

# BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders made a strong increase in September 2020, up 51.5% since the previous survey in May 2020.

In September 2020, 73% of business leaders expected their sales to increase or remain the same over the next year, up from 43% in May 2020. As for profit, 71% are expecting levels to increase or remain the same, up from 41% in May. Employment is expected to increase with 26% expecting to increase from their current levels, up from 18% in May, and 59% expecting levels to remain the same, up from 56% in May.

General business conditions in Redding are expected to get better according to 51% of local leaders, up from 16% in May. As for U.S. general business conditions, 49% are expecting better conditions, up from 14% in May.

MAY 2020  
36.7

SEPTEMBER 2020  
55.6  
▲ 51.5%

Neutral = 50



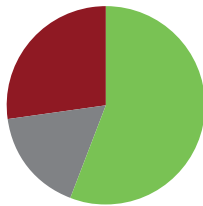
## WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

### SALES

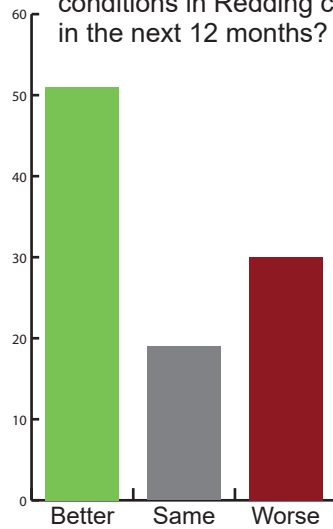
How are top line sales expected to change in the next 12 months?

- Increase: 56%
- Same: 17%
- Decrease: 27%



### LOCAL BUSINESS CONDITIONS

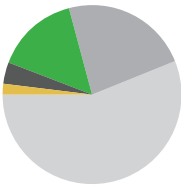
How will general business conditions in Redding change in the next 12 months?



### HOT TOPIC!

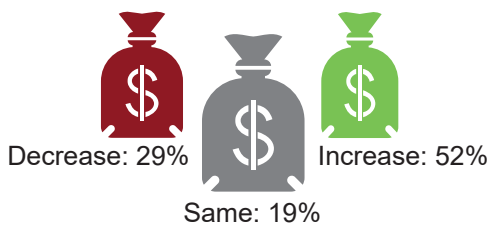
If business disruption continues at the current rate, how soon will your business be at risk of closing permanently?

- Less than one month: 2%
- 1-2 Months: 4%
- 3-5 Months: 15%
- More than 5 months: 23%
- Not a Concern: 56%



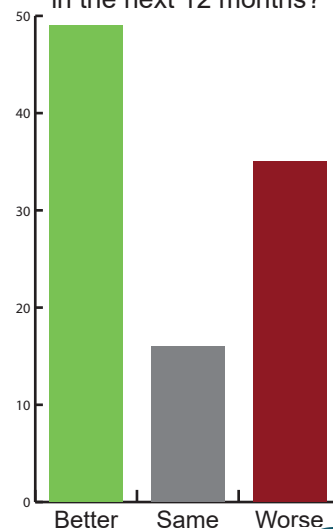
### PROFITS

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



### US BUSINESS CONDITIONS

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

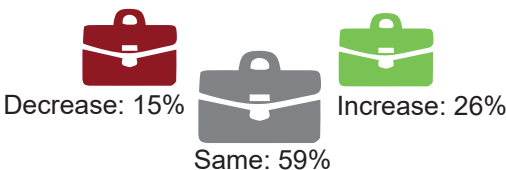


### Compared to May 2020:

- Less than one month: 1%
- 1-2 Months: 7%
- 3-5 Months: 19%
- More than 5 months: 17%
- Not a Concern: 56%

### EMPLOYMENT

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



Want to participate in our next survey?  
Email [jake@reddingchamber.com](mailto:jake@reddingchamber.com)  
for more information!