

BUSINESS CONFIDENCE SURVEY

Chico business leaders continue to be confident in the performance of the economy and their businesses over the next 12 months.

Many leaders continue to expect strong sales and profits while continuing to add employees. Just 6% of leaders expect a decrease in employment, down from 10% in the August 2021 survey. Optimism also increased for the outlook on local and national business conditions with 55% expecting better conditions in Chico / Butte County, up from 49% in the previous survey.

Make sure to view copies of all previous surveys at www.goldenvally.bank

AUG 2021
58.1

FEB 2022
59.2
1.9% ▲

NEUTRAL = 50



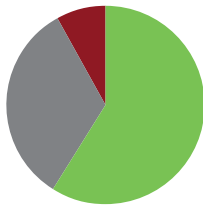
WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

SALES

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

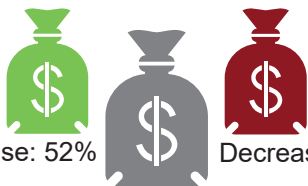
■ Increase: 59%
■ Same: 33%
■ Decrease: 8%



PROFITS

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

■ Increase: 52%
■ Same: 35%
■ Decrease: 13%



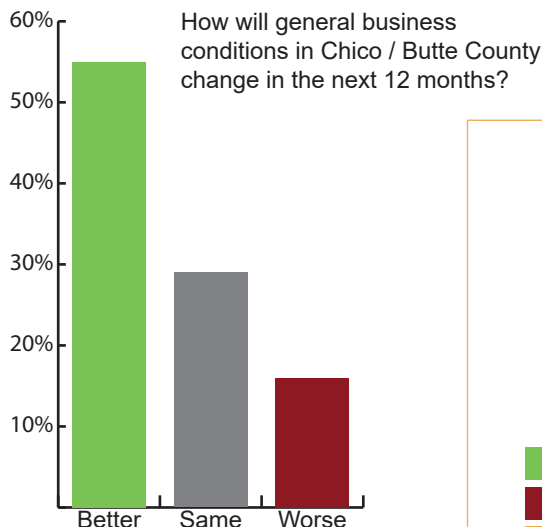
EMPLOYMENT

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

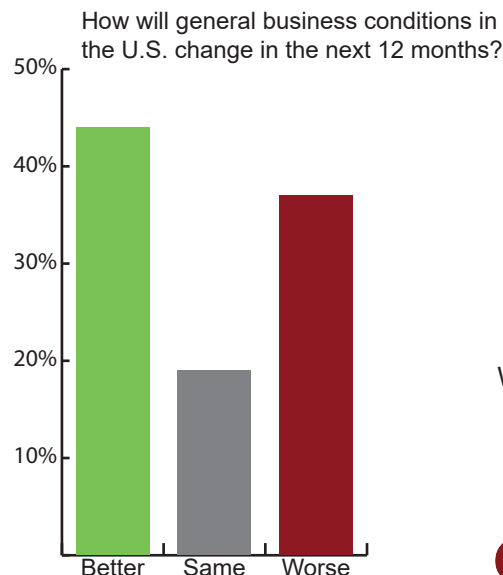
■ Increase: 34%
■ Same: 60%
■ Decrease: 6%



LOCAL BUSINESS CONDITIONS

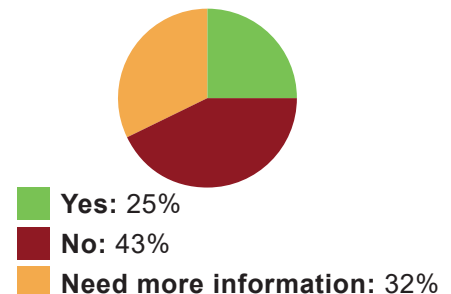


US BUSINESS CONDITIONS

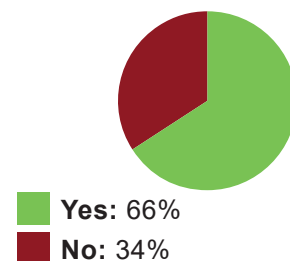


HOT TOPIC!

With the information you have today, do you support the City of Chico's additional 1% sales tax proposal?



Are your sales/revenues back to the level they were before the Pandemic?



Want to participate in our next survey?
Email mfrancis@goldenvally.bank for more information!

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