



Amaranth — 2025 BUSINESS SURVEY

DUFFERIN BOARD OF TRADE

SAVE | CONNECT | PROMOTE | ADVOCATE

SURVEY OVERVIEW



SURVEY DURATION

Survey open
January 28th -
March 14th 2025



FEEDBACK RECEIVED

125
respondents



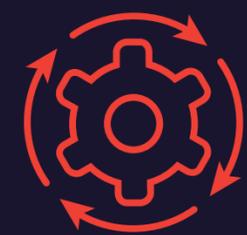
AMARANTH RESPONSES

7
from Amaranth



BUSINESS SIZE

80%
of business
had less than
21 employees



BUSINESS LIFESPAN

56%
of businesses
in operation
20+ years

A background image showing a group of business professionals in a meeting. In the foreground, two people are shaking hands. In the background, another person is pointing at a whiteboard. The image is overlaid with a dark blue semi-transparent layer.

2025 SURVEY

BUSINESS CONFIDENCE & PRIORITIES & CONCERNS

**BUSINESSES RATED THEIR
PERFORMANCE AS A 6 IN 2024
COMPARED TO 2023**

**ANTICIPATED PERFORMANCE IN 2025
COMPARED WITH 2024 - ALSO A 6**

**EXPANDING AND ACHIEVING GROWTH
TOP PRIORITY OF 46% OF RESPONDENTS**

**40% LOOKING TO REDUCE
OPERATING COSTS AND OVERHEAD**



BUSINESS CONCERNS

- 01.** RISING COSTS DUE TO INFLATION - MAJOR CONCERN OF 65% OF RESPONDENTS
- 02.** DECLINING CONSUMER CONFIDENCE AND REDUCED SPENDING SECOND AT 41% —UP FROM 15% LAST YEAR
- 03.** U.S. TARIFFS - 59% WILL BE NEGATIVELY OR SOMEWHAT NEGATIVELY IMPACTED (AT THE TIME OF THE SURVEY)

DUFFERIN COUNTY'S ECONOMIC GROWTH AND PROSPERITY

50%

Consider affordable housing a top Dufferin County concern

40%

Said support for growth and expansion of existing businesses

38%

Said attracting more large companies to Dufferin



Amaranth Data

01

4 businesses have
been in operation
21+ years

02

1 new start up
business

BUSINESS CONFIDENCE

- Businesses rated their performance as 7.3 in 2024 compared to 2023
- Anticipated performance in 2025 compared with 2024 - 7.6



1 PROMOTE

Increasing marketing and advertising efforts (5)

2 GROW

Expanding and achieving business growth (4)

3 CONNECT

Building connections within the local business community (3)



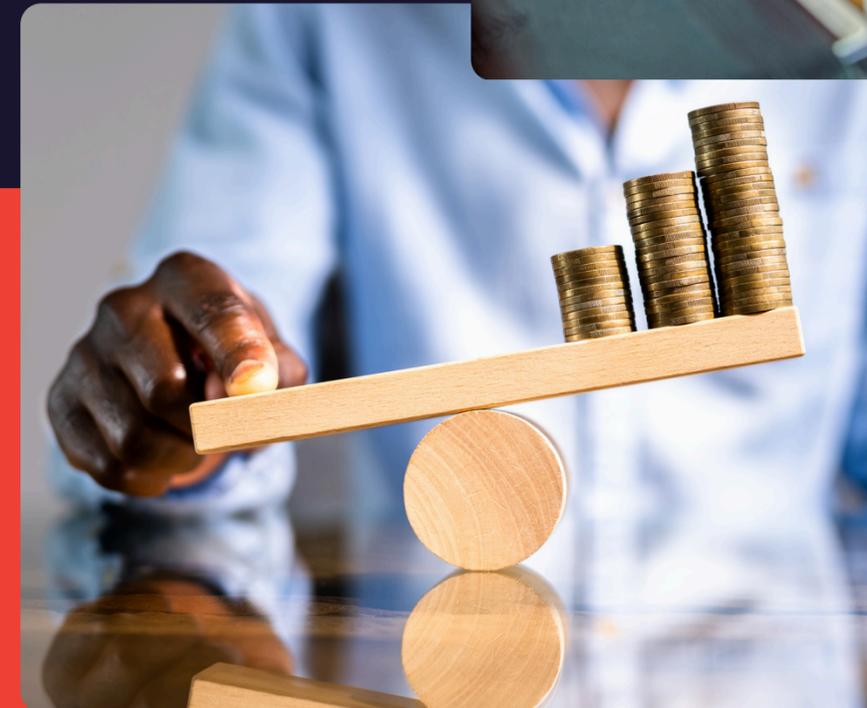
**AMARANTH
PRIORITIES**

AMARANTH CHALLENGES

1. Rising costs due to inflation (5)

2. Declining consumer confidence or spending (4)

3. Government regulations & red tape (3)





AMARANTH'S PRIORITIES FOR THE COUNTY

01. ACCESS AND
AFFORDABILITY OF
HIGH-SPEED INTERNET

02. SUPPORT FOR GROWTH
AND EXPANSION OF
EXISTING BUSINESSES

03. UTILITIES - HYDRO &
NATURAL GAS

AMARANTH EMPLOYMENT

**3 BUSINESSES
WEREN'T LOOKING
TO HIRE**

**4 THAT WERE HAD
NO TROUBLE
FINDING APPLICANTS**

SUPPORT FROM  **Dufferin**
BOARD of TRADE

- **ADVOCATE FOR BUSINESS NEEDS**
- **OFFER LOW COST CREATIVE SERVICES -
PHOTO/VIDEO/MEDIA**
- **ADVERTISING & PROMOTIONAL OPPORTUNITIES**
- **NETWORKING OPPORTUNITIES**





ADVOCATE FOR BUSINESS NEEDS

STATE OF BUSINESS BREAKFAST - MAYORS & MP, MPP

Launch of business survey

ELECTION DEBATES

2 provincial debates in February

Federal election debate April 15th

OCC & CCC ADVOCACY & TARIFFS

DREAM CAREER -
OCTOBER 15TH OAS



dufferin bizhub

CREATIVE SERVICES

- Social Enterprise - Dufferin Biz Hub
- Admin services - database, mailouts, etc.
- HR support - recruiting, pre-screening, training
- Headshots, product shots, business videography
- podcast filming, editing, studio space
- Social media, graphics design, training (Canva)
- Services \$40-\$50/hour for members +\$10 for non-members

ADVERTISING & PROMOTION

- Online business directory - open to all businesses
- Categories such as Pet-Friendly business, and Tourism Attraction
- Good Business Podcast
- Member promotion in our newsletters, social media,
- Support for grand openings, anniversaries, etc.





NETWORKING OPPORTUNITIES

- Quarterly DBOT connects business networking events
- Marquee events:
 - State of Business Breakfast
 - Industry Lunch
 - Business Excellence Awards
 - Play Local Golf Tournament
 - Dream Career

NEW!

**Inclusivity
Training**

JULY 29, 2025
11:30 AM - 1:00 PM

DUFFERINBOT.CA





Thank You!

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