Regional Business Surveys Special Questions

September 2026

1. How often do you expect to adjust the prices you charge your customers this year (2026)?

Topic: Prices and Wages

	Total (n=240)	Manufacturing (n=79)	Non-manufacturing (n=161)
More than weekly	3.8%	2.5%	4.3%
Weekly	4.6%	5.1%	4.3%
Monthly	10.4%	15.2%	8.1%
Quarterly	13.3%	12.7%	13.7%
Twice a year	15.8%	20.3%	13.7%
Annually	32.9%	38.0%	30.4%
No price adjustments	11.7%	3.8%	15.5%
Not sure/ not applicable	7.5%	2.5%	9.9%

2. How often do you expect to adjust the prices you charge your customers in 2027?

Topic: Prices and Wages

	Total (n=240)	Manufacturing (n=79)	Non-manufacturing (n=161)
More than weekly	3.8%	3.8%	3.7%
Weekly	4.2%	3.8%	4.3%
Monthly	10.4%	13.9%	8.7%
Quarterly	15.8%	16.5%	15.5%
Twice a year	14.2%	13.9%	14.3%
Annually	35.4%	39.2%	33.5%
No price adjustments	7.1%	3.8%	8.7%
Not sure/ not applicable	9.2%	5.1%	11.2%

3. How does the size (percent change) of your price adjustments this year (2026) compare to last year (2025)?

Topic: Prices and Wages

	Total (n=240)	Manufacturing (n=79)	Non-manufacturing (n=161)
Larger	38.8%	48.1%	34.2%
About the same	38.3%	30.4%	42.2%
Smaller	13.8%	15.2%	13.0%
Not Sure	1.7%	1.3%	1.9%
Not Applicable	7.5%	5.1%	8.7%

4. How often do you adjust prices this year (2026) compared to last year (2025)?

Topic: Prices and Wages

	Total (n=239)	Manufacturing (n=78)	Non-manufacturing (n=161)
More Frequently	24.3%	37.2%	18.0%
About the same frequency	53.6%	42.3%	59.0%
Less frequently	10.0%	10.3%	9.9%
Not sure	2.1%	1.3%	2.5%
Not applicable	10.0%	9.0%	10.6%

5. Compared to this time last year, how has your firm's ability to adjust prices changed?

Topic: Prices and Wages

	Total (n=239)	Manufacturing (n=79)	Non-manufacturing (n=160)
Much easier to adjust prices	2.5%	0.0%	3.8%
Somewhat easier to adjust prices	15.1%	21.5%	11.9%
No change in difficulty	43.1%	41.8%	43.8%
Somewhat harder to adjust prices	24.3%	20.3%	26.2%
Much harder to adjust prices	10.9%	15.2%	8.8%
Not sure	0.4%	0.0%	0.6%
Not applicable	3.8%	1.3%	5.0%

6. In the past few years, has your company adopted any new strategies for how it sets or adjusts prices? (Select all that apply)

Topic: Prices and Wages

Note: Responses do not sum to 100 because respondents could select multiple answers.			
	Total [n=238]	**Manufacturing [n=78]**	**Non-Manufacturing [n=160]**
Surcharges (e.g. fuel, delivery, or cost recovery fees)	20.6%	29.5%	16.2%
Contract Contingencies (e.g, clauses that cover price changes)	14.3%	15.4%	13.8%
Inflation linked or index-based price changes	30.7%	32.1%	30.0%
Dynamic pricing (prices vary with demand and market conditions	26.1%	19.2%	29.4%
AI driven or algorithmic pricing	2.9%	1.3%	3.8%
Personalized/consumer-specific pricing	36.1%	50.0%	29.4%
Other (Please specify)	11.8%	11.5%	11.9%
No, we have not adopted any new pricing strategies (Mutually Exclusive)	16.8%	17.9%	16.2%

7. Why have you adopted pricing strategies? (Select all that apply)

Topic: Prices and Wages

Note: Asked if Q6 is not "No,...". Responses do not sum to 100 because respondents could select multiple answers.			
	Total (n=196)	**Manufacturing (n=63)**	**Non-manufacturing (n=133)**
Rising input (non-labor) costs	58.2%	71.4%	51.9%
Unpredictable changes in input (non-labor) costs	40.8%	68.3%	27.8%
Rising labor costs	50.0%	44.4%	52.6%
Unpredictable changes in labor costs	11.2%	6.3%	13.5%
Changing demand	25.5%	17.5%	29.3%
Increased willingness of consumers to accept more flexible pricing	12.8%	11.1%	13.5%
Competitive pressure	32.1%	23.8%	36.1%
New technology has enabled a more dyamic pricing strategy	8.2%	1.6%	11.3%
Need to restore profit margins	48.0%	55.6%	44.4%
Other (Please specify)	10.2%	12.7%	9.0%