



PRINT & PREMEDIA STRAW POLL
Q3: Fall 2022

Economic Shifts Impact Confidence Going into Q4



Welcome Back,

Hope you all had a great Harvest week. The economy is changing and fast, as each .75 interest rate increase happened, many felt a shudder through the economy. The first was a week slowdown, the second two weeks plus of a slow down, the next longer and the last less so but because it is busy season and we had election printing. UNCLE! I suggest the Fed stop here and let's wait the 9 plus months to see the what the impact of the work these rate increases will do on inflation.

We are looking to get a steady group of contributors for each survey so the data stays as valid as it can. We want a good mix of geography, revenue, and type of company. We have decided to offer a 5 dollar contribution for each valid survey to the Print and Graphics Scholarship Foundation (PGSF), a not-for-profit, private industry-directed organization that offers technical school, undergraduate, and graduate fellowship assistance to men and women interested in a career in the graphic communications field. Learn more about them at www.pgsf.org.

We suspect the next few months will be really interesting in the economy and the data we collect will be of great importance to you. So, please, give us a hand and share with your industry associates the link to take the survey.

Housekeeping aside, I think this survey is interesting as it is the first one that shows respondents indicating business is slowing. Profit margins may have just taken a hit but in the forward leading questions on sales we see further confidence decline. Semper looks forward to helping you weather the economic shifts ahead and we hope this survey will become an important piece of your design making process.

As we get a few surveys done we will be able to see trends more clearly as we plot the previous surveys against each other.

If you have questions, please feel free to reach out to daver@semperllc.com.

Lets get right to the results!

Thank You,

Dave Regan, CEO Semper International

Poll Results

Question One

What was your company's 3rd Quarter estimated revenue: July - September 2022?
(ending September 2022)



Question Two

**What was your company's net profit percentage (net profit / total sales x 100)
(Sales 100 - cogs - sga - other taxes and other items = net income)**

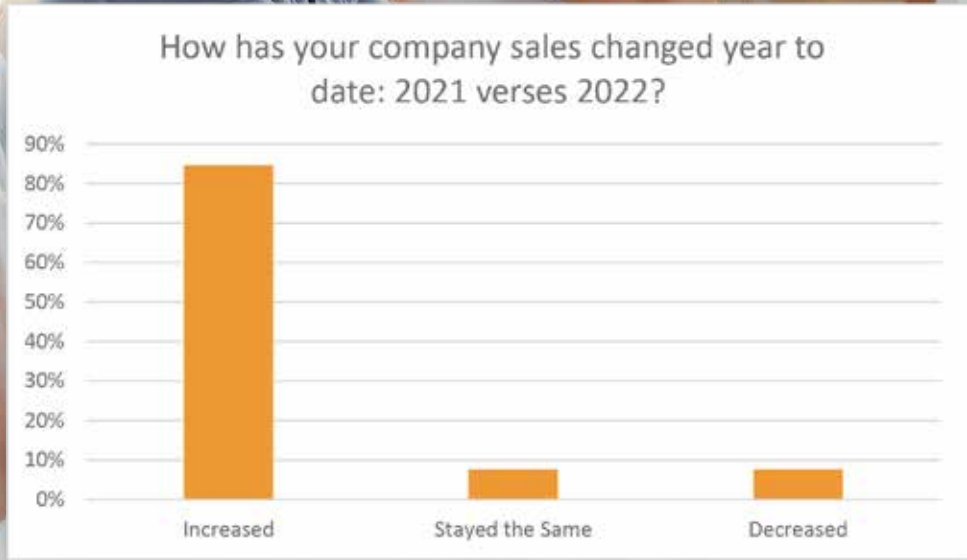
We are seeing a wider spread of profitability percentage but still very respectable over all In return percentage.



Question Three

How has your company sales changed year to date: 2021 versus 2022?

87% companies are reporting an increase of sales YTD over last year with the rest indicating stayed the same or decreased. Exceptionally strong historically.



Question Four

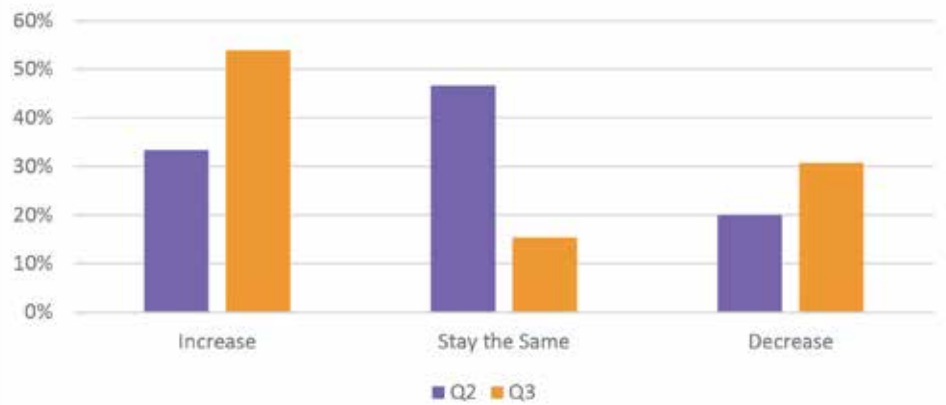
How have your sales changed in the past 2 weeks compared to the previous quarter (July - September 2022)

This is where we are really starting to see a real impact from the fed rate increases –

With 54% showing an increase, only 15% showing stayed the same vs previous quarter results and an increase of those indicating a decrease in sales the last two weeks from 20% of respondents to 31%. This fact alone should give pause to the feds campaign on rate hikes as it is actual—the market place is experiencing a slow down.



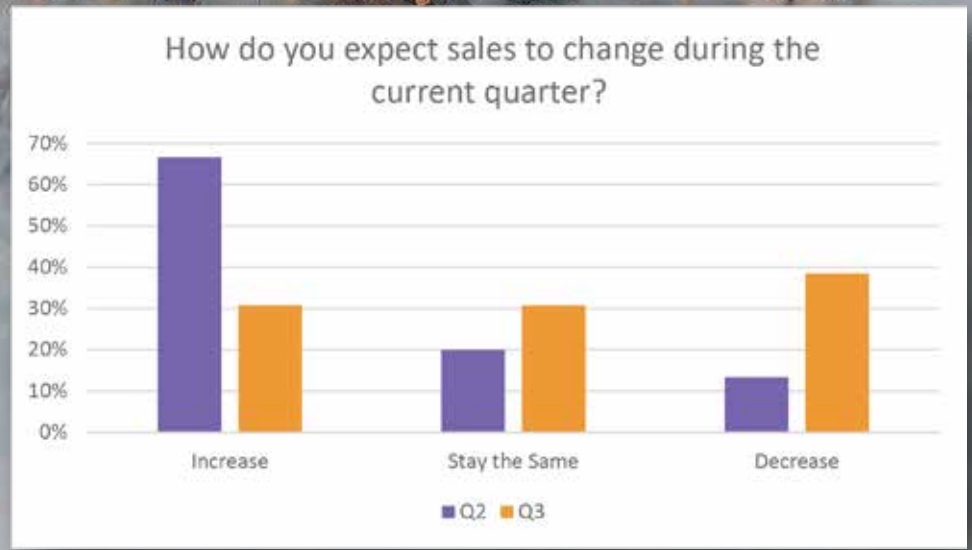
How have your sales changed in the past 2 weeks compared to the previous quarter?



Question Five

How do you expect sales to change during the current quarter ending December 2022?

This is a forward-looking question, but we see a big shift in sentiment to a slow down if not contraction perspective. This negative shift is likely economy-wide across industries. We hope the Fed sees it and understands to start backing off on interest rate hikes.

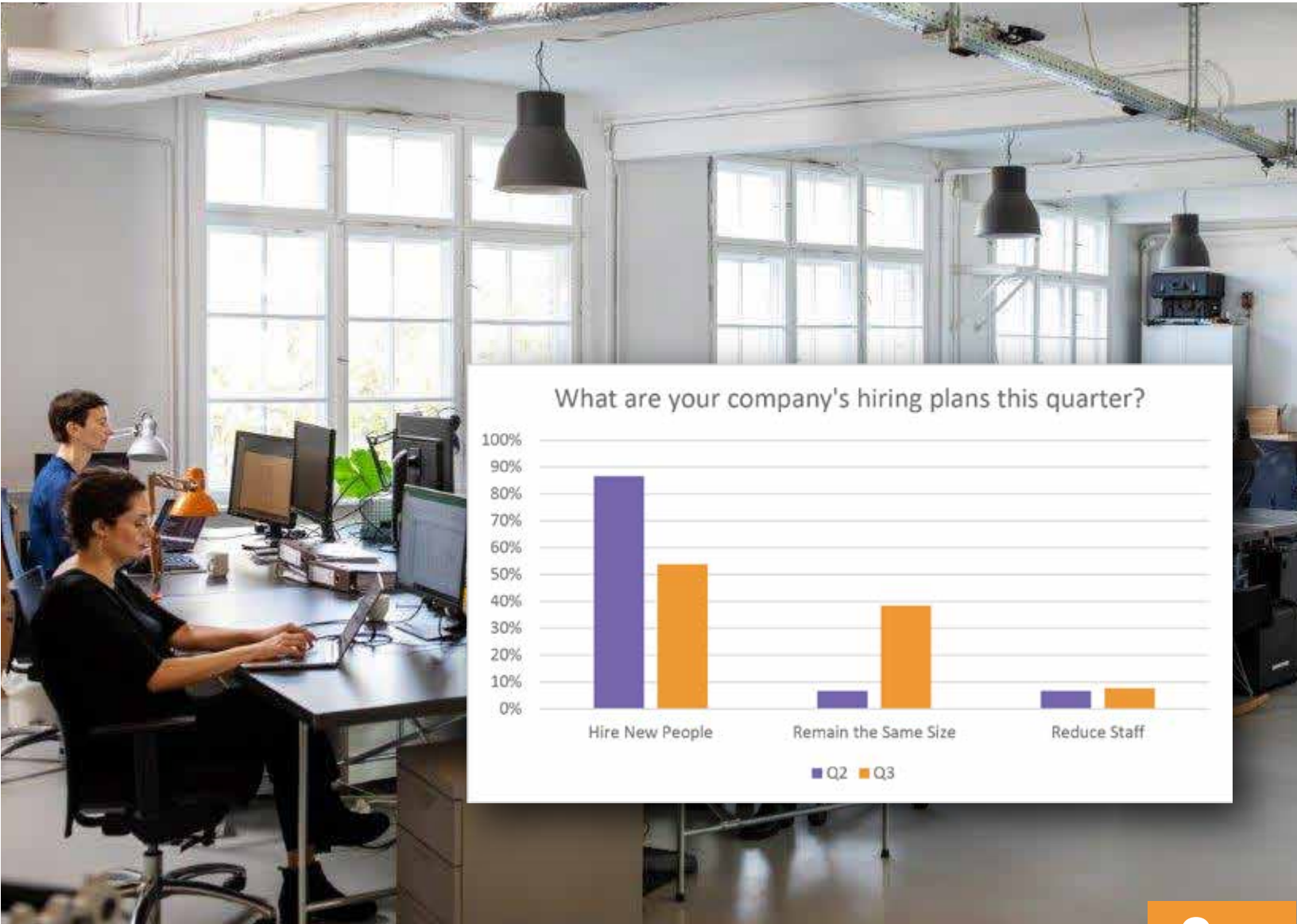


Question Six

What are your company's hiring plans this quarter?

Hiring can be a lagging indicator in reporting, but this question looks toward the now and the future. You will see in the graph a significant slowdown from the previous reports (using the last 4 surveys for data as we start to collect that many surveys.)

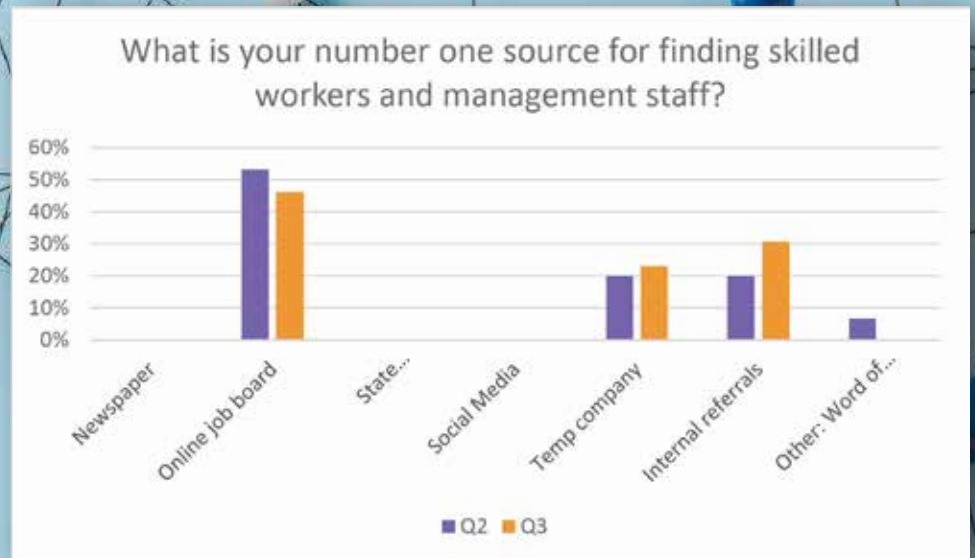
We have seen at Semper a slowdown in the need for flex labor but many are still looking for quality skilled professionals as retirements continue to take a BITE out of the labor force.



Question Seven

What is your number one source for finding skilled workers and management staff?

We would expect to see a shift towards internal referrals but with the market so tight a good healthy mix is a must in sources.



Question Eight

What is your business market segment? Mark all that apply.

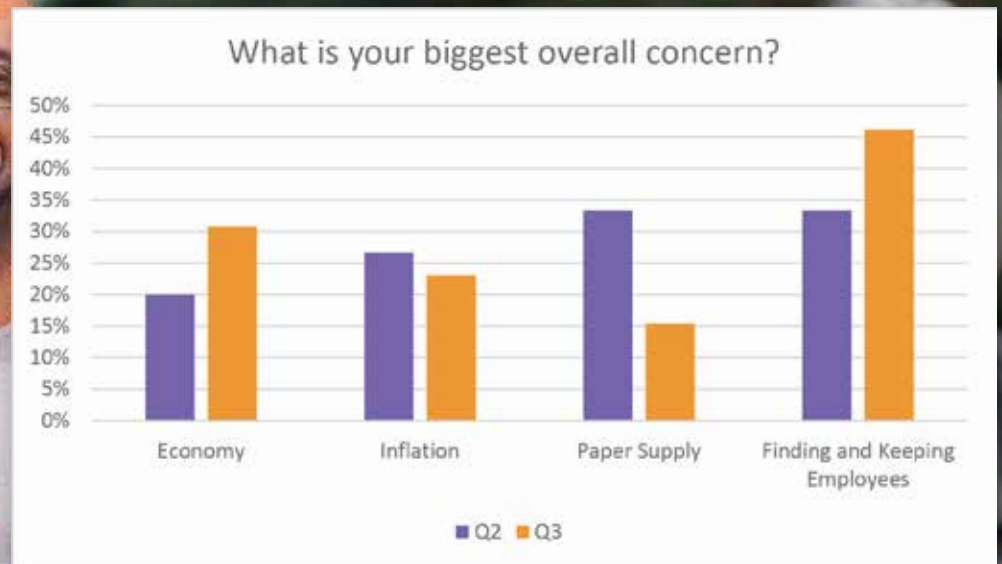


Q4 Semper survey will open January 15th! Watch for our email invitation to participate. Your shared information is always confidential and helps the print community focus on the future.

Question Nine

What is your biggest overall concern when looking ahead into 2023?

Inflation, the economy and finding skilled labor are now the three over riding concerns for the industry. We have a new blog on apprenticeships that may help your organization develop a recruitment and promotion plan for the future. Another recent blog addresses some best practices on how to curate job postings to maximize your reach and attract the right employees.



Speak to our expert team and find out how we can help with your skilled staffing needs. Click the button to contact us!

GET STARTED TODAY!