




ALBERTA NONPROFIT DATA STRATEGY:
CANADIAN SURVEY ON BUSINESS CONDITIONS, FIRST QUARTER 2022

ABNN
Alberta Nonprofit Network

EDMONTON COMMUNITY FOUNDATION


 **Policy Wise**
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Alberta



Content

1. **Executive Summary**
2. Canadian Survey on Business Conditions Q1-2022

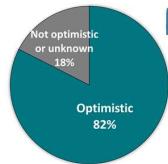
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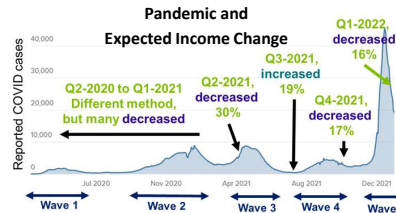
Organizational Outlook Summary

Community Nonprofits, First Quarter 2022



Continued optimism about the next 12 months!

Top obstacles next 3 months?
 36% recruiting skilled employees
 32% retaining skilled employees
 32% rising cost of inputs

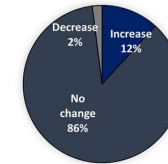


Similar to Q4-2021, nonprofits were more likely to report decreases than increases in revenue in Q1-2022

- 38% plan to expand, restructure or acquire other organizations
- 35% report expected increases in demand
- 25% report expected decreases in cash reserves

Employee Outlook Summary

Community Nonprofits, First Quarter 2022



Employee numbers are fairly stable for next 3 months



Sector aiming for employee retention

47% increasing wages to existing employees

25% encourage on-the job training

16% increase benefits to existing employees



+7% expected average increase to wages for those increasing

Work Arrangements Summary

Community Nonprofits, First Quarter 2022

Work arrangements:

- 64% some remote
- 36% exclusively onsite



**Sector aiming for
employee retention**

26% to offer option
to work remotely 29% to offer flexible
scheduling

Executive Summary - Source

Statistics Canada, Canadian Survey on Business
Conditions, First Quarter 2022

 Statistics Canada | www.statcan.gc.ca 

*Based on 1,453 community nonprofits sampled across Canada
January 4 to February 7, 2022. These numbers may not reflect the full
community nonprofit sector in Canada. Please interpret the findings
with caution when discussing the community nonprofit sector.*

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2a. Canadian Survey on Business Conditions Q1-2022: Introduction

Canadian Survey on Business Conditions

1. A Cross-Canada Statistics Canada cross-sectional survey
2. A voluntary, stratified random sample of businesses by geography, industry sector, and size
3. The First Quarter (Q1) 2022 survey was collected between **January 4 to February 7, 2022**
4. As a main comparison point, the Fourth Quarter (Q4) 2021 survey was collected between **October 1 to November 5, 2021**

More details at:

<https://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&Id=1330334>

Based on Alberta nonprofit stakeholder goals to have information on sector recovery from the COVID-19 pandemic, this deliverable was created.

1. The Canadian Survey on Business Conditions is a cross-sectional survey by Statistics Canada, reflecting a sample of businesses in the time period. The results we report are cross-Canada, and not specific to Alberta nonprofits.
2. The survey is voluntary, based on a stratified random sample of businesses, and split by geography, industry sector, and size. This means that the sampling tries sample across the sector, but it will have some bias and might miss some sectors and types of nonprofits. Information is provided on the types of nonprofits covered in the next slides.
3. The main survey presented in these slides is from the First Quarter (Q1) of 2022, collected between January 4 to February 7, 2022.
4. We also refer to results from the Fourth Quarter (Q4) of 2021, collected between October 1 to November 5, 2021, as a comparison point.

For more details go to the Statistics Canada website:

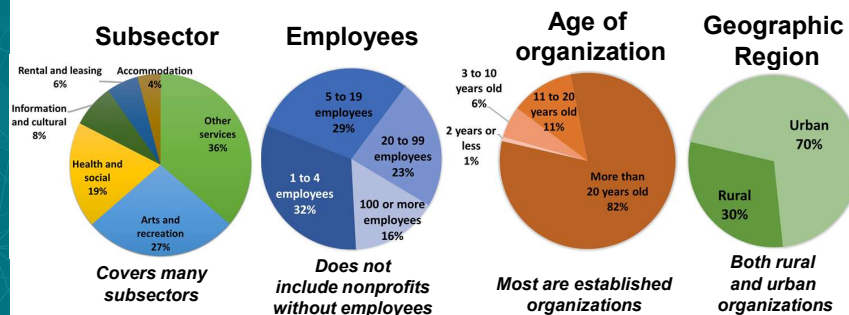
<https://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&Id=1330334>

Nonprofits in the Current Analysis

The current analysis focuses on survey responses from *community nonprofits*:

1. Also called 'Nonprofit institutions serving households'
2. Sometimes we compare to private sector businesses
3. The reported data is cross-Canada, but similar to Alberta patterns
4. 1,453 community nonprofits responded across Canada, with 116 from Alberta in the Q1 survey

Nonprofits in the Current Analysis: Breakdown



The analysis focuses on the following nonprofit data:

1. It focused on community nonprofits (also called 'non-profit institutions serving households'). For example, these are social services, advocacy, or sports and recreation organizations. This definition of nonprofits most closely follows the Alberta Nonprofit Network (ABNN) view of nonprofits. This definition excludes government nonprofits such as schools and hospitals.
2. As a comparison point, we sometimes compare to businesses that self-identified as private sector to show differences in the two.
3. The sample is cross-Canada. However, similar patterns were generally seen in Alberta. This analysis focuses on the cross-Canada level due to the small sample size in Alberta.
4. The sample includes 1,453 self-identified community nonprofits across Canada, with 116 from Alberta.

In terms of where this survey samples from:

1. The total sample consists of 27% arts and recreation, 19% health and social organizations, 8% information and cultural, etc. The survey samples from a couple of the big subsectors in nonprofits (arts and recreations, and health and social organizations). These percentages are based the North American Industry Classification System (NAICS), not on the International Classification of Non-profit Organizations (ICNPO), the standard often used for classifying nonprofit subsectors.
2. The sample includes a pretty equal sample for the different numbers of employees for organizations. This sampling misses the estimated 58% of nonprofits without employees, and is weighted more heavily towards larger organizations, which make up a smaller part of the nonprofit sector (Imagine Canada 2006; "The Nonprofit and Voluntary Sector in Alberta").
3. A majority of organizations are well established (11+ years of business, 93%), compared to more recent organizations (10 or less years of business, 7%).
4. The data represents both rural and urban organizations.

Source: Custom request

How to Interpret these Results?¹

(Limitations of this Data)

What to do:

1. Interpret the findings with caution as they may miss aspects of the community nonprofit sector. For example, it was estimated that 58% of community nonprofits in Alberta had no employees in 2003², whereas all organizations had an employee in this analysis;
2. Use the data to provide initial evidence for where the community nonprofit sector may be heading and create opportunities for future discussion on change; and
3. Consider how well the findings apply to your organization's context.

What NOT to do:

1. Do NOT interpret the findings to represent the full community nonprofit sector nationally or in Alberta; and
2. Do NOT use the findings without discussing the context about how the data was collected and how this may affect their application to the broader community nonprofit sector.



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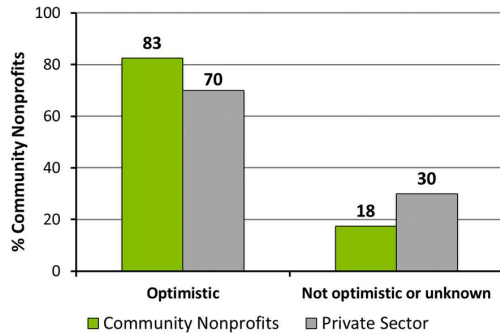
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As with most surveys, the results should be used and interpreted with some caution¹.

1: https://albertanonprofits.ca/resources/Documents/ABNN%20Pulse%20Check%20Report_November%202020.pdf

2: Roach, R. (2006). The Nonprofit and Voluntary Sector in Alberta: Regional Highlights of the National Survey of Nonprofit and Voluntary Organizations. Toronto, ON: Imagine Canada.

2b. Organization Outlook: Outlook for the Next 12 Months



Optimism remains similar to the previous quarter

Community nonprofits continue to be more optimistic than the private sector



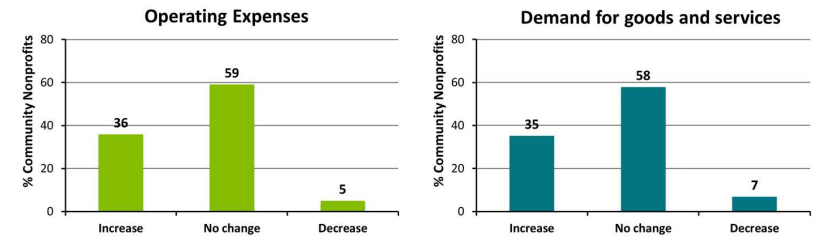
Survey Question: “Over the next 12 months, what is the future outlook for this business or organization?”

Analysis Notes: Optimistic consists of ‘very optimistic’ and ‘somewhat optimistic’. Some figures do not add to 100% due to rounding.

Source:

First Quarter 2022: Statistics Canada. Table 33-10-0488-01. Future outlook over the next 12 months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310048801>

Expenses and Demands, Next 3 Months



Community nonprofits are more likely to report increases in demand and operating expenses than decreases. There is a slight increase expected in demand compared to Q4 2021.

*Excludes those stating questions were not applicable.



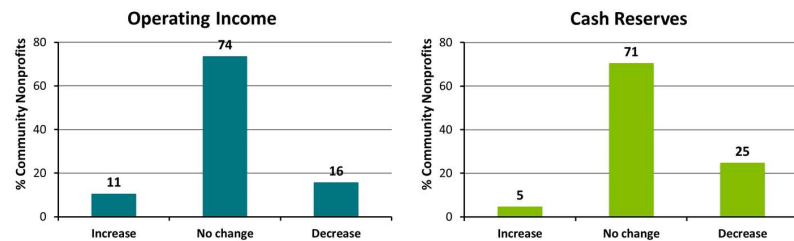
Survey Question: “Over the next three months, how are each of the following expected to change for this business or organization?” Subcategories were “Operating expenses” and “Demand for goods and services offered by this business or organization”.

Analysis Notes: The percentages exclude those answering ‘not applicable’. Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0468-01. Business or organization expectations over the next three months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310046801>

Income and Cash Reserves, Next 3 Months



Community nonprofits are primarily reporting no change in income and cash reserves for Q1 2022. They are more likely to report decreases than increases in both.

*Excludes those stating questions were not applicable.



Survey Question: “Over the next three months, how are each of the following expected to change for this business or organization?” Subcategories were “Operating income” and “Cash reserves”.

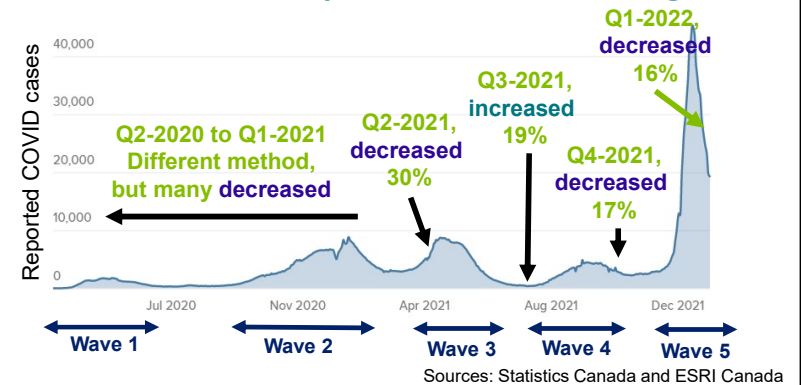
Analysis Notes: The percentages exclude those answering ‘not applicable’. Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0468-01. Business or organization expectations over the next three months, first quarter of 2022.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310046801>

Pandemic and Expected Income Change



Survey Question: Q2-2021 to Q1-2022: “Over the next three months, how are each of the following expected to change for this business or organization?” The subcategory was “Operating income”. Similar question in Q2-2020 to Q1-2021, but with more breakdowns, such that it is not directly comparable.

Analysis Notes: The percentages exclude those answering ‘not applicable’ and focus on bias towards reporting decrease or increase. The other quarter values is from the previous iterations of the survey.

Sources:

Second Quarter 2020: Statistics Canada. Table 33-10-0253-01. Business revenue from April 2020 compared with April 2019, by business characteristics"

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310025301>

Third Quarter 2020: Statistics Canada. Table 33-10-0281-01. Business or organization revenue from August 2020 compared with August 2019, by business characteristics"

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310028101>

Fourth Quarter 2020: Statistics Canada. Table 33-10-0317-01. Business or organization revenue from 2020 compared with 2019, by business characteristics"

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310031701>

First Quarter 2021: Statistics Canada. Table 33-10-0307-01 Business or organization

expectations over the next three months, by business characteristics, first quarter of 2021. <https://doi.org/10.25318/3310030701-eng>

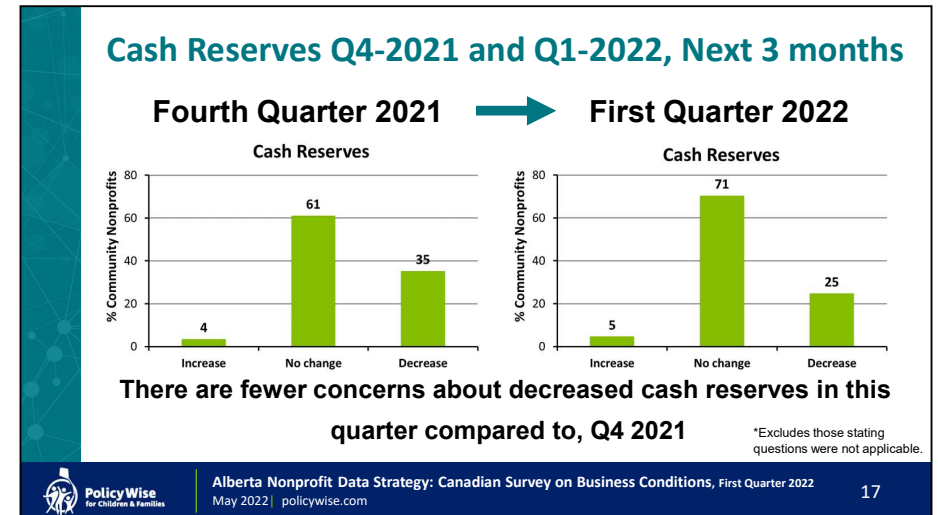
Second Quarter 2021: Statistics Canada. Table 33-10-0337-01. Business or organization expectations over the next three months, by business characteristics, second quarter of 2021. <https://doi.org/10.25318/3310033701-eng>

Third Quarter 2021: Statistics Canada. Table 33-10-0363-01. Business or organization expectations over the next three months, third quarter of 2021. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310036301>

Fourth Quarter 2021: Statistics Canada. Table 33-10-0399-01. Business or organization expectations over the next three months, fourth quarter of 2021. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310039901>

First Quarter 2022: Statistics Canada. Table 33-10-0468-01. Business or organization expectations over the next three months, first quarter of 2022. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310046801>

Esri Canada: through <https://globalnews.ca/news/8148223/covid-4th-wave-data-canada/>



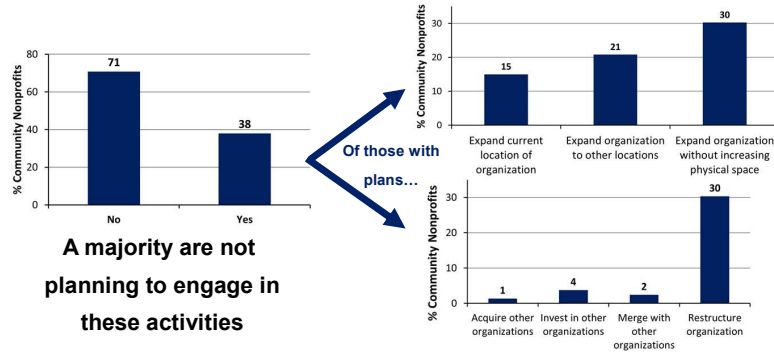
Survey Question: “Over the next three months, how are each of the following expected to change for this business or organization?” The subcategory was “Cash reserves”.

Analysis Notes: The percentages exclude those answering ‘not applicable’. Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0468-01. Business or organization expectations over the next three months, first quarter of 2022. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310046801>

Plans to Expand, Restructure or Acquire Other Organizations, Next 12 Months



A majority are not planning to engage in these activities



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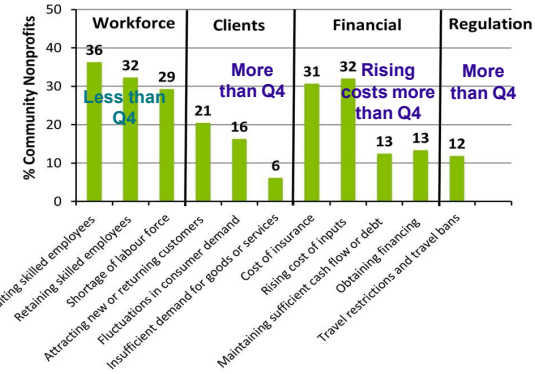
Survey Question: “Over the next 12 months, does this business or organization plan to do any of the following? Options: expand current location of this business or organization, expand this business or organization to other locations, expand this business or organization without increasing physical space (i.e., hiring more staff who will work remotely), restructure this business or organization, restructuring involves changing the financial, operational, legal or other structures of the business or organization to make it more efficient or more profitable, acquire other businesses, organizations or franchises, Invest in other businesses or organizations, merge with other businesses or organizations, or don’t know, or none of the above”

Analysis Notes: The percentages exclude those answering ‘don’t know’. Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0476-01. Plans to expand or restructure business or organization or acquire other businesses or organizations over the next 12 months, first quarter of 2022. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310047601>

Obstacles Q1-2022, Next 3 months



Workforce obstacles are slightly decreasing, and others have slight increases compared to Q4-2021.



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Survey Question: “Over the next three months, which of the following are expected to be obstacles for this business or organization? Select all that apply.”

Analysis Notes: Categories were created through a qualitative grouping of the topics by PolicyWise and are presented to show a comparison from Q4 to Q1. Comparisons were made to fourth quarter 2021 obstacles, purple (more than Q4) reflects an increase in the obstacle from Q4 to Q1 and green (less than Q4) reflects a decrease or similarity in the obstacle from Q4 to Q1. Some figures do not add to 100% due to rounding.

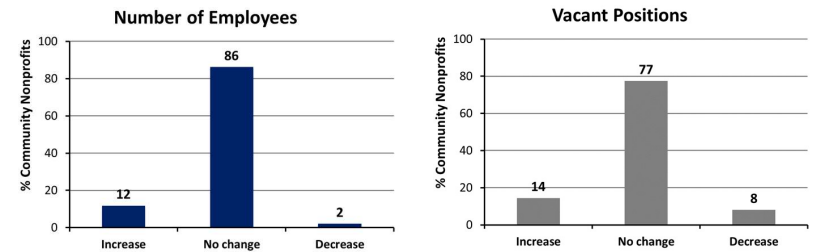
Source:

Statistics Canada. Table 33-10-0469-01. Business or organization obstacles over the next three months, first quarter of 2022. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310046901>

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2c. Employee Outlook: Number of Employees and Vacant Positions, Next 3 Months



Most organizations expect the number of employees and vacant positions to stay the same in Q1-2022 compared to Q4-2021

*Excludes those stating this question was not applicable.

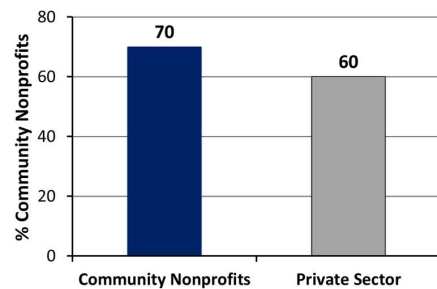
Survey Question: “Over the next three months, how are each of the following expected to change for this business or organization? Number of employees or Vacant positions.”

Analysis Notes: The percentages exclude those answering ‘not applicable’. Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0468-01. Business or organization expectations over the next three months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310046801>

2c. Have Strategy for Employee Retention, Next 3 Months



Majority of nonprofits have a strategy for employee retention

As with the previous quarter, there is more focus on retention in the nonprofit sector



Survey Question: “Over the next 12 months, does this business or organization plan to start doing any of the following? (select all that apply)”

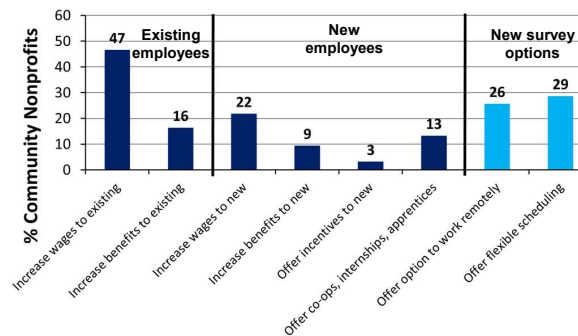
Analysis Notes: Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0481-01. Plans regarding recruitment, retention and training over the next 12 months, first quarter of 2022.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310048101>

Plans for Retention and Recruitment of Employees, Next 12 Months



Focus on increase of wages and offering benefits, including remote work and flexible scheduling



Survey Question: “Over the next 12 months, does this business or organization plan to start doing any of the following? (select all that apply)”

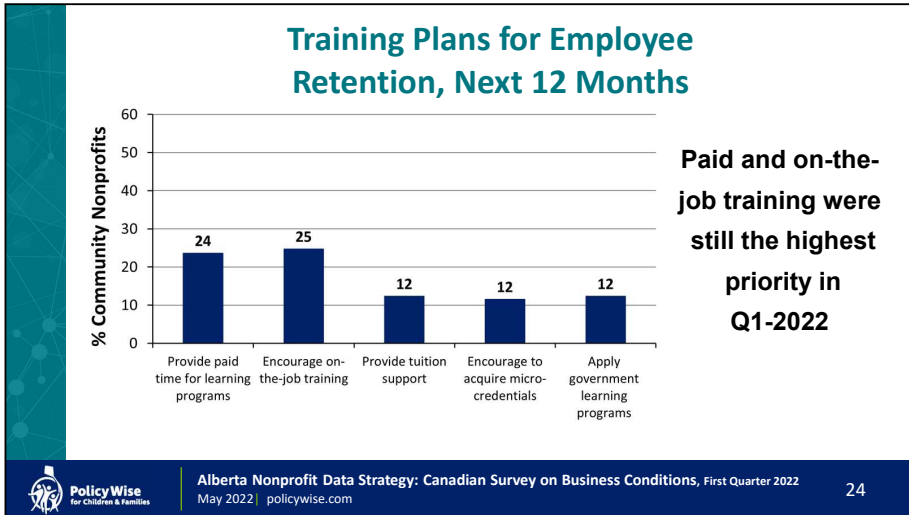
Analysis Notes: In the order of the chart, the selections were “1) Increase wages offered to existing employees, 2) increase benefits offered to existing employees, 3) increase wages offered to new employees, 4) increase benefits offered to new employees, 5) offer signing bonuses or incentives to new employees, 6) work with education and training institutions to offer work-integrated learning programs such as co-ops, internships, and apprenticeships, 7) offer option to work remotely, and 8) Offer flexible scheduling,.” Some figures do not add to 100% due to rounding.

New options related to remote work/flexible working hours were added to this survey, both options saw significant interest which may explain the decrease in other retention strategies compared to Q4-2021.

Source:

Statistics Canada. Table 33-10-0481-01. Plans regarding recruitment, retention and training over the next 12 months, first quarter of 2022.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310048101>

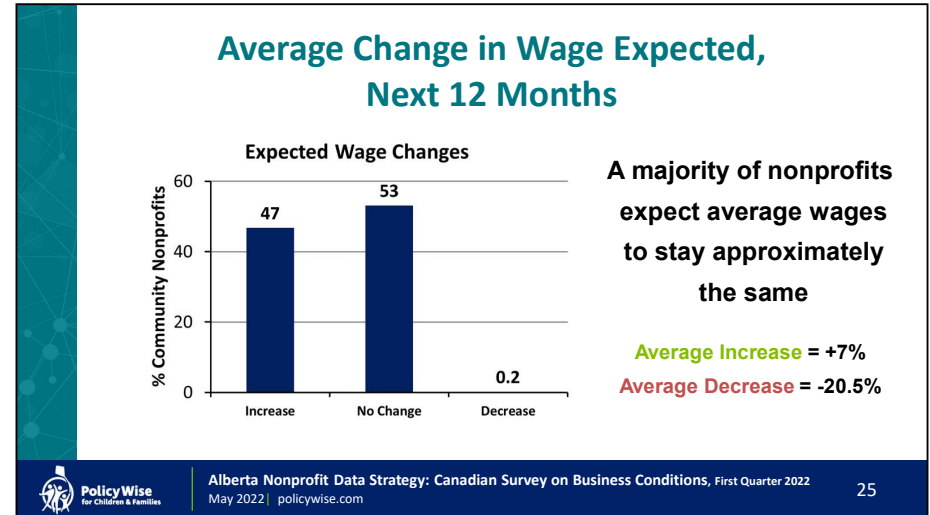


Survey Question: “Over the next 12 months, does this business or organization plan to start doing any of the following? (select all that apply)”

Analysis Notes: In the order of the chart, the selections were “1) Provide employees with paid time to engage in learning and development programs, 2) encourage employees to participate in on-the-job training, 3) provide tuition support to employees to take courses or programs, 4) encourage employees to acquire micro-credentials which help individuals develop job-related competencies, and 5) apply for learning and development programs provided by governments in order to upskill or reskill current employees.” Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0481-01. Plans regarding recruitment, retention and training over the next 12 months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310048101>



Survey Question: “Over the next 12 months, does this business or organization expect the average wages paid to change?” “Options and sub-questions: 1) Average wages are expected to increase, By what percentage are average wages expected to increase? Provide your best estimate rounded to the nearest percentage, Don't know; 2) Average wages are expected to decrease, By what percentage are average wages expected to decrease? Provide your best estimate rounded to the nearest percentage. Don't know, and 3) Average wages are expected to stay approximately the same, OR Not applicable (e.g., This business or organization does not pay wages)”

Analysis Notes: The percentages exclude those answering ‘not applicable’. Some figures do not add to 100% due to rounding.

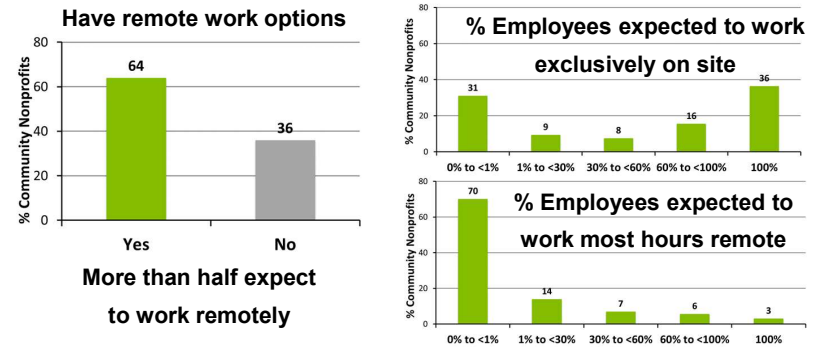
Source:

Statistics Canada. Table 33-10-0479-01. Change in average wages expected over the next 12 months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310047901>
 Statistics Canada. Table 33-10-0480-01. Average change in average wages expected over the next 12 months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310048001>

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2d. Work Arrangements: Percent Remote Work Q1-2022, Next 3 months



Survey Question: “Over the next three months, what percentage of the employees of this business or organization is anticipated to do each of the following? Exclude staff that are primarily engaged in providing driving or delivery services or staff that primarily work at client premises. Provide your best estimate rounded to the nearest percentage. If the percentages are unknown, leave the question blank.”

Analysis Notes: Responses were: “Work on-site exclusively and work remotely most hours.” The “have some remote options” option reflect organizations that did not report 100% of workforce anticipated to work exclusively on-site. Some figures do not add to 100% due to rounding.

Source:

Statistics Canada. Table 33-10-0484-01. Percentage of workforce anticipated to work on-site or remotely over the next three months, first quarter of 2022.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310048401>

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