

CBIA's Quarterly Economic Survey Results 3q2011

235 responses, 12% response rate, Margin of error +/-6.2%

Company Performance

	<u>3q10</u>	<u>4q10</u>	<u>1q11</u>	<u>2q11</u>	<u>3q2011</u>
1) Current outlook for firm					
Improve significantly	6	6	9	5	3
Improve somewhat	24	33	36	23	26
Remain stable	50	50	44	49	43
Worsen somewhat	18	11	11	21	25
Worsen significantly	2	1	0	1	3

Performance Indicators

2-a) Size of firm's workforce

Increase significantly	3	1	1	0	0
Increase somewhat	16	20	25	19	16
Remain stable	64	67	62	62	62
Decrease somewhat	16	11	12	19	21
Decrease significantly	1	0	0	1	1

2-b) Wage costs

Increase significantly	1	3	2	1	2
Increase somewhat	30	44	42	33	35
Remain stable	58	49	50	57	52
Decrease somewhat	10	4	5	9	10
Decrease significantly	1	0	0	1	0

2-c) Compensation/Benefit costs

Increase significantly	12	9	9	3	8
Increase somewhat	36	46	40	36	29
Remain stable	44	41	45	53	52
Decrease somewhat	6	4	6	7	9
Decrease significantly	2	1	0	1	3

Performance Indicators continued

	<u>3q10</u>	<u>4q10</u>	<u>1q11</u>	<u>2q11</u>	<u>3q2011</u>
2-d) Production/Sales					
Increase significantly	6	4	6	3	3
Increase somewhat	28	40	43	32	32
Remain stable	41	41	40	43	37
Decrease somewhat	23	14	10	20	27
Decrease significantly	2	1	0	2	2

2-e) Productivity

Increase significantly	5	1	6	2	2
Increase somewhat	29	37	39	34	27
Remain stable	51	53	46	52	54
Decrease somewhat	15	8	9	11	15
Decrease significantly	1	0	0	1	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	1	1	4	4	3
Wage costs	4	4	5	4	3
Benefit costs	10	10	6	4	9
Production/Sales	72	72	70	72	76
Productivity	13	14	15	16	9

Foreign Trade

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

0%	62	62	64	58	72
1-5%	17	19	16	22	15
6-15%	11	10	10	8	9
16-25%	2	4	0	4	2
over 25%	8	6	9	7	2

Economic Expectations

	<u>3q10</u>	<u>4q10</u>	<u>1q11</u>	<u>2q11</u>	<u>3q2011</u>
7-a) The national economy					
Improve significantly	1	1	0	1	0
Improve somewhat	23	44	37	11	10
Remain stable	49	40	39	41	43
Worsen somewhat	27	13	21	43	42
Worsen significantly	1	1	2	5	5
7-b) The state economy					
Improve significantly	0	0	0	0	0
Improve somewhat	11	17	21	6	10
Remain stable	44	46	33	21	38
Worsen somewhat	41	33	41	55	43
Worsen significantly	4	4	5	19	9
7-c) Your own industry outlook					
Improve significantly	1	4	1	2	2
Improve somewhat	24	31	36	17	21
Remain stable	44	47	47	52	46
Worsen somewhat	31	17	16	30	27
Worsen significantly	1	1	1	1	4

8) Type of business

	<u>3q10</u>	<u>4q10</u>	<u>1q11</u>	<u>2q11</u>	<u>3q2011</u>
Manufacturing	38	38	36	43	32
Construction	10	8	10	11	12
Retail	7	8	7	8	13
Wholesale trade	10	8	8	8	7
Information	3	2	2	2	0
Finance	5	7	8	5	6
Business and Professional Services	13	15	14	13	17
Education	1	1	1	0	1
Leisure and Hospitality	1	2	3	3	3
Government	0	0	0	0	0
Other	11	11	11	7	9

9) County

Fairfield	15	25	23	22	22
Hartford	33	37	35	33	37
Litchfield	9	6	3	6	5
Middlesex	9	9	9	6	8
New Haven	23	17	18	22	20

New London	4	2	5	4	4
Tolland	5	2	7	4	3
Windham	2	2	2	3	1

10) Number of employees

1 to 9	10	11	9	17	24
10 to 49	68	67	66	55	57
50 to 99	11	12	10	17	10
100 to 249	5	7	11	9	7
250 to 499	4	1	3	2	1
500 or more	1	2	2	1	1

11) Estimated Annual Sales

Less than \$500,000	1	4	3	2	4
\$500,000 to \$999,999	9	10	7	9	13
\$1 million to \$2.9 million	29	27	31	22	27
\$3 million to \$4.9 million	16	19	16	21	21
\$5 million to \$9.9 million	23	13	15	23	17
\$10 million to \$24.9 million	10	14	14	11	10
Over \$25 million	12	13	14	13	8