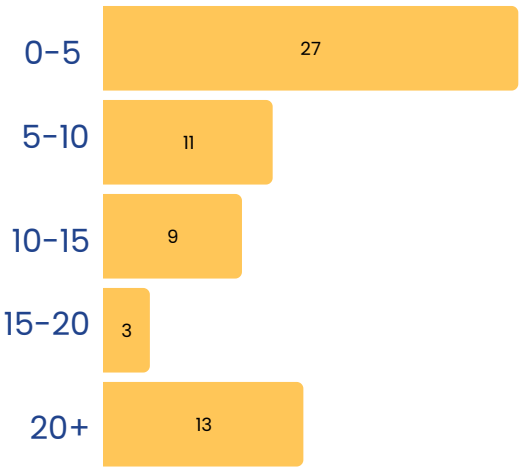
Business Check-In
2025 Survey

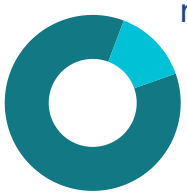
Purpose & Approach

Launched in October 2025 as part of the Economic Development Work Plan, the Business Check-In Survey benchmarks the experiences of businesses operating in Citrus Heights. The survey was distributed to all businesses occupying commercial space citywide and gathered input on workforce conditions, access to financing, technical assistance, and the overall business climate. The results help align City programs in real, day-to-day business conditions.

YEARS IN CITRUS HEIGHTS



RESPONDENT ROLES

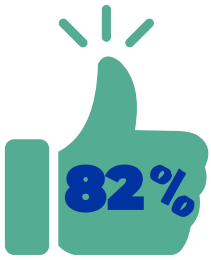


managers
13%

owners
86%

BUSINESS CLIMATE

About 8 in 10 respondents describe Citrus Heights as fair and business-friendly.



Overall business friendliness rated 3.5/5.

TOP 3 REASONS BUSINESSES CHOOSE CITRUS HEIGHTS

Local Customer Base

Workforce Availability

Local Government Support

WORKFORCE OUTLOOK



56% expect staffing levels to stay the same

33% expect growth

12% anticipate contraction

BUSINESS SUPPORT PREFERENCES



Top Topic: Marketing and Social Media

FINANCING ACCESS



1 in 4 businesses that sought financing experienced difficulty.

To learn more about the findings, participate in future surveys, or share your experience, please contact Alicia Aguirre at aaguirre@citrusheights.net or (916) 727-4807.

Disclaimer: Findings reflect feedback from participating businesses and are intended to provide general, directional insight. Results are not statistically representative of all businesses and are considered alongside other data sources.