



SREDA

SASKATOON REGION ECONOMY SURVEY

February 7, 2017

SREDA, Department of Economic Forecasting & Analysis

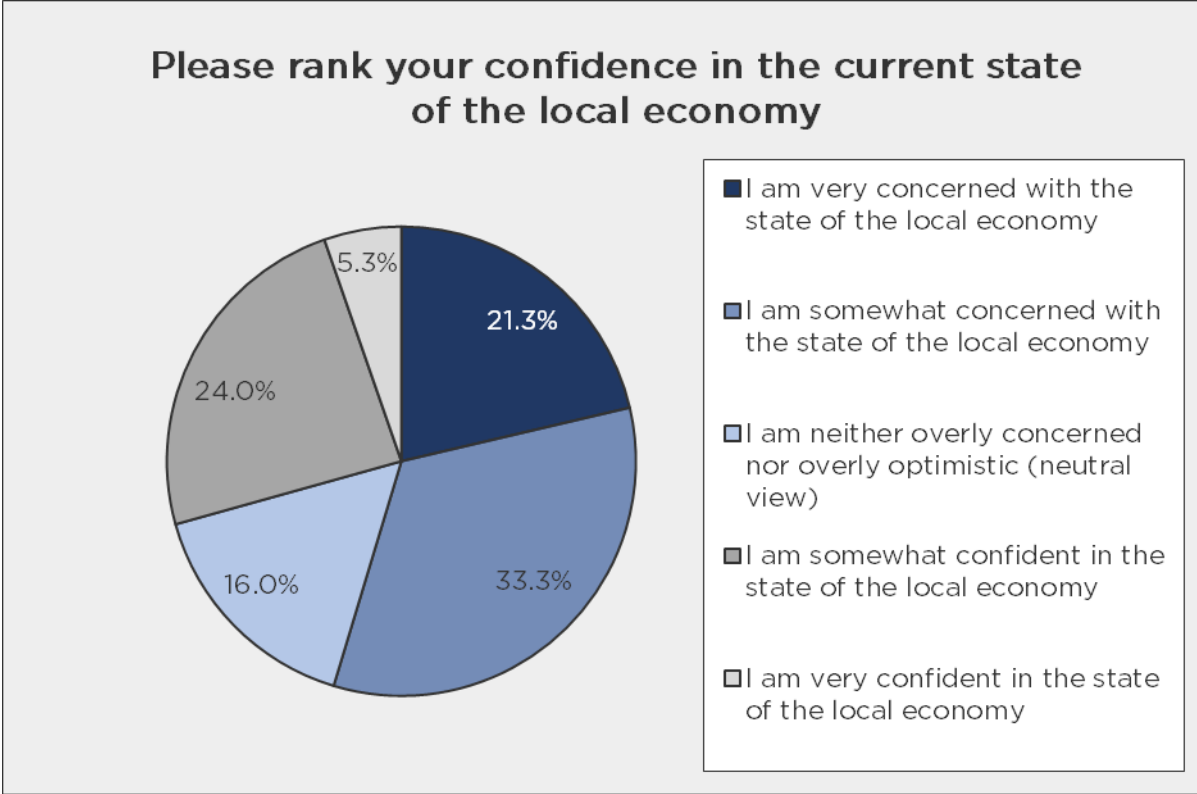
SREDA Saskatoon Region Economy Survey

The Saskatoon Regional Economic Development Authority (SREDA) surveyed the Saskatoon Region business community to gauge their level of confidence in the regional economy.

The survey was sent to over 4,000 local business community members using SREDA’s daily Economic Newsflash. The response rate was 1.9%.

Respondents were asked three questions. The first questions asked respondents to rank their level of confidence in the current state of the regional economy. The second questions asked respondents to rank their confidence in the mid to long term outlook of the regional economy. The third question asked the respondents to specify which industry they represent.

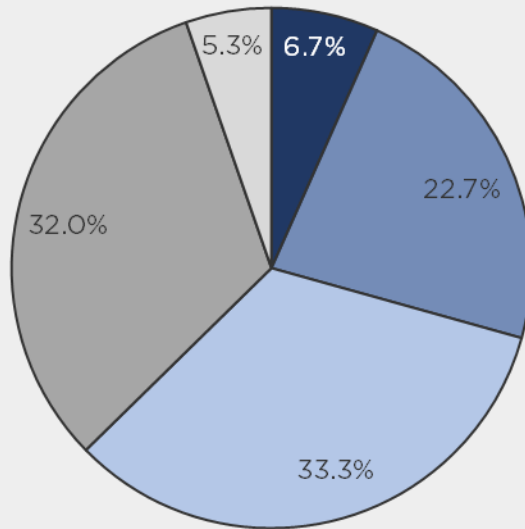
The data of the survey was collected January 20th-27th, 2017. The results are presented in the following pie charts.



Analysis

- 29.3% of respondents were either somewhat or very confident regarding the current state of the local economy.
- 16% of respondents were neither overly concerned nor overly optimistic about the state of the local economy.
- 54.6% of respondents were either somewhat concerned or very concerned about the current state of the local economy.

Please rank your confidence in the mid to long-term outlook for the local economy (2017 - 2021)



- I forecast a significant decline in the local economy
- I forecast a small decline in the local economy
- I forecast stability in terms of the local economy outlook (neutral view)
- I forecast steady growth in the local economy
- I forecast significant growth in the local economy

Analysis

- 70.6% of respondents forecast stability or steady growth for the local economy over the mid to the long-term outlook.
- 22.7% of respondents forecast a small decline for the local economy over the mid to the long-term time frame.
- 6.7% of respondents are particularly pessimistic, expecting a significant decline in the local economy.

Please specify which industry you represent

