



Dear Business Community Member,

Students of the College of Business Administration at California State University, San Marcos have been working to create a Business Confidence Index to be published in the **San Diego Business Journal**.

The goal of this index is to provide valuable metrics to the local business community regarding the current state and outlook of our regional economy. You can learn more about this project, see results from previous years, and discover industry trends [here](#).

In addition, we will be distributing the findings to respondents once the report is complete. This is a unique opportunity to gauge the sentiment of competitors in your industry while also helping the San Diego business community at large.

This survey should take approximately one minute to complete, and all answers will be recorded and published with complete anonymity.

Follow this link to the Survey:

[Take the Survey](#)

Or copy and paste the URL below into your internet browser:

https://csusm.co1.qualtrics.com/jfe/form/SV_b8wLNw1evq5FcDs

Thank you for taking the time to participate in the Business Confidence Index survey! **Please complete the survey before April 11th, 2021.**

Sincerely,

Jim Hamerly, Ph.D.
Dean, College of Business Administration
California State University San Marcos

Barbara Chodos
President and Publisher, San Diego Business Journal

WHAT'S THE OUTLOOK OF BUSINESS IN SAN DIEGO?

Take our survey and we
will send you the results!

Find out where you stand
among competitors.

Senior business students at California
State University, San Marcos and the San
Diego Business Journal are building a
Business Confidence Index to determine
the sentiment among local businesses.
Your support is appreciated!

Copy the link below or use the QR code to take the survey:

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