

Business Community Survey

Q1 2021

Methodology

- The Business Community Survey was commissioned by the Calgary Chamber of Commerce, using Trend Research in partnership with Janet Brown Public Opinion Research.
- It is based on a random sample of 250 businesses in the Greater Calgary Region. Surveys were conducted by Trend Research using a hybrid methodology whereby businesses were contacted at random by telephone and given the option of answering the survey over the telephone or online.

Survey Design

- This survey is designed to assess:
 - The impact of COVID-19 on revenues and business development,
 - The impact of COVID-19 on staffing,
 - Utilization of COVID-19 relief programs and confidence in ability to operate after programs have ended,
 - The current state of the economy and Alberta's economic prospects,
 - Government handling of COVID-19, and
 - Ways to get Alberta's economy back on track..

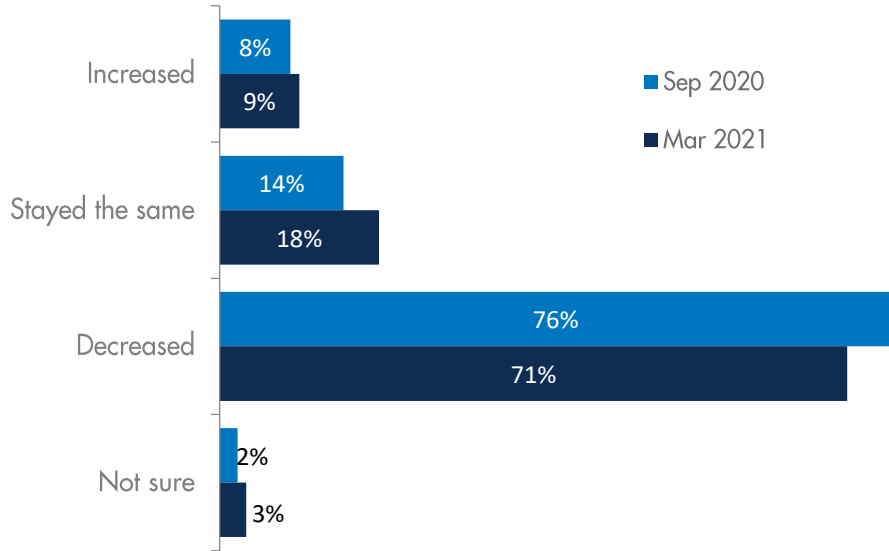
Numbers may not add to 100 due to rounding

Interviews

- A sample of 250 businesses in Calgary were contacted at random by telephone and invited to participate.
- Potential respondents were given the opportunity to respond immediately, or
 - Receive a callback at a more convenient time, or
 - Receive a link to the survey so they could complete it online.
- The margin of error for a sample of 250 is plus or 6.1 per cent, 19 times in 20.
- The survey was conducted between February 18 and March 4, 2021.

Impact of Covid-19 on Revenues

Revenues since the start of pandemic have...



If increased ...

	Average Increase
Sep 2020	+28.3%
Feb 2021	+21.8%

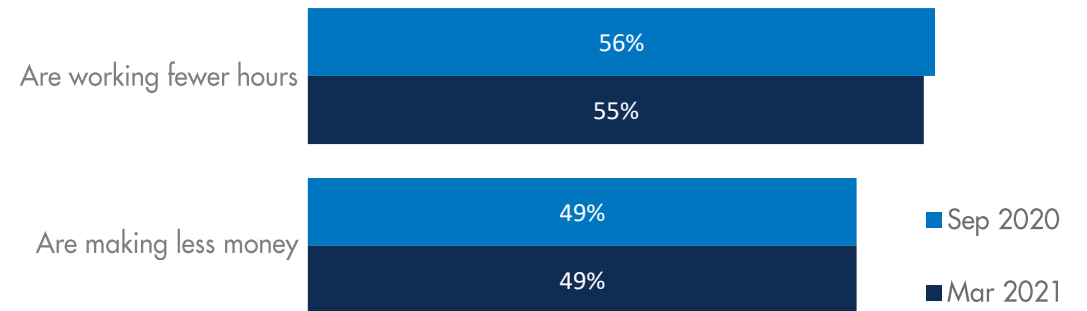
If decreased ...

	Average decrease
Sep 2020	-46.0%
Feb 2021	-48.9%

Those most likely to have lower revenues include

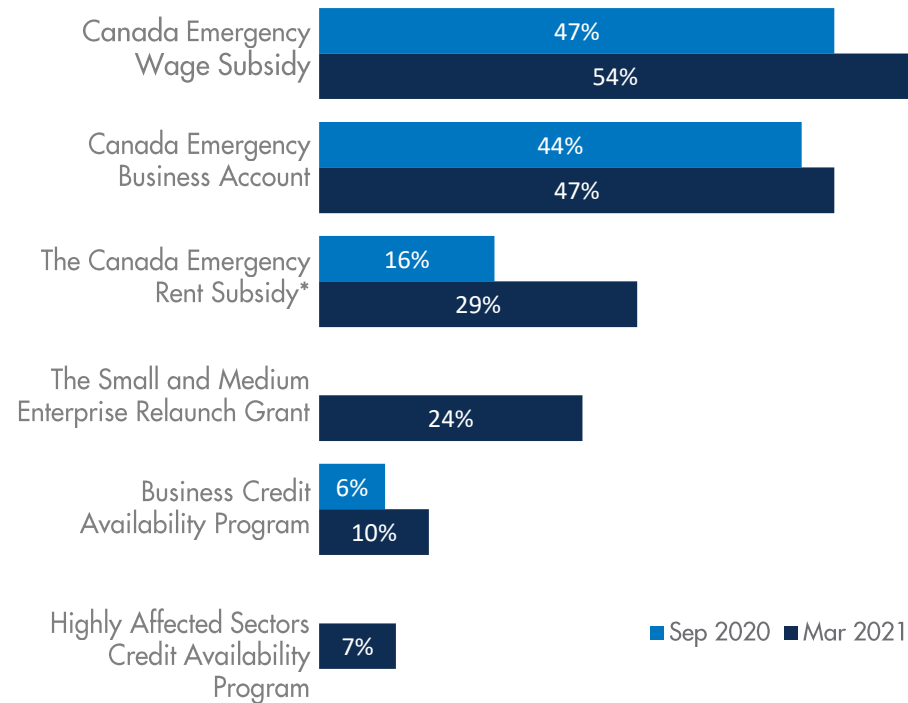
- Those in the service sector (80%), and
- Mid-sized companies with 10 to 49 employees (78%).

Some employees...



Government COVID-19 Relief Programs

% of businesses that have accessed support programs

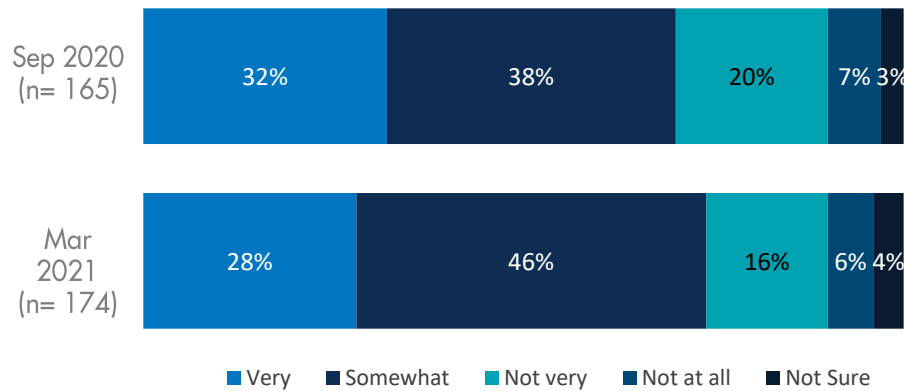


*Question asked about Canada Emergency Commercial Rent Assistance (CECRA) in September

- 70% of businesses have accessed at least one government support program
- 81% of businesses that have seen a decline in revenue have accessed at least one government support program

Confidence in Continued Operations

If received money, confidence in continued operation when program ends

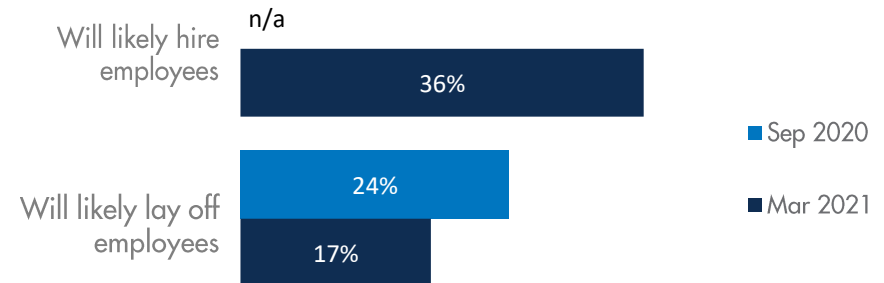


How confident are you that your company will have enough revenue to continue to operate once the federal government COVID-19 relief programs for businesses have ended?

Of businesses that have accessed support programs,

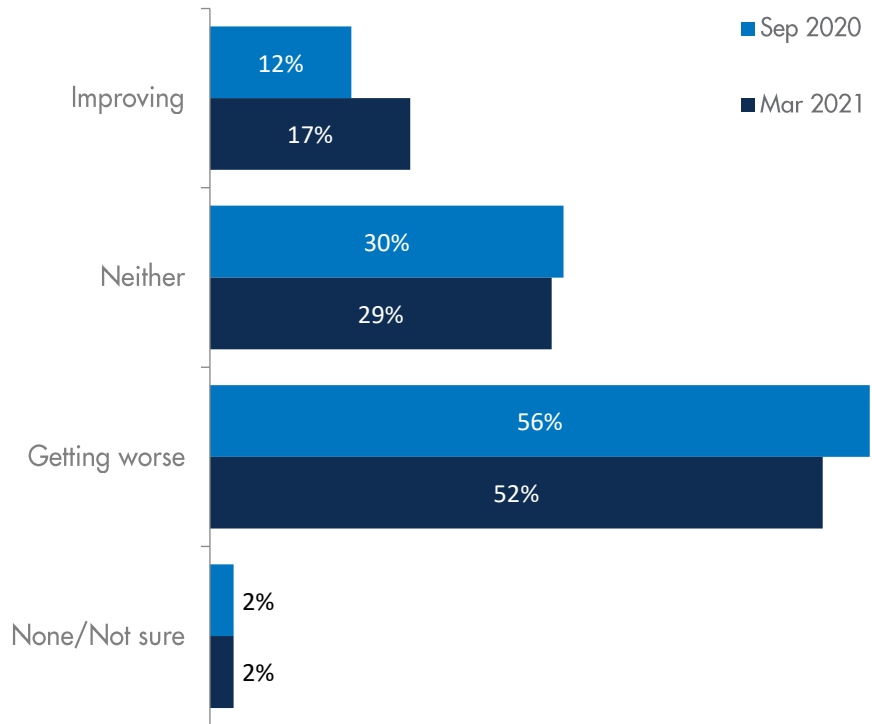
- Three in four are confident their business can continue to operate when these programs end
- However, one in five businesses are not confident

In the next six months, businesses...

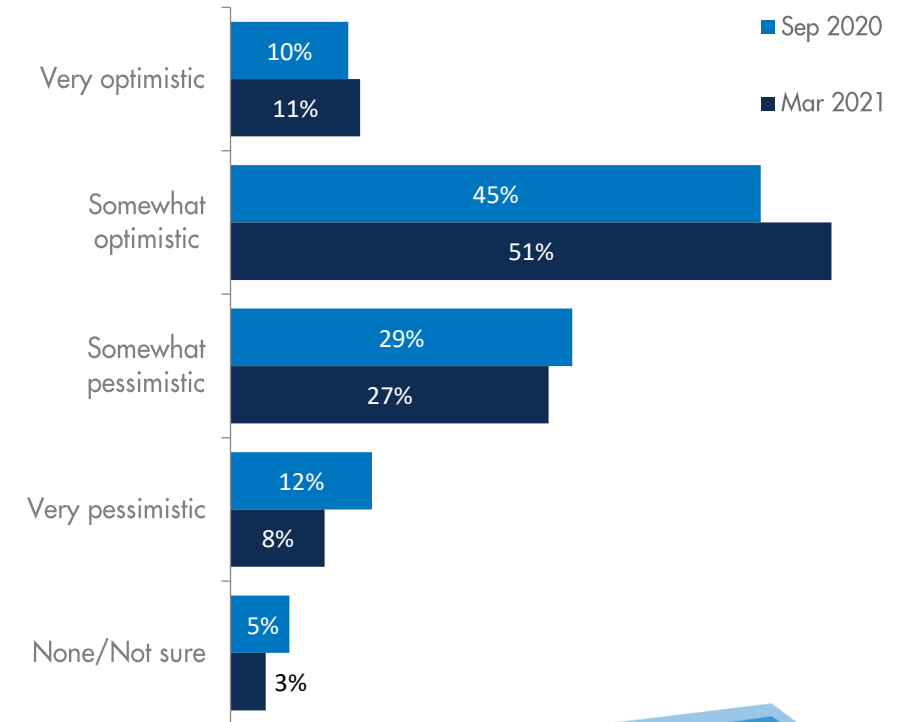


Short and Long-Term Economic Outlook

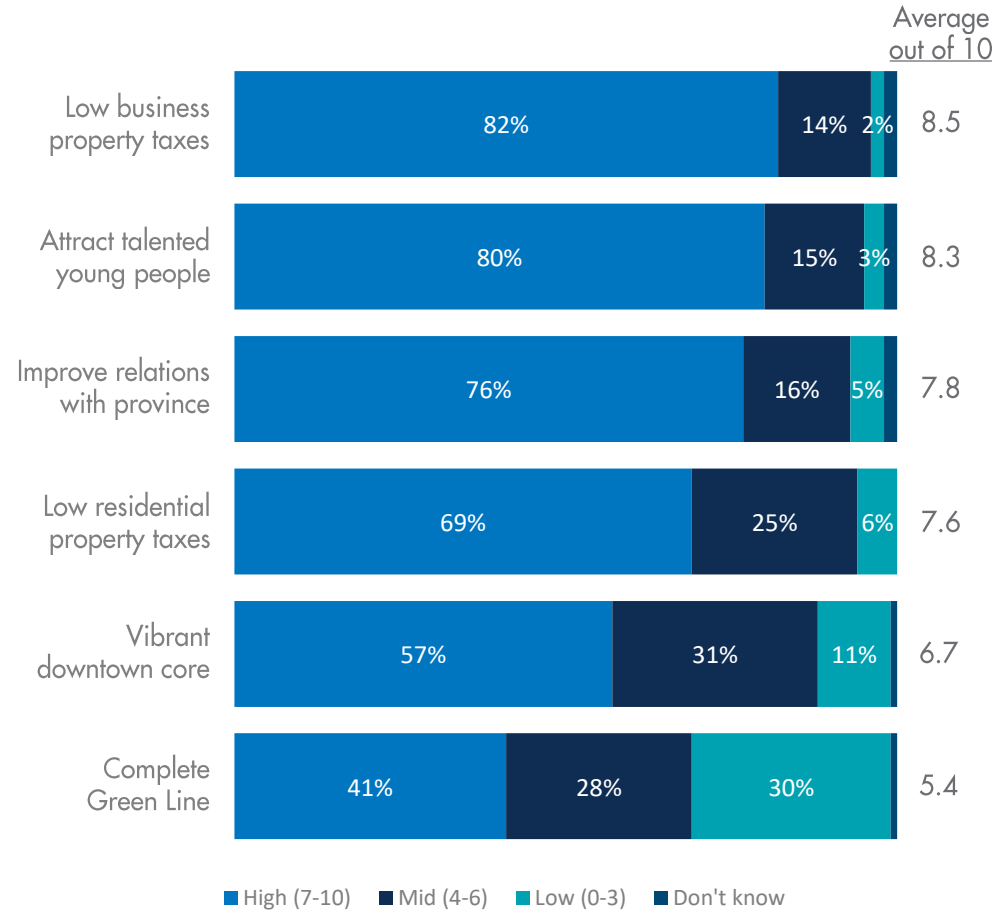
Current outlook



Looking ahead three years



Municipal Priorities



Thinking specifically of the City of Calgary, and using a scale from zero to ten where zero means "not at all important" and ten means "extremely important", how important is it for your organization that the City of Calgary pursue the following goals?

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Getting Alberta's Economy Back on Track



Selected responses over 35	Sep 2020	Mar 2021
Diversification / innovation	28%	27%
Pipelines / oil and gas industry	26%	16% ↓
Reduce COVID-19 restrictions	-	14%
Lower taxes	-	6%
Get more people to work	-	4%
Vaccines	-	4%
Increase government spending	-	4%
Don't know / not sure	24%	22%

↓ statistically significant decline

What do you think are the most important things Alberta can do to get its economy back on track?