



Business Data Lab Laboratoire de données
sur les entreprises



User Guide

Survey Insights Generator



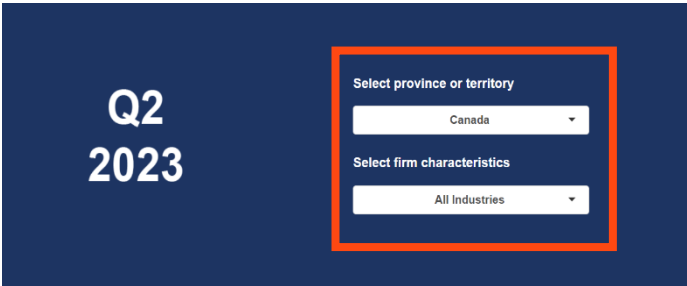
June 2023

About the Survey Insights Generator (SIG)

Each quarter, the Canadian Chamber of Commerce Business Data Lab provides an in-depth report on Statistics Canada’s [Canadian Survey on Business Conditions](#) (CSBC). The CSBC, which collects responses from over 15,000 companies, provides timely, relevant data on business conditions in Canada, as well as businesses’ expectations and views on emerging issues.

The BDL’s Survey Insights Generator is a free, interactive, user-friendly tool that allows you to visualize and customize data from the CSBC within the following themes: 1) Business Expectations; 2) Business Obstacles; and 3) Business Outlook.

Filtering Insights



Data in the Survey Insights Generator can be customized by geographic region (national, provincial or territory level) as well as by industry, employment size, ownership status, minority group, international business activity and rural versus urban.

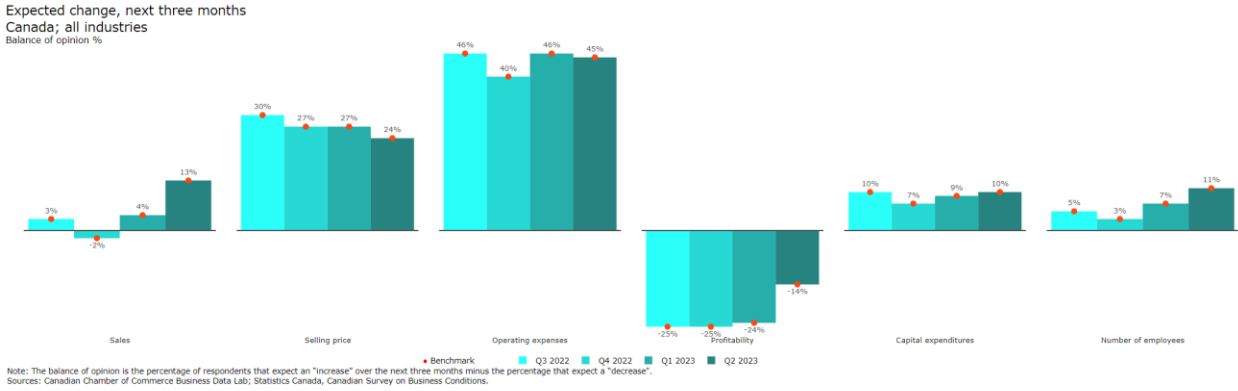
Table 1: SIG Categories and Characteristics

BUSINESS CATEGORIES AND CHARACTERISTICS	
GEOGRAPHICAL REGIONS	<ul style="list-style-type: none"> • National: Canada • Provinces: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec, and Saskatchewan. • Territories: Northwest Territories, Nunavut, and Yukon.
INDUSTRIES	<ul style="list-style-type: none"> • All industries • Agriculture, forestry, and fishing • Mining, quarrying, oil, and gas extraction • Construction • Manufacturing • Wholesale trade • Retail trade • Transportation and warehousing • Information and culture • Finance and insurance • Real estate, rental and leasing

BUSINESS CATEGORIES AND CHARACTERISTICS	
	<ul style="list-style-type: none"> • Professional services • Administration and support services • Health care and social assistance • Arts, entertainment, and recreation • Accommodation and food services • Other services (except public administration)
EMPLOYMENT SIZES	<ul style="list-style-type: none"> • All employment sizes • 1 to 4 employees • 5 to 19 employees • 20 to 99 employees • 100 or more employees
MAJORITY OWNERSHIP	<ul style="list-style-type: none"> • All ownerships • Woman • First Nations, Métis, or Inuit • Immigrant to Canada • Person with a disability • Member of LGBTQ2 community • Visible minority
VISIBLE MINORITY OWNERSHIP	<ul style="list-style-type: none"> • All visible minorities • South Asian • Chinese • Black • Filipino • Latin American • Arab • Southeast Asian • West Asian • Korean • Japanese
BUSINESS ACTIVITY	<ul style="list-style-type: none"> • All business activities • Exported goods outside of Canada • Exported services outside of Canada • Made investments outside of Canada • Sold goods to businesses in Canada who then resold them outside of Canada • Imported goods from outside of Canada • Imported services from outside of Canada

BUSINESS CATEGORIES AND CHARACTERISTICS	
	<ul style="list-style-type: none"> Relocated any business activities or employees from another country into Canada No international business activities
GEOGRAPHY TYPE	<ul style="list-style-type: none"> All geography types Urban Rural

1. Business Expectations



Since its inception in 2020, each quarter, the CSBC asks the following question:

Over the next three months, how are each of the following expected to change (increase, stay about the same, decrease or not applicable) for this business or organization?

Under this tab, the SIG allows you to understand how business expectations have evolved, based on the balance of opinion (i.e., the percentage of businesses expecting an “increase” less those expecting a “decrease”) over the course of a calendar year (four quarters from latest available data) in the following areas:

- **Sales:** Sales of goods and services offered by the business or organization.
- **Selling Price:** Selling prices of goods and services offered by the business or organization.
- **Operating Expenses:** Expenses that this business or organization incurs through its normal business operations.
- **Profitability:** Degree to which business or organization anticipates profit or financial gain.
- **Capital Expenditures:** Money spent by this business or organization on acquiring or maintaining fixed assets, such as land, buildings, and equipment.
- **Number of Employees:** Number of existing employees.

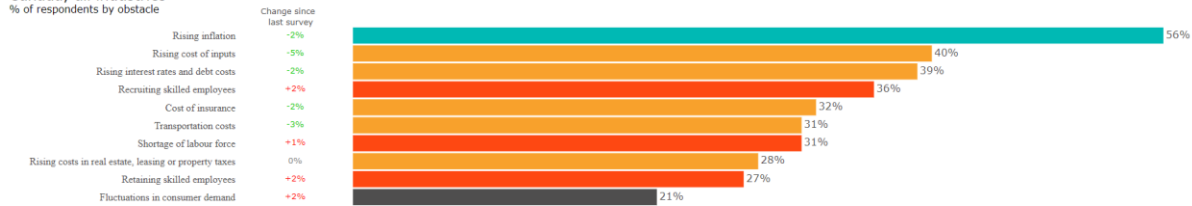
2. Business Obstacles

Over the next three months, which of the following are expected to be obstacles for this business or organization?

Top 10 and Trends

Under this sub tab, the SIG provides the Top 10 responses based on the percentage of businesses that anticipate a given obstacle over the next three months, and reports how that has changed since the previous quarter.

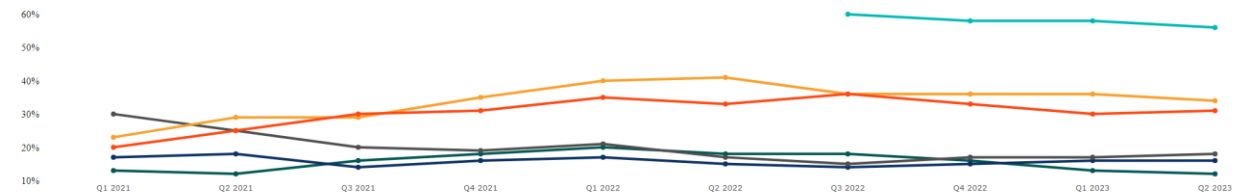
Top 10 business obstacles expected, next three months
Canada; all industries
% of respondents by obstacle



Canadian Chamber of Commerce Business Data Lab; Statistics Canada, Canadian Survey on Business Conditions.

In the “Trends” data visualization, these responses are grouped into categories and averaged for the following: inflation, costs, labour, customer demand, finance, supply chain issues.

Trendlines for business obstacles expected, next three months
Canada; all industries
% of respondents by obstacle



Obstacle drill-downs

Select an obstacle

Rising cost of inputs

Industry Benchmarking

You can probe further into the previous question by type of obstacle (Table 2) to gain an industry perspective

(through a horizontal bar chart) – which shows the share of businesses in an industry that expect to be impacted by a specific obstacle.

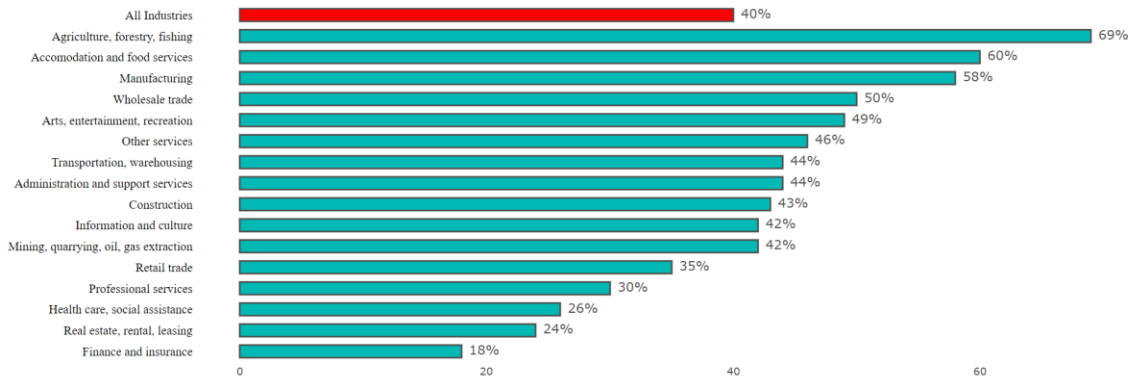
Table 2: Obstacle Types

OBSTACLE TYPES	
COSTS	<ul style="list-style-type: none"> • Rising cost of inputs • Cost of insurance • Transportation costs • Rising costs in real estate, leasing, or property taxes • Rising interest rates and debt costs
LABOUR	<ul style="list-style-type: none"> • Shortage of labour force • Recruiting skilled employees • Retaining skilled employees
SUPPLY CHAIN	<ul style="list-style-type: none"> • Difficulty acquiring inputs, products or supplies from within Canada • Difficulty acquiring inputs, products or supplies from abroad • Maintaining inventory levels
CONSUMER DEMAND	<ul style="list-style-type: none"> • Insufficient demand for goods or services offered • Fluctuations in consumer demand • Attracting new or returning customers
FINANCE	<ul style="list-style-type: none"> • Obtaining financing • Maintaining sufficient cash flow or managing debt • Rising inflation

Expected obstacles, next three months

Canada by industries

% of respondents reporting rising cost of inputs as an obstacle



Sources: Canadian Chamber of Commerce Business Data Lab; Statistics Canada, Canadian Survey on Business Conditions.

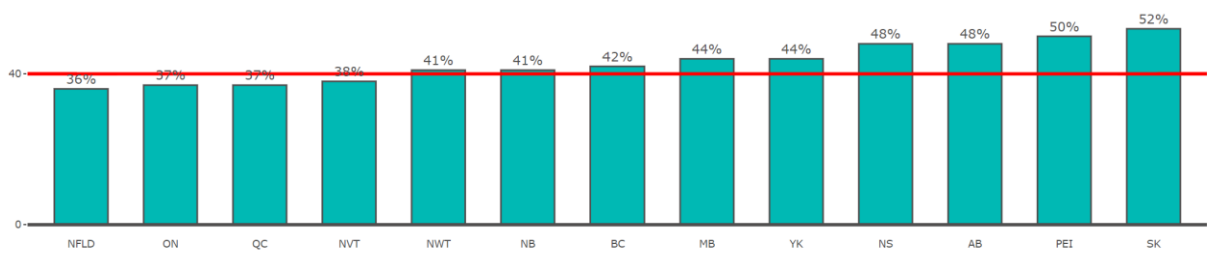
Regional Benchmarking

In addition to the industry benchmark, you also can compare how a specific obstacle is impacting different Canadian geographies (provinces and territories).

Regional benchmarking: See how obstacles vary by region.

all industries

% of respondents reporting rising cost of inputs as an obstacle

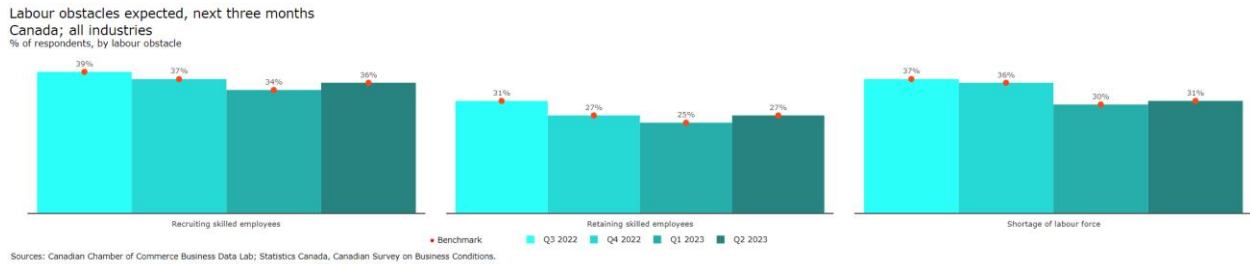


Sources: Canadian Chamber of Commerce Business Data Lab; Statistics Canada, Canadian Survey on Business Conditions.

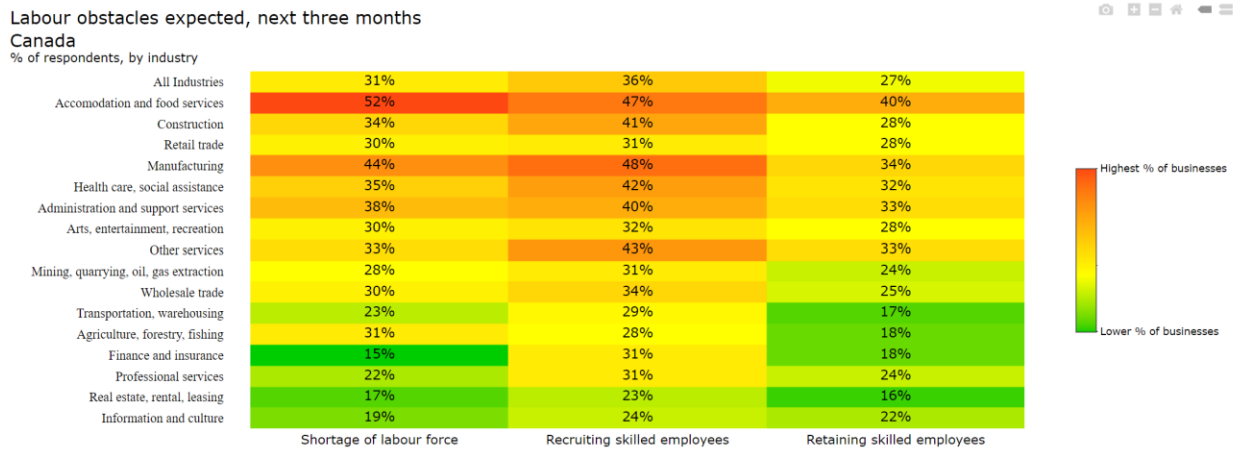
Labour Challenges

Similar to the obstacle drill-downs, this tab allows you to focus on businesses' labour challenges: shortage of labour force, recruiting skilled employees, and retaining skilled employees.

The first plot (a vertical bar chart) depicts how these labour challenges changed over the last four quarters.



The second data visualization is a heat map, which looks at how the challenges vary by industry. This colour coding shows the percentage of all businesses within a given industry, from highest (red) to lowest (green), that report each labour challenge.



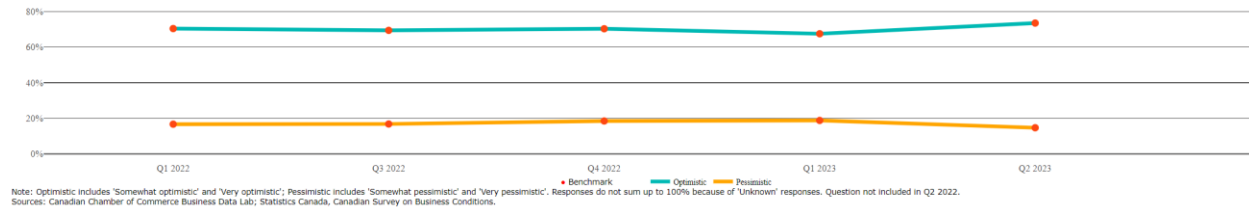
3. Business Outlook

Over the next 12 months, what is the future outlook for this business or organization?

The first plot in this tab (dual line graph) shows the progression of business outlook (“optimistic” and “pessimistic”) over time. The teal line is the total percentage of businesses that reported that they are either “very optimistic” or “somewhat optimistic” about their future outlook over the next 12 months.

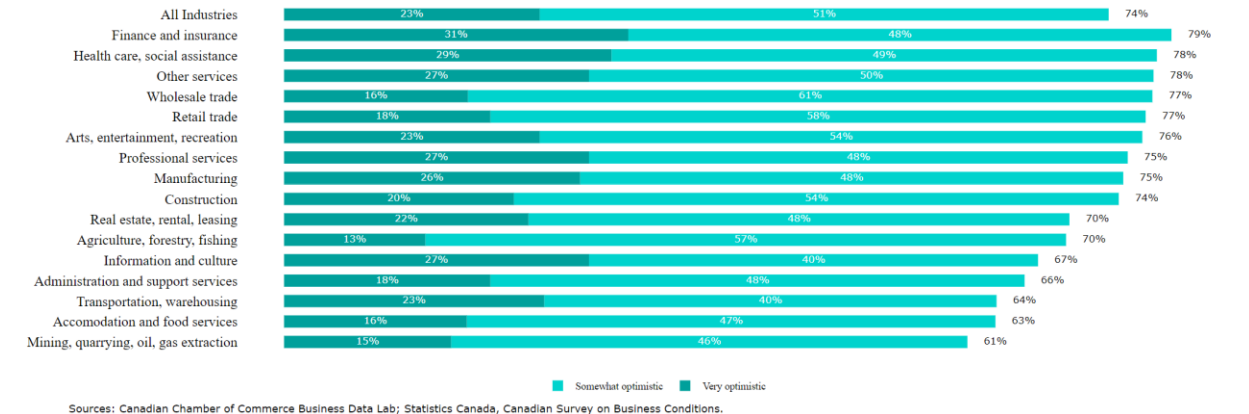
The yellow line is the total percentage of businesses are reported that they are either “somewhat pessimistic” or “very pessimistic” about their future outlook.

Business outlook, next 12 months
Canada; all industries
% of respondents

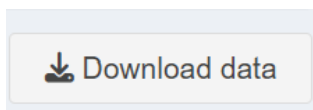


The second plot under this tab (a stacked horizontal bar chart) shows the variation by the firm characteristic selected, for the percentage of businesses who are reporting that they are either “very optimistic” or “somewhat optimistic”.

Business outlook, next 12 months
Canada by industries
% of respondents



Downloading Plots and Data



The SIG provides you with an easy way to download the underlying data. By clicking on the “Download Data” link located at the bottom of a respective chart, you will obtain a CSV (comma-separated values) file with a table structured format.

You are also able to hover over the camera icon on the top right of a graph or chart to obtain a .png file of a specific plot.

