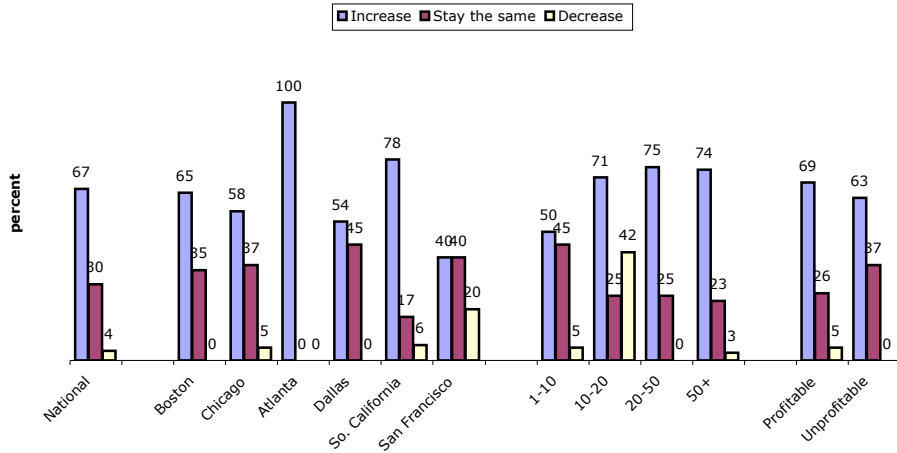


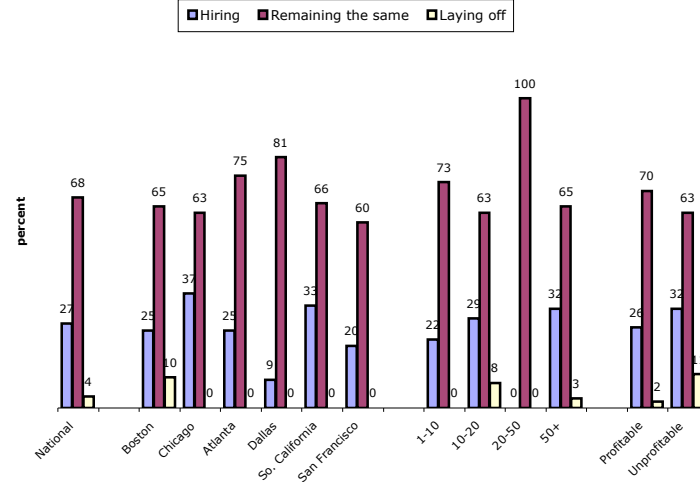
# **PRINTSTAFF SURVEY 2004 Q1**

RESPONSE SUMMARY  
PROFITABILITY  
OUTLOOK  
RESPONDENT PROFILE

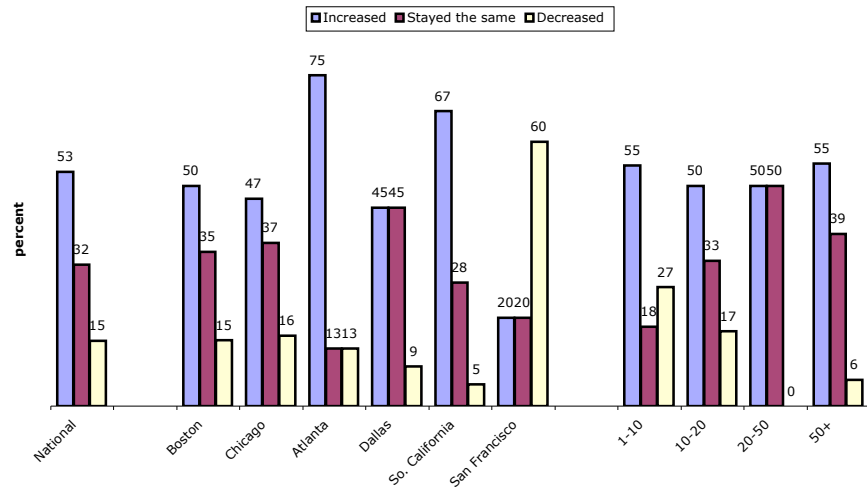
**Do you expect your sales to \_\_\_\_ during the first quarter of 2004?**



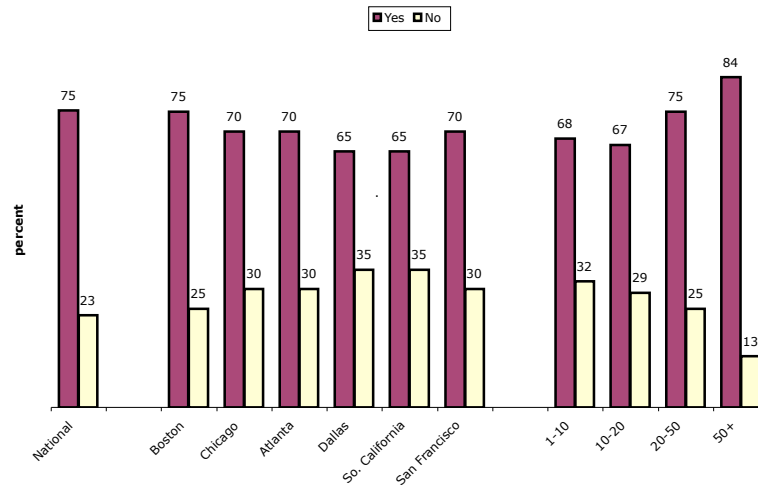
**Is your company \_\_\_\_?**



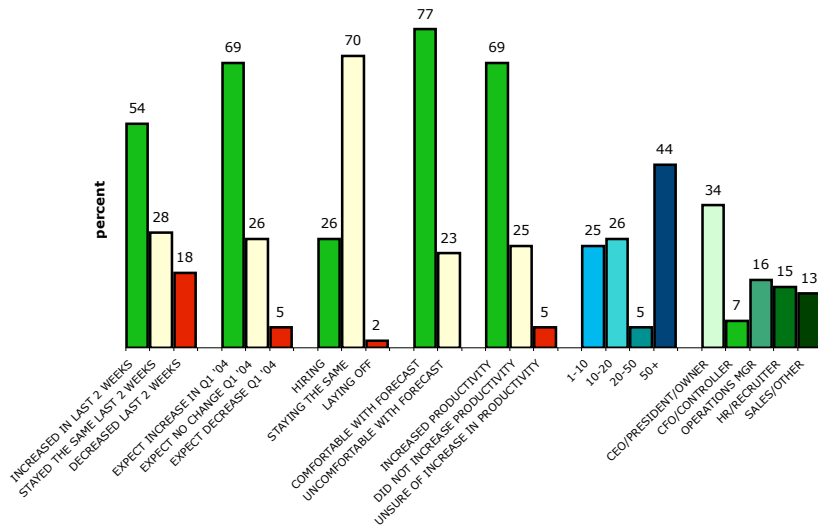
**Has business \_\_\_\_ in the last 2 weeks?**



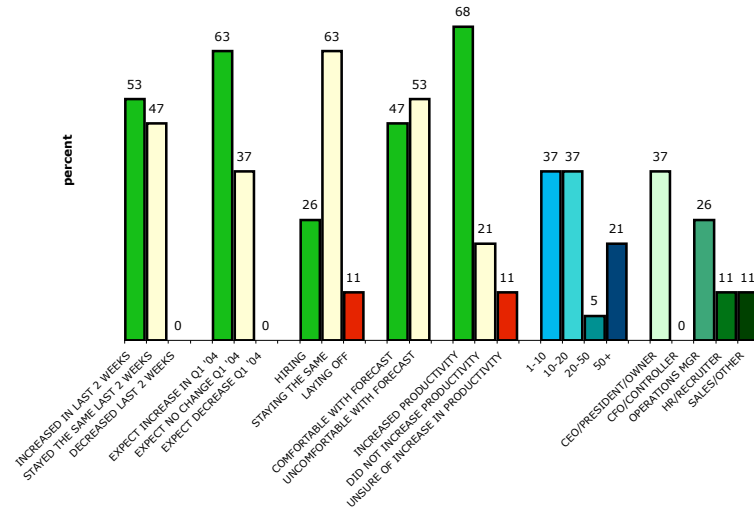
**Did your company have a profitable 4th quarter 2003?**



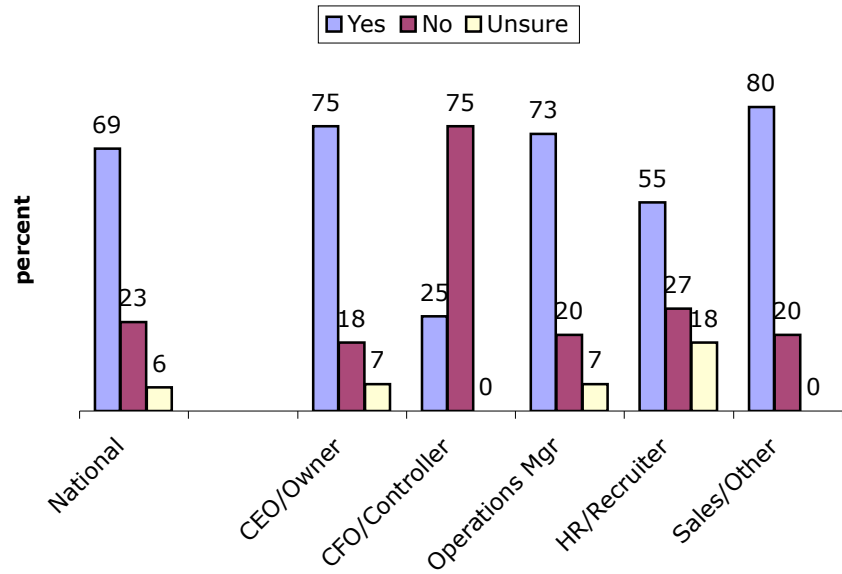
**Profitable Q4 2003**  
76% of respondents



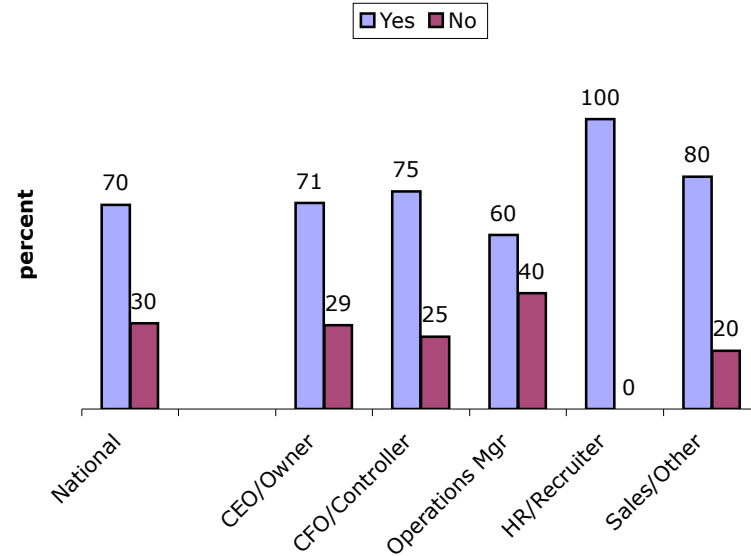
**Unprofitable Q4 2003**  
24% of respondents



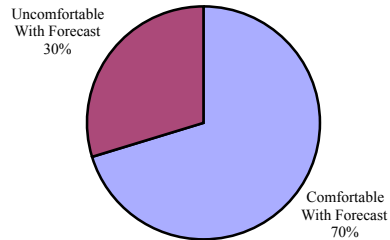
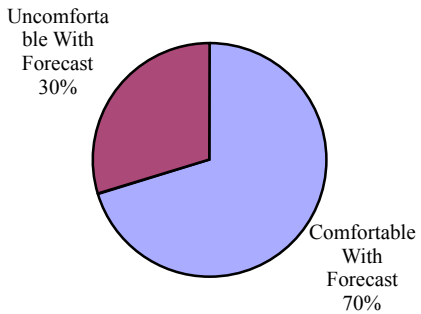
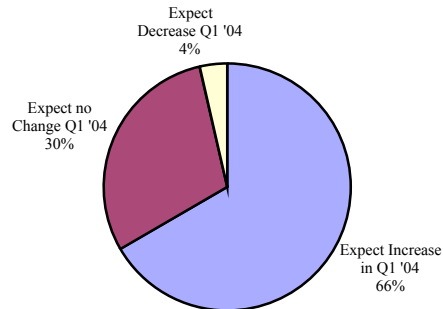
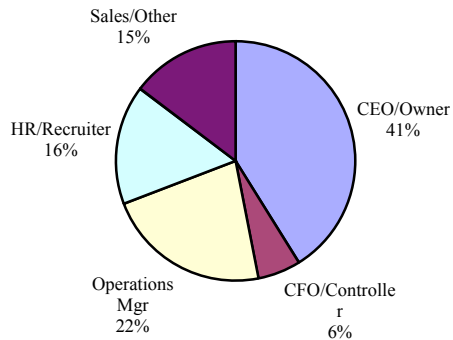
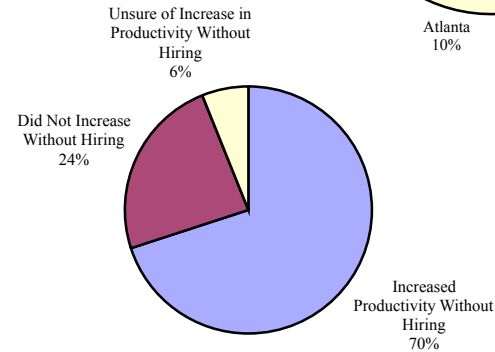
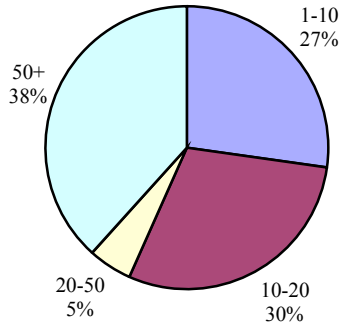
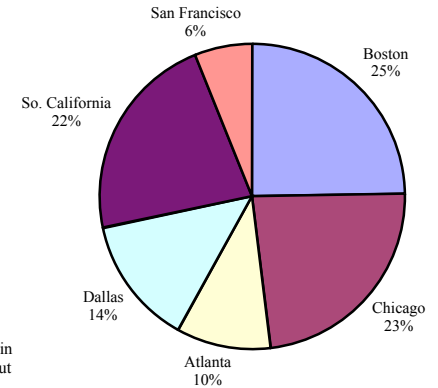
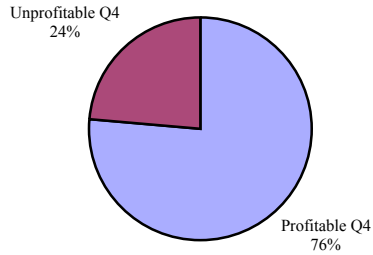
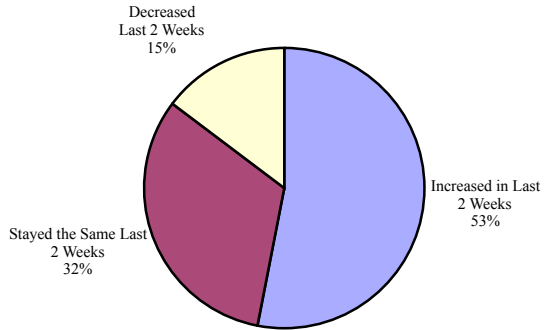
**Has your company been able to increase productivity without hiring new employees?**



**Considering the highly variable economy, are you comfortable with your own short term business forecasts?**



PRINTSTAFF SURVEY 2004 Q1 **RESPONDENT PROFILE**



HOW DOES THIS COMPARE WITH LAST QUARTER?

	Q4 percentage	Q1 percentage	CHANGE
<b>PREVIOUS QTR</b>			
Profitable	72	76	4
Unprofitable	27	24	-3
<b>BUSINESS 2 WEEKS BEFORE SURVEY</b>			
Increased	26	32	6
Same	49	53	4
Decreased	21	15	-6
<b>SALES EXPECTATIONS NEXT QTR</b>			
Increase	56	66	10
Same	30	30	0
Decrease	14	4	-10
<b>CURRENTLY</b>			
Hiring	27	28	1
Same	57	68	11
Laying off	16	4	-12