

# CORONA Business Confidence Survey™

The CORONA 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.



Our current survey produces a score of 64.1, showing a strong level of optimism for the future of our economy. We should see this upward trend continue!

NEUTRAL = 50

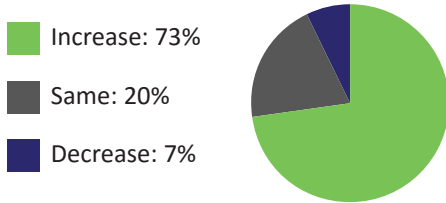


## WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

### SALES

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



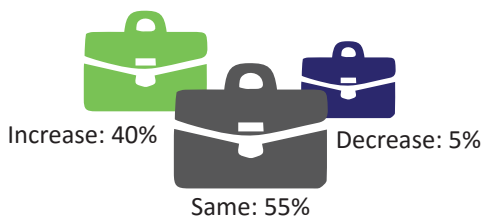
### PROFITS

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



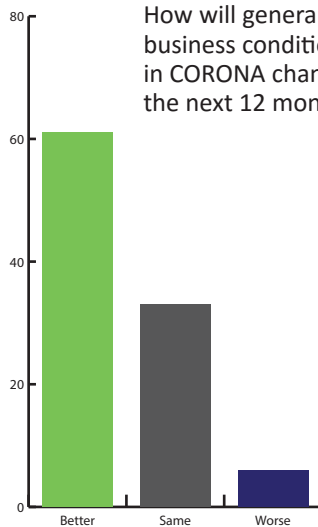
### EMPLOYMENT

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



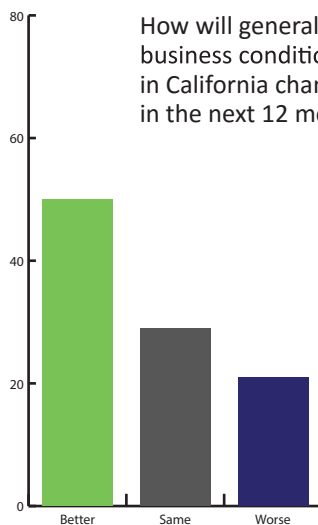
### LOCAL BUSINESS CONDITIONS

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



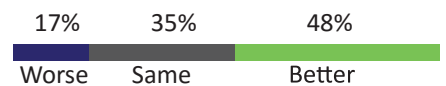
### STATE BUSINESS CONDITIONS

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!

What is the most important issue the Chamber/City should be focusing on?

