

COVID-19 BUSINESS IMPACT SURVEY JUNE 2020 - GREATER SUDBURY

BUSINESS RESPONDENTS

This report represents responses to the third COVID-19 Business Impact survey which was conducted from June 24th to July 2nd, 2020. As with previous surveys, the June 2020 survey was distributed to local businesses by the City of Greater Sudbury, Greater Sudbury Chamber of Commerce, Workforce Planning for Sudbury & Manitoulin and other business-related organizations.

The April 2020 survey generated 322 responses; the May 2020 survey generated 179 responses; and as expected, a lower number of businesses responded to the June 2020 survey with only 66 responses. Notably however, close to one half of respondents for the June 2020 survey had answered previous surveys.

Although each survey period was meant to offer a snapshot in time, we can only speculate as to why the number of respondents has dropped. Reasons may include: survey burnout; being accustomed to a “new” norm; refocus by businesses that can slowly reopen with new health and safety measures; or not wanting to answer the survey again. We also acknowledge some businesses have been deeply impacted and have closed.

As with previous surveys, the number of respondents per question has been included as not everyone answered each question. Additionally, total percentages for each question may not add up to 100% due to rounding, questions that allowed for multiple answers or those with an ‘other’ comment field.

1. Have you completed any of the previous COVID-19 Business Impact Surveys?	Greater Sudbury	
	% of respondents	# of respondents
Yes, I completed the April survey	46%	30
Yes, I completed the May survey	45%	29
No, I did not complete the April survey	37%	24
No, I did not complete the May survey	37%	24

2. What type of business are you?	Greater Sudbury
Private Business – Sole Proprietor/Partnership	33%
Private Business – Corporation	45%
Public Sector/Government Agency	9%
Not-for-Profit	12%

Number of respondents answered this question: Greater Sudbury 66

3. Please select one PRIMARY and any OTHER sectors in which your business/organization operates. If relevant, select as many other sectors in which you operate.	Greater Sudbury		
	Primary Sector %	Other Sector %	# of respondents
Agriculture, Forestry, Fishing and Hunting	0%	100%	1
Mining, Quarrying or Oil & Gas Extraction	73%	27%	11
Utilities	0%	100%	1
Construction	60%	40%	10
Manufacturing	63%	38%	8
Wholesale Trade	67%	33%	3



Retail Trade	91%	9%	11
Transportation and Warehousing	33%	67%	3
Information and Cultural Industries	100%	0%	1
Finance and Insurance	100%	0%	5
Real Estate and Rental & Leasing	100%	0%	3
Professional, Scientific and Technical Services	80%	20%	10
Management of Companies and Enterprises	0%	0%	0
Administration & Support, Waste Management and Remediation Services	0%	100%	1
Educational Services	50%	50%	4
Healthcare and Social Assistance	71%	29%	7
Arts, Entertainment and Recreation	40%	60%	5
Accommodation and Food Services	75%	25%	4
Public Administration	100%	0%	1
Other	78%	22%	9

Number of respondents answered this question: Greater Sudbury 61

4. Are you a member of the Chamber of Commerce	Responses
Greater Sudbury Chamber of Commerce	58%
Sudbury East Chamber of Commerce	0%
I am not a member of either Chamber of Commerce	42%

Number of respondents answered this question: Greater Sudbury 65

BUSINESS CONTINUITY IMPACT

5. 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	16%
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	41%
None (please provide comments)	0%

Number of respondents answered this question: Greater Sudbury 63

6. How has COVID-19 impacted your business's/organization's operations? (Check all that apply)	Greater Sudbury
No impact	10%
We have reduced hours, staff and our business operations	45%
We are working remotely but continuing operations	42%
We have closed our business/organization temporarily	15%
We have experienced an increase in business	11%
We have closed our business/organization permanently	0%

Number of respondents answered this question: Greater Sudbury 62

7. 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	18%
Our storefront is closed but we take telephone order	15%
Our storefront is closed but we operate online	26%
We have had to expand our operations	0%
We have had to extend our business hours	0%
N/A	52%

Number of respondents answered this question: Greater Sudbury 62

8. What additional impact/measures have you experienced? (Check all that apply)	Greater Sudbury
Our supply chain is interrupted	34%
We have had to cancel/delay contracts	24%
We have had contracts cancelled/delayed	39%
We have had to cancel/postpone fundraising events (for non-profits)	24%
We are experiencing decreases in sales (or donations if non-profit)	58%
We are having to restrict spending because of the uncertainty	53%
We are experiencing a significant increase in consumer demand for certain items	18%
We have increased cleaning and sanitation in our offices/facilities	56%
Other: no additional comments were provided.	

Number of respondents answered this question: Greater Sudbury 62

BUSINESS - HUMAN RESOURCES IMPACT

9. On June 1 st , 2020 what was the size of your workforce?	Greater Sudbury
No employees	9%
1 – 9	52%
10 – 19	7%
20 - 49	4%
50 – 99	13%
100 or more	16%

Number of respondents answered this question: Greater Sudbury 56

10. How many employees have you laid off since June 1 st , 2020 due to COVID-19?				
		Total Number	# of Respondents	Average Number
Greater Sudbury	Full-time	265	39	7
	Part-time	219	35	6
	Seasonal	3	24	0
	Contract	103	26	4

Number of respondents answered this question: Greater Sudbury 44

11. How many employees have you hired since June 1st, 2020 due to COVID-19?

		Total Number	# of Respondents	Average Number
Greater Sudbury	Full-time	14	34	0
	Part-time	11	33	0
	Seasonal	5	33	0
	Contract	4	32	0

Number of respondents answered this question: Greater Sudbury 41

12. 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	75%
We have staggered work hours for employees	18%
We have required employees to work from home	46%
We are asking employees to use vacation, sick or personal days during the crisis, and deferring layoffs	20%
We continue to pay wages to employees that are off work for quarantine or illness.	20%
We have closed our business/organization temporarily and not paying employees during closure.	5%
We have informed employees of the government assistance programs	38%
N/A (0 employees or self-employed)	14%
Other: no additional comments provided	

Number of respondents answered this question: Greater Sudbury 56

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

Responses: 13 said no; 16 said yes and of these:

Themes were generally the same as the April and May 2020 COVID-19 businesses impact surveys. Eleven businesses reported ongoing strategies to adapt their business to navigate through new health and safety requirements and new ways of doing business. This includes moving to an online system to: share/send documents; offer programs, resources and services; host virtual meetings and events (i.e. fundraising); and host staff meetings. Some have also upgraded their equipment. Several businesses reported adapting Personal Protective Equipment (PPE) for their industry (i.e. mine safety for medical use); conducting research (i.e. ventilation systems) and developing new partnerships with other businesses (i.e. for temperature scanning and "SpaceSafeFog to disinfect equipment). One business reported challenges in trying to navigate the wage subsidy and a landlord who will not apply for the rent subsidy.

Number of respondents answered this question: Greater Sudbury 29

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

Responses: 3 said no or nothing at this time; and the remaining 25 businesses provided comments/suggestions. Some of the responses were similar to previous survey results and include the following themes: **1. shop local:** promote, support and buy local at every opportunity; **2. financial and other supports:** help those businesses and individuals who do not qualify for financial supports; provide financial supports to help local businesses get back on their feet; revisit property taxes; and provide funding for website upgrades and advertizing for local businesses to allow them to compete with larger businesses. One respondent suggested lobbying for universal income; **3. better communication and follow the**

guidelines: some feel there is an overload of information making it hard to navigate what is relevant to small businesses; promote patience; don't open too soon; there was also a suggestion to close access to the community as other communities and provinces have done; **4. city response:** have mayor initiate a stakeholder meeting to share economic recovery ideas and discuss what is economically viable (including lessons learned for the future); city and businesses working together to ease restrictions; **5. local charities and supports:** there was also a slight increase in businesses who noted that it is important to support local charities, health care, children, and vulnerable others. Note: a few businesses also expressed frustration at not being able to open.

Number of respondents answered this question: Greater Sudbury 28

GOVERNMENT FUNDING PROGRAMS

15. Are you aware of the federal or provincial COVID-19-related funding/ programs?	Greater Sudbury
Yes	98%
No	2%

Number of respondents answered this question: Greater Sudbury 54

16. Will your business be able to benefit from the current federal or provincial COVID-19-related funding/programs?	Greater Sudbury
Yes	53%
No	11%
I do not qualify	30%
Comments: (If yes why? If no why?)	

Number of respondents answered this question: Greater Sudbury 53

17. 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	53%
Temporary Wage Subsidy for Employers	28%
Canada Emergency Business Account	30%
Work Sharing Program extension	5%
Business Credit Availability Program through BDC and EDC	8%
Canada Emergency Commercial Rental Assistance	8%
Regional Relief and Recovery Fund through FedNor	3%
Canada Emergency Response Benefit	20%
Deferral or GST/HST remittances and customs duties	15%
Deferral of federal and provincial tax payments	18%
Deferral of WSIB payments	15%
Deferral of property tax payments	13%
Other	13%
Please specify:	

Number of respondents answered this question: Greater Sudbury 40

BUSINESS - FINANCIAL IMPACT

18. 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	12%
10 to 20 percent	14%
21 to 30 percent	14%
31 to 40 percent	12%
41 to 50 percent	4%
51 to 60 percent	10%
61 to 70 percent	8%
71 to 80 percent	2%
81 to 90 percent	2%
91 to 100 percent	6%
N/A (we have not lost money during the crisis)	18%

Number of respondents answered this question: Greater Sudbury 51

19. 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	55%
We can manage for another 3 months	4%
We can manage for another 6 months	20%
We can manage for another 12 months	12%
We will not be able to remain in business if this goes on much longer	10%

Number of respondents answered this question: Greater Sudbury 51

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