

Salt Lake City Business Survey

5/23/18



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Methodology

EDC Utah sent an online survey using Qualtrics to all businesses in Salt Lake City with a valid email address attached to their business license.

- › 5,538 Salt Lake City businesses were invited to participate in the survey
- › 511 businesses completed the online survey, representing a 9% response rate (*industry norm with no incentive = 5%*)



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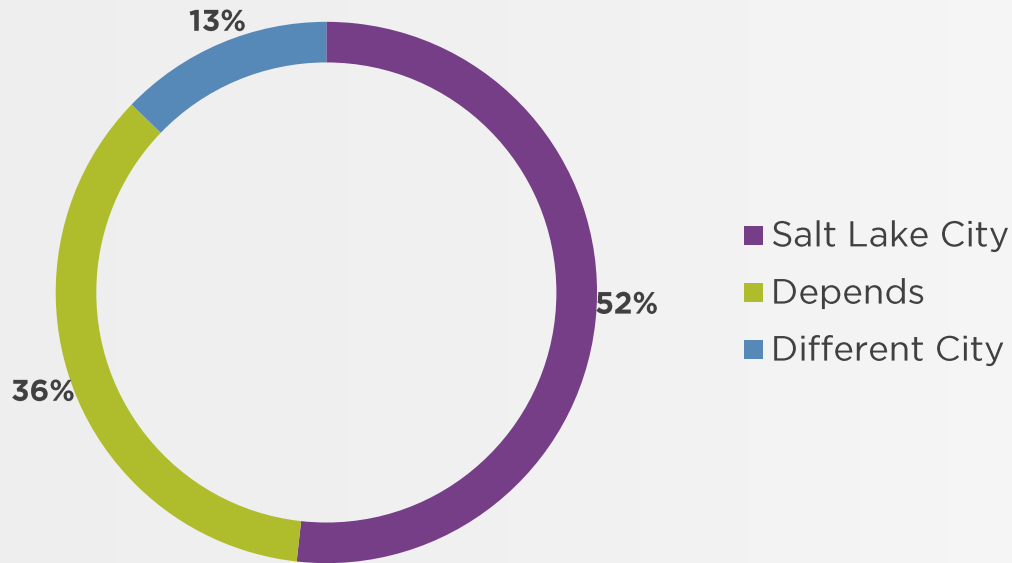
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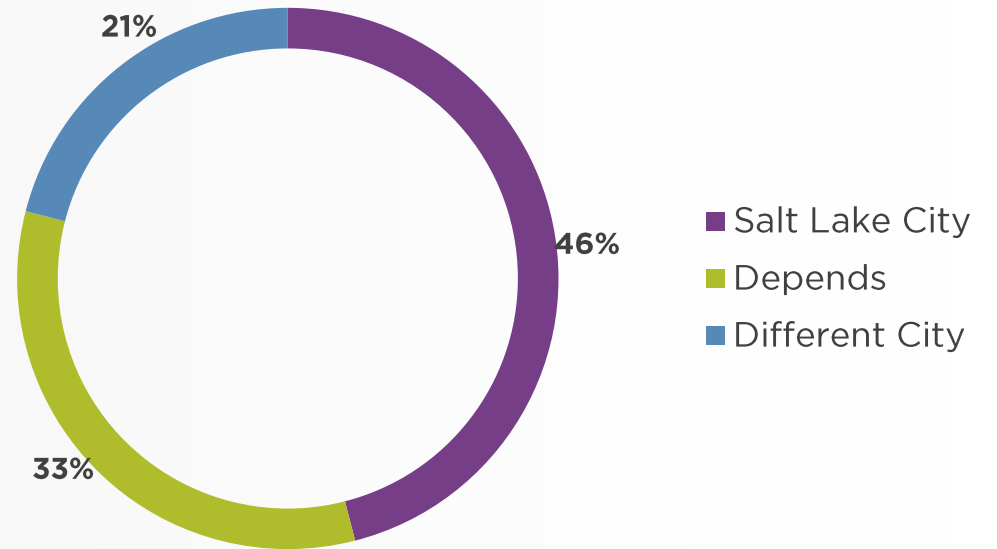
Salt Lake City Expansion Decisions

If the need to expand were to arise, **21%** of Salt Lake City businesses would choose **not** to expand within the City, while **33%** are undecided. The undecided group presents an opportunity for Salt Lake City.

Where They Would Expand - 2017



Where They Would Expand - 2018

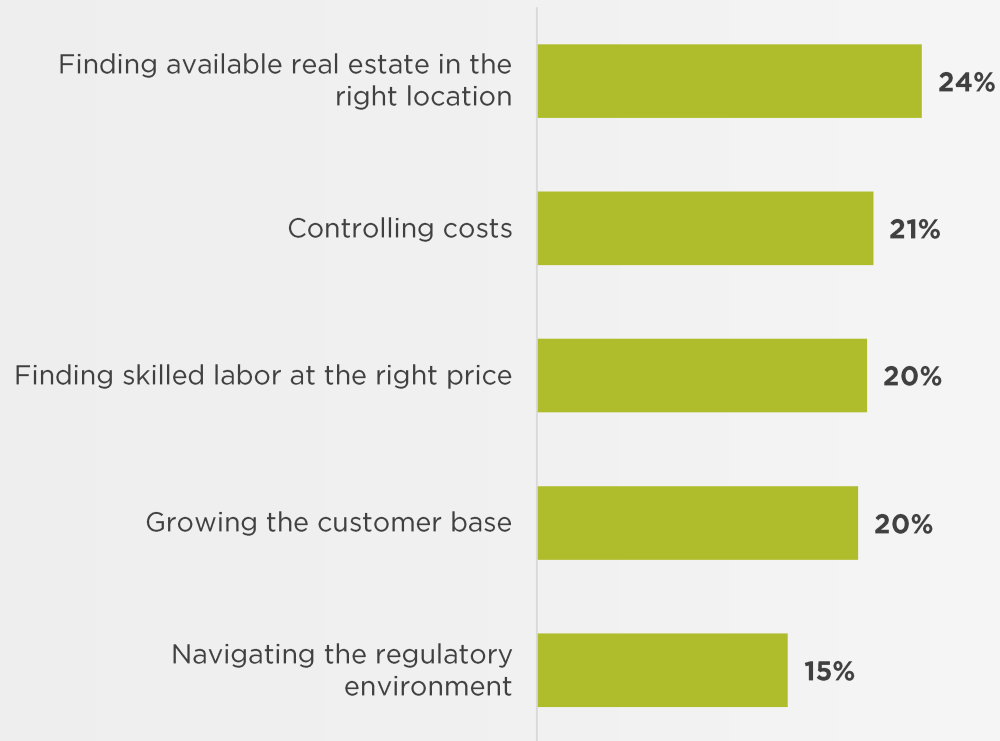




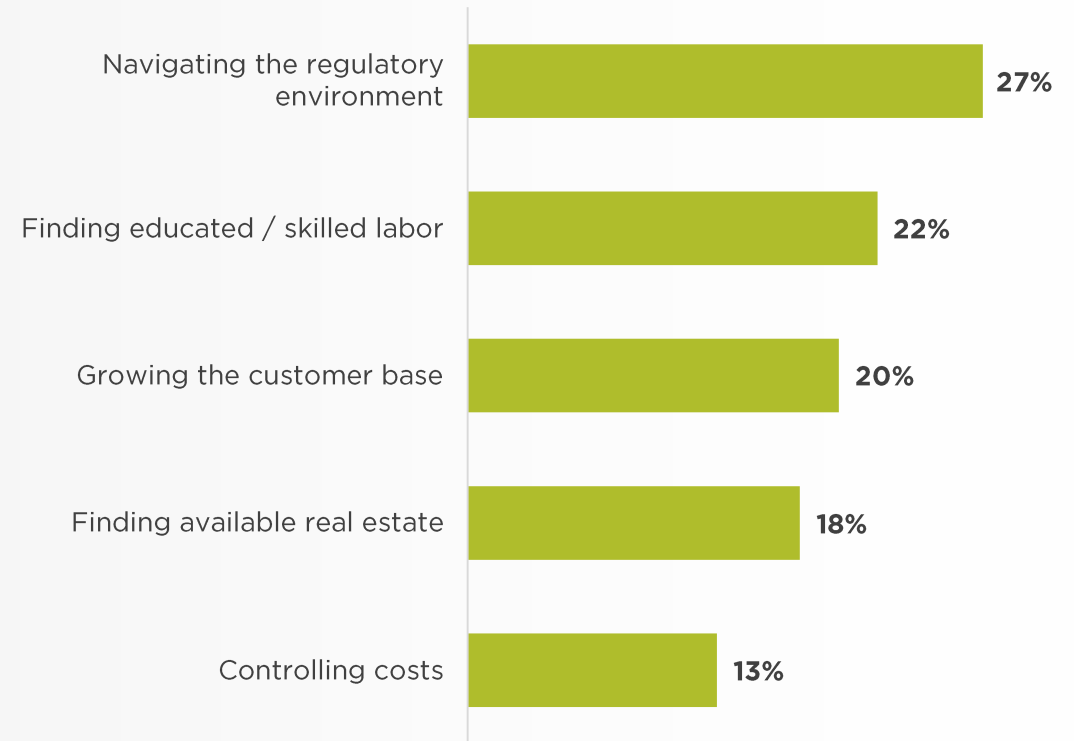
Greatest Barriers to Growth

Compared to last year, navigating the regulatory environment and finding educated / skilled labor have become larger barriers.

Key Barriers to Growth - 2017



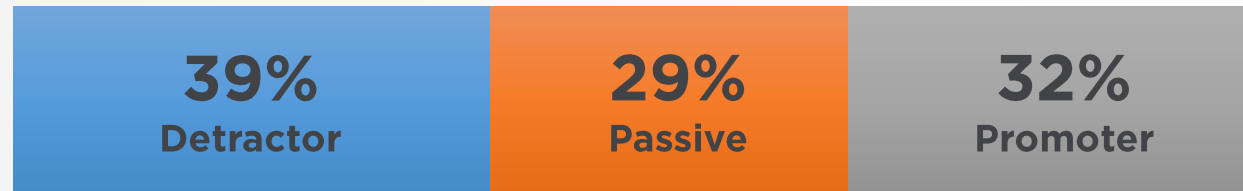
Key Barriers to Growth - 2018



Salt Lake City Overall Net Promoter Score

The number of promoters in Salt Lake City has nearly doubled since 2017. This may be partially due to feeling that the city is now listening to their concerns, which is in, and of itself, a metric they may be considering. Salt Lake City's NPS is nearly in the positive territory.

Salt Lake City's 2018 NPS = -6.55



Salt Lake City's 2017 NPS = -24.91

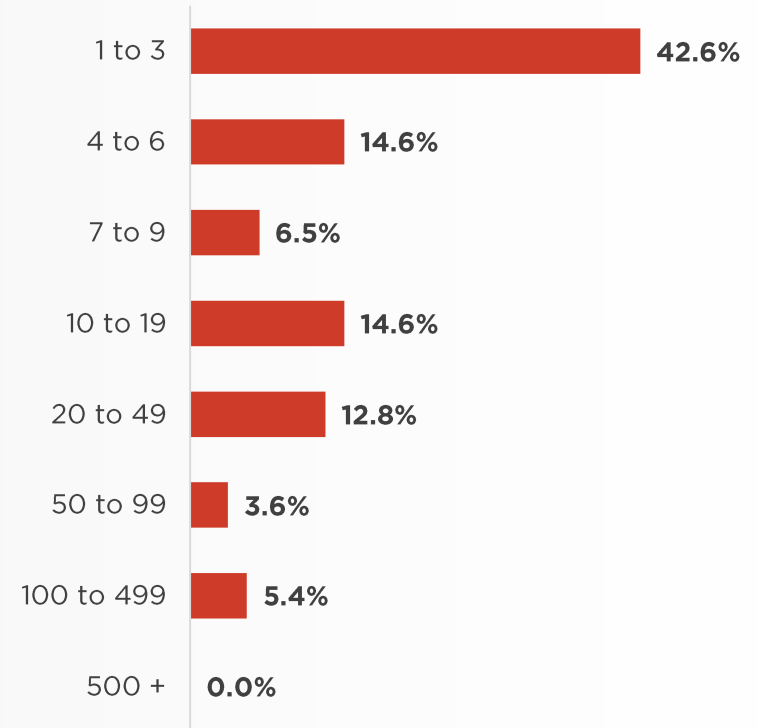




Business Employee Count

The majority of businesses that responded were Small and Medium Businesses (SMEs), though there was a greater proportion of larger businesses that responded this year, as opposed to in 2017.

Salt Lake City Business Employee Counts





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THANK YOU