

COVID-19 BUSINESS IMPACT SURVEY APRIL 2020 - GREATER SUDBURY

BUSINESS RESPONDENTS

This report reflects responses to the COVID-19 Business Impact survey conducted from April 27-May 4, 2020.

This survey was distributed to businesses by the City of Greater Sudbury, Greater Sudbury Chamber of Commerce, Workforce Planning for Sudbury & Manitoulin and other business-related organizations.

Although there were 322 responses to the survey, not all respondents answered every question. As a result, each question identifies how many responses were received. Additionally, total percentages for each question may not add up to 100% due to rounding, questions that allowed for multiple answers and questions that included an 'other' comment field.

1. What type of business are you?	Greater Sudbury
Private Business	82%
Public Sector/Gov't Agency	8%
Not-for-Profit	10%

Number of respondents answered this question: Greater Sudbury 316

2. Please select one PRIMARY and any OTHER sectors in which your business/organization operates. If relevant, also select as many other sectors in which you operate.	Greater Sudbury	
	Primary Sector	Other Sector
Agriculture, Forestry, Fishing and Hunting	26%	75%
Mining, Quarrying or Oil & Gas Extraction	51%	49%
Utilities	27%	73%
Construction	57%	43%
Manufacturing	54%	46%
Wholesale Trade	18%	82%
Retail Trade	63%	38%
Transportation and Warehousing	53%	47%
Information and Cultural Industries	44%	56%
Finance and Insurance	58%	42%
Real Estate and Rental & Leasing	41%	59%
Professional, Scientific and Technical Services	63%	37%
Management of Companies and Enterprises	17%	83%
Administration & Support, Waste Management and Remediation Services	9%	91%
Educational Services	58%	42%
Healthcare and Social Assistance	70%	30%
Arts, Entertainment and Recreation	55%	45%
Accommodation and Food Services	66%	34%
Public Administration	18%	82%
Other	64%	36%

Number of respondents answered this question: Greater Sudbury 305

BUSINESS CONTINUITY IMPACT

3. How would you rank the strategic risk COVID-19 poses to your long-term business prospects?	Greater Sudbury
High – this could put us out of business	23%
Medium – this is going to significantly impact our financials	48%
Low – this may impact us financially, but we are confident we can weather the storm	25%
None (please provide comments)	3%
Other: 9 comments/responses – of these... <ul style="list-style-type: none"> • Several said they are busier • Several said they are unsure as they are <ul style="list-style-type: none"> ○ Dependent on how other businesses are doing ○ Dependent on government funding ○ Concerned re: long-term impact as they are a new business • A few respondents said they are an essential government funded service – so not at risk right now • One respondent added that the risk to their business is between low and medium 	

Number of respondents: Greater Sudbury 295

4. How has COVID-19 impacted your business's/organization's operations? (Check all that apply)	Greater Sudbury
No impact	5%
We have reduced hours, staff and our business operations	44%
We are working remotely but continuing operations	42%
We have closed our business/organization temporarily	31%
We have experienced an increase in business	3%
We have closed our business/organization permanently	0.34%

Number of respondents answered this question: Greater Sudbury 295

5. If you are continuing your business operations, how have you adjusted your operations? (Check all that apply)	Greater Sudbury
Our storefront is operating with reduced hours	13%
Our storefront is closed but we take telephone order	28%
Our storefront is closed but we operate online	29%
We have had to expand our operations	2%
We have had to extend our business hours	2%
N/A	49%

Number of respondents answered this question: Greater Sudbury 290

6. What additional impact/measures have you experienced? (Check all that apply)	Greater Sudbury
Our supply chain is interrupted	33%
We have had to cancel/delay contracts	40%
We have had contracts cancelled/delayed	49%
We have had to cancel/postpone fundraising events (for non-profits)	14%
We are experiencing decreases in sales (or donations if non-profit)	60%
We are having to restrict spending because of the uncertainty	67%
We are experiencing a significant increase in consumer demand for certain items	8%
We have increased cleaning and sanitation in our offices/facilities	51%



Other: 38 comments/responses – of these...

55% said mandated closures by government for their business have resulted in:

- inability to provide services
- no revenue (contracts, sales, clinical services, rental, events, workshops)
- decrease or no clients
- ripple effect: can't pay staff, rent, suppliers, remittances, some trying to continue to pay staff
- responses from: construction; clinical services; travel; legal; real estate; and trainers

18% have adjusted operations:

- expanded online presence, hours
- operations continue but no "public" face
- alternate delivery mode: education, videoconference meetings

11% are start-ups and feel hard-hit as they do not qualify for government funding

8% have experienced staff who:

- are afraid to come to work and want time off
- have children and/or can't work from home (no internet access)
- feel pressured as there is no back-up for them at work

8% have experienced increased cost and demand:

- cost of PPEs, sanitizers and cleaning
- supply chain interruption – need to travel to Toronto for supplies

5% concern re: future implications (i.e. travel, enrolment projections-post secondary)

Number of respondents answered this question: Greater Sudbury 291

BUSINESS - HUMAN RESOURCES IMPACT

7. On February 1 st , 2020 what was the size of your workforce?	Greater Sudbury
No employees	11%
1 – 9	41%
10 – 19	14%
20 - 49	14%
50 – 99	7%
100 or more	13%

Number of respondents answered this question: Greater Sudbury 283

8. On April 1 st , 2020 what was the size of your workforce?	Greater Sudbury
No employees	26%
1 – 9	38%
10 – 19	11%
20 - 49	7%
50 – 99	8%
100 or more	10%

Number of respondents answered this question: Greater Sudbury 283

9. Following the release of the provincial list of essential services, did you have to lay off employees? If yes, please indicate how many.				
# of respondents = 178	Total Number	Number of Respondents	Average Number	
Greater Sudbury	Full-time	983	147	7
	Part-time	684	103	8
	Seasonal	153	44	3
	Contract	448	60	7

10. What else have you tried to do to minimize the impact of the COVID-19 crisis on your workforce? (Check all that apply)	Greater Sudbury
We educate our employees as to the symptoms and risks associated with the virus, as well as prevention measures	58%
We have staggered work hours for employees	20%
We have required employees to work from home	42%
We are asking employees to use vacation, sick or personal days during the crisis, and deferring layoffs	13%
We continue to pay wages to employees that are off work for quarantine or illness.	15%
We have closed our business/organization temporarily and not paying employees during closure.	19%
We have informed employees of the government assistance programs	44%
N/A (0 employees or self-employed)	17%
Other: 28 comments/responses – of these... 96% reported changing operations as follows: <ul style="list-style-type: none"> • laid off staff and/or volunteers • reduced hours, working with a skeleton staff • increased wages or use of wage subsidies • seasonal or temporary closure • work from home • owner not drawing a salary • implementation of social distancing and other measures to accommodate employees 	

Number of respondents answered this question: Greater Sudbury 279

11. If your business activity has increased during the pandemic, have you hired more staff? (Please choose N/A if your business activity has not increased)	Greater Sudbury
Yes	4%
No	16%
N/A	80%

Number of respondents answered this question: Greater Sudbury 278

12. If you have hired more staff, have they been mostly full-time or part-time? (Please choose N/A if you have not hired more staff)	Greater Sudbury
Full-time	3%
Part-time	4%
N/A	93%

Number of respondents answered this question: Greater Sudbury 278

13. If you have hired more staff, have you changed the level of compensation? (Please choose N/A if you have not hired more staff)	Greater Sudbury
Higher compensation	1%
Same compensation	3%
Lower compensation	1%
N/A	95%

Number of respondents answered this question: Greater Sudbury 277

14. Has your business pursued any new or innovative products/services in response to the COVID-19 crisis? If yes, please provide details:

Responses: 58 said N/A or no; 73 said yes and of these...

100% increased their online presence but more specifically:

- 27% started online store/ordering/services/delivery (i.e. art classes, photography, dance)
- 26% focussed on developing/producing/providing COVID-19 protective measures and equipment (i.e. thermal cameras, barriers for counters, FOG disinfecting machines, producing PPE including face masks, PPE using 3D printer, UV lights)
- 19% virtual training/resources/tours/programs and courses (i.e. rehab, physiotherapy)
- 7% introduced new staff and/or business meeting platform (use of Zoom, google)
- 6% focussed on funding supports for businesses and/or clients
- 5% introduced online payment options and use of electronic documents

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

Responses: 15 said “don’t know” or “nothing” and 124 provided responses/comments – following themes:

31% promote/shop/support – local services, businesses and programs

26% financial support and suggestions – targeting all levels of government

- continue wage subsidies after businesses open
- rent subsidies, support and relief for businesses
- business working capital
- business and property tax deferrals, reduction, exemption
- grants - support small businesses and those reliant on fundraising
- honour contracts and project work

18% follow the guidelines

- all public health and provincial guidelines

12% economic recovery plans/strategies

- tools and strategies to open up safely
- how to navigate government programs
- innovative ways to conduct business
- support market cohesion

10% health and social supports

- grants to purchase safety kits and equipment including PPEs
- mental health support for workers
- support food banks, emergency childcare and marginalized groups

7% information and communication

- more frequent and regular communications from the city
- awareness and guideline reminders
- clarity and transparency re: number of local COVID-cases; number and location of needed PPEs
- too many confusing sources

4% kudos:

- everyone working hard to do a good job and respect guidelines
- thanks for shopping local

5% open now:

- boat ramps, trails, garden centres and businesses

GOVERNMENT FUNDING PROGRAMS

16. Are you aware of the federal or provincial COVID-19-related funding/programs?	Greater Sudbury
Yes	97%
No	3%

Number of respondents answered this question: Greater Sudbury 276

17. Have you or do you plan to access any federal or provincial COVID-19-related funding/ programs?	Greater Sudbury
Yes	76%
No	24%

Number of respondents answered this question: Greater Sudbury 276

18. Do you believe the federal or provincial COVID-19-related funding/programs will be beneficial to your business?	Greater Sudbury
Yes	68%
No	32%

Number of respondents answered this question: Greater Sudbury 275

BUSINESS - FINANCIAL IMPACT

19. Since the beginning of the COVID-19 crisis (March 10 th) what do estimate your financial loss to be?	Greater Sudbury
Less than \$20,000	18%
\$20,000 – \$50,000	27%
\$50,000 – \$100,000	18%
\$100,000 or more.	24%
N/A (we have not lost money during the crisis)	13%

Number of respondents answered this question: Greater Sudbury 253

20. If the COVID-19 crisis continues, how long do you feel you will remain in business:	Greater Sudbury
We expect to remain viable and in business	42%
We can manage for another 3 months	20%
We can manage for another 6 months	16%
We can manage for another 12 months	10%
We will not be able to remain in business if this goes on much longer	12%

Number of respondents answered this question: Greater Sudbury 262

IF YOU HAVE ANY QUESTIONS REGARDING THE DATA IN THIS SURVEY PLEASE CONTACT

INFO@PLANNINGOURWORKFORCE.CA