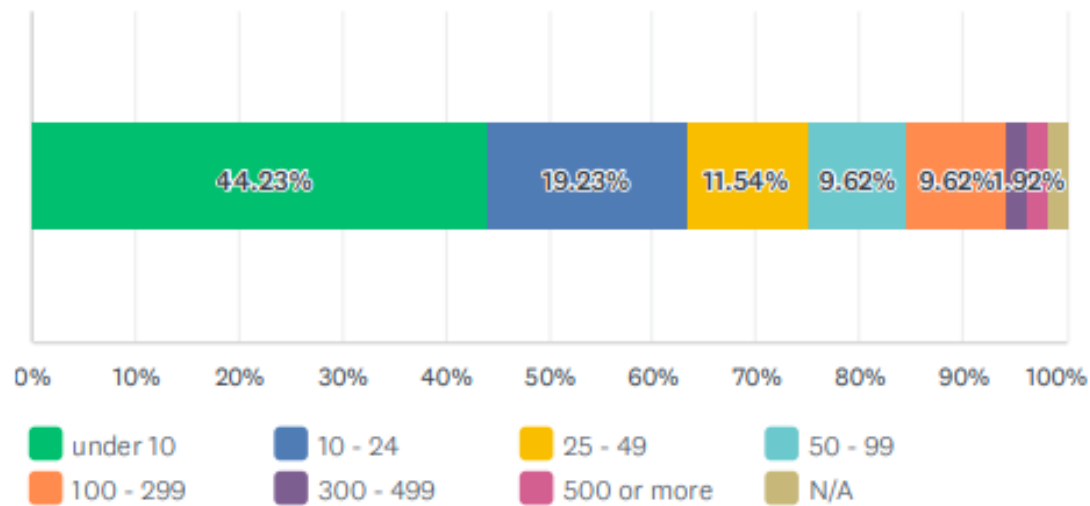




2025 BUSINESS OUTLOOK SURVEY RESULTS

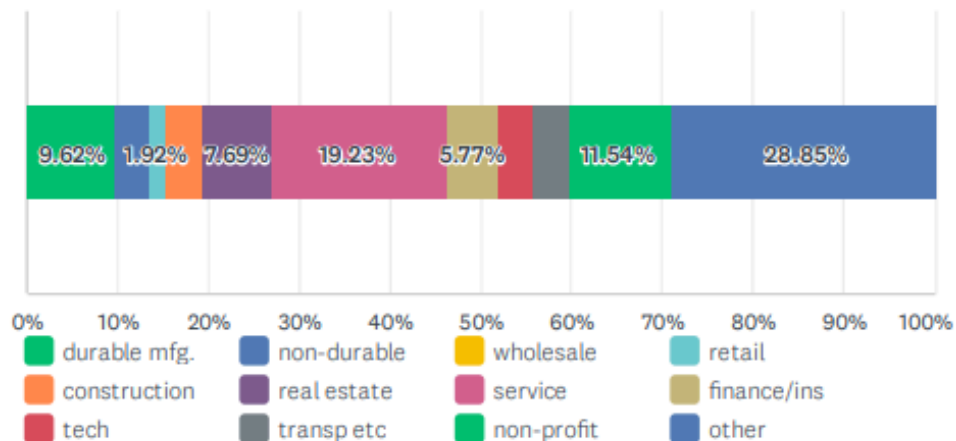
Q1 Please check the number of employees in your firm:

Answered: 52 Skipped: 0



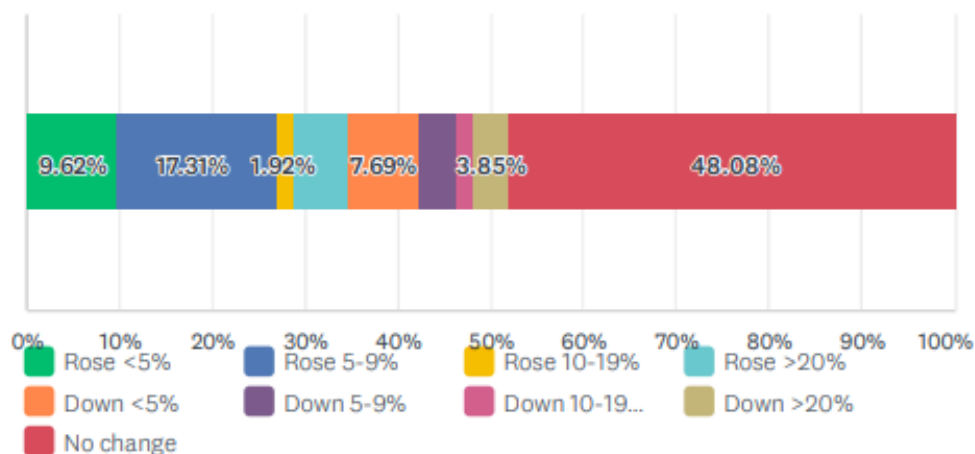
Q2 Please check the ONE group in which your firm would be classified (choose the response that most closely identifies your firm):

Answered: 52 Skipped: 0



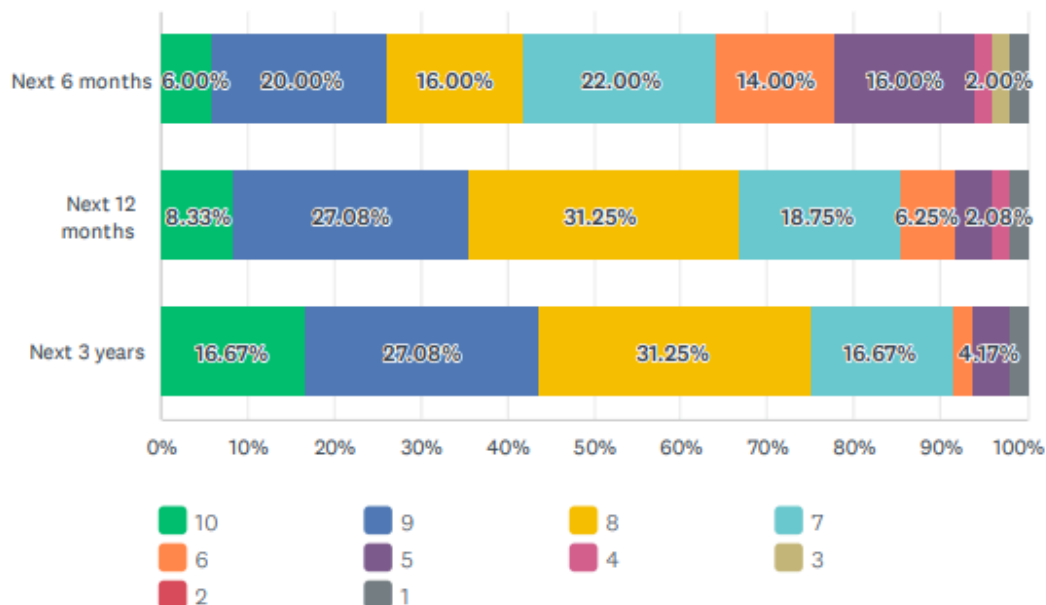
Q3 EMPLOYMENT LEVELS: In 2024, your company's employment level...

Answered: 52 Skipped: 0



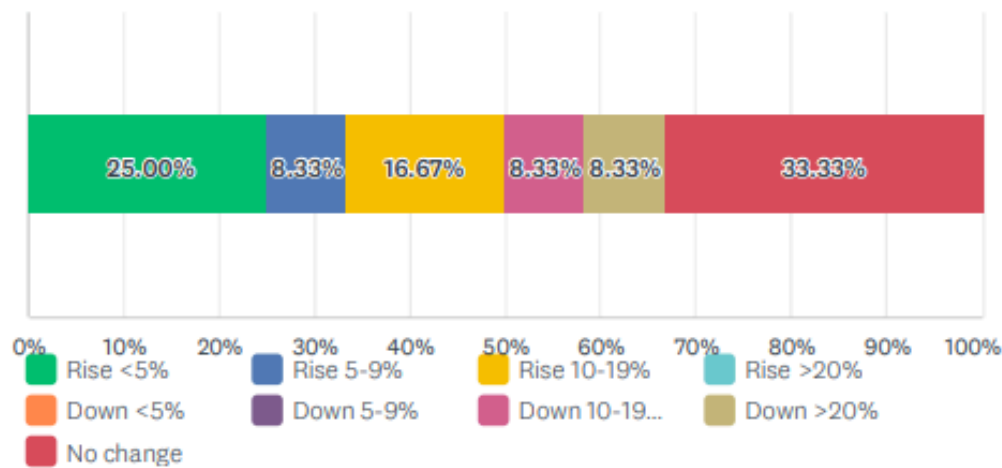
Q4 Rate your organization's fiscal outlook for the following time frames. (10 = excellent, 1 = poor)

Answered: 50 Skipped: 2



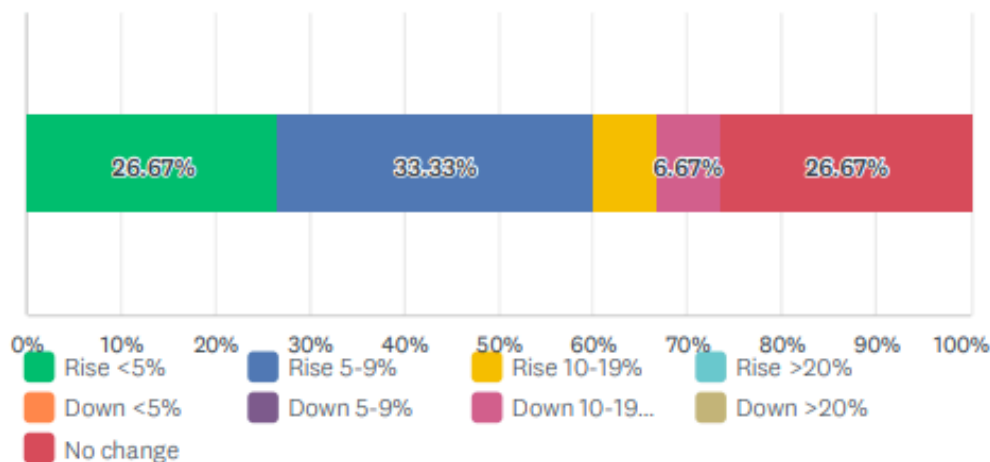
Q5 MANUFACTURERS ONLY: Compared to the first quarter of 2024, the dollar volume of raw material inventories in your firm for the first quarter of 2025 is expected to...

Answered: 12 Skipped: 40



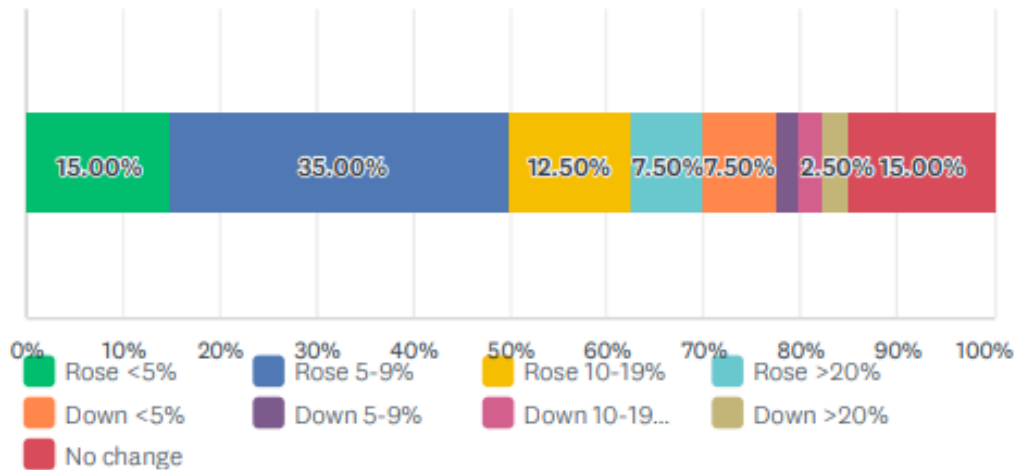
Q6 RETAILERS, WHOLESALERS, MANUFACTURERS: Compared to the fourth quarter of 2024, the dollar volume of finished goods inventories in your firm for the first quarter of 2025 is expected to...

Answered: 15 Skipped: 37



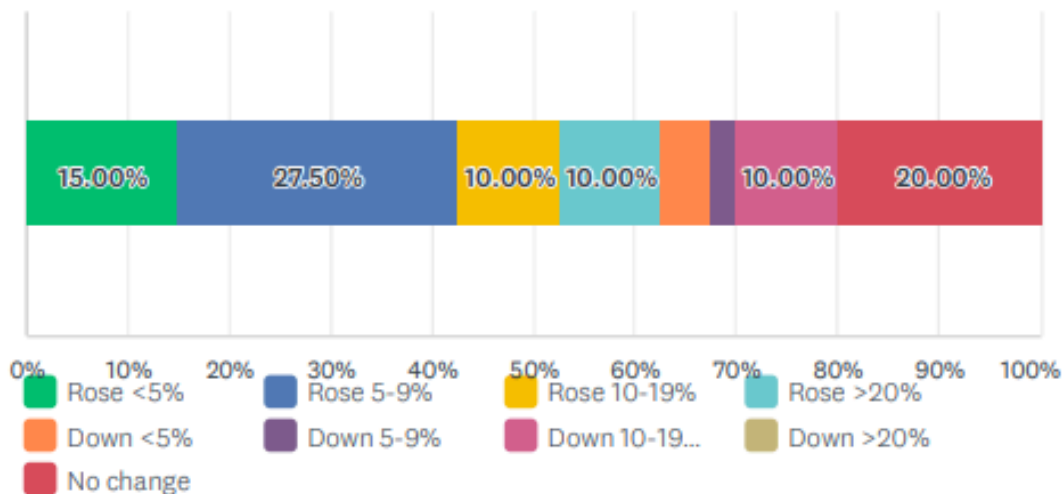
Q7 In terms of business performance, your firm's sales in 2024...

Answered: 40 Skipped: 12



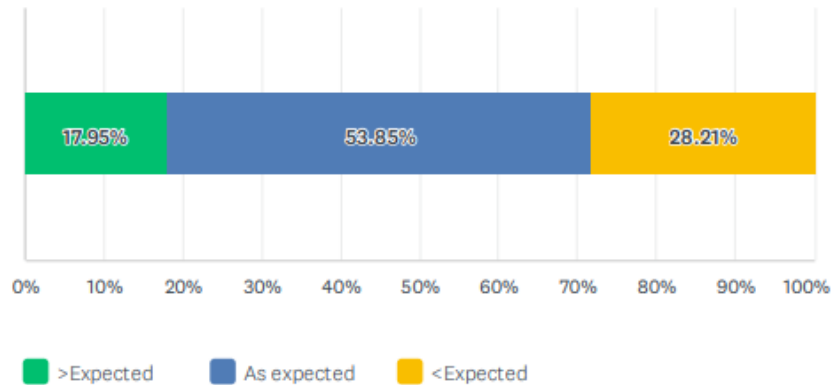
Q8 In terms of business performance, your firm's profitability in 2024...

Answered: 40 Skipped: 12



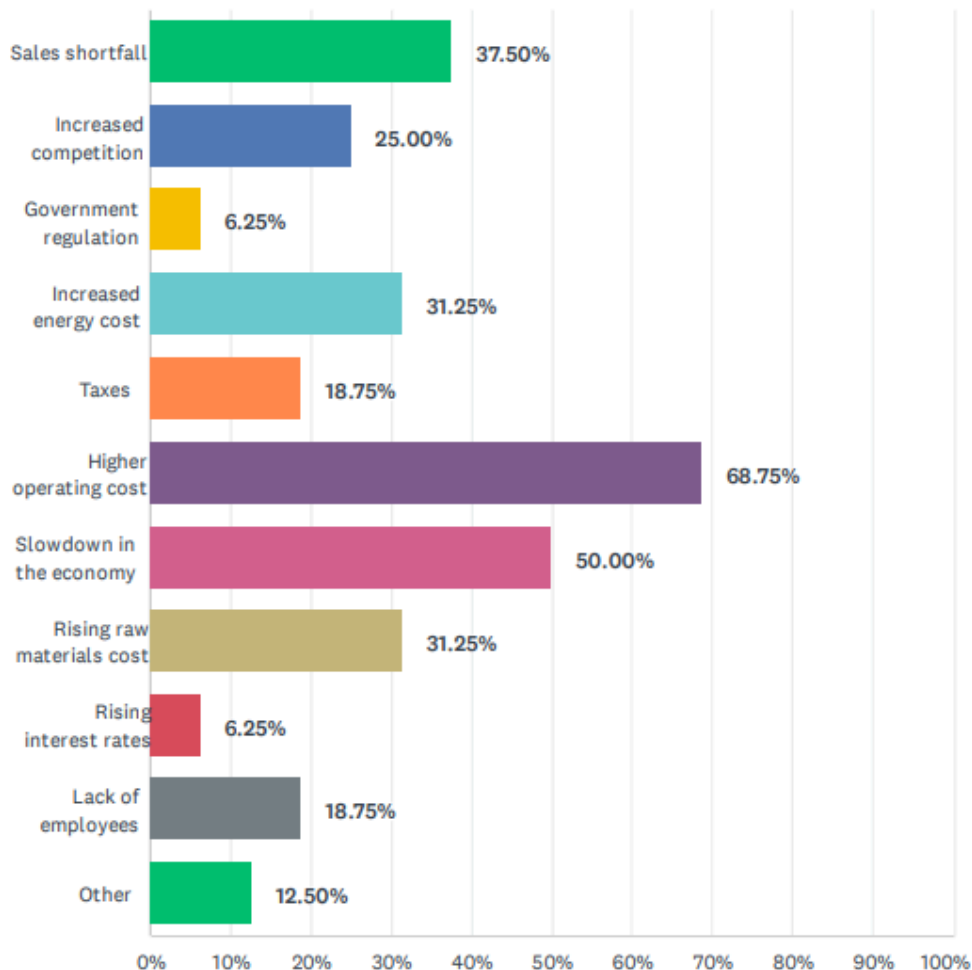
Q9 Your firm's profitability in 2024...

Answered: 39 Skipped: 13



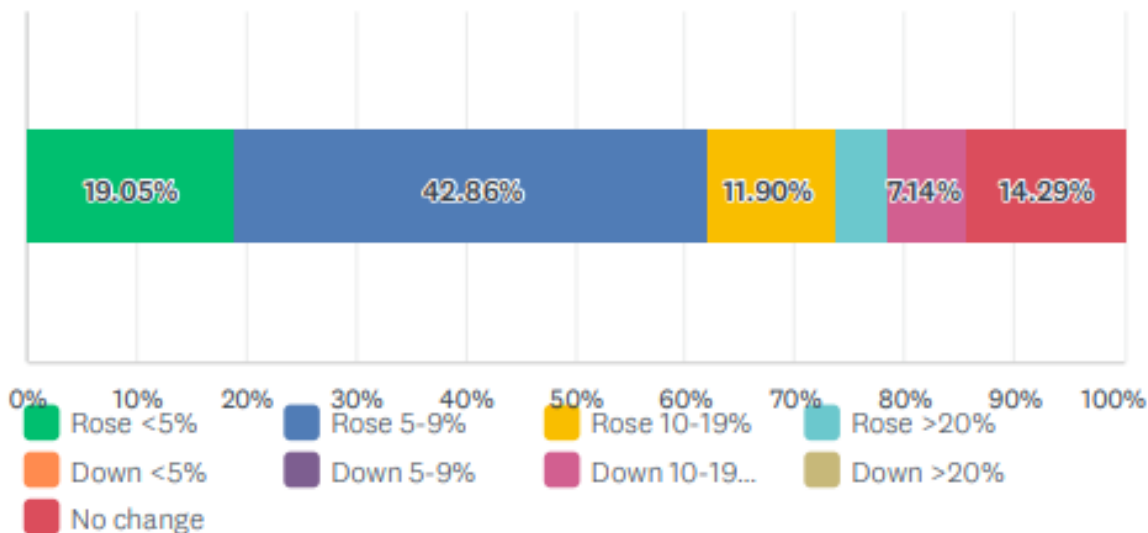
Q10 If 2024 profitability was below expectation, what would you attribute this to? (select all that apply)

Answered: 16 Skipped: 36



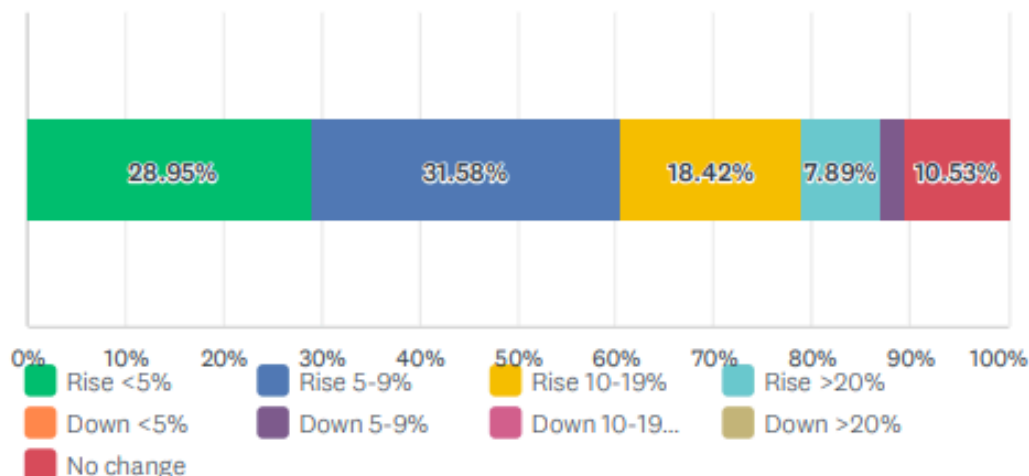
Q11 In 2024, total wages/salaries for your company...

Answered: 42 Skipped: 10



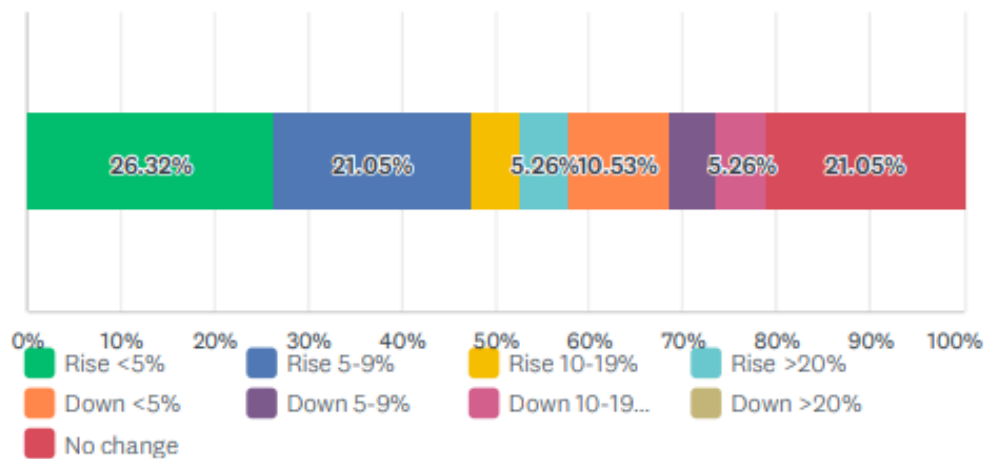
Q12 2025 FORECAST: Compared to the entire year of 2024, your firm's sales revenue for the entire year of 2025 is expected to...

Answered: 38 Skipped: 14



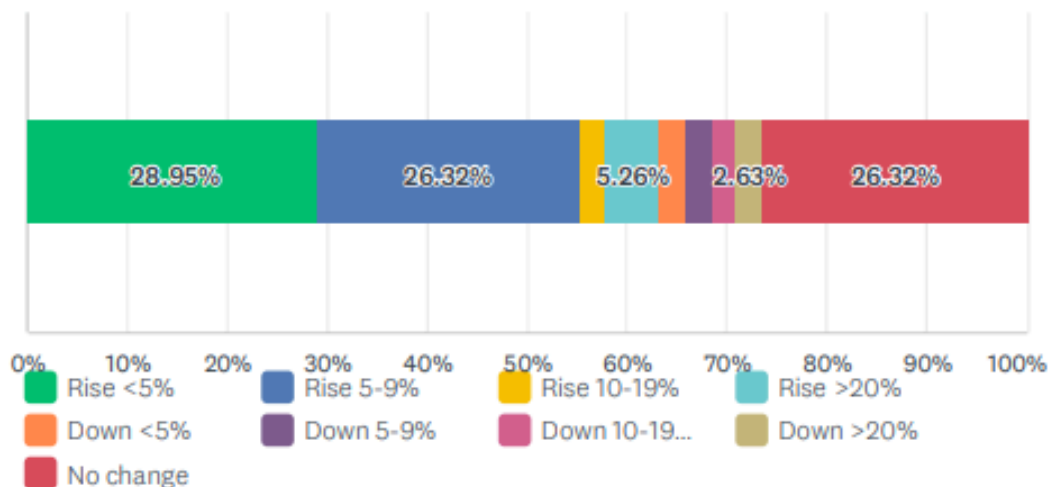
Q13 FIRST QUARTER FORECAST (compared to previous quarter): Compared to the fourth quarter of 2024, your firm's sales revenue in the first quarter of 2025 is expected to...

Answered: 38 Skipped: 14



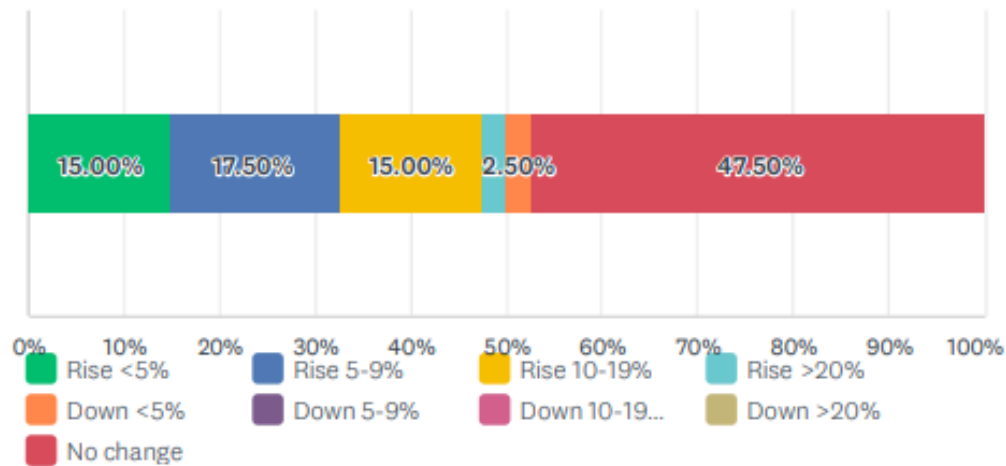
Q14 FIRST QUARTER FORECAST (compared to same quarter a year ago): Compared to the first quarter of 2024, your firm's sales revenue in the first quarter of 2025 is expected to...

Answered: 38 Skipped: 14



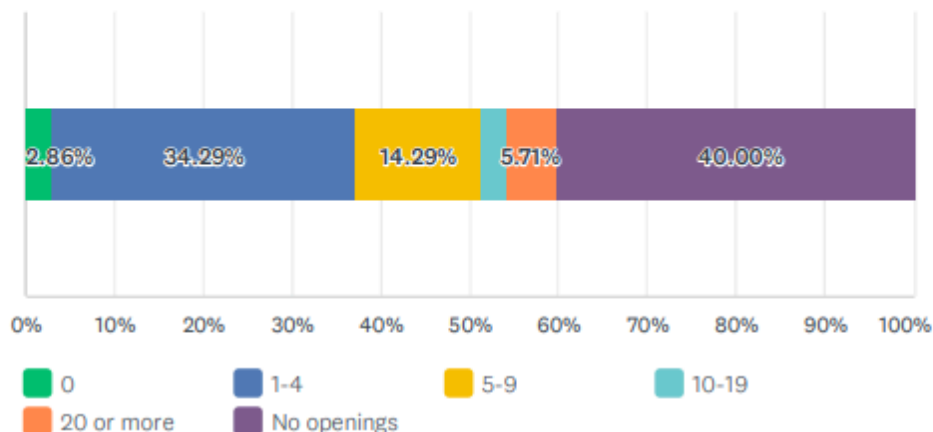
Q15 EMPLOYMENT LEVELS: Compared to 2024, employment levels in 2025 for your firm are expected to...

Answered: 40 Skipped: 12



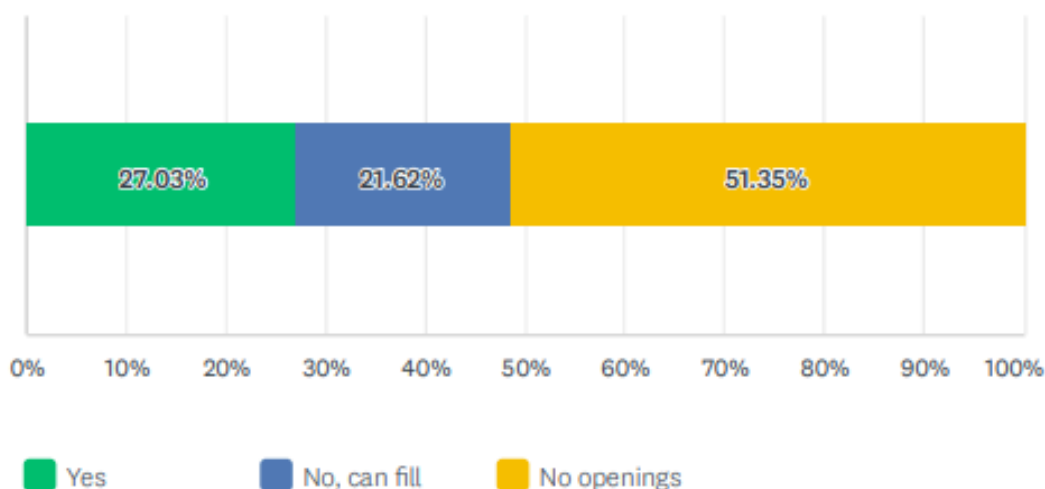
Q16 If you have filled or attempted to fill any job openings in the past three months, how many qualified applicants were there for the position(s)?

Answered: 35 Skipped: 17



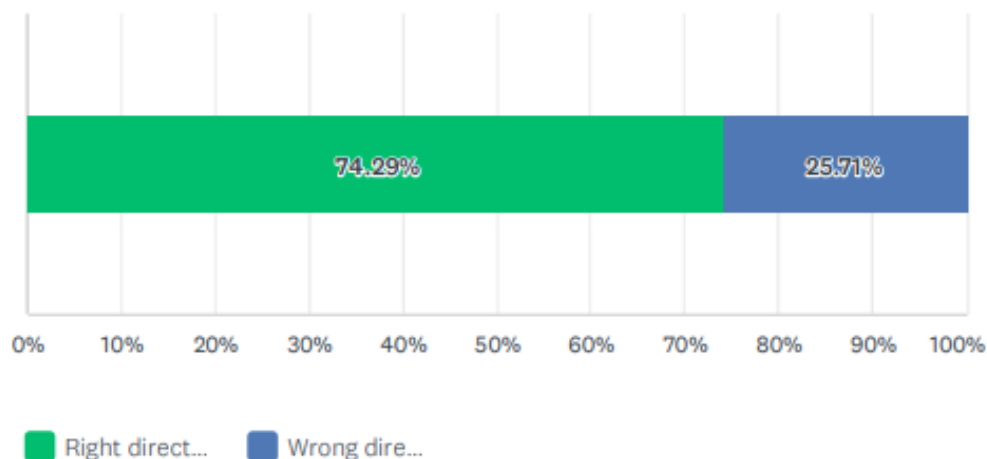
Q17 Do you currently have any job openings that you are unable to fill?

Answered: 37 Skipped: 15



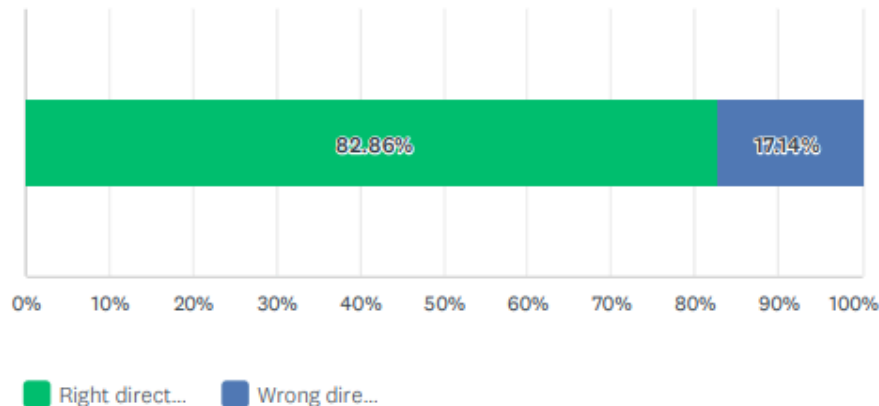
Q19 From a business climate perspective, the State of Wisconsin is heading in the...

Answered: 35 Skipped: 17



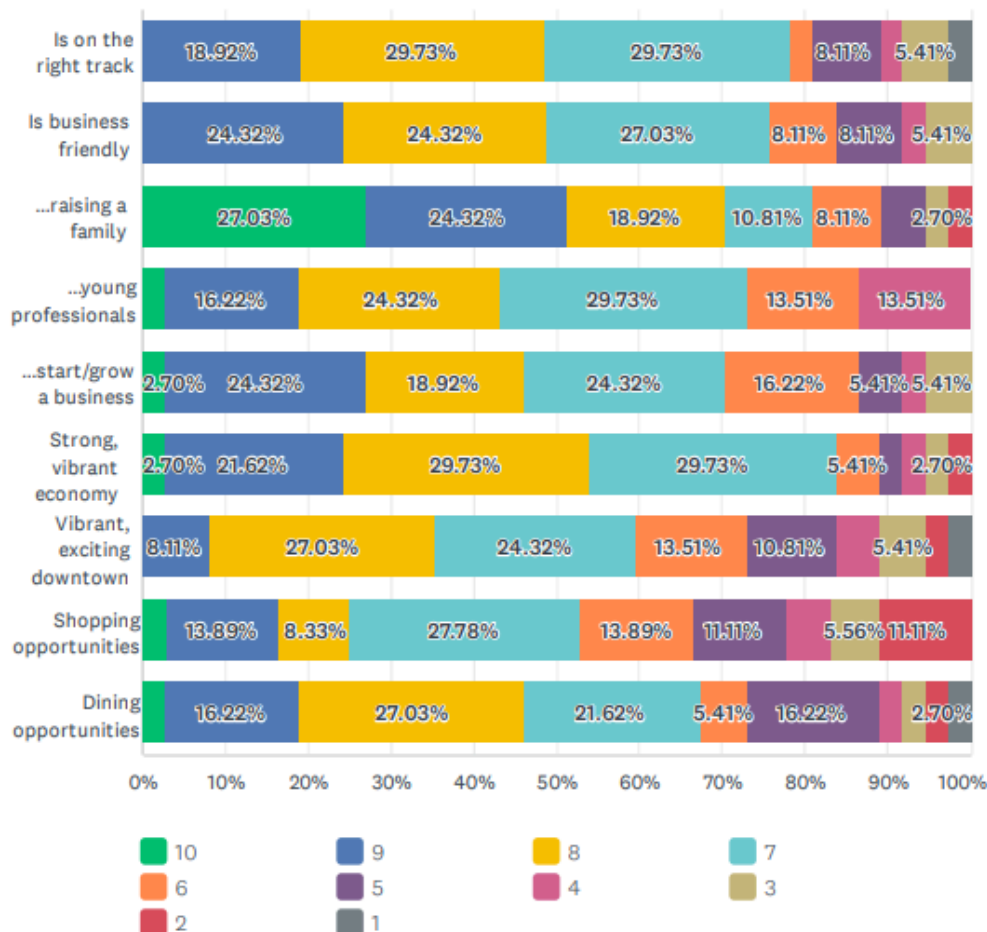
Q20 From a business climate perspective, the United States is heading in the...

Answered: 35 Skipped: 17



Q21 Oshkosh overall...(10 = strongly agree, 1 = strongly disagree)

Answered: 37 Skipped: 15



Q22 My community has excellent...(10 = strongly agree, 1 = strongly disagree)

Answered: 37 Skipped: 15

