

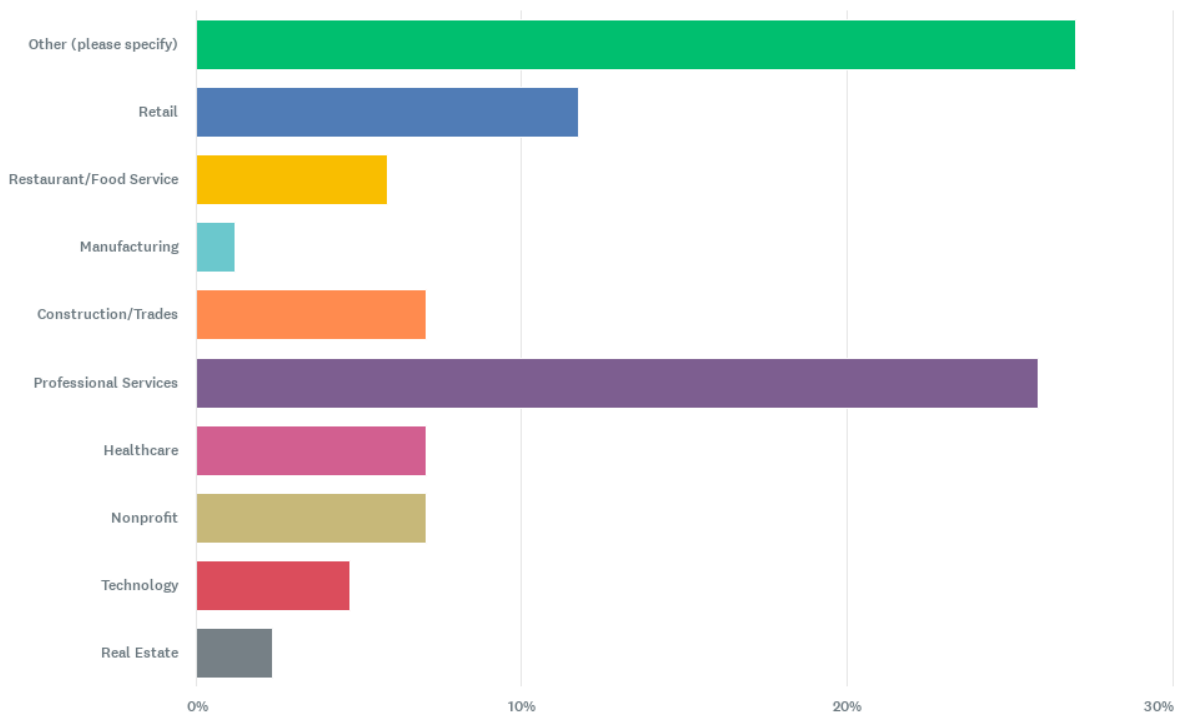


Small Business Survey June 2026

Executive Summary

The Fox Cities Chamber conducted a survey of its small and micro-business members (primarily those with 25 or fewer employees) to identify their pain points and what’s going well. (N = 84).

What industry is your business in?



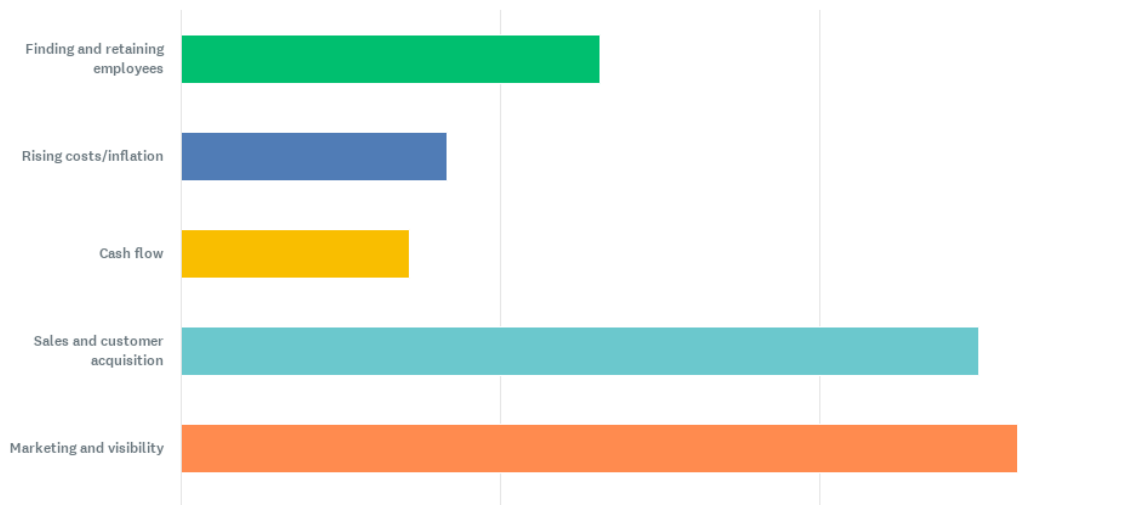
The largest sectors represented were professional services and retail. Overall, the survey reveals a small business community that is most concerned about finding customers, increasing visibility, and generating revenue. Marketing, customer acquisition, and networking dominate both their challenges and the support they need.

- Revenue generation is the biggest issue. The dominant concern throughout the survey is finding customers, increasing sales, and maintaining cash flow.
- Businesses love building relationships. Respondents consistently identified networking, referrals, community connections, and visibility as valuable support needed.

Top Challenges

When asked to identify their top three challenges, respondents indicated that finding customers is a bigger problem than employees. The clear leaders (in order) were:

- **Marketing & Visibility.** Several respondents expressed uncertainty about marketing, with many specifically referencing AI changing search behavior, SEO becoming harder, and uncertainty around digital marketing.
- **Customer Acquisition & Sales.** Many small businesses are concerned about survival. Several comments suggest businesses feel stuck or are struggling to maintain sufficient demand.
- **Staffing.** Some workforce challenges exist, though they are secondary to customer acquisition.
- **Rising costs and inflation.** Many respondents are challenged by the current economic market and rising costs.
- **Cash Flow & Financial Stability.** Revenue concerns are translating into financial stress. This audience wants more practical business growth assistance.



Top Pain Point

An open ended question asked respondents to identify the one thing that keeps them up at night, and the primary theme was sales and finding customers, as indicated by this word cloud.

Q5 What is the single biggest issue keeping you up at night?



What's Going Well

When asked what is going particularly well right now, respondents identified people as the greatest strength, both in customers and employees:

- **Strong Customer Relationships.** Businesses generally feel they deliver value.
- **Sales Growth.** Many respondents reported increased sales and customers, suggesting that conditions aren't universally negative.
- **Great Employees.** Many respondents praised staff quality, team culture, and employee engagement.
- **Networking & Relationships.** Respondents repeatedly praised Chamber connections, partnerships, professional relationships, and referrals.

The Chamber will use these results to continue to shape its programming and services, to better serve small businesses in the Fox Cities.