



This month, Alloy Silverstein distributed approximately 700 surveys to CFOs of companies with over 100 employees throughout the New Jersey and Philadelphia regions to ascertain their opinions concerning current political and economical issues. The findings from the **47** 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) How would you describe our economy's current state?  

<b>36% IN RECOVERY</b>	<b>6% IN A SECOND RECESSION</b>	<b>56% FIRST RECESSION NEVER ENDED</b>
<b>2% NO ANSWER</b>		
  
- 2) What are the key factors you will be paying attention to during the upcoming presidential campaign?  

<b>53% ECONOMY AND JOBS</b>	<b>17% TAX REFORM</b>	<b>11% BUSINESS POLICIES</b>
<b>17% HEALTHCARE</b>	<b>2% OTHER</b>	
  
- 3) Which potential presidential candidate are you leaning toward for the next election?  

<b>9% BARACK OBAMA</b>	<b>20% MITT ROMNEY</b>	<b>2% RICK PERRY</b>
<b>9% HERMAN CAIN</b>	<b>9% NONE OF THE ABOVE</b>	<b>51% TOO EARLY TO TELL</b>
  
- 4) What are your thoughts on President Obama's Jobs Bill?  

<b>23% AGREE WITH TAX IMPOSITION ON THE WEALTHY FOR PUBLIC JOB CREATION</b>	<b>45% WOULD RATHER CUT SPENDING AND REGULATION TO CREATE JOBS</b>	
<b>15% PROPOSED JOBS WILL ONLY BE TEMPORARY</b>	<b>15% FILLED WITH TAX GIMMICKS FOR REELECTION</b>	<b>2% NO ANSWER</b>
  
- 5) Several banking institutions have recently imposed debit card fees. Are you:  

<b>4% IN AGREEMENT WITH THE CHARGES</b>	<b>49% CONSIDERING SWITCHING BANKS</b>	
<b>38% NOT IN FAVOR, BUT TOO MUCH OF A HASSLE TO CHANGE</b>	<b>9% NO ANSWER</b>	
  
- 6) What are your thoughts regarding Occupy Wall Street?  

<b>15% AGREE WITH THEIR STANCE</b>	<b>51% DO NOT SUPPORT</b>	
<b>30% AGREE, BUT THEIR METHODS ARE INAPPROPRIATE</b>	<b>4% NO ANSWER</b>	
  
- 7) What are your hiring plans for the next six months?  

<b>36% HIRING</b>	<b>45% NO PLANS TO HIRE</b>	<b>19% MAYBE THE SIX MONTHS FOLLOWING</b>
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- 8) What would cause you to initiate hiring?  

<b>4% CUTTING PAYROLL TAXES</b>	<b>2% HIRING TAX CREDITS</b>	
<b>75% INCREASED DEMAND/SALES</b>	<b>2% LOWER COMMODITY/SUPPLY COSTS</b>	
<b>0% IMPROVED BORROWING REGULATIONS</b>	<b>17% NONE OF THE ABOVE</b>	
  
- 9) Is the local economy:  

<b>6% GETTING BETTER</b>	<b>23% SLIPPING</b>	<b>71% STABLE</b>
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- 10) Is your business:  

<b>20% GETTING BETTER</b>	<b>9% SLIPPING</b>	<b>71% STABLE</b>
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- 11) What is today's most important issue?  

Nationally:	<b>58% JOBS</b>	<b>36% DEFICIT</b>	<b>2% HEALTHCARE</b>	<b>4% TAXES</b>
Locally:	<b>75% JOBS</b>	<b>8% DEFICIT</b>	<b>2% HEALTHCARE</b>	<b>15% TAXES</b>