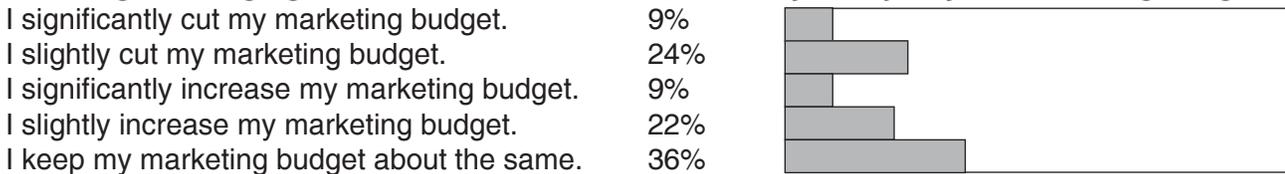


# FSEA Economic Survey

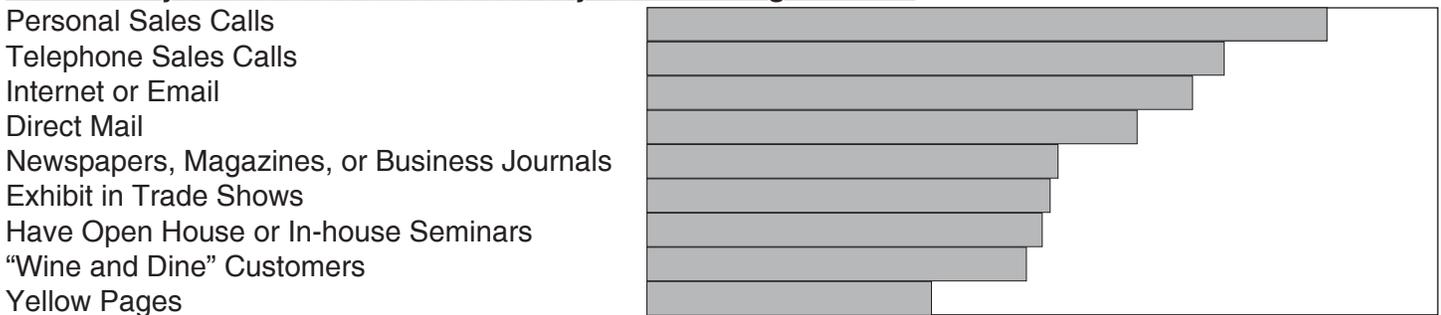
The following survey was conducted through a third party organization specializing in on-line surveys and email marketing. This specific survey concentrated on how companies in our industry are working through the current economic conditions and how it is affecting certain portions of their business. There was a total of 110 respondents to the survey.



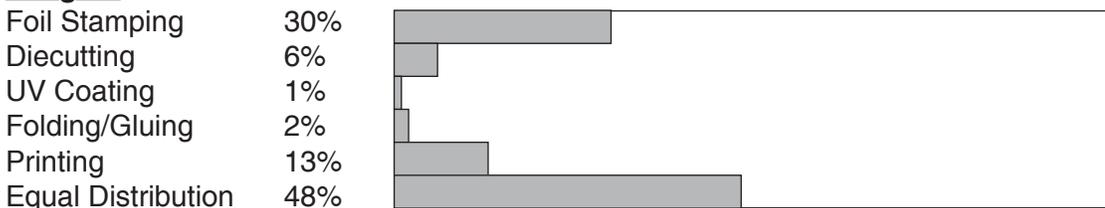
## 1. During challenging economic times like these how do you adjust your marketing budget?



## 2. What do you find to be the best use of your marketing dollars?



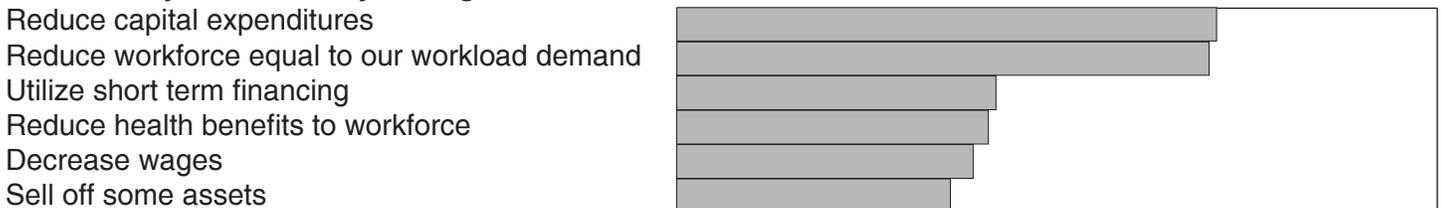
## 3. What area of your business, or product types do you dedicate the greater part of your marketing budget?



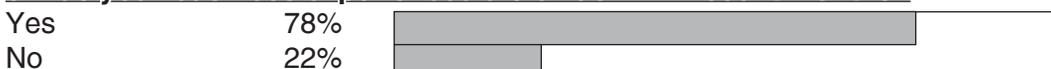
## 4. In your opinion, what do your customers value most highly?



## 5. How will you most likely manage costs in the current economic environment?

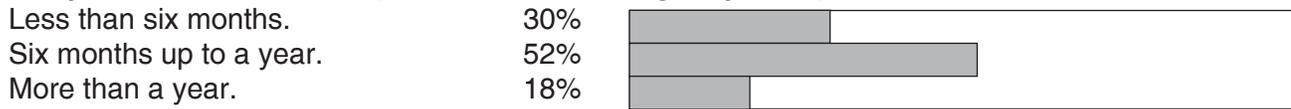


## 6. Has your business experienced a slowdown in recent months?



# FSEA Economic Survey

## 7. If you answered Yes to question #6, how long do you expect this slowdown to continue?



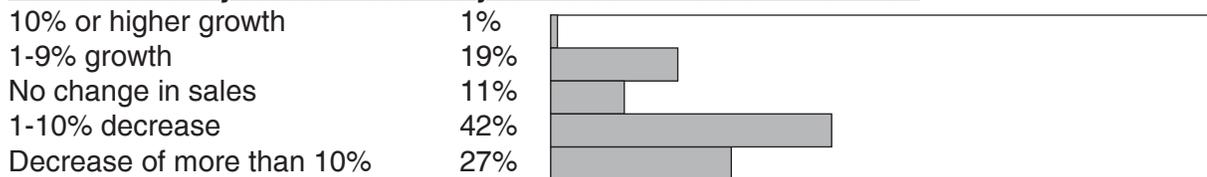
## 8. If you answered No to question #6, do you anticipate your business to slow down in the near future?



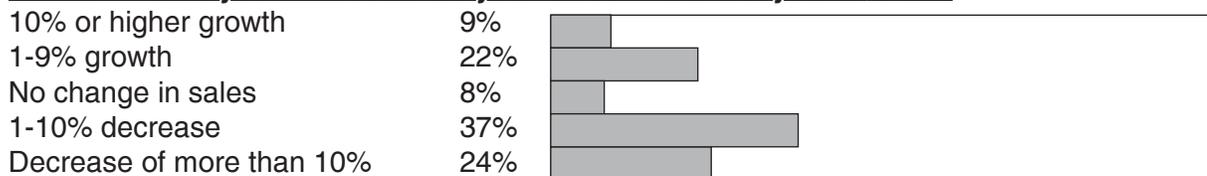
## 9. Currently, what are your main business concerns?



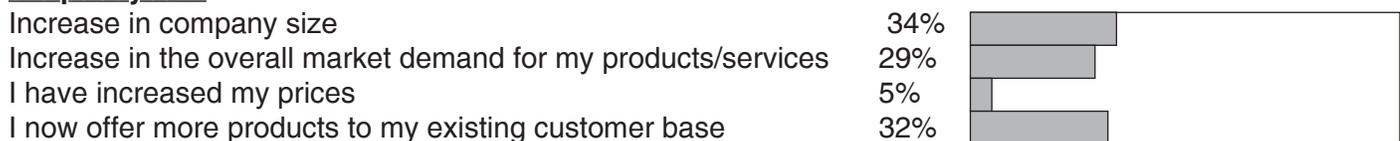
## 10. How would you best describe your sales in the last 4 months?



## 11. How would you best describe your sales in the last year overall?



## 12. If you answered A or B to question #11, what do you attribute most to your growth in sales during the past year?



## 13. If you answered D or E to question #11, what do you attribute most to your decrease in sales during the past year?

