

Constant Contact Survey Results

Campaign Name: January 2022 Business Economic Survey

Survey Starts: 596

Survey Submits: 175

Export Date: 11/28/2023 10:26 AM

CHECKBOXES

1) Please select the top three issues facing your business in 2022

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Pandemic-related issues			126	72%
Finding qualified employees			114	65%
Federal taxes			28	16%
Vermont taxes			33	19%
Property tax (education funding)			22	12%
Health insurance costs			83	47%
Overtime compensation changes			3	1%
Remote office challenges			23	13%
Other			28	16%
Total Responses			173	100%




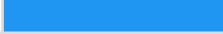
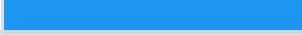
NUMERIC SCALE

a. COVID-19 has permanently changed how I do business.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Strongly disagree)			10	5%
2			19	10%
3			48	27%
4			45	25%
5 (Strongly agree)			53	30%
Mean	3.64			
Median	4.00			
Total Responses			175	100%

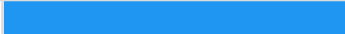




NUMERIC SCALE

b. I anticipate continued challenges for my business in 2022 as a result of COVID-19.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Strongly disagree)			8	4%
2			11	6%
3			23	13%
4			56	32%
5 (Strongly agree)			75	43%
Mean	4.03			
Median	4.00			
Total Responses			173	100%

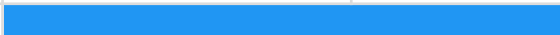




NUMERIC SCALE

c. My business transitioned into and continues to be a partial/full remote workplace.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Strongly disagree)			85	49%
2			15	8%
3			23	13%
4			23	13%
5 (Strongly agree)			26	15%
Mean	2.36			
Median	2.00			
Total Responses			172	100%

NUMERIC SCALE

d. I have downsized office space while retaining the same number of staff.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Strongly disagree)			136	80%
2			10	5%
3			16	9%
4			3	1%
5 (Strongly agree)			5	2%
Mean	1.42			
Median	1.00			
Total Responses			170	100%

NUMERIC SCALE

e. I downsized office space and number of staff.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Strongly disagree)			132	78%
2			10	5%
3			9	5%
4			5	2%
5 (Strongly agree)			13	7%
Mean	1.56			
Median	1.00			
Total Responses			169	100%

MULTIPLE CHOICE

3) If your revenue has been negatively impacted by COVID, please indicate below the extent of that impact.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
My revenue has not been negatively impacted			87	51%
Decrease by less than 20%			26	15%
Decrease between 20-50%			43	25%
Decrease by 50+%			13	7%
Total Responses			169	100%

MULTIPLE CHOICE

4) Where do you stand with regard to your exit planning strategy

Answer Choice	0%	100%	Number of Responses	Responses Ratio
I have no exit plan in place at this time			81	47%
I have thought about putting an exit plan into place but it is not a concern at this time			27	15%
I have plans to put an exit plan into place within the next five years			39	22%
I have developed a written plan and identified a desired exit path			24	14%
Total Responses			171	100%

MULTIPLE CHOICE

5) How would you describe the current state of Vermont's economy?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Improving			43	24%
No change			38	21%
Declining			60	34%
Unsure/Do not know			33	18%
Total Responses			174	100%

MULTIPLE CHOICE

6) How would you describe the current state of the U.S. economy?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Improving			48	27%
No change			23	13%
Declining			78	44%
Unsure/Do not know			25	14%
Total Responses			174	100%

OPEN QUESTION

7) What is the one key business economic issue that you would like to see addressed by the State Legislature?

Housing for middle income workers (not homeless, low income)

Imposed greater consequences for retail theft!

Make Vermont more appealing for workers and young people.

119 Response(s)


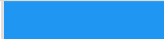



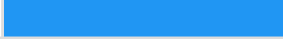
MULTIPLE CHOICE

8) How do you expect your company's sales to change in the next six months?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Increase by less than 10%			38	22%
Increase by 10-30%			41	23%
Increase by 30+%			8	4%
Decrease by less than 10%			15	8%
Decrease by 10-30%			19	11%
Decrease by 30+%			9	5%
No change			42	24%
Total Responses			172	100%






MULTIPLE CHOICE

9) How do you expect your company's capital spending to change in the next six months?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Increase by less than 10%			28	16%
Increase by 10-30%			40	23%
Increase by 30+%			1	0%
Decrease by less than 10%			5	2%
Decrease by 10-30%			19	10%
Decrease by 30+%			10	5%
No change			70	40%
Total Responses			173	100%



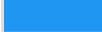












MULTIPLE CHOICE

10) How do you expect your company's employment to change in the next six months?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Increase staffing by 1-3 people			57	32%
Increase staffing by 3+ people			25	14%
Decrease staffing by 1-3 people			11	6%
Decrease staffing by 3+ people			6	3%
No change			75	43%
Total Responses			174	100%

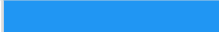











MULTIPLE CHOICE

11) Please indicate your business industry.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Agriculture			7	4%
Artisan			2	1%
Construction			25	14%
Educational Services			10	5%
Finance & Industry			4	2%
Health Care & Social Assistance			10	5%
Hotel			6	3%
Restaurant			16	9%
Information			2	1%
Manufacturing			18	10%
Professional, Technical			26	14%
Retail			21	12%
Transportation & Warehousing			4	2%
Utilities			0	0%
Wholesale Trade			2	1%
Other			22	12%
Total Responses			175	100%

MULTIPLE CHOICE

12) County of Headquarters:

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Addison			55	31%
Bennington			4	2%
Caledonia			3	1%
Chittenden			37	21%
Essex			1	0%
Franklin			5	2%
Grand Isle			1	0%
Lamoille			8	4%
Orange			3	1%
Orleans			3	1%
Rutland			13	7%
Washington			7	4%
Windham			6	3%
Windsor			28	16%
Total Responses			174	100%

MULTIPLE CHOICE

13) Please indicate the scope of your marketplace.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Exclusive to Vermont			64	36%
Multi-state			64	36%
National			22	12%
International			25	14%
Total Responses			175	100%

MULTIPLE CHOICE

14) If the scope of your marketplace is at the multi-state, national and/or international level, please indicate the percentage of your business done outside of Vermont.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Less than 25%			57	48%
25-50%			23	19%
50-75%			10	8%
75+%			28	23%
Total Responses			118	100%

MULTIPLE CHOICE

15) Please identify your total annual revenue in fiscal year 2020.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
\$0 - \$250k			48	27%
\$251k - \$1M			45	26%
\$1.1M - \$3M			41	23%
\$3M+			39	22%
Total Responses			173	100%

MULTIPLE CHOICE

16) Please indicate your business's total number of employees including staff.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1-10			94	54%
11-25			42	24%
26-50			19	10%
51-75			5	2%
75+			14	8%
Total Responses			174	100%