Regional Business Surveys Special Questions

August 2026

1. How will the average prices you charge your customers change, if at all, in the next 12 months?

Topic: Prices and Wages, Outlook

	Total [n=198]	Manufacturing [n=69]	Non-Manufacturing [n=129]
Increase	61.6%	68.1%	58.1%
Decrease	4.0%	8.7%	1.6%
No change from current levels	24.2%	14.5%	29.5%
Unsure	10.1%	8.7%	10.9%

2. To what extent will you be able to increase prices to your desired level?

Topic: Prices and Wages

Asked if Q1 is "Increase"			
	Total [n=122]	**Manufacturing [n=47]**	**Non-Manufacturing [n=75]**
Fully - we can increase prices to our desired level	9.0%	6.4%	10.7%
Mostly - we can increase prices close to our desired level	41.8%	46.8%	38.7%
Somewhat - we can increase prices to a moderate extent	26.2%	25.5%	26.7%
Slightly - we can only increase prices minimally	21.3%	19.1%	22.7%
Uncertain/Don't know	1.6%	2.1%	1.3%

3. Why are you not able to fully increase prices to your desired levels?

Topic: Prices and Wages

Asked if Q2 is NOT "Fully" *Multiple selections allowed*			
	Total [n=110]	**Manufacturing [n=43]**	**Non-Manufacturing [n=67]**
Customers will not accept price increases	69.1%	65.1%	71.6%
Need to clear existing inventory	7.3%	9.3%	6.0%
Contracts with fixed prices	26.4%	32.6%	22.4%
Regulatory constraints	3.6%	2.3%	4.5%
Don't want to lose market share	65.5%	67.4%	64.2%
Worried about company's reputation	12.7%	7.0%	16.4%
Cost increases are expected to be transitory	6.4%	7.0%	6.0%
Something else (specify)	16.4%	14.0%	17.9%

4. What is the most important reason you are not able to fully increase prices to your desired levels?

Topic: Prices and Wages

Asked if Q2 is NOT "Fully" *Only one selection allowed*			
	Total [n=108]	**Manufacturing [n=42]**	**Non-Manufacturing [n=66]**
Customers will not accept price increases	45.4%	42.9%	47.0%
Need to clear existing inventory	0.9%	0.0%	1.5%
Contracts with fixed prices	7.4%	4.8%	9.1%
Regulatory constraints	0.9%	0.0%	1.5%
Don't want to lose market share	27.8%	35.7%	22.7%
Worried about company's reputation	1.9%	0.0%	3.0%
Cost increases are expected to be transitory	0.9%	2.4%	0.0%
Something else (specify)	14.8%	14.3%	15.2%

5. Is your decision to increase prices part of your normal annual pricing adjustment, due to unplanned reasons, or both?

Topic: Prices and Wages

Asked if Q1 is "Increase"			
	Total [n=122]	**Manufacturing [n=47]**	**Non-Manufacturing [n=75]**
Normal annual pricing adjustment	40.2%	31.9%	45.3%
Due to unplanned reasons	15.6%	12.8%	17.3%
Both normal and unplanned	43.4%	55.3%	36.0%

6. What are the reasons for your price increases?

Topic: Prices and Wages, Supply Chain

Asked if Q1 is "Increase" *Multiple selections allowed*			
	Total [n=123]	**Manufacturing [n=48]**	**Non-Manufacturing [n=75]**
Oil/energy cost increases	52.8%	62.5%	46.7%
Labor cost increases	73.2%	79.2%	69.3%
Raw material cost increases (non-energy)	63.4%	81.2%	52.0%
Tariff/trade policy costs	43.9%	60.4%	33.3%
Regulatory/tax changes	11.4%	8.3%	13.3%
Insurance costs increases	47.2%	43.8%	49.3%
Rent or physical space cost increases	23.6%	20.8%	25.3%
Technology investment costs	25.2%	14.6%	32.0%
Need to increase margins	39.0%	41.7%	37.3%
Other (please specify):	13.0%	6.2%	17.3%
Not sure	0.0%	0.0%	0.0%

7. When will you begin implementing price increase?

Topic: Prices and Wages

Asked if Q1 is “Increase”			
	Total [n=122]	**Manufacturing [n=47]**	**Non-Manufacturing [n=75]**
Already have	46.7%	48.9%	45.3%
Before the end of 2026	27.0%	25.5%	28.0%
First half of 2027	24.6%	25.5%	24.0%
Second half of 2027	0.0%	0.0%	0.0%
s2028 or later	0.8%	0.0%	1.3%
Unsure	0.8%	0.0%	1.3%