



# National Business Leaders Study

August 28, 2023

Siena College Research Institute

Presented by: Heather Mulligan, President and CEO of The BCNYS and Chair of the  
NASC



NATIONAL ASSOCIATION  
OF STATE CHAMBERS



SIENA  
Siena College Research Institute

# What is SCRI?

## Client

at&t



STATE OF NEW YORK  
DEPARTMENT OF HEALTH

AARP®



## Political

The  
New York  
Times



Newsday

## Social and Cultural



## Economic



# #1 Rated Pollster in America

## SCRI rated the #1 pollster in America according to FiveThirtyEight

Siena College / The New York Times Upshot



The New York Times



Unsurprisingly, the top of the list is generally populated by academic and media-affiliated pollsters that have been trusted names in polling for a long time. But special congratulations are due to [Suffolk University](#) and [Siena College/The New York Times Upshot](#), which had the lowest average errors of any pollster that conducted at least five qualifying polls last cycle. As a result, Suffolk's pollster rating has increased from B+ to A-. Siena College/The New York Times Upshot already had an A+ grade, so it didn't get a ratings boost. Still, its stellar performance did push it past Selzer & Co. for the distinction of most accurate pollster in America (at least by FiveThirtyEight's reckoning).





# What Is The Business Leaders Study?



Conducted annually since 2007 in New York



Measurement and assessment of Business Leaders confidence



Governmental attitudes



Assessment of the workforce



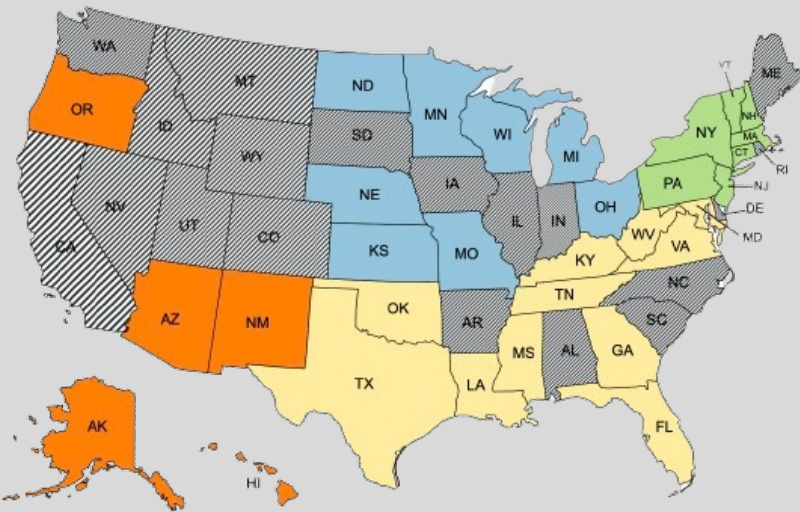
# Nature of the Sample



SCRI conducted the National Business Leader Survey from June 2023 – August 2023



SCRI partnered with the National Association of State Chambers, distributing the survey to members of their State Chambers located in four different regions across the country: Northeast, South, Midwest, and West. 1114 Respondents.



30 of the 50 states participated in this survey with

22% of respondents in the Northeast

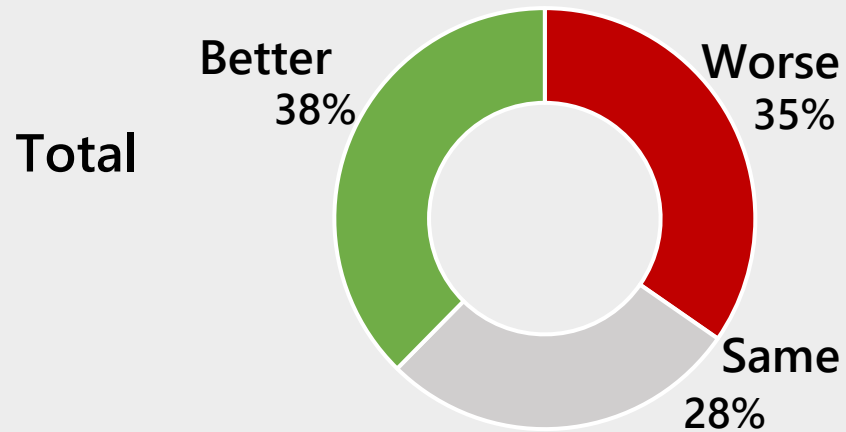
58% of respondents in the South

8% of respondents in the Midwest

12% of respondents in the West

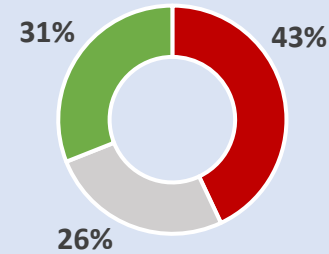
# Business Leader Sentiment: Current Conditions

As you think about the **current business or economic conditions in your state** as compared to one year ago, would you say they are considerably better, a little better, about the same, a little worse, or considerably worse?

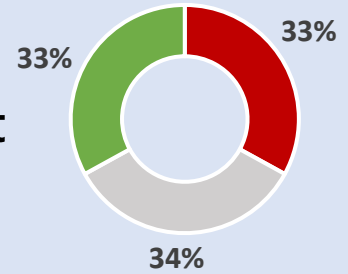


## By Region:

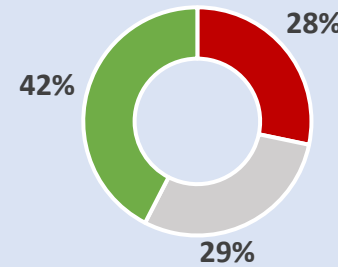
**Northeast**



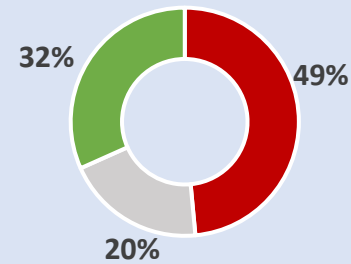
**Midwest**



**South**



**West**



## By Industry:

**Engineering & Construction**



39% / 30% / 31%

**Financial**



28% / 34% / 37%

**Manufacturing**



31% / 27% / 42%

**Retail**



29% / 31% / 40%

**Leisure & Hospitality / Food & Beverage**



33% / 35% / 32%

**Professional & Business Services**



41% / 26% / 33%

**Wholesale, Distribution, Transportation & Utilities**



33% / 22% / 46%

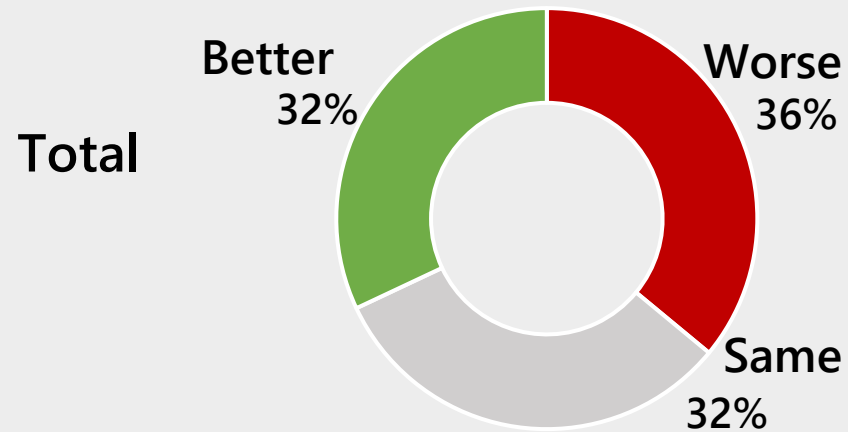
**Education & Health Services**



31% / 24% / 46%

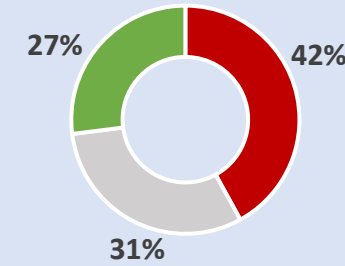
# Business Leader Sentiment: Current Conditions

Now thinking specifically about **your industry**, how would you describe the **current business or economic conditions in your state** as compared with one year ago?

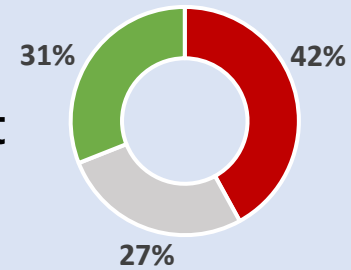


## By Region:

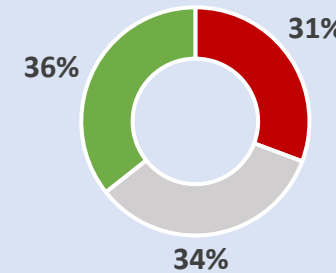
**Northeast**



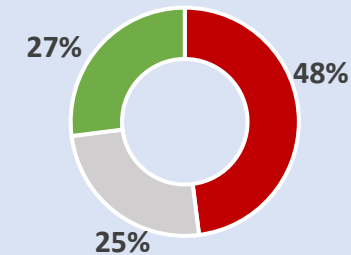
**Midwest**



**South**



**West**



## By Industry:

**Engineering & Construction**



40% / 27% / 34%

**Financial**



13% / 36% / 50%

**Manufacturing**



25% / 31% / 44%

**Retail**



26% / 36% / 38%

**Leisure & Hospitality / Food & Beverage**



37% / 29% / 34%

**Professional & Business Services**



34% / 34% / 32%

**Wholesale, Distribution, Transportation & Utilities**



24% / 28% / 48%

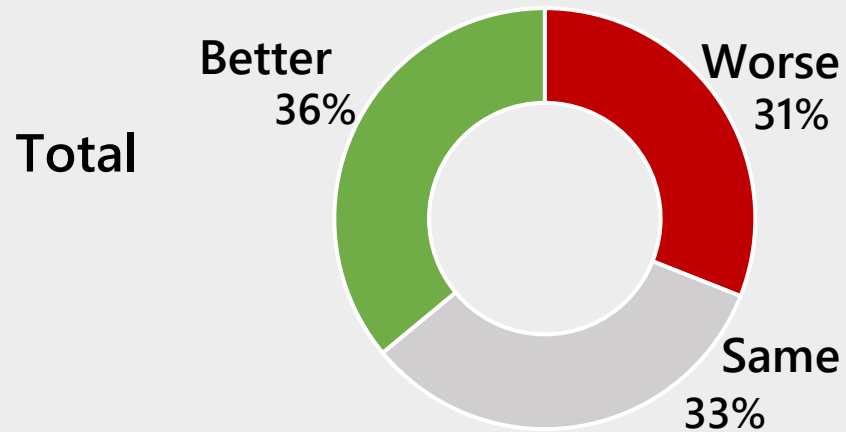
**Education & Health Services**



19% / 26% / 55%

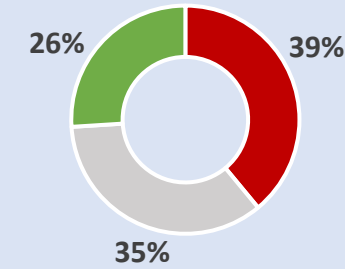
# Business Leader Sentiment: Future Expectations

Looking forward from today through next year how would you describe your **expectations for the economy in your state?**

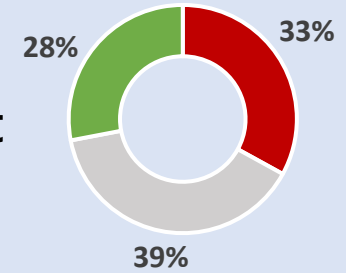


## By Region:

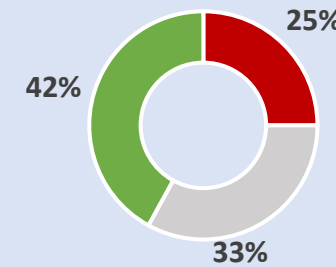
**Northeast**



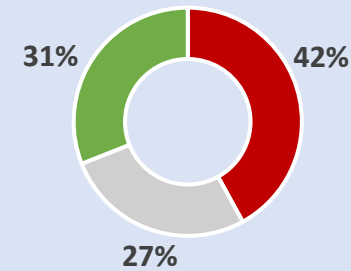
**Midwest**



**South**



**West**



## By Industry:

**Engineering & Construction**



31% / 26% / 43%

**Financial**



27% / 33% / 40%

**Manufacturing**



29% / 34% / 37%

**Retail**



22% / 40% / 37%

**Leisure & Hospitality / Food & Beverage**



41% / 27% / 32%

**Professional & Business Services**



39% / 34% / 27%

**Wholesale, Distribution, Transportation & Utilities**



30% / 39% / 31%

**Education & Health Services**

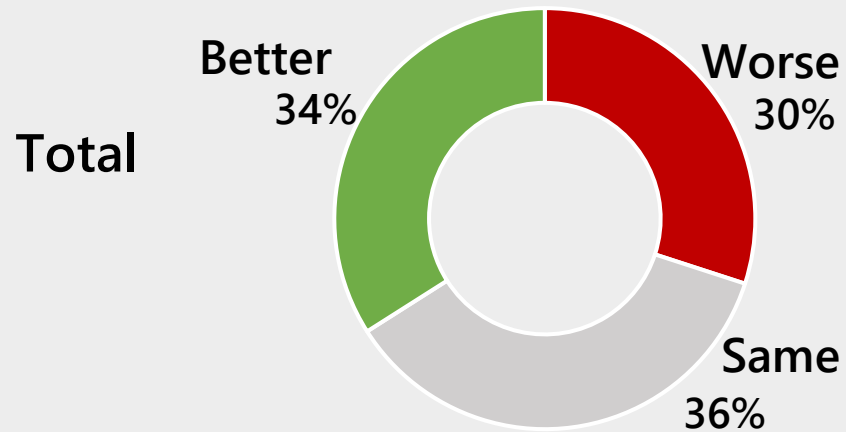


33% / 26% / 41%



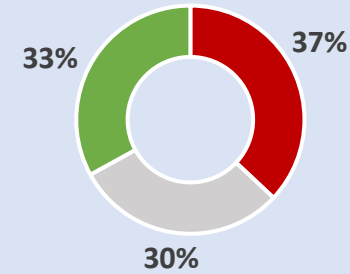
# Business Leader Sentiment: Future Expectations

And looking forward from today through the next year, how would you describe your **expectations for your industry** here in your state?

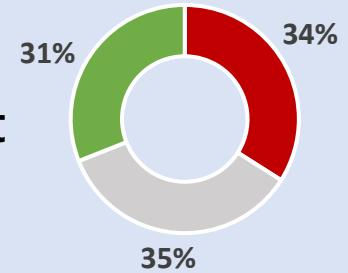


## By Region:

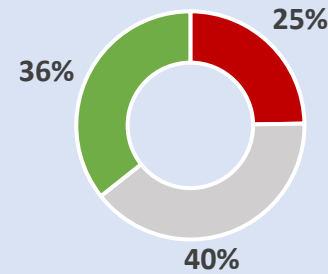
**Northeast**



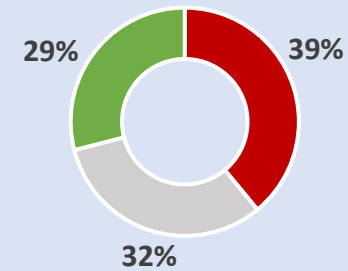
**Midwest**



**South**



**West**



## By Industry:

Engineering & Construction



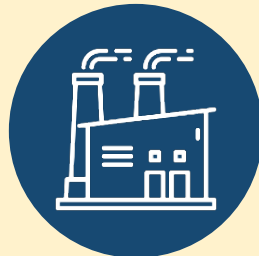
35% / 30% / 36%

Financial



16% / 39% / 44%

Manufacturing



29% / 40% / 31%

Retail



18% / 53% / 29%

Leisure & Hospitality / Food & Beverage



36% / 29% / 36%

Professional & Business Services



38% / 39% / 23%

Wholesale, Distribution, Transportation & Utilities



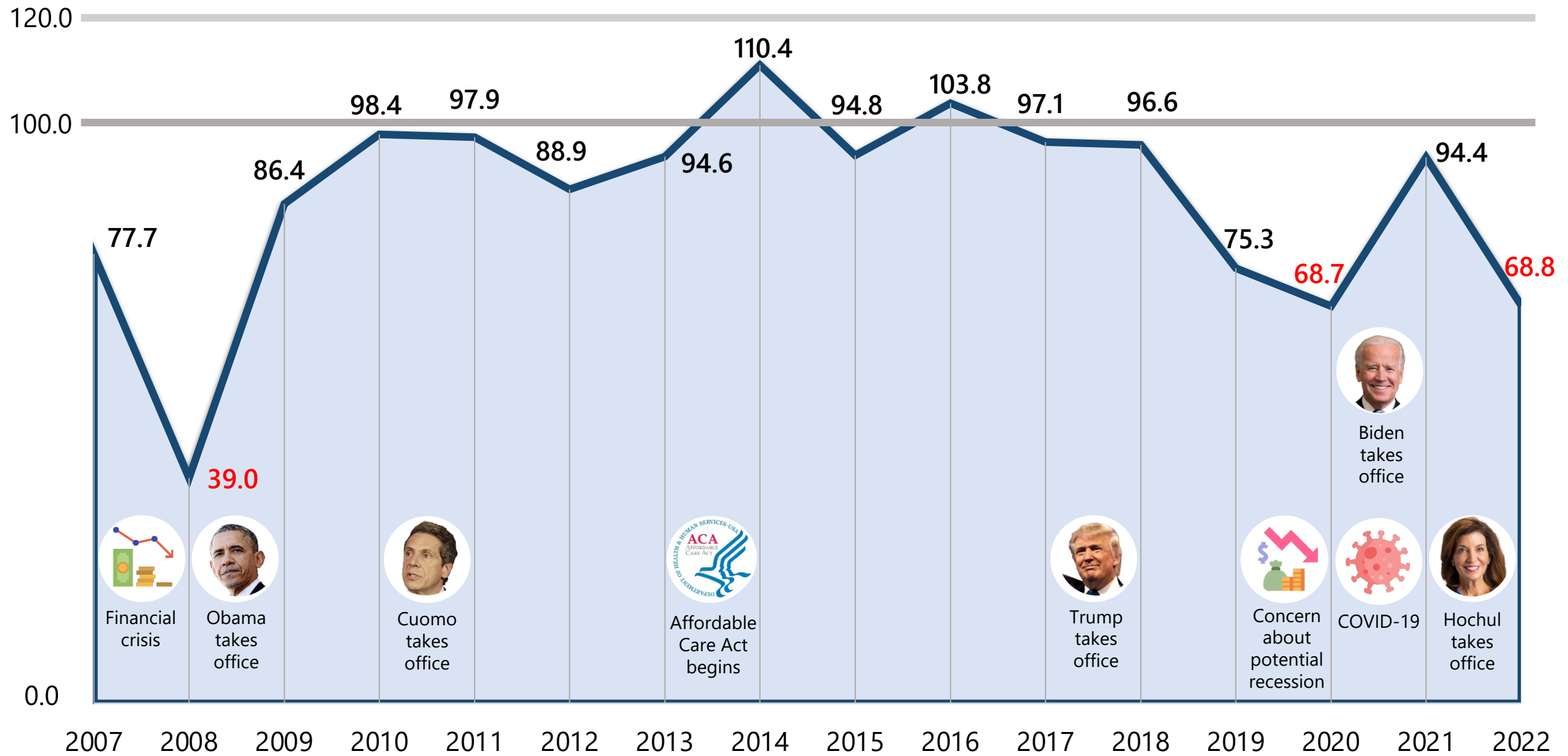
28% / 37% / 35%

Education & Health Services



24% / 33% / 43%

# Upstate Business Leader Sentiment Over Time 2007 – 2022



# National Business Leader Sentiment 2023

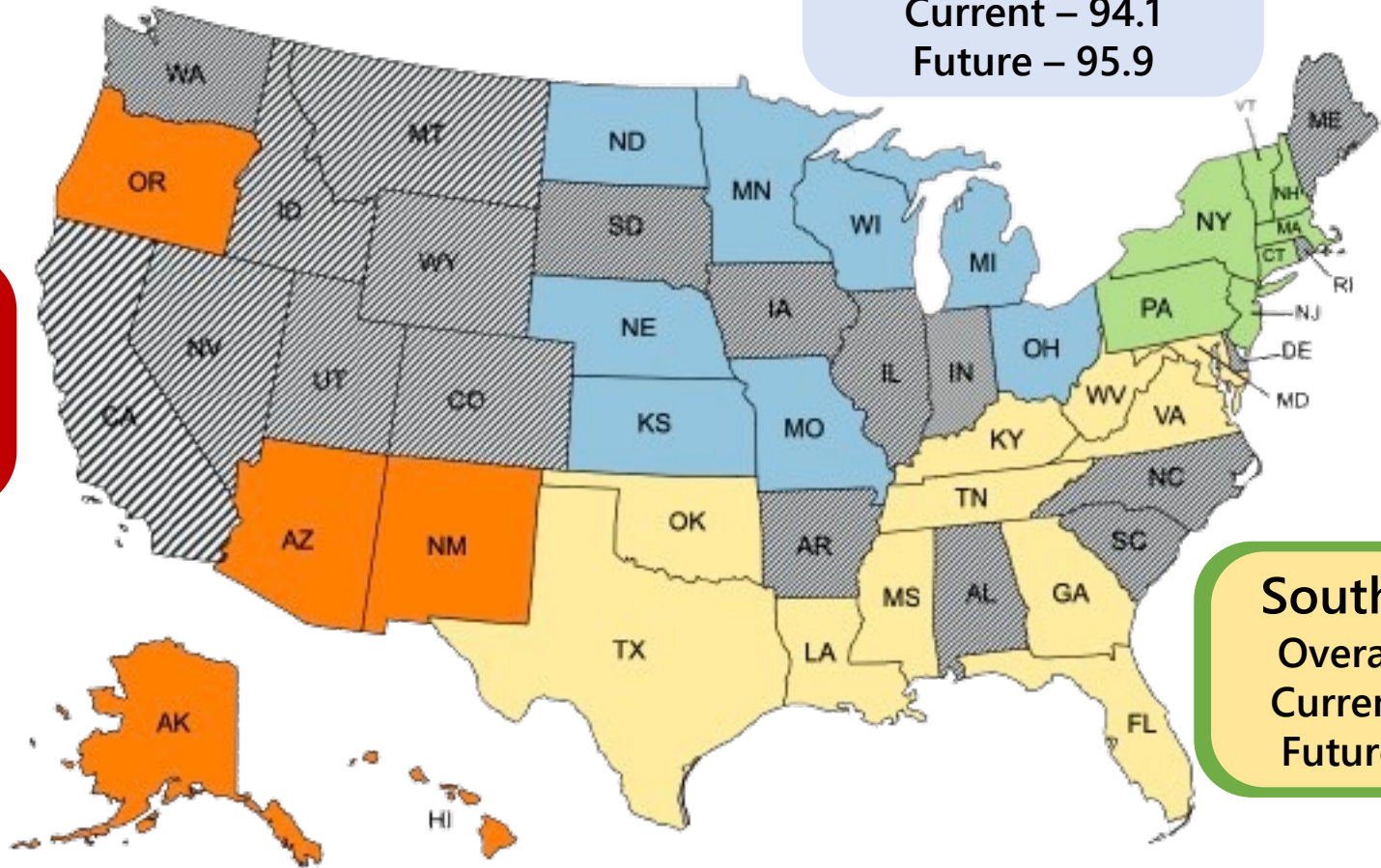
Total Index : Overall – 102.2      Current – 99.7      Future – 104.6

**Midwest Index:**  
Overall – 95.0  
Current – 94.1  
Future – 95.9

**Northeast Index:**  
Overall – 89.4  
Current – 87.2  
Future – 91.7

**West Index:**  
Overall – 86.8  
Current – 84.2  
Future – 89.5

**South Index:**  
Overall – 111.4  
Current – 109.1  
Future – 113.8



# National Business Leader Sentiment: By Industry

## Engineering & Construction



Overall – 100.3  
Current – 107.4  
Future – 93.2

## Financial



Overall – 78.0  
Current – 76.9  
Future – 79.1

## Manufacturing



Overall – 90.0  
Current – 85.2  
Future – 94.7

## Retail



Overall – 87.8  
Current – 88.9  
Future – 86.7

## Leisure & Hospitality / Food & Beverage



Overall – 103.9  
Current – 102.9  
Future – 104.9

## Professional & Business Services



Overall – 109.1  
Current – 105.1  
Future – 113.2

## Wholesale, Distribution, Transportation & Utilities



Overall – 89.1  
Current – 81.5  
Future – 96.7

## Education & Health Services



Overall – 81.0  
Current – 75.0  
Future – 86.9



# Business Leader Index: Overall Cluster Analysis

## Optimistic 36%

Business leaders in the optimistic group describe an economy in which they see improved conditions and expect better days ahead.

Northeast: 33%

**South: 40%**

Midwest: 26%

West: 30%



## Treading Water (Middle) 40%

Business leaders in the middle group are treading water. They tend to feel as though the economy is stable but do not anticipate improving conditions.

Northeast: 38%

South: 41%

**Midwest: 48%**

West: 33%



## Pessimistic 24%

Business leaders in the pessimistic group feel as though conditions have worsened recently and expect further decline.

Northeast: 30%

South: 19%

Midwest: 26%

**West: 37%**

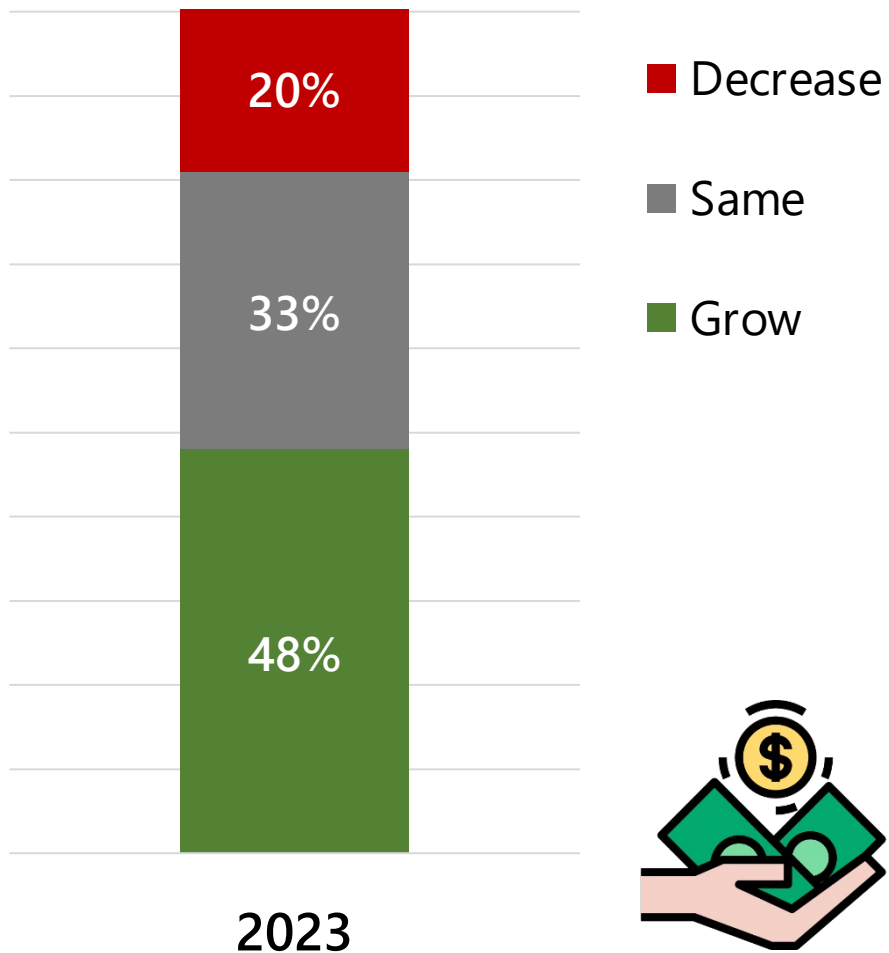


# Expectations for Revenue

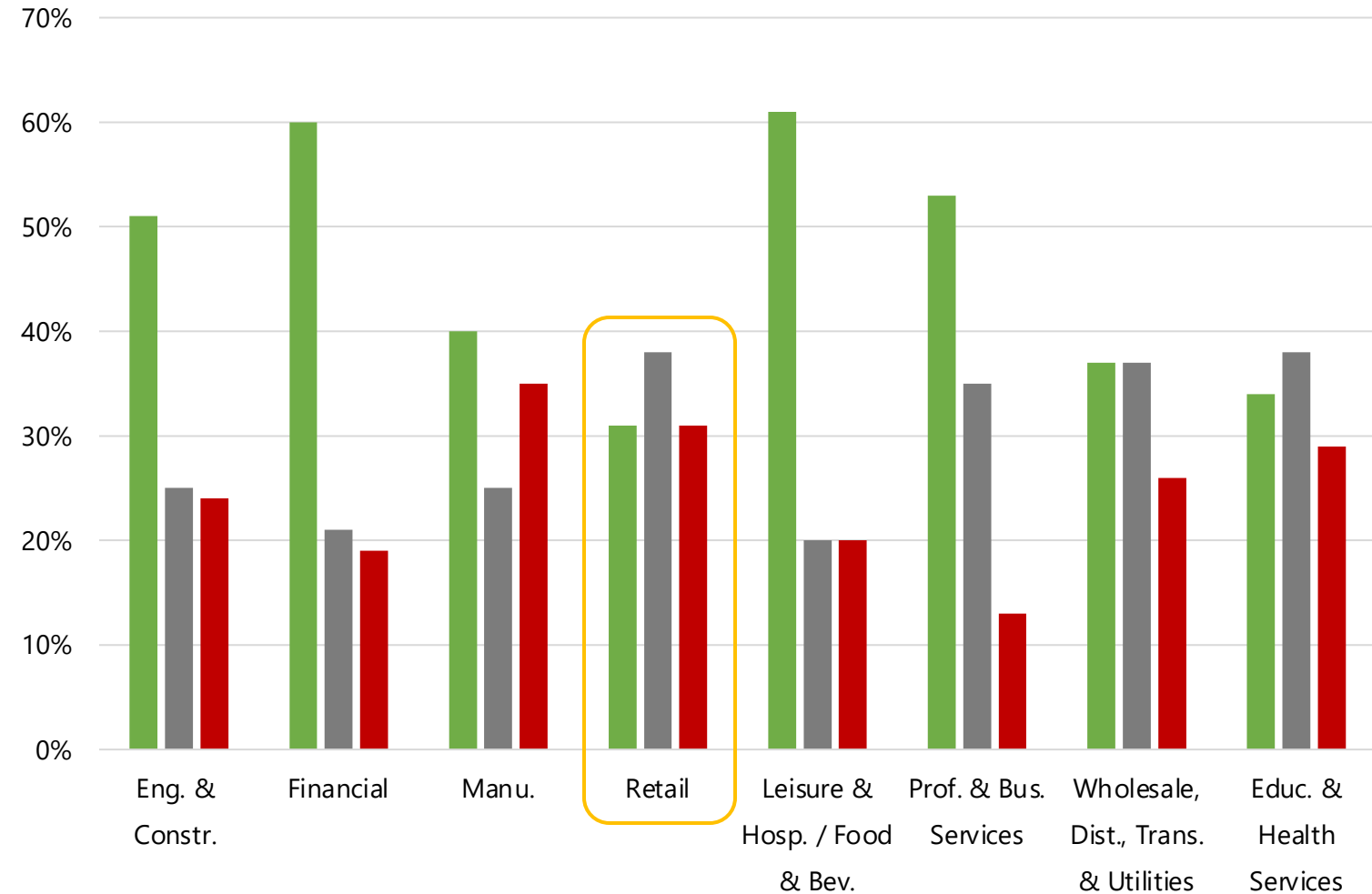
What are your expectations for revenue through the end of the year 2023?

## By Industry:

### Total:



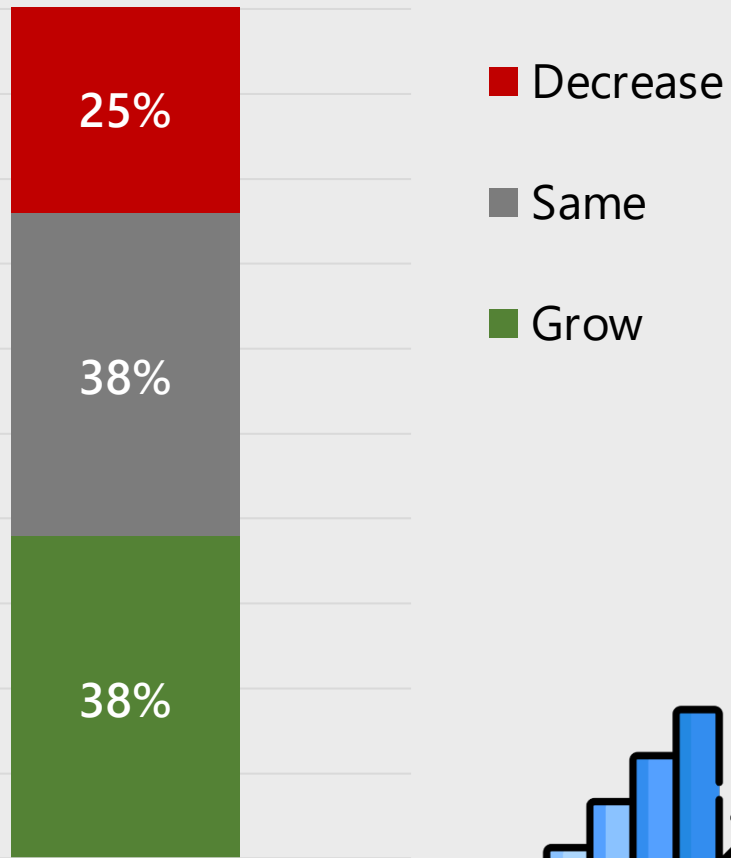
■ Grow ■ Stay the same ■ Decrease



# Expectations for Profit

What are your expectations for profits through the end calendar year 2023?

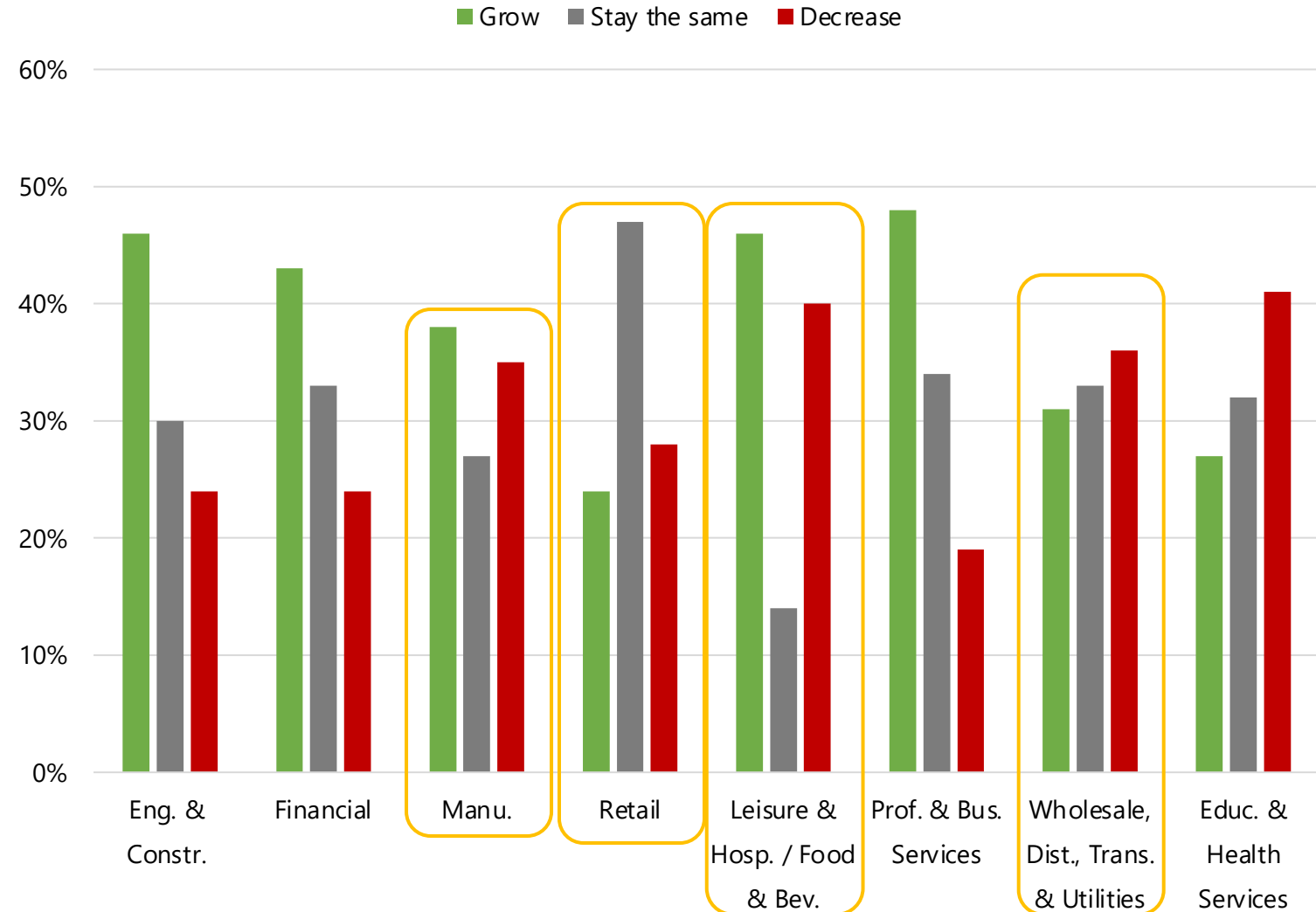
## Total:



2023



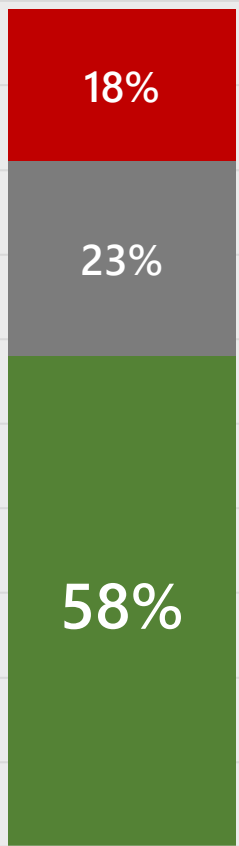
## By Industry:



# Expectations for Fixed Assets

Do you intend to invest over the next year in any fixed assets for your company designed to meet growing demand, reduce costs or enhance productivity?

## Total:



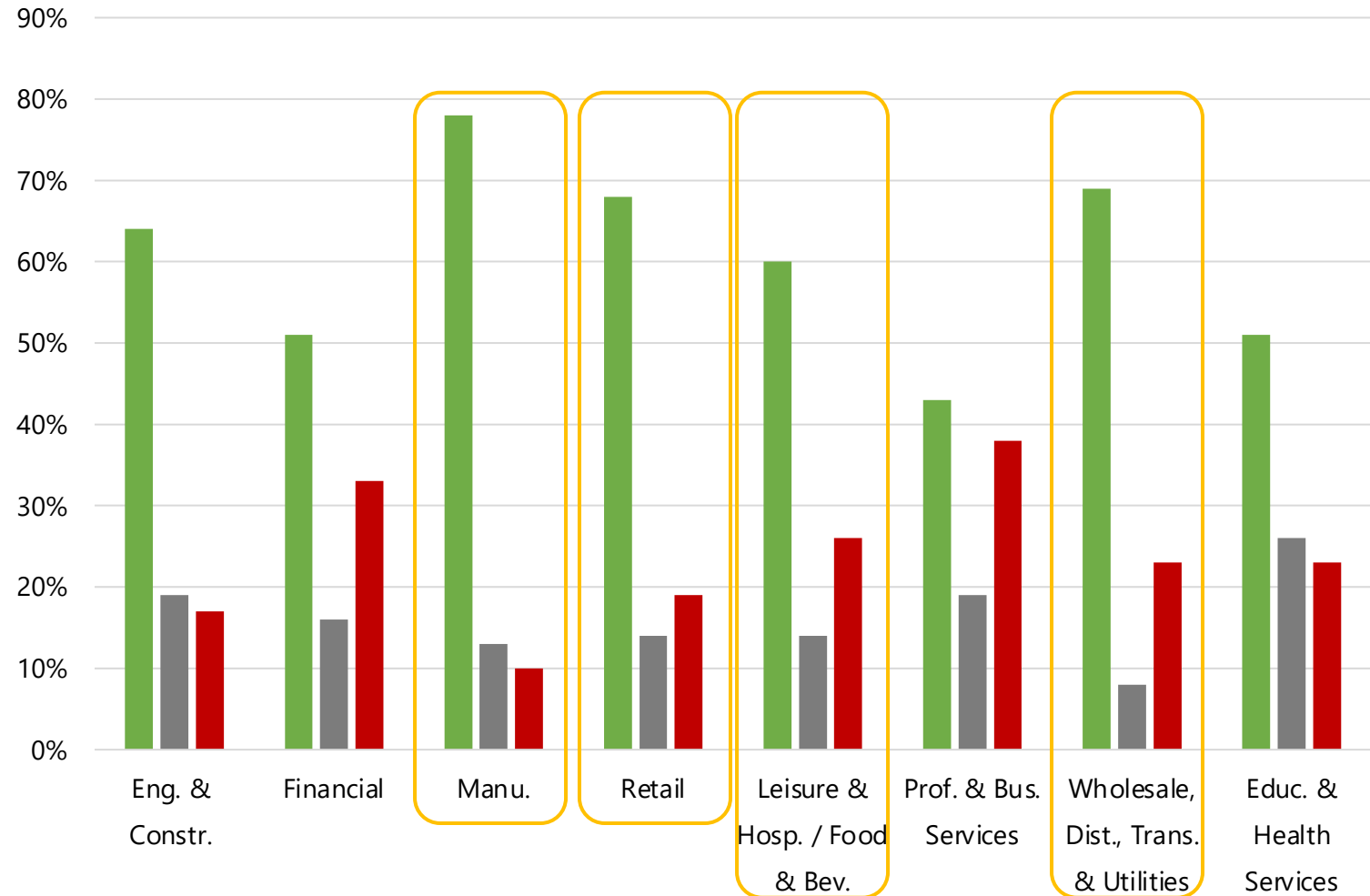
- No
- Not Sure
- Yes



2023

## By Industry:

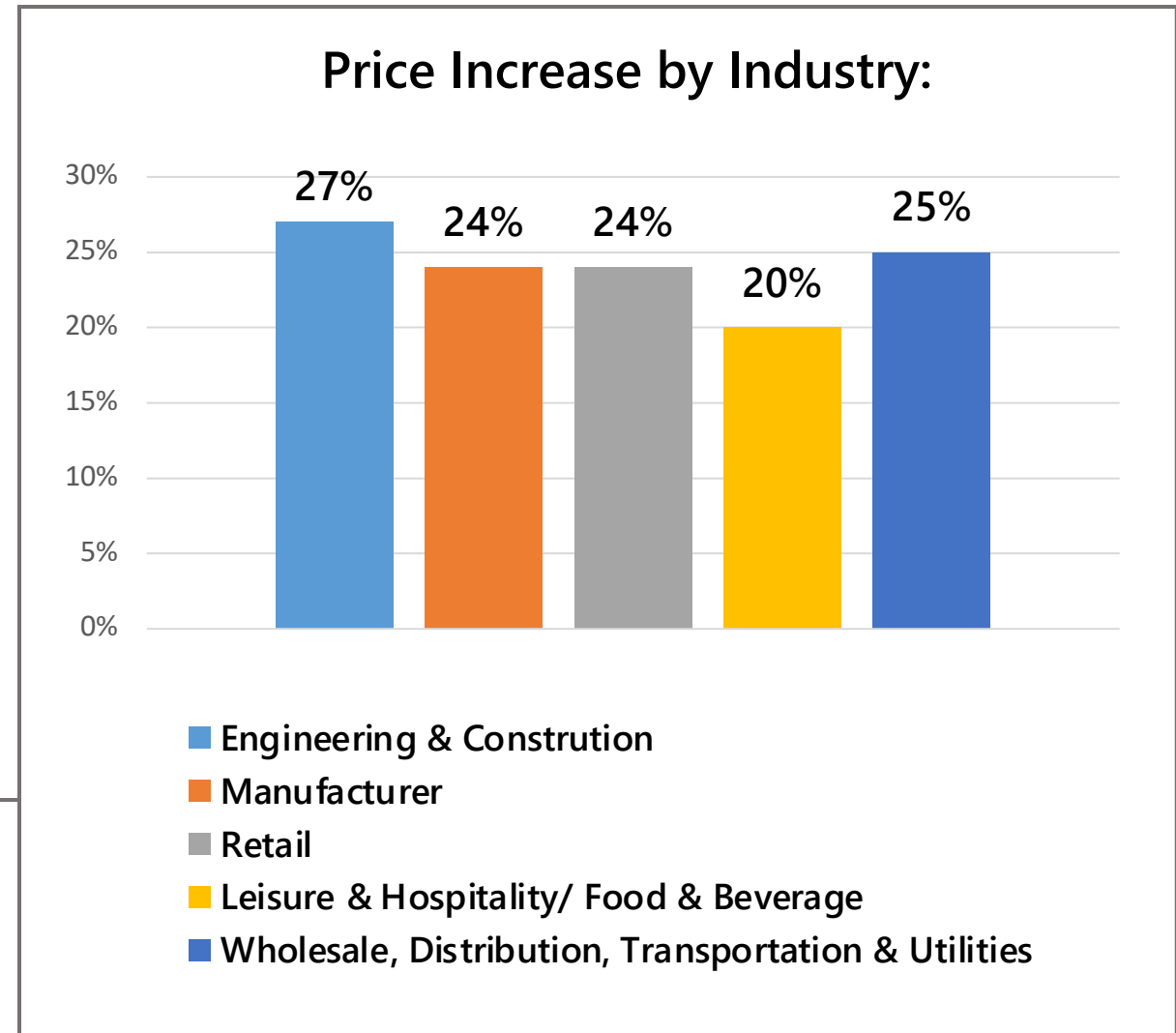
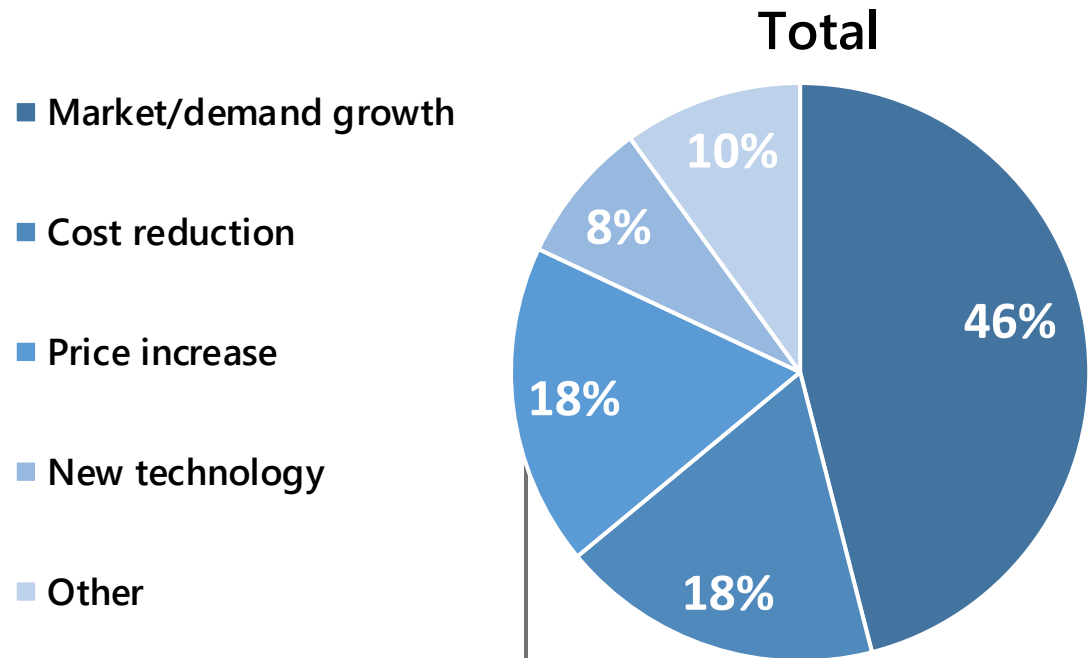
Grow Stay the same Decrease





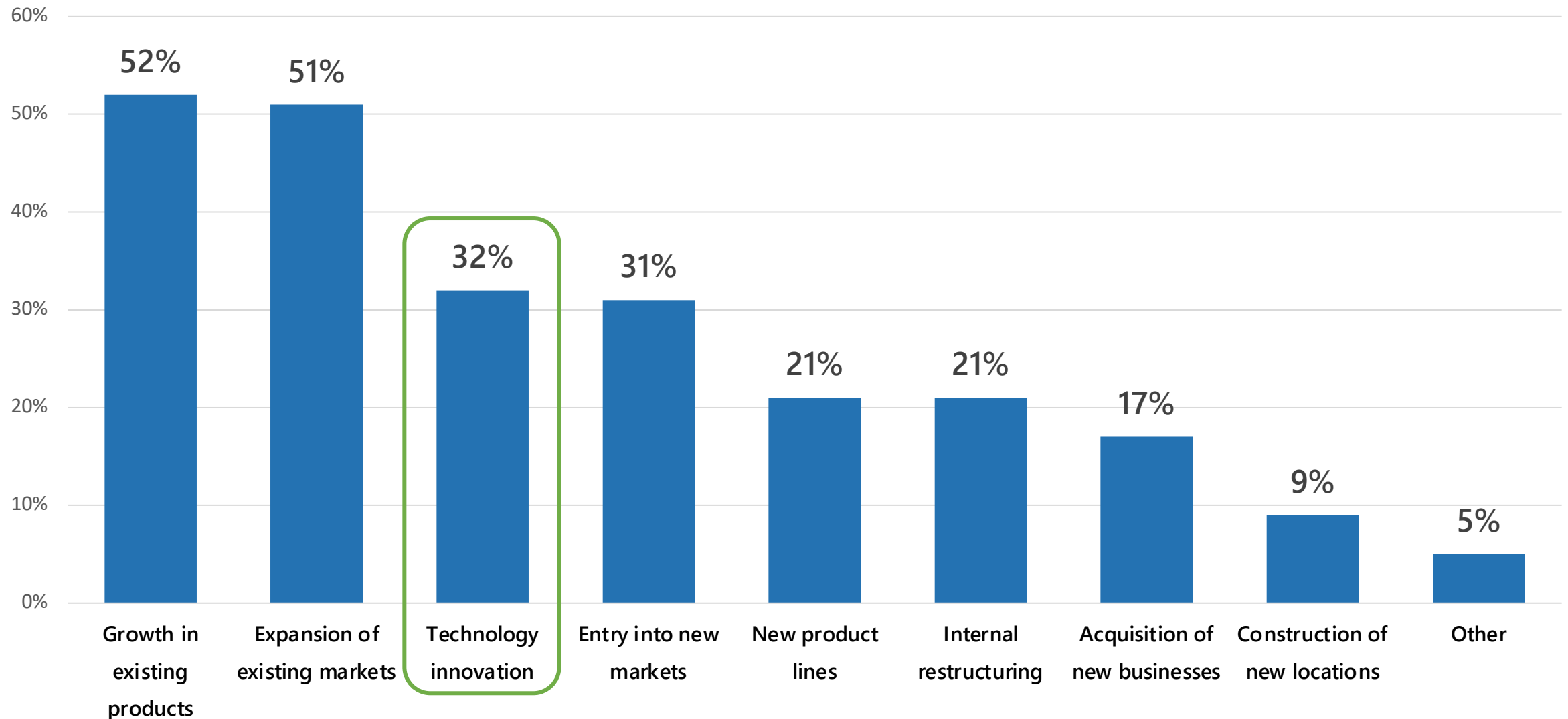
# Profitability Enhancement Strategies

Businesses and the executives that direct them strive to enhance profitability in many ways. Through which of the following strategies do you plan to MOST enhance your company's profitability over the next year? Please select ONE.



# Areas of Concentration

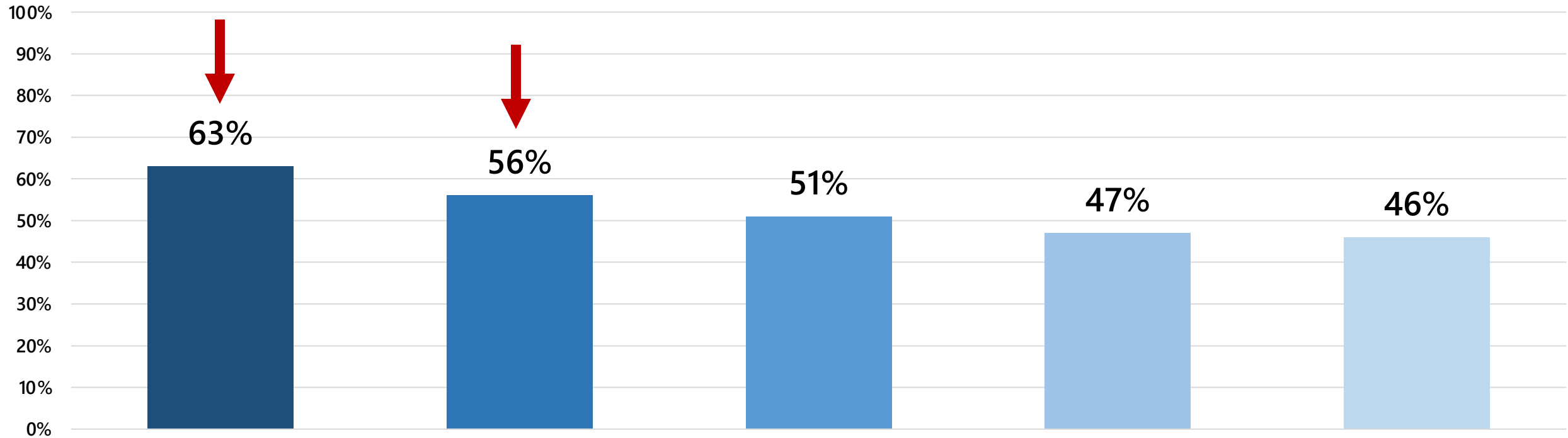
Please indicate which of the following are major areas of concentration for your company now and through the next year. Please check ALL that apply.



# Concerning Challenges for Businesses

And thinking about challenges that your company faces, which of the following are you concerned with? Please check ALL that apply.

■ Adverse economic conditions ■ Governmental regulation ■ Health care costs ■ Rising supplier costs ■ Human resources



Adverse economic conditions



Governmental regulation



Health care costs



Rising supplier costs



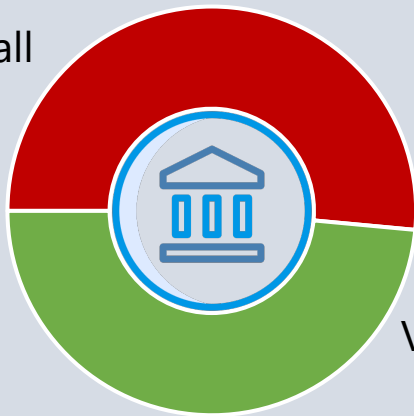
Human resources



# Attitudes Towards Government

How confident are you in the ability of the government of your state to improve the business climate for businesses like yours over the next year? Are you:

Not very/not at all confident  
52%

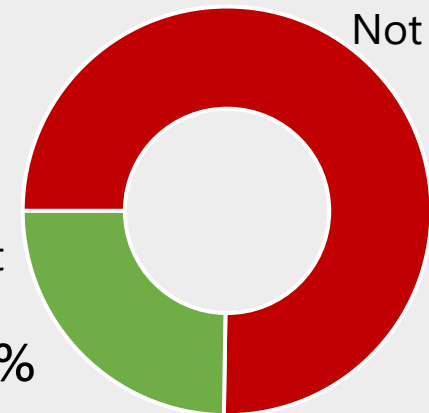


49%  
Very/somewhat confident

How confident are you in the ability of the federal government to improve the business climate for businesses like yours here in your state over the next year? Are you:

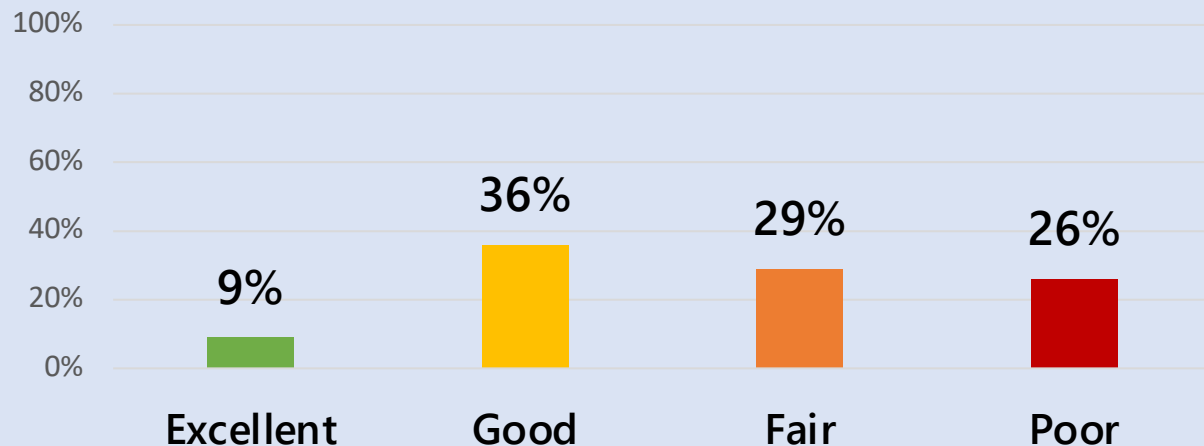


Very/somewhat confident  
25%

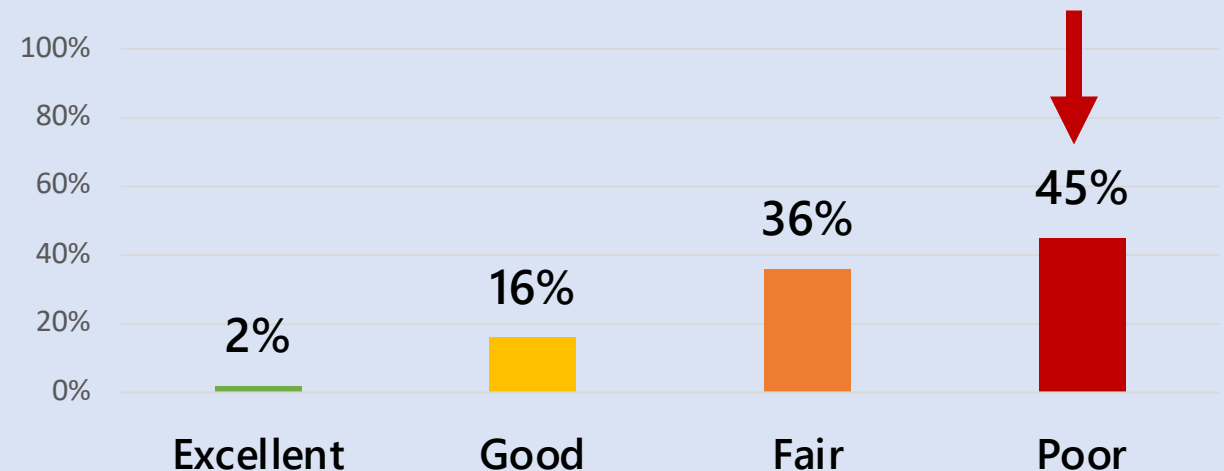


Not very/not at all confident  
76%

Overall, would you say your state government is doing an excellent, good, fair or poor job of creating a business climate in which companies like yours will succeed?



Overall would you say the federal government is doing an excellent, good, fair or poor job of creating a business climate in which companies like yours will succeed?

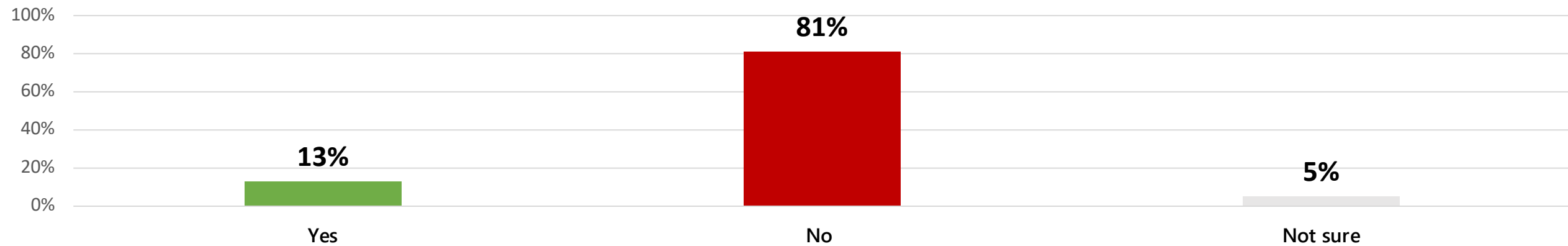




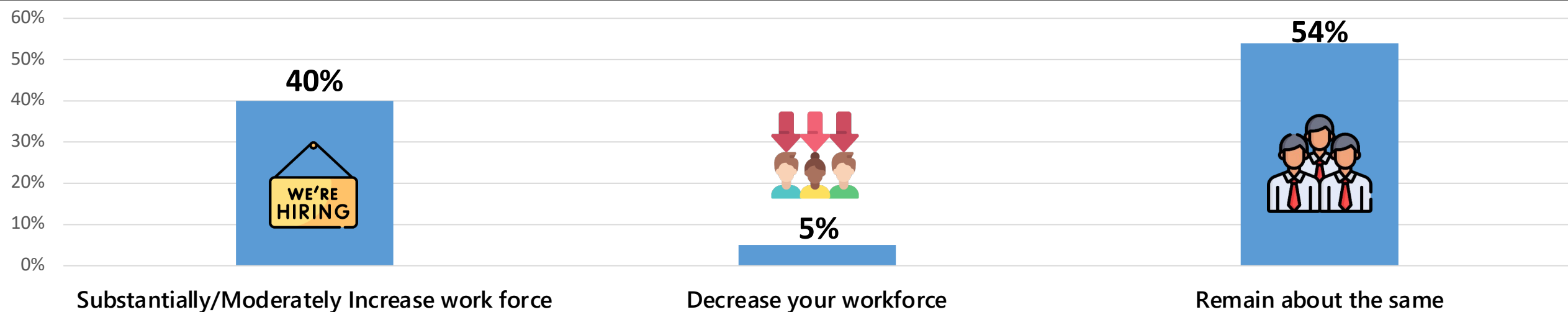
# Future of Work

**ONLY 13%** believe there is an ample supply of local workers that are appropriately trained for their employment needs, with a small variation across regions

Is there an ample supply of local workers that are appropriately trained for your employment needs?



Now thinking about the people that work for your company, between today and the end of 2023, do you plan to...?



# Assessment of Skill/Attribute – POP Score

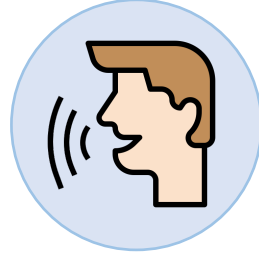
Based on the job applicants that you have seen over the last couple of years, how would you assess those job applicants on the following skills or attributes?

## Technical skills - 43



Northeast:	Midwest:
41	47
South:	West:
45	42

## Verbal skills - 40



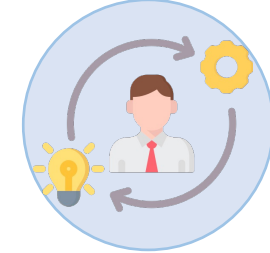
Northeast:	Midwest:
44	45
South:	West:
39	36

## Writing skills - 32



Northeast:	Midwest:
33	32
South:	West:
32	28

## Initiative - 33



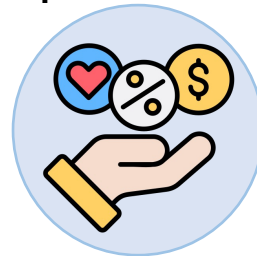
Northeast:	Midwest:
30	34
South:	West:
34	31

## Work ethic - 36



Northeast:	Midwest:
35	36
South:	West:
36	35

## Realistic about compensation – 30



Northeast:	Midwest:
28	31
South:	West:
30	30

## Professionalism - 39



Northeast:	Midwest:
41	39
South:	West:
38	40

# Workforce Development

Of the following, what would you like to see the Governor and Legislature of your state focus on?

Who plays the biggest role in workforce development?



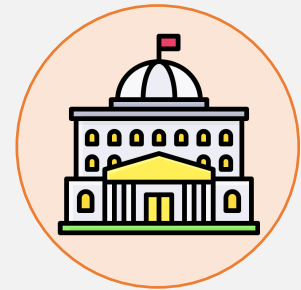
## Workforce Development – 63%



Your own company:  
21%



Major employers:  
13%



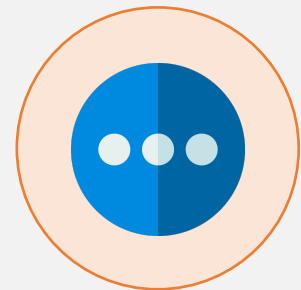
State government:  
13%



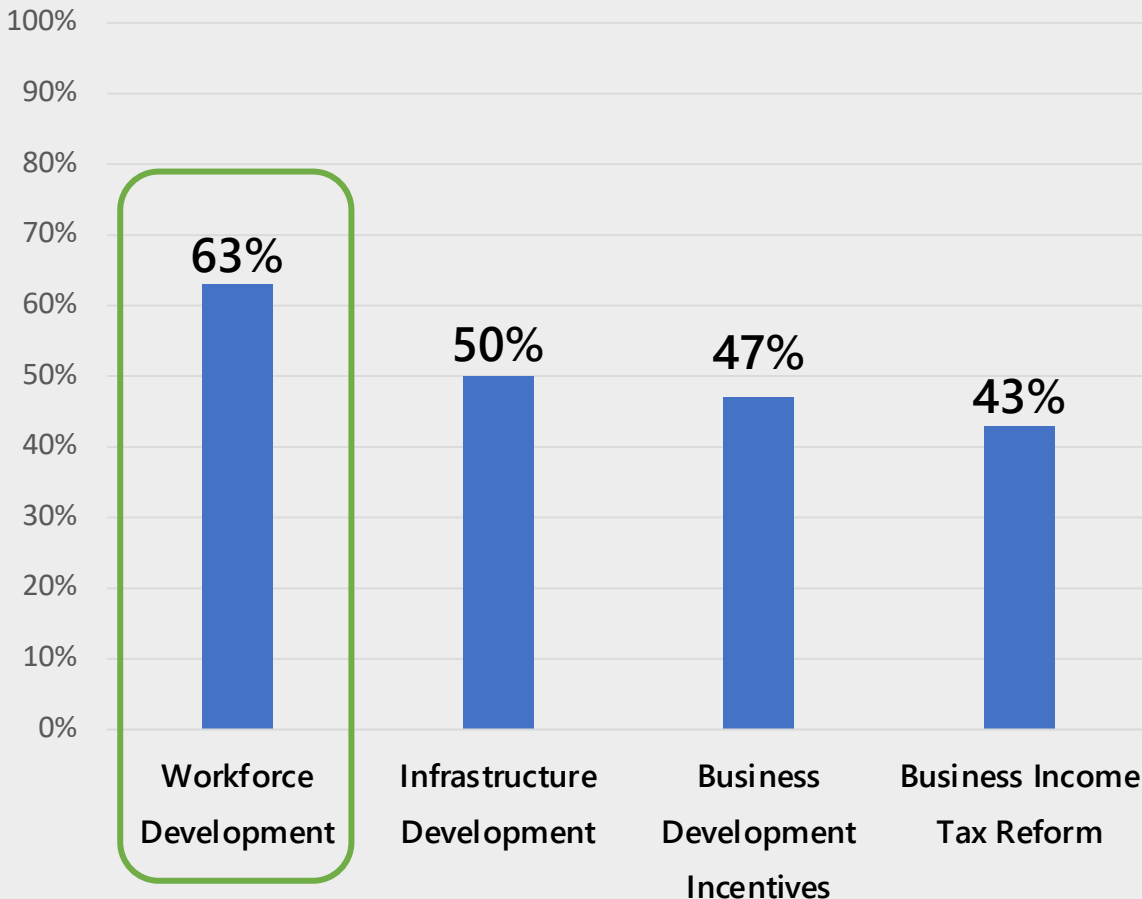
Local community college / Trade school:  
26%



Business Groups:  
12%

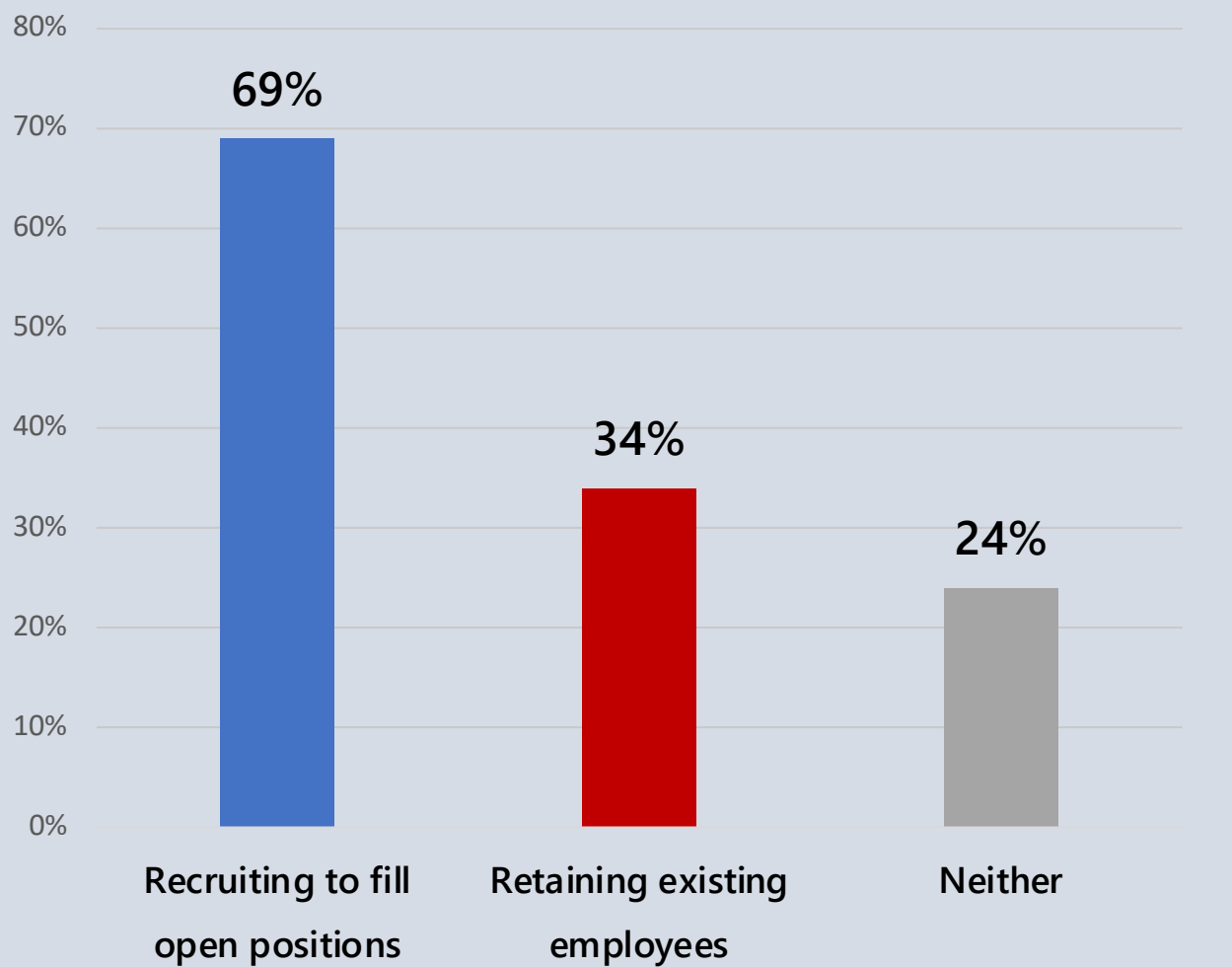


Other:  
8%

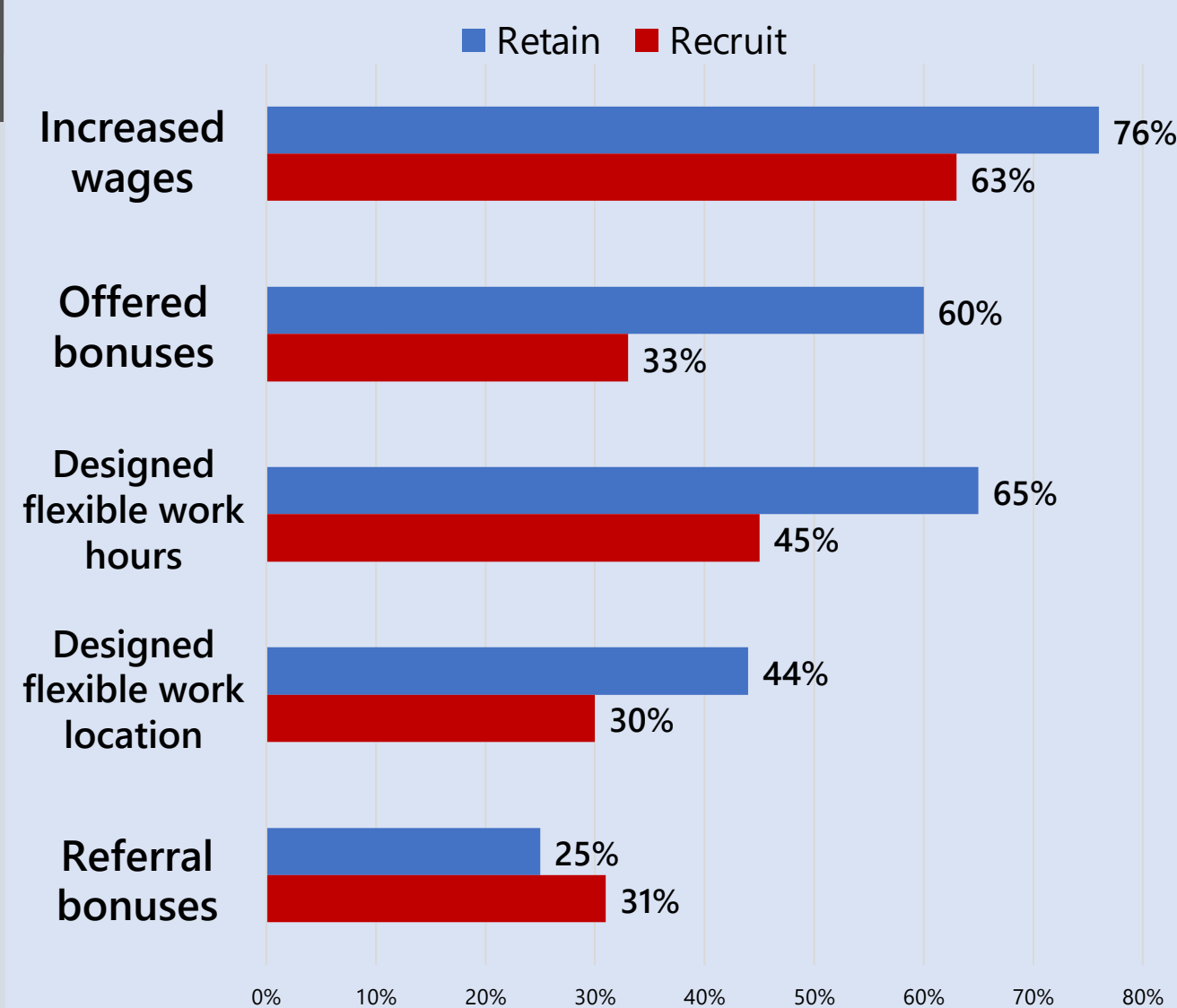


# Future of Work – Recruiting and Retaining

Please indicate with which, if any of the following you are currently having difficulty. Please select ALL that apply.

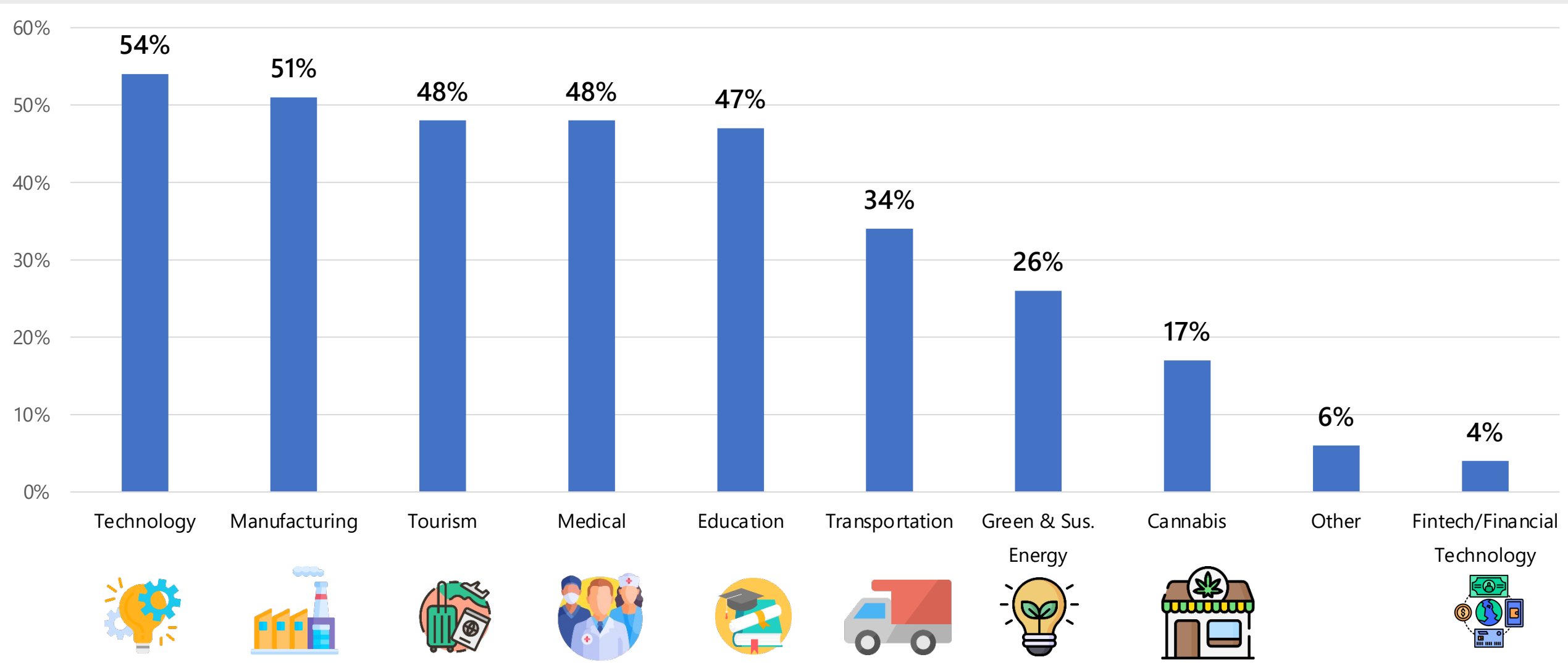


Please indicate if you have done the following in order to recruit/retain:



# Positive Impact Sector

Which of the following industry sectors do you think will have a positive impact on the economic vitality of your geographic area in the next three to five years? Please select ALL that apply.



# Assessment of Local Area

How would you rate your local area on each of the following:

*Excellent / Good / Fair / Poor*

Suitable workforce



2% / 31% / **49%** / 17%

Consumer confidence



3% / **44%** / **44%** / 9%

Transportation infrastructure



3% / 32% / **40%** / 24%

Airline service



9% / **35%** / **33%** / 22%

Ride sharing services



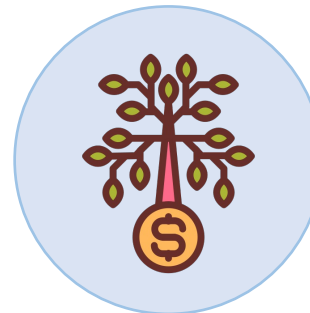
4% / 25% / **37%** / 34%

Local government support for businesses



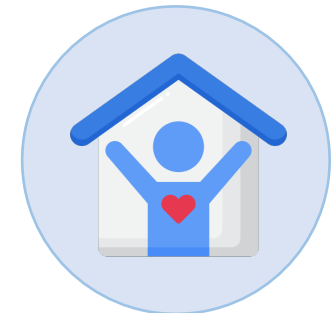
6% / **37%** / **37%** / 19%

As an area where businesses can succeed



9% / **44%** / **33%** / 14%

As a place where consumers want to live

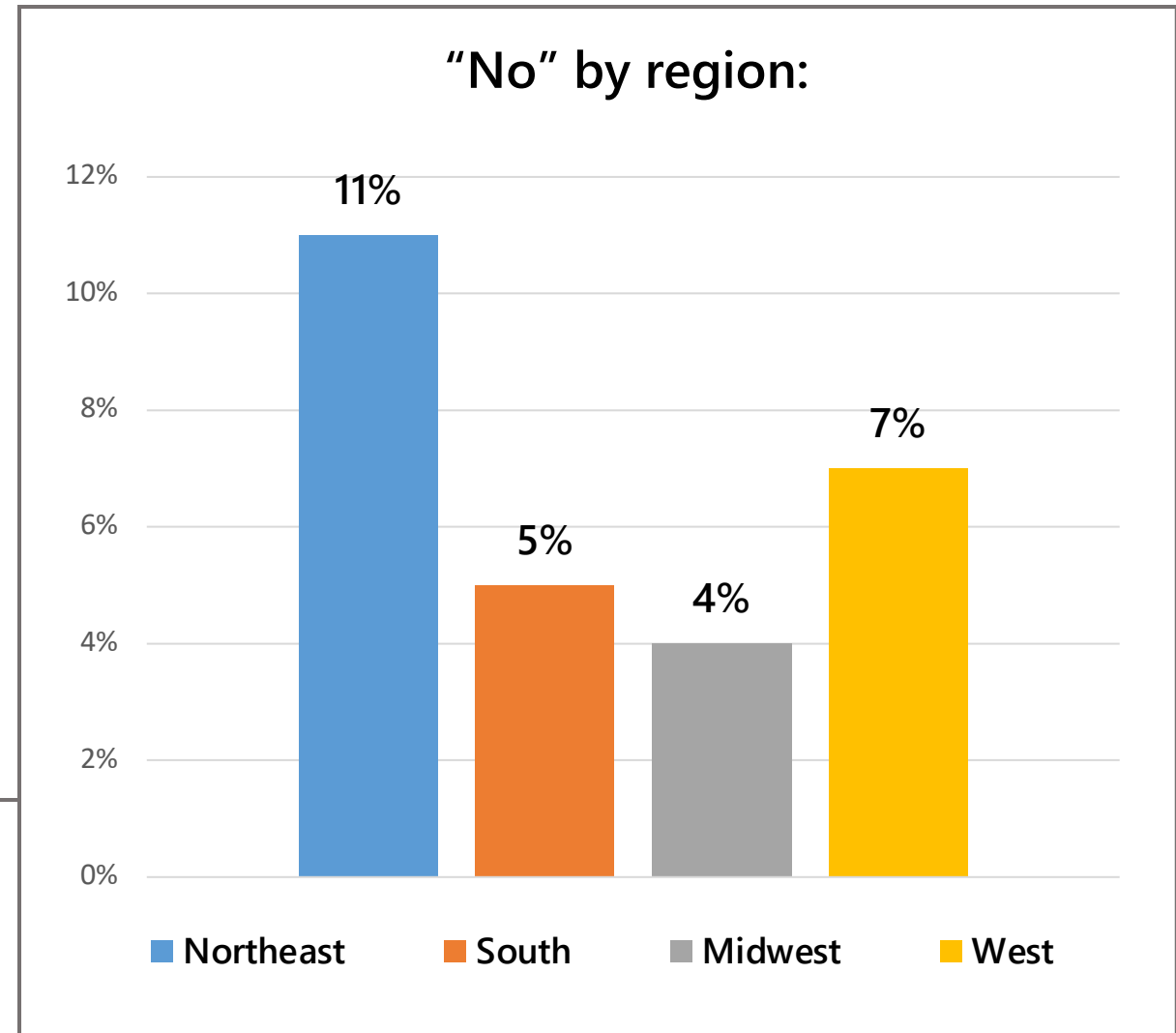
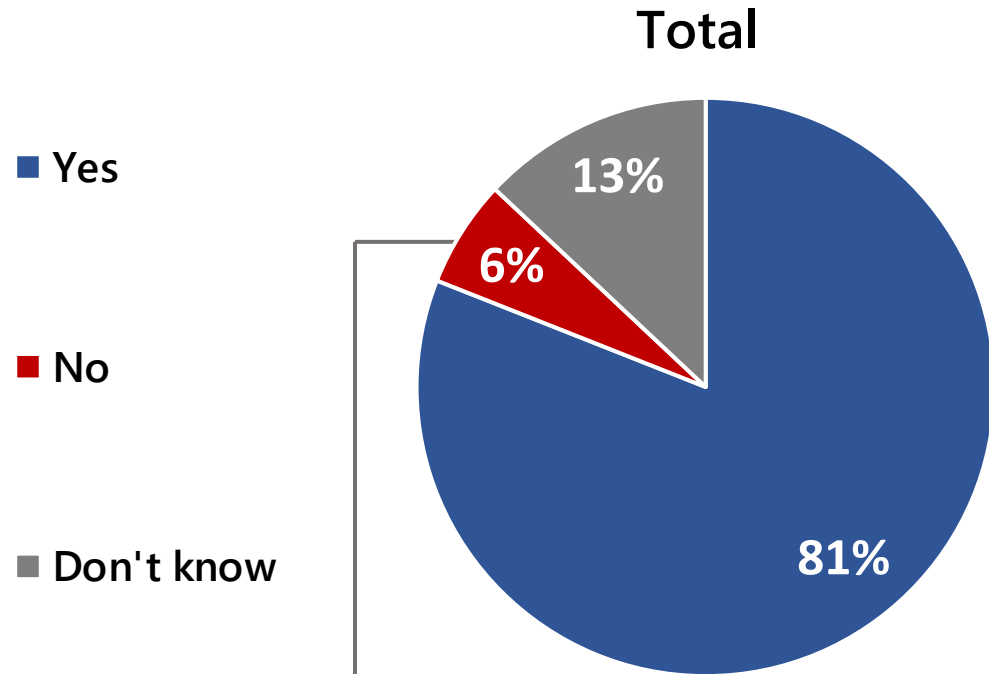


19% / **43%** / **27%** / 12%



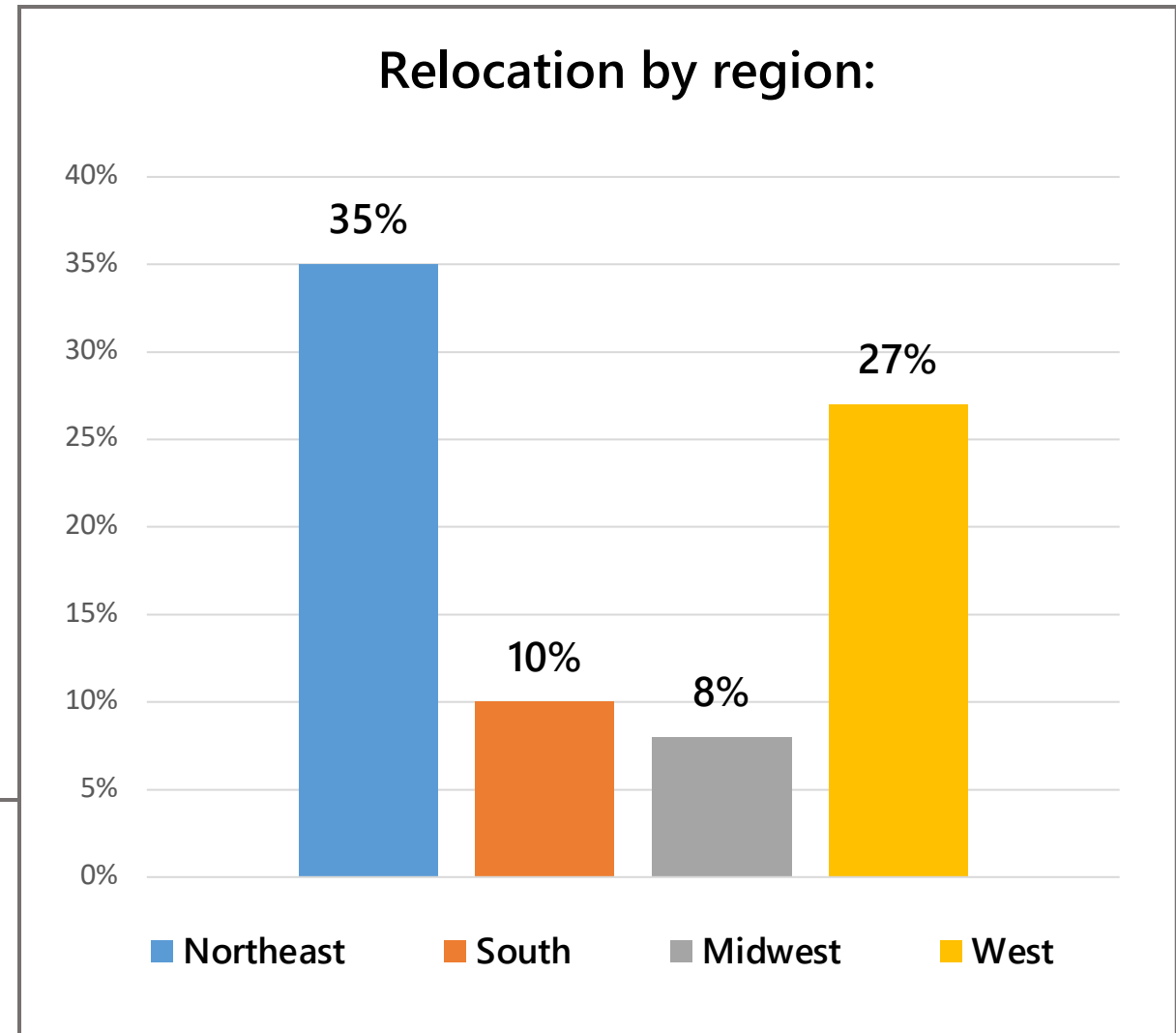
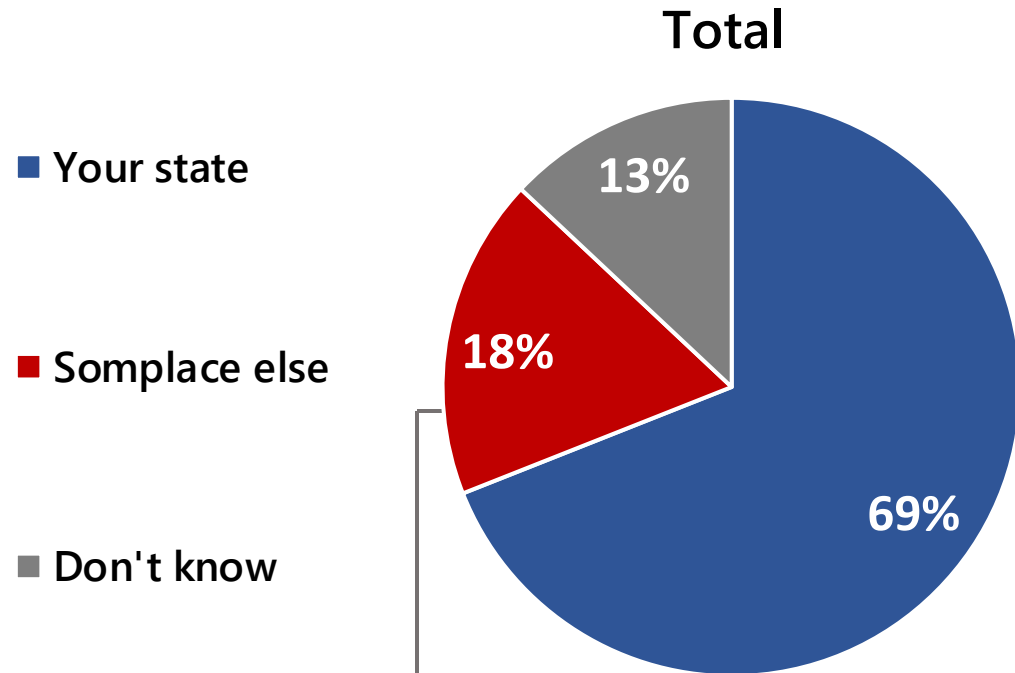
# Looking Back and Looking Forward

Do you think your company will be in business in your state ten years from today or not?



# Looking Back and Looking Forward

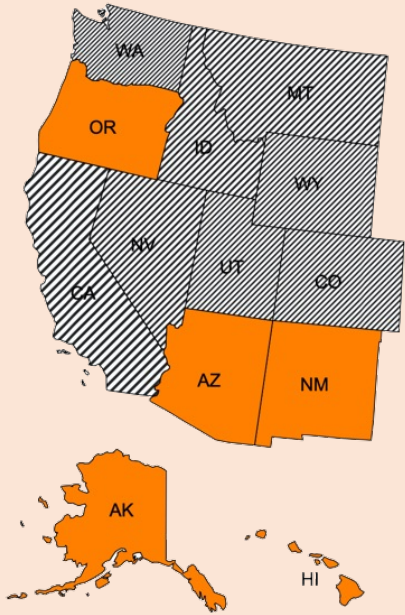
If you had it all to do all over again, considering all factors, would you locate your business in your state or someplace else?



# Grass Might be Greener

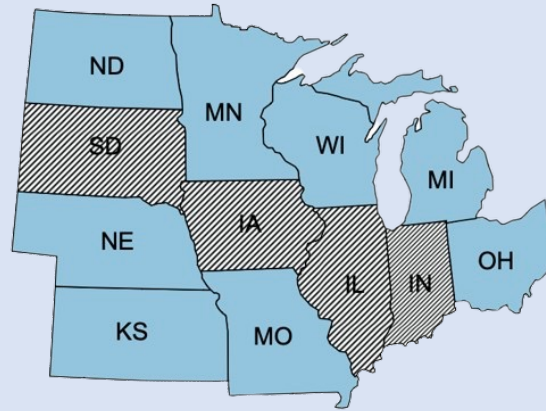
Where else would you locate your business if you had it all to do all over again?

## West



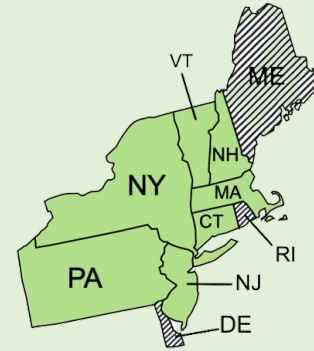
1. Nevada, Texas – 21%
2. California – 17%
3. Washington – 14%

## Midwest



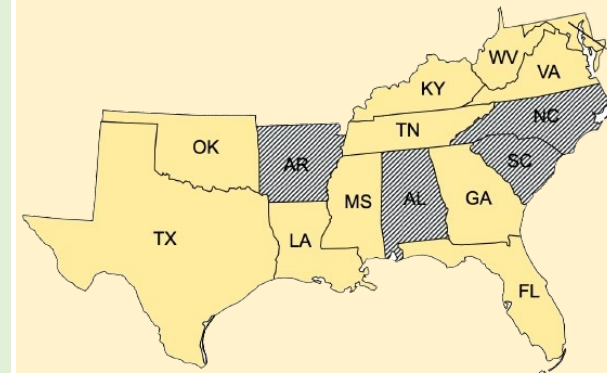
1. Texas – 50%
2. Florida, Kentucky, South Dakota – 17%

## Northeast



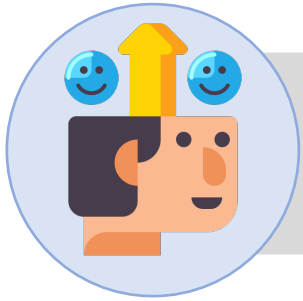
1. Florida – 26%
2. North Carolina – 20%
3. Texas, South Carolina – 9%

## South

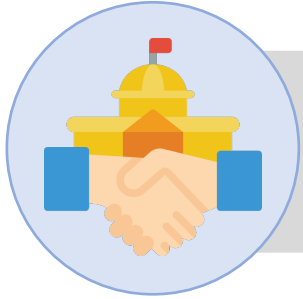


1. Florida, Tennessee – 17%
2. California, Indiana – 9%
3. Colorado, Texas – 6%

# Takeaways



Overall index results, along with expected revenue and profits, point to guarded optimism



Some CEOs see their state government as part of the solution, but few satisfied with the federal government



## The workforce needs help!

- 40% look to hire, but few see ample supply of suitable workers
- Many unsatisfied with workforce development efforts
- Recruitment and Retention pose problem for many