

BUSINESS CONFIDENCE SURVEY

Local business leaders remain confident in the future of the Redding economy. Compared to the previous survey in August 2021, confidence noticed a minor decrease of 3.3%, though many leaders continue to expect a strong performance in sales, profit, and employment over the next year.

The outlook for general business conditions here locally stayed almost identical to the previous survey, though there was a more significant change for the projected U.S. business conditions. In February 2022, 48% of local leaders expected worse business conditions across the U.S. over the next year, up from 36% in August 2021.

According to the survey results, we expect another strong year for Redding businesses.

AUG 2021

57.7

FEBRUARY 2022

55.8

▼ 3.3%

Neutral = 50



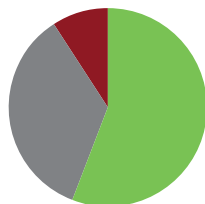
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

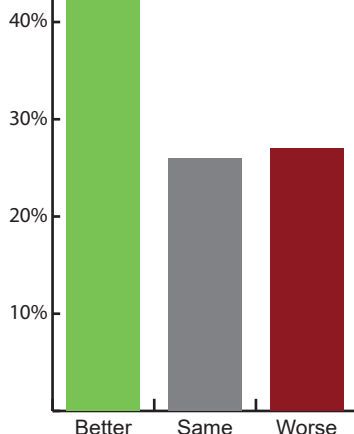
How are top line sales expected to change in the next 12 months?

■ Increase: 62%
■ Same: 30%
■ Decrease: 8%



LOCAL BUSINESS CONDITIONS

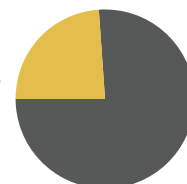
How will general business conditions in Redding change in the next 12 months?



HOT TOPIC!

Do you need capital support due to the impacts of COVID-19?

■ Yes: 24%
■ No: 76%



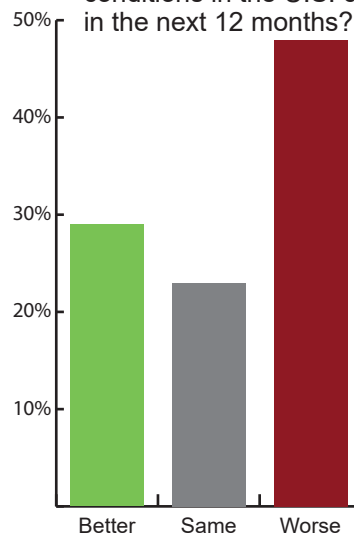
PROFITS

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

■ Decrease: 21%
■ Same: 24%
■ Increase: 55%

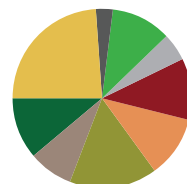
US BUSINESS CONDITIONS

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



If yes, what industry-type best describes your business?

■ Other (Non-Profits, Entertainment, etc.): 24%
■ Restaurant: 16%
■ Personal Service: 11%
■ (Hair/nail salon, day spa, etc.): 11%
■ Retail: 11%
■ Healthcare: 11%
■ Manufacturing: 11%
■ Education: 8%
■ Construction: 5%
■ Professional Services (Finance, Insurance, etc.): 3%



EMPLOYMENT

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

■ Decrease: 9%
■ Same: 60%
■ Increase: 31%

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

