

The Economy in 2009 -- Sorted by Sector

| | <u>Sector</u> | | | | | | | | | |
|---|-------------------|------------------|----------------------|-----------------------|--------------|---------------------|---------------|----------------|------------------|--|
| | <u>Consulting</u> | <u>Financial</u> | <u>Manufacturing</u> | <u>Not for Profit</u> | <u>Other</u> | <u>Professional</u> | <u>Retail</u> | <u>Service</u> | <u>Wholesale</u> | |
| How do you think THE ECONOMY will perform in 2009 compared with 2009? | | | | | | | | | | |
| 2009 will be better than 2008 | 24.1% | 23.5% | 6.3% | 7.1% | 0.0% | 10.0% | 0.0% | 0.0% | 0.0% | |
| 2009 will be about the same as 2008 | 20.7% | 35.3% | 12.5% | 28.5% | 14.3% | 15.0% | 40.0% | 18.4% | 66.7% | |
| 2009 will be worse than 2008 | 55.2% | 41.2% | 81.3% | 64.3% | 85.7% | 75.0% | 60.0% | 81.6% | 33.3% | |
| How do you think YOUR BUSINESS will perform in 2009 compared with 2008? | | | | | | | | | | |
| 2009 will be better than 2008 | 44.8% | 35.3% | 18.8% | 7.7% | 7.7% | 30.0% | 20.0% | 22.9% | 33.3% | |
| 2009 will be about the same as 2008 | 31.0% | 35.3% | 31.3% | 84.6% | 76.9% | 50.0% | 60.0% | 43.8% | 66.7% | |
| 2009 will be worse than 2008 | 24.1% | 29.4% | 50.0% | 12.5% | 12.5% | 20.0% | 20.0% | 33.3% | 0.0% | |
| What will happen with EMPLOYMENT LEVELS IN YOUR COMPANY in 2009 compared with 2008? | | | | | | | | | | |
| Increase | 20.7% | 23.5% | 6.3% | 7.1% | 7.1% | 10.0% | 0.0% | 18.4% | 66.7% | |
| About the Same | 72.4% | 41.2% | 43.8% | 85.7% | 78.6% | 80.0% | 60.0% | 67.3% | 0.0% | |
| Decrease | 6.9% | 29.4% | 56.3% | 7.1% | 14.3% | 10.0% | 40.0% | 14.3% | 33.3% | |
| Which of the following EXTERNAL factors will have the BIGGEST IMPACT on how your company will perform in 2009? | | | | | | | | | | |
| Consumer Confidence | 44.8% | 64.7% | 70.6% | 53.8% | 46.7% | 66.7% | 60.0% | 69.8% | 66.7% | |
| Political uncertainty | 13.8% | 5.9% | 0.0% | 23.1% | 20.0% | 16.7% | 0.0% | 14.0% | 0.0% | |
| Canadian Dollar exchange rate | 0.0% | 5.9% | 23.5% | 0.0% | 6.7% | 0.0% | 40.0% | 14.0% | 33.3% | |
| Government red tape | 3.4% | 11.8% | 0.0% | 15.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Business Taxes | 10.3% | 0.0% | 0.0% | 0.0% | 20.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Education | 6.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| Other | 20.7% | 11.8% | 5.9% | 7.7% | 6.7% | 16.7% | 0.0% | 2.3% | 0.0% | |
| Which of the following OPERATING costs will have the BIGGEST IMPACT on how your company will perform in 2009? | | | | | | | | | | |
| Employment costs | 37.0% | 56.3% | 50.0% | 50.0% | 69.3% | 35.7% | 40.0% | 44.7% | 33.3% | |
| Capital spending | 14.8% | 31.3% | 6.3% | 6.3% | 15.4% | 21.4% | 20.0% | 21.2% | 33.3% | |
| Technology | 25.9% | 6.3% | 12.5% | 12.5% | 0.0% | 14.3% | 0.0% | 4.3% | 0.0% | |
| Transportation costs | 3.7% | 0.0% | 0.0% | 0.0% | 7.7% | 7.1% | 40.0% | 12.8% | 33.3% | |
| Energy costs | 11.1% | 0.0% | 0.0% | 0.0% | 0.0% | 14.3% | 0.0% | 10.6% | 0.0% | |
| Other | 7.4% | 6.3% | 31.3% | 31.3% | 7.7% | 7.1% | 0.0% | 6.4% | 0.0% | |
| How will SPENDING ON CAPITAL AND TECHNOLOGY items in 2009 compare with that in 2009? | | | | | | | | | | |
| More than in 2008 | 13.8% | 23.5% | 11.8% | 53.8% | 0.0% | 26.3% | 0.0% | 14.6% | 0.0% | |
| About the same as 2008 | 44.8% | 45.0% | 35.3% | 0.0% | 64.3% | 52.6% | 80.0% | 52.1% | 33.3% | |
| Less than in 2008 | 41.4% | 29.4% | 52.9% | 46.1% | 35.7% | 21.1% | 20.0% | 33.3% | 66.7% | |
| What do you think will happen to YOUR COMPANY'S PAY LEVELS in 2009? | | | | | | | | | | |
| Increase more than inflation rate | 0.0% | 6.3% | 0.0% | 14.3% | 0.0% | 20.0% | 0.0% | 805.0% | 33.3% | |
| Increase by the inflation rate | 13.8% | 18.8% | 23.5% | 42.9% | 7.1% | 35.0% | 20.0% | 29.8% | 0.0% | |
| Increase less than inflation rate | 27.6% | 6.3% | 17.6% | 7.1% | 21.4% | 0.0% | 20.0% | 4.3% | 66.7% | |
| Stay the same as 2008 pay levels | 41.4% | 50.0% | 35.3% | 28.5% | 64.3% | 40.0% | 60.0% | 55.3% | 0.0% | |
| Decrease from 2008 pay levels | 17.2% | 12.5% | 23.5% | 7.1% | 7.1% | 5.0% | 0.0% | 2.1% | 0.0% | |