

Business Climate Survey

Analysis and Insights



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WALLA WALLA VALLEY
CHAMBER OF COMMERCE



Agenda

A look at the Business Climate Survey

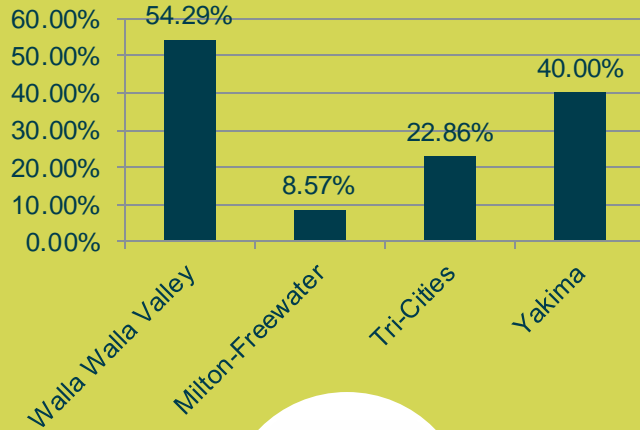
1	Purpose of the survey
2	Profile of participants
3	Review of responses
4	Insights



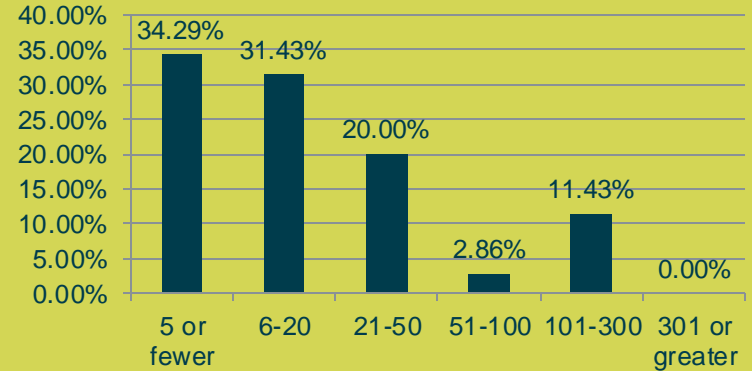
Profile of the participants

A look at who participated in the Business Climate Survey

Markets



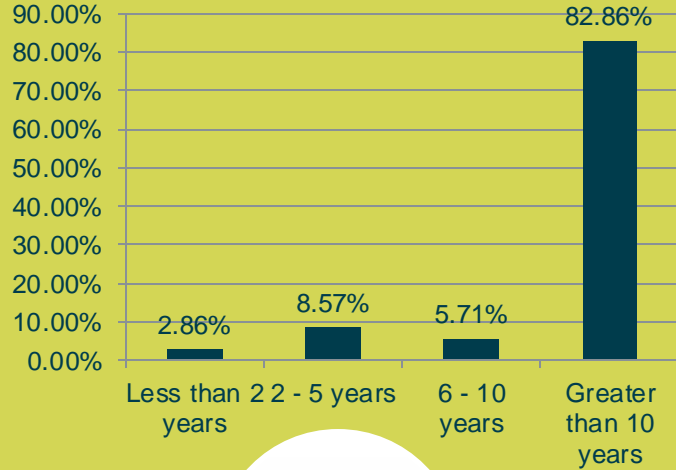
FTEs



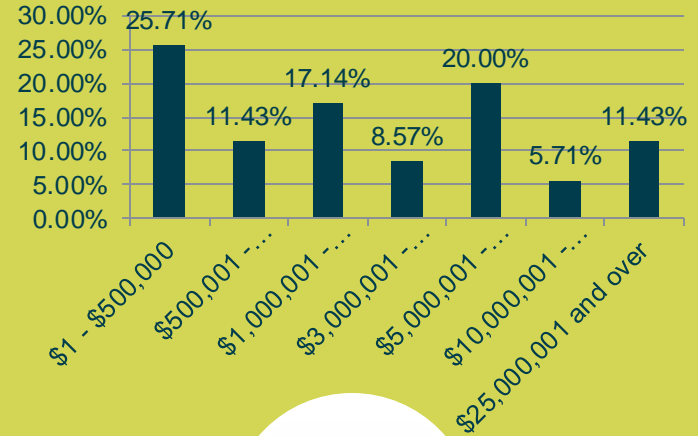
Profile of the participants

A look at who participated in the Business Climate Survey

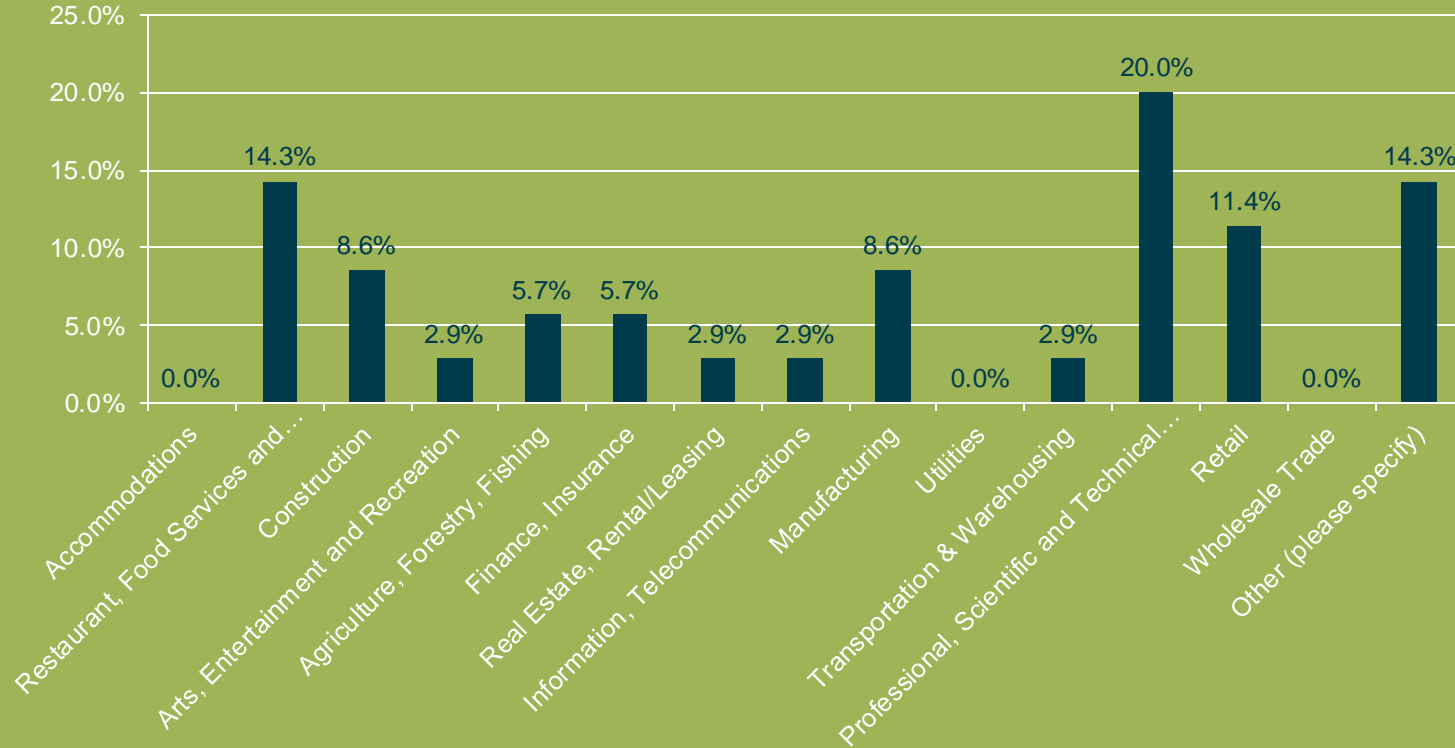
Years in Business



Average Annual Gross Revenue

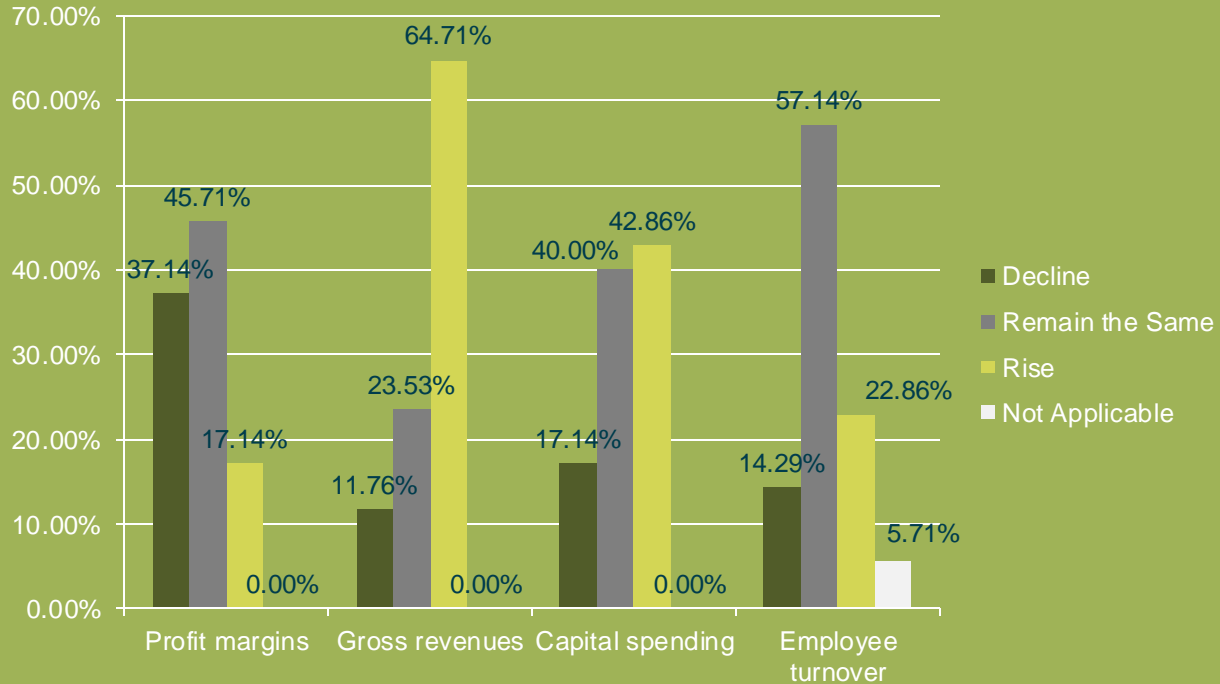


Participant Sectors



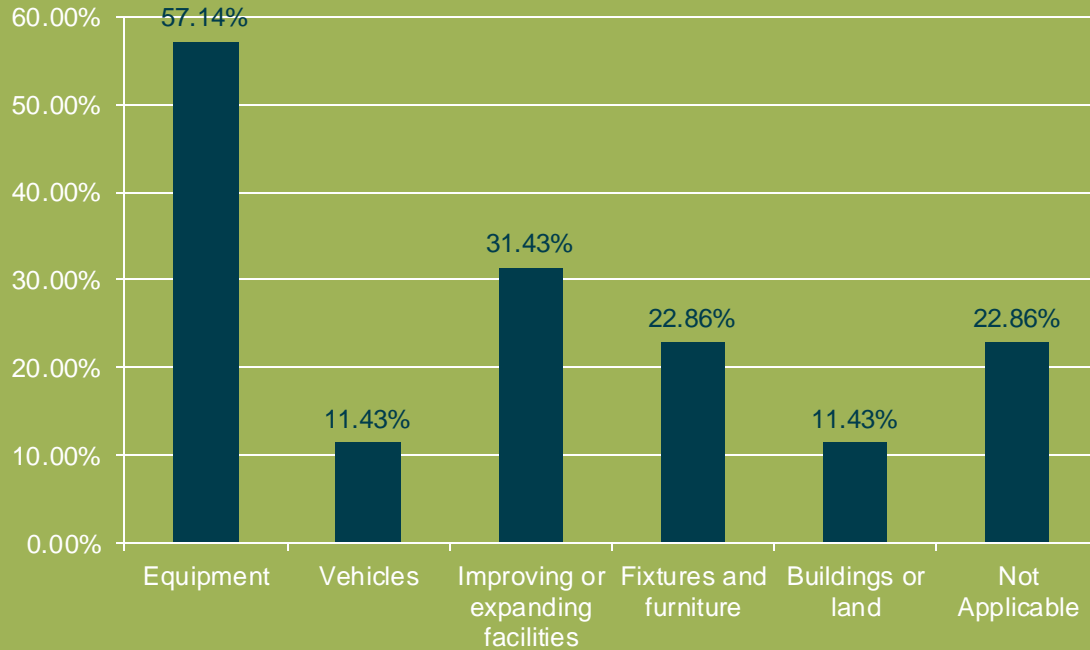
Q1

Do you expect the following to decline, remain the same, or rise in the next 12 months?



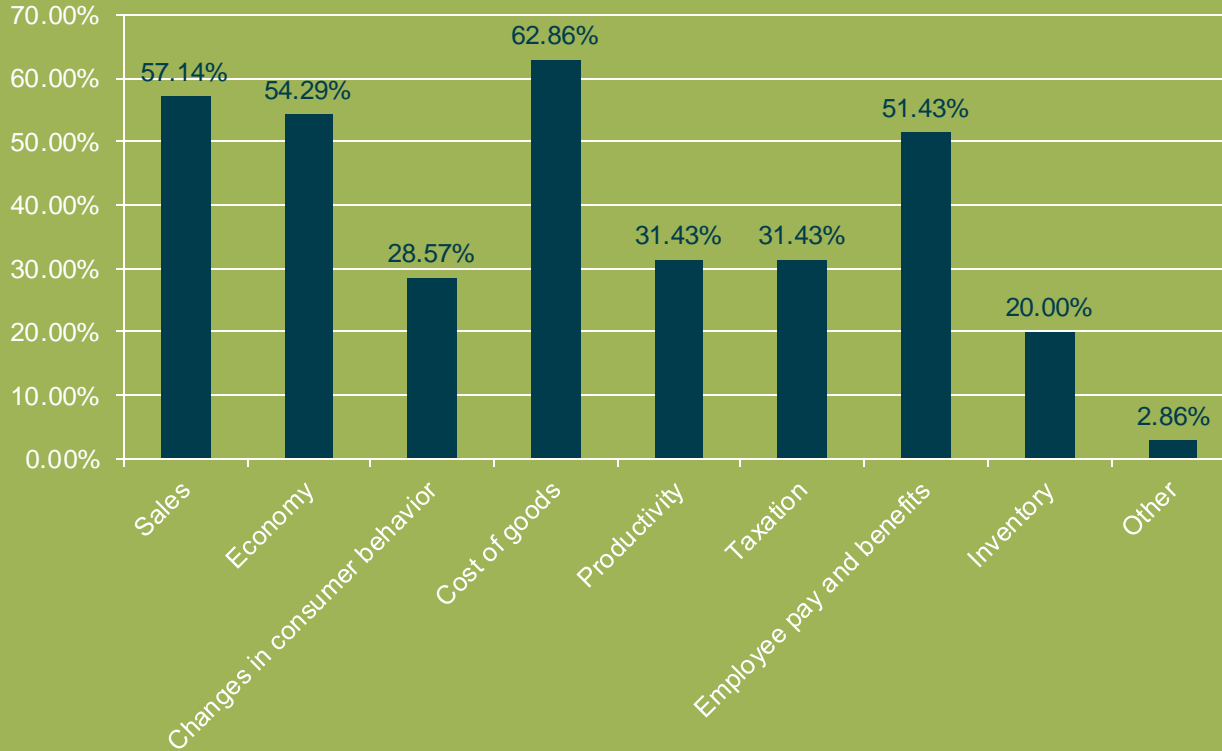
Q2

If you plan on increasing capital spending, what area(s) will that spending go towards?



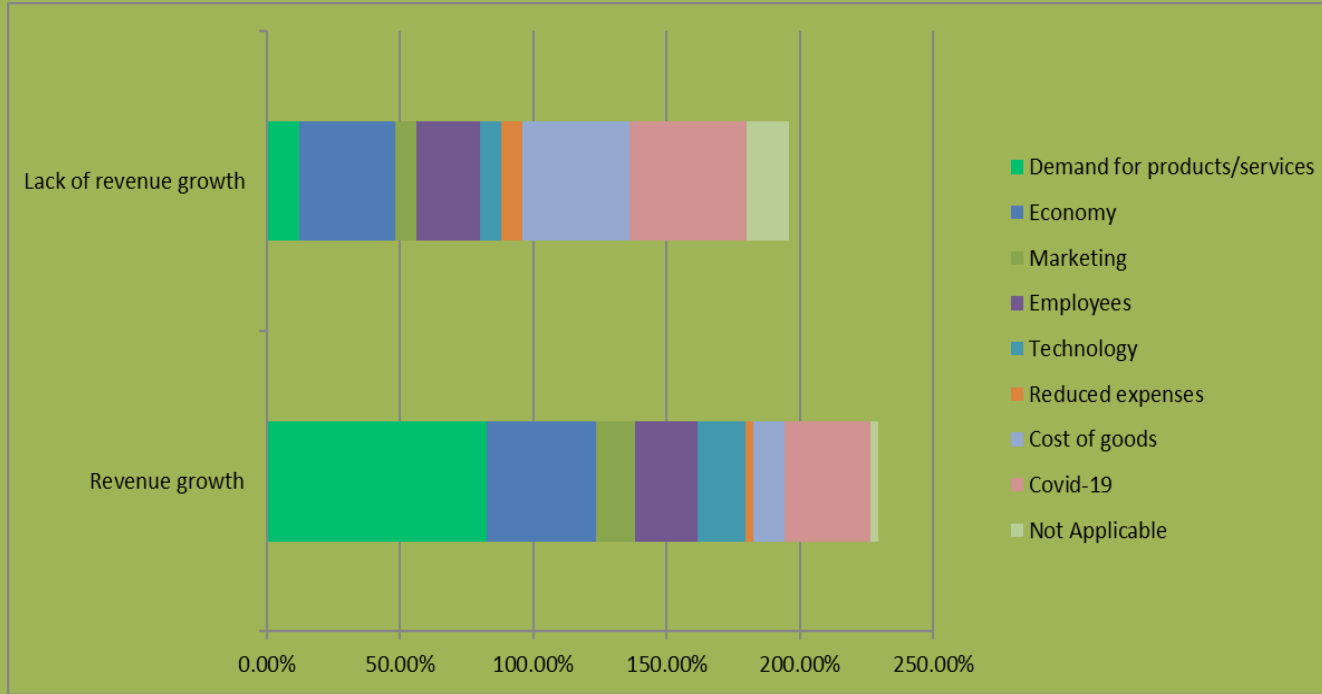
Q3

What factors are the most important to your profit outlook in the next year?



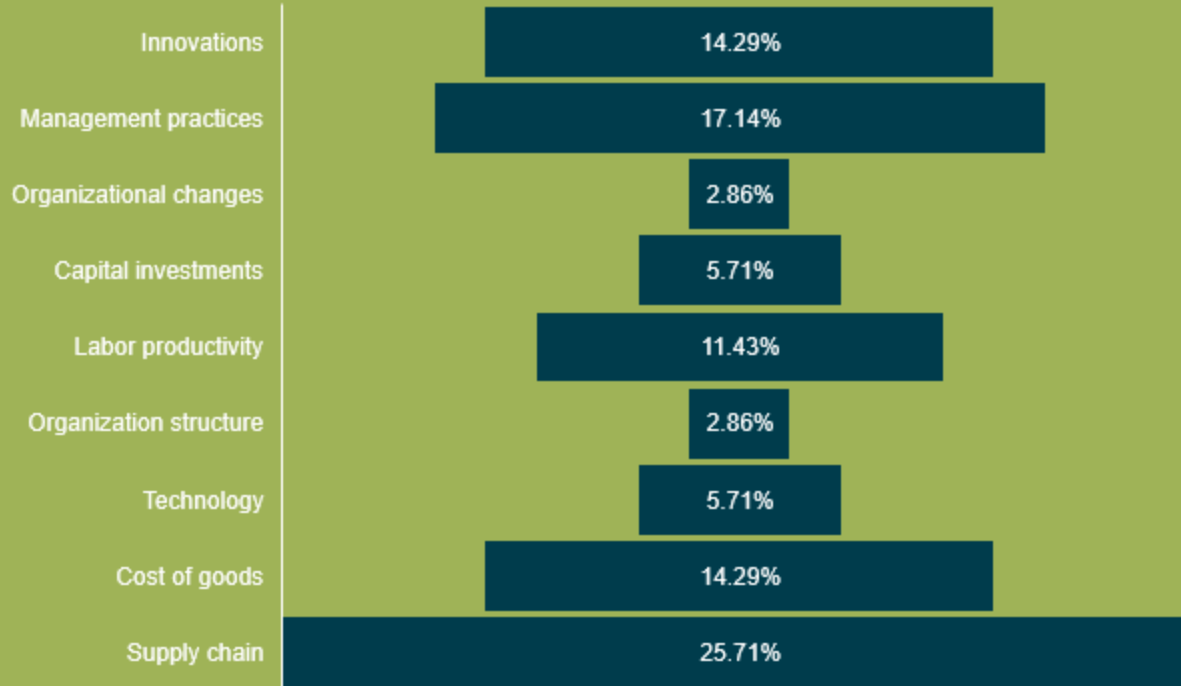
Q4

What factors have contributed to your revenue over the past 12 months?



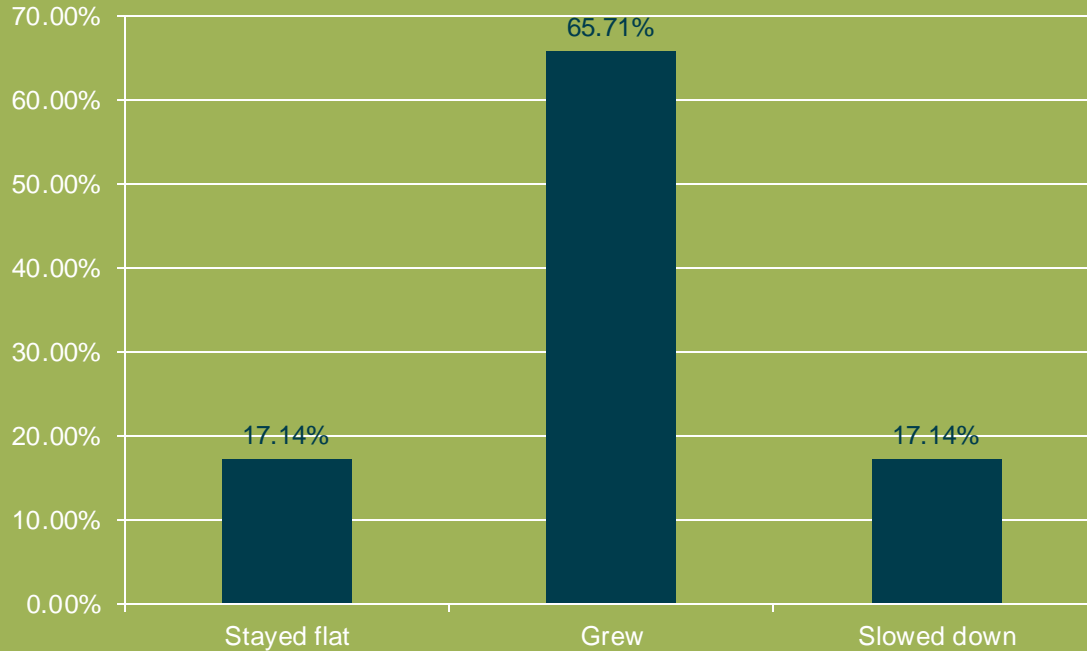
Q5

Which of the following will have the greatest impact on improving productivity and efficiency going forward?



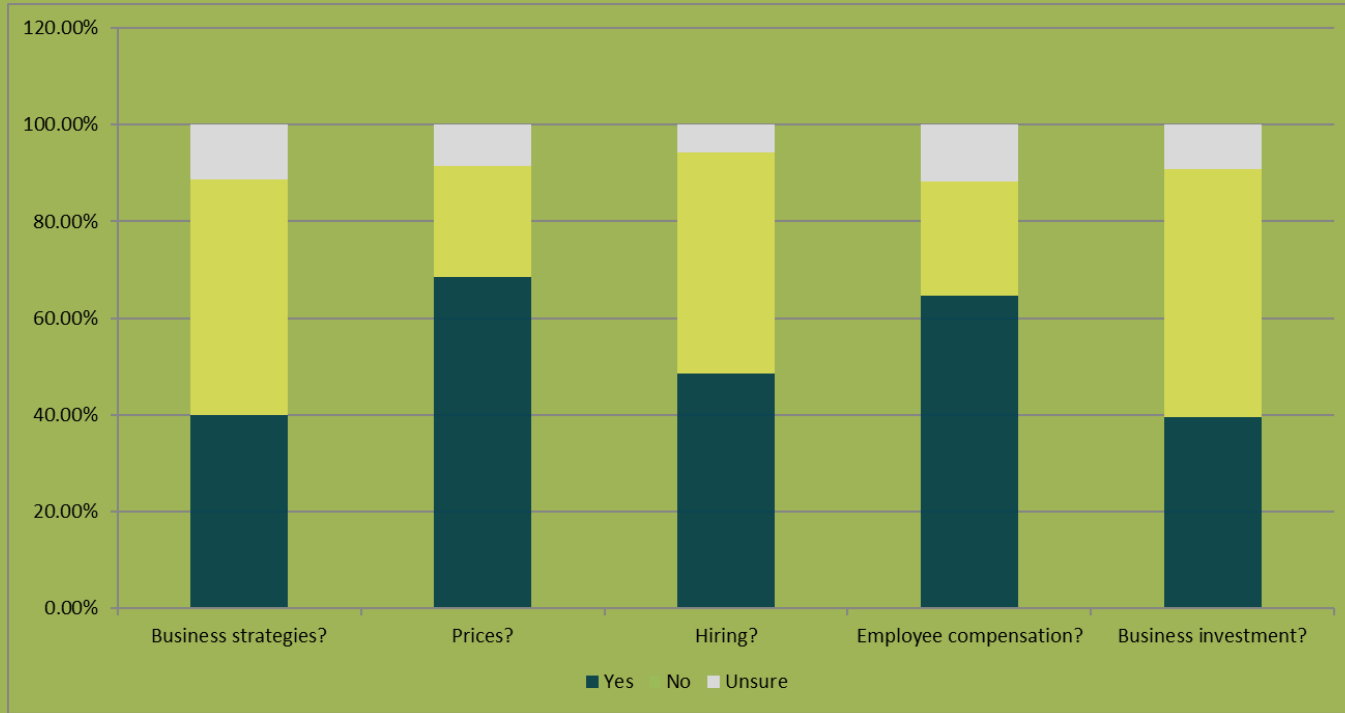
Q6

In the past year, did the profitability of your business(es) stay flat, grow or slow down?



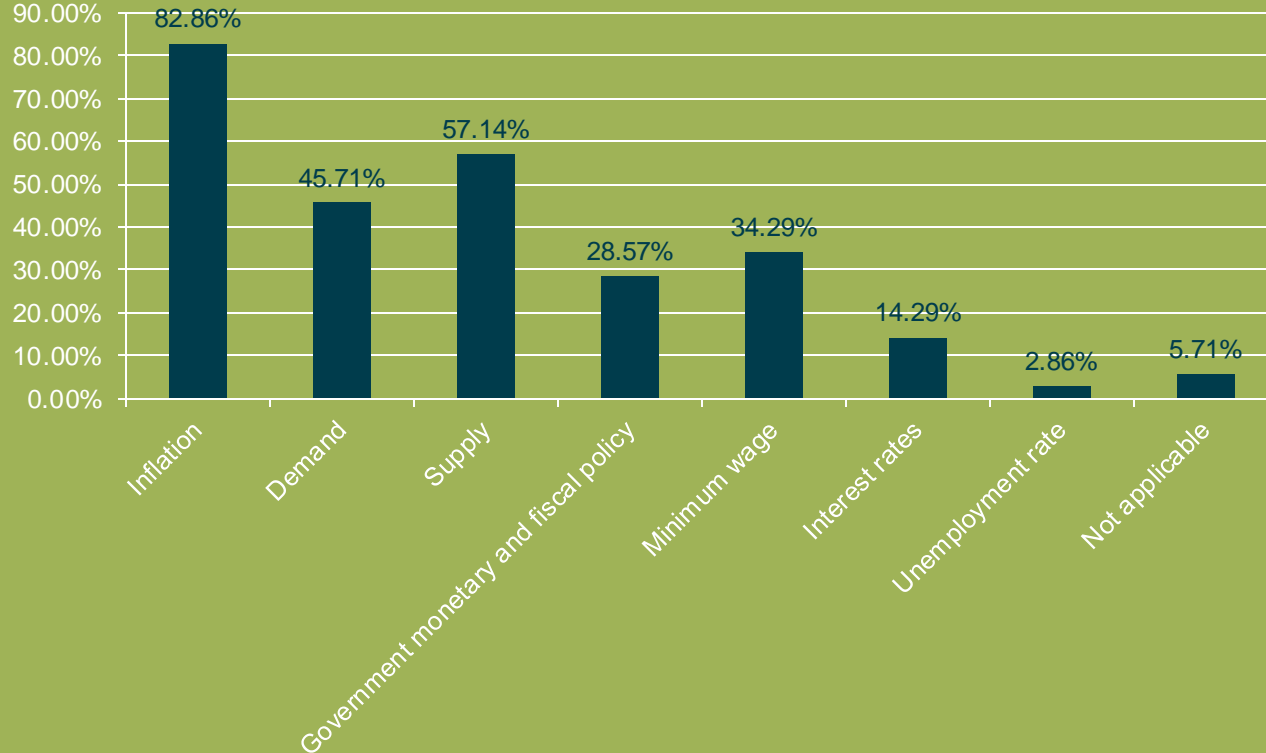
Q7

Are you planning any changes in the next 12 months related to your strategy, prices, hiring, compensation, or investment?



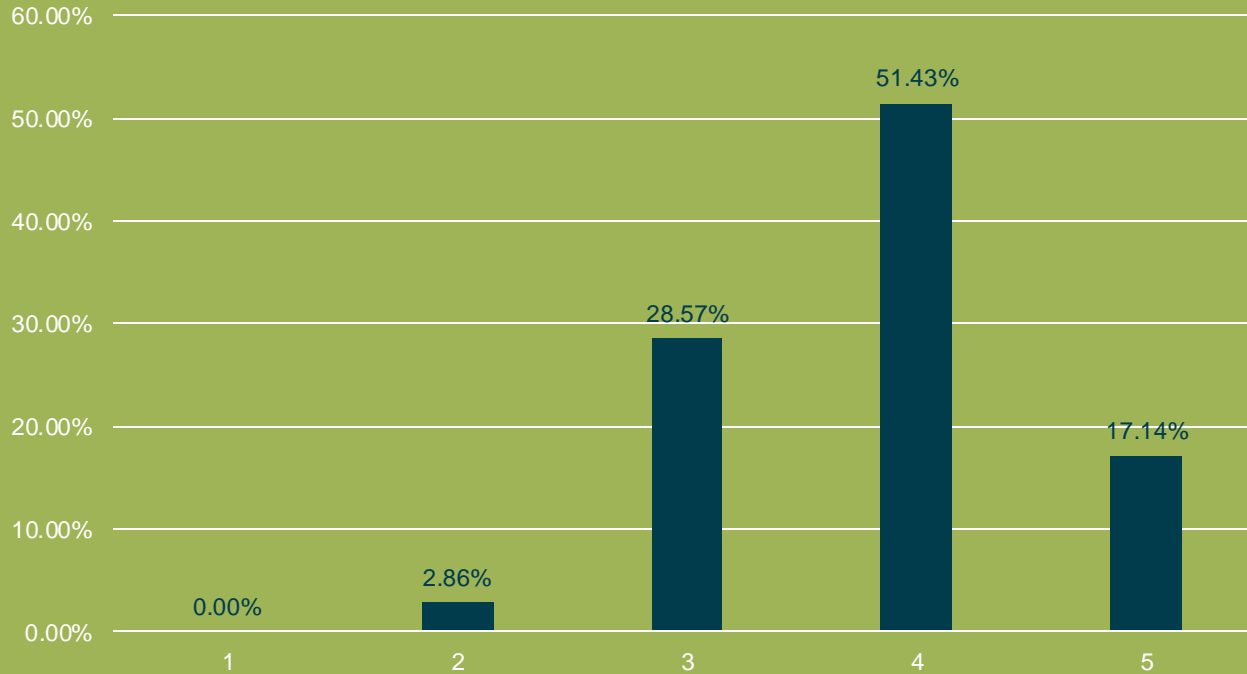
Q8

If applicable, what factors underlie expected changes in pricing patterns?



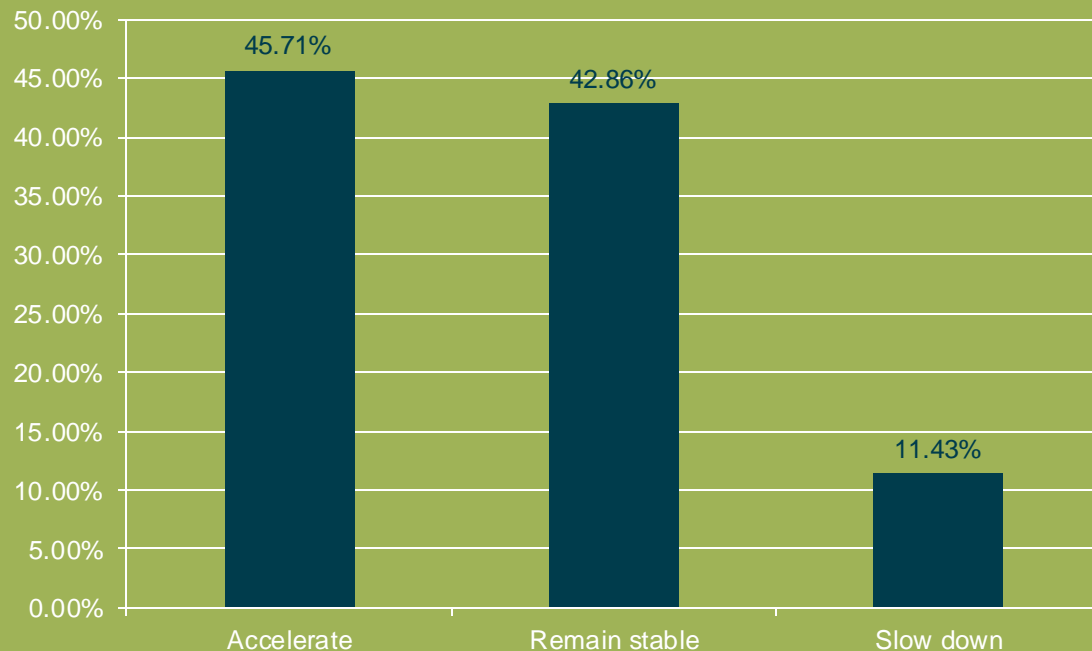
Q9

On a scale of 1 to 5, how optimistic do you feel about your business conditions in the next year? (5 being highly optimistic)



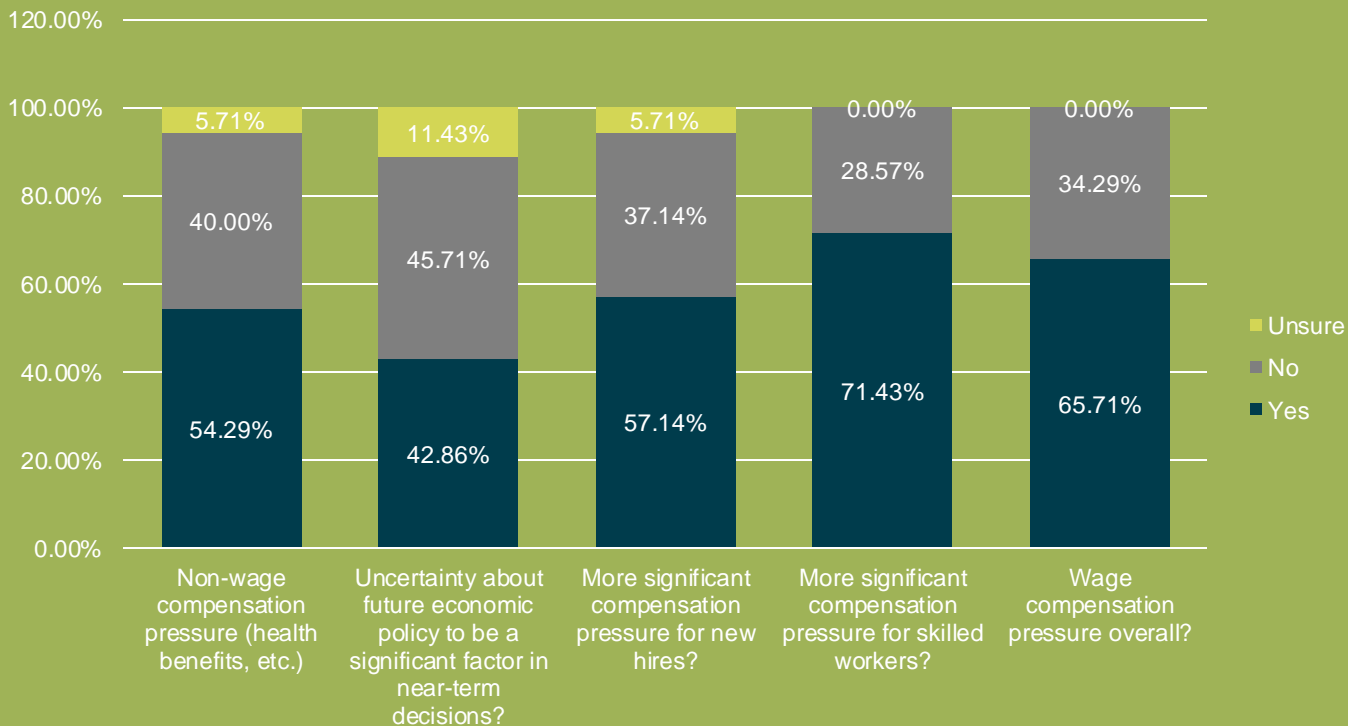
Q10

Do you expect sales or revenues to accelerate, remain stable, or slow down compared with 2021?



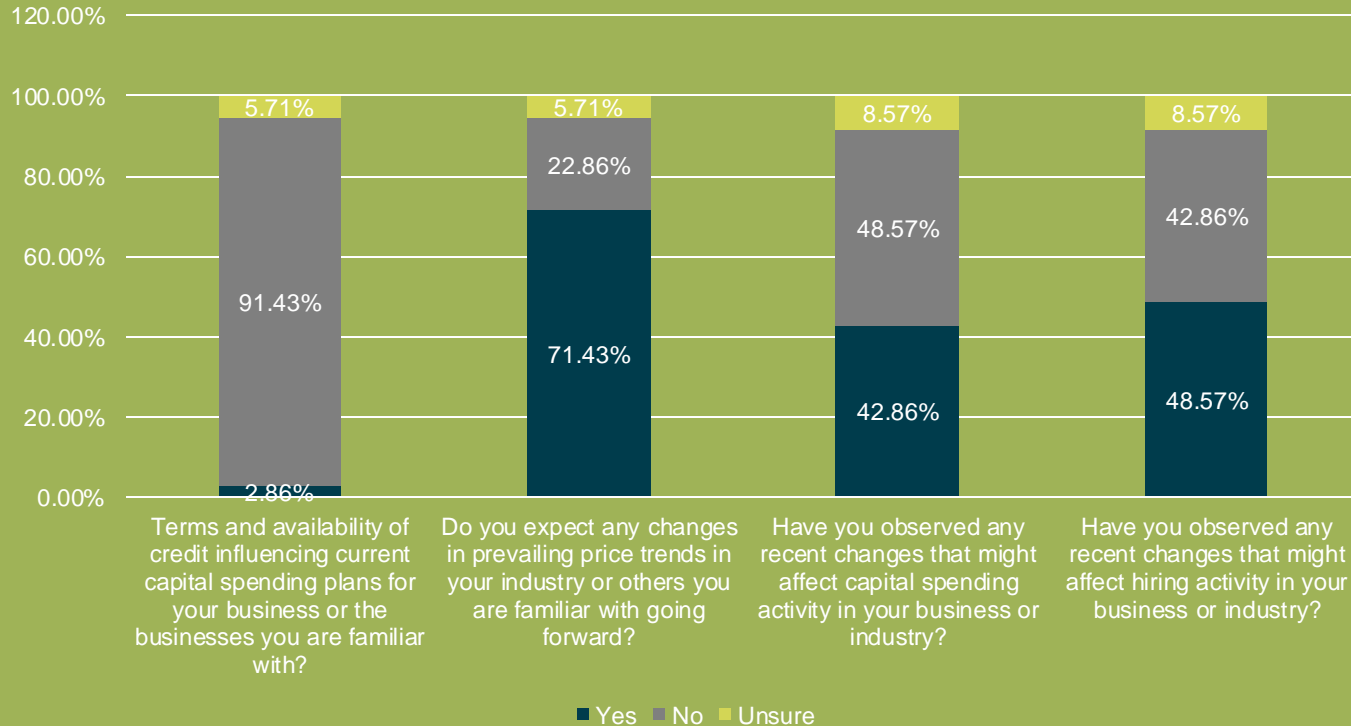
Q11

Are you experiencing or expecting any of the following?



Q12

Have you observed or expected any of the following?



Key Observations

Employees

Difficulty finding skilled workers.

Compensation increases in 2022.

Utilizing technology to reduce reliance on labor pool.

Inflationary Pressures

Demand, rising costs of goods sold, and increased payroll expenses are putting upward pressure on businesses to increase prices to maintain profit margins.

Optimism & Growth

89% of survey participants expect sales or revenues to remain stable or accelerate compared to 2021.

83% are planning for capital investments to continue at their current pace or increase. Equipment assets will be the primary category of investment if the supply chain can support the demand.

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