

SouthCoast Economic Outlook Study



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Executive Summary

- Forty-three percent of companies perceive business conditions for their company as better than six months ago, 44% think conditions are the same, 13% think conditions are worse and 1% do not know.
- Twenty-three percent of companies perceive business conditions in the SouthCoast as better than six months ago, 44% think conditions stayed the same, 22% think conditions are worse and 11% do not know.
- Twenty-two percent of companies perceive business conditions in Massachusetts as better than six months ago, 38% think conditions have stayed the same, 19% think conditions are worse and 20% do not know.
- Eighteen percent of companies perceive the nation's business as better than six months ago, 31% think conditions have stayed the same, 26% think conditions are worse, 20% do not know and 1% have no response.
- Fifty-seven percent of companies expect business conditions for their company to be better six months from now, 32% expect them to be the same, 5% expect them to be worse and 6% do not know.
- Forty-seven percent of companies expect business conditions for the SouthCoast to be better six months from now, 30% expect them to be the same, 8% expect them to be worse and 15% do not know.
- Forty-three percent of companies expect business conditions for Massachusetts to be better six months from now, 27% expect them to be the same, 9% expect them to be worse, 20% do not know and 1% have no response.
- Thirty-seven percent of companies expect business conditions for the nation to be better six months from now, 27% expect them to be the same, 9% expect them to be worse, 20% do not know and 1% have no response.
- Fifteen percent of companies have decreased their number of employees during the last six months, 66% have remained the same and 18% have increased the number of employees.
- Four percent of companies think their number of employees will decrease in the next six months, 69% think it will remain the same, 26% think it will increase and 1% have no response.

- Seventeen percent of companies report current sales have decreased compared to six months ago, 38% report they have remained the same, 42% report sales have increased and 3% have no response.
- Seven percent of companies think their sales will decrease in the next six months, 40% think they will remain the same, 49% think they will increase and 3% have no response.
- Twenty-three percent of companies think consumer demand is a challenge facing their business and 77% do not.
- Eight percent of companies think interest rates are a challenge facing their business and 92% do not.
- Twenty-two percent of the companies think competition is a challenge facing their business and 78% do not.
- Eleven percent of the companies think lack of working capital is a challenge facing their business and 89% do not.
- Forty-five percent of companies think economic downturn is a challenge facing their business and 55% do not.
- Fourteen percent of companies think finding qualified employees is a challenge facing their business and 87% do not.
- Six percent of companies think building costs are a challenge facing their business and 95% do not.
- Fourteen percent of companies think cash flow issues are a challenge facing their business and 87% do not.
- Nine percent of companies think red tape is a challenge facing their business and 93% do not.
- Twenty-one percent of companies think taxes are a challenge facing their business and 79% do not.
- Thirty-three percent of companies think healthcare costs are a challenge facing their business and 67% do not.
- Twelve percent of companies think energy costs are a challenge facing their business and 88% do not.
- Three percent of companies think they are not facing any challenges with their business.

- Fourteen percent of companies think they are very likely to increase technology spending in the next six months, 33% think they are somewhat likely, 24% think they are somewhat unlikely, 28% think they are very unlikely and 2% have no response.
- Three percent of companies think they are very likely to increase research and development spending in the next six months, 19% think they are somewhat likely, 32% think they are somewhat unlikely, 45% think they are very unlikely and 2% have no response.
- Twelve percent of companies think they are very likely to increase advertising and marketing spending in the next six months, 40% think they are somewhat likely, 20% think they are somewhat unlikely, 28% think they are very unlikely and 1% had no response.
- Six percent of companies think they are very likely to increase capital spending in the next six months, 27% think they are somewhat likely, 31% think they are somewhat unlikely, 34% think they are very unlikely and 3% have no response.
- Fifteen percent of companies think they are very likely to increase revenues and profits in the next six months, 54% think they are somewhat likely, 18% think they are somewhat unlikely, 10% think they are very unlikely and 3% have no response.
- Thirteen percent of companies think they are very likely to offer new products or services in the next six months, 33% think they are somewhat likely, 25% think they are somewhat unlikely, 29% think they are very unlikely and 1% have no response.
- Three percent of companies think they are very likely to move significant business functions outside the area in the next six months, 10% think they are somewhat likely, 19% think they are somewhat unlikely, 67% think they are very unlikely and 1% have no response.
- Nine percent of companies think they are very likely to plan to expand their business in the next six months, 23% think they are somewhat likely, 21% think they are somewhat unlikely, 46% think they are very unlikely and 1% have no response.
- One percent of companies think they are very likely to plan to sell all or part of business in the next six months, 6% think they are somewhat likely, 16% think they are somewhat unlikely, 76% think they are very unlikely and 1% have no response.
- Nineteen percent of companies use blogs to promote their business and 81% do not.
- Twenty-three percent of companies use message/bulletin boards to promote their business and 78% do not.

- Fourteen percent of companies use online video/videoblogs to promote their business and 87% do not.
- Forty-two percent of companies use Facebook to promote their business and 58% do not.
- Sixteen percent of companies use Twitter to promote their business and 84% do not.
- Twenty-seven percent of companies use LinkedIn to promote their business and 73% do not
- One percent of companies use FourSquare to promote their business and 99% do not.
- Forty-two percent of companies use Facebook to promote their business, 27% use LinkedIn, 23% use message/bulletin boards, 19% use blogs, 16% use twitter, 14% use video/video blogs and 1% use FourSquare.
- Fifty-one percent of companies belong to the New Bedford Chamber, 29% belong to the Fall River Chamber, 20% belong to both and 1% have no response.
- Two percent of companies had total sales of less than \$100,000 in 2009, 6% had sales between \$100,000-\$499,000, 5% had sales between \$500,000-\$999,000, 4% had sales between \$1M-\$4M, 5% had sales of \$5M or more and 77% have no response.
- Seventy-eight percent of companies have between 1 and 25 full-time employees, 9% have between 26 and 50 full-time employees, 3% have between 51 and 99 full-time employees, 3% have between 100 to 149 full-time employees, 1% have between 150 and 199 full-time employees and 7% have no response.
- Fifty-nine percent of companies have less than 5 part-time employees, 10% have between 5 and 10 part-time employees, 4% have between 11 and 15 part-time employees, 3% have between 16 and 20 part-time employees, 3% have between 21 and 25 part-time employees, 6% have over 25 part-time employees and 15% have no response.
- One percent of companies have been in business less than one year, 6% have been in business between 1 and 3 years, 9% have been in business between 4 and 6 years, 8% have been in business between 7 and 9 years, 9% have been in business between 10 and 12 years, 67% have been in business 13 years or more and 1% have no response.

History & Background

The SouthCoast of Massachusetts has a long, storied history of thriving businesses. From the port of New Bedford's years as the fishing and whaling capital of the world to Fall River's thriving years of industrial manufacturing, Southeastern Massachusetts has the history and potential to be very successful for private and publicly owned businesses. Two of the driving forces behind this success are the Fall River and New Bedford Chambers of Commerce. The Fall River and New Bedford Chambers of Commerce have over 1,800 members combined. The New Bedford Chamber includes businesses from ten communities: New Bedford, Dartmouth, Acushnet, Wareham, Westport, Rochester, Freetown, Marion, Mattapoisett, and Freetown. The Fall River Chamber includes businesses from seven communities: Fall River, Assonet, Swansea, Somerset, Tiverton (Rhode Island), Taunton, and Seekonk.

There are many benefits to a business that becomes a member of the New Bedford or Fall River Chamber. Both chambers have developed a variety of programs, such as their Electricity Cost Saving Program, that can bring down costs for businesses in the Fall River area. There is also a benefit that comes to the business that works with other members of the chamber, such as the Member-to-Member Discount Program that offers members up to a 10% discount on purchases from another chamber member.

Beyond its economic benefits to businesses, The New Bedford and Fall River Chambers are also representatives for the SouthCoast's general business health. In the years of the recession, the chambers have seen a drastic drop in its number of members. Just last year, the Fall River Chamber saw 200 of its members close their businesses. The Fall River and New Bedford Chambers are responsible for reporting the status of SouthCoast economy by understanding the status of their many members. The Chamber Presidents have spent time in

Boston and other areas of Massachusetts working to help its members get through these economic hardships, but so far the results have been very negative.

With no immediate end to the recession in sight, the New Bedford and Fall River Chambers of Commerce must continue to work on improving the health of their SouthCoast members. To do this, the chambers must continuously collect data to determine what their members need, what is restricting them from having more success, and why the businesses are struggling so much to succeed. This study aims to do just that. By talking with many of the members of each chamber, this study will determine the wants, needs, restrictions, and most importantly the tips for success that many SouthCoast businesses need to endure through this recession.

Research Objective

RESEARCH OBJECTIVE:

To investigate the outlook of business among the members of both the Fall River and New Bedford Chambers of Commerce.

The research goals aim to provide the following critical insights necessary to increase business confidence:

- ❖ The need to adjust business strategies.
- ❖ The need to make changes in production/service.
- ❖ Act of cutting costs.
- ❖ The need for adding new ways to generate revenue.

Methodology

RESEARCH DESIGN	Survey
RESEARCH METHOD	Telephone
SAMPLING DESIGN	Probability
SAMPLING METHOD	Systematic random sample through member lists provided by client
SAMPLE POPULATION	Businesses that belong to the New Bedford and Fall River Chambers of Commerce. (N=6,927)
DATA COLLECTION PERIOD	October 2010
SAMPLE SIZE (ERROR AT THE 95% CONFIDENCE LEVEL)	364 ($\pm 5\%$)

Fall River and New Bedford Chamber of Commerce
SouthCoast Economic Outlook Study
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1. What is your perception of business conditions compared to six months ago?

	Better	The Same	Worse	Don't Know	No Response
Your Company					
The SouthCoast					
Massachusetts					
The Nation					

2. What do you expect business conditions will be six months from now for the following?

	Better	The Same	Worse	Don't Know	No Response
Your Company					
The SouthCoast					
Massachusetts					
The Nation					

3.	Decrease	Remain the Same	Increase	No Response
How has the number of individuals employed by your company changed <u>during the last 6 months</u> ?				
How do you think the number of individuals employed by your company will change in the <u>next six months</u> ?				
How does the current level of sales of your company compare with the level <u>6 months ago</u> ?				
How do you think your level of sales will change in the <u>next 6 months</u> ?				

4. What are the biggest challenge(s) facing your business today?

Consumer Demand ____
Interest Rates ____
Competition ____
Lack of Working Capital ____
Economic Downturn ____
Finding Qualified Employees ____
Building Costs ____
Cash Flow Issues ____
Red Tape ____
Taxes ____
Healthcare Costs ____
Energy Costs ____
Business is not Facing Any Challenges ____
Other (please specify) _____
No Response _____

5. How likely are you to do the following in the next 6 months?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	No Response
Increase Technology Spending					
Increase R&D Spending					
Increase Advertising & Marketing Spending					
Increase Capital Spending					
Increase Revenues/Profits					
Offer New Products/Services					
Move Significant Business Functions Outside the Area					
Plan to Expand Business					
Plan to Sell All or Part of Business					

6. Does your company use any of the following social media tools to promote your business?

	Yes	No
Blogs	Yes	No
Message/Bulletin Boards	Yes	No
Online Video/Videoblogs	Yes	No
Facebook	Yes	No
Twitter	Yes	No
LinkedIn	Yes	No
FourSquare	Yes	No

Other (please specify) _____

7. If your local government could help your business in any way, what could they do?

8. Which Chamber do you belong to?

New Bedford ____

Fall River ____

Both ____

No Response ____

9. What industry are you in?

Retail ____

Food and Beverage ____

Manufacturing ____

Construction ____

Finance and Insurance ____

Transportation ____

Other (please specify) _____

Real Estate ____

Healthcare ____

Arts, Entertainment & Recreation ____

Wholesale Trade ____

Legal Services ____

Service ____

10. What were your sales totals in 2009? _____

No Response ____

11. How many employees does your company have?

Full Time: 1-25 ____ 26-50 ____ 51-99 ____ 100-149 ____ 150-199 ____

200 – 249 ____ 250 or More ____ No Response ____

Part Time: Less than 5 ____ 5-10 ____ 11-15 ____ 16-20 ____ 21-25 ____ Over 25 ____

No Response ____

12. How many years has your business been established?

Less than One Year ____ 1-3 ____ 4-6 ____ 7-9 ____ 10-12 ____ 13 or More ____

No Response ____

Significance Test

Test Statistics

	How likely are you to do the following in the next 6 months? (Increase Capital Spending)	What is your perception of business conditions compared to six months ago? (Your Company)
Chi-square	158.967 ^a	205.648 ^b
df	4	3
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 72.8.

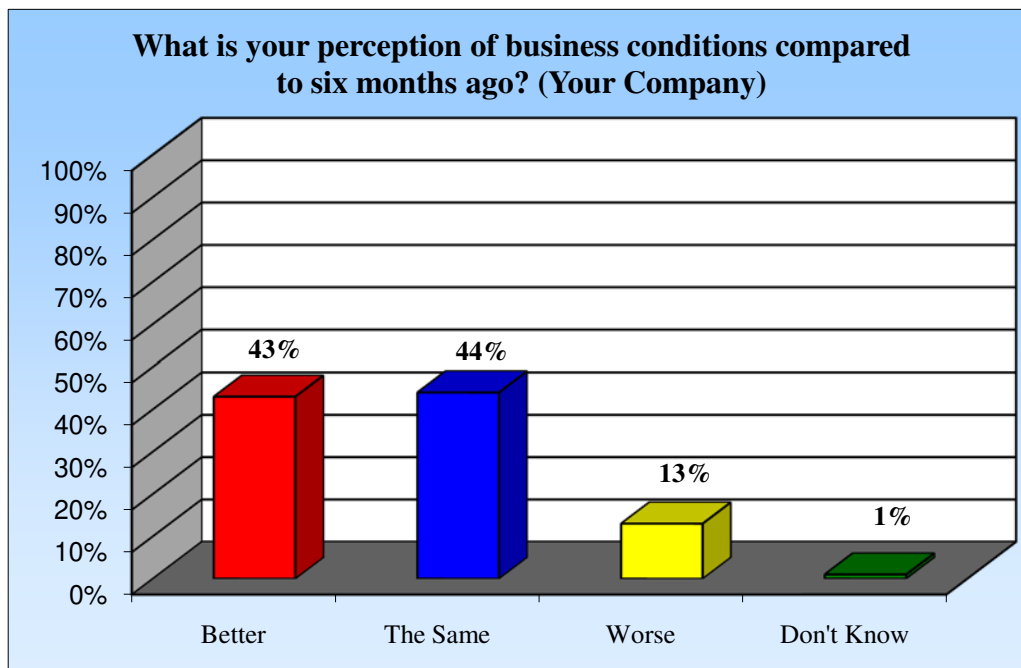
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 91.0.

A Chi-Square test was performed on this data. The data in this study test significant at .000, which indicates the findings are statistically valid.

**Question 1a. What is your perception of business conditions compared to six months ago?
(Your Company)**

**What is your perception of business conditions compared to six months ago?
(Your Company)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	155	42.6	42.6	42.6
	The Same	160	44.0	44.0	86.5
	Worse	47	12.9	12.9	99.5
	Don't Know	2	.5	.5	100.0
	Total	364	100.0	100.0	



Forty-three percent of companies perceive business conditions for their company as better than six months ago, 44% think conditions are the same, 13% think conditions are worse and 1% do not know.

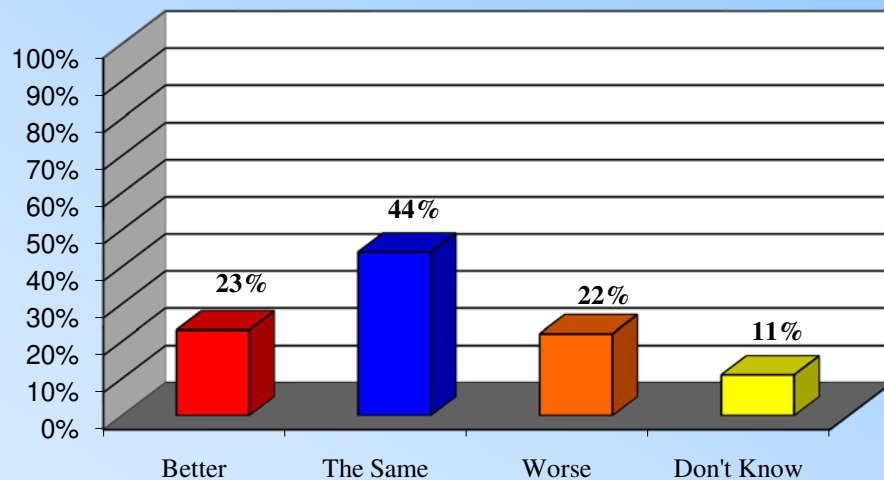
**Question 1b. What is your perception of business conditions compared to six months ago?
(SouthCoast)**

What is your perception of business conditions compared to six months ago?

(SouthCoast)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	85	23.4	23.4	23.4
	The Same	160	44.0	44.0	67.3
	Worse	79	21.7	21.7	89.0
	Don't Know	39	10.7	10.7	99.7
	No Response	1	.3	.3	100.0
	Total	364	100.0	100.0	

What is your perception of business conditions compared to six months ago? (SouthCoast)



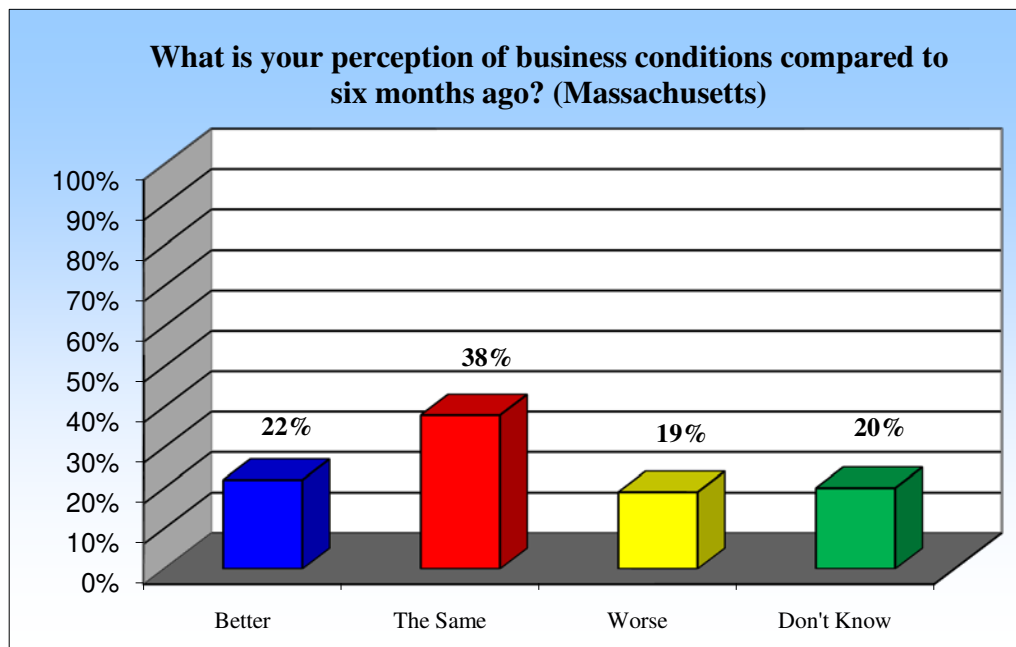
Twenty-three percent of companies perceive business conditions in the SouthCoast as better than six months ago, 44% think conditions stayed the same, 22% think conditions are worse and 11% do not know.

**Question 1c. What is your perception of business conditions compared to six months ago?
(Massachusetts)**

What is your perception of business conditions compared to six months ago?

(Massachusetts)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	81	22.3	22.3	22.3
	The Same	139	38.2	38.2	60.4
	Worse	70	19.2	19.2	79.7
	Don't Know	73	20.1	20.1	99.7
	No Response	1	.3	.3	100.0
	Total	364	100.0	100.0	



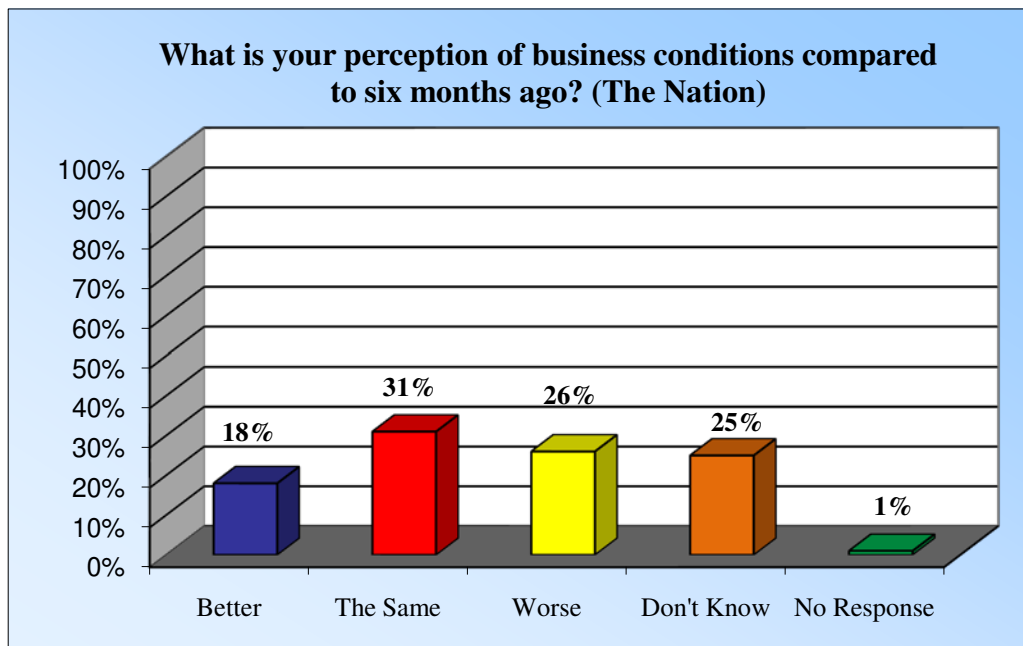
Twenty-two percent of companies perceive business conditions in Massachusetts as better than six months ago, 38% think conditions have stayed the same, 19% think conditions are worse and 20% do not know.

**Question 1d. What is your perception of business conditions compared to six months ago?
(The Nation)**

What is your perception of business conditions compared to six months ago?

(The Nation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	64	17.6	17.6	17.6
	The Same	111	30.5	30.5	48.1
	Worse	95	26.1	26.1	74.2
	Don't Know	92	25.3	25.3	99.5
	No Response	2	.5	.5	100.0
	Total	364	100.0	100.0	

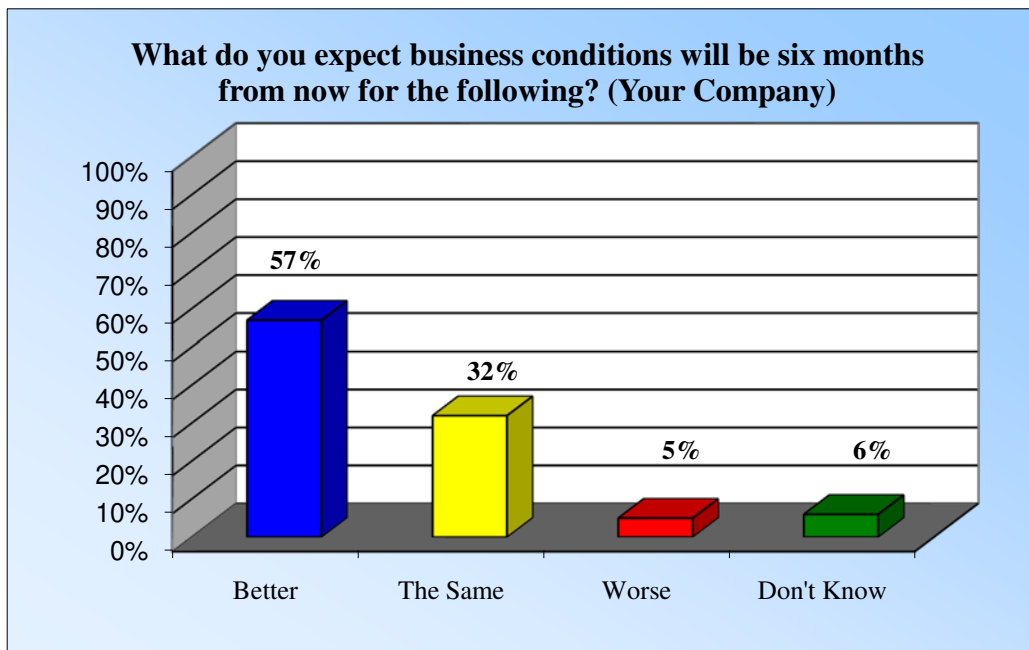


Eighteen percent of companies perceive the nation's business as better than six months ago, 31% think conditions have stayed the same, 26% think conditions are worse, 25% do not know and 1% have no response.

Question 2a. What do you expect business conditions will be six months from now for the following? (Your Company)

What do you expect business conditions will be six months from now for the following? (Your Company)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	208	57.1	57.1	57.1
	The Same	117	32.1	32.1	89.3
	Worse	19	5.2	5.2	94.5
	Don't Know	20	5.5	5.5	100.0
	Total	364	100.0	100.0	

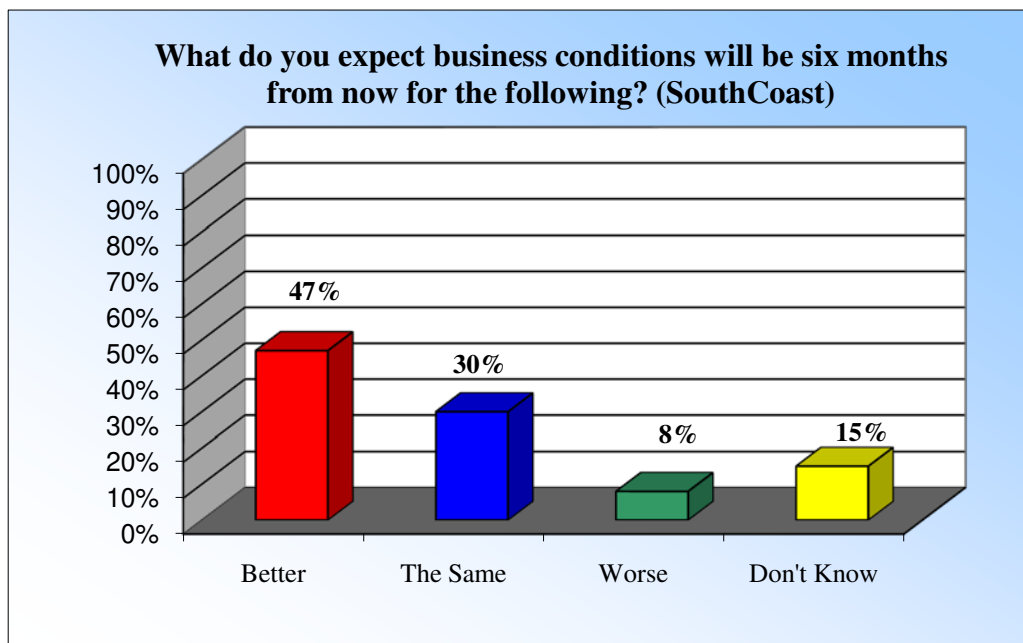


Fifty-seven percent of companies expect business conditions for their company to be better six months from now, 32% expect them to be the same, 5% expect them to be worse and 6% do not know.

Question 2b. What do you expect business conditions will be six months from now for the following? (SouthCoast)

What do you expect business conditions will be six months from now for the following? (SouthCoast)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	171	47.0	47.0	47.0
	The Same	110	30.2	30.2	77.2
	Worse	29	8.0	8.0	85.2
	Don't Know	54	14.8	14.8	100.0
	Total	364	100.0	100.0	

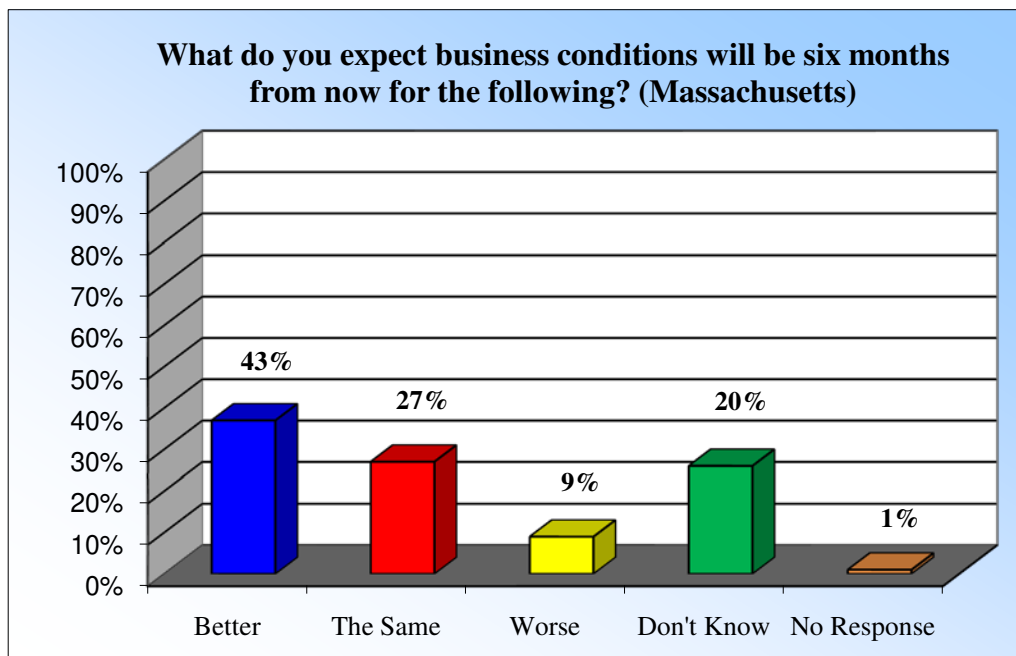


Forty-seven percent of companies expect business conditions for the SouthCoast to be better six months from now, 30% expect them to be the same, 8% expect them to be worse and 15% do not know.

Question 2c. What do you expect business conditions will be six months from now for the following? (Massachusetts)

What do you expect business conditions will be six months from now for the following? (Massachusetts)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	158	43.4	43.4	43.4
	The Same	97	26.6	26.6	70.1
	Worse	34	9.3	9.3	79.4
	Don't Know	73	20.1	20.1	99.5
	No Response	2	.5	.5	100.0
	Total	364	100.0	100.0	

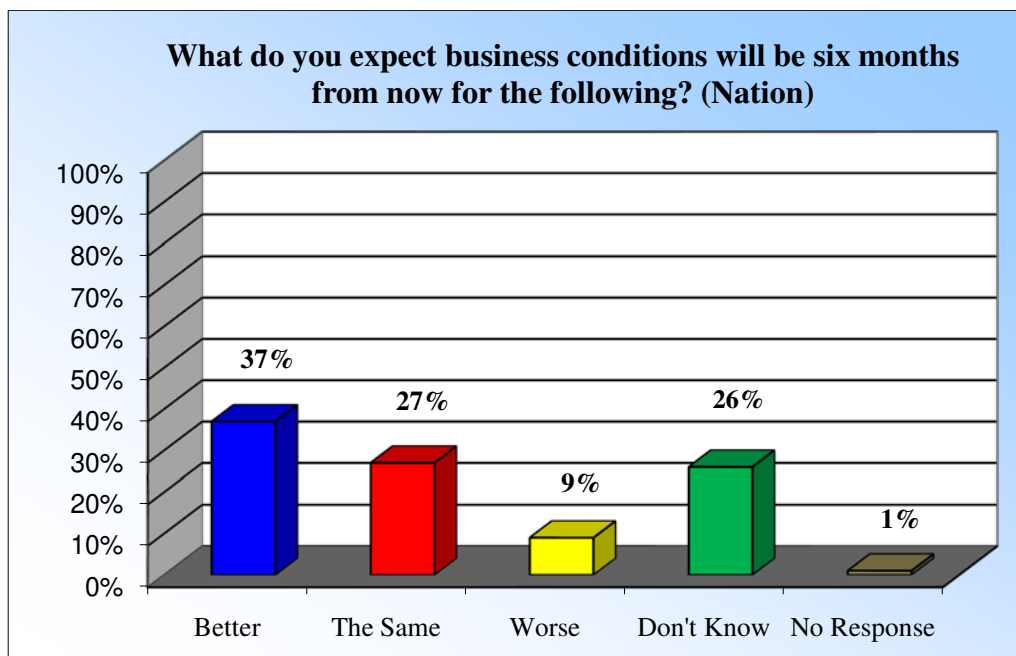


Forty-three percent of companies expect business conditions for Massachusetts to be better six months from now, 27% expect them to be the same, 9% expect them to be worse, 20% do not know and 1% have no response.

Question 2d. What do you expect business conditions will be six months from now for the following? (Nation)

What do you expect business conditions will be six months from now for the following? (Nation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	136	37.4	37.4	37.4
	The Same	97	26.6	26.6	64.0
	Worse	33	9.1	9.1	73.1
	Don't Know	96	26.4	26.4	99.5
	No Response	2	.5	.5	100.0
	Total	364	100.0	100.0	

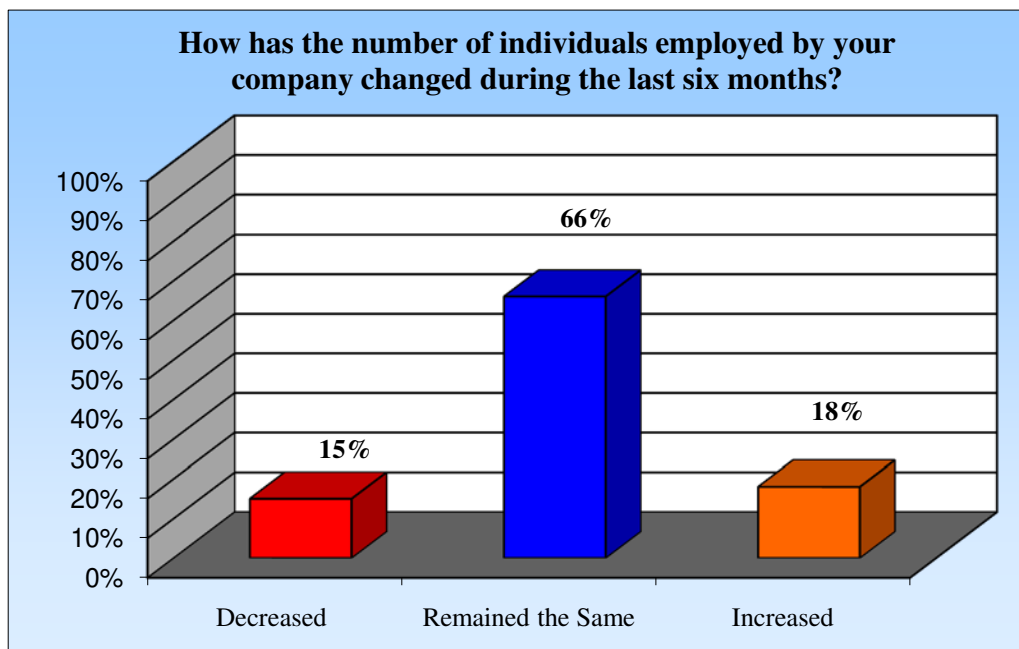


Thirty-seven percent of companies expect business conditions for the nation to be better six months from now, 27% expect them to be the same, 9% expect them to be worse, 26% do not know and 1% have no response.

Question 3a. How has the number of individuals employed by your company changed during the last six months?

How has the number of individuals employed by your company changed during the last 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Decreased	56	15.4	15.4	15.4
	Remained the Same	240	65.9	65.9	81.3
	Increased	67	18.4	18.4	99.7
	No Response	1	.3	.3	100.0
	Total	364	100.0	100.0	

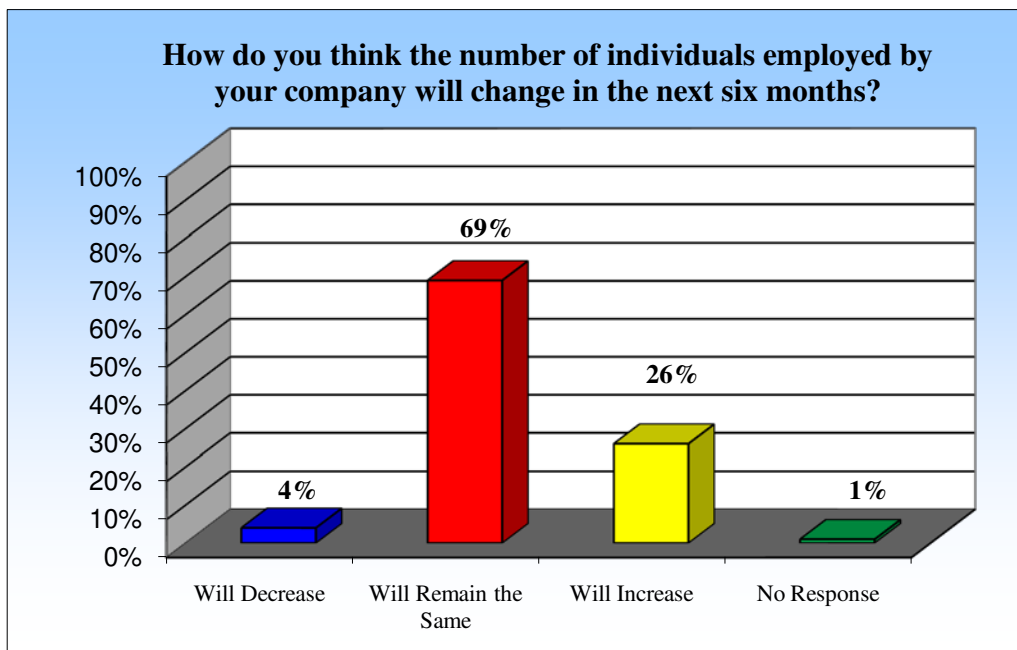


Fifteen percent of companies have decreased their number of employees during the last six months, 66% have remained the same and 18% have increased the number of employees.

Question 3b. How do you think the number of individuals employed by your company will change in the next six months?

How do you think the number of individuals employed by your company will change in the next six months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Will Decrease	16	4.4	4.4	4.4
	Will Remain the Same	252	69.2	69.2	73.6
	Will Increase	94	25.8	25.8	99.5
	No Response	2	.5	.5	100.0
	Total	364	100.0	100.0	

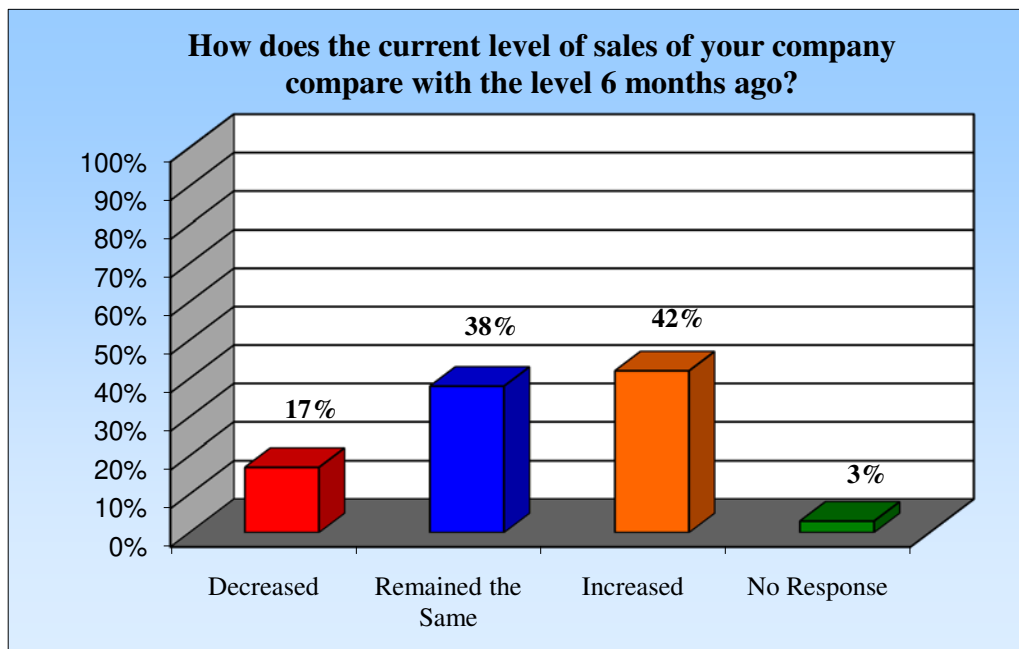


Four percent of companies think their number of employees will decrease in the next six months, 69% think it will remain the same, 26% think it will increase and 1% have no response.

Question 3c. How does the current level of sales of your company compare with the level six months ago?

How does the current level of sales of your company compare with the level 6 months ago?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Decreased	62	17.0	17.0	17.0
	Remained the Same	138	37.9	37.9	54.9
	Increased	153	42.0	42.0	97.0
	No Response	11	3.0	3.0	100.0
	Total	364	100.0	100.0	

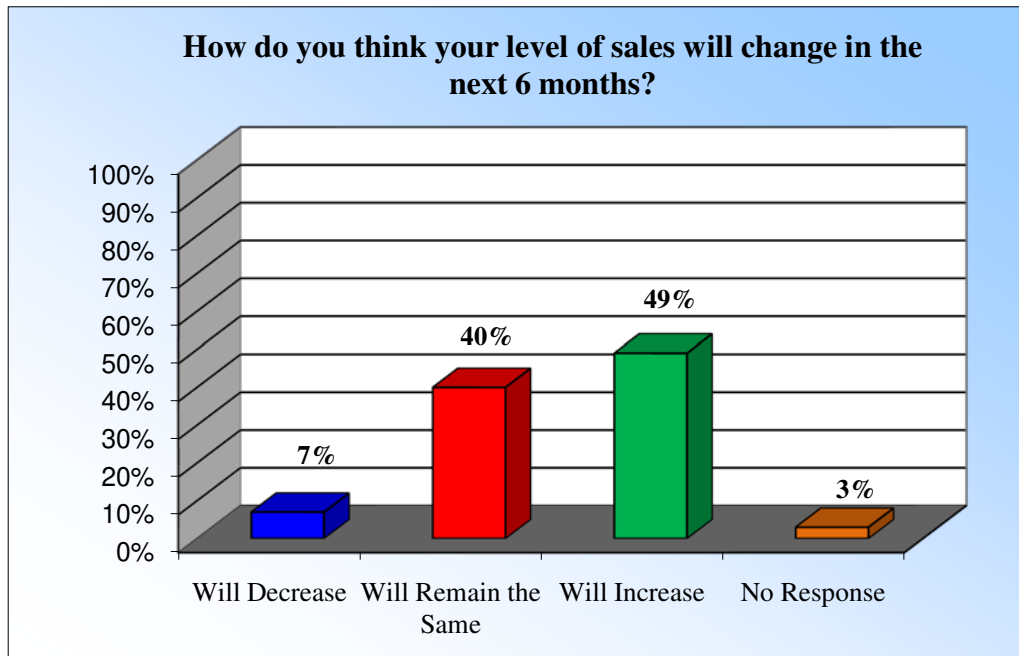


Seventeen percent of companies report current sales have decreased compared to six months ago, 38% report they have remained the same, 42% report sales have increased and 3% have no response.

Question 3d. How do you think your level of sales will change in the next six months?

How do you think your level of sales will change in the next 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Will Decrease	27	7.4	7.4	7.4
	Will Remain the Same	147	40.4	40.4	47.8
	Will Increase	178	48.9	48.9	96.7
	No Response	12	3.3	3.3	100.0
Total		364	100.0	100.0	

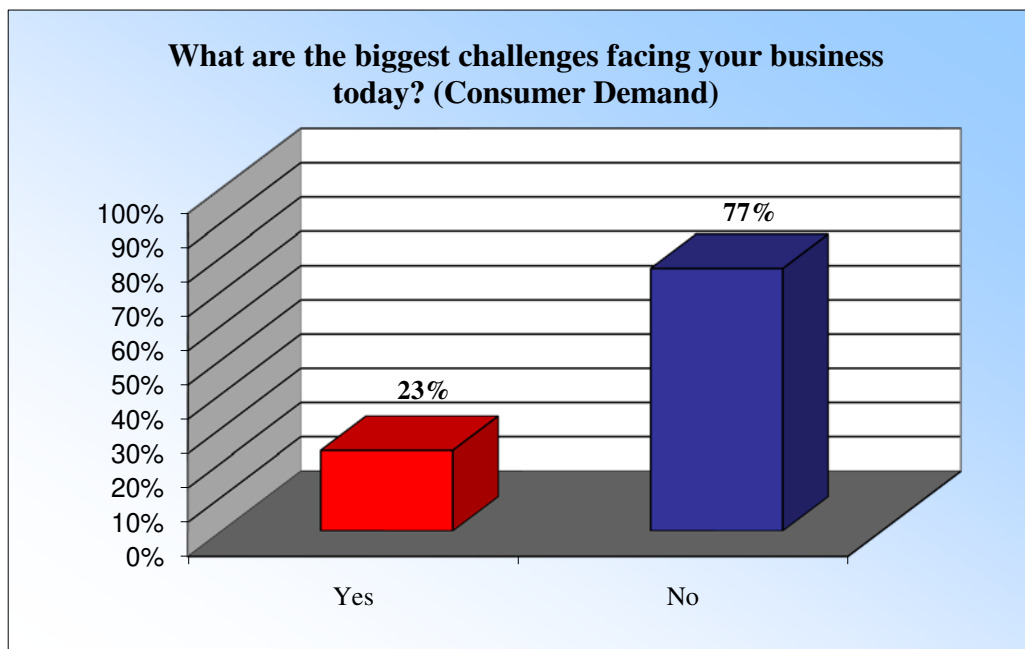


Seven percent of companies think their sales will decrease in the next six months, 40% think they will remain the same, 49% think they will increase and 3% have no response.

**Question 4a. What are the biggest challenges facing your business today?
(Consumer Demand)**

**What are the biggest challenges facing your business today?
(Consumer Demand)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	85	23.4	23.4	23.4
	No	279	76.6	76.6	100.0
	Total	364	100.0	100.0	



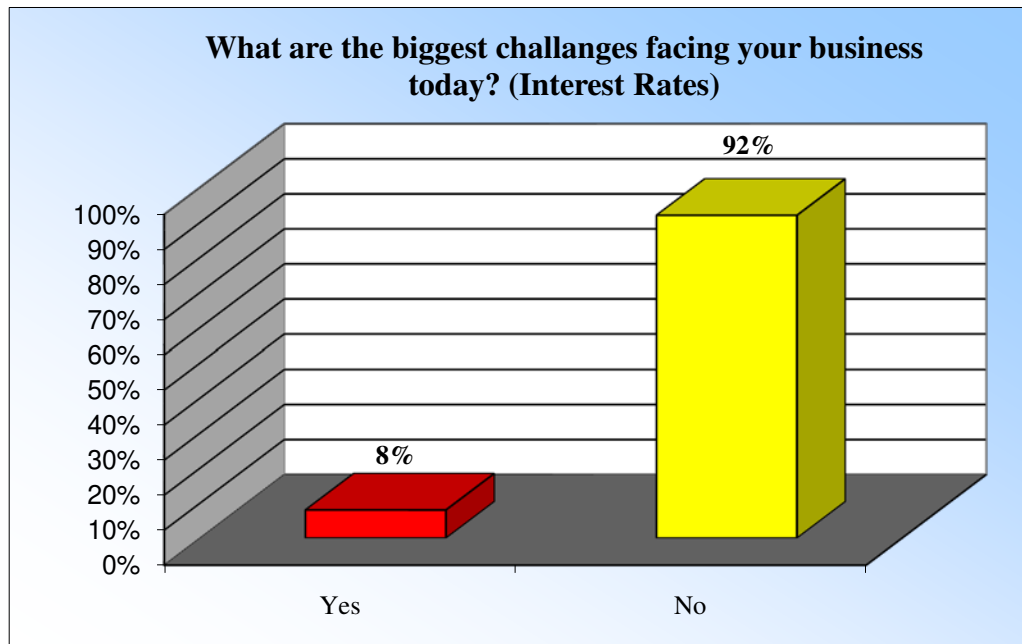
Twenty-three percent of companies think consumer demand is a challenge facing their business and 77% do not.

**Question 4b. What are the biggest challenges facing your business today?
(Interest Rates)**

What are the biggest challenges facing your business today?

(Interest Rates)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	8.0	8.0	8.0
	No	335	92.0	92.0	100.0
	Total	364	100.0	100.0	

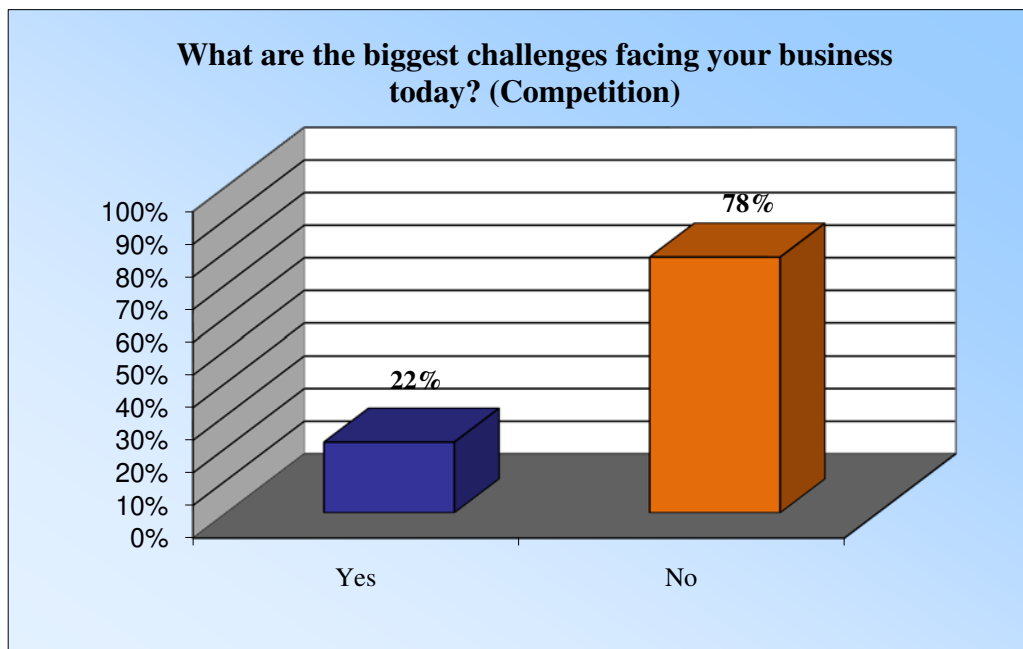


Eight percent of companies think interest rates are a challenge facing their business and 92% do not.

**Question 4c. What are the biggest challenges facing your business today?
(Competition)**

**What are the biggest challenges facing your business today?
(Competition)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	21.7	21.7	21.7
	No	285	78.3	78.3	100.0
	Total	364	100.0	100.0	



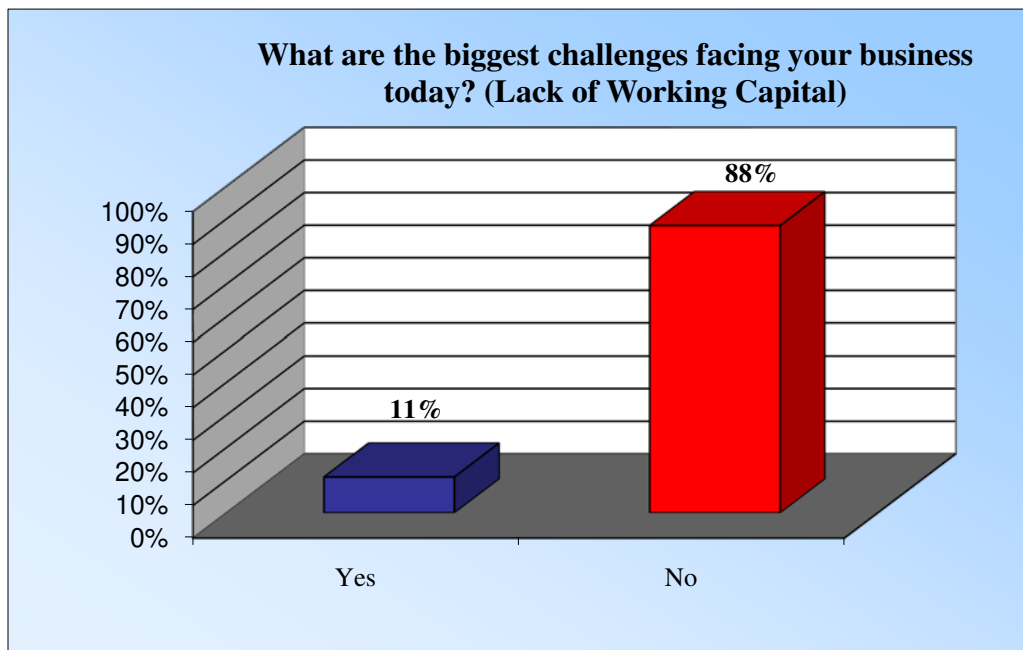
Twenty-two percent of the companies think competition is a challenge facing their business and 78% do not.

**Question 4d. What are the biggest challenges facing your business today?
(Lack of Working Capital)**

What are the biggest challenges facing your business today?

(Lack of Working Capital)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	11.3	11.3	11.3
	No	323	88.7	88.7	100.0
	Total	364	100.0	100.0	



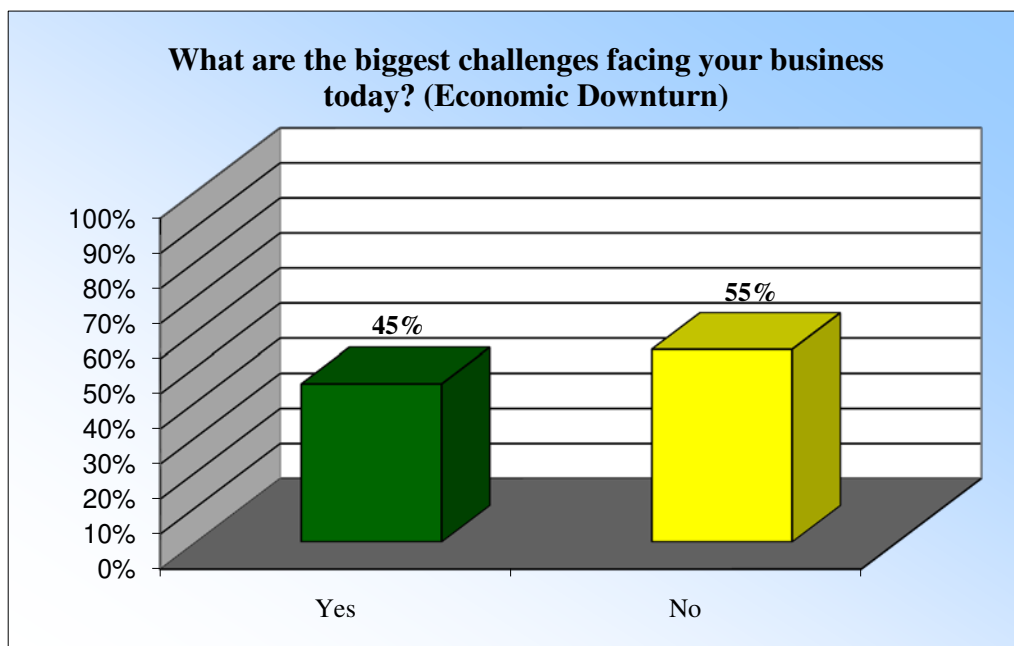
Eleven percent of the companies think lack of working capital is a challenge facing their business and 88% do not.

**Question 4e. What are the biggest challenge facing your business today?
(Economic Downturn)**

What are the biggest challenges facing your business today?

(Economic Downturn)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	164	45.1	45.1	45.1
	No	200	54.9	54.9	100.0
Total		364	100.0	100.0	



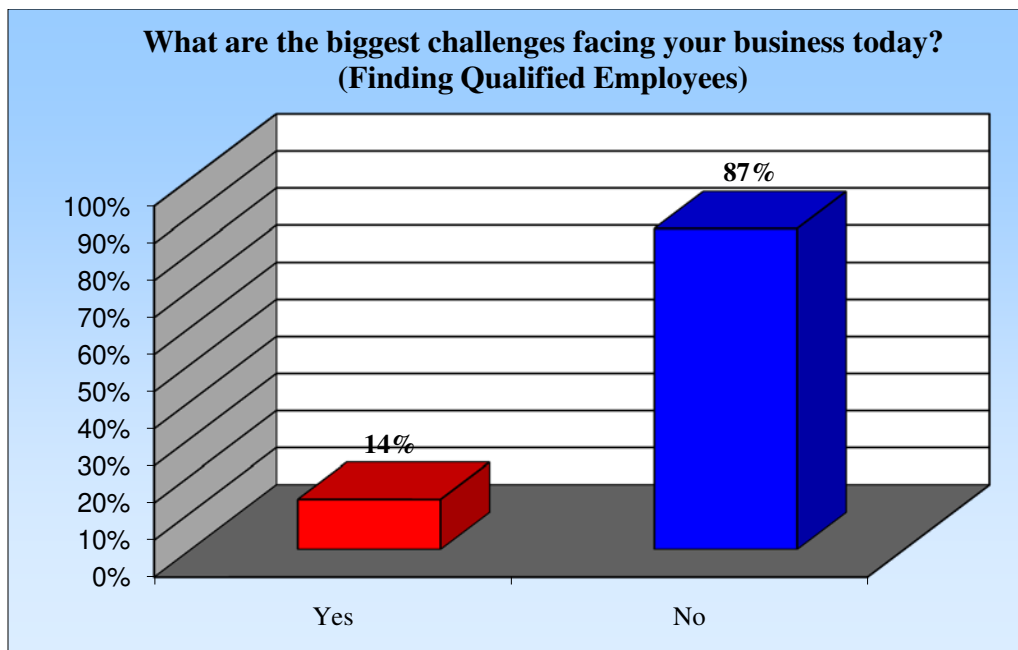
Forty-five percent of companies think economic downturn is a challenge facing their business and 55% do not.

**Question 4f. What are the biggest challenges facing your business today?
(Finding Qualified Employees)**

What are the biggest challenges facing your business today?

(Finding Qualified Employees)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	13.5	13.5	13.5
	No	315	86.5	86.5	100.0
	Total	364	100.0	100.0	



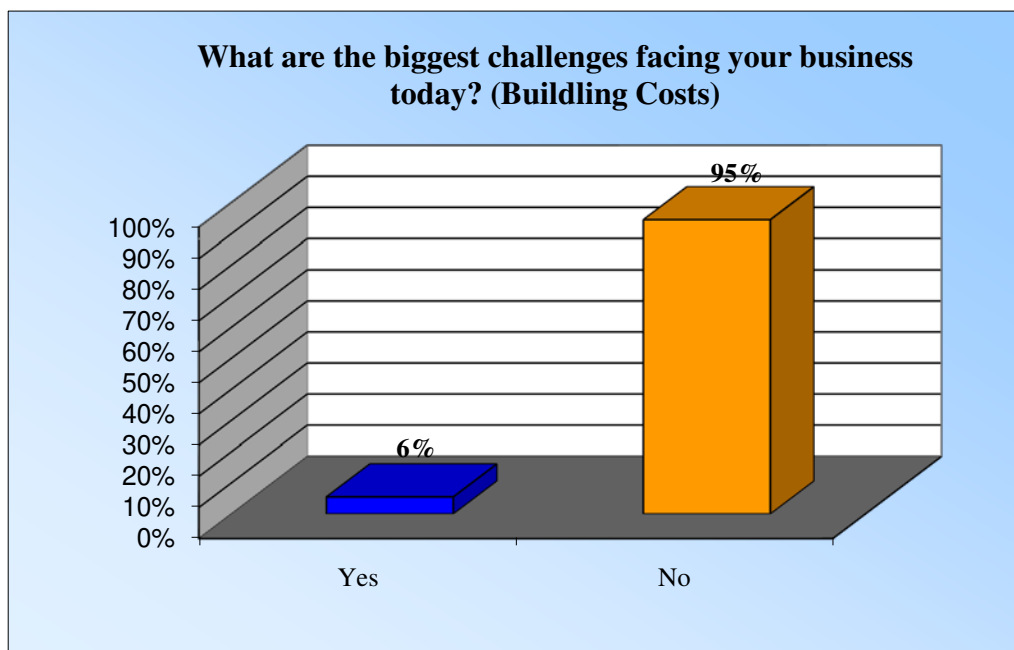
Fourteen percent of companies think finding qualified employees is a challenge facing their business and 87% do not.

**Question 4g. What are the biggest challenges facing your business today?
(Building Costs)**

What are the biggest challenges facing your business today?

(Building Costs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	5.5	5.5	5.5
	No	344	94.5	94.5	100.0
	Total	364	100.0	100.0	

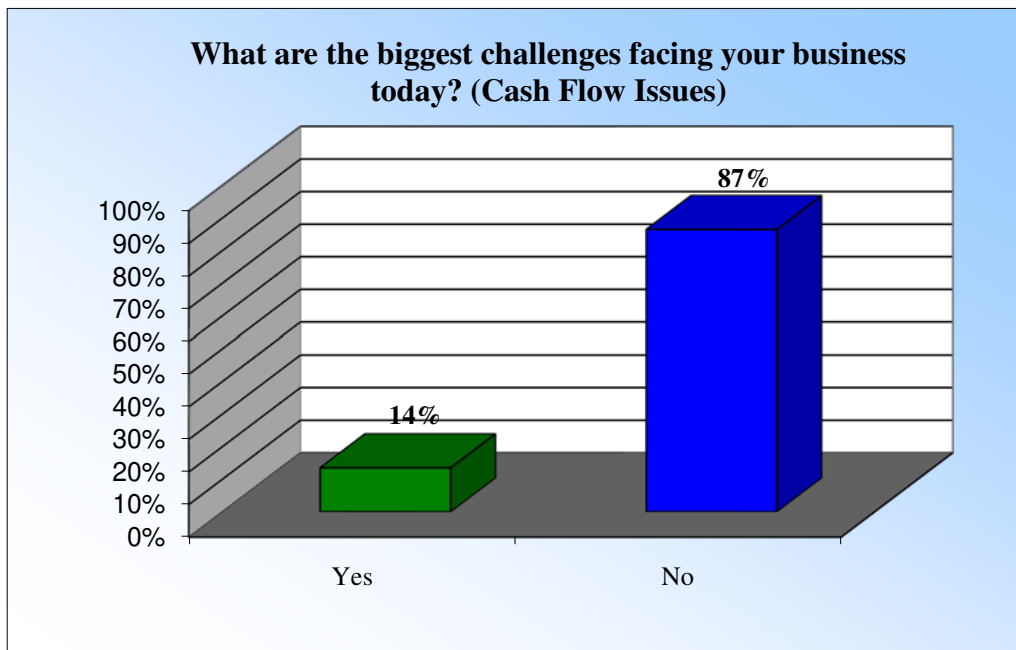


Six percent of companies think building costs are a challenge facing their business and 95% do not.

**Question 4h. What are the biggest challenges facing your business today?
(Cash Flow Issues)**

**What are the biggest challenges facing your business today?
(Cash Flow Issues)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	13.5	13.5	13.5
	No	315	86.5	86.5	100.0
	Total	364	100.0	100.0	

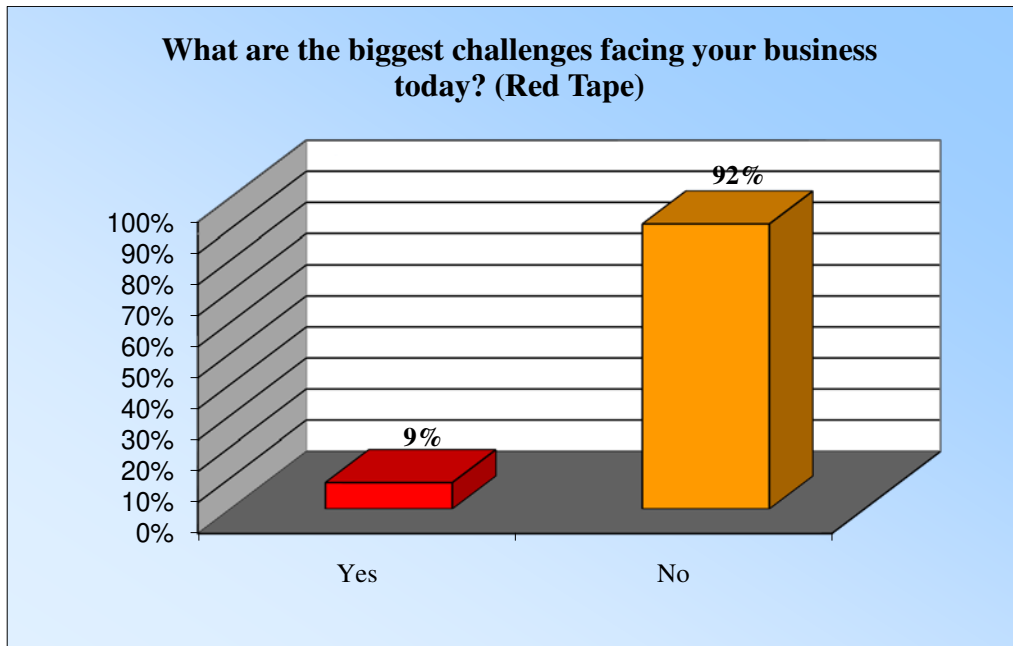


Fourteen percent of companies think cash flow issues are a challenge facing their business and 87% do not.

**Question 4i. What are the biggest challenges facing your business today?
(Red Tape)**

**What are the biggest challenges facing your business today?
(Red Tape)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	8.5	8.5	8.5
	No	333	91.5	91.5	100.0
	Total	364	100.0	100.0	

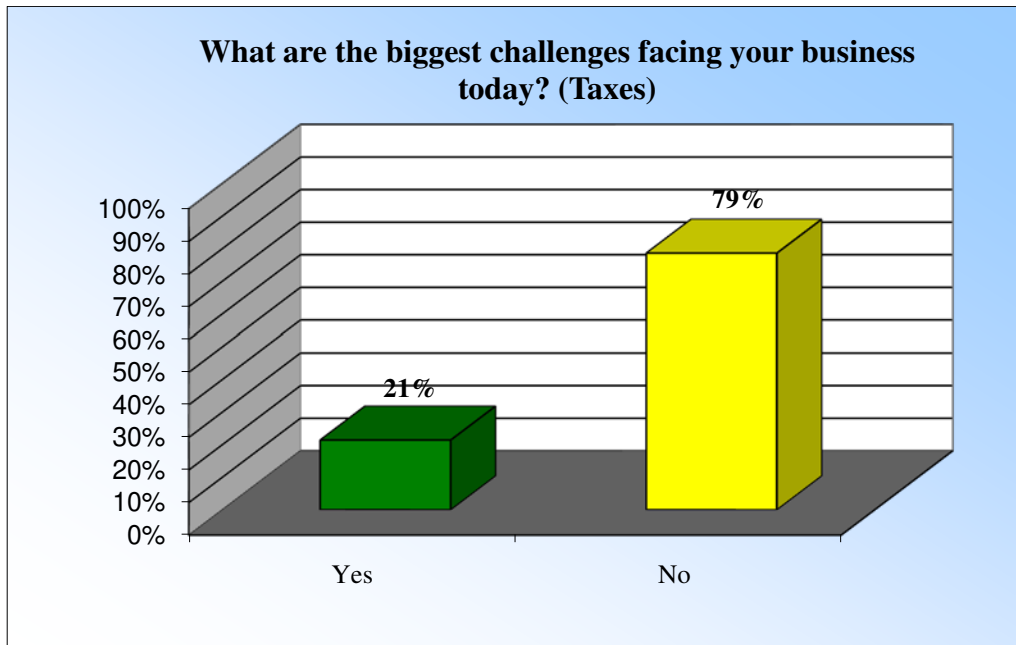


Nine percent of companies think red tape is a challenge facing their business and 93% do not.

Question 4j. What are the biggest challenges facing your business today?
(Taxes)

What are the biggest challenges facing your business today?
(Taxes)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	21.4	21.4	21.4
	No	286	78.6	78.6	100.0
	Total	364	100.0	100.0	

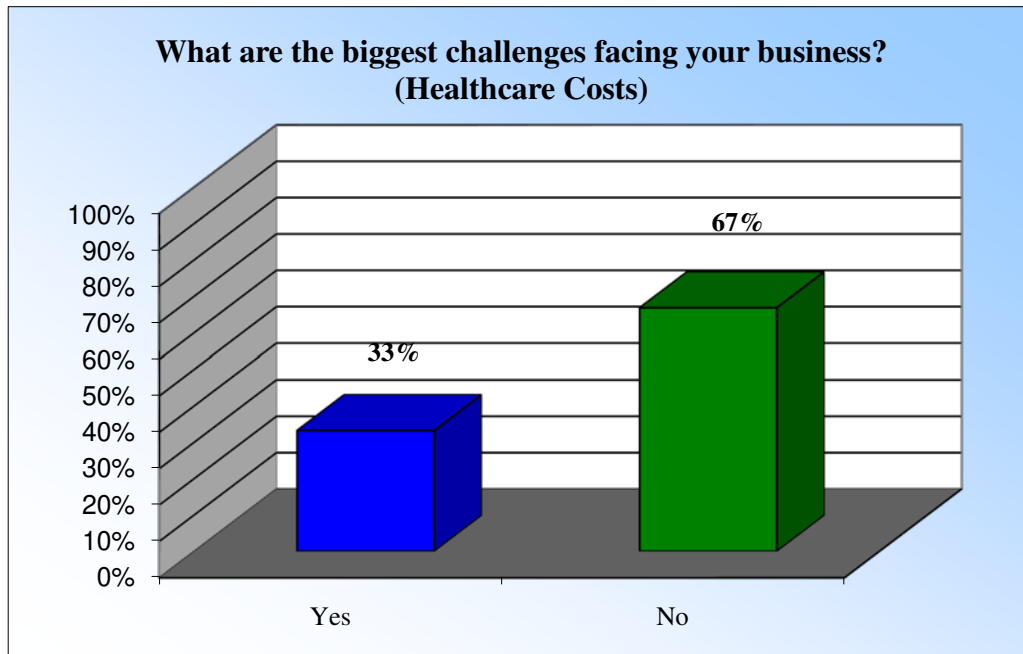


Twenty-one percent of companies think taxes are a challenge facing their business and 79% do not.

**Question 4k. What are the biggest challenges facing your business today?
(Healthcare Costs)**

**What are the biggest challenges facing your business today?
(Healthcare Costs)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	33.2	33.2	33.2
	No	243	66.8	66.8	100.0
Total		364	100.0	100.0	



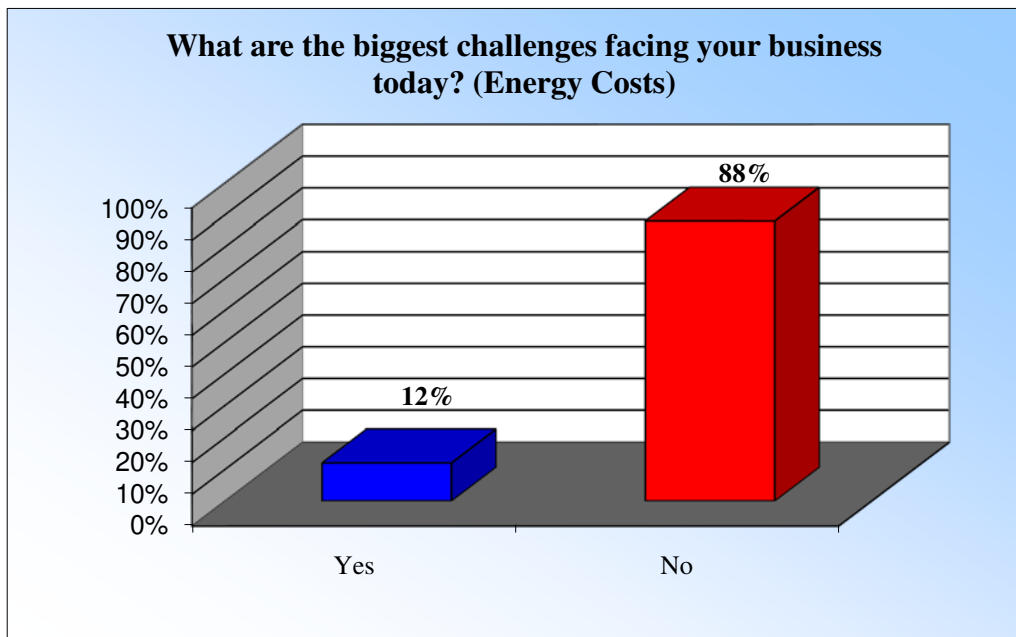
Thirty-three percent of companies think healthcare costs are a challenge facing their business and 67% do not.

**Question 4l. What are the biggest challenges facing your business today?
(Energy Costs)**

What are the biggest challenges facing your business today?

(Energy Costs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	11.8	11.8	11.8
	No	321	88.2	88.2	100.0
	Total	364	100.0	100.0	

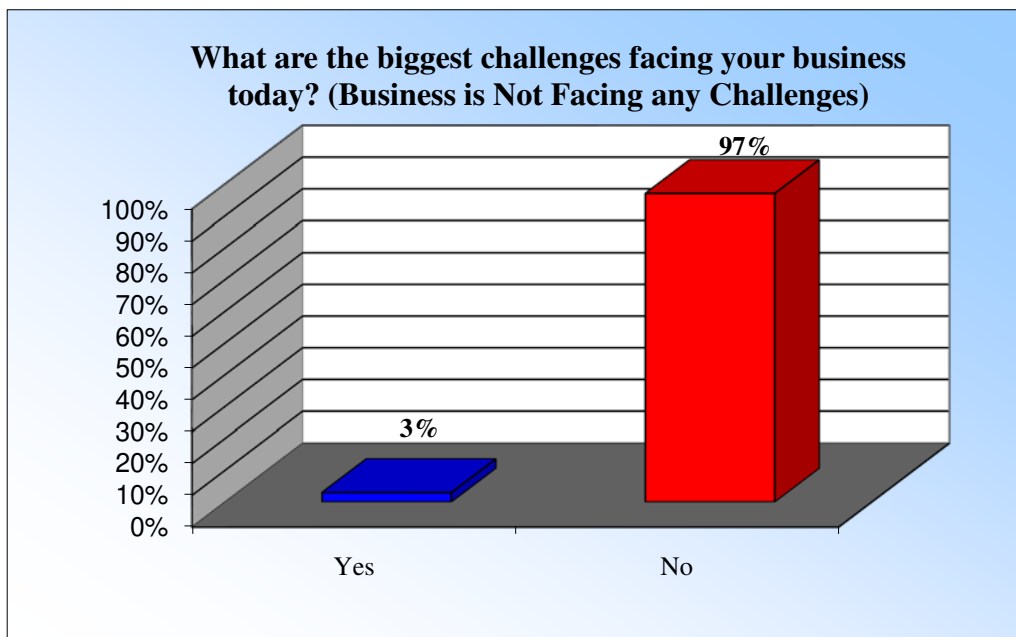


Twelve percent of companies think energy costs are a challenge facing their business and 88% do not.

**Question 4m. What are the biggest challenges facing your business today?
(Business is Not Facing any Challenges)**

**What are the biggest challenges facing your business today?
(Not Facing Any Challenges)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	3.0	3.0	3.0
	No	353	97.0	97.0	100.0
	Total	364	100.0	100.0	

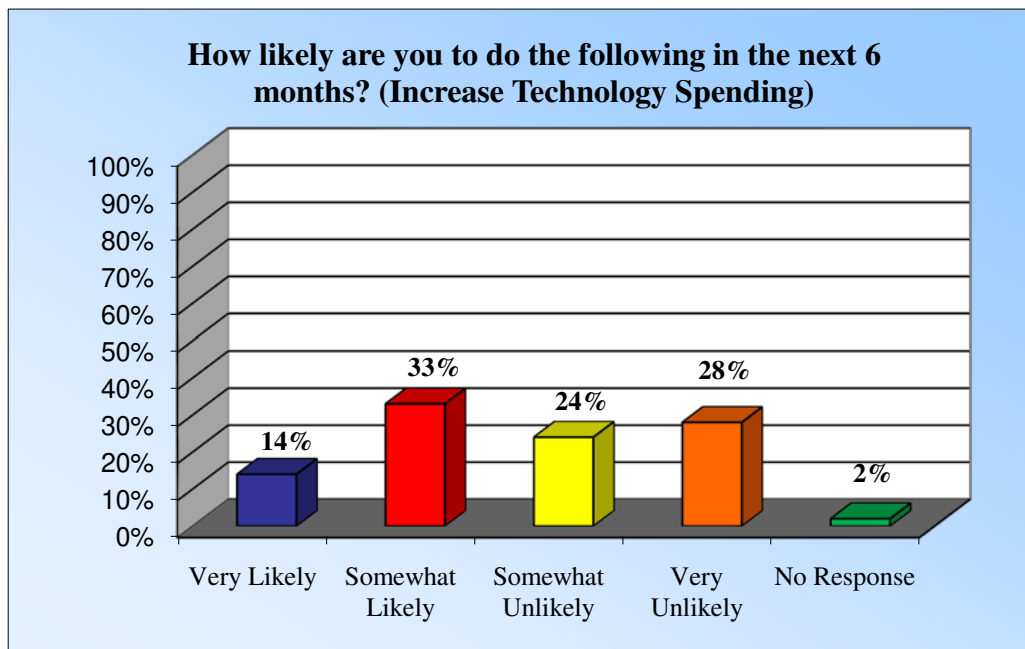


Three percent of companies think they are not facing any challenges with their business.

**Question 5a. How likely are you to do the following in the next 6 months?
(Increase Technology Spending)**

**How likely are you to do the following in the next 6 months?
(Increase Technology Spending)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Likely	49	13.5	13.5	13.5
Somewhat Likely	121	33.2	33.2	46.7
Somewhat Unlikely	87	23.9	23.9	70.6
Very Unlikely	101	27.7	27.7	98.4
No Response	6	1.6	1.6	100.0
Total	364	100.0	100.0	



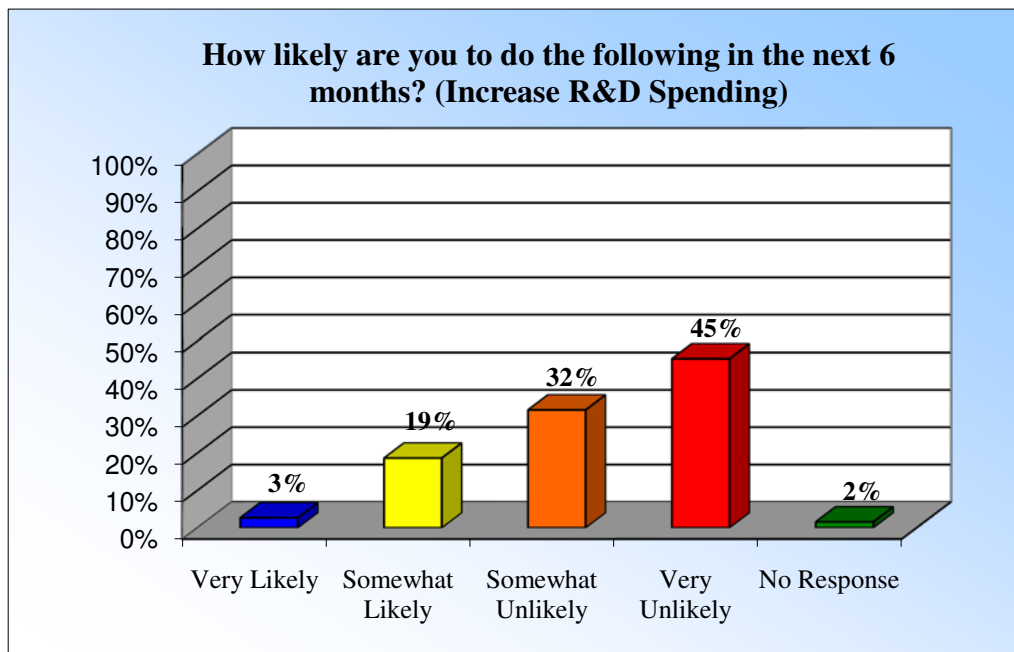
Fourteen percent of companies think they are very likely to increase technology spending in the next six months, 33% think they are somewhat likely, 24% think they are somewhat unlikely, 28% think they are very unlikely and 2% have no response.

**Question 5b. How likely are you to do the following in the next 6 months?
(Increase R&D Spending)**

How likely are you to do the following in the next 6 months?

(Increase R&D Spending)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	10	2.7	2.7	2.7
	Somewhat Likely	68	18.7	18.7	21.4
	Somewhat Unlikely	115	31.6	31.6	53.0
	Very Unlikely	165	45.3	45.3	98.4
	No Response	6	1.6	1.6	100.0
	Total	364	100.0	100.0	

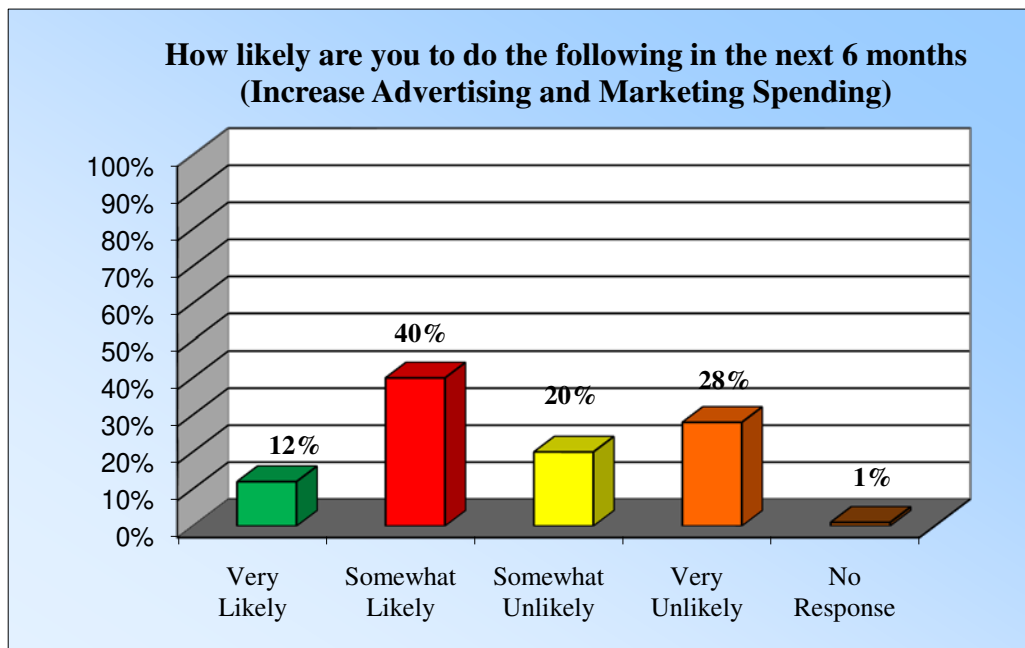


Three percent of companies think they are very likely to increase research and development spending in the next six months, 19% think they are somewhat likely, 32% think they are somewhat unlikely, 45% think they are very unlikely and 2% have no response.

**Question 5c. How likely are you to do the following in the next 6 months?
(Increase Advertising and Marketing Spending)**

**How likely are you to do the following in the next 6 months?
(Increase Advertising and Marketing Spending)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	42	11.5	11.5	11.5
	Somewhat Likely	144	39.6	39.6	51.1
	Somewhat Unlikely	74	20.3	20.3	71.4
	Very Unlikely	101	27.7	27.7	99.2
	No Response	3	.8	.8	100.0
	Total	364	100.0	100.0	



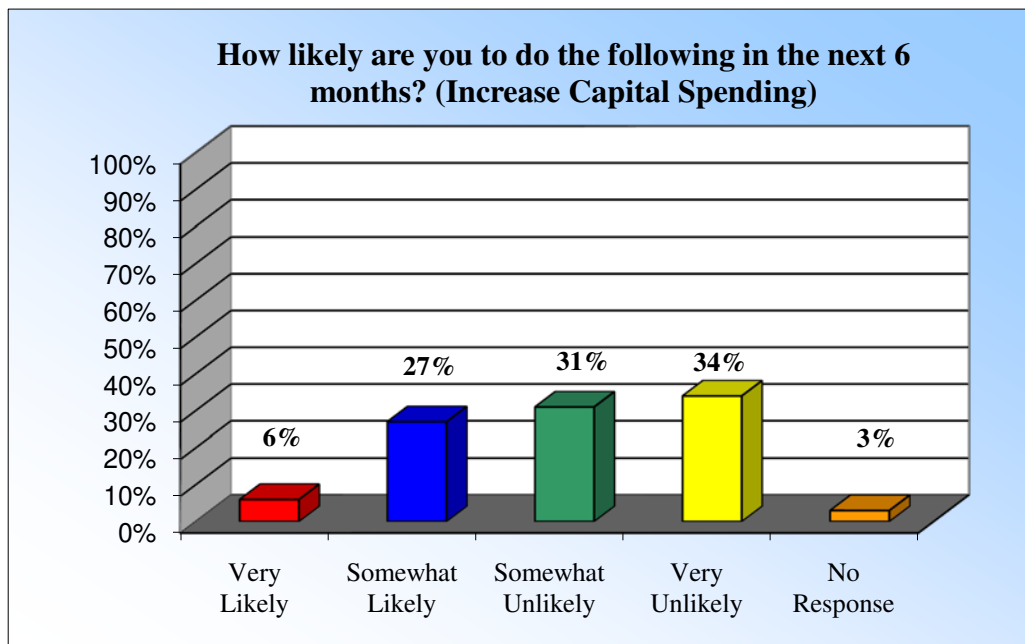
Twelve percent of companies think they are very likely to increase advertising and marketing spending in the next six months, 40% think they are somewhat likely, 20% think they are somewhat unlikely, 28% think they are very unlikely and 1% had no response.

**Question 5d. How likely are you to do the following in the next 6 months?
(Increase Capital Spending)**

How likely are you to do the following in the next 6 months?

(Increase Capital Spending)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	21	5.8	5.8	5.8
	Somewhat Likely	98	26.9	26.9	32.7
	Somewhat Unlikely	111	30.5	30.5	63.2
	Very Unlikely	125	34.3	34.3	97.5
	No Response	9	2.5	2.5	100.0
	Total	364	100.0	100.0	



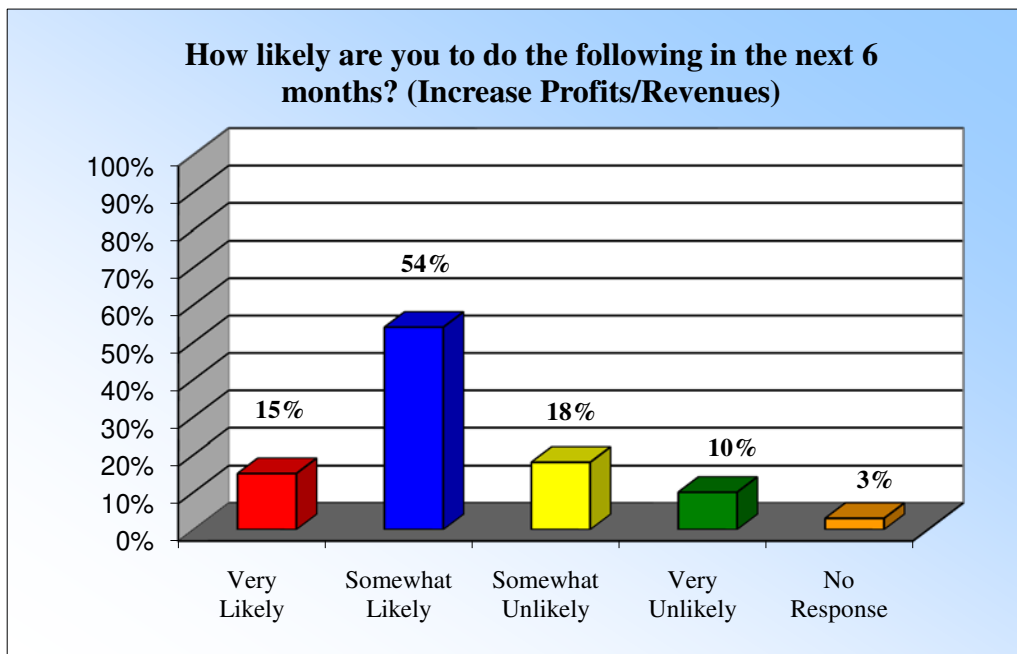
Six percent of companies think they are very likely to increase capital spending in the next six months, 27% think they are somewhat likely, 31% think they are somewhat unlikely, 34% think they are very unlikely and 3% have no response.

**Question 5e. How likely are you to do the following in the next 6 months?
(Increase Revenues/Profits)**

How likely are you to do the following in the next 6 months?

(Increase Revenues/Profits)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	54	14.8	14.8	14.8
	Somewhat Likely	198	54.4	54.4	69.2
	Somewhat Unlikely	65	17.9	17.9	87.1
	Very Unlikely	38	10.4	10.4	97.5
	No Response	9	2.5	2.5	100.0
	Total	364	100.0	100.0	

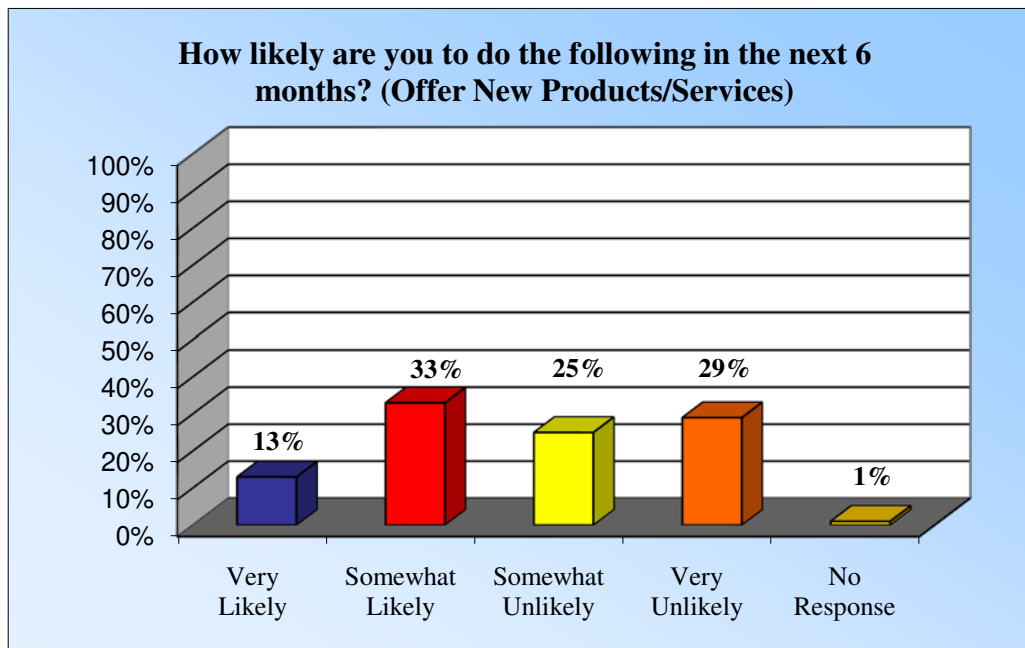


Fifteen percent of companies think they are very likely to increase revenues and profits in the next six months, 54% think they are somewhat likely, 18% think they are somewhat unlikely, 10% think they are very unlikely and 3% have no response.

**Question 5f. How likely are you to do the following in the next 6 months
(Offer New Products/Services)?**

**How likely are you to do the following in the next 6 months?
(Offer New Products/Services)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Likely	47	12.9	12.9	12.9
Somewhat Likely	119	32.7	32.7	45.6
Somewhat Unlikely	90	24.7	24.7	70.3
Very Unlikely	104	28.6	28.6	98.9
No Response	4	1.1	1.1	100.0
Total	364	100.0	100.0	



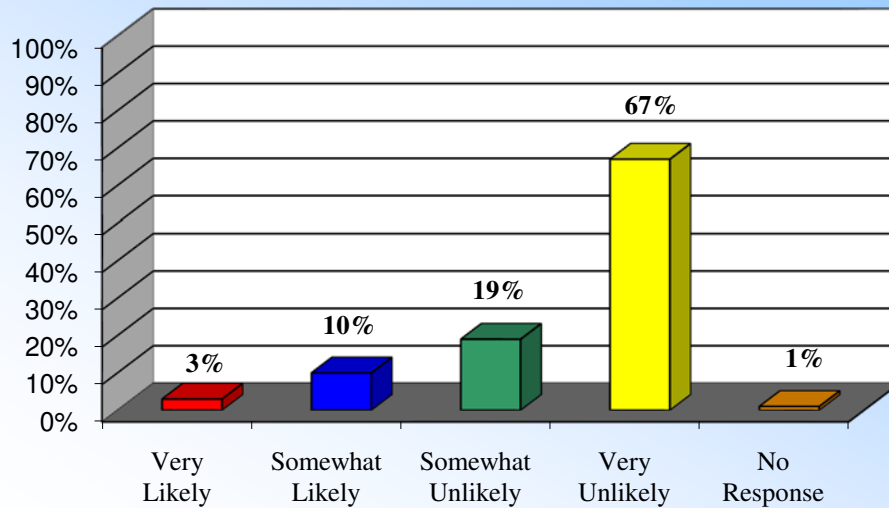
Thirteen percent of companies think they are very likely to offer new products or services in the next six months, 33% think they are somewhat likely, 25% think they are somewhat unlikely, 29% think they are very unlikely and 1% have no response.

**Question 5g. How likely are you to do the following in the next 6 months?
(Move Significant Business Functions Outside the Area)**

**How likely are you to do the following in the next 6 months?
(Move Significant Business Functions Outside Area)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	11	3.0	3.0	3.0
	Somewhat Likely	36	9.9	9.9	12.9
	Somewhat Unlikely	70	19.2	19.2	32.1
	Very Unlikely	245	67.3	67.3	99.5
	No Response	2	.5	.5	100.0
Total		364	100.0	100.0	

**How likely are you to do the following in the next 6 months?
(Move Significant Business Functions Outside the Area)**



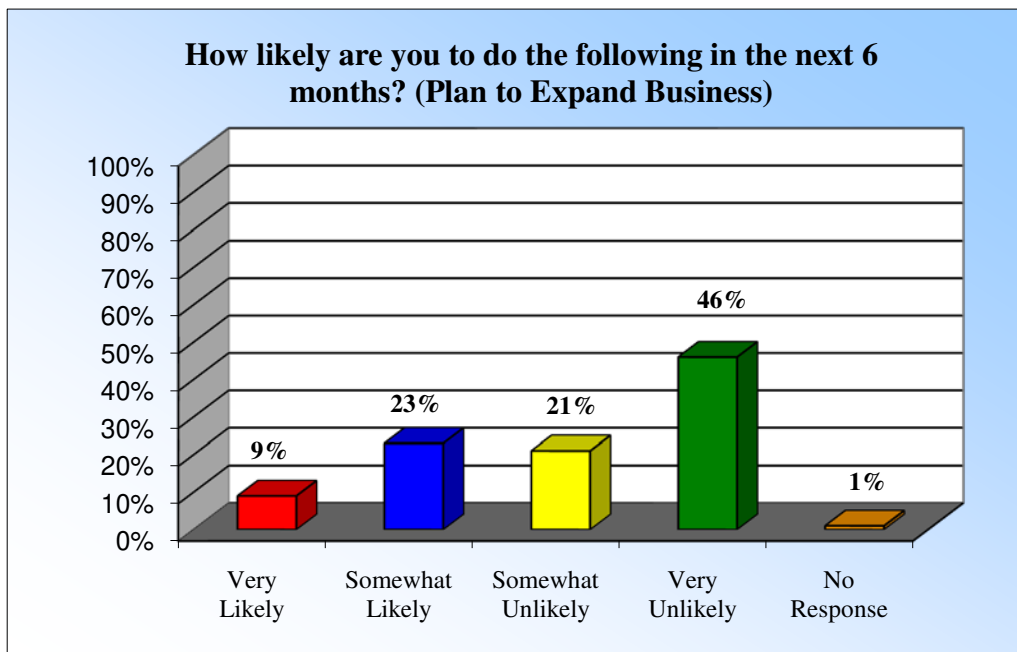
Three percent of companies think they are very likely to move significant business functions outside the area in the next six months, 10% think they are somewhat likely, 19% think they are somewhat unlikely, 67% think they are very unlikely and 1% have no response.

**Question 5h. How likely are you to do the following in the next 6 months?
(Plan to Expand Business)**

How likely are you to do the following in the next 6 months?

(Plan to Expand Business)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	33	9.1	9.1	9.1
	Somewhat Likely	83	22.8	22.8	31.9
	Somewhat Unlikely	77	21.2	21.2	53.0
	Very Unlikely	167	45.9	45.9	98.9
	No Response	4	1.1	1.1	100.0
	Total	364	100.0	100.0	

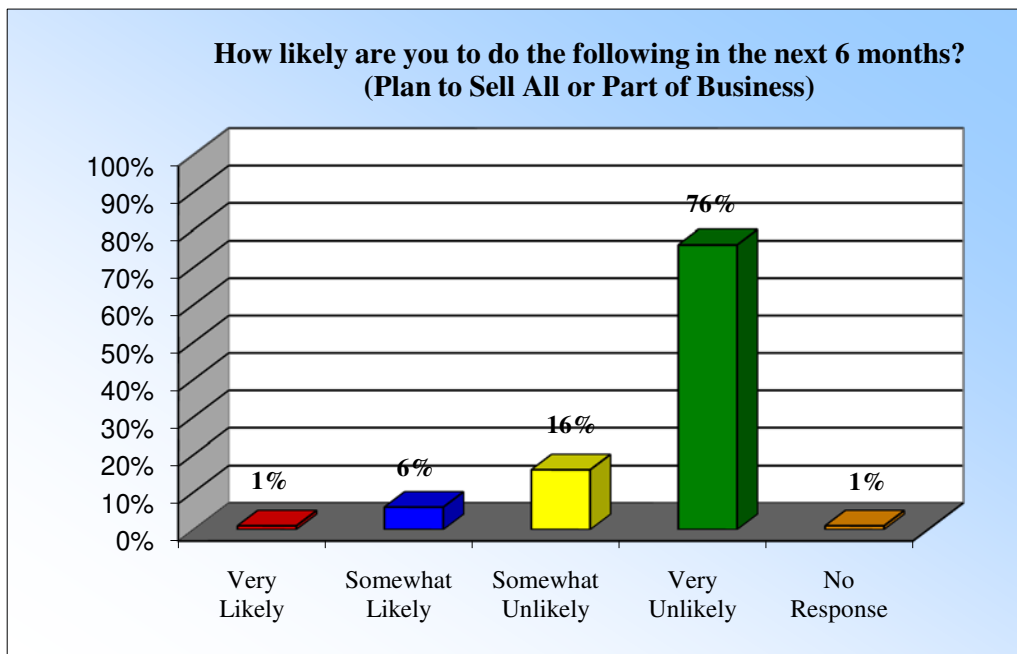


Nine percent of companies think they are very likely to plan to expand their business in the next six months, 23% think they are somewhat likely, 21% think they are somewhat unlikely, 46% think they are very unlikely and 1% have no response.

**Question 5i. How likely are you to do the following in the next 6 months?
(Plan to Sell all or Part of Business)**

**How likely are you to do the following in the next 6 months?
(Plan to Sell All or Part of Business)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	4	1.1	1.1	1.1
	Somewhat Likely	22	6.0	6.0	7.1
	Somewhat Unlikely	59	16.2	16.2	23.4
	Very Unlikely	275	75.5	75.5	98.9
	No Response	4	1.1	1.1	100.0
	Total	364	100.0	100.0	

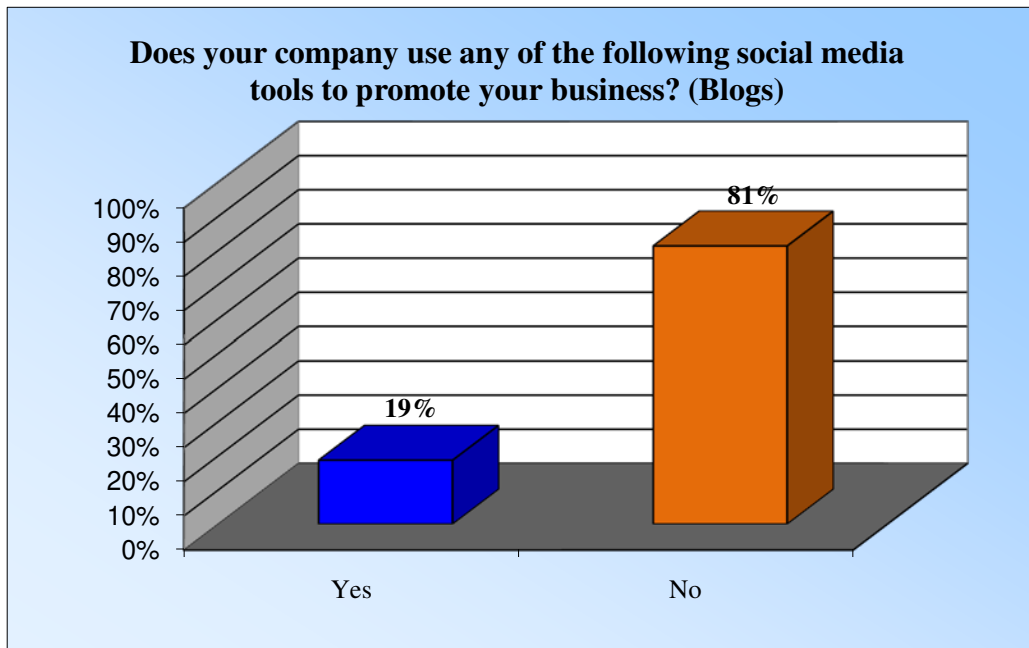


One percent of companies think they are very likely to plan to sell all or part of business in the next six months, 6% think they are somewhat likely, 16% think they are somewhat unlikely, 76% think they are very unlikely and 1% have no response.

Question 6a. Does your company use any of the following social media tools to promote your business? (Blogs)

Does your company use any of the following social media tools to promote your business? (Blogs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	18.7	18.7	18.7
	No	296	81.3	81.3	100.0
	Total	364	100.0	100.0	

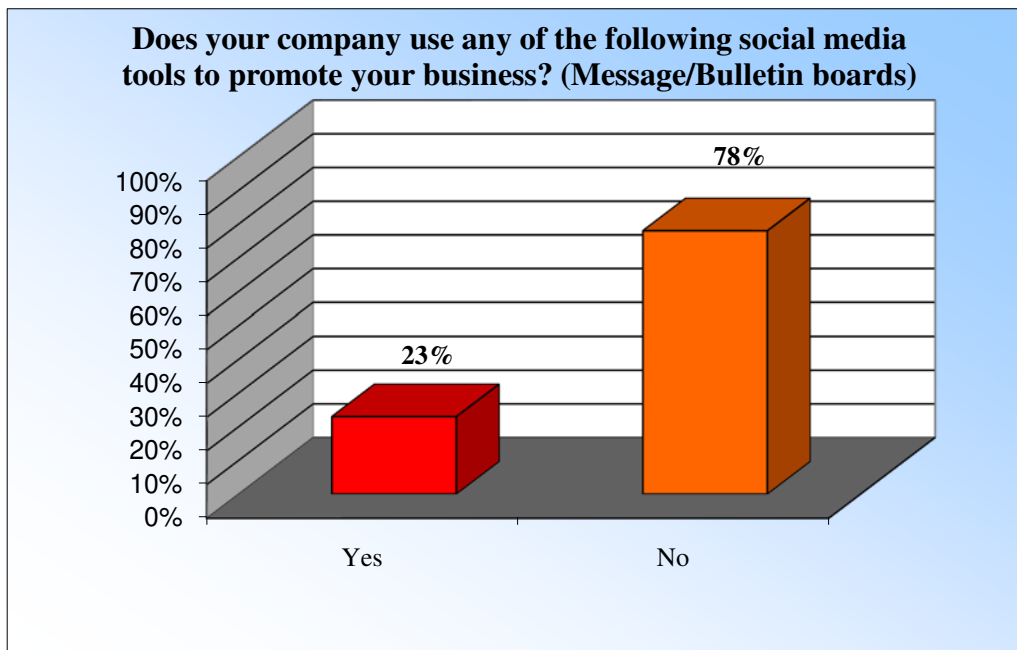


Nineteen percent of companies use blogs to promote their business and 81% do not.

Question 6b. Does your company use any of the following social media tools to promote your business? (Message/Bulletin boards)

Does your company use any of the following social media tools to promote your business? (Message/Bulletin boards)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	82	22.5	22.5	22.5
	No	282	77.5	77.5	100.0
	Total	364	100.0	100.0	

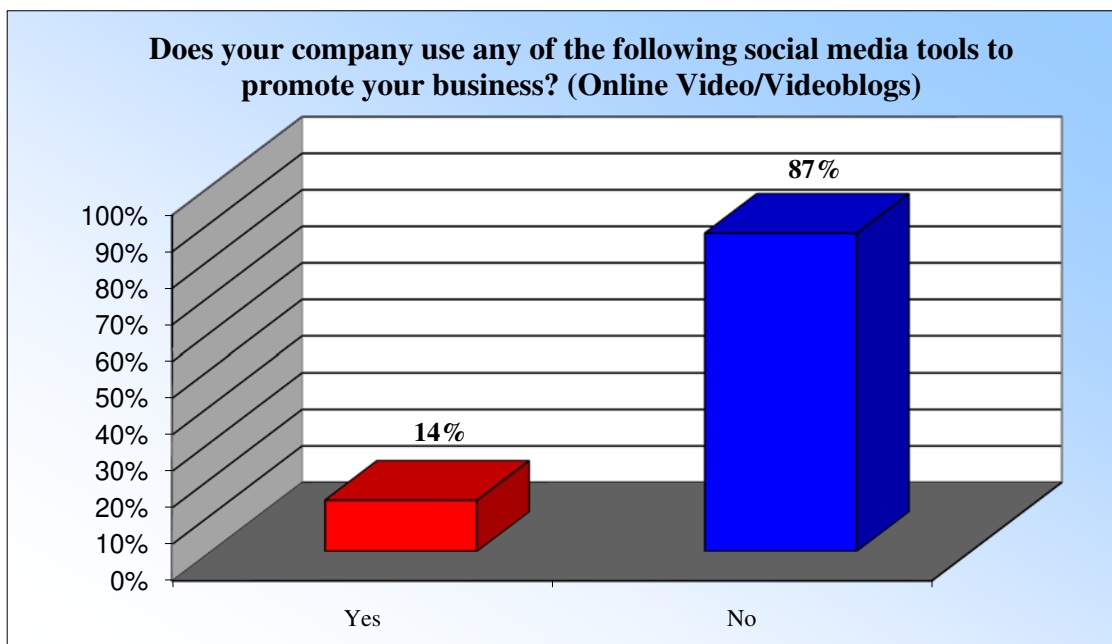


Twenty-three percent of companies use message/bulletin boards to promote their business and 78% do not.

Question 6c. Does your company use any of the following social media tools to promote your business? (Online Video/Videoblogs)

Does your company use any of the following social media tools to promote your business? (Online Video/Videoblogs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	13.5	13.5	13.5
	No	315	86.5	86.5	100.0
	Total	364	100.0	100.0	

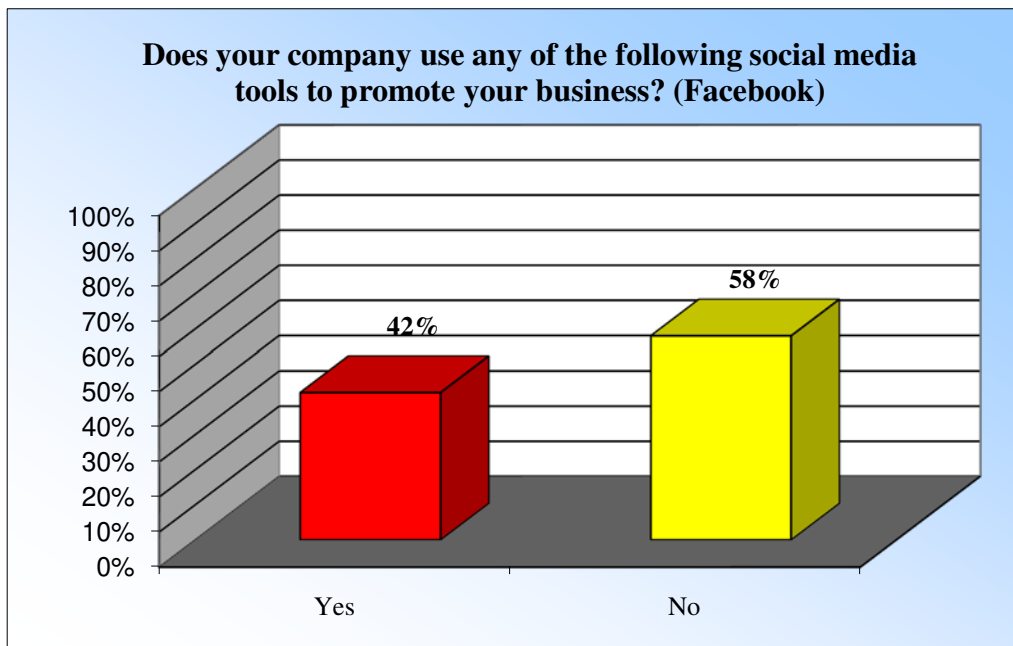


Fourteen percent of companies use online video/videoblogs to promote their business and 87% do not.

Question 6d. Does your company use any of the following social media tools to promote your business? (Facebook)

Does your company use any of the following social media tools to promote your business? (Facebook)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	153	42.0	42.0	42.0
	No	211	58.0	58.0	100.0
	Total	364	100.0	100.0	

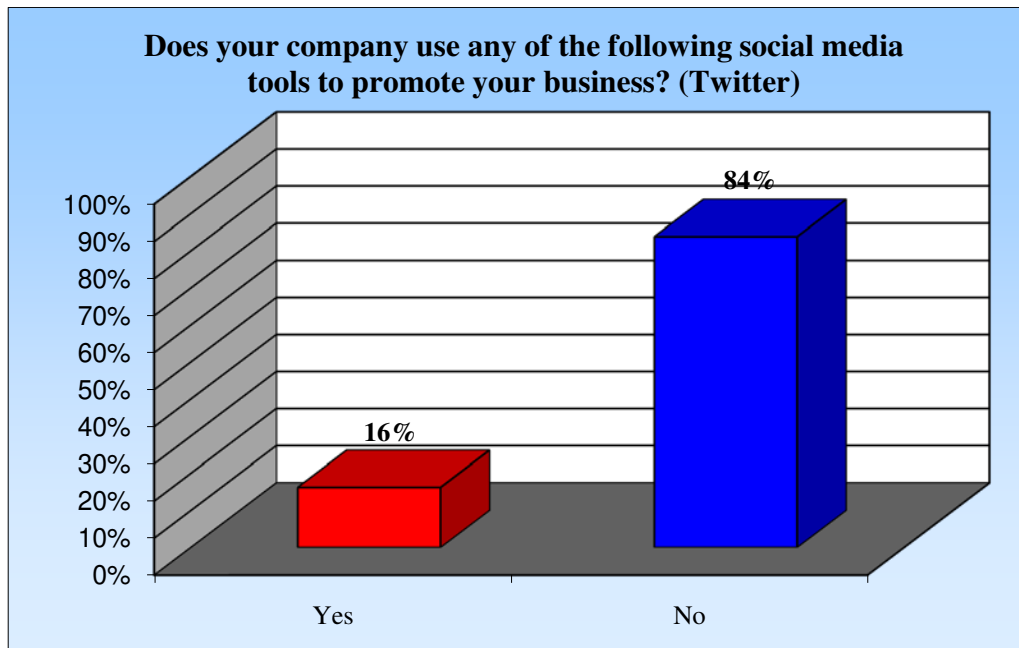


Forty-two percent of companies use Facebook to promote their business and 58% do not.

Question 6e. Does your company use any of the following social media tools to promote your business? (Twitter)

Does your company use any of the following social media tools to promote your business? (Twitter)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	16.2	16.2	16.2
	No	305	83.8	83.8	100.0
	Total	364	100.0	100.0	

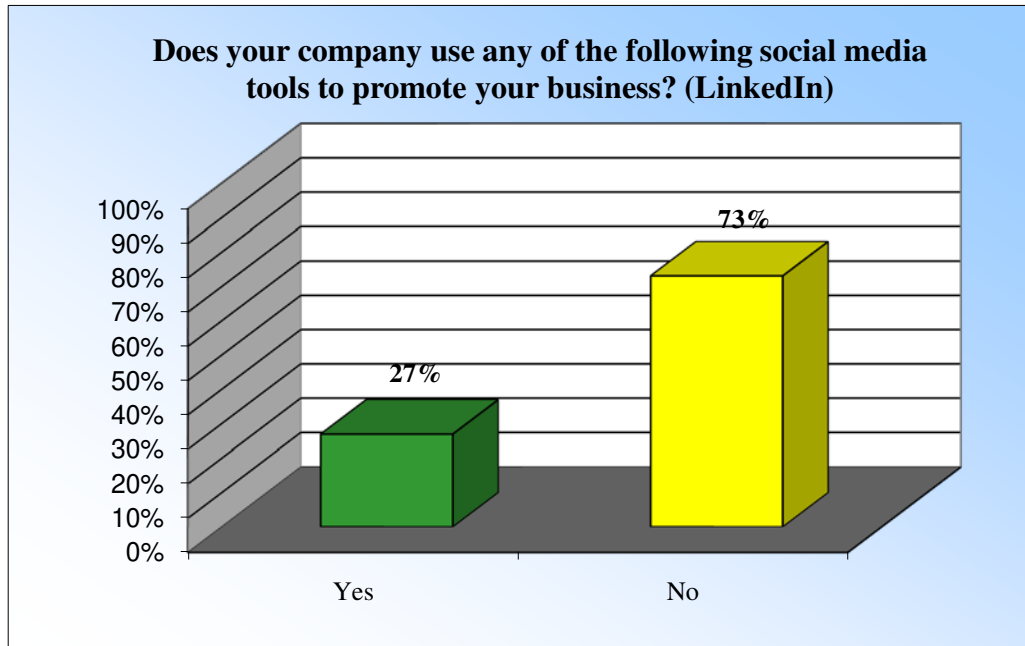


Sixteen percent of companies use Twitter to promote their business and 84% do not.

Question 6f. Does your company use any of the following social media tools to promote your business? (LinkedIn)

Does your company use any of the following social media tools to promote your business? (LinkedIn)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	26.9	26.9	26.9
	No	266	73.1	73.1	100.0
	Total	364	100.0	100.0	

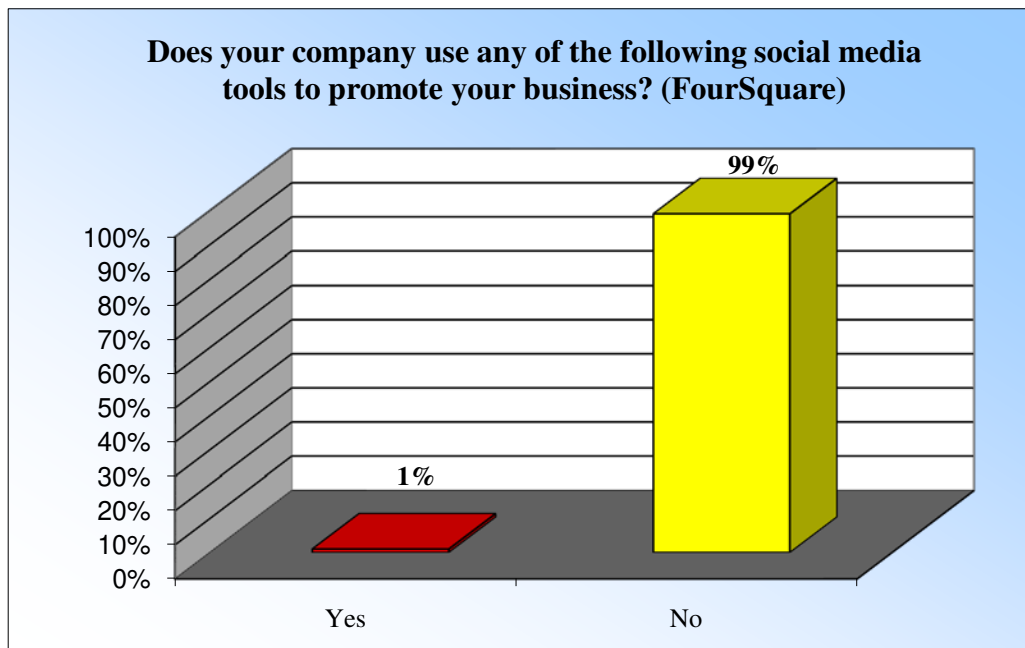


Twenty-seven percent of companies use LinkedIn to promote their business and 73% do not.

Question 6g. Does your company use any of the following social media tools to promote your business? (FourSquare)

Does your company use any of the following social media tools to promote your business? (FourSquare)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	1.4	1.4	1.4
	No	359	98.6	98.6	100.0
	Total	364	100.0	100.0	

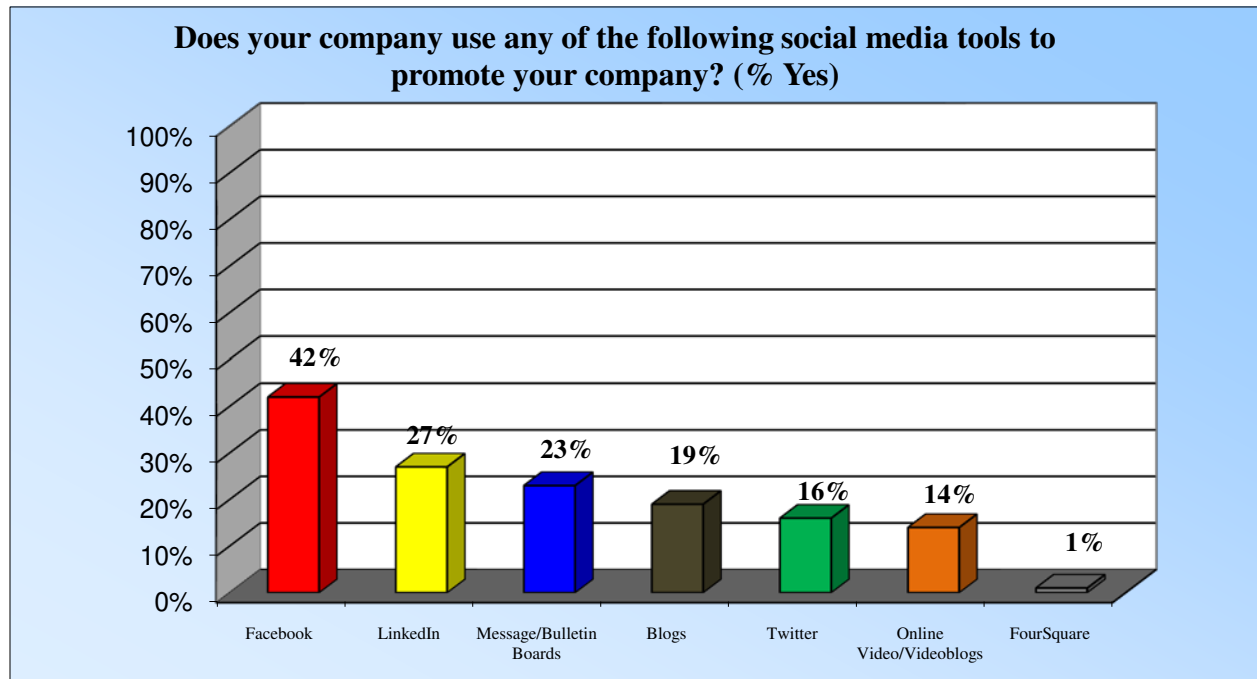


One percent of companies use FourSquare to promote their business and 99% do not.

<p>Question 6h. Does your company use any of the following social media tools to promote your business? (Other)</p>
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<u>Response</u>	<u>Frequency</u>
Website	(56)
Internet Ads	(2)
Merchant Circle	(2)
Google	(1)
Local Advertising	(1)
MySpace	(1)
Newspaper	(1)
Radio	(1)
Outrank	(1)
Total Responses	<hr/> 66

Question 6. Does your company use any of the following social media tools to promote your business? (Check all that apply)



Forty-two percent of companies use Facebook to promote their business, 27% use LinkedIn, 23% use Message/Bulletin Boards, 19% use Blogs, 16% use Twitter, 14% use Video/Video Blogs and 1% use FourSquare.

Question 7. If your local government could help your business in any way, what could they do?
--

<u>Response</u>	<u>Frequency</u>
Lower Taxes	(71)
Add Jobs	(27)
Lower Healthcare Costs	(17)
More Loans	(17)
Stay Out of the Way	(16)
Increase Funding	(16)
More Grants	(6)
SouthCoast Railroad	(6)
Don't Know	(5)
Reduce Red Tape	(4)
Assist Fishing Industry	(3)
Better Advertising	(3)
Expand	(3)
Lower Crime Rate	(3)
Lower Interest Rates	(3)
Not Much	(3)
Spend Locally	(3)
Streamline	(3)
Education Improvements	(2)

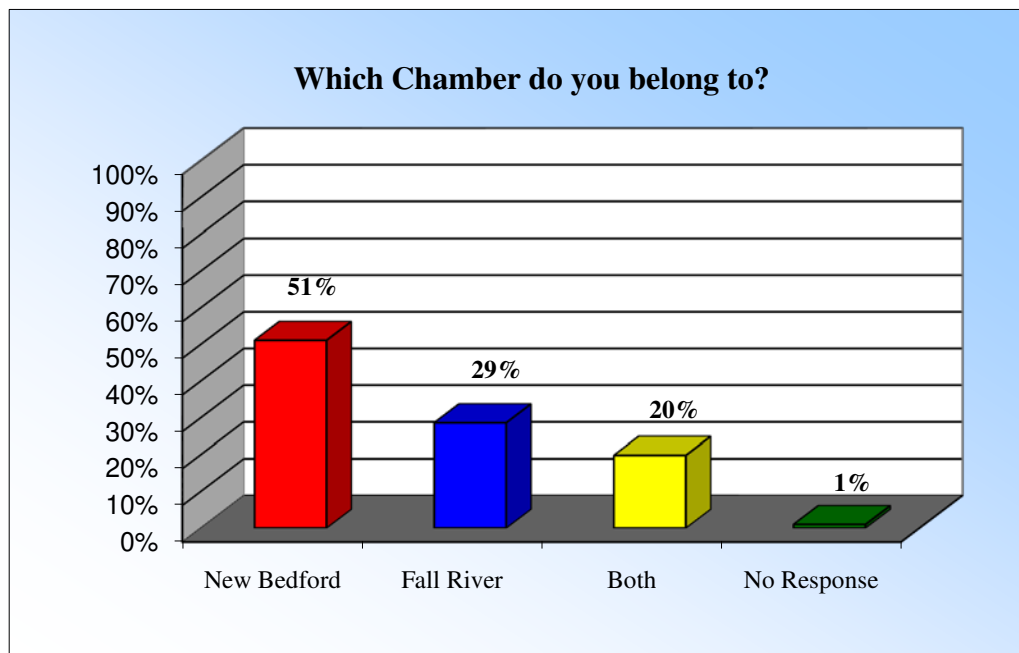
<p>Question 7. If your local government could help your business in any way, what could they do?</p> <p>(continued)</p>

Increase Spending on Tourism	(2)
Listen	(2)
Lower Costs	(2)
Rebates	(2)
Regulate Prices	(2)
Revamp Insurance	(2)
Don't Think Local	(1)
Help People	(1)
Have More Imagination	(1)
More Transportation	(1)
Fewer Laws	(1)
Money for Family Services	(1)
More Capitol	(1)
More Parking	(1)
Promote	(1)
Stop Spending	(1)
Decrease Energy Costs	(1)
Total Responses	<hr/> 234

Question 8. Which Chamber do you belong to?

Which Chamber do you belong to?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New Bedford	186	51.1	51.1	51.1
	Fall River	104	28.6	28.6	79.7
	Both	72	19.8	19.8	99.5
	No Response	2	.5	.5	100.0
	Total	364	100.0	100.0	



Fifty-one percent of companies belong to the New Bedford Chamber, 29% belong to the Fall River Chamber, 20% belong to both and 1% have no response.

Question 9a. What industry are you in?

<u>Response</u>	<u>Frequency</u>
Service	(61)
Finance and Insurance	(26)
Retail	(21)
Food and Beverage	(19)
Manufacturing	(18)
Construction	(17)
Transportation	(15)
Real Estate	(15)
Arts, Entertainment, and Recreation	(14)
Healthcare	(13)
Legal Services	(12)
No Response	(9)
Wholesale Trade	(2)
	<hr/>
Total Responses	242

Question 9b. What industry are you in? (Other)

<u>Response</u>	<u>Frequency</u>
Engineering	(15)
Marketing and Advertising	(8)
Rental Car	(6)
Consulting	(6)
Business Staffing	(4)
Auto Repair	(4)
Banking	(4)
Building Contractor	(4)
Education	(3)
Beauty Salon	(3)
Delivery	(3)
Human Resources	(3)
Rental	(3)
Publishing	(3)
Promotional	(3)
Web Design	(3)
Non-Profit	(3)
Hotel/Motel	(3)
Housing	(3)
Embroidering and Design	(2)
Marine Industry	(2)
Newspaper	(2)
Cabinet Design	(2)
Architecture	(2)
Assisted Living	(2)
Asphalt Maintenance	(1)

Question 9b. What industry are you in? (Other)
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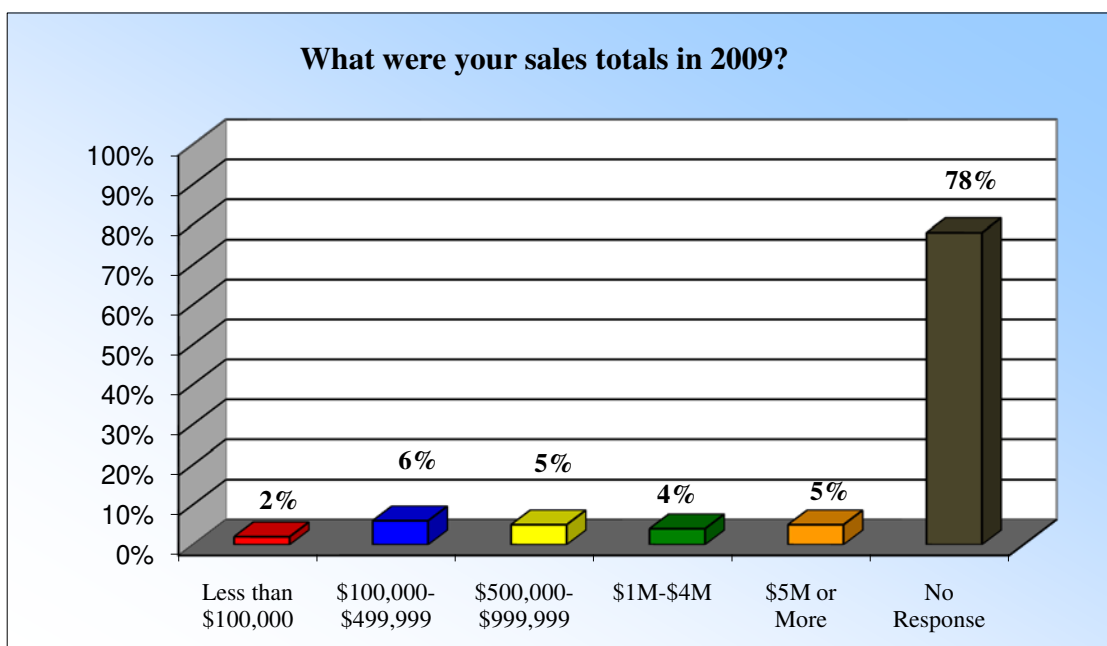
Auctioneer	(1)
Bait and Tackle	(1)
Bed and Breakfast	(1)
Chiropractor	(1)
Economic Development	(1)
Electrical	(1)
Environmental Services	(1)
Event Planning	(1)
Fishing	(1)
Florist	(1)
Fundraising	(1)
Furniture Repair	(1)
Gasoline Station	(1)
Human Resources	(1)
Logistics	(1)
Management Training	(1)
Meat	(1)
Oil	(1)
Packaging	(1)
Photography	(1)
Regional Planning Agency	(1)
Security Systems	(1)
Self-Storage	(1)
Ship-Building	(1)
Telecommunications	(1)
Tourism	(1)
Trash/Recycling	(1)
Total Responses	124

Question 10. What were your sales totals in 2009?

What were your sales totals in 2009?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$100,000	8	2.2	2.2	2.2
	\$100,000 - \$499,999	22	6.0	6.0	8.2
	\$500,000 - \$999,999	19	5.2	5.2	13.5
	\$1M - \$4M	15	4.1	4.1	17.6
	\$5M or More	17	4.7	4.7	22.3
	No Response	283	77.7	77.7	100.0
	Total	364	100.0	100.0	

What were your sales totals in 2009?



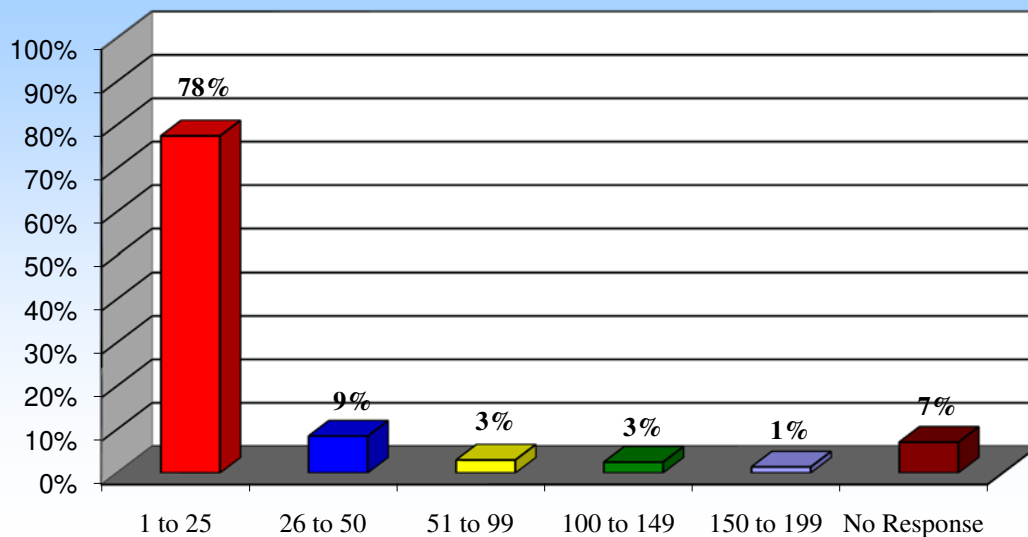
Two percent of companies had total sales of less than \$100,000 in 2009, 6% had sales between \$100,000-\$499,000, 5% had sales between \$500,000-\$999,000, 4% had sales between \$1M-\$4M, 5% had sales of \$5M or more and 77% have no response.

Question 11a. How many full-time employees does your company have?

How many full-time employees does your company have?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-25	282	77.5	77.5	77.5
	26-50	31	8.5	8.5	86.0
	51-99	11	3.0	3.0	89.0
	100-149	9	2.5	2.5	91.5
	150-199	5	1.4	1.4	92.9
	No Response	26	7.1	7.1	100.0
	Total	364	100.0	100.0	

How many full-time employees does your company have?



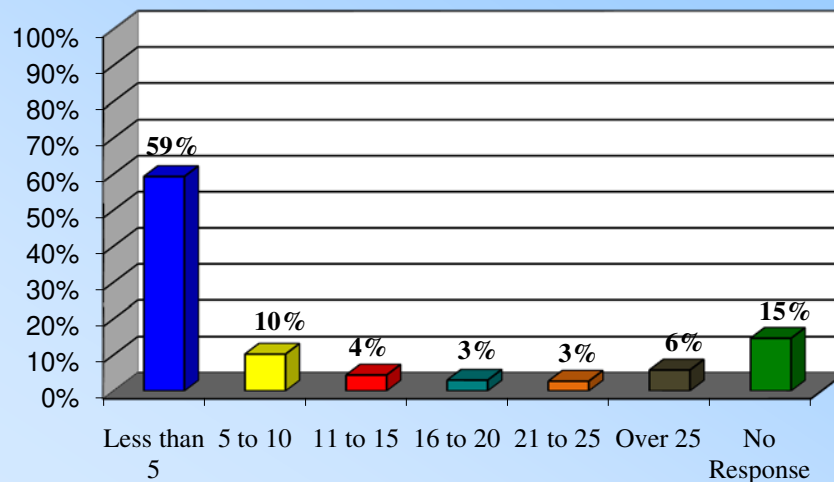
Seventy-eight percent of companies have between 1 and 25 full-time employees, 9% have between 26 and 50 full-time employees, 3% have between 51 and 99 full-time employees, 3% have between 100 to 149 full-time employees, 1% have between 150 and 199 full-time employees and 7% have no response.

Question 11b. How many part-time employees does your company have?

How many part-time employees does your company have?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5	216	59.3	59.3	59.3
	5-10	37	10.2	10.2	69.5
	11-15	16	4.4	4.4	73.9
	16-20	11	3.0	3.0	76.9
	21-25	10	2.7	2.7	79.7
	Over 25	21	5.8	5.8	85.4
	No Response	53	14.6	14.6	100.0
	Total	364	100.0	100.0	

How many part-time employees does your company have?



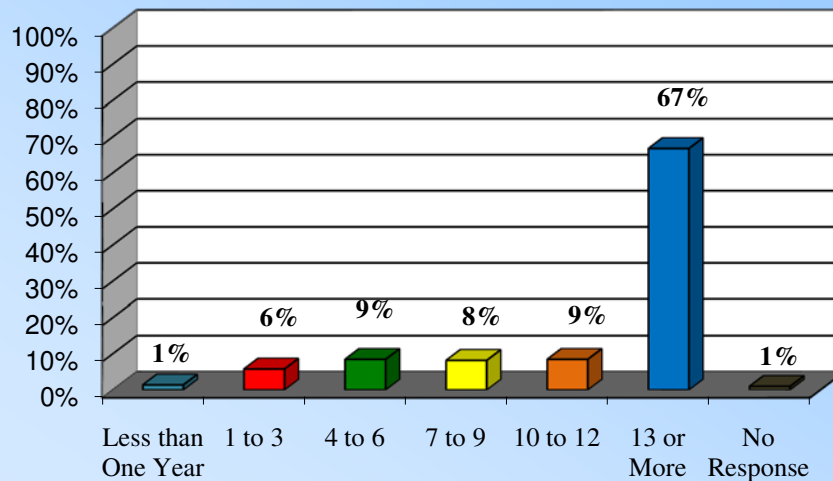
Fifty-nine percent of companies have less than 5 part-time employees, 10% have between 5 and 10 part-time employees, 4% have between 11 and 15 part-time employees, 3% have between 16 and 20 part-time employees, 3% have between 21 and 25 part-time employees, 6% have over 25 part-time employees and 15% have no response.

Question 12. How many years has your business been established?

How many years has your business been established?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than One Year	5	1.4	1.4	1.4
	1-3	21	5.8	5.8	7.1
	4-6	31	8.5	8.5	15.7
	7-9	30	8.2	8.2	23.9
	10-12	31	8.5	8.5	32.4
	13 or More	243	66.8	66.8	99.2
	No Response	3	.8	.8	100.0
	Total	364	100.0	100.0	

How many years has your business been established?



One percent of companies have been in business less than one year, 6% have been in business between 1 and 3 years, 9% have been in business between 4 and 6 years, 8% have been in business between 7 and 9 years, 9% have been in business between 10 and 12 years, 67% have been in business 13 years or more and 1% have no response.

Additional Analysis

(Cross Tabs)

What is your perception of business conditions compared to six months ago? (Your Company) * Which Chamber do you belong to?

			Which Chamber do you belong to?				Total
			New Bedford	Fall River	Both	No Response	
What is your perception of business conditions compared to six months ago? (Your Company)	Better	Count	92	42	21	0	155
		% within What is your perception of business conditions compared to six months ago? (Your Company)	59.4%	27.1%	13.5%	.0%	100.0%
		% within Which Chamber do you belong to?	49.5%	40.4%	29.2%	.0%	42.6%
		% of Total	25.3%	11.5%	5.8%	.0%	42.6%
	The Same	Count	67	47	45	1	160
		% within What is your perception of business conditions compared to six months ago? (Your Company)	41.9%	29.4%	28.1%	.6%	100.0%
		% within Which Chamber do you belong to?	36.0%	45.2%	62.5%	50.0%	44.0%
		% of Total	18.4%	12.9%	12.4%	.3%	44.0%
	Worse	Count	26	14	6	1	47
		% within What is your perception of business conditions compared to six months ago? (Your Company)	55.3%	29.8%	12.8%	2.1%	100.0%
		% within Which Chamber do you belong to?	14.0%	13.5%	8.3%	50.0%	12.9%
		% of Total	7.1%	3.8%	1.6%	.3%	12.9%
	Don't Know	Count	1	1	0	0	2
		% within What is your perception of business conditions compared to six months ago? (Your Company)	50.0%	50.0%	.0%	.0%	100.0%
		% within Which Chamber do you belong to?	.5%	1.0%	.0%	.0%	.5%
		% of Total	.3%	.3%	.0%	.0%	.5%
Total		Count	186	104	72	2	364
		% within What is your perception of business conditions compared to six months ago? (Your Company)	51.1%	28.6%	19.8%	.5%	100.0%
		% within Which Chamber do you belong to?	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	51.1%	28.6%	19.8%	.5%	100.0%

Of those companies who perceive their business as better than it was 6 months ago, 59% of them belong to the New Bedford Chamber 27% belong to the Fall River Chamber and 14% belong to both.

What is your perception of business conditions compared to six months ago? (Your Company)* How many full-time employees does your company have?

			How many full-time employees does your company have?						Total
			1-25	26-50	51-99	100-149	150-199	No Response	
What is your perception of business conditions compared to six months ago? (Your Company)	Better	Count	114	18	4	7	3	9	155
		% within What is your perception of business conditions compared to six months ago? (Your Company)	73.5%	11.6%	2.6%	4.5%	1.9%	5.8%	100.0%
		% within How many full-time employees does your company have?	40.4%	58.1%	36.4%	77.8%	60.0%	34.6%	42.6%
		% of Total	31.3%	4.9%	1.1%	1.9%	.8%	2.5%	42.6%
	The Same	Count	122	12	6	2	2	16	160
		% within What is your perception of business conditions compared to six months ago? (Your Company)	76.3%	7.5%	3.8%	1.3%	1.3%	10.0%	100.0%
		% within How many full-time employees does your company have?	43.3%	38.7%	54.5%	22.2%	40.0%	61.5%	44.0%
		% of Total	33.5%	3.3%	1.6%	.5%	.5%	4.4%	44.0%
	Worse	Count	44	1	1	0	0	1	47
		% within What is your perception of business conditions compared to six months ago? (Your Company)	93.6%	2.1%	2.1%	.0%	.0%	2.1%	100.0%
		% within How many full-time employees does your company have?	15.6%	3.2%	9.1%	.0%	.0%	3.8%	12.9%
		% of Total	12.1%	.3%	.3%	.0%	.0%	.3%	12.9%
	Don't Know	Count	2	0	0	0	0	0	2
		% within What is your perception of business conditions compared to six months ago? (Your Company)	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%
		% within How many full-time employees does your company have?	.7%	.0%	.0%	.0%	.0%	.0%	.5%
		% of Total	.5%	.0%	.0%	.0%	.0%	.0%	.5%
Total	Count		282	31	11	9	5	26	364
		% within What is your perception of business conditions compared to six months ago? (Your Company)	77.5%	8.5%	3.0%	2.5%	1.4%	7.1%	100.0%
		% within How many full-time employees does your company have?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	77.5%	8.5%	3.0%	2.5%	1.4%	7.1%	100.0%

Of those companies that perceive business conditions better for their company, 74% have 1-25 employees.

			How many years has your business been established?							Total
			Less than One Year	1-3	4-6	7-9	10-12	13 or More	No Response	
How do you think your level of sales will change in the next 6 months?	Decrease	Count	2	0	2	3	1	19	0	27
		% within How do you think your level of sales will change in the next 6 months?	7.4%	.0%	7.4%	11.1%	3.7%	70.4%	.0%	100.0%
		% within How many years has your business been established?	40.0%	.0%	6.5%	10.0%	3.2%	7.8%	.0%	7.4%
		% of Total	.5%	.0%	.5%	.8%	.3%	5.2%	.0%	7.4%
	Remain the Same	Count	1	3	14	13	20	95	1	147
		% within How do you think your level of sales will change in the next 6 months?	.7%	2.0%	9.5%	8.8%	13.6%	64.6%	.7%	100.0%
		% within How many years has your business been established?	20.0%	14.3%	45.2%	43.3%	64.5%	39.1%	33.3%	40.4%
		% of Total	.3%	.8%	3.8%	3.6%	5.5%	26.1%	.3%	40.4%
	Increase	Count	2	18	15	12	10	120	1	178
		% within How do you think your level of sales will change in the next 6 months?	1.1%	10.1%	8.4%	6.7%	5.6%	67.4%	.6%	100.0%
		% within How many years has your business been established?	40.0%	85.7%	48.4%	40.0%	32.3%	49.4%	33.3%	48.9%
		% of Total	.5%	4.9%	4.1%	3.3%	2.7%	33.0%	.3%	48.9%
	No Response	Count	0	0	0	2	0	9	1	12
		% within How do you think your level of sales will change in the next 6 months?	.0%	.0%	.0%	16.7%	.0%	75.0%	8.3%	100.0%
		% within How many years has your business been established?	.0%	.0%	.0%	6.7%	.0%	3.7%	33.3%	3.3%
		% of Total	.0%	.0%	.0%	.5%	.0%	2.5%	.3%	3.3%
Total		Count	5	21	31	30	31	243	3	364
		% within How do you think your level of sales will change in the next 6 months?	1.4%	5.8%	8.5%	8.2%	8.5%	66.8%	.8%	100.0%
		% within How many years has your business been established?	100.0 %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.4%	5.8%	8.5%	8.2%	8.5%	66.8%	.8%	100.0%

Eighty-six percent of businesses established 1-3 years expect sales to increase in the next six months.

Additional Analysis

(Selected Cases)

This is a report of all cases in which businesses in the service industry responded to this survey. The question was “What industry are you in?” SPSS eliminated the respondents who were not in the service industry, leaving only respondents who were in the service industry.

What do you expect business conditions will be six months from now for the following? (Your Company)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	37	60.7	60.7	60.7
	The Same	16	26.2	26.2	86.9
	Worse	4	6.6	6.6	93.4
	Don't Know	4	6.6	6.6	100.0
	Total	61	100.0	100.0	

How has the number of individuals employed by your company changed during the last 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Decreased	7	11.5	11.5	11.5
	Remained the Same	42	68.9	68.9	80.3
	Increased	12	19.7	19.7	100.0
	Total	61	100.0	100.0	

How likely are you to do the following in the next 6 months?

(Increase Advertising and Marketing Spending)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	5	8.2	8.2	8.2
	Somewhat Likely	27	44.3	44.3	52.5
	Somewhat Unlikely	15	24.6	24.6	77.0
	Very Unlikely	14	23.0	23.0	100.0
	Total	61	100.0	100.0	

How likely are you to do the following in the next 6 months?

(Offer New Products/Services)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	7	11.5	11.5	11.5
	Somewhat Likely	18	29.5	29.5	41.0
	Somewhat Unlikely	17	27.9	27.9	68.9
	Very Unlikely	19	31.1	31.1	100.0
	Total	61	100.0	100.0	

How likely are you to do the following in the next 6 months?

(Plan to Sell All or Part of Business)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Likely	1	1.6	1.6	1.6
	Somewhat Unlikely	12	19.7	19.7	21.3
	Very Unlikely	48	78.7	78.7	100.0
	Total	61	100.0	100.0	

How likely are you to do the following in the next 6 months? (Plan to Expand Business)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	7	11.5	11.5	11.5
	Somewhat Likely	15	24.6	24.6	36.1
	Somewhat Unlikely	13	21.3	21.3	57.4
	Very Unlikely	26	42.6	42.6	100.0
	Total	61	100.0	100.0	

Recommendations and Conclusions

The purpose of this study is to investigate the perception of business conditions among the members of the Chamber of Commerce in the SouthCoast area of Massachusetts and how businesses are responding to current challenges. The following recommendations are based on the data collected from a survey with focus on specific variables.

1. Business Strategies

Forty-five percent of companies were negatively affected by the economic downturn. **We recommend creating more programs to help businesses that are affected by the economic downturn such as educational programs to provide business owners the knowledge to expand and improve their businesses.**

2. Local Government Involvement

The most popular answer for the question, “what could your local government help your business with,” was that local government could lower taxes. **We recommend making this a main concern when discussing business issues with local government officials.**

3. Act of Cutting Costs

In this study, there was a question pertaining to the use of social media as an effort to promote business. Of respondents, 19% use blogs to promote their business, 23% use message/bulletin boards, 14% use online video/videoblogs, 42% use Facebook, 16% use Twitter, 27% use LinkedIn, 1% use Foursquare and 66 respondents answered they use another source of social media. **We recommend that local businesses in the SouthCoast area familiarize themselves with social media in order to gain customers. We found that there was a positive correlation between companies that used social media to promote their business and an increase in their sales in the next 6 months. Social media is relatively inexpensive means of advertising for companies, which will benefit them in the future as well as helping them cut advertising costs.**

4. Business Establishment

Of the businesses we contacted, 67% have been established for 13 or more years. **It is recommended to encourage local businesses that are new or fairly new to become Chamber members.**

5. Demographic Data

In this study, the size or location of the town in which the business is located did not impact business confidence. **It is recommended that when looking at business confidence throughout the SouthCoast to include all towns and participating businesses, regardless of size or location or other demographic variables.**