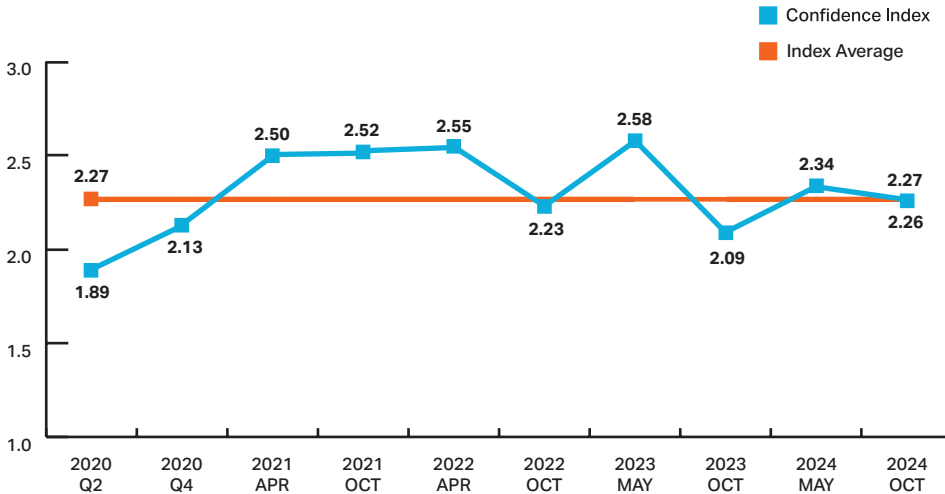


RELO

Regina Executive Leadership Outlook

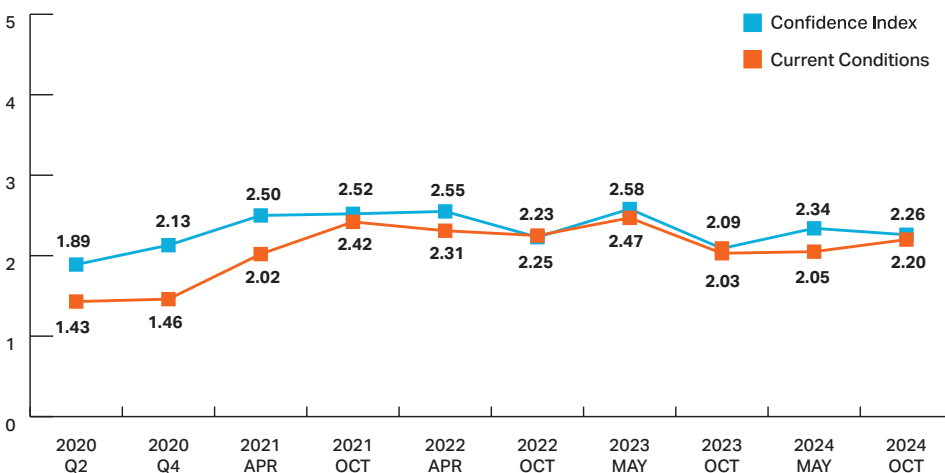
Executive Confidence Index



The *Executive Confidence Index* for November 2024 came in at 2.26 (down from 2.34 in May 2024, but up from 2.09 in October 2023).

Regina business leaders reported mixed feedback on economic conditions – no doubt reflecting complex economic circumstances over the past 12 months. At the same time, a large majority of leaders expect conditions in the coming 12 months to remain the same or improve.

Confidence Index vs. Current Conditions



The *Current Conditions Index*, which aggregates executive ratings of current economic business conditions compared to a year ago, has also increased to 2.20 (from 2.05 in May 2024 and 2.03 in October 2023).

While challenges persist, many Regina business leaders continue to see opportunities to expand and improve profitability. This confidence is driven by strengthening market conditions and optimism around economic growth.

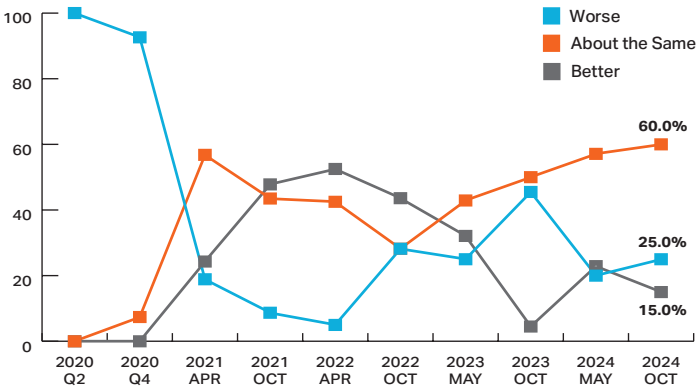
ABOUT THIS REPORT

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."

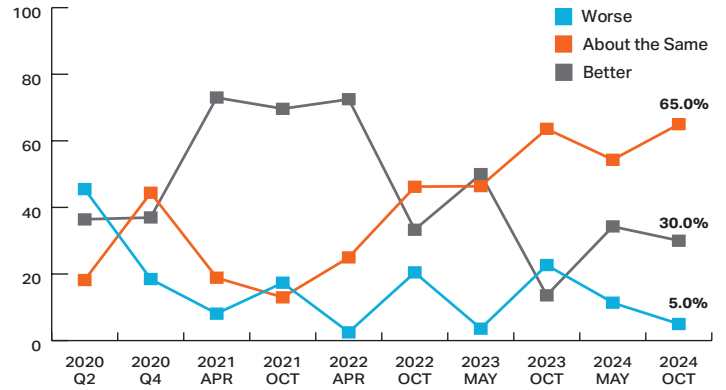
This is a set of static questions asked semi-annually that inform a unique Executive Confidence Index. This index is used to measure how confident executives are in Regina's overall economy across each half. To view previous reports, [click here](#). For more information, contact: Chris Bonk, Director,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

Economic Overview: Performance of Regina's economy

Past 12 months (current)



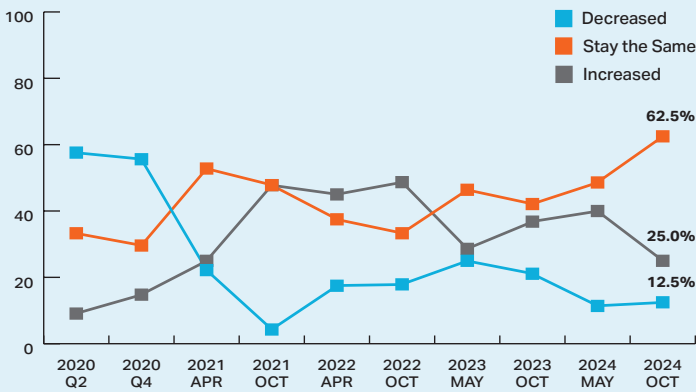
Next 12 months (expected)



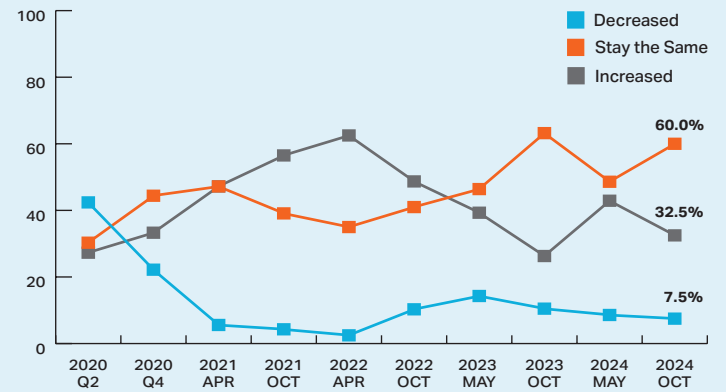
Business leaders' opinions of Regina's economic performance over the past year reflected a nationwide economic slowdown created by inflation and high interest rates. As those conditions begin to recede, executives appear to be indicating that the worst is over, with more expecting a stronger economy over the next 12 months (30%) – and fewer expressing a pessimistic view (5%).

Employment: Number of people your firm employs

Past 12 months (current)



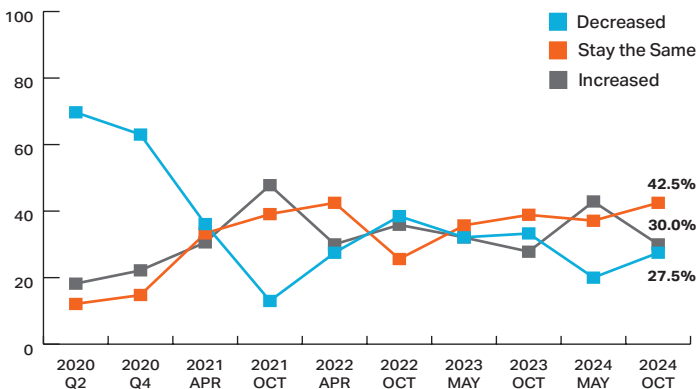
Next 12 months (expected)



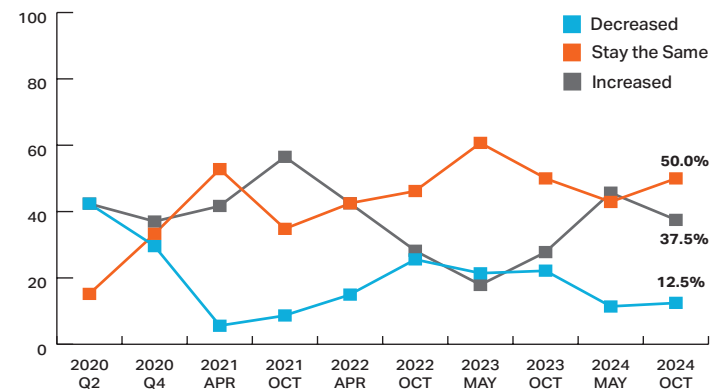
Reflecting the Economic Overview, business leaders are expressing greater optimism for the coming year compared to the past year. A third of respondents (32.5%) indicated they expect to employ more people in the next 12 months, while a far smaller proportion (7.5%) expects to employ fewer people. This is a positive sign for employers and workers alike.

Profitability: Your firm's profitability

Past 12 months (current)



Next 12 months (expected)



Although current and expected profitability has decreased from May 2024, executives are still hopeful the next 12 months will be more profitable than the past 12 months. Most notably, the proportion of leaders expecting improved profitability in the coming year is greater (37.5% vs. 30% currently), while the proportion of those expecting decreased profitability has dropped considerably (12.5% vs. 27.5% currently).