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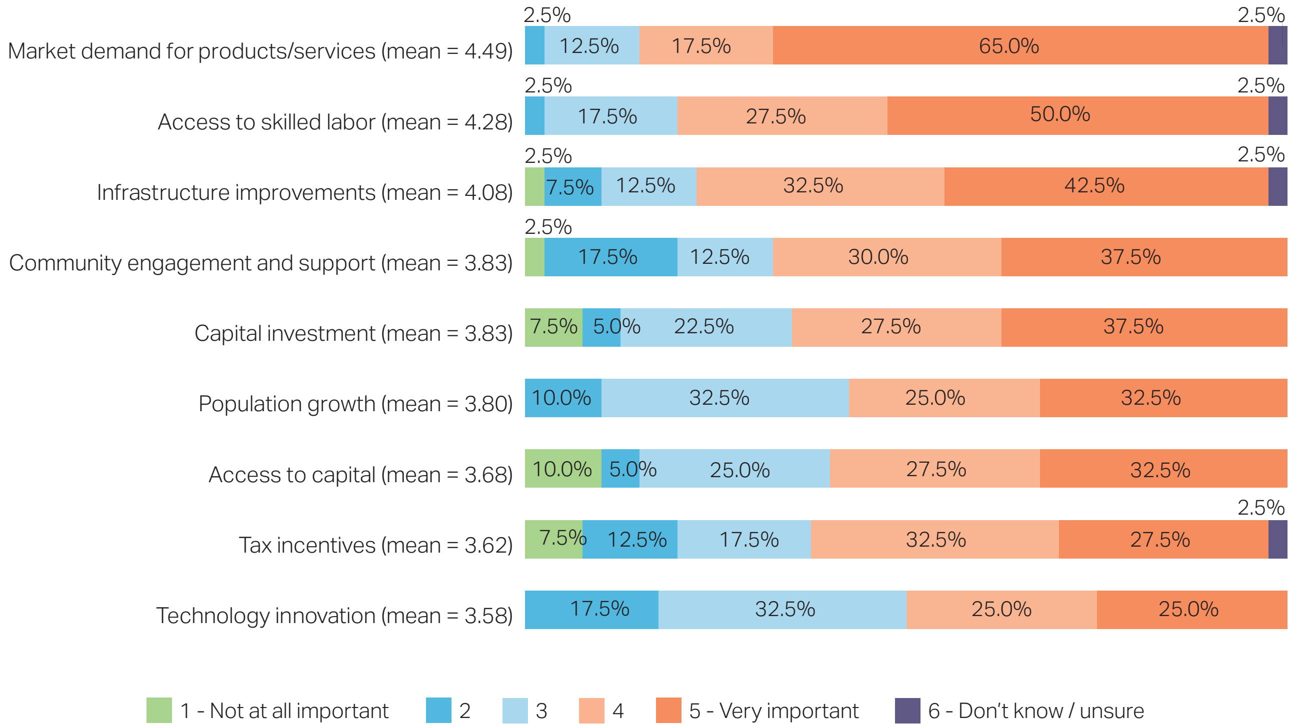
RELO

Regina Executive Leadership Outlook
Special Topic

Please rank the following economic factors in terms of importance to the success of your business over the next three years:

Regina business leaders consider a broad range of economic factors as they assess future opportunity. Unsurprisingly, demand for their product/service tops the list, with more than 82.5% considering it important or very important. Regina's skilled labour gap (77.5%) and infrastructure (75%) round out the top 3. Leaders also note a broad range of factors, from global geopolitics to government policies at all levels, as having an impact on their businesses.



Highlights: "Are there any other economic factors to consider?"

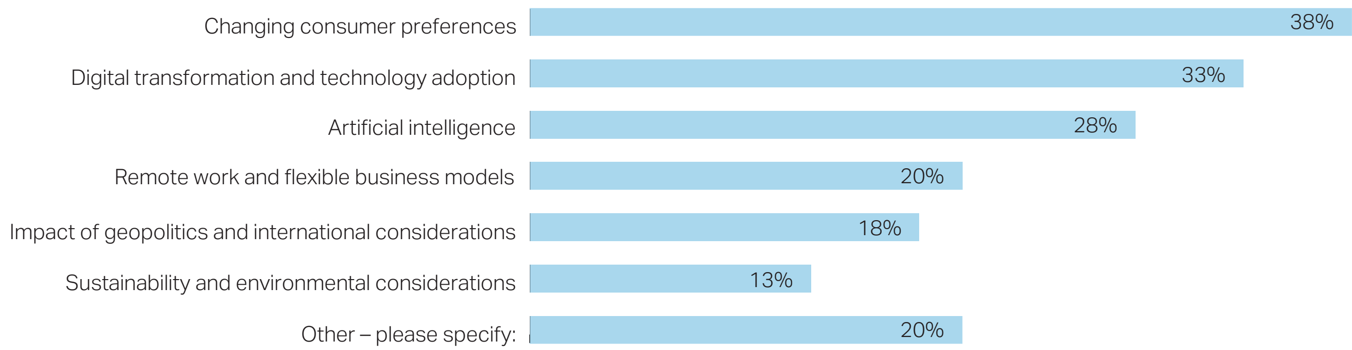
Other economic factors included global politics, especialy events in nearby countries to the south. Furthermore, the City should focus on key infrastructure investements to support population growth and employee retention, concentrating on essential utilities and recreational facilities while reducing red tape and unnecessary regulations that could slow progress.

ABOUT THIS REPORT

Economic Development Regina (EDR), in partnership with Praxis Consulting (Praxis), began a publication entitled, "Regina Executive Leadership Outlook" in September 2014, that captures the thought leadership of senior business leaders in the Greater Regina Area (GRA) on key issues facing Regina and surrounding areas. The survey is distributed to a list of approximately 135 senior business leaders and board chairs. The survey has a standard component entitled "The Economic Outlook."

This is a set of static questions asked semi-annually that inform a unique Executive Confidence Index. This index is used to measure how confident executives are in Regina's overall economy across each half. To view previous reports, click here. For more information, contact: Chris Bonk, Director, Brand and Communications, Economic Development Regina (P: 306-565-6388) or Valerie Sluth, CEO, Praxis Consulting (P: 306-545-3755).

In your opinion, which of the following trends will have the greatest influence on your business in the coming years?



Highlights: "Other – please specify"

In addition to the trends ranked above, other trends mentioned include access to capital, austerity, cost of living, industrial and resource development, interest rates, and population growth.

At a high level, how would you rate the overall business environment in Regina in terms of...

Byenlarge, business leaders have a neutral view of Regina's business environment. Efforts to encourage consumers to support local have garnered some momentum. Support for growth and innovation appears mixed at best, demonstrating opportunities for the community to increase its focus in those areas.