

Greater Rockford Chamber of Commerce

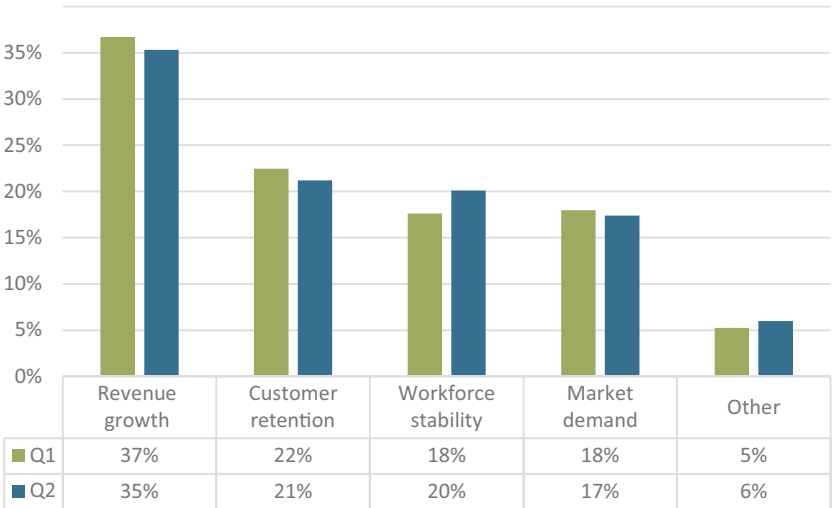
2025 Q2 Business Sentiment Survey results

Each quarter, the Greater Rockford Chamber of Commerce (GRCC) conducts a survey of its members and other local professionals to gauge business and economic perceptions. Highlights of the Q2 survey results are published here. As a member-driven organization, our programs, advocacy strategies, and economic development efforts are influenced by these survey results.

SELECT COMPARISONS OF LOCAL RESULTS FOR Q1 AND Q2

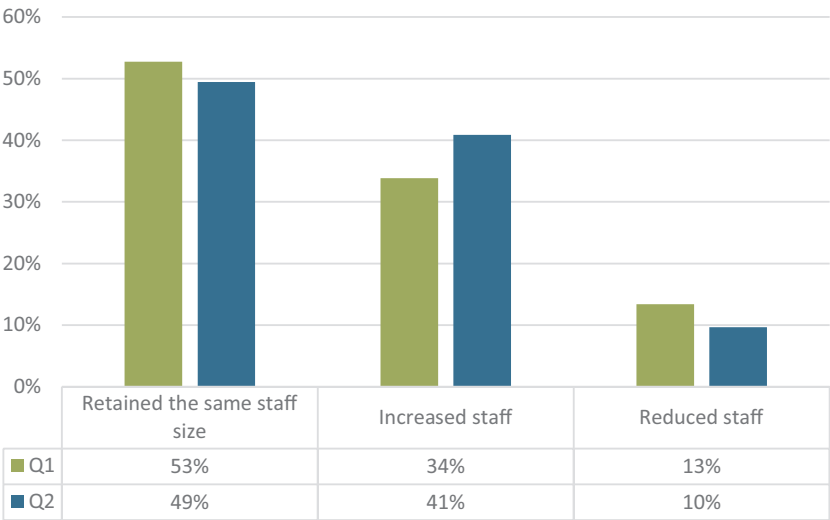
BUSINESS HEALTH

In Q2, revenue growth remained the strongest perceived indicator of business health among respondents, followed by customer retention. New this quarter, workforce stability ranked third.



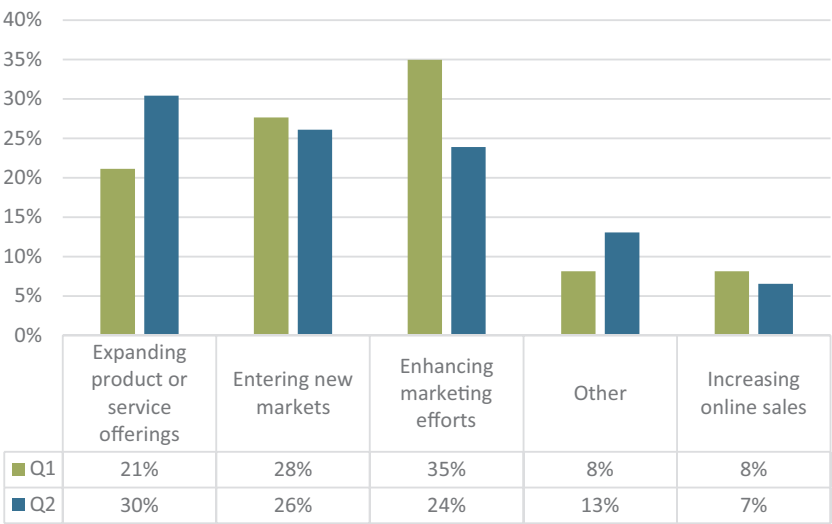
STAFFING

In Q2, more respondents reported an increase in staff over the past year, while a similar number retained staff.

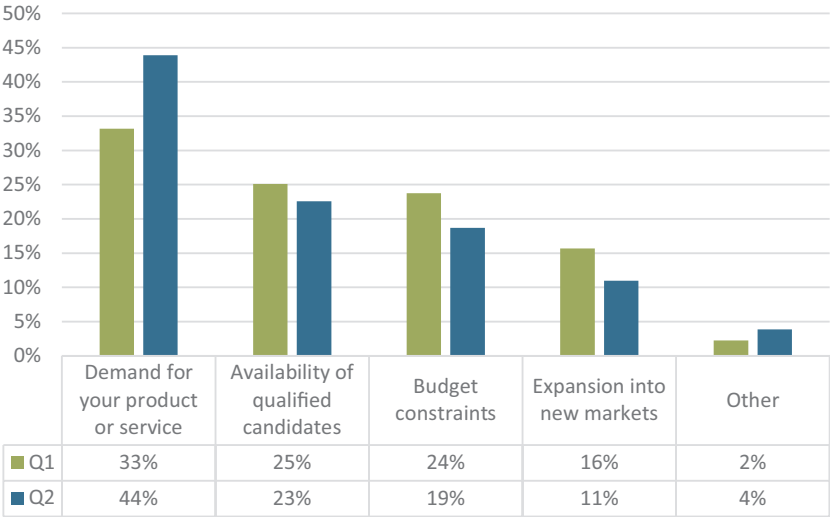


GROWTH

In Q2, respondents identified expanding product or service offerings as the most significant opportunity for revenue growth in the year ahead, differing from Q1 where enhancing marketing efforts ranked first.



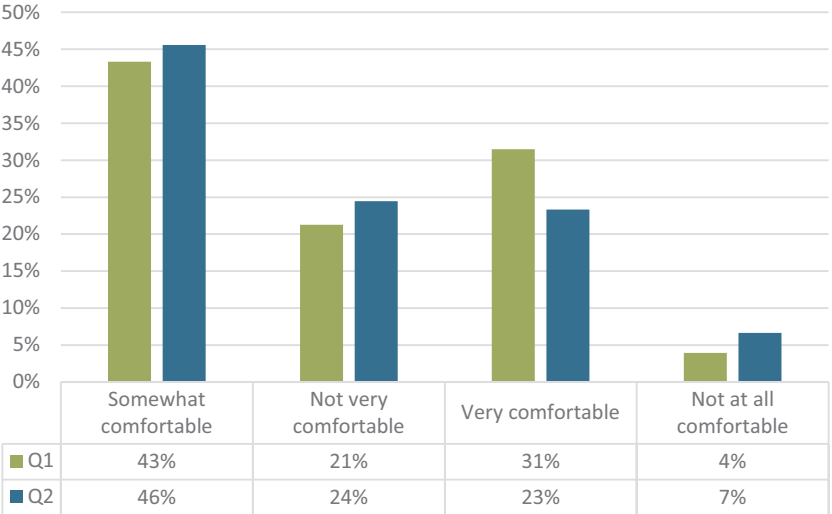
Demand for products and services significantly increased its lead as the top variable affecting staffing decisions.



Respondents identified the availability of a skilled workforce as the top barrier to business growth in Q1 and Q2, followed by market competition and cash flow.

CASH FLOW

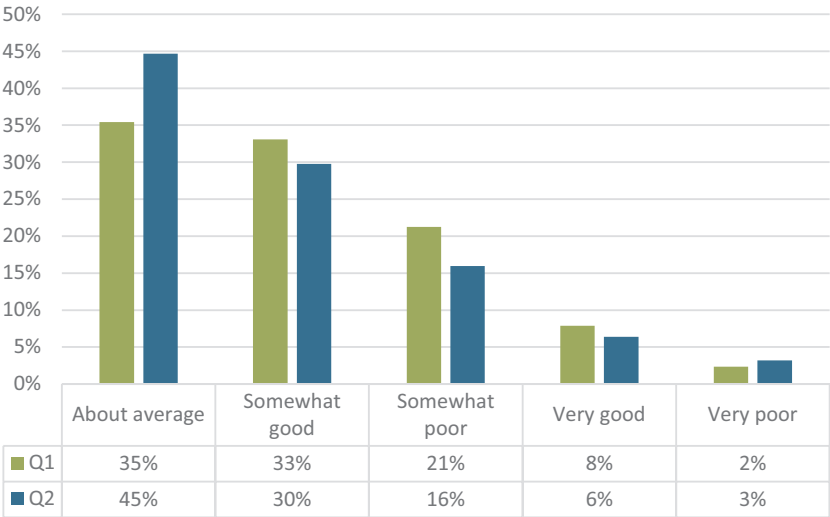
Comfort with available cash flow dipped modestly among respondents in the second quarter.



More than half of respondents intend to maintain their current staff size over the next year, while only 37% plan to increase their workforce, a decrease compared to first quarter results.

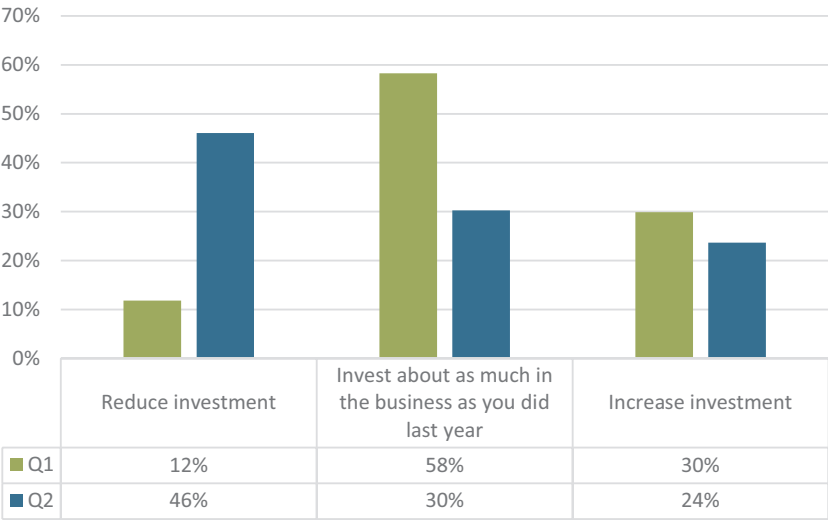
ECONOMIC HEALTH

Confidence in the regional economy slipped slightly in the second quarter, where more respondents viewed it as average.



INVESTMENT

Businesses seemed to be more cautious about investing in the second quarter compared to the first quarter.



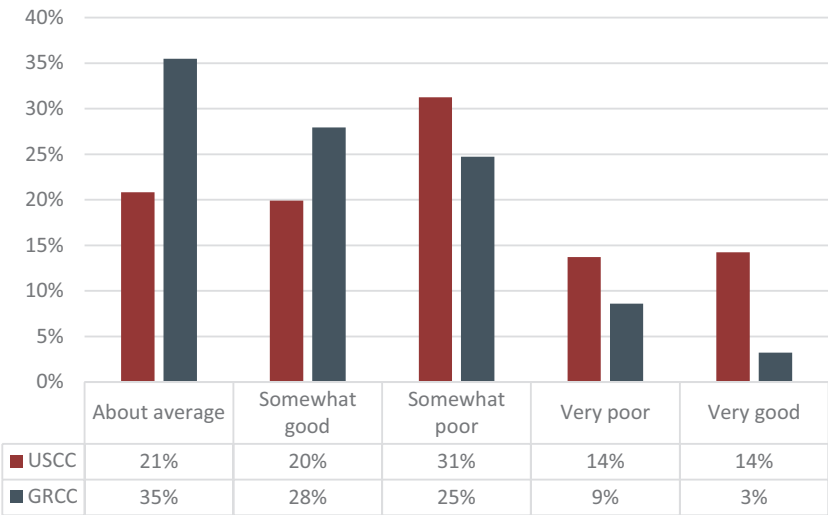
More than half of respondents plan to make a short-term capital investment, with 36% indicating that the investment is both planned and budgeted.

SELECT COMPARISONS BETWEEN LOCAL AND NATIONAL RESULTS

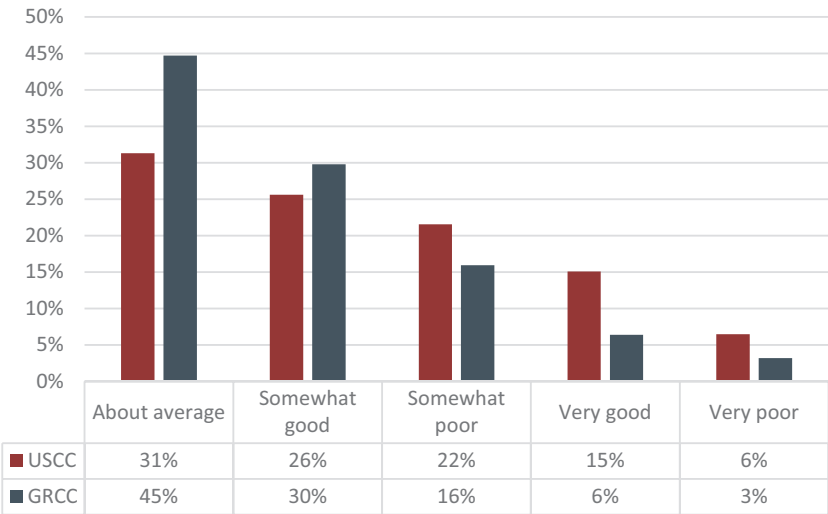
The following compares key results from GRCC’s Q2 survey and the U.S. Chamber of Commerce (USCC) Small Business Index for Q2.

ECONOMIC HEALTH

In the second quarter, local respondents believed the health of the U.S. economy was stronger than that of national respondents.



Local respondents expressed stronger confidence in the local economy compared to national respondents.



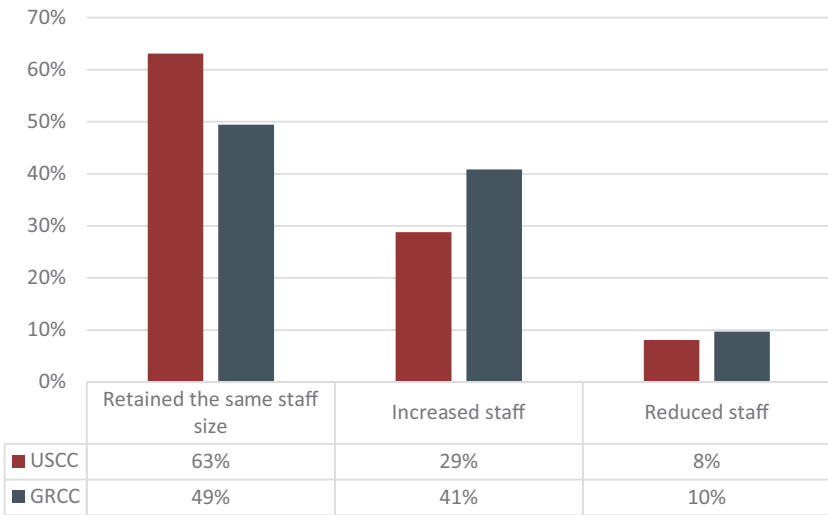
REGULATION

Taxes, tariffs, and increased state and federal regulations were identified as significant barriers affecting local businesses negatively.



STAFFING

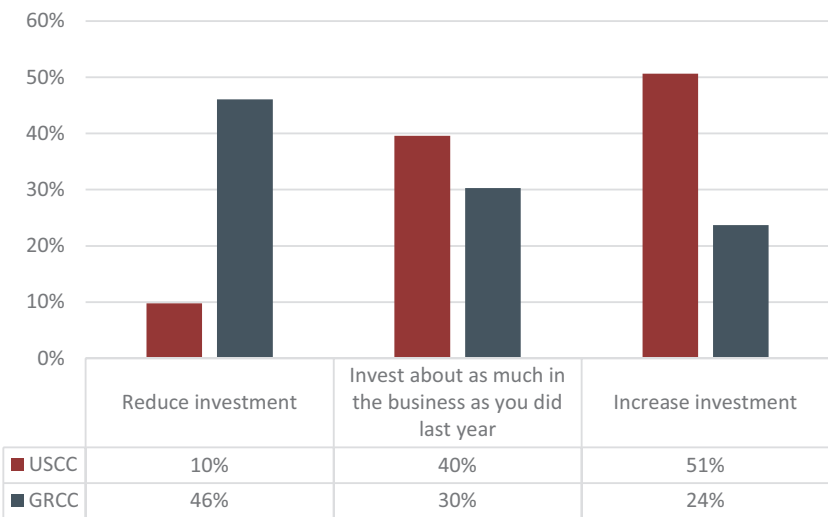
Over the past year, 91.9% of national respondents and 90.3% of local respondents reported increasing or retaining the same staff size.



In the coming year, a significant number of local (94.4%) and national (93.8%) respondents intend to increase or maintain their staff size.

INVESTMENT

Businesses in the Rockford Region were less confident about increasing investment in the coming year compared to national respondents.



Special thanks to everyone who participated in the Q2 survey and to Region 1 Planning Council for administering the survey and compiling the results.