

BUSINESS CONFIDENCE SURVEY

The Oroville Business Confidence Survey is a multiple choice survey of how local business leaders feel about the prospects of their own companies and local, state, and national economies over the next 12 months. All responses are aggregated and a score between 0 and 100 is computed. A score over 50 indicates an overall optimism about the local economy.

Our current survey produces a score of 60.1, showing a strong level of optimism for the future of our economy.



Neutral = 50



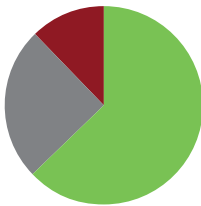
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

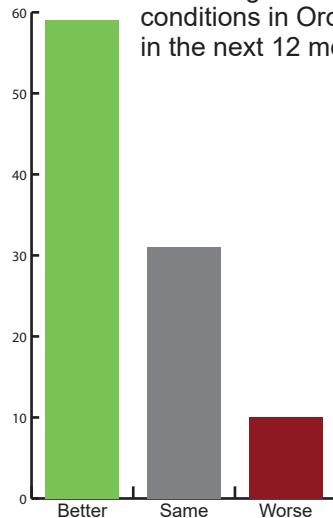
How are top line sales expected to change in the next 12 months?

- Increase: 63%
- Same: 25%
- Decrease: 12%



LOCAL BUSINESS CONDITIONS

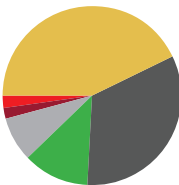
How will general business conditions in Oroville change in the next 12 months?



HOT TOPIC!

What would you like to see the City focus on most?

- Transient / Homeless : 43%
- Economic Development : 33%
- Infrastructure : 12%
- Other : 8%
- Public Safety : 2%
- Review of City policies : 2%



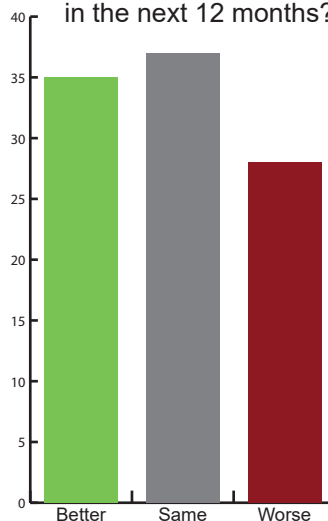
PROFITS

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



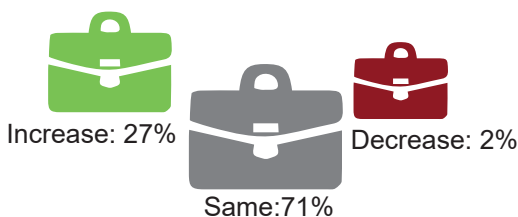
US BUSINESS CONDITIONS

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 esmith@orovillechamber.com
for more information!