



SASKATCHEWAN  
CHAMBER *of* COMMERCE

# Perception of Economic Standing, Business & Growth - Yorkton

*April 2014*

# Introduction

This document reports the results of a survey of Saskatchewan residents that was conducted in July 2013.

The survey was completed through 892 interviews. The survey divided the province into 10 sampling regions: the North, one each for the four largest cities, and five southern regions (North West, South West, South East, the North East, and Central)..

In each of these regions surveyors collected a sample that represents its share of the overall provincial population. Any single community within a region would probably be represented, but by a small number of respondents.

# North East Highlights

## Provincial Economic Performance

Overall, Saskatchewan's economic performance was rated highly: The average response on the 1-5 scale (5 being very positive and 1 being very negative) was 3.77 for the province. The North East was even more positive, generating an overall rating of 3.94.

### On the whole, how do you think Saskatchewan's economy is performing today?

South West	3.98
North East	3.94
Central	3.93
North	3.84
South East	3.78
Saskatoon	3.78
Prince Albert	3.72
North West	3.70
Regina	3.69
Moose Jaw	2.84

Over 90% of North East respondents believe the economy today is either the same or better than it was four years ago. This positive number continued when respondents were asked how they expected the economy to perform over the next four years.

	All things considered, the economy today is?			Thinking about the next four years, Saskatchewan's economy will perform?		
	Worse than four years ago	The same as four years ago	Better than four years ago	Perform worse than today	Perform about the same as today	Perform better than today
South East	15.8	17.1	67.1	20.0	48.8	31.3
South West	2.0	32.7	65.3	8.8	54.4	36.8
North West	12.4	25.8	61.9	11.0	44.0	45.0
North East	9.3	31.8	58.9	11.8	50.0	38.2
Central	13.8	27.7	58.5	8.5	57.7	33.8
Regina	14.0	31.8	54.1	16.7	54.0	29.3
Saskatoon	14.5	31.8	53.6	16.4	57.4	26.2
Prince Albert	15.6	37.5	46.9	12.5	46.9	40.6
Moose Jaw	53.6	0.0	46.4	51.7	17.2	31.0
North	36.4	36.4	27.3	16.0	48.0	36.0

## Personal Economic Performance

Province-wide respondents rated their personal economic situations lower than the rating for the province, but the North East region continued to rate their situation higher than the provincial average of 3.40.

<b>Overall, how do you rate your personal economic situation today?</b>	
Prince Albert	3.76
North	3.68
Central	3.54
<b>North East</b>	<b>3.50</b>
Saskatoon	3.46
South West	3.45
Regina	3.41
South East	3.39
North West	3.28
Moose Jaw	2.05

Second only to Moose Jaw (60.9%), those respondents in North East Saskatchewan (31.7%) felt that their personal economic situation was worse today than four years ago. Conversely, looking forward, fewer North East residents believe their personal economic situation will perform worse four years from now than many other regions.

	<b>Is your personal economic situation?</b>			<b>Thinking ahead four years, how do you expect your personal economic situation will develop?</b>		
	Worse than four years ago	The same as four years ago	Better than four years ago	Perform worse than today	Perform about the same as today	Perform better than today
South West	15.2	3.0	81.8	7.1	48.2	44.6
Prince Albert	30.0	5.0	65.0	9.7	32.3	58.1
Regina	28.1	8.3	63.5	11.6	49.1	39.3
North	18.8	18.8	62.5	11.5	42.3	46.2
South East	26.5	14.3	59.2	18.3	47.6	34.1
Saskatoon	27.8	15.7	56.5	13.0	51.3	35.8
<b>North East</b>	<b>31.7</b>	<b>13.3</b>	<b>55.0</b>	<b>6.3</b>	<b>52.7</b>	<b>41.1</b>
North West	25.0	21.9	53.1	11.4	41.0	47.6
Central	26.3	21.1	52.6	11.6	42.0	46.4
Moose Jaw	60.9	0.0	39.1	32.1	21.4	46.4

On scale of 1-5 (1 means disagree strongly and 5 means agree strongly) survey respondents were asked to respond to five statements: “I feel personally safe and secure”; “I feel a sense of belonging”; “I can find good recreation, entertainment or cultural opportunities here”; “I can see opportunity to get ahead here”; and “my cost of living is reasonable.”

Those in North East Saskatchewan (4.38) are most likely to agree that they feel a sense of belonging and they are also most likely to agree that they feel safe and secure (4.45). In regard to the cost of living, those in the North East (3.72), are only slightly behind Prince Albert (3.83) and the South West (3.73) as most likely to agree that their cost of living is reasonable.

	North East Region	Provincial Average
I feel personally safe and secure	4.45	4.07
I feel a sense of belonging	4.38	4.05
I can find good recreation, entertainment or cultural opportunities here	3.98	3.83
I can see opportunity to get ahead here	3.78	3.62
My cost of living is reasonable	3.72	3.29

70.6% of provincial respondents indicated they were on track to earn enough to support their desired quality of life. Those in the North East were once again above the provincial average at 75.9%.

**Do you feel you are on track to earn enough in the next four years to have the quality of life you want?**

Prince Albert	81.3
Central	79.4
South West	78.2
South East	75.3
North East	75.9
North	74.1
North West	72.4
Regina	68.5
Saskatoon	63.3
Moose Jaw	35.7

## Impact of Growth - Personally

Provincially, the personal impact of growth is rated positively by 48.6%, versus 18% who rate its impact negatively. Province-wide, the average response was 3.42 on the 1-5 scale, this is slightly below the North East region which had an average rating of 3.61. The main concern about growth from a personal perspective that respondents identified was the impact it has on the cost of living, nonetheless, 82% of respondents who rated growth as personally neutral or positive (82%) said they had no concerns about it.

**Do you feel the impact of growth has been more negative or more positive for you personally?**

Central	3.78
Prince Albert	3.63
North East	3.61
South West	3.61
South East	3.44
North West	3.40
Regina	3.37
Saskatoon	3.31
North	3.09
Moose Jaw	2.70

## Impact of Growth - Provincially

The positive impact of growth on the province as a whole was rated even higher than the personal impact of growth. Those in Central Saskatchewan (4.05), the South West (4.00) and North East (3.97) were most likely to rate the provincial impact of growth positively. Overall the province had an average rating of 3.78.

<b>Has the impact of growth been more negative or more positive for the province?</b>	
Central	4.05
South West	4.00
North East	3.97
North West	3.81
South East	3.79
Saskatoon	3.73
Prince Albert	3.71
Regina	3.65
North	3.58
Moose Jaw	3.15

## Impact of Growth – Reservations

The survey asked the 90.3% of those who rated growth neutrally or positively if they had any concerns about the impacts of growth, and provincially 63.5% of respondents indicated they do not. Only 29.6% of those in the North East indicated they were concerned about growth. Those who were concerned about the impact of growth cited Traffic/Infrastructure as the most common concern followed by housing costs.

<b>Do you have any reservations or concerns about the impact of growth on the province?</b>	
Moose Jaw	50.0%
South East	48.2%
Saskatoon	47.6%
Prince Albert	47.4%
Regina	38.0%
North	35.7%
Central	35.6%
North East	29.6%
South West	23.1%
North West	15.7%

Overall, growth was seen to have some modest risks on three of five factors tested: the quality of the environment, availability of public services, and the overall character of life in Saskatchewan. Nonetheless, in the North East none of these factors were identified as a significant risk.

	North East Region	Provincial Average
The quality of the environment	2.95	3.16
Availability of public services	2.91	3.14
The overall character of life in Saskatchewan	3.08	3.08
Your lifestyle as a Saskatchewan resident	2.91	2.96
Aboriginal traditions and way of life	2.82	2.82

In Saskatchewan, respondents chose the positive outlook by substantial margins on all of the six sets of contrasting statements offering differing views on the impact of growth. In the North East, respondents illustrated a positive outlook in almost every category with even more frequency than the province as a whole.

<b>How Growth Impacts are Viewed</b>		
	Growth brings more \$ for services	Growth creates more problems for services
Province	61%	39%
North East	73.5%	26.5%
	Opportunity for new jobs	Shortage of staff
Province	79.6%	20.4%
North East	87.5%	12.5%
	Growth bring welcome change	Growth bring unwelcome stress
Province	74.5%	25.5%
North East	81.3%	18.7%
	Immigrants fill vacancies	Immigrants take jobs
Province	63.6%	36.4%
North East	69.5%	30.5%
	Immigrants enrich culture	Immigrants dilute culture
Province	77.9%	22.1%
North East	N/A	N/A
	Immigrants add taxpayers	Immigrants add costs
Province	70.1%	29.9%
North East	82.8%	17.2%

## **Business and Related Issues**

On all five factors tested, businesses were perceived positively and in four of them, strongly. Respondents agreed very strongly that we all gain when people do well in business, and that businesses have a positive impact on life. The optimism of the North East continued when respondents were asked about business-related issues. Those in the North East were most likely among all the regions to agree that people in business have similar values to their own, and that businesses have a positive impact on life in Saskatchewan.

	North East Region	Provincial Average
We all gain when people do well in business	4.54	4.18
Businesses have a positive impact on life in Saskatchewan	4.43	4.17
People in business have values similar to my own	4.01	3.56
The challenge of being in business appeals to me	N/A	3.06
Businesses don't pay their fair share of taxes	2.49	2.69

A large majority of respondents chose business-positive responses when asked to choose one of two contrasting statements. The North East once again trended above the provincial average in every category.

<b>Perception of Business-Related Issues</b>		
	People can get ahead if they work at it	People are pretty much limited by their backgrounds
Province	87.3%	12.7%
North East	89.2%	10.8%
	Benefit of development is jobs and opportunities	Benefit of development is revenue for services
Province	71.0%	29.0%
North East	78.3%	21.7%
	Growth maintains standard of living	Growth costs more than it's worth
Province	85.1%	14.9%
North East	90.7%	9.3%
	Better off if businesses are closely regulated	Better off if businesses are given room
Province	28.4%	71.6%
North East	22.3%	77.7%
	Main benefit of business is jobs created	Main benefit of business is taxes they pay
Province	90.2%	9.8%
North East	93.1%	6.9%
	Better if people are allowed to earn and keep as much as possible	Better if the difference between incomes earned and kept is relatively small
Province	81.6%	18.4%
North East	87.0%	13.0%

## **Regional Employment**

Overall, 66.8% of survey respondents were employed at the time of the survey. Satisfaction with the respondent's current occupation was rated highly, with an average rating among persons in the workforce of 3.92, with 72.5% rating their satisfaction as either a 4 or 5 on the 1-5 scale. Those in the North East were the most satisfied with their occupation among all respondents. Additionally, those in the North East were highly committed to their employer, tied for second with the South West.



<b>How satisfied are you with your current occupation?</b> (1 = very dissatisfied, 5= Very satisfied)	<b>How committed do you feel to your employer?</b> (1 = very uncommitted, 5= Very committed)
North East	4.34
Prince Albert	4.25
North West	4.16
Saskatoon	3.97
South West	3.95
South East	3.85
Central	3.80
North	3.73
Regina	3.67
Moose Jaw	2.93

The relationship between Saskatchewan employees and their employers was also rated positively, and the relationships at the respondent's place of work were rated even more highly than the provincial average (3.44 versus a 3.33 rating overall). For the North East, respondents were above the provincial average in both categories.

	North East Region	Provincial Average
Relationship between all provincial employers and their employees (1=very poor, 5=very good)	3.53	3.33
Relationship between your employer and their employees	3.73	3.44

## Union Support

A strong majority of respondents indicated that they accept the concept that employers should be required to negotiate with their employees as a group, if the employees so choose (66.7%), and an even larger majority expressed support for the concept that employees of a business should be allowed to negotiate terms of employment as a group (75.2%).

<b>Do you think employees of a business should be allowed to negotiate the terms of their employment as a group?</b>	
Regina	81.6%
Saskatoon	80.9%
North West	79.8%
Prince Albert	76.9%
South West	74.1%
North	69.6%
North East	69.6%
South East	68.9%
Central	60.9%
Moose Jaw	57.1%

Although responses were mixed, the plurality believes unions contribute positively to making the province a good place to live, work and invest: 40.1% chose this response in Saskatchewan as a whole while the North East was slightly under this at 38.9%. Somewhat fewer (36.2% for the province and 38.9% for the North East) indicated unions have a negative impact.

<b>Would you say that unions...</b>	<b>Contribute positively overall</b>	<b>Don't have much impact</b>	<b>Have a negative impact</b>
Moose Jaw	67.9%	0.0%	32.1%
North	52.0%	24.0%	24.0%
Regina	47.6%	14.5%	38.0%
North West	41.8%	22.4%	35.7%
Saskatoon	41.3%	30.7%	28.0%
<b>North East</b>	<b>38.9%</b>	<b>22.2%</b>	<b>38.9%</b>
South East	32.1%	28.2%	39.7%
Central	30.9%	36.8%	32.4%
South West	26.8%	19.6%	53.6%
Prince Albert	15.6%	31.3%	53.1%