

# 2022 Lethbridge Brighter Together Survey

*Economic Development Lethbridge  
Lethbridge Chamber of Commerce  
Downtown BRZ*

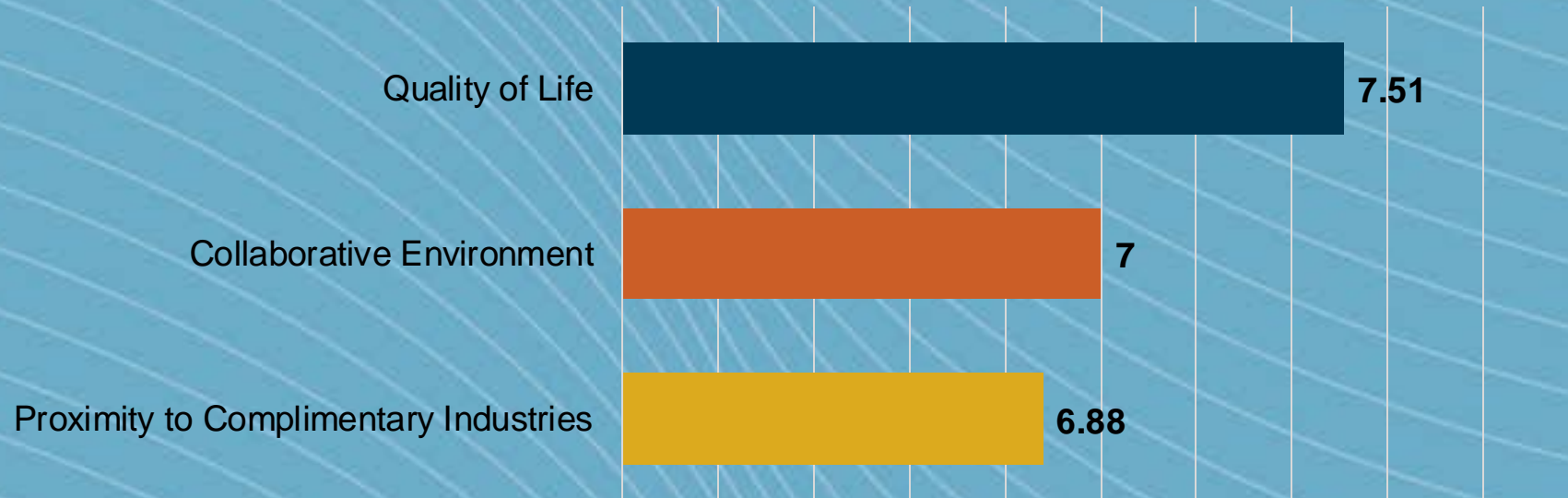


# Highlights

- Optimism is elevated as 69% of respondents expressed a favourable outlook for their business/organization over the next 6-12 months
- Six in ten respondents reported growth in their business performance over the past year, an increased proportion compared to 2021.
- There was consistency among the top locational strengths and challenges with quality of life and collaborative environment selected among the top strengths for the third consecutive year.
- The top locational challenges were unchanged from last year with utilities costs, the municipal tax environment, and workforce availability cited as the top challenges to doing business in our area.
- Rising costs and labour shortages are the most pressing obstacles facing local organizations over the next year.
- There is an increased focus on cutting costs, but organizations also remain committed to raising wages.



## Top Three Locational Strengths to Doing Business in the Lethbridge Area - 2022 Results



*Note: All attributes were scored on a 1-10 scale where 10 represents very satisfied*



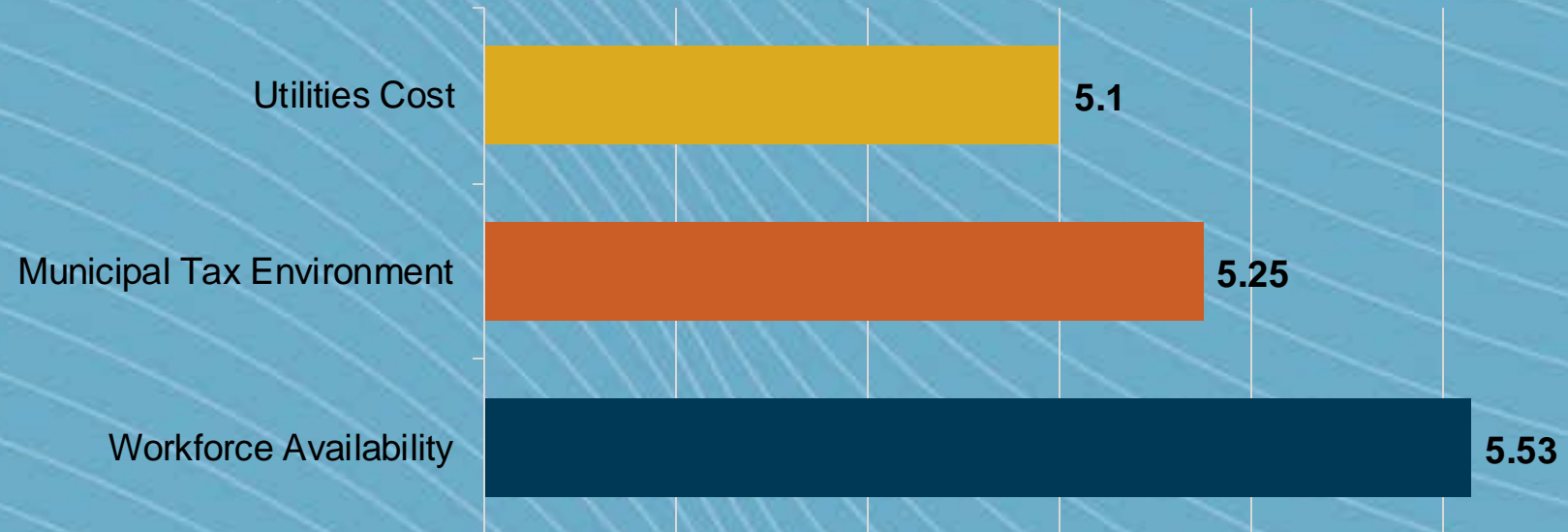
# Top Locational Strengths to Doing Business in the Lethbridge Area – Annual Comparison

<i><b>2022 – Top 3 Strengths</b></i>	<i><b>2021 – Top 3 Strengths</b></i>
Quality of Life	Quality of Life
Collaborative Environment	Transportation Infrastructure
Proximity to Complimentary Industries	Collaborative Environment





## Top Three Locational Challenges to Doing Business in the Lethbridge Area - 2022 Results



*Note: All attributes were scored on a 1-10 scale where 10 represents very satisfied*



# Top Locational Challenges to Doing Business in the Lethbridge Area – Annual Comparison

## ***2022 – Top 3 Challenges***

## ***2021 – Top 3 Challenges***

Utilities Cost

Utilities Cost

Municipal Tax Environment

Tax Environment

Workforce Availability

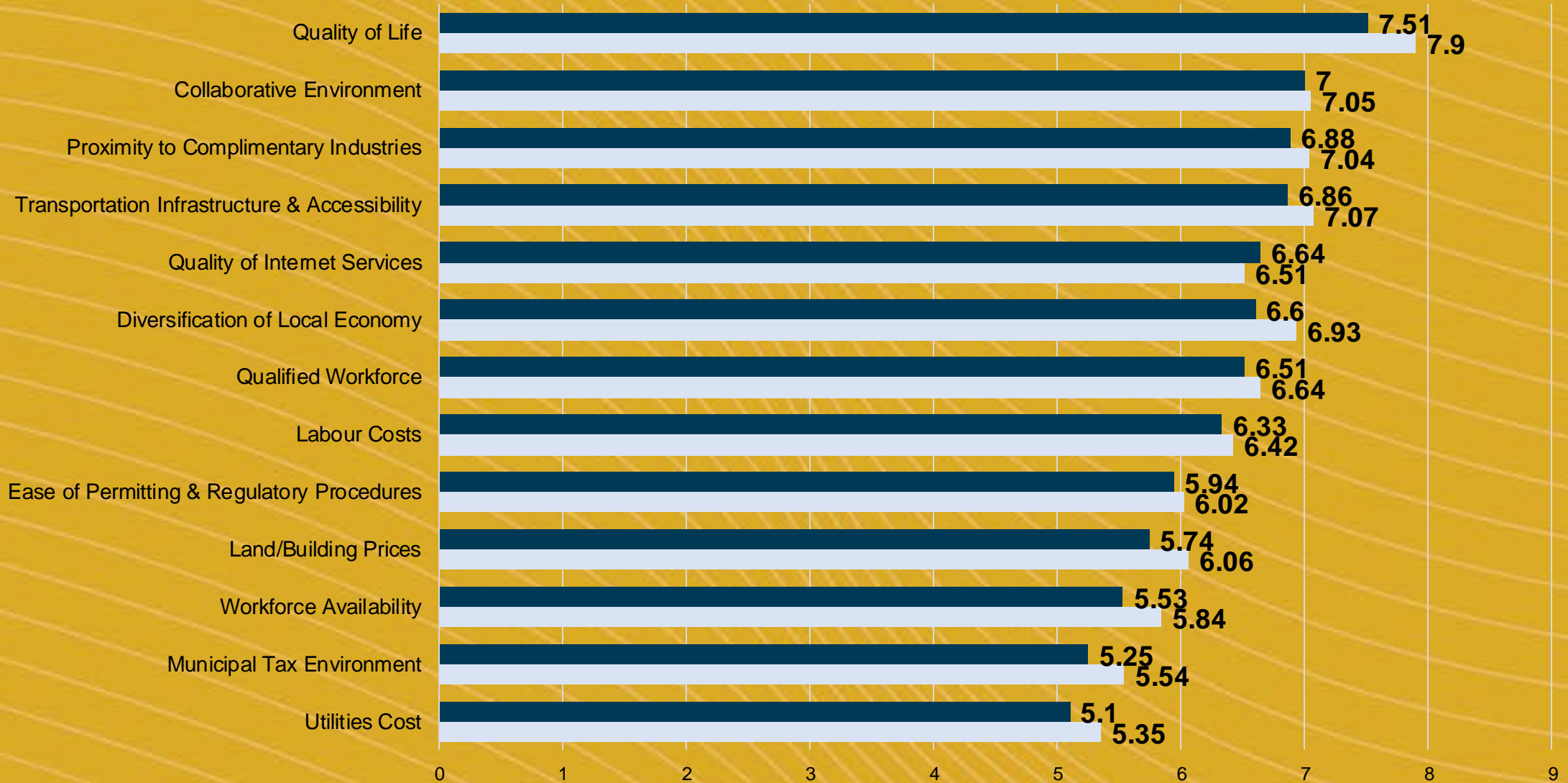
Workforce Availability





# Locational Characteristics - Annual Comparison

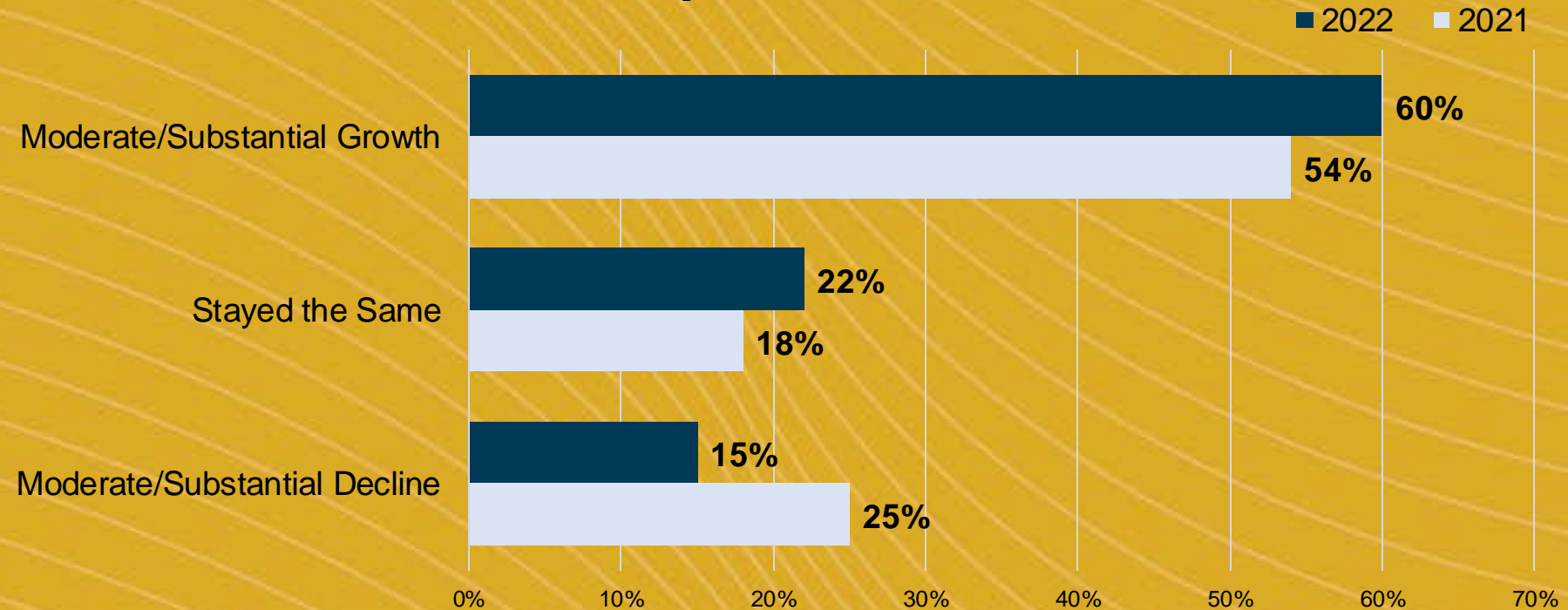
■ 2022 ■ 2021



Note: All attributes were scored on a 1-10 scale where 10 represents very satisfied

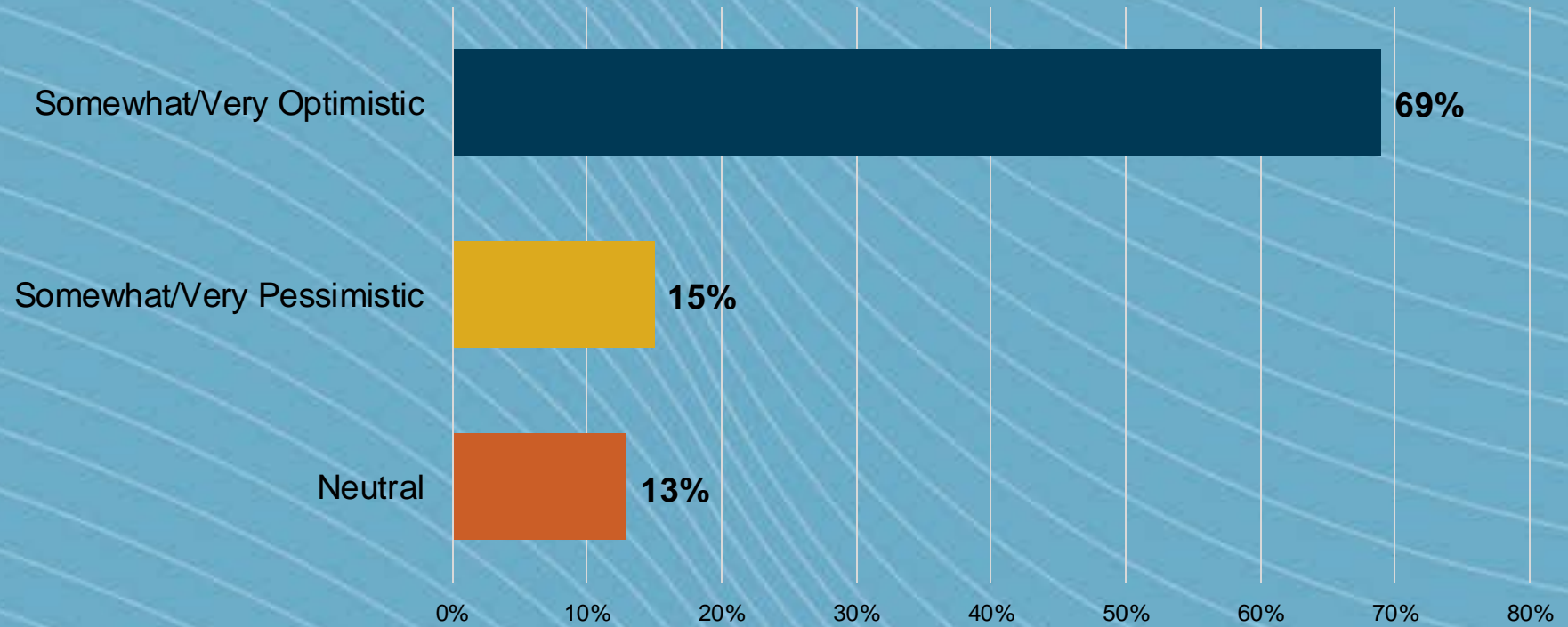


## Business Performance Over Past 12 Months - Annual Comparison

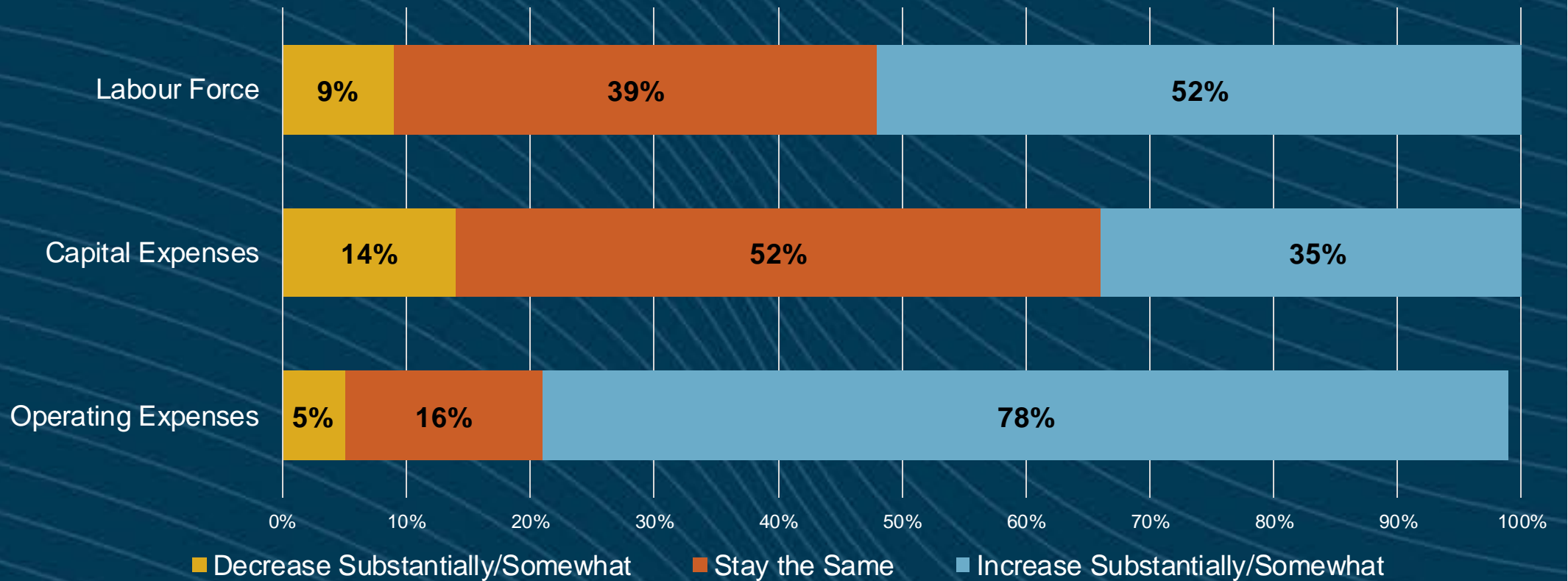




## Outlook for Business Over Next 6-12 Months

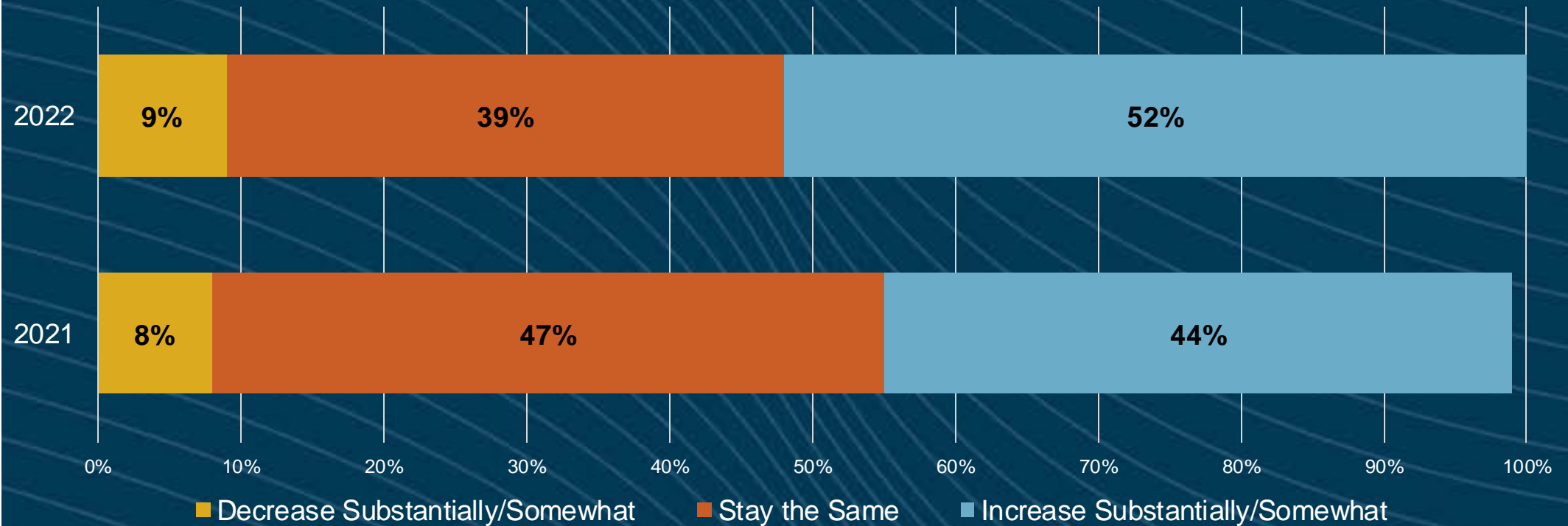


## Expectations for the Next 6-12 Months

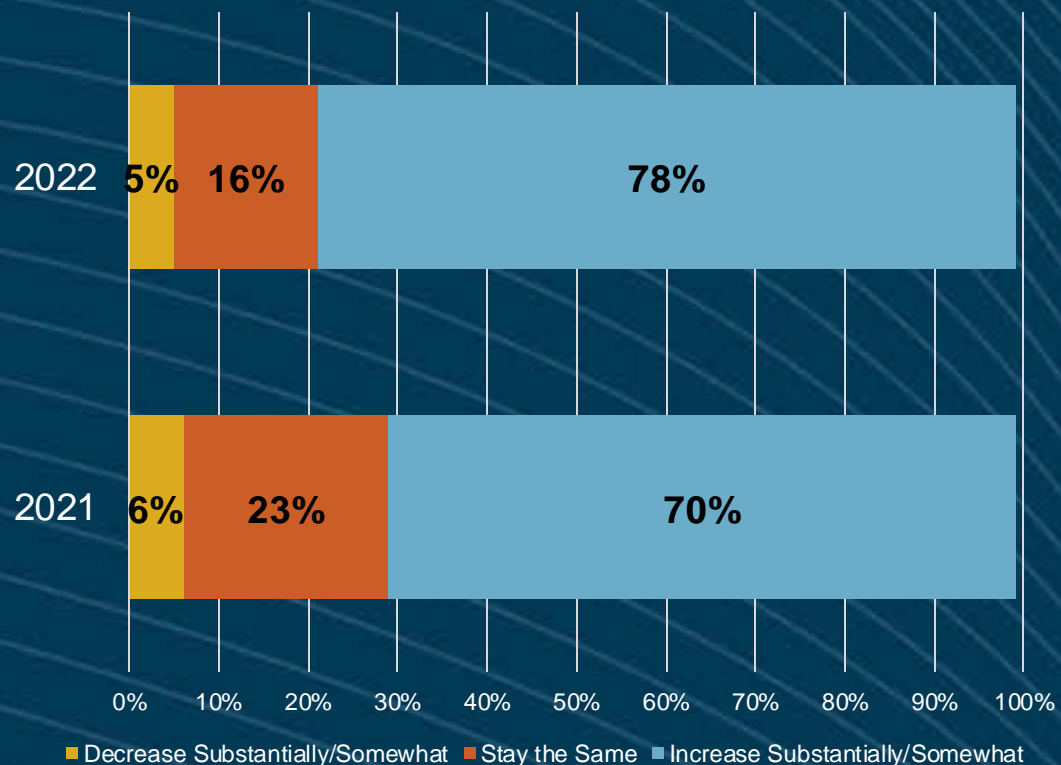




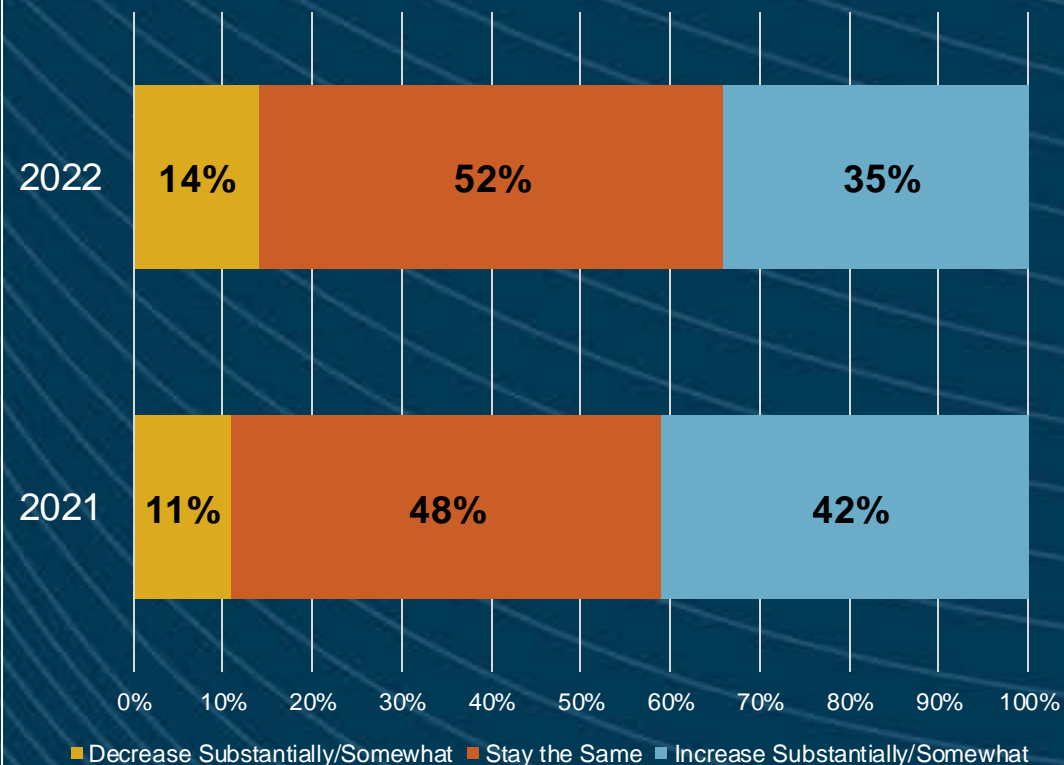
## Labour Force - Expectations for Next 6-12 Months - Annual Comparison



### Operational Expenses - Expectations for Next 6-12 Months - Annual Comparison



### Capital Investments - Expectations for Next 6-12 Months - Annual Comparison





## Top Obstacles for Your Business in the Next Year - Top 3 Obstacles

Rising Cost of Inputs

6.95

Rising Cost of Labour

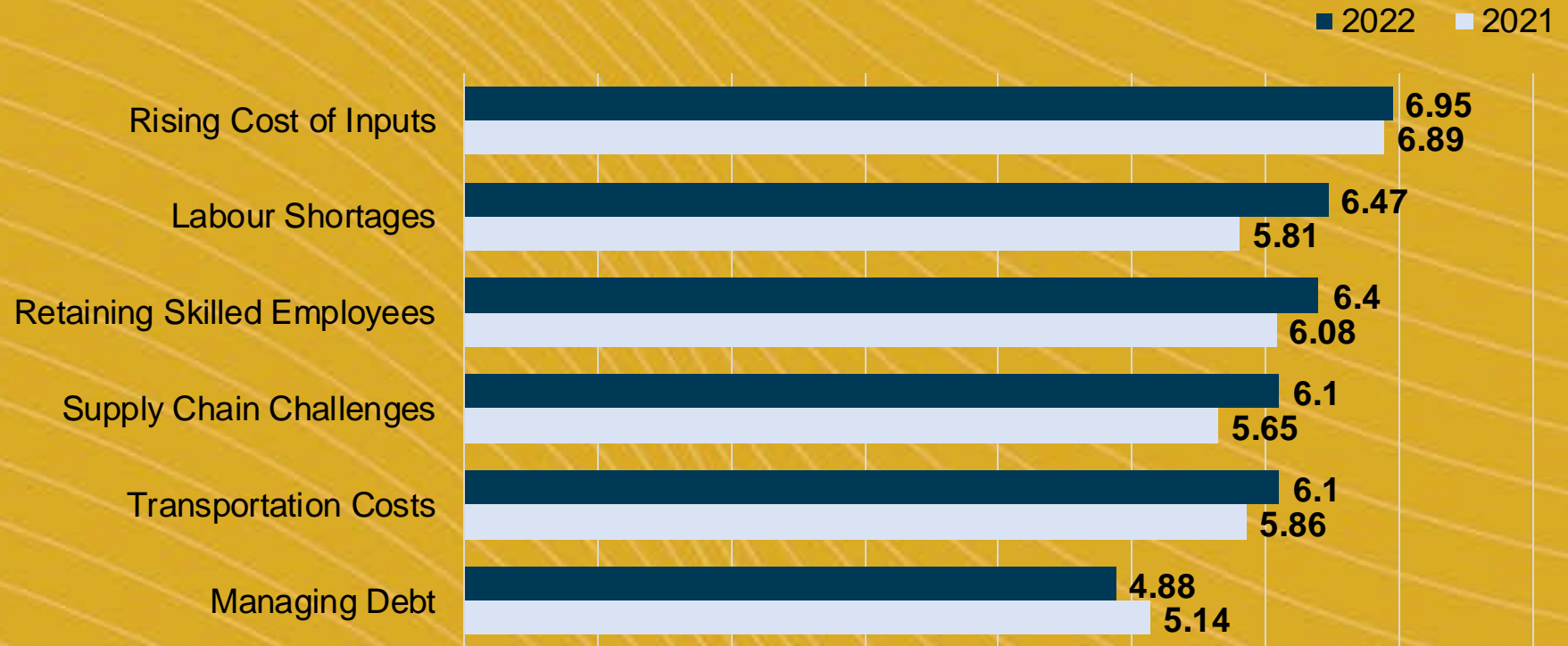
6.77

Labour Shortages

6.47



## Business Obstacles - Annual Comparison

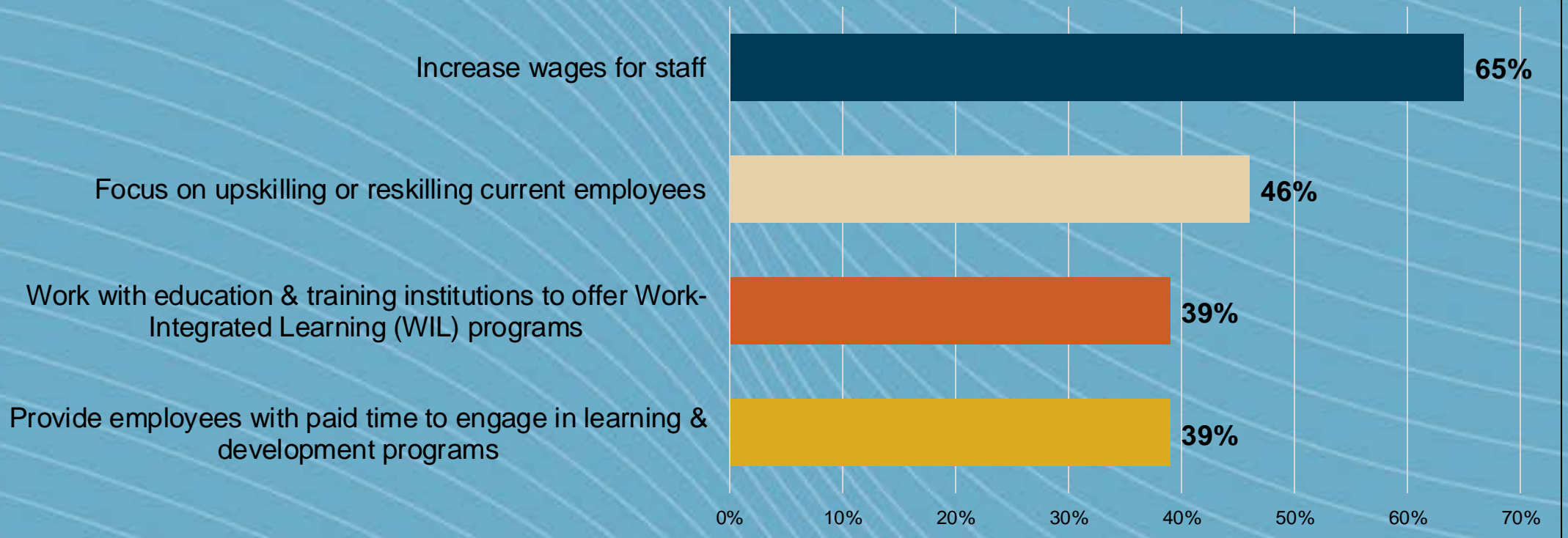


*Note: All obstacles were scored on a 1-10 scale where 10 indicates "significant obstacle"*

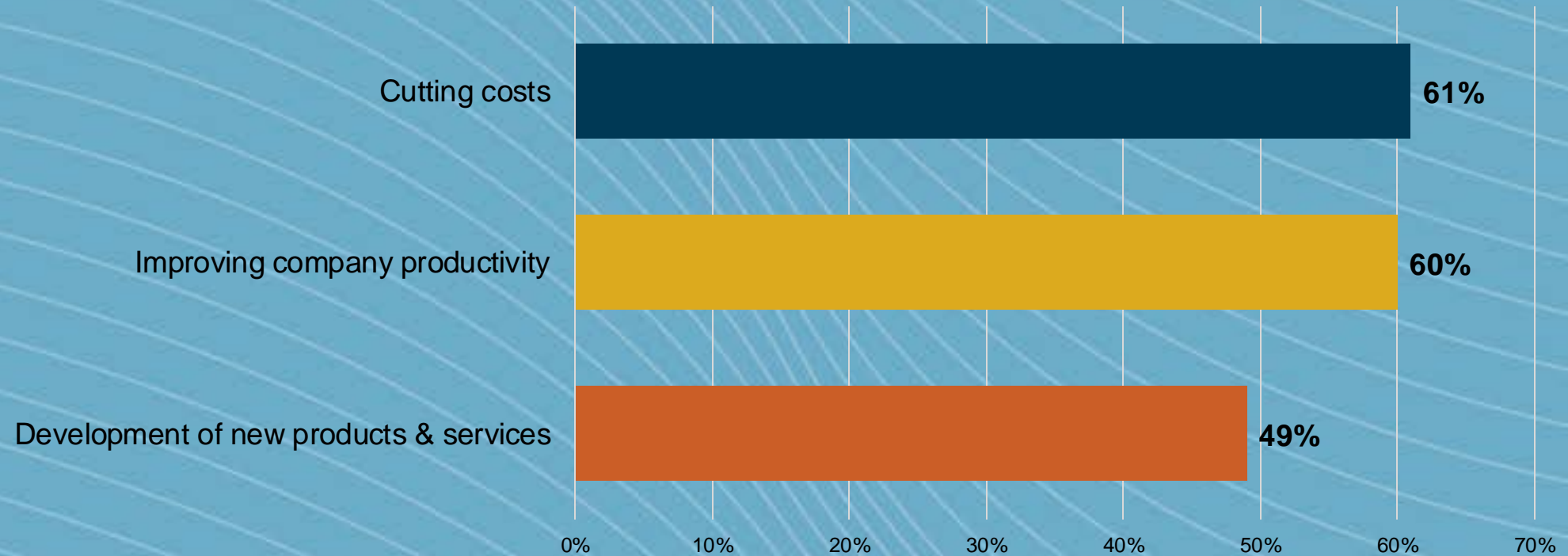




## Anticipated Actions Over the Next 12 Months - Top Mentions

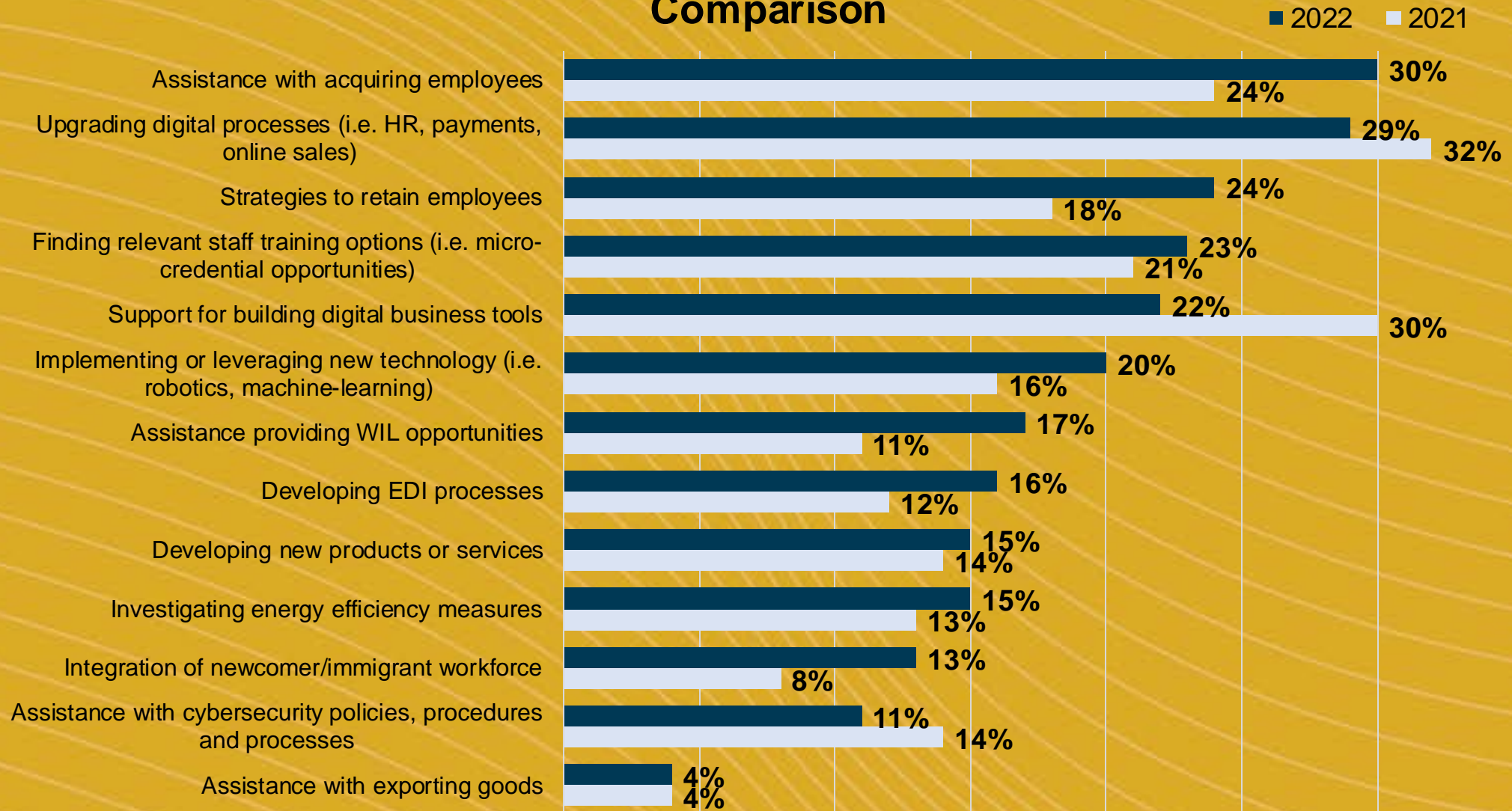


## How Businesses are Adapting - Top 3 Mentions

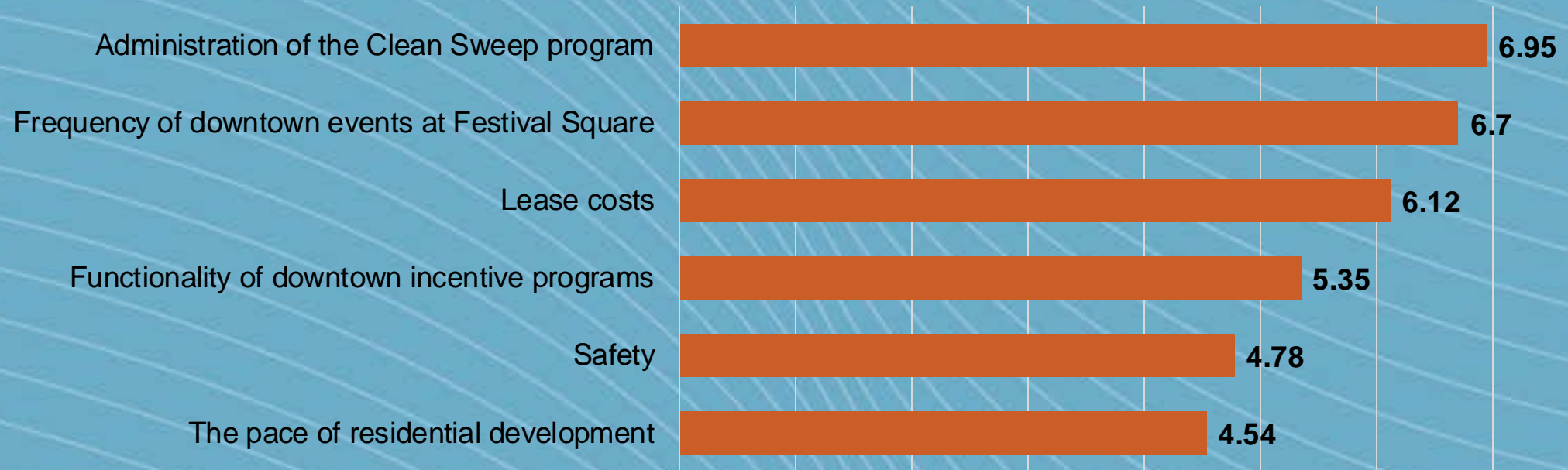




## Assistance Businesses are Presently Seeking - Annual Comparison



## Level of Satisfaction with Downtown Programs/Attributes



*Note: All attributes were scored on a 1-10 scale where 10 represents very satisfied*





# For more information

## Connect with us ...

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