



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

Study conducted for
**Utah Quarterly Economic Forecast
2008 4th Quarter Summary**

Study sponsored by
ZIONS BANK®

Study conducted by
**Dan Jones
& ASSOCIATES**

Salt Lake City, Utah • 801.322.5722

For more information, visit: www.UtahEconomicForecast.com
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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.

This study does not attempt to measure financial indicators, but rather to assess how Utah executives are dealing with the economy and how they see it affecting their companies’ decisions in the upcoming quarter.

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, eleven 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
	2008: 4th Quarter (4Q08)	January 5–27, 2008	339

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), 62 in the tenth (3Q08), and 77 in the eleventh (4Q08).

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

As optimism for their financial future continues to decline, Utah executives are predicting a decrease in their workforces and fewer capital expenditures. More panelists than ever anticipate the economic health of their companies will be weaker in the future. Even with this harbinger of hard times ahead, Utah executives report less concern, collectively, about individual economic factors. In fact, of the eleven economic factors measured by executives each quarter, only two reach their highest level of concern in the current quarter, and six are actually at their lowest levels of intensity.

Executives' optimism regarding the financial futures of their companies based on the previous quarter has declined from a mean score of 7.87 two-and-a-half-years ago (2Q06) to 5.86 (4Q08) on a scale of 1/ *very pessimistic* to 10/ *very optimistic*. More specifically, two-a-half years ago, one-third of Utah executives (2Q06: 33%) rated their outlook as a 9 or 10. In the current quarter, just one in ten (4Q08: 10%) say the same.

Over the two-and-a-half-year period of the study, predictions for their companies' economic health in the upcoming quarter have fallen. In the summer of 2006, half of the panelists (2Q06: 50%) thought it would be *somewhat* or *much better*. Now it's less than one in five (4Q08: 18%). Anticipated capital spending in the next quarter is down by a similar margin: from 30% (2Q06) predicting *somewhat* or *much more* spending to 10% (4Q08). Additionally, Utah business executives are now more likely than in any previous quarter to say they foresee their workforce *decreasing somewhat* or *greatly* in the next quarter, up from 9% two-and-a-half years ago (2Q06) to 37% now (4Q08).

Seemingly more focused on the economic “big picture,” executives are less concerned about individual economic factors than they have been throughout the course of this study. Each quarter 11 economic factors are measured on a 7-point scale (1/ *not at all concerned* to 7/ *very concerned*).

Just two factors reach their highest levels of concern this quarter: *the ability to compete in the marketplace*, with almost one-quarter saying they are *greatly concerned* (4Q08: 23%, ratings of 6 or 7)—the previous high was 19% (2Q08), and *the cost of the lease, rent, or mortgage* (4Q08: 10%)—with a previous high of 8% (3Q08).

Concern, however, for the majority of factors is currently at its lowest level. *The cost of employee health insurance*—the number one concern this quarter—is down from its previous high of 63% (3Q07) to 48% (4Q08). *The cost of salaries and wages* is down from 36% (1Q07) to 25% (4Q08). *Keeping qualified employees* is half the concern it once was, down from 51% (2Q07) to 23% (4Q08). Concern about *gasoline prices* has the most dramatic decline in *greatly concerned* ratings, down from 79% just two quarters ago (2Q08) to 13% now (4Q08). *Finding qualified employees* also has a substantial change, down its previous high of 69% (1Q07) to 18% now (4Q08). And, even though it is just a marginal change, *outsourcing to foreign countries* is down from its norm of 8% to 4% in the most recent study (4Q08).

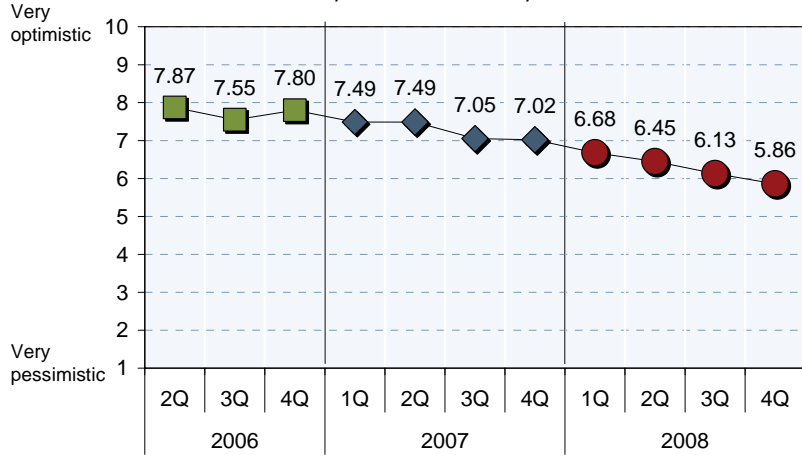
Optimism

Executives' optimism about the financial future of their companies based on profits and losses over the previous three months—which is measured on a 10-point scale with one meaning *very pessimistic* and ten meaning *very optimistic*—has dropped a full two points from its high mean score of 7.87 from the baseline survey in the second quarter of 2006 to the current mean score of 5.86 (4Q08). This also

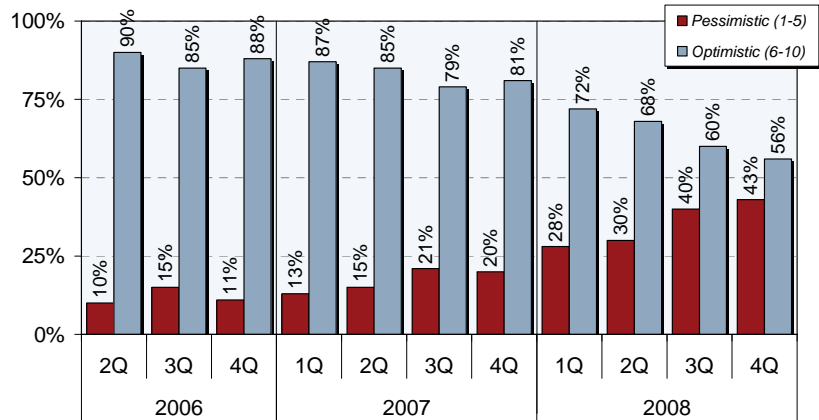
marks the first time that the mean score has dropped below 6.00. In that baseline study, one-third of the Utah Quarterly Economic Forecast panelists (2Q06: 33%) rated their outlook as *very optimistic* (ratings of 9 or 10). Today, just one in ten feel that way (4Q08: 10%). By comparison, the ratio of *very optimistic* to *very pessimistic* ratings in the first cycle was 33 to 1 (2Q06: 33% and 1%, respectively) and in the current cycle it is 5 to 3 (4Q08: 10% and 6%, respectively).

Overall, five out of nine executives (4Q08: 56%) in the current quarter report optimistic outlooks for their companies' financial futures (ratings of 6 to 10) and four of out nine (4Q08: 44%) report pessimistic ones (ratings of 1 to 5). Although the gap that separates pessimistic from optimistic outlooks has never been so narrow, a majority of Utah business leaders still view the financial future of their company as optimistic.

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.



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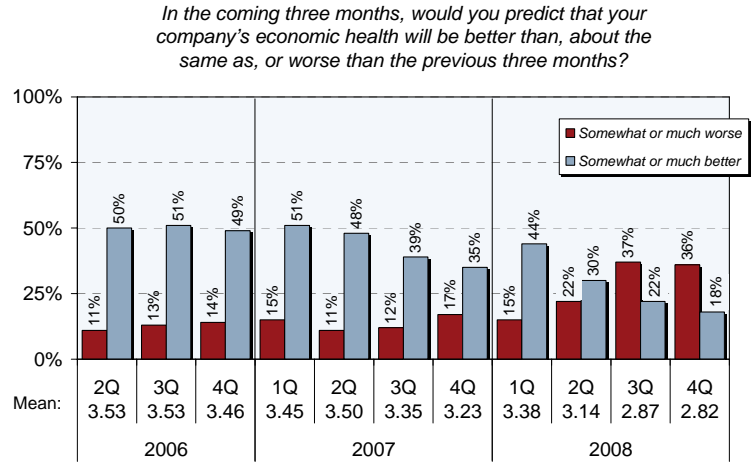
Note: Please refer to *Questionnaire with Results* for distribution of 1-10 responses

- ✓ Executives in seasonal businesses are more likely to rate their optimism as a 3 through a 6 (leaning to pessimistic), while those not in seasonal businesses are more likely to rate it a 5 through an 8 (leaning to optimistic).

Economic Health

Continuing the precedent set last quarter, a higher percentage of executives anticipate that their companies' economic health will be *somewhat* or *much worse* (3Q08: 37% and 4Q08: 36%) than anticipate it will be *somewhat* or *much better* (3Q08: 22% and 4Q08: 18%). However, the plurality (4Q08: 46%) still say that they predict their companies' economic health will be about the same in the next three months as it has been in the previous three.

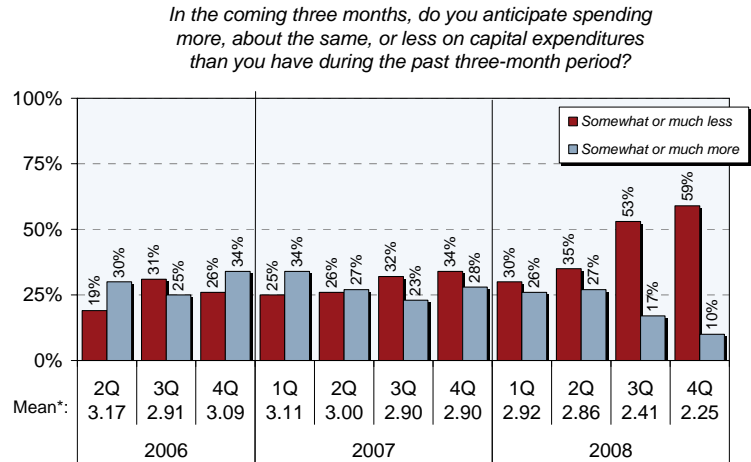
Using a 5-point scale, where one means *much worse*, three *about the same*, and five *much better*, this question of economic health yields a mean score of 2.82 in the current quarter—a study low, down marginally from the previous quarter (3Q08: 2.87) and down significantly from the first two survey cycles (2Q06 and 3Q06: 3.53).



* 1-5 scale: 1/ much worse and 5/ much better

Capital Expenditures

During the first nine cycles of this study, it has been more common for panelists to predict *less* capital spending. And, through all the cycles, there have been no more than 11 percentage points separating the group who say their companies will have more capital spending in the upcoming quarter from those who say they will have less. However, during the third and fourth quarters of 2008, the gap between the two has increased dramatically (3Q08 *less*: 53% and *more*: 17%, a gap of 36 percentage points; and 4Q08: *less*: 59% and *more*: 10%, a gap of 49 percentage points).

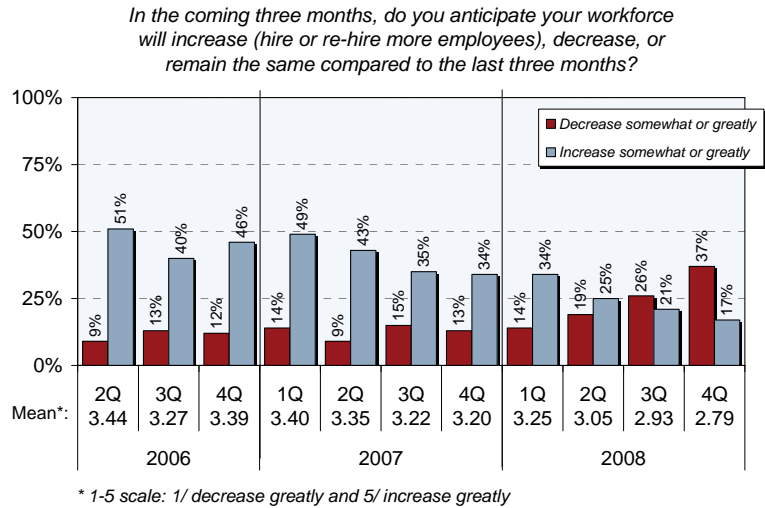


* 1-5 scale: 1/ much less and 5/ much more

- ✓ Executives in companies with 10 to 25 part-time employees and those who are over age 54 are more likely to say they anticipate their companies will spend less on capital expenditures during the upcoming three-month period than they did in the previous three months.

Workforce

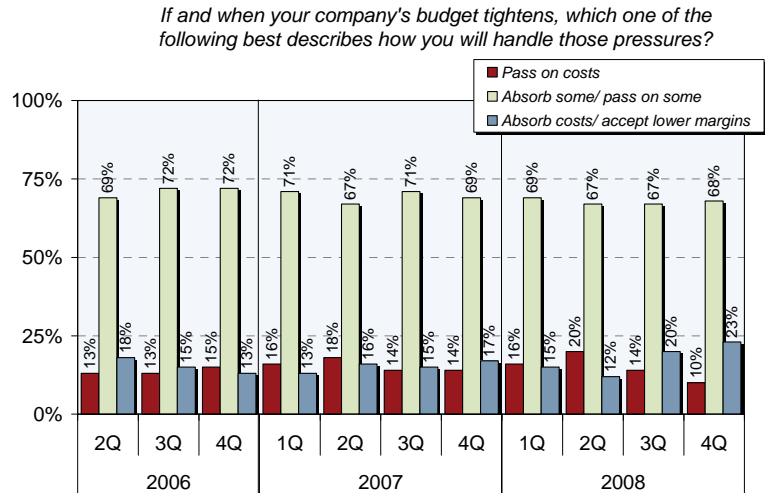
From the second quarter of 2006 through the first quarter of 2008 the portion of executives predicting an increase in workforce (2Q06: 51% and 1Q08: 34%), exceeded those expecting a decrease (2Q06: 9% and 1Q08: 14%) by a average margin of 3.5 to 1. That gap closed in the second quarter of 2008 and flip-flopped in the third. The trend has been firmly reversed in the current quarter, with more than twice as many executives predicting a decrease (4Q08: 37%) as predicting an increase (4Q08: 17%).



- ✓ Executives whose businesses have more than 100 full-time employees and those who consider their businesses to be seasonal are more likely to say they anticipate their workforce will decrease somewhat over the next three months.

Absorb Costs or Pass Them On?

The majority of executives continue to say they will do a combination of absorbing and passing on costs as budgets tighten. Indeed, this has varied only five percentage points throughout the 11 survey cycles (low—2Q07, 2Q08 and 3Q08: 67%; and high—3Q06 and 4Q06: 72%). However, the interesting shift here is that the percent of executives saying they will pass on costs (4Q08: 10%) is half what it was just two quarters ago (2Q08: 20%), while those who will absorb costs is at its highest point (4Q08: 23%) after being at its lowest in the second quarter (2Q08: 12%).



- ✓ Executives whose companies have been in business a shorter time (likelihood increases as number of years in business decreases) are more likely to say they will absorb costs.

Economic Concerns

Concern #1: The cost of health insurance for your employees (5.04):

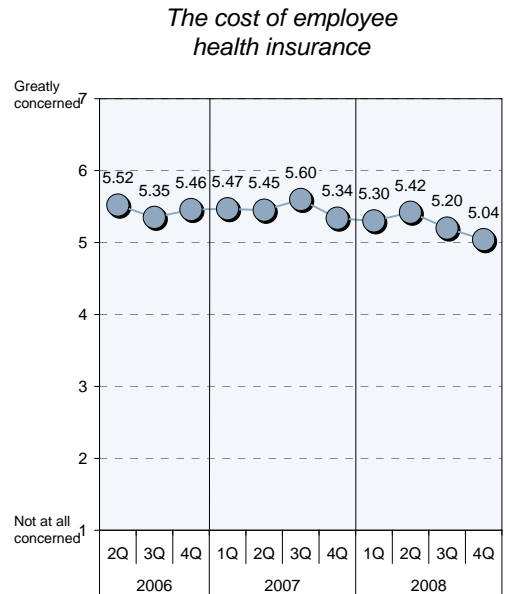
Rank last quarter: 2. Rank one year ago: 2. Rank two years ago: 2.

Highest rank: 1 (3Q07 and 4Q08). Lowest rank: 3 (2Q08).

Highest mean score: 5.60 (3Q07). Lowest mean score: 5.04 (4Q08).

The cost of health insurance for employees has the dubious distinction of attaining its lowest mean score (4Q08: 5.04), or lowest level of concern among Utah executives, at the same time that it registers as the number one concern. *The cost of employee health insurance* has consistently been among the top three concerns, and this is its second time in the number one spot. However, when it previously reached the top ranking (3Q07: 5.60), the mean score or intensity of concern, was actually 0.56 higher than it is in the current quarter.

About half (4Q08: 48%) rate their level of concern about *the cost of employee health insurance* as a 6 or 7, while 13% rate it as a 1 or 2.



Concern #2: The impact of inflation on the cost to do business (4.47):

Rank last quarter: 3. Rank one year ago: 6. Rank two years ago: 6.

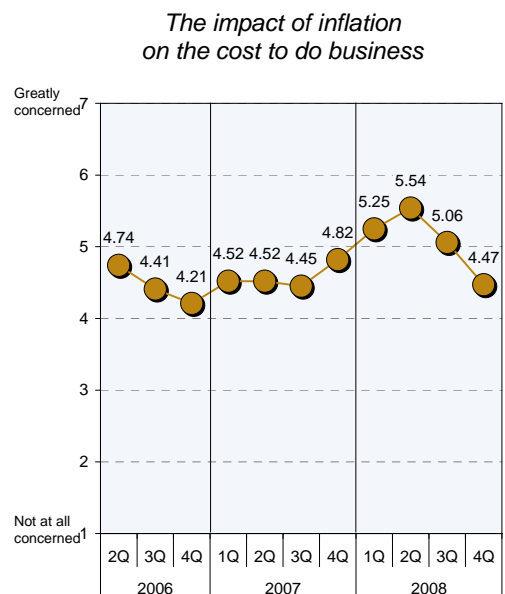
Highest rank: 2 (2Q08 and 4Q08). Lowest rank: 6 (3Q06–4Q07).

Highest mean score: 5.54 (4Q08). Lowest mean score: 4.21 (4Q07).

During the first seven survey cycles of the Utah Quarterly Economic Forecast, concern about *the impact of inflation* ranked sixth—right in the middle of the list of economic factors. That changed in 2008, where it has ranked second or third. Although *the impact of inflation* ranks second in the current cycle (4Q08: 4.47), the intensity of that concern is 1.07 points lower than when it last ranked second (2Q08: 5.54).

Three out of ten executives (4Q08: 30%) rate their level of concern about *the impact of inflation* as a 6 or 7, while 15% rate it a 1 or 2—the most who have ever rated it so low.

- ✓ *Females are more likely to say they are very concerned about the impact of inflation on the cost to do business.*



Concern #3: The cost of salaries and wages (4.45):

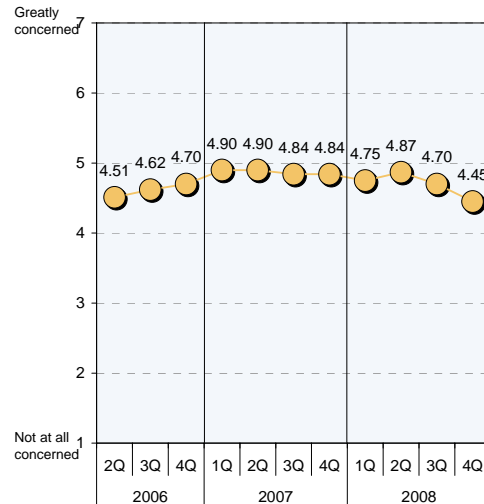
Rank last quarter: 4. Rank one year ago: 5. Rank two years ago: 4.
 Highest rank: 3 (4Q08). Lowest rank: 6 (2Q07).
 Highest mean score: 4.90 (1Q07 and 3Q07). Lowest mean score: 4.45 (4Q08).

The cost of salaries and wages registers both its lowest intensity of concern (4Q08: 4.45) and its highest ranking this quarter. Its highest level of concern came during the first half of last year (1Q07 and 2Q07: 4.90), and that intensity varied little until the first quarter of 2008 (1Q08: 4.75). Since the second quarter (2Q08: 4.87), concern about the cost of salaries and wages has been decreasing, but throughout this study its comparative rank has been rising—starting as the sixth place concern in 2006, spending all of 2007 and into 2008 as fifth and then climbing to its current position as third.

One-quarter of executives (4Q08: 25%) rate this a 6 or 7, while 11% rate it a 1 or 2.

- ✓ The level of concern about the cost of inventory and supplies increases gets closer to 7 as age decreases. Females are more likely to report they are greatly concerned or not at all concerned (both ends of the scale).

The cost of employee salaries and wages



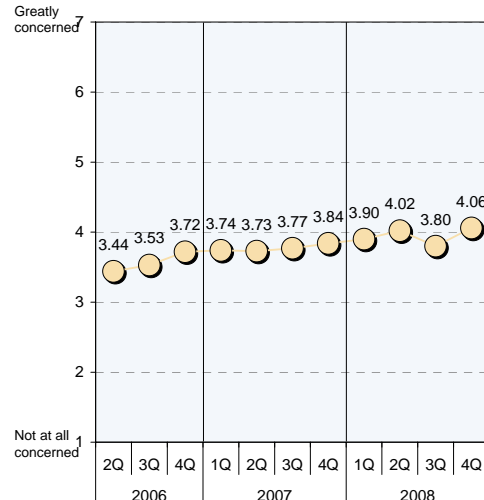
Concern #4: The ability to compete in the marketplace (4.06):

Rank last quarter: 9. Rank one year ago: 8. Rank two years ago: 9.
 Highest rank: 4 (4Q08). Lowest rank: 9 (all of 2006, 2Q08, 3Q08).
 Highest mean score: 4.06 (4Q08). Lowest mean score: 3.44 (2Q06).

This is one of the two concerns that reaches its highest level of concern in the current quarter (the other is the cost of the lease or rent). This concern has ranked eighth or ninth during all previous cycles. In the current quarter, the ability to compete in the marketplace made an unprecedented leap from ninth (3Q08: 3.80) to fourth (4Q08: 4.06)—the greatest one-quarter increase in rank during the eleven cycles of this study. Intensity of concern has increased 0.62 points since the initial survey cycle (2Q06: 3.44).

Equal numbers of executives rate this a 6 or 7 (23%) or a 1 or 2 (23%).

The ability to compete in the marketplace



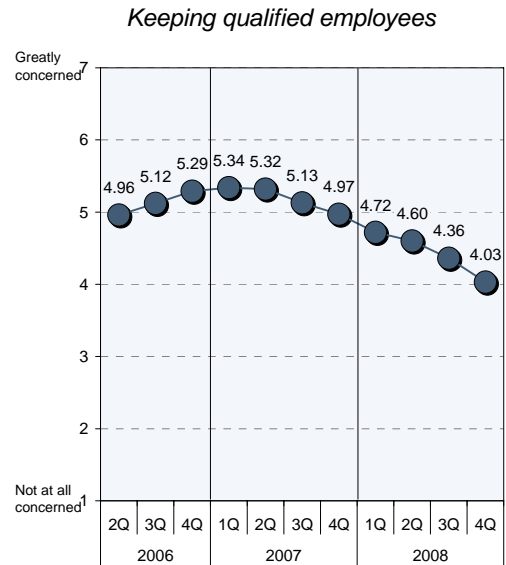
Concern #5: Keeping qualified employees (4.03):

Rank last quarter: 6. Rank one year ago: 4. Rank two years ago: 3.
 Highest rank: 3 (3Q06, 4Q06). Lowest rank: 7 (2Q08).
 Highest mean score: 5.34 (1Q07). Lowest mean score: 4.03 (4Q08).

The highest level of concern (1Q07: 5.34) and the highest ranking (third—3Q07, 4Q07, 1Q08, and 3Q08) for *keeping qualified employees* came about two years ago. Since that time, concern has declined 1.31 points to the current mean score of 4.03—the lowest mean score this concern has seen.

Relatively equal percentages rate keeping qualified employees as a 6 or 7 (23%) or a 1 or 2 (24%).

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

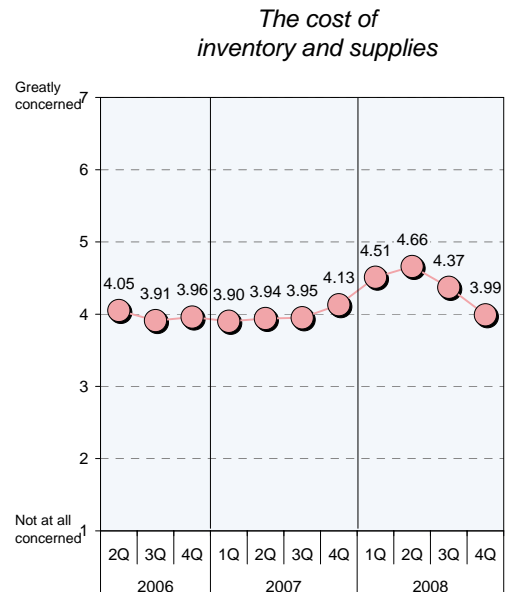


Concern #6: The cost of inventory and supplies (3.99):

Rank last quarter: 5. Rank one year ago: 7. Rank two years ago: 7.
 Highest rank: 5 (3Q08). Lowest rank: 7 (2Q06–1Q08).
 Highest mean score: 4.66 (2Q08). Lowest mean score: 3.90 (1Q07).

After spiking in the second quarter of 2008 (2Q08: 4.66), executives' concern about *the cost of inventory and supplies* has returned to levels it has maintained throughout most of the study—between 3.90 (1Q07) and 4.13 (4Q07). In fact, the current mean score of 3.99 (4Q08) is just 0.9 points higher than the all-time-low for this concern. The rank held steady at seventh for the first eight survey cycles, peaked at fifth last quarter (3Q08: 4.37), and is currently the sixth concern.

An equal number of executives rate *the cost of inventory and supplies* a 6 or 7 (19%) or a 1 or 2 (19%).



Concern #7: Gasoline prices (3.79):

*Rank last quarter: 1. Rank one year ago: 1. Rank two years ago: 5.
 Highest rank: 1 (2Q06, 4Q07–3Q08). Lowest rank: 7 (4Q08).
 Highest mean score: 6.32 (2Q08). Lowest mean score: 3.70 (4Q08).*

Easily the factor with the most fluctuation, both in rank and rating is executives’ concern over *gasoline prices*. The factor was the first in this study to rank the highest level of concern (2Q06: 5.56). It spent the next five quarters with a rank of three (2Q07: 5.31) to five (4Q06: 4.55), then jumped back to the top ranking, where it stayed for four quarters (4Q07: 5.52 to 3Q08: 5.31). Concern over *gasoline prices* has plummeted from being the top concern last quarter to the seventh this. Moreover, the intensity of concern, or mean score, reflects that change in sentiment as well, dropping from its peak two quarters ago (2Q08: 6.32) to its study low this quarter (4Q08: 3.79).



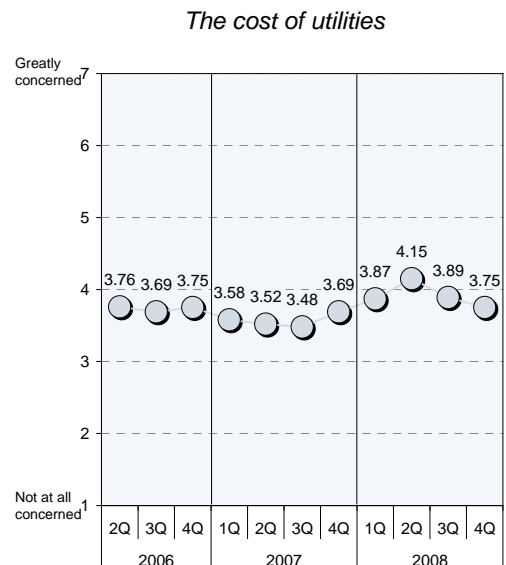
One out of eight (13%) executives rates *gasoline prices* as a 6 or 7, while 22% rate it as a 1 or 2.

- ✓ *The level of concern about gasoline prices increases (gets closer to 7) as the number of full-time employees decreases.*

Concern #8: The cost of utilities (3.75):

*Rank last quarter: 8. Rank one year ago: 9. Rank two years ago: 8.
 Highest rank: 8 (2Q06–4Q06, and 2Q08–4Q08). Lowest rank: 9 (1Q08–1Q08).
 Highest mean score: 4.15 (2Q08). Lowest mean score: 3.48 (3Q07).*

Backing off a little from its highest level of concern two quarters ago (2Q08: 4.15), executives’ concern about *the cost of utilities* is again near the survey average of 3.73 on the seven-point scale (4Q08: 3.75)—0.40 points lower than its highest level of concern (2Q08: 4.15) and 0.27 points greater than its lowest (3Q07: 3.48)



One in seven executives (4Q08: 14%) rates concern about the cost of utilities as a 6 or 7, while 21% say it is a 1 or 2.

- ✓ *Older executives are more likely to say they are concerned about the cost of utilities (likelihood increases as age of executive increases).*

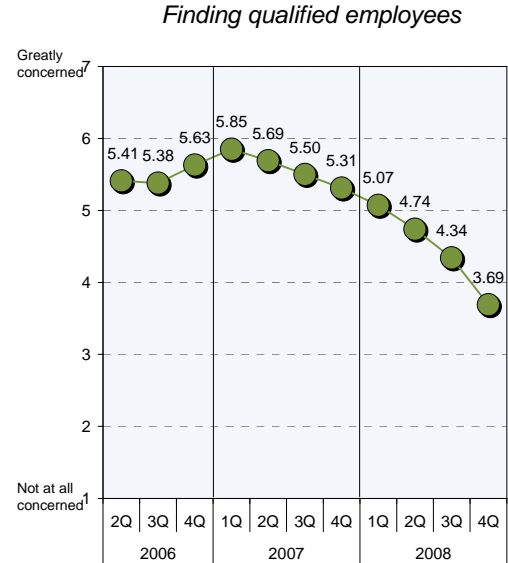
Concern #9: Finding qualified employees (3.69):

Rank last quarter: 7. Rank one year ago: 3. Rank two years ago: 1.
 Highest rank: 1 (3Q06–2Q07). Lowest rank: 9 (4Q08).
 Highest mean score: 5.85 (1Q07). Lowest mean score: 3.69 (4Q08).

Throughout this study, executives' concern about *finding qualified employees* has exhibited the greatest range in rank, having been the top concern for four quarters (3Q06: 5.38 through 2Q07: 5.69) and steadily declining to be the ninth-ranked concern currently (4Q08: 3.69). When executives' concern was at its greatest (1Q07: 5.85), the mean score was 2.16 points higher than it is now.

Slightly more than one in six executives (4Q08: 18%) rates *finding qualified employees* as a 6 or 7, while one-third (4Q08: 32%) rate it a 1 or 2. By contrast, when concern was at its peak, 69% (1Q07) gave it a rating of 6 or 7 and 4% gave it a rating of 1 or 2.

- ✓ Executives with more than 250 full-time employees and those whose business is not headquartered along the Wasatch Front are more likely to say they are concerned about finding qualified employees. Executives with 100 or fewer full-time employees are more likely to say they are not concerned.



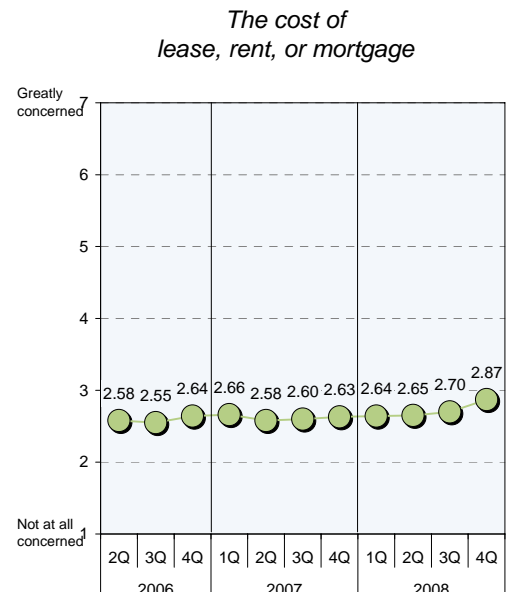
Concern #10: The cost of the lease, rent, or mortgage (2.87):

Rank last quarter: 10. Rank one year ago: 10. Rank two years ago: 10.
 Highest rank: 10. Lowest rank: 10.
 Highest mean score: 2.87 (4Q08). Lowest mean score: 2.55 (3Q06).

Although concern about *the cost of the lease, rent, or mortgage* has consistently ranked tenth, concern is now at its highest level (4Q08: 2.87), 0.32 points higher than its lowest level set in the third quarter of 2006 (3Q06: 2.55).

One in ten executives (4Q08: 10%) rates *the cost of the lease, rent, or mortgage* a 6 or 7, while nearly half rate it a 1 or 2 (4Q08: 48%).

- ✓ Executives with fewer than 10 part-time employees and those who have been in business a longer time are more likely to say they are not at all concerned about the cost of the lease, rent, or mortgage (likelihood increases as time in business increases).



Concern #11: Outsourcing to foreign countries (1.82):

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

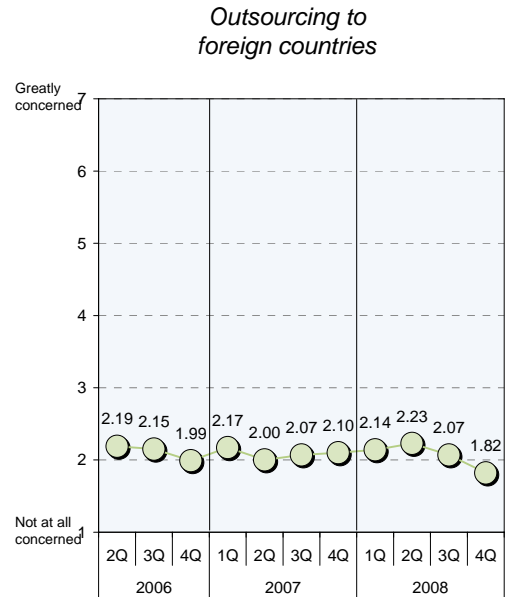
Highest rank: 11. Lowest rank: 11.

Highest mean score: 2.23 (2Q08). Lowest mean score: 1.82 (4Q08).

Consistently ranking in last place, *outsourcing to foreign countries* has been of little concern to Utah executives. Even so, that intensity of concern is even lower than it has been in previous quarters, establishing a new Utah Economic Forecast low (4Q08: 1.82)—0.41 points lower than its high set two quarters ago (2Q08: 2.23).

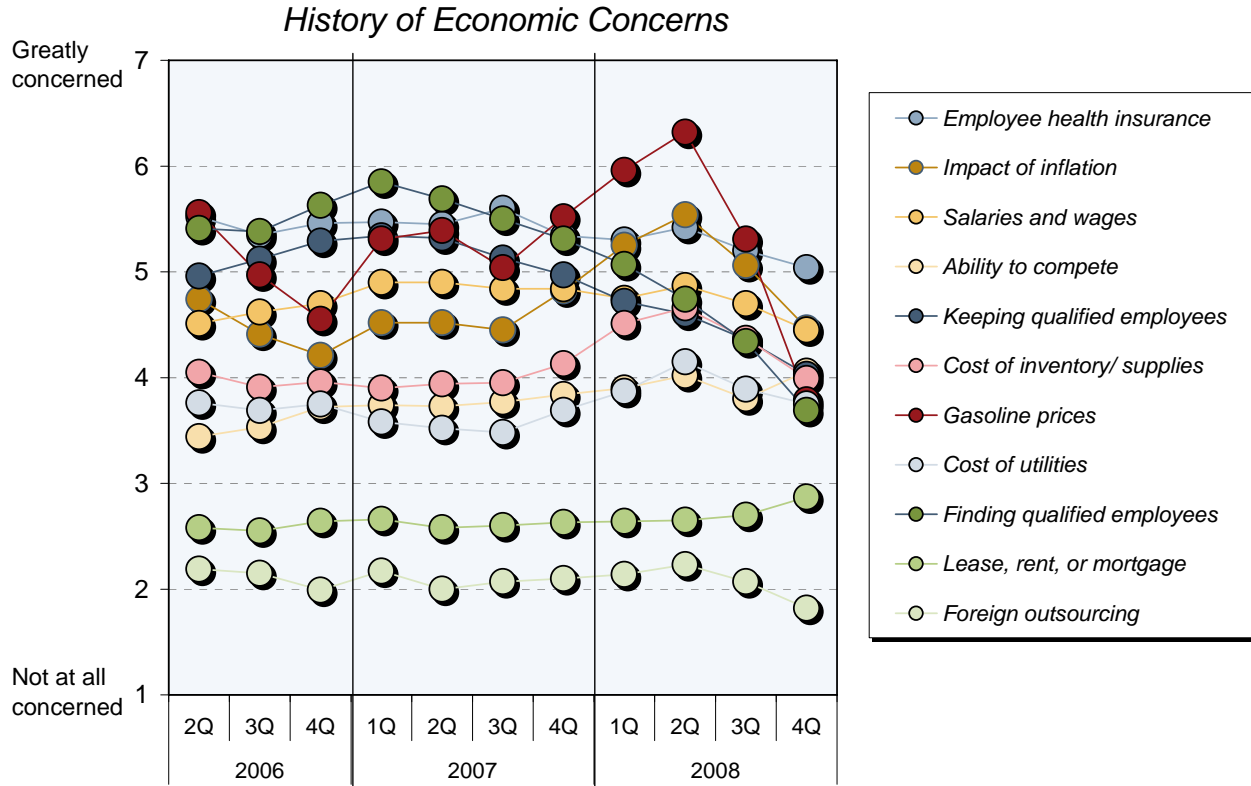
Just 4% rate their concern about outsourcing to foreign countries as a 6 or 7, while 80% rate it a 1 or 2.

- ✓ *Executives with more employees (likelihood increases as number employees increases), those whose companies have been in business for a shorter time (likelihood increases as number of years in business decreases), and younger executives (likelihood increases as age of executive decreases) are more likely to say they are not at all concerned about outsourcing to foreign countries.*



A Quarterly Comparison of Economic Concerns

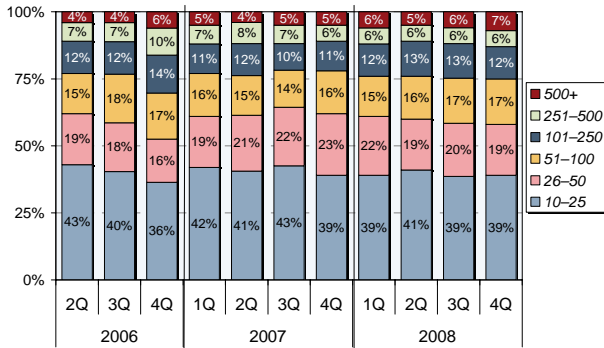
The chart below illustrates all 11 economic factors evaluated by Utah Economic Forecast panelists. To accommodate all the data, the chart does not list the mean scores. However, all historic data is listed in the table below the chart.



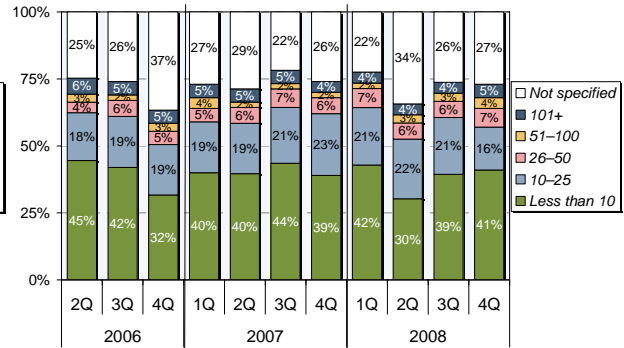
Current Rank	ECONOMIC CONCERN	2006			2007				2008			
		2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
1	Cost of employee health insurance	5.52	5.35	5.46	5.47	5.45	5.60	5.34	5.30	5.42	5.20	5.04
2	Impact of inflation on cost to do business	4.74	4.41	4.21	4.52	4.52	4.45	4.82	5.25	5.54	5.06	4.47
3	Cost of salaries and wages	4.51	4.62	4.70	4.90	4.90	4.84	4.84	4.75	4.87	4.70	4.45
4	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	4.06
5	Keeping qualified employees	4.96	5.12	5.29	5.34	5.32	5.13	4.97	4.72	4.60	4.36	4.03
6	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	3.99
7	Gasoline prices	5.56	4.97	4.55	5.31	5.39	5.04	5.52	5.96	6.32	5.31	3.79
8	Cost of utilities	3.76	3.69	3.75	3.58	3.52	3.48	3.69	3.87	4.15	3.89	3.75
9	Finding qualified employees	5.41	5.38	5.63	5.85	5.69	5.50	5.31	5.07	4.74	4.34	3.69
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	2.87
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	1.82
	OVERALL	4.25	4.15	4.17	4.31	4.28	4.22	4.29	4.37	4.47	4.16	3.81

Demographic Characteristics of Panelists

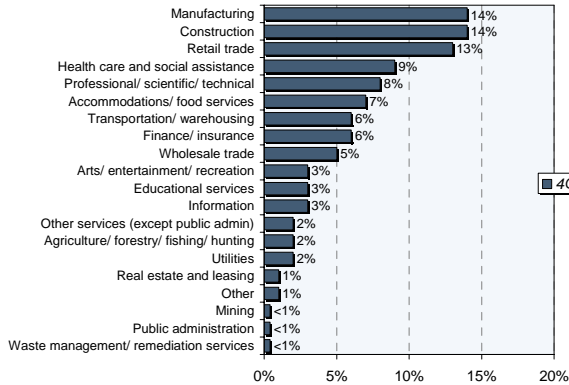
Number of full-time employees



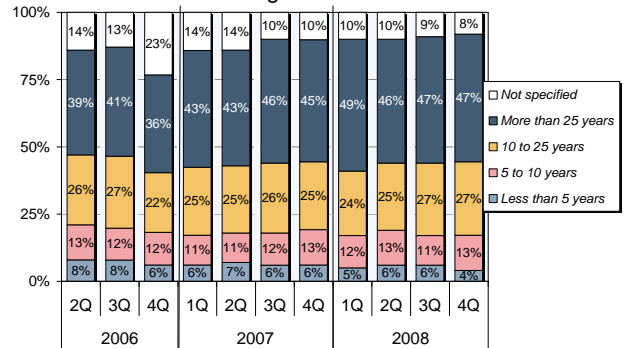
Number of part-time employees



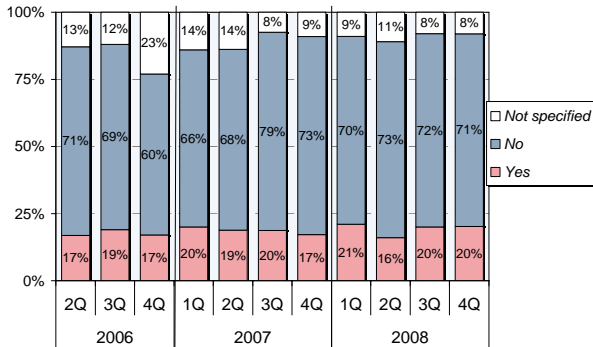
Industry (2008-4Q only)



How long has your company been doing business?

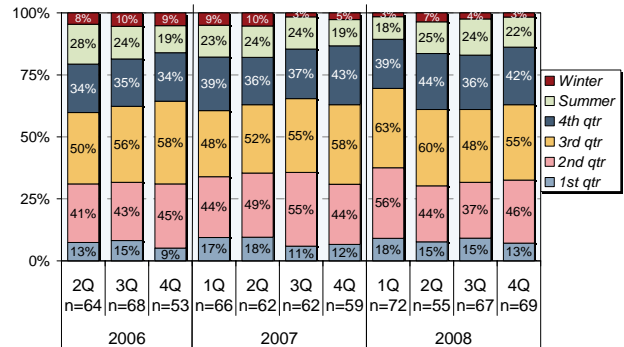


Do you consider your business to be seasonal?

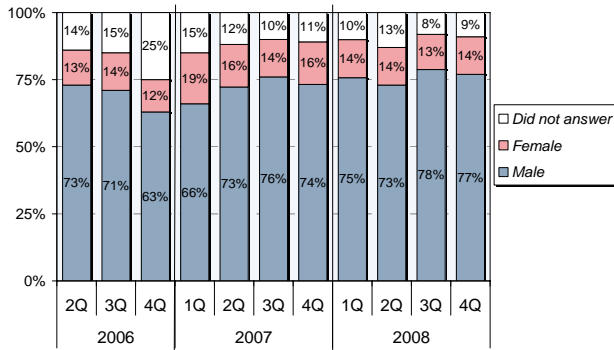


[IF SEASONAL]

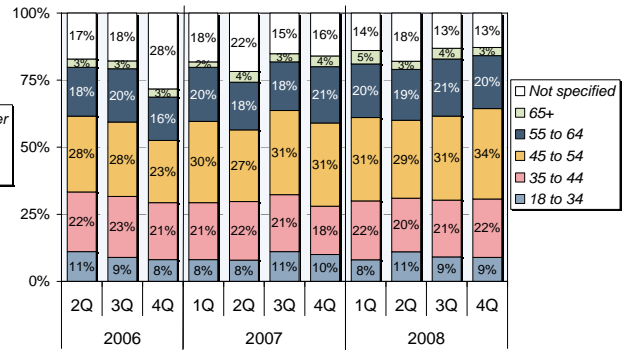
In which quarter is the majority of your business conducted?



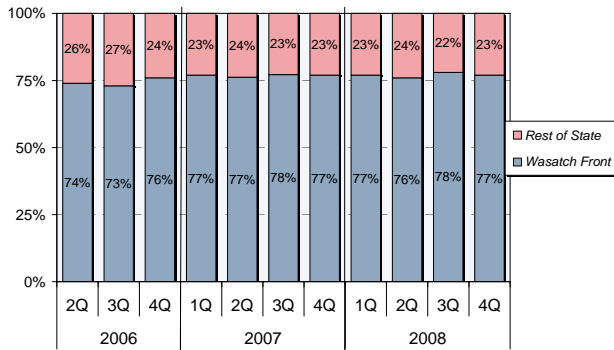
Gender



Age category



Area where business is headquartered



Zions Bank Utah Quarterly Economic Forecast Fourth Quarter 2008 (4Q08) – 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>	<u>4Q08</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	Jan 5-27
Sample size:	387	356	320	335	336	334	344	346	342	342	339
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>	<u>4Q08</u>
1/ Very pessimistic	1%	1%	1%	0%	1%	0%	1%	1%	2%	2%	2%
2	0%	0%	0%	1%	1%	2%	1%	1%	2%	3%	4%
3	1%	3%	1%	2%	2%	4%	4%	8%	6%	9%	8%
4	2%	3%	3%	4%	4%	3%	4%	4%	6%	11%	11%
5	6%	8%	6%	6%	7%	12%	10%	14%	14%	15%	18%
6	7%	9%	6%	10%	9%	12%	12%	12%	15%	12%	16%
7	21%	16%	15%	21%	16%	21%	24%	22%	20%	15%	19%
8	29%	31%	35%	27%	33%	25%	25%	23%	21%	21%	11%
9	11%	13%	13%	15%	13%	12%	12%	7%	6%	6%	6%
10/ Very optimistic	22%	16%	19%	14%	14%	9%	8%	8%	6%	6%	4%
Mean score	7.87	7.55	7.80	7.49	7.49	7.05	7.02	6.68	6.45	6.13	5.86

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>	<u>4Q08</u>
Much worse (1)	2%	3%	3%	6%	1%	2%	1%	1%	1%	6%	4%
Somewhat worse (2)	9%	10%	11%	9%	10%	10%	16%	14%	21%	31%	32%
About the same (3)	39%	36%	37%	35%	42%	49%	48%	41%	47%	42%	46%
Somewhat better (4)	34%	34%	35%	36%	35%	28%	28%	34%	23%	15%	14%
Much better (5)	16%	17%	14%	15%	13%	11%	7%	10%	7%	7%	4%
Mean score	3.53	3.53	3.46	3.45	3.50	3.35	3.23	3.38	3.14	2.87	2.82

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>	<u>4Q08</u>
Much less (1)	4%	9%	8%	7%	7%	9%	11%	11%	11%	26%	28%
Somewhat less (2)	15%	22%	18%	18%	19%	23%	23%	19%	24%	27%	31%
About the same (3)	51%	43%	39%	42%	48%	45%	38%	44%	38%	31%	31%
Somewhat more (4)	20%	18%	24%	25%	21%	16%	22%	18%	20%	13%	8%
Much more (5)	10%	7%	10%	9%	6%	7%	6%	8%	7%	4%	2%
Mean score	3.17	2.91	3.09	3.11	3.00	2.90	2.90	2.92	2.86	2.41	2.25

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>	<u>4Q08</u>
Decrease greatly (1)	2%	4%	2%	1%	1%	2%	1%	1%	3%	4%	5%
Decrease somewhat (2)	7%	9%	10%	13%	8%	13%	12%	13%	16%	22%	32%
Remain the same (3)	40%	47%	43%	36%	49%	51%	53%	52%	56%	53%	47%
Increase somewhat (4)	47%	37%	39%	44%	41%	31%	33%	29%	23%	17%	13%
Increase greatly (5)	4%	3%	7%	5%	2%	4%	1%	5%	2%	4%	4%
Mean score	3.44	3.27	3.39	3.40	3.35	3.22	3.20	3.25	3.05	2.93	2.79

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>	<u>4Q08</u>
1/ Not concerned at all	5%	6%	6%	6%	5%	5%	5%	7%	5%	8%	9%
2	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	4%
3	5%	4%	4%	6%	6%	6%	6%	6%	7%	6%	8%
4	9%	13%	10%	8%	9%	8%	10%	12%	8%	11%	9%
5	19%	21%	21%	20%	22%	16%	20%	19%	21%	22%	22%
6	19%	16%	22%	20%	21%	22%	24%	20%	22%	22%	21%
7/ Greatly concerned	40%	37%	36%	38%	35%	41%	31%	34%	35%	29%	27%
Mean score	5.52	5.35	5.46	5.47	5.45	5.60	5.34	5.30	5.42	5.20	5.04

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>	<u>4Q08</u>
1/ Not concerned at all	1%	4%	5%	3%	2%	3%	1%	2%	0%	2%	9%
2	4%	6%	5%	3%	2%	5%	3%	2%	0%	3%	13%
3	7%	9%	15%	7%	9%	8%	6%	3%	1%	5%	22%
4	8%	17%	21%	13%	12%	14%	11%	5%	6%	15%	22%
5	25%	24%	27%	26%	25%	31%	25%	15%	14%	28%	20%
6	15%	13%	14%	20%	20%	18%	21%	20%	16%	18%	5%
7/ Greatly concerned	40%	26%	13%	28%	31%	21%	33%	52%	63%	28%	8%
Mean score	5.56	4.97	4.55	5.31	5.39	5.04	5.52	5.96	6.32	5.31	3.79

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>	<u>4Q08</u>
1/ Not concerned at all	2%	3%	3%	2%	2%	2%	1%	2%	1%	3%	5%
2	4%	3%	4%	2%	3%	4%	3%	3%	3%	4%	6%
3	16%	12%	12%	11%	10%	11%	10%	11%	8%	11%	12%
4	27%	26%	23%	22%	19%	23%	24%	21%	25%	25%	25%
5	31%	32%	29%	27%	32%	30%	33%	37%	35%	31%	30%
6	13%	14%	19%	23%	20%	17%	17%	15%	14%	15%	14%
7/ Greatly concerned	8%	10%	10%	13%	14%	14%	12%	10%	14%	12%	9%
Mean score	4.51	4.62	4.70	4.90	4.90	4.84	4.84	4.75	4.87	4.70	4.45

(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>	<u>4Q08</u>
1/ Not concerned at all	14%	10%	12%	10%	10%	8%	8%	10%	7%	10%	8%
2	20%	19%	15%	18%	16%	17%	17%	12%	12%	17%	15%
3	22%	24%	22%	19%	20%	22%	18%	20%	23%	20%	17%
4	17%	15%	17%	23%	18%	20%	22%	20%	17%	17%	18%
5	14%	20%	18%	15%	21%	18%	20%	21%	23%	19%	18%
6	7%	7%	10%	8%	10%	8%	10%	11%	9%	8%	12%
7/ Greatly concerned	6%	4%	7%	9%	5%	8%	6%	6%	10%	9%	11%
<i>Mean score</i>	<i>3.44</i>	<i>3.53</i>	<i>3.72</i>	<i>3.74</i>	<i>3.73</i>	<i>3.77</i>	<i>3.84</i>	<i>3.90</i>	<i>4.02</i>	<i>3.80</i>	<i>4.06</i>

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>	<u>4Q08</u>
1/ Not concerned at all	60%	59%	61%	57%	62%	62%	60%	61%	58%	61%	68%
2	11%	12%	14%	14%	13%	12%	11%	10%	10%	13%	12%
3	7%	9%	8%	9%	9%	7%	10%	9%	8%	8%	7%
4	8%	8%	7%	7%	6%	5%	8%	7%	12%	6%	4%
5	6%	5%	5%	6%	5%	8%	3%	7%	4%	5%	5%
6	4%	3%	2%	4%	2%	3%	3%	2%	2%	2%	1%
7/ Greatly concerned	4%	5%	3%	4%	4%	3%	5%	5%	6%	5%	3%
<i>Mean score</i>	<i>2.19</i>	<i>2.15</i>	<i>1.99</i>	<i>2.17</i>	<i>2.00</i>	<i>2.07</i>	<i>2.10</i>	<i>2.14</i>	<i>2.23</i>	<i>2.07</i>	<i>1.82</i>

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>	<u>4Q08</u>
1/ Not concerned at all	34%	36%	34%	33%	39%	36%	36%	36%	34%	33%	30%
2	20%	23%	18%	18%	16%	18%	17%	18%	21%	18%	18%
3	19%	14%	17%	19%	18%	18%	19%	18%	15%	23%	20%
4	13%	12%	16%	15%	12%	14%	13%	12%	13%	10%	12%
5	9%	10%	9%	12%	9%	10%	9%	9%	11%	10%	10%
6	3%	3%	3%	2%	3%	2%	4%	5%	4%	4%	5%
7/ Greatly concerned	2%	3%	2%	1%	3%	2%	2%	2%	2%	4%	5%
<i>Mean score</i>	<i>2.58</i>	<i>2.55</i>	<i>2.64</i>	<i>2.66</i>	<i>2.58</i>	<i>2.60</i>	<i>2.63</i>	<i>2.64</i>	<i>2.65</i>	<i>2.70</i>	<i>2.87</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*:

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>	<u>4Q08</u>
1/ Not concerned at all	8%	12%	9%	8%	14%	13%	11%	10%	7%	8%	10%
2	18%	16%	14%	18%	13%	17%	15%	14%	9%	13%	11%
3	19%	19%	19%	23%	21%	23%	21%	19%	16%	23%	24%
4	19%	19%	27%	23%	23%	19%	20%	20%	24%	16%	24%
5	20%	19%	20%	16%	20%	20%	19%	21%	26%	23%	18%
6	9%	10%	8%	7%	4%	4%	6%	10%	10%	10%	9%
7/ Greatly concerned	6%	5%	5%	4%	4%	5%	8%	8%	8%	6%	5%
<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>	<i>3.75</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>	<u>4Q08</u>
1/ Not concerned at all	7%	7%	7%	8%	11%	8%	8%	6%	5%	8%	9%
2	13%	14%	12%	14%	9%	13%	8%	8%	6%	7%	10%
3	16%	20%	16%	17%	14%	15%	15%	12%	11%	13%	21%
4	22%	21%	28%	21%	28%	26%	25%	17%	16%	20%	19%
5	23%	24%	22%	24%	21%	22%	24%	30%	31%	24%	22%
6	13%	9%	12%	10%	13%	11%	12%	16%	17%	17%	13%
7/ Greatly concerned	6%	6%	3%	5%	4%	5%	7%	12%	13%	11%	6%
<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>	<i>3.99</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>	<u>4Q08</u>
1/ Not concerned at all	3%	4%	3%	1%	3%	3%	4%	5%	5%	6%	12%
2	3%	5%	2%	3%	2%	4%	3%	3%	7%	11%	20%
3	7%	7%	7%	4%	6%	6%	6%	10%	11%	16%	18%
4	10%	10%	7%	7%	7%	9%	12%	13%	18%	18%	15%
5	23%	15%	18%	16%	18%	20%	22%	23%	23%	21%	17%
6	19%	23%	25%	24%	23%	25%	26%	22%	18%	13%	9%
7/ Greatly concerned	35%	35%	38%	45%	42%	34%	27%	23%	18%	15%	9%
<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>	<i>3.69</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>	<u>4Q08</u>
1/ Not concerned at all	4%	3%	2%	1%	3%	3%	3%	4%	5%	6%	9%
2	5%	6%	5%	4%	5%	5%	8%	8%	6%	9%	15%
3	12%	10%	11%	8%	6%	9%	7%	10%	14%	17%	18%
4	14%	11%	8%	11%	13%	11%	17%	20%	17%	19%	16%
5	22%	23%	22%	26%	22%	23%	22%	21%	28%	20%	19%
6	19%	23%	26%	23%	21%	24%	24%	21%	17%	17%	12%
7/ Greatly concerned	24%	24%	27%	27%	30%	24%	19%	15%	13%	12%	11%
<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>	<i>4.03</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>	<u>4Q08</u>
1/ Not concerned at all	1%	3%	2%	1%	2%	3%	1%	1%	1%	3%	5%
2	6%	10%	9%	7%	5%	8%	5%	2%	1%	5%	10%
3	12%	16%	20%	15%	15%	14%	10%	8%	5%	8%	14%
4	21%	21%	25%	24%	24%	24%	22%	14%	12%	13%	19%
5	31%	26%	28%	32%	32%	29%	29%	29%	26%	30%	23%
6	15%	14%	10%	13%	16%	13%	17%	25%	27%	20%	17%
7/ Greatly concerned	13%	10%	6%	9%	7%	9%	15%	21%	28%	21%	13%
<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>	<i>4.47</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>	<u>4Q08</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	5.04
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	3.79
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	4.45
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	4.06
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	1.82
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	2.87
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	3.75
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	3.99
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	3.69
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	4.03
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	4.47

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>	<u>4Q08</u>
Pass on costs	13%	13%	15%	16%	18%	14%	14%	16%	20%	14%	10%
Absorb costs/ accept lower margins	18%	15%	13%	13%	16%	15%	17%	15%	12%	20%	23%
A combination of the above	69%	72%	72%	71%	67%	71%	69%	69%	67%	67%	68%

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>	<u>4Q08</u>
500+	4%	4%	6%	5%	4%	5%	5%	6%	5%	6%	7%
251–500	7%	7%	10%	7%	8%	7%	6%	6%	6%	6%	6%
101–250	12%	12%	14%	11%	12%	10%	11%	12%	13%	13%	12%
51–100	15%	18%	17%	16%	15%	14%	16%	15%	16%	17%	17%
26–50	19%	18%	16%	19%	21%	22%	23%	22%	19%	20%	19%
10–25	43%	40%	36%	42%	41%	43%	39%	39%	41%	39%	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>	<u>4Q08</u>
500+	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	2%
251–500	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
101–250	3%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%
51–100	3%	2%	3%	4%	2%	2%	2%	2%	3%	3%	4%
26–50	4%	6%	5%	5%	6%	7%	6%	7%	6%	6%	7%
10–25	18%	19%	19%	19%	19%	21%	23%	21%	22%	21%	16%
Less than 10	45%	42%	32%	40%	40%	44%	39%	42%	30%	39%	41%
Refuse	3%	3%	2%	2%	2%	2%	2%	1%	4%	5%	6%
Not specified	22%	23%	35%	25%	27%	20%	24%	21%	30%	21%	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>	<u>4Q08</u>
Male	73%	71%	63%	66%	73%	76%	74%	75%	73%	78%	77%
Female	13%	14%	12%	19%	16%	14%	16%	14%	14%	13%	14%
Did not answer	14%	15%	25%	15%	12%	10%	11%	10%	13%	8%	9%

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

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

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>	<u>4Q08</u>
Yes	17%	19%	17%	20%	19%	20%	17%	21%	16%	20%	20%
No	71%	69%	60%	66%	68%	79%	73%	70%	73%	72%	71%
Don't know	1%	0%	0%	1%	1%	0%	<1%	0%	1%	<1%	1%
Not specified	12%	12%	23%	13%	13%	8%	9%	9%	10%	8%	7%

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>	<u>4Q08</u>
<i>Number responding</i>	64	68	53	66	62	62	59	72	55	67	69
1st quarter (Jan, Feb, Mar)	13%	15%	9%	17%	18%	11%	12%	18%	15%	15%	13%
2nd quarter (Apr, May, Jun)	41%	43%	45%	44%	49%	55%	44%	56%	44%	37%	46%
3rd quarter (Jul, Aug, Sep)	50%	56%	58%	48%	52%	55%	58%	63%	60%	48%	55%
4th quarter (Oct, Nov, Dec)	34%	35%	34%	39%	36%	37%	43%	39%	44%	36%	42%
Summer	28%	24%	19%	23%	24%	24%	19%	18%	25%	24%	22%
Winter	8%	10%	9%	9%	10%	3%	5%	3%	7%	4%	3%

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>	<u>4Q08</u>
18 to 24	0%	0%	0%	0%	0%	0%	0%	0%	0%	<1%	0%
25 to 34	11%	9%	8%	8%	8%	11%	10%	8%	11%	9%	9%
35 to 44	22%	23%	21%	21%	22%	21%	18%	22%	20%	21%	22%
45 to 54	28%	28%	23%	30%	27%	31%	31%	31%	29%	31%	34%
55 to 64	18%	20%	16%	20%	18%	18%	21%	20%	19%	21%	20%
65+	3%	3%	3%	2%	4%	3%	4%	5%	3%	4%	3%
Refuse	3%	3%	3%	3%	4%	3%	3%	2%	4%	2%	2%
Not specified	14%	15%	25%	15%	18%	12%	13%	12%	14%	11%	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>	<u>4Q08</u>
Beaver	<1%	<1%	<1%	0%	0%	0%	0%	<1%	0%	<1%	0%
Box Elder	2%	3%	2%	2%	2%	3%	2%	1%	2%	2%	2%
Cache	6%	7%	6%	5%	6%	6%	6%	5%	6%	5%	5%
Carbon	0%	1%	0%	<1%	<1%	<1%	1%	1%	1%	1%	1%
Daggett	0%	0%	0%	0%	<1%	<1%	0%	<1%	0%	0%	0%
Davis	7%	5%	7%	8%	6%	7%	6%	7%	6%	8%	8%
Duchesne	1%	1%	<1%	0%	1%	0%	<1%	<1%	1%	<1%	<1%
Emery	<1%	1%	<1%	<1%	1%	1%	<1%	1%	1%	1%	<1%
Garfield	0%	<1%	0%	0%	0%	0%	0%	<1%	<1%	0%	<1%
Grand	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Iron	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%
Juab	1%	1%	1%	<1%	1%	1%	1%	1%	<1%	<1%	<1%
Kane	<1%	<1%	<1%	0%	0%	0%	1%	0%	0%	0%	0%
Millard	1%	1%	<1%	1%	1%	1%	1%	1%	1%	1%	1%
Morgan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Piute	<1%	<1%	<1%	0%	0%	<1%	0%	0%	0%	0%	<1%
Rich	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Salt Lake	50%	49%	52%	51%	55%	51%	54%	52%	52%	51%	49%
San Juan	1%	1%	1%	1%	0%	1%	1%	<1%	1%	1%	1%
Sanpete	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%
Sevier	1%	1%	1%	<1%	1%	1%	<1%	1%	<1%	1%	1%
Summit	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%
Tooele	<1%	1%	<1%	<1%	0%	0%	0%	0%	<1%	0%	0%
Uintah	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
Utah	12%	12%	12%	12%	11%	15%	12%	12%	12%	13%	14%
Wasatch	1%	1%	<1%	1%	0%	1%	<1%	1%	<1%	0%	0%
Washington	5%	4%	4%	4%	3%	3%	3%	2%	4%	3%	4%
Wayne	<1%	0%	0%	<1%	0%	<1%	0%	<1%	0%	0%	0%
Weber	5%	6%	5%	6%	5%	5%	5%	6%	6%	6%	5%
Other	1%	1%	0%	<1%	<1%	<1%	<1%	<1%	0%	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>	<u>4Q08</u>
Wasatch Front	74%	73%	76%	77%	77%	78%	77%	77%	76%	78%	77%
Rest of State	26%	27%	24%	23%	24%	23%	23%	23%	24%	22%	23%

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