

Sturgeon County Triage BR&E Survey

April 2023



Overview



Background

- Sturgeon County 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.

Overview



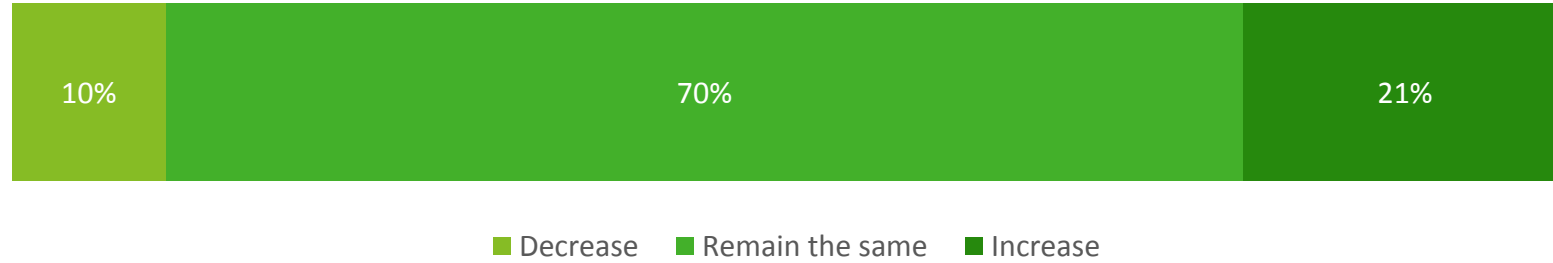
Methodology

- A mixed-methodology survey was conducted via phone and email using Sturgeon County's business directory. A total of 103 businesses were reached. The average phone interview length was 15 minutes.
- This scientific approach ensures that the results have a high level of accuracy (with a +9.7% margin of error at a 95% confidence level) and statistically represents the business community in the region.



Business Performance

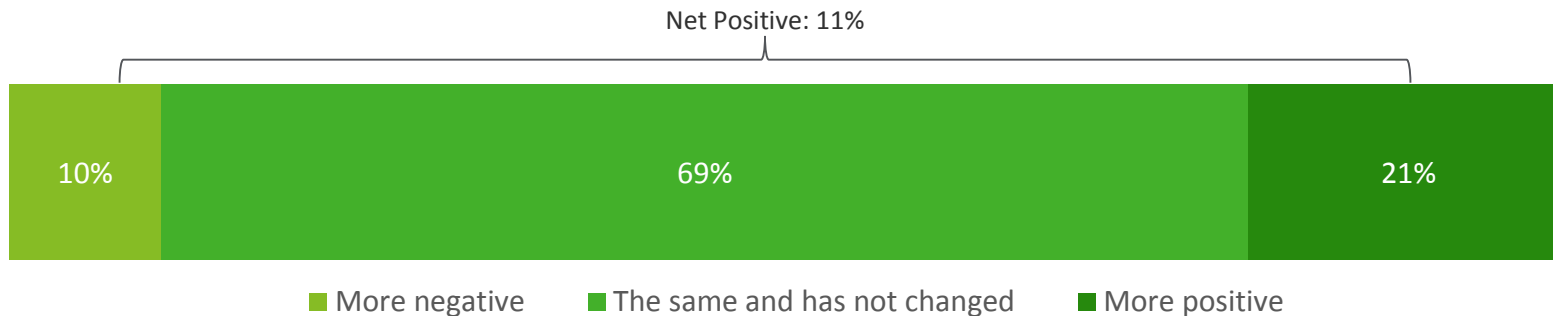
Business Performance



Over the past 12 months did the total number of employees in your company: (N=102)

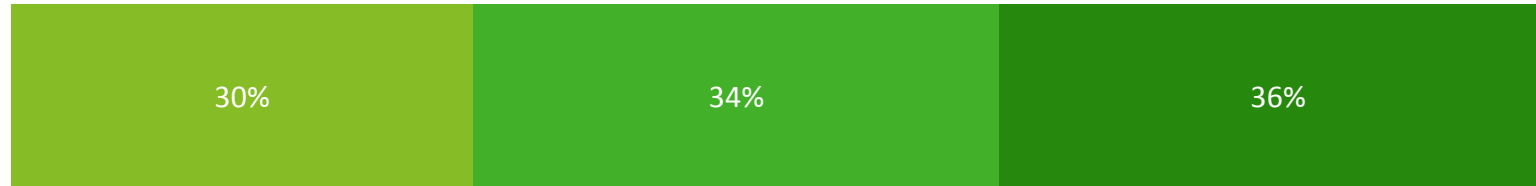


Thinking about the next 12 months, do you expect the total number of employees in your company to: (N=99)



Over the past 12 months would you say your attitude about doing business in the County is... (N=103)

Business Performance



■ Decreased ■ Remained the same ■ Increased

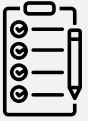
Over the past 12 months
have your revenues at your
businesses ...
(N=97)



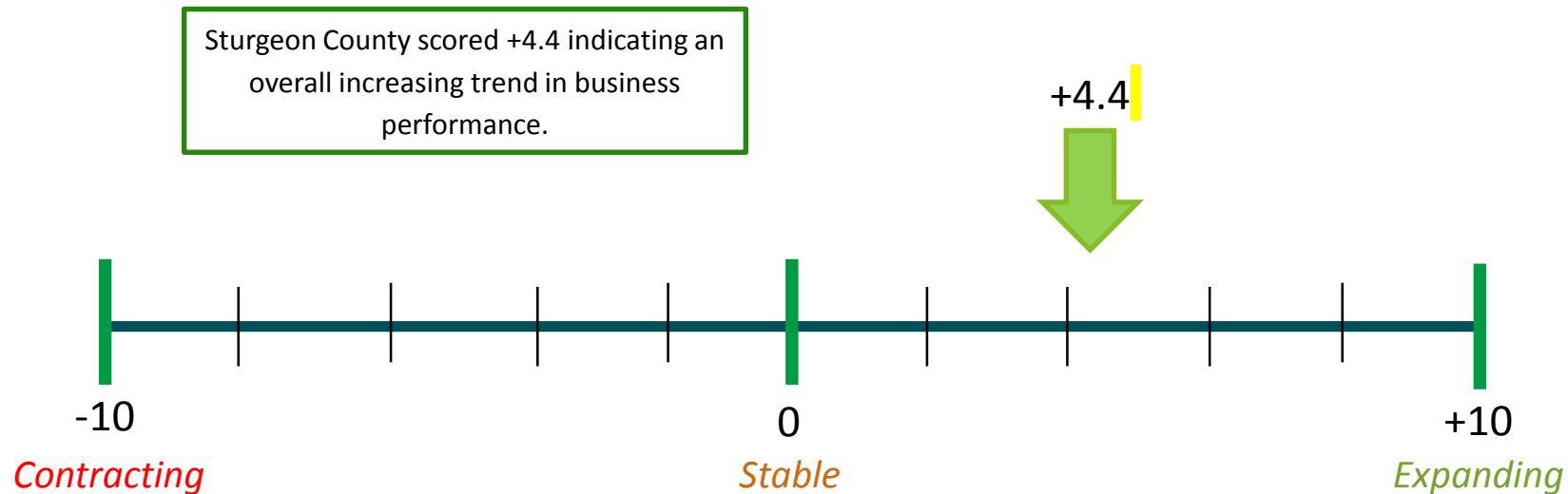
■ Lower ■ The same ■ Higher

And what are your
expectations for the next 12
months in total revenues
compared to last 12 months?
(N=93)

Business Performance



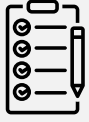
The Business Performance Forecast is a metric created by combining the five business performance questions. It considers the changes in staff, revenue and attitudes among businesses in the region for an overall directional picture of the business climate in the area.



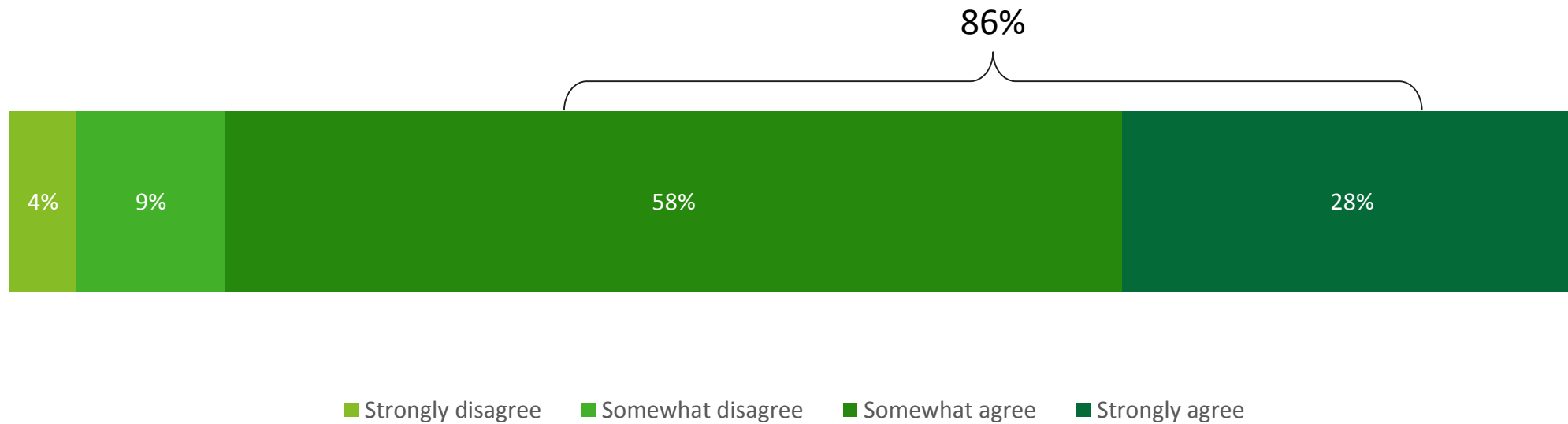


Net Promoter Score

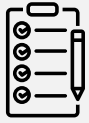
Community Recommendation



Please rate the level to which you agree or disagree with the following statement: I would recommend this County to another business looking to expand or relocate. (N=95)

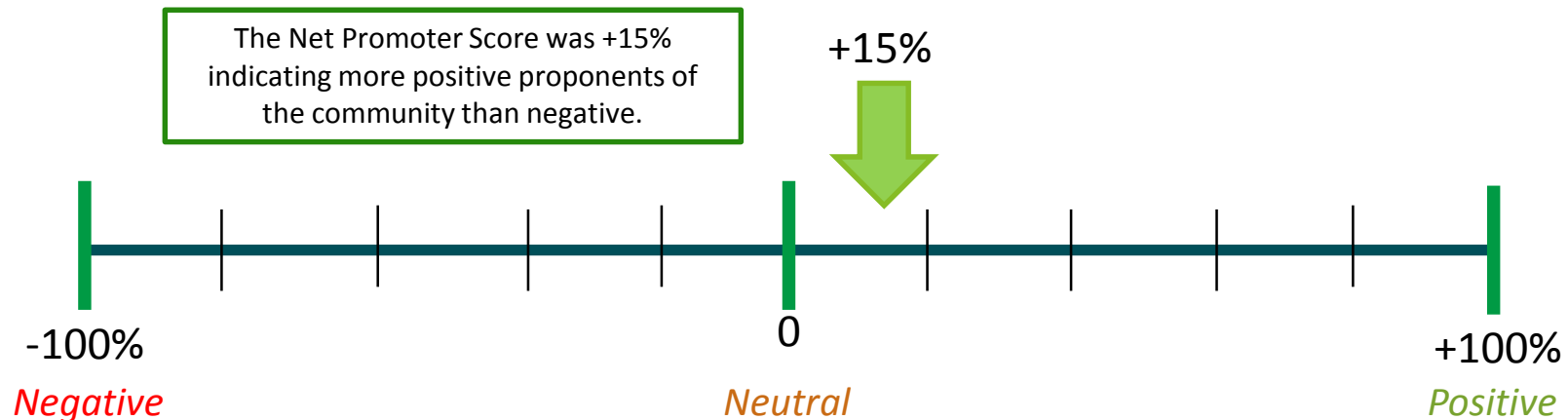


Net Promoter Score



Net Promoter Score: Based on response to the following statement – “I would recommend this County to another business looking to expand or relocate.”

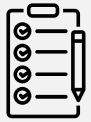
Group	Definition	Response to question	Percentage
Promoters	Active proponents of the community	Strongly Agree	28%
Passives	Neutral businesses	Somewhat Agree	58%
Detractors	Businesses with a negative opinion that may harm branding efforts	Somewhat Disagree or Strongly Disagree	13%





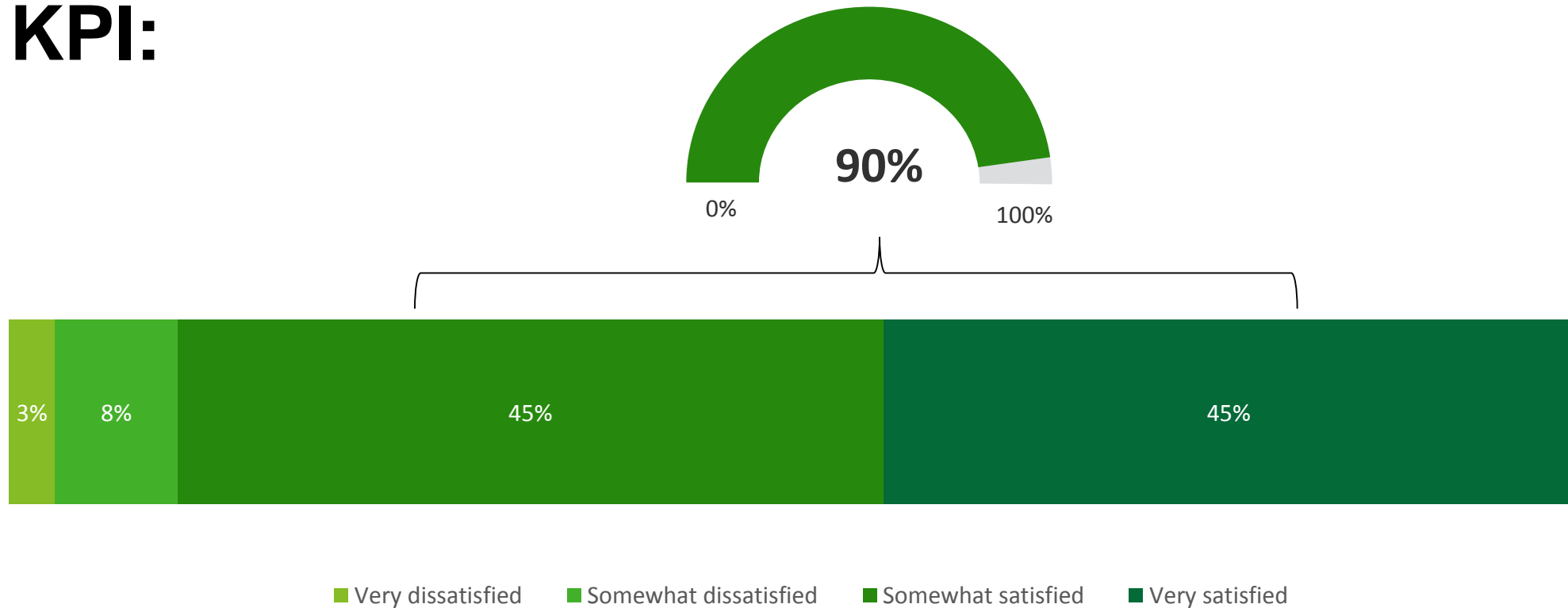
Key Performance Indicator (KPI)

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Overall, how satisfied are you with Sturgeon County as a place to own and operate a business? (N=103)

KPI:



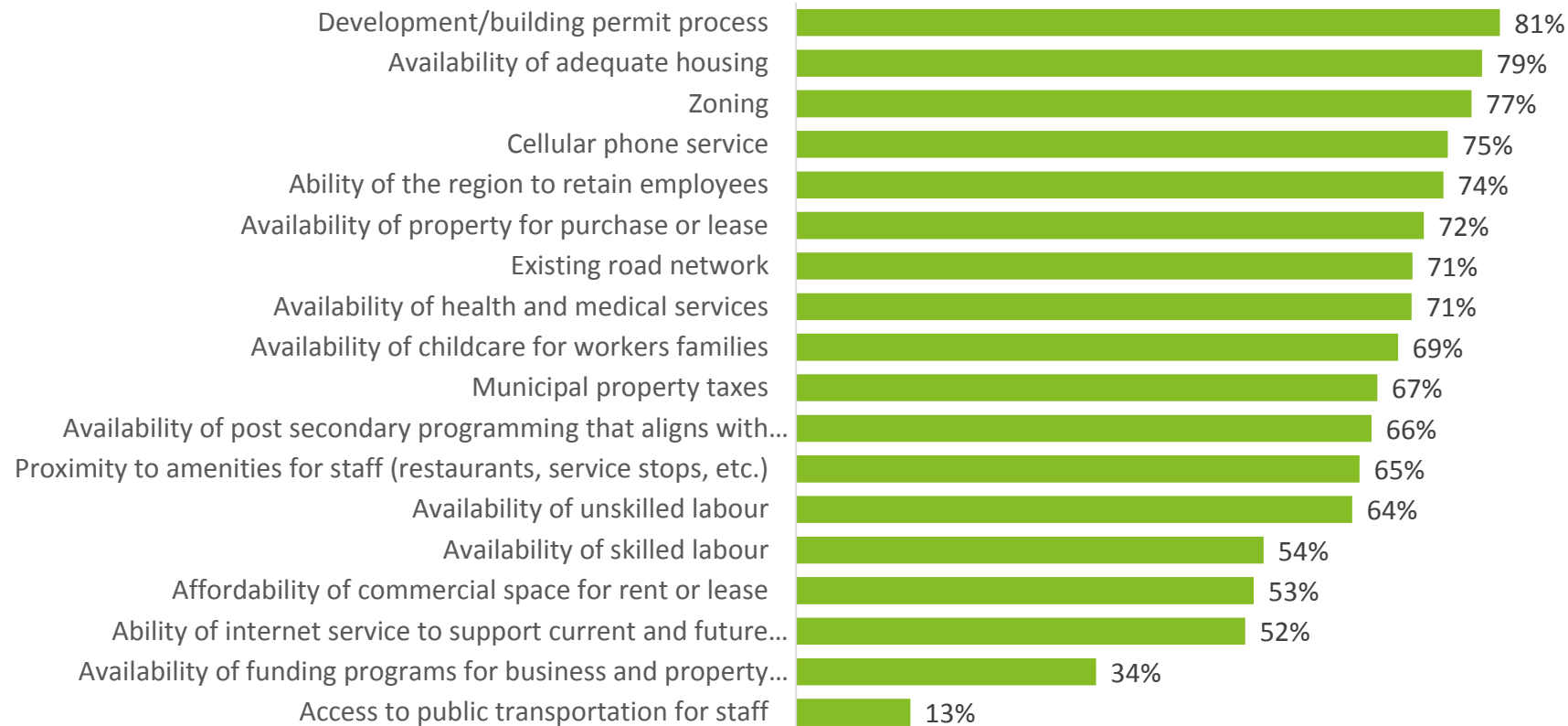


Satisfaction Levels

Satisfaction Levels



How satisfied you are with each of the following factors of doing business in Sturgeon County? (N=103)



Top two box:
Very Satisfied & Somewhat Satisfied combined.





Derived Importance & Priority Matrix

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Derived Importance

- A statistical calculation of importance
- Far more accurate relative to asking importance
- Calculates the correlation coefficient of business factors with the KPI
- Factors with a high derived importance will have the greatest impact on the KPI

Priority Matrix


- A list of business factors to focus efforts
- Each priority is calculated using the level of satisfaction and the importance of each item (Derived Importance)
- Factors with lower satisfaction scores and higher importance become the top priorities
- Making improvements to the top priorities will have the greatest impact on improving the overall KPI

Example:




Priority Matrix

Factor	Performance	Importance	Priority Rank
Access to public transportation for staff	13%	6.1	1
Availability of funding programs for business and property improvement	34%	6.5	2
Ability of internet service to support current and future business needs	52%	7.5	3
Municipal property taxes	67%	9.4	4
Affordability of commercial space for rent or lease	53%	5.8	5
Availability of post secondary programming that aligns with business needs	66%	7.0	6
Availability of skilled labour	54%	5.1	7
Proximity to amenities for staff (restaurants, service stops, etc.)	65%	6.3	8
Existing road network	71%	7.3	9
Availability of health and medical services	71%	7.0	10
Availability of unskilled labour	64%	5.4	11
Availability of childcare for workers families	69%	6.3	12
Zoning	77%	8.4	13
Ability of the region to retain employees	74%	6.5	14
Availability of property for purchase or lease	72%	5.8	15
Cellular phone service	75%	6.1	16
Availability of adequate housing	79%	6.5	17
Development/building permit process	81%	5.8	18



**Higher
Priority**

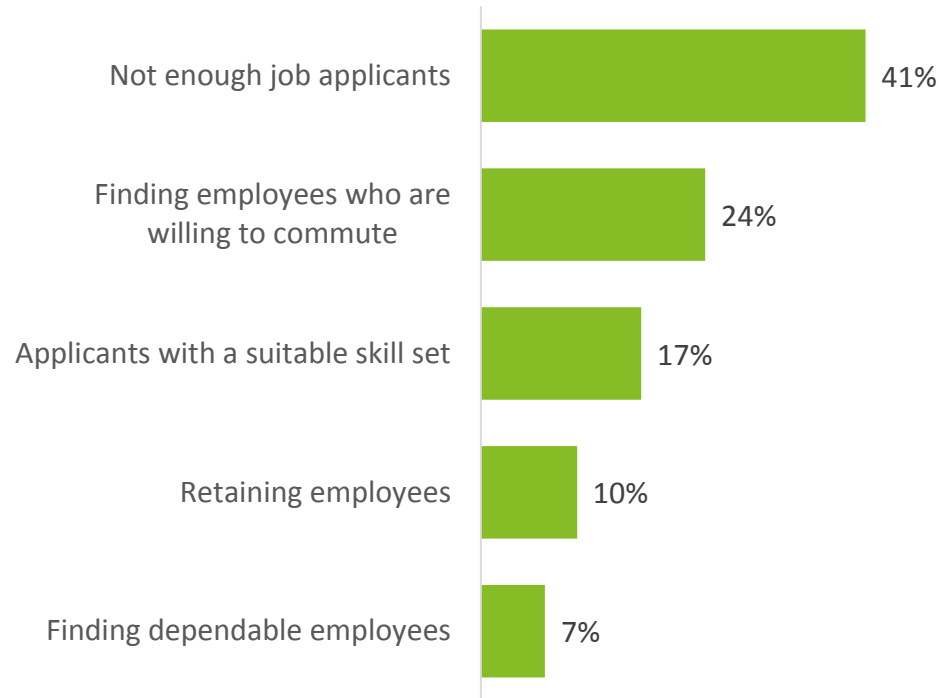


**Lower
Priority**

Labour Availability and Retention



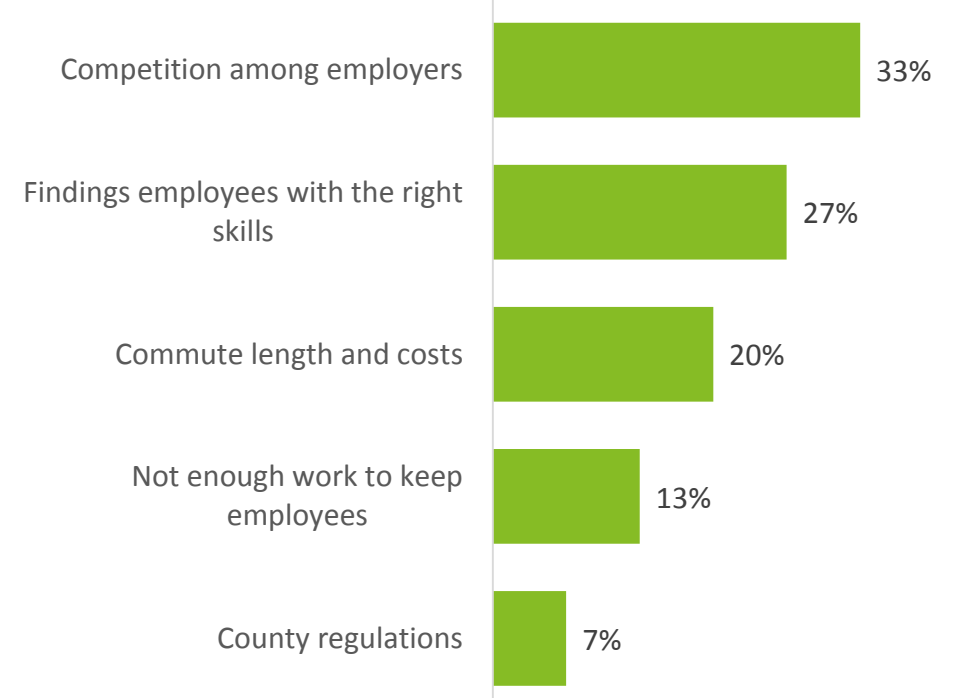
Difficulties with availability of skilled & unskilled labour (N=29*)



**Respondents who were somewhat to very dissatisfied with the availability of skilled and/or unskilled labour.*



Difficulties Retaining Employees (N=15*)

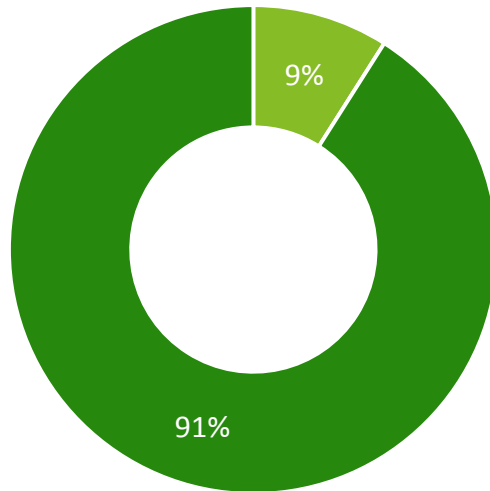


**Respondents who were somewhat to very dissatisfied with the ability of the region to retain employees.*

Export and Trade



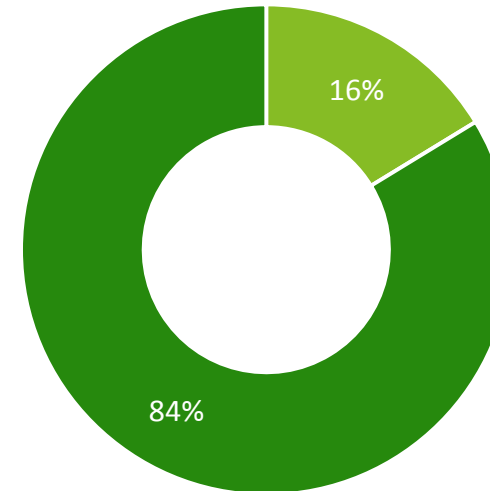
Currently Exporting (N=101)



■ Yes ■ No

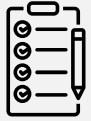


Interest in Trade and Exporting Opportunities (N=87)

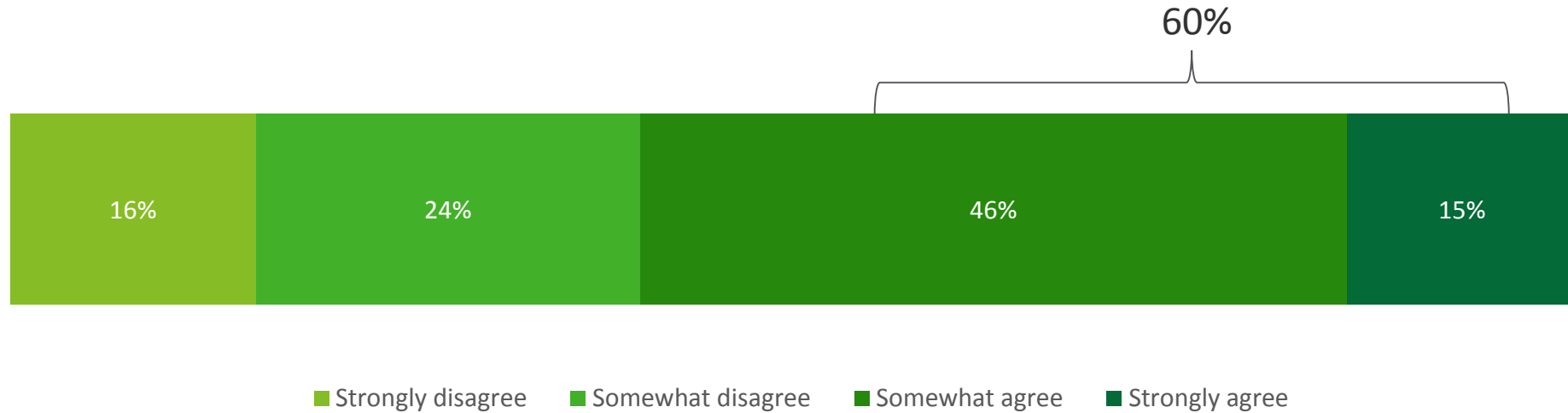


■ Yes ■ No

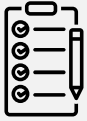
Communications



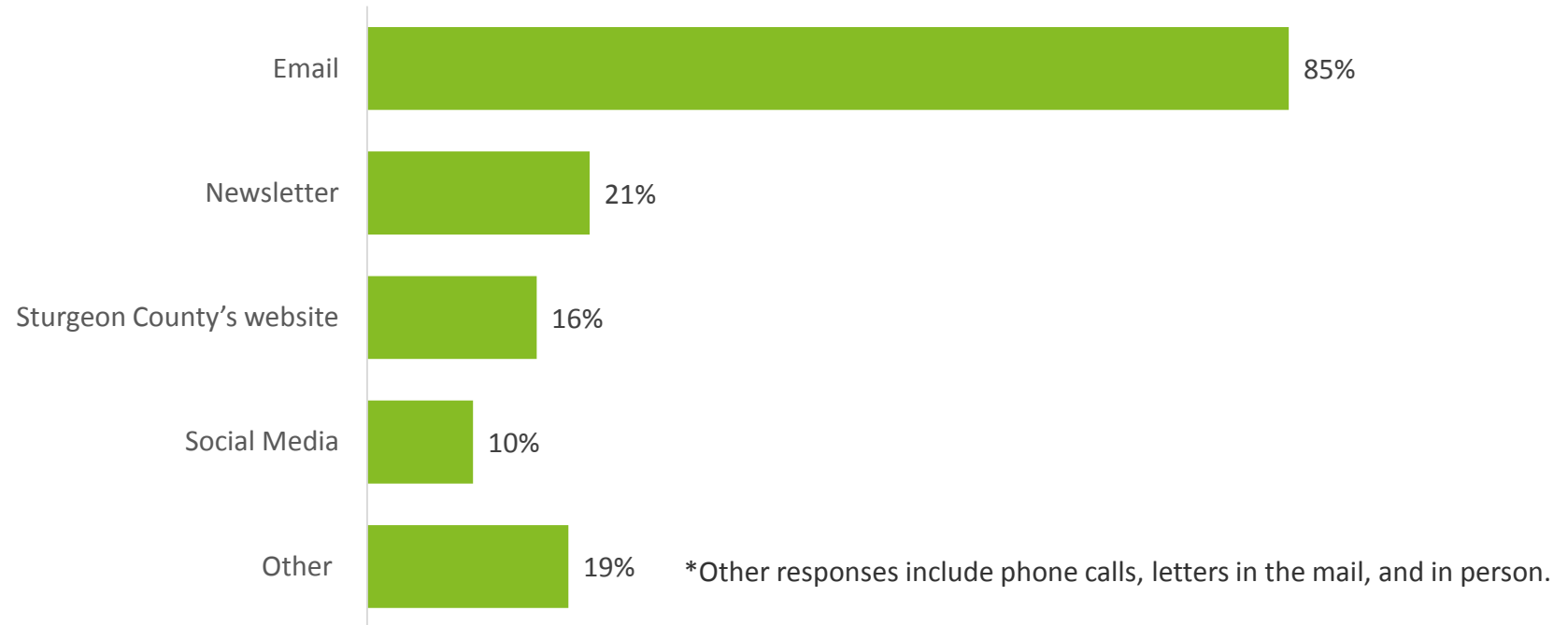
Please indicate the level to which you agree or disagree with the following statement: “I know who I need to talk to at the County if I have a problem with my business or a business concern I’d like to share”. (N=103)



Communications



How do you prefer to receive information from the County? (N=103)



Triage Flag Results

Throughout the survey process Triage cases that represented green or red flags were tracked. Out of the 103 businesses surveyed, 48 businesses presented an opportunity for intervention.



= Businesses considering expanding in the next 2 years, and businesses interested in leasing additional space on their business property.

= 28 businesses



= Businesses considering relocating, downsizing, selling, or closing. Also, businesses whose lease expires in less than a year.

= 20 businesses



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