



COASTAL
COMMUNITY BANK

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Coastal Community Bank Publishes 2015 Business Optimism Survey

New survey provides insights into the future business environment in Snohomish County

EVERETT, Wash. – Coastal Community Bank recently published the *2015 Business Optimism Survey* in partnership with the Center for Economic and Business Research within the College of Business and Economics at Western Washington University. The survey, which was conducted in December of 2015, represents the level of optimism and plans for growth among community businesses in Snohomish County.

Key takeaways from the survey include:

- 95 percent of businesses expect economic stability and/or growth in Snohomish County.
- 61 percent of businesses expect revenues to rise from the previous year and of those who expect revenues to rise, 46 percent expect the growth to come from new customers.
- 56 percent of respondents expect to invest at the same level as last year while 33 percent expect to invest more than last year.
- 62 percent of businesses expect growth in net profits over the next five years, 40 percent expect growth in employment, 45 percent expect growth in equipment, 32 percent expect increases in gross margin, 17 percent expect increases in square footage, while 17 percent do not expect any growth.

“As we incorporate more data into our decision making processes, we find many parallels that we think will equally benefit our customers,” explains Eric Sprink, president and CEO of Coastal Community Bank. “If our research can shed light on opportunities in our marketplace then we feel compelled to share this information. Our collective success helps fuel

the overall growth in our communities – lead of course by the many world-class manufacturers who are equally proud to call Snohomish County their home.”

Coastal plans to publish the results of its *Business Optimism Survey* each quarter along with its *Snohomish County Economic Report*, which compiles the latest economic indicators and statistics collected from public reporting sources within Snohomish County. Using its own insights and experience along with statistics and business survey data, Coastal Community Bank hopes to positively impact its clients and other community-minded businesses within North Puget Sound.

The web based survey was emailed to an estimated 1,276 Snohomish County businesses. The results are now posted on the company’s website www.coastalbank.com/education/financial-tips-updates. For future bank sponsored news and events, follow us on LinkedIn.

About Coastal Community Bank

Coastal Community Bank was founded in Everett in 1997 and has 12 offices in Snohomish and Island County. Coastal is a true community bank offering a wide variety of deposit and credit products to meet the needs of businesses and consumers in the greater Puget Sound area. For more information access our website at www.coastalbank.com.

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