

# MEMBER PULSE REPORT

Highlights from the Buffalo Niagara Partnership's Annual Advocacy & Member Survey

- Fall 2021 -

## Top Concerns

### TOP CONCERNS FOR EMPLOYERS

**#1** DIFFICULTY FINDING/  
RETAINING QUALIFIED  
TALENT

**#2** REGULATIONS

**#3** LABOR COSTS

**#4** TAXES

**#5** MARKET CONDITIONS

**#6** LONG-TERM ECONOMIC  
IMPACT OF COVID-19

COVID-19's impact was the #1 concern for employers in 2020, indicating that pandemic-related economic fears have largely subsided. Workforce issues returned to the top spot.

## Workforce Concerns Dominate

**#1**

Employers ranked a lack of qualified workers as their top inhibitor of growth

**83%**

currently have unfilled positions

**77%**

plan to add additional employees this year

**70%**

say a lack of qualified workers has inhibited their ability to grow in the region

**45%**

say they will raise salaries to address labor shortages

Help  
Wanted

## Vaccinating Our Workforce

**30%**

oppose government mandating COVID-19 vaccines for employees

**61%**

have educated & answered employee questions about the vaccine

**24%**

have hosted a vaccination drive on a company site

**15%**

have offered incentives to employees who get vaccinated

## Regional Assets

**96%**

SAY THE **BUFFALO BILLS** HAVE A POSITIVE IMPACT ON OUR REGION



**COST OF LIVING** IS THE TOP ASSET EMPLOYERS HIGHLIGHT WHEN RECRUITING OUT-OF-AREA CANDIDATES


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## Economic Recovery

46% 

saw an increase in sales/revenue, a 28-point improvement from last year 

ONLY 6%

project a decrease in revenue next year, a 47-point improvement over last year

Revenues are rebounding after the relaxation of government restrictions. Employers are optimistic that the economic damage caused by COVID-19 is largely behind us barring another shutdown.


## Business Climate

ONLY 7%

believe New York is becoming **MORE BUSINESS FRIENDLY**, showing no improvement from last year 


 73%

have a favorable or very **FAVORABLE PERCEPTION** of Buffalo Niagara's business climate

 Up 14 points since last year



## Looking Forward to 2022

77% Add new employees 

24-POINT INCREASE FROM LAST YEAR

5% Decrease employees

HALF OF LAST YEAR'S AMOUNT

23% Expand current location

30% Open location outside of area

71% Expand products and services

6% Delay planned investment

20-POINT IMPROVEMENT FROM LAST YEAR

## Changes in the Workplace

71%


ARE PLANNING OR CONSIDERING ALLOWING EMPLOYEES TO **WORK REMOTELY LONG TERM**

23%

SEE THEIR NEED FOR **OFFICE SPACE DECREASING** OVER THE NEXT 2-5 YEARS

## Cross Border Economy

57% 

HAVE BEEN NEGATIVELY IMPACTED BY THE U.S.- CANADA BORDER CLOSURE, A 23-POINT INCREASE FROM LAST YEAR 

## ABOUT THE SURVEY

The BNP surveys its membership each year to gauge pain points, areas of concern and obstacles to growth. As the regional chamber of commerce, the BNP uses this information to inform and shape our government affairs and economic development work, specifically the development of its annual Advocacy Agenda which details the federal, state and local policy priorities of Buffalo Niagara employers.