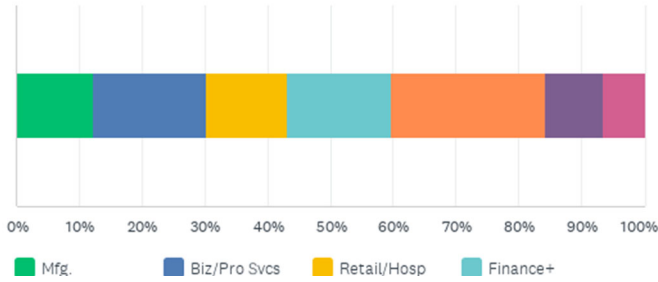
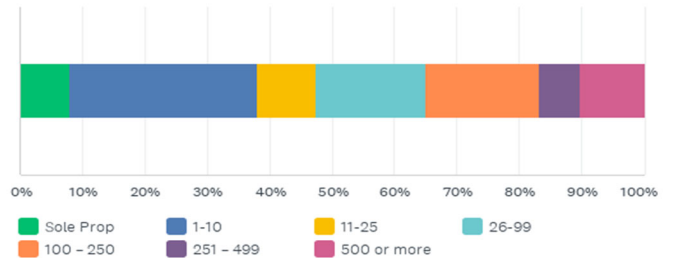


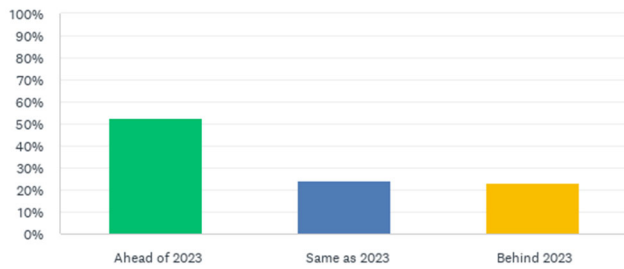
What industry is your business in?



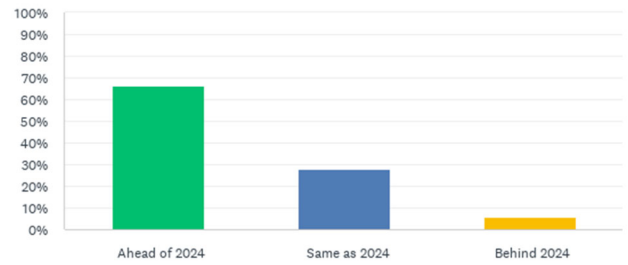
How many people do you employ?



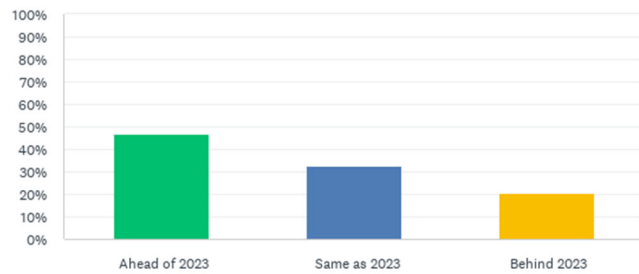
Were your 2024 Gross Sales:



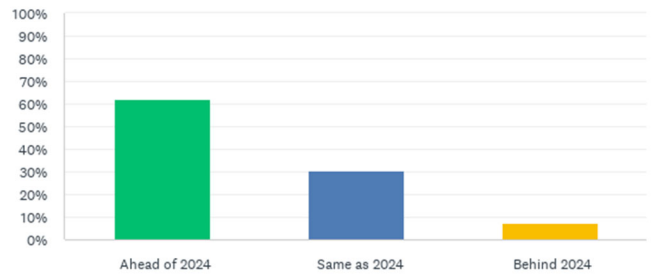
Do you expect 2025 gross sales to be:



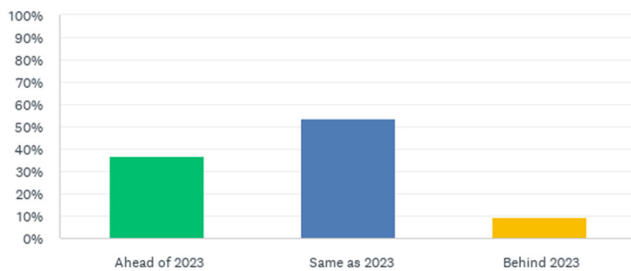
Were your 2024 profits:



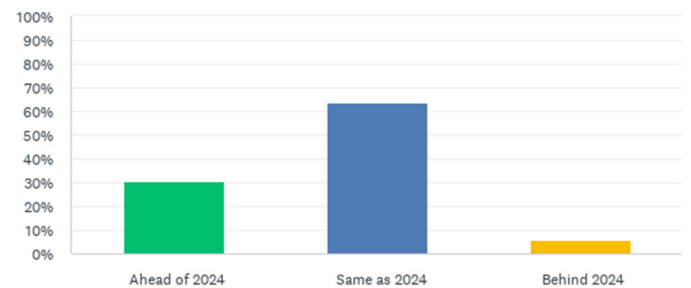
Do you expect your 2025 profits to be:



Was your 2024 employment:

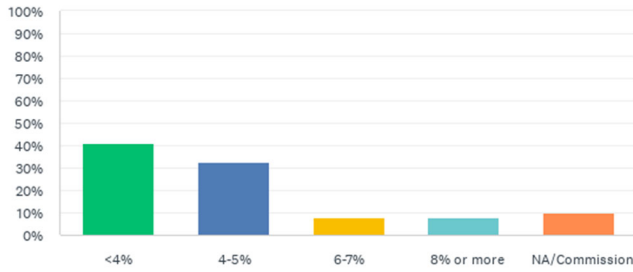


Do you expect 2025 employment to be:

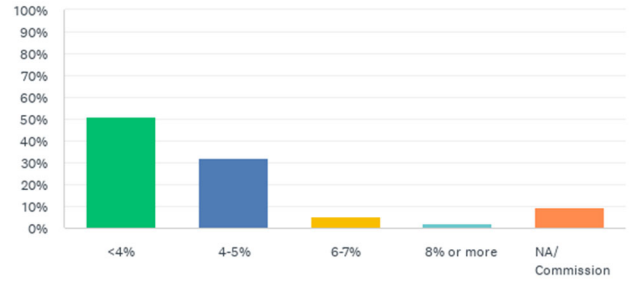


2025 Economic Outlook Survey Results

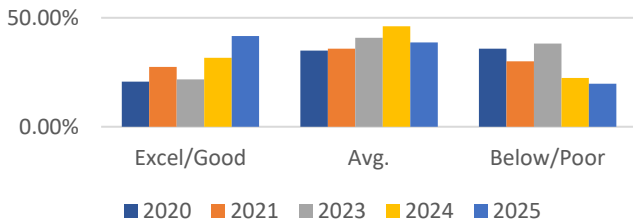
What was the average percentage increase in salaries in 2024?



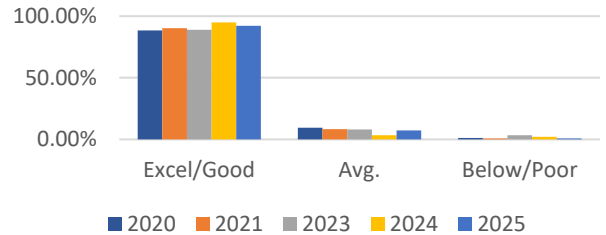
What do you expect the increase will be in 2025?



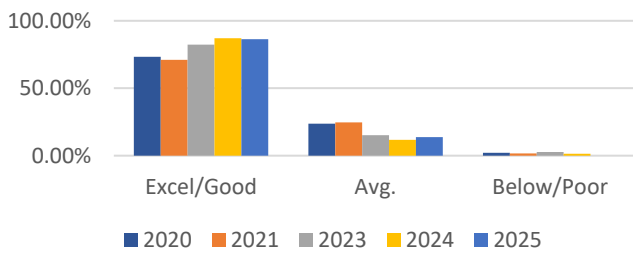
How would you rate the availability of qualified workers in the Fox Cities area?



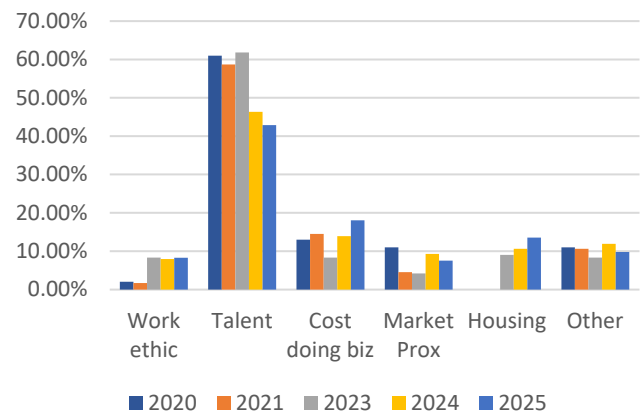
How would you rate the Fox Cities as a place to live?



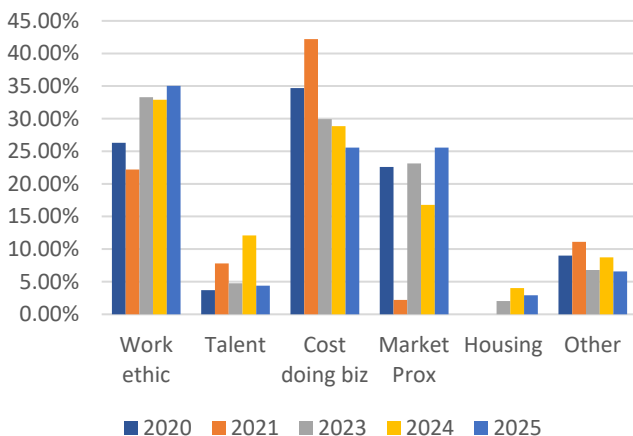
How would you rate the Fox Cities as a place to do business?



What's your biggest challenge with doing business in the Fox Cities?



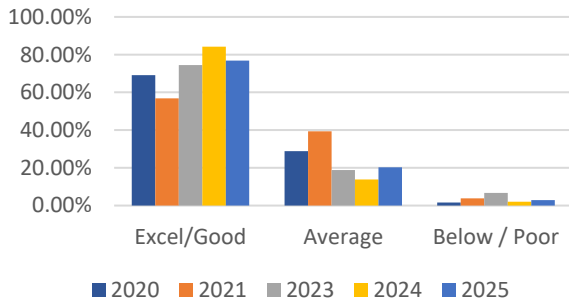
What's most beneficial about doing business in the Fox Cities?



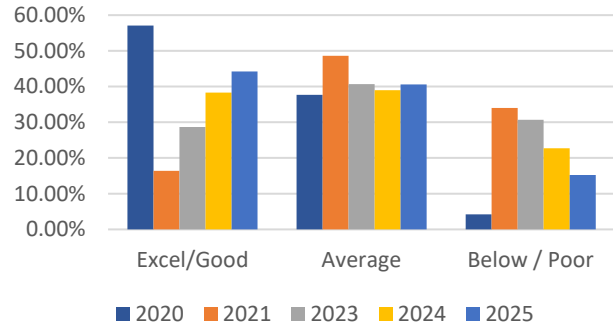
ABOUT THE SURVEY: The Fox Cities Economic Outlook Survey was conducted in January 2025. The survey was distributed and administered by the Fox Cities Chamber Regional Partnership, the economic development division of the Fox Cities Chamber. Survey participation included 140 businesses and organizations with operations located in the Fox Cities region (Outagamie, Calumet and the northern portion of Winnebago Counties). Please note that survey results do not represent a statistically valid sample but are intended to offer general insight into the regional economy.

2025 Economic Outlook Survey Results

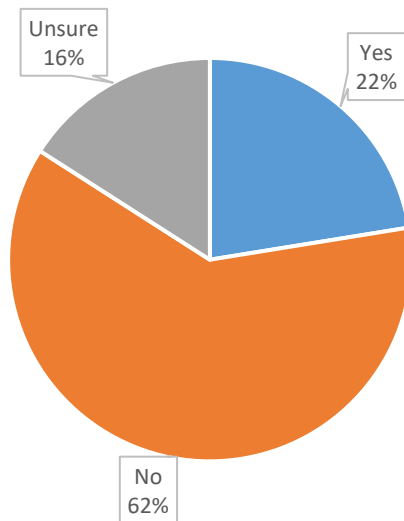
How would you rate the Fox Cities economic vitality?



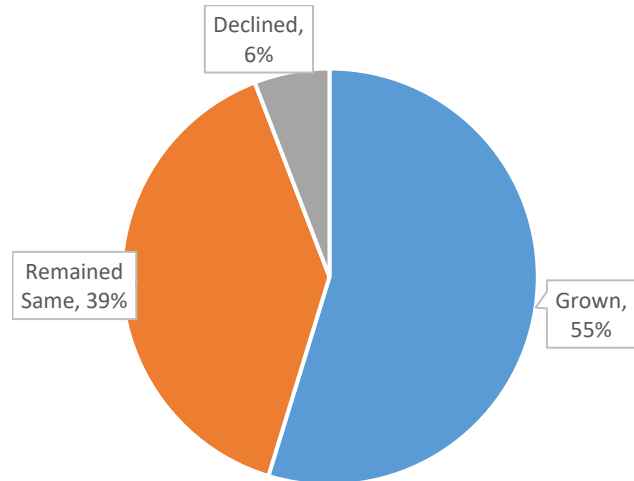
How would you rate the nation's economic vitality?



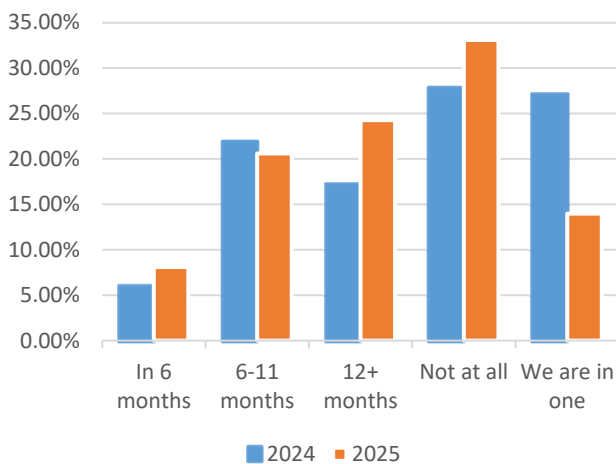
Is your company planning a capital expansion in 2025?



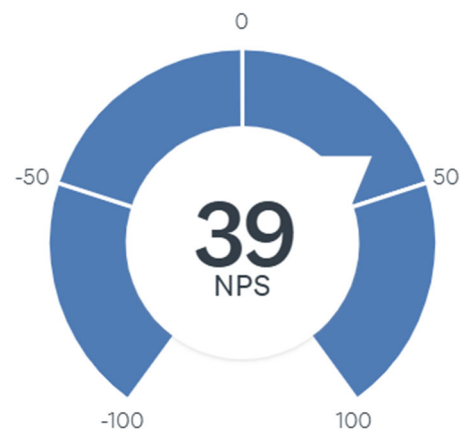
By the close of 2025, the Fox Cities economy will have ...



Do you feel we as a nation will enter a recession...



Net Promoter Score: How likely are you to recommend doing business in the Fox Cities?



2025 Economic Outlook Survey Results

Net Promoter Score: Why did you give that score?

great place Quality life Great place live hard many seems people friendly
 area opportunities **Fox Cities** Fox Valley **business**
 cost living **good** quality **great** etc community think work place live work
 cost

A sampling of comments:

- *Good balance of cost, market proximity and living conditions.*
- *Because of the quality of life and vitality of the business community here.*
- *Definitely love the Fox Cities and great place to work and play, however, from decades of experiences in business startups for myself and others it still remains a hesitant area to adopt new cultural and economic developments that are highly recognized and consistent across other areas of Wisconsin and beyond.*
- *This is a great area with plenty to do in terms of recreation. Overall cost of living although on the rise is lower compared to bigger cities.*
- *Strong business organizations. Willingness of municipalities to partner on projects. Amount of available workforce. Lack of affordable housing.*
- *This area needs more investment, more creativity, fox valley is a beautiful area but we started being behind in comparison with other areas in the state.*
- *We have good, honest, and hardworking people in the Fox Cities.*
- *The Fox Cities seems to have a diverse attraction to it from culture to schools to businesses. I believe the Fox cities tries to stay relevant while also maintaining some old-fashioned values.*
- *There is a variety of opportunity but finding people to hire is tough and I do not see it improving.*
- *Family friendly community. Fairly diverse range of business and industry. Decent income opportunities and lower costs of living than most other metro regions in the nation.*