



2026 ECONOMIC OUTLOOK SURVEY

EXECUTIVE SUMMARY

The 2026 Fox Cities Economic Outlook Survey reflects a business community that is cautiously optimistic about local conditions, even amid national uncertainty. Respondents represent a broad cross-section of industries and business sizes, with nearly half employing fewer than 25 people and a strong showing from professional services, nonprofits, construction, and retail.

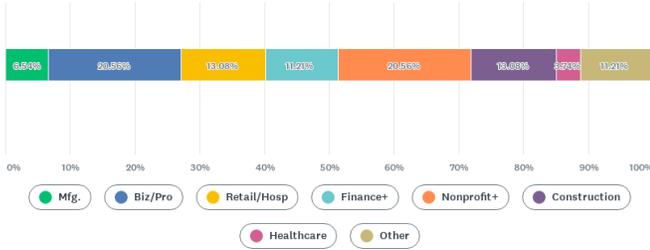
The Fox Cities enters 2026 from a position of local strength and confidence, even as national uncertainty looms. Businesses are growing steadily, believe in the region, and see the Fox Cities as a competitive place to operate. The defining challenges—and opportunities—center on talent: attracting people, housing them affordably, preparing them for local jobs, and helping employers adapt to new technologies.

This data reinforces the Chamber’s strategic focus on workforce, small business support, and AI leadership as not only relevant, but essential to the region’s future vitality.



2026 Economic Outlook Survey Results

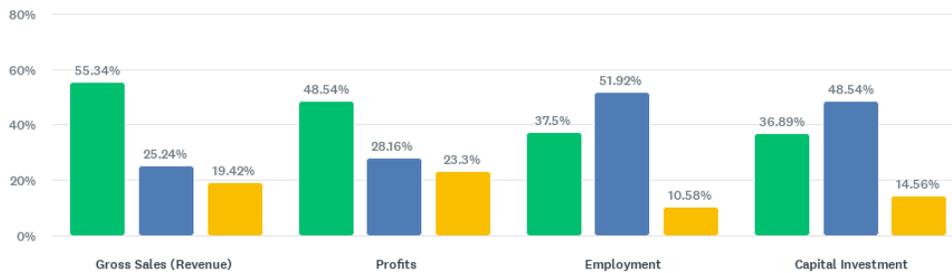
What industry is your business in?



How many people do you employ?



Thinking of the year your business had in 2025, rate each of the following higher, same, or lower than 2024.



Looking ahead to 2026, rate what you think each will be compared to last year.

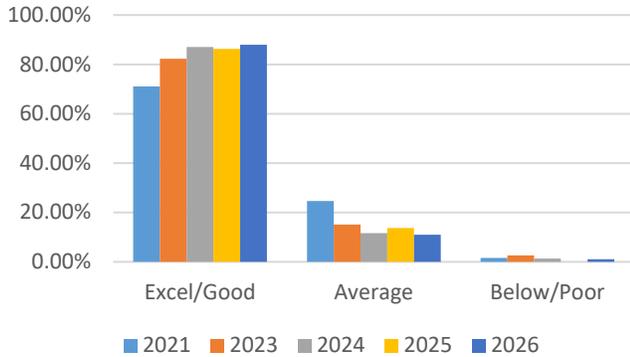


With the current economic outlook in mind, what is your company's PRIMARY growth strategy over the next 12 months?

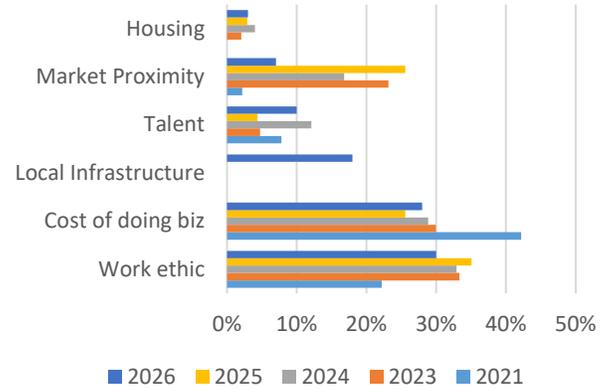


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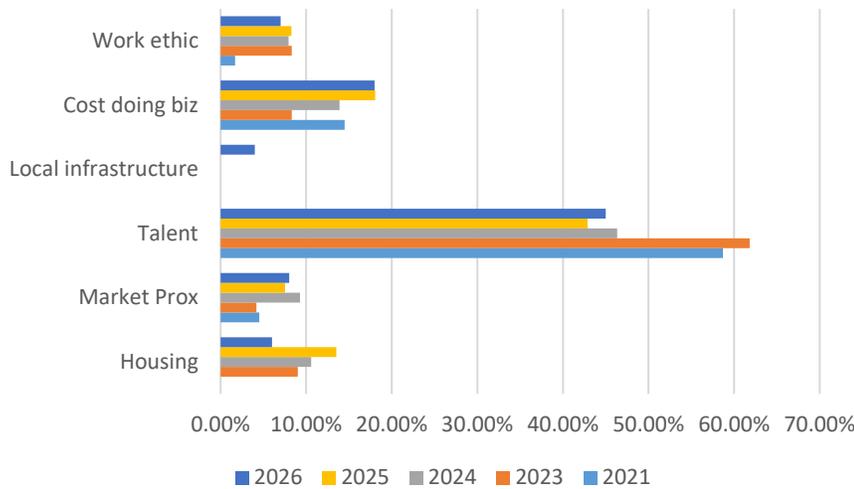
How would you rate the Fox Cities as a place to do business?



What's most beneficial about doing business in the Fox Cities?

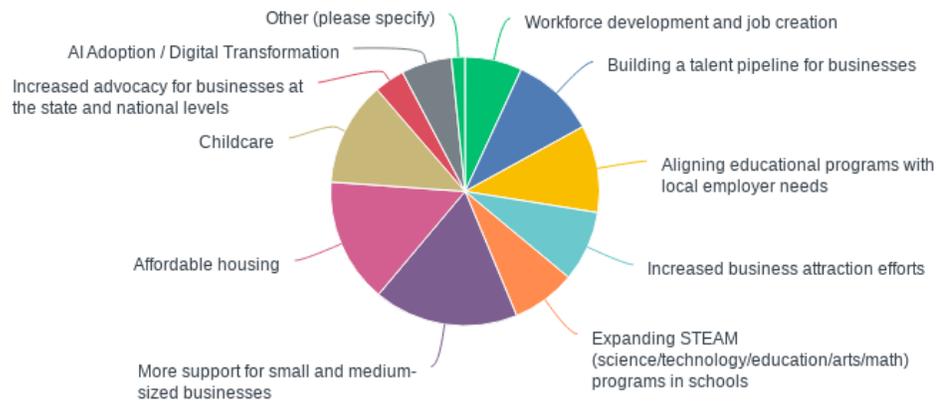


What is your biggest challenge with doing business in the Fox Cities?

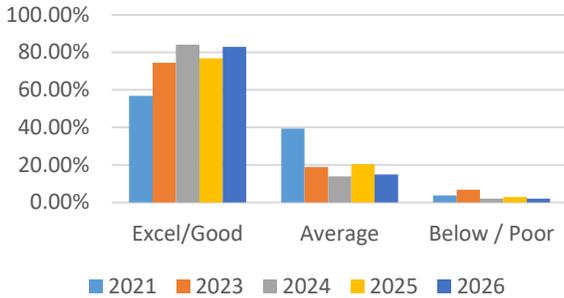


ABOUT THE SURVEY: The Fox Cities Economic Outlook Survey was conducted in Dec. 2026 & Jan. 2026. The survey was distributed and administered by the Fox Cities Chamber Regional Partnership, the economic development division of the Fox Cities Chamber. Survey participation included 109 businesses and organizations with operations located in the Fox Cities region (Outagamie, Calumet and the northern portion of Winnebago)

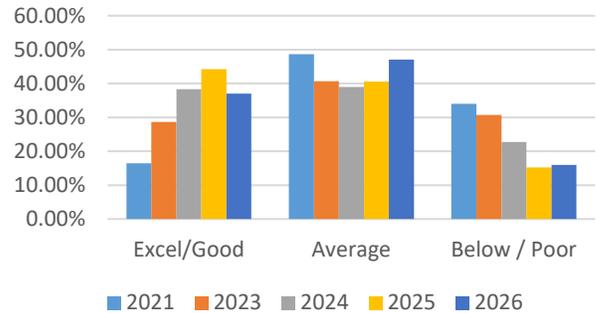
Which of the following do you feel should be prioritized over the next 2-3 years to improve the Fox Cities economy?



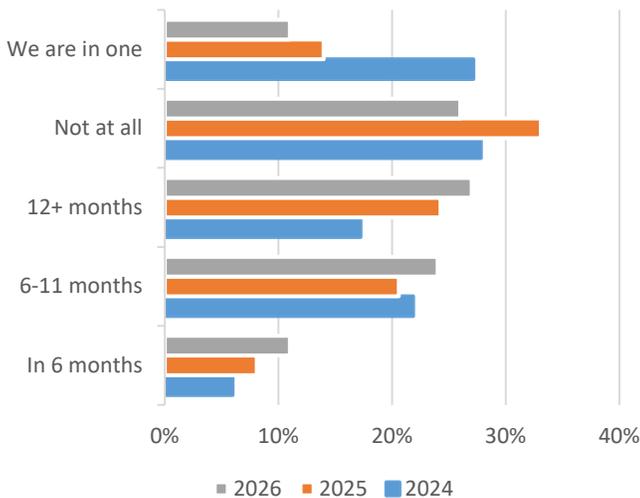
How would you rate the economic vitality of the Fox Cities?



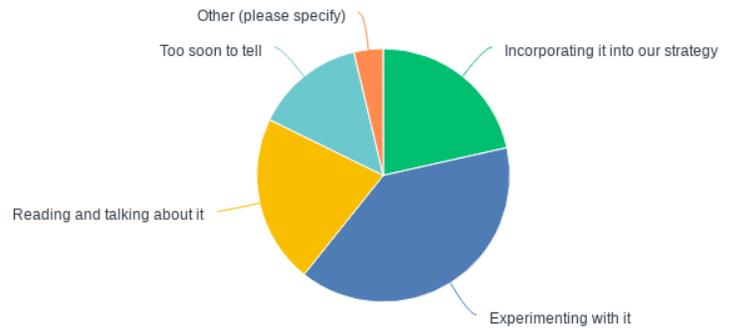
How would you rate the nation's economic vitality?



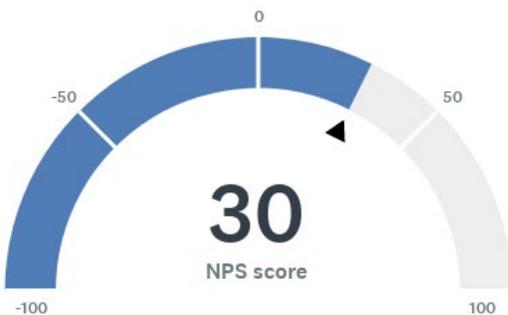
When do you think the country will enter a recession:



Where is your company in its generative AI journey?



Net Promoter Score: How likely are you to recommend doing business in the Fox Cities?



NOTE: A drop of 8 points from 2025.

WHAT IS AN NPS SCORE?

Net Promoter Score (NPS) is a world-wide customer experience metric that measures customer loyalty, satisfaction, and the likelihood of recommending a product or service to others. In general, here is what scores mean:

- **0-30 (Good):** A positive score, indicating you have more fans than critics.
- **30-70 (Great/Excellent):** Shows strong customer loyalty and a healthy, growing entity.
- **70-100 (World-Class):** Exceptional loyalty, usually achieved by top-tier brands.