# 2021 Lethbridge Brighter Together Survey Economic Development Lethbridge & Lethbridge Chamber of Commerce

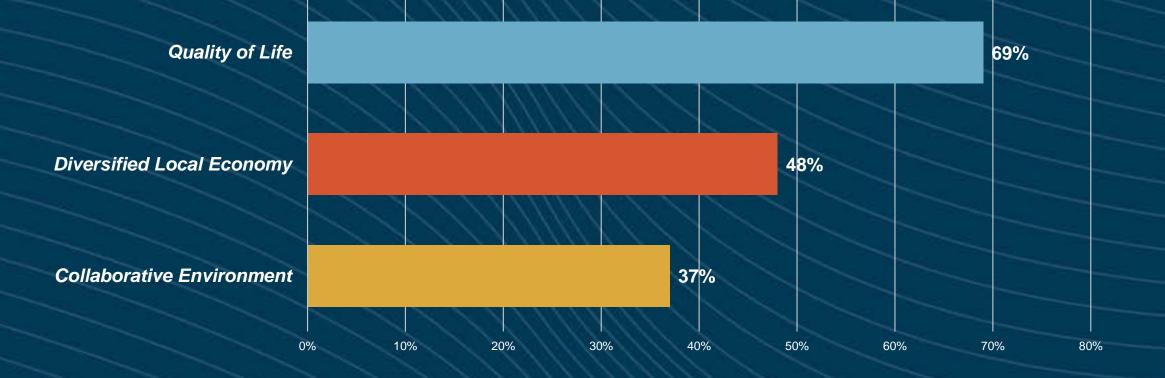


# Highlights

- 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

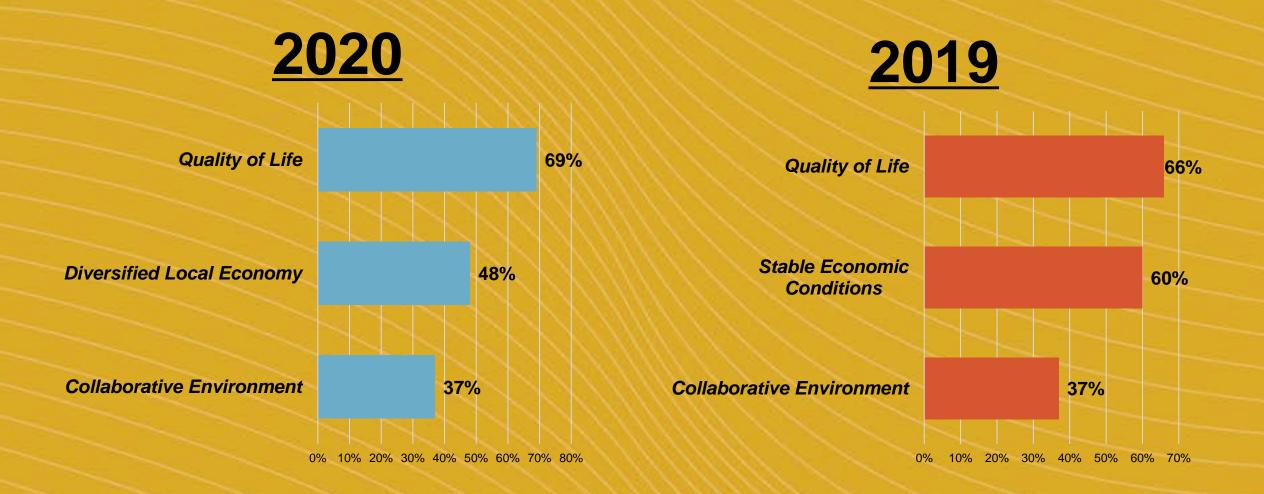


#### Top Three Biggest Advantages to Doing Business in the Lethbridge Area



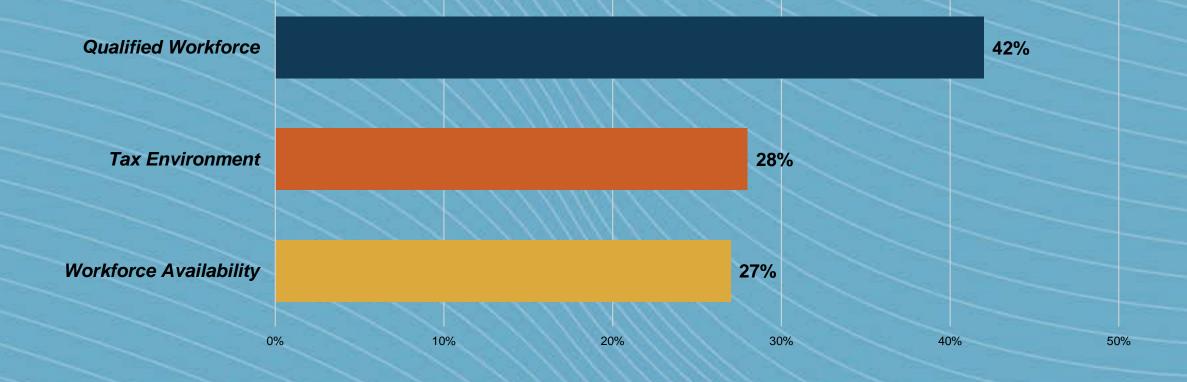


## **Top 3 Advantages to Doing Business in the Lethbridge Area**



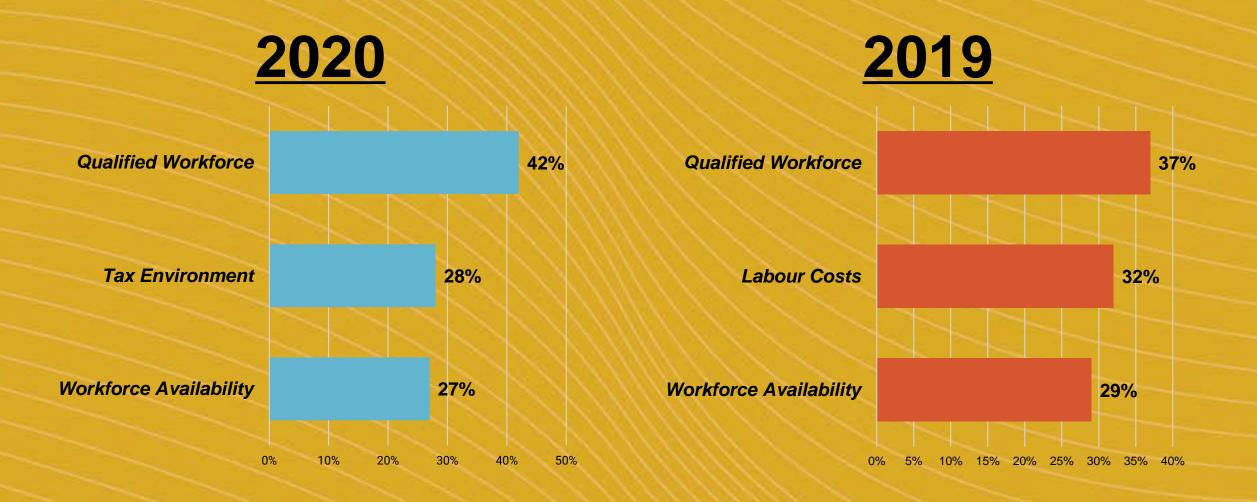


#### Top Three Biggest Challenges to Doing Business in the Lethbridge Area



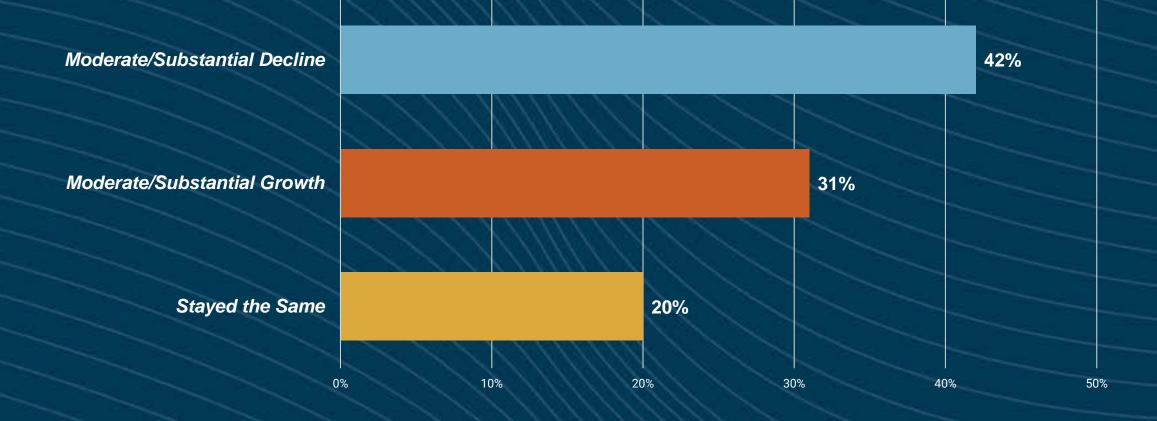


### **Top 3 Biggest Challenges to Doing Business in the Lethbridge Area**





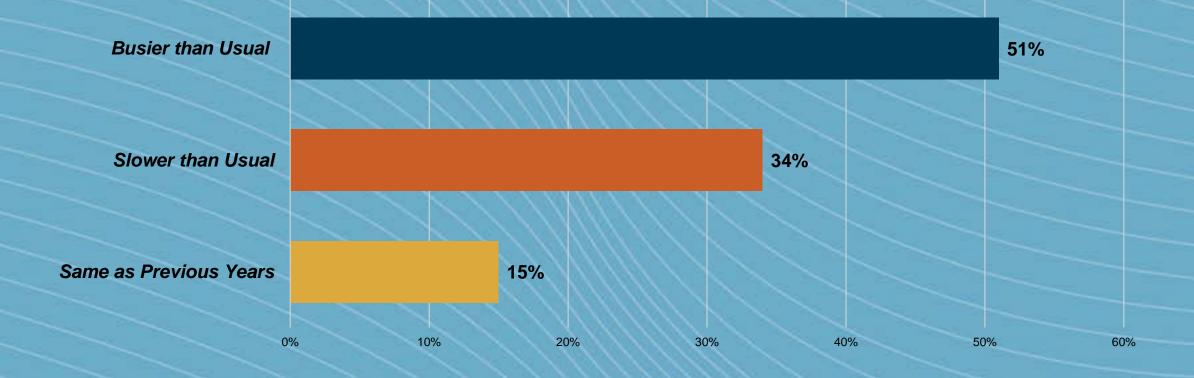
#### **Business Performance Over Past 12 Months**



Note: This question is new to the Brighter Together Survey

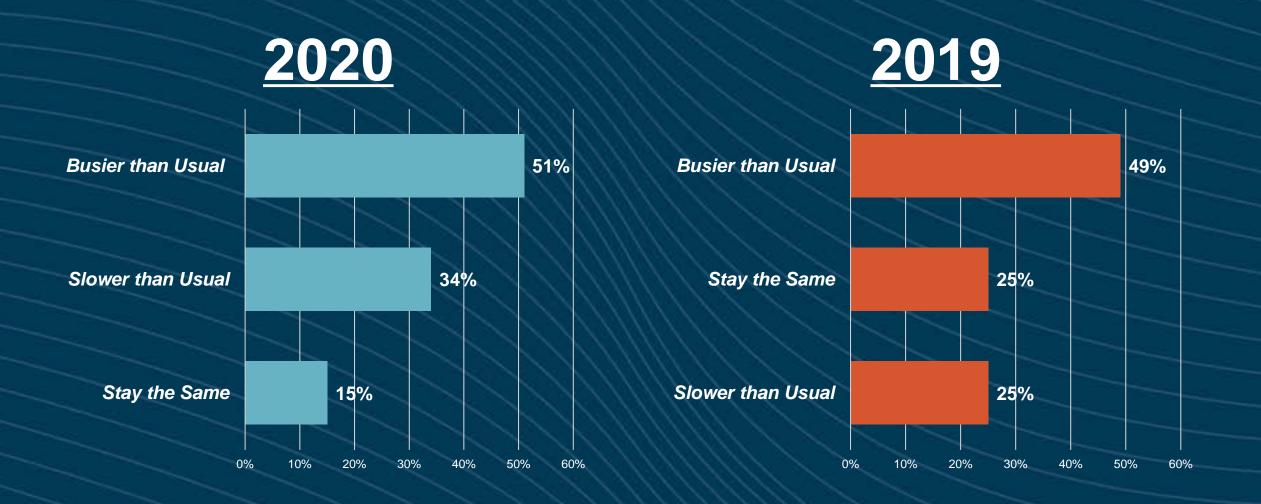


#### Expectations for Business Performance in the Next 6-12 Months





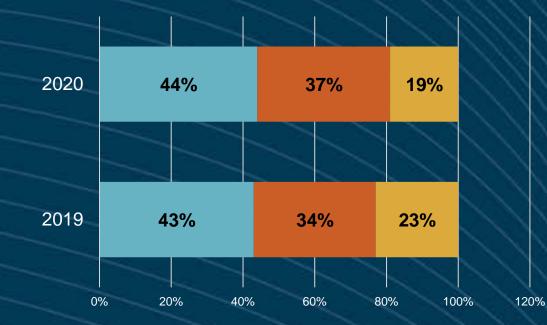
## **Expectations for Business Performance in the Next 6-12 Months**





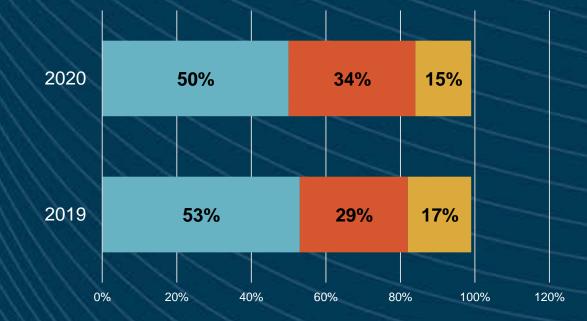
#### **Expectations in the Next 6-12 Months**

#### **Operational Spending**



■ Increase Substantially/Somewhat ■ Stay the Same ■ Decrease Substantially/Somewhat

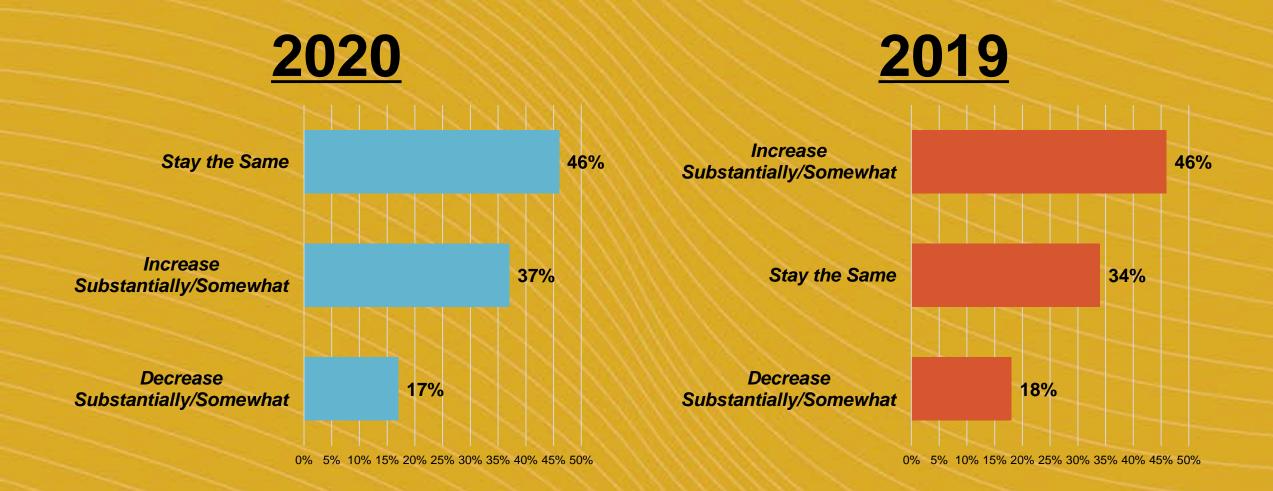
#### **Capital Investments**



Stay the Same Increase Substantially/Somewhat Decrease Substantially/Somewhat

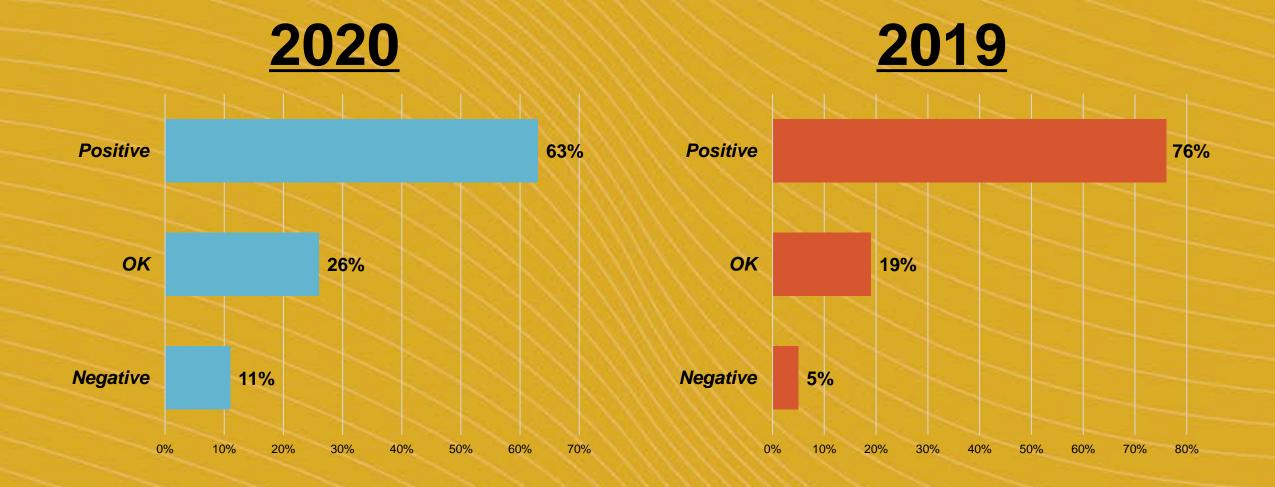


#### **Expectations for Labour Force in the Next 6-12 Months**



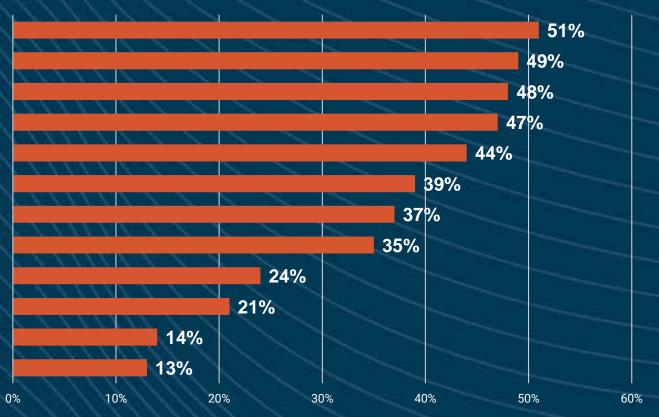


**Overall Health of Business** 





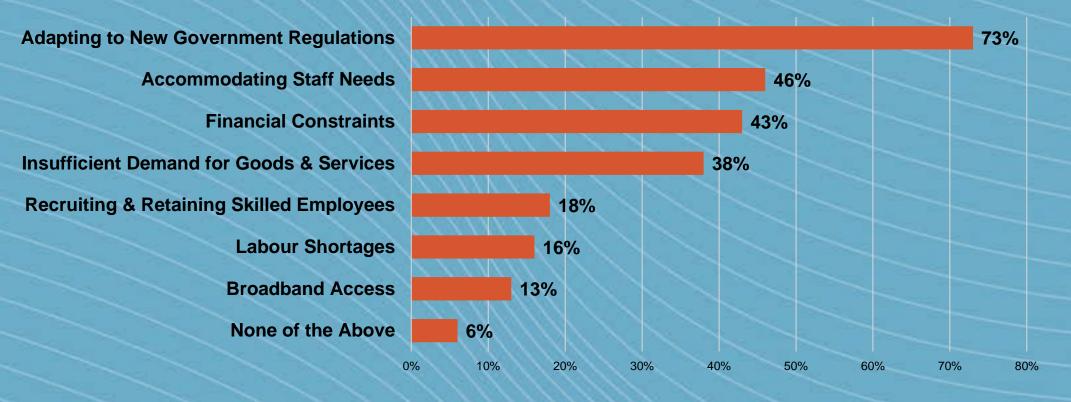
#### How Businesses are Adapting to Market Forces



Improving Company Productivity **Cutting Costs Developing New Services** Investing in Staff Training Applying for Government Grants Implementing or Leveraging New Technology Investing in Marketing **Entering New Markets Developing New Products** Considering Acquisition/Growth Strategies Investing in R&D Pursuing Energy Sustainability

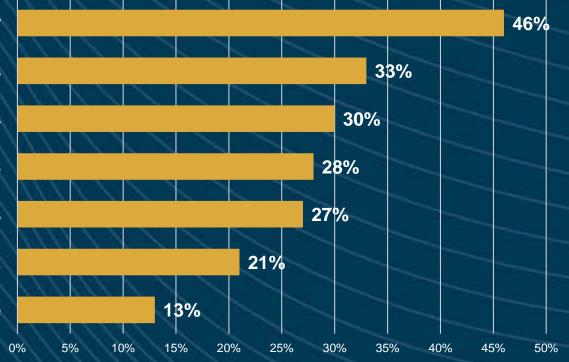


#### Obstacles Your Business Has Experienced Since the Onset of COVID-19



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

Increase Online Sales Capacity

Make Investments to Increase Cybersecurity Systems

Increase Delivery or Pickup Options

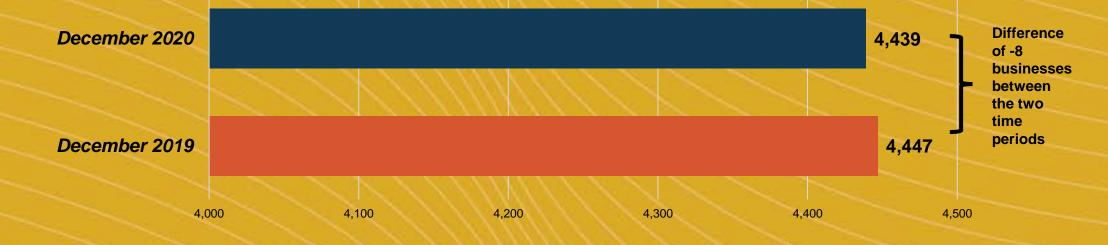
Incorporate More Remote Work for Employees

Automate Certain Tasks

Diversify Supply Chain Within Canada

Reduce the Size of Your Physical Space

#### <u>Number of Businesses in the Lethbridge CMA -</u> <u>December Annual Comparison</u>



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



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

**Small** (less than 20 employees)

# **Mid-Size**

(20-99 employees)

# (100 or more employees)







# 85%





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 Connect with us ...

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