


2021 ECONOMIC OUTLOOK SURVEY

RESULTS



This report is filtered
Only show: Response Submitted between November 10, 2020 and December 21, 2020 (inclusive)

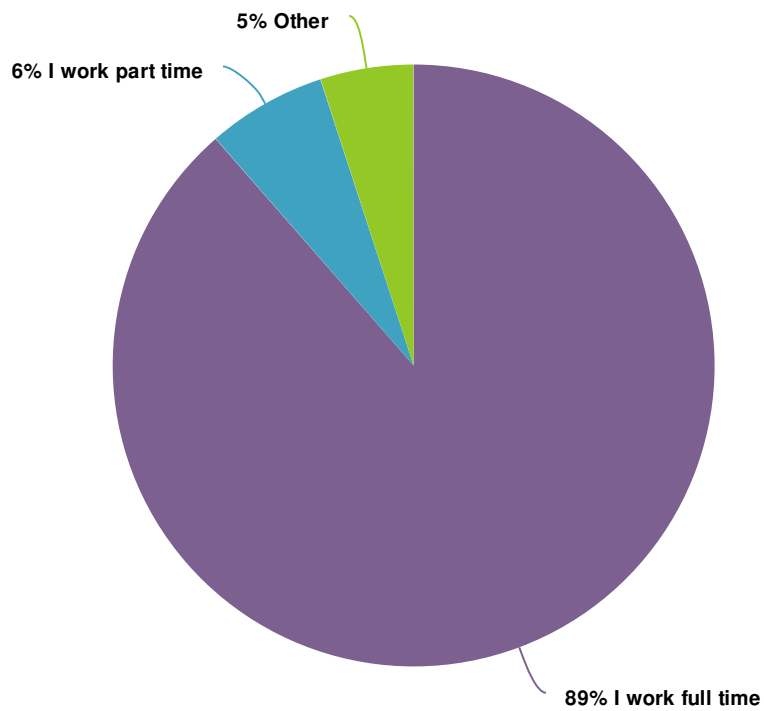
Aggregate Results

Response Counts



Totals: 1,435

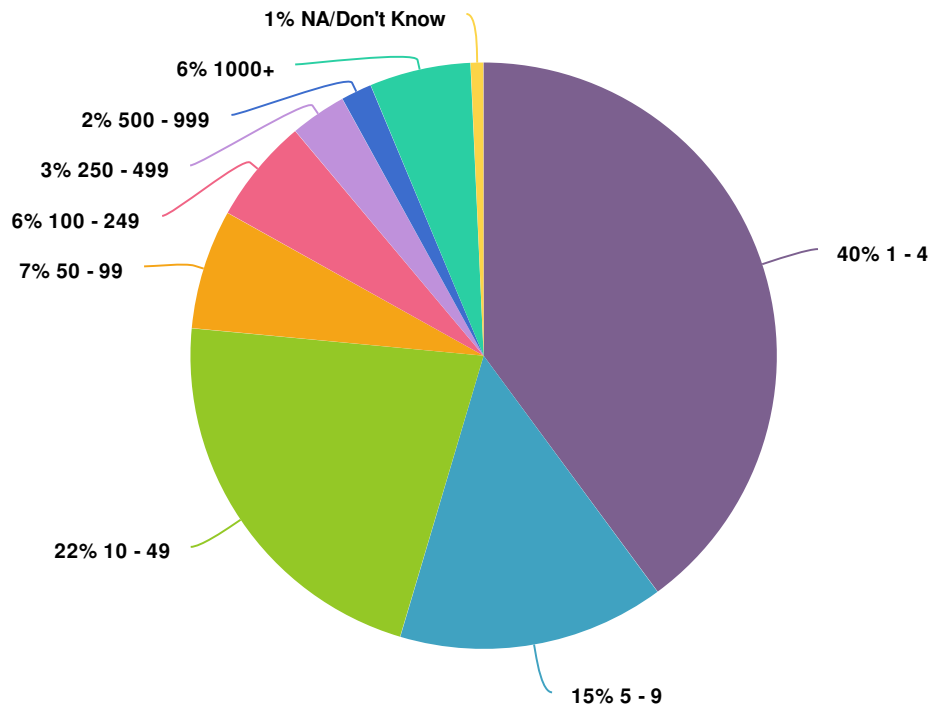
1. Employment Status



Value	Percent	Responses
I work full time	88.5%	1,264
I work part time	6.4%	92
Other	5.0%	72

Totals: 1,428

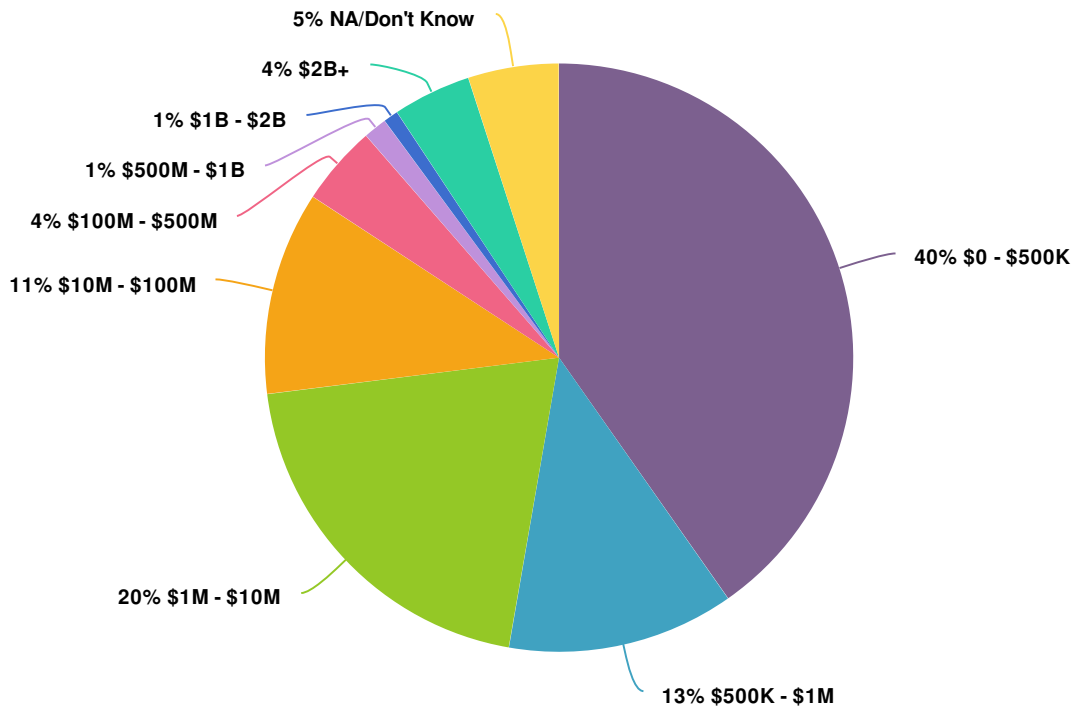
2. Number of Employees



Value	Percent	Responses
1 - 4	39.9%	533
5 - 9	14.7%	196
10 - 49	21.9%	292
50 - 99	6.6%	88
100 - 249	5.8%	78
250 - 499	3.1%	42
500 - 999	1.7%	23
1000+	5.6%	75
NA/Don't Know	0.7%	9

Totals: 1,336

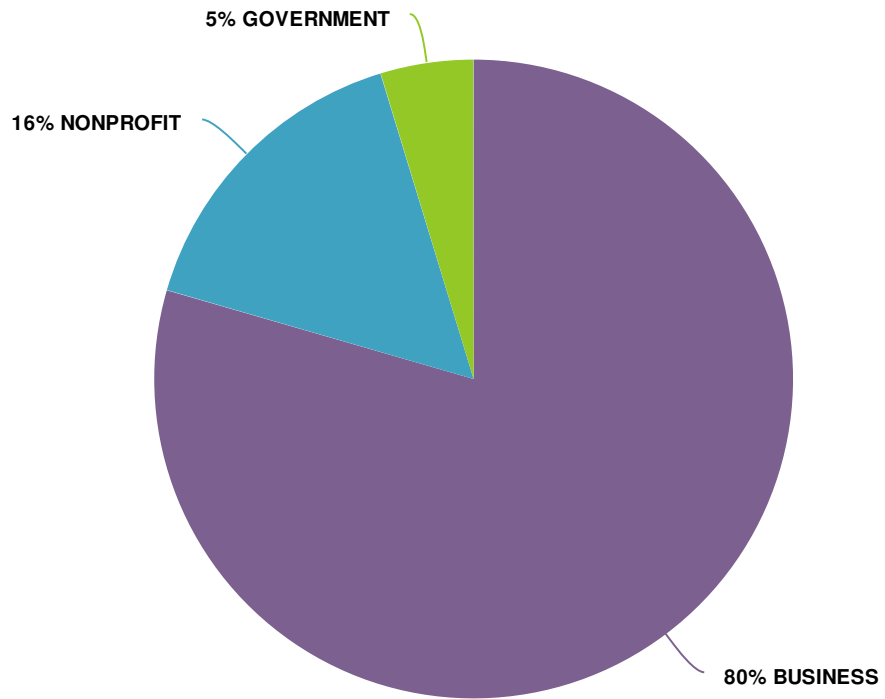
3. Annual Revenue






Value	Percent	Responses
\$0 - \$500K	40.3%	469
\$500K - \$1M	12.5%	146
\$1M - \$10M	20.3%	236
\$10M - \$100M	11.2%	131
\$100M - \$500M	4.4%	51
\$500M - \$1B	1.3%	15
\$1B - \$2B	0.8%	9
\$2B+	4.3%	50
NA/Don't Know	5.0%	58

Totals: 1,165

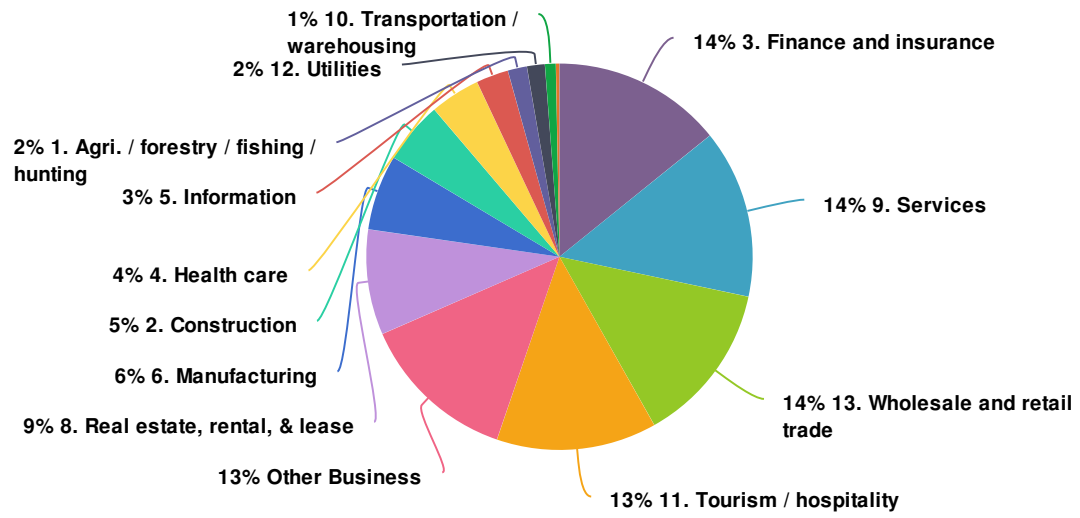
4. Sector



Value		Percent	Responses
BUSINESS		79.5%	923
NONPROFIT		15.8%	184
GOVERNMENT		4.7%	54

Totals: 1,161

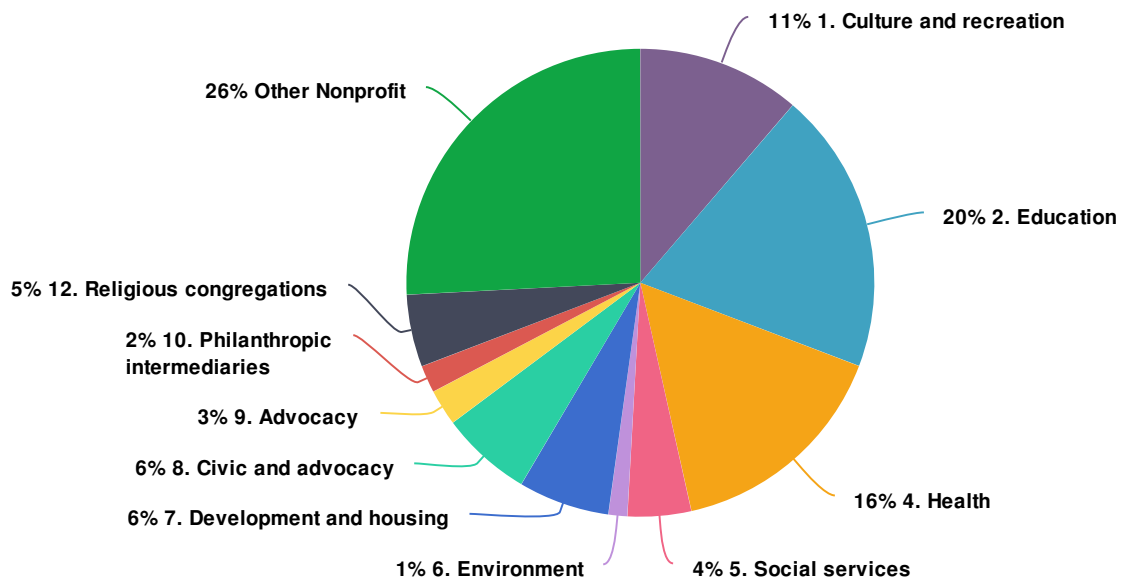
5. Industry



Value		Percent	Responses
3. Finance and insurance		14.2%	122
9. Services		14.1%	121
13. Wholesale and retail trade		13.5%	116
11. Tourism / hospitality		13.4%	115
Other Business		13.2%	113
8. Real estate, rental, & lease		8.8%	76
6. Manufacturing		6.3%	54
2. Construction		5.2%	45
4. Health care		4.2%	36
5. Information		2.7%	23
1. Agri. / forestry / fishing / hunting		1.6%	14
12. Utilities		1.5%	13
10. Transportation / warehousing		0.9%	8
7. Mining		0.3%	3

Totals: 859

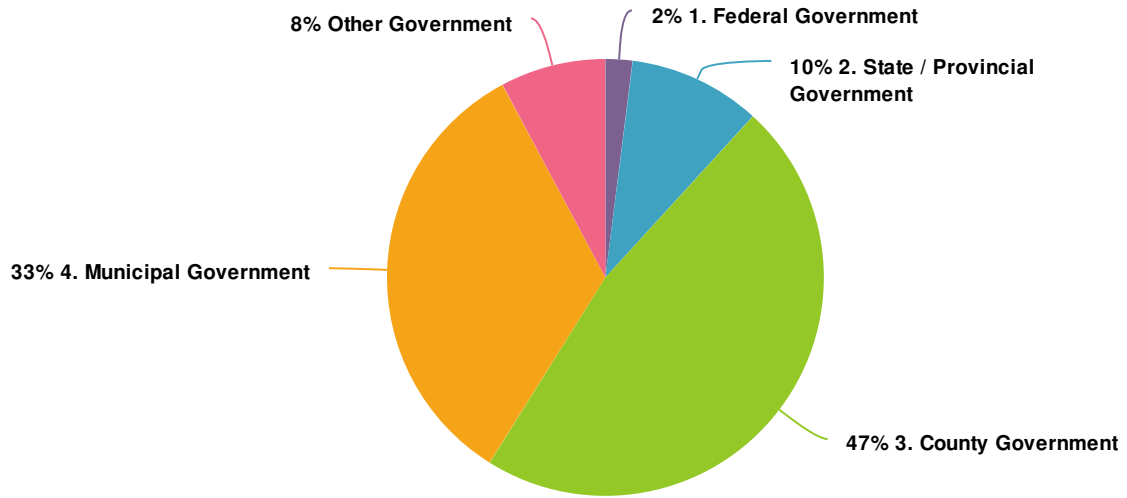
6. Industry



Value	Percent	Responses
1. Culture and recreation	11.3%	18
2. Education	19.5%	31
4. Health	15.7%	25
5. Social services	4.4%	7
6. Environment	1.3%	2
7. Development and housing	6.3%	10
8. Civic and advocacy	6.3%	10
9. Advocacy	2.5%	4
10. Philanthropic intermediaries	1.9%	3
12. Religious congregations	5.0%	8
Other Nonprofit	25.8%	41

Totals: 159

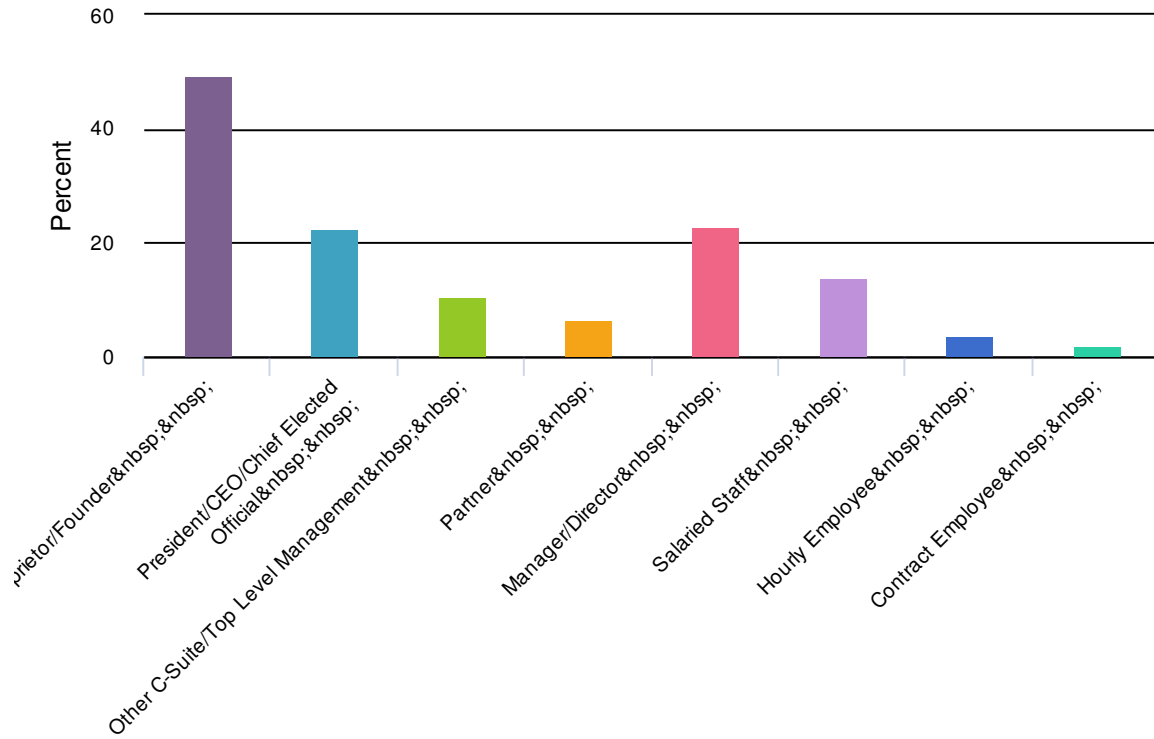
7. Level of Government











Value	Percent	Responses
1. Federal Government	2.0%	1
2. State / Provincial Government	9.8%	5
3. County Government	47.1%	24
4. Municipal Government	33.3%	17
Other Government	7.8%	4

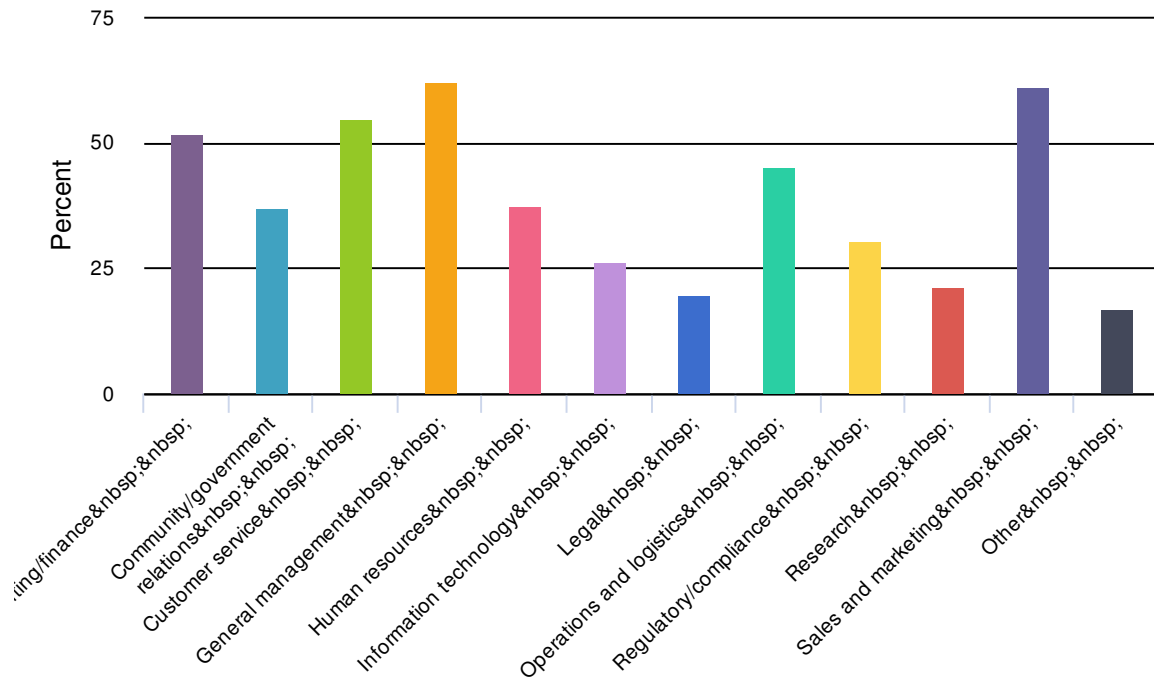
Totals: 51

8. Your roles: (Check all that apply)



Value		Percent	Responses
Owner/Proprietor/Founder		49.4%	662
President/CEO/Chief Elected Official		22.4%	301
Other C-Suite/Top Level Management		10.4%	140
Partner		6.4%	86
Manager/Director		22.9%	307
Salaried Staff		14.0%	188
Hourly Employee		3.7%	49
Contract Employee		2.2%	30

9. Your functional areas: (Check all that apply)

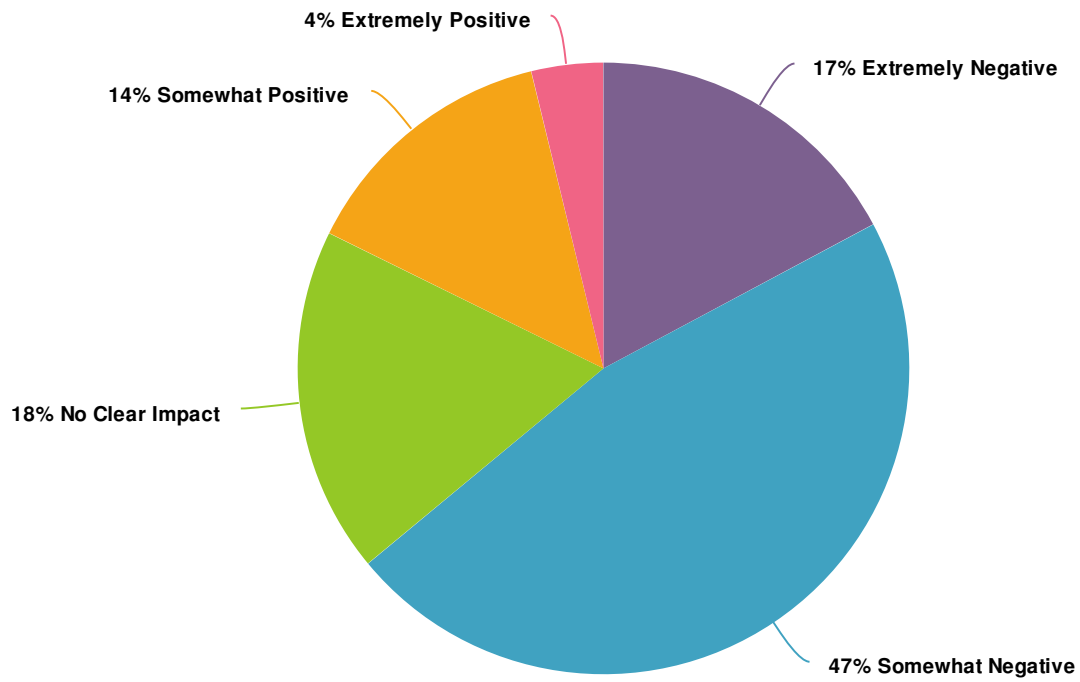







Value	Percent	Responses
Accounting/finance	51.7%	651
Community/government relations	37.3%	469
Customer service	54.9%	691
General management	62.4%	785
Human resources	37.5%	472
Information technology	26.1%	329
Legal	19.9%	251
Operations and logistics	45.4%	571
Regulatory/compliance	30.7%	386
Research	21.1%	266
Sales and marketing	61.2%	771
Other	16.9%	213

10. Rate your company/organization outlook for the following time frames.(10 = excellent, 1 = poor)

	10	9	8	7	6	5	4	3	2	1	Responses	Average
Next 6 months Count	205	120	230	217	185	188	90	78	51	44	1,408	62.1
Next 12 months Count	218	195	328	248	167	134	59	32	18	10	1,409	70.5
Next 3 years Count	342	340	297	152	105	92	17	24	14	11	1,394	78.1
Totals Total Responses											1409	70.2

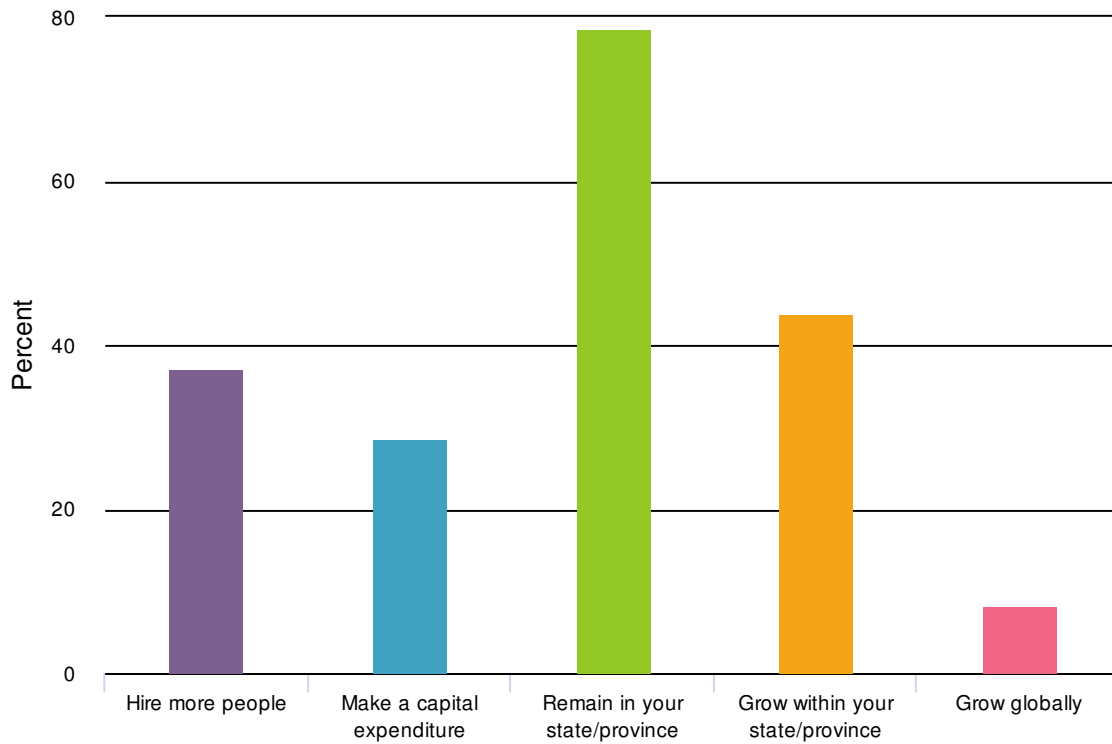
11. What impact has the Coronavirus pandemic had on your company/organization 2021 outlook?








Value		Percent	Responses
Extremely Negative		17.2%	233
Somewhat Negative		46.8%	632
No Clear Impact		18.3%	247
Somewhat Positive		13.9%	188
Extremely Positive		3.8%	51

Totals: 1,351

12. What does your organization expect for 2021? (Check all that apply)



Value		Percent	Responses
Hire more people		37.1%	473
Make a capital expenditure		28.6%	365
Remain in your state/province		78.6%	1,002
Grow within your state/province		43.9%	559
Grow globally		8.3%	106

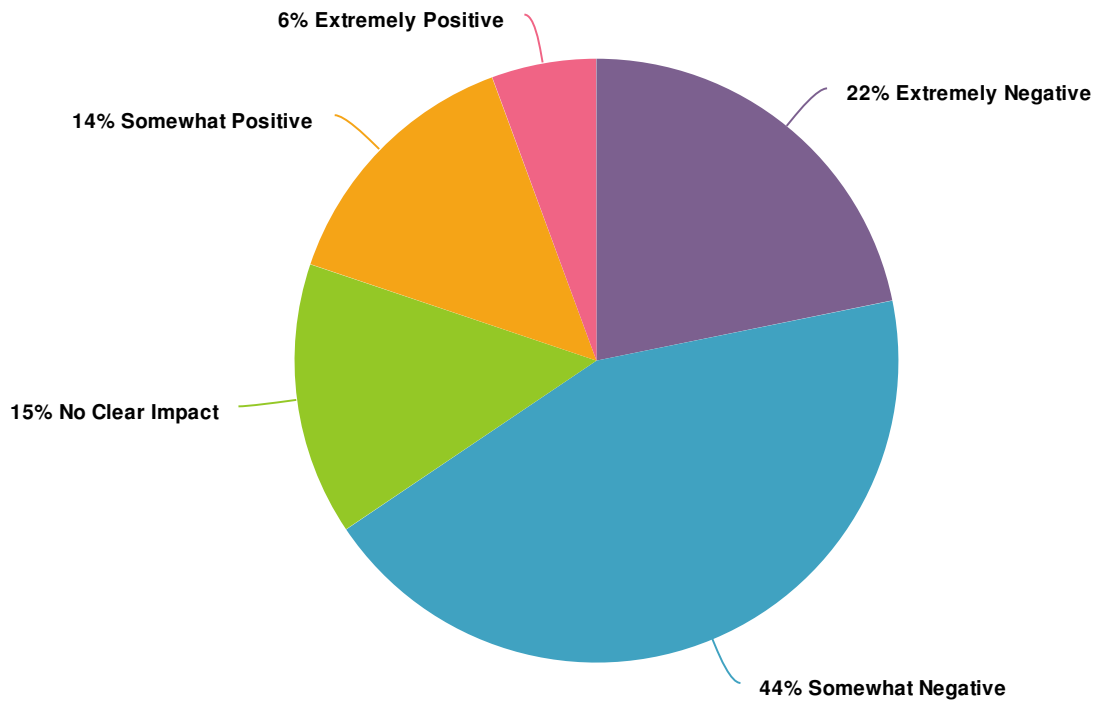
13. How likely are you to recommend the following as a great place to grow a business?(10 = extremely likely, 1 = not at all likely)






	10	9	8	7	6	5	4	3	2	1	Responses	Average
Your local community Count	440	212	275	166	119	89	35	44	22	22	1,424	76.0
Your economic region Count	397	210	306	191	109	89	54	29	20	13	1,418	75.9
Your state/province Count	391	198	261	215	105	104	48	36	21	36	1,415	73.8
Totals Total Responses											1424	75.2

14. How much do you agree with the following? My company/organization . . .(10 = strongly agree, 1 = strongly disagree)

	10	9	8	7	6	5	4	3	2	1	Responses	Average
Adapts well to changes in the marketplace Count	349	328	349	171	103	60	33	10	4	2	1,409	79.7
Has a clear direction for the future Count	366	335	322	186	81	66	29	17	7	6	1,415	79.6
Has a highly engaged workforce Count	466	330	289	153	69	58	20	10	4	8	1,407	82.4
Has efficient systems and processes for getting work done Count	336	315	377	213	87	47	22	11	3	4	1,415	79.9
Overall has the right culture to execute strategy Count	422	378	281	158	74	59	16	9	3	5	1,405	82.3
Totals Total Responses											1415	80.8

15. What impact has the Coronavirus pandemic had on your company/organization 2020 performance?



Value		Percent	Responses
Extremely Negative		21.8%	294
Somewhat Negative		43.7%	589
No Clear Impact		14.6%	197
Somewhat Positive		14.2%	192
Extremely Positive		5.6%	76

Totals: 1,348

16. My local community has excellent ... (10 = strongly agree, 1 = strongly disagree)

	10	9	8	7	6	5	4	3	2	1	Responses	Average
Infrastructure (roads, internet, cell coverage, etc.) Count	133	180	310	236	205	137	85	67	37	31	1,421	64.3
Public transportation Count	72	72	138	159	152	171	114	123	142	256	1,399	42.2
Public safety Count	308	327	350	189	102	74	21	21	10	11	1,413	77.8
Cultural and religious institutions Count	332	317	346	153	94	96	26	24	8	7	1,403	78.0
Resources and support for entrepreneurs Count	128	187	312	257	166	154	70	63	27	35	1,399	65.0
K-12 schools Count	333	297	294	193	108	89	37	27	10	12	1,400	76.7
Talent pool/labor pool Count	95	116	265	256	187	202	93	97	51	47	1,409	58.7
Hospitals and healthcare Count	285	294	323	189	101	103	48	34	19	19	1,415	74.3
Totals Total Responses											1421	67.1

17. My economic region . . .(10 = strongly agree, 1 = strongly disagree)

	10	9	8	7	6	5	4	3	2	1	Responses	Average
Has an unparalleled quality of life Count	255	294	325	237	131	103	25	25	6	15	1,416	74.9
Has an educational system that is second to none Count	168	170	298	264	154	151	70	55	38	38	1,406	65.4
Has a forward-looking culture that embraces entrepreneurialism Count	167	222	297	237	185	135	77	36	29	26	1,411	67.5
Has a large pool of skilled, educated talent available for hire Count	72	113	236	281	180	192	131	83	62	60	1,410	56.6
Totals												66.1
Total Responses											1416	

18. My state/province overall ... (10 = strongly agree, 1 = strongly disagree)

	10	9	8	7	6	5	4	3	2	1	Responses	Average
Is on the right track Count	130	162	295	271	184	151	71	63	31	53	1,411	63.4
Is business-friendly Count	168	190	306	254	159	123	68	57	30	55	1,410	65.7
Is a great state for raising a family Count	389	336	330	148	87	62	25	14	9	14	1,414	80.0
Is a great state for young professionals Count	215	236	303	239	153	117	67	27	25	27	1,409	70.1
Is a great place to start or grow a business Count	209	224	306	248	145	126	42	41	33	36	1,410	69.1
Has a strong, vibrant economy Count	140	189	301	283	190	134	57	55	29	33	1,411	65.9
Totals Total Responses											1414	69.0