

# BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders was down in May 2020, following the COVID-19 pandemic.

Change in optimism was seen across all the questions below when compared to the previous survey in August 2019. While confidence is down overall, there are still a number of leaders with a positive outlook for the next 12 months.

In May 2020, 35% of leaders expected their sales to increase, down from 59% in August 2019. There were 34% of leaders expecting their profits to increase, down from 61%. While 22% expect their employment to decrease over the next year, 25% are expecting to increase their employment levels, equal to August 2019. Overall, a strong majority of leaders are expecting a decrease in general business conditions in Chico and across the U.S. over the next year.

AUG 2019  
55.2

MAY 2020  
40.9

25.9% ▼

NEUTRAL = 50



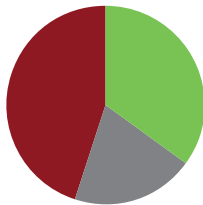
## WHAT LOCAL BUSINESS LEADERS ARE SAYING

What are expectations for the next 12 months?

### SALES

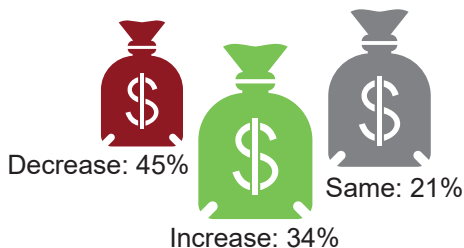
How are top line sales expected to change in the next 12 months?

Increase: 35%  
 Same: 20%  
 Decrease: 45%



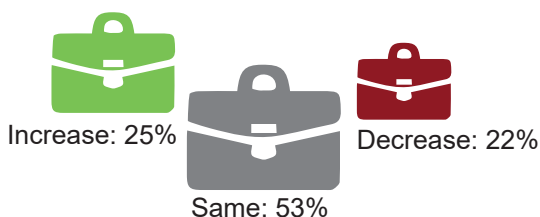
### PROFITS

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



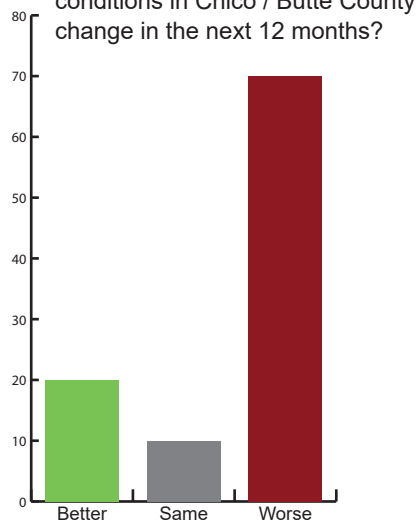
### EMPLOYMENT

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



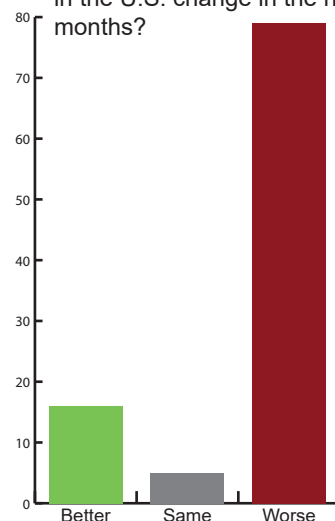
### LOCAL BUSINESS CONDITIONS

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



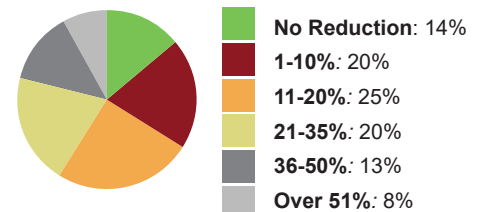
### US BUSINESS CONDITIONS

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



### HOT TOPIC!

What is your anticipated revenue reduction due to COVID-19?



Want to participate in our next survey?  
Email [mfrancis@goldenvally.bank](mailto:mfrancis@goldenvally.bank)  
for more information!