

Business Sentiment Study



Measure and track your members' attitudes and perceptions regarding the health of the industry and their businesses.

Recommended quarterly

WHY

The Importance

- Tracks economic sentiment of leaders in your industry
- Useful for policy makers, regulators, media, and industry
- Establishes your organization as a thought leader
- Benchmarking of peer insights for members

HOW

The Approach

- Quarterly online tracking survey of industry leaders
- Add topical questions to address hot topics throughout the year

WHAT

The Value

- Current and forward-looking sentiment about the US economy and health of your industry and finances
- Sentiment regarding specific industry metrics such as hiring intentions, business workload, inflation, etc.
- Visibility and credibility for your association through press releases and media attention



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