



ALLOY, SILVERSTEIN, SHAPIRO, ADAMS, MULFORD, CICALESE, WILSON & CO.

A PROFESSIONAL CORPORATION, CERTIFIED PUBLIC ACCOUNTANTS

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Alloy distributed approximately 830 surveys to business clients throughout the region. The findings from the **46** responses received allow us, along with area legislators, the media, and the public, to gauge the mood of our business community. We will continue to conduct the survey on a quarterly basis. Thank you for your participation.

Here are the anonymous responses:

- 1) The Federal Reserve is anticipating stronger growth in the second half of 2011. How do you foresee the next six months economically?

- **52%** **LITTLE GROWTH**
- **0%** **MUCH GROWTH**
- **33%** **NO CHANGE**
- **15%** **FURTHER DECLINE**

- 2) In what area of the recovery do you perceive the most uncertainty?



- **63%** **EMPLOYMENT**
- **20%** **REAL ESTATE MARKET**
- **11%** **U.S. STOCK MARKET**
- **4%** **GOVERNMENT INITIATIVES**
- **2%** **CONSUMER MARKET**

- 3) Following the official two-year anniversary of the economic recovery, the Federal Reserve has expressed possibility of further easing if conditions worsen. Would you agree with a third bailout?

- **22%** **YES**
- **78%** **NO**

- 4) President Obama has been in office for 30 months. From a business perspective, do you award him a passing approval rating??

- **20%** **YES**
- **80%** **NO**



- 5) Do you agree with the historic budget cuts and pension reform signed into New Jersey state law by Governor Christie?

- **83%** **YES**
- **13%** **NO**
- **4%** **NO ANSWER**

- 6) Pennsylvania Governor Corbett recently signed a state budget into law that calls for a \$1 billion cut of government spending. How do you feel about this budget?

- **85%** **NEED TO REDUCE SPENDING RATHER THAN INCREASE TAXES**
- **7%** **NEED TO INCREASE TAXES RATHER THAN REDUCE SPENDING**
- **8%** **NO ANSWER**

- 7) How would you describe your current business expenditures:



- **48%** **NO UNNECESSARY SPENDING**
- **20%** **INCREASED MARKETING EFFORTS**
- **15%** **INVESTMENT IN PLANT & EQUIPMENT**
- **13%** **HIGHER COSTS FOR GOODS & SERVICES**
- **4%** **NO ANSWER**

- 8) How do you project 2011 revenue for your company in comparison to 2010?

- **33%** **INCREASED**
- **43%** **SAME**
- **24%** **DECREASED**



- 9) June's unemployment rate rose to 9.2%. What are your hiring plans for the next:

1-6 Months:

- **33%** **WILL BE HIRING**
- **57%** **NO PLANS TO HIRE**
- **10%** **NO ANSWER**

6-12 Months:

- **35%** **WILL BE HIRING**
- **39%** **NO PLANS TO HIRE**
- **26%** **NO ANSWER**

- 10) Is the local economy:

- **9%** **GETTING BETTER**
- **56%** **STABLE**
- **33%** **SLIPPING**
- **2%** **NO ANSWER**

- 11) Is your business:

- **20%** **GETTING BETTER**
- **43%** **STABLE**
- **35%** **SLIPPING**
- **2%** **NO ANSWER**



- 12) What is today's most important issue?

NATIONALLY LOCALLY

- | | | |
|------------|------------|----------------------------|
| 59% | 63% | JOBS |
| 20% | 0% | THE DEFICIT |
| 11% | 0% | HEALTHCARE |
| 6% | 33% | TAXES |
| 4% | 2% | IMPENDING INFLATION |
| 0% | 2% | NO ANSWER |