

# 2021 Lethbridge Brighter Together Survey

*Economic Development Lethbridge &  
Lethbridge Chamber of Commerce*

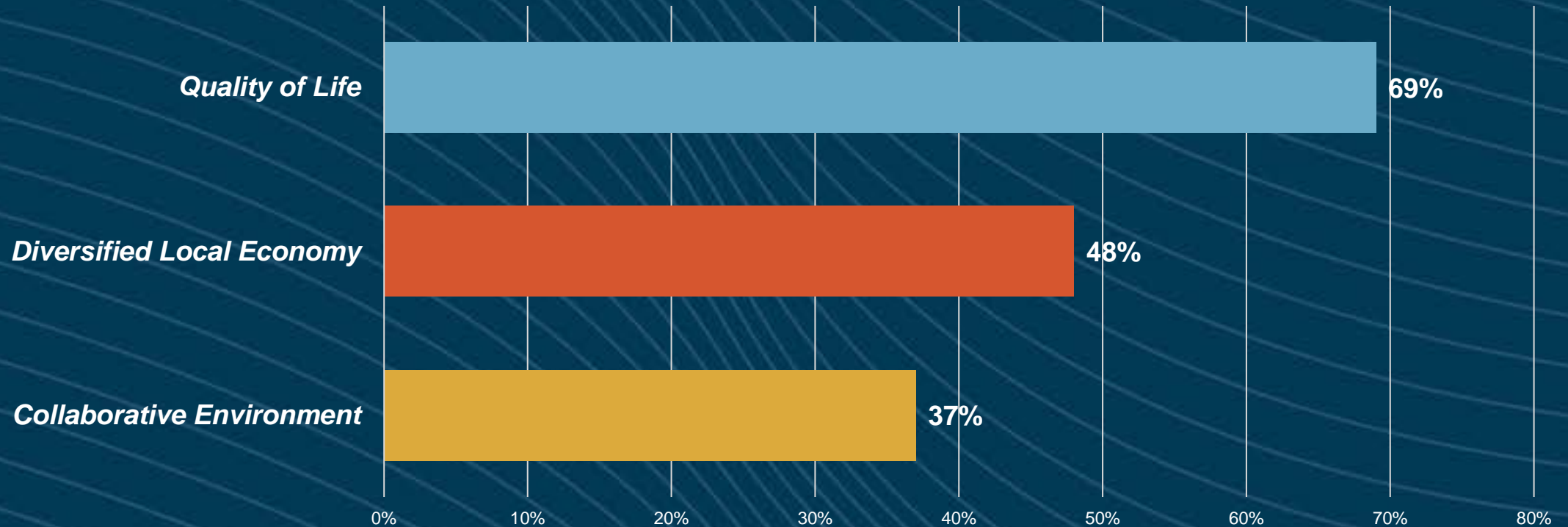


# Highlights

- The biggest strengths and challenges to doing business in the Lethbridge area remain similar to the results from 2019
- Effects of the pandemic were evident as 42% of respondents indicated a decline in business performance over the past 12 months
- A desire among local businesses to increase online sales capacity appears to be the legacy element of COVID-19 most likely to endure after the pandemic ends
- In spite of the challenges posed in the past year, 63% of respondents indicate the health of their business remains positive
- Overall business counts remain remarkably similar to the same time one-year ago

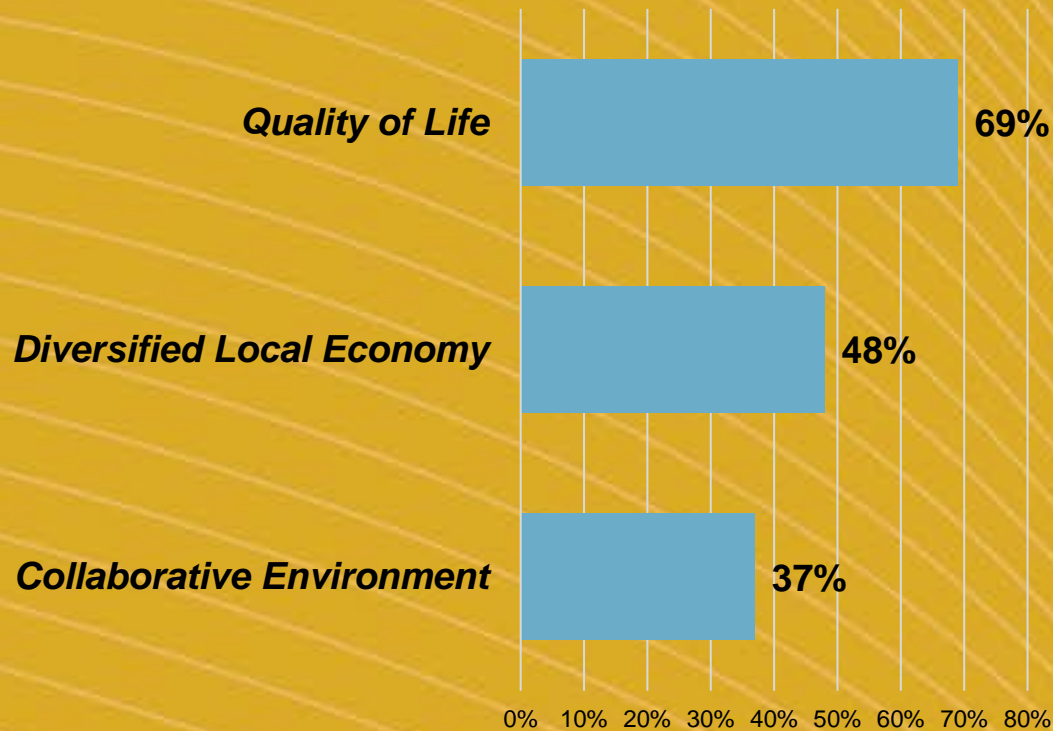


## Top Three Biggest Advantages to Doing Business in the Lethbridge Area

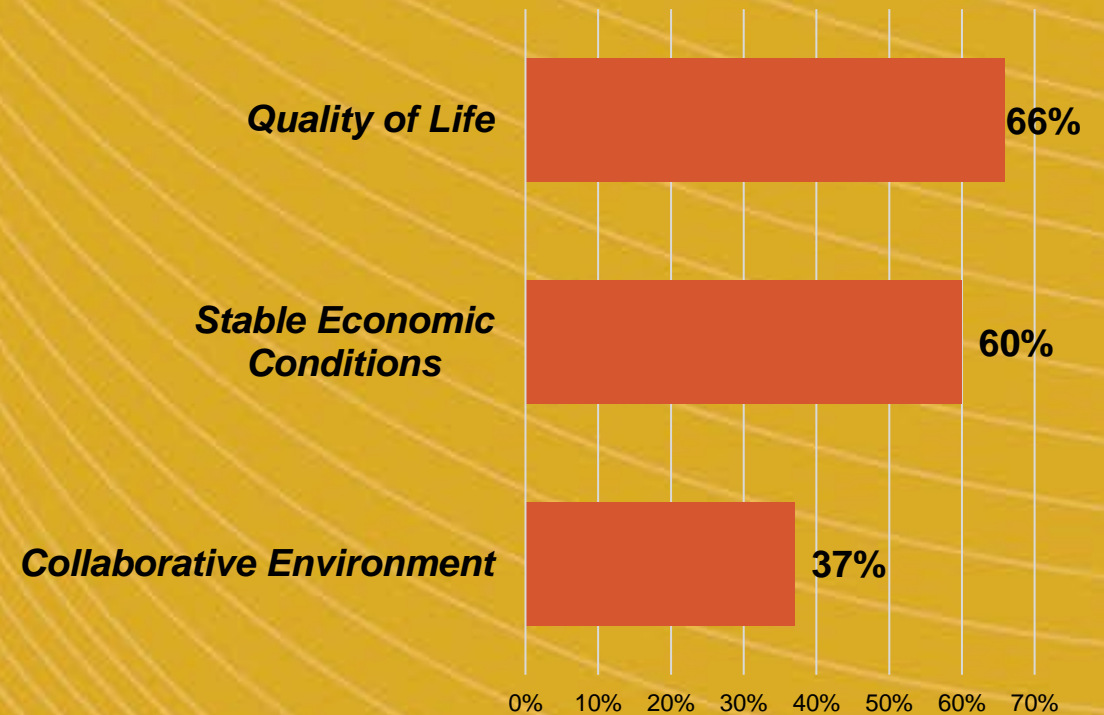


# Top 3 Advantages to Doing Business in the Lethbridge Area

## 2020

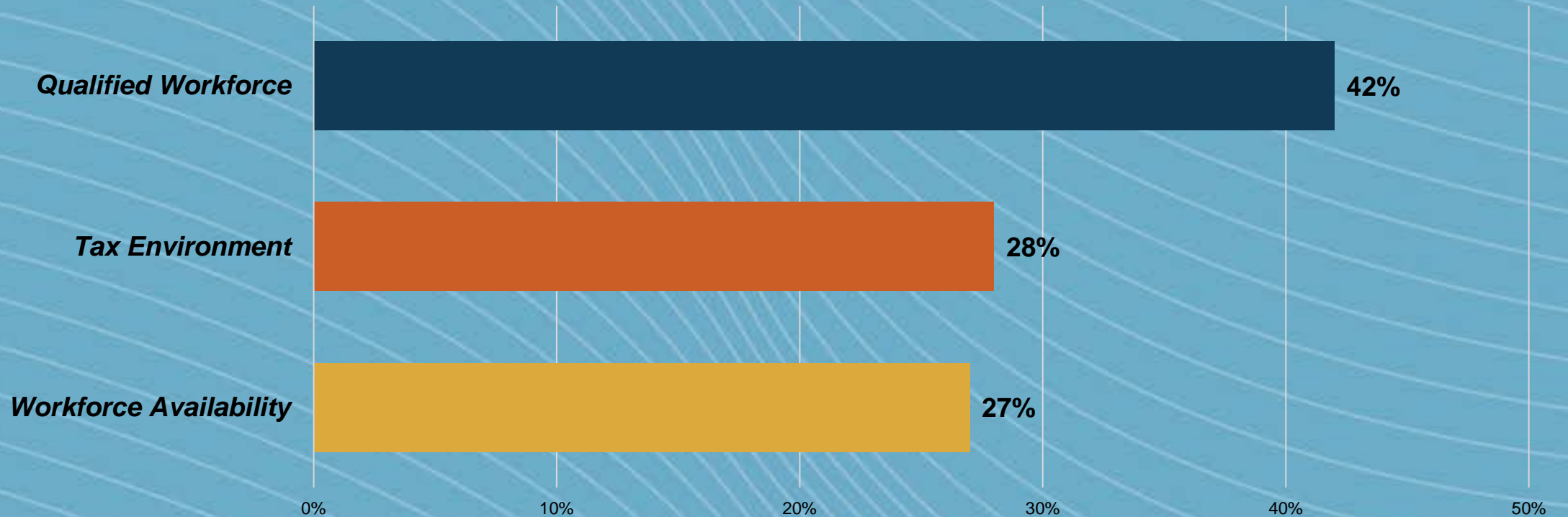


## 2019



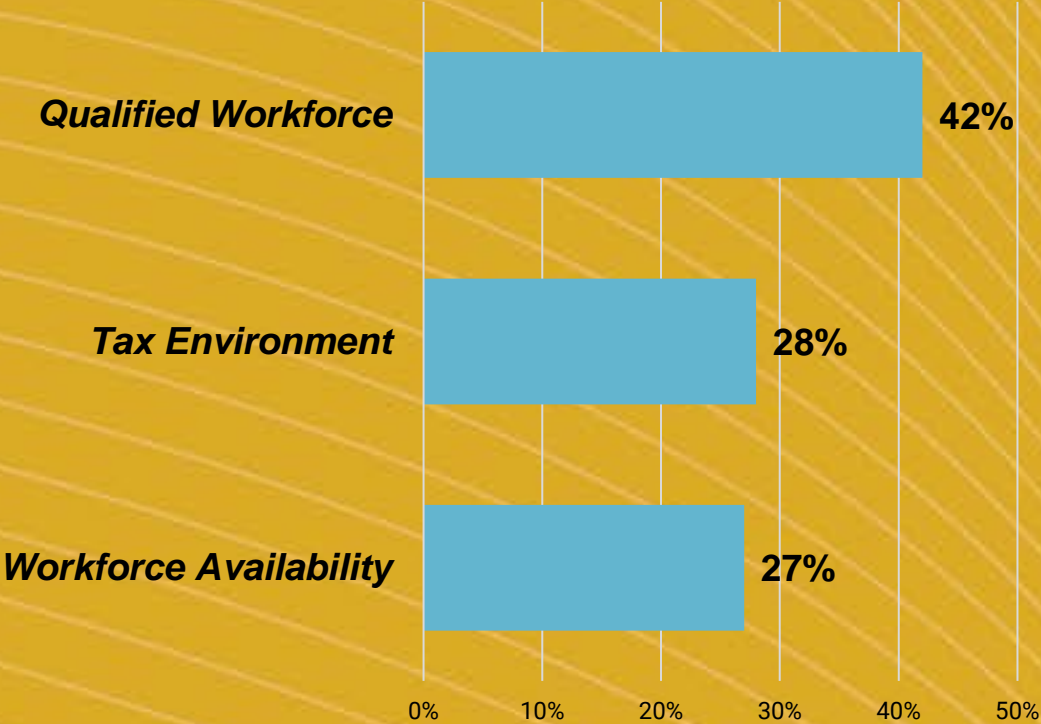


## Top Three Biggest Challenges to Doing Business in the Lethbridge Area

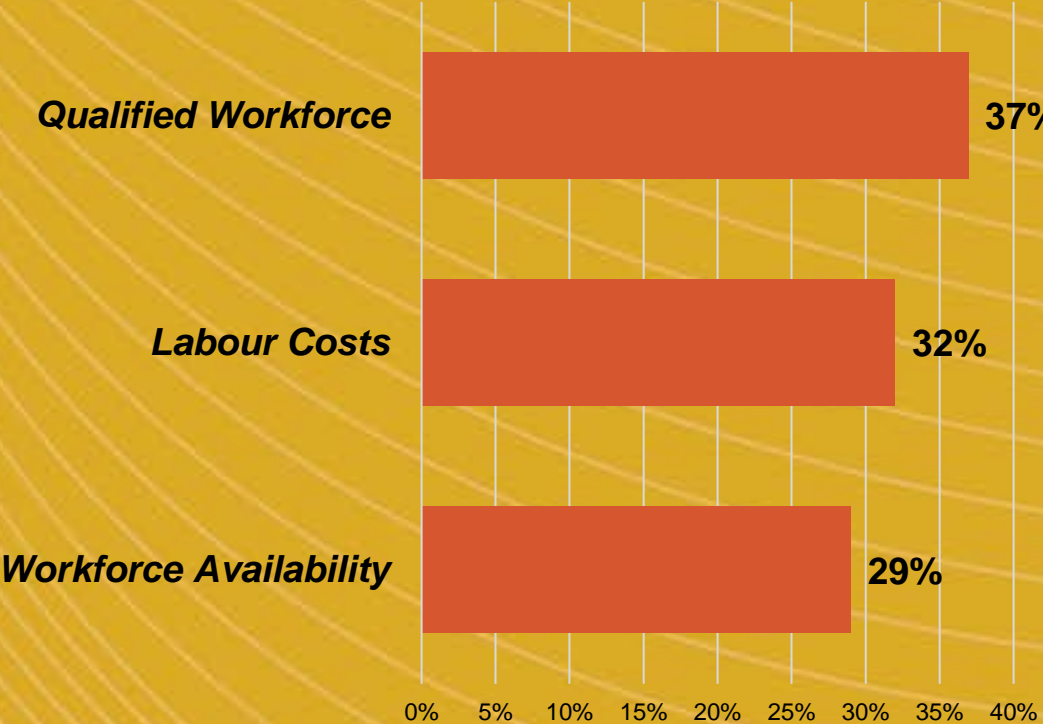


# Top 3 Biggest Challenges to Doing Business in the Lethbridge Area

**2020**

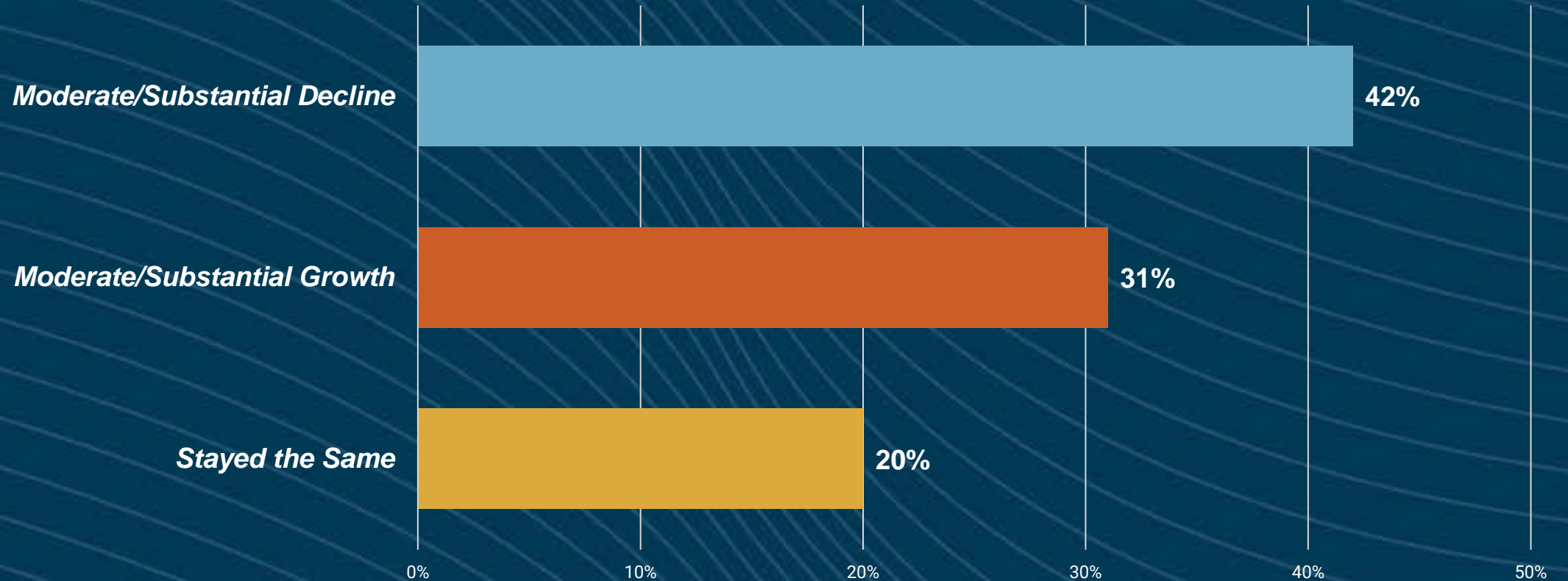


**2019**





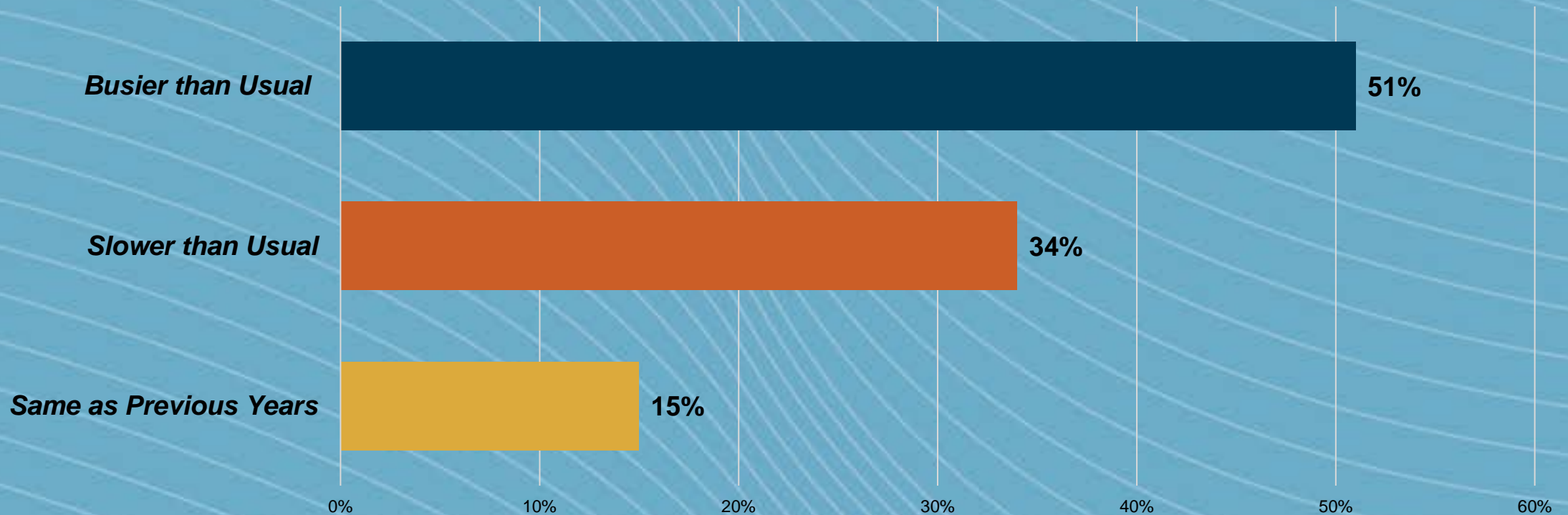
## Business Performance Over Past 12 Months



*Note: This question is new to the Brighter Together Survey*



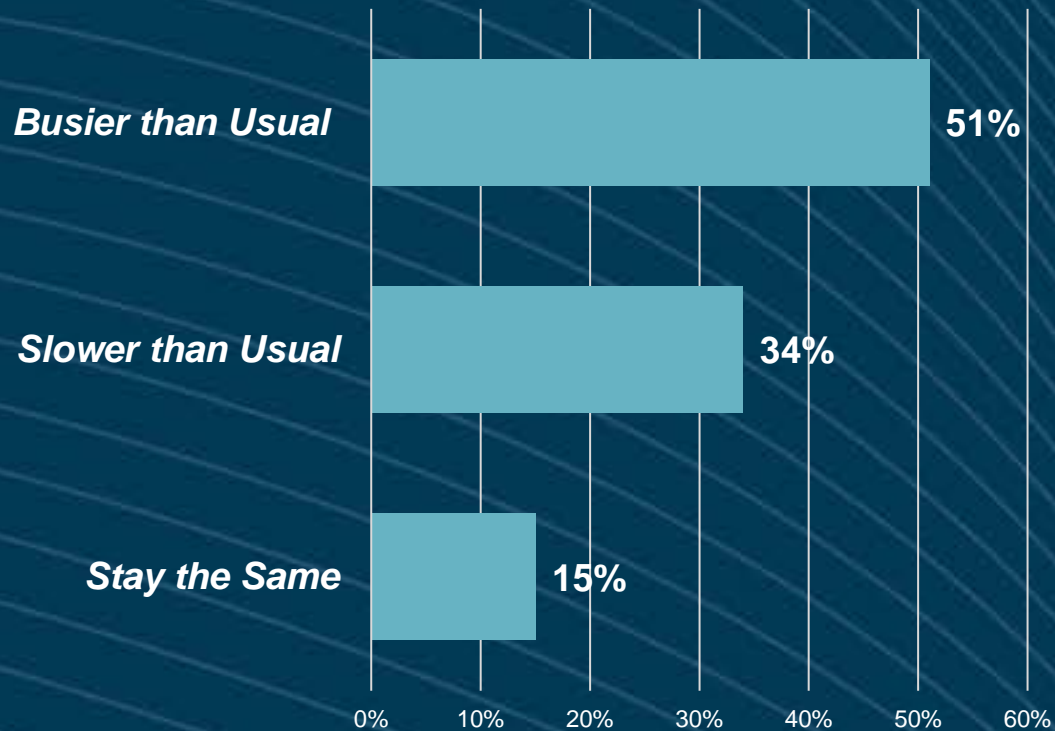
## Expectations for Business Performance in the Next 6-12 Months



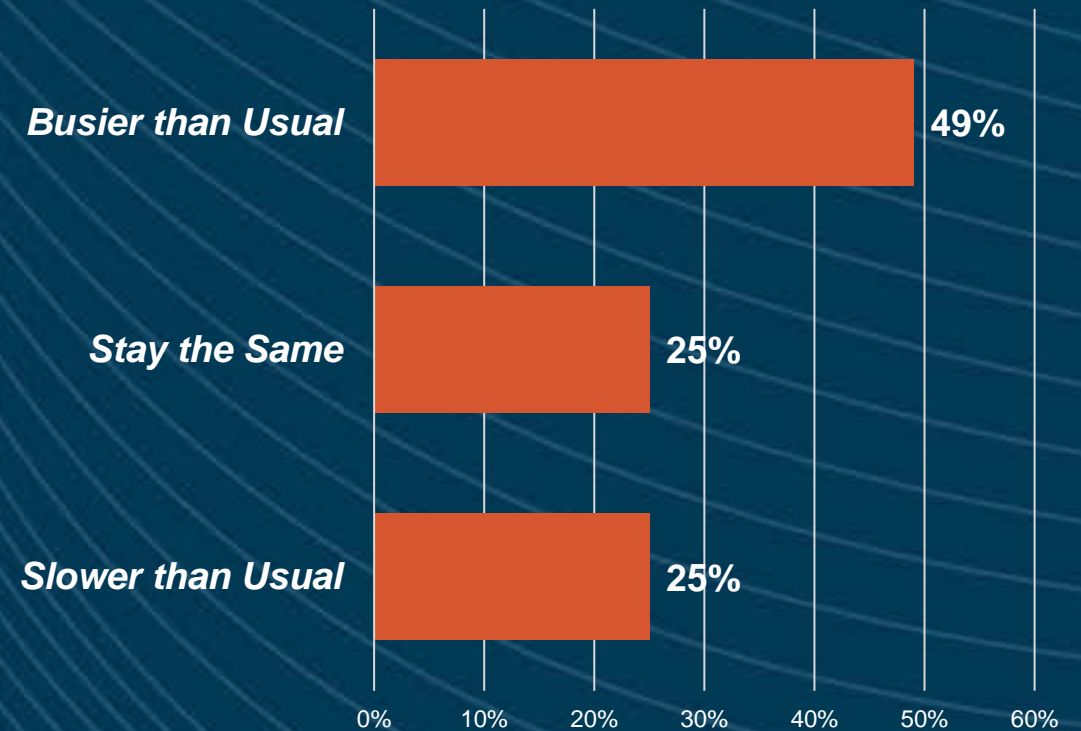


# Expectations for Business Performance in the Next 6-12 Months

## 2020

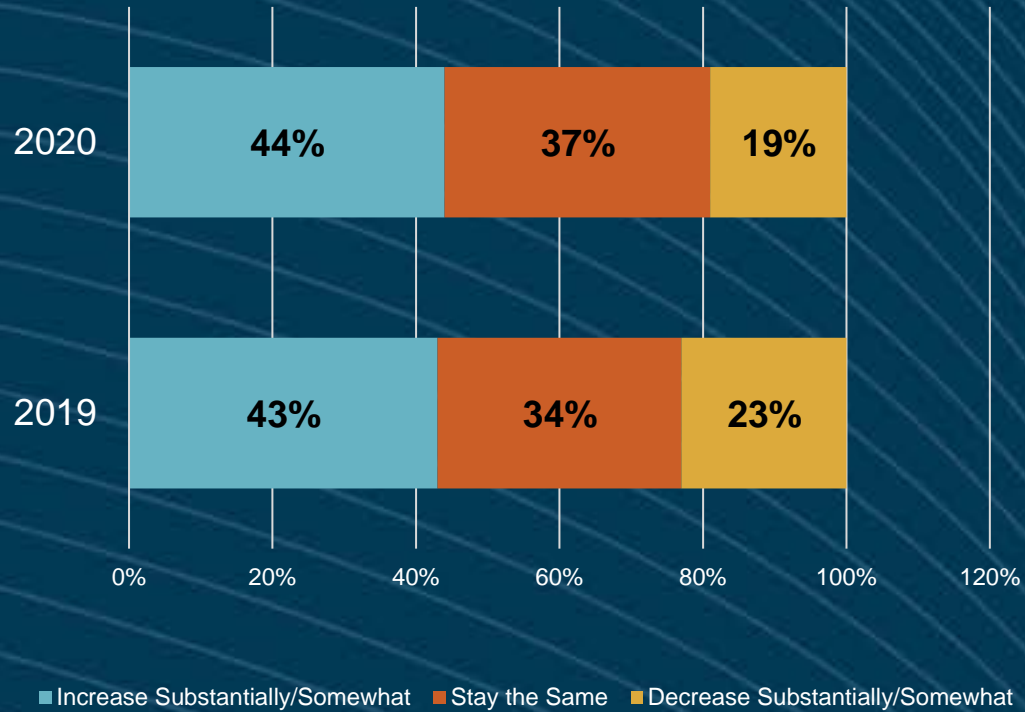


## 2019

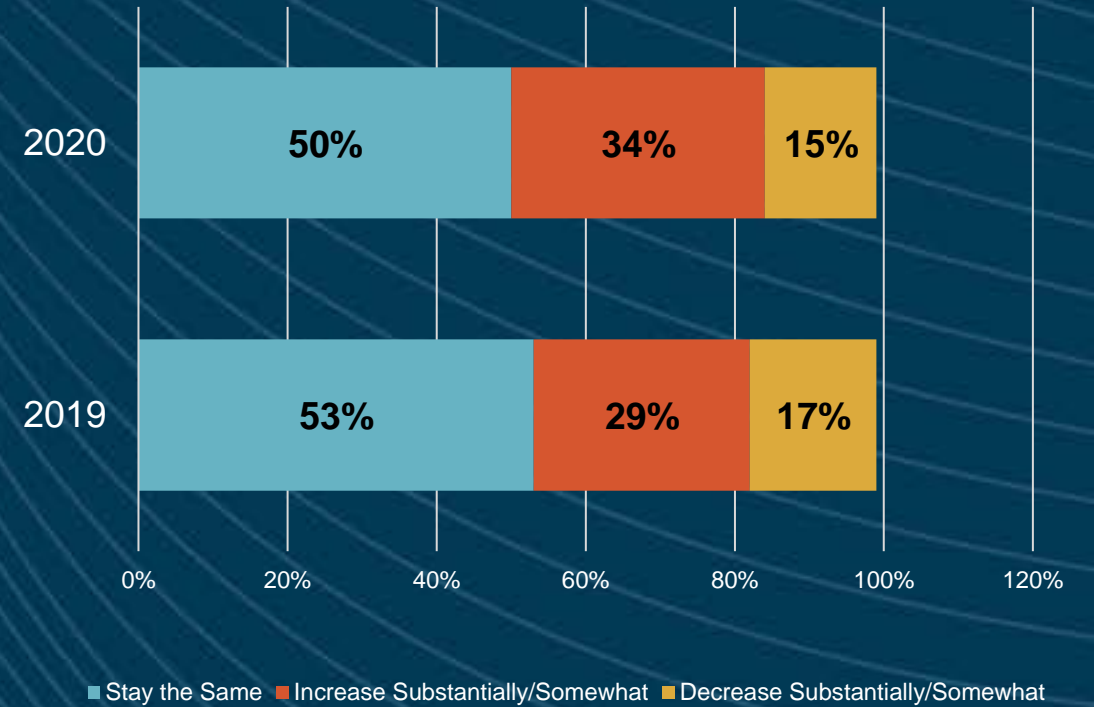


# Expectations in the Next 6-12 Months

## Operational Spending



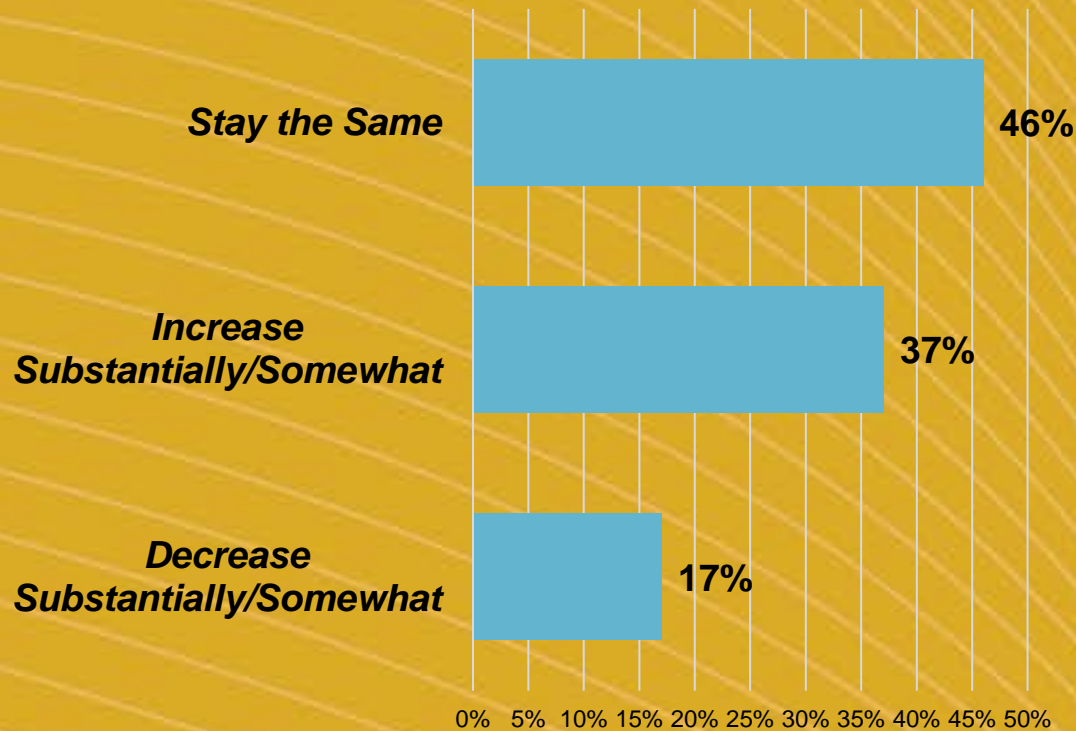
## Capital Investments



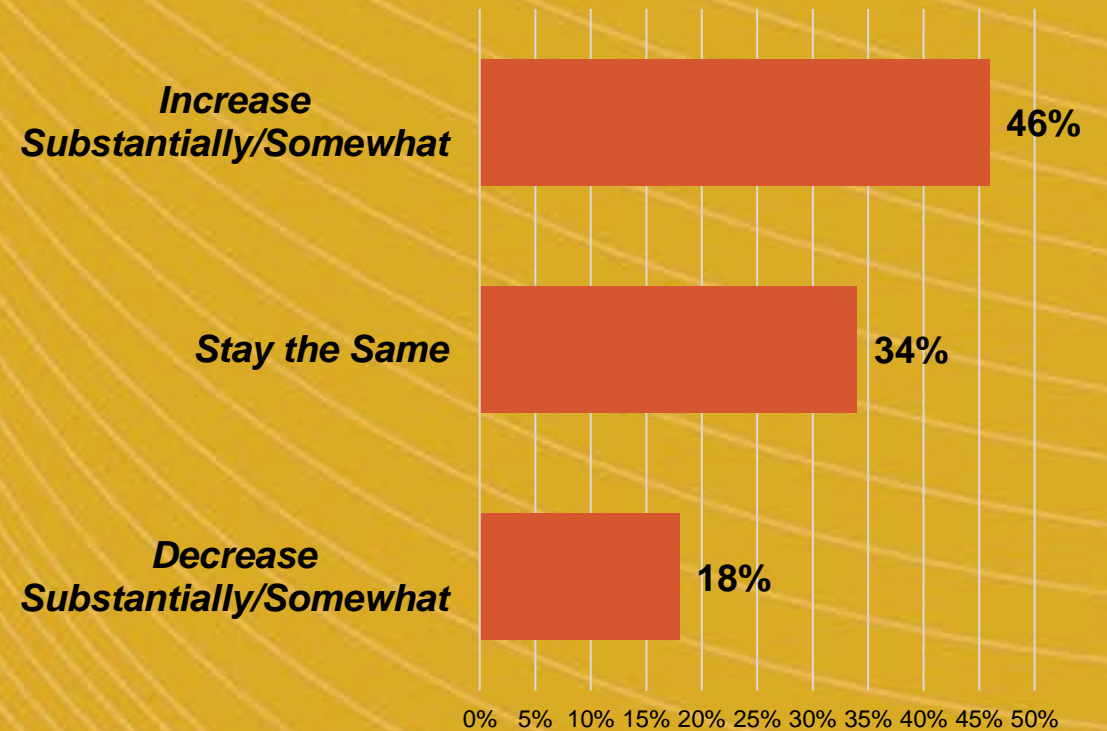


# Expectations for Labour Force in the Next 6-12 Months

## 2020



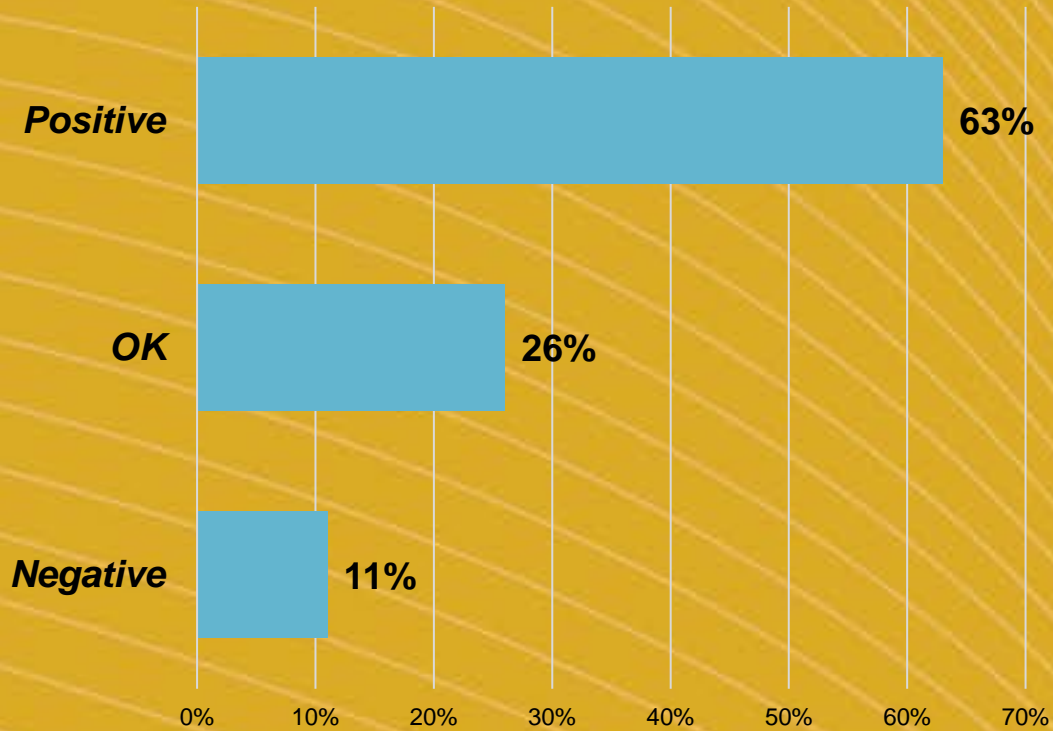
## 2019



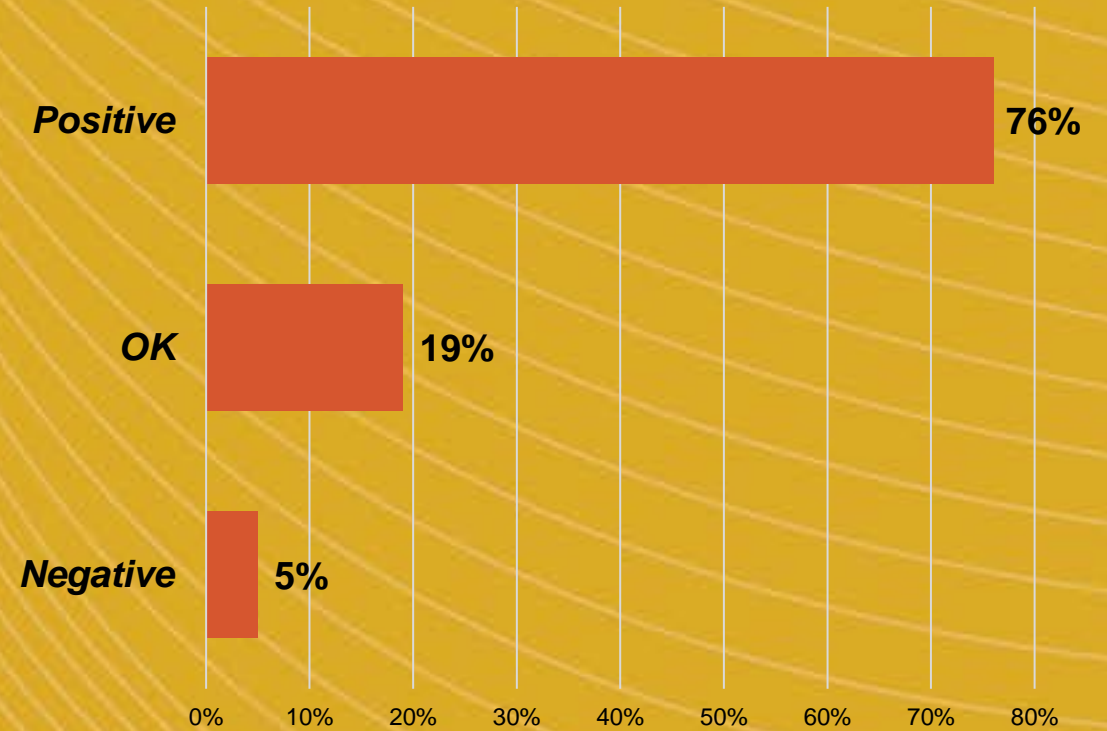


# Overall Health of Business

## 2020



## 2019

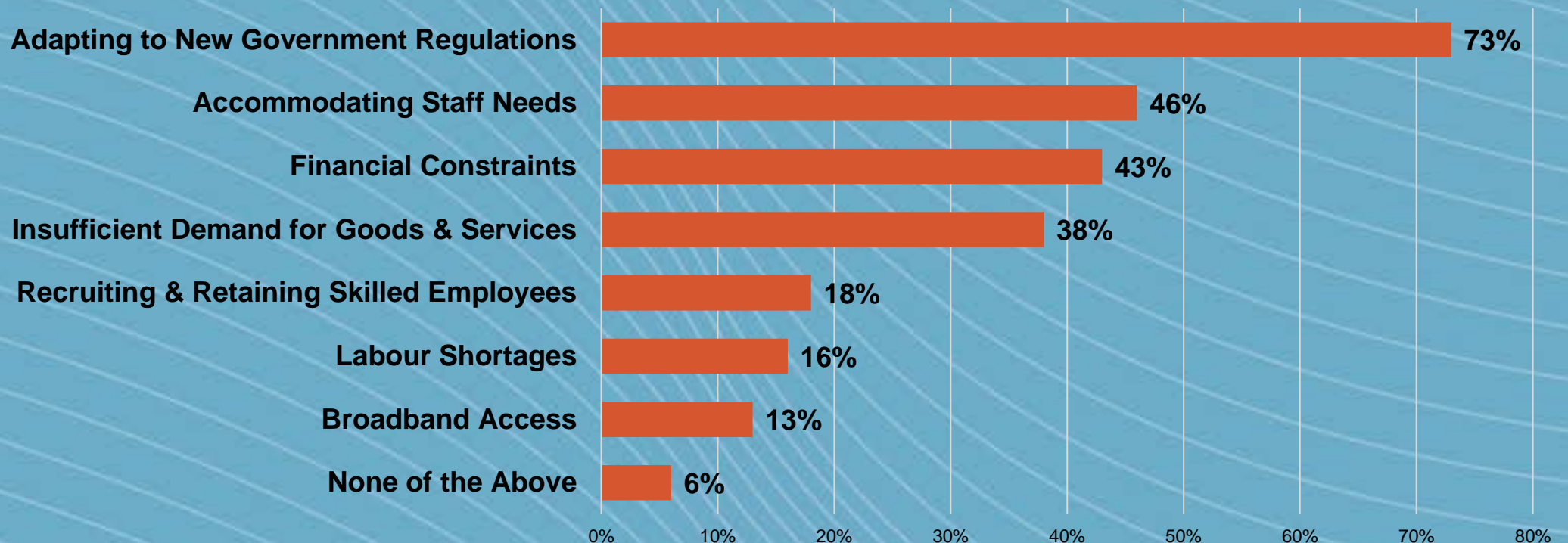




## How Businesses are Adapting to Market Forces



## Obstacles Your Business Has Experienced Since the Onset of COVID-19

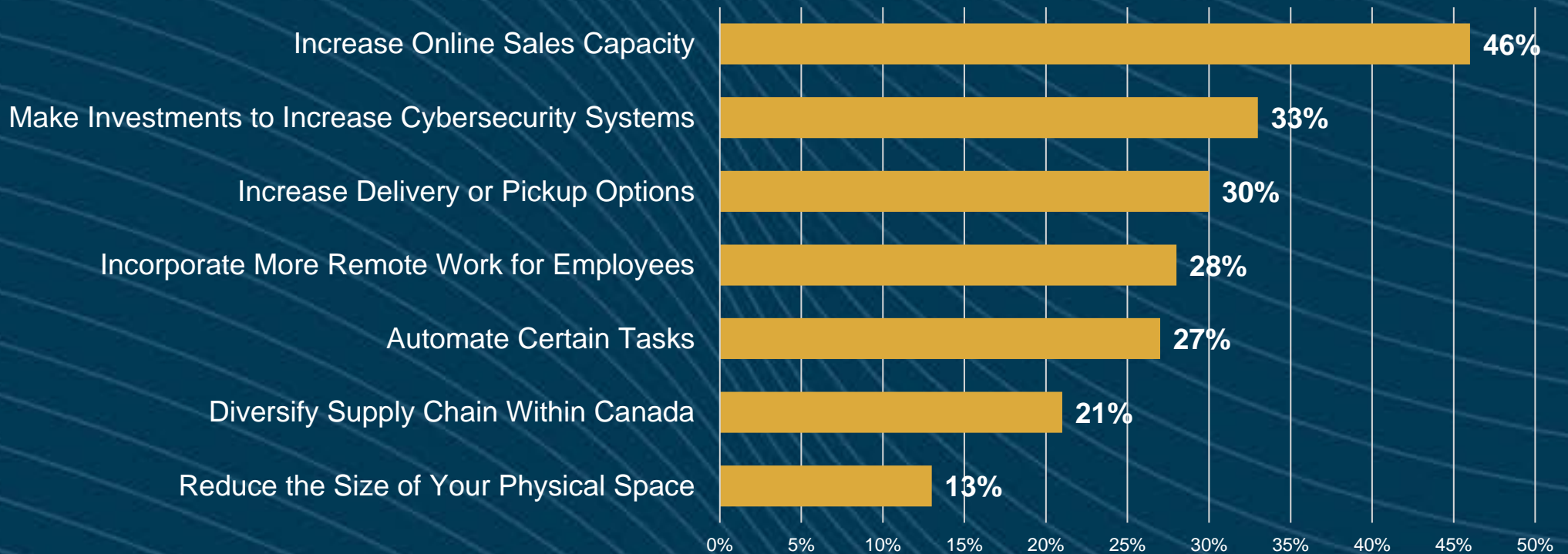


*Note: This question is new to the Brighter Together Survey*





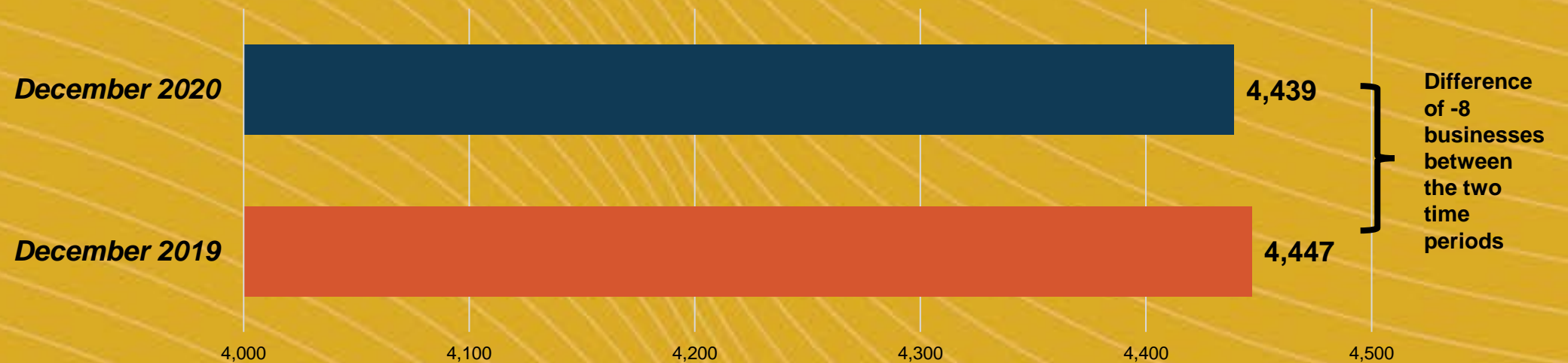
## Likelihood of Local Businesses Adopting Measures After the Pandemic is Over



*Note: This question is new to the Brighter Together Survey*



## Number of Businesses in the Lethbridge CMA - December Annual Comparison



Source: Statistics Canada, 33-10-0306-01





# Lethbridge CMA – Proportion of Businesses by Number of Employees – December 2020

## Small

*(less than 20 employees)*



# 85%

## Mid-Size

*(20-99 employees)*



# 13%

## Large

*(100 or more employees)*



# 2%

Source: Statistics Canada, 33-10-0306-01



# Lethbridge CMA Business by Industry – 2020 Figures



## Largest Industries

- Retail
- Construction
- Health Care & Social Assistance

## Largest Growth

- Health Care & Social Assistance
- Agriculture
- Finance & Insurance



# For more information

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