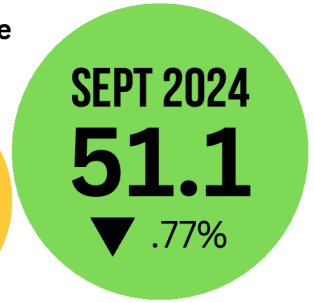


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

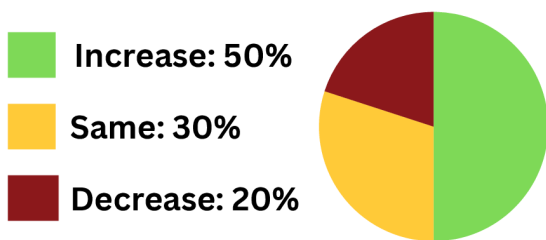
Business Confidence
Aggregate Score:



NEUTRAL = 50

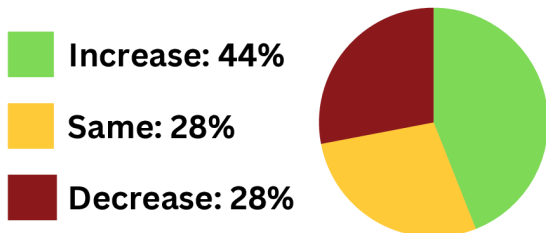
SALES

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



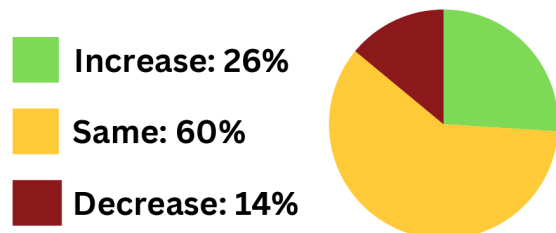
PROFITS

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



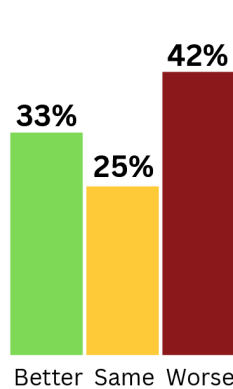
EMPLOYMENT

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



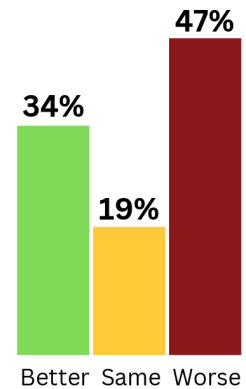
LOCAL BUSINESS CONDITIONS

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



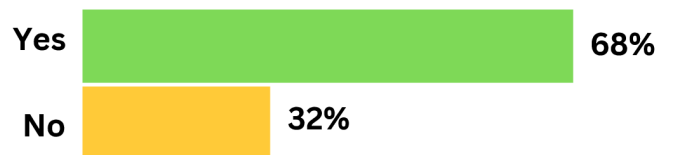
US BUSINESS CONDITIONS

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



HOT TOPIC

Do you feel there is a shortage of available workforce in Shasta County?



Results are based upon an email survey of business owners in Shasta County.

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

SHASTA COUNTY ECONOMIC DASHBOARD

September 2024

The Shasta County Key Economic Indicators contain a broad group of measures that can be used to assess the economic performance and competitiveness of the County. Economic Indicators are grouped under broad categories measuring economic change in the County along with key factors gauging the area's future competitiveness.

View the full dashboard at goldenvally.bank/Economic-Dashboard

 QUALITY OF LIFE	HOME PRICE VS. CA AVG. Q4 2023 -55.3% -0.3 from Q4 2022 14th out of 58 Counties	SINGLE FAMILY HOMES JUN 2024 \$377.4k +\$4.5k from Jun 2023 15th out of 58 Counties	AVERAGE ANNUAL WAGE Q4 2023 \$60.8k +\$2.7k from Q4 2022 31st out of 58 Counties
 LOCAL INDUSTRY	HEALTH CARE Q4 2023 11,664 No. of Employees +169 from Q3 2023	FORESTRY AND FOREST PRODUCTS Q4 2023 1,496 No. of Employees +108 from Q3 2022	MANUFACTURING Q4 2023 5,079 No. of Employees -141 from Q3 2022
 PRODUCTIVITY	UNEMPLOYMENT RATE JUN 2024 5.3% +0.3 from Jun 2023 32nd out of 58 Counties	LABOR FORCE JUN 2024 73.9k +1k from Jun 2023 30th out of 58 Counties	LABOR FORCE PARTICIPATION JUN 2024 50.6% -2 from Jun 2023 46th out of 58 Counties



Todd Jones
President & CEO
Redding Chamber of
Commerce

Unemployment in Shasta County recently rose to 5.8%, a slight improvement from the 6.5% rate at the beginning of 2024. However, the shortage of available workers remains a significant challenge for local employers. Over the past decade, the demand for skilled labor has been a persistent issue, but now there is an even more pressing concern: the overall lack of available workers. Since 2008, Shasta County's labor force has shrunk by over 12,000 people, and the labor force participation rate stands at just 50.9% as of July, ranking 48th out of 58 counties in California.

To address these challenges, we need to focus on increasing labor force participation and expanding our available workforce. Attracting new talent to Shasta County is essential, and this requires a comprehensive approach that highlights our region's exceptional recreational opportunities, quality of life, and affordability. Moving forward, we must collaborate with our partners to showcase all that Shasta County has to offer, ensuring we draw both skilled and general workers to the area.