



Innovative
Entrepreneurial
Experienced

Constant Contact Survey Results

Survey Name: Business Survey - JANUARY 2014

Response Status: Partial & Completed

Filter: None

2/24/2014 10:23 AM EST

Please indicate your business industry.

Answer	0%	100%	Number of Response(s)	Response Ratio
Agriculture			5	2.9 %
Construction			12	7.1 %
Educational Services			5	2.9 %
Finance & Insurance			11	6.5 %
Health Care & Social Assistance			10	5.9 %
Hotel & Restaurant			6	3.5 %
Information			5	2.9 %
Manufacturing			18	10.7 %
Professional, Technical			40	23.8 %
Retail trade			23	13.6 %
Transportation & Warehousing			3	1.7 %
Utilities			0	0.0 %
Wholesale Trade			2	1.1 %
Other			28	16.6 %
No Response(s)			0	0.0 %
Totals			168	100%

County of Headquarters:

Answer	0%	100%	Number of Response(s)	Response Ratio
Addison			9	5.3 %
Bennington			5	2.9 %
Caledonia			0	0.0 %
Chittenden			79	47.0 %
Essex			0	0.0 %
Franklin			2	1.1 %
Lamoille			8	4.7 %
Orange			4	2.3 %
Orleans			3	1.7 %
Rutland			7	4.1 %
Washington			23	13.6 %
Windham			10	5.9 %
Windsor			18	10.7 %
No Response(s)			0	0.0 %
Totals			168	100%

Please indicate the scope of your marketplace.

Answer	0%	100%	Number of Response(s)	Response Ratio
Exclusive to Vermont			38	22.6 %
Multi-state			68	40.4 %
National			17	10.1 %
International			42	25.0 %
No Response(s)			3	1.7 %
Totals			168	100%

How do you expect your company's sales to change in the next six months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increase by less than 10%			53	31.5 %
Increase by 10-30%			34	20.2 %
Increase by 30+%			6	3.5 %
Decrease by less than 10%			12	7.1 %
Decrease by 10-30%			8	4.7 %
Decrease by 30+%			6	3.5 %
No change			48	28.5 %
No Response(s)			1	<1 %
Totals			168	100%





How do you expect your company's capital spending to change in the next six months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increase by less than 10%			37	22.0 %
Increase by 10-30%			21	12.5 %
Increase by 30+%			6	3.5 %
Decrease by less than 10%			10	5.9 %
Decrease by 10-30%			14	8.3 %
Decrease by 30+%			7	4.1 %
No change			71	42.2 %
No Response(s)			2	1.1 %
Totals			168	100%





How do you expect your company's employment to change in the next six months?

Answer	0%	100%	Number of Response(s)	Response Ratio
Increase staffing by 1-3 people			41	24.4 %
Increase staffing by 3+ people			18	10.7 %
Decrease staffing by 1-3 people			10	5.9 %
Decrease staffing by 3+ people			9	5.3 %
No change			87	51.7 %
No Response(s)			3	1.7 %
Totals			168	100%






How would you describe the current state of Vermont's economy?

Answer	0%	100%	Number of Response(s)	Response Ratio
Declining			33	19.6 %
Stagnant			72	42.8 %
Improving			58	34.5 %
Very good			0	0.0 %
No Response(s)			5	2.9 %
Totals			168	100%

How would you describe the current state of the country's economy?

Answer	0%	100%	Number of Response(s)	Response Ratio
Declining			22	13.0 %
Stagnant			54	32.1 %
Improving			89	52.9 %
Very good			0	0.0 %
No Response(s)			3	1.7 %
Totals			168	100%

Through which of the following mediums are you most likely to respond to advertisements?

Answer	0%	100%	Number of Response(s)	Response Ratio
Print			56	35.2 %
Online including social media platforms			83	52.2 %
Radio			20	12.5 %
Television			24	15.0 %
Other			20	12.5 %
Totals			159	100%

Please rank the following key issues for your business in 2014:

1 = Most important

Answer	1	2	3	4	5	6	7	Number of Response(s)	Ranking Score*
Sources of financing								142	4.6
Finding qualified employees								142	3.1
Health insurance issues								142	2.9
Tax law changes								142	3.6
Internet security								142	4.2
Business succession planning								142	4.5
Other (complete below)								142	5.1

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

What is one business economic issue that you would like to see addressed by the state legislature in 2014?

137 Response(s)

Please enter the information indicated below. (optional)

Answers	Number of Response(s)
First Name	75
Last Name	73
Company Name	69
Email Address	72
Address 1	62
Address 2	9
City	67
State/Province (US/Canada)	74
Postal Code	68