

THE 2002/2003 SAN DIEGO BUSINESS CENSUS

CENSUS SPONSORS



NCBER



OVERVIEW

The San Diego Regional Chamber of Commerce in partnership with the International Economic Development Council (IEDC) and The National Center for Business and Economic Research (NCBER) is conducting a comprehensive, regional business census.

It will provide an unprecedented amount of highly detailed, current and accurate information and trends on the San Diego business environment:

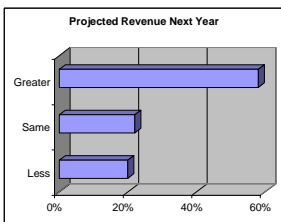
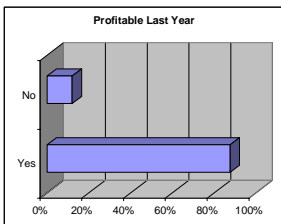
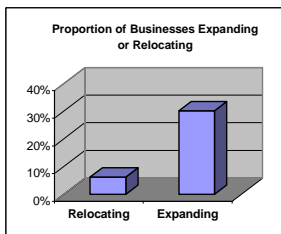
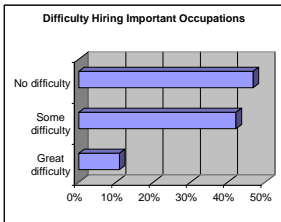
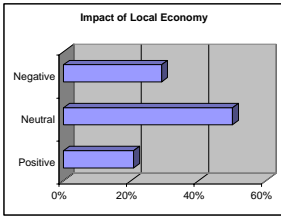
- ✓ It targets **all 8,000 private-sector businesses** with 25 or more employees in the San Diego Region
- ✓ An average of **400 firms will be profiled each month** for the next six months.
- ✓ By the conclusion of the census in March 2003, almost **2,500 local firms** will have participated and been profiled.
- ✓ It will be **repeated every six months** providing an ever-current source of world-class business intelligence and trends.

RESPONDENT PROFILE

- ❑ 67% of businesses profiled to date are privately owned, 31% publicly owned, and 3% reported foreign ownership
- ❑ 79% of the companies have been in business for more than 10 years
- ❑ 87% of those responding have been CEO, General Manager, CFO or Chief Accountant

COMPANY REVENUES & THE ENVIRONMENT

- ❑ The average Business Barometer score (out of a possible 10) was 5.8, the median was 6.0.
- ❑ It was lowest for Health Services (5.0), and highest for Construction (6.4)
- ❑ 21% described the impact of the current local economy as positive, 29% as Negative, and 50% as Neutral
- ❑ 88% reported their company was profitable last year. 12% reported they were not profitable
- ❑ 58% reported they expected this years' revenues to be greater than last years'. 20% reported they thought they would be less than last years'
- ❑ 35% reported some of their revenues were derived from defense work. Less than 5% reported more than a quarter of their business was from military or defense



RELOCATION AND EXPANSION

- ❑ 30% of Businesses report they are expanding, 6% report they are relocating
- ❑ Of the expanding businesses, most are expanding locally (36%) or regionally (22%) by adding a facility. 23% are expanding within the same facility. 7% are expanding out of State
- ❑ Of those relocating, 76% are relocating locally, 18% non-local but within the State, and 7% out of state
- ❑ The reason for relocating most often given was 'Inadequate Facilities' (40%).
- ❑ Businesses reported the most common barrier to expansion to be Availability of Suitable Facilities or Room to Expand (23%), followed by Taxes and Regulations (22%), and Labor Concerns (20%).
- ❑ 42% reported some difficulty hiring critical occupations, 11% reported great difficulty

EXPORT BUSINESS

- ❑ 59% of Businesses report they have at least some international customers.
- ❑ 85% of all International customers were from Mexico
- ❑ The industries with the greatest proportion of International customers were Finance 78%, Manufacturing 87%, Retail 68%, and Transportation/Utilities (80%)

SUMMARY

This report is the first of a series of regular census updates for San Diego.

Already we are seeing surprises, such as the fact that 27% of the respondents are expecting to expand their facilities over the next year and that almost 40% reported difficulties hiring for critical occupations.

As more and more businesses participate over the next weeks and months, these reports will get more detailed and specific – especially in terms of industry segments and local sub-regions.

With the additional breath and depth of information you will also be seeing high-value trend and comparison analysis reports.

Stay tuned!

For more information on the Census, visit <http://www.ncber.com/sandiego> or contact Kelly Cunningham at the San Diego Regional Chamber at 619-544-1311 or NCBER at 1-866-302-2237.