



December 1, 2008

Last month, Alloy distributed nearly 700 surveys to business clients throughout the region. We believe the survey's findings from its 61 responses allow us, along with area legislators, media, and the public, to further understand the mood of our business community. We will continue to conduct the survey on a quarterly basis so we thank you for your participation.

Here are the anonymous responses:

- 1) What is the outlook for your sales during the next six months?

- **52% NON GROWTH**
- **34% DECLINE**
- **13% GROWTH**



- 2) When do you believe the economy will improve?

- **8% NEXT SIX MONTHS**
- **39% ONE YEAR**
- **52% LONGER THAN ONE YEAR**

- 3) Are you optimistic about the new President?

- **54% YES**
- **31% NO**
- **15% NOT SURE**

- 4) What is the most important national issue?

- **93% ECONOMY**
- **3% IRAQ**
- **3% TERRORISM**



- 5) What is the biggest New Jersey issue you are concerned about?

- **52% SALES VOLUME**
- **23% COST OF SUPPLIES**
- **20% OBTAINING CREDIT**
- **5% PRICE OF GAS**

- 6) If and when you plan to expand, it will be:

- **66% IN NEW JERSEY**
- **34% OUTSIDE NEW JERSEY**



- 7) Which of the following best describes your business?

- **24% SERVICE**
- **23% PROFESSIONAL**
- **18% HEALTH CARE**
- **15% FINANCIAL**
- **10% RETAIL**
- **6% MANUFACTURING**
- **2% TECHNOLOGY**
- **2% NONPROFIT**

- 8) Number of people your business employs:

- **72% UP TO 50**
- **21% 50 TO 500**
- **7% OVER 500**