

We need your input!

*Be part of a survey
that gauges regional
business activity and
informs monetary
policy making.*



Texas **Manufacturing**
Outlook Survey



Texas **Service Sector**
Outlook Survey



Texas **Retail**
Outlook Survey

Who

Company owners and executives in Texas-based manufacturing, service sector or retail firms.

What

Short, multiple-choice surveys of business activity transmitted to you each month via a secure email link. The forms take less than 10 minutes to complete. Panelists' names, company affiliations and individual responses will not be disclosed.



Federal Reserve
Bank of Dallas

How to Join

To enroll, visit dallasfed.org/research/surveys/panelist.

If you have any questions, please contact Emily Kerr, Dallas Fed senior business economist, at Emily.Kerr@dal.frb.org or 214.922.6941.

An example of the survey questions can be found at www.dallasfed.org/research/surveys/tssos/form.

Aggregate survey results attract regular news coverage from local and national media outlets and are published at www.dallasfed.org/research/surveys.

Frequently Asked Questions

How does being a survey panelist benefit me?

As we track economic activity through our surveys, let your voice be heard! Survey responses are used by the Dallas Fed to help guide monetary policy decisions. As an added benefit for your involvement, you are invited to an annual panelist-exclusive appreciation event featuring a Q&A with the Dallas Fed President. Also, you'll receive an exclusive year-in-review analysis of the Texas and U.S. economy from Dallas Fed economists each January, including a forecast for the year ahead.

What do you do with my responses?

For each question, we calculate an index by taking the share of panelists who said "increase" and subtracting the share who said "decrease." We track these indexes over time, providing us with invaluable measures of business conditions that are available much sooner than other data and include detail not available elsewhere.

How do I fill out the survey form?

You must enroll to be a survey panelist at dallasfed.org/research/surveys/panelist. Once enrolled, you will receive a secure link to the electronic survey form via email each month. This secure link allows us to protect the integrity of our survey results. The survey is multiple choice and takes 5-10 minutes to complete.

Is it a one-time commitment?

No, it is a recurring survey that you respond to each month. Consistent panelists provide the most value to our results. You may drop out of the survey at any time by simply sending us notice.

Do you still want me to participate if my company is very small or is unique for some other reason?

Yes. All companies play a role in the regional economy, and we want to make sure your company's activity is represented in the results.

Can I designate someone else in my company to fill out the survey?

Yes. When you enroll, simply provide the name and contact information for the person who will be responsible for filling out the survey.

We have business facilities in other states as well. How do we respond to your questions?

The top section asks about your company's facilities and products in Texas, and we ask that you respond accordingly to the best that you are able. The bottom section asks about general business conditions. Please consider your out-of-state facilities as well when responding to those questions.

Some of your questions don't apply to me. What do I do?

You may leave blank any questions that are not pertinent to your business.

Are my responses confidential?

Yes. Panelists' names, company affiliations, and individual responses will never be disclosed. For data security, responses come directly to the Dallas Fed; we do not use a third-party provider to administer the survey. Survey comments may be anonymously published with your consent. This is another great way for your voice to be heard.