

SUPERIOR EAST COVID-19 EMPLOYER IMPACT SURVEY

WHO ANSWERED THE SURVEY?

The survey was conducted between April 16th and April 23rd.

As of April 24, there were 38 responses to the survey (not everyone answered every question).

Total percentages in each question may not add up to 100% due to rounding, questions that allowed for multiple answers and questions that had ‘other’ comment fields.

IF YOU HAVE ANY QUESTIONS REGARDING THE DATA IN THIS SURVEY
PLEASE CONTACT JONATHAN COULMAN AT JCOULMAN@AWIC.CA

➤ What type of organization are you?

Private	58%
Public	24%
Not-for-Profit	18%

(38 respondents answered this question)

➤ Please select the PRIMARY sector in which your business/organization operates.

Primary Sector	Respondents
Accommodation and Food Services	21%
Retail Trade	16%
Healthcare and Social Assistance	13%
Agriculture, Forestry, Fishing and Hunting	11%
Arts, Entertainment and Recreation	8%
Public Administration	8%
Other Services (Except Public Administration)	8%
Finance and Insurance	5%
Real Estate and Rental & Leasing	5%
Construction	3%
Transportation and Warehousing	3%
Mining, Quarrying or Oil & Gas Extraction	0%
Utilities	0%
Manufacturing	0%
Wholesale Trade	0%
Information and Cultural Industries	0%
Professional, Scientific and Technical Services	0%
Management of Companies and Enterprises	0%
Administration & Support, Waste Management and Remediation Services	0%
Educational Services	0%

(38 respondents answered this question)

THE IMPACT OF COVID-19 ON OPERATIONS

➤ **How would you rank the strategic risk COVID-19 poses to your long-term business prospects?**

High – this could put us out of business	31%
Medium – this is going to significantly impact our financials	25%
Low – this may impact us financially, but we are confident we can weather the storm	25%
None	6%

(37 respondents answered this question)

➤ **Since the beginning of the COVID-19 crisis what do estimate your financial loss to be?**

Less than \$20,000	39%
\$20,000 – \$50,000	35%
\$50,000 – \$100,000	13%
\$100,000 or more.	4%

(24 respondents answered this question)

➤ **How has COVID-19 impacted your business's/organization's operations?
(check all that apply)**

No impact	6%
We've reduced hours, staff and our business operations	39%
We've closed our business/organization temporarily	42%
We've closed our business/organization permanently	0%
We're working remotely but continuing operations	28%

(26 respondents answered this question)

➤ **If you are continuing your business operations, how have you adjusted your operations?
(check all that apply)**

Our storefront is operating with reduced hours	35%
Our storefront is closed but we take telephone order	12%
Our storefront is closed but we operate online	12%
Altered products or services offered to customers	23%
Altered methods of production	8%
Other (please specify)	42%

(26 respondents answered this question)

➤ **What additional impact/measures have you experienced?
(check all that apply)**

Our supply chain is interrupted	29%
We've had to cancel contracts	26%
We've had contracts cancelled	32%
We are experiencing decreases in sales (or donations if non-profit)	56%
We've had to cancel fundraising events (for non-profits)	21%
We are having to restrict spending because of the uncertainty	59%
We've increased cleaning and sanitation in our offices/facilities	62%
We are experiencing significant increase in consumer demand for certain items (please specify)	12%

(35 respondents answered this question)

THE IMPACT OF COVID-19 ON THE WORKFORCE

➤ **What is the size of your workforce?**

Workforce as of February 1st	248	100%
Workforce as of April 1st	182	73%
Reduction	66	27%

(30 respondents answered this question)

➤ **What is the percentage of layoffs by employment type?**

Full-time	39%
Part-time	39%
Seasonal	17%
Contract	4%

(20 respondents answered this question)

➤ **What else have you tried to accommodate the crisis's impact on your workforce?
(check all that apply)**

We educate our employees as to the symptoms and risks associated with the virus, as well as prevention measures	58%
We've staggered work hours for employees	12%
We've required employees to work from home	27%
We are asking employees to use vacation, sick or personal days during the crisis, and deferring layoffs	0%
We continue to pay wages to employees that are off work for quarantine or illness.	8%
We've closed our business/organization temporarily and not paying employees during closure.	35%
We've informed employees of the government assistance programs	38%

(27 respondents answered this question)

'OTHER COMMENTS' RESPONSES TO SURVEY QUESTIONS

➤ **How would you rank the strategic risk COVID-19 poses to your long-term business prospects?**

Other Comments:

We are the Economic Development Corporation of the local Municipality. While we are significantly impacted our funding is not impacted, however the businesses and organizations in the community are affected.
Unknown at this time. Very high risk of losing our business.
This is my mom and pop business and when I am shut down there is no business. We only operate for 7 months in the Summer and so no income but all the expenses.
This could put us out of business. The government loan of \$40,000.00 for businesses should be a grant. My business is closed. Depending on how long this virus continues, we may not recover. We still have expenses such as insurance, loan payment that we are personally responsible for, heat and hydro, etc. My partner is 79 years old, waiting on his second hip replacement surgery and is unable to work. I am 58 and on a disability pension. We don't know if our health will enable us to keep working long enough to pay the loan back. The government is giving away money to employees for no cost. They should give it to the employers also so people actually have jobs to return to once this pandemic is over. A lot of small businesses already have loans or mortgages. This crisis will just add to the debt load.
My private practice is a second income. I am not operating at all. So I will be able to "weather the storm" but currently have nothing coming in from that income.

➤ **Since the beginning of the COVID-19 crisis what do estimate your financial loss to be?**

Other comments:

Unknown based by the month. If closed May and June 80% of our business gone. Plus all the local run off.
Not known at this time since we continue to operate at 100% capacity but may need to increase staffing to care for those infected.
Currently closed and it delayed our opening.

➤ **If you are continuing your business operations, how have you adjusted your operations? (check all that apply)**

Other Comments:

Working from home
telephone services available
Requiring Buyers to have proof of pre-approval and for them to be in dire need to buy prior to showing.
Our office door is locked but we can still do our business as we are not a retail store.
Not allowed to open
I am still maintaining contact with clients but every is on hold indefinitely.
curb-side orders
Closed
Can't open
And by phone.

access to paramedic stations is restricted to only those scheduled to work and management is working from home as much as possible

➤ **We are experiencing significant increase in consumer demand for certain items (please specify)**

We can't hire
We are currently planning community events using non-traditional methods such as Zoom and teleconferences
Technology -----laptops, iPad, gaming, ink.
Small business loans
Pet food and small animal bedding
People are wanting to rent a cabin but I am not allowed to open up. Our cabins are separated by at least 20 ft and are self-sufficient and I have had 3 people that are in self quarantine in the city that want to rent a cabin by the month to get out of the city but can't.
Increased monitoring of working staff, COVID-19 screening tool being used on all ambulance calls.
Customers constantly looking for gifts to be delivered to their loved ones they cant see.

➤ **What else have you tried to accommodate the crisis's impact on your workforce?**

Other comments:

We have paid out vacation pay owing in the event that our business has to claim bankruptcy because of the closure due to the virus. We don't want to have employees lose money that is owed to them because of this.
We couldn't hire new people as we planned to expand operations. We have informed our current staff of options from government.
Season starts beginning of May, will only do takeout, this will cut back hours of operation
Only employees are my wife and myself so no one cares because they don't lose any work but the income is not there for us to make our yearly income.
Have employees doing spring cleaning painting in unoccupied parts of the business.
Emergency patients referred, counseled over the phone.

➤ **What would you like your local community to do to assist you at this time in managing the COVID-19 crisis?**

Unknown based by the month. If closed May and June 80% of our business gone. Plus all the local run off.
Not known at this time since we continue to operate at 100% capacity but may need to increase staffing to care for those infected.
Currently closed and it delayed our opening.