



June 10, 2009

Last month, Alloy distributed about 550 surveys to business clients throughout the region. We believe the survey's findings from its 48 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) Has the recession hit bottom?

- **61%** **NO**
- **31%** **YES**
- **8%** **NO ANSWER**

7) Are you planning to expand your business?

- **67%** **NO**
- **27%** **YES**
- **6%** **NO ANSWER**

2) Will the economy begin to improve by the end of this year?

- **69%** **YES**
- **23%** **NO**
- **8%** **NO ANSWER**



8) Are you basically pleased with President Obama's economic decisions to date?

- **48%** **NO**
- **44%** **YES**
- **8%** **NO ANSWER**

3) Has your business stabilized?

- **52%** **NO**
- **42%** **YES**
- **6%** **NO ANSWER**

9) Do you approve of the government influx of capital for the short term?

- **54%** **YES**
- **36%** **NO**
- **10%** **NO ANSWER**



4) Is your business improving?

- **63%** **NO**
- **25%** **YES**
- **12%** **NO ANSWER**

10) Do you approve of the government influx of capital for the longer term?

- **71%** **NO**
- **25%** **YES**
- **4%** **NO ANSWER**

5) Is your business worsening?

- **63%** **NO**
- **27%** **YES**
- **10%** **NO ANSWER**



11) Has the Republican Party offered good options to President Obama's approach?

- **77%** **NO**
- **8%** **YES**
- **15%** **NO ANSWER**

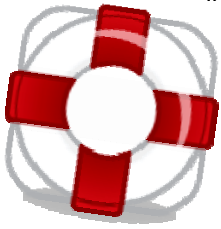
6) Will New Jersey impose more new taxes to close its budget gap?

- **90%** **YES**
- **2%** **NO**
- **8%** **NO ANSWER**

12) Do you have confidence in President Obama's economic advisors?

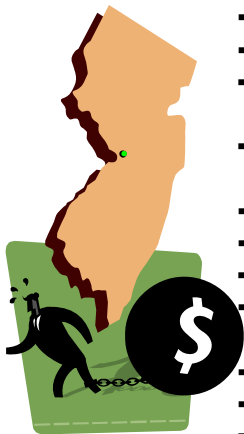
- **48%** **NO**
- **42%** **YES**
- **10%** **NO ANSWER**

13) What steps have you taken in order to stay afloat in this current economic climate?



- 33% CUT COSTS, LIMIT SPENDING, AND REDUCE OVERHEAD
- 23% LAYOFFS AND STAFF SIZING
- 10% ACTIVE MARKETING AND INCREASING SALES EFFORTS
- 5% WORK HARDER AND SMARTER
- 5% LOWERED MORTGAGE RATES OR BORROWED HOME EQUITY
- 5% FROZE EMPLOYEE RAISES AND CUT PARTNER DISTRIBUTIONS
- 5% NO STOCK MARKET INVESTING AND ELIMINATED SPECULATIVE COMMODITY TRAINING
- 2% JOINT VENTURES
- 2% FOCUS ON EXISTING CUSTOMERS' RELATIONSHIPS
- 2% ELIMINATED NIGHT SHIFT
- 2% MINIMIZE TAX BURDENS
- 2% REEVALUATE REVIEW PLAN
- 2% STAYING PUT
- 2% NOT SURE/MAY MOVE OR LIQUIDATE

14) What are New Jersey's major issues?



- 42% TAXES
- 11% STATE BUDGET/SPENDING/DEBT AND FUNDING GOVERNMENT PROGRAMS
- 8% UNEMPLOYMENT
- 6% HEALTH CARE AND INSURANCE
- 6% GOVERNMENT EMPLOYEES/ BLOATED PUBLIC SECTOR
- 3% UNFRIENDLY BUSINESS ATMOSPHERE
- 3% GOVERNMENT CORRUPTION
- 3% THE CURRENT GOVERNOR
- 3% ROADS AND TRANSPORTATION
- 2% THE ECONOMY AND LACKING CONSUMER CONFIDENCE
- 2% PENSIONS
- 2% THE POWER OF THE NJEA
- 1% COST OF LIVING IN NJ
- 1% HOME SALES
- 1% LIBERAL SUPREME COURT
- 1% EDUCATION
- 1% OVERREACHING REGULATIONS
- 1% INFRASTRUCTURE REPAIR NEEDS
- 1% EXTREME ENVIRONMENTAL
- 1% NUMBER OF EMPLOYEES
- 1% NOT SURE

15) Which of the following best describes your business?

- 31% SERVICE
- 23% PROFESSIONAL
- 13% FINANCIAL
- 13% HEALTH CARE
- 8% RETAIL
- 4% MANUFACTURING
- 2% NONPROFIT
- 0% TECHNOLOGY
- 6% NO ANSWER

16) Number of people you employ:

- 63% UP TO 50
- 21% 50-500
- 6% OVER 500
- 10% NO ANSWER

COMMENTS:

"My hope is that the President's economic advisors have the right idea. I will give them time to see if they are right. I do wish that the President would pick taxpaying Americans to work in his administration. I am opposed to increasing the Cap. Gains tax and any personal tax increase. "

"We need a new governor."

"People are either hit hard, or they barely know there's a recession...try to find a cart at Lowes or Home Deport on a Saturday afternoon"

"Recession is near bottom but no clear sign of recovery quite yet."

"I am a one person business in direct sales"

"The above question – 'which of the following best describes your business?' Nonprofit - but not by choice!"

"New Jersey's three problems are taxes, taxes, taxes!"

Spending has been limited "severely" and "as much as feasible"

State property taxes have become "beyond reasonable."