

ALBERTA TODAY

PUBLIC AND BUSINESS ATTITUDES TO KEY POLICY ISSUES

JUNE 2024

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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.



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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

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OVERVIEW

Overview

While the survey results show the Alberta business community and the public to be largely positive about a number of aspects of the future and the state of the economy and provincial finances, there are a number of indications of a divergence in views between the public and the business community on a variety of fronts.

When the Provincial Perspective annual surveys first polled Alberta businesses and the public asking essentially the same questions, there was a close alignment of views. Over the years, there has been a gradual divergence:

- 1 Long-Term Future** – In 2019, while business was slightly more positive, there was only a 5% gap between the two groups in being positive about the long-term future of the province. Over time, the gap has steadily increased to the point that in 2024 businesses are 15% more positive than the public (71% and 56%, respectively).
- 2 Most Important Issue Facing the Province** – While health care is cited most frequently by both groups, inflation continues to be a major public concern while for business the proportion citing it as the most important issue has declined significantly (a 16% drop over two years for business and a 2% drop for the public).
- 3 Inflation** – Among the public, the proportion who say inflation is greatly impacting them is up 9% over 2023. Further, the most important way continues to be the cost of living. Unlike business, the public likely have fewer ways to manage inflation which is why it remains a top issue for them.
- 4 Provincial Finances** – Opinion about the state of Alberta's finances has reversed over the last five years. Prior to 2022, it was the public who were more positive and less concerned than business about the state of Alberta's finances and now business is more positive and less concerned than the public.
- 5 Priorities** – For both business and the public, reducing taxes has been a priority over the years but not the most important. This year, reducing taxes has emerged as the most important priority for the public (54% making it a very important priority) and has increased by 17% over the last five years. By contrast, reducing taxes is one of a number of important priorities for business, although the proportion saying it is a very important priority has increased by 8% over the last five years. The bottom line here is that reducing taxes has become a major issue for the public.

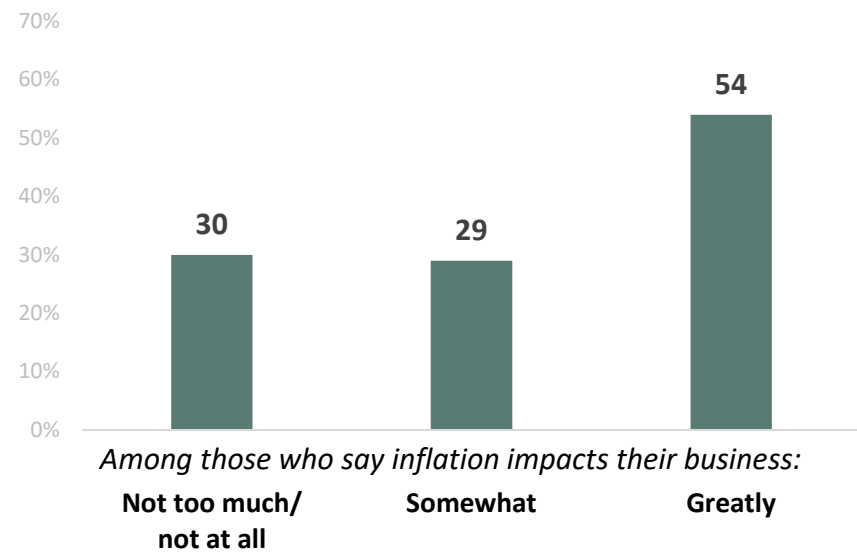
Overall, the implication here is that there is a clear divergence in priorities and perceptions between the business community and the public and that while the business community appears to be highly positive about the direction of the province and provincial finances, the public is much less sure. This may well stem from a public that is feeling increasingly financially stressed and certainly continues to be highly concerned that inflation is making managing day-to-day life more difficult. This financial stress appears to be leading to a greatly increased demand for tax reductions and presumably as a way of helping ease financial pressures, in part, created by inflation.

Overview

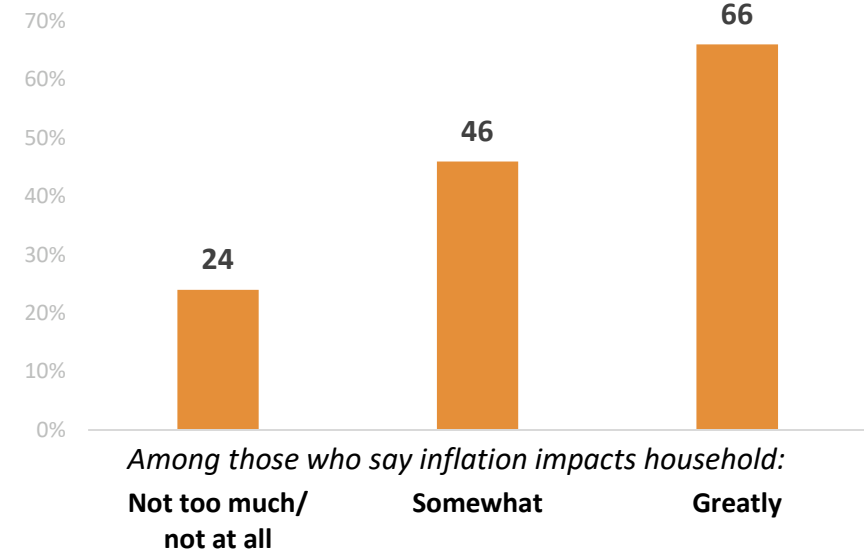
For both business and public, there is a strong link between perceptions of the impact of inflation and the importance of reducing taxes. Essentially, those who say inflation ‘greatly’ impacts them are far more likely to say it is ‘very’ important to reduce taxes compared with those who report being less impacted by inflation. This is especially true for the public where even those who say they are ‘somewhat’ impacted by inflation say it is ‘very’ important to reduce taxes. In other words, inflation is a key driver of the increased support for reducing taxes, noted later in this report.

% SAYING REDUCING TAXES IS VERY IMPORTANT
(by Perception of Impact of Inflation)

Among Business



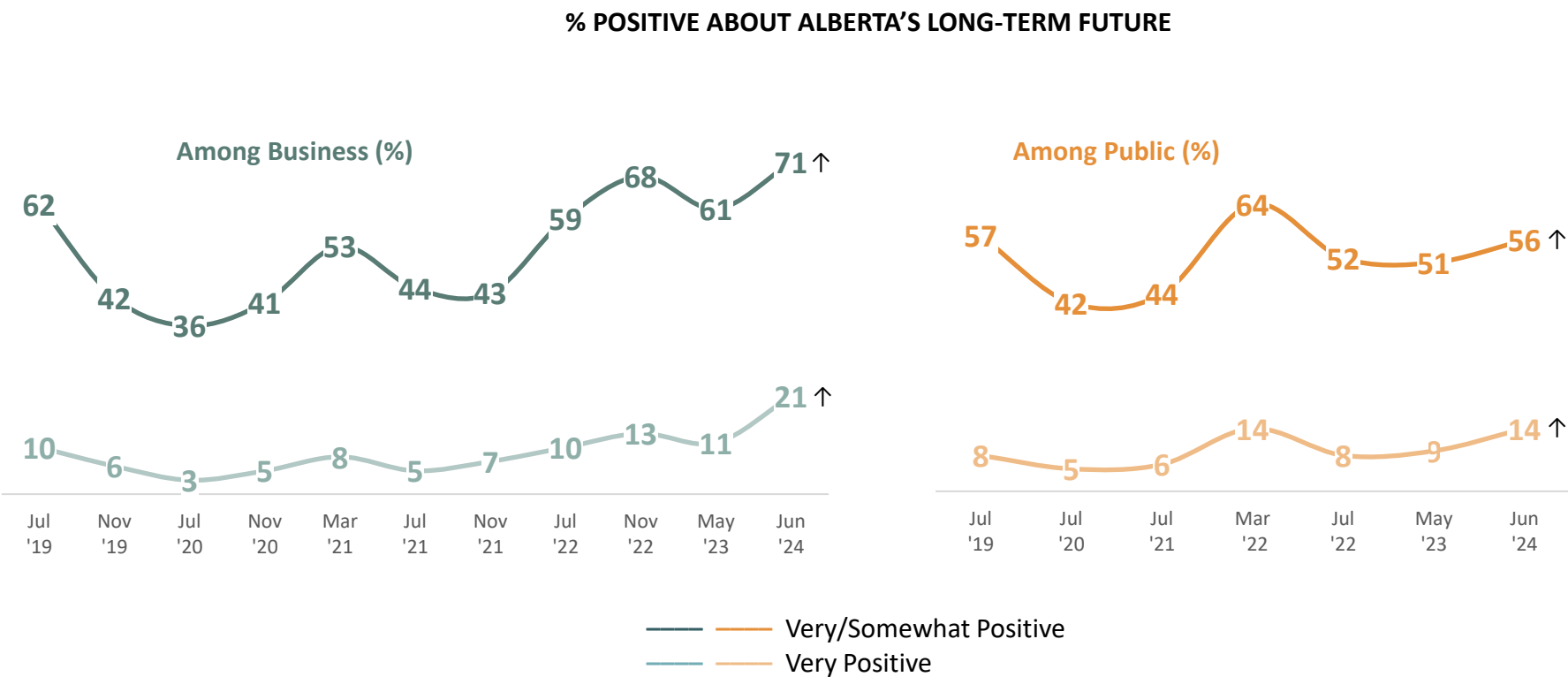
Among Public



Economic Outlook and Expectations

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.



- Positive feelings about the long-term future of the province increase to eight-in-ten among those businesses that believe oil and gas is vitally important to Alberta’s (80%) and Canada’s (79%) economy.
- Results among Albertans that support reduced extraction (43%) are significantly lower than among those that support extracting as much as you can (80%).
- Chamber members (75%) are more positive about Alberta’s long-term future than non-members (63%).
- Among the public, men (64%) are more positive than women (49%).
- New Albertans are more positive: lived in Alberta 5 years or less (83%), 6-10 years (65%), 11+ years (54%).

Q1. Overall, how do you feel about the long-term future of the province?
 Base: Business: Jul’19 n=714, Nov’19 n=1028, March’20 n=353, Jul’20 n=502, Nov’20 n=847, Jul’21 n=613, Nov’21 n=359, Jul’22 n=564, May’23 n=453, Jun’24 n=513
 Public: Jul’19 n=834, Jul’20 n=800, Jul’21 n=801, Mar’22 n=800, Jul’22 n=800, May’23 n=804, Jun’24 n=801

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.

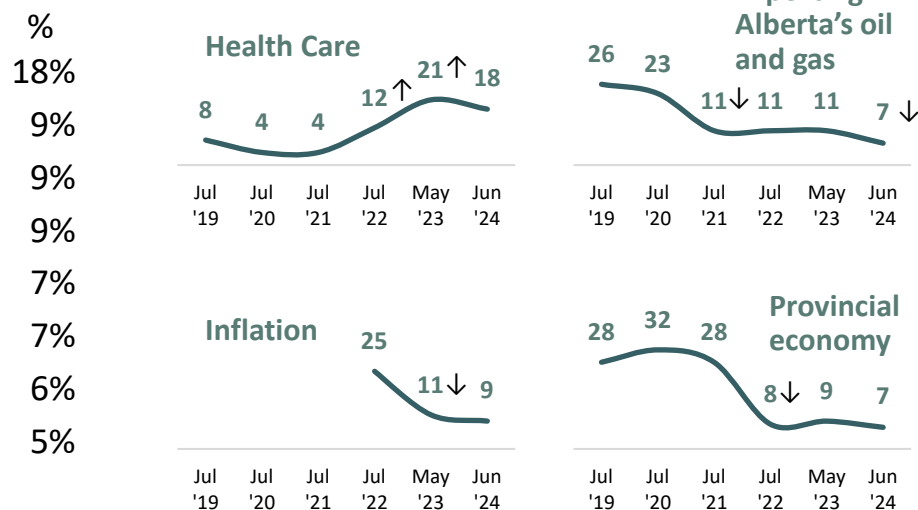
- The more positive view of Alberta's financial situation has led to far fewer businesses believing that exporting Alberta's oil and gas is the most important issue facing the province (down to 7% (from 26% in 2019). As well, only 7% cite the provincial economy (down from 32% four years ago).
- Results for the other issues remained stable this wave.

Jun '24

- Health care (access and quality)
- Negative attitudes towards the oil and gas industry
- Inflation
- Federal government relations
- Provincial economy
- Exporting Alberta's oil and gas
- Taxes
- Climate change/global warming

Mentions of 5% or higher are shown. Other mentions include: Regulatory burdens on business (4%); Utility costs (4%); Education (access and quality) (4%); Interest rates (3%); Provincial deficit and debt (3%); Controlling provincial government spending (1%); Other (10%).

MOST IMPORTANT ISSUE FACING ALBERTA



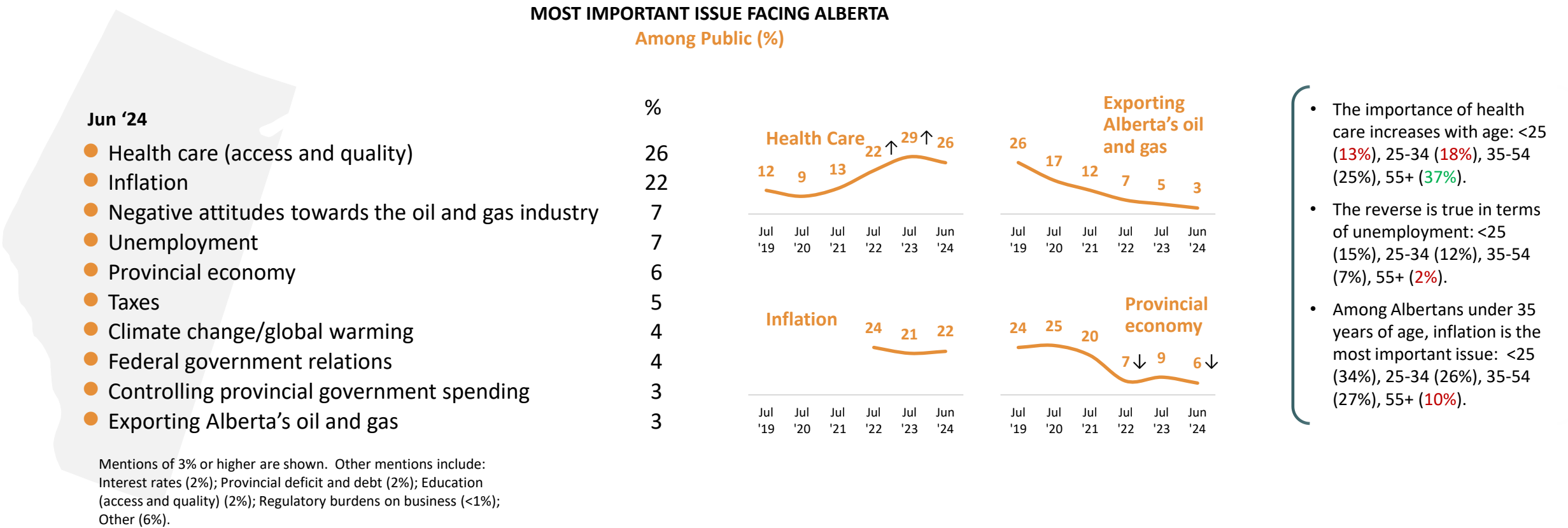
- Among those that support reduced extraction, 19% believe that climate change/global warming is the next most important issues after health care (27%) - compared to 1% citing climate change/global warming among those that support extracting.
- Newer businesses are the most concerned with taxes. One-in-five (19%) in operation for less than six years believe that taxes are the most important issue – on par with health care (17%) and significantly higher than businesses in operation for a longer duration (ranging from 4% to 6%).

Q2. Which of the following do you believe to be the most important issue facing Alberta, that is the one you are personally most concerned about?

Base: Business: Jul'19 n=714, Jul'20 n=502, Jul'21 n=613, Jul'22 n=564, May'23 n=453; Jun'24 n=513

As with business, access and quality of health care (26%) 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%).

- Results for the other issues remained stable this wave.

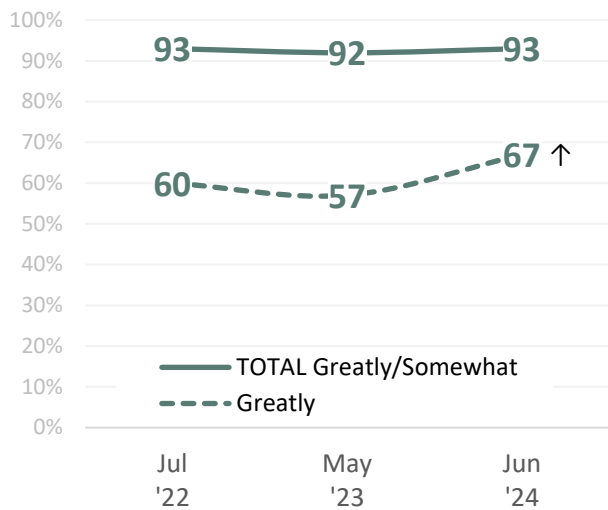


Q2. Which of the following do you believe to be the most important issue facing Alberta, that is the one you are personally most concerned about?
 Base: Public: Jul'19 n=834, Jul'20 n=800, Jul'21 n=801, Jul'22 n=800, May'23 n=804, Jun'24 n=801

While nine-in-ten businesses continue to report inflation is impacting them, there has been an increase in the proportion saying ‘greatly’ impacting their business (67% and up 10-points compared to a year ago).

- Among businesses that report inflation is ‘greatly’ or ‘somewhat’ impacting them, there has been a 10-point decrease in the proportion citing all the factors listed to run their business as having an important impact with four-in-ten (38%) now saying ‘all of these’.
- The decline in the proportion of businesses citing the cost of materials a year ago was retained in 2024.

IMPACT OF INFLATION ON BUSINESS



MOST IMPORTANT WAY INFLATION IMPACTS BUSINESS

	Jul'22	May'23	Jun'24
● Staff pressuring for wage increases	10%	11%	14%
● Cost of materials	23%	10%	13%
● Customers buying less	12%	9%	12%
● Utility costs*	-	8%	11%
● Unable to increase prices	4%	5%	5%
● Difficulty hiring staff	5%	4%	3%
● All of these	40%	48%	38%
● Other	3%	4%	3%
● Don't know/not sure	2%	<1%	2%

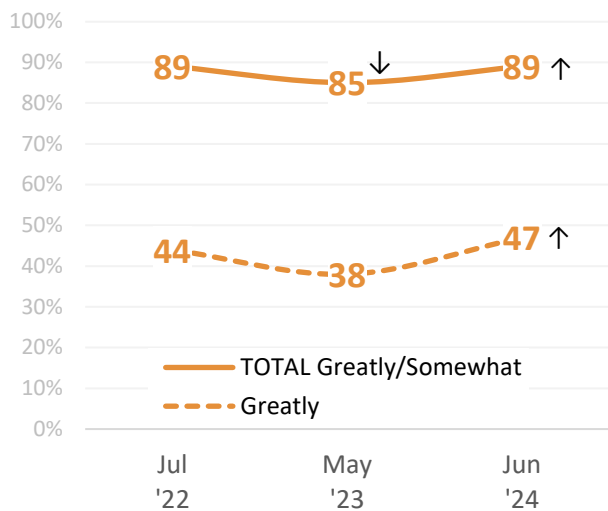
- Regionally, businesses in the North (4%) are significantly less likely to indicate ‘staff pressuring for wage increases’ than in other regions and more likely to indicate ‘all of these’ (50%).

Q5.2. To what extent, if at all, are either of the issues cited below impacting your business? - Inflation
Base: Business: Jul'22 n=564, May'23 n=453, Jun'24 n=489
Q7. Which of the following is the most important way inflation is impacting your business?
Base: Inflation impacts business greatly/somewhat Business: Jul'22 n=526, May '23 n=419, Jun'24 n=489
* Added in 2023

After a decline a year ago, nine-in-ten (89%) of the public again report that inflation is having an impact on their household, with half (47%) indicating ‘greatly’. This represents an increase of 9-points since May 2023.

- The change in the impact to the household tends to be driven by an increase in the cost of household items/groceries.

IMPACT OF INFLATION ON HOUSEHOLD



MOST IMPORTANT WAY INFLATION IMPACTS HOUSEHOLD

	Jul'22	May'23	Jun'24
● Cost of household items/groceries	47%	36%	44%
● Harder to make ends meet	10%	11%	10%
● Utility costs*	-	14%	8%
● Buying fewer things	2%	5%	4%
● Going out less	3%	3%	3%
● Driving less	2%	1%	<1%
● All of these	35%	26%	29%
● Other	2%	1%	-
● Don't know/not sure	1%	<1%	1%

- Women (13%) are almost twice as likely as men (7%) to indicate the most important way inflation impacts their household is that it is harder to make ends meet.

Q5. To what extent, if at all, is inflation impacting your household?
Base: Public: Jul'22 n=800, May'23 n=804, Jun'24 n=801

Q7. Which of the following is the most important way inflation is impacting your household?
Base: Inflation impacts household greatly/somewhat Public: Jul'22 n=715, May '23 n=687, Jun'24 n=715

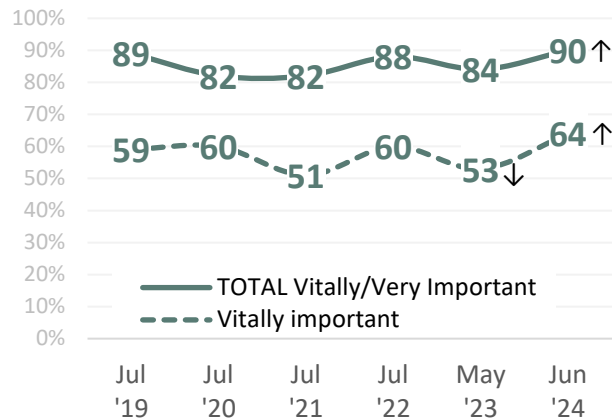
* Added in 2023

Nine-in-ten businesses believe the oil and gas sector is ‘vitality/very’ important to Alberta’s economy and intensity is high with 64% saying ‘vitality’ important – both up compared to a year ago.

- While the public continues to lag business in the extent to which they believe the sector is seen as important, in 2024 85% say it is ‘vitality/very’ important and half (48%) indicate ‘vitality’ important – both up compared to a year ago.

IMPORTANCE OF OIL AND GAS INDUSTRY FOR THE PROVINCE’S ECONOMY

Among Business



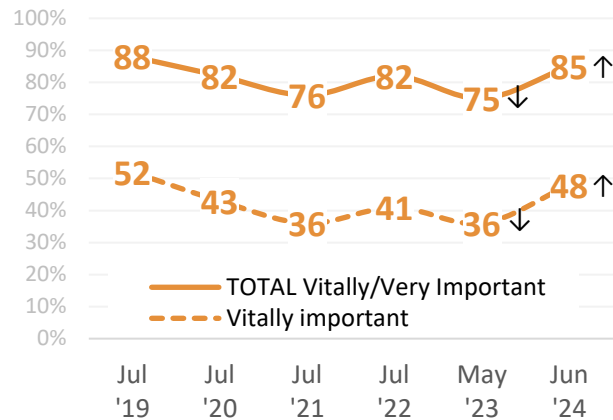
IMPORTANCE OF OIL AND GAS INDUSTRY FOR CANADA’S ECONOMY (Jun’24):

87 TOTAL Vitality/Very Important

56 Vitality Important

IMPORTANCE OF OIL AND GAS INDUSTRY FOR THE PROVINCE’S ECONOMY

Among Public



IMPORTANCE OF OIL AND GAS INDUSTRY FOR CANADA’S ECONOMY (Jun’24):

79 TOTAL Vitality/Very Important

39 Vitality Important

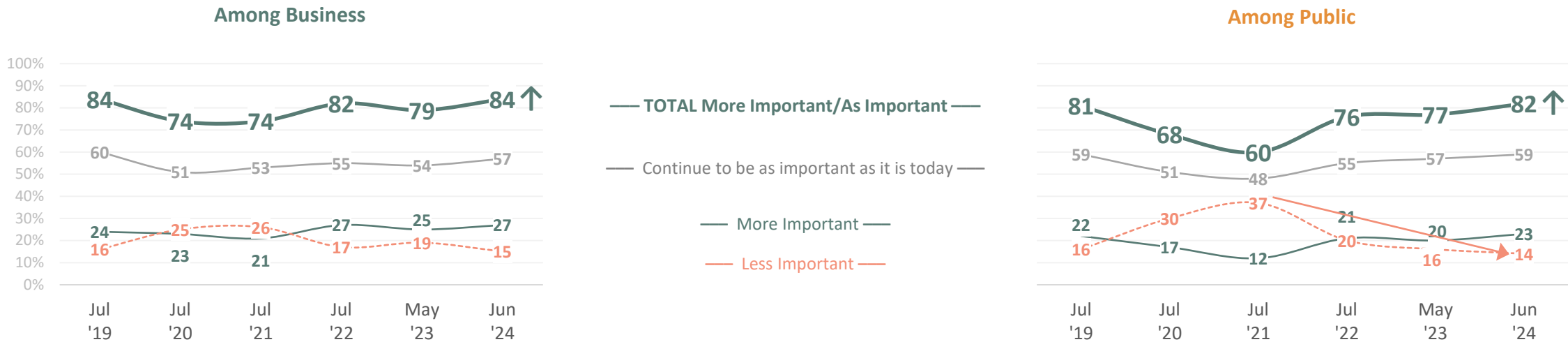
- Businesses and the northern part of the province compared with the southern region are far more likely to say the industry is vitality/very important: business – 96% in the north and 79% in the south.
- Among the public, while results are still high, a lower proportion of younger Albertans believe the oil and gas industry is ‘vitality/very’ important to the province’s economy: >25 (82%), 25-34 (76%), 35-54 (86%), 55+ (91%).

Q8. How important is the oil and gas industry for the following ...? The province’s economy; Canada’s economy
 Base: Business: Jul’19 n=714, Jul’20 n=502, Jul’21 n=613, Jul’22 n=564, May’23 n=453, Jun’24 n=484
 Public: Jul’19 n=834, Jul’20 n=800, Jul’21 n=801, Jul’22 n=800, May’23 n=804; Jun’24 n=801

The majority of both businesses (84%) and the public (82%) continue to believe that the oil and gas industry will either become more important in the future or continue to be as important as it is today – both up in 2024.

- Of note, among both groups, the proportion believing the industry will be ‘less important’ has been trending down since 2021. Among business, 26% said the industry would be ‘less important’ in 2021 compared to 15% today. Among the public, there has been a larger decline from 37% in 2021 to 14% today.

EXPECTATIONS OF CONTINUED IMPORTANCE OF THE OIL AND GAS INDUSTRY

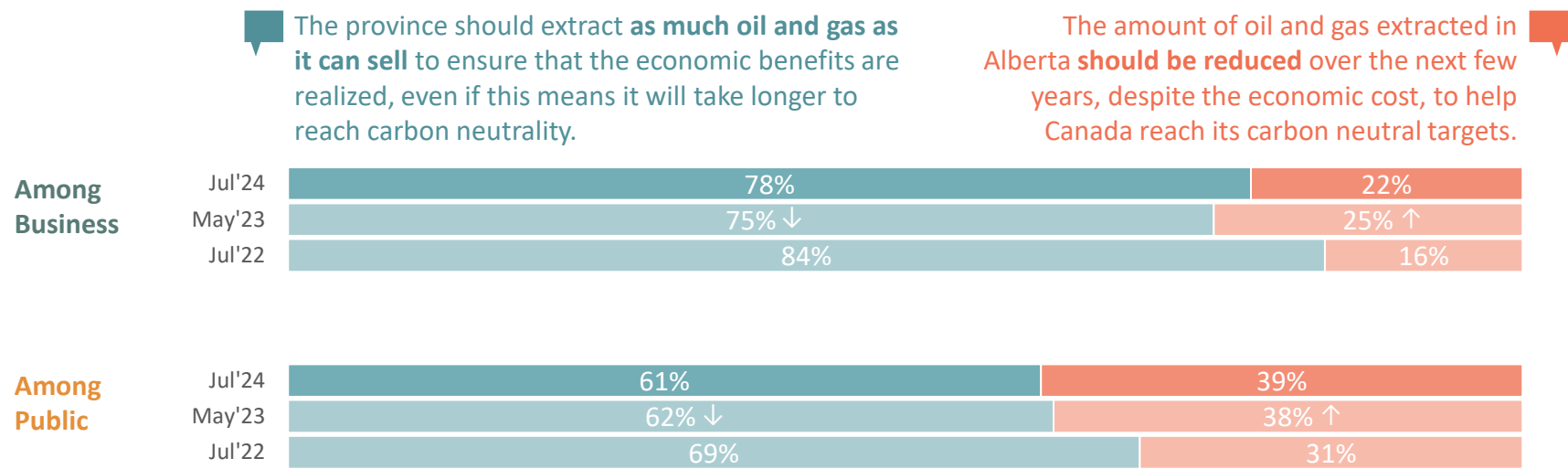


Q9. Over the next few years, what are your expectations for the importance of the oil and gas industry for the province’s economy?
Base: Business: Jul’19 n=714, Jul’20 n=502, Jul’21 n=613, Jul’22 n=564, May’23 n=453, Jun’24 n=484
Public: Jul’19 n=834, Jul’20 n=800, Jul’21 n=801, Jul’22 n=800, May’23 n=804; Jun’24 n=801

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.

- Among both business and the public, while still high, 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?



- Among businesses with a 'very' positive outlook for the future, 86% have the opinion you should extract as much oil and gas as you can, while 14% indicate it should be reduced.
- Among businesses regionally, results are closer to par in Calgary: extract as much as you can (55%)/should be reduced (45%).
- Among the public, there are differences by age: extract as much as you can - <25 (35%), 25-34 (52%), 35-54 (65%), 55+ (73%); should be reduced - <25 (65%), 25-34 (48%), 35-54 (35%), 55+ (27%).

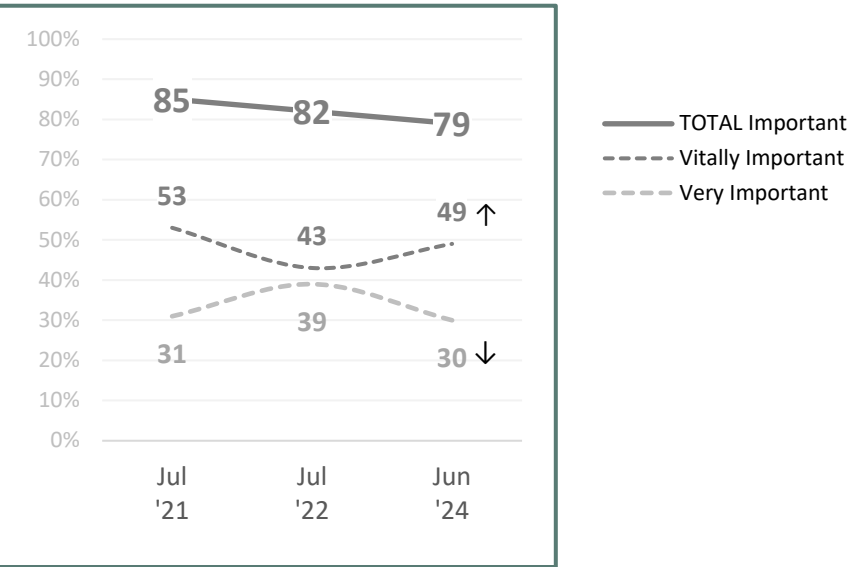
Q10. There has been discussion in the media about oil and gas extraction in Alberta with two primary narratives. Which one best reflects your point of view?
Base: Business: Jul'22 n=564, May'23 n=453 (excluding don't know/not sure), Jun'24 n=482
Public: Jul'22 n=800, May'23 n=804 (excluding don't know/not sure); Jun'24 n=801

Support for Canada developing a self-reliant energy infrastructure remains high, although the level of importance is down among both business (79%) and the public (72%).

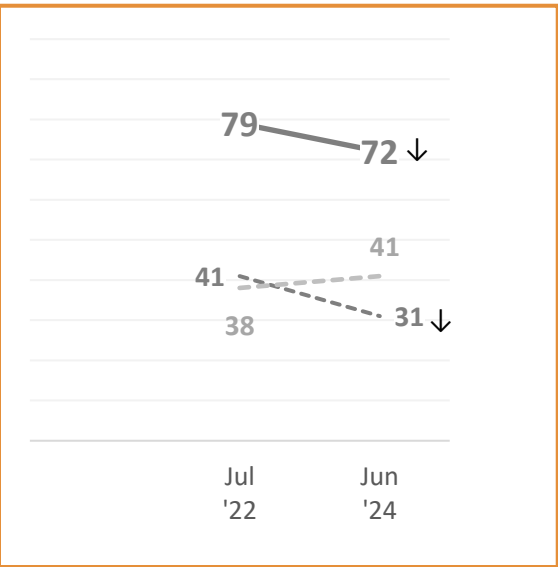
- Among business, results are down significantly in 2024 (79%) compared to 2021 (85%) although half (49%) consider this to be ‘vitally’ important.
- Compared to a year ago, the level of importance for a self-reliant energy infrastructure that is independent from the United States has declined among the public both in terms of total important (72%) and ‘vitally’ important (down 10-points to 31%).

NEED FOR A SELF-RELIANT ENERGY INFRASTRUCTURE

Among Business



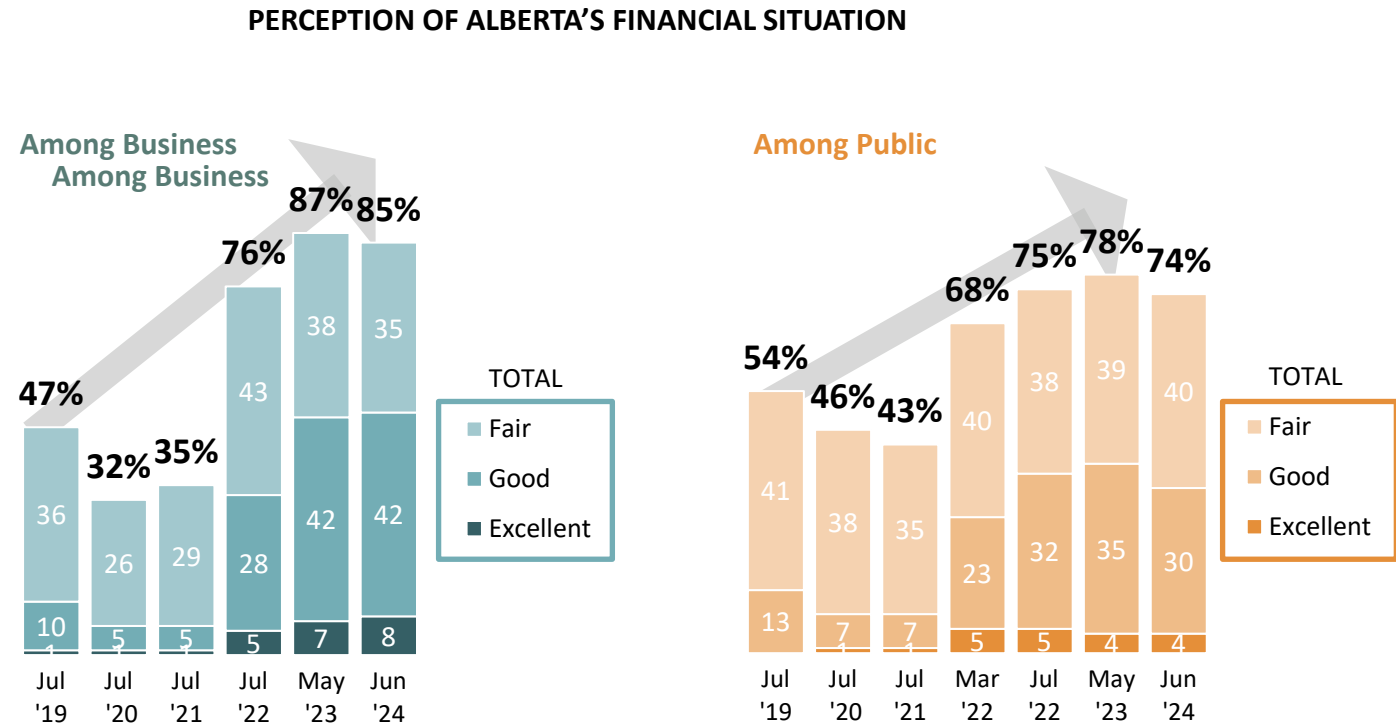
Among Public



- Younger Albertans place less importance on a self-reliant energy infrastructure: <25 (58%), 25-34 (73%), 35-54 (73%), 55+ (75).
- Among business and the public, those most concerned about the province's finances are most likely to say energy infrastructure self-reliance is important.

Q11. How important is it to you that Canada develops a self-reliant energy infrastructure that is independent from the United States?
Base: Business: Jul'21 n=613, Jul'22 n=564, Jun'24 n=482
Public: Jul'22 n=800; Jun'24 n=801

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 previous wave and significantly higher than 2019 to 2021).

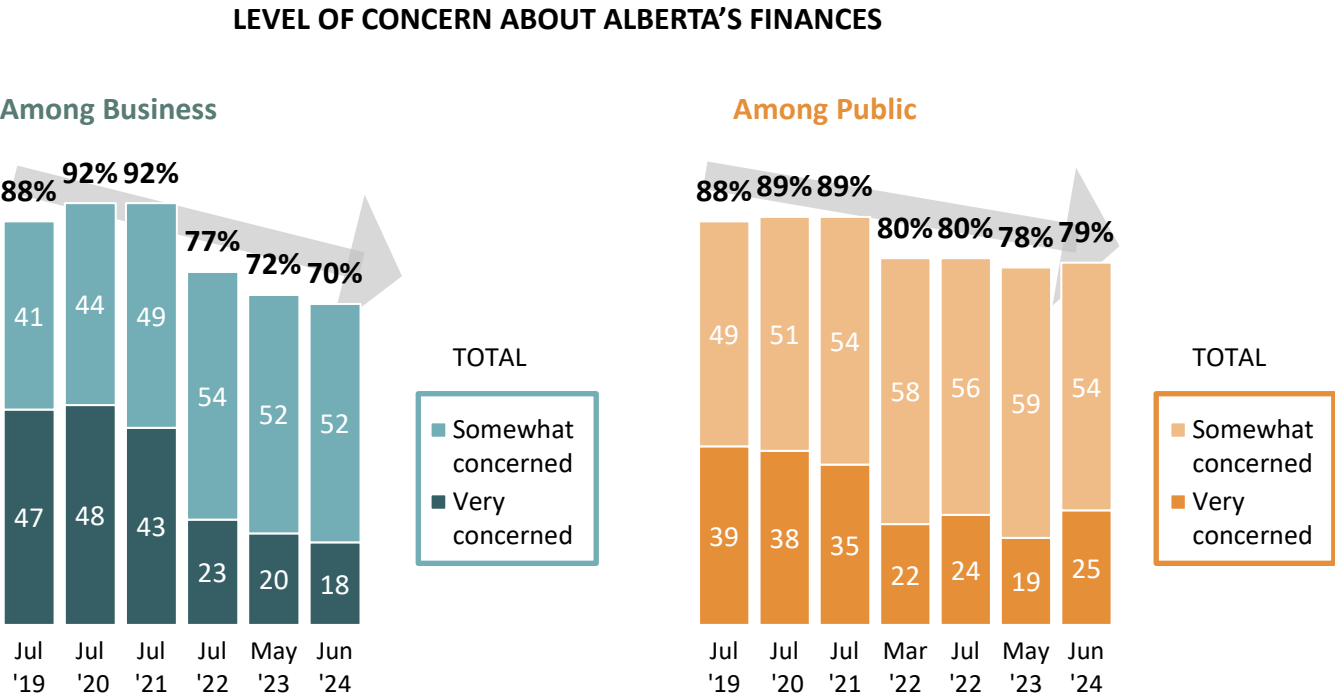


- Among the public, those in NW/NE/Mountain Parks (24%) are less likely to describe Alberta’s financial situation as ‘excellent/good’ compared to those in South/Central (37%), Edmonton (33%), or Calgary (35%).
- Women (27%) continue to be far less positive than men (41%) in believing the province’s financial situation is ‘excellent/good’.
- Of note, those who have lived in Alberta their whole life (25%) are the least likely to say ‘excellent/good’: 5 years and under (46%), 6-10 years (41%), 11 or more (37%).

Q13. Overall, how would you describe the province’s financial situation?
 Base: Business: Jul’19 n=714, Jul’20 n=502, Jul’21 n=613, Jul’22 n=564, May’23 n=453, Jun’24 n=478
 Public: Jul’19 n=834, Jul’20 n=800, Jul’21 n=801, Mar’22 n=800 Jul’22 n=800, May’23 n=804, Jun’24 n=801

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.

- While level of concern continues to decline among business – from 77% in 2022 to 70% in 2024 – results have remained relatively unchanged during this time among the public and are 9-points higher than business this wave (79% and 70%, respectively).



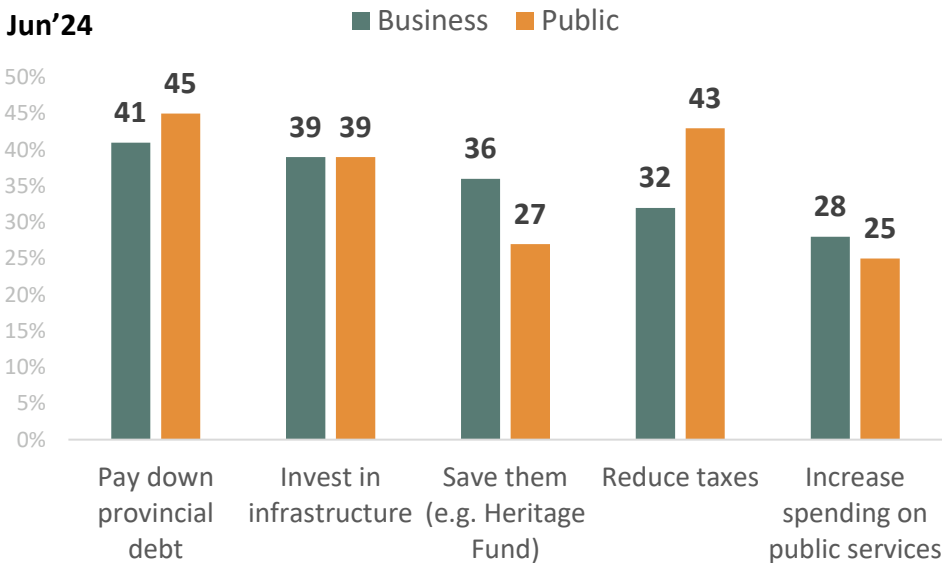
Q14. How concerned are you about the state of the province’s finances?
Base: Business: Jul’19 n=714, Jul’20 n=502, Jul’21 n=613, Jul’22 n=564, May’23 n=453, Jun’24 n=478
Public: Jul’19 n=834, Jul’20 n=800, Jul’21 n=801, Mar’22 n=800, Jul’22 n=800, May’23 n=804, Jun’24 n=801

Top Priorities for Oil and Gas Royalty Revenues

Paying down the provincial debt (41%) and investing in infrastructure (39%) are the most important priorities among business in 2024 for oil and gas royalty revenues. Among the public, the top two priorities are paying down debt (45%) and reducing taxes (43%).

- While not in the top two among the public, the proportion citing investing in infrastructure is on par with business (both 39%).
- Notably, since tracking began in 2022, there have been significant declines in businesses (but not the public) prioritizing paying down the provincial debt and investing in infrastructure.
- Although the public identify health care as the most important issue facing the province, there is a significant (9%) decline over 2023 in those saying increase public spending.

TOP TWO PRIORITIES FOR OIL AND GAS ROYALTY REVENUES



TRENDED

	Jul '22	May '23	Jun '24
Among Business			
● Pay down provincial debt	60	51	41
● Invest in infrastructure	51	37	39
● Save them (e.g., Heritage Fund)	34	35	36
● Reduce taxes	35	27	32
● Increase spending on public services	22	25	28
Among Public			
● Pay down provincial debt	48	45	45
● Invest in infrastructure	32	40	39
● Save them (e.g., Heritage Fund)	25	25	27
● Reduce taxes	30	43	43
● Increase spending on public services	23	36	25

- Among the public, Albertans aged 55+ are more likely to prioritize saving the oil and gas royalty revenues: <25 (25%), 25-34 (24%), 35-54 (23%), 55+(34%).
- The top priority among men is paying down the provincial debt (50%) 10-points higher than among women (40%). The top priority among women is reducing taxes (46%).

Q15. Oil and gas royalty revenues for the province, while they fluctuate year over year, are an important contributor to the province’s financial well-being. Which of the following options are your top priorities for what the province should do with these non-renewable resource revenues?

Base: Business: Jul’22 n=564, May’23 n=453, Jun’24 n=465
Public: Jul’22 n=800, May’23 n=804, Jun’24 n=801

How are Issues to be Resolved?

With an increase measured in 2024, reducing the regulatory burden on business (55%) is now the top priority of businesses, closely followed by encouraging businesses and the public to shop locally (53%), attracting investments from outside the province (52%) – both down this wave – and diversifying the province’s economy beyond the oil and gas industry (51%).

- 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.
- The importance of attracting skilled workers from outside the province declined 13-points compared to a year ago to 31% in 2024 and is now in the bottom tier of priorities.

IMPORTANT OF SPECIFIC PRIORITIES (% Very Important)		Jul	Jul	Jul	Jul	May	Jun
Among Business		'19	'20	'21	'22	'23	'24
● Reducing the regulatory burden on business		53	48	52	51	50	55%
● Encouraging businesses and the public to shop locally		-	-	-	59	61	53%
● Attracting investments from outside the province		-	-	-	-	61	52%
● Diversifying the province’s economy beyond the oil and gas industry		52	63	62	52	53	51%
● Reducing taxes		38	25	32	38	40	46%
● Strengthening local supply chains		-	-	-	63	57	44%
● Balancing the provincial budget		45	30	37	41	42	43%
● Saving royalties from government oil and gas revenues		37	35	37	40	46	42%
● Reducing the provincial debt		47	34	41	38	37	37%
● Maintaining the current level of government services		28	32	29	29	35	34%
● Developing clean/non-polluting technologies		35	31	37	34	35	31%
● Attracting skilled workers from outside the province		-	-	-	-	44	31%
● Reducing greenhouse gas emissions		26	15	19	18	28	19%

- Reducing the regulatory burden on business: chamber member 59%/non-member 47%; company size 20-49 72%.
- Encouraging businesses and the public to shop locally – importance declines by company size: 1-4 64% vs. 200+ 39%
- Reducing taxes: business not in tourism sector 61% vs. in tourism sector 37%
- Strengthening local supply chains: regionally, significantly more important in the north 53%

Q3. How important to you are each of the following priorities?
 Base: Business: Jul’19 n=714, Jul’20 n=502, Jul’21 n=613, Jul’22 n=564, May’23 n=453, Jun’24 n=497 (excluding don’t know)

When asked to choose from among their priorities, reducing taxes and diversifying the economy are rated as the most important priorities by businesses – with reducing taxes increasing significantly in 2024.

MOST IMPORTANT PRIORITY AMONG THOSE CITED AS VERY IMPORTANT Among Business

	May '23	Jun '24
● Reducing taxes	16	22%
● Diversifying the province’s economy beyond the oil and gas industry	19	20%
● Reducing the regulatory burden on business	7	10%
● Encouraging businesses and the public to shop locally	11	8%
● Maintaining the current level of government services	4	7%
● Attracting investments from outside the province	8	6%
● Saving royalties from government oil and gas revenues	5	6%
● Reducing the provincial debt	5	5%
● Strengthening local supply chains	4	4%
● Balancing the provincial budget	6	4%
● Developing clean/non-polluting technologies	7	4%
● Attracting skilled workers from outside the province	5	3%
● Reducing greenhouse gas emissions	4	2%

- Reducing taxes is more of a priority to newer businesses: <6 years (33%), 6-10 (33%), 11-20 (18%), 21+ (18%).
- Those supporting less O/G extraction (38%) are more likely to say that diversifying the province’s economy is their top priority compared to those supporting extracting as much as you can (14%).

Q4. And which of the priorities you selected as very important is the most important to you personally?
Base: Business: May'23 n=446, Jun'24 n=484

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.

- There was an increase this wave in the proportion of the public rating balancing the provincial budget (44%), reducing the provincial debt (43%), and maintaining the current level of government services (41%) as a ‘very’ important priority.
- Similar to results among businesses, there were significant declines measured for the importance of reducing greenhouse gas emissions (27%) and attracting skilled workers from outside the province (20%) with both priorities considered the least important.

IMPORTANT OF SPECIFIC PRIORITIES (% Very Important)
Among Public

	Jul '19	Jul '20	Jul '21	Jul '22	May '23	Jun '24
● Reducing taxes	37	29	36	45	43	54%
● Diversifying the province's economy beyond oil/gas industry	57	57	63	54	46	46%
● Balancing the provincial budget	42	34	42	40	39	44%
● Reducing the provincial debt	45	37	44	42	38	43%
● Maintaining the current level of government services	35	35	36	37	34	41%
● Strengthening local supply chains	-	-	-	47	36	40%
● Attracting investments from outside the province	-	-	-	-	40	38%
● Saving royalties from government oil and gas revenues	39	35	41	42	35	38%
● Developing clean/non-polluting technologies	39	35	43	40	35	36%
● Encouraging businesses and the public to shop locally	-	-	-	36	33	34%
● Reducing the regulatory burden on business	27	21	27	24	22	28%
● Reducing greenhouse gas emissions	30	27	34	32	32	27%
● Attracting skilled workers from outside the province	-	-	-	-	28	20%

- Albertans living in the province for five years or less (57%) are the most likely to rate diversifying the province’s economy as ‘very’ important: 6-10 (40%), 11 or more (45%), all my life (43%).
- Younger Albertans place more importance on developing clean/non-polluting technologies: <25 (49%), 25-34 (33%), 35-54 (38%), 55+ (32%) as well as reducing greenhouse gas emissions: <25 (41%), 25-34 (32%), 35-54 (23%), 55+ (22%).
- Reducing taxes is considered the most important priority among both men and women. Men place more importance than women on balancing the provincial budget (48% and 40%, respectively) and attracting investments from outside the province (43% and 34%, respectively).

Q3. How important to you are each of the following priorities?
 Base: Public: Jul’19 n=834, Jul’20 n=800, Jul’21 n=801, Jul’22 n=800, May’23 n=804, Jun’24 n=792 (excluding don’t know)

As with businesses, reducing taxes and diversifying the economy are rated as the most important priorities by the public – with reducing taxes increasing significantly in 2024.

- In 2024, 33% of the public rate reducing taxes as ‘very’ important compared to 22% among businesses. Results are closer for diversifying the province’s economy (16% and 20%, respectively).

MOST IMPORTANT PRIORITY AMONG THOSE CITED AS VERY IMPORTANT

Among Public

	May '23	Jun '24
● Reducing taxes	24	33%
● Diversifying the province’s economy beyond the oil and gas industry	20	16%
● Maintaining the current level of government services	8	10%
● Reducing the provincial debt	8	6%
● Balancing the provincial budget	6	6%
● Encouraging businesses and the public to shop locally	4	5%
● Attracting investments from outside the province	6	4%
● Reducing greenhouse gas emissions	5	4%
● Saving royalties from government oil and gas revenues	5	4%
● Developing clean/non-polluting technologies	4	3%
● Reducing the regulatory burden on business	3	2%
● Strengthening local supply chains	2	2%
● Attracting skilled workers from outside the province	3	1%
● Don't know/not sure	3	4%

- Reducing taxes: women (37%), men (29%).

Q4. And which of the priorities you selected as very important is the most important to you personally?
Base: Public: May'23 n=696, Jun'24 n=719

In addition to agriculture food products, businesses continue to cite encouraging entrepreneurial activity, health innovation, new technologies, manufacturing, and the hydrogen industry as the single best growth opportunities in Alberta outside the oil and gas sector.

- The proportions citing tourism is significantly down in 2024 to the lowest level since tracking began..
- Nuclear energy continues to trend upward and has shown the greatest increase (+24%) over the last five years.

DIVERSIFICATION ALTERNATIVES FOR NON-ENERGY BUSINESS GROWTH Among Business						
	Jul '19	Jul '20	Jul '21	Jul '22	May '23	Jun '24
● Agriculture food products	56	69	64	60	62	62%
● Encouraging entrepreneurial activity	59	65	57	49	51	54%
● Health innovation	45	48	45	38	44	46%
● New technologies (e.g., Digital technologies/Artificial intelligence)	48	53	46	48	43	45%
● Manufacturing	40	50	49	42	43	43%
● Hydrogen Industry	-	-	-	39	48	42%
● Tourism	43	51	52	46	48	41%
● Nuclear energy	13	13	23	25	31	37%
● Value-add petrochemical products	38	40	38	30	33	33%
● Enabling commercialization of research and products	32	36	32	27	28	31%
● Connecting Alberta businesses to overseas opportunities	34	39	30	25	29	31%
● Forestry value-added products	24	28	32	27	27	28%
● Rural broadband connectivity	26	27	33	31	29	24%
● Increasing the number of international students	7	11	10	11	14	8%

Q12. Which of the following offer the best opportunities in Alberta for industries not reliant on growing oil and gas exports?
 Base: Business: Jul'19 n=714, Jul'20 n=502, Jul'21 n=613, Jul'22 n=564, May'23 n=453, Jun'24 n=479

Agriculture food products is also considered the best opportunity in Alberta for growth outside the oil and gas sector among the public - although 16-points lower than among business – followed by health innovation and new technologies.

- Unlike business, there has been no steady increase among the public in nuclear energy and support has not increased in the last three years.

DIVERSIFICATION ALTERNATIVES FOR NON-ENERGY BUSINESS GROWTH

Among Public

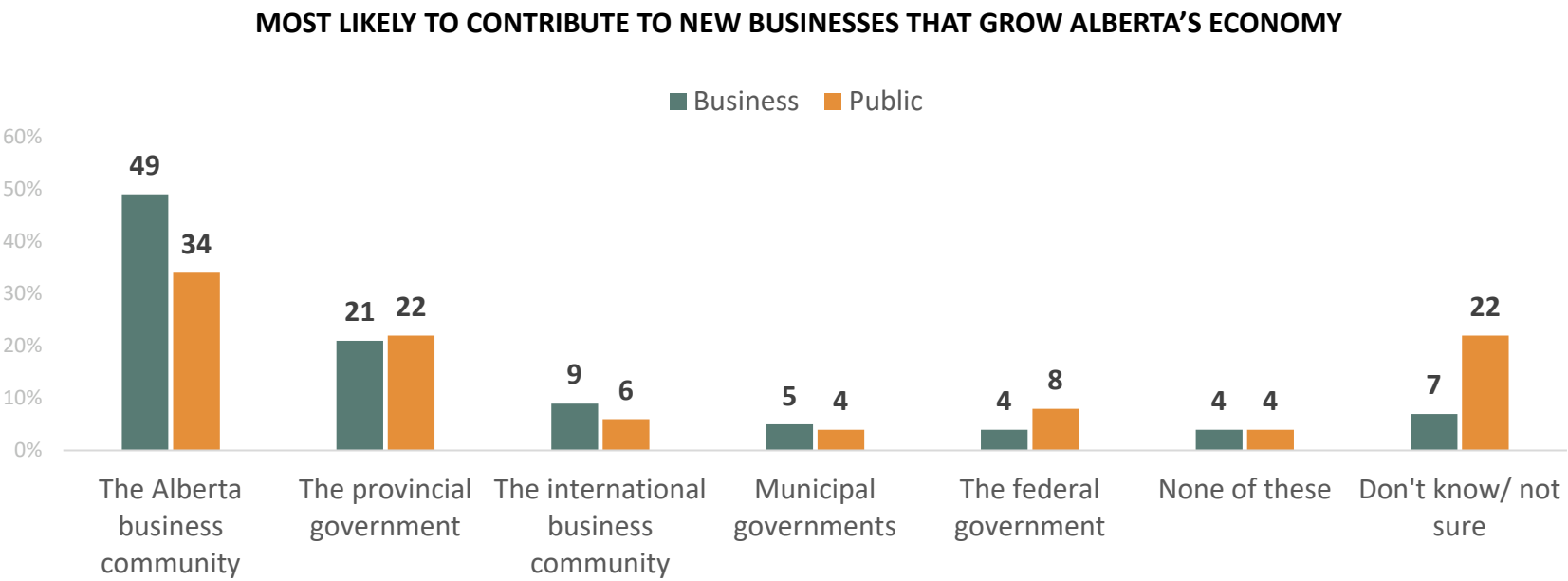
	Jul '19	Jul '20	Jul '21	Jul '22	May '23	Jun '24
● Agriculture food products	48	53	52	53	44	46%
● Health innovation	48	51	50	46	40	39%
● New technologies (e.g., Digital technologies/Artificial intelligence)	49	51	54	46	38	39%
● Tourism	45	48	51	45	37	34%
● Manufacturing	34	42	38	40	32	32%
● Hydrogen Industry	-	-	-	35	31	32%
● Encouraging entrepreneurial activity	46	46	42	37	30	31%
● Connecting Alberta businesses to overseas opportunities	42	35	33	28	27	26%
● Nuclear energy	15	15	22	21	24	23%
● Forestry value-added products	21	24	24	25	22	21%
● Value-add petrochemical products	29	29	27	24	22	21%
● Enabling commercialization of research and products	30	32	29	26	18	19%
● Rural broadband connectivity	15	17	20	19	16	15%
● Increasing the number of international students	10	10	13	13	10	6%

- Regionally, Albertans in the NW/NE/Mountain Parks are the most likely to cite health innovation (50%) and rural broadband connectivity (26%).
- Men (34%) are more likely to indicate nuclear energy than are women (12%).

Q12. Which of the following offer the best opportunities in Alberta for industries not reliant on growing oil and gas exports?
 Base: Public: Jul'19 n=834, Jul'20 n=800, Jul'21 n=801, Jul'22 n=800, May'23 n=804, Jun'24 n=801

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. A similar proportion of the public (22%) indicate they ‘don’t know’.

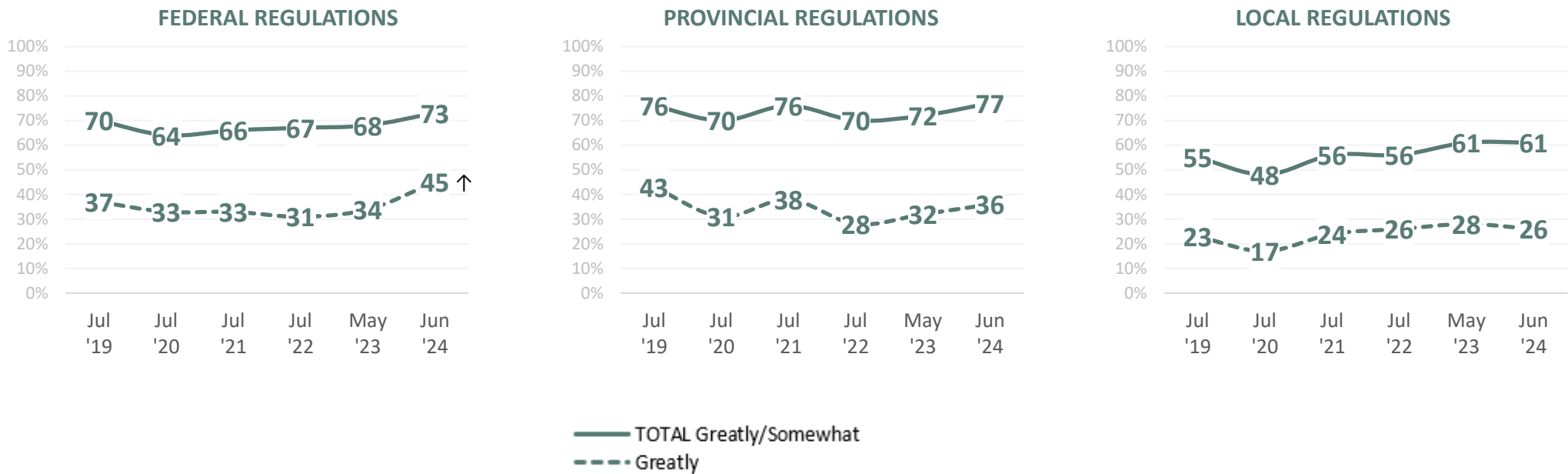


- Chamber members (55%) are more likely to cite the Alberta business community than non-members (37%). Results are similar for the provincial government (20% and 23%, respectively).
- Among the public, men (39%) are 10-points more likely than women (29%) to say the Alberta business community.
- Among the public aware of the chamber, 43% say the Alberta business community compared to 24% that are not aware.

The regulatory environments at all three levels of government continues to be seen as hampering business. Local regulations are considered the least likely to negatively impact business, but six-in-ten (61%) businesses still report a negative impact.

- While provincial regulations are slightly above federal (77% and 73%, respectively), 45% of businesses characterize federal regulations as ‘greatly’ negatively impacting them (and up significantly in 2024) compared to 36% for provincial regulations.

IMPACT OF REGULATIONS

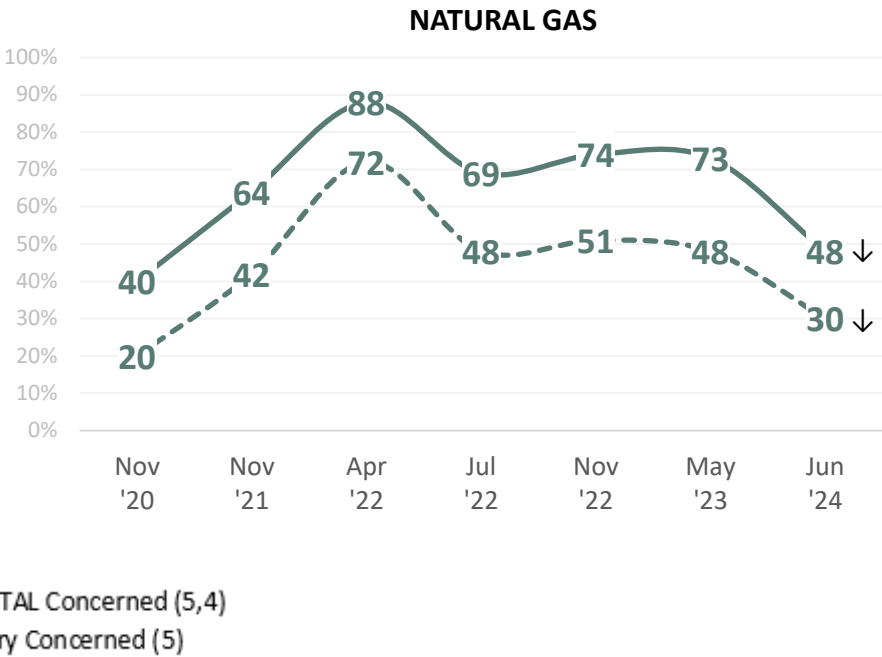
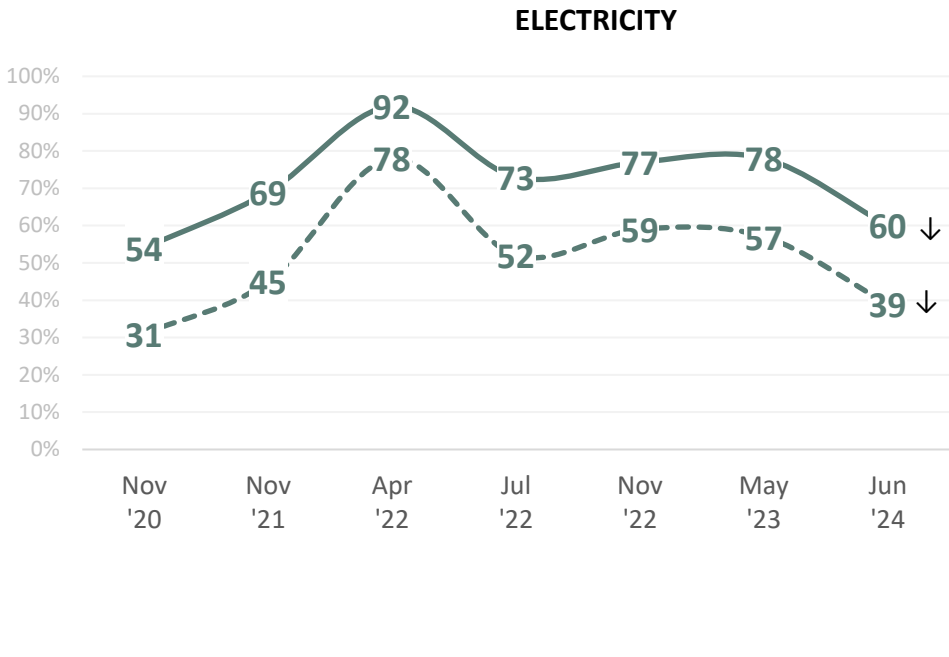


Q16. To what extent do regulations at each of the following levels of government directly and negatively impact your business?
Base: Business: Jul'19 n=714, Jul'20 n=502, Jul'21 n=613, Jul'22 n=564, May'23 n=453, Jun'24 n=461

After a high in April 2022, the level of concern about the costs of energy has decreased with significant declines measured for both electricity and natural gas this wave. That said, the level of concern remains high and above results when tracking started in November 2020.

- Regionally, businesses in the North indicate the most concern.

CONCERNS ABOUT THE COSTS OF ENERGY



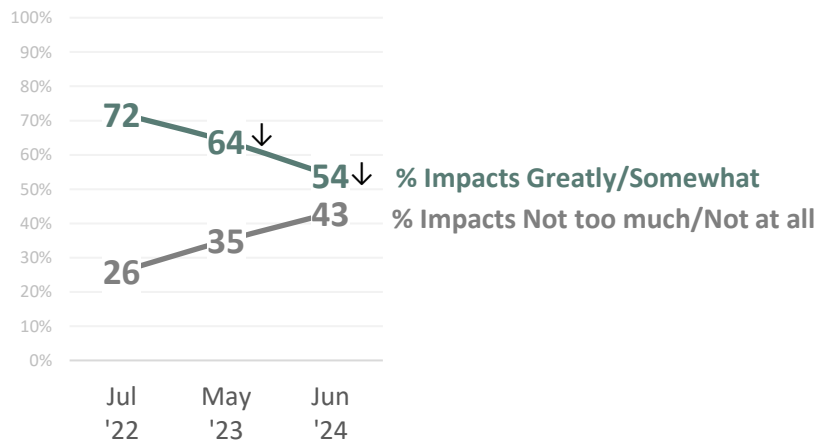
Q17. On a scale of 1 to 5, how concerned are you about the costs to your business of the following utility services?
Base: Business: Nov 2020 n=243, Nov 2021 n=359, Jul 2022 n=564, Nov 2022 n=539, May '23 n=453, Jun '24 n=417

Supply Chain Disruption

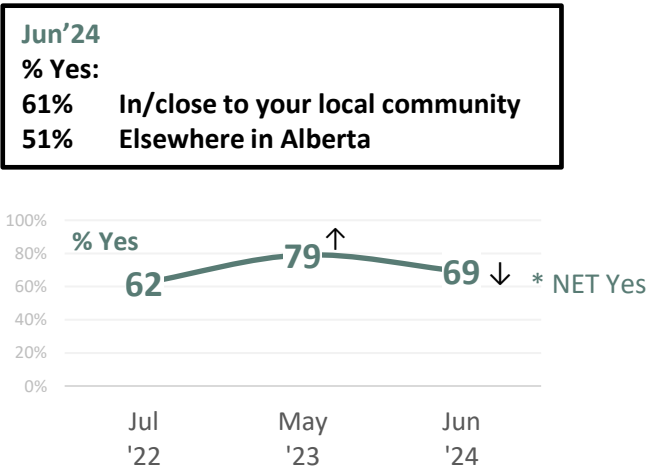
While declining, half (54%) of Alberta businesses say supply chain disruption is impacting their business ‘greatly/somewhat.’ Importantly, while those impacted by this disruption are less likely to be struggling to find suppliers this year, majorities continue to say it’s a struggle, especially findings local suppliers.

- 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.

EXTENT SUPPLY CHAIN DISRUPTION IS IMPACTING BUSINESS



BUSINESS STRUGGLES TO FIND SUPPLIERS



ITEMS STRUGGLING TO SOURCE

Materials/supplies (specified)	28
Parts/automotive, machinery parts	15
Materials/supplies (general)	11
Affordable materials and supplies	8
Labour/human resources	8
Construction materials/supplies	6
Sub-contractors/specialized services	6
Locally sourced products	5
Food/fresh produce	4
Electrical supplies	3
Office supplies	2
Vehicles/trucks	2

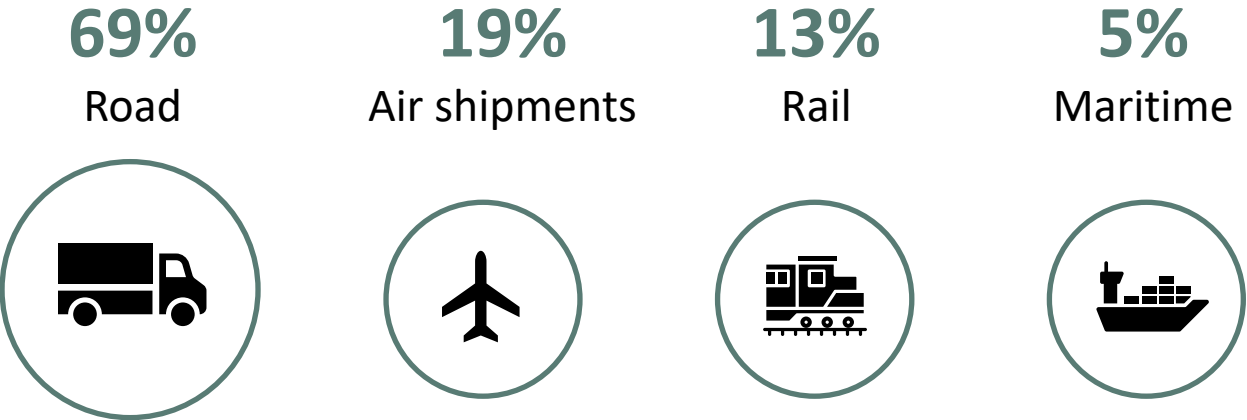
- Q5.1. To what extent, if at all, are either of the issues cited below impacting your business? - Supply chain disruption

Base: Business: Jul'22 n=564, May'23 n=453, Jun'24 n=489
- Q23. Does your business struggle to find suppliers?

Base: Business: Jul'22 n=293, May'23 n=193, Jun'24 n=205
- Q24. What are you struggling to source?

Base: Business: Jun'24 n=124

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.



- Results vary by region regarding dependance on the road: Calgary area (52%), South (70%), Edmonton area (73%), Central/Mountain 75%), North (86%).
- Among chamber members, dependance on the road increases to 73%, non-members 63%.

Expansion in the Manufacturing and Forestry Sectors

One-in-ten (9%) indicate their business is involved in production or manufacturing, while 1% are in the forestry sector. Among businesses in these sectors there is a good deal of interest in expansion with the median amount being approximately \$650,000.

PRODUCTION/MANUFACTURING IN ALBERTA

Does your business produce or manufacture?
9% Yes

Is in Forestry sector?
1% Yes

What?
Food (17%)
Residential development/log homes/trailers (15%)
Livestock feed supplement (10%)
Beverage (5%)
Other (59%)

Interested in expansion?
88% Very/somewhat interested
59% Very interested
29% Somewhat interested

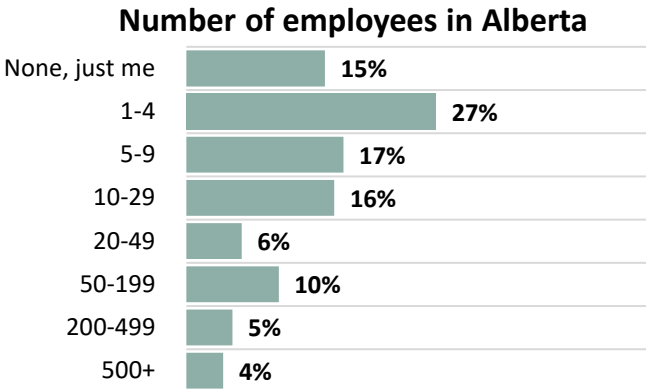
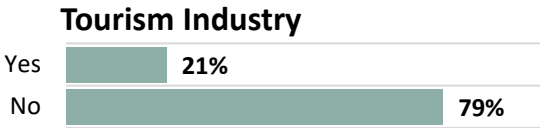
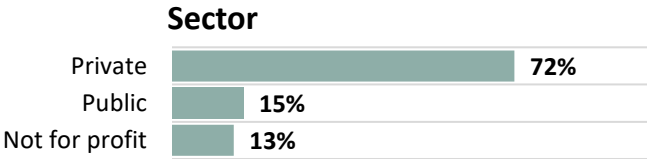
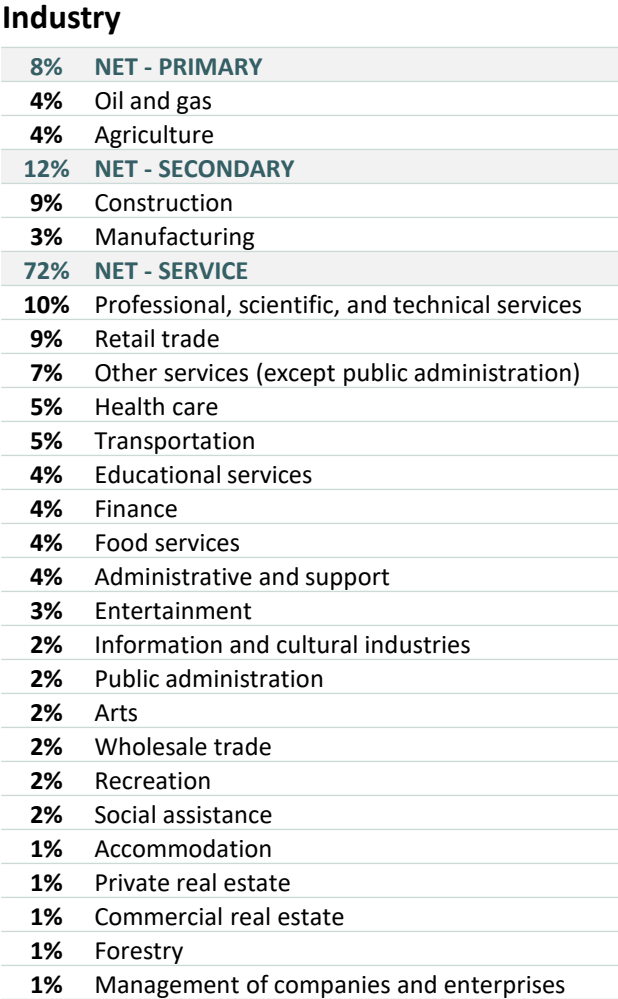
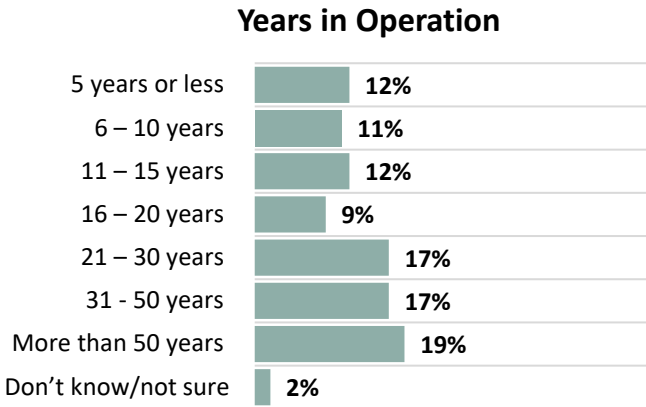
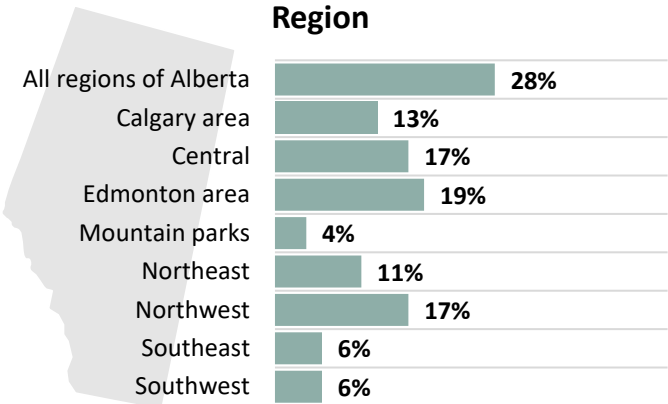
Perceived cost of expansion?
Under \$250,000 (19%)
\$250,000 - \$499,999 (24%)
\$500,000 – just under \$1 million (24%)
\$1 to \$2 million (19%)
\$3 – \$5 million (8%)
\$6 - \$9 million (3%)
\$10 million or more (3%)
Median: \$650,000
Mean: \$1.2M

- While a small base size, businesses that produce/manufacture or are in the forestry sector report they are interested in expansion (88%).

Q27. Does your business produce or manufacture or is in the forestry sector? Base: Business: Jun'24 n=454
Q28. What does your business produce or manufacture? Base: Business – those who produce or manufacture: Jun'24 n=41c
Q29. How interested are you in expanding your production in Alberta? Base: Business – those who produce or manufacture: Jun'24 n=42c
Q30. If you were to expand production, how much do you imagine this would approximately cost? Base: Business – those who produce or manufacture: Jun'24 n=37c
c Caution, small base size

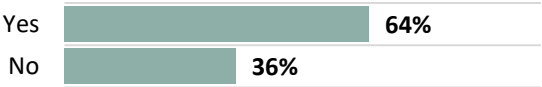
RESPONDENT PROFILE – FIRMOGRAPHICS (BUSINESS) AND DEMOGRAPHICS (PUBLIC)

Respondent Profile – Firmographics



Respondent Profile – Firmographics

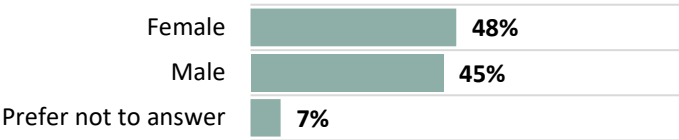
Owner/Partner



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

