



August 7, 2008

Last month, Alloy distributed nearly 700 surveys to business clients throughout the South Jersey region in hopes to further understand the mood of our business community. We believe the survey's findings from its 72 responses give a voice to the South Jersey business community and informs legislators, the media and the public regarding timely business issues. We will continue to conduct the survey on a quarterly basis so we thank you for your participation.

Here are the anonymous responses:

- 1) Has the economic downturn caused a layoff at your firm?
- **18% YES**
 - **76% NO**
 - **6% WE ARE HIRING**



- 2) What is the biggest issue you are concerned about?
- **38% NEW JERSEY TAXES**
 - **31% GAS PRICES**
 - **19% SALES VOLUME**
 - **8% COST OF SUPPLIES**
 - **4% OBTAINING CREDIT**

- 3) What is the most important national issue?
- **72% THE ECONOMY**
 - **17% TERRORISM**
 - **11% THE WAR IN IRAQ**
 - **0% IRAN**

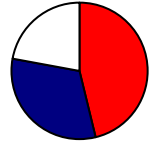
- 4) Should the federal income tax cuts be retained?
- **85% YES**
 - **15% NO**

- 5) Are you satisfied with NJ as a business location?
- **46% YES**
 - **54% NO**



- 6) Who are you likely to choose for president?
- **58% SENATOR JOHN MCCAIN**
 - **24% SENATOR BARACK OBAMA**
 - **18% UNDECIDED**

- 7) Are you registered as a..
- **46% REPUBLICAN**
 - **32% DEMOCRAT**
 - **22% INDEPENDENT**



- 8) How important is the Green campaign for the environment?
- **29% VERY IMPORTANT**
 - **49% SOMEWHAT IMPORTANT**
 - **22% NOT VERY IMPORTANT**

- 9) Which of the following best describes your business?
- **46% PROFESSIONAL**
 - **17% HEALTH CARE**
 - **13% MANUFACTURING**
 - **10% RETAIL**
 - **7% FINANCIAL**
 - **4% TECHNOLOGY**
 - **4% NONPROFIT**

- 10) How many people do you employ?
- **65% UP TO 50**
 - **26% 50 TO 500**
 - **8% OVER 500**