



# SREDA INSIGHTS

## ► CONFIDENCE IN THE SASKATOON REGION ECONOMY

The slowdown in the Western Canadian economy has been well broadcast and according to a recent survey done as part of the SREDA NewsFlash, that melancholy sentiment is echoed by the local community.

### LATEST FIGURES

When it comes to sentiment on the current state of the local economy, 53% of respondents were either “very” or “somewhat concerned”. On the flip side, only 40% of respondents indicated they are confident in the current state of the economy. Looking ahead at the mid to long term, respondents were roughly split into thirds between those expecting “steady growth”, “stability” or a “small or significant” decline. No respondents stated they were expecting “significant growth”.

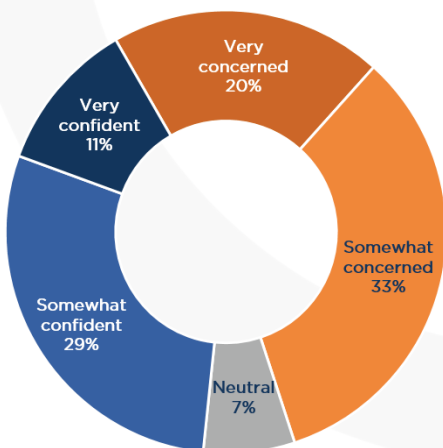
### ANALYSIS

After a very strong economic period in which nearly everything in the Saskatoon Region economy was growing gangbusters, Saskatoon businesses are clearly preparing themselves for a return to more steady growth.

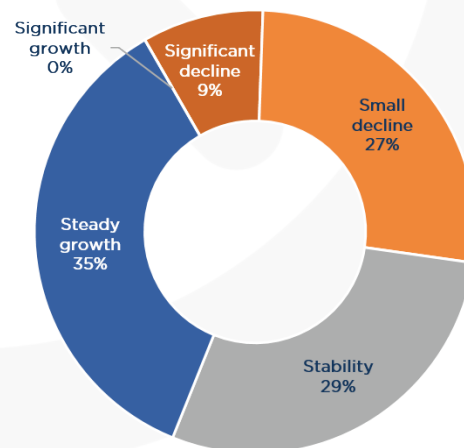
Business confidence surveys can be an important leading indicator, as firms that believe economic prospects are less robust will often cut back their spending and hiring. The same goes for consumers and retail spending.

Confidence can also turn around fairly quickly. Much of what drives the Saskatoon Region economy is decided by factors beyond local control. It’s possible that these factors start to move back into favor and moods among local Saskatonians quickly picks up.

**Confidence in the current state of the local economy**



**Confidence in mid to long-term local economy (2016 - 2020)**



Sample size: 45 Respondents

SREDA Insights provides commentary and analysis on key economic issues influencing Saskatoon Region businesses and industry. By providing timely, digestible and relevant economic analysis, SREDA helps local businesses adapt to changing market conditions. SREDA provides SREDA Insights to its members in conjunction with other ongoing initiatives through its Economic Forecasting & Analysis division.