



WMC
WISCONSIN'S BUSINESS VOICE

2012 ECONOMIC OUTLOOK SURVEY

December 2011



• WMC: WISCONSIN'S BUSINESS VOICE SINCE 1911 •

2012 WMC ECONOMIC OUTLOOK SURVEY

Buoyed by an improving business climate, Wisconsin businesses — small, medium, and large — say our state is headed in the right direction. WMC completed an online economic outlook survey in late November. Conducted annually since 1997, the WMC Economic Outlook Survey provides a snapshot into the attitudes of the state's employers. Forty-four percent of the executives reported they would be adding jobs in the next six months, with 49 percent reporting no change and 7 percent reporting a decline. Also, 43 percent said they are having trouble hiring employees despite high unemployment, the survey found. For the first time in the history of the survey, executives said ending political instability and reforming the state's recall process would improve the business climate.

Note: Totals may not add to 100% due to rounding.

	Mbrs.*										Mbrs.**		Mbrs.**		
	June 01	Oct. 01	June 02	June 03	June 04	June 05	June 06	June 07	June 08	June 09	June 10	June 10	June 11	June 11	Dec 11
Total Number of Respondents	42	593	30	33	34	35	34	24	32	32	38	263	30	193	281
1. BUSINESS CATEGORY															
Manufacturing	60.9%	56.2%	50.0%	51.5%	44.2%	45.7%	35.3%	37.5%	28.0%	31%	39%	42%	30%	47%	46%
Non-Durable	19.5	17.3	10.0	12.1	11.8	11.4	8.8	4.2	3.0	9.0	5.0	5.0	13.0	4.0	4.0
Durable	26.8	33.0	20.0	30.3	26.5	25.7	20.6	20.8	6.0	9.0	11.0	9.0	10.0	11.0	10.0
No Answer	0	0	0	0											
Services	34.1	33.2	50.0	39.4	52.9	48.6	55.9	58.3	56.0	56.0	47.0	42.0	57.0	40.0	40.0
Retail	2.4	3.4	3.3	3.0	2.9	8.6	5.9	8.3	3.0	0	3.0	2.0	3.0	4.0	2.0
Commercial	2.4	7.6	3.3	9.1	5.9	5.7	5.9	8.3	3.0	3.0	0	3.0	7.0	3.0	2.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2. WHICH OF THE FOLLOWING BEST DESCRIBES THE OWNERSHIP OF YOUR FIRM?															
Private, family or individually owned	42.9	67.1	46.7	45.5	41.2	40.0	35.3	41.7	38.0	41.0	39.0	59.0	43.0	65.0	62.0
Private, investor owned	7.1	12.2	3.3	9.1	8.8	14.3	8.8	8.3	16.0	3.0	3.0	16.0	3.0	13.0	11.0
Public, closely held	4.8	3.7	6.7	3.0	2.9	5.7	2.9	4.2	6.0	6.0	5.0	3.0	10.0	2.0	2.0
Public, widely held	38.1	10.3	33.3	36.4	35.3	28.6	26.5	25.0	16.0	31.0	29.0	8.0	23.0	8.0	11.0
Other	7.1	6.8	10.0	6.1	11.8	11.4	26.5	20.8	25.0	18.0	24.0	15.0	20.0	12.0	14.0
3. TOTAL EMPLOYEES															
1-25	2.4	23.9	3.3	0	0	0	2.9	0	6.0	9.0	3.0	29.0	10.0	23.0	24.0
26-50	2.4	16.0	6.7	3.0	2.9	2.9	5.9	0	6.0	3.0	5.0	20.0	0	17.0	12.0
51-100	9.5	18.0	10.0	6.1	2.9	2.9	2.9	0	0	0	0	16.0	0	21.0	17.0
101-200	2.4	13.3	3.3	3.0	2.9	5.7	2.9	8.3	13.0	9.0	11.0	13.0	10.0	17.0	15.0
200+	83.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
201-500	NA	12.1	3.3	21.2	20.6	14.3	14.7	4.2	22.0	9.0	16.0	10.0	13.0	11.0	12.0
501+	NA	16.5	73.3	66.7	70.6	74.3	70.6	87.5	53.0	69.0	66.0	12.0	67.0	11.0	20.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* October 2001: This survey was conducted of all WMC members.

** June 2010, June 2011 and December 2011: This survey was conducted of WMC member CEOs only.

[More than one answer is permitted for questions 6-9.]

	Mbrs.*					Mbrs.**					Mbrs.** Mbrs.**				
	June 01	Oct. 01	June 02	June 03	June 04	June 05	June 06	June 07	June 08	June 09	June 10	June 10	June 11	June 11	Dec 11
4. NUMBER OF EMPLOYEES IN NEXT 6 MONTHS															
Increase	26.2%	31.8%	33.3%	39.4%	60.6%	51.4%	69.7%	73.9%	44.0%	13.0%	29.0%	45.0%	57.0%	53.0%	44.0%
No Change	52.4	49.5	56.7	30.3	30.3	34.3	21.2	26.1	41.0	47.0	61.0	49.0	37.0	40.0	49.0
Decrease	21.4	18.8	10.0	30.3	9.1	14.3	9.1	0	16.0	41.0	11.0	6.0	7.0	6.0	7.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
5. HOURLY WAGE INCREASES THIS YEAR															
0 to 2.0%	N/A	24.1	17.2	15.2	15.2	14.3	5.9	4.2	9.0	72.0	50.0	51.0	53.0	39.0	43.0
2.1 to 2.9%	N/A	22.5	31.0	27.3	6.1	14.3	26.5	25.0	13.0	22.0	32.0	28.0	27.0	29.0	31.0
3.0 to 3.5%	N/A	36.9	44.8	42.4	45.5	48.6	41.2	45.8	53.0	3.0	18.0	17.0	13.0	28.0	22.0
3.6 to 4.0%	N/A	12.0	3.4	9.1	24.2	11.4	23.5	20.8	13.0	3.0	0	3.0	3.0	3.0	3.0
4.1% or above	N/A	4.4	3.4	6.1	9.1	11.4	2.9	4.2	13.0	0	0	2.0	3.0	2.0	1.0
6. TOP POLICY ISSUE FACING WISCONSIN															
Taxes	71.9	42.5	60.0	51.5	48.5	48.6	52.9	54.2	44.0	52.0	53.0	56.0	57.0	40.0	24.0
Energy	15.2	5.8	6.7	0	0	11.4	5.9	4.2	0	0	0	3.0	0	4.0	3.0
Education	0	2.9	3.3	3.0	9.1	8.6	8.8	4.2	0	3.0	3.0	4.0	0	6.0	5.0
Regulation	0	5.6	6.7	9.1	15.2	5.7	17.6	16.7	3.0	3.0	14.0	15.0	21.0	13.0	21.0
Economic Slowdown	0	44.0	20.0	33.3	18.2	17.1	8.8	16.7	38.0	38.0	47.0	29.0	32.0	33.0	40.0
Labor Shortage	2.4	5.4	0	0	0	5.7	17.6	8.3	3.0	0	0	0	0	6.0	10.0
International Situation	NA	6.9	0	0	6.1	5.7	5.9	4.2	0	3.0	3.0	2.0	4.0	1.0	3.0
Security	NA	0.3	0	0	0	0	0	0	0	0	0	1.0	0	0	0
Health Care	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3.0	10.0	11.0	11.0	11.0	18.0	16.0
Misc. (Other)	10.5	0.8	19.9	9.0	12.1	8.6	5.8	12.6	9.0	9.0	11.0	5.0	7.0	9.0	10.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
7. TOP BUSINESS CONCERN FACING YOUR COMPANY															
Taxes	4.8	13.4	13.3	9.1	12.1	2.9	5.9	12.5	6.0	3.0	8.0	19.0	18.0	9.0	9.0
Energy	7.1	2.4	0	0	6.1	8.6	0	4.2	3.0	3.0	0	1.0	0	3.0	1.0
Labor Shortage	9.5	7.0	6.7	0	6.1	17.1	29.4	29.2	16.0	0	0	1.0	0	8.0	9.0
Regulation	4.8	8.3	16.7	21.2	15.2	11.4	20.6	8.3	6.0	10.0	17.0	16.0	14.0	14.0	15.0
Economic Slowdown	38.0	61.0	56.7	45.5	18.2	31.4	8.8	33.3	38.0	83.0	61.0	44.0	50.0	38.0	45.0
Competition	16.7	9.5	3.3	15.2	18.2	20.0	26.5	4.2	6.0	0	11.0	6.0	11.0	9.0	5.0
International Situation	N/A	2.5	10.0	3.0	15.2	5.7	8.8	8.3	0	0	3.0	1.0	0	1.0	2.0
Security	N/A	0.3	0	0	0	0	0	0	0	0	0	0	0	0	0
Health Care	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	13.0	0	0	9.0	4.0	14.0	9.0
Misc. (Other)	4.8	2.2	3.3	6.0	15.2	5.7	5.8	8.4	13.0	0	0	4.0	4.0	5.0	6.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

[More than one answer is permitted for questions 6-9.]

	Mbrs.											Mbrs.	Mbrs.	Mbrs.	
	June 01	Oct. 01	June 02	June 03	June 04	June 05	June 06	June 07	June 08	June 09	June 10	June 10	June 11	June 11	Dec 11

8. ONE THING THAT STATE GOVERNMENT COULD DO TO HELP YOUR BUSINESS [WRITTEN ANSWERS]

Reduce Taxes	N/A	46.9%	56.0%	30.9%	36.85%	36.9%	22.4%	31.6%	16.0%	30.0%	10.8%	35.3%	14.0%	23.0%	22.0%
Reduce Regulation	N/A	10.7	16.0	40.9	16.75	36.9	32.1	36.0	16.0	12.0	37.8	26.9	21.0	18.0	25.0
Reduce Spending	N/A	6.1	8.0	3.4	3.35	7.0	6.4	0	16.0	12.0	18.9	8.4	11.0	11.0	11.0
Affordable Health Care	N/A	5.4	4.0	3.4	3.35	10.1	12.8	4.5	6.0	0	2.7	4.6	0	6.0	4.0
Education	N/A	1.7	0	3.4	3.35	3.4	6.4	0	6.0	0	0	1.0	4.0	5.0	7.0
Tort Reform	N/A	N/A	N/A	N/A	10.05	0	0	0	0	0	2.7	1.0	0	1.0	1.0
Economic Development	N/A	N/A	N/A	N/A	N/A	N/A	16.0	9.0	13.0	9.0	8.1	8.0	11.0	10.0	5.0
Be More Pro-Business in General	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	19.0	21.0	5.4	11.3	32.0	14.0	18.0
Miscellaneous	N/A	N/A	N/A	N/A	N/A	N/A	12.8	18.0	9.0	3.0	10.8	3.8	7.0	11.0	8.0

9. ONE THING THAT STATE GOVERNMENT COULD DO TO IMPROVE WISCONSIN'S BUSINESS CLIMATE [WRITTEN ANSWERS]

Reduce Taxes	N/A	60.0	61.5	57.9	47.25	59.9	38.5	36.3	34.0	30.0	35.1	49.5	25.0	37.0	25.0
Reduce Regulation	N/A	7.8	3.8	12.8	12.6	23.3	19.2	18.0	13.0	0	18.9	12.0	14.0	14.0	19.0
Reduce Spending	N/A	6.5	11.5	6.5	9.45	0	6.4	0	16.0	21.0	21.6	12.5	18.0	14.0	11.0
Bring business to Wisconsin	N/A	1.3	3.8	9.6	9.45	10.0	0	0	0	3.0	2.7	1.0	0	1.0	3.0
Affordable Health Care	N/A	0.9	0	3.2	3.15	3.3	6.4	4.5	3.0	0	0	1.7	0	3.0	2.0
Miscellaneous	N/A	N/A	30.5	19.2	6.3	6.7	16.0	4.5	9.0	3.0	0	3.9	14.0	9.0	12.0
Tort Reform	N/A	N/A	N/A	N/A	N/A	N/A	6.4	4.5	0	3.0	0	1.0	0	0	0
Education	N/A	N/A	N/A	N/A	N/A	N/A	3.2	0	6.0	0	0	1.7	0	3.0	2.0
Be More Pro-Business in General	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.0	24.0	10.8	12.0	21.0	14.0	15.0
Economic Development	N/A	N/A	N/A	N/A	N/A	N/A	9.6	31.5	3.0	3.0	8.1	5.2	7.0	6.0	3.0
Recall Reform	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7.0

10. PERCENT OF PAYROLL SPENT ON EMPLOYEE TRAINING

3.0% or below	70.0	66.5	48.3	57.6	58.8	44.1	54.5	50.0	44.0	69.0	61.0	63.0	61.0	66.0	64.0
3.1 % to 4.0 %	12.5	18.4	27.6	30.3	17.6	29.4	18.2	20.8	34.0	17.0	25.0	22.0	29.0	21.0	23.0
4.1% to 5.0 %	5.0	9.3	10.3	6.1	5.9	17.6	15.2	29.2	16.0	14.0	14.0	9.0	7.0	4.0	8.0
5.1% or above	12.5	5.8	13.8	6.1	17.6	8.8	12.1	0	6.0	0	0	6.0	4.0	8.0	6.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

11. HOW MUCH HAVE YOUR PER-EMPLOYEE HEALTH COVERAGE COSTS INCREASED OVER THE PAST YEAR?

0%	0	1.9	0	0	2.9	0	3.0	17.4	0	3.0	14.0	3.0	11.0	2.0	4.0
1-10%	21.4	11.1	7.1	3.0	20.6	50.0	42.4	43.5	63.0	72.0	61.0	41.0	61.0	34.0	48.0
11-20%	52.4	36.1	64.3	69.7	61.8	37.5	48.5	39.1	34.0	21.0	19.0	42.0	29.0	42.0	35.0
21-30%	14.3	31.0	21.4	18.2	14.7	12.5	6.1	0	3.0	3.0	3.0	8.0	0	10.0	7.0
31-40%	2.4	10.4	7.1	9.1	0	0	0	0	0	0	0	3.0	2.0	0	5.0
41-50%	9.5	3.7	0	0	0	0	0	0	0	0	0	0	0	1.0	0
More than 50%	0	4.4	0	0	0	0	0	0	0	0	0	1.0	0	1.0	0
N/A; Do not offer health coverage	0	1.4	0	0	0	0	0	0	0	0	0	3.0	0	3.0	4.0

[More than one answer is permitted for question 12.]

Mbrs.
June 01 Oct. 01 June 02 June 03 June 04 June 05 June 06 June 07 June 08 June 09 June 10 June 10 June 11 June 11 Dec 11

12. HOW DO YOU PLAN TO DEAL WITH INCREASED HEALTH CARE COSTS?

Increase Employee Contribution	N/A	64.5%	89.7%	78.8%	81.3%	85.3%	62.5%	52.2%	44.0%	69.0%	44.0%	57.0%	71.0%	59.0%	58.0%
Decrease Benefits/ Increase Emp. Contribution	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Decrease Benefits	N/A	28.1	17.2	36.4	28.1	29.4	18.8	17.4	3.0	21.0	25.0	30.0	21.0	35.0	25.0
Increase Benefits	N/A	3.8	3.4	0	0	0	0	0	3.0	7.0	3.0	3.0	4.0	1.0	2.0
Drop Coverage	N/A	1.7	0	3.0	0	0	0	0	0	0	0	4.0	0	2.0	2.0
Other	N/A	16.5	20.4	24.0	28.2	34.8	40.3	47.3	34.0	21.0	44.0	28.0	18.0	29.0	32.0

13. WHAT IS THE BUSINESS CLIMATE GOING TO BE LIKE IN YOUR COMPANY IN THE NEXT 6 MONTHS?

Good Growth	9.5	4.6	10.7	6.1	23.5	22.9	26.5	25.0	19.0	0	6.0	6.0	14.0	15.0	9.0
Moderate Growth	33.3	35.0	53.6	54.5	64.7	54.3	61.8	37.5	22.0	21.0	47.0	49.0	43.0	45.0	43.0
Remain Flat	50.0	44.0	32.1	36.4	11.8	20.0	8.8	29.2	47.0	52.0	44.0	41.0	43.0	37.0	44.0
Decline	7.1	16.4	3.6	3.0	0	2.9	2.9	8.3	13.0	28.0	3.0	4.0	0	2.0	5.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

14. HOW WILL THE WISCONSIN ECONOMY PERFORM OVER THE NEXT 6 MONTHS?

Good Growth	N/A	0.2	3.4	0	5.9	5.7	11.8	0	0	0	0	0	4.0	5.0	2.0
Moderate Growth	N/A	22.3	37.9	30.3	67.6	77.1	58.8	62.5	31.0	3.0	39.0	36.0	57.0	58.0	46.0
Remain Flat	N/A	55.4	51.7	63.6	26.5	17.1	29.4	37.5	53.0	48.0	56.0	53.0	36.0	36.0	47.0
Decline	N/A	22.1	6.9	6.1	0	0	0	0	16.0	48.0	6.0	11.0	4.0	2.0	5.0

15. HOW WILL THE U.S. ECONOMY PERFORM OVER THE NEXT 6 MONTHS?

Good Growth	N/A	0.3	3.4	3.1	14.7	8.6	20.6	9.1	0	3.0	0	1.0	4.0	1.0	0
Moderate Growth	N/A	26.6	75.9	65.6	76.5	80.0	58.8	77.3	28.0	21.0	50.0	50.0	57.0	51.0	23.0
Remain Flat	N/A	47.8	20.7	31.3	8.8	11.4	20.6	9.1	41.0	55.0	47.0	39.0	32.0	40.0	65.0
Decline	N/A	25.3	0	0	0	0	0	4.5	31.0	21.0	3.0	10.0	7.0	9.0	12.0

16. WHAT PORTION OF YOUR SALES ARE EXPORTS?

None	N/A	52.1	50.0	62.5	60.6	51.4	62.5	58.3	56.0	66.0	51.0	52.0	52.0	51.0	50.0
1-25%	N/A	42.5	39.3	31.3	30.3	40.0	28.1	29.2	28.0	24.0	40.0	43.0	44.0	44.0	43.0
26-50%	N/A	4.2	10.7	3.1	6.1	5.7	9.4	12.5	13.0	3.0	3.0	5.0	0	4.0	6.0
51%+	N/A	1.2	0	3.1	3.0	2.9	0	0	3.0	7.0	6.0	1.0	4.0	1.0	1.0

17. DO YOU EXPECT TO INCREASE YOUR EXPORTS IN THE COMING YEAR?

Yes	23.1	18.3	25.0	29.6	20.7	40.6	31.0	30.4	28.0	20.0	26.0	26.0	37.0	35.0	30.0
No	76.9	81.7	75.0	70.4	79.3	59.4	69.0	69.6	69.0	80.0	74.0	74.0	63.0	65.0	70.0
No Answer	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3.0	0	0	0	0	0	0

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June 01 Oct. 01 June 02 June 03 June 04 June 05 June 06 June 07 June 08 June 09 June 10 June 10 June 11 June 11 Dec 11

18. ARE YOU HAVING TROUBLE HIRING EMPLOYEES?

Yes	50.0%	28.1%	25.0%	6.1%	32.4%	37.1%	56.3%	50.0%	44.0%	7.0%	6.0%	18.0%	26.0%	39.0%	43.0%
No	50.0	71.9	75.0	93.9	67.6	62.9	43.8	50.0%	56.0	93.0	94.0	82.0	74.0	61.0	57.0

19. IF YOU ARE HAVING TROUBLE, WHY? [TOP EIGHT REASONS LISTED — WRITTEN ANSWERS]

Lack of Qualified Applicants	N/A	26.2	33.4	100	60.0	66.6	42.6	33.3	77.0	66.0	100.0	77.0	86.0	68.0	58.0
Labor Shortage	N/A	8.1	0	0	20.0	0	35.6	44.4	23.0	0	0	2.2	0	0	0
Education	N/A	4.0	0	0	0	0	7.1	0	0	0	0	4.4	0	6.0	7.0
Availability	N/A	3.4	16.7	0	0	0	0	22.2	0	0	0	0	14.0	7.0	4.0
Can't Compete with Wages/Benefits	N/A	3.4	33.4	0	0	11.1	0	0	0	0	0	2.2	0	3.0	3.0
Irresponsible Workers	N/A	3.4	0	0	0	0	0	0	0	0	0	0	0	0	6.0
High Cost of Living, Small Area	N/A	N/A	16.7	0	0	11.1	0	0	0	0	0	2.2	0	0	0
State's Image	N/A	N/A	N/A	N/A	30.0	11.1	14.2	0	0	0	0	0	0	0	1.0
Other	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33.0	N/A	11.0	0	16.0
Unemployment Benefits Too Generous (Disincentives)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.0

20. IF YOU ARE HAVING TROUBLE, WHAT FIELD? [TOP EIGHT REASONS LISTED — WRITTEN ANSWERS]

Entry Level	N/A	11.8	0	0	0	0	0	0	0	0	0	20.7	20.0	14.0	16.0
All	N/A	8.4	0	0	10.0	20.0	15.4	18.2	7.0	50.0	0	4.6	0	14.0	9.0
Machinists	N/A	4.2	0	0	0	10.0	7.7	0	14.0	0	0	6.9	0	13.0	15.0
Labor	N/A	3.4	0	0	0	0	15.4	0	7.0	0	0	2.3	0	8.0	25.0
Sales	N/A	3.4	20.0	50.0	0	0	0	0	0	0	0	9.2	0	8.0	1.0
Welders	N/A	3.4	0	0	0	20.0	15.4	18.2	7.0	0	0	4.6	20.0	5.0	5.0
Professional	N/A	N/A	40.0	50.0	20.0	20.0	30.8	45.5	57.0	0	50.0	9.2	40.0	11.0	21.0
Senior Professional	N/A	N/A	20.0	0	10.0	10.0	0	0	0	0	0	0	0	0	0
Unskilled	N/A	N/A	20.0	0	10.0	0	0	0	0	0	0	2.3	0	0	3.0
Other (telecom/computer/IT, truck drivers)	N/A	N/A	N/A	N/A	N/A	20.0	15.4	18.2	7.0	50.0	50.0	39.1	20.0	27.0	4.0

21. DO YOU THINK THINGS IN WISCONSIN ARE GOING IN THE RIGHT DIRECTION, OR ON THE WRONG TRACK?

Right Direction	N/A	69.4	38.5	38.7	79.4	78.8	46.7	59.1	43.0	4.0	17.0	10.0	93.0	88.0	94.0
Wrong Track	N/A	30.6	61.5	61.3	20.6	21.2	53.3	40.9	57.0	96.0	83.0	90.0	7.0	12.0	6.0

22. WOULD YOU SAY THAT STATE GOVERNMENT HERE IS:

Very pro-business	N/A	2.3	3.4	0	0	0	2.9	0	0	0	0	1.0	37.0	35.0	34.0
Somewhat pro-business	N/A	43.2	37.9	21.9	55.9	54.3	29.4	12.5	31.0	3.0	9.0	6.0	44.0	44.0	52.0
Neutral on business	N/A	25.6	17.2	34.4	23.5	34.3	35.3	29.2	28.0	14.0	23.0	12.0	7.0	8.0	6.0
Somewhat anti-business	N/A	26.2	41.4	37.5	14.7	8.6	32.4	50.0	28.0	48.0	43.0	51.0	7.0	11.0	7.0
Very anti-business	N/A	2.8	0	6.3	5.9	2.9	0	8.3	13.0	34.0	26.0	29.0	4.0	3.0	1.0

	Mbrs.										Mbrs.		Mbrs.	Mbrs.	
	June 01	Oct. 01	June 02	June 03	June 04	June 05	June 06	June 07	June 08	June 09	June 10	June 10	June 11	June 11	Dec 11

23. DO YOU PLAN TO EXPAND IN WISCONSIN IN THE NEXT YEAR OR TWO?

Yes	N/A	26.5%	13.8%	25.0%	37.5%	42.9%	35.5%	41.7%	38.0%	21.0%	23.0%	26.0%	37.0%	40.0%	38.0%
No	N/A	73.5	86.2	75.0	62.5	57.1	64.5	58.3	63.0	79.0	77.0	74.0	63.0	60.0	62.0

24. DO YOU PLAN TO EXPAND IN ANOTHER STATE OR COUNTRY IN THE NEXT YEAR OR TWO?

Yes	N/A	24.8	57.1	51.5	61.8	67.6	66.7	59.1	59.0	52.0	51.0	29.0	56.0	25.0	24.0
No	N/A	75.2	42.9	48.5	38.2	32.4	33.3	40.9	41.0	48.0	49.0	71.0	44.0	75.0	76.0

25. DO YOU PLAN TO RELOCATE TO ANOTHER STATE OR COUNTRY IN THE NEXT YEAR OR TWO?

Yes	N/A	2.1	3.8	3.0	3.0	2.9	3.0	0	3.0	7.0	3.0	5.0	7.0	3.0	3.0
No	N/A	97.9	96.2	97.0	97.0	97.1	97.0	100.0	97.0	93.0	97.0	95.0	93.0	97.0	97.0

BUSINESS GROWTH PREDICTIONS 1997-2012

- Predicting good growth in the business climate of your business in the next 6-12 months
- Predicting moderate growth in the business climate of your business in the next 6-12 months
- Predicting the business climate of your business to remain flat for the next 6-12 months

