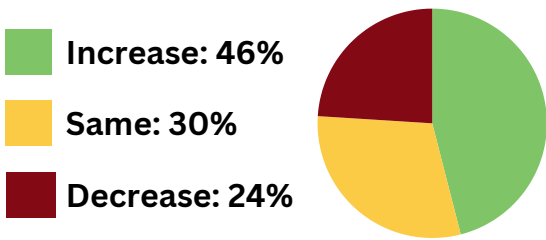


WHAT LOCAL BUSINESS OWNERS ARE SAYING:

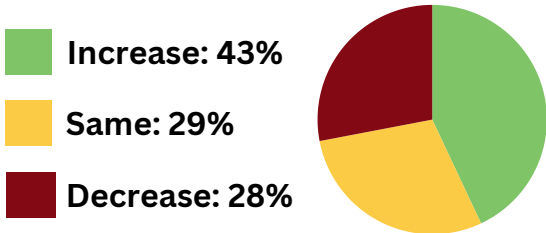
SALES

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



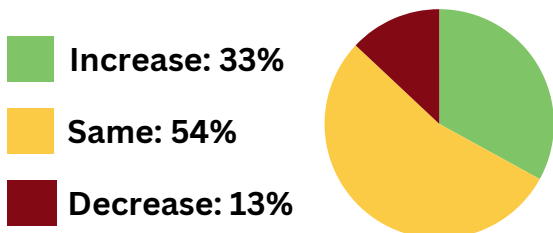
PROFITS

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?



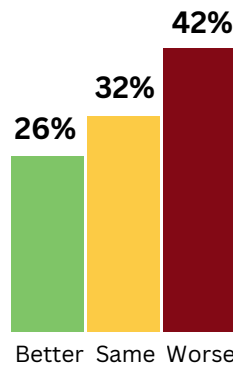
Business Confidence
Aggregate Score:



NEUTRAL = 50

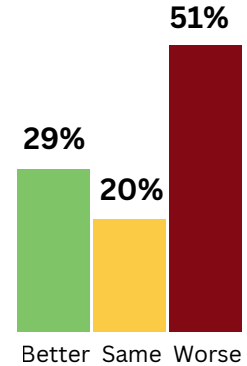
LOCAL BUSINESS CONDITIONS

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



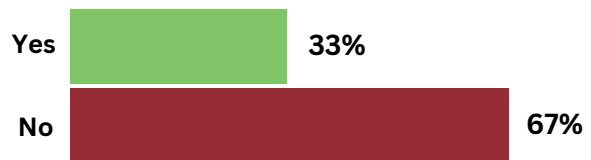
US BUSINESS CONDITIONS

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



HOT TOPIC

Is access to capital a challenge in your business right now?



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

Spring 2026

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.
Q1 2025
-53.4%
+1.2 from Q1 2024
12th out of 58 Counties

SINGLE FAMILY HOMES
APR 2025
\$379.2k
+\$3.1k from April 2024
16th out of 58 Counties

AVERAGE ANNUAL WAGE
Q1 2025
\$59.2k
+\$2.5k from Q1 2024
34th out of 58 Counties



LOCAL INDUSTRY

HEALTH CARE
Q1 2025
12,370
No. of Employees

FORESTRY AND FOREST PRODUCTS
Q1 2025
1,268
No. of Employees
+19 from Q1 2024

MANUFACTURING
Q1 2025
2,779
No. of Employees
+19 from Q1 2024



PRODUCTIVITY

UNEMPLOYMENT RATE
FEB 2026
5.9%
+0.8 from Dec 2024
26th out of 58 Counties

LABOR FORCE
FEB 2026
82.2k
+2.3k from Dec 2024
30th out of 58 Counties

LABOR FORCE PARTICIPATION
FEB 2026
57.7%
+3.6 from Dec 2024
33rd out of 58 Counties



Todd Jones

President & CEO
Redding Chamber of
Commerce

The Spring 2026 Business Confidence Survey results are in, and the findings are mixed. Businesses continue to believe in themselves, but for the first time in more than a year, respondents felt that local and U.S. business conditions would worsen over the next 12 months. The last time the results looked similar was just before the 2024 election.

It is no surprise that businesses are feeling this way. Oil prices are higher than they have been in years, at a time when costs are already elevated across the board. For businesses operating on thin margins, that kind of pressure creates a more uncertain business climate.

Regarding the Hot Topic, this is something I have seen and heard repeatedly over the past few years. After capital was historically cheap following the pandemic, both the cost and access to capital have become more challenging. I would encourage any business owner to maintain a strong relationship with their banker so their bank understands their needs and can respond quickly when capital becomes tight.

Shasta County will always be resilient. Let's continue to work together through these uncertain times.