

BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders decreased by 16.2% in August 2022 when compared to the previous survey in February 2022. Many continue to expect strong performances in sales, profits, and employment, though more leaders are expecting performance to remain the same, or even decrease.

The most noticeable shifts were shown in the outlook on local and national business conditions over the next 12 months. In August 2022, 42% of leaders expect local business conditions to get worse over the next year, an increase from 18% in February 2022. U.S. Business conditions are expected to change as well with 63% expecting worse conditions in the next 12 months, up from 36% in the previous survey.

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

FEB 2022

56.7

AUG 2022

47.5

▼ 16.2%

Neutral = 50



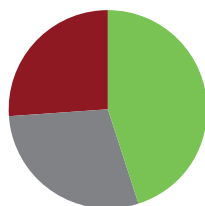
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

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

■ Increase: 45%
■ Same: 29%
■ Decrease: 26%



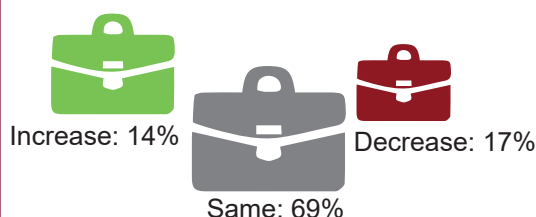
PROFITS

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



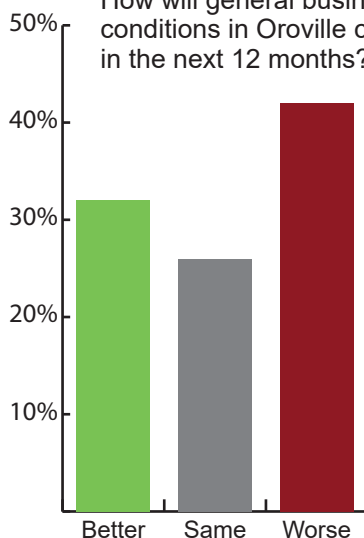
EMPLOYMENT

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



LOCAL BUSINESS CONDITIONS

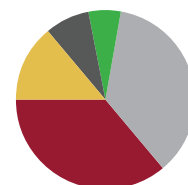
How will general business conditions in Oroville change in the next 12 months?



HOT TOPIC!

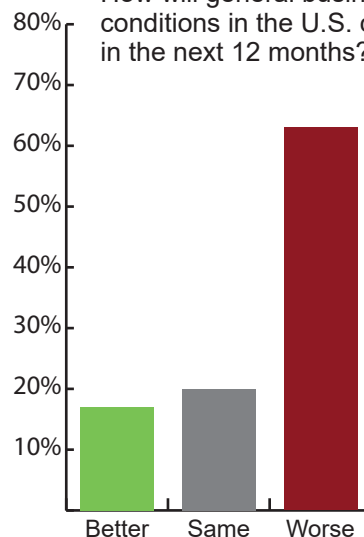
Has inflation and rising interest rates effected your business?

■ Not at all: 14%
■ Quite a bit better: 8%
■ Somewhat better: 6%
■ Down quite a bit: 36%
■ Down somewhat: 36%



US BUSINESS CONDITIONS

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



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