

Business Owner Survey

1. Over the past 6 months, have your company's revenues (sales): *

- Increased
- Decreased
- Stayed The Same

2. Over the past 6 months , have your company's profits: *

- Increased
- Decreased
- Stayed The Same

3. How has your capital spending changed over the past 12 months?

- Increased 10% or more
- Increased 6 - 9%
- Increased 1 - 5%
- Stayed the same
- Decreased 1 - 5%
- Decreased 6 - 9%
- Decreased 10% or more

4. How has hiring changed over the past 12 months?

- We have increased our workforce
- We have stayed the same
- We have downsized our workforce

5. Does your company currently have any job openings that you have been unable to fill in the past 3 - 6 months?

- Yes
- No
- N/A

6. Over the next 3 - 6 months, how do you plan to change your workforce? *

- Increase staff
- Decrease staff
- No change

7. How optimistic are you about your business in the economy right now? (Please select only one answer from each column)

	National Economy	Local Economy (State/Province)
Very optimistic		

Somewhat optimistic
Neither optimistic or negative
Somewhat negative
Very negative

8. Do you attribute any major changes (increases or decreases) to your company financials (revenues, sales, etc.) to the economy of past 12 months? *

- Yes, I attribute decreases in my company financials due to the economy
- Yes, I attribute increases in my company financials due to the economy
- No, my company's financials have not been effected by the economy
- Unsure

9. What significant actions have you taken in your business over the last 6 - 12 months? (check all that apply) *

- Increased prices
- Decreased prices
- Outsourced work
- Decreased inventories
- Downsized company
- Allowed telecommuting for employees
- Passed on surcharges to clients/customers
- Found new revenue streams
- Tightened credit policies and practices
- Modified/extended lending arrangements
- Increased marketing
- Negotiated contracts (lease, vendors, etc.)
- I didn't take action
- Other

10. Do you feel the economy will improve in the next:

- It is already improving
- 1 - 3 months
- 4 - 6 months
- 7 - 10 months
- 11 - 12 months
- More than 1 year

11. Have you found it harder to get loans or extend lines of credit compared to 12 - 18 months ago?

- Yes
- No
- Have not recently applied

12. Do you expect it to become easier or harder to obtain required financing over the next 6 months?

- Easier
- Harder
- Unsure

13. Over the past 6 months, have you made significant capital expenditures (new building/plant, equipment, etc.)?

Yes

No

14. Do you plan to make significant capital expenditures (new building/plant, equipment, etc.) in the next 3 - 6 months?

Yes

No

15. How have your marketing efforts changed over the past 6 - 12 months?

Increased

Decreased

Stayed the same

16. How do you plan to change your marketing efforts over the next 3 - 6 months?

Increase

Decrease

Stay the same

17. What is your position within your organization? *

President

Owner

CEO

Chair

Partner

Principal

Director

Executive Director

Other

18. Which of the following best describes your company/organization? *

Advertising/Marketing

Agriculture

Automobile

Contracting

Distribution/Wholesale

Education

Financial Services

Government/Non-Profit

Healthcare/Medical

Manufacturing

Media

Professional Services

Public Relations

Research

Retail

Sales

Technology

Telecommunications

Utilities

Other (please specify)

19. What is your location?*

-- Please Select --

20. What is your company's annual sales?*

Less than \$1 Million

\$1 Million to \$4.9 Million

\$5 Million to \$9.9 Million

\$10 Million to \$49 Million

More than \$50 Million

21. How many employees does your company have?*

Sole proprietor

1 - 4 employees

5 - 10 employees

11 - 19 employees

20 - 49 employees

50 - 99 employees

100 or more

22. Have you ever heard of The Alternative Board?

Yes

No

23. If you have heard of The Alternative Board (TAB), how did you first learn of TAB?

Referral from another TAB Member

Referral from a colleague, friend or family member

Direct mail or telemarketing

Internet search engine

E-newsletter or other e-mail

Media story

This is the first time I've heard of TAB

Webinar

Other (please specify)

24. Optional: If you'd like to be contacted to receive additional information about TAB, please leave us your name, phone number and/or email address.

50%