



Measuring the health of Utah's economy from the perspective of business leaders throughout the state

*Study conducted for*  
**Utah Quarterly Economic Forecast  
2008 3rd Quarter Summary**

*Study sponsored by*  
**ZIONS BANK®**

*Study conducted by*  
**Dan Jones  
& ASSOCIATES**

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To join the panel, please contact: [support@UtahEconomicForecast.com](mailto:support@UtahEconomicForecast.com)

## Introduction

Zions Bank commissioned Dan Jones & Associates, Inc., a full-service, independent, public opinion and market research firm in Salt Lake City, Utah, to conduct and compile an online quarterly research study of business executives and key decision makers throughout the state of Utah.

## Research Objectives

This research is designed to gauge the health of Utah’s economic landscape and reveal trends in the Utah marketplace. It is designed to be an insider’s view of Utah’s economy, by Utah executives for Utah executives.

## Procedures

Dan Jones & Associates developed the questionnaire with Rob Brough, Executive Vice President at Zions Bank. To meet the research objectives, 1,169 Utah business executives and key decision makers were recruited to form the initial study panel.

## Sample

Lists of Utah businesses statewide were used to develop the survey universe. During the summer of 2006, executives from randomly selected businesses were asked to join the study panel. Panelists were also recruited from participants of Zions Bank’s International Trade and Business Conference, held in May 2006. Executives were screened to ensure that all participating companies had at least 10 full-time employees.

## Fieldwork

To date, ten cycles of the online study have taken place as follows:

	<i>Cycle</i>	<i>Field Dates</i>	<i>Sample Size</i>
2006	2006: 2nd Quarter (2Q06)	July 12–21, 2006	387
	2006: 3rd Quarter (3Q06)	October 2–13, 2006	356
	2006: 4th Quarter (4Q06)	January 25–February 2, 2007	320
2007	2007: 1st Quarter (1Q07)	April 2–27, 2007	335
	2007: 2nd Quarter (2Q07)	July 9–August 3, 2007	336
	2007: 3rd Quarter (3Q07)	October 1–30, 2007	334
	2007: 4th Quarter (4Q07)	January 1–22, 2008	344
2008	2008: 1st Quarter (1Q08)	April 1–24, 2008	346
	2008: 2nd Quarter (2Q08)	June 16–July 11, 2008	342
	2008: 3rd Quarter (3Q08)	October 1–17, 2008	342

Surveys are completed using a secure Web site. Each executive is provided a unique link to the site via e-mail. To achieve adequate sample levels, panelists who hadn't responded to the email were randomly selected to complete the interview by telephone. Thirty-nine panelists were interviewed by phone in the third cycle (4Q06), 51 in the fourth (1Q07), 68 in the fifth (2Q07), 86 in the sixth (3Q07), 28 in the seventh (4Q07), 74 in the eighth (1Q08), 62 in the ninth (2Q08), and 62 in the tenth (3Q08).

Contact information is used by Dan Jones & Associates only to facilitate participation in this study and will never be shared with any other party or used for any other purpose. To assure panelist anonymity, Dan Jones & Associates collects, compiles, analyzes, and tests all data. Results are provided to Zions Bank, panel members, and the media in aggregate form only. Demographic data is collected to determine opinions of subgroups and to tabulate the data.

Where applicable, checkmarks (✓) following each topic highlight statistically significant findings resulting from testing among demographic groups.

Due to rounding, response distribution may not always total 100%.

## Executive Summary

The current cycle of the Zions Bank Utah Quarterly Economic Forecast finds Utah executives collectively expressing their lowest level of optimism yet about their companies' financial futures. With a current mean score of 6.13 (on a scale of 1/ *very pessimistic* to 10/ *very optimistic*), down from the baseline and high of 7.87 set in the second quarter of 2006. Effectively, the level of financial optimism that business leaders embraced in 2006 was in the top quadrant (mean scores of 7.75 to 10.00) or very optimistic. Now, the current mean score of 6.13 is actually nearing the midpoint (5.50) on the 10-point scale.

Likewise, executives also anticipate lower levels of capital spending in the next quarter than they have in the past. Fifty-three percent (3Q08: 53%) predict spending *somewhat* or *much less* on capital expenditures, while 17% predict spending *somewhat* or *much more*. This is the first time that a majority of business leaders have declared an upcoming quarter with diminished capital spending.

For the first time, more Utah executives foresee their companies' economic health as being *somewhat* or *much worse* in the upcoming quarter (3Q08: 37%) than being *somewhat* or *much better* (3Q08: 22%). By contrast, in previous quarters the percent predicting *worse* economic health has only been as high as 22% (2Q08) and the percent predicting *better* economic health has ranged between 30% (2Q08) and 51% (2Q06 and 1Q07).

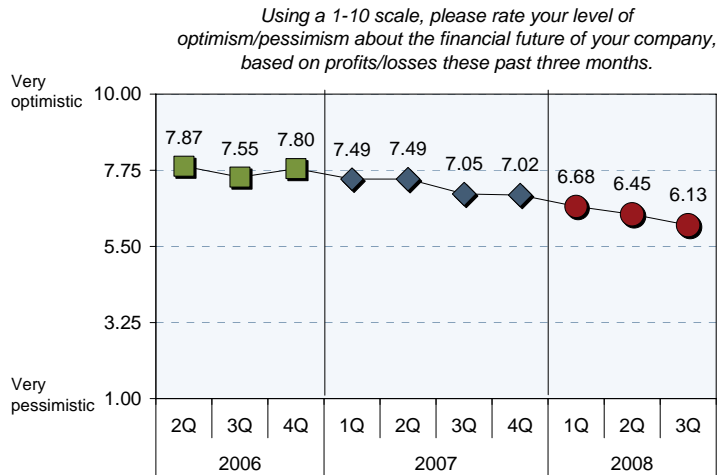
The percentage of Utah business leaders predicting that their workforce will *somewhat* or *greatly decrease* (3Q08: 26%) exceeds the percentage who predict their workforce will *somewhat* or *greatly increase* (3Q08: 21%) for the first time. With the exception of last quarter (2Q08 decrease: 19% and 2Q08 increase: 25%), all previous quarters have had the percentage of executives prognosticating an *increased* workforce at least double and as many as five times the percentage anticipating a *decreased* one.

But all the news is not dire. Concern over individual economic factors is actually less intense than it has been in previous quarters: actually, a majority of the factors reached their highest level of concern last quarter. The overall level of concern, or average of all 11 factors on a scale of 1/ *not at all concerned* to 7/ *very concerned*, (3Q08: 4.16), is actually within 0.01 points of its all-time low established two years ago (3Q06: 4.15).

Three of the 11 economic factors measured in this forecast, in fact, attain their lowest levels of concern in the current survey cycle: the cost of employee health insurance (3Q08: 5.20), keeping qualified employees (3Q08: 4.36), and finding qualified employees (3Q08: 4.34). Moreover, executives' concern over gasoline prices dropped 1.01 points from a high established last quarter (2Q08: 6.32) to 5.31 in the current quarter (3Q08).

## Optimism

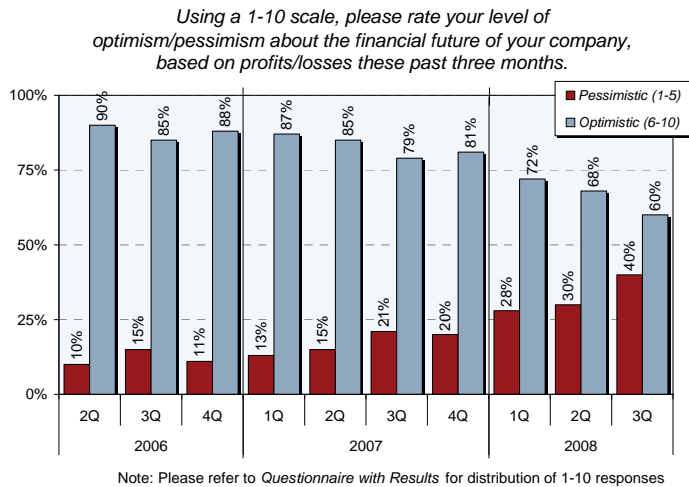
Based on company profits and losses during the past quarter, Utah Executives' level of optimism about the financial future of their companies is currently at its lowest point yet since the inception of this study (the second quarter of 2006). In fact, with a mean score of 6.13 (3Q08) on the 1-to-10 scale (*very pessimistic* to *very optimistic*), the mean score is down 1.74 points from the high recorded in that first survey cycle.



The majority of executives' declining optimism (-1.36 points) has happened in the past 15 months. Prior to that, the optimism mean scores were in or near the top quadrant of possible mean scores (7.75 to 10.00). Now, the mean score of 6.13 indicates overall feelings of neither optimistic nor pessimistic, but still leaning towards optimistic.

Behind the mean scores, looking more closely at the distribution of responses reveals that the percent of executives rating their outlook on the optimistic side on the scale (ratings of 6 to 10) has diminished by one-third from 90% in the second quarter of 2006 to 60% in the current quarter (3Q08). More specifically, the percent (3Q08: 12%) rating their financial outlook as *very optimistic* (ratings of 9 or 10) is now two-thirds less than it was in that first survey cycle (2Q06: 33%).

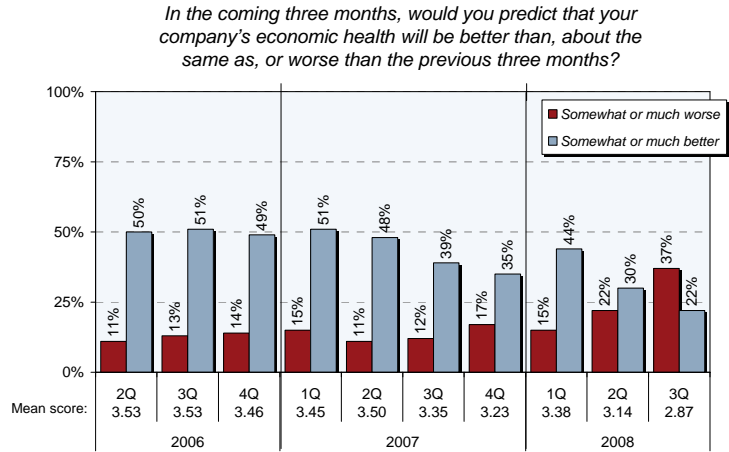
Pessimistic financial outlook ratings (1 to 5) have increased fourfold from 10% in the second quarter of 2006 to 40% in the current quarter (3Q08). And the number of those rating their outlook as *very pessimistic* (ratings of 1 to 2) has risen to 5% (3Q08) from 1% (2Q06).



Utah business leaders, as a whole, are more optimistic than pessimistic about the financial futures of their companies, with more than twice as many declaring they are *very optimistic* (3Q08 ratings of 9 or 10: 12%) than admitting they are *very pessimistic* (3Q08 ratings of 1 or 2: 5%). Still, this is unquestionably less optimistic than in the initial cycle (2Q06) of the Utah Quarterly Economic Survey, when 33% rated their optimism as a 9 or 10 and only 1% rated it a 1 or 2.

## Economic Health

Similar to the first question about the financial future of their companies based on the previous three months, this question asks executives about the upcoming three months and how they predict their companies' health will fare. There is a marked change in this quarter's predictions. For the first time, a higher percentage of executives see their companies' economic health getting worse (3Q08: 37%) than getting better (3Q08: 22%).

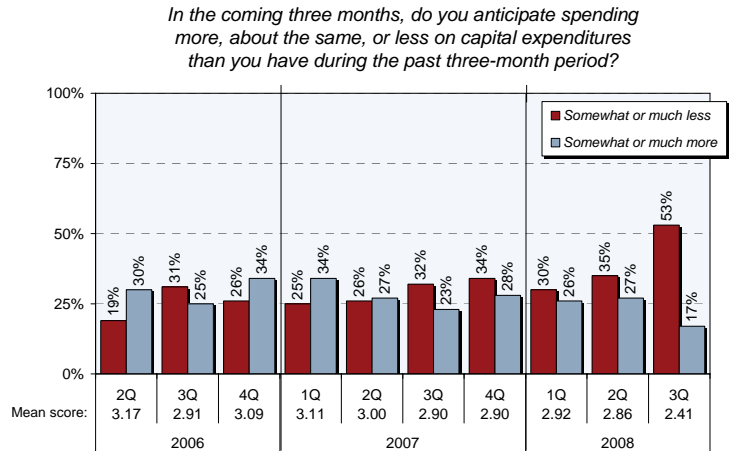


Note: Please refer to *Questionnaire with Results* for "About the same" responses

## Capital Expenditures

For the first time, a majority of forecast panelists (3Q08: 53%) anticipate spending less on capital expenditures in the upcoming quarter than they did in the previous quarter. Previously, the most who predicted less spending was 35% (2Q08).

Likewise, only 17% foresee spending more on capital in the next quarter, 10 percentage points fewer than one quarter ago (2Q08: 27%) and half its high of 34% set in the fourth quarter of 2006 and the first quarter of 2007.

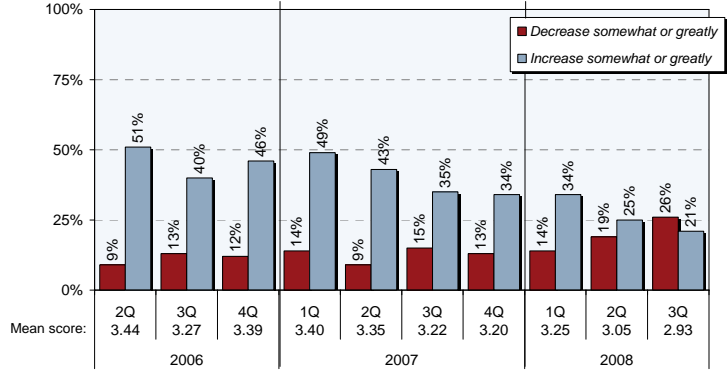


Note: Please refer to *Questionnaire with Results* for "About the same" responses

## Workforce

The percentage of executives predicting that their companies will somewhat or greatly increase their workforce in the upcoming three months (3Q08: 21%) has been surpassed for the first time by the percentage of those who foresee their workforce decreasing (3Q08: 26%). Although the gap between an anticipated increase of workforce and an anticipated decrease has been closing since the first quarter of 2007 (1Q07 increase: 49% and 1Q07 decrease: 14%), only in this current quarter has it actually crossed the line.

In the coming three months, do you anticipate your workforce will increase (hire or re-hire more employees), decrease, or remain the same compared to the last three months?



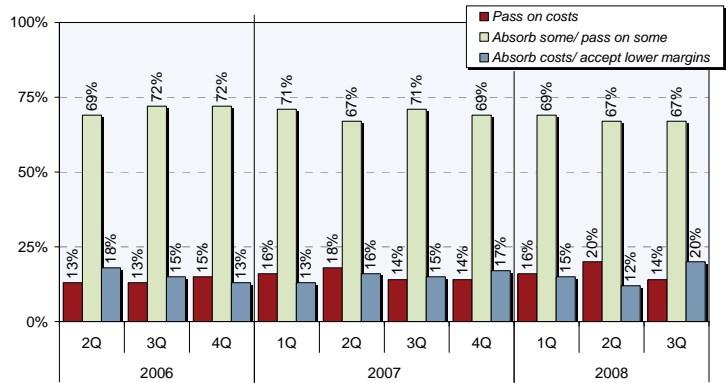
Note: Please refer to Questionnaire with Results for "Remain the same" responses

- ✓ *The likelihood of executives anticipating their workforce will grow increases as the number of part-time employees in an executive's company increases. It also increases among those whose companies have been in business a shorter time (as time decreases, likelihood increases). Executives in seasonal companies are more likely to say their workforce will increase somewhat.*

## Absorb Costs or Pass Them On?

A higher percentage of executives indicate that, if budgets tighten, they will most likely absorb costs and accept lower margins (3Q08: 20%) than will pass costs on (3Q08: 14%). However, this is not the first quarter that executives collectively have had this attitude. In fact, they were also more likely to accept lower margins in the second and third quarters of 2006 and the third and fourth quarters of 2007.

If and when your company's budget tightens, which one of the following best describes how you will handle those pressures?



Throughout all the economic ups and downs, the vast majority of forecast panelists continue to say that they will deal with budget constraints by absorbing some costs while passing on some others (2Q07, 2Q08, and 3Q08: 67% to 3Q06 and 4Q06: 72%—a range of just five percentage points).

## Economic Concerns

During each survey cycle, panelists are asked to rate their levels of concern about 11 economic factors that will affect their companies within the next few months. All are measured on a 1-to-7 scale, where one means *not at all concerned* and 7 means *greatly concerned*. Mean scores are presented here and the response distribution is available in the Questionnaire with Results section.

Generally, mean scores between 5.00 and 7.00 represent high-level concerns, while scores between 3.00 and 5.00 are mid-level concerns, and scores between 1.00 and 3.00 are of little concern.

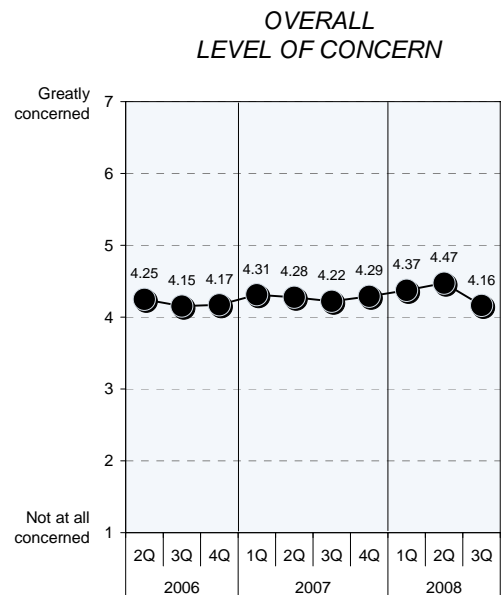
Using those ranges as guidelines, there are three factors that manifest themselves as high-level concerns this quarter: gasoline prices (3Q08: 5.31), the cost of employee health insurance (3Q08: 5.20), and the impact of inflation on the cost to do business (3Q08: 5.06)—the same three that registered as high-level concerns last quarter. However, the intensity of all three concerns is lower this quarter.

Only one factor—the cost of the lease, rent, or mortgage—is at its highest level of concern in the current quarter (3Q08: 2.70), although it is not a great increase from its previous high of 2.65 attained just last quarter (2Q08), or from the forecast low of 2.55 in the third quarter of 2006.

Three factors measure their lowest levels of concern in the current survey cycle: finding qualified employees (3Q08: 4.34, down 1.51 points from its high of 5.85 in 1Q07), keeping qualified employees (3Q08: 4.36, down 0.98 points from its high of 5.34 in 1Q07), and the cost of employee health insurance (3Q08: 5.20, down 0.40 points from its high of 5.60 in 3Q07).

In the current quarter, the overall level of the 11 economic factors measured is actually at 4.16, which is nearly its lowest level, being exceeded only by -0.01 points in 3Q06 with a mean score of 4.15.

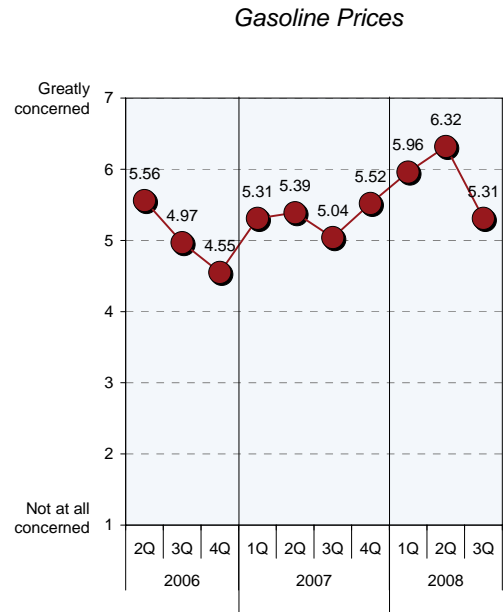
The rank order of the 11 economic factors, as the data is presented in this report, shows each factor’s relative level of concern compared to the other 11 factors, while mean score levels show the intensity of each concern on the 1-to-7 scale. On the following pages, the factors are presented in descending rank order (from greatest concern to least), along with their current and historical mean scores:



**Concern #1: Gasoline prices (5.31):**

Rank last quarter: 1. Rank one year ago: 4. Rank two years ago: 4.

As it has for the last four quarters, the price of gasoline continues to be the top economic concern for Utah executives, even with a mean score that has dropped 1.01 points from its study high of 6.32, attained just last quarter (2Q08), to the current mean score of 5.31 (3Q08). Even though gasoline prices register as the foremost economic concern in the current quarter, the intensity of that concern is at the same level as it was in the first quarter of 2007 (2Q07: 5.31), when concern over gasoline prices ranked fourth out of the 11 economic concerns. Concern over gasoline prices has ranked as low as fifth (4Q06: 4.55), but with five number one rankings, it has been the top concern more often than any other concern. Gas-prices concern has had the greatest fluctuation of mean scores—a range of 1.77 points.



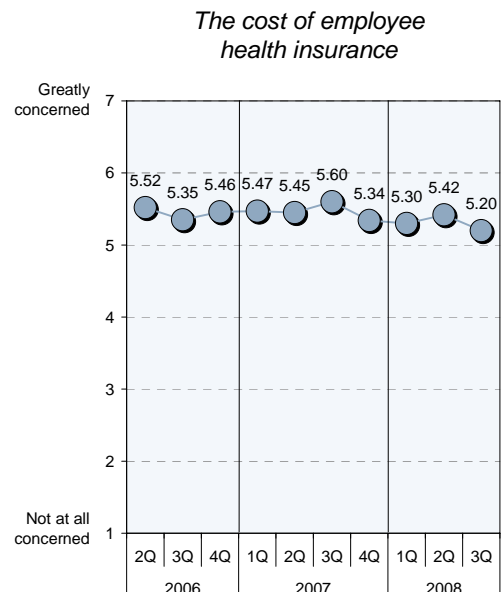
Slightly less than half (46%) of the executives rate their level of concern over gasoline prices as a 6 or 7 in the current quarter, while 5% rate it as a 1 or 2.

- ✓ *Female executives are more likely to say they are greatly concerned about gasoline prices. Also, concern over gasoline prices is more likely to increase as age increases.*

**Concern #2: The Cost of employee health insurance (5.20):**

Rank last quarter: 3. Rank one year ago: 1. Rank two years ago: 2.

The cost of employee health insurance has held the number two ranking for eight out of the ten survey cycles. It continues to rank second this quarter (3Q08: 5.20), but it is also at its lowest level of concern this quarter—0.10 points lower than its previous low (1Q08: 5.30), and 0.40 points lower than its high (3Q07: 5.60).



Over half (51%) of the Forecast panelists rate the cost of employee health insurance as a 6 or 7, while 10% rate it as a 1 or 2.

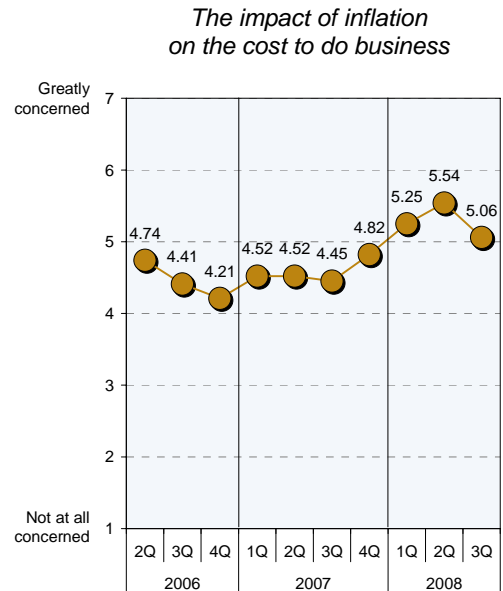
- ✓ *Panelists whose businesses are not seasonal are more likely to say they are greatly concerned about the cost of employee health insurance.*

**Concern #3: The impact of inflation on the cost to do business (5.06):**

Rank last quarter: 2. Rank one year ago: 6. Rank two years ago: 6.

Collectively, Utah executives ranked their concern over the impact of inflation on the cost to do business sixth for six out of the first seven quarters of this study (3Q06: 4.41 through 4Q07: 4.82). The first quarter of 2008, however, saw it climb to the third-ranked concern (1Q08: 5.25), then to second last quarter (2Q08: 5.54)—its highest thus far, and back to third this quarter (3Q08: 5.06). While the decline in mean score of 0.48 points in one quarter from 5.54 (2Q08) to the current mean of 5.06 (3Q08) indicates that the concern of the impact of inflation is lessening, all three quarters of 2008 have seen this concern markedly greater than previous quarters. Mean scores for this concern have ranged 1.33 points.

Two out of five forecast panelists (41%) rate the impact of inflation as a 6 or 7, while 8% rate it a 1 or 2.



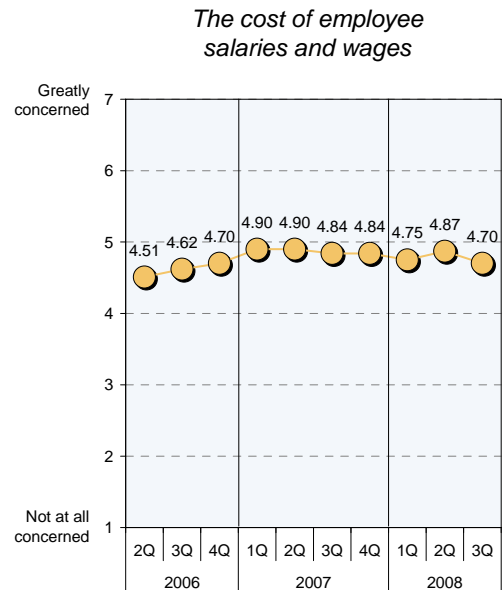
**Concern #4: The cost of salaries and wages (4.70):**

Rank last quarter: 4. Rank one year ago: 5. Rank two years ago: 5.

Concern over the cost of salaries and wages had its lowest level of concern in the first survey cycle (2Q06: 4.51) and also its lowest ranking during that same quarter (sixth) and has spent six out of the first eight quarters (3Q06: 4.62, and 1Q07: 4.90 through 1Q08: 4.75) as the fifth-ranked economic concern. The previous quarter (2Q08: 4.87) and current quarter (3Q08: 4.70) have it in the fourth position—currently midway in intensity between the survey high of 4.90 (1Q07 and 2Q07) and low of 4.51 (2Q06)—a range of 0.39 points.

Just about one-quarter (27%) of Utah business leaders rate concern of cost of salaries and wages a 6 or 7, while 7% rate it a 1 or 2.

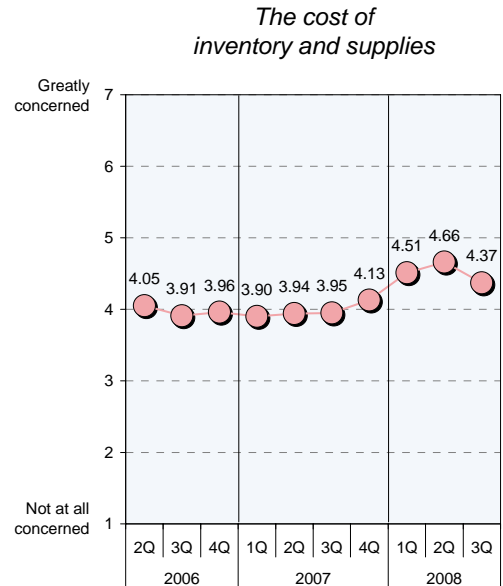
- ✓ *Females and executives whose companies have been doing business for a shorter time are more likely to say they are greatly concerned about the cost of salaries and wages (as time decreases, likelihood increases).*



**Concern #5: The cost of inventory and supplies (4.37):**

Rank last quarter: 6. Rank one year ago: 7. Rank two years ago: 7.

After climbing in intensity for five straight quarters (1Q07: 3.90 through 2Q08: 4.66), and from its study low to its high during the same time period, executives' concern over the cost of inventory and supplies has eased of a bit in the current quarter (3Q08) to 4.37. This factor began as the seventh-ranked concern (2Q06: 4.05) and spent the first eight quarters in that same position, with mean scores consistently hovering right around the midpoint of the 7-point scale. The current year, however, has seen concern over the cost of inventory and supplies increase not only in intensity to its study high last quarter (2Q08: 4.66), but also in rank to sixth last quarter and fifth this quarter (3Q08: 4.37). This concern has had a range of 0.76 points.



Two in seven (28%) rate cost of inventory and supplies as a 6 or 7, while 15% rate it as a 1 or 2.

**Concern #6: Keeping qualified employees (4.36):**

Rank last quarter: 7. Rank one year ago: 3. Rank two years ago: 3.

Concern over keeping qualified employees is at its lowest level thus far in this study (3Q08: 4.36) and has declined 0.98 points since its highest level of concern recorded in the first quarter of 2007 (1Q07: 5.34). It's been steadily declining in intensity since then, dropping in rank from third a year ago (3Q07: 5.13) to seventh last quarter (2Q07: 4.60) to its current ranking of sixth.



Three out of ten (29%) panelists rate their concern over keeping qualified employees as a 6 or 7, while 15% say it's a 1 or 2.

- ✓ *Concern over keeping qualified employees is likely to be greater among executive whose companies have greater than 250 full-time employees, among those with more part-time employees (as the number of part-timers increases, likelihood increases), among those whose companies have been doing business a shorter time (as time decreases, likelihood increases), and among executives age 45 to 54.*

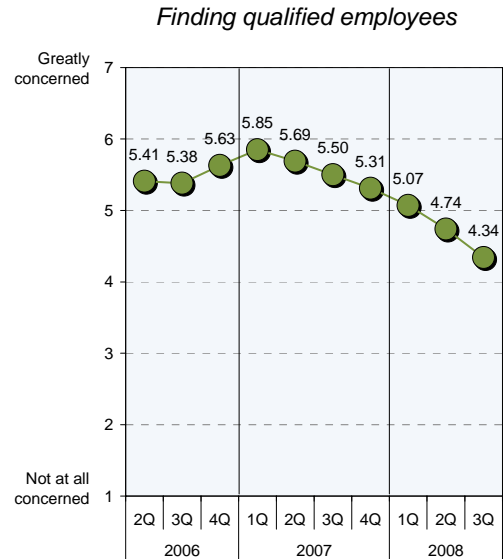
**Concern #7: Finding qualified employees (4.34):**

Rank last quarter: 5. Rank one year ago: 2. Rank two years ago: 1.

No other concern has had a greater decline in ranking—from highest concern for four quarters (3Q06: 5.38 through 2Q07: 5.69) to its current ranking of seventh (3Q08: 4.34). With a decline of 1.51 points since its highest level of concern in the first quarter of 2007 (1Q07: 5.85) to its lowest level in the current quarter (3Q08: 4.34), finding qualified employees has the second greatest range of mean scores, eclipsed only by gasoline prices.

Two in seven (28%) rate concern over finding qualified employees as a 6 or 7 on the scale, while 17% rate it as a 1 or 2.

- ✓ *Female executives are more likely to say they are greatly concerned about finding qualified employees.*



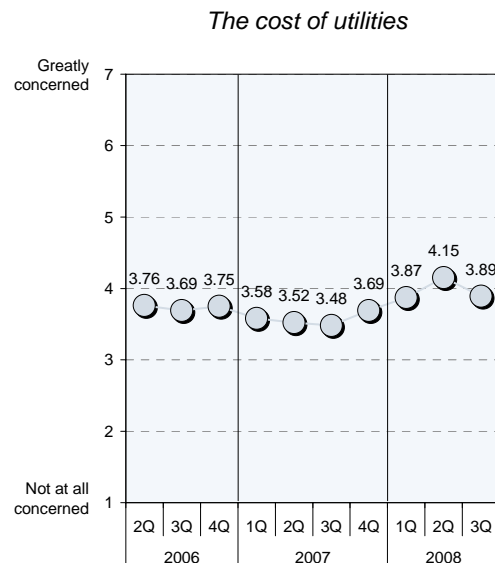
**Concern #8: The cost of utilities (3.89):**

Rank last quarter: 8. Rank one year ago: 9. Rank two years ago: 8.

After reaching its highest level of concern last quarter (2Q08: 4.15), concern over the cost of utilities has declined to 3.89 in the current quarter (3Q08), about midway between its high last quarter and its low established one year ago (3Q07: 3.48). The second quarter of this year is the only time that executives concern over the cost of utilities surpassed the midpoint of the 7-point scale. Concern over the cost of utilities has consistently ranked as either eighth or ninth and has had a mean score range of 0.67 points.

Approximately one out of six executives (16%) rate concern over cost of utilities as a 6 or 7, while the greater percentage (21%) rate is a 1 or 2.

- ✓ *Concern over the cost of utilities decreases as the reported age of the executive decreases.*

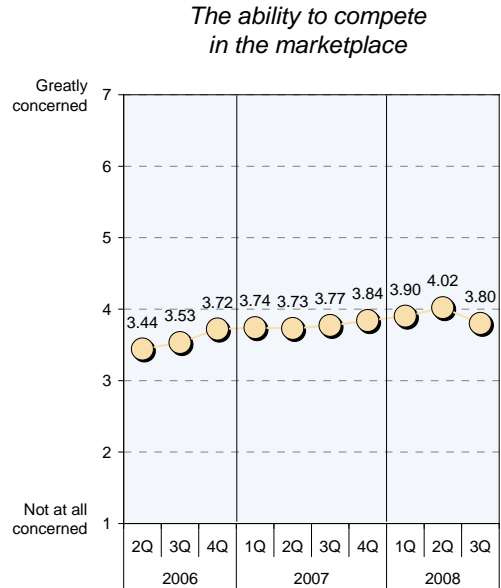


**Concern #9: The ability to compete in the marketplace (3.80):**

Rank last quarter: 9. Rank one year ago: 8. Rank two years ago: 9.

After increasing in intensity of concern since the survey’s inception, concern over the ability to compete in the marketplace declined 0.22 points from its highest level of concern established last quarter (2Q08: 4.02) to 3.80 this quarter (3Q08). Even with its slow but steady incline until last quarter, concern over the ability to compete in the marketplace has never ranked higher than eighth on the list of eleven economic concerns, although it has had a fluctuation of 0.58 points from its low in the first study cycle (2Q06: 3.44) to its high last quarter (2Q08: 4.02)—the only quarter it has exceeded the midpoint of 4.00.

One out of six business leaders (17%) rate the ability to compete as a 6 or 7, while 27% rate it as a 1 or 2.



- ✓ Female business leaders are more likely to feel strongly (either greatly concerned or not at all concerned) about their ability to compete in the marketplace.

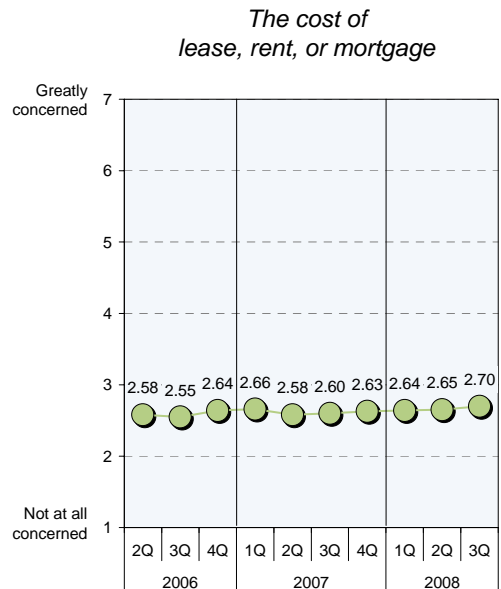
**Concern #10: The cost of the lease, rent, or mortgage (2.70):**

Rank last quarter: 10. Rank one year ago: 10. Rank two years ago: 10.

With a fluctuation of only 0.15 points, the cost of the lease, rent, or mortgage has been the most consistent of the eleven concerns. It has always ranked as second to last on the list of concerns and has hovered just below the 3.00 mark in intensity. The mean score of 2.70 this quarter (3Q08), although at a study high, is not remarkable in its increase.

Only 8% rank the cost of their rent, lease, or mortgage as a 6 or 7, while 51% rate it as a 1 or 2.

- ✓ As the length of time an executive’s company has been in business increases, so does the likelihood of saying that he/ she is not at all concerned about the cost of the rent, lease, or mortgage.

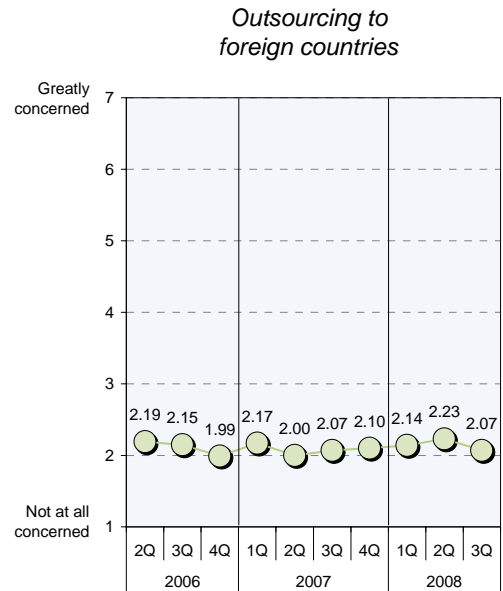


**Concern :11: Outsourcing to foreign countries (2.07):**

Rank last quarter: 11. Rank one year ago: 11. Rank two years ago: 11.

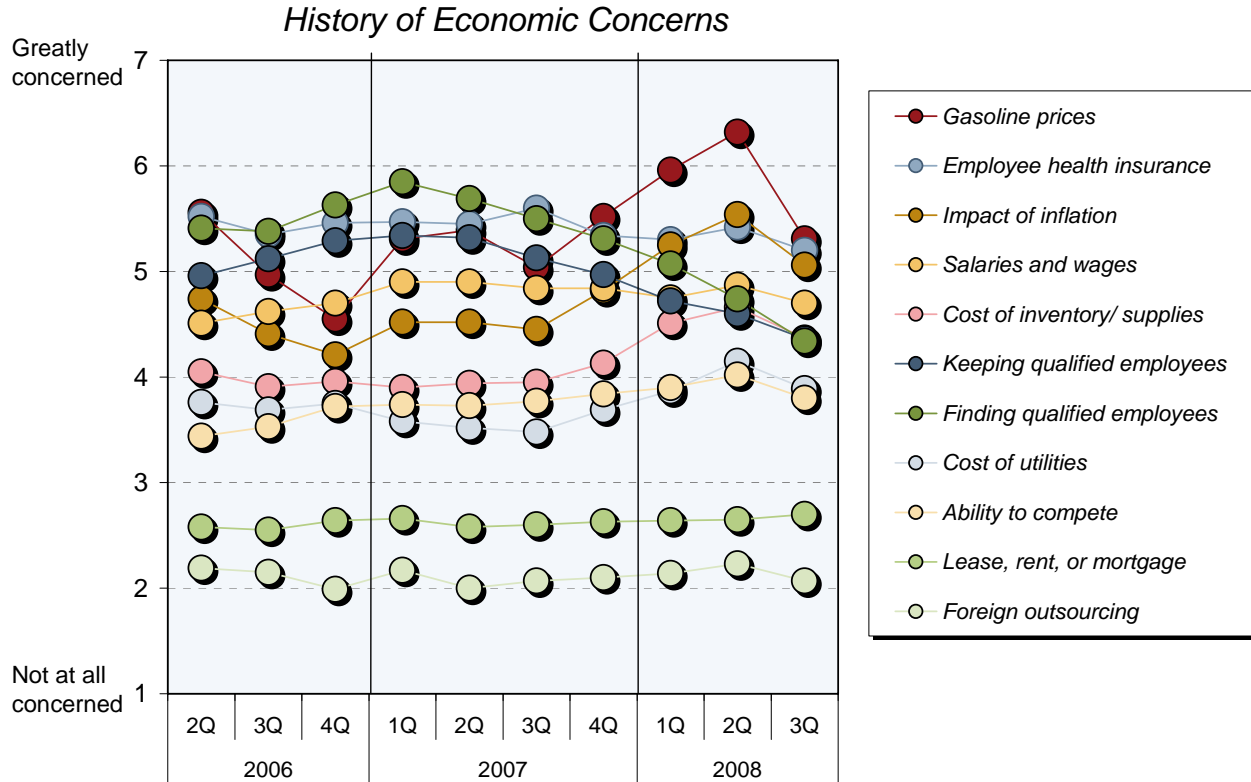
Concern over outsourcing to foreign countries has consistently ranked as the factor of least concern to Utah Economic Forecast panelists, and this quarter (3Q08: 2.07) is no different. Indeed, this factor has fluctuated just 0.24 points in all ten survey cycles.

Just 7% say they are greatly concerned (ratings of 6 or 7) about foreign outsourcing, while 74% say they are not at all concerned (ratings of 1 or 2).



## A Quarterly Comparison of Economic Concerns

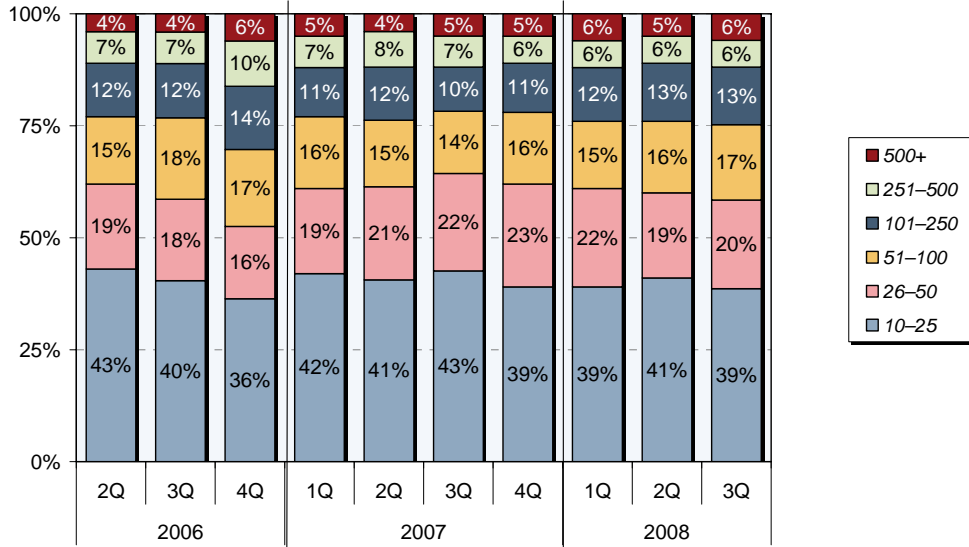
The chart below illustrates all 11 economic factors measured by Utah Economic Forecast panelists. To accommodate all the data, the chart does not list the mean scores. However, all historic data is listed in the table below the chart.



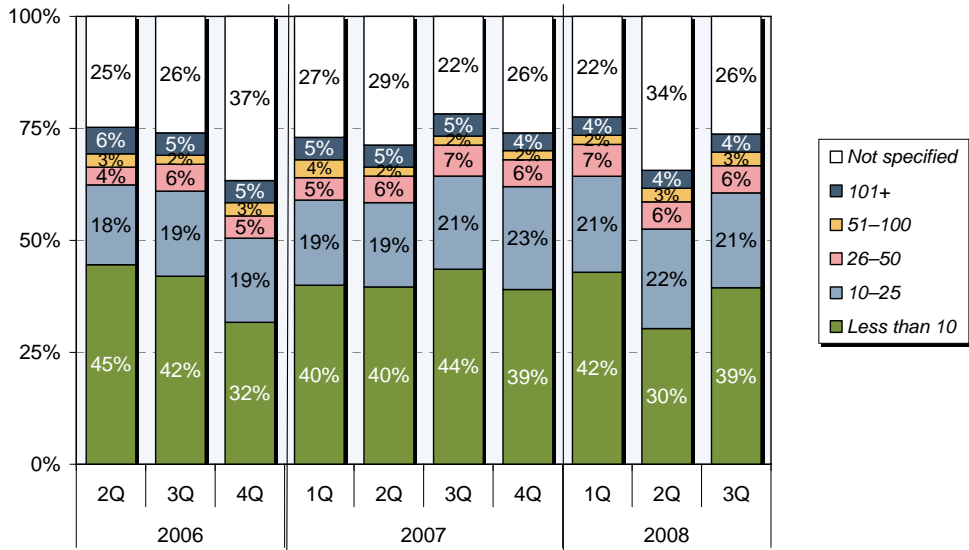
Current Rank	ECONOMIC CONCERN	2006			2007				2008		
		2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q
1	Gasoline prices	5.56	4.97	4.55	5.31	5.39	5.04	5.52	5.96	6.32	5.31
2	Cost of employee health insurance	5.52	5.35	5.46	5.47	5.45	5.60	5.34	5.30	5.42	5.20
3	Impact of inflation on cost to do business	4.74	4.41	4.21	4.52	4.52	4.45	4.82	5.25	5.54	5.06
4	Cost of salaries and wages	4.51	4.62	4.70	4.90	4.90	4.84	4.84	4.75	4.87	4.70
5	Cost of inventory and supplies	4.05	3.91	3.96	3.90	3.94	3.95	4.13	4.51	4.66	4.37
6	Keeping qualified employees	4.96	5.12	5.29	5.34	5.32	5.13	4.97	4.72	4.60	4.36
7	Finding qualified employees	5.41	5.38	5.63	5.85	5.69	5.50	5.31	5.07	4.74	4.34
8	Cost of utilities	3.76	3.69	3.75	3.58	3.52	3.48	3.69	3.87	4.15	3.89
9	Ability to compete in the marketplace	3.44	3.53	3.72	3.74	3.73	3.77	3.84	3.90	4.02	3.80
10	Cost of lease, rent, or mortgage	2.58	2.55	2.64	2.66	2.58	2.60	2.63	2.64	2.65	2.70
11	Outsourcing to foreign countries	2.19	2.15	1.99	2.17	2.00	2.07	2.10	2.14	2.23	2.07
	<b>OVERALL</b>	<b>4.25</b>	<b>4.15</b>	<b>4.17</b>	<b>4.31</b>	<b>4.28</b>	<b>4.22</b>	<b>4.29</b>	<b>4.37</b>	<b>4.47</b>	<b>4.16</b>

# Demographic Characteristics of Panelists

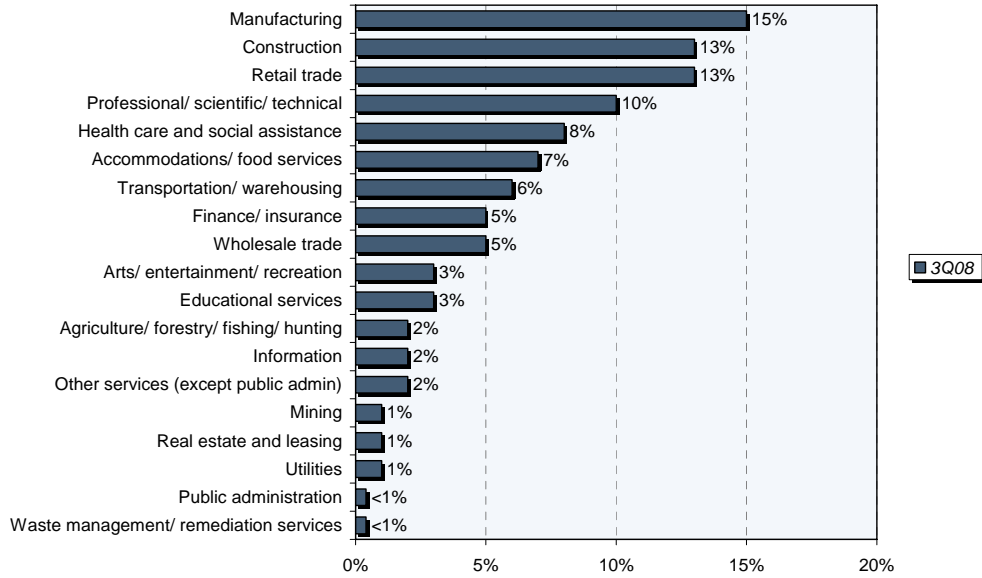
Number of full-time employees



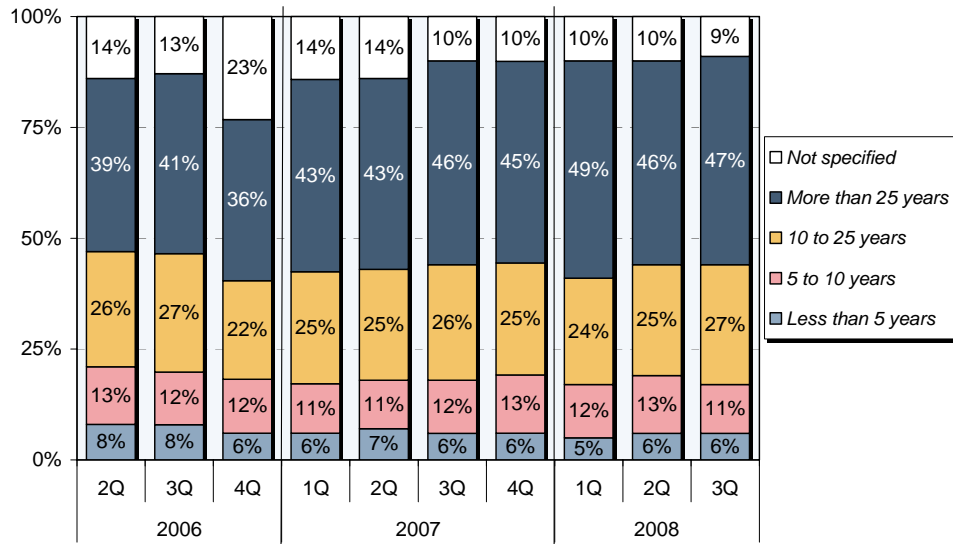
Number of part-time employees



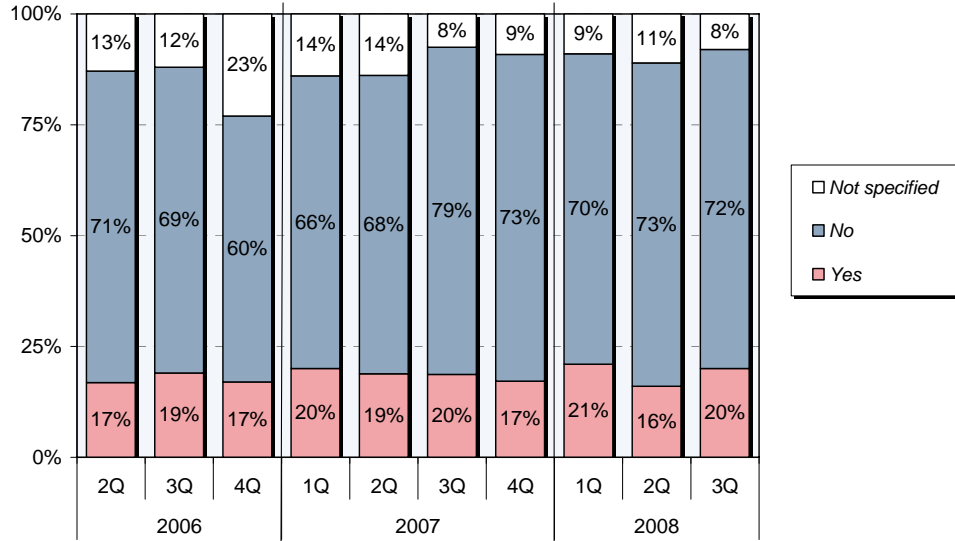
Industry (2008-3Q only)



How long has your company been doing business?

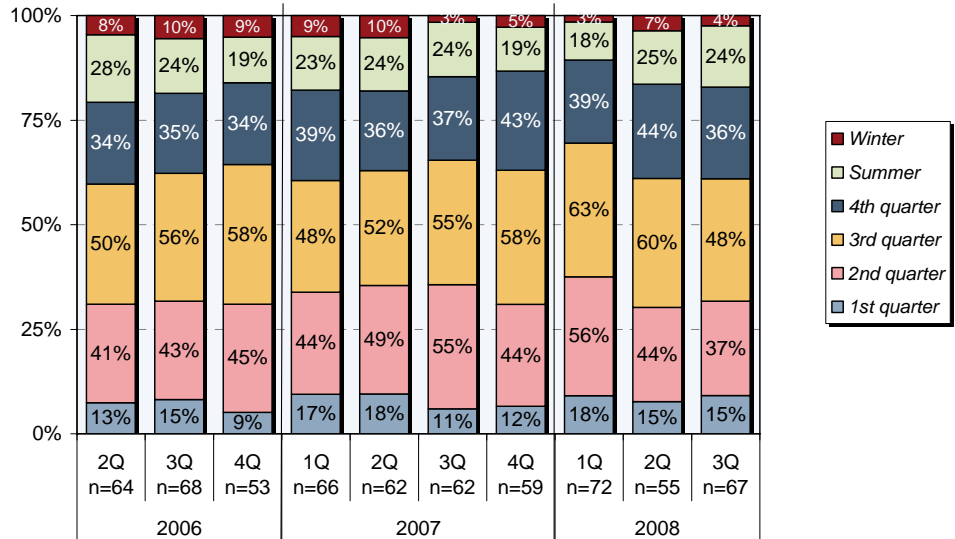


*Do you consider your business to be seasonal?*

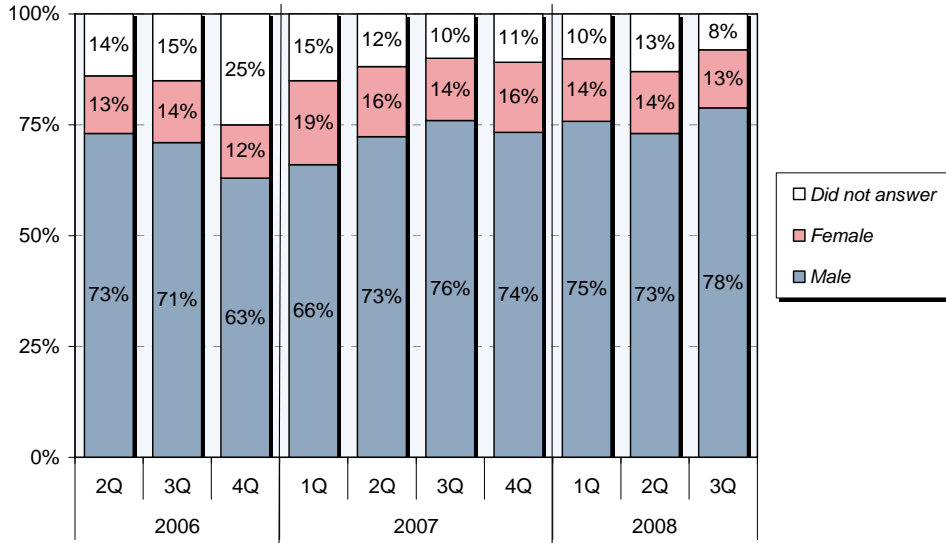


*[IF SEASONAL]*

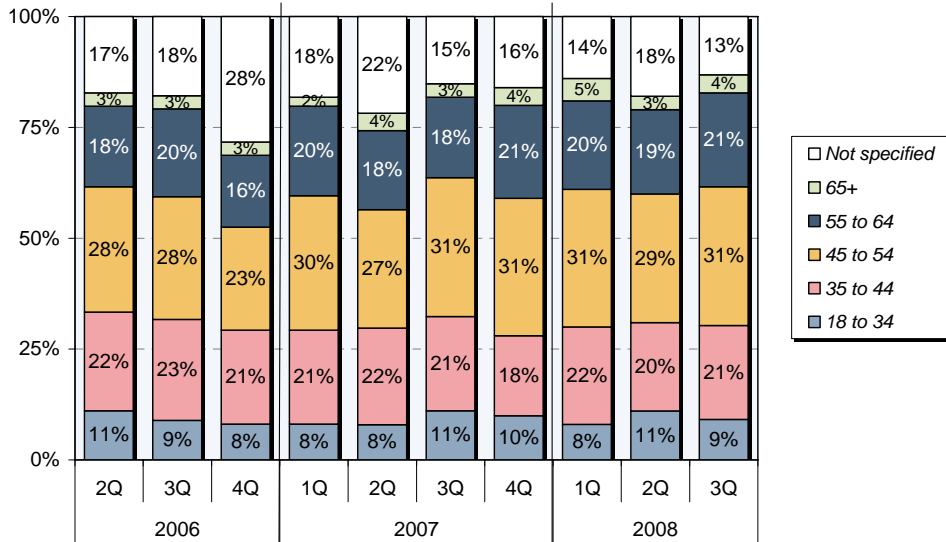
*In which quarter is the majority of your business conducted?*



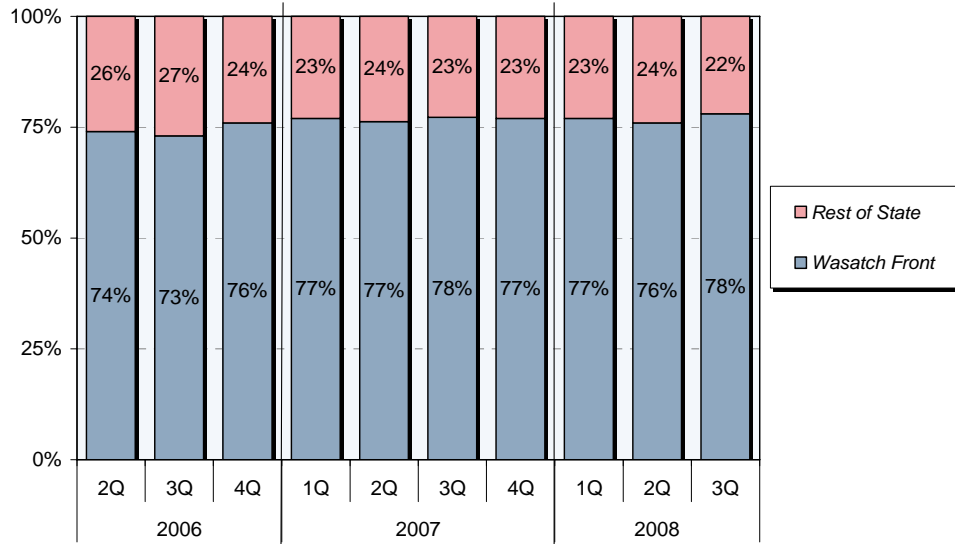
Gender



Age category



*Area where business is headquartered*



## Zions Bank Utah Quarterly Economic Forecast Third Quarter 2008 (3Q08) – Questionnaire with Results

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Field dates:	Jul 12–21	Oct 2–13	Jan 25–Feb 2	Apr 2–27	Jul 9–Aug 3	Oct 1–30	Jan 1–22	April 1–24	Jun 16–Jul 11	Oct 1–17
Sample size:	387	356	320	335	336	334	344	346	342	342
Universe:	Utah statewide – business leaders and key decision makers									
Methodology:	Online panel									

Thank you for taking a few minutes to answer some questions about your company’s economic standing during the last three months and your projections about the next three months.

1. Using a 1–10 scale, please rate your level of optimism/pessimism about the financial future of your company, **based on profits/losses these past three months:**

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Very pessimistic	1%	1%	1%	0%	1%	0%	1%	1%	2%	2%
2	0%	0%	0%	1%	1%	2%	1%	1%	2%	3%
3	1%	3%	1%	2%	2%	4%	4%	8%	6%	9%
4	2%	3%	3%	4%	4%	3%	4%	4%	6%	11%
5	6%	8%	6%	6%	7%	12%	10%	14%	14%	15%
6	7%	9%	6%	10%	9%	12%	12%	12%	15%	12%
7	21%	16%	15%	21%	16%	21%	24%	22%	20%	15%
8	29%	31%	35%	27%	33%	25%	25%	23%	21%	21%
9	11%	13%	13%	15%	13%	12%	12%	7%	6%	6%
10/ Very optimistic	22%	16%	19%	14%	14%	9%	8%	8%	6%	6%
Mean score	7.87	7.55	7.80	7.49	7.49	7.05	7.02	6.68	6.45	6.13

2. In the **coming three months**, would you predict that your company's economic health will be **better** than the prior three-month period, **about the same** as the previous three months, or **worse** than the previous three months?

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Much worse (1)	2%	3%	3%	6%	1%	2%	1%	1%	1%	6%
Somewhat worse (2)	9%	10%	11%	9%	10%	10%	16%	14%	21%	31%
About the same (3)	39%	36%	37%	35%	42%	49%	48%	41%	47%	42%
Somewhat better (4)	34%	34%	35%	36%	35%	28%	28%	34%	23%	15%
Much better (5)	16%	17%	14%	15%	13%	11%	7%	10%	7%	7%
Mean score	3.53	3.53	3.46	3.45	3.50	3.35	3.23	3.38	3.14	2.87

3. In the **coming three months**, do you anticipate spending **more**, about the **same**, or **less** on **capital expenditures** than you have during the past three-month period?

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Much less (1)	4%	9%	8%	7%	7%	9%	11%	11%	11%	26%
Somewhat less (2)	15%	22%	18%	18%	19%	23%	23%	19%	24%	27%
About the same (3)	51%	43%	39%	42%	48%	45%	38%	44%	38%	31%
Somewhat more (4)	20%	18%	24%	25%	21%	16%	22%	18%	20%	13%
Much more (5)	10%	7%	10%	9%	6%	7%	6%	8%	7%	4%
Mean score	3.17	2.91	3.09	3.11	3.00	2.90	2.90	2.92	2.86	2.41

4. In the **coming three months**, do you anticipate that your workforce will increase (hire or re-hire more employees), decrease, or remain the same compared to the last three months? (This would include full-time, part-time, consultants, and contract/staffing agency employees.)

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Decrease greatly (1)	2%	4%	2%	1%	1%	2%	1%	1%	3%	4%
Decrease somewhat (2)	7%	9%	10%	13%	8%	13%	12%	13%	16%	22%
Remain the same (3)	40%	47%	43%	36%	49%	51%	53%	52%	56%	53%
Increase somewhat (4)	47%	37%	39%	44%	41%	31%	33%	29%	23%	17%
Increase greatly (5)	4%	3%	7%	5%	2%	4%	1%	5%	2%	4%
Mean score	3.44	3.27	3.39	3.40	3.35	3.22	3.20	3.25	3.05	2.93

Please **rate your level of concern** about the following items as they affect your company **within the next few months**. Use a 1–7 scale, with one meaning *not concerned at all* and seven meaning you are *greatly concerned*:

5. The cost of health insurance for your employees

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	5%	6%	6%	6%	5%	5%	5%	7%	5%	8%
2	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%
3	5%	4%	4%	6%	6%	6%	6%	6%	7%	6%
4	9%	13%	10%	8%	9%	8%	10%	12%	8%	11%
5	19%	21%	21%	20%	22%	16%	20%	19%	21%	22%
6	19%	16%	22%	20%	21%	22%	24%	20%	22%	22%
7/ Greatly concerned	40%	37%	36%	38%	35%	41%	31%	34%	35%	29%
Mean score	5.52	5.35	5.46	5.47	5.45	5.60	5.34	5.30	5.42	5.20

6. Gasoline prices

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	1%	4%	5%	3%	2%	3%	1%	2%	0%	2%
2	4%	6%	5%	3%	2%	5%	3%	2%	0%	3%
3	7%	9%	15%	7%	9%	8%	6%	3%	1%	5%
4	8%	17%	21%	13%	12%	14%	11%	5%	6%	15%
5	25%	24%	27%	26%	25%	31%	25%	15%	14%	28%
6	15%	13%	14%	20%	20%	18%	21%	20%	16%	18%
7/ Greatly concerned	40%	26%	13%	28%	31%	21%	33%	52%	63%	28%
Mean score	5.56	4.97	4.55	5.31	5.39	5.04	5.52	5.96	6.32	5.31

7. The cost of salaries and wages

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	2%	3%	3%	2%	2%	2%	1%	2%	1%	3%
2	4%	3%	4%	2%	3%	4%	3%	3%	3%	4%
3	16%	12%	12%	11%	10%	11%	10%	11%	8%	11%
4	27%	26%	23%	22%	19%	23%	24%	21%	25%	25%
5	31%	32%	29%	27%	32%	30%	33%	37%	35%	31%
6	13%	14%	19%	23%	20%	17%	17%	15%	14%	15%
7/ Greatly concerned	8%	10%	10%	13%	14%	14%	12%	10%	14%	12%
Mean score	4.51	4.62	4.70	4.90	4.90	4.84	4.84	4.75	4.87	4.70

(Continued) Please **rate your level of concern** about the following items as they affect your company **within the next few months**. Use a 1–7 scale, with one meaning *not concerned at all* and seven meaning you are *greatly concerned*:

8. Your ability to compete in the marketplace

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	14%	10%	12%	10%	10%	8%	8%	10%	7%	10%
2	20%	19%	15%	18%	16%	17%	17%	12%	12%	17%
3	22%	24%	22%	19%	20%	22%	18%	20%	23%	20%
4	17%	15%	17%	23%	18%	20%	22%	20%	17%	17%
5	14%	20%	18%	15%	21%	18%	20%	21%	23%	19%
6	7%	7%	10%	8%	10%	8%	10%	11%	9%	8%
7/ Greatly concerned	6%	4%	7%	9%	5%	8%	6%	6%	10%	9%
Mean score	3.44	3.53	3.72	3.74	3.73	3.77	3.84	3.90	4.02	3.80

9. Outsourcing to foreign countries

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	60%	59%	61%	57%	62%	62%	60%	61%	58%	61%
2	11%	12%	14%	14%	13%	12%	11%	10%	10%	13%
3	7%	9%	8%	9%	9%	7%	10%	9%	8%	8%
4	8%	8%	7%	7%	6%	5%	8%	7%	12%	6%
5	6%	5%	5%	6%	5%	8%	3%	7%	4%	5%
6	4%	3%	2%	4%	2%	3%	3%	2%	2%	2%
7/ Greatly concerned	4%	5%	3%	4%	4%	3%	5%	5%	6%	5%
Mean score	2.19	2.15	1.99	2.17	2.00	2.07	2.10	2.14	2.23	2.07

10. The cost of your company's lease, rent, or mortgage

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	34%	36%	34%	33%	39%	36%	36%	36%	34%	33%
2	20%	23%	18%	18%	16%	18%	17%	18%	21%	18%
3	19%	14%	17%	19%	18%	18%	19%	18%	15%	23%
4	13%	12%	16%	15%	12%	14%	13%	12%	13%	10%
5	9%	10%	9%	12%	9%	10%	9%	9%	11%	10%
6	3%	3%	3%	2%	3%	2%	4%	5%	4%	4%
7/ Greatly concerned	2%	3%	2%	1%	3%	2%	2%	2%	2%	4%
Mean score	2.58	2.55	2.64	2.66	2.58	2.60	2.63	2.64	2.65	2.70

(Continued) Please **rate your level of concern** about the following items as they affect your company **within the next few months**. Use a 1–7 scale, with one meaning *not concerned at all* and seven meaning you are *greatly concerned*:

11. The cost of utilities

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	8%	12%	9%	8%	14%	13%	11%	10%	7%	8%
2	18%	16%	14%	18%	13%	17%	15%	14%	9%	13%
3	19%	19%	19%	23%	21%	23%	21%	19%	16%	23%
4	19%	19%	27%	23%	23%	19%	20%	20%	24%	16%
5	20%	19%	20%	16%	20%	20%	19%	21%	26%	23%
6	9%	10%	8%	7%	4%	4%	6%	10%	10%	10%
7/ Greatly concerned	6%	5%	5%	4%	4%	5%	8%	8%	8%	6%
<i>Mean score</i>	<i>3.76</i>	<i>3.69</i>	<i>3.75</i>	<i>3.58</i>	<i>3.52</i>	<i>3.48</i>	<i>3.69</i>	<i>3.87</i>	<i>4.15</i>	<i>3.89</i>

12. The cost of inventory and supplies

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	7%	7%	7%	8%	11%	8%	8%	6%	5%	8%
2	13%	14%	12%	14%	9%	13%	8%	8%	6%	7%
3	16%	20%	16%	17%	14%	15%	15%	12%	11%	13%
4	22%	21%	28%	21%	28%	26%	25%	17%	16%	20%
5	23%	24%	22%	24%	21%	22%	24%	30%	31%	24%
6	13%	9%	12%	10%	13%	11%	12%	16%	17%	17%
7/ Greatly concerned	6%	6%	3%	5%	4%	5%	7%	12%	13%	11%
<i>Mean score</i>	<i>4.05</i>	<i>3.91</i>	<i>3.96</i>	<i>3.90</i>	<i>3.94</i>	<i>3.95</i>	<i>4.13</i>	<i>4.51</i>	<i>4.66</i>	<i>4.37</i>

13. Finding qualified employees

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	3%	4%	3%	1%	3%	3%	4%	5%	5%	6%
2	3%	5%	2%	3%	2%	4%	3%	3%	7%	11%
3	7%	7%	7%	4%	6%	6%	6%	10%	11%	16%
4	10%	10%	7%	7%	7%	9%	12%	13%	18%	18%
5	23%	15%	18%	16%	18%	20%	22%	23%	23%	21%
6	19%	23%	25%	24%	23%	25%	26%	22%	18%	13%
7/ Greatly concerned	35%	35%	38%	45%	42%	34%	27%	23%	18%	15%
<i>Mean score</i>	<i>5.41</i>	<i>5.38</i>	<i>5.63</i>	<i>5.85</i>	<i>5.69</i>	<i>5.50</i>	<i>5.31</i>	<i>5.07</i>	<i>4.74</i>	<i>4.34</i>

(Continued) Please **rate your level of concern** about the following items as they affect your company **within the next few months**. Use a 1–7 scale, with one meaning *not concerned at all* and seven meaning you are *greatly concerned*:

14. Keeping qualified employees

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	4%	3%	2%	1%	3%	3%	3%	4%	5%	6%
2	5%	6%	5%	4%	5%	5%	8%	8%	6%	9%
3	12%	10%	11%	8%	6%	9%	7%	10%	14%	17%
4	14%	11%	8%	11%	13%	11%	17%	20%	17%	19%
5	22%	23%	22%	26%	22%	23%	22%	21%	28%	20%
6	19%	23%	26%	23%	21%	24%	24%	21%	17%	17%
7/ Greatly concerned	24%	24%	27%	27%	30%	24%	19%	15%	13%	12%
<i>Mean score</i>	<i>4.96</i>	<i>5.12</i>	<i>5.29</i>	<i>5.34</i>	<i>5.32</i>	<i>5.13</i>	<i>4.97</i>	<i>4.72</i>	<i>4.60</i>	<i>4.36</i>

15. The impact of inflation on the cost to do business

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
1/ Not concerned at all	1%	3%	2%	1%	2%	3%	1%	1%	1%	3%
2	6%	10%	9%	7%	5%	8%	5%	2%	1%	5%
3	12%	16%	20%	15%	15%	14%	10%	8%	5%	8%
4	21%	21%	25%	24%	24%	24%	22%	14%	12%	13%
5	31%	26%	28%	32%	32%	29%	29%	29%	26%	30%
6	15%	14%	10%	13%	16%	13%	17%	25%	27%	20%
7/ Greatly concerned	13%	10%	6%	9%	7%	9%	15%	21%	28%	21%
<i>Mean score</i>	<i>4.74</i>	<i>4.41</i>	<i>4.21</i>	<i>4.52</i>	<i>4.52</i>	<i>4.45</i>	<i>4.82</i>	<i>5.25</i>	<i>5.54</i>	<i>5.06</i>

**Level of Concern – Synopsis of Mean Scores**

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
5. <i>The cost of employee health insurance</i>	5.52	5.35	5.46	5.47	5.45	5.60	5.34	5.30	5.42	5.20
6. <i>Gasoline prices</i>	5.56	4.97	4.55	5.31	5.39	5.04	5.52	5.96	6.32	5.31
7. <i>The cost of salaries and wages</i>	4.51	4.62	4.70	4.90	4.90	4.84	4.84	4.75	4.87	4.70
8. <i>Your ability to compete in the marketplace</i>	3.44	3.53	3.72	3.74	3.73	3.77	3.84	3.90	4.02	3.80
9. <i>Outsourcing to foreign countries</i>	2.19	2.15	1.99	2.17	2.00	2.07	2.10	2.14	2.23	2.07
10. <i>The cost of your lease, rent, or mortgage</i>	2.58	2.55	2.64	2.66	2.58	2.60	2.63	2.64	2.65	2.70
11. <i>The cost of utilities</i>	3.76	3.69	3.75	3.58	3.52	3.48	3.69	3.87	4.15	3.89
12. <i>The cost of inventory and supplies</i>	4.05	3.91	3.96	3.90	3.94	3.95	4.13	4.51	4.66	4.37
13. <i>Finding qualified employees</i>	5.41	5.38	5.63	5.85	5.69	5.50	5.31	5.07	4.74	4.34
14. <i>Keeping qualified employees</i>	4.96	5.12	5.29	5.34	5.32	5.13	4.97	4.72	4.60	4.36
15. <i>Impact of inflation on the cost to do business</i>	4.74	4.41	4.21	4.52	4.52	4.45	4.82	5.25	5.54	5.06

16. ***If and when your company's budget tightens***, which ONE of the following ***best*** describes how you will handle those pressures?

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Pass on costs	13%	13%	15%	16%	18%	14%	14%	16%	20%	14%
Absorb costs/ accept lower margins	18%	15%	13%	13%	16%	15%	17%	15%	12%	20%
A combination of the above	69%	72%	72%	71%	67%	71%	69%	69%	67%	67%

**Demographic Data**

## 17. Number of full-time employees:

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
500+	4%	4%	6%	5%	4%	5%	5%	6%	5%	6%
251–500	7%	7%	10%	7%	8%	7%	6%	6%	6%	6%
101–250	12%	12%	14%	11%	12%	10%	11%	12%	13%	13%
51–100	15%	18%	17%	16%	15%	14%	16%	15%	16%	17%
26–50	19%	18%	16%	19%	21%	22%	23%	22%	19%	20%
10–25	43%	40%	36%	42%	41%	43%	39%	39%	41%	39%

## 18. Number of part-time employees:

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
500+	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%
251–500	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%
101–250	3%	2%	2%	1%	2%	2%	1%	1%	2%	1%
51–100	3%	2%	3%	4%	2%	2%	2%	2%	3%	3%
26–50	4%	6%	5%	5%	6%	7%	6%	7%	6%	6%
10–25	18%	19%	19%	19%	19%	21%	23%	21%	22%	21%
Less than 10	45%	42%	32%	40%	40%	44%	39%	42%	30%	39%
Refuse	3%	3%	2%	2%	2%	2%	2%	1%	4%	5%
Not specified	22%	23%	35%	25%	27%	20%	24%	21%	30%	21%

## 19. Gender:

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Male	73%	71%	63%	66%	73%	76%	74%	75%	73%	78%
Female	13%	14%	12%	19%	16%	14%	16%	14%	14%	13%
Did not answer	14%	15%	25%	15%	12%	10%	11%	10%	13%	8%

## 20. Industry:

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Agriculture/ forestry/ fishing/ hunting	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Mining	<1%	1%	1%	<1%	<1%	1%	1%	1%	1%	1%
Utilities	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
Construction	12%	12%	12%	13%	11%	14%	12%	12%	13%	13%
Manufacturing	16%	17%	14%	16%	15%	13%	14%	16%	13%	15%
Wholesale trade	6%	6%	7%	6%	7%	6%	6%	6%	6%	5%
Retail trade	11%	10%	10%	9%	12%	14%	14%	13%	13%	13%
Transportation/ warehousing	4%	5%	5%	5%	5%	5%	6%	5%	5%	6%
Information	3%	4%	4%	3%	4%	3%	4%	3%	3%	2%
Finance/ insurance	6%	6%	5%	4%	6%	5%	4%	3%	4%	5%
Real estate and leasing	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%
Professional/ scientific/ technical	8%	8%	9%	10%	7%	8%	7%	7%	8%	10%
Mgmt. of companies/ enterprises	<1%	1%	<1%	<1%	1%	1%	<1%	<1%	<1%	0%
Waste management/ remediation services	0%	0%	0%	1%	<1%	1%	1%	<1%	<1%	<1%
Educational services	4%	4%	4%	2%	3%	4%	3%	3%	3%	3%
Health care and social assistance	12%	10%	11%	13%	10%	10%	11%	10%	10%	8%
Arts/ entertainment/ recreation	2%	4%	4%	3%	3%	2%	3%	3%	3%	3%
Accommodations/ food services	5%	6%	6%	6%	6%	6%	7%	7%	8%	7%
Other services (except public admin)	3%	2%	3%	3%	3%	2%	3%	4%	3%	2%
Public administration	<1%	0%	0%	0%	0%	0%	0%	<1%	<1%	<1%
Other	1%	0%	0%	<1%	0%	0%	0%	0%	0%	0%

21. How long has your company been doing business?

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Less than 1 year	0%	1%	0%	0%	<1%	<1%	<1%	<1%	1%	1%
1 to 5 years	8%	7%	6%	6%	7%	6%	6%	5%	5%	5%
5 to 10 years	13%	12%	12%	11%	11%	12%	13%	12%	13%	11%
10 to 25 years	26%	27%	22%	25%	25%	26%	25%	24%	25%	27%
More than 25 years	39%	41%	36%	43%	43%	46%	45%	49%	46%	47%
Refuse	2%	1%	0%	1%	1%	2%	1%	1%	2%	1%
Not specified	12%	12%	23%	13%	13%	8%	9%	9%	8%	8%

22. Do you consider your business to be seasonal?

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Yes	17%	19%	17%	20%	19%	20%	17%	21%	16%	20%
No	71%	69%	60%	66%	68%	79%	73%	70%	73%	72%
Don't know	1%	0%	0%	1%	1%	0%	<1%	0%	1%	<1%
Not specified	12%	12%	23%	13%	13%	8%	9%	9%	10%	8%

23. [IF SEASONAL] In which quarter(s) is the majority of your business conducted? (PERCENT MENTIONED)

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
<i>Number responding</i>	64	68	53	66	62	62	59	72	55	67
1st quarter (Jan, Feb, Mar)	13%	15%	9%	17%	18%	11%	12%	18%	15%	15%
2nd quarter (Apr, May, Jun)	41%	43%	45%	44%	49%	55%	44%	56%	44%	37%
3rd quarter (Jul, Aug, Sep)	50%	56%	58%	48%	52%	55%	58%	63%	60%	48%
4th quarter (Oct, Nov, Dec)	34%	35%	34%	39%	36%	37%	43%	39%	44%	36%
Summer	28%	24%	19%	23%	24%	24%	19%	18%	25%	24%
Winter	8%	10%	9%	9%	10%	3%	5%	3%	7%	4%

24. What is your age category?

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
18 to 24	0%	0%	0%	0%	0%	0%	0%	0%	0%	<1%
25 to 34	11%	9%	8%	8%	8%	11%	10%	8%	11%	9%
35 to 44	22%	23%	21%	21%	22%	21%	18%	22%	20%	21%
45 to 54	28%	28%	23%	30%	27%	31%	31%	31%	29%	31%
55 to 64	18%	20%	16%	20%	18%	18%	21%	20%	19%	21%
65+	3%	3%	3%	2%	4%	3%	4%	5%	3%	4%
Refuse	3%	3%	3%	3%	4%	3%	3%	2%	4%	2%
Not specified	14%	15%	25%	15%	18%	12%	13%	12%	14%	11%

25. County where your business is headquartered:

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Beaver	<1%	<1%	<1%	0%	0%	0%	0%	<1%	0%	<1%
Box Elder	2%	3%	2%	2%	2%	3%	2%	1%	2%	2%
Cache	6%	7%	6%	5%	6%	6%	6%	5%	6%	5%
Carbon	0%	1%	0%	<1%	<1%	<1%	1%	1%	1%	1%
Daggett	0%	0%	0%	0%	<1%	<1%	0%	<1%	0%	0%
Davis	7%	5%	7%	8%	6%	7%	6%	7%	6%	8%
Duchesne	1%	1%	<1%	0%	1%	0%	<1%	<1%	1%	<1%
Emery	<1%	1%	<1%	<1%	1%	1%	<1%	1%	1%	1%
Garfield	0%	<1%	0%	0%	0%	0%	0%	<1%	<1%	0%
Grand	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
Iron	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%
Juab	1%	1%	1%	<1%	1%	1%	1%	1%	<1%	<1%
Kane	<1%	<1%	<1%	0%	0%	0%	1%	0%	0%	0%
Millard	1%	1%	<1%	1%	1%	1%	1%	1%	1%	1%
Morgan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Piute	<1%	<1%	<1%	0%	0%	<1%	0%	0%	0%	0%
Rich	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Salt Lake	50%	49%	52%	51%	55%	51%	54%	52%	52%	51%
San Juan	1%	1%	1%	1%	0%	1%	1%	<1%	1%	1%
Sanpete	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Sevier	1%	1%	1%	<1%	1%	1%	<1%	1%	<1%	1%
Summit	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%
Tooele	<1%	1%	<1%	<1%	0%	0%	0%	0%	<1%	0%
Uintah	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
Utah	12%	12%	12%	12%	11%	15%	12%	12%	12%	13%
Wasatch	1%	1%	<1%	1%	0%	1%	<1%	1%	<1%	0%
Washington	5%	4%	4%	4%	3%	3%	3%	2%	4%	3%
Wayne	<1%	0%	0%	<1%	0%	<1%	0%	<1%	0%	0%
Weber	5%	6%	5%	6%	5%	5%	5%	6%	6%	6%
Other	1%	1%	0%	<1%	<1%	<1%	<1%	<1%	0%	0%

26. Area:

	<u>2Q06</u>	<u>3Q06</u>	<u>4Q06</u>	<u>1Q07</u>	<u>2Q07</u>	<u>3Q07</u>	<u>4Q07</u>	<u>1Q08</u>	<u>2Q08</u>	<u>3Q08</u>
Wasatch Front	74%	73%	76%	77%	77%	78%	77%	77%	76%	78%
Rest of State	26%	27%	24%	23%	24%	23%	23%	23%	24%	22%

Thank you for completing the Utah Quarterly Economic Forecast. We appreciate your participation.