

# College of Business News

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# Georgia CEO Q2 2018 results show Georgia business leaders' confidence levels remain strong

August 28, 2018

The results of the 2018 second quarter (Q2) survey by *Georgia CEO* suggest that Georgia business leaders' confidence levels remain strong with notable sales figures that offset the decrease in the volume of business. *Georgia CEO* is a news source that shares the state's most important features, videos and newswires with Georgia's top business leaders.

The purpose of the survey is to understand how general business conditions impact and influence *Georgia CEO* subscribers on a quarterly basis. The survey asks participants to reflect on the business conditions of the current quarter (Q2), while looking forward to the next quarter (Q3), with their expectations for business conditions. The news outlet partners with the Georgia Southern University Center for Business Analytics and Economic Research (CBAER) to prepare, distribute and analyze the survey.

In Q2 of 2018, survey participants' views of business volume reached its lowest level since October 2017. In addition, about 48 percent of participants noted their views of general business conditions were most influenced by either increasing demand or government policy. Moving into Q3, 54 percent view business conditions as improving, and 39 percent see conditions as unchanged. The largest constraint preventing additional business expansion is a shortage of employees. Based on participants' comments, it is becoming more difficult to find qualified candidates to fill open positions.

"This is the first time since this survey began in 2016 that so many participants have noted that finding the right employees is becoming more challenging," said Ben McKay, assistant director of CBAER. "This could mean that the labor market across Georgia is starting to tighten, which means that we are getting closer to full employment."

Despite fluctuations from previous surveys, participants were still positive about future business conditions. When the responses about general business conditions were compared between Q2 and participants' outlook for Q3, almost every category reflects an increase in sentiment, particularly with volume of business (13 percent), financial health (7 percent), profitability (6 percent) and sales (6 percent). In other categories, including hiring, employment and access to capital, the changes in sentiment were closer to normal. From this sample, access to capital was the only factor of the six tracked that decreased.

A convenience sampling technique was used for this study, and the questionnaire was emailed to subscribers of each of the 12 *Georgia CEO* daily newsletters. *Georgia CEO* publishes newsletters in Albany, Athens, Atlanta, Augusta, Columbus, Gainesville, Middle Georgia, Newnan, Rome, Savannah, Tifton and Valdosta. The survey was open from July 10 through July 25, and 209 valid responses were recorded.

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