



Economic optimism and response to Canada-U.S. tariffs

Survey highlights

Research and Market Intelligence at BDC
July 2018



Summary of results

Current health and optimism for the next 6 months

Overall health of...	Good health (% of score of 7+ / 10)	Level of optimism	Total optimistic (% of score of 7+ / 10)
Their company	59%	Their company	64%
Their direct competitors	52%	Their sector of activity	59%
Their industry / sector	59%	Their region	50%
The Canadian economy	48%	The Canadian economy	41%



Regional trends: Results are significantly **higher in Quebec** and significantly **lower in the Prairies** for both health and optimism.

Business conditions

	↑	✓	↓
Sales volumes (in the past 12 months)	Increased: 48%	Stable: 31%	Decreased: 22%
Sales volumes (expected changes)	Will increase: 56%	Stable: 33%	Will decrease: 12%
Financing terms (in the past 3 months)	Better: 10%	The same: 65%	Worse: 25%
Is now a good or bad time to invest?	Good time: 51%	Don't know: 20%	Bad time: 29%



Regional trends: Respondents from **the Prairies** tend to be more negative on most of these aspects.

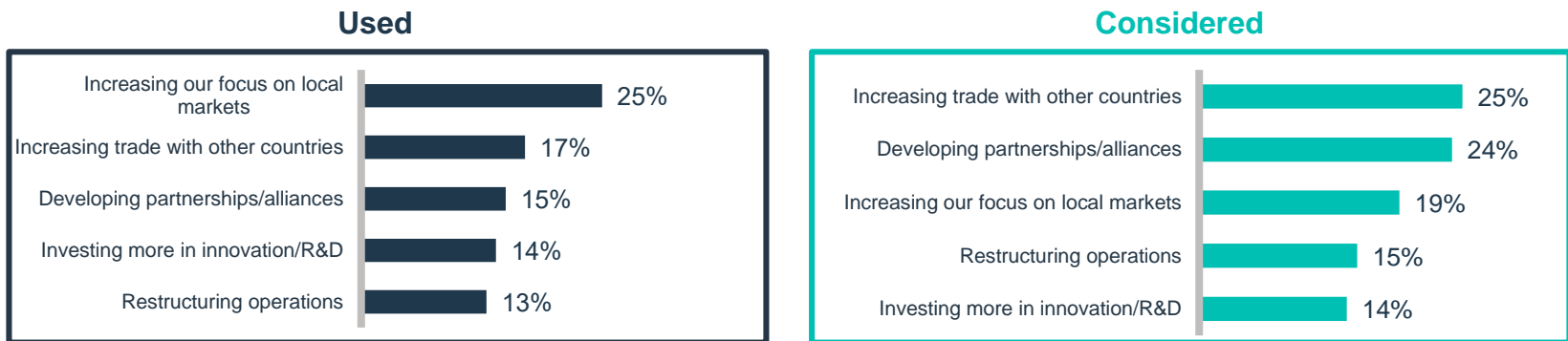


Summary of results

Perceived impacts of the introduction of tariffs



Countering tariffs' impacts: main strategies used and considered



BDC's expected role in regards to tariffs

According to respondents, BDC could help Canadian businesses by **sharing information** and offering financial support to those **most impacted**.



Regional trends: We did not observe any clear regional trends for the questions on the Canada-U.S. tariffs. The manufacturing sector appears to be more affected by these protectionist measures.



Methodology

- **Survey methodology:** Online
- **Respondent profile:** Business owners and business decision-makers from the BDC Viewpoints panel
- **Survey dates:** July 10 to 20, 2018
- **Margin of error:** The maximum margin of error for a probability sample of 951 respondents is ± 1.4 percentage points, 19 times out of 20*
- **Data processing and analysis** were performed by the BDC Research and Market Intelligence team
- **Weighting factors:** Results were weighted by region and number of employees
- **Data processing note:** Unless otherwise mentioned, calculation bases exclude respondents who preferred not to answer the question

*As this survey is based on a non-probability sample, these numbers should be interpreted with caution.



Thank you.

Research and Market Intelligence

For more info, please contact us at

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