

San Diego Business Confidence Index:

General Business, Craft Brewing, and Hospitality & Tourism Analysis

The San Diego Business Confidence Index has been developed over the past five years by the CSUSM College of Business Administration and the San Diego Business Journal. The confidence index uses 50 as a baseline; above 50 indicates overall optimism in the local economy and below 50 indicates a lack of confidence. The survey used to calculate the index was administered through Qualtrics to businesses in the general business, craft brewing, and hospitality and tourism industries.

The index focused on the expected levels of employment, sales revenue, and profits. In addition, we were interested in collecting information on federal or state financial support due to the current pandemic and prevalence of struggling businesses.

General Business

95

Responses

4.7% Response Rate

64.9

Confidence Index

Craft Brewing

23

Responses

26.1% Response Rate

63.1

Confidence Index

Hospitality & Tourism

34

Responses

33.9% Response Rate

50

Confidence Index

Survey

Q1. Over the next 6 months, your firm's total number of employees is likely to:

- Increase
- Decrease
- Stay the same

Q2. Over the next 6 months, your firm's sales revenue is expected to:

- Increase
- Decrease
- Stay the same

Q3. Over the next 6 months, your firm's profits are expected to:

- Increase
- Decrease
- Stay the same

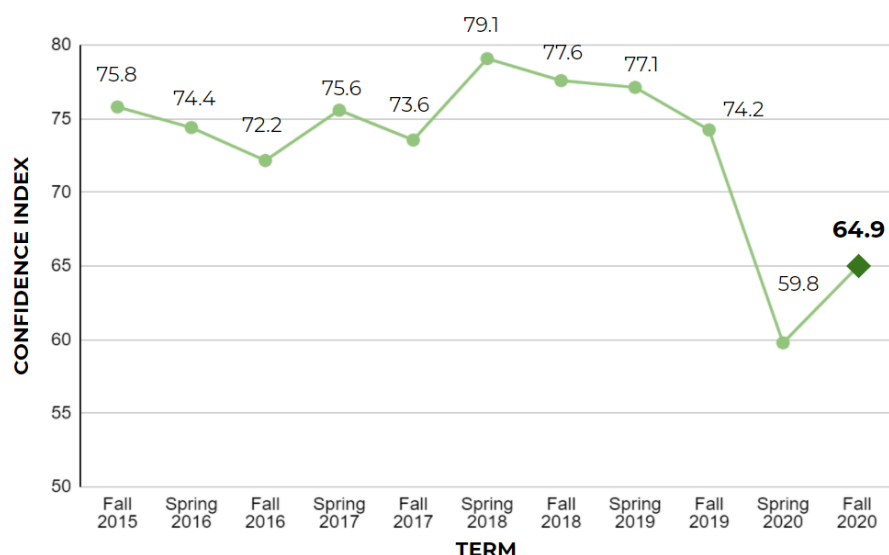
Q4. Has your business received any federal/state support in the form of loans or grants?

- Yes
- No
- Prefer not to answer

Q5. If yes, what program(s)?

- CARES Act
- Small Business Relief Fund (SBRF)
- OnwardCA
- Other: _____

General Business Confidence Index:



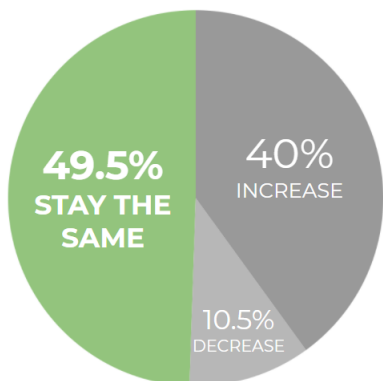
64.9
Confidence Index

(Above 50 indicates optimism, below 50 indicates lack of confidence.)

Old Average: 73.9 New Average: 73.1

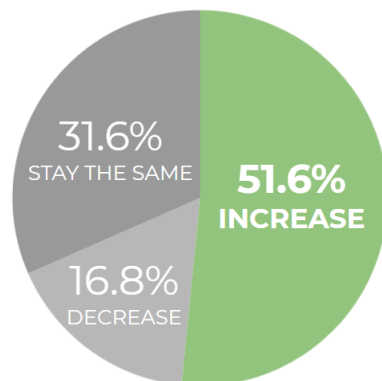
Employment

Over the next 6 months, your firm's total number of employees is likely to:



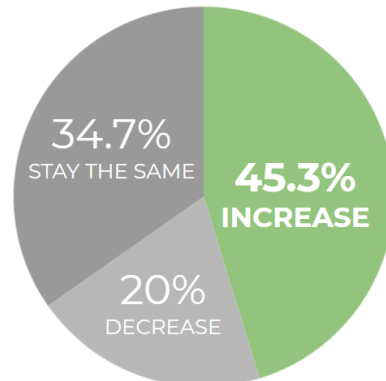
Sales Revenue

Over the next 6 months, your firm's sales revenue is expected to:



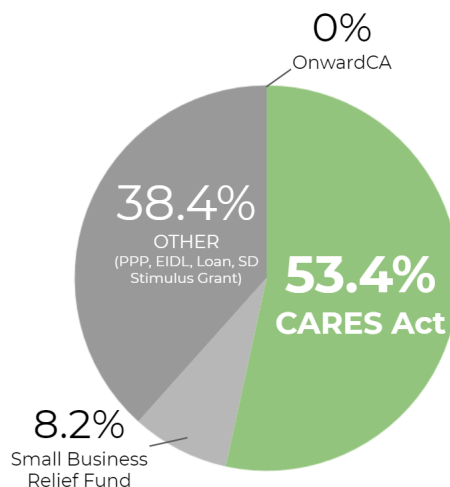
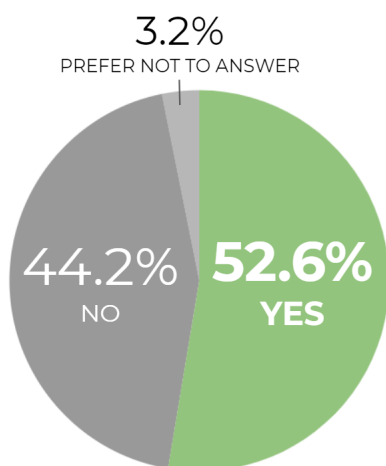
Profits

Over the next 6 months, your firm's profits are expected to:

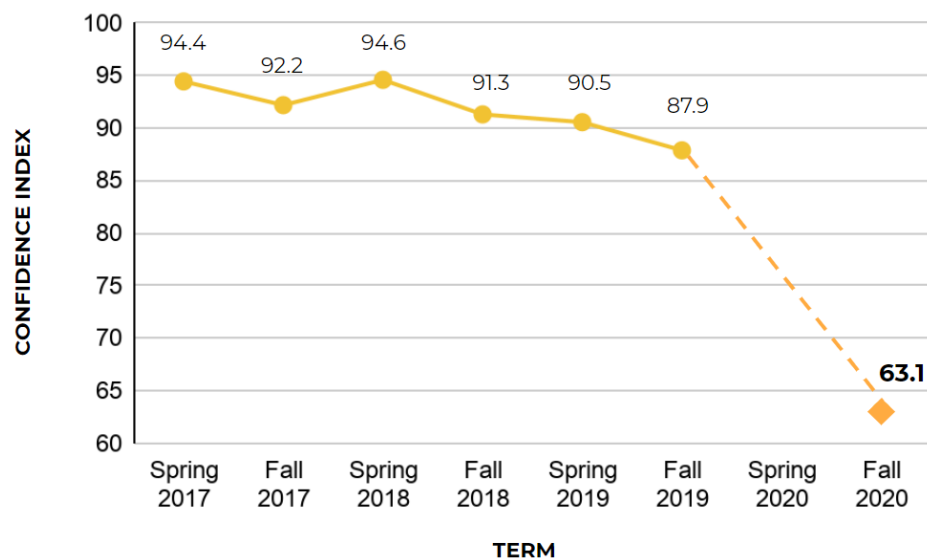


Financial Assistance

Has your business received any federal/state support in the form of loans or grants? If yes, which program(s)?



Craft Brewing Confidence Index:



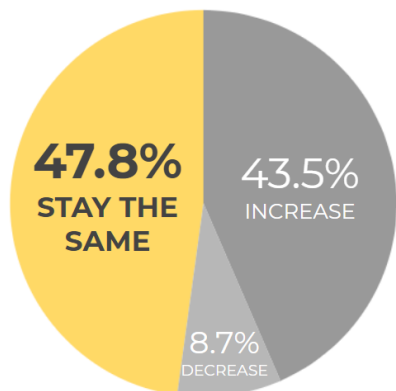
63.1
Confidence Index

(Above 50 indicates optimism,
below 50 indicates lack of confidence.)

Old Average: 91.8 New Average: 87.7

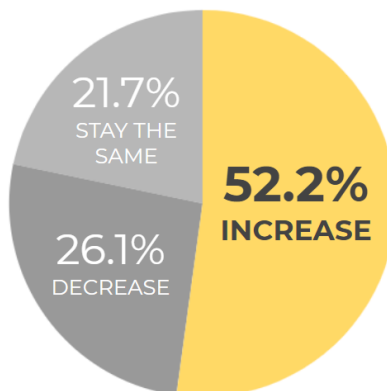
Employment

Over the next 6 months,
your firm's total number
of employees is likely to:



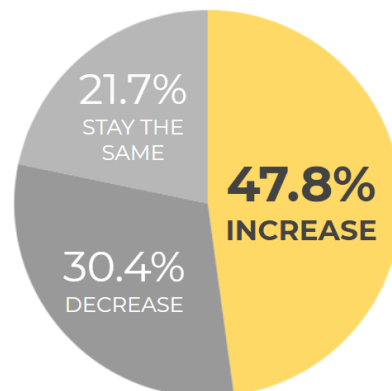
Sales Revenue

Over the next 6 months,
your firm's sales revenue
is expected to:



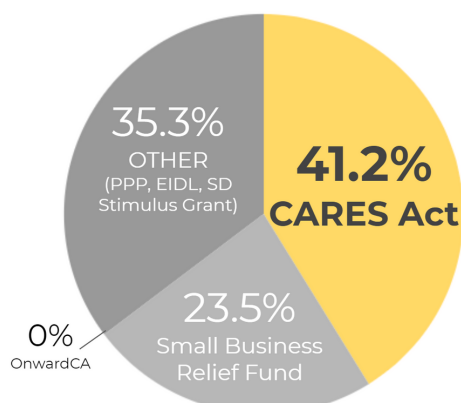
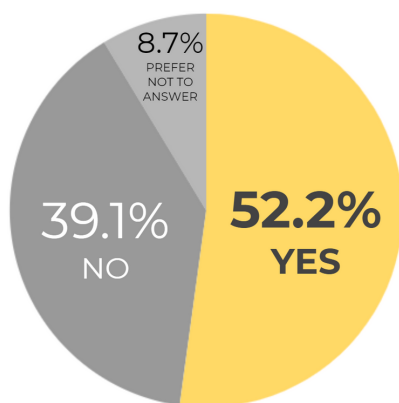
Profits

Over the next 6 months,
your firm's profits are
expected to:

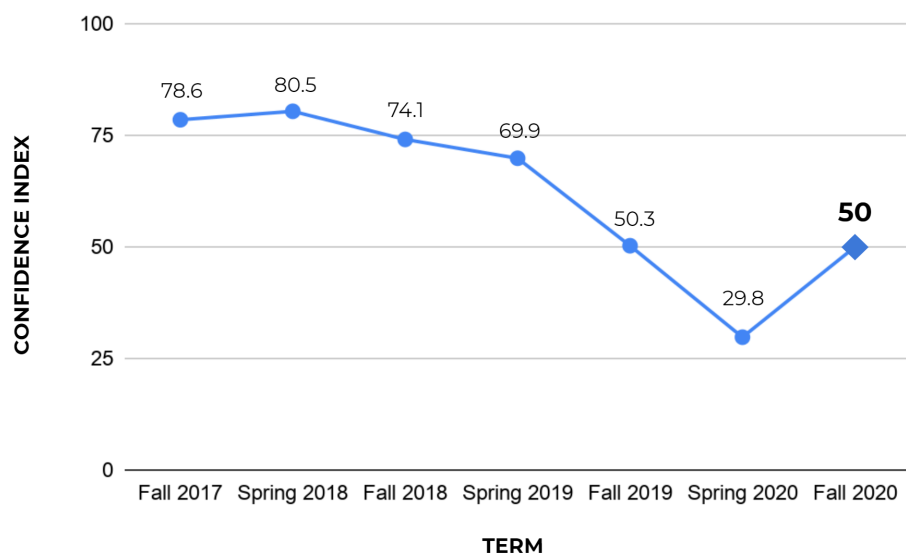


Financial Assistance

Has your business received any federal/state support
in the form of loans or grants? If yes, which program(s)?



Hospitality & Tourism Confidence Index:



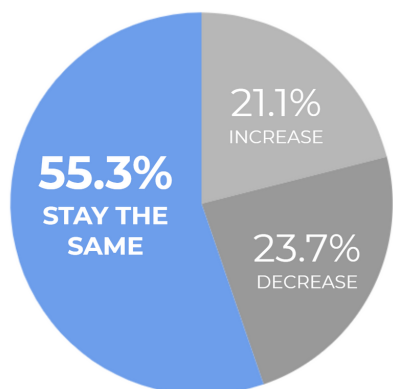
50
Confidence Index

(Above 50 indicates optimism,
below 50 indicates lack of confidence.)

Old Average: 63.8 New Average: 61.9

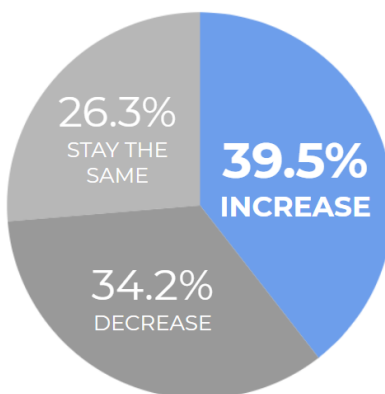
Employment

Over the next 6 months,
your firm's total number
of employees is likely to:



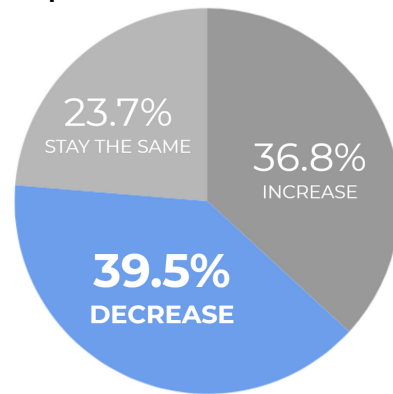
Sales Revenue

Over the next 6 months,
your firm's sales revenue
is expected to:



Profits

Over the next 6 months,
your firm's profits are
expected to:



Financial Assistance

Has your business received any federal/state support
in the form of loans or grants? If yes, which program(s)?

