



**Association for
Financial Professionals**

AFP Annual Conference Survey: Rebound in Economic Activity? Survey Results

Thank you for participating in our survey on October 5th. The survey generated responses from 982 attendees to the AFP Annual Conference. To learn more, go to www.AFPonline.org.

1. Do you believe the recession in the U.S. has ended or is about to end?

11%--Yes, I believe the recession has ended

20%--No, I do not think the recession has ended, but it will by the end of 2009

69%--No, I do not think the recession will end until 2010

2. Given current business conditions (and expectations for the near-term), is your organization more likely to increase or decrease the number of employees on its payroll over the next six months?

22%--Employment at my organization will decrease over the next six months

64%--Employment at my organization should remain stable over the next six months

14%--Employment at my organization will increase over the next six months

3. Given current business conditions (and expectations for the near-term), is your organization more likely to increase or decrease capital spending over the next six months?

21%--Capital spending will decrease over the next six months

58%--Capital spending should remain stable over the next six months

21%--Capital spending will increase over the next six months

4. The Federal Open Market Committee (FOMC) set the fed funds target rate at between zero and 0.25 percent in mid-December 2008. When do you anticipate the FOMC will vote to raise the fed funds target rate?

4%--Before the end of 2009

47%--During the first half of 2010

49%--During the latter half of 2010

5. Relative to six months ago, please rate your organization's access to capital in terms of bank lending, equity markets and debt markets?

	Improved access	Access has not changed	Deteriorated access
Bank lending	22%	59%	19%
Equity markets	22	62	16
Debt markets	31	50	19

6. What do you see as the **greatest** potential risk to your organization in 2010?

30% --Failure of consumer demand to materialize	28% --Possible double dip recession	12% --Loss of access to capital
9% --Rising healthcare costs	9% --U.S. dollar depreciation	5% --Rising interest rates
4% --Rising energy prices	3% --Competition from abroad	