



Two Surveys

1. Annual Economic Conditions Survey

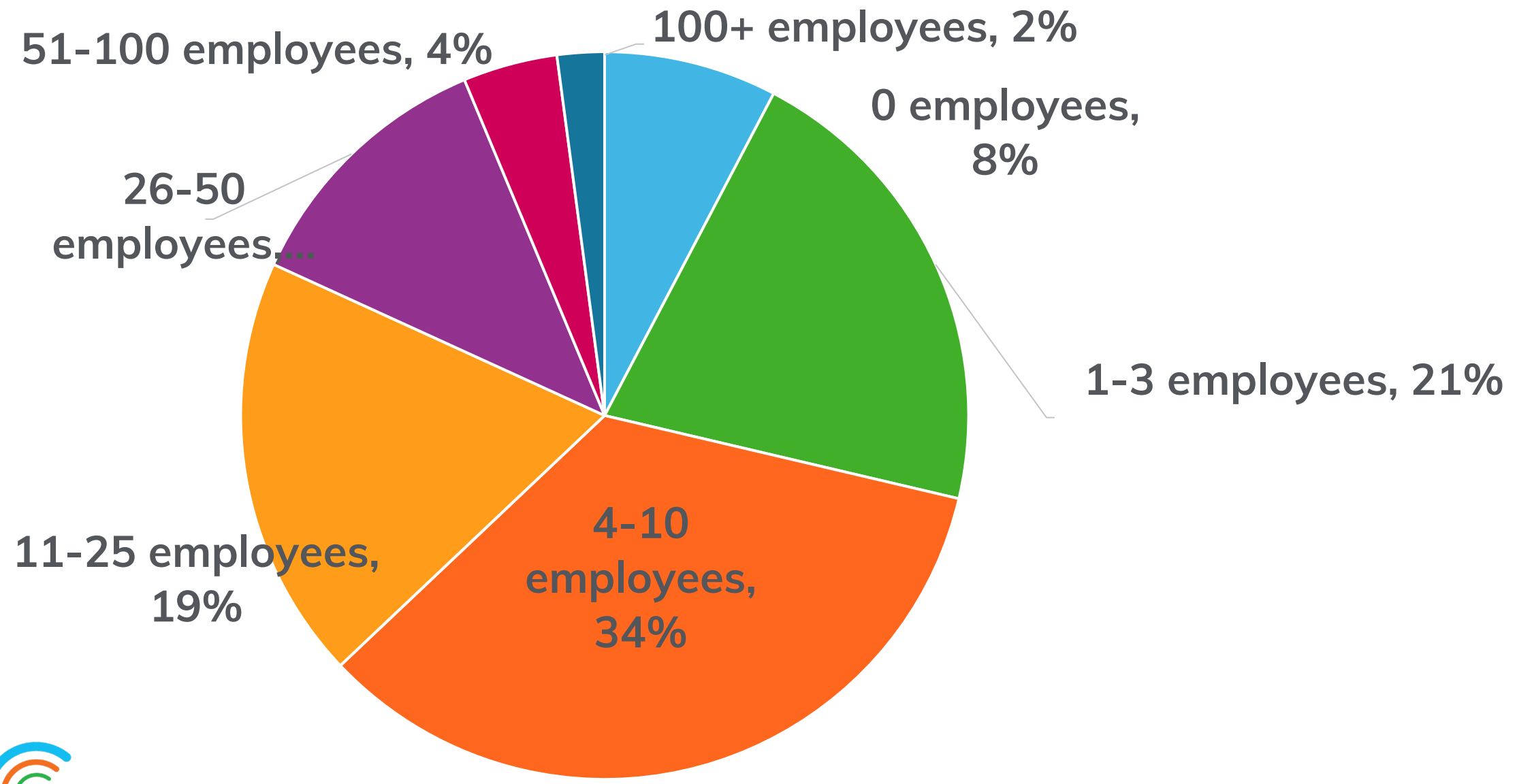
- Chamber for Greater Chapel Hill-Carrboro members**
- February 2022, 103 Responses**

2. Local Business Conditions and Needs Assessment

- Carrboro, Carrboro Business Alliance, Chapel Hill, Chapel Hill Downtown Partnership, Hillsborough, Hillsborough/Orange County Chamber of Commerce, and Orange County**
- February 2022, 164 Responses**



Organizational Size



Joint Survey Respondents (N=265)

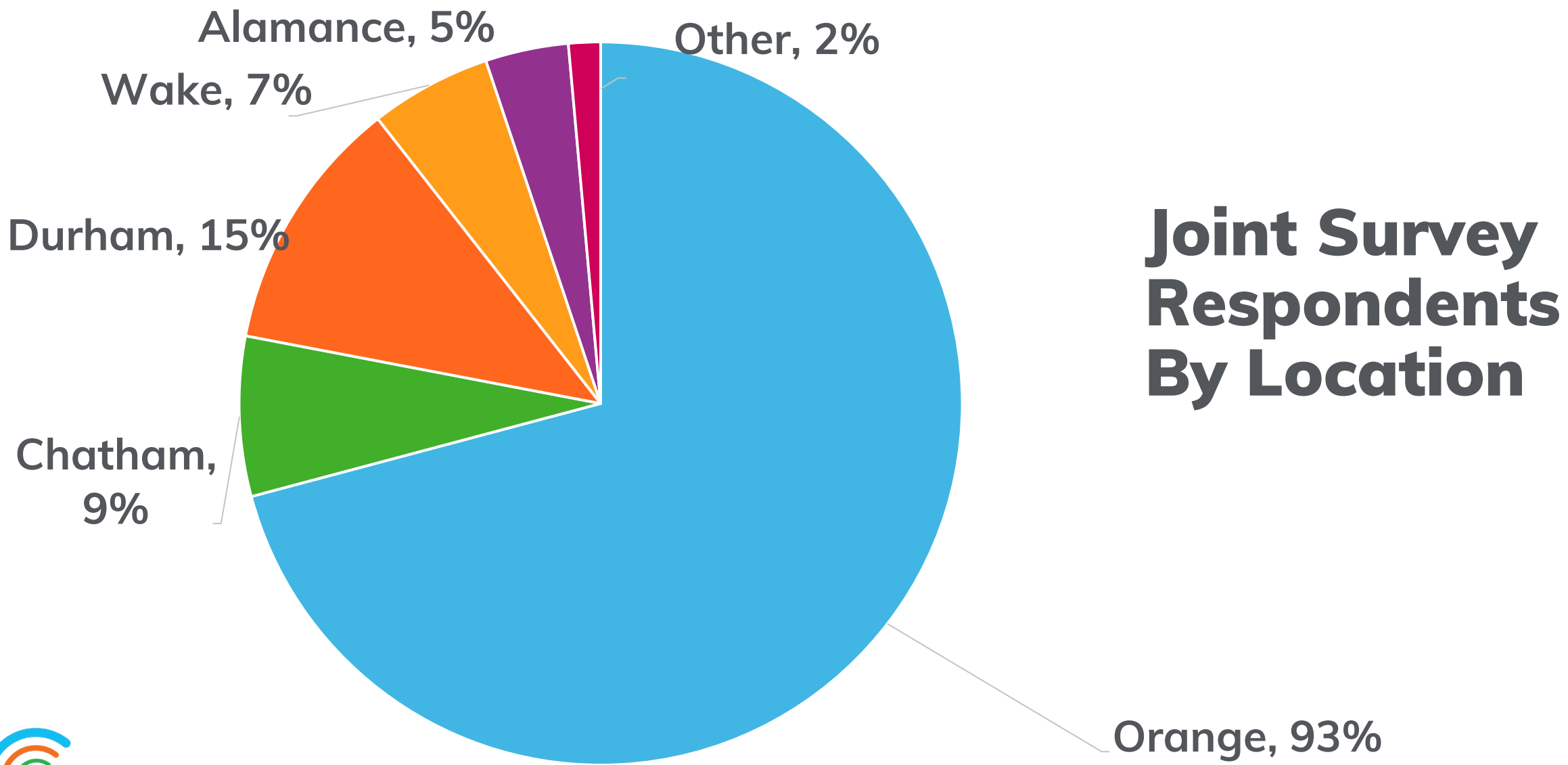
| Industry | Respondents |
|---|-------------|
| Accommodations | 7 |
| Agriculture | 6 |
| Arts, Entertainment and Recreation | 20 |
| Communications | 8 |
| Construction/Manufacturing | 16 |
| Education | 10 |
| Food Service & Drinking Places | 47 |
| Government/Public Sector | 7 |
| Healthcare | 20 |
| Information Technology | 3 |
| Non-Profit/Social Services | 11 |
| Other Services (HVAC, Mechanic, Plumbing, etc.) | 10 |
| Personal Services (Hair, Nail, Fitness, etc.) | 16 |
| Professional Services (Finance, Insurance, Legal, etc.) | 33 |
| Real Estate/Rental/Leasing | 16 |
| Religious Institution | 2 |
| Retail | 28 |
| Transportation | 2 |
| Utilities | 3 |

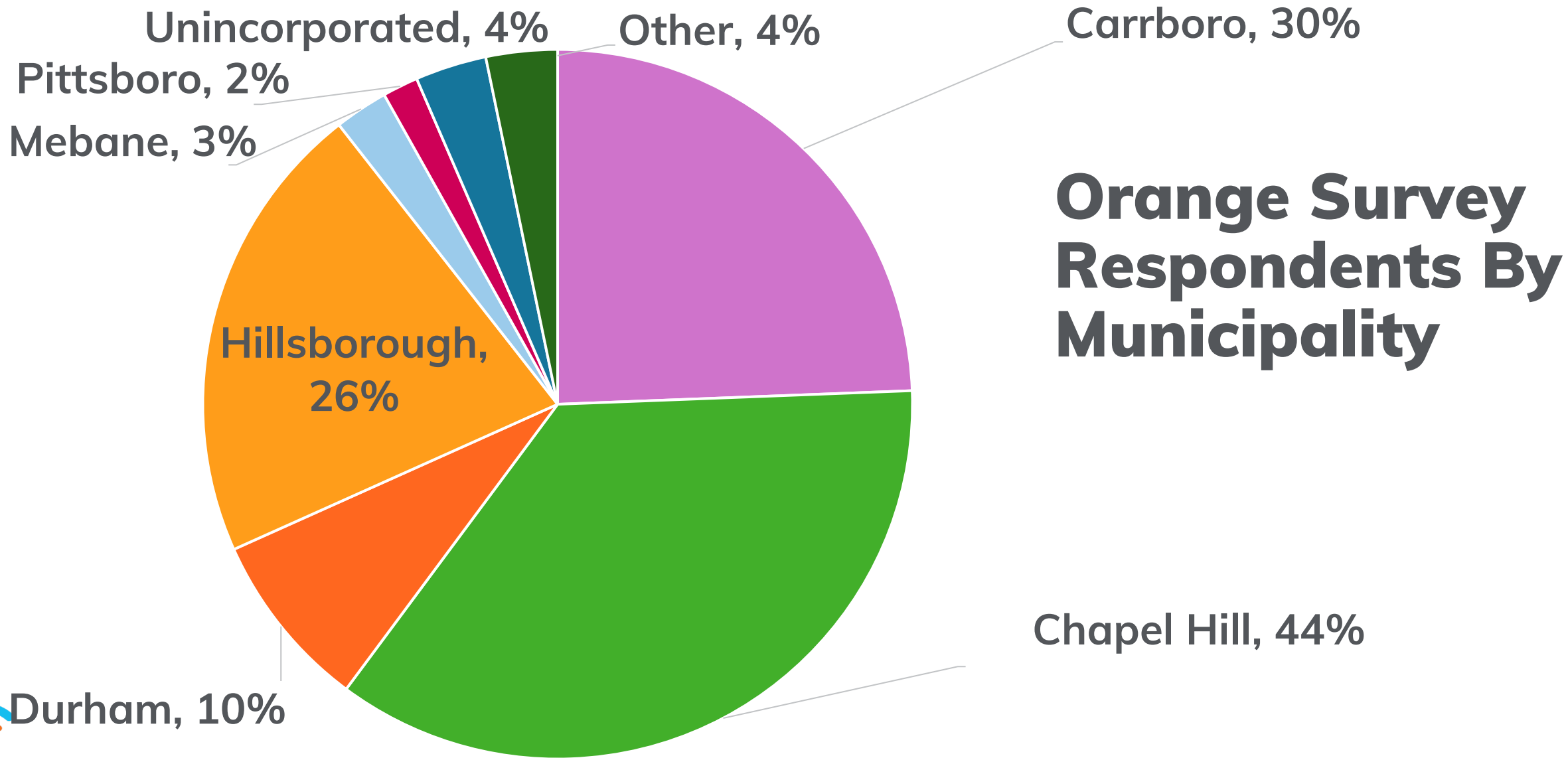


Carrboro-Based Business Respondents (N=49)

| Industry | Respondents |
|---|-------------|
| Accommodations | 0 |
| Agriculture | 0 |
| Arts, Entertainment and Recreation | 2 |
| Communications | 0 |
| Construction/Manufacturing | 2 |
| Education | 3 |
| Food Service & Drinking Places | 16 |
| Government/Public Sector | 0 |
| Healthcare | 2 |
| Information Technology | 3 |
| Non-Profit/Social Services | 1 |
| Other Services (HVAC, Mechanic, Plumbing, etc.) | 1 |
| Personal Services (Hair, Nail, Fitness, etc.) | 7 |
| Professional Services (Finance, Insurance, Legal, etc.) | 1 |
| Real Estate/Rental/Leasing | 3 |
| Religious Institution | 0 |
| Retail | 8 |
| Transportation | 0 |
| Utilities | 0 |







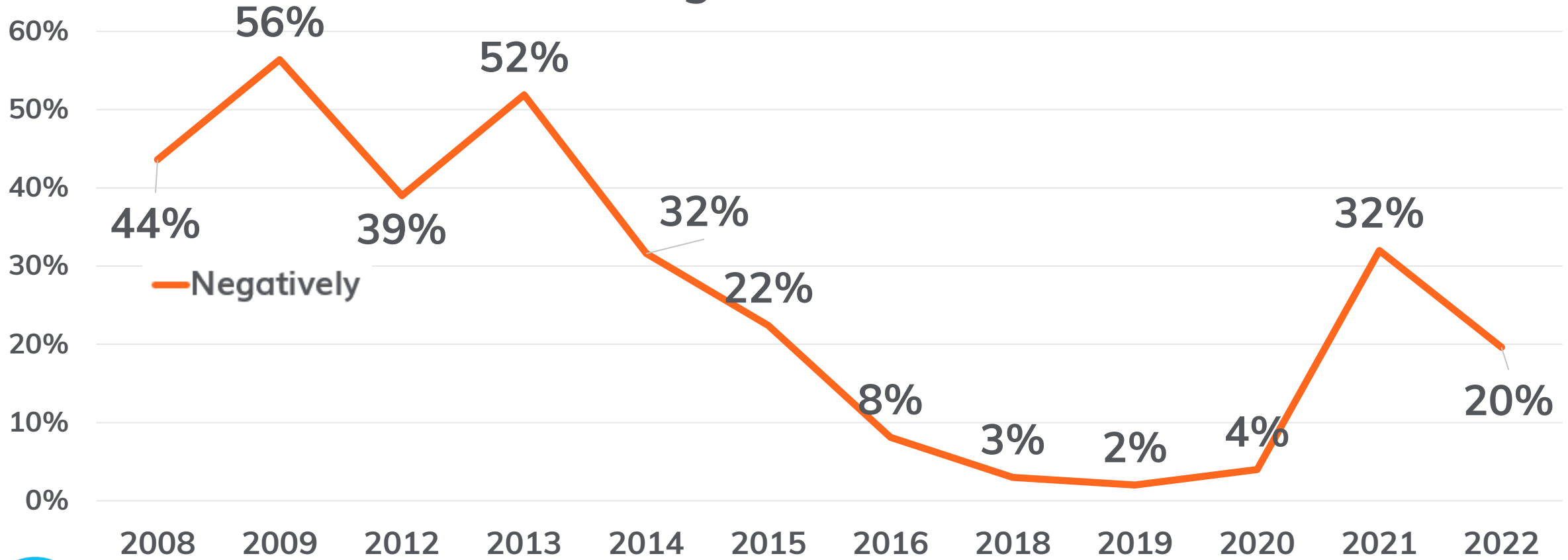


The Chamber

How has the current state of the economy affected your organization?

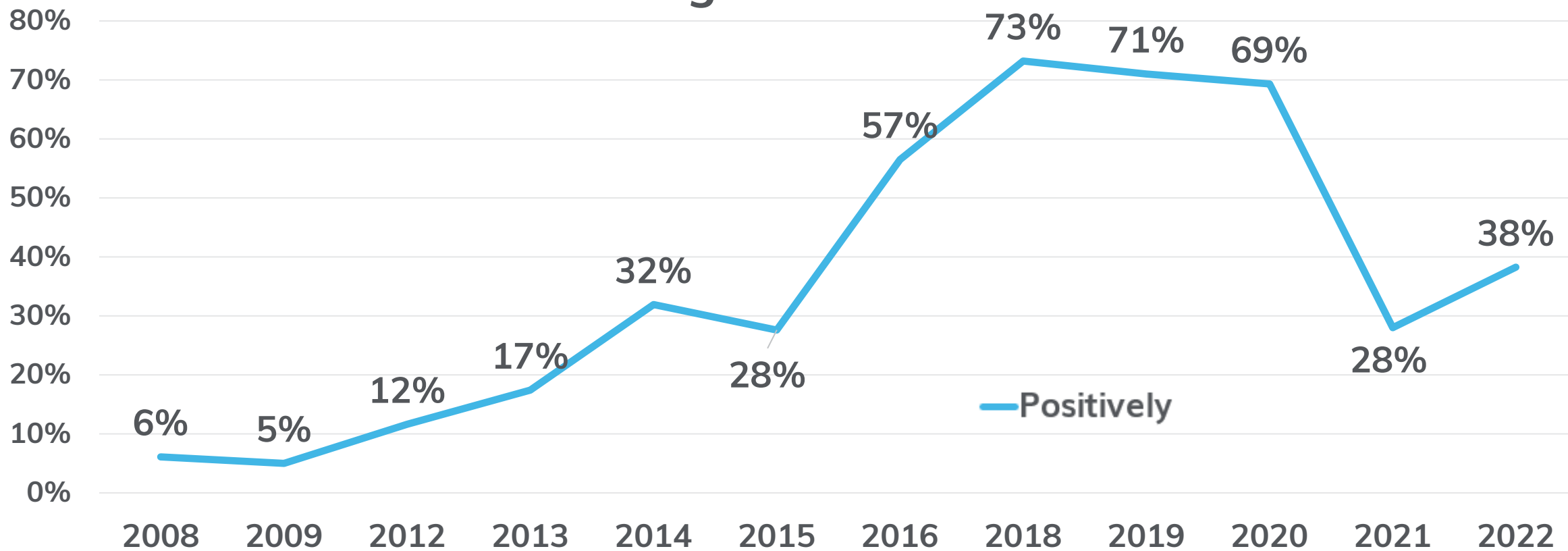
Percent of Enterprises Reporting the Current Economy is Negatively Impacting their Organization Declines to 20%

“How has the current state of the economy affected your organization?”

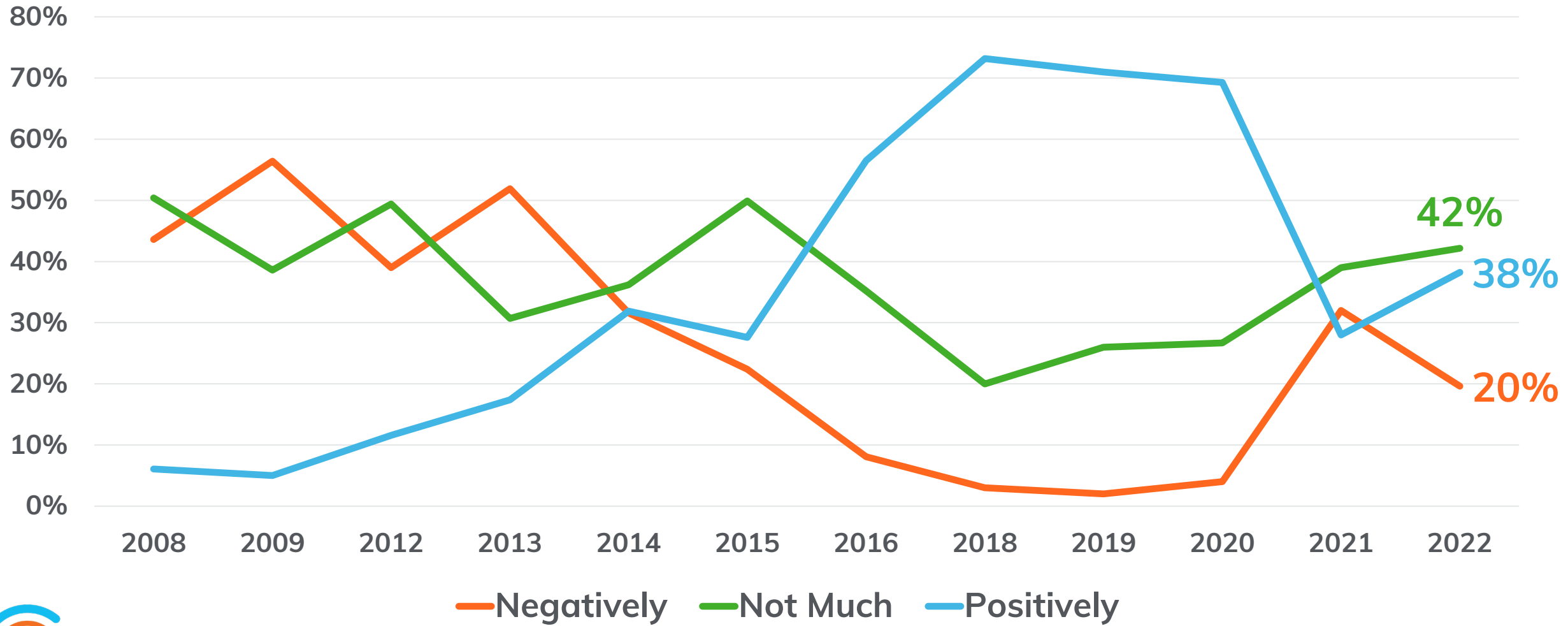


Percent of Enterprises Reporting the Economy is Positively Impacting their Enterprise Rises to 38%

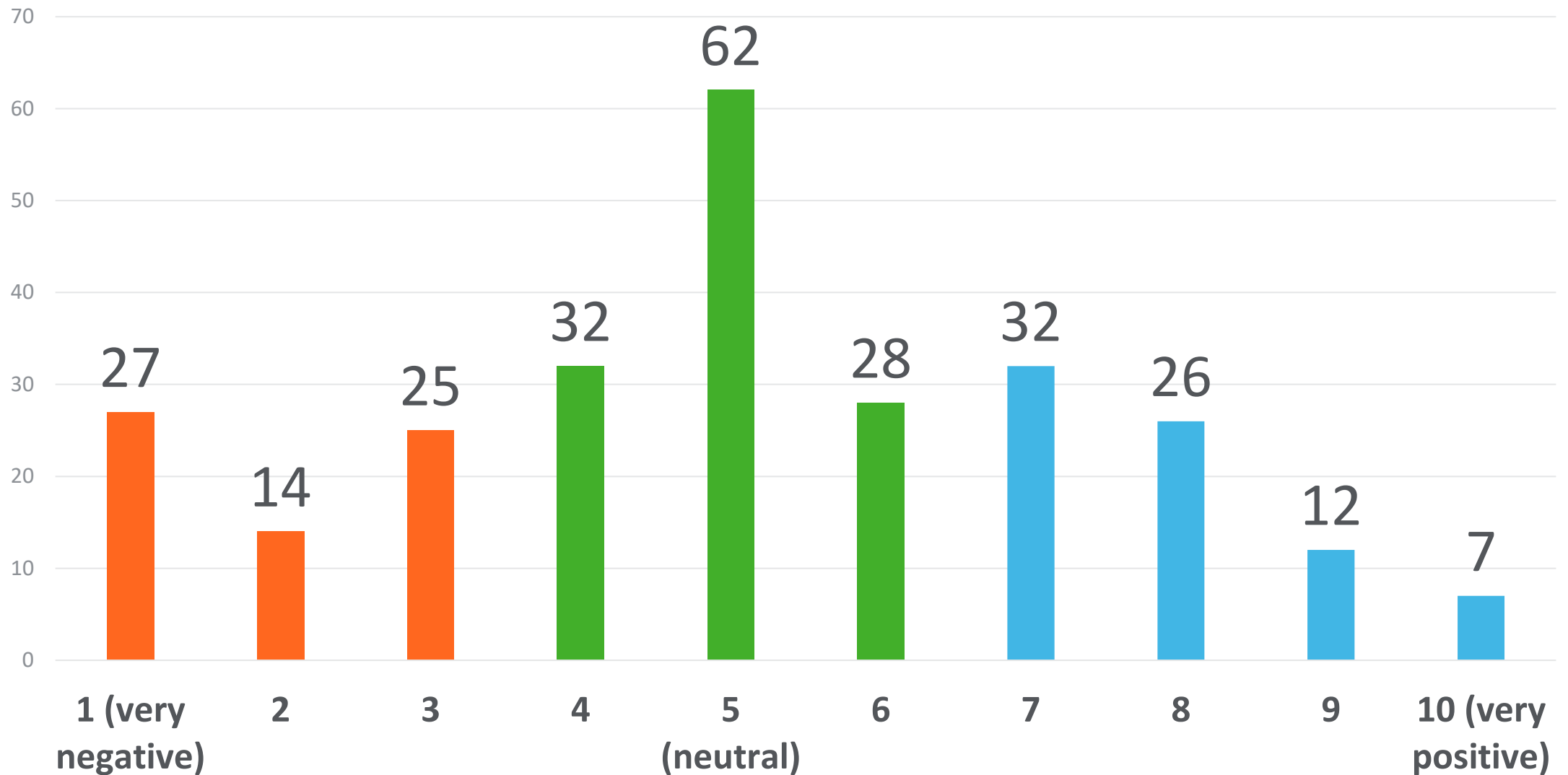
“How has the current state of the economy affected your organization?”



“How Has the Current State of the Economy Affected Your Organization?”



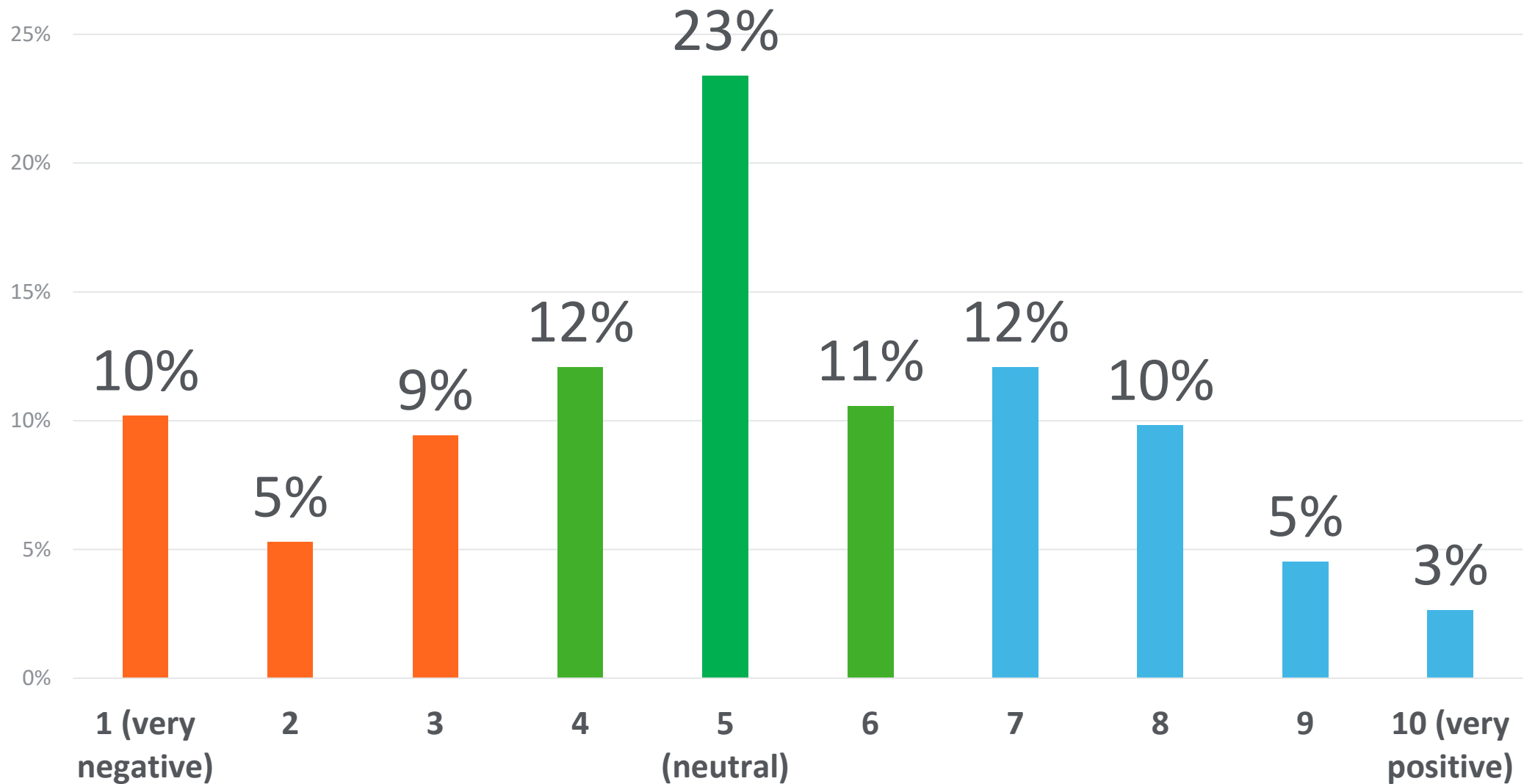
“How Has the Current State of the Economy Affected Your Organization?” Number of Respondents



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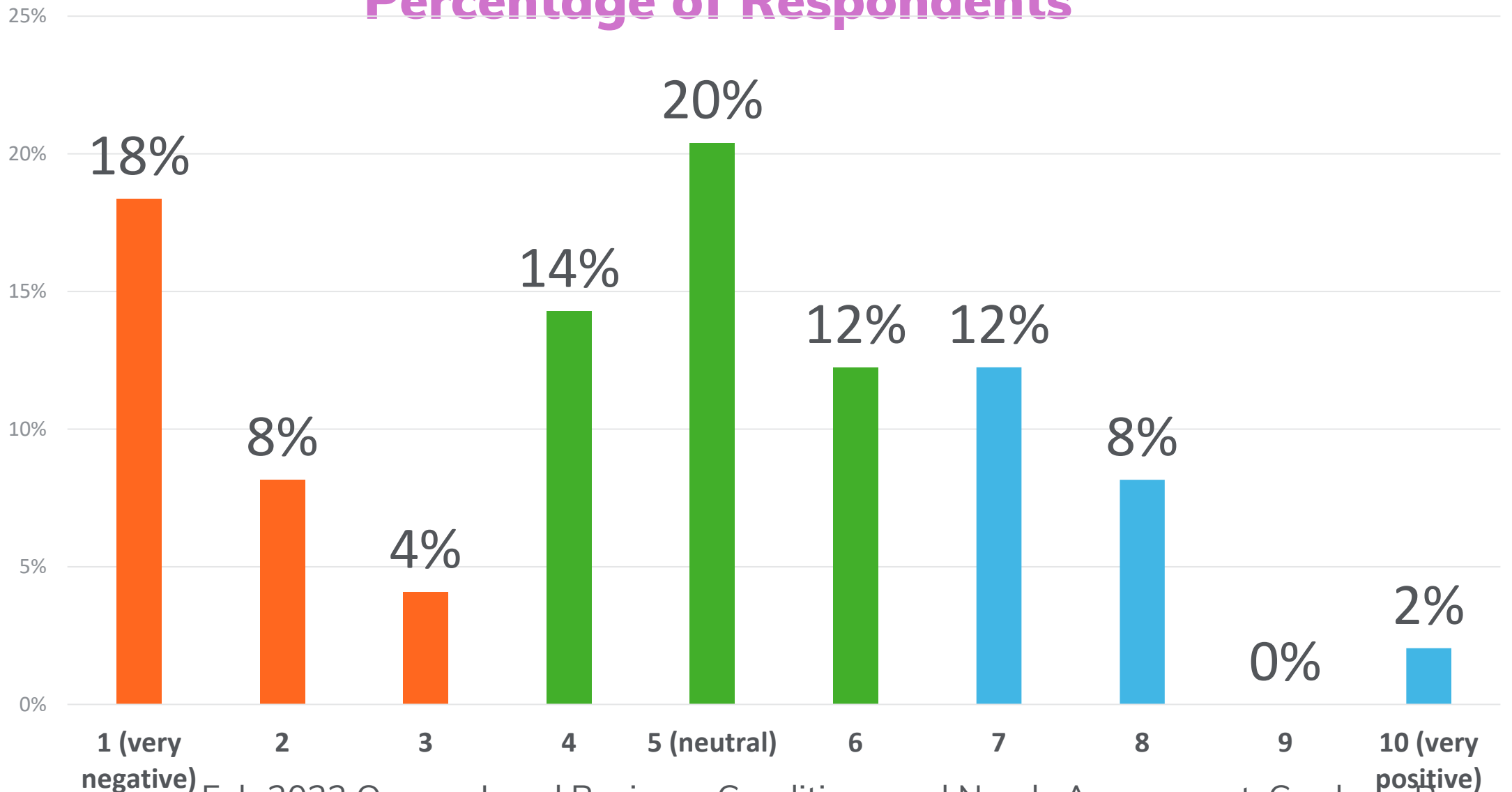
Feb 2022 Annual Economic Conditions Survey + Orange Local Business Conditions and Needs

How Has the Current State of the Economy Affected Your Organization? Percentage of Respondents



CARRBORO ONLY: How Has the Current State of the Economy Affected Your Organization?

Percentage of Respondents



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Feb 2022 Orange Local Business Conditions and Needs Assessment, Carrboro Responses Only N=19

CARRBORO ONLY: How Has the Current State of the Economy Affected Your Organization? Number of

Respondents

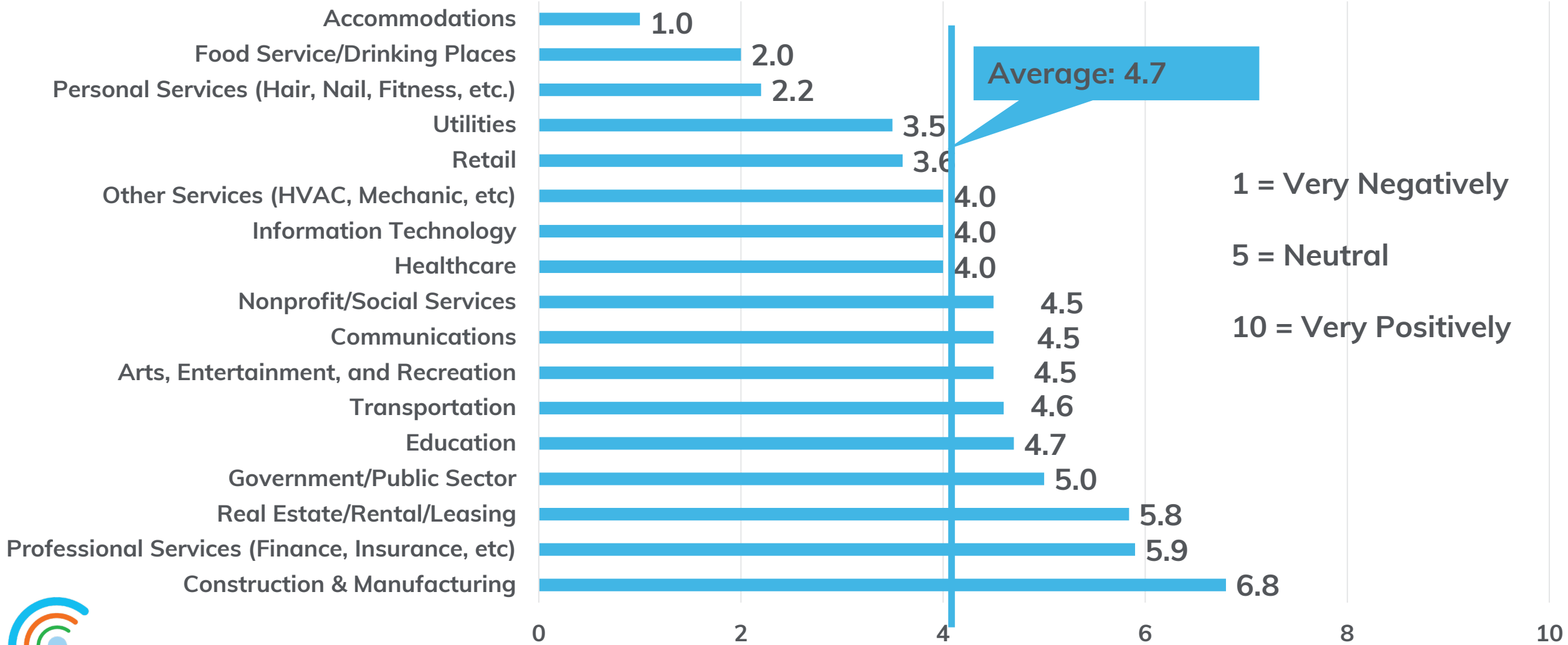


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Feb 2022 Orange Local Business Conditions and Needs Assessment, Carrboro Responses

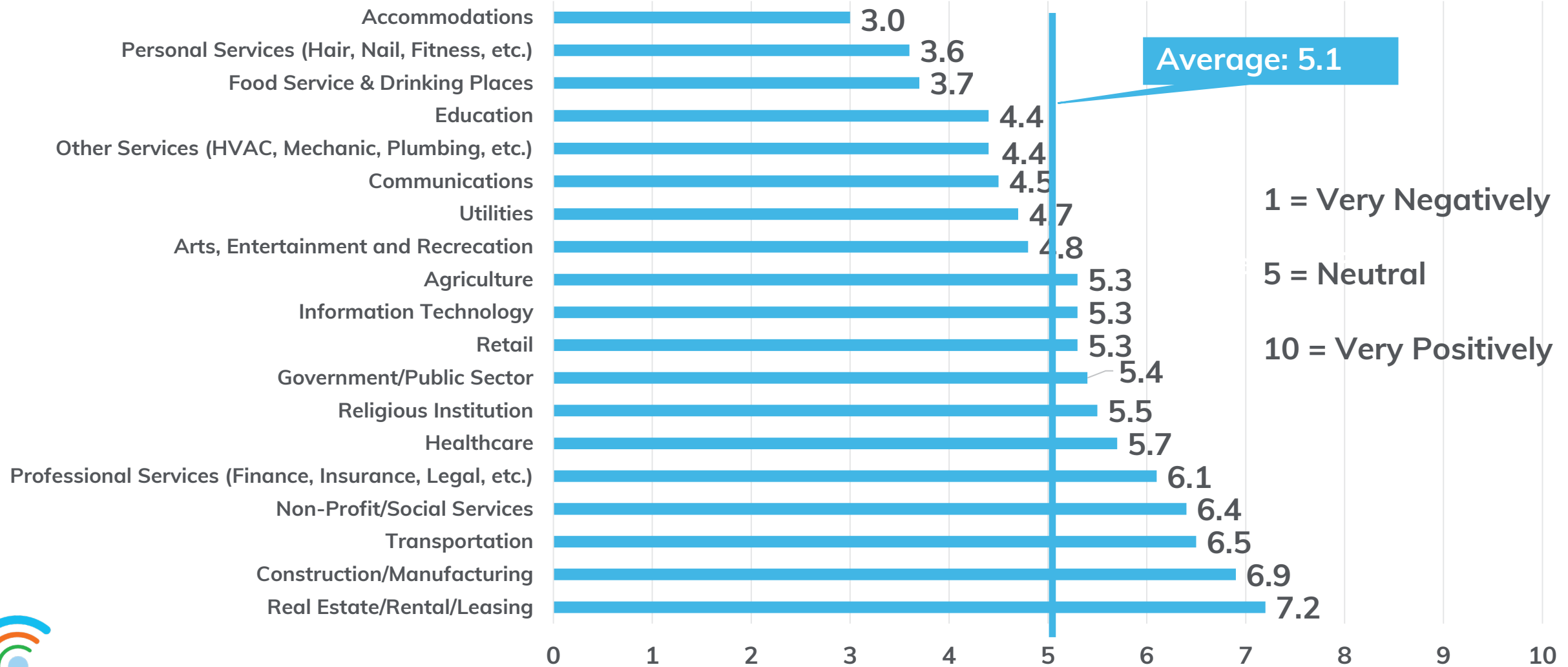
Same Storm, Different Boats (Feb 2021)

“How has the current state of the economy affected your organization?” (2021)



Same Storm, Different Boats (Feb 2022)

“How has the current state of the economy affected your organization?” (2022)



1 = Very Negatively

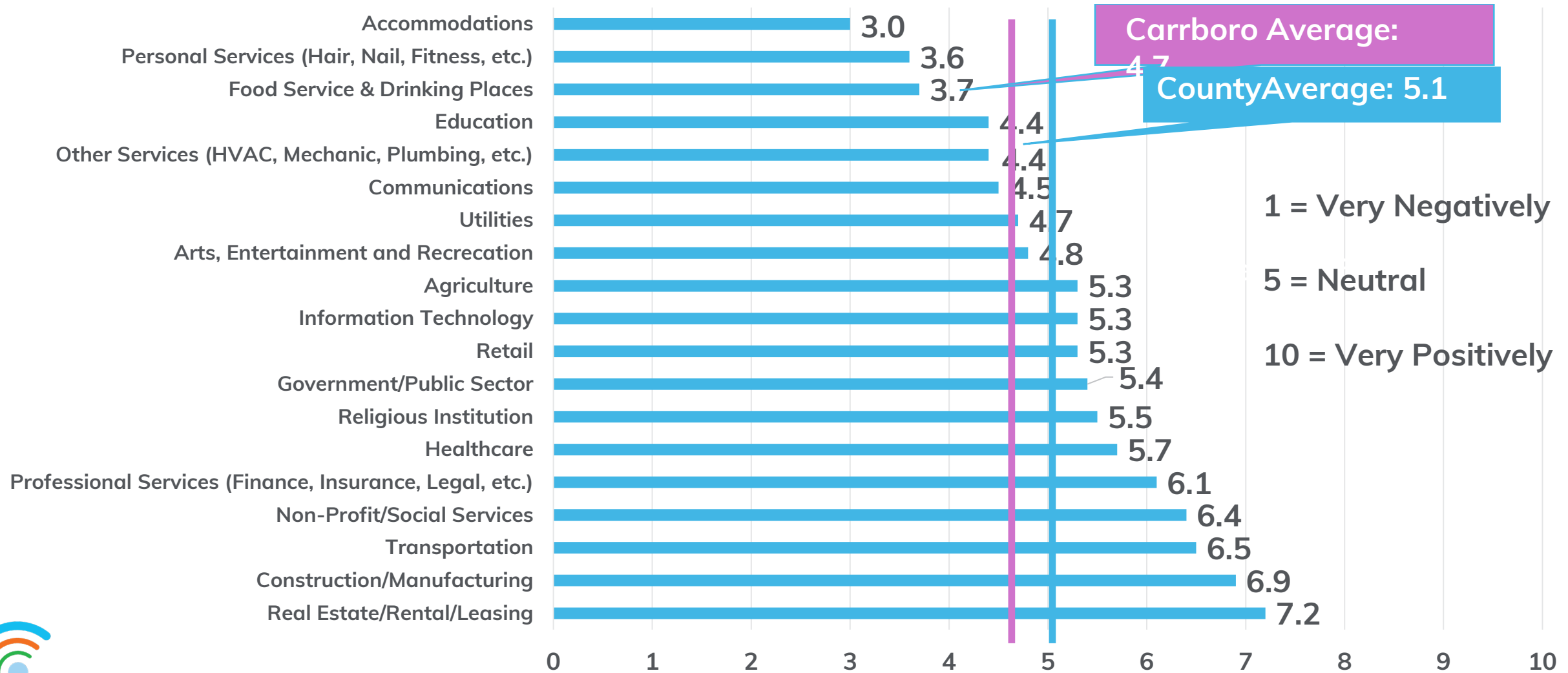
5 = Neutral

10 = Very Positively



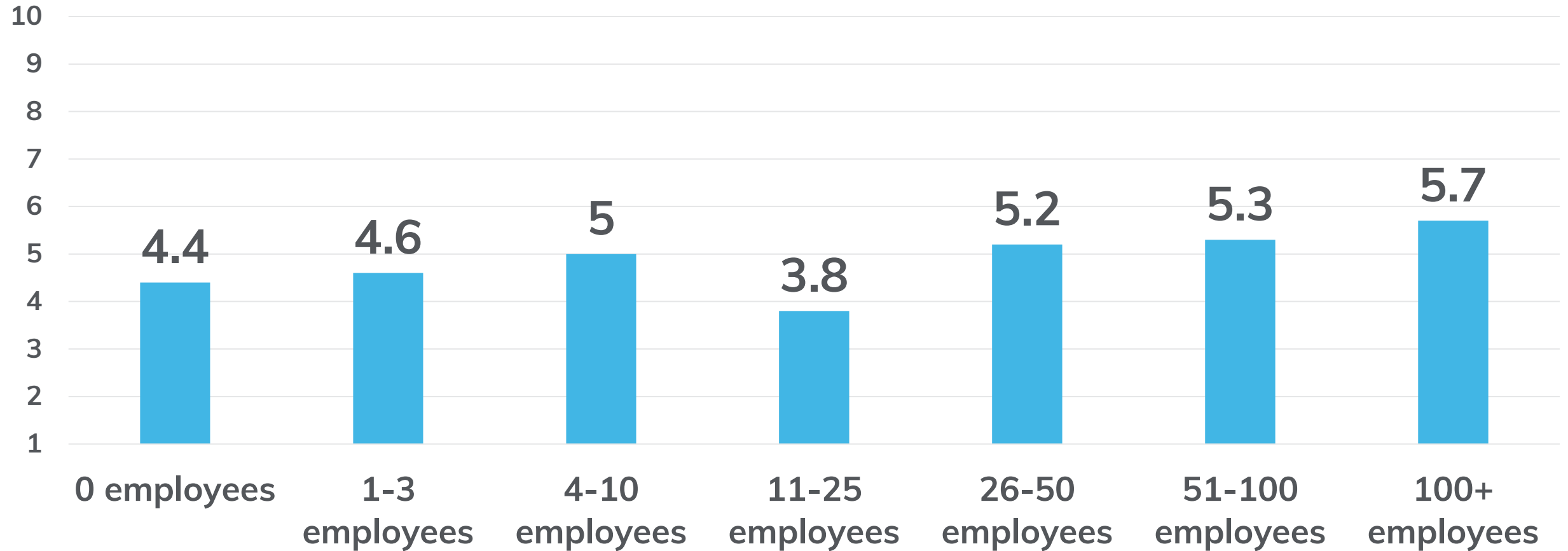
Same Storm, Different Boats (Feb 2022)

“How has the current state of the economy affected your organization?” (2022)



Impact of the Economy Varies Some by Size of Enterprise

“How has the current state of the economy affected your organization?”



1 = Very Negatively 5 = Neutral 10 = Very Positively



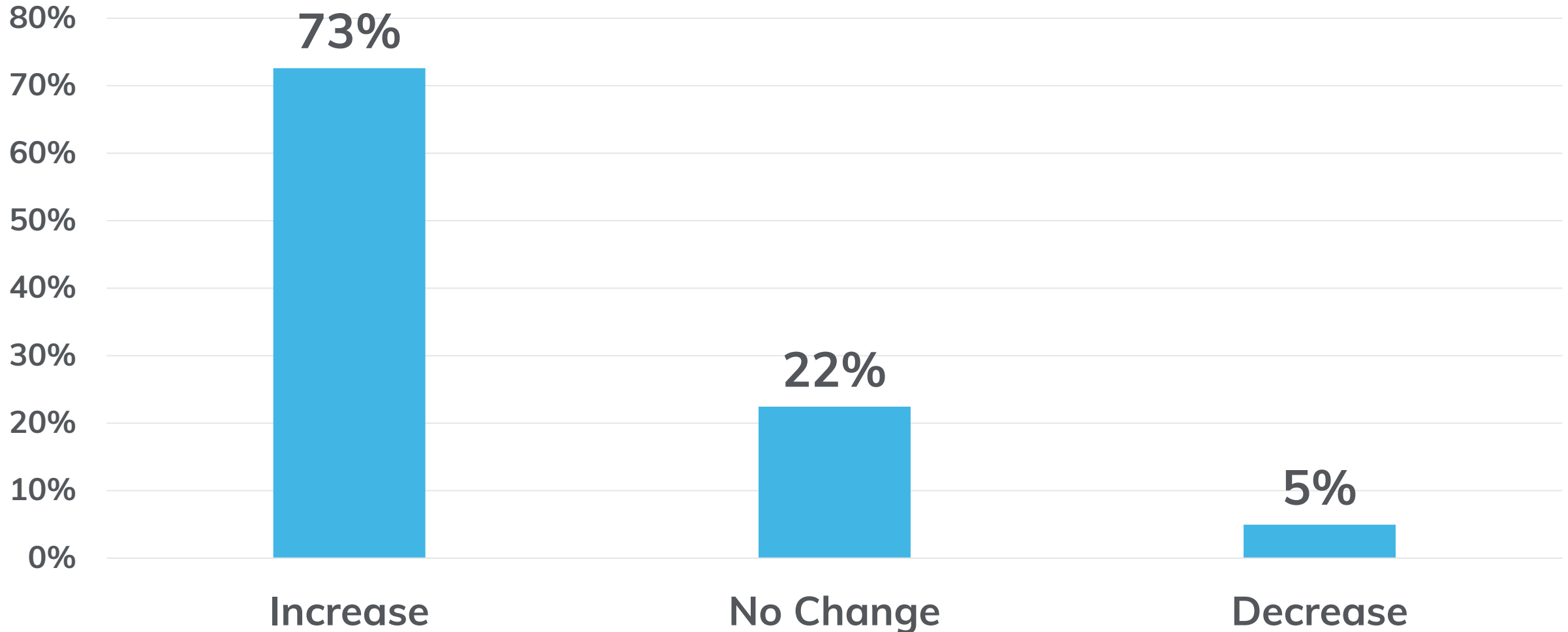


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Do you expect sales to increase or decrease over the next 12 months?

73% of Respondents Expect Sales to Increase in the Next 12 Months

“Do You Expect Sales to Increase or Decrease Over the Next 12 Months?”

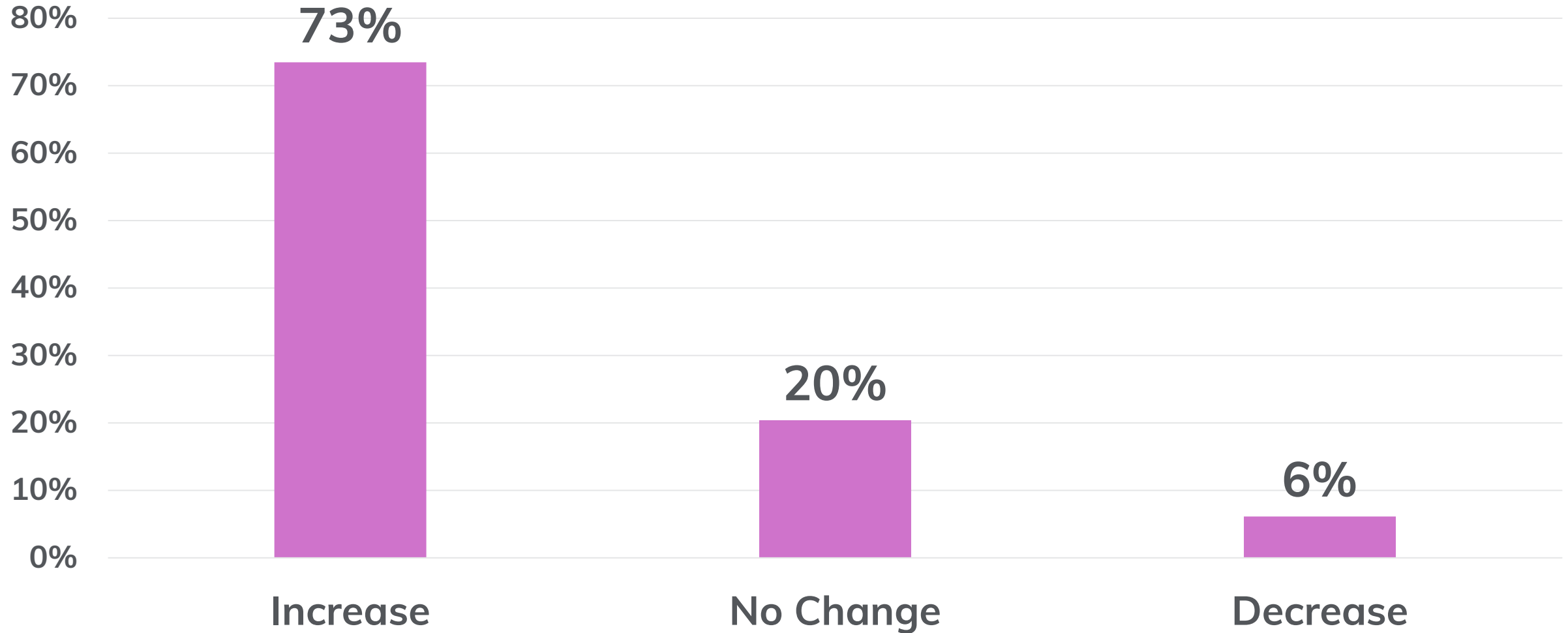


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Feb 2022 Annual Economic Conditions Survey + Orange Local Business Conditions and Needs

73% of Respondents Expect Sales to Increase in the Next 12 Months (Carrboro Responses Only)

“Do You Expect Sales to Increase or Decrease Over the Next 12 Months?”



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Feb 2022 Orange Local Business Conditions and Needs Assessment CARRBORO ONLY N=48

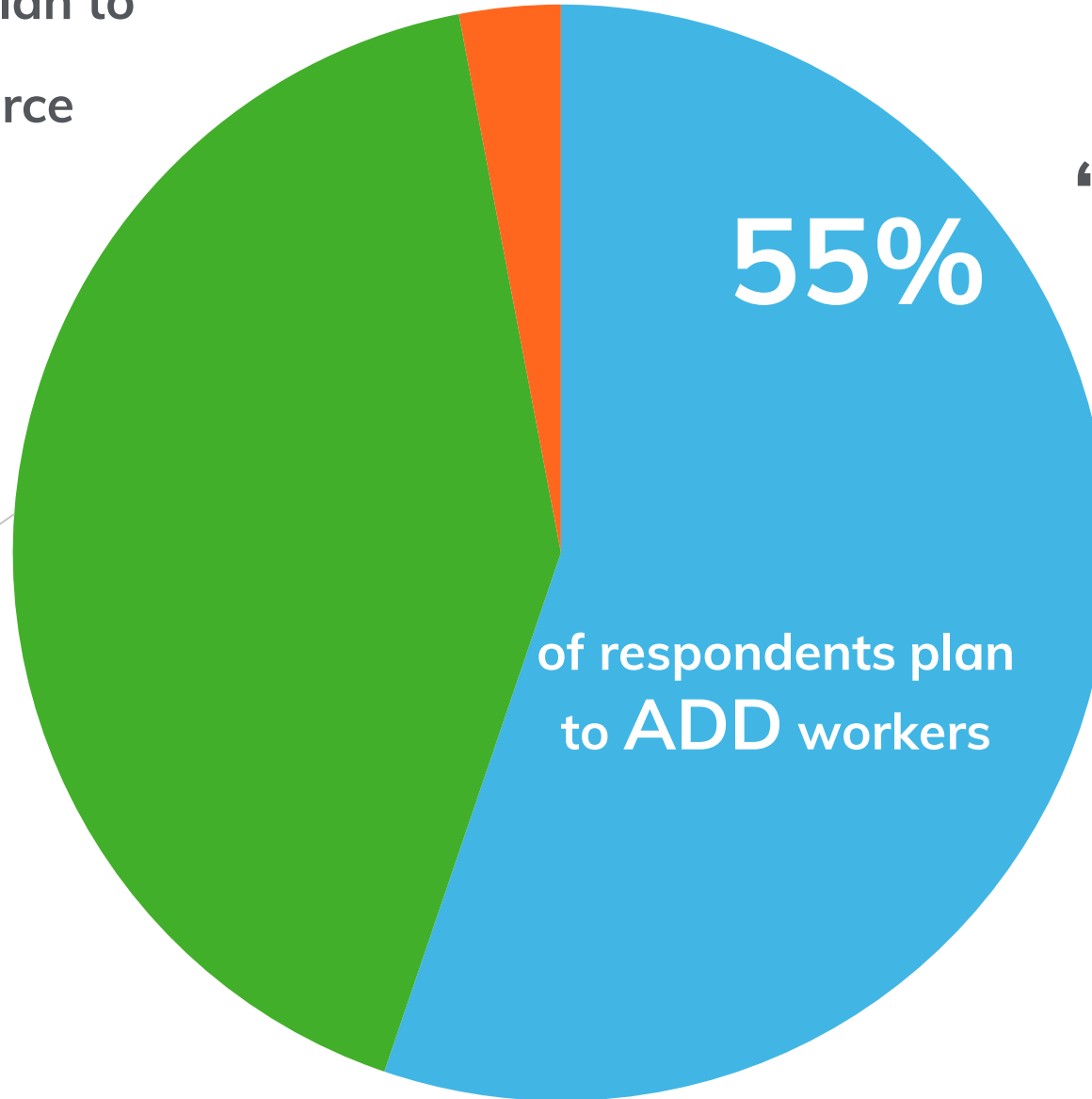


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**Do you plan to add or reduce
workers over the next 12 months?**

3% of respondents plan to **REDUCE** workforce

42% of respondents have **NO PLANS TO ADD** or reduce workforce

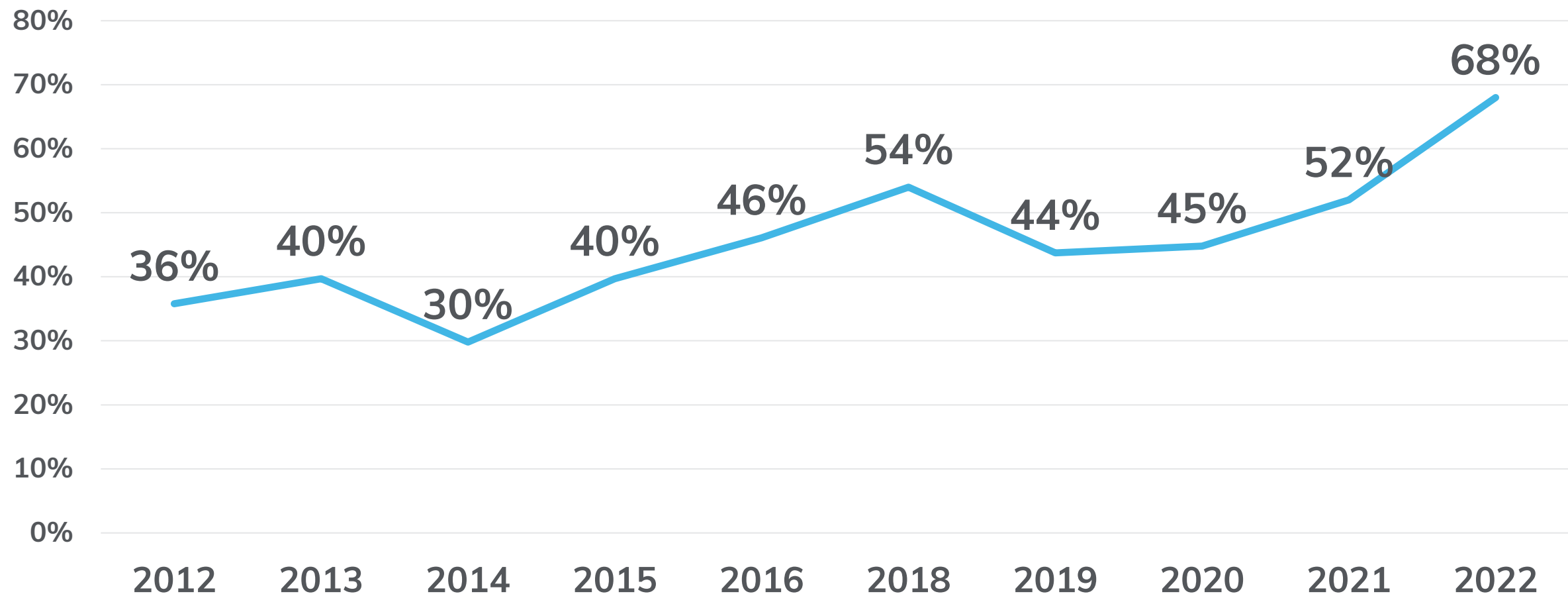


ALL RESPONSES
“Do You Plan to Add or Reduce Workers in the Next 12 Months?”



68% of Respondents Plan to Add Workers in 2022

“Do You Plan to Add or Reduce Workers Over the Next 12 Months?”



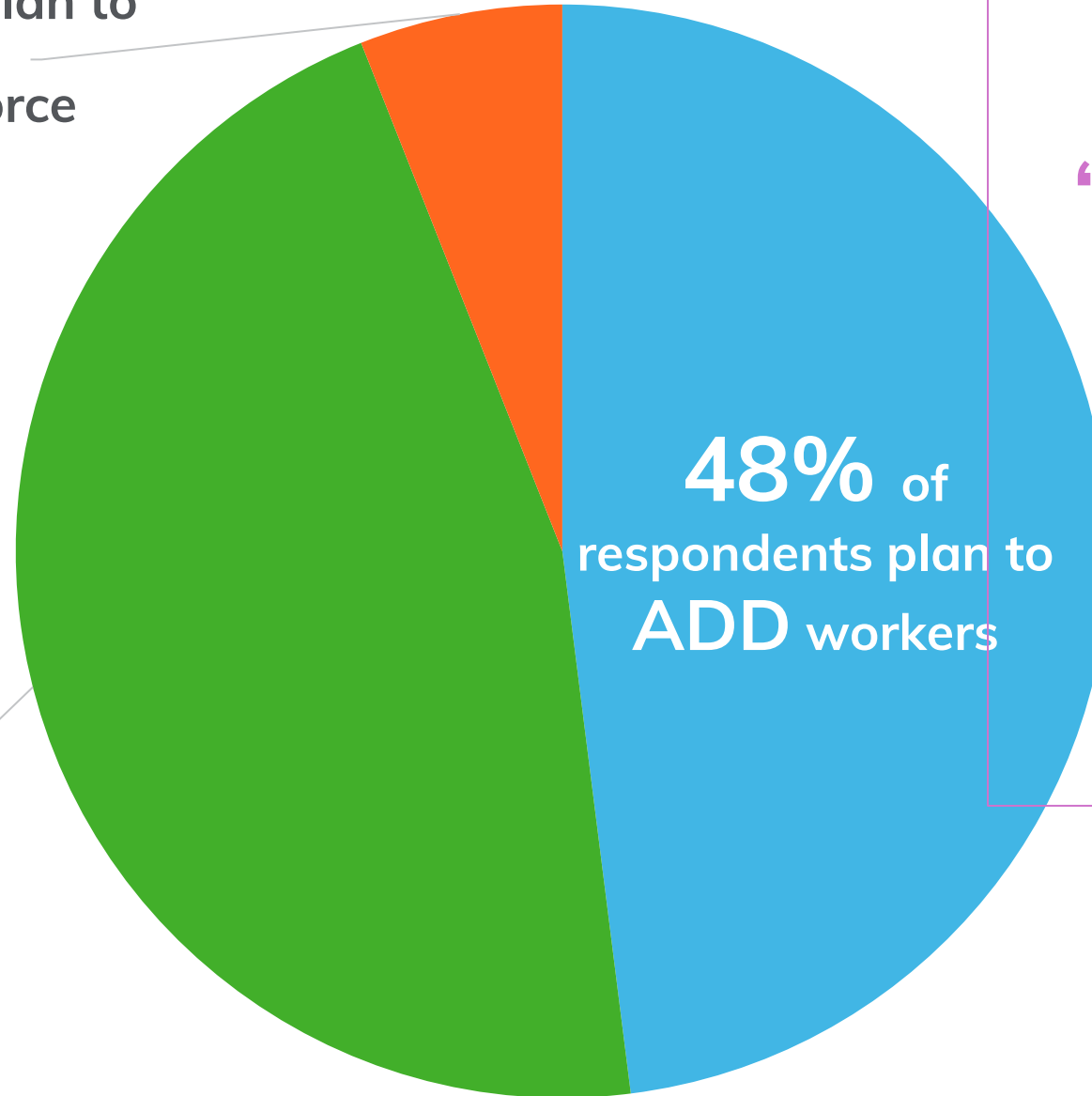
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Chamber Annual Economic Conditions

Survey (Q1)

3% of respondents plan to **REDUCE** workforce

46% of respondents have **NO PLANS TO ADD** or reduce workforce



CARRBORO ONLY:
“Do You Plan to Add or Reduce Workers in the Next 12 Months?”



The Chamber



The Chamber

In three words, how would you describe your organization's current financial condition?

“In three words, how would you describe your organization's current financial condition?”



“In **three words**, how would you describe your organization's current financial condition?”

| | | | |
|------------|---------|--------|--------|
| Stable | Good | Strong | Steady |
| Struggling | Growing | Better | Solid |

“In three words, how would you describe your organization's current financial condition?” (CARRBORO ONLY)



“In **three words**, how would you describe your organization's current financial condition?”

(CARRBORO ONLY) (Top 6 Most Frequent Words)

Stable

Good

Steady

Even

Poor

Slow



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In three words, how would you describe your organization's current economic outlook?

“In **three words**, how would you describe your organization's **current economic outlook?**”

(Top Eight Most Frequent Words)

Optimistic

Positive

Hopeful

Cautiously

Good

Better

Growth

Uncertain

“In three words, how would you describe your organization's current economic outlook?”

(CARRBORO ONLY)



“In **three words**, how would you describe your organization's **current economic outlook?**”
(CARRBORO ONLY) (Top Seven Most Frequent Words)

Positive

Hopeful

Optimistic

Uncertain

Cautiously

Good

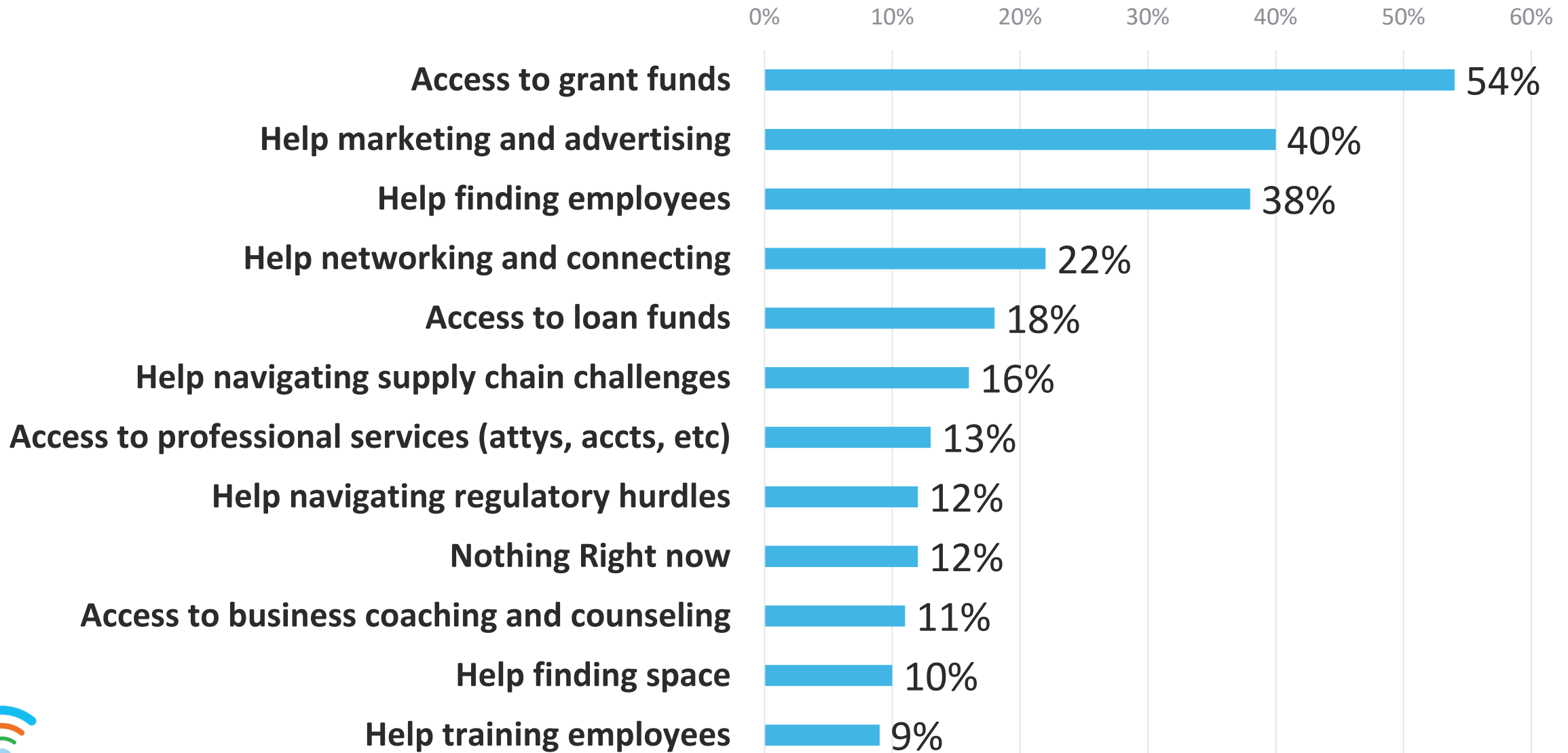
Better



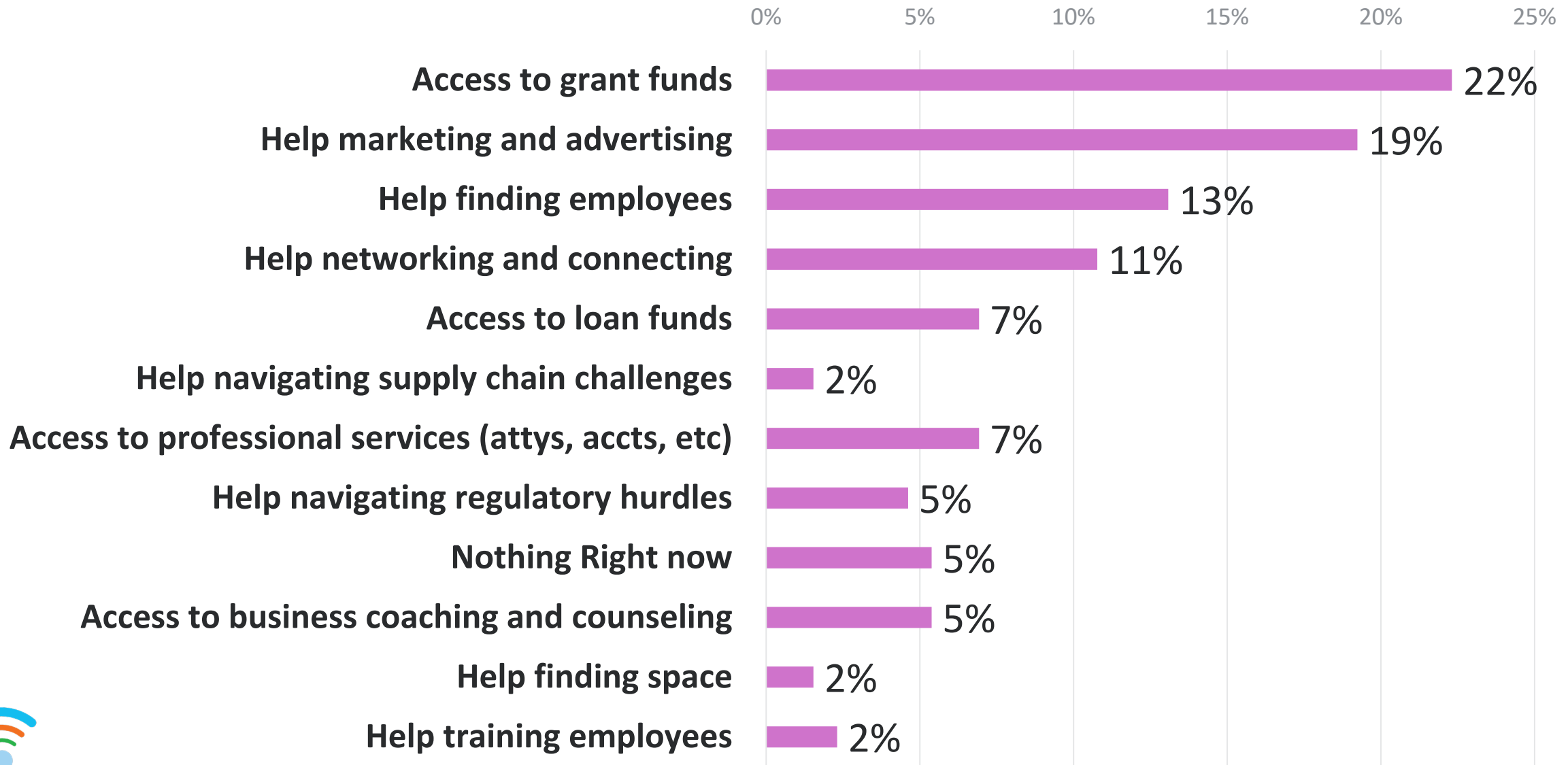
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“What resources do you need in the next six months to help you be successful?”

“What resources do you need in the next six months to help you be successful (check all that apply)?”



help you be successful (check all that apply)?” CARRBORO ONLY



“What is the most significant challenge to the future growth of your organization?”

- ‘\$’ **Money**
- ‘W’ **Workforce**
- ‘S’ **Safety and Sales**
- ‘T’ **Technical Assistance**
- ‘SC’ **Supply Chain**
- ‘D’ **Development (Rules, Regs, Infrastructure)**





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“Other than ending the pandemic, what does your organization need to be successful in 2022?”

“If you could change one thing locally to help your organization thrive, what would it be?”



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Questions and Discussion