

BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders increased 1.4% percent in July 2019, up from the previous survey in January 2019.

Minimal changes were shown across all survey questions, with slightly more respondents expecting to see increases in sales, profit, and employment over the next 12 months. As an example, in July 2019, 73% of leaders expected their sales to increase over the next year, compared to 67% in January 2019.

The El Dorado Hills 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.

JAN 2019

58.9

JUL 2019

59.7

▲ 1.4%

Neutral = 50



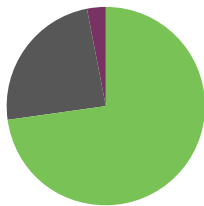
WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

SALES

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

- Increase: 73%
- Same: 24%
- Decrease: 3%



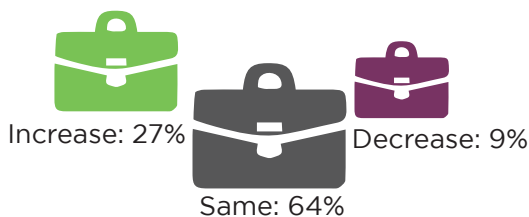
PROFITS

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



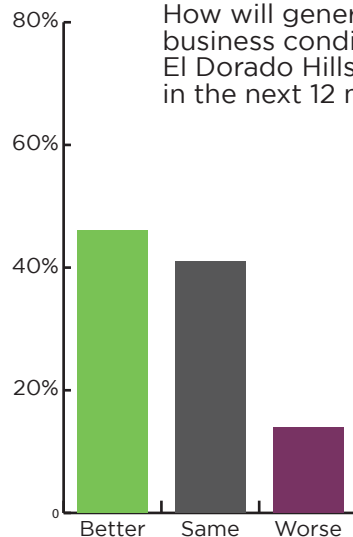
EMPLOYMENT

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



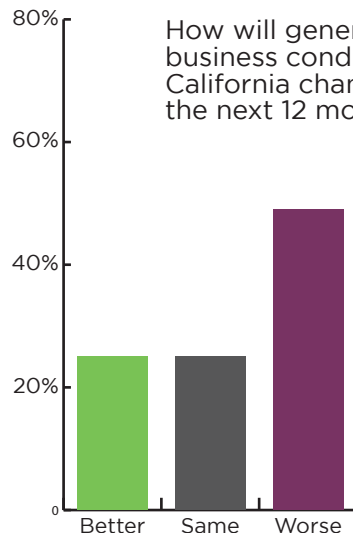
LOCAL BUSINESS CONDITIONS

How will general business conditions in El Dorado Hills change in the next 12 months?



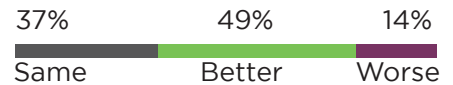
STATE BUSINESS CONDITIONS

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!

Do you support Costco coming to El Dorado Hills at the current proposed location?

- Yes: 68%
- No: 12%
- Undecided: 20%

