

# SUPERIOR EAST COVID-19 EMPLOYER IMPACT SURVEY

## WHO ANSWERED THE SURVEY?

The survey was conducted between May 25th and June 1st.

As of June 1<sup>st</sup>, there were 29 responses to the follow up survey. 13 of these respondents were providing information for the first time.

Where the same questions were asked in both the surveys, results from this May survey and the previous April survey are included.

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.

### ➤ What type of organization are you?

	May	April
Private	50%	58%
Public	21%	24%
Not-for-Profit	29%	18%

*(28 respondents answered this question)*

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

Primary Sector	Respondents
Public Administration	25%
Information and Cultural Industries	18%
Agriculture, Forestry, Fishing and Hunting	14%
Management of Companies and Enterprises	14%
Professional, Scientific and Technical Services	7%
Mining, Quarrying or Oil & Gas Extraction	4%
Transportation and Warehousing	4%
Arts, Entertainment and Recreation	4%
Retail Trade	4%
Healthcare and Social Assistance	4%
Accommodation and Food Services	4%
Construction	0%
Utilities	0%
Wholesale Trade	0%
Administration & Support, Waste Management and Remediation Services	0%
Other Services (Except Public Administration)	0%
Educational Services	0%
Manufacturing	0%
Finance and Insurance	0%
Real Estate and Rental & Leasing	0%

*(28 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?**

	May	April
<b>High</b> – this could put us out of business	38%	31%
<b>Medium</b> – this is going to significantly impact our financials	29%	25%
<b>Low</b> – this may impact us financially, but we are confident we can weather the storm	29%	25%
<b>None</b>	5%	6%

*(25 respondents answered this question)*

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

	May	April
Less than \$20,000	35%	39%
\$20,000 – \$50,000	20%	35%
\$50,000 – \$100,000	30%	13%
\$100,000 or more.	15%	4%

*(23 respondents answered this question)*

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

	May	April
No impact	4%	6%
We've reduced hours, staff and our business operations	48%	39%
We've closed our business/organization temporarily	24%	42%
We've closed our business/organization permanently	0%	0%
We're working remotely but continuing operations	36%	28%

*(25 respondents answered this question)*

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

	May	April
Our storefront is operating with reduced hours	15%	35%
Our storefront is closed but we take telephone order	15%	12%
Our storefront is closed but we operate online	20%	12%
Altered products or services offered to customers	15%	23%
Altered methods of production	0%	8%
Other (please specify)	40%	42%

*(20 respondents answered this question)*

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

	May	April
Our supply chain is interrupted	42%	29%
We've had to cancel contracts	25%	26%
We've had contracts cancelled	29%	32%
We are experiencing decreases in sales (or donations if non-profit)	54%	56%
We've had to cancel fundraising events (for non-profits)	8%	21%
We are having to restrict spending because of the uncertainty	67%	59%
We've increased cleaning and sanitation in our offices/facilities	67%	62%
We are experiencing significant increase in consumer demand for certain items (please specify)	8%	12%

(24 respondents answered this question)

### THE IMPACT OF COVID-19 ON THE WORKFORCE

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

Workforce as of <b>February 1st</b>	231	100%
Workforce as of <b>April 1st</b>	176	76%
Reduction	55	24%

(30 respondents answered this question)

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

Full-time	30%
Part-time	30%
Seasonal	40%
Contract	0%

(20 respondents answered this question)

➤ **If you are continuing or opening up your business operations, are you currently re-hiring?**

Yes	24%
No	76%

➤ **Please indicate the reasons for the hiring (check all that apply)**

New positions to meet an increased demand.	40%
Additional staff to relieve current employees who have had to put in extra hours.	20%
To replace workers who opted to not work during the pandemic	20%
Other (please specify)	40%

The majority of 'Other' comments referred to hiring back existing employees who had been laid off.

**USAGE OF COVID-19 RELIEF PROGRAMS**

➤ **Please indicate your level of awareness of Government funding supports available to businesses:**

Very aware	50%
Somewhat aware	46%
Unaware	4%
Other (please specify)	0%

*(24 respondents answered this question)*

➤ **Has your business applied for any government supports as a result of the COVID-19 pandemic?**

Yes	50%
No	50%

*(24 respondents answered this question)*

➤ **If no, please indicate why you have not applied**

Not needed at this time	50%
Do not know how to access/apply	17%
Do not qualify	33%
Other (please specify)	8%

*(12 respondents answered this question)*

➤ **If yes, please specify which programs you have applied for:**

Wage subsidy	50%
Rent relief	0%
Interest free loan	67%
Tax relief	8%
Other (please specify)	8%

*(12 respondents answered this question)*

➤ **If yes, please indicate how you applied:**

I applied on my own	83%
I received some help with the application, please specify:	17%

*(12 respondents answered this question)*

➤ **Please rate how you found the programs guidelines and application process:**

Very easy to understand	21%
Fairly easy to understand	47%
Difficult to understand	11%
Very difficult to understand	16%
Not applicable	5%

(19 respondents answered this question)

➤ **Has your business taken advantage of any community supports as a result of the COVID-19 pandemic?**

Yes	5%
No	95%

(22 respondents answered this question)

➤ **If no, please indicate why you have not applied**

Do not know what supports are available at the community level	45%
Not needed at this time	41%
Do not qualify	9%
Other (please specify)	5%

(22 respondents answered this question)

➤ **At this stage, how effective are the support programs at meeting your needs?**

Not effective - we have fallen through the cracks with no support	50%
Not effective - even with support will have to close	0%
Effective - we have taken advantage of the programs and they are helping us get through	50%

(12 respondents answered this question)

## READINESS TO RE-OPEN

- **Please indicate your level of awareness of the provincial government's guidelines for the stage-by-stage approach to loosening emergency measures and reopen**

Very aware	41%
Somewhat aware	55%
Unaware	5%

(22 respondents answered this question)

- **Please rate how you find the guidelines for an upcoming stage-by-stage reopening:**

Very easy to understand	9%
Fairly easy to understand	61%
Difficult to understand	17%
Very difficult to understand	13%
Not applicable	0%

(23 respondents answered this question)

- **Please indicate the challenges or barriers for your business or organization to comply to the proposed stage-by-stage approach and guidelines (check all that apply):**

The proposed measures are already in place within our company or organization.	29%
The size of our facilities – not enough room for us to meet the guidelines for distancing employees.	19%
The size and nature of our work requires close proximity to clients and customers.	43%
Staffing – we lost some of our staff and will have to recruit and train new staff.	5%
Cost – we will have to purchase extra personal protective equipment and rearrange the work area at a time when we are experiencing a decrease in revenue/funds.	24%
Applying the guidelines will not be a problem for our business or organization.	29%
Other (please specify)	19%

(21 respondents answered this question)

- **What do you estimate it will cost for your business or organization to comply with the proposed guidelines and measures for the stage-by-stage re-opening?**

\$0 – Measures are already in place	14%
Under \$5,000	62%
\$5,000 - \$10,000	5%
\$10,000 - \$25,000	10%
\$25,000 - \$50,000	5%
\$50,000 or more	5%

(21 respondents answered this question)