

Colorado

To better understand the needs of customers, Columbia Bank conducts a survey annually of business owners and executives nationwide to assess their mood, mindset and priorities.*

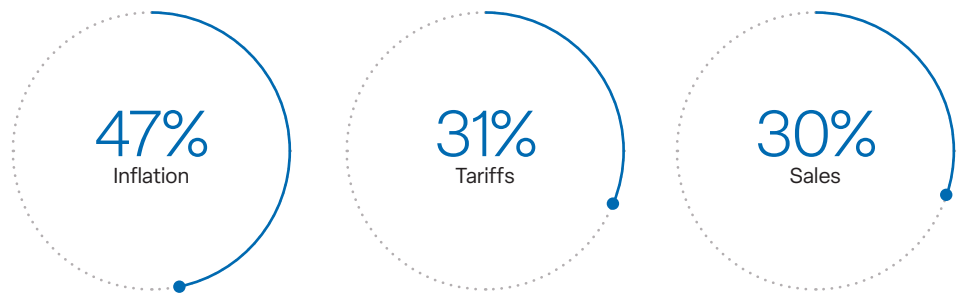
Economic & Business Outlook

Businesses in Colorado's vibrant economy give high marks on current market conditions, and more than 3 in 5 companies expect the economy to improve over the next 12 months. A majority of businesses also indicate high expectations for growth in the year ahead.

MOOD ON THE ECONOMY

Rate the economy as excellent or good	56%
Believe the economy will improve over the next 12 months	61%

TOP THREE CONCERNS



EXPECTATIONS FOR GROWTH

Expect demand to increase	72%
Expect revenue to increase	66%
Expect profitability to increase	60%

Investment Priorities

Leaders are confident in their 12-month outlook, though more than half indicate they plan to delay major decisions for at least six months as they monitor near-term pressures from tariffs, inflation and rising energy costs.

GROWTH-MINDED BUT CAUTIOUS

Prioritize investment	66%
Prioritize cost-cutting	33%
Will wait 6-12 months before major decisions	51%

TOP INVESTMENT PRIORITIES

Artificial intelligence	69%
Cybersecurity	38%
Marketing	37%



*On behalf of Columbia Bank, DHM Research conducted an online survey of 1,186 owners, executives and financial decision-makers at U.S. small and middle market businesses in 2026.

Challenges & Opportunities

Survey and focus groups indicate that recent advances in AI capabilities are in part driving the positive 12-month outlook, even as businesses navigate current challenges.

AI IMPACT

Expect AI to increase productivity (significantly/somewhat)	96%
Expect AI will help employee satisfaction/retention	82%
Expect AI will strengthen business	73%

FRAUD & CYBER IMPACT

Experienced related fraud or attack in the last 12 months	75%
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MOST COMMON TACTICS:



REPORTED LOSSES:



Likely to invest in tools to protect payment systems (very/somewhat)	95%
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TARIFF IMPACT

59% say tariffs	» Had no impact	29%
	» Benefited them	30%
Expect trade volatility, tariff impacts to last 1-2 years		50%
Will seek tariff refunds		59%

To read the report or find out how Columbia Bank can help your business, visit:
ColumbiaBank.com/Business-Barometer