

BUSINESS CONFIDENCE SURVEY

Confidence among local business leaders noticed a small decrease of 6.3% in August 2021 when compared to the February 2021 survey. While overall confidence remains strong and many leaders are still expecting a solid future, there was a slight shift away from leaders expecting improved conditions over the next year.

For example, in August 2021, 49% of local leaders expected conditions in Redding to improve over the next year, down from 66% in February 2021. When asked about U.S. business conditions, 43% expect better conditions over the next year, down from 56% in the previous survey.

Even with the minor decrease in optimism this survey, a majority of leaders are still expecting a strong performance over the next year.

FEB 2021

61.6

AUGUST 2021

57.7

▼ 6.3%

Neutral = 50



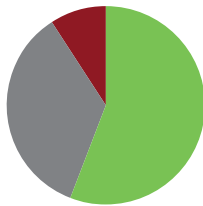
WHAT LOCAL BUSINESS OWNERS & LEADERS ARE SAYING

What are your expectations for the next 12 months?

SALES

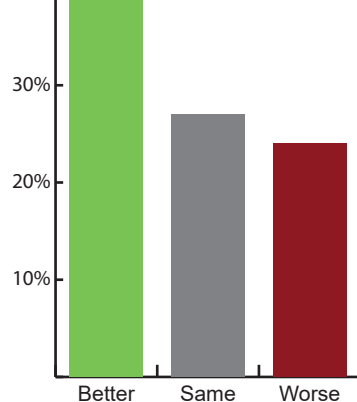
How are top line sales expected to change in the next 12 months?

■ Increase: 56%
■ Same: 35%
■ Decrease: 9%



LOCAL BUSINESS CONDITIONS

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



HOT TOPIC!

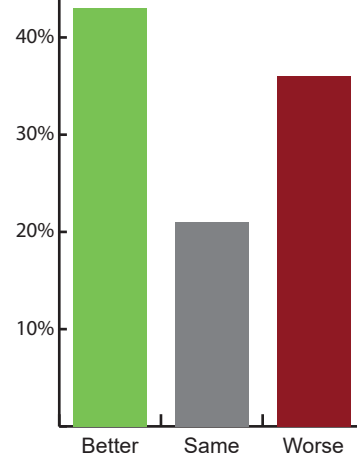
What is your anticipated revenue due to COVID-19?



■ Strongly Increased: 12%
■ Moderately Increased: 29%
■ Stayed the Same: 19%
■ Moderately Decreased: 21%
■ Strongly Decreased: 19%

US BUSINESS CONDITIONS

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



PROFITS

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

■ Decrease: 17%
■ Same: 35%
■ Increase: 48%

EMPLOYMENT

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

■ Decrease: 7%
■ Same: 61%
■ Increase: 32%

Want to participate in our next survey?
 Email jake@reddingchamber.com
 for more information!

