

BUSINESS CONFIDENCE SURVEY

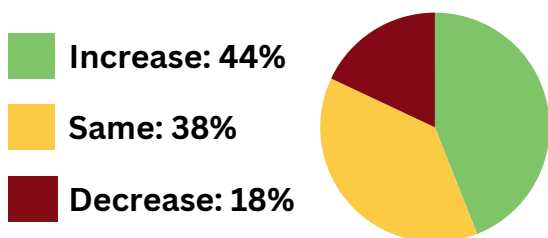
Butte County Fall 2026



WHAT LOCAL BUSINESS OWNERS ARE SAYING:

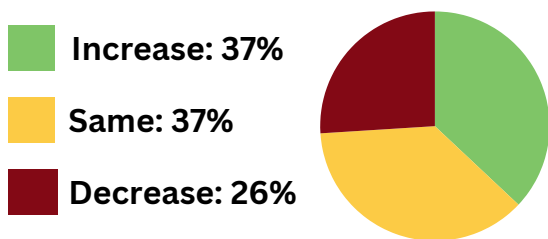
SALES

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



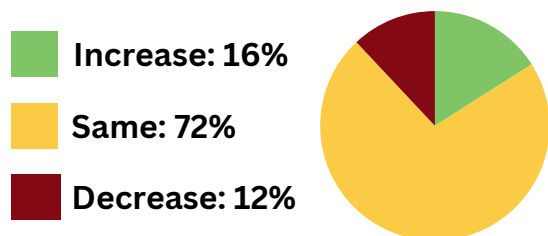
PROFITS

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

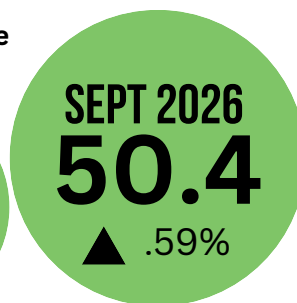


EMPLOYMENT

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



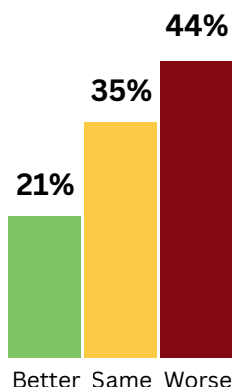
Business Confidence
Aggregate Score:



NEUTRAL = 50

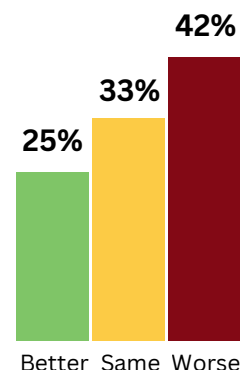
LOCAL BUSINESS CONDITIONS

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



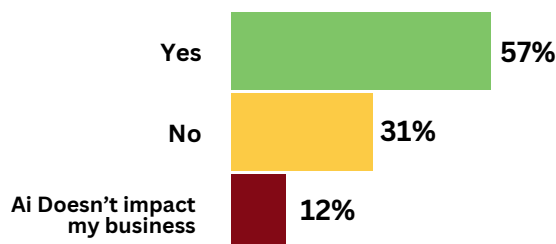
US BUSINESS CONDITIONS

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



HOT TOPIC

The discussion around Artificial Intelligence has become a relevant topic for its claims to change, modernize, and make many industries more efficient. Has advancement in AI materially changed the way you look at investing in your employees, software, and business?



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

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



BUTTE COUNTY ECONOMIC DASHBOARD

Fall 2026

Butte 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



ECONOMIC HEALTH

UNEMPLOYMENT RATE
AS OF MAY 2026
5.2%
-5 from Apr 2025
34th out of 58 Counties

TAXABLE SALES
AS OF Q4 2025
\$1.1 bil
-\$14.1mil from Q2 2024
29th out of 58 Counties



QUALITY OF LIFE

POPULATION
AS OF MAR 2026
205.4k
-18 from March 2025
28th out of 58 Counties

RESIDENTIAL PERMITS
AS OF Q1 2026
278
+86 from Q3 2024
18th out of 58 Counties



Quinn Velasquez
Executive Vice President,
Chief Credit Officer
Golden Valley Bank

Fall has arrived in Northern California and true as the leaves begin to change color and the days get a little shorter, the economic drivers in our market have changed as well. Geopolitical war in the middle east has been hot and cold over the last six months (no pun intended). The volatility has materially impacted energy prices, cost of groceries, and durable goods. While costs have risen, we have continued to see the economy expand and the demand for goods continues to increase.

The Fed has been unable to cool inflation concerns and for the first time in 2026 Fed Chair Kevin Warsh raised rates by 25bps, with current market consensus that rates may be increasing another 25bps before the end of the year.

The cost of housing continues to be a point of emphasis – 10yr treasury rates (a litmus for home mortgage rates) recently peaked above 5.00%, the highest since 2007. 30 year home mortgages remain stubbornly above 7.00%. Average home prices in Chico remain above \$300/PSF, with Oroville at \$220/PSF.

Business Confidence remains ‘stable’ for Butte County and most local business owners don’t see material changes occurring in the near term. Awareness, investment, and adoption of artificial intelligence is top of mind for many business owners locally, nationally, and internationally. The AI potential for material efficiency improvements across many industries are vast, but longer-term scope is unknown. This will be a topic to watch closely in the coming year.

Read past reports at: goldenvally.bank/business-confidence-survey