

2011 Greater Philadelphia Chamber of Commerce Economic Outlook Survey

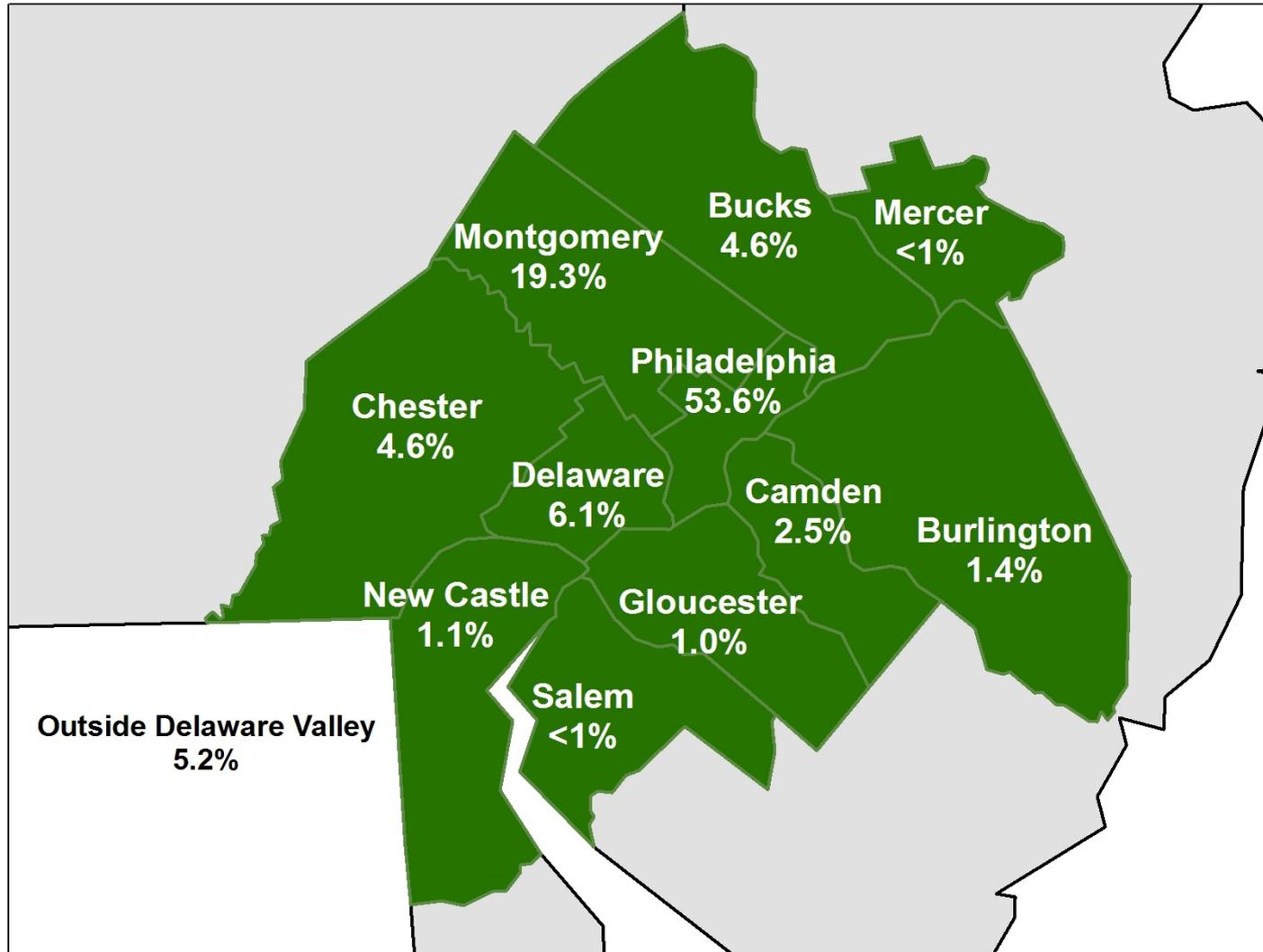
January 19, 2011

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FEDERAL RESERVE BANK
OF PHILADELPHIA

GPCC Member Distribution



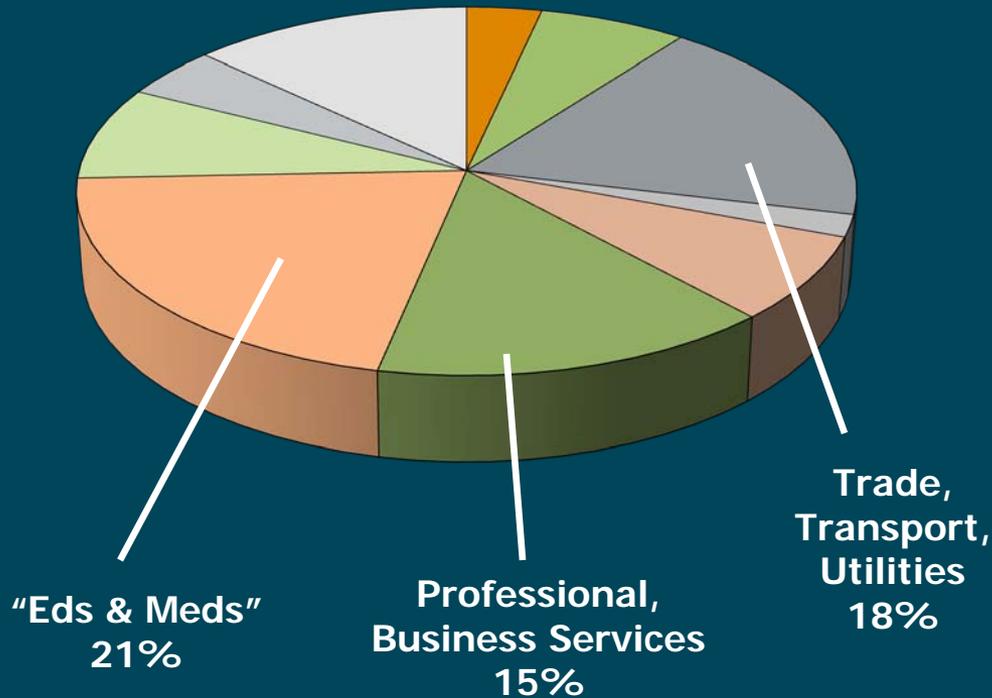
Survey Description

- Conducted from December 1-15, 2010
 - Completely web-based
 - 12 questions concerning business activity
 - Special question on problems members face
- Responses: 207 members of the GPCC
 - Roughly 7% response rate = good

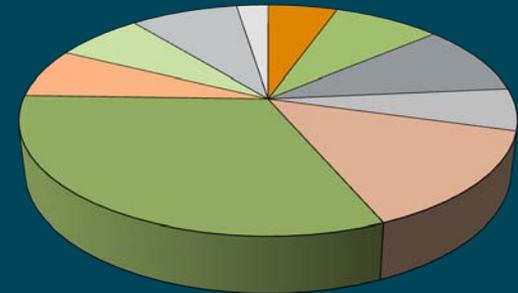


Survey Population

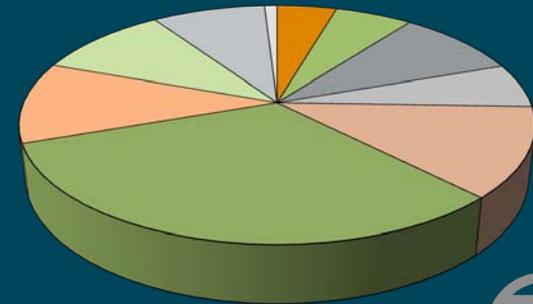
November Employment in Philadelphia MSA



Survey*



Chamber Members*



* Number of Firms



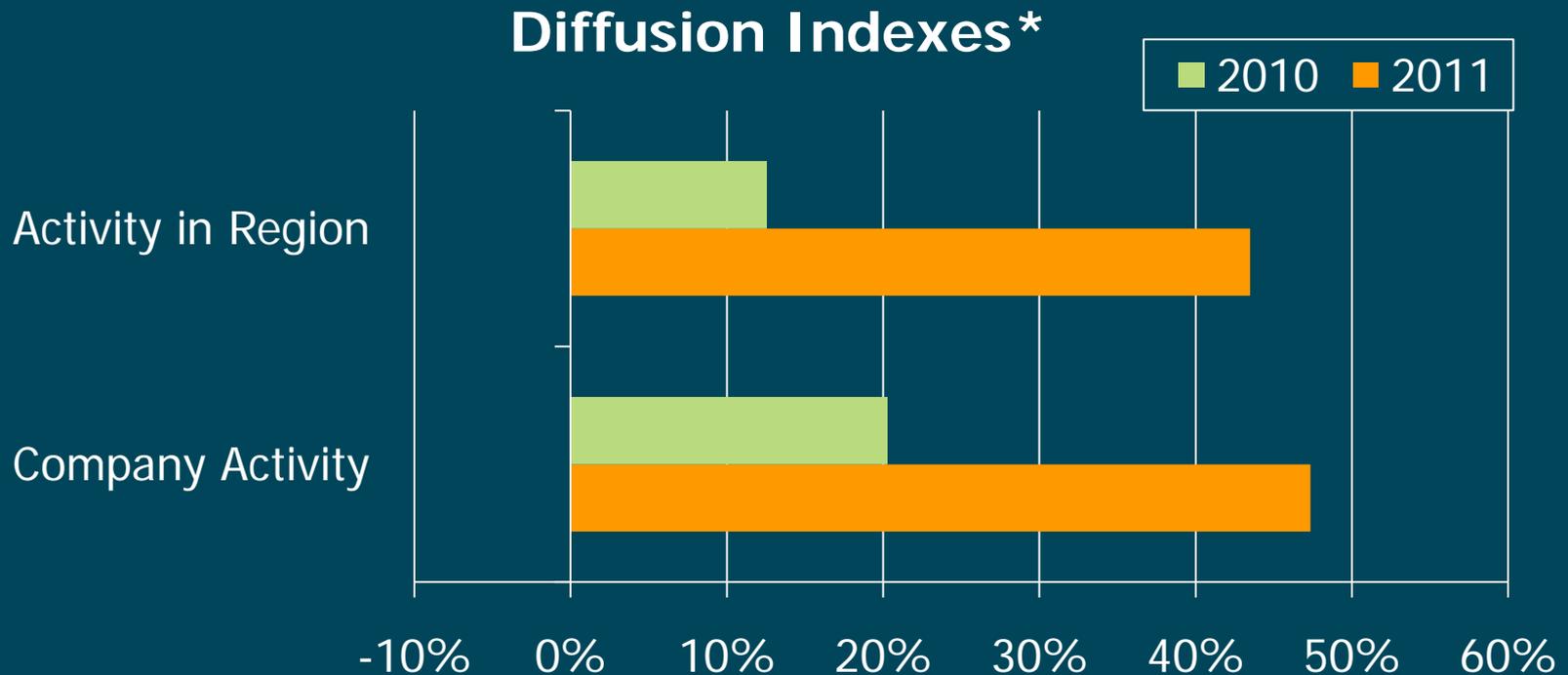
Survey Questions

- Questions on current and future:
 - Activity
 - Employment
 - Prices
 - Investment
- Five possible qualitative answers



Economic Outlook

GPCC Members

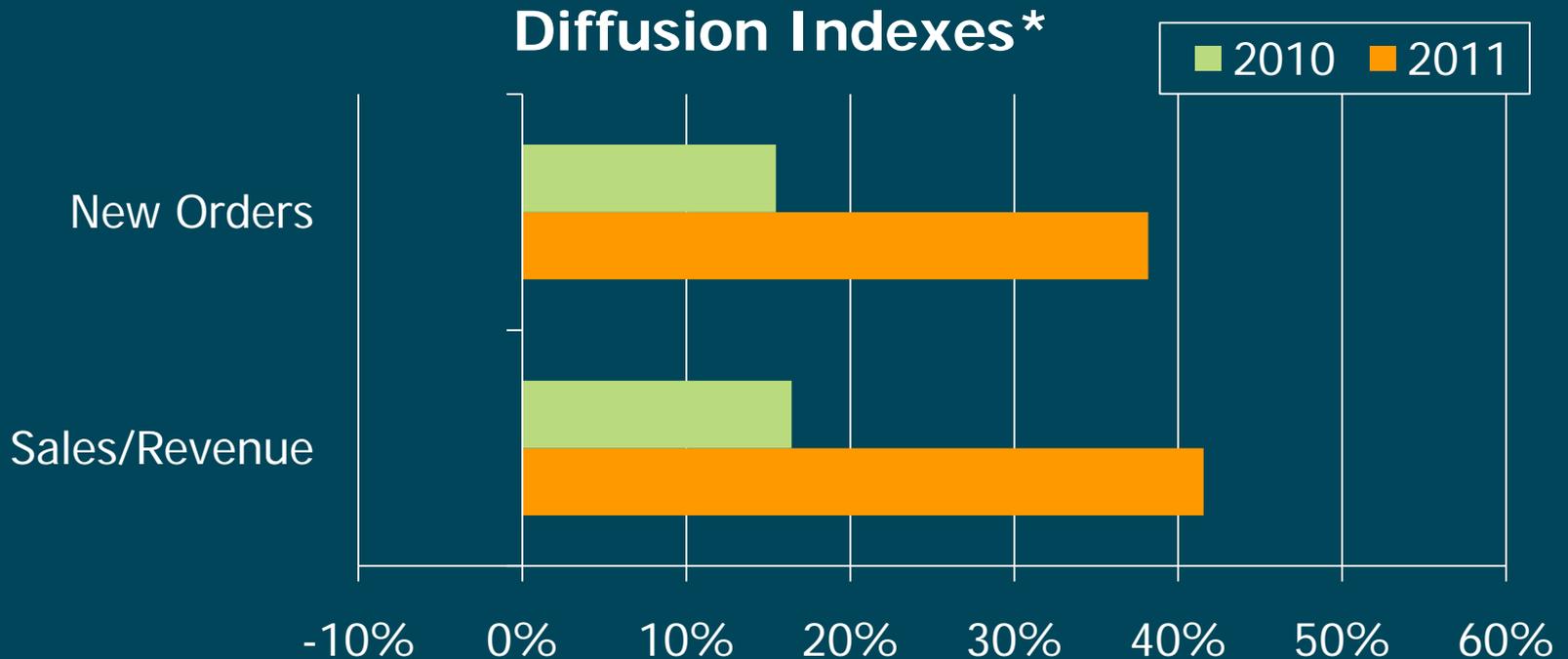


*A diffusion index is the difference between the percentage of firms indicating increasing activity and the percentage of firms indicating declining activity.



Economic Outlook

Business Volume Metrics

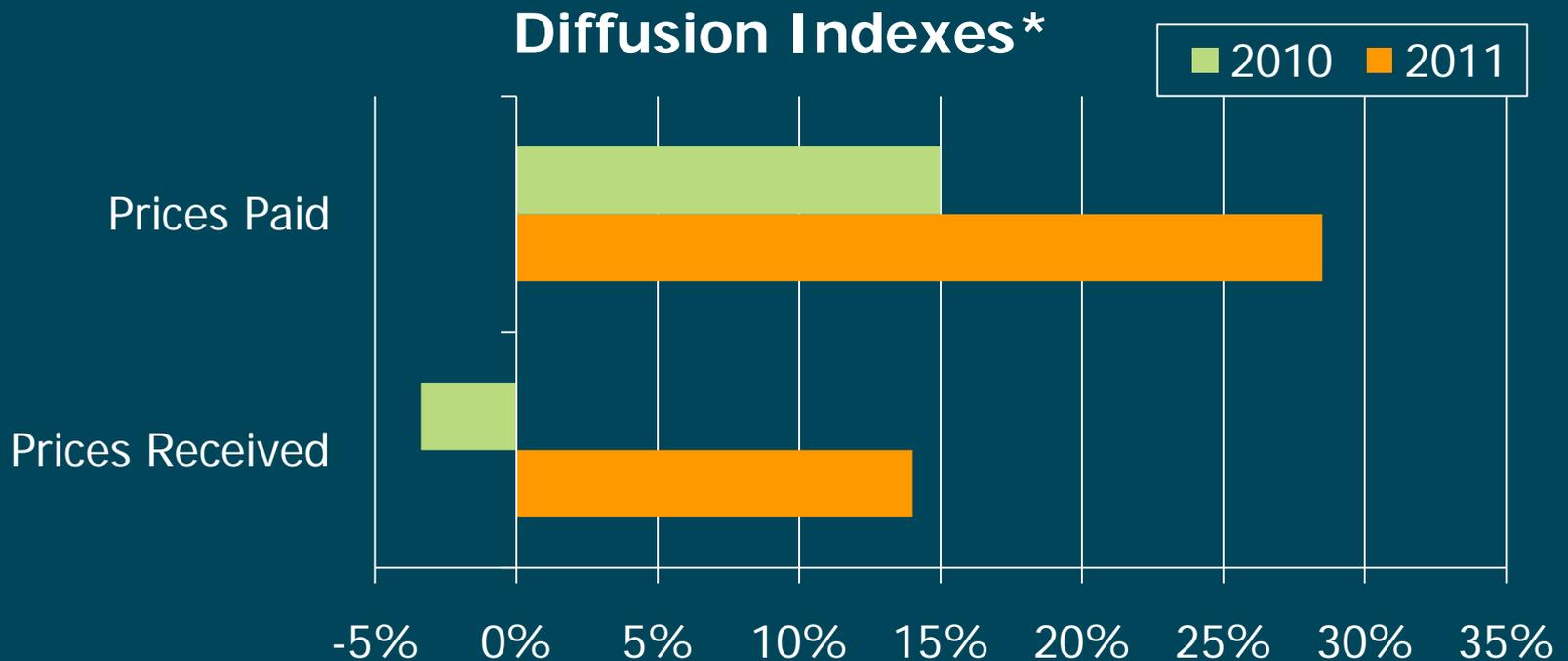


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Economic Outlook

Prices



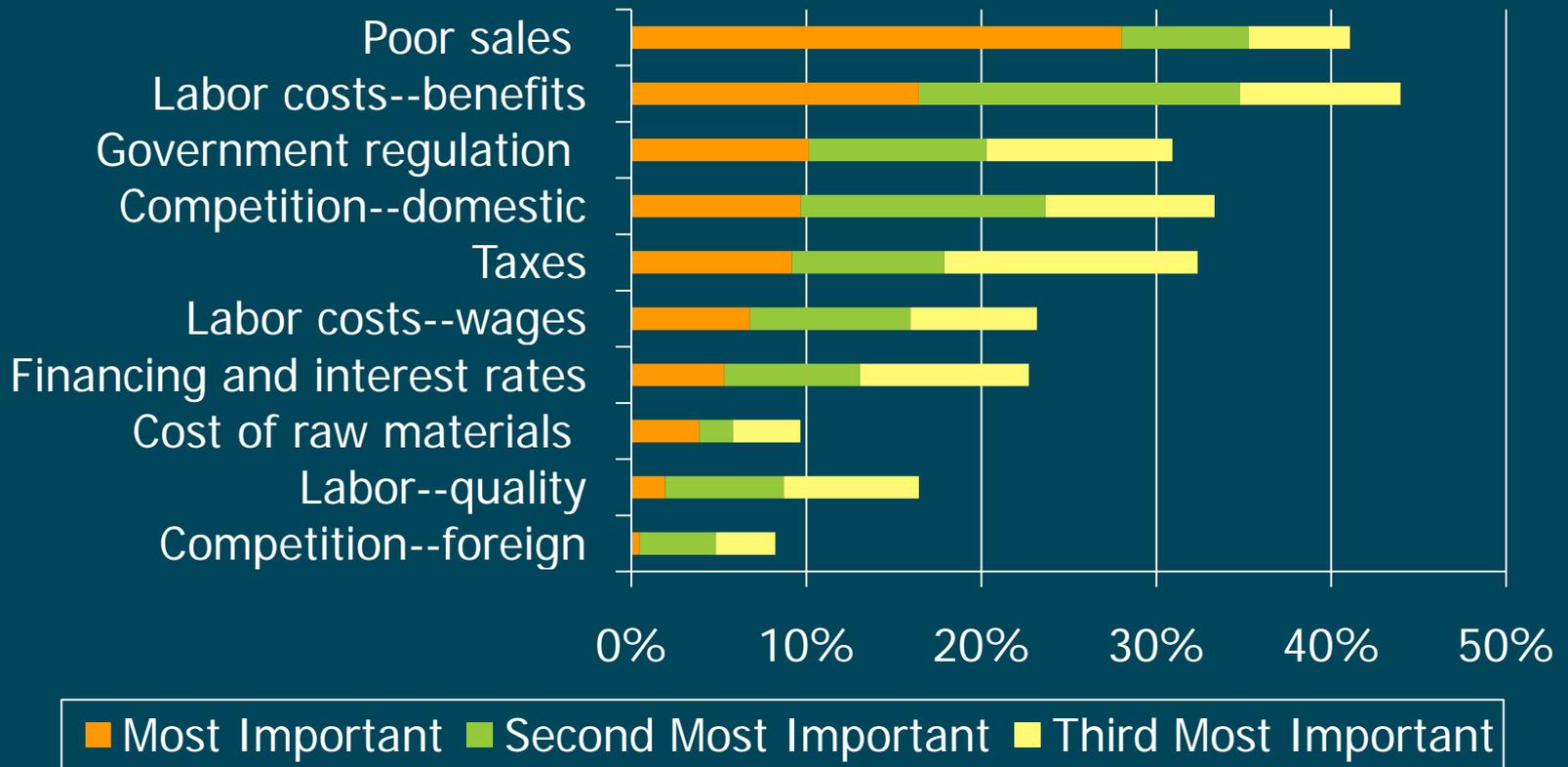
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Problems Facing Members



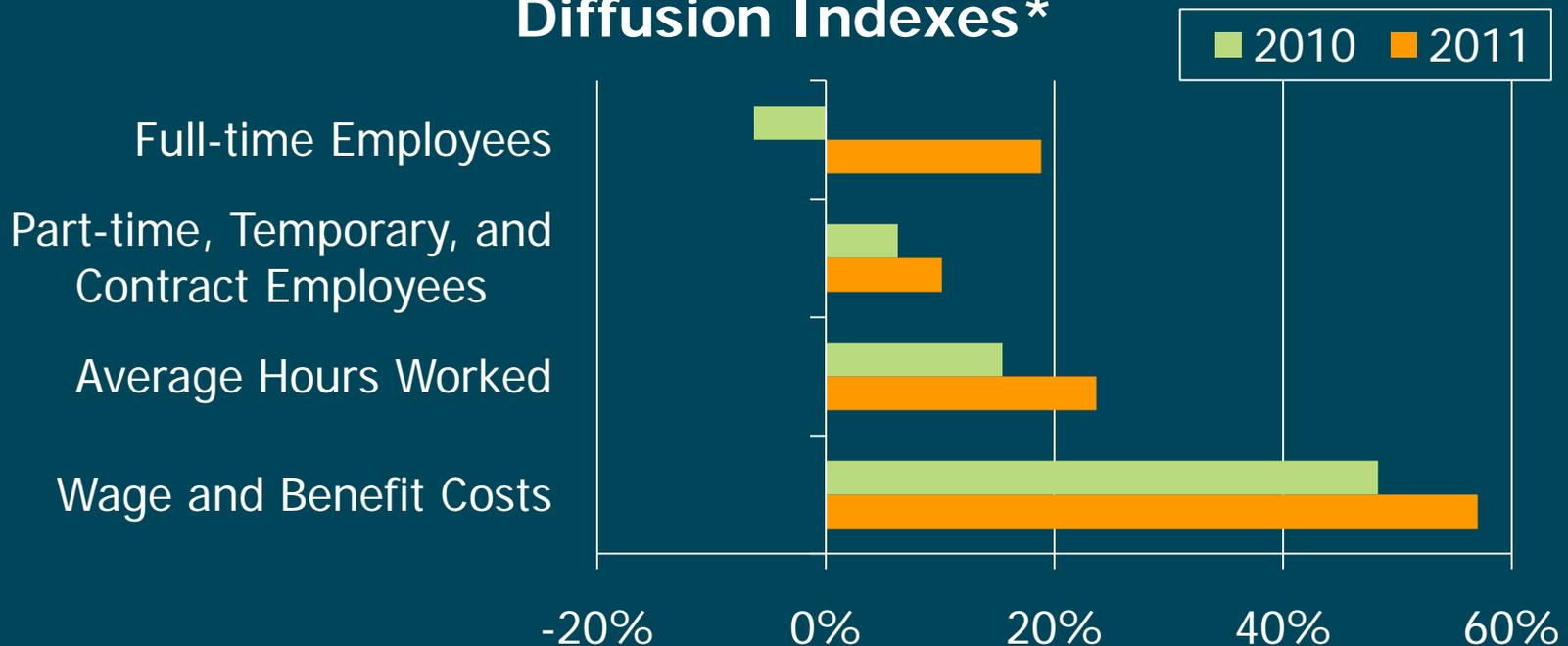
Problems Facing Members



Economic Outlook

GPCC Members

Diffusion Indexes*



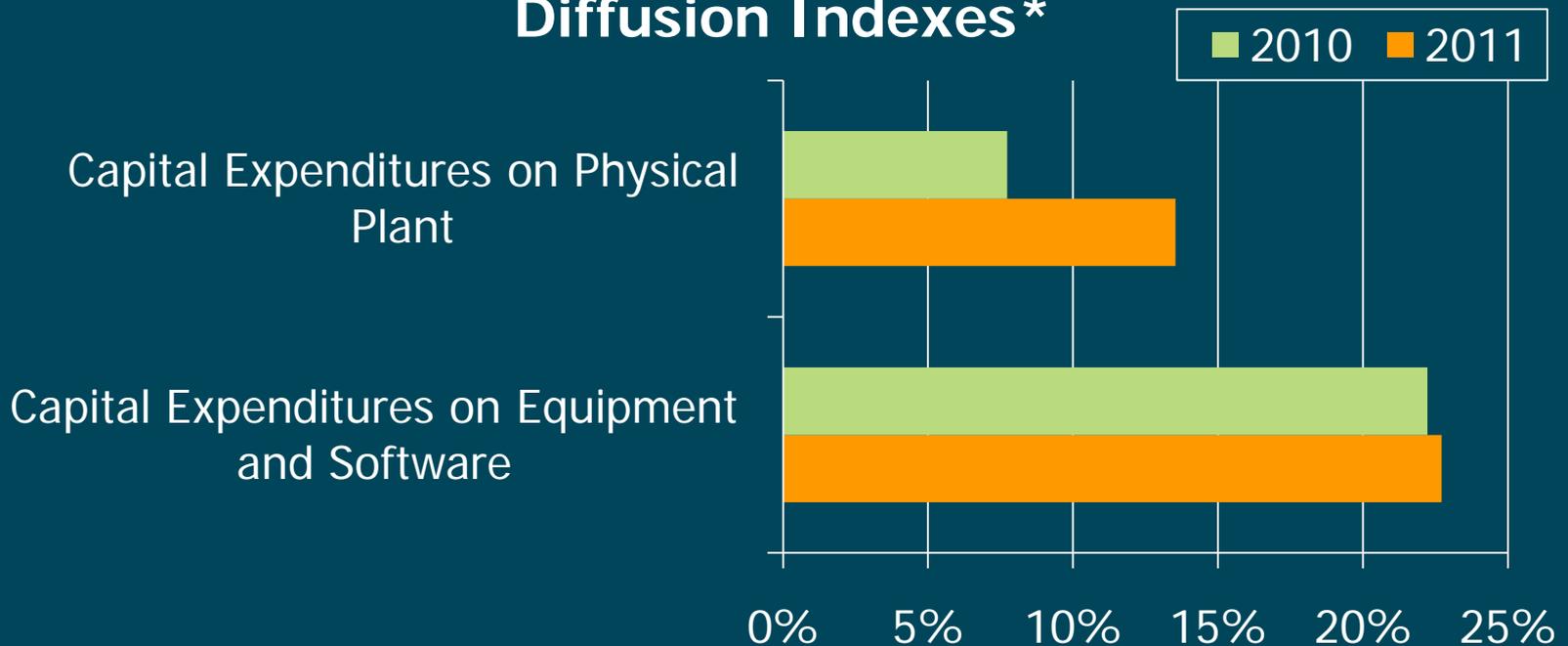
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Economic Outlook

Investment

Diffusion Indexes*



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Growing Philadelphia

- Export-driven industries = Fewer workers
 - Long-term history of movement toward technology-intensive production methods
- Eds & Meds
 - Already the lifeblood of the Philadelphia region
 - Major research hospitals
 - Large nationally known universities



Is Philadelphia a Final Destination?

- This area attracts a large influx of students each year
 - Do they stay?
 - Tim Schiller, [Human Capital and Higher Education](#)
- Prime opportunity to retain the young and educated
 - Amenities



Beautiful City

Gerald A. Carlino and Albert Saiz

- Research suggests that the amenities offered by a city affect location decisions by job seekers and companies positively.
 - Early research focused on public-based amenities: museums, parks, etc.
 - New work by Carlino and Saiz suggests that the same things that draw tourist visits also draw highly educated individuals looking to relocate.



Building Upon Strengths

- The future of Philadelphia is based on services, and we have major concentrations in key industries.
- Philadelphia has changed already as a result.
 - Convention Center, new hotels
 - Restaurant scene has exploded in the past 5-10 years
 - Casinos
 - Expansion plans of University of Pennsylvania



Thank You for Participating!

Make a difference by participating in next
year's survey.



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