



*The Nicolet Bank Business Pulse*®  
Q1 2010

**New North Questions**

On a scale from 1 to 10 with 1 being Significantly Worse, 5 being Slightly Worse, 6 being Slightly Better and 10 being Significantly Better, how would you rate the New North Region (Northeastern Wisconsin) compared to other regions in the U. S. on each of the following factors?

	Significantly Worse				Slightly Worse	Slightly Better			Significantly Better		Mean
	1	2	3	4	5	6	7	8	9	10	
<b>Economic Growth</b>	1%	2%	6%	7%	26%	39%	17%	2%	0%	0%	5.50%
<b>Cost of Doing Business</b>	1	2	12	27	16	12	19	6	2	3	5.29
<b>Legal Climate</b>	1	2	14	17	27	22	12	4	1	0	5.05
<b>K-12 Educational System</b>	1	0	0	3	14	11	35	21	13	2	6.95
<b>Post Secondary Educational System</b>	0	0	0	7	19	11	30	23	10	0	6.74
<b>Governmental Performance</b>	4	14	16	20	23	14	6	3	0	0	4.26
<b>General Business Climate (New Business Investment in Region, etc.)</b>	2	3	9	17	25	28	13	2	1	0	5.09
<b>Overall Quality of Life</b>	0	0	0	5	3	15	21	23	29	4	7.57

**If you were choosing among alternative locations for expansion and investment in your business today, which ONE of the following would be the MOST IMPORTANT to you in making your decision?**

- 42% Proximity to Customers.
- 21 Access to Critical Personnel Talent
- 14 Personal Quality of Life (weather, cultural resources, proximity to family, etc.)
- 10 Access to Affordable. Available Credit
- 8 Available Infrastructure
- 5 Other

**On a scale of 1 to 10 with 1 being Not at all Important and 10 being Extremely Important how Important is INNOVATION to the future of you company’s overall economic performance?**

	<i>Not at all Important</i>										<i>Extremely Important</i>		
	1	2	3	4	5	6	7	8	9	10	Mean		
Innovation	1%	1%	6%	2%	7%	9%	21%	19%	24%	10%	<b>7.28%</b>		

Once your company has internally made a decision that you want to move forward with some innovative solution or new technology, how likely are you to use each of the following as the NEXT STEP you would take in order to bring this innovation to fruition

	Not Likely	Somewhat Likely	Moderately Likely	Very Likely
Seek guidance from academic resources in the New North Region	73%	18%	8%	1%
Hire specialized consultants to move the project forward	25	40	21	14
Seek guidance from peer networks	11	25	34	30
Seek guidance from academic resources from outside of the New North Region	76	17	2	5
Hire third party brokers to find and qualify possible vendors	73	21	6	<1
Have someone in your firm find and qualify possible vendors	6	25	31	38
Other	19	0	36	45

#### *How the Survey is Conducted*

*The Nicolet Bank Business Pulse*® is a Quarterly Study of CEOs and business leaders in the New North Wisconsin (Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Oconto, Outagamie, Shawano, Winnebago Counties) and Menominee, Michigan. It is designed and implemented by IntellectualMarketing, LLC. The survey, conducted May 14 to 25, 2010, was completed by 137 CEOs in the New North. Participants include: 29% in manufacturing; 26% in services; 19% retail trade; 5% wholesale trade; 6% finance, real estate, insurance; 6% in transportation, communications, utilities; 6% in construction; 5% in other industries. 19% have fewer than 6 employees; 34% have 6-25; 10% have 26-50; 13% 51-100; 13% 101-250; 4% 251-500; 2% 501-1,000; 5% have 1,001 or more.

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