

## CBIA's Quarterly Economic Survey Results 1q2010

364 responses, 14% response rate, Margin of error +/-5%

### Company Performance

	<u>1q09</u>	<u>2q09</u>	<u>3q09</u>	<u>4q09</u>	<u>1q10</u>
1) Current outlook for firm					
Improve significantly	2	3	2	5	5
Improve somewhat	19	15	25	29	43
Remain stable	38	49	44	44	35
Worsen somewhat	32	30	24	20	16
Worsen significantly	10	3	4	2	1

### Performance Indicators

#### 2-a) Size of firm's workforce

Increase significantly	0	0	1	1	1
Increase somewhat	13	10	7	11	19
Remain stable	52	58	64	69	64
Decrease somewhat	29	30	24	17	15
Decrease significantly	6	2	5	2	1

#### 2-b) Wage costs

Increase significantly	1	1	1	2	3
Increase somewhat	19	19	24	33	35
Remain stable	57	61	60	52	55
Decrease somewhat	19	18	14	12	5
Decrease significantly	4	1	2	1	2

#### 2-c) Compensation/Benefit costs

Increase significantly	3	2	5	8	10
Increase somewhat	20	23	26	38	28
Remain stable	58	60	54	44	56
Decrease somewhat	17	13	13	9	6
Decrease significantly	3	2	2	2	1

**Performance Indicators continued**

	<u>1q09</u>	<u>2q09</u>	<u>3q09</u>	<u>4q09</u>	<u>1q10</u>
2-d) Production/Sales					
Increase significantly	2	3	0	3	5
Increase somewhat	23	22	27	32	47
Remain stable	34	39	37	39	30
Decrease somewhat	32	33	32	24	15
Decrease significantly	11	4	4	3	2

## 2-e) Productivity

Increase significantly	2	3	1	4	4
Increase somewhat	28	21	33	37	45
Remain stable	46	55	47	48	40
Decrease somewhat	20	19	17	10	10
Decrease significantly	4	2	1	2	2

## 3) Of the above factors, which represents the most important factor in terms of your company's performance for the next quarter?

Size of workforce	5	2	3	3	4
Wage costs	5	3	4	5	2
Benefit costs	3	5	8	9	8
Production/Sales	76	76	69	68	78
Productivity	12	15	16	15	9

**Foreign Trade**

## 4) What percentage of your firm's sales are generated from exports?

0%	67	64	63	70	64
1-5%	16	19	18	17	16
6-15%	10	7	13	7	13
16-25%	2	3	3	3	2
over 25%	6	6	3	3	5

**Economic Expectations**

	<u>1q09</u>	<u>2q09</u>	<u>3q09</u>	<u>4q09</u>	<u>1q10</u>
7-a) The national economy					
Improve significantly	1	0	1	2	0
Improve somewhat	18	15	26	34	42
Remain stable	20	36	31	42	34
Worsen somewhat	52	44	40	19	22
Worsen significantly	10	5	3	5	2

7-b) The state economy

Improve significantly	0	0	0	0	1
Improve somewhat	10	8	12	18	22
Remain stable	18	27	31	32	34
Worsen somewhat	56	56	47	42	37
Worsen significantly	15	10	10	7	6

7-c) Your own industry outlook

Improve significantly	1	0	0	3	2
Improve somewhat	15	13	22	24	38
Remain stable	32	43	40	43	43
Worsen somewhat	41	38	32	27	17
Worsen significantly	11	5	7	4	1

8) Question of the quarter

Do you plan to hire additional full-time workers over the next 12 months?

Yes (continue)	45%
No	55%

8a) Question of the quarter

What percentage of your workforce does that represent?

1-5%	58%
6-10%	33%
11-20%	5%
More than 20%	4%

9) Type of business

	<u>1q09</u>	<u>2q09</u>	<u>3q09</u>	<u>4q09</u>	<u>1q10</u>
Manufacturing	38	37	43	36	40
Construction	10	6	5	5	8
Retail	9	8	7	9	9
Wholesale trade	----	6	4	8	7
Information	----	1	1	1	2
Finance	----	4	5	3	5
Business and Professional Services	----	19	23	18	14
Education	----	2	2	2	3
Leisure and Hospitality	----	2	1	2	2
Government	----	0	0	0	0
Other	20	15	9	17	10

10) County

Fairfield	22	22	21	25	21
Hartford	29	33	30	30	35
Litchfield	7	6	7	7	7
Middlesex	8	7	7	6	10
New Haven	23	22	27	25	18
New London	3	3	1	2	4
Tolland	5	3	4	4	3
Windham	3	3	3	3	2

11) Number of employees

1 to 9	----	21	21	28	13
10 to 49	----	55	54	49	63
50 to 99	----	11	18	11	14
100 to 249	----	8	3	9	6
250 to 499	----	2	2	1	2
500 or more	----	3	3	2	2

12) Estimated Annual Sales

Less than \$500,000	----	4	3	5	4
\$500,000 to \$999,999	----	13	15	14	8
\$1 million to \$2.9 million	----	33	30	33	34
\$3 million to \$4.9 million	----	14	14	14	16
\$5 million to \$9.9 million	----	13	14	15	17
\$10 million to \$24.9 million	----	13	15	10	11

Over \$25 million

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