

These are the final results for interviews conducted January 25-February 5, 2010 by the *St. Petersburg Times* Research Department; 141 telephone interviews, 50% completion rate, maximum sampling error is +/-4 percentage points.

1. Compared with 2009, do you think the economy will do better, do worse, or stay about the same in 2010?

<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	
48%	16%	11%	31%	53%	71%	87%	69%	70%	14%	Better
6%	47%	52%	13%	6%	3%	0%	1%	6%	49%	Worse
45%	36%	36%	55%	41%	26%	13%	30%	23%	37%	About the same
1%	1%	1%	1%	*	0%	0%	0%	1%	*	Not sure

(\* = less than 1%)

2. Compared with 2009, do you think **your own business** will do better, do worse, or stay about the same in 2010?

<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	
54%	34%	52%	69%	77%	82%	84%	75%	69%	63%	Better
10%	22%	17%	7%	3%	1%	1%	1%	5%	9%	Worse
35%	43%	30%	24%	20%	17%	15%	24%	25%	27%	About the same
1%	1%	1%	0%	0%	0%	0%	0%	1%	1%	Not sure

3. Do you expect your company's U.S. capital expenditures to increase, decrease or remain about the same in 2010?

<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	
29%	15%	34%	40%	59%	62%	53%	35%	Increase
19%	52%	24%	16%	7%	6%	6%	10%	Decrease
50%	33%	41%	43%	33%	32%	41%	54%	Remain the same
2%	*	1%	1%	1%	0%	0%	1%	Not sure

(\* = less than 1%)

4. What recent news concerns you as you consider business prospects in 2010? (multiple answers accepted)

2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	
26%	57%	33%	14%	9%	6%	4%	8%	14%	41%	Slow economy/economy slowing down
26%	24%	4%	9%	7%	7%	1%	3%	5%	*	Size of government/regulation
23%	50%	41%	4%	**	**	**	**	**	**	The slowdown of the housing market
21%	50%	17%	**	**	**	**	**	**	**	Tighter lending/credit crunch
19%	12%	4%	8%	3%	2%	1%	8%	7%	2%	Tax law changes
17%	25%	7%	19%	13%	11%	8%	9%	5%	0%	Increase in health insurance costs
16%	39%	11%	4%	2%	3%	2%	7%	13%	10%	Consumer debt/consumer confidence
16%	7%	4%	**	**	**	**	**	**	**	Unemployment
16%	1%	**	**	**	**	**	**	**	**	Healthcare
14%	41%	4%	3%	2%	3%	1%	5%	21%	6%	Downsizing, mergers, layoffs, etc.
11%	2%	**	**	4%	11%	4%	0%	0%	0%	Federal deficit
10%	16%	4%	19%	12%	24%	35%	15%	15%	0%	Terrorism
9%	19%	18%	45%	11%	**	**	**	**	**	Property insurance
9%	18%	23%	15%	26%	3%	2%	5%	6%	0%	Energy prices
9%	15%	8%	5%	1%	17%	6%	0%	0%	0%	Declining U.S. dollar
9%	**	**	**	**	**	**	**	**	**	Political turmoil/Washington gridlock
8%	35%	6%	4%	1%	2%	4%	8%	0%	22%	Stock market volatility
8%	26%	3%	13%	7%	8%	8%	2%	3%	0%	International unrest/world economy
7%	32%	1%	2%	2%	0%	4%	8%	5%	0%	Large business problems/bankruptcies
6%	17%	3%	5%	2%	3%	4%	3%	12%	0%	Status of tourism/travel
6%	13%	3%	15%	23%	17%	6%	5%	5%	12%	Interest rates changing
5%	11%	4%	24%	9%	30%	9%	77%	8%	0%	War abroad/prospect of war
2%	5%	**	**	**	**	**	**	**	**	Bank/insurance crisis
2%	**	**	**	**	**	**	**	**	**	Haiti earthquake
1%	**	**	**	**	**	**	**	**	**	Defense spending cuts
1%	**	**	**	**	**	**	**	**	**	Rapid rail
1%	**	**	**	**	**	**	**	**	**	State budget
**	4%	**	**	**	**	**	**	**	**	Government bailouts
**	2%	**	**	**	**	**	**	**	**	Foreclosures
**	**	8%	**	1%	**	7%	**	**	**	Elections
**	**	5%	**	**	**	**	**	**	**	Possible recession
**	**	3%	**	**	**	**	**	**	**	Sub-prime mortgage market
**	**	1%	2%	6%	8%	11%	2%	10%	1%	No news item causes great concern
**	**	**	31%	24%	**	**	**	**	**	Housing costs
**	**	**	**	4%	11%	**	**	**	**	Natural disasters/hurricanes
**	**	**	7%	**	**	**	**	**	**	Taxes
17%	11%	20%	18%	17%	28%	11%	14%	15%	14%	Other
**	1%	1%	3%	1%	1%	6%	0%	1%	3%	Don't know

\*\* = less than one-half of one percent or not mentioned.

Note: Some categories mentioned by only a few respondents over one or two years have been removed from this year's chart.

5. In your opinion, which one of these is the **single most** pressing problem facing the Tampa Bay business community?

<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	
44%	18%	**	**	**	**	**	**	**	**	Lack of jobs
11%	19%	3%	**	**	**	**	**	**	**	Tighter lending standards
9%	36%	30%	**	**	**	**	**	**	**	The housing market
4%	2%	5%	4%	8%	9%	12%	11%	10%	9%	Transportation
3%	3%	3%	4%	6%	11%	10%	9%	11%	10%	Attracting and developing technology businesses
2%	3%	6%	5%	12%	28%	33%	33%	20%	24%	Public education
1%	4%	15%	12%	**	**	**	**	**	**	Property Taxes
1%	3%	1%	0%	2%	2%	8%	19%	25%	0%	Status of air travel and tourism
1%	2%	9%	7%	15%	11%	7%	7%	7%	13%	Recruiting new employees
1%	**	9%	31%	6%	**	**	**	**	**	Insurance
**	**	6%	5%	17%	14%	10%	6%	9%	13%	Growth management
*	1%	4%	0%	2%	**	**	**	**	**	Energy prices
**	**	4%	2%	6%	7%	9%	9%	10%	13%	Lack of leadership
**	**	**	13%	16%	6%	**	**	**	**	Housing costs
**	**	**	0%	1%	2%	4%	0%	0%	0%	Work going overseas
*	**	**	**	**	**	**	**	**	**	Inflation / deflation
4%	3%	4%	5%	1%	2%	4%	3%	2%	9%	All equally important
19%	6%	3%	12%	9%	8%	3%	2%	4%	6%	Something else

\*less than one-half of one percent \*\*not asked in those years

6. In 2010, do you expect to increase or decrease the number of employees, or keep the total about as it is?

<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	
33%	17%	39%	56%	66%	70%	59%	50%	50%	51%	Increase
11%	25%	13%	5%	1%	2%	3%	4%	2%	8%	Decrease
56%	54%	46%	38%	32%	28%	37%	45%	47%	41%	Keep as is
*	4%	2%	1%	1%	0%	1%	1%	1%	1%	Not sure

\*less than one-half of one percent

7. Which **ONE** of these factors do you expect to have the **MOST** drag on your business's financial performance in 2010:

2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	
49%	63%	51%	15%	13%	18%	16%	38%	34%	0%	Economy
13%	5%	9%	10%	17%	22%	25%	9%	10%	9%	Government regulations
10%	10%	7%	5%	8%	3%	3%	7%	7%	25%	Softening demand for products
7%	14%	7%	**	**	**	**	**	**	**	Tighter lending standards
5%	4%	4%	8%	17%	26%	27%	20%	13%	9%	Healthcare costs
4%	1%	8%	22%	24%	17%	14%	7%	8%	28%	Finding employees with the right skills
1%	1%	5%	5%	**	**	**	**	**	**	Property taxes
*	1%	4%	5%	4%	**	**	**	**	**	Energy costs
*	*	3%	18%	**	**	**	**	**	**	Property insurance
**	**	**	4%	3%	6%	4%	5%	13%	0%	State of tourism and travel
**	**	**	0%	2%	2%	6%	11%	7%	17%	The stock market's uncertain performance
11%	*	2%	7%	11%	4%	4%	2%	3%	4%	Other
*	*	1%	0%	0%	0%	0%	0%	0%	0%	None
*	1%	0%	1%	1%	2%	1%	1%	1%	1%	Don't know

(\*\* not asked in those years) (\* = less than 1%)

8. How much trouble does your company have finding workers in the Tampa Bay area with sufficient skills: a lot, some, only a little or none?

2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	
8%	7%	17%	31%	24%	20%	15%	12%	19%	29%	A lot
27%	29%	39%	37%	48%	43%	38%	39%	36%	45%	Some
30%	28%	22%	21%	18%	19%	28%	28%	25%	19%	Only a little
35%	34%	22%	10%	10%	17%	19%	20%	20%	7%	None
0%	2%	0%	1%	0%	1%	0%	1%	0%	0%	Don't know

9. Which of these steps does your business plan to take to cut costs in 2010? (multiple responses accepted)

2010	2009	2008	2007	2006	2005	2004	2003	
33%	62%	34%	18%	10%	15%	38%	41%	Cut back or freeze new hiring
33%	47%	15%	7%	3%	8%	16%	20%	Freeze or reduce pay
32%	64%	37%	19%	11%	16%	29%	42%	Reduce staff travel
31%	28%	26%	34%	36%	34%	47%	21%	Reduce health plan benefits or increase co-pays*
23%	21%	24%	***	***	***	***	***	Outsource work
13%	15%	6%	5%	2%	6%	10%	6%	Reduce per diem for expenses
13%	13%	6%	14%	2%	***	***	***	Cut back on insurance coverage
12%	32%	9%	14%	3%	10%	23%	28%	Lay off employees
9%	4%	6%	4%	5%	**	5%	15%	General belt tightening and budget cuts
3%	3%	7%	2%	3%	***	***	***	Increase efficiency/productivity/process improvement
2%	1%	3%	***	***	***	***	***	Reduce locations/Move to new space
**	4%	3%	***	***	***	***	***	Reduce advertising/marketing expenses
**	2%	***	***	***	***	***	***	Reduce hours
9%	19%	10%	3%	8%	16%	8%	10%	Other (less than 3 mentions)
13%	5%	17%	35%	41%	39%	23%	22%	None

\*The wording 'or increase co-pays' was not used in 2003. \*\*Less than 3 mentions. \*\*\*Not mentioned.

10. By what percent are health care premiums paid by your employees rising in 2010?

<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	
25%	25%	30%	28%	26%	25%	23%	27%	0%
18%	20%	26%	17%	16%	13%	12%	12%	1 to 9%
18%	18%	10%	17%	19%	26%	22%	21%	10 to 19%
6%	3%	5%	3%	5%	8%	9%	11%	20 to 29%
2%	1%	0%	3%	2%	1%	1%	8%	30 to 39%
0%	0%	0%	1%	0%	1%	1%	1%	40 to 49%
3%	1%	0%	2%	1%	1%	0%	1%	50 to 59%
0%	1%	0%	1%	0%	1%	0%	0%	60 to 69%
0%	1%	1%	0%	0%	1%	0%	0%	70 to 79%
1%	3%	0%	2%	2%	0%	0%	2%	80% or more
27%	27%	28%	28%	29%	23%	32%	17%	Don't know/no answer

\*Not used as a response in these years

11. Overall, what percent will your company's health care costs rise in 2010?

<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	
8%	13%	11%	3%	6%	4%	3%	3%	0%
17%	16%	27%	19%	16%	11%	10%	9%	1 to 9%
32%	27%	24%	27%	34%	41%	29%	29%	10 to 19%
6%	7%	6%	11%	8%	12%	19%	21%	20 to 29%
2%	2%	1%	2%	3%	3%	4%	10%	30 to 39%
0%	0%	1%	1%	1%	1%	2%	4%	40 to 49%
1%	0%	0%	0%	0%	0%	1%	0%	50 to 59%
1%	0%	0%	0%	0%	1%	0%	0%	60 to 69%
0%	0%	0%	0%	0%	0%	0%	0%	70 to 79%
1%	0%	0%	1%	0%	0%	0%	1%	80% or more
32%	35%	30%	37%	32%	27%	32%	23%	Don't know/no answer

12. In 2010, do you expect your average employee's wages to increase, decrease, or stay the same?

<b>2010</b>	<b>2009</b>	
47%	34%	Increase
1%	5%	Decrease
51%	58%	Stay about the same
1%	3%	Not sure/no opinion

12a. By what percent will the average employee's wage at your company increase overall? (among the 47% who say wages will increase, N=66)

<b>2010</b>	
1%	Up 1 to 1.9%
26%	Up 2 to 2.9%
29%	Up 3 to 3.9%
11%	Up 4 to 4.9%
9%	Up 5 to 5.9%
6%	Up 6 to 6.9%
0%	Up 7 to 7.9%
1%	Up 8 to 8.9%
0%	Up 9 to 9.9%
9%	Up 10% or more
8%	Don't know/no answer

12b. By what percent will the average employee's wage at your company decrease overall?

<b>2010</b>	<b>Among the 3 respondents saying wages will decrease:</b>
1 mention (33%)	-2%
1 mention (33%)	-10%
1 mention (33%)	-20%

13. In 2010, do you think Tampa Bay housing prices will rise, fall, or stay about the same?

<b>2010</b>	
20%	Rise
21%	Fall
58%	Stay about the same
1%	Not sure/no opinion

14. Will Tampa Bay housing prices rise by more than 10 percent or less than 10 percent? (among the 28 who say housing prices will go up)

<b>2010</b>	
11%	More than 10 percent
89%	Less than 10 percent
*	Don't know/no answer

\*less than one-half of one percent

15. Will Tampa Bay housing prices go down by more than 10 percent or less than 10 percent? (among the 29 who say housing prices will go down)

<b>2010</b>	
21%	More than 10 percent
79%	Less than 10 percent
*	Don't know/no answer

\*less than one-half of one percent

**Composite of Q13, 14 & 15. Housing price prediction**

<b>2010</b>	
2%	Housing price up greater than 10%
18%	Housing prices up less than 10%
58%	No change in housing prices
16%	Housing prices down less than 10%
4%	Housing prices down greater than 10%
2%	Not sure

16. Is Florida's business climate becoming more competitive or less competitive than other states in the country?

<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	
33%	30%	35%	53%	59%	63%	More competitive
43%	42%	50%	33%	13%	16%	Less competitive
17%	24%	13%	9%	19%	10%	About the same
7%	4%	2%	5%	9%	11%	Don't know

17. Who do you see emerging as the area's top business leaders? **(RESULTS TO COME)**

18. What should be the number economic priority for Governor Charlie Christ? (multiple answers accepted)

<b>2010</b>	<b>2009</b>	
46%	18%	create jobs
15%	4%	attract new businesses
12%	15%	fix property taxes & insurance
11%	19%	balance budget/control spending
6%	10%	economic stimulus/improve economy
6%	9%	improve education
3%	**	attract tourism
2%	4%	enhance infrastructure/transportation
*	8%	fix housing crisis, foreclosures
1%	2%	loosen credit markets
1%	**	small business assistance
1%	**	reduce business taxes
1%	**	focus less on campaigning

1%	**	leave office
1%	**	defeat hometown democracy
*	4%	reduce tax burden, fix tax structure
*	2%	healthcare
4%	8%	other (fewer than 2 mentions)
3%	6%	don't know/no answer

\* less than 2 mentions    \*\* not mentioned

19. After three years in office, what letter grade would you give Governor Charlie Crist?

<u>2010</u>	<u>2009</u>	<u>2008</u>	
5%	7%	6%	A
29%	57%	55%	B
42%	27%	31%	C
18%	5%	6%	D
3%	2%	1%	F
3%	2%	1%	Don't know

20. Why did you give Governor Crist that grade? (multiple answers accepted)

**Of the 48 respondents who gave Governor Crist a grade of an A or a B:**

<u>2010</u>	
13%	Keeping things afloat in hard times
10%	Addressing high taxes/insurance
10%	Too focused on Senate aspirations
8%	Good job overall/keeping promises
8%	Fiscally responsible
6%	Addresses important issues
6%	Promotes business/doesn't overregulate
6%	Pragmatic, positive, reaches out
6%	Not focusing on important issues
4%	Dealing with economic issues
4%	Promotes energy conservation, environment
4%	Inaction/not proactive/little follow through
4%	No strong accomplishments, lack of leadership
2%	Promotes education
2%	Stymied by legislature
2%	Walks middle road, avoids extremes
2%	Popular, has rapport
2%	Conservative
2%	Not addressing unemployment
2%	Minimal response to economic problems
2%	Some good, some bad
2%	Not addressing education
2%	Not focusing on economy

2%	Other
2%	Not sure/No answer

**Of the 59 respondents who gave Governor Crist a grade of C:**

<b>2010</b>	
15%	Inaction/not proactive/little follow through
14%	Too focused on Senate aspirations
12%	Average/fair job
12%	Not addressing taxes, insurance
12%	No strong accomplishments, lack of leadership
10%	Populist, tries to please everyone
10%	Not focusing on important issues
5%	Some good, some bad
5%	Not focusing on economy
5%	High deficit/budget not balanced
3%	Not addressing unemployment
3%	Not addressing education
3%	Not attracting new businesses, residents
2%	Addresses important issues
2%	Promotes education
2%	Good job overall/keeping promises
2%	Promotes transportation/high speed rail
2%	Popular, has rapport
2%	Keeping things afloat in hard times
2%	Minimal response to economic problems
2%	Helps advance bipartisanship
8%	Not sure/No answer

**Of the 30 respondents who gave Governor Crist a grade of D or F:**

<b>2010</b>	
40%	No strong accomplishments, lack of leadership
20%	Too focused on Senate aspirations
17%	Not focusing on important issues
10%	Not addressing taxes, insurance
10%	High deficit/budget not balanced
7%	Inaction/not proactive/little follow through
3%	Populist, tries to hard to please everyone
3%	Not addressing education
3%	Other
7%	Not sure/No answer

21. Who do you support to become Florida's next governor in the November election?

<b>2010</b>	
1%	Paula Dockery
18%	Bill McCollum
39%	Alex Sink
1%	Or someone else (specify)
36%	Not sure
5%	Refused

22. Who do you support in the U.S. Senate race to represent Florida in the November election?

<b>2010</b>	
18%	Charlie Christ
32%	Marco Rubio
5%	Kendrick Meek
*	Maurice Ferre
1%	Or someone else (specify)
40%	Not sure
4%	Refused

\*less than one-half of one percent

23. What is the single most pressing issue for President Obama?

<b>2010</b>	<b>2009</b>	
80%	86%	The economy
3%	4%	War in Iraq/Afghanistan
3%	1%	Healthcare
1%	7%	Terrorism
1%		Immigration
3%	--	Unemployment
1%	--	Rising deficit
8%	2%	Other

24. What is the most pressing economic issue the country faces?

<b>2010</b>	<b>2009</b>	
45%	25%	Rising unemployment
26%	9%	Rising deficit/debt
6%	36%	Credit crunch
6%	22%	Housing market
*	1%	Struggling auto industry
16%	6%	Other
1%	1%	Don't know

\*less than one-half of one percent

25. As of late last year, the Tampa Bay unemployment rate was above 12%. What do you think the unemployment rate will be at the end of 2010?

<b>2010</b>	
10%	9% to 9.9%
23%	10% to 10.9%
19%	11% to 11.9%
29%	12% to 12.9%
9%	13 to 13.9%
3%	14% or more
7%	Don't know/No answer

26. As of January 1, 2010 the Dow was 10,431. What do you think it will be at a year from now?

<b>2010</b>	
0%	Below 7,000
2%	7,000-8,999
54%	9,000-10,999
36%	11,000-12,999
0%	Higher than 13,000
8%	Don't know

\*less than one-half of one percent

27. What letter grade would you give the federal government in handling the economic crisis?

<b>2010</b>	<b>2009</b>	
3%	1%	A
24%	13%	B
34%	33%	C
28%	29%	D
10%	22%	F
1%	2%	Don't know

28. If you could do one thing to improve the Tampa Bay area what would it be? (multiple answers accepted)

<b>2010</b>	
27%	Improve transportation, mass transit
15%	Create jobs/lower unemployment
12%	Improve education
11%	Attract new business/diversify industries
8%	Work together as a region, more collaboration
4%	Stimulate economy

4%	Tax reform
3%	Attract more high tech firms
3%	Improve infrastructure
3%	Encourage entrepreneurship, new ideas
1%	Insurance reform
9%	Other
9%	No answer/Don't know