

BUSINESS CONFIDENCE SURVEY

The Martinez Business Confidence Survey is a multiple choice survey of how local business owners and leaders feel about the prospects of their own companies and the local, state, and national economies over the next 12 months. All responses are aggregated and a score of between 0 and 100 is computed. A score over 50 indicates an overall optimism about the local economy.

Our current survey produces a score of 59, showing a strong level of optimism for the future of our economy!



Neutral = 50

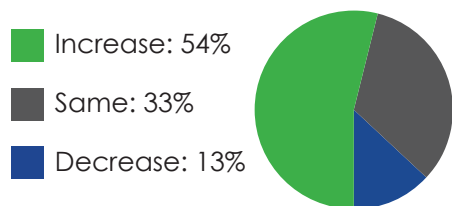


WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

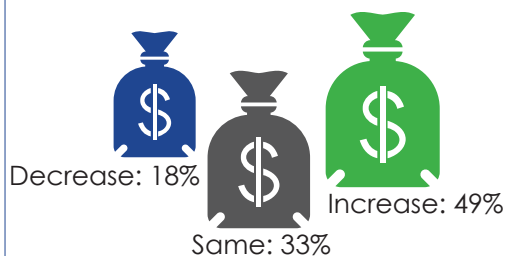
SALES

How are gross sales expected to change in the next 12 months?



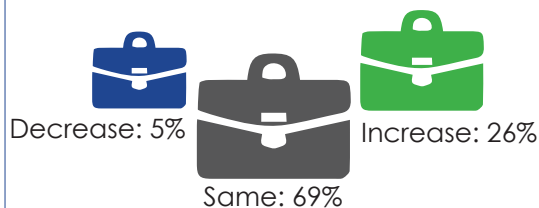
PROFITS

How are profits expected to change in the next 12 months?



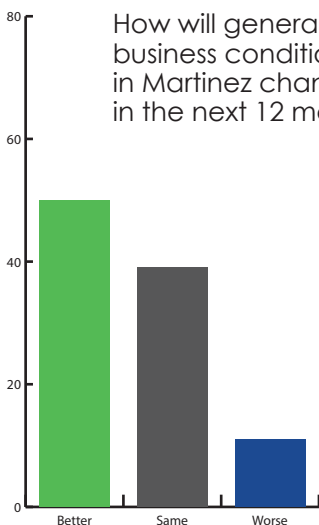
EMPLOYMENT

How is employment expected to change in the next 12 months?



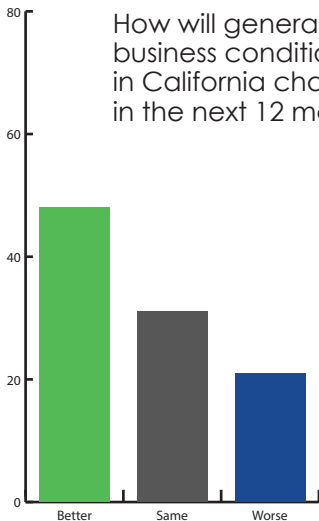
LOCAL BUSINESS CONDITIONS

How will general business conditions in Martinez change in the next 12 months?



STATE BUSINESS CONDITIONS

How will general business conditions in California change in the next 12 months?



US BUSINESS CONDITIONS

How will general business conditions in the U.S. change in the next 12 months?



HOT TOPIC!

Which is the most important for retaining and growing your business in Martinez?

