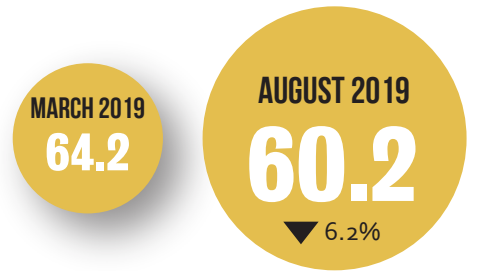


BUSINESS CONFIDENCE SURVEY

The Business Confidence Survey is a multiple choice questionnaire of how area business leaders feel about the prospects of their own companies and the local, state, and national economies over the next 12 months. A score over 50 indicates an overall optimism about the local economy.

At 60.2, our survey continues show a strong level of optimism even though it decreased from 64.2 in March. A solid majority of respondents expect both sales and profits to increase over the next year and 32% expect to hire more people with only 5% planning to reduce staff. That is a good indication of strong economy in the future.



Neutral = 50



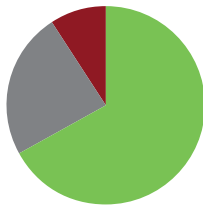
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

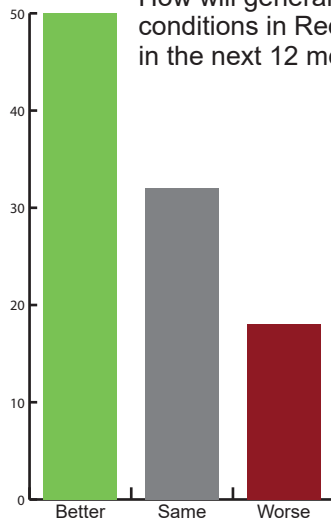
How are top line sales expected to change in the next 12 months?

- Increase: 65%
- Same: 27%
- Decrease: 8%



LOCAL BUSINESS CONDITIONS

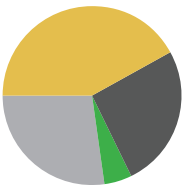
How will general business conditions in Redding change in the next 12 months?



HOT TOPIC!

What type of employee represents your greatest hiring challenge?

- Entry level positions : 42%
- Mid level/management : 26%
- Executive : 5%
- Other (please specify below) : 27%



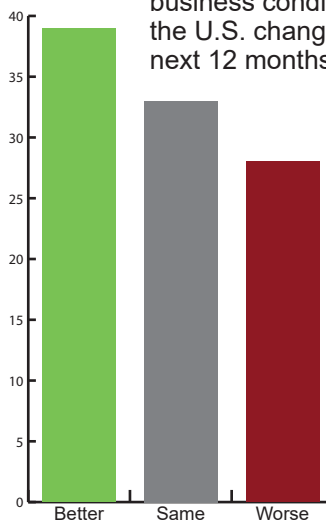
PROFITS

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



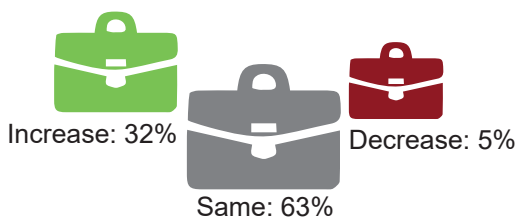
US BUSINESS CONDITIONS

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
for more information!