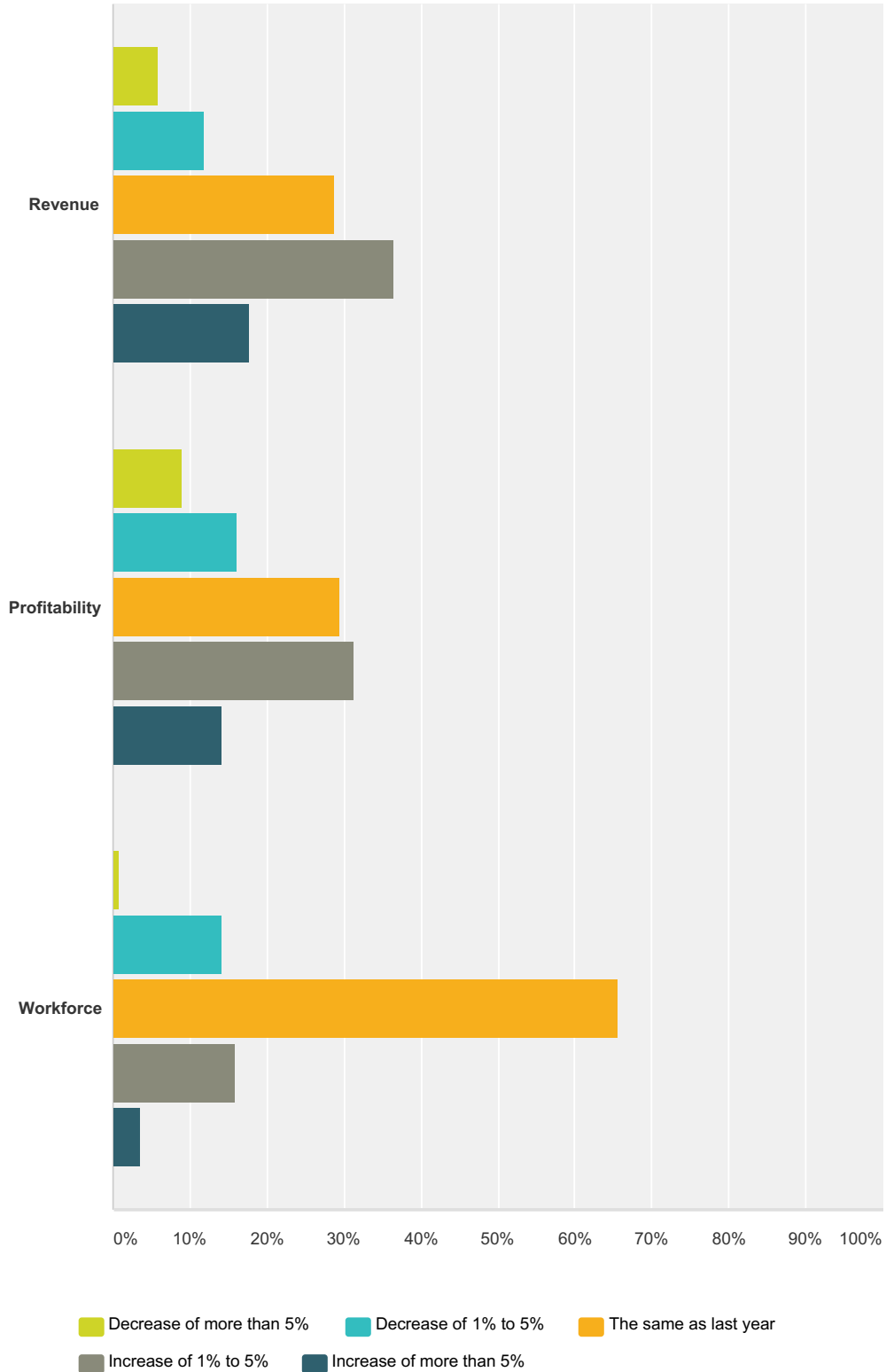


Q1 With regard to your business, what do you expect over the next 12 months in the following areas?

Answered: 118 Skipped: 0

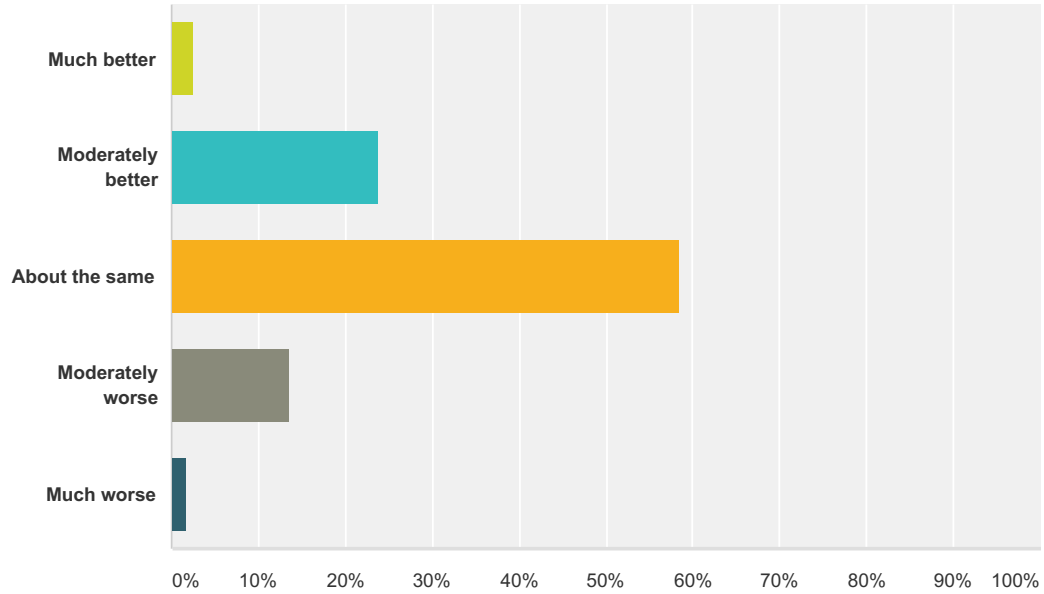


CohnReznick Spring 2016 (2)

	Decrease of more than 5%	Decrease of 1% to 5%	The same as last year	Increase of 1% to 5%	Increase of more than 5%	Total Respondents
Revenue	5.93% 7	11.86% 14	28.81% 34	36.44% 43	17.80% 21	118
Profitability	8.93% 10	16.07% 18	29.46% 33	31.25% 35	14.29% 16	112
Workforce	0.88% 1	14.16% 16	65.49% 74	15.93% 18	3.54% 4	113

Q2 Compared to 12 months ago, how would you characterize New Jersey's economy today?

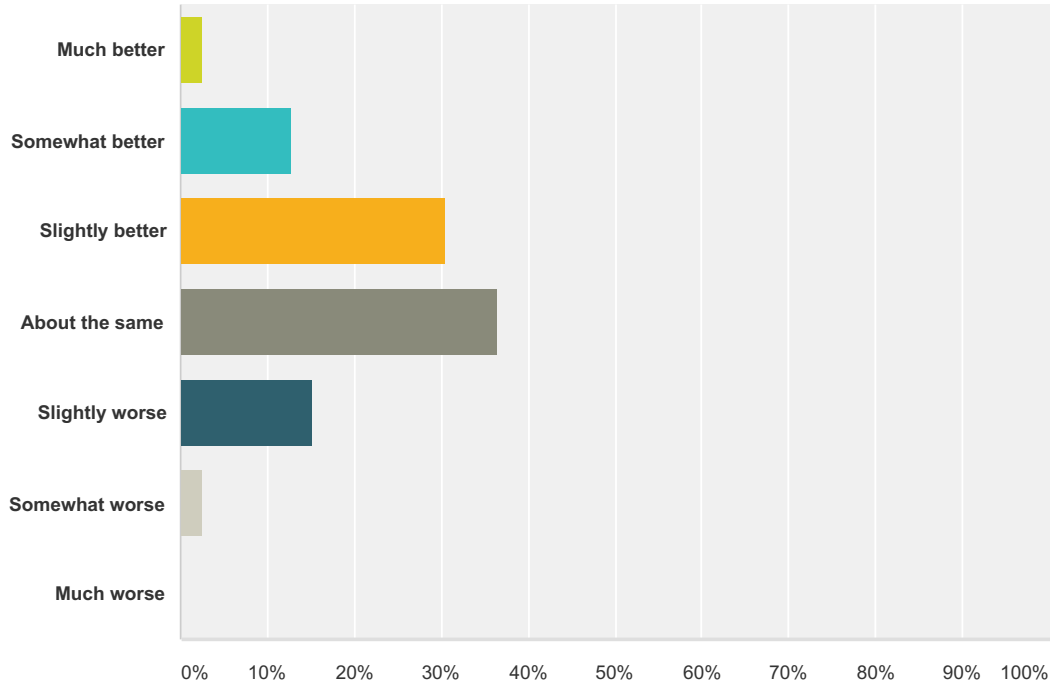
Answered: 118 Skipped: 0



Answer Choices	Responses
Much better	2.54% 3
Moderately better	23.73% 28
About the same	58.47% 69
Moderately worse	13.56% 16
Much worse	1.69% 2
Total	118

Q3 Compared to the spring of 2016, how do you expect New Jersey's economy to be in the spring of 2017?

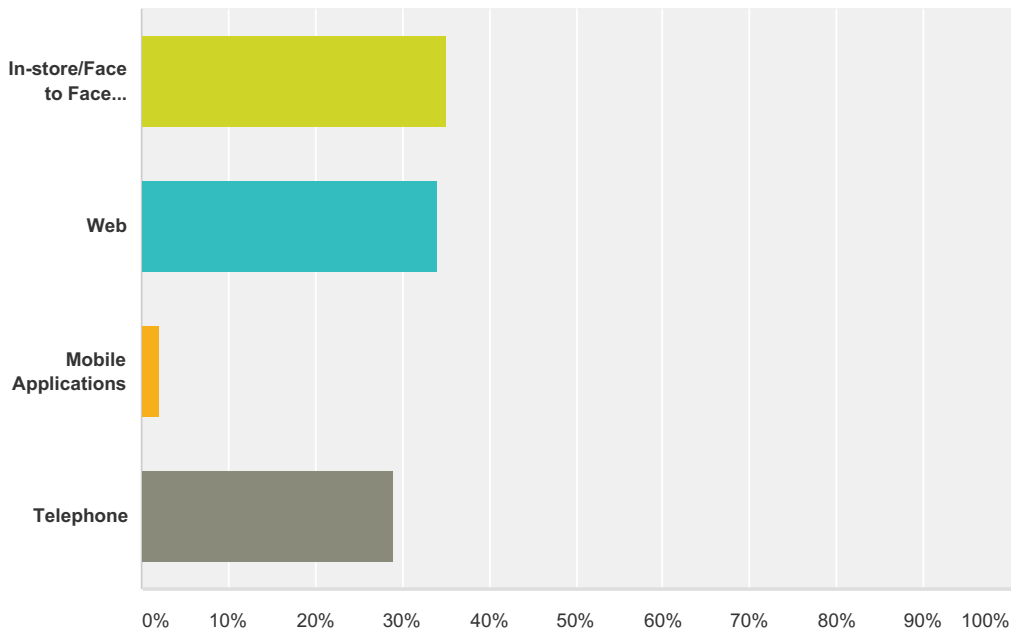
Answered: 118 Skipped: 0



Answer Choices	Responses
Much better	2.54% 3
Somewhat better	12.71% 15
Slightly better	30.51% 36
About the same	36.44% 43
Slightly worse	15.25% 18
Somewhat worse	2.54% 3
Much worse	0.00% 0
Total	118

Q4 What is a new customers' or partners' typical first contact with your company?

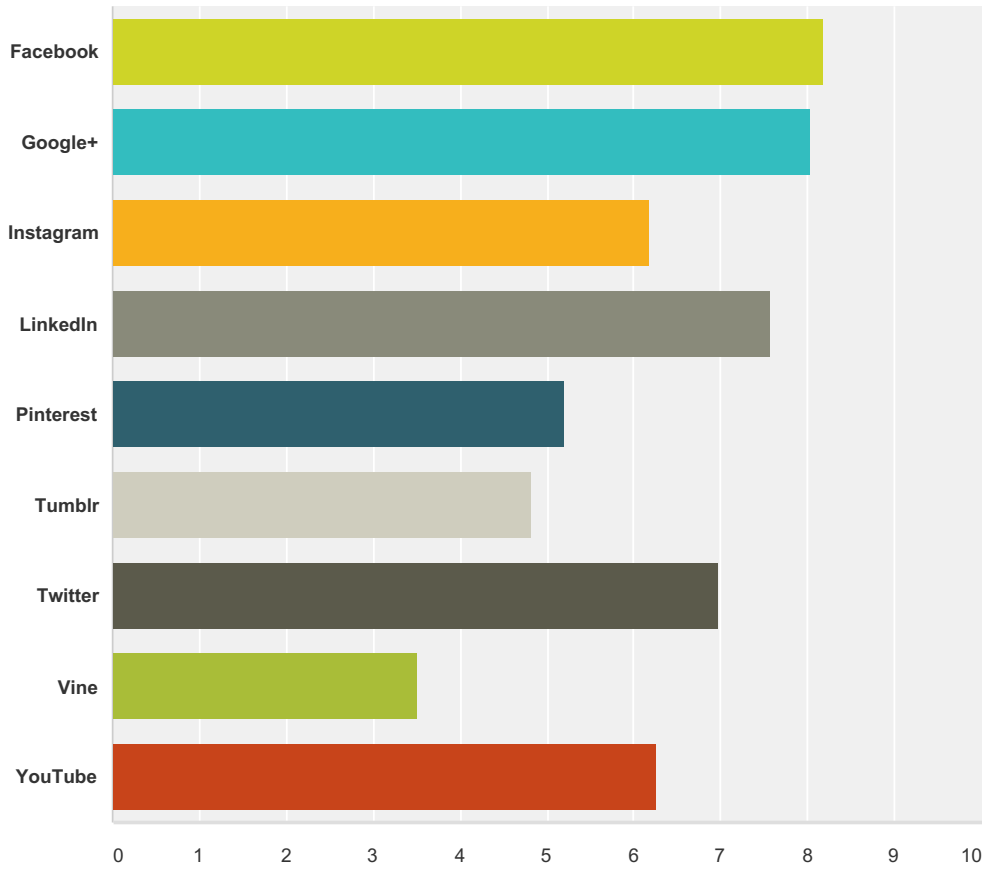
Answered: 100 Skipped: 18



Answer Choices	Responses
In-store/Face to Face Interaction	35.00% 35
Web	34.00% 34
Mobile Applications	2.00% 2
Telephone	29.00% 29
Total	100

Q5 Rank each of these social media platforms from top to bottom based on how frequently your company uses them as a promotional tool. If your company does not use a platform, check the N/A box on the right.

Answered: 100 Skipped: 18



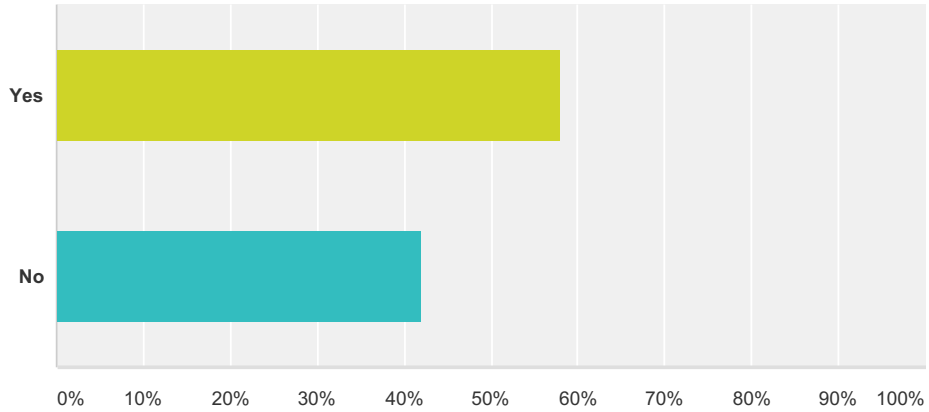
	1	2	3	4	5	6	7	8	9	N/A	Total	Score
Facebook	31.00% 31	14.00% 14	7.00% 7	2.00% 2	1.00% 1	0.00% 0	0.00% 0	0.00% 0	1.00% 1	44.00% 44	100	8.18
Google+	15.00% 15	12.00% 12	6.00% 6	1.00% 1	0.00% 0	0.00% 0	0.00% 0	1.00% 1	0.00% 0	65.00% 65	100	8.03
Instagram	1.00% 1	3.00% 3	8.00% 8	3.00% 3	5.00% 5	2.00% 2	0.00% 0	1.00% 1	0.00% 0	77.00% 77	100	6.17
LinkedIn	25.00% 25	19.00% 19	12.00% 12	9.00% 9	4.00% 4	2.00% 2	1.00% 1	0.00% 0	0.00% 0	28.00% 28	100	7.58
Pinterest	2.00% 2	1.00% 1	0.00% 0	2.00% 2	4.00% 4	3.00% 3	2.00% 2	1.00% 1	0.00% 0	85.00% 85	100	5.20
Tumblr	0.00% 0	1.00% 1	2.00% 2	2.00% 2	0.00% 0	2.00% 2	3.00% 3	1.00% 1	0.00% 0	89.00% 89	100	4.82

CohnReznick Spring 2016 (2)

Twitter	8.00% 8	11.00% 11	11.00% 11	9.00% 9	5.00% 5	3.00% 3	0.00% 0	0.00% 0	0.00% 0	53.00% 53	100	6.98
Vine	0.00% 0	0.00% 0	0.00% 0	2.00% 2	1.00% 1	0.00% 0	0.00% 0	1.00% 1	2.00% 2	94.00% 94	100	3.50
YouTube	2.00% 2	4.00% 4	13.00% 13	10.00% 10	5.00% 5	1.00% 1	2.00% 2	1.00% 1	0.00% 0	62.00% 62	100	6.26

Q6 Our company provides customers seamless mobile and physical points of access to our business:

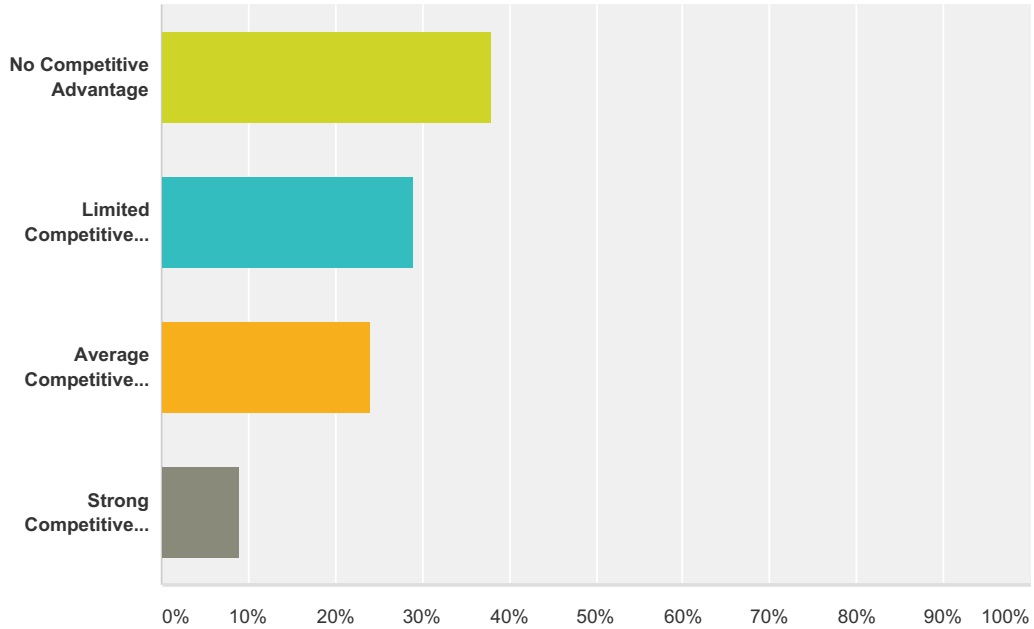
Answered: 100 Skipped: 18



Answer Choices	Responses
Yes	58.00% 58
No	42.00% 42
Total	100

Q7 How would you characterize the competitive advantage your company has by its use of digital tools and web/mobile applications?

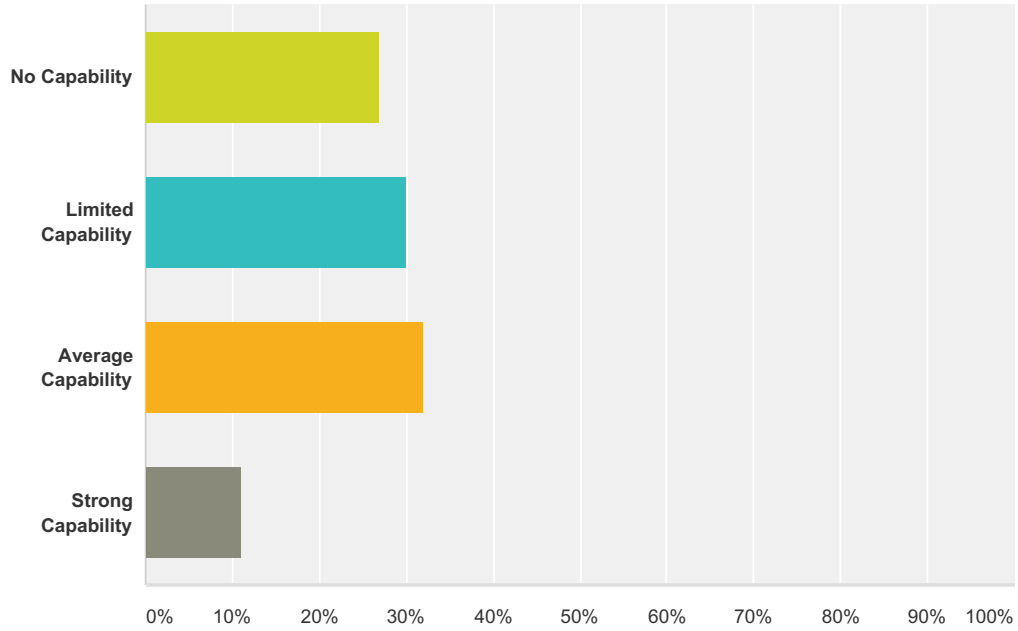
Answered: 100 Skipped: 18



Answer Choices	Responses
No Competitive Advantage	38.00% 38
Limited Competitive Advantage	29.00% 29
Average Competitive Advantage	24.00% 24
Strong Competitive Advantage	9.00% 9
Total	100

Q8 Is your business capable of collecting and storing detailed customer information such as social and/or demographic data?

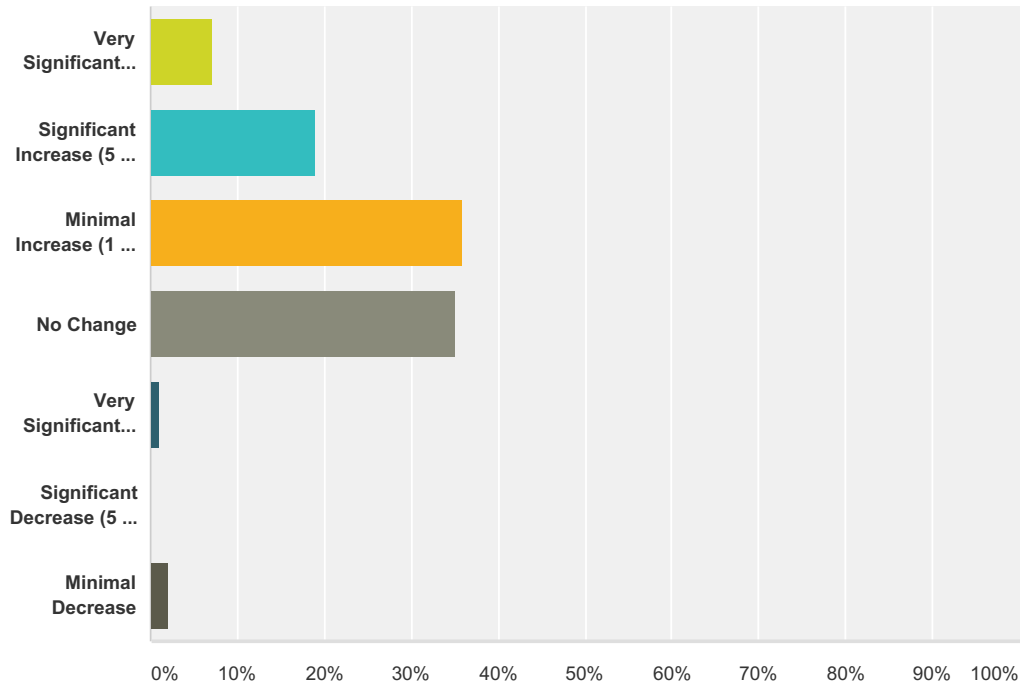
Answered: 100 Skipped: 18



Answer Choices	Responses
No Capability	27.00% 27
Limited Capability	30.00% 30
Average Capability	32.00% 32
Strong Capability	11.00% 11
Total	100

Q9 Compared to a year ago, how would you characterize your company's financial investment in improving your customers' experience via mobile/web applications?

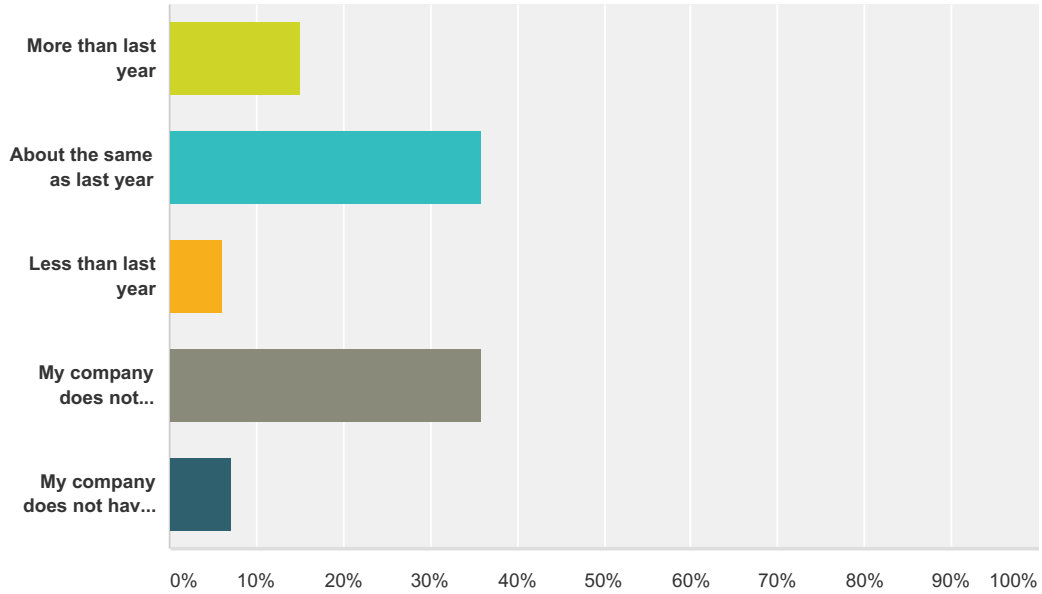
Answered: 100 Skipped: 18



Answer Choices	Responses
Very Significant Increase (more than 10 percent)	7.00% 7
Significant Increase (5 to 10 percent)	19.00% 19
Minimal Increase (1 to 4 percent)	36.00% 36
No Change	35.00% 35
Very Significant Decrease (more than 10 percent)	1.00% 1
Significant Decrease (5 to 10 percent)	0.00% 0
Minimal Decrease	2.00% 2
Total	100

Q10 Compared to a year ago, what percentage of your company's sales is generated over the Internet?

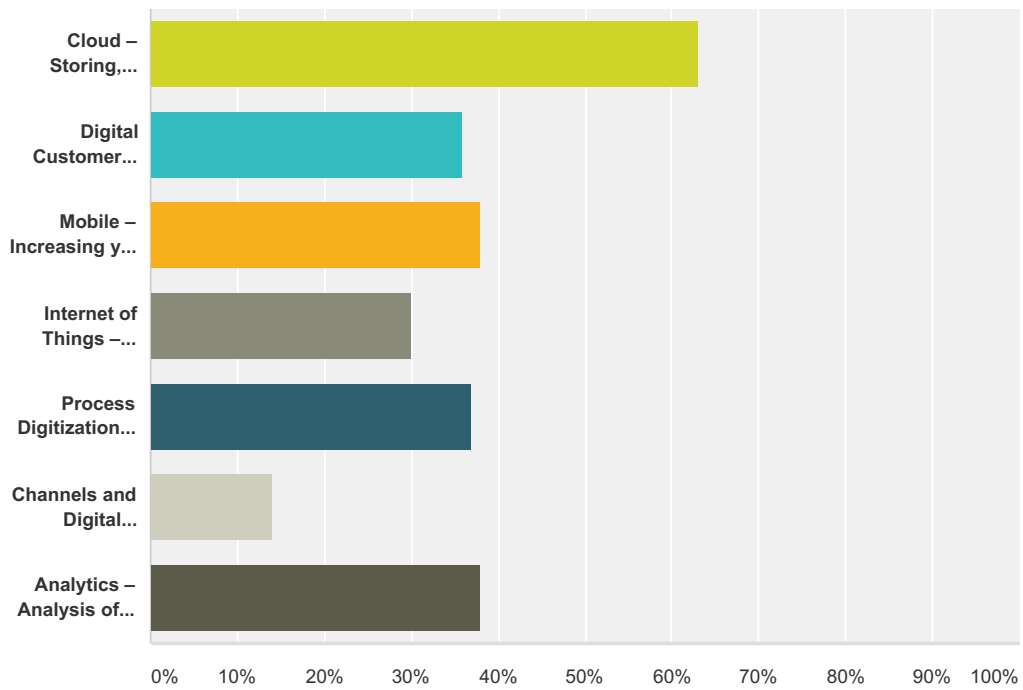
Answered: 100 Skipped: 18



Answer Choices	Responses
More than last year	15.00% 15
About the same as last year	36.00% 36
Less than last year	6.00% 6
My company does not generate sales over the Internet	36.00% 36
My company does not have an Internet presence	7.00% 7
Total	100

Q11 Does your company have plans for future investments in (check all that apply):

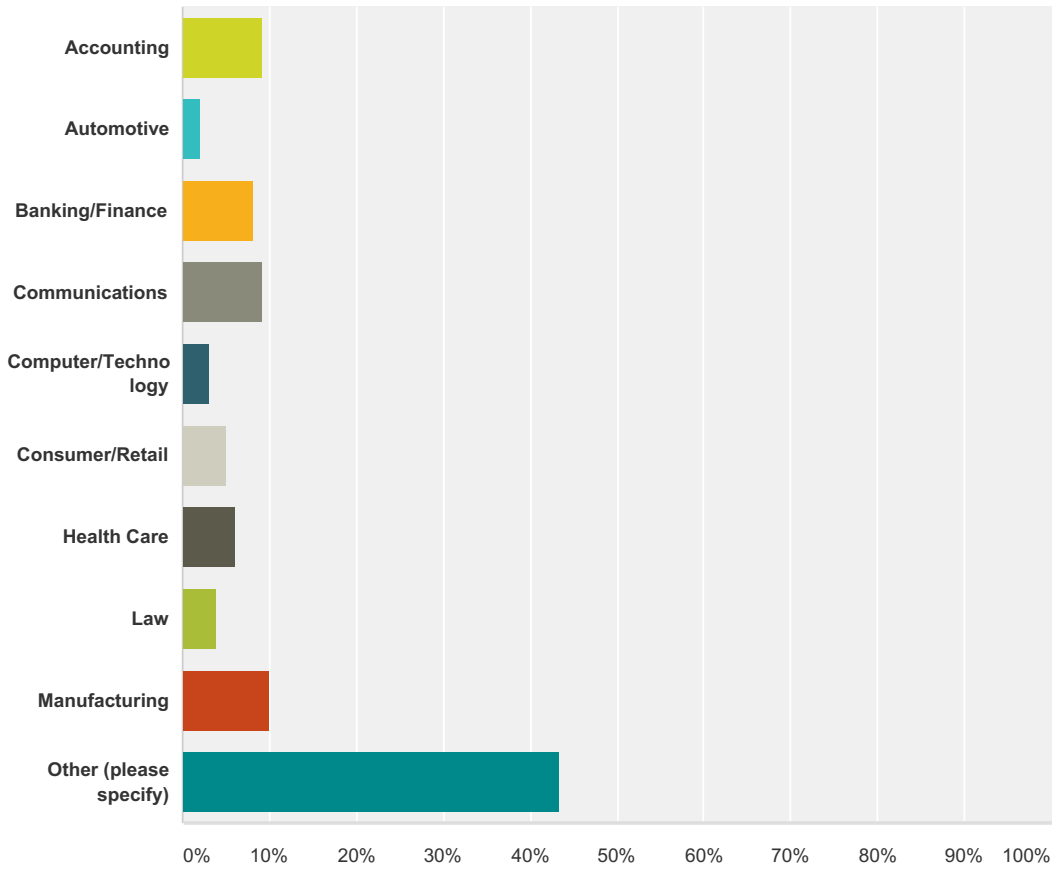
Answered: 100 Skipped: 18



Answer Choices	Responses
Cloud – Storing, managing and processing company data off-site	63.00% 63
Digital Customer Experience – Enhancing your customers' ability to do business with your company digitally.	36.00% 36
Mobile – Increasing your customers' ability to do business with you using mobile devices	38.00% 38
Internet of Things – Connecting more of your company's systems and devices to the network	30.00% 30
Process Digitization – Digitizing your company's "paperwork" and processes	37.00% 37
Channels and Digital Platforms – Increasing your company's channels	14.00% 14
Analytics – Analysis of customers' data and statistics	38.00% 38
Total Respondents: 100	

Q12 In which industry do you work?

Answered: 99 Skipped: 19



Answer Choices	Responses
Accounting	9.09% 9
Automotive	2.02% 2
Banking/Finance	8.08% 8
Communications	9.09% 9
Computer/Technology	3.03% 3
Consumer/Retail	5.05% 5
Health Care	6.06% 6
Law	4.04% 4
Manufacturing	10.10% 10
Other (please specify)	43.43% 43
Total	99

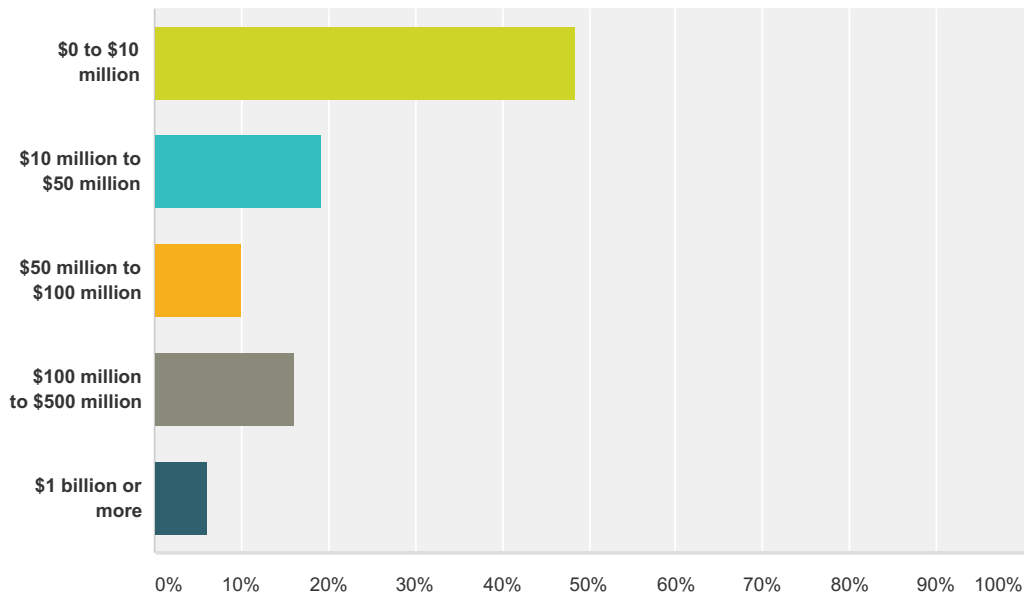
#	Other (please specify)	Date
1	Wholesale distribution	6/1/2016 11:15 AM

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2	Real Estate	6/1/2016 10:54 AM
3	trade association	6/1/2016 7:03 AM
4	Energy	6/1/2016 6:55 AM
5	education	5/26/2016 3:34 PM
6	sales and service of materials handling equipment	5/25/2016 10:54 AM
7	not for profit	5/25/2016 7:18 AM
8	Electronics manufacturer and distributor	5/24/2016 10:35 PM
9	nonprofit -- a significant industry in NJ...you might want to include	5/24/2016 7:59 PM
10	Recruiting	5/24/2016 7:44 PM
11	wine industry	5/24/2016 4:54 PM
12	renewable energy	5/24/2016 2:29 PM
13	wholesale distribution	5/24/2016 1:56 PM
14	Travel and Entertainment	5/24/2016 1:44 PM
15	non profit	5/24/2016 12:46 PM
16	private/public sector problem solving	5/24/2016 12:17 PM
17	Social Services	5/24/2016 12:11 PM
18	Nonprofit Business Association	5/24/2016 10:34 AM
19	Consulting - Expense Reduction	5/24/2016 10:30 AM
20	Business Services	5/24/2016 10:28 AM
21	Employee/member benefits	5/24/2016 9:24 AM
22	Chamber of Commerce	5/24/2016 9:16 AM
23	business association	5/23/2016 9:39 AM
24	Logistics	5/21/2016 1:07 PM
25	Construction	5/20/2016 4:41 PM
26	Transportation	5/19/2016 7:05 PM
27	Transportation	5/19/2016 3:56 PM
28	Accounting and Investment Management	5/19/2016 2:17 PM
29	Transportation	5/19/2016 1:44 PM
30	Higher education	5/19/2016 11:48 AM
31	gaming	5/19/2016 10:52 AM
32	Consulting	5/19/2016 10:15 AM
33	Education	5/19/2016 10:09 AM
34	Construction	5/19/2016 10:04 AM
35	Construction	5/19/2016 9:57 AM
36	Construction	5/19/2016 9:56 AM
37	business	5/18/2016 12:42 AM
38	Office & Industrial Real Estate.	5/17/2016 12:24 PM
39	Hospitality/Tourism	5/16/2016 5:25 PM
40	Business Services	5/16/2016 2:58 PM
41	sales and services to government	5/16/2016 11:45 AM
42	Wholesale	5/16/2016 11:20 AM

Q13 What is the size of your business (in revenue)?

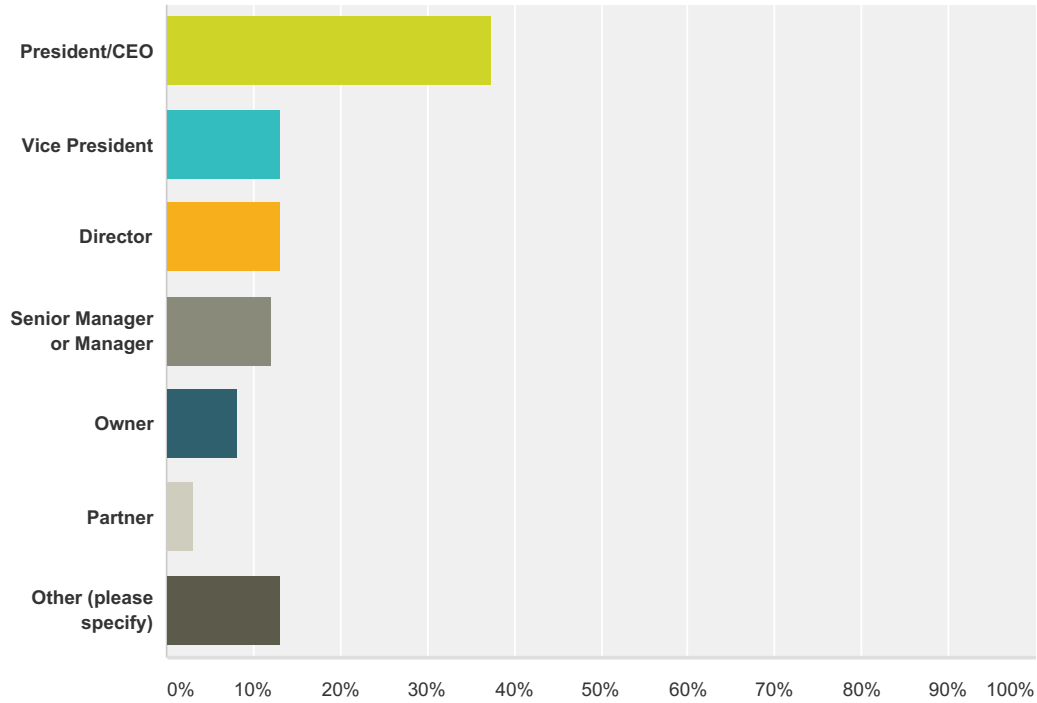
Answered: 99 Skipped: 19



Answer Choices	Responses	
\$0 to \$10 million	48.48%	48
\$10 million to \$50 million	19.19%	19
\$50 million to \$100 million	10.10%	10
\$100 million to \$500 million	16.16%	16
\$1 billion or more	6.06%	6
Total		99

Q14 What is your position/title?

Answered: 99 Skipped: 19



Answer Choices	Responses	Count
President/CEO	37.37%	37
Vice President	13.13%	13
Director	13.13%	13
Senior Manager or Manager	12.12%	12
Owner	8.08%	8
Partner	3.03%	3
Other (please specify)	13.13%	13
Total		99

#	Other (please specify)	Date
1	Accountant	6/1/2016 10:54 AM
2	middle management	5/26/2016 3:34 PM
3	Regional Account Manager	5/25/2016 10:38 AM
4	CFO & Treasurer	5/24/2016 10:35 PM
5	Account Manager	5/24/2016 1:44 PM
6	Senior Vice President	5/24/2016 11:21 AM
7	Executive Director	5/24/2016 10:34 AM
8	CFO	5/20/2016 4:41 PM

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9	Chief Financial Officer	5/19/2016 1:44 PM
10	Senior Director	5/19/2016 10:52 AM
11	Accountant	5/19/2016 10:24 AM
12	CFO	5/19/2016 10:24 AM
13	Senior Tax specialist	5/19/2016 10:03 AM