

*An Invitation to Participate*

# Texas Business Outlook Surveys

## We need your input!

*Be part of a process that helps gauge regional business activity and informs monetary policy making.*

### WHO

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

### WHAT

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

An example of the survey questions can be found [here](#).

Aggregate survey results are published online [here](#) and receive regular news coverage from local and national media outlets.

### HOW TO JOIN

[Click HERE to enroll](#). If you have any questions, please contact Emily Kerr, Dallas Fed business economist, at [Emily.Kerr@dal.frb.org](mailto:Emily.Kerr@dal.frb.org) or 214-922-6941.



Texas **Manufacturing**  
Outlook Survey



Texas **Service Sector**  
Outlook Survey



Texas **Retail**  
Outlook Survey



# Frequently Asked Questions

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## **How does being a survey panelist benefit me?**

As we track economic activity through our survey, 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 can receive copies of Dallas Fed President Rob Kaplan's speeches, which contain his analysis of current and expected economic conditions, as well as invitations to speaker events he hosts. You are also invited to panelist-exclusive appreciation events, including video webcasts with Dallas Fed officials and economists.

## **What do you do with my responses?**

For each question, we calculate an index by taking the share of panelists that said "increase" and subtracting from it the share that 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, such as changes in prices or outlooks.

## **How do I fill out the survey form?**

You must enroll to be a survey panelist ([enroll here](#)). Once enrolled, you will receive a secure link to the electronic survey form via email midmonth each month. This allows us to protect the integrity of our survey results.

## **Is it a one-time commitment?**

No, it is a recurring survey that you respond to each month. We understand that you may not be available to respond to the survey in a particular month, but know that panelists who respond consistently provide the most value to our results.

## **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 Texas economy, and we want to make sure your role 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 and company affiliations will never be disclosed. Only aggregate responses are published. For data security, responses come directly to Dallas Fed; we do not use a third-party provider to administer the survey.