

Wisconsin Survey Highlights

Economy	Prospects	Expansion
22% of CEOs thought the national economy had improved in the past year (vs. 29% nationally)	70% of CEOs expect to increase revenue in the year ahead (vs. 70% nationally)	44% of CEOs expect to increase investments in the year ahead (vs. 41% nationally)
7% of CEOs expect the economy to improve in the year ahead (vs. 14% nationally)	63% of CEOs expect rising profits in the year ahead (vs. 58% nationally)	55% of CEOs plan to expand their workforce in the next year (vs. 59% nationally)

National Economic Outlook by Industry

% of CEOs who expect the economy to improve in the year ahead (includes industries with at least 50 responses). Response count in parentheses.

Computer Systems Design and Related Services	18% (62)
Health Care	17% (65)
Construction	17% (251)
Other Services	16% (58)
Consulting Services	15% (62)
Other	13% (164)
Manufacturing	12% (320)
Wholesale Trade	11% (114)
Architectural, Engineering, and Related Services	10% (60)
Finance and Insurance	9% (89)

National Employment Outlook by Industry

% of CEOs who plan to expand their workforce in the next year (includes industries with at least 50 responses). Response count in parentheses.

Architectural, Engineering, and Related Services	82% (60)
Computer Systems Design and Related Services	79% (62)
Consulting Services	71% (62)
Other Services	64% (58)
Health Care	60% (65)
Construction	60% (251)
Other	57% (164)
Finance and Insurance	56% (89)
Manufacturing	53% (320)
Wholesale Trade	48% (114)

	Wisconsin	National
Compared with a year ago, have overall economic conditions in the United States improved, remained the same, or worsened?	Improved 22% (19)	29% (497)
	Remained about the same 61% (53)	54% (937)
	Worsened 16% (14)	16% (279)
	Don't know/No opinion 1% (1)	1% (16)
During the next 12 months, do you expect the overall economic conditions in the U.S. will be better, about the same, or worse than now?	Better 7% (6)	14% (234)
	About the same 56% (49)	54% (931)
	Worse 36% (31)	31% (542)
	Don't know/No opinion 1% (1)	1% (22)
Do you anticipate that your firm's sales revenues will increase, remain about the same, or decrease during the next 12 months?	Increase 70% (61)	70% (1,212)
	Remain the same 24% (21)	22% (386)
	Decrease 6% (5)	7% (125)
	Don't know/No opinion 0% (0)	0% (6)
Do you expect your firm's profitability to improve, remain about the same, or worsen during the next 12 months?	Improve 63% (55)	58% (1,002)
	Remain the same 23% (20)	31% (530)
	Worsen 14% (12)	11% (187)
	Don't know/No opinion 0% (0)	1% (10)
Are your firm's total fixed investment expenditures likely to increase, remain about the same, or decrease during the next 12 months?	Increase 44% (38)	41% (715)
	Remain the same 46% (40)	46% (795)
	Decrease 10% (9)	12% (200)
	Don't know/No opinion 0% (0)	1% (19)
Do you expect your firm's total number of employees will increase, remain about the same, or decrease during the next 12 months?	Increase 55% (48)	59% (1,021)
	Remain the same 40% (35)	35% (602)
	Decrease 5% (4)	5% (95)
	Don't know/No opinion 0% (0)	1% (11)
When do you plan to increase your firm's total number of employees over the next 12 months?	Q2 2019 15% (7)	31% (318)
	Q3 2019 21% (10)	17% (177)
	Q4 2019 2% (1)	5% (55)
	Q1 2020 0% (0)	2% (21)
	Steadily throughout the next 12 months. 63% (30)	44% (450)

	Wisconsin	National	
Which of the following is the most critical challenge your business is currently facing when it comes to managing talent?	Attracting qualified talent	49% (43)	47% (809)
	Retaining existing talent	9% (8)	6% (110)
	Training and development of employees	14% (12)	19% (323)
	Creating growth opportunities for employees	8% (7)	10% (168)
	Creating a strong culture that drives employee engagement	18% (16)	16% (281)
	Other	1% (1)	2% (31)
Over the past 12 months, how has your employee turnover rate changed?	Increased	29% (25)	19% (336)
	Remained the same	56% (49)	63% (1,080)
	Decreased	11% (10)	17% (293)
	Don't know/no opinion	3% (3)	1% (19)
What was your employee turnover rate for the past 12 months?	Less than 5%	33% (29)	40% (697)
	6-10%	31% (27)	29% (504)
	11-25%	22% (19)	19% (329)
	26-50%	9% (8)	6% (105)
	More than 50%	2% (2)	2% (38)
	I don't know	2% (2)	3% (52)
Do you expect prices for your product or service to increase, remain about the same, or decrease during the next 12 months?	Increase	56% (49)	51% (873)
	About the same	34% (30)	44% (762)
	Decrease	9% (8)	5% (80)
	Don't know/No opinion	0% (0)	1% (10)
Have you changed the way your business is structured or operates as a result of the tax law? For instance, h..	Yes	4% (3)	5% (80)
	No	96% (82)	95% (1,641)
Based on the new tax law passed last year, how has your tax bill changed?	Decreased >20%	5% (4)	4% (70)
	Decreased 10-20%	17% (14)	16% (255)
	Decreased <10%	26% (21)	23% (374)
	Remained the same	48% (39)	49% (794)
	Increased <10%	5% (4)	6% (97)
	Increased 10-20%	0% (0)	2% (28)
	Increased >20%	0% (0)	0% (8)
Which of the following best describes who is responsible for your financial management, including taxes and other financial reporting:	Myself	6% (5)	12% (215)
	An external consultant, CPA or financial advisor	22% (19)	29% (503)
	Our Chief Financial Officer or equivalent	64% (56)	46% (802)
	Accounting personnel that report to me	6% (5)	10% (166)
	Other	2% (2)	2% (41)
How are tariffs impacting your business?	Positively impact my business	2% (2)	4% (66)
	No impact on my business	45% (39)	59% (1,010)
	Negatively impact my business	53% (46)	38% (647)

Wisconsin

National

During your company's last fiscal year,
what was its total employment?

	Wisconsin	National
1-9 employees	7% (6)	9% (149)
10-19 employees	8% (7)	11% (195)
20-49 employees	13% (11)	22% (383)
50-99 employees	17% (15)	21% (358)
100-499 employees	33% (29)	29% (503)
500-999 employees	14% (12)	4% (76)
1000-4999 employees	5% (4)	3% (50)
5000-9999 employees	1% (1)	0% (7)
10000+ employees	2% (2)	0% (7)
None	0% (0)	0% (1)

During your company's last fiscal year,
what were its total revenues?

	Wisconsin	National
Less than 500k	1% (1)	2% (31)
500-999k	1% (1)	3% (49)
1-4 Million	9% (8)	16% (272)
5-9 Million	9% (8)	17% (288)
10-20 Million	21% (18)	19% (327)
21-49 Million	22% (19)	20% (348)
50-99 Million	16% (14)	11% (192)
100-249 Million	11% (10)	8% (141)
250-499 Million	5% (4)	3% (47)
500-999 Million	1% (1)	1% (17)
1+ Billion	3% (3)	1% (17)