

ALBERTA TARIFF IMPACT EMPLOYER SURVEY

Presentation Deck

May 19, 2026



Background and Methodology



BACKGROUND AND OBJECTIVES

The Alberta Tradespeople Survey was fielded by Ipsos on behalf of the Canadian Apprenticeship Forum (CAF-FCA). This report focuses specifically on the experiences and perspectives of employers in Alberta; a companion report examining the tradesperson perspective is under separate cover.

The overall project goal is to understand how hiring and employment is being impacted by labour market disruptions such as tariffs, skills shortages, geo-political strife and labour mobility barriers. Solutions identified by the survey participants will be acted upon and supports provided to reduce unemployment.

Objectives include:

- Increased understanding of the impacts of global trade disruption, employer hiring intentions in this time of uncertainty and employment trends among tradespeople in Alberta and the potential solutions as recommended by industry.
- Increased understanding of barriers to labour mobility and which trades are the most impacted.



METHODOLOGY

419 Alberta employers of skilled trades participated in this survey, including 400 by phone and 19 through online contacts. All employers were involved in recruiting, hiring, training or supervising of tradespeople.

Fielding was February 11 to April 6, 2026.

No weighting was applied to the data.

+/-

MARGIN OF ERROR

The precision of Ipsos polls including an online component is measured using a credibility interval. In this case, the poll is accurate to within ± 5.9 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population.

KEY POINT SUMMARY

Key Point Summary

1

Employers have generally positive views of the current business environment and are moderately optimistic about the next 12 months.

Employers are much more likely to rate the current business climate for their industry as good (56%) than poor (16%), although there are more employers who think the business climate has worsened (30%) than improved (16%) in the last 12 months.

There is some optimism for the year ahead, with twice as many employers expecting the business climate to improve (32%) than worsen (15%).

2

Most employers have been negatively impacted by tariffs and the trade dispute with the US.

Two-thirds (66%) of employers say tariffs and the trade dispute have had a negative impact on their business, including 16% major negative impact, 37% moderate negative impact and 13% minor negative impact.

Among all employers, more than eight-in-ten (83%) say tariffs and the trade dispute has resulted in increased costs, and two-thirds have experienced disruptions to supply chains (67%) and a need to raise prices (67%). Half (52%) say tariffs and the trade dispute has contributed to general business uncertainty.

Key Point Summary

3

Lay offs over the past 12 months have mostly been unrelated to tariffs and the trade dispute.

Nearly four-in-ten (36%) employers have laid off tradespeople in the last year, but only about one-quarter (24%) of these employers say the layoffs were at least partially due to tariffs and the trade dispute.

Nearly one-quarter (23%) of apprentice employers have laid off apprentices in the last year, but only about two-in-ten (21%) of these employers say the layoffs were at least partially due to tariffs and the trade dispute.

4

Tariffs and the trade dispute ARE a significant contributing factor for employers who have cancelled or reduced plans to hire over the last 12 months.

Three-in-ten (31%) employers have cancelled or reduced plans to hire new tradespeople over the last 12 months, and two-thirds (64%) of these employers say this is at least partially due to tariffs and the trade dispute.

One-quarter (25%) of apprentice employers have cancelled or reduced plans to hire new apprentices over the next 12 months, and two-thirds (66%) of these employers say this is at least partially due to tariffs and the trade dispute.

Key Point Summary

5

Most employers have challenges recruiting and hiring from other provinces.

Six-in-ten employers (who do recruit and hire from outside Alberta) say it is very challenging or somewhat challenging to recruit and hire tradespeople (61%) and apprentices (61%) from other provinces to work in Alberta.

The biggest barriers include getting prior education/training recognized (44%), inconsistent licensing and certification recognition (40%), and understanding worker skills/capacity and what they can safely do on-the-job (37%).

6

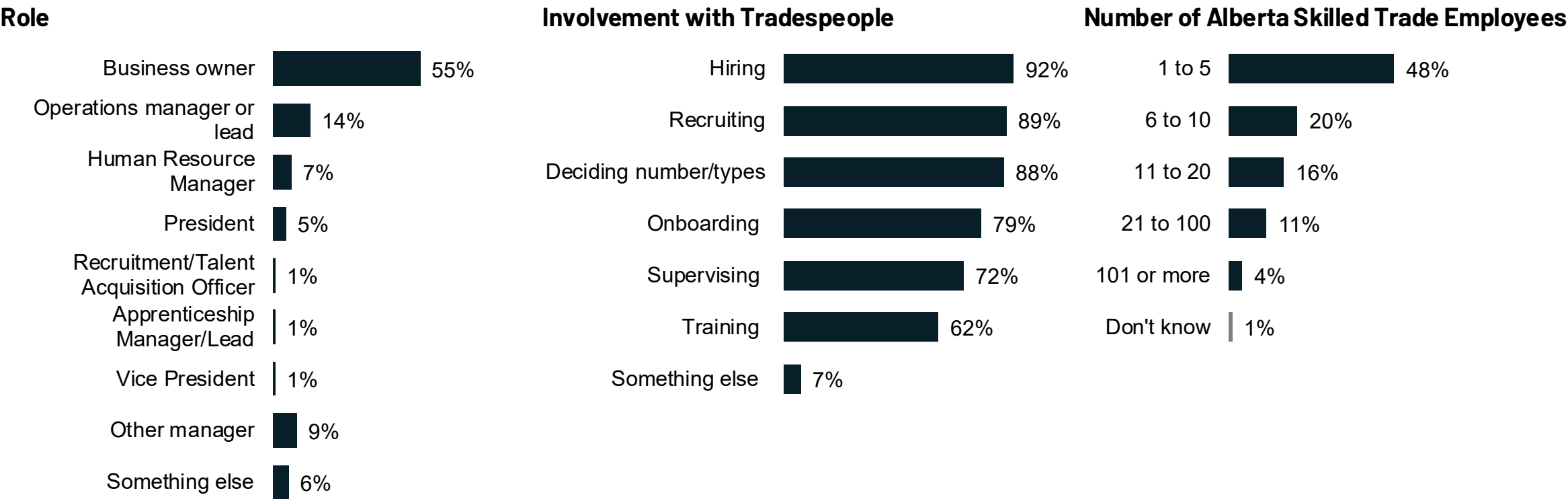
Employers want more money for training and employer tax credits for hiring apprentices.

More than eight-in-ten employers say it would be helpful to have more money for training (85%) and employer tax credits for hiring apprentices (84%).

Seven-in-ten (71%) say it would be helpful to have reductions in red tape, and a majority (55%) say it would be helpful to have access to a tool to help streamline their hiring process based on Red Seal standards.

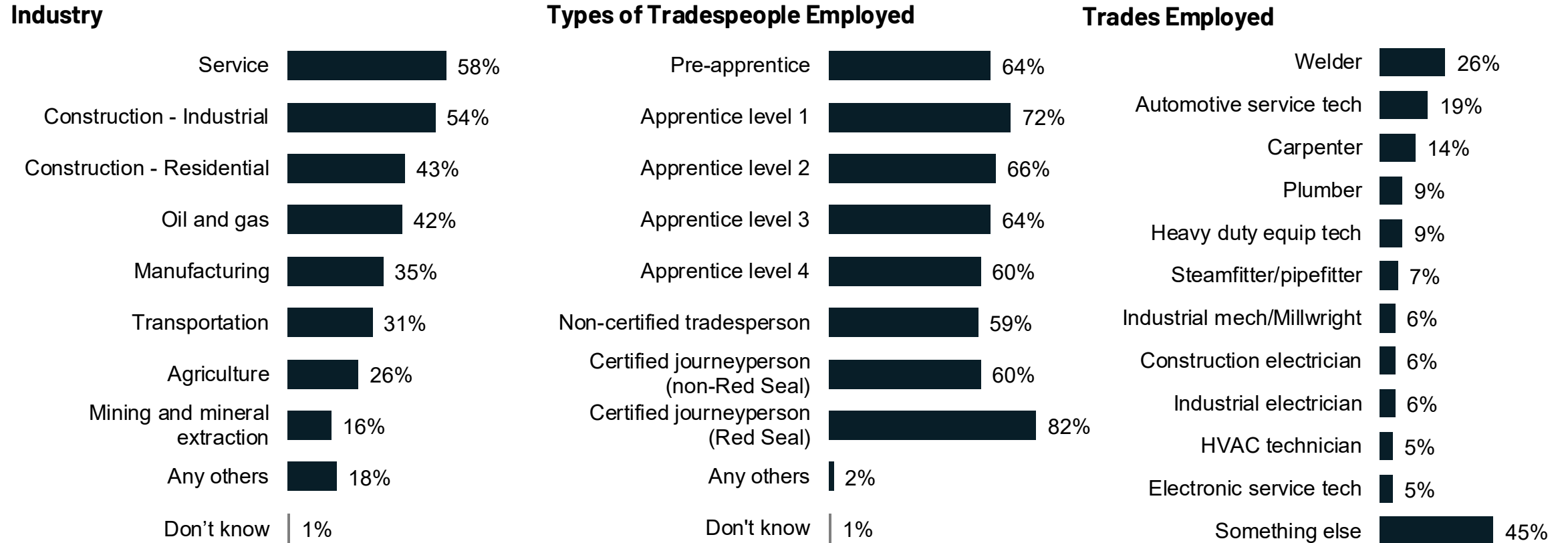
RESPONDENT PROFILE

Respondent Profile (1/3)



Base: All respondents (n=419)

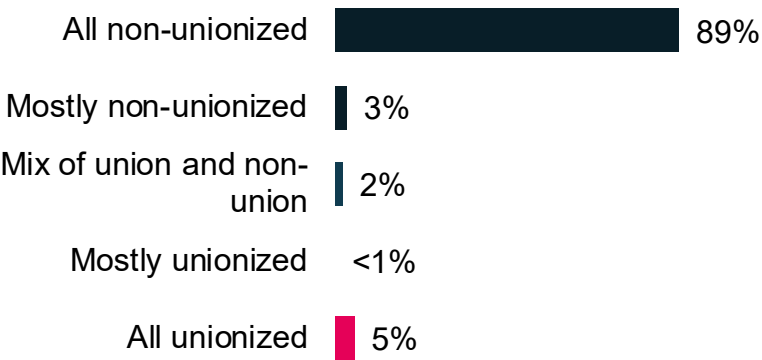
Respondent Profile (2/3)



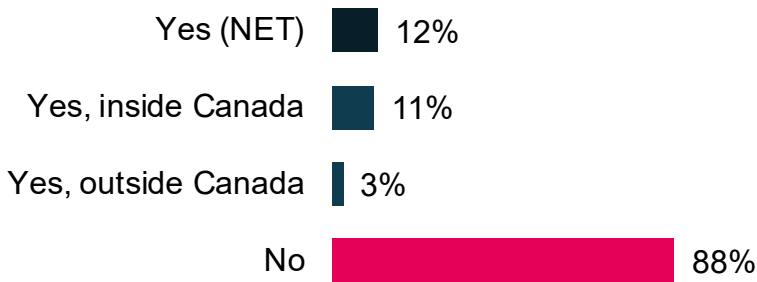
Base: All respondents (n=419)

Respondent Profile (3/3)

Unionized



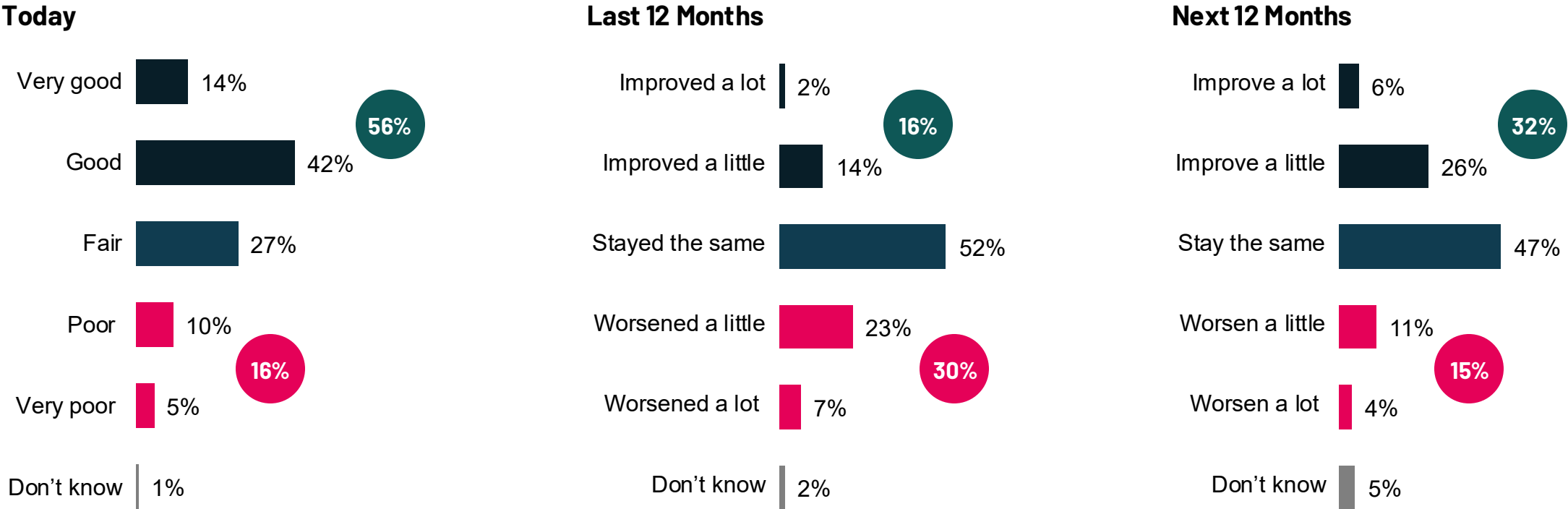
Employ Tradespeople Outside Alberta



Base: All respondents (n=419)

ASSESSMENT OF BUSINESS CLIMATE

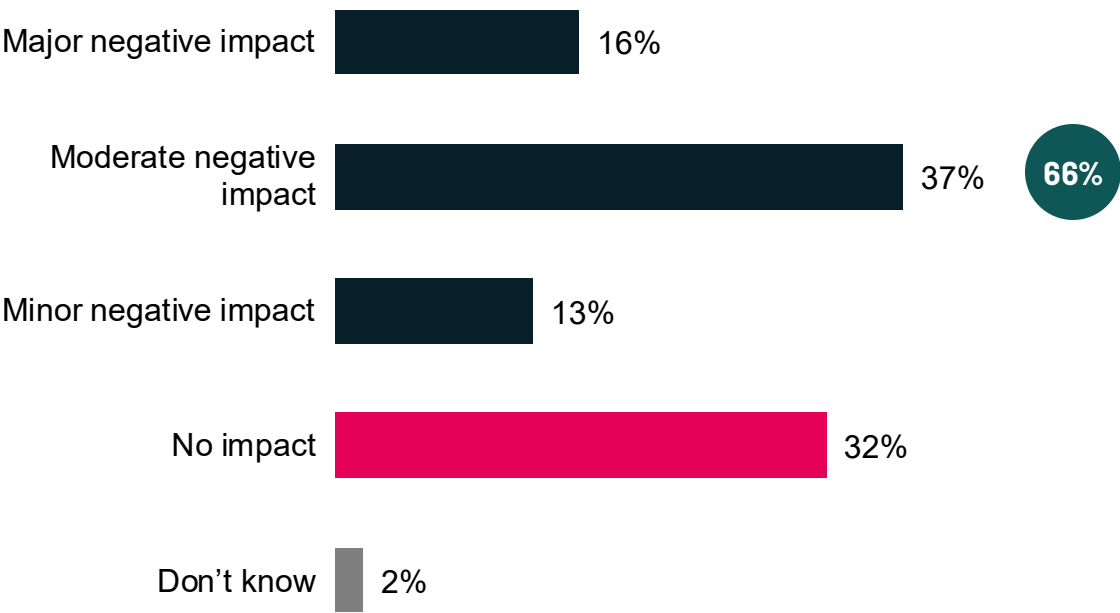
Assessment of Business Climate



Base: All respondents (n=419)
Q9. How would you describe the business climate for your industry in Alberta today?
Q10. How has the business climate for your industry in Alberta changed in the last 12 months?
Q11. What do you expect for the business climate for your industry in Alberta in the next 12 months?

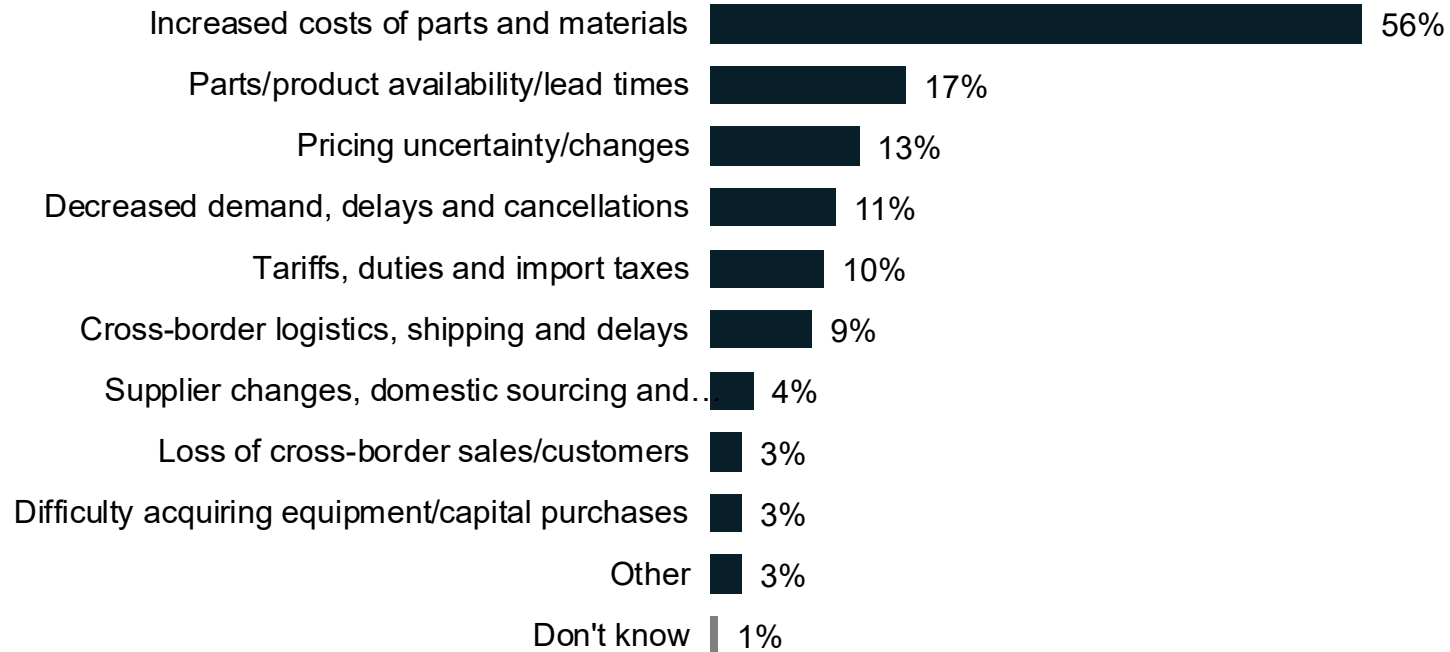
IMPACT OF TARIFFS AND TRADE DISPUTE

Impact of Tariffs/Trade Dispute on Business



Base: All respondents (n=419)
Q12. Have tariffs and the trade dispute with the US had a negative impact on your business?
Q13. Would you describe the impact as major, moderate, or minor?

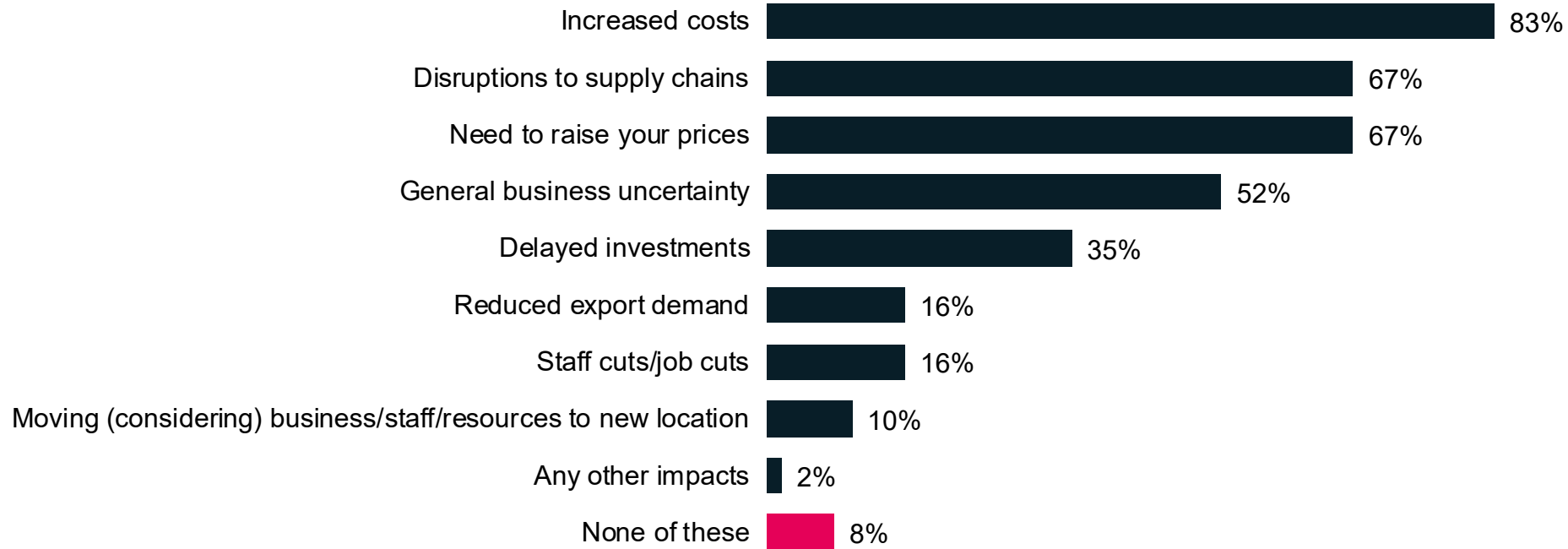
Top Negative Impacts (Among Those Experiencing Negative Impacts) (Coded Open-End)



Base: Experienced a negative impact (n=278)

Q14. What was the most impact of tariffs and the trade dispute on your business?

Specific Impacts of Tariffs/Trade Dispute



Base: All respondents (n=419)

Q15. Which of the following has your business experienced because of tariffs and the trade dispute with the U.S.?

Specific Impacts of Tariffs/Trade Dispute by Segment

	Total	Role		Industry								# Skilled Trade Employees		
		Owner	Manager	Agriculture	Ind Const	Res Const	Mining/ Minerals	Manufacturing	Transportation	Service	Oil and Gas	1-5	6-20	21+
Sample Size	419	230	161	110	225	180	67	146	128	245	175	203	150	61
Increased costs	83%	81%	86%	84%	83%	82%	85%	82%	86%	87% [?]	86%	82%	84%	89%
Disruptions to supply chains	67%	64%	71%	68%	67%	63%	69%	66%	66%	71%	70%	64%	68%	80% [?]
Need to raise your prices	67%	71%	65%	75% [?]	71%	71%	66%	70%	72%	74% [?]	72%	72%	67%	57%
General business uncertainty	52%	54%	50%	66% [?]	56%	56%	70% [?]	68% [?]	55%	53%	60% [?]	50%	59%	49%
Delayed investments	35%	37%	32%	45% [?]	38%	34%	49% [?]	41%	37%	37%	46% [?]	29% [?]	42% [?]	38%
Reduced export demand	16%	18%	16%	22%	18%	14%	24%	24% [?]	18%	17%	22% [?]	14%	23% [?]	7% [?]
Staff cuts/job cuts	16%	18%	12%	17%	20% [?]	21% [?]	25%	18%	14%	15%	21%	15%	17%	16%
Moving(considering) to new location	10%	10%	10%	7%	10%	9%	13%	12%	9%	9%	10%	12%	8%	10%

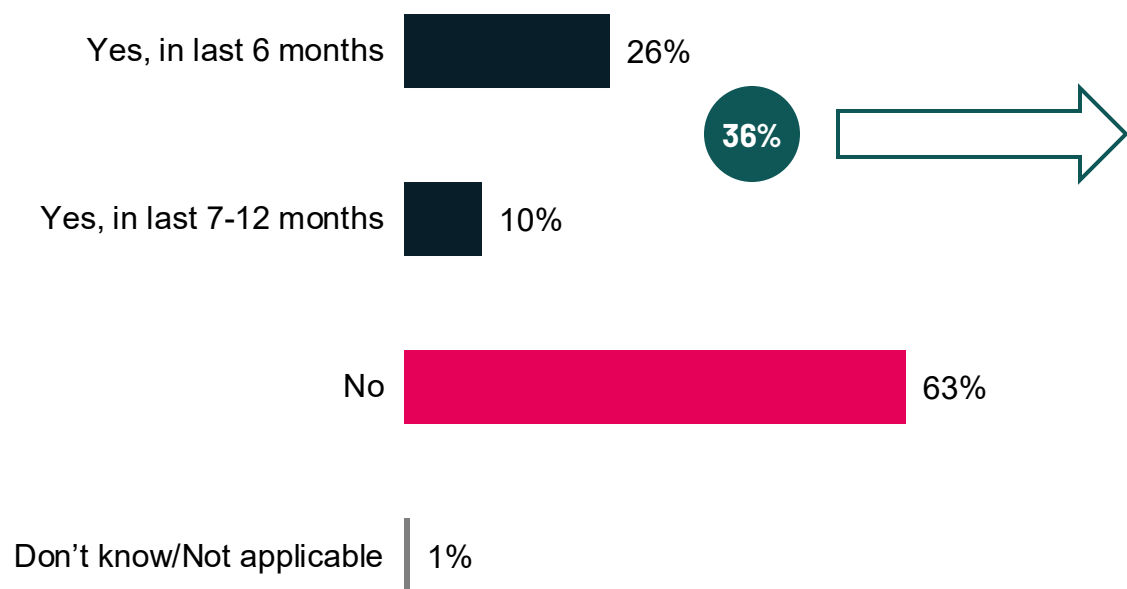
[?] [?] statistically significant differences

Base: All respondents (n=419)

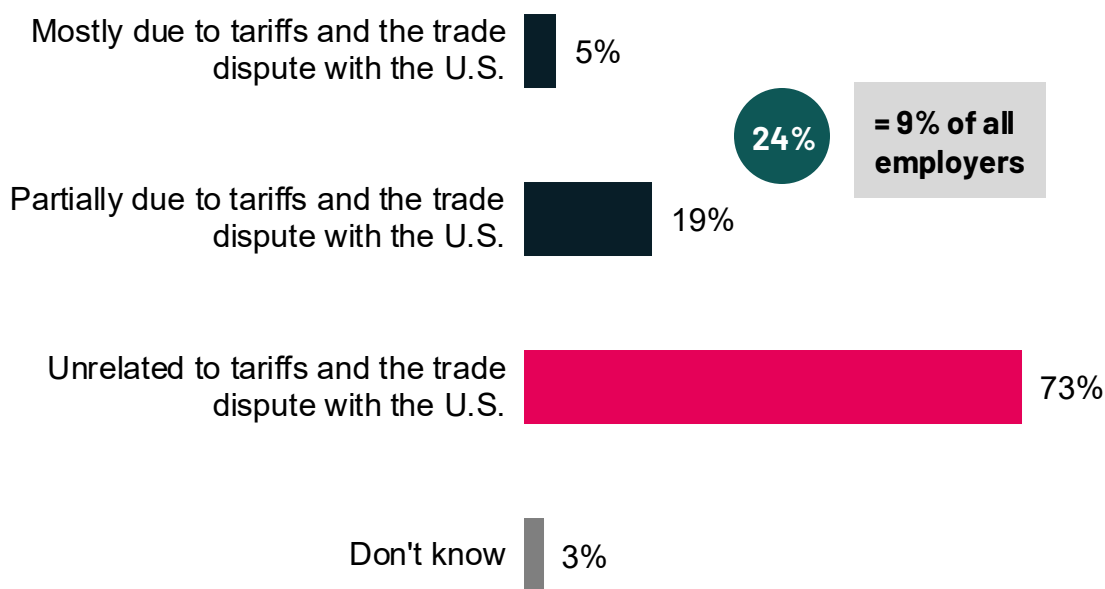
Q15. Which of the following has your business experienced because of tariffs and the trade dispute with the U.S.?

Lay Offs of Tradespeople and Impact of Tariffs/Trade

Lay Offs of Certified or Non-Certified Tradespeople



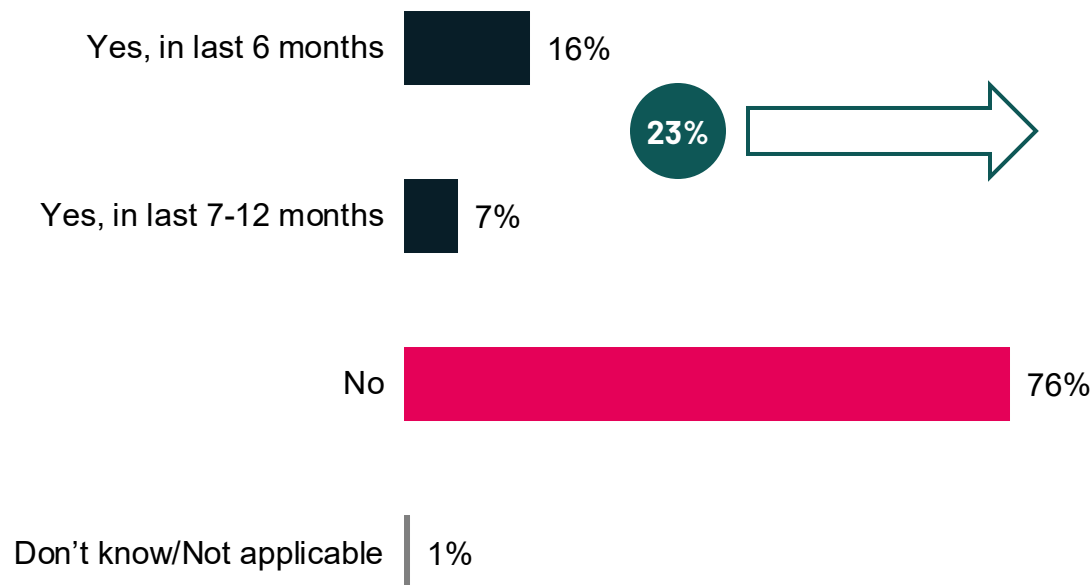
Impact of Tariffs/Trade on Lay Offs (Among Lay Offs in Last 6 or 12 months)



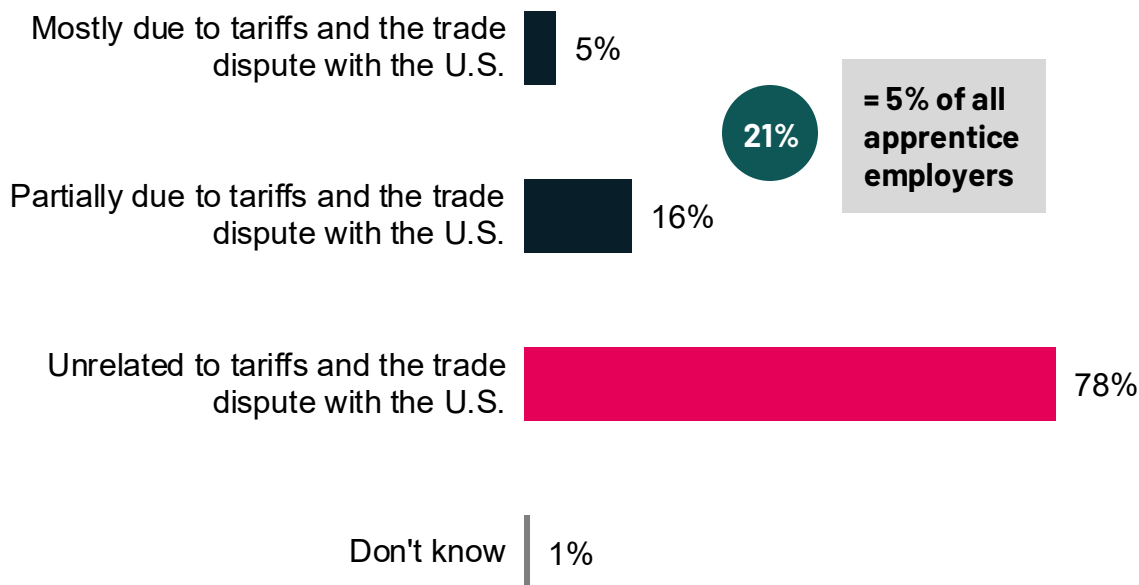
Base: All respondents (n=419); Had tradespeople lay offs in last 6 or 12 months (n=150)
Q16. Have you laid off any certified or non-certified tradespeople in the last 6 months?
Q17. Have you laid off any certified or non-certified tradespeople in the last 12 months?
Q18. Were these layoffs of tradespeople...?

Lay Offs of Apprentices and Impact of Tariffs/Trade

Lay Offs of Apprentices



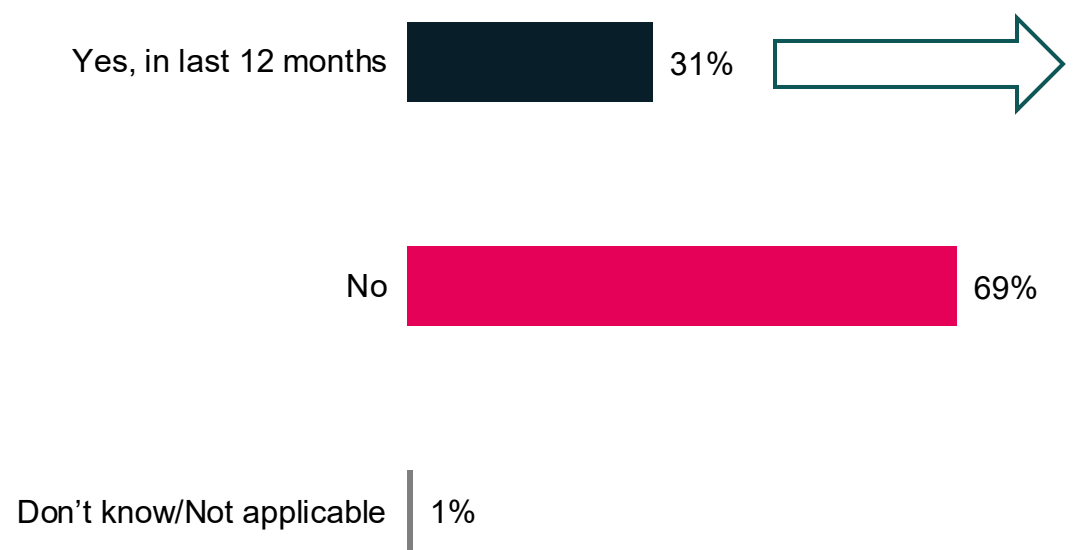
Impact of Tariffs/Trade on Lay Offs (Among Lay Offs in Last 6 or 12 months)



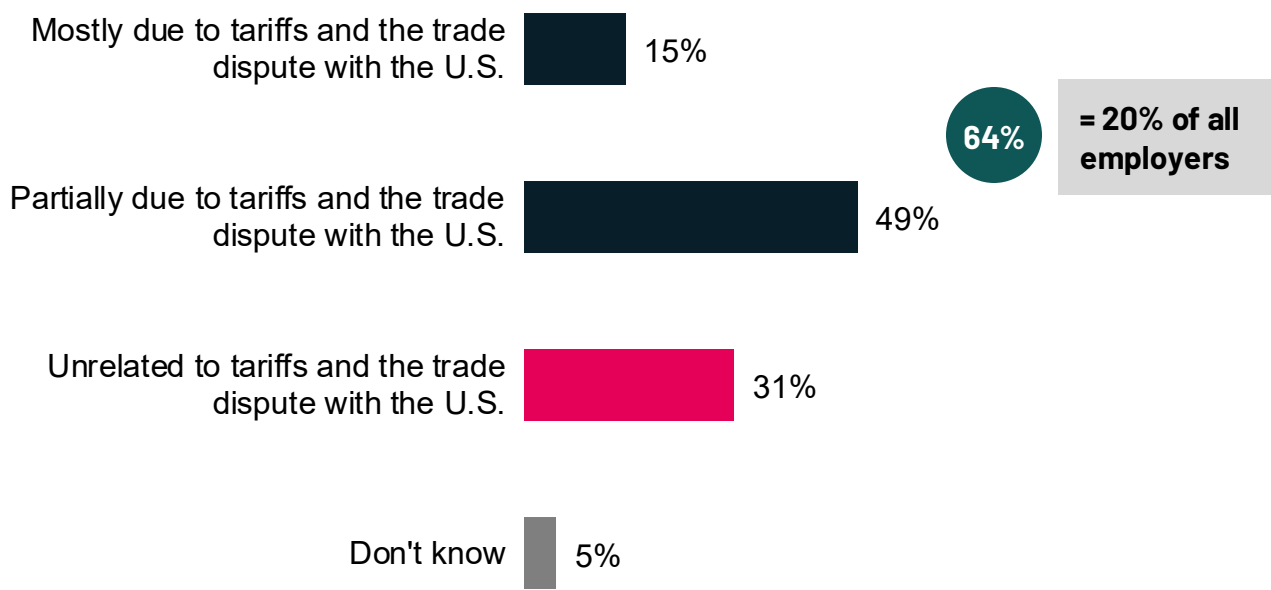
Base: Employ apprentices (n=335); Had apprentice lay offs in last 6 or 12 months (n=77)
Q21. Have you laid off any apprentices in the last 6 months?
Q22. Have you laid off any apprentices in the last 12 months?
Q23. Were these layoffs of apprentices ...?

Cancelled Tradespeople Hiring Plans and Impact of Tariffs/Trade

Cancelled/Reduced Plans to Hire Tradespeople in Last 12 Months



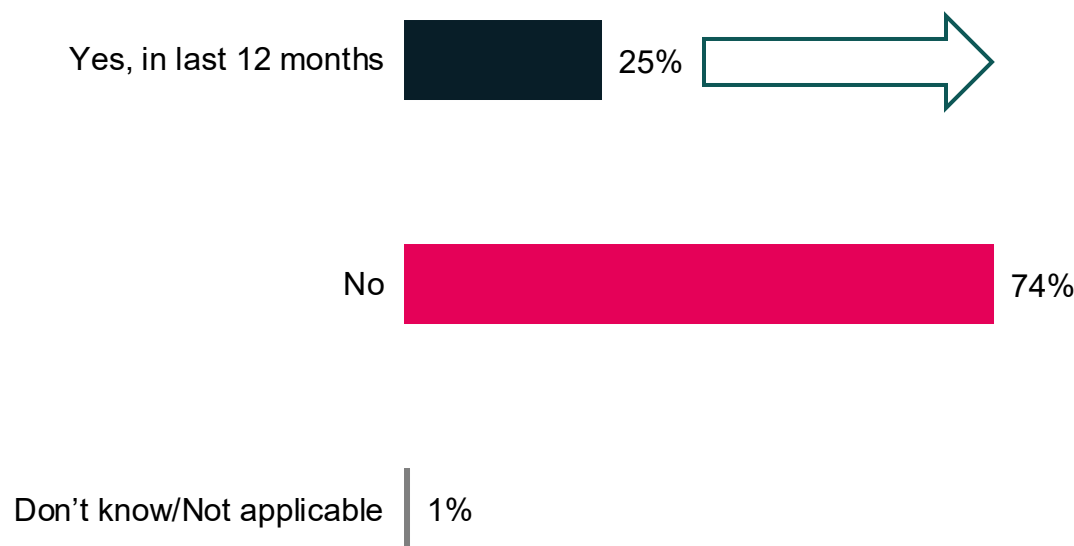
Impact of Tariffs/Trade on Lay Offs (Among Cancelled/Reduced Plans)



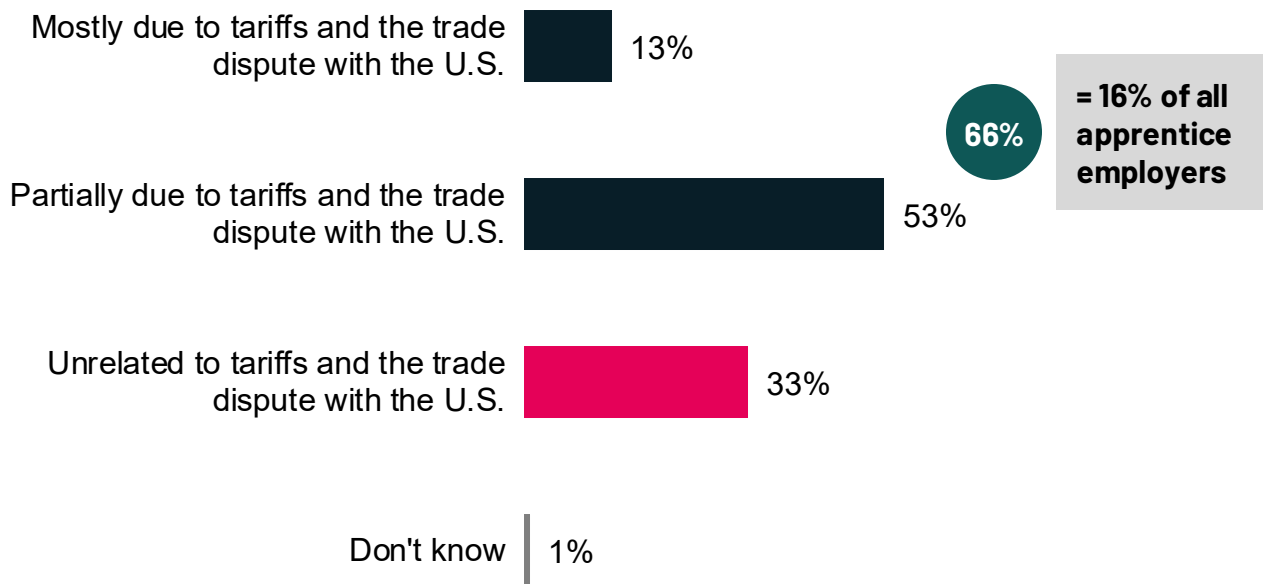
Base: All respondents (n=419); Had tradespeople cancellations or reductions (n=128)
Q19. Over the last 12 months, have you cancelled or reduced plans to hire new tradespeople?
Q20. Were these hiring cancellations or reductions ...?

Cancelled Apprentice Hiring Plans and Impact of Tariffs/Trade

Cancelled/Reduced Plans to Hire Apprentices in Last 12 Months



Impact of Tariffs/Trade on Lay Offs (Among Cancelled/Reduced Plans)

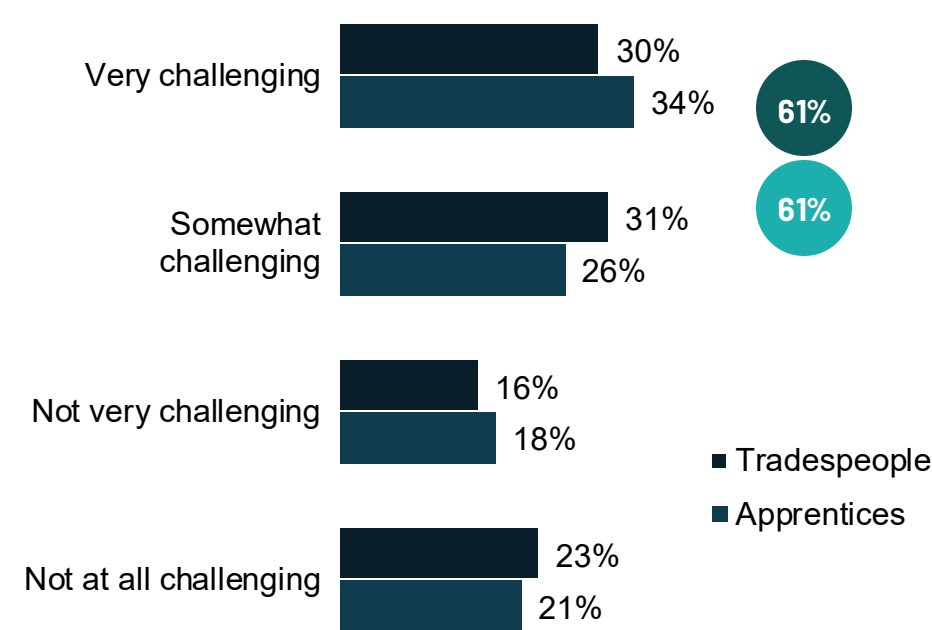


Base: Employ apprentices (n=335); Had apprentice cancellations or reductions (n=83)
Q24. Over the last 12 months, have you cancelled or reduced plans to hire new apprentices?
Q25. Were these hiring cancellations or reductions ...?

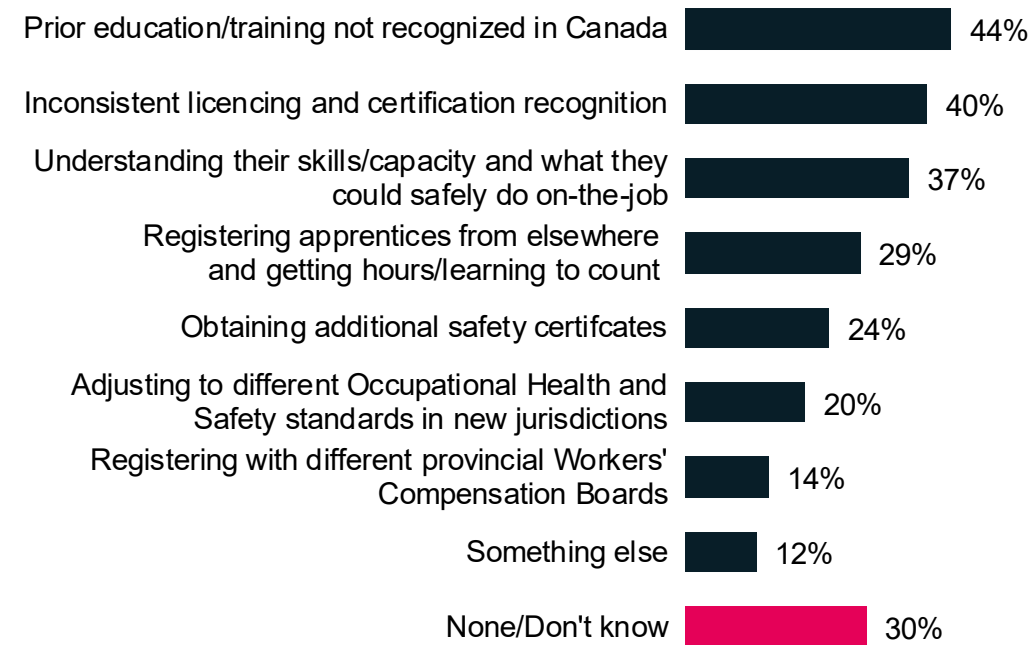
MOBILITY

Challenges Recruiting and Hiring From Other Provinces

Challenges to Recruit and Hire from Other Provinces



Specific Challenges for Hiring Out of Province Tradespeople



Base: Excluding not applicable and don't know responses (n=290 for tradespeople, n=280 for apprentices)

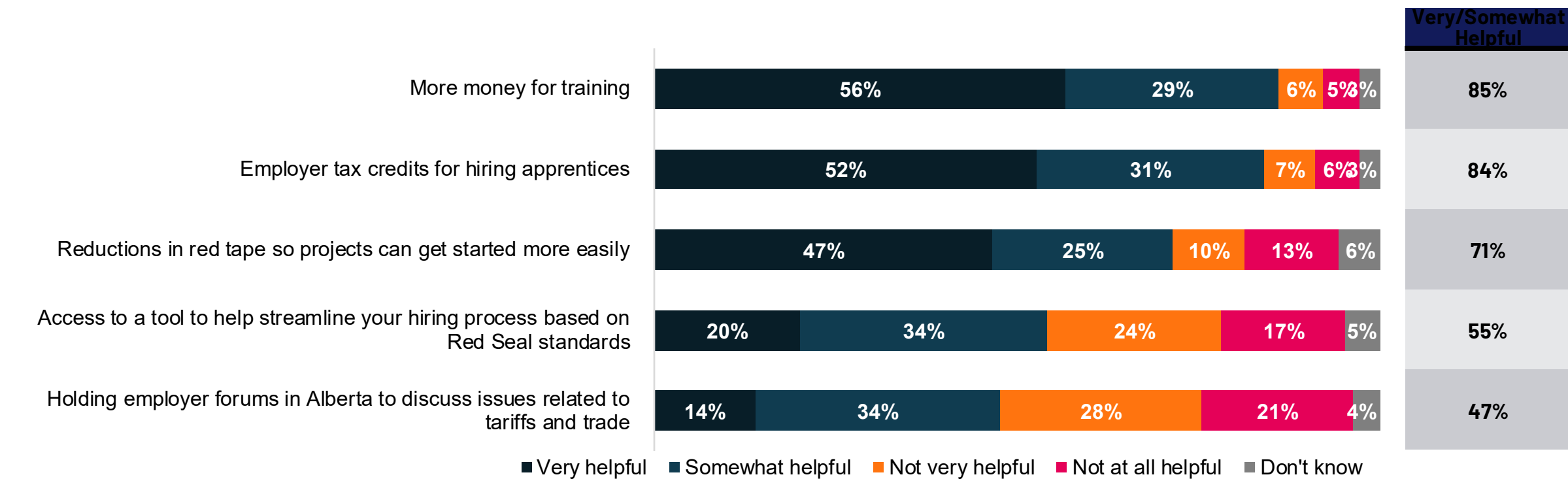
Q27. How challenging is it for your organization to recruit and hire apprentices from other provinces to work in Alberta?

Q28. How challenging is it for your organization to recruit and hire tradespeople from other provinces to work in Alberta?

Q29. Which of the following are barriers to labour mobility related to hiring tradespeople from other provinces and territories or internationally?

SUPPORTS AND ACTIONS TO HELP

Helpfulness of Supports



Base: All respondents (n=419)
Q30. Please indicate if each of the following supports would be very helpful, somewhat helpful, not very helpful or not at all helpful for your business?

THANK YOU

Kyle Braid
SVP, Ipsos Public Affairs
kyle.braid@ipsos.com