

Middlesex County Task Force

Survey Summaries

Background

The first survey to assess how businesses in Middlesex County were being affected by COVID-19 was conducted in mid-to-late March. The questions asked about: level of impact, measures taken, cash flow projections, number of employees at the company, location, and industry. The same question structure was used for the second survey so it would be easier to track local business response trends over the month and a half period that separated the surveys. The second survey was conducted in early May. Below are the findings.

Summary of Answers	<u>SURVEY 1</u> (End of March)	<u>SURVEY 2</u> (Early May)
Responses	215	120
Businesses with less than 4 employees	47%	50%
Shut Down Operations	33%	18%
Laying People Off	21%	17%
Reduction in Hours	14%	16%
Emergency Loans	9%	21%
Need Cash Flow help Immediately	26%	
Will have Cash Flow Problems in a few months	44%	
Top Locations of Respondents	Middlesex Centre (26%) and Strathroy-Caradoc (25%)	Middlesex Centre (24%) and Strathroy-Caradoc (23%)
Impact is Limited at this Point	8%	14%
Impact is Significant and Growing (Includes businesses indicating they've closed to public)	75%	78%

Further Analysis

- Of the businesses that indicated they are temporarily closed (32% of respondents)
 - ⇒ 76% had 0-4 employees before COVID, 89% now have 0-4 employees
 - ⇒ Top 3 industries were Professional Services, Retail, Healthcare
 - ⇒ 73% of them have used the Canada Emergency Response Benefit
 - ⇒ Indicated that what they need most from Municipalities is breaks on municipal charges and utilities, as well as financial grants, cash flow and emergency funds
- None of the businesses that responded with 50+ employees have shut down operations or are temporarily closed (4 respondents).
- Of the 15 respondents that are primarily responding by laying employees off, the most common industries to see Layoffs is Construction (3), Retail (3) and Professional Services (2).
- Of the 17 respondents that indicated the impact is limited so far, the largest number (6) were in Agriculture and Food Processing.