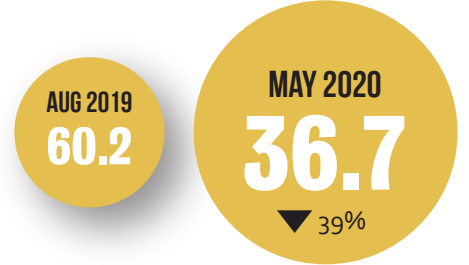


# BUSINESS CONFIDENCE SURVEY

Drastic changes were shown across the survey, with many local leaders far less optimistic following the COVID-19 pandemic.

In August 2019, over 60% of leaders were expecting their sales and profits to increase over the following 12 months. In May 2020, 29% were expecting increases over the next year while nearly 60% are expecting decreases. Employment shifted from 32% expecting increases and 63% expecting conditions to remain the same in August 2019 to 18% expecting increases and 56% expecting similar employment levels in May 2020.

General business conditions are expected to get worse over the next 12 months according to 73% of local leaders, up from 18% in August 2019. As for U.S. general business conditions, 80% expect the economy to get worse, up from 28% in the previous survey.



Neutral = 50

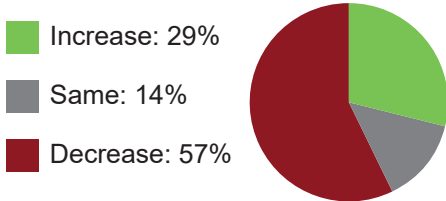


## WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

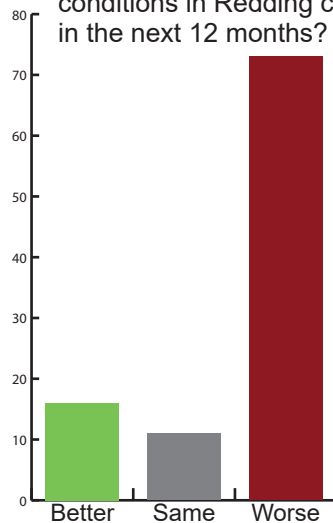
### SALES

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



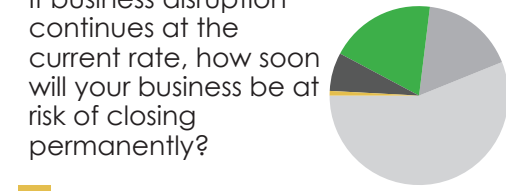
### LOCAL BUSINESS CONDITIONS

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?



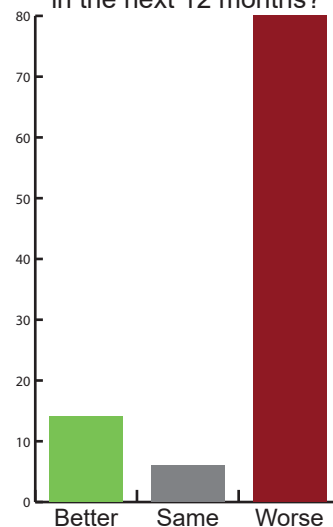
### PROFITS

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



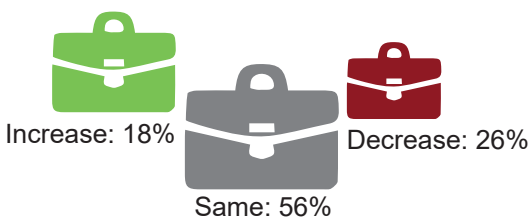
### US BUSINESS CONDITIONS

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



### 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!