

BURLINGTON CHAMBER ECONOMY SURVEY - 2012

Survey conducted December 19, 2012 – 78 Survey Responses



BURLINGTON
CHAMBER OF COMMERCE

Tell Us About Your Company Demographic

1. What is your business sector?

Service	28.2%
Consulting	17.9%
Financial	11.5%
Professional	6.4%
Manufacturing	11.5%
Retail	6.4%
Not-for-profit	6.4%
Wholesale	0.0%
Other	11.5%
2. How many employees does your company have?

1 to 2	29.9%
3 to 9	35.1%
10 to 20	2.6%
21 to 50	11.7%
51 to 100	6.5%
>100	14.3%

Your Company's Performance in 2012

3. How did YOUR BUSINESS perform in 2012 compared with 2011?

Worse than 2011	6.8%
About the same as 2011	37.0%
Better than 2011	56.2%
4. What happened with EMPLOYMENT LEVELS IN YOUR COMPANY in 2012 compared with 2011?

Lower than 2011	9.6%
About the same as 2011	64.4%
Higher than 2011	26.0%
5. Which of the following EXTERNAL FACTORS had the BIGGEST IMPACT on how your company performed in 2012?

Consumer confidence	65.2%
Business taxes	6.1%
Canadian dollar exchange rate	1.5%
Political uncertainty	7.6%
Government red tape	0.0%
Education	3.0%
Finding skilled workers	16.7%
Other	Business model, target market changes Petrochemical Industry Lack of demand for ur services Client confidence Mortgage Changes Business Confidence US DOD budget + fiscal cliff + US politics Rebounding US economy and slowing Canadian growth Office move

6. Which of the following OPERATING costs had the BIGGEST IMPACT on how your company performed in 2012?

Employment costs	55.6%
Capital spending	14.3%
Technology	15.9%
Transportation costs	12.7%
Energy costs	1.6%
Other	N/A (3)

Transit is desperately needed in Burlington
Interest rates
R & D costs
Rent costs
Government taxation
Reduced client spending

Your Company's Performance in 2013

7. How do you think YOUR BUSINESS will perform in 2013 compared with 2012?

Worse than 2012	2.8%
About the same as 2012	38.9%
Better than 2012	58.3%

8. What will happen with EMPLOYMENT LEVELS IN YOUR COMPANY in 2013 compared with 2012?

Lower than 2012	6.9%
About the same as 2012	68.1%
Higher than 2012	25.0%

9. Which of the following EXTERNAL FACTORS will have the BIGGEST IMPACT on how your company will perform in 2013?

Consumer confidence	58.5%
Business taxes	6.2%
Canadian dollar exchange rate	0.0%
Political uncertainty	12.3%
Government red tape	6.2%
Education	0.0%
Finding skilled workers	16.9%
Other	Petrochemical Industry Lower demand for services Recession US & Global Economy Federal mortgage policies Business Confidence US DoD budgets + US Fiscal Clif + international economics Strengthening North American economy

10. Which of the following OPERATING costs will have the BIGGEST IMPACT on how your company will perform in 2013?

Employment costs	60.0%
Capital spending	13.3%
Technology	11.7%
Transportation costs	10.0%
Energy costs	5.0%
Other	None that are relevant N/A (3) Interest rates Rent Taxes Clients need to start spending again

11. How will your company's SPENDING ON CAPITAL AND TECHNOLOGY items in 2013 compare with that in 2012?

Less than 2012	13.9%
About the same as 2012	59.7%
More than 2012	26.4%

12. What do you think will happen to YOUR COMPANY'S PAY LEVELS in 2013?

Increase more than the inflation rate	19.7%
Increase by the inflation rate	38.0%
Increase less than the inflation rate	7.0%
Stay the same as 2012 pay levels	32.4%
Decrease from 2012 pay levels	2.8%

The Economy in 2013

13. How do you think THE ECONOMY will perform in 2013 compared with 2012?

Worse than 2012	9.7%
About the same as 2012	47.2%
Better than 2012	43.1%

14. What impact will the current economic downturn have on your business in 2013?

Positive	4.2%
Negative	37.5%
None	23.6%
Don't Know	23.6%

15. In terms of BURLINGTON'S ECONOMY, how important are these factors in driving our prosperity.

	<i>Rank</i>	<i>Importance</i>
Traffic congestion	1	81.4%
Attracting more small companies to Burlington	2	78.6%
Attracting more large companies to Burlington	3	77.8%
Creating a live-work community	4	75.0%
Business occupancy costs	5	68.1%
Availability of space	6	64.3%
Access to public transportation	7	57.1%
Other		

- Traffic congestion can be largely addressed by better public transportation better use of non-highway transportation of commercial goods. No more highways! They are expensive to build and maintain. More highways=more cars and no improvement in traffic congestion. Public transportation is the only realistic way to improve traffic congestion in the long run.
- large companies are OK as long as they buy local products & services and employ people from this community.

16. What is the most important issue to be addressed in terms of Burlington's economic development?

- Attract large businesses to Burlington. To do this a much better infrastructure is required in terms of readily available space and improved transportation. Burlington has skilled people and that needs to be marketed better to prospective large business. Burlington is a "live" community and a major employer would help make the city a "live-work" community. Traffic congestion can be largely addressed by better public transportation better use of non-highway transportation of commercial goods. No more highways! They are expensive to build and maintain. More highways=more cars and no improvement in traffic congestion. Public transportation is the only realistic way to improve traffic congestion in the long run.
- Attraction of key employers is vital.
- Transportation
- Attracting innovative businesses and encouraging entrepreneurship
- Insuring property taxes are proportionally distributed so as they don't deter business growth and development.
- Long term skills development
- Tax friendly environment for business
- "Improve the transit system, that doesn't mean bigger buses. There may be busy routes but most generally the buses are mostly MT."
- lack of employment lands relative to other areas
- Available land.
- Finding the commercial land to attract more large companies to Burlington. Large companies will help the residential tax base to stay affordable
- retaining employment lands; more office commercial space downtown
- Taxes
- Need to attract more businesses.
- Traffic Flow - it takes way too long to do things within the city - once you get off the QEW you are in trouble E/W N/S and access to the highways is inefficient. It should not take 45 minutes to get from Harvester Road/SS Road to the junction. That needs to change fast
- Traffic is getting worse, and will impact business.
- Increase the number of people working in Burlington
- Bringing Big Businesses to Burlington, creating more office space downtown
- jobs and new business development
- QEW Congestion
- Employment levels.
- High cost of local government. Future pension costs.
- traffic congestion
- Need to see positive growth of small home based business owners.
- We have great infrastructure.....keep it that way
- "1. Encourage tourism/visitors/residents to visit downtown. Create a vibrant core with boutique stores, a delicatessen (Rabba-style) fine food store but most importantly adequate free time-limited parking. 2. Synchronized traffic lights (like downtown Hamilton) 3. Think big! To dramatically reduce traffic congestion, build a bridge from the bottom of Brown's Line/427 Toronto across the Lake to St Catherine's."
- Keeping cost's down
- Development charges for new construction!
- Attracting new business.
- Maintaining a tax rate conducive to attracting both residential and commercial growth

- Connection and collaborationand in my mind our community is working very effectively in these respects.
- There is a lack of bedrock jobs in the city to attract and retain young workers and residents. We are at risk of becoming a bedroom community with primarily lower passing service sectors jobs.
- Keep the budget balanced
- Long term planning since Burlington is approaching build out
- Land for development / redevelopment
- stable
- Cost of living - housing sales have diminished - not too many people moving in off season
- Build on the professionals such as McMaster
- Transportation/traffic
- business
- serviced land
- We need to attract more large, high-paying companies to Burlington. Let's focus on attraction. Retention will look after it self.

17. Do you have any general comments about the economy?

- We have anecdotal evidence of recovery across a broad-based spectrum of companies
- Significant transition underway. Need to encourage growth in small business and sustainable technology
- Canada may be in okay shape fiscally, but unfortunately the US problems WILL impact us - no matter what.
- It is very inconsistent - some segments are very slow, and others, like mine are incredibly hot
- No
- The economy is dependant on poor spending choices.
- Cautious optimistic
- Generally feeling like things are improving.
- Continued improvement.
- In general, I believe the economy is moving along fine, but a lot of negativity from media etc. keeps people and business cautious.
- we need to stop sending jobs overseas and bring manufacturing back to canada. Looking after our people, creating jobs, reducing immigration and focusing on our needs instead of giving \$\$\$ to other countries will help to rebuild OUR country.
- Burlington is well managed
- I believe the economy is relatively stable and 2013 will be another good year.
- If the USA economy improves so will Canada & our business.
- What can be done to avoid another recession?
- Provincial red tape on capital raising is the biggest hindrance to growth right now for SMEs.
- I think that 2012 was a "stable" year and that 2013 should seem some improvement
- There are always growth opportunities; focusing on the positive is vitalwhile addressing areas of further challenge
- Consumer confidence has been low for over four years, giving rise to a value shopping mentality encouraged by American chain stores. This is killing the independent retail segment where margins and volumes are much lower.
- it is causing family hard ships as some employees despite getting paid a fair wage, cannot make ends meet.
- We have done well despite the economy
- yay!
- no