

# BUSINESS CONFIDENCE SURVEY

Optimism has increased significantly among El Dorado Hills business leaders, up another 6.8% or 4.1 points in January 2017.

Increase in confidence was found in all components below. More employers are expecting to see their sales and profits to increase over the next 12 months. Employment levels are expected to increase as well with 27% of local leaders expecting to hire more employees, while only 4% expect to decrease employment.

A majority of increases were noticed in the general outlook of local, state, and U.S. business conditions. As of January 2017, 64% of business leaders expect to see a better local economy in the next 12 months, an increase of 10% when compared to the July 2016 survey results.

JULY 2016

60.3

JANUARY 2017

64.4

▲ 6.8 %

Neutral = 50



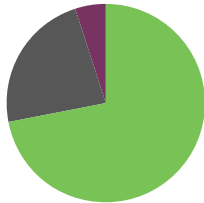
## WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

### SALES

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

- Increase: 72%
- Same: 23%
- Decrease: 5%



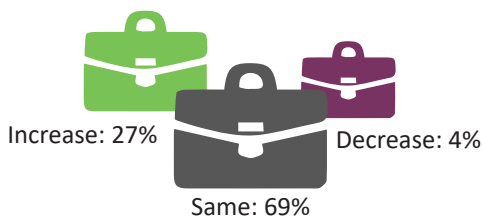
### PROFITS

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



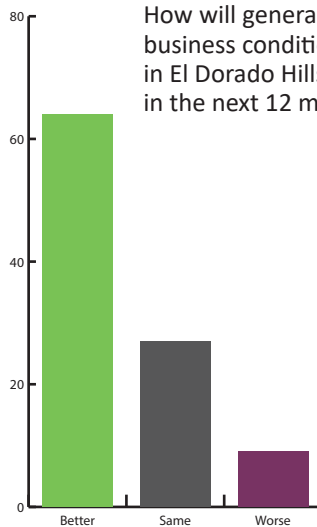
### EMPLOYMENT

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



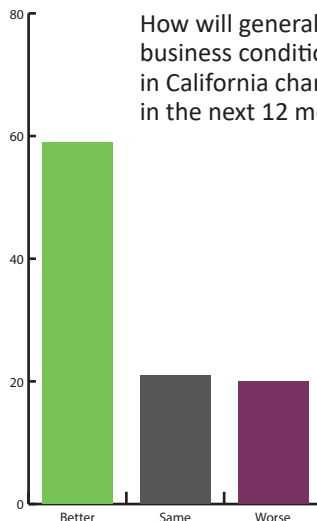
### LOCAL BUSINESS CONDITIONS

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



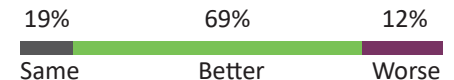
### STATE BUSINESS CONDITIONS

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!

What will be the impact on El Dorado Hills businesses due to the minimum wage increase?

- Increased inflation for consumers : 46%
- Decrease in employment : 20%
- No impact : 20%
- Other : 6%
- Reduced employee turnover : 5%
- Loss of business : 2%
- Increased business : 1%

