



Highlights

This month's County's Business Outlook Index™ stays steady at an even +30.0

Businesses name infrastructure and business climate as top two priorities for Mayor Faulconer

Respondents give Mayor Faulconer a "thumbs up" for recent trips to Mexico

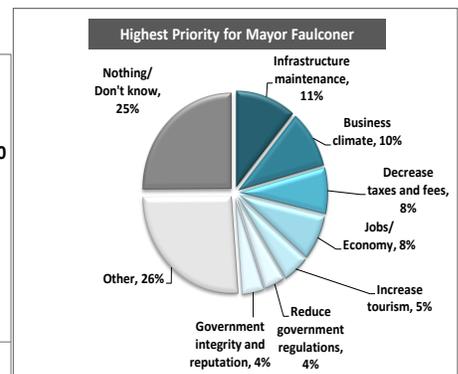
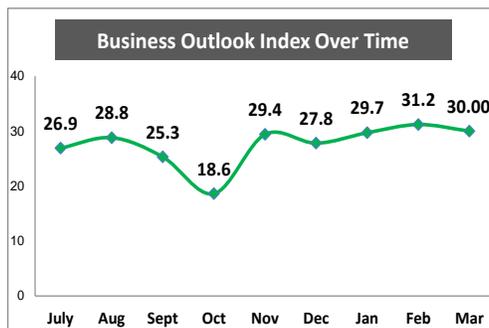
Women are less optimistic about the next three months than men

**Note: Data for this report was collected March 14-26, 2014.*

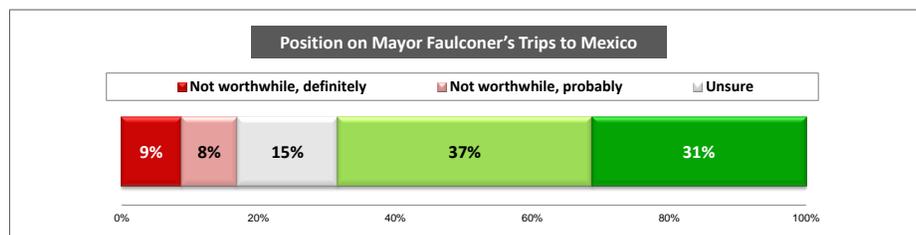
BUSINESSES OUTLINE PRIORITIES FOR NEW MAYOR WHILE Q2 OUTLOOK REMAINS HEALTHY

The outlook among San Diego County's businesses continues to reflect optimism. This month's County's Business Outlook Index™ (BOI) remains steady at an even +30.0, slightly behind March's +31.2 yet ahead of February's +29.7.

This month's survey also asked San Diego County businesses what issues should be a priority for new Mayor Kevin Faulconer. Answers ranged across a wide variety of issues, however infrastructure maintenance topped the list closely followed by the business climate. Other suggested priorities for Mayor Faulconer include decreasing taxes and fees, improving the outlook on jobs and the economy, reducing government regulations and bringing integrity back to the government.



Respondents were also asked to weigh in on Mayor Faulconer's recent trips to Mexico. Businesses overwhelmingly gave a "thumbs up" to the effort, with two-thirds agreeing that the trips were worthwhile.



This month's report finds that San Diego business women are slightly less optimistic than San Diego business men. Men tend to be far more confident than women when it comes to hiring more workers or having existing employees work more hours. When it comes to revenue predictions and industry conditions, however, the gender differences are insignificant.

The *San Diego Business Forecast* is sponsored by Silvergate Bank in partnership with the County of San Diego and conducted by Competitive Edge Research. The monthly report provides valuable insight into future trends of the regional business community. Responses are collected from San Diego Regional Chamber of Commerce and East County Chamber of Commerce businesses. Learn more at www.sdchamber.org.