form to 608-265-4193 or mail it to us in the enclosed envelope.**

**SIC Code:**

<b>Your Target Market</b>	<input type="checkbox"/> Northeast WI	<input type="checkbox"/> Wisconsin	<input type="checkbox"/> Midwest	<input type="checkbox"/> Nationwide/International	
<b>Number of Employees</b>	<input type="checkbox"/> 1-4	<input type="checkbox"/> 5-19	<input type="checkbox"/> 20-99	<input type="checkbox"/> 100-499	<input type="checkbox"/> 500+
<b>Business Type</b>	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Retail	<input type="checkbox"/> Service	<input type="checkbox"/> Technology	<input type="checkbox"/> Other_____
<b>Business Classification</b>	<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 2008 to 2009 and the changes you forecast for 2010. 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 2009 Compared to 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"/>
<i>Forecast for Calendar Year 2010 Compared to Actual Performance in Calendar Year 2009</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 2009 compared to your expectations:

- In terms of overall performance compared to your expectations in 2009, did you:
  - Exceed Expectations
  - Meet Expectations
  - Perform Below Expectations
- If you performed below expectations in 2009, to what would you attribute this lower performance (select all that apply)?
  - Domestic Sales Shortfall
  - International Sales Shortfall
  - Domestic Competition
  - International Competition
  - Technology Changes
  - Insufficient Cash Flow
  - Government Regulations
  - Access to Capital
  - Higher Operating Costs
  - Staffing Issues
  - Rising Energy Costs
  - Slow Down in Housing Market
  - Uncertainty in Economic Future
  - Other \_\_\_\_\_
  - Other \_\_\_\_\_

**Section 4:** We would like to understand the issues your business will be facing going forward into 2010:

- By what percentage do you expect your expenses to change for 2010 over 2009? (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%) \_\_\_\_\_%
- If the proposed legislature on federal healthcare reform becomes law, how would it affect your business?
  - Very Negatively
  - Negatively
  - No Affect
  - Positively
  - Very Positively
- Do you think your business will perform better or worse overall in 2010 compared to 2009?  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**