

RBA survey shows businesses are upbeat about 2011

Jim Stinson • Staff writer • December 16, 2010

Local businesses are optimistic about the future, expecting increases in both sales and employment over the next 12 months, according to a survey of members of the Rochester **Business Alliance**.

The RBA said member companies provided information on a variety of issues, including general business outlook, past, current and future **employment**, and business conditions in their industry and in the region.

“There is a lot to feel good about in these results,” said Sandy Parker, president and CEO of the region's largest business organization. “**Businesses** are not just seeing better times ahead, they've actually begun to experience them. Still, there is significant frustration about the way our elected officials conduct the people's business in Albany.”

The results reflect just how bad things were, RBA officials said. Asked to describe current **business conditions** in their industry, 48 percent said “good or very good,” up significantly from 14 percent in May 2009. Only 13 percent said “bad” or “very bad,” down from 39 percent in May 2009.

Thirty-nine percent of member companies said employment levels had increased, compared with just 15 percent in May 2009.

Fifty-nine percent said **sales** were better than a year ago, with 22 percent saying unchanged and 19 percent saying worse.

JFSTINSO@DemocratandChronicle.com