

BUSINESS CONFIDENCE SURVEY

Confidence among local leaders in August 2022 remained very similar to the previous survey results from February 2022. Since that time, there was a slight decrease of .7% with minor fluctuations in the answers shown below.

Some of the more noticeable fluctuations were shown in the level of optimism for the future of general business conditions locally and nationally. In August 2022, 38% of leaders expected local business conditions to get better, down from 47% in February 2022. As for U.S. Business conditions, 55% of leaders now expect worse conditions over the next year, up from 48% in February.

The Hot Topic question below shows many leaders are having trouble finding qualified applicants to fill positions. Responses for "Other" included more specific issues, stated some leaders are not having issues, and that this was not applicable for self-employed.

FEB 2022

55.8

AUG 2022

55.4

▼ .7%

Neutral = 50



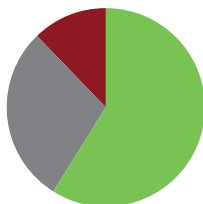
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

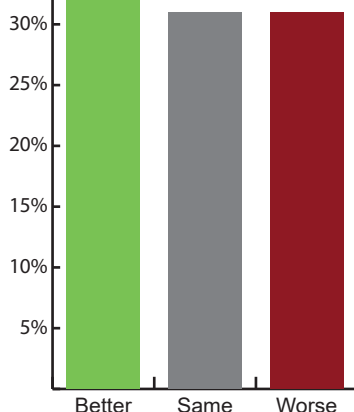
How are top line sales expected to change in the next 12 months?

Increase: 59%
Same: 29%
Decrease: 12%



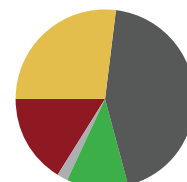
LOCAL BUSINESS CONDITIONS

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



HOT TOPIC!

Have you/your business had trouble hiring employees?



We haven't needed to hire, and we are fully staffed: **27%**
It's challenging to find qualified candidates/applicants: **44%**
Fewer people are applying: **11%**
Our wage range doesn't match candidates wage requirements: **2%**
Other (please specify): **16%**

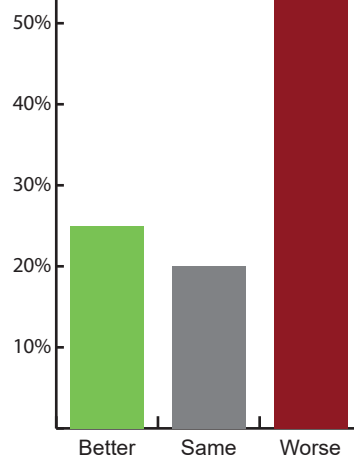
PROFITS

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

Decrease: 19%
Same: 30%
Increase: 51%

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?

Decrease: 7%
Same: 61%
Increase: 32%

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

