

U.S. Chamber of Commerce Small Business Index Survey for Q1 2025

See how GRCC's Q1 Business Sentiment Survey compares to key national results

The MetLife and U.S. Chamber of Commerce Small Business Index (SBI) was conducted Jan. 28 – Feb. 14, 2025. The Ipsos poll surveyed a sample of 755 small business owners and operators from the continental U.S., Alaska, and Hawaii. Small businesses are defined in this study as companies with 500 or fewer employees that are not sole proprietorships.

Q1 highlights compared to previous U.S. Chamber of Commerce SBI surveys:

- Optimism about business health and cash flow declined.
- Views of the U.S. economy are stable.
- Inflation concern at record high.
- Revenue concerns rise.
- Small businesses look for leadership experience in entry-level employees.
- Trade schools viewed as best in prepping workers.
- Small businesses believe their entry level employees are prepared.
- Gen Z and millennial businesses lead on planned pay transparency.

The following is a comparison of key results between the Greater Rockford Chamber of Commerce Q1 2025 Business Sentiment Survey and the U.S. Chamber of Commerce Small Business Index for Q1 2025.

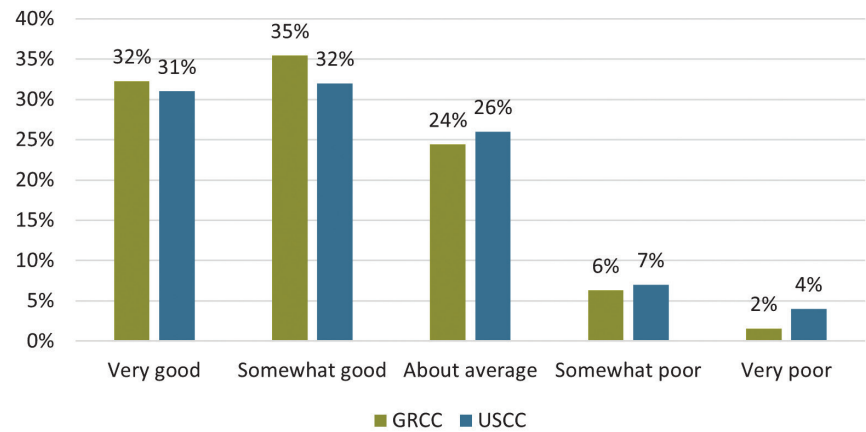
Compared to the SBI results, businesses in the Rockford Region were more optimistic about the U.S. economy than their national counterparts, but they are less likely to increase investment in their company in the year ahead. A majority of respondents in both surveys consider the overall health of their business to be above average.

Visit uschamber.com/sbindex/summary to see a complete summary of the U.S. Chamber's Small Business Index.

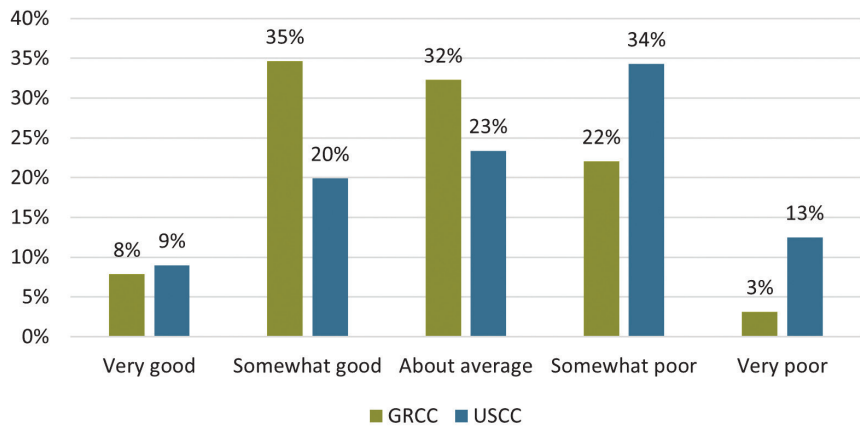
Visit rockfordchamber.com/resources/business-sentiment-survey-results to see the complete results of GRCC's Q1 Business Sentiment Survey.

Local responses vs. national responses to key issues

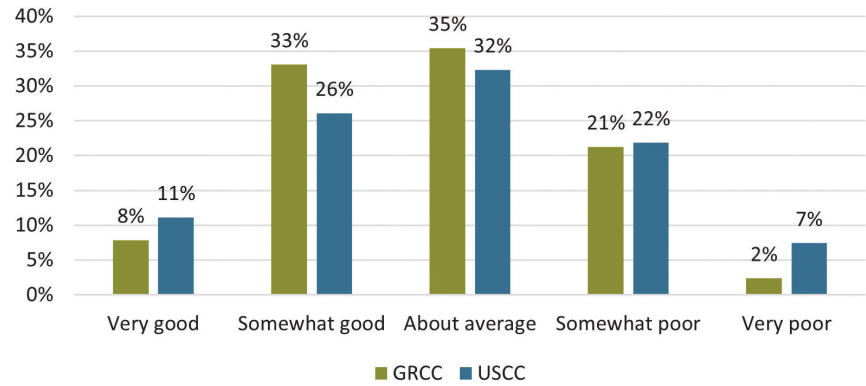
How would you rate the overall health of your business?



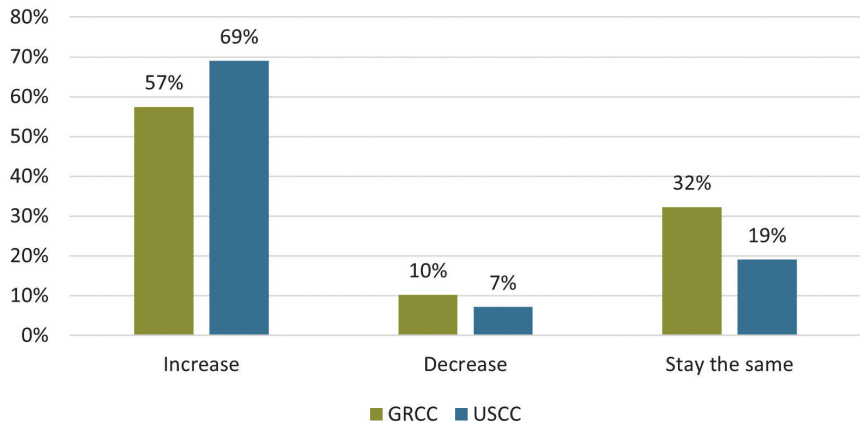
How would you rate the overall health of the United States economy?



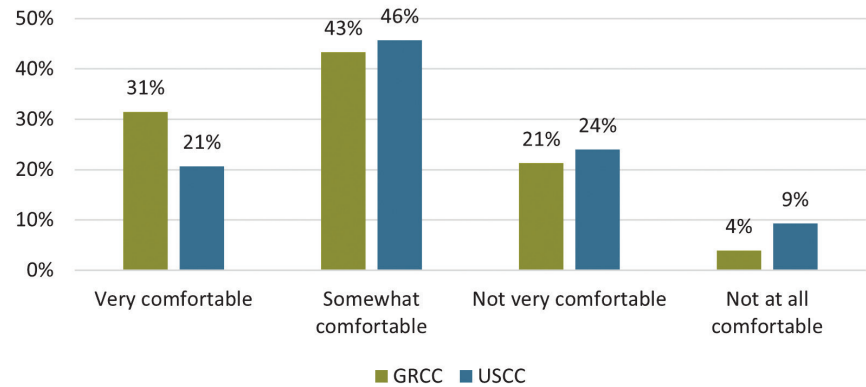
How would you rate the overall health of the economy in your local area?



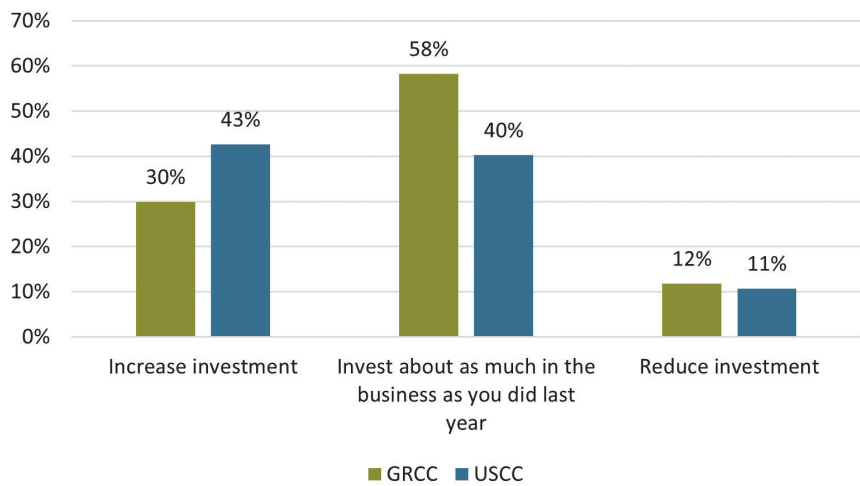
For the year ahead, do you expect revenue to increase, decrease, or stay the same?



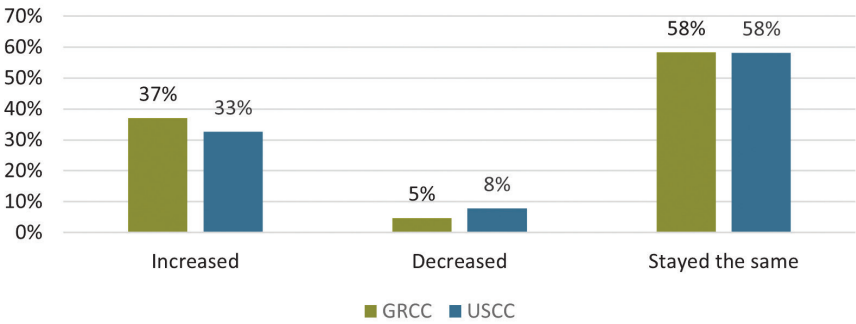
How comfortable are you with your company's current cash flow situation?



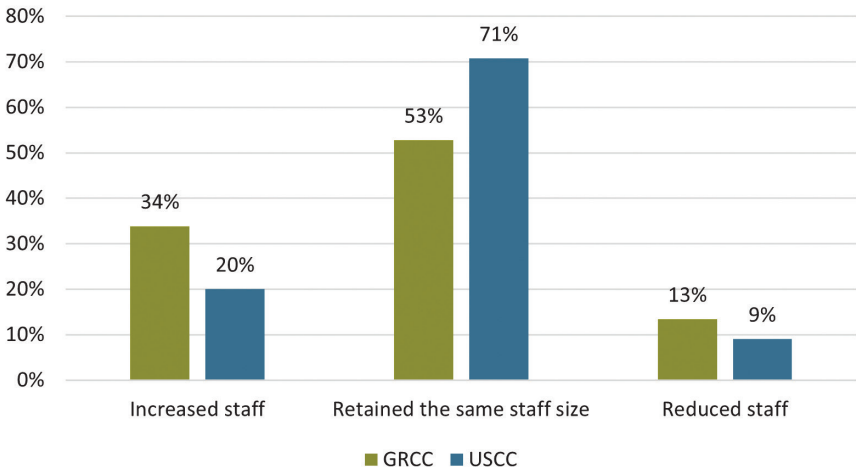
For the year ahead, do you plan to:



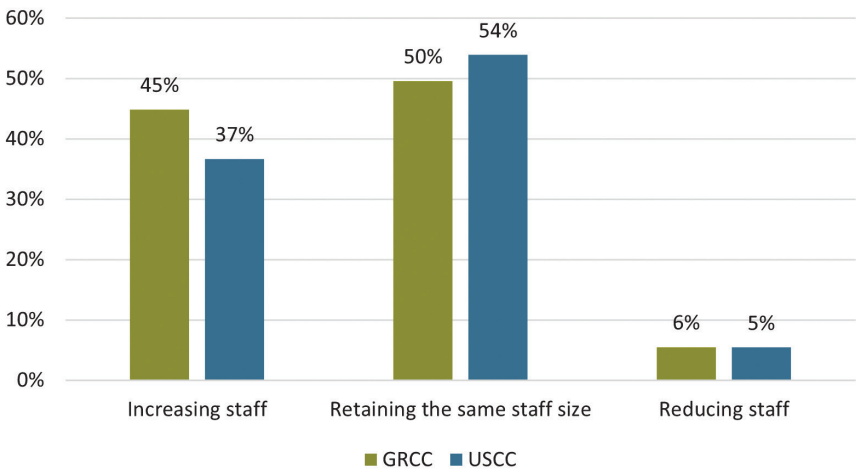
Compared to six months ago, has the time or resources you spend completing licensing, compliance, or other government requirements increased, decreased, or stayed the same?



Over the past year, would you say you have:



In the next year, do you anticipate:



Q2 survey coming soon

GRCC’s Business Sentiment Survey is conducted quarterly to track trends and contrast results. Each quarter, GRCC will share the results of the local survey, along with key comparisons from the U.S. Chamber of Commerce SBI conducted during the same time period.

The Q2 survey is scheduled to begin June 2, so keep your eyes peeled for that email. The more people who spare the 10 minutes to take the quarterly surveys, the more valid and useful the results will be.

If you are not a member of the Chamber but would like to participate in the survey, please email info@rockfordchamber.com.