



**FOR IMMEDIATE RELEASE**

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## **BUSINESS CONFIDENCE WANES, FOCUS TURNS TO QUALITIES OF NEXT MAYOR**

*County's Business Index drops to lowest point in three months*

**SAN DIEGO (October 16, 2013)** – The October 2013 [San Diego County Business Forecast](#) – sponsored by [Silvergate Bank](#) - released today shows a waning confidence level among San Diego regional businesses. The County's Business Outlook Index reached its lowest point in the last three months, dropping from +28.8 in July to +25.2 as of mid-September.

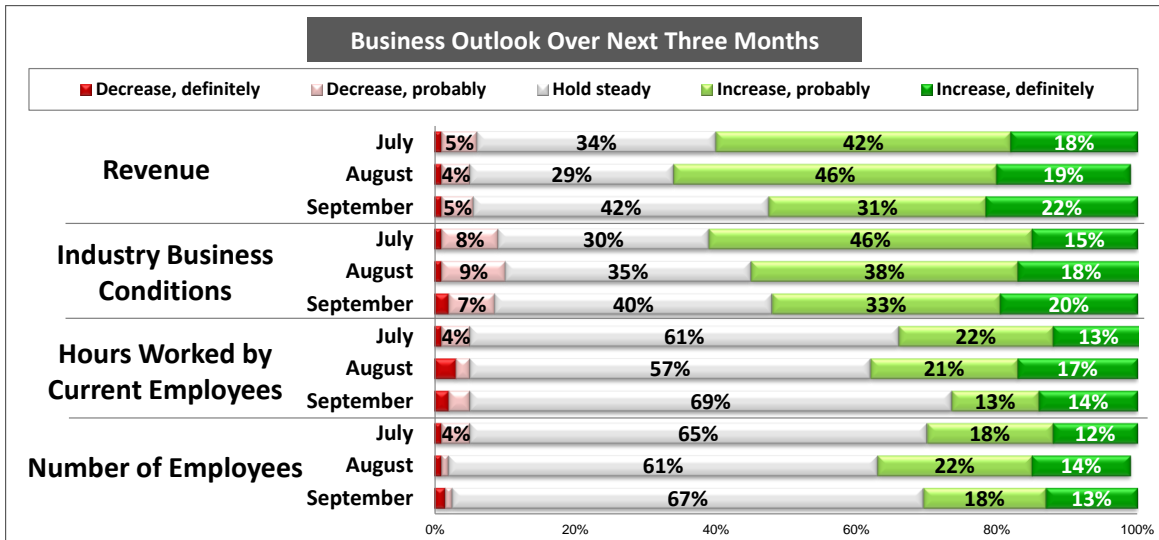
In addition, the latest report focused on the business community's preferences for the next Mayor of San Diego. Results showed that nearly half of respondents focused on personal character traits, such as "integrity" and "honest". "Business-friendly" and "leadership" were two other prominent qualities desired in the next mayor.

"The next Mayor of San Diego will have a significant impact on businesses throughout the City and County," said Jerry Sanders, president and CEO of the San Diego Regional Chamber of Commerce. "San Diego's next leader will set the tone for how business gets done at the city and whether it will be a business-friendly environment for businesses in the next several years."

The latest Forecast also reported on major issues facing businesses. The Affordable Care Act (ACA) was again identified as one of the leading issues impacting business. Other issues identified were "help for small businesses", "infrastructure" and "lower taxes and fees".

The October 2013 report – fielded September 12-30, 2013 – shows that 20% or fewer businesses remain confident in their earlier predictions about definite increases in revenue, industry conditions and employees. Now nearly 70% of businesses predict there will be no change in employee hours, up from 57% in August. Only 31% of businesses anticipate a probable increase in revenue in Q4 2013, with 42% predicting revenue will remain the same.

"The positive upswing seen in the summer has not extended into the fall," said John Nienstedt, president of [Competitive Edge Research](#) which conducts the San Diego Business Forecast.



Source: Competitive Edge Research

The report also suggests that beauty and fitness companies are starting to see an upswing, likely due to anticipation of the holiday season. On the other side of the spectrum, the health and medical sector continues to see a decline dropping from +47 in July to +15 in September.

The data was collected September 12-30, 2013 from 100 randomly selected members of the San Diego Regional Chamber of Commerce and the East County Chamber of Commerce.

### ***About The San Diego County Business Forecast***

*The San Diego County Business Forecast, sponsored by [Silvergate Bank](#) and conducted by [Competitive Edge Research](#), is a monthly report that compiles insights and analysis on survey responses from more than 200 local business executives from the San Diego Regional Chamber of Commerce and the East County Chamber of Commerce. Non-profit organizations are excluded from the results and all members are invited to complete the survey either online or over the phone. Results are based a Business Outlook Index™ which runs from -100 to +100, with zero being a neutral outlook. [Click here](#) to see past Business Forecasts.*

### ***About The San Diego Regional Chamber of Commerce***

*The San Diego Regional Chamber of Commerce is a nonprofit membership organization that helps provide a voice for San Diego businesses through advocacy, member-to-member connections and professional development. Representing nearly 3,000 businesses and more than 400,000 member business' employees, the Chamber is committed to organizing the business community to help make San Diego the best place to do business. For more information, please visit [www.sdchamber.org](http://www.sdchamber.org) or call 619/544-1300.*