2017

ECONOMIC OUTLOOK SURVEY

TOPLINE RESULTS

01-05-17

US AND CANADA

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PROGRAM OVERVIEW
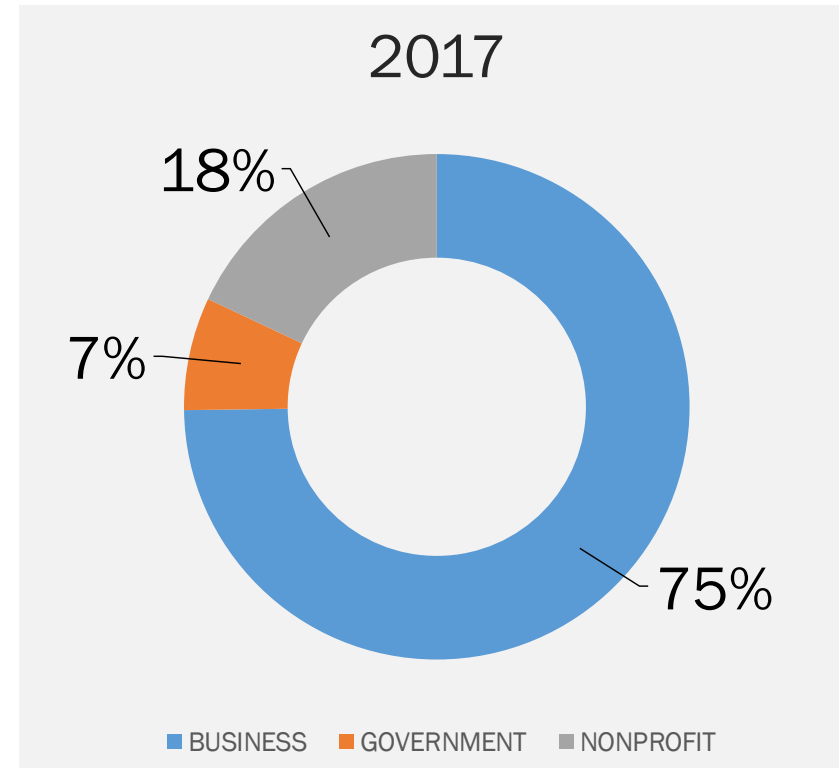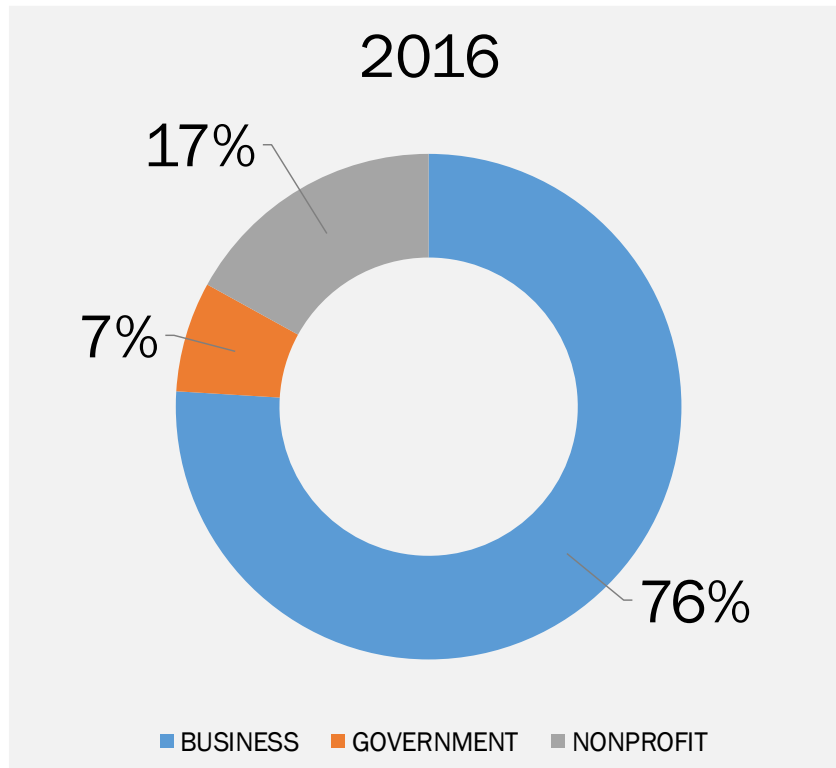The survey was conducted through chambers and business associations throughout the US and Canada

US AND CANADA

Who
2739 respondents to the survey invitation

What
A survey collecting feedback on the outlook for 2017

When
November 08, 2016 – December 9, 2016

Where
Focused on your local economic region

Why
To support and encourage healthy business startup and growth throughout the US and Canada.

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SECTOR
Respondents from all three sectors were invited to participate in the survey

US AND CANADA

OUTLOOK

Respondents were asked to rate the outlook for their organization looking out 6 months, 12 months, and 3 years

US AND CANADA

OUTLOOK

RECOMMEND

2017 EXPECTATIONS

2017 CHALLENGES

ORGANIZATIONAL CULTURE

REGION

STATE / PROVINCE

Rate your organization's general outlook for the following time frames.

US AND CANADA						
Year		2016	Δ	2017	SIG	MOE +/-
Sample Size		2126		2739		
ORGANIZATIONAL OUTLOOK						
Next 6 months		70	2	72	⬆	1.1
Next 12 months		75	1	76	⬆	1.0
Next 3 years		77	0	77		1.0

Term	Explanation
Δ	Difference between the two means
SIG	Green arrow indicates Δ above the MOE Red arrow indicates Δ below the MOE
MOE +/-	Margin of error at a 90% confidence level to determine if the means are different

Notes: 1-10 scale is translated to a 0-100 score

Question: "Using a scale where 10 is Excellent and 1 is Poor, rate your organization's general outlook for the following time frames."

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RECOMMEND
Respondents were asked their likelihood to recommend the local community, the region, and the state / province

US AND CANADA

OUTLOOK

RECOMMEND

2017 EXPECTATIONS

2017 CHALLENGES

ORGANIZATIONAL CULTURE

REGION

STATE / PROVINCE

How likely are you to recommend the following as a great place to grow a business?

US AND CANADA						
Year	2016	Δ	2017	SIG	MOE +/-
Sample Size	2126		2739		
RECOMMEND					
Local Community	67	7	74	⬆	1.3
Economic Region	67	7	74	⬆	1.2
State / Province	67	7	74	⬆	1.3

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Notes: 1-10 scale is translated to a 0-100 score

Question: "Using a scale where **10 is Extremely Likely and 1 is Not at all Likely**, how likely are you to recommend the following as a great place to grow a business?"

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2017 EXPECTATIONS
Respondents were asked about their expectations for their organization in 2017

US AND CANADA

OUTLOOK

RECOMMEND

2017
EXPECTATIONS

Which of the following does your
organization EXPECT for 2017?

(Check all that apply)

2017 CHALLENGES

ORGANIZATIONAL
CULTURE

REGION

STATE / PROVINCE

US AND CANADA						
Year		2016	Δ	2017	SIG	MOE +/-
Sample Size		2126		2739		
2017 EXPECTATIONS						
Hire more people		43%	3	46%	⬆	2.4%
Remain in your state / province		84%	-3	81%	⬇	1.8%
Grow within your state / province		53%	0	53%		1.9%
Grow globally		11%	-2	9%	⬇	1.5%
Plan to make a capital expenditures				38%		

Term	Explanation
Δ	Difference between the two means
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MOE +/-	Margin of error at a 90% confidence level to determine if the means are different

Notes: Respondents answered this multiple select question by checking the appropriate checkboxes

Question: "Which of the following does your organization **EXPECT** for 2017? (Check all that apply)"

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2017 CHALLENGES
Respondents were asked which of seven possible challenges were top challenges for their organization in 2017

US AND CANADA

OUTLOOK

RECOMMEND

2017 EXPECTATIONS

Which of the following are your organization's TOP CHALLENGES in 2017?

(Check all that apply)

2017 CHALLENGES

ORGANIZATIONAL CULTURE

REGION

STATE / PROVINCE

	US AND CANADA		MOE +/-
Year		2017	
Sample Size		2739	
2017 CHALLENGES			
Attracting and retaining top talent		55%	2%
Lower healthcare costs		48%	2%
Simpler regulation		37%	2%
More available skilled labor		41%	2%
Lower taxes		34%	1%
Better access to capital		17%	1%
Lower energy costs		16%	1%

Notes: Respondents answered this multiple select question by checking the appropriate checkboxes. MOE +/- is the margin of error at a 90% confidence level.

Question: "Which of the following are your organization's **TOP CHALLENGES** in 2017? (Check all that apply)"

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ORGANIZATIONAL CULTURE

Respondents were asked about their organizational culture based on the Denison Organizational Culture Model

US AND CANADA

OUTLOOK

RECOMMEND

2017 EXPECTATIONS

2017 CHALLENGES

ORGANIZATIONAL CULTURE

REGION

STATE / PROVINCE

How much do you agree with the following regarding your company/organization?

My company/organization . . .

US AND CANADA		MOE +/-
Year	2017	
Sample Size	2739	
ORGANIZATIONAL CULTURE		
Overall has the right culture to execute strategy	80	0.6
Has a highly engaged workforce	80	0.6
Has a clear direction for the future	80	0.6
Has efficient systems and processes for getting work done	78	0.6
Adapts well to changes in the marketplace	77	0.6

Notes: 1-10 scale is translated to a 0-100 score. MOE +/- is the margin of error at a 90% confidence level.

Question: "Using a scale where **10 is Strongly Agree and 1 is Strongly Disagree**, how much do you agree with the following regarding your company/organization?"

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REGION
Respondents were asked four questions about their local economic region

US AND CANADA

OUTLOOK

RECOMMEND

2017 EXPECTATIONS

2017 CHALLENGES

ORGANIZATIONAL CULTURE

REGION

STATE / PROVINCE

How much do you agree with the following regarding your economic region?

My region . . .

US AND CANADA						
Year		2016	Δ	2017	SIG	MOE +/-
Sample Size		2126		2739		
REGION						
Has an unparalleled quality of life		67	5	72	⬆	1.1
Has a forward-looking culture that embraces entrepreneurialism		57	6	63	⬆	1.3
Has an educational system that is second to none		55	7	62	⬆	1.3
Has a large pool of skilled, educated talent available for hire		48	4	52	⬆	1.3

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Notes: 1-10 scale is translated to a 0-100 score

Question: "How much do you agree with the following regarding your economic region? My region . . ."

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STATE / PROVINCE
Respondents were asked nine questions about their state or province

US AND CANADA

| OUTLOOK |
| RECOMMEND |
| 2017 EXPECTATIONS |
| 2017 CHALLENGES |
| ORGANIZATIONAL CULTURE |
| REGION |
| STATE / PROVINCE |

How much do you agree with the following regarding your state / province?

My state / province . . .

US AND CANADA					
Year	2016	Δ	2017	SIG DIFF	MOE +/-
Sample Size	2126		2739		
STATE / PROVINCE					
Is a great state for raising a family	76	4	80	⬆	1.1
Has effective BUSINESS leaders			70		
Has effective NONPROFIT leaders			70		
Is a great state for young professionals	60	9	69	⬆	1.3
Is a great place to start or grow a business	60	7	67	⬆	1.3
Has a strong, vibrant economy	58	6	64	⬆	1.2
Is business-friendly	57	7	64	⬆	1.3
Is on the right track	58	5	63	⬆	1.3
Has effective GOVERNMENT leaders			57		

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Notes: 1-10 scale is translated to a 0-100 score

Question: "How much do you agree with the following regarding your state / province? My state / province . . ."

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