

BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders remained strong in August 2021 when compared to the previous survey in February 2021.

There were minor shifts in some of the questions below, though overall optimism remains strong with many leaders expecting increased sales, profits, and employment. In August 2021, 28% of leaders expected to increase employment over the next 12 months, up from 22% expecting in February 2021.

The outlook for general business conditions locally and nationally remained very similar with a majority of local leaders expecting conditions to improve over the next year.

FEB 2021

60

AUG 2021

59.8

▼ .3%

Neutral = 50



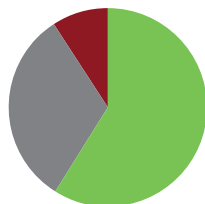
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

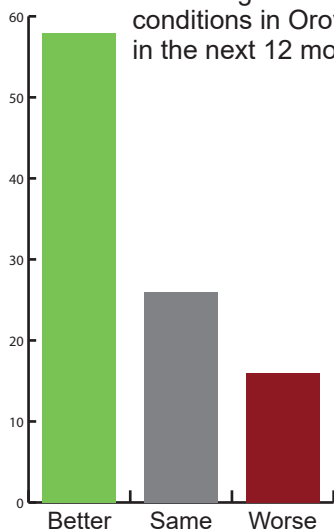
How are top line sales expected to change in the next 12 months?

Increase: 58%
Same: 29%
Decrease: 13%



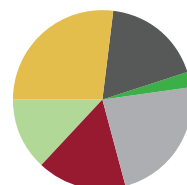
LOCAL BUSINESS CONDITIONS

How will general business conditions in Oroville change in the next 12 months?



HOT TOPIC!

What would you like the Chamber to focus on most?



Public Community Events: 27%
Tourism: 23%
Business Networking Events: 18%
Marketing Individual Member Businesses: 16%
Other: 13%
Business Trainings: 3%

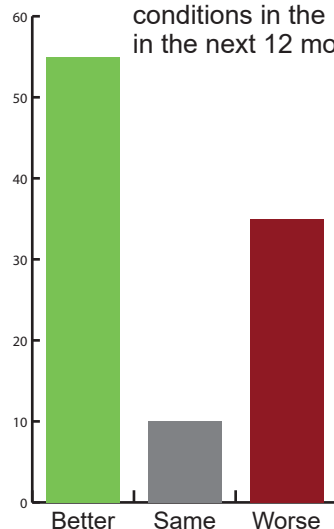
PROFITS

How is profit expected to change in the next 12 months?



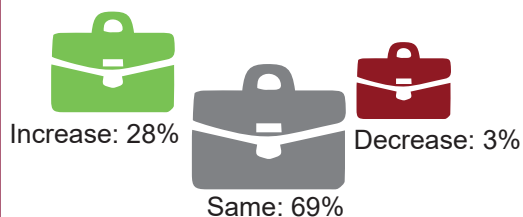
US BUSINESS CONDITIONS

How will general business conditions in the U.S. change in the next 12 months?



EMPLOYMENT

How is the level of employment expected to change in the next 12 months?



Want to participate in our next survey?
Email esmith@orovillechamber.com
for more information!