

BUSINESS CONFIDENCE SURVEY

Optimism among local business leaders remained strong in April 2018 with a rating of 57.4.

Many of the responses remained very similar to the previous survey from November 2017, with just slight changes in the level of optimism shown across all questions. Many of the changes were similar across all questions with part of the responses changing from expecting to see an increase, to expecting things to remain the same.

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



Neutral = 50



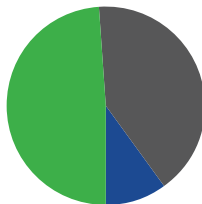
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

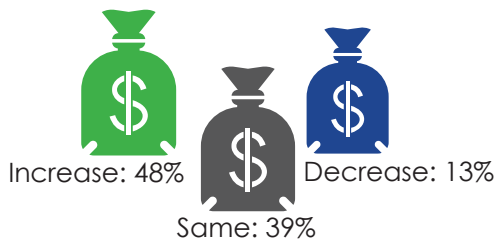
How are gross sales expected to change in the next 12 months?

- Increase: 49%
- Same: 41%
- Decrease: 10%



PROFITS

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

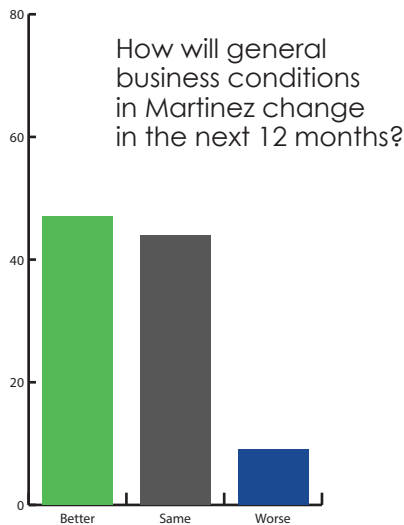


EMPLOYMENT

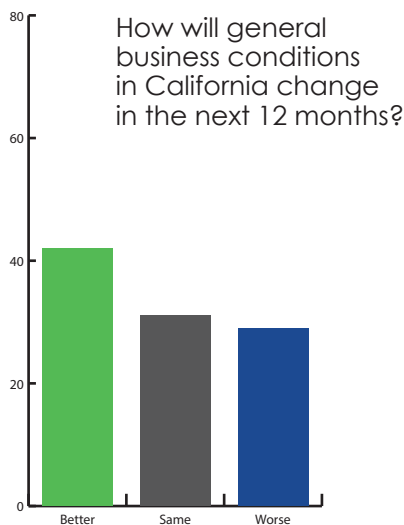
How is employment expected to change in the next 12 months?



LOCAL BUSINESS CONDITIONS

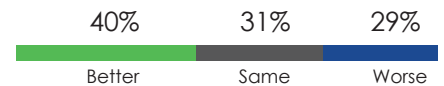


STATE BUSINESS CONDITIONS



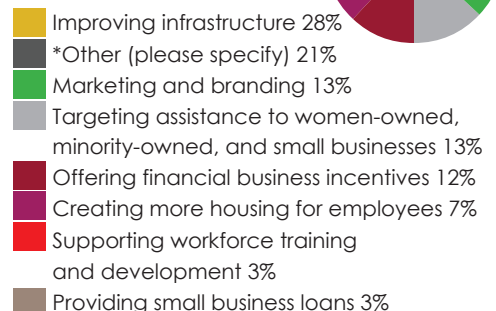
US BUSINESS CONDITIONS

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



HOT TOPIC!

Which of the following is the most important strategy for the City?



*The three most common answers for "Other" included:

- Address homelessness
- Improve downtown cleanliness
- Improve condition of commercial buildings

