

The big picture

The Star-Ledger 2008 economic outlook survey was conducted between Nov. 8 and Dec. 7 and involved 48 New Jersey companies.

Next year, your work force will:

	THIS YEAR'S SURVEY	LAST YEAR
	Respondents: 48*	
Increase	29	40
Remain the same	14	15
Decrease	5	4

Next year, your health-benefits spending will:

Increase	35	41
Remain the same	10	19
Decrease	2	0

Next year, your marketing and advertising spending will:

Increase	24	29
Remain the same	18	23
Decrease	3	4

What portion of your sales take place online?

0-10 percent	38	47
10-30 percent	3	3
30-50 percent	1	3
More than 50 percent	3	2

Next year, your capital spending will:

Increase	22	27
Remain the same	18	24
Decrease	7	8

Next year, your research and development spending will:

Increase	18	21
Remain the same	25	30
Decrease	1	3



