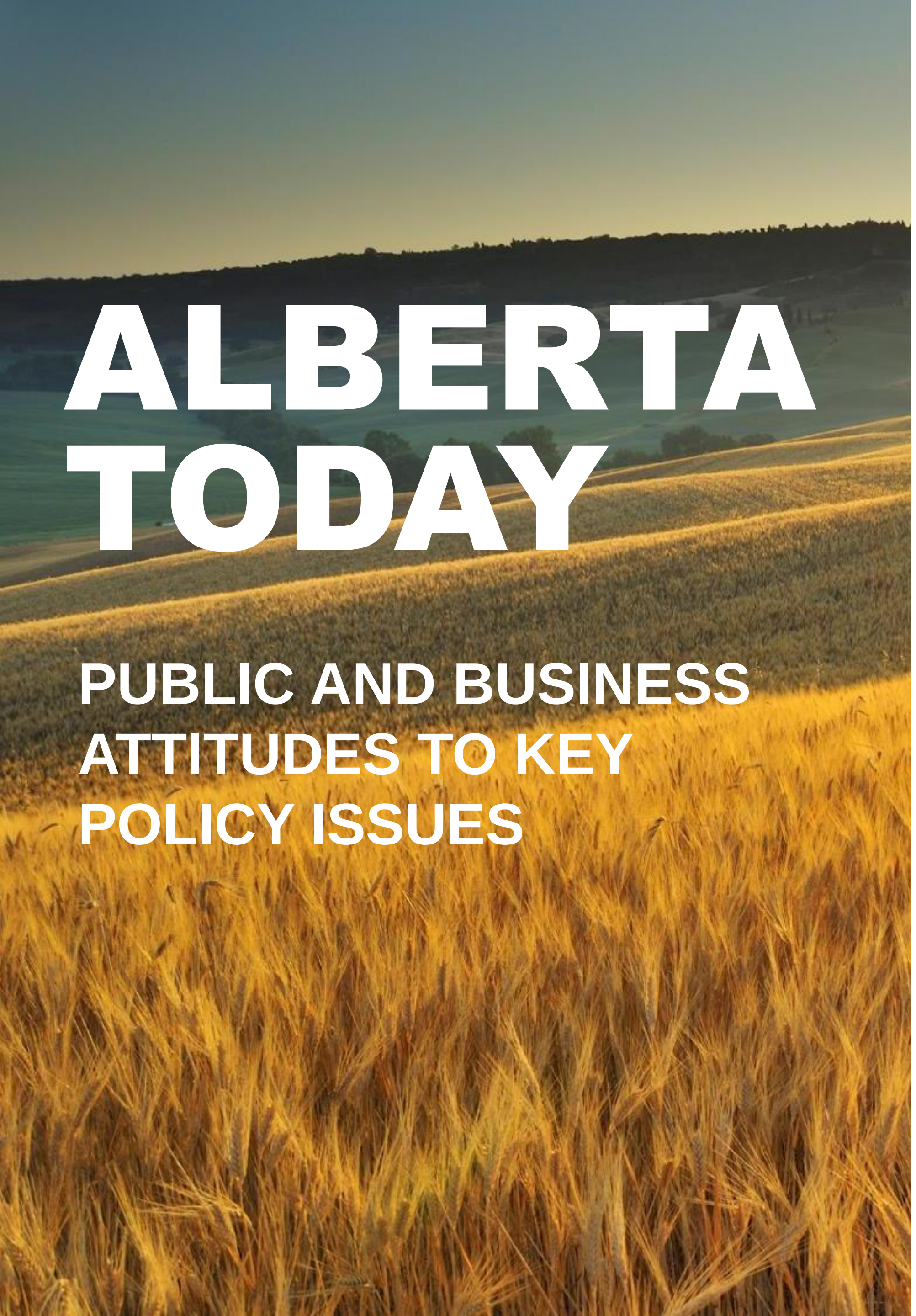
ACC Alberta Chambers of Commerce

ALBERTA PERSPECTIVES

ALBERTA TODAY

PUBLIC AND BUSINESS ATTITUDES TO KEY POLICY ISSUES

JUNE 2024



ALBERTA TODAY

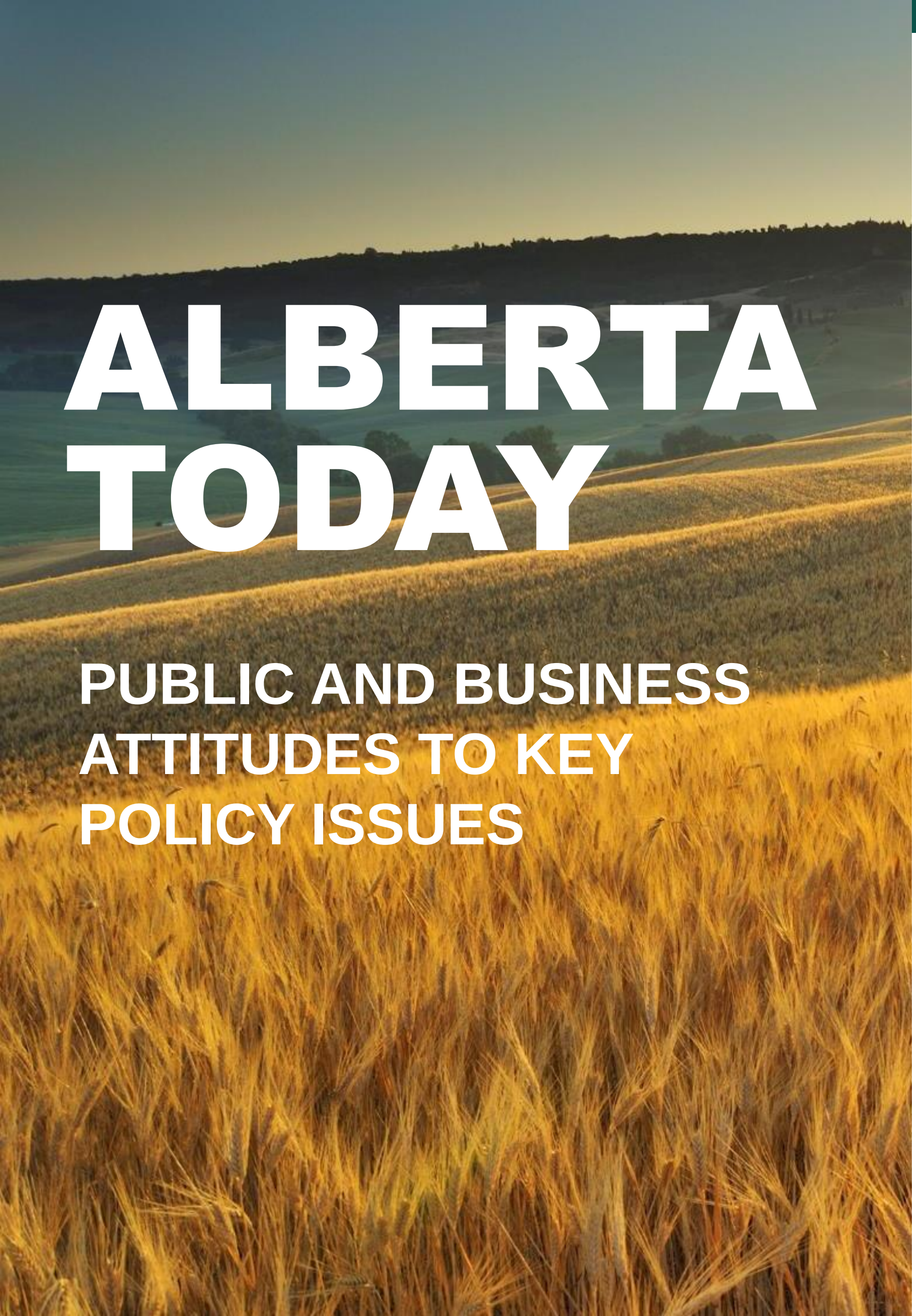
PUBLIC AND BUSINESS ATTITUDES TO KEY POLICY ISSUES

This is the Alberta Chambers of Commerce's (ACC) sixth annual survey that includes both public and business community perspectives.

Surveys including the public take place annually, with the first survey held in the summer of 2019. This survey includes a wide variety of tracking questions that primarily explore perceptions of the province's economic situation.

The ACC will make use of these surveys in a number of ways:

- Use the findings to broaden and deepen the evidence the ACC and local chambers can bring forward to articulate the perspectives of the province's business community;
- Compare and contrast the viewpoints of the public and business communities; and
- Make the research available to individual chambers for their own use with local municipalities.



Methodology

Utilizing the Alberta Perspectives platform, the ACC sent an invitation with a link to the online survey to all member chambers across the province. Chambers then sent this invitation to their members. Other sources were also used to survey businesses, including non-chamber members.

A total of 513 participants completed the survey through this approach. As part of the survey, those experiencing supply chain issues were also asked to complete a few additional questions related to this issue, with a further 205 answering these questions.

This large number of responses allows the ACC to speak with authority about members' views, strengthening advocacy on behalf of Alberta's business community.

Those responding to the survey who are defined throughout the survey as businesses, self-identify as either a business, a not-for-profit organization or a public sector organization.

As in previous years, the ACC made use of an online panel of 800 members of the public, living in Alberta, who agreed to complete a survey in return for an incentive.

The business survey took place between May 22nd and June 18th, 2024.
The public survey took place between June 13th – 20th, 2024.

Throughout this report, significant differences are reported between the years of research.

↑↓ Significantly higher/lower at 95% confidence level

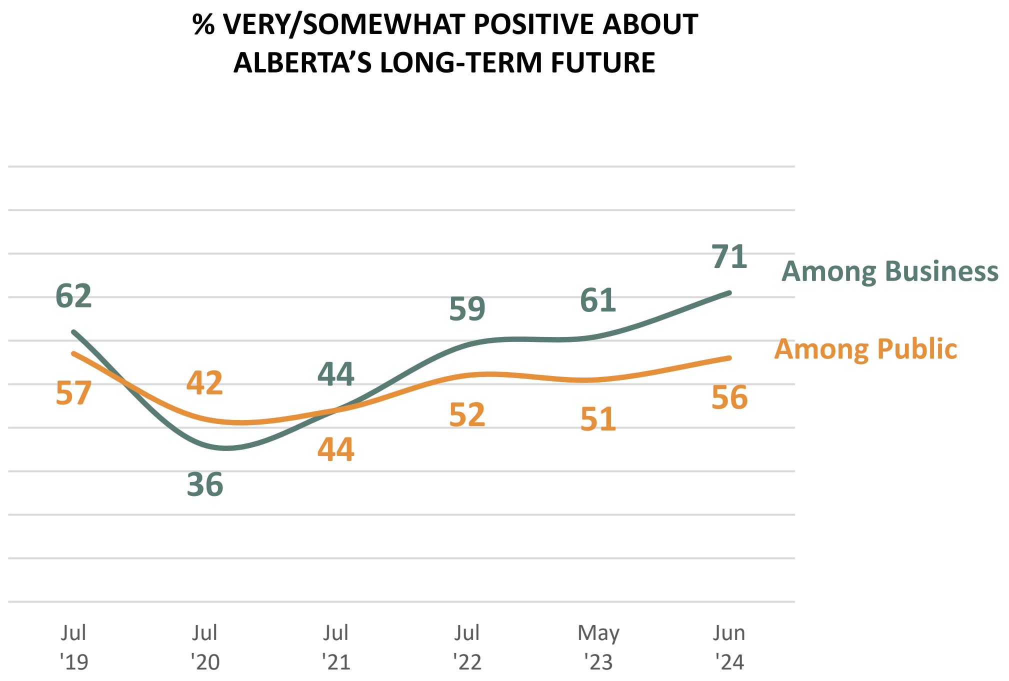
KEY FINDINGS

Economic Outlook

Positive attitudes about the province's long-term future increased in 2024 among both business and the public.

Results among business are the highest since tracking began with seven-in-ten (71%) positive and 21% 'very' positive.

Business continues to have a more positive sense than the public, with the difference stretching to 15-points in 2024.

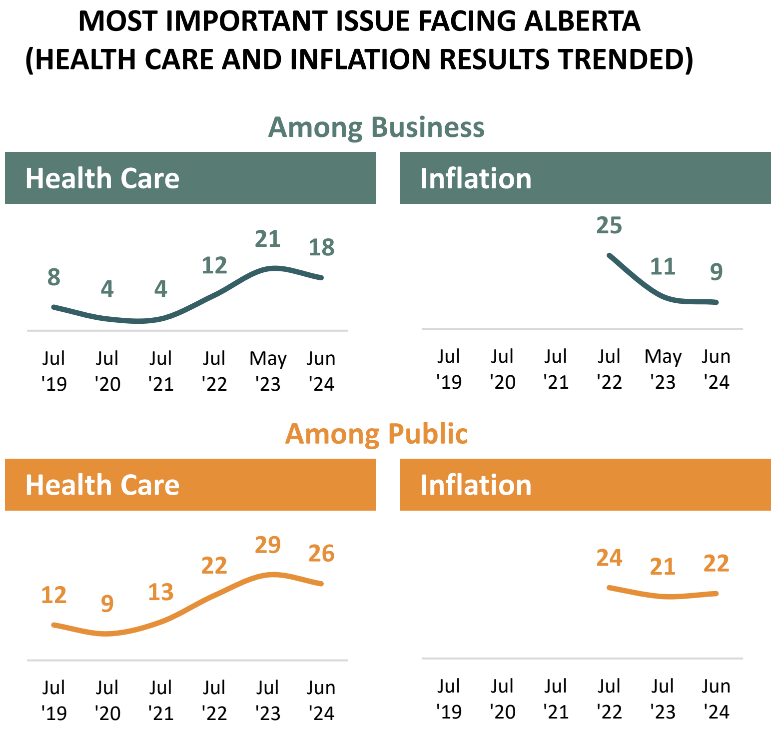


Most Important Issue Facing Alberta

The public and business continue to be aligned that the health care system is the most important issue to deal with.

Among business, access and quality of health care remains the most important issue facing Alberta in 2024 - double the next closest issues. Inflation is now at 9%, significantly lower than the 25% measured two years ago.

As with business, access and quality of health care is cited as the most important issue facing Alberta today among the public. Just over one-in-five (22%) continue to believe it is inflation - of higher intensity than among business at 9%.



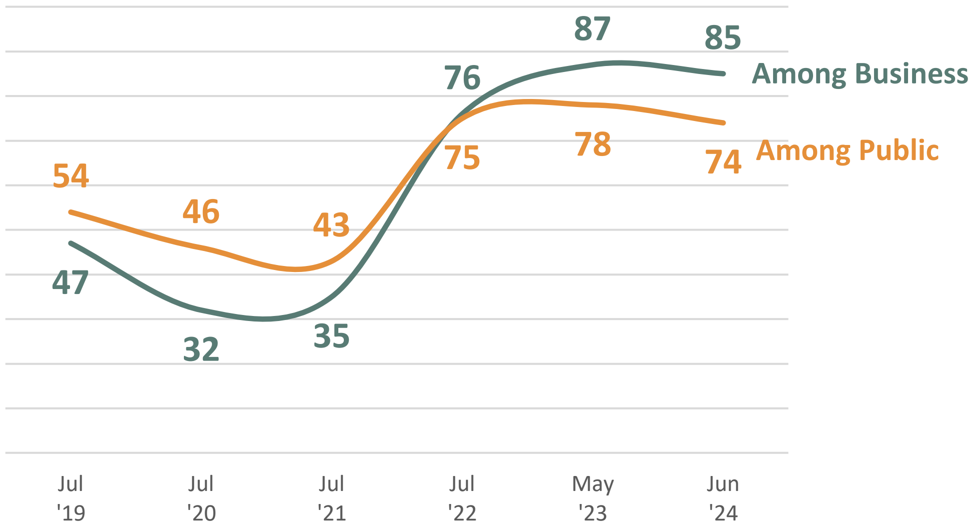
Alberta's Financial Situation

Perceptions regarding Alberta's finances continue to be positive.

In 2024, 85% of businesses and 74% the public describe the province's financial situation as 'excellent/good/fair' - on par with the pervious wave and significantly higher than 2019 to 2021.

Level of concern about Alberta's finances has declined in conjunction with being more optimistic about the province's financial situation. That said, large majorities of both business (70%) and the public (79%) continue to express concern about the province's finances.

PERCEPTION OF ALBERTA'S FINANCIAL SITUATION
% Total Excellent/Good/Fair



Importance of Oil and Gas Sector

In 2024, more believe the oil and gas sector is ‘vitally/very’ important to Alberta’s economy.

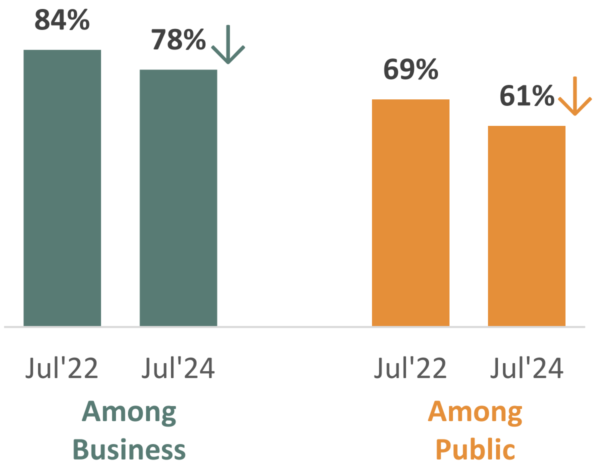
When offered two positions on oil and gas extraction, by wide margins, there is continued support for extracting as much oil and gas as possible in order to realize the economic benefits, as opposed to reducing oil and gas extraction.

However, among both business and the public, the proportion with the point of view that the province should extract as much as it can remains significantly below results measured two years ago.

TO DRILL OR NOT TO DRILL?

% Saying:

The province should extract **as much oil and gas as it can sell** to ensure that the economic benefits are realized, even if this means it will take longer to reach carbon neutrality.



Importance of Specific Priorities

With an increase in 2024, reducing the regulatory burden on business (55%) is now the top priority of businesses.

With an increase this wave, almost half (46%) also indicate that reducing taxes is ‘very’ important to their business. The importance of strengthening local supply chains continues to trend down in importance.

Among the public, reducing taxes (54%) is rated as the top priority - up significantly in 2024 and the highest since tracking began. This is followed by diversifying the province’s economy (46%) which is unchanged compared to a year ago but remaining lower than previous years.

IMPORTANCE OF SPECIFIC PRIORITIES (Among Business)
% Very Important

#1	55%	**Reducing the regulatory burden on business**
	53%	Encouraging businesses and the public to shop locally
	52%	Attracting investments from outside the province
	51%	Diversifying the economy beyond the oil and gas industry
	46%	Reducing taxes

#1 Top priority among Public (54%)

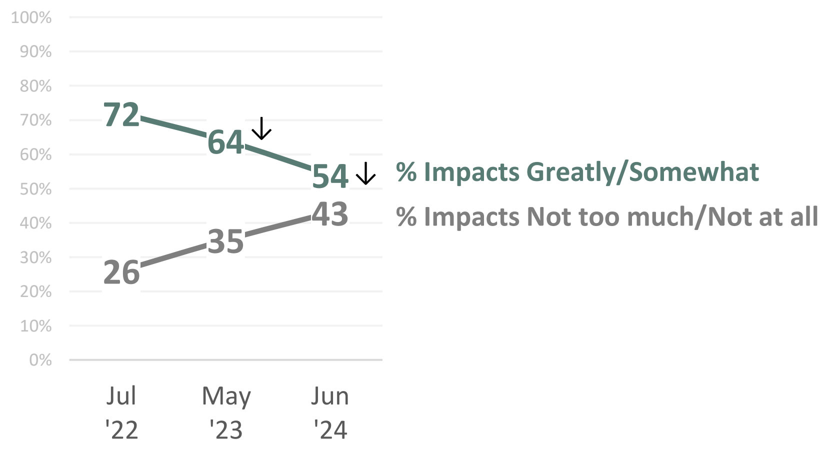
Supply Chain Disruption

While supply chain disruption is lessening, half (54%) of businesses continue to report this issue is still impacting their business.

Materials and supplies - either specified or general - as well as affordable materials and supplies are the items businesses are struggling most to source along with parts/automotive machinery parts.

By far, roads (69%) are the mode of transportation businesses primarily depend on for supply chains – either to source or distribute. One-in-five (19%) depend on air shipments.

EXTENT SUPPLY CHAIN DISRUPTION IS IMPACTING BUSINESS

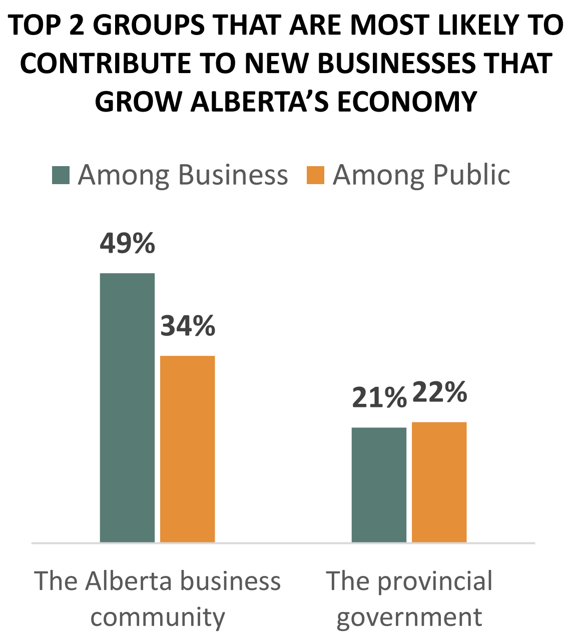


Emerging New Businesses

Businesses believe that the Alberta business community (49%) is the most likely to contribute to emerging new businesses that can grow Alberta’s economy.

This is more than double the next closest group - the provincial government (21%).

The public is also most likely to cite the Alberta business community (34%) although a smaller proportion than among the businesses. Similar to business, 22% look to the provincial government – with a similar proportion of the public (22%) indicating they ‘don’t know’.



RESPONDENT PROFILE – FIRMOGRAPHICS (BUSINESS) AND DEMOGRAPHICS (PUBLIC)

Respondent Profile – Firmographics

Region

All regions of Alberta	28%
Calgary area	13%
Central	17%
Edmonton area	19%
Mountain parks	4%
Northeast	11%
Northwest	17%
Southeast	6%
Southwest	6%

Years in Operation

5 years or less	12%
6 – 10 years	11%
11 – 15 years	12%
16 – 20 years	9%
21 – 30 years	17%
31 - 50 years	17%
More than 50 years	19%
Don’t know/not sure	2%

Industry

8%	**NET - PRIMARY**
4%	Oil and gas
4%	Agriculture
12%	**NET - SECONDARY**
9%	Construction
3%	Manufacturing
72%	**NET - SERVICE**
10%	Professional, scientific, and technical services
9%	Retail trade
7%	Other services (except public administration)
5%	Health care
5%	Transportation
4%	Educational services
4%	Finance
4%	Food services
4%	Administrative and support
3%	Entertainment
2%	Information and cultural industries
2%	Public administration
2%	Arts
2%	Wholesale trade
2%	Recreation
2%	Social assistance
1%	Accommodation
1%	Private real estate
1%	Commercial real estate
1%	Forestry
1%	Management of companies and enterprises

Sector

Private	72%
Public	15%
Not for profit	13%

Tourism Industry

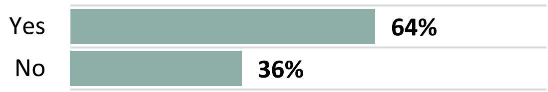
Yes	21%
No	79%

Number of employees in Alberta

None, just me	15%
1-4	27%
5-9	17%
10-29	16%
20-49	6%
50-199	10%
200-499	5%
500+	4%

Respondent Profile – Firmographics

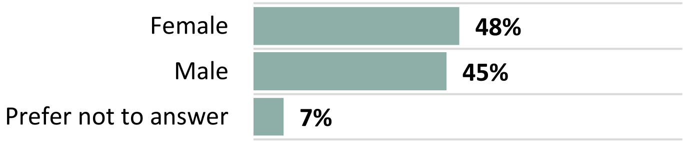
Owner/Partner



Job Title

55%	President, CEO, Owner or Executive Director
5%	Vice president or equivalent
1%	C-Suite executive (CFO, CMO, CTO, CXO)
5%	Partner, advisor or associate
5%	Contractor or self-employed
17%	Other senior manager
11%	Assistant, coordinator or manager (or equivalent)
2%	Other

Gender



Respondent Profile – Public