



Perth County

Business Survey Results 2021





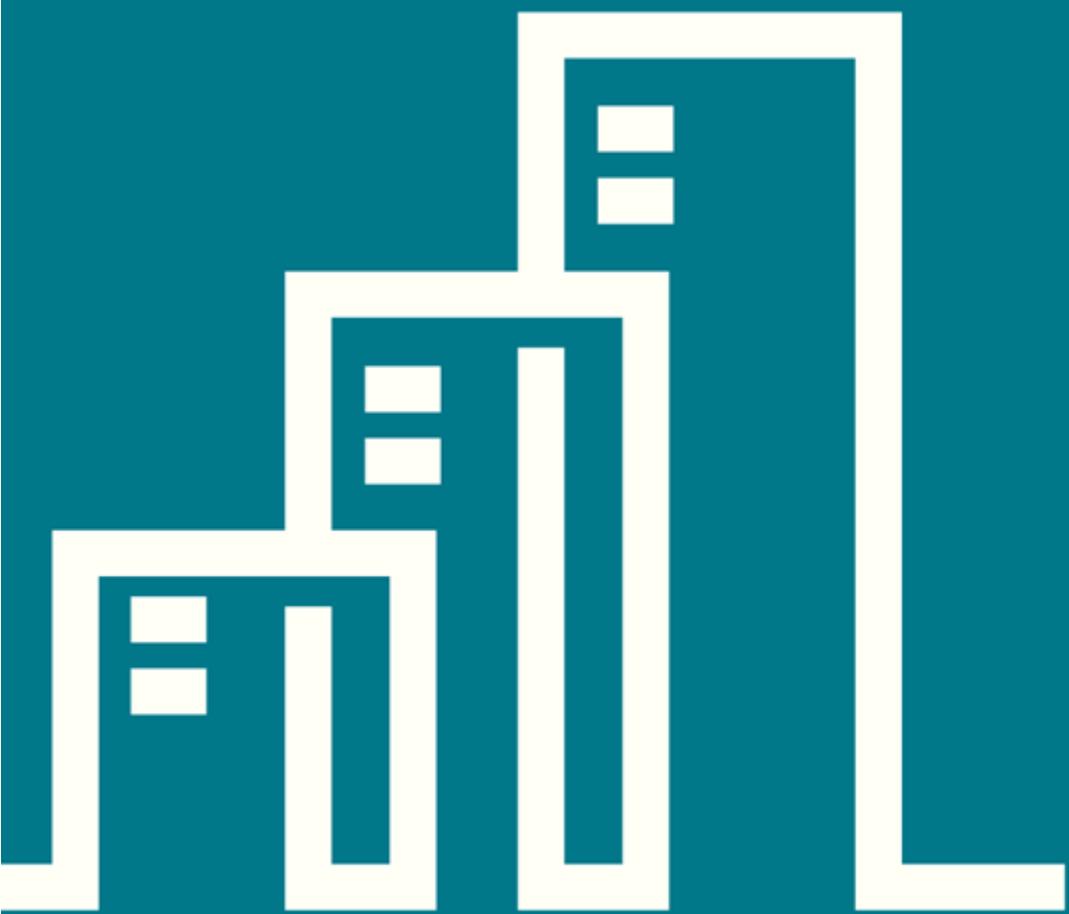
Background

- The Perth County Economic Development Department completed a business satisfaction survey to understand how to best support local businesses. Business retention and expansion (BR+E) activities can be employed to ensure business needs are monitored and addressed; however, engagement can be time consuming and complex.
- A Triage BR+E Survey was commissioned to engage the broader business community, while also allowing for the identification of potential expansion or retention opportunities for follow-up on a business-by-business basis.



Methodology

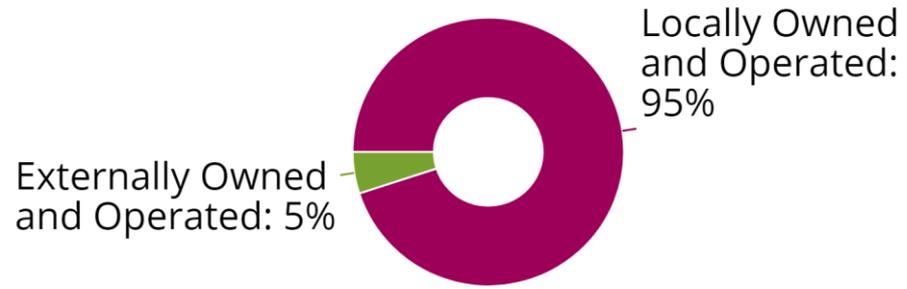
- A random sample telephone/online survey was conducted with 160 businesses out of an initial sample of 1404. The rigorous survey approach resulted in a response rate of 16.3% which is extremely high in the market research industry where response rates average in the 1%-2% range.
- This scientific approach ensures that the results have a high level of accuracy (with a 7.7% margin of error at a 95% confidence level) and statistically represents the business community in the region.



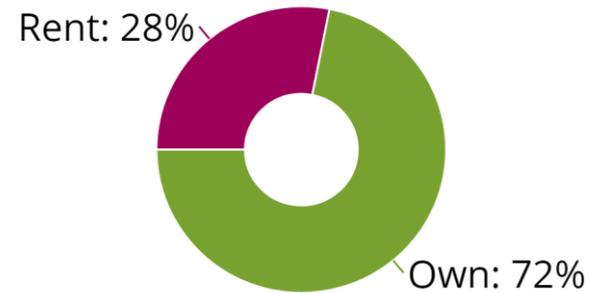
Business Community Firmographics



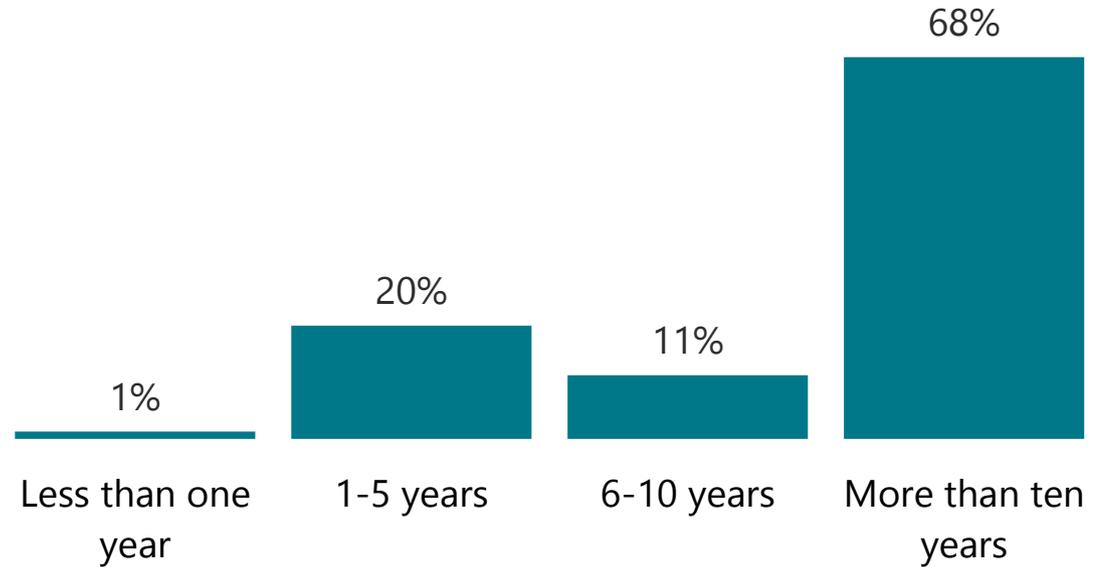
Business Ownership



Property Ownership



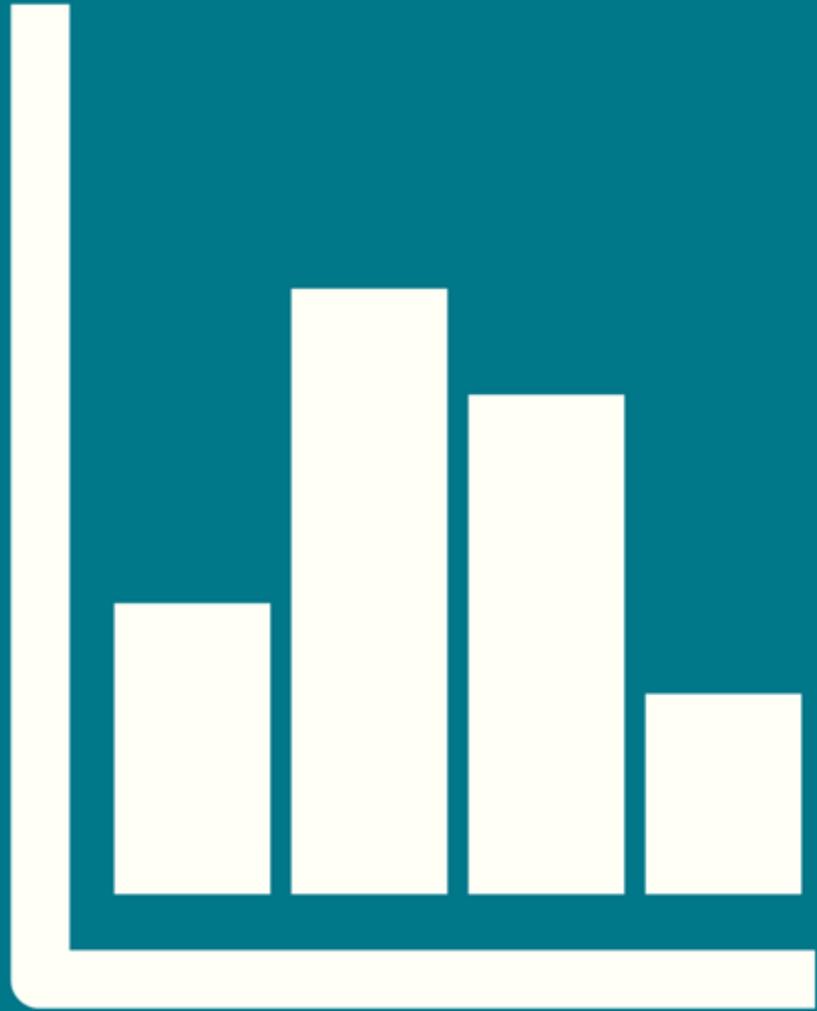
Years Operating in the Region





Industries Surveyed

Industry	Percent
Retail Trade	27%
Agriculture	19%
Automotive/Mechanical Services	11%
Accommodation and Food Services	11%
Construction and Trades	9%
Manufacturing	8%
Arts, Entertainment, and Recreation	4%
Transportation and Warehousing	3%
Health Care and Social Assistance	2%
Information and cultural industries	1%
Finance and Insurance	1%
Educational Services	1%
Taxi/Delivery Service	1%
Wholesale Trade	1%
Professional, Scientific, and Technical Services	1%



Business Performance



Business Performance



■ Increase ■ Remain the same ■ Decrease

Over the past 12 months did the total number of employees in your company



■ Increase ■ Stay the same ■ Decrease

Thinking about the next 12 months, do you expect the total number of employees in your company to:



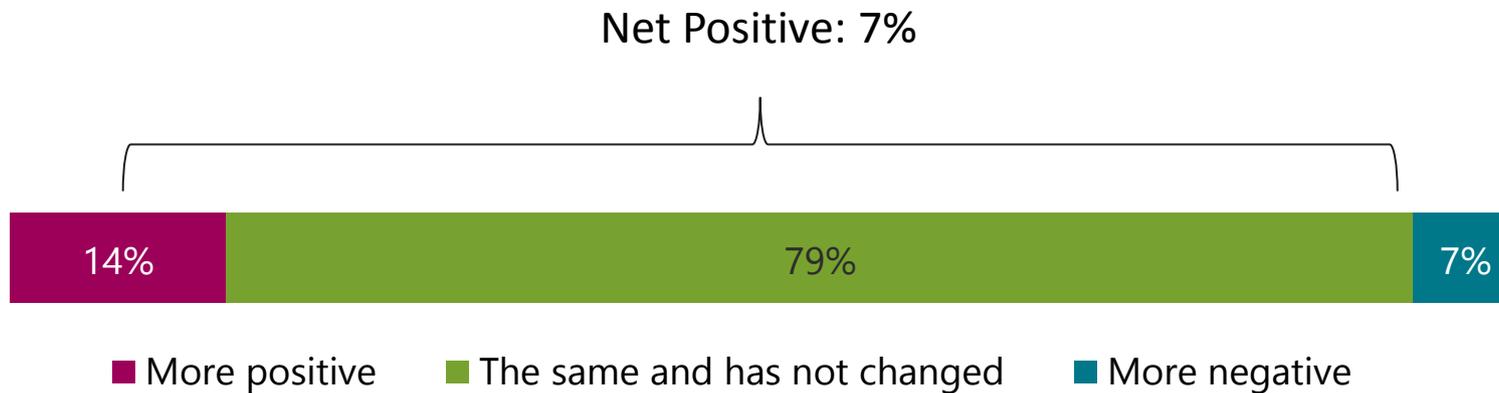
Business Performance



Over the past 12 months have your revenues at your businesses...



What are your expectations for the next 12 months in total revenues compared to last 12 months?



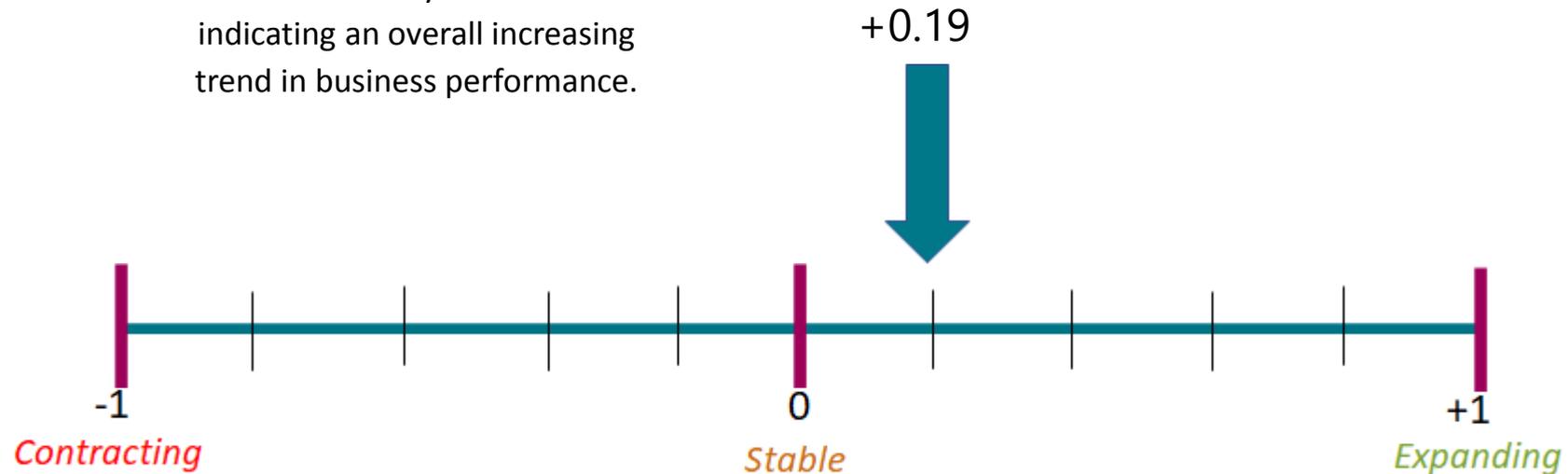
Over the past 12 months would you say your attitude about doing business in Perth County is...



Business Performance

The Business Performance Forecast is a metric created by combining the five business performance questions. It considers the changes in staff, revenue and attitudes among businesses in the region for an overall directional picture of the business climate in the Perth County.

Your community scored +0.19 indicating an overall increasing trend in business performance.





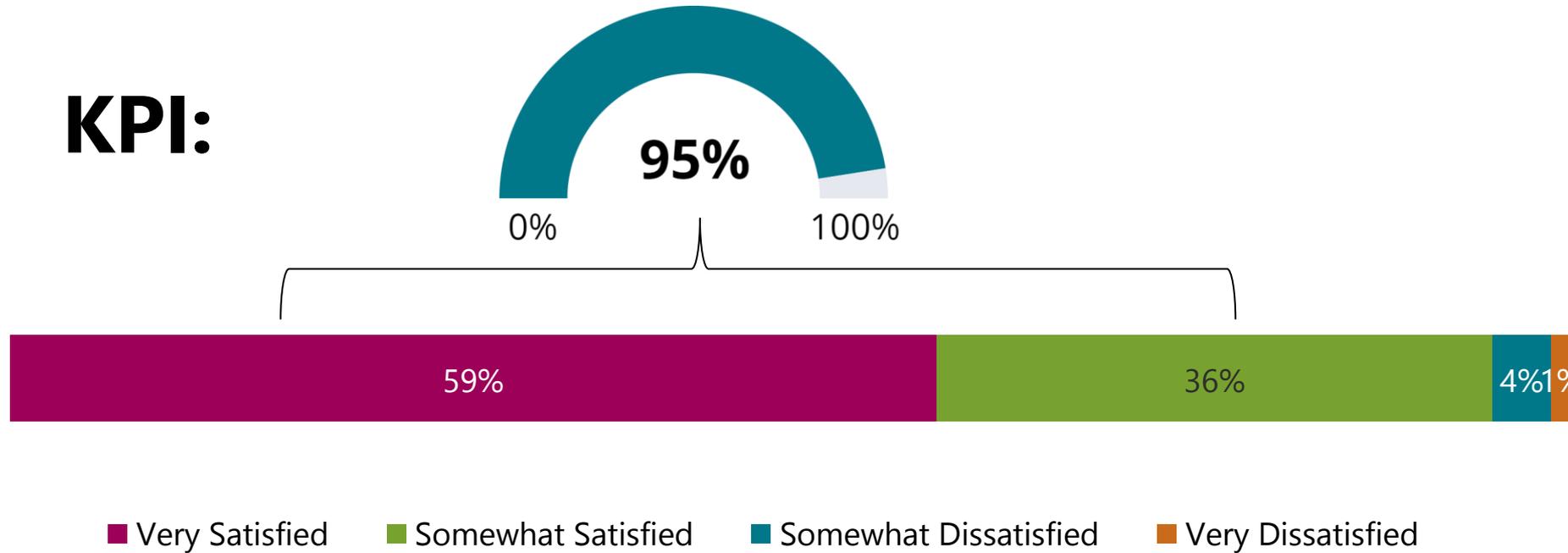
Key Performance Indicator (KPI)



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Overall, how satisfied are you with Perth County as a place to own and operate a business?

KPI:

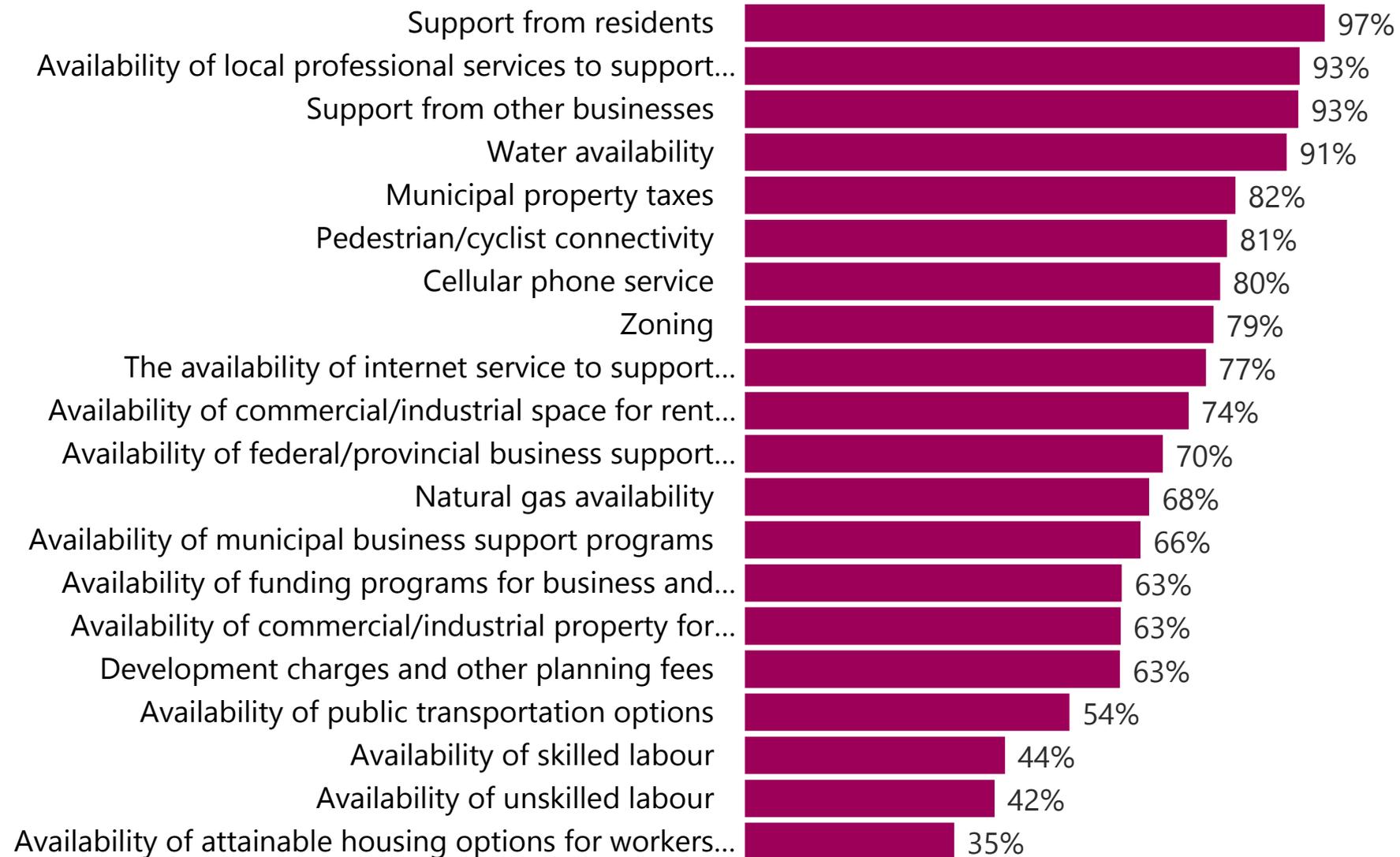




Satisfaction Levels

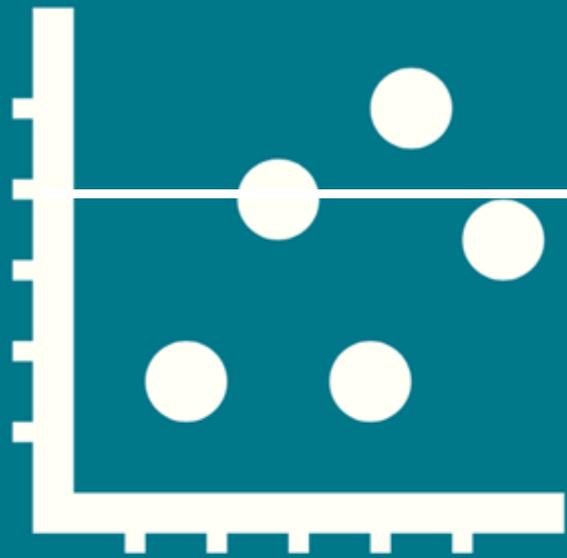


Satisfaction Levels



Top two box:
Very Satisfied &
Somewhat Satisfied
combined.



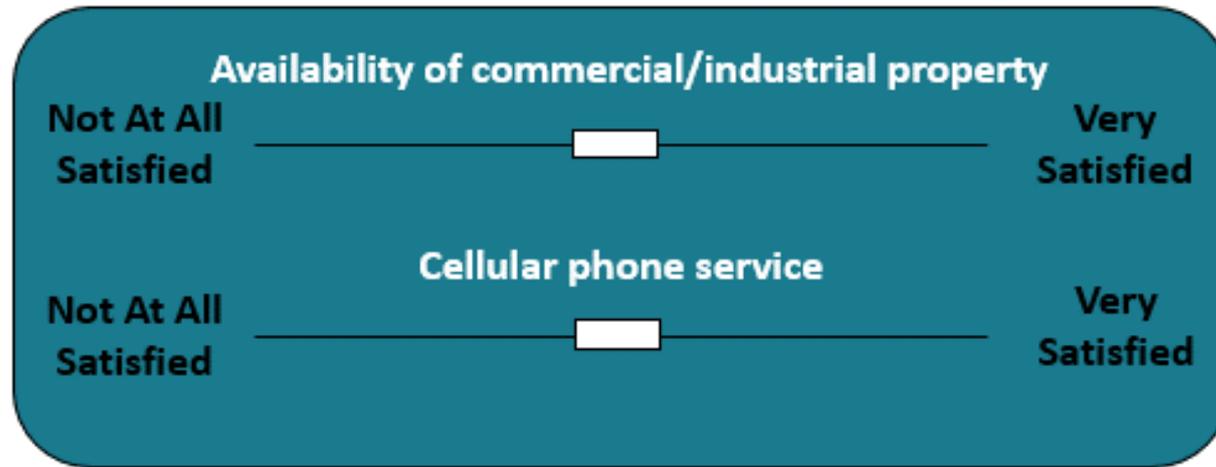
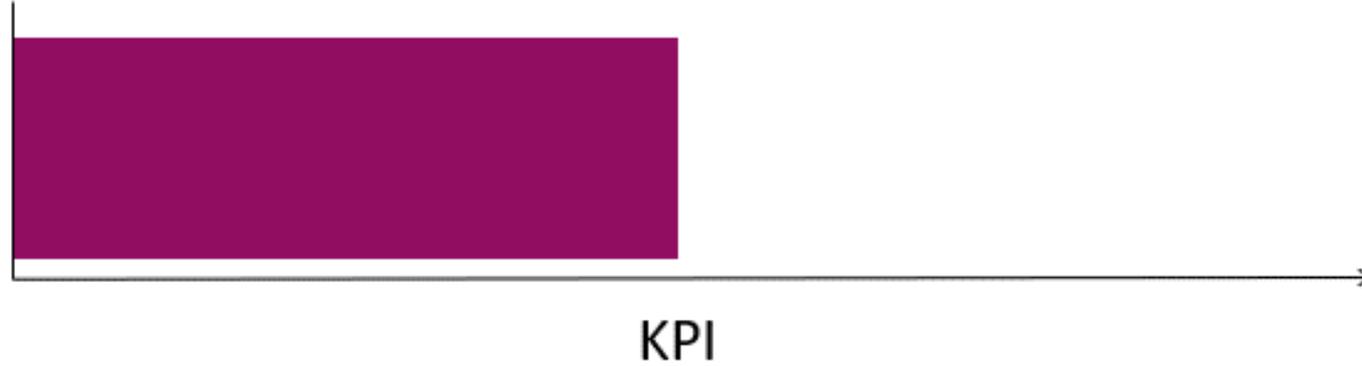


Derived Importance & Priority Matrix



Derived Importance & Priority Matrix

Region as a Place to do Business





Priority Matrix

	Importance	Performance	Priority Rank
Availability of attainable housing options for workers and families	7.0	35%	1
Availability of skilled labour	6.2	44%	2
Availability of unskilled labour	6.0	42%	3
Availability of commercial/industrial property for purchase or lease	9.0	63%	4
Development charges and other planning fees	7.6	63%	5
Availability of public transportation options	6.0	54%	6
Availability of funding programs for business and property improvement	7.0	63%	7
Availability of municipal business support programs	7.6	66%	8
Availability of federal/provincial business support programs	7.6	70%	9
Natural gas availability	6.2	68%	10
Zoning	8.8	79%	11
Availability of commercial/industrial space for rent or lease	7.2	74%	12
Municipal property taxes	7.6	82%	13
The availability of internet service to support business needs	5.4	77%	14
Pedestrian/cyclist connectivity	6.4	81%	15
Cellular phone service	5.4	80%	16
Water availability	6.2	91%	17
Availability of local professional services to support your business operations	7.8	93%	18
Support from other businesses	7.2	93%	19
Support from residents	6.6	97%	20



Higher Priority



Lower Priority



Business Community Health



Community Business Health Index

Using the results of this business survey, MDB Insight combines the questions into a proprietary Community Business Health Index which is the combination of the following eight sub-scores:

Overall Satisfaction

Workforce Attraction and Retention

Change in Attitudes

Future Plans

Business Policies, Supports and Incentives

Change in Revenue

Infrastructure and Amenities

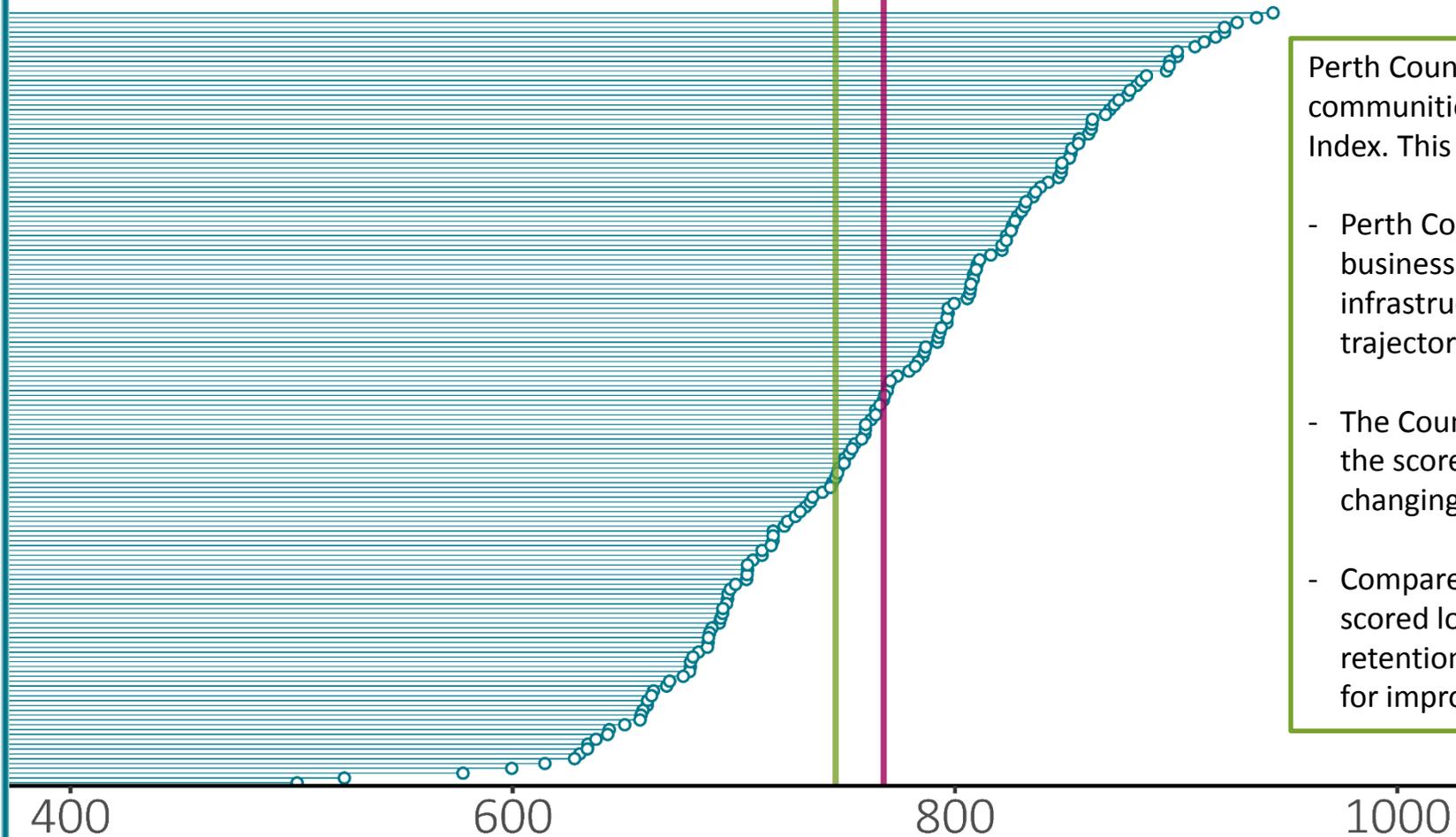
Revenue Outlook



Community Business Health Index

National 5-Year
Average = 746

Local
Average = 768



Perth County scored strong compared to other communities on the Community Business Health Index. This index is based on several factors:

- Perth County outperformed the national average on businesses' ratings of overall satisfaction, local infrastructure, local business supports, and revenue trajectories.
- The County scored close to the national average on the scores related to business outlooks and changing attitudes over the last year.
- Compared to the national average, Perth County scored lower on the workforce attraction and retention sub-score, indicating a potential avenue for improvement.



Future Plans

Within the next 24 months do you plan on?

Count	# of Businesses	Within the next six months	More than six months from now
Expanding	45	10	35
Downsizing	10	5	5
Relocating	5	0	5
Selling	6	4	2
Closing	2	0	2



Triage Results

Throughout the survey process Triage cases that represented green or red flags were tracked. Out of the 160 businesses surveyed, 68 businesses presented an opportunity for intervention.



Green Flags

= Businesses considering expanding. = 45 businesses



Red Flags

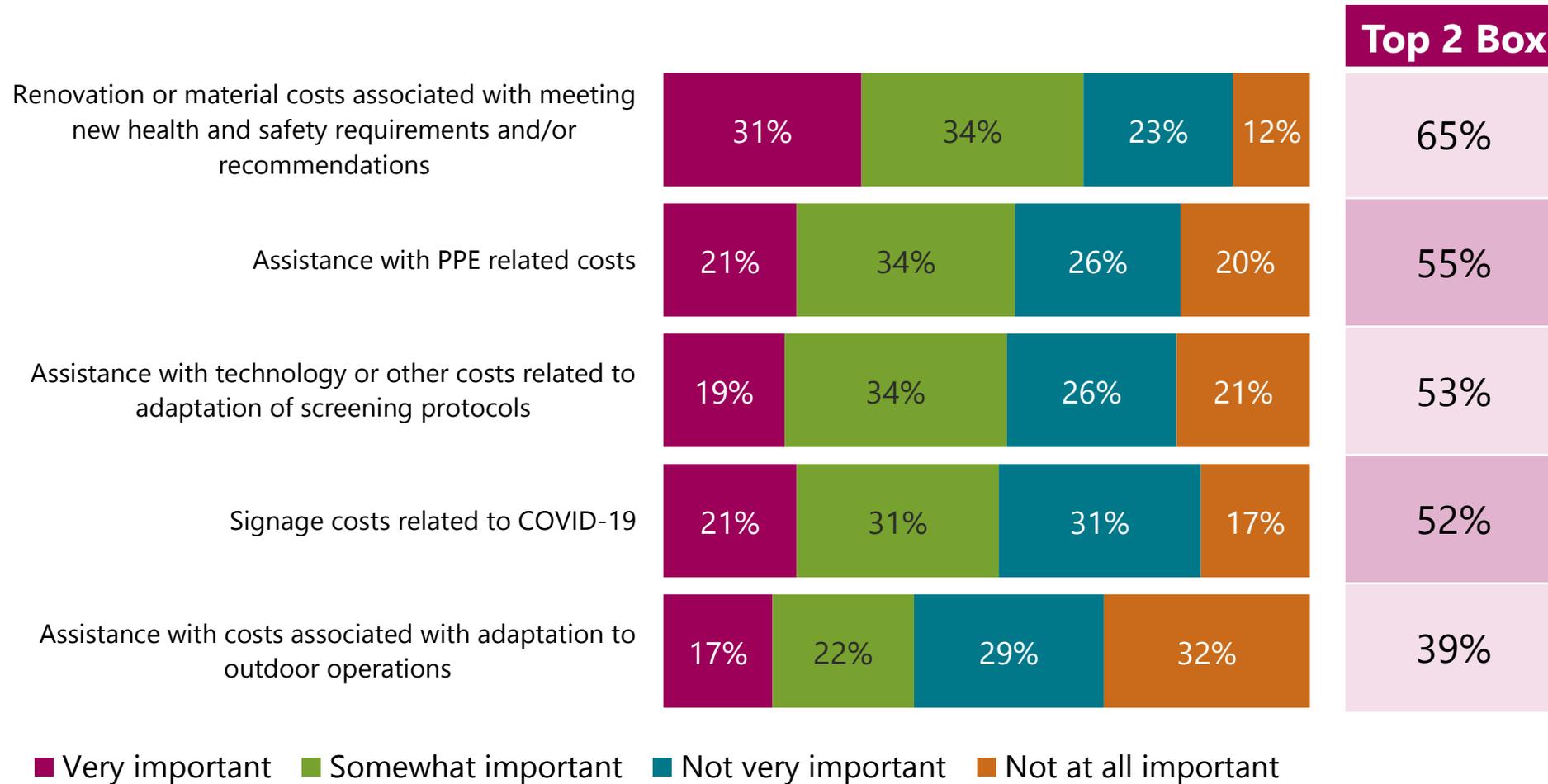
= Businesses considering relocating, downsizing, selling, or closing. = 23 businesses





COVID Supports

How important would each of the following temporary financial incentive programs be to help support your business in the context of the COVID-19 pandemic?





CIP Interest

- Businesses were asked about their interest in a CIP-funded grant program if it were available, under varying levels of support and contribution requirements.
- Even at a low levels of support and high levels of business contribution, the majority of businesses indicated they would be interested in participating.
- The finding that a large number of businesses in Perth County are expecting to expand their operations over the next 24 months further supports the potential benefit of a CIP-funded grant program.



Chris Bandak
Executive Vice-President
cbandak@mdbinsight.com
(855) 367-3535 x224

Jordan Tidey
Senior Consultant
jtidey@mdbinsight.com
(855) 367-3535 x244

Simon Webb
Consultant
swebb@mdbinsight.com
(855) 367-3535 x247