

COVID-19 BUSINESS IMPACT SURVEY MAY 2020 - GREATER SUDBURY

BUSINESS RESPONDENTS

This report reflects responses to the COVID-19 Business Impact survey conducted from May 25th to June 1st, 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 179 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 – Sole Proprietor/Partnership	43%
Private Business – Corporation	36%
Public Sector/Government Agency	2%
Not-for-Profit	19%

Number of respondents answered this question: Greater Sudbury 129

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	17%	83%
Mining, Quarrying or Oil & Gas Extraction	57%	43%
Utilities	0%	100%
Construction	40%	60%
Manufacturing	54%	46%
Wholesale Trade	33%	67%
Retail Trade	64%	36%
Transportation and Warehousing	33%	67%
Information and Cultural Industries	50%	50%
Finance and Insurance	50%	50%
Real Estate and Rental & Leasing	17%	83%
Professional, Scientific and Technical Services	53%	47%
Management of Companies and Enterprises	0%	100%
Administration & Support, Waste Management and Remediation Services	0%	100%
Educational Services	29%	71%
Healthcare and Social Assistance	84%	16%
Arts, Entertainment and Recreation	76%	24%
Accommodation and Food Services	87%	13%
Public Administration	0%	100%
Other	73%	27%

Number of respondents answered this question: Greater Sudbury 120

3. Are you a member of the Chamber of Commerce	Responses
Greater Sudbury Chamber of Commerce	35%
Sudbury East Chamber of Commerce	0%
I am not a member of either Chamber of Commerce	65%

Number of respondents answered this question: Greater Sudbury 125

BUSINESS CONTINUITY IMPACT

4. 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	31%
Medium – this is going to significantly impact our financials	43%
Low – this may impact us financially, but we are confident we can weather the storm	23%
None (please provide comments)	3%

Number of respondents: Greater Sudbury 115

5. How has COVID-19 impacted your business's/organization's operations? (Check all that apply)	Greater Sudbury
No impact	6%
We have reduced hours, staff and our business operations	41%
We are working remotely but continuing operations	32%
We have closed our business/organization temporarily	43%
We have experienced an increase in business	4%
We have closed our business/organization permanently	1%

Number of respondents answered this question: Greater Sudbury 115

6. 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	17%
Our storefront is closed but we take telephone order	15%
Our storefront is closed but we operate online	22%
We have had to expand our operations	3%
We have had to extend our business hours	2%
N/A	55%

Number of respondents answered this question: Greater Sudbury 115

7. What additional impact/measures have you experienced? (Check all that apply)	Greater Sudbury
Our supply chain is interrupted	35%
We have had to cancel/delay contracts	37%
We have had contracts cancelled/delayed	37%
We have had to cancel/postpone fundraising events (for non-profits)	21%
We are experiencing decreases in sales (or donations if non-profit)	58%
We are having to restrict spending because of the uncertainty	63%
We are experiencing a significant increase in consumer demand for certain items	10%
We have increased cleaning and sanitation in our offices/facilities	50%

Other: 19 comments/responses – of these, the responses were related to more specific types of businesses, but general themes have remained the same: mandated provincial government closures have resulted in no revenue, no clients, cancelled events/programs/services and an inability to conduct business, train staff,



serve clients and/or provide needed supports to patients/residents. These businesses also expressed a growing animosity, stress, fear and uncertainty about the future even when they are allowed to open. This included businesses in retail, home maintenance, direct service industries that have clients/patients and others.

Number of respondents answered this question: Greater Sudbury 115

BUSINESS - HUMAN RESOURCES IMPACT

8. On May 1 st , 2020 what was the size of your workforce?	Greater Sudbury
No employees	29%
1 – 9	42%
10 – 19	6%
20 - 49	7%
50 – 99	6%
100 or more	10%

Number of respondents answered this question: Greater Sudbury 109

9. How many employees have you laid off since May 1 st , 2020 due to COVID-19?				
		Total Number	Number of Respondents	Average Number
Greater Sudbury	Full-time	643	69	9
	Part-time	441	61	7
	Seasonal	114	47	2
	Contract	207	45	5

Number of respondents answered this question: Greater Sudbury 79

10. How many employees have you hired since May 1 st , 2020 due to COVID-19?				
		Total Number	Number of Respondents	Average Number
Greater Sudbury	Full-time	217	57	4
	Part-time	136	53	3
	Seasonal	3	52	0
	Contract	3	49	0

Number of respondents answered this question: Greater Sudbury 66

11. 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	48%
We have staggered work hours for employees	13%
We have required employees to work from home	35%
We are asking employees to use vacation, sick or personal days during the crisis, and deferring layoffs	7%
We continue to pay wages to employees that are off work for quarantine or illness.	17%
We have closed our business/organization temporarily and not paying employees during closure.	17%
We have informed employees of the government assistance programs	41%
N/A (0 employees or self-employed)	32%

Other: There were 7 responses. They included continuing to adapt by limiting hours of operation and staff who continue to work remotely. Several businesses reported additional measures and protocols such as: increased sanitization before staff come to work, minimizing building access, limiting customer interaction and social distancing by staff. One business reported lobbying for government funding to support/stabilize charitable organizations.

Number of respondents answered this question: Greater Sudbury 106

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

Responses: 19 said N/A or no; 38 said yes and of these:

Themes were generally the same as with the April 2020 survey, however more businesses reported adapting to a new reality, new equipment and new ways of doing business. Almost 2/3rds of businesses that responded have adapted in the following ways: moved to an online system to offer product sales; increased use of social media; virtual training, shopping, performances and programs; online billing and sharing of confidential documents; curbside sales; changes to physical space to serve clients and protect staff; and purchased new equipment (i.e. tele-optometry) to support social distancing and safety requirements. Approximately 1/3rd have expanded into Personal Protective Equipment (PPE) with one focussing on PPE research. Several businesses reported efforts to access funding and rent relief.

Number of respondents answered this question: Greater Sudbury 106

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

Responses: 8 said “don’t know, nothing or don’t need anything” and 61 provided responses/comments with similar themes to the April 2020 survey. About 1/3rd of businesses focussed their response on financial supports including: grants to help smaller companies; rent assistance/relief; defer/reduce property and business taxes; tax rebates; reduce municipal government spending (including staffing); lobby for sector stabilization funding (i.e. due to lost membership dollars); guaranteed annual income; upgrade internet access across the city; expand funding for those businesses that do not qualify under current structures; financially support businesses who need help to develop/improve online presence; and lower utility costs. An additional 1/3rd focussed their response on promoting, supporting and buying local and to use local stores, programs, events and services both during and once the pandemic subsides. Approximately 15% of responses were directed at the community to be patient and to continue following the public health guidelines and another 15% on the importance of developing economic recovery plans/strategies and increased communications from the city to keep everyone informed. Several recommended advocating for the north and opening our region for work.

Number of respondents answered this question: Greater Sudbury 63

GOVERNMENT FUNDING PROGRAMS

14. Are you aware of the federal or provincial COVID-19-related funding/ programs?	Greater Sudbury
Yes	95%
No	5%

Number of respondents answered this question: Greater Sudbury 106

15. Will your business be able to benefit from the current federal or provincial COVID-19-related funding/programs?	Greater Sudbury
Yes	52%
No	17%
I do not qualify	28%
Comments: (If yes why? If no why?)	

Number of respondents answered this question: Greater Sudbury 104

16. Have you or do you plan to access any of the following federal or provincial COVID-19-related funding/programs?	Greater Sudbury
Canada Emergency Wage Subsidy	41%
Temporary Wage Subsidy for Employers	16%
Canada Emergency Business Account	30%
Work Sharing Program extension	5%
Business Credit Availability Program through BDC and EDC	4%
Canada Emergency Commercial Rental Assistance	21%
Regional Relief and Recovery Fund through FedNor	3%
Canada Emergency Response Benefit	43%
Deferral or GST/HST remittances and customs duties	21%
Deferral of federal and provincial tax payments	19%
Deferral of WSIB payments	15%
Deferral of property tax payments	8%
Other	11%
Please specify:	

Number of respondents answered this question: Greater Sudbury 80

BUSINESS - FINANCIAL IMPACT

17. Please estimate any revenue decline you have experienced since the beginning of the COVID-19 crisis (March 10 th)	Greater Sudbury
Less than 10 percent	7%
10 to 20 percent	10%
21 to 30 percent	6%
31 to 40 percent	7%
41 to 50 percent	8%
51 to 60 percent	3%
61 to 70 percent	3%
71 to 80 percent	5%
81 to 90 percent	10%
91 to 100 percent	28%
N/A (we have not lost money during the crisis)	11%

Number of respondents answered this question: Greater Sudbury 97

18. 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	19%
We can manage for another 6 months	14%
We can manage for another 12 months	11%
We will not be able to remain in business if this goes on much longer	13%

Number of respondents answered this question: Greater Sudbury 99

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

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