

BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders has decreased 18.1% in August 2022 when compared to the previous survey in February 2022. A majority of leaders are still expecting sales, profit, and employment to remain strong over the next 12 months, though fewer leaders are expecting to see increases.

The most significant in the changes in this survey were shown in the outlook for local and national business conditions. In August 2022, 26% of leaders expected better local business conditions, and 48% expected conditions to get worse. This was a significant change from February 2022 which showed 55% expected better local conditions, and just 16% expected conditions to get worse. When asked about general business conditions across the U.S. over the next year, just 18% expect conditions to improve, down from 44% in February, and 65% of leaders expect conditions to get worse, up from 37% in February.

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

FEB 2022
59.2

AUG 2022
48.5
18.1% ▼

NEUTRAL = 50



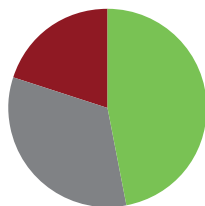
WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

SALES

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

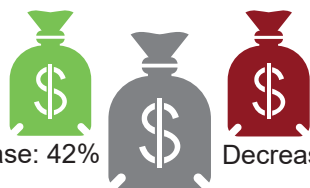
■ Increase: 47%
■ Same: 33%
■ Decrease: 20%



PROFITS

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

■ Increase: 42%
■ Same: 28%
■ Decrease: 30%



EMPLOYMENT

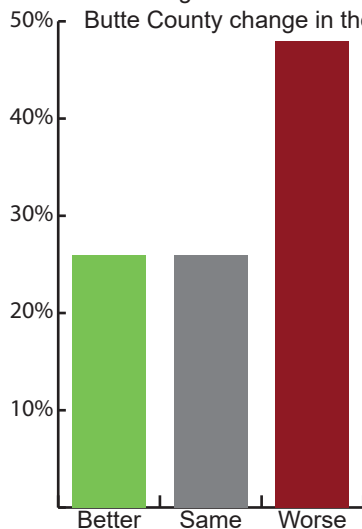
How is the level of employment expected to change in the next 12 months?

■ Increase: 26%
■ Same: 62%
■ Decrease: 12%



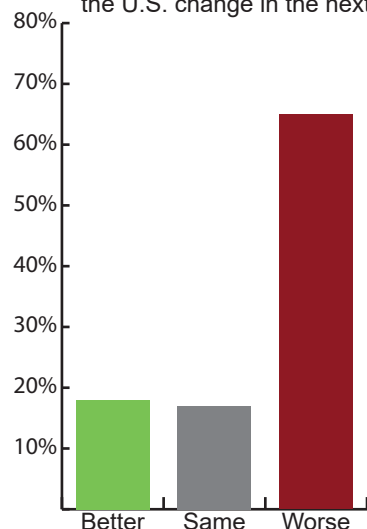
LOCAL BUSINESS CONDITIONS

How will general business conditions in Chico / Butte County change in the next 12 months?



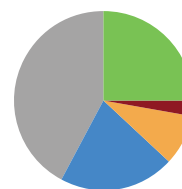
US BUSINESS CONDITIONS

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



HOT TOPIC!

Has inflation and rising interest rates effected your business?



■ Not at all: 25%
■ Quite a bit better: 3%
■ Somewhat better: 9%
■ Down quite a bit: 21%
■ Down somewhat: 42%