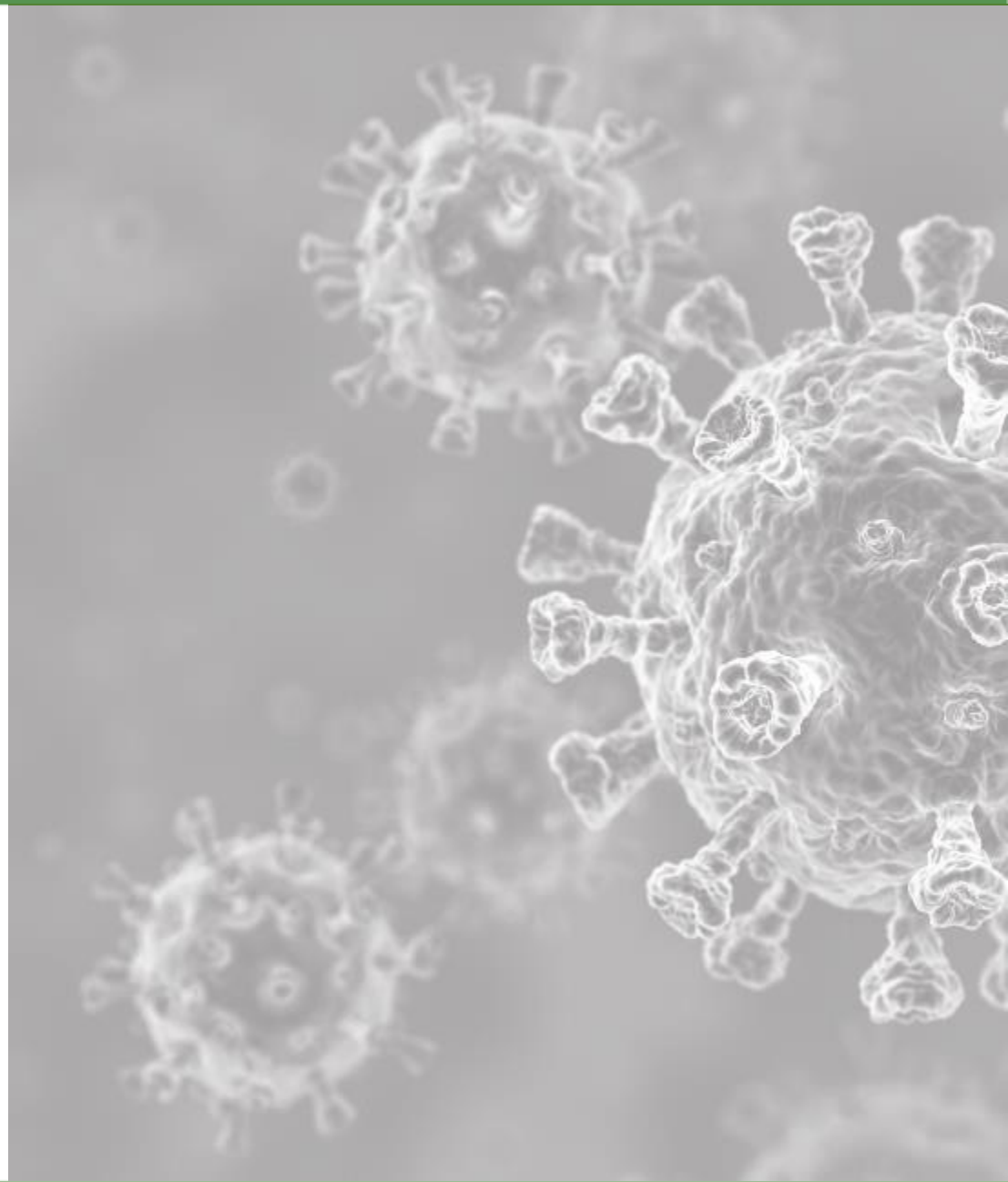


# Halton COVID-19 Business Impact Survey Results

September 2020



halton.ca ☎ 311



# Survey Overview

## Background

- Purpose: To better understand the impact of COVID-19 on the Halton business community and what measures would assist in the reopening and recovery
- Partnership between Halton Region and the Local Municipalities
- Survey ran between August 17 and September 3, 2020



We want to hear from you!

Tell us about the impact of COVID-19 on your business and how we can support you.

Take our survey



# Survey Overview

## Response

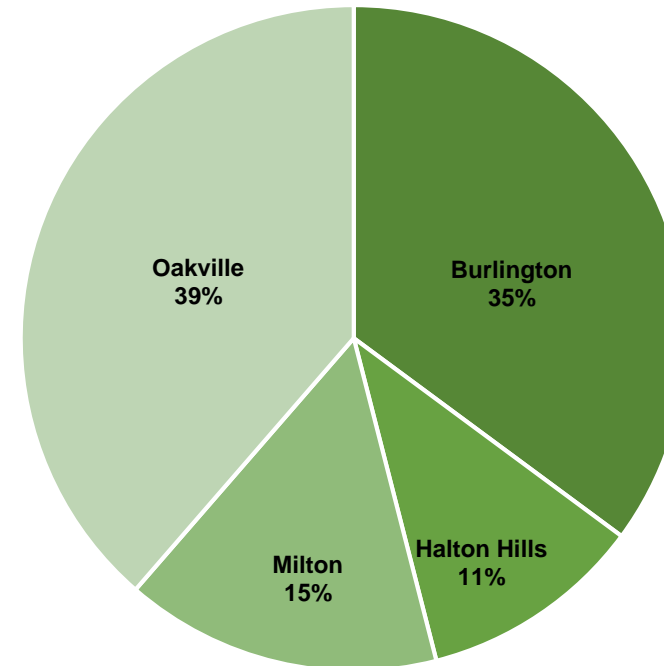
- 1,002 valid responses were collected from Halton business owners
- Similar distribution of responses to the distribution of businesses across Halton

## Municipal distribution of businesses:

- Oakville: 37%
- Burlington: 37%
- Milton 15%
- Halton Hills 11%

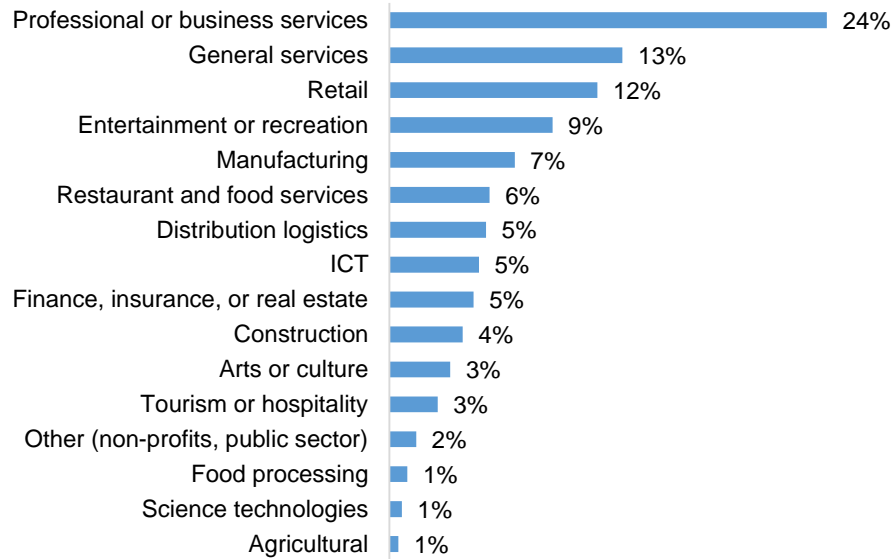
Source: 2019 Employment Survey

## Municipal distribution of survey respondents

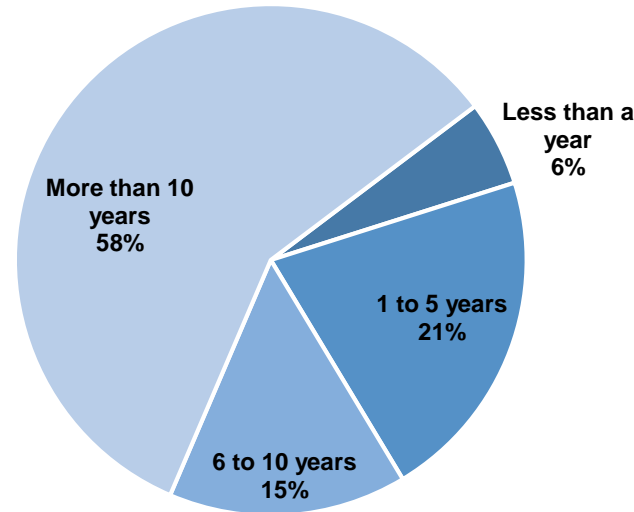


# Profile of Business Respondents

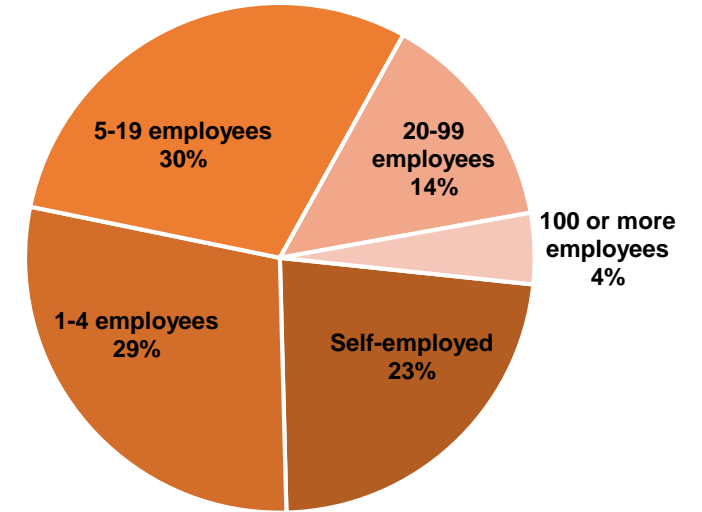
## Sector



## Years in operation



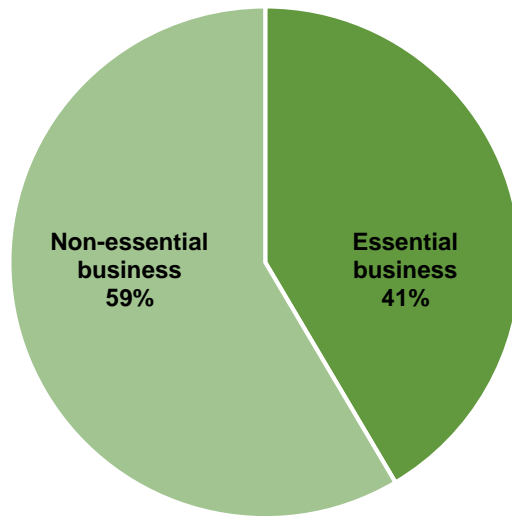
## # of employees before COVID-19



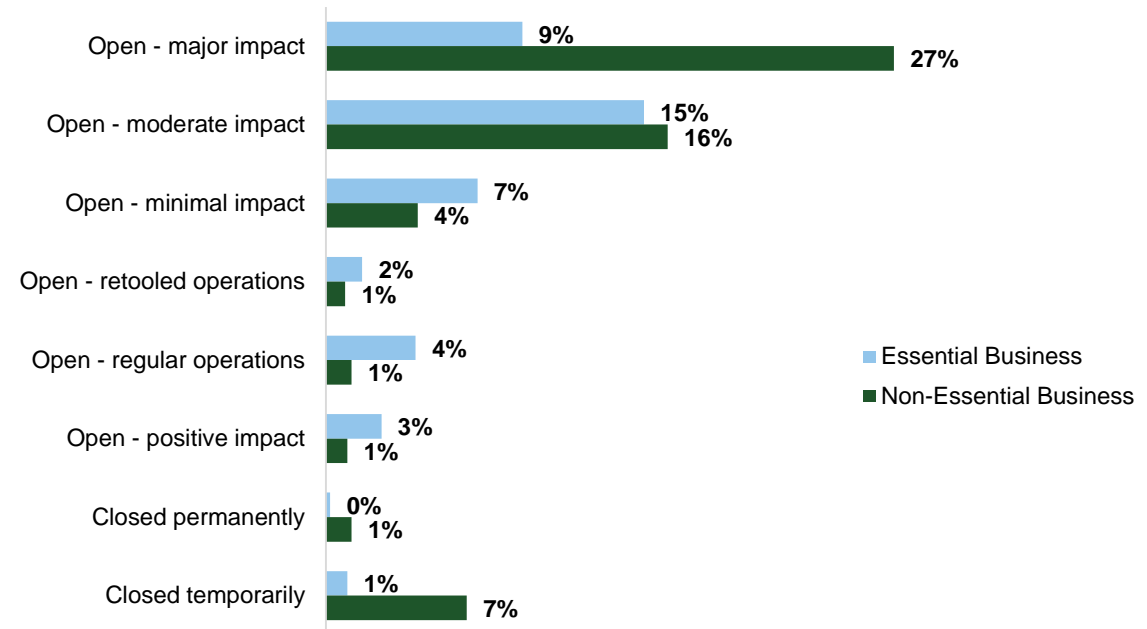
- 35% in professional/technical services, 30% in retail or general services, 18% were in goods production, and 15% in tourism or cultural sectors
- Nearly 60% have been in operation over 10 years
- 95% identified as small businesses with fewer than 100 employees

# Business closures and impact

## Classification of businesses during mandatory closures



## Level of impact on Halton businesses

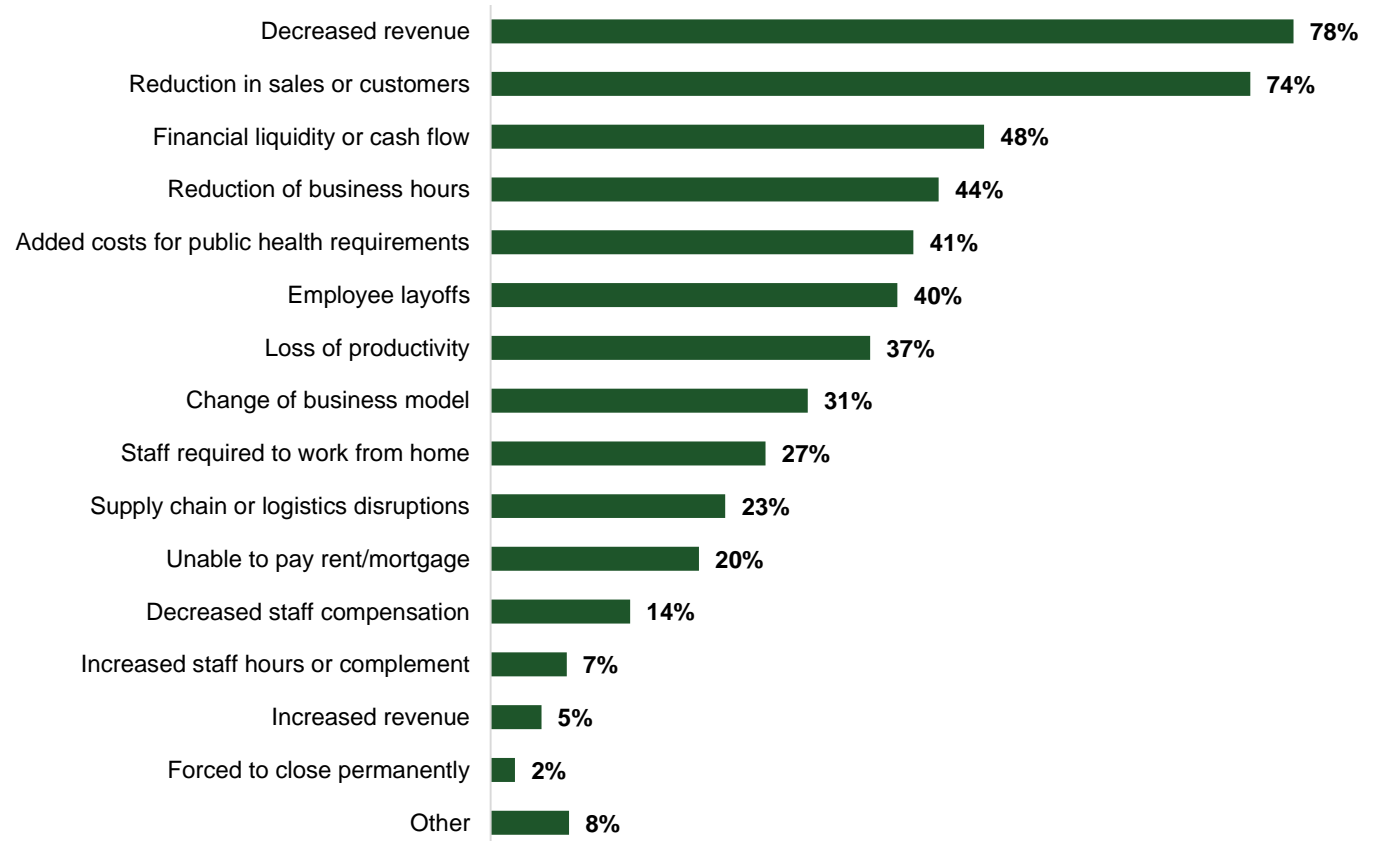


- 59% deemed non-essential during March closure orders
- 2 in 3 businesses that are now open have experienced major or moderate impacts
- 8% closed temporarily because of COVID-19, and 1% closed permanently
- Non-essential businesses more negatively impacted

# COVID-19 Impact on Business Operations

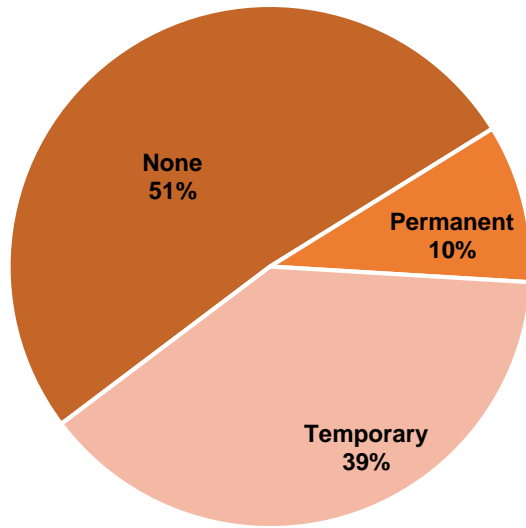
- Majority of businesses reported a decrease in revenue, sales and customers
- COVID-19 restrictions also resulted in reduced hours, employee layoffs and problems with financial liquidity

## How businesses were affected

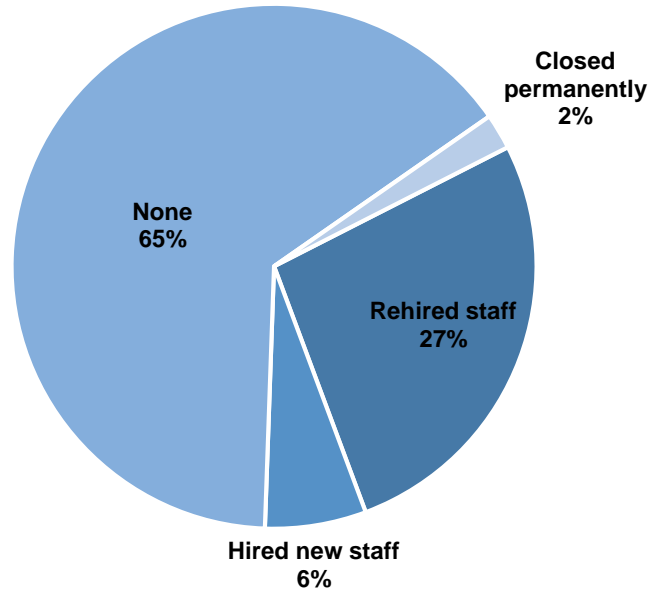


# Impact on Workforce and Revenue

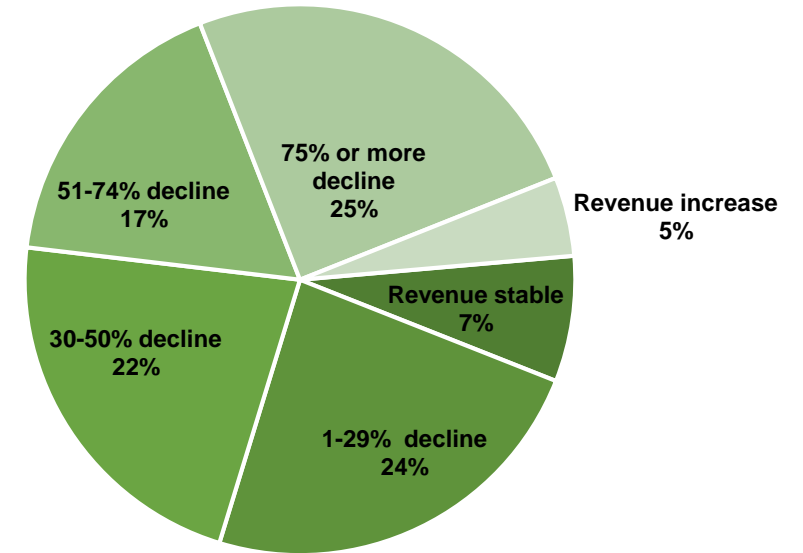
## Workforce reductions during forced closures



## Workforce changes since reopening



## Revenue or sales change over same time last year

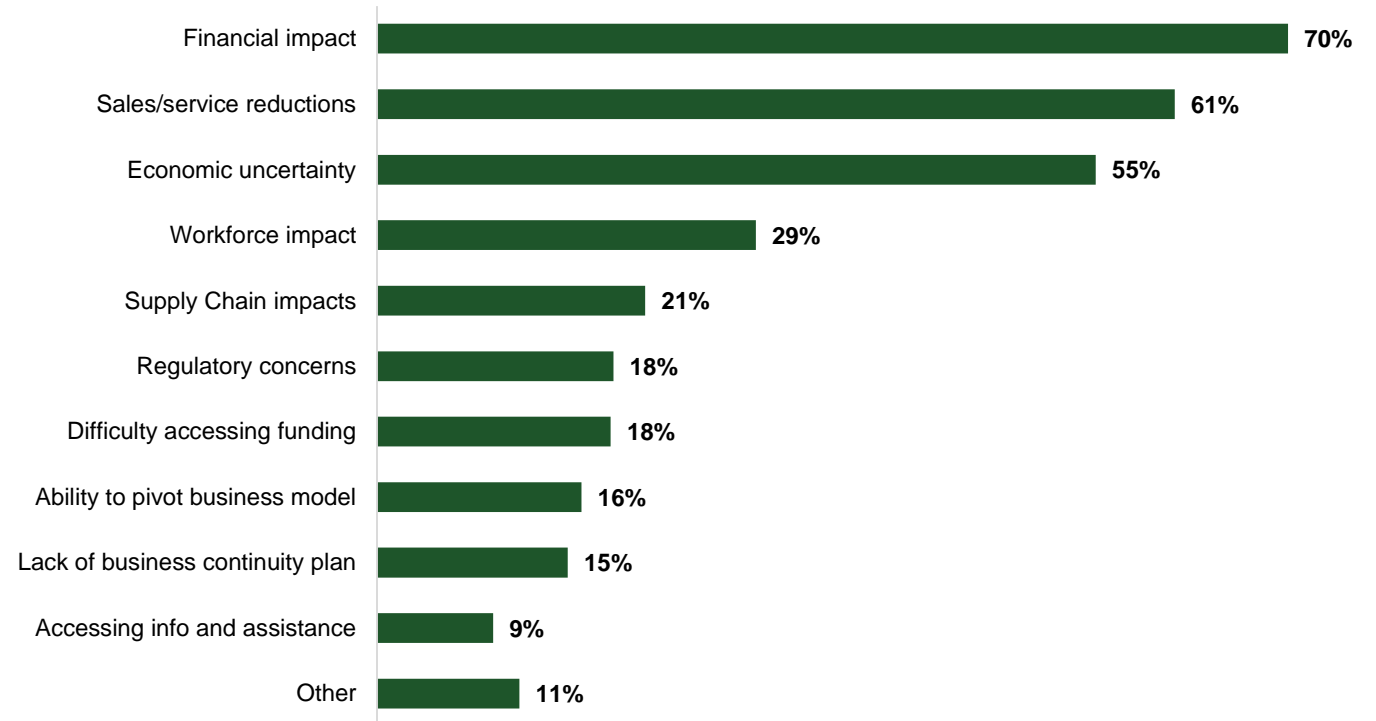


- Nearly half of businesses laid off employees due to COVID-19
- 1/3 of businesses have rehired employees or brought on new staff since reopening
- 42% of businesses saw >50% decline in revenue/sales over the last year

# Key Concerns from Businesses

- The 3 biggest challenges businesses have faced during COVID-19:
  - financial impacts
  - reduction in sales and service
  - overall economic uncertainty

## Biggest challenges for businesses

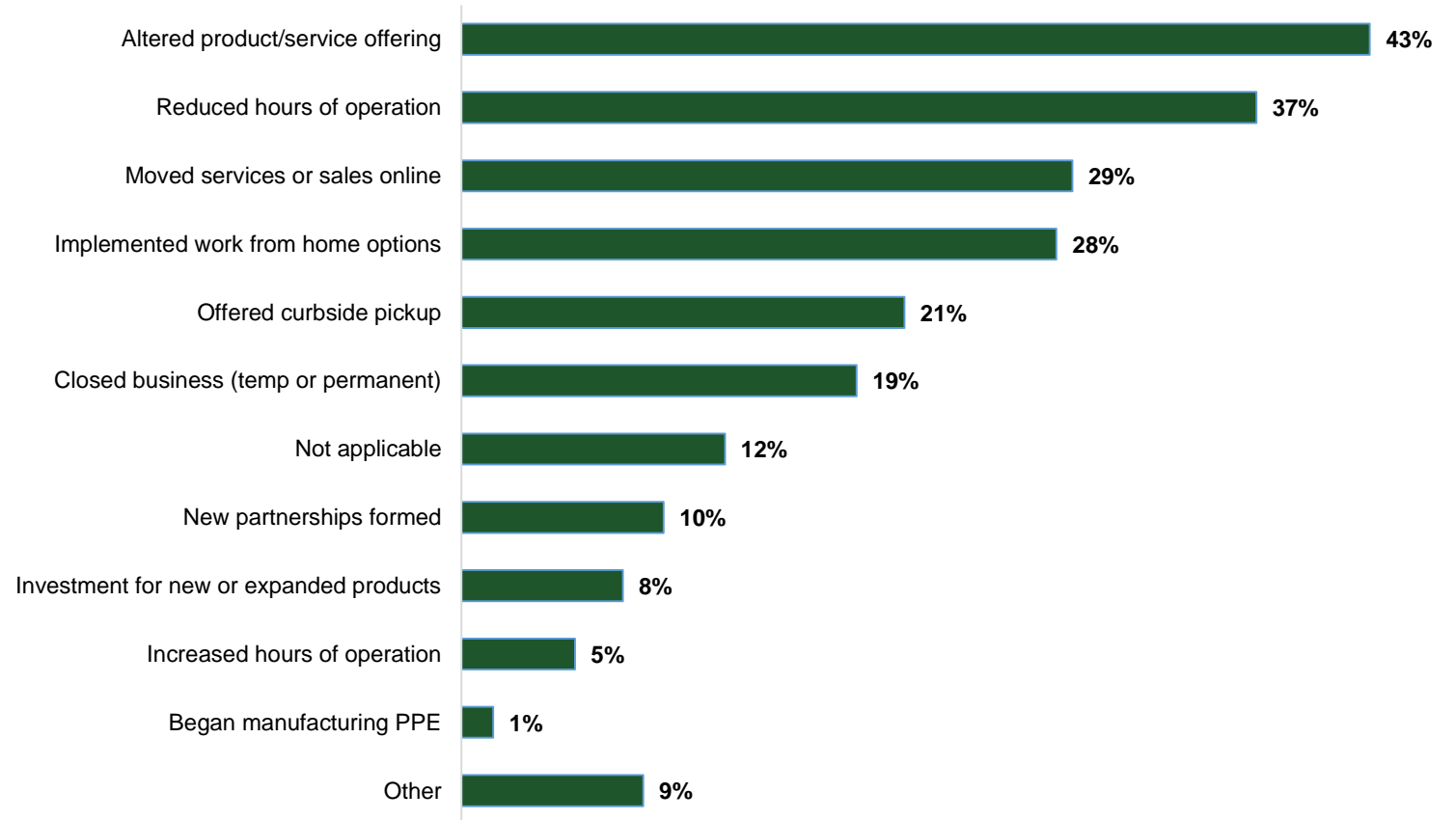




# How Businesses have Responded

- In response to COVID-19, businesses have altered their product or service offerings, reduced business hours, moved to online sales, and implemented work from home options

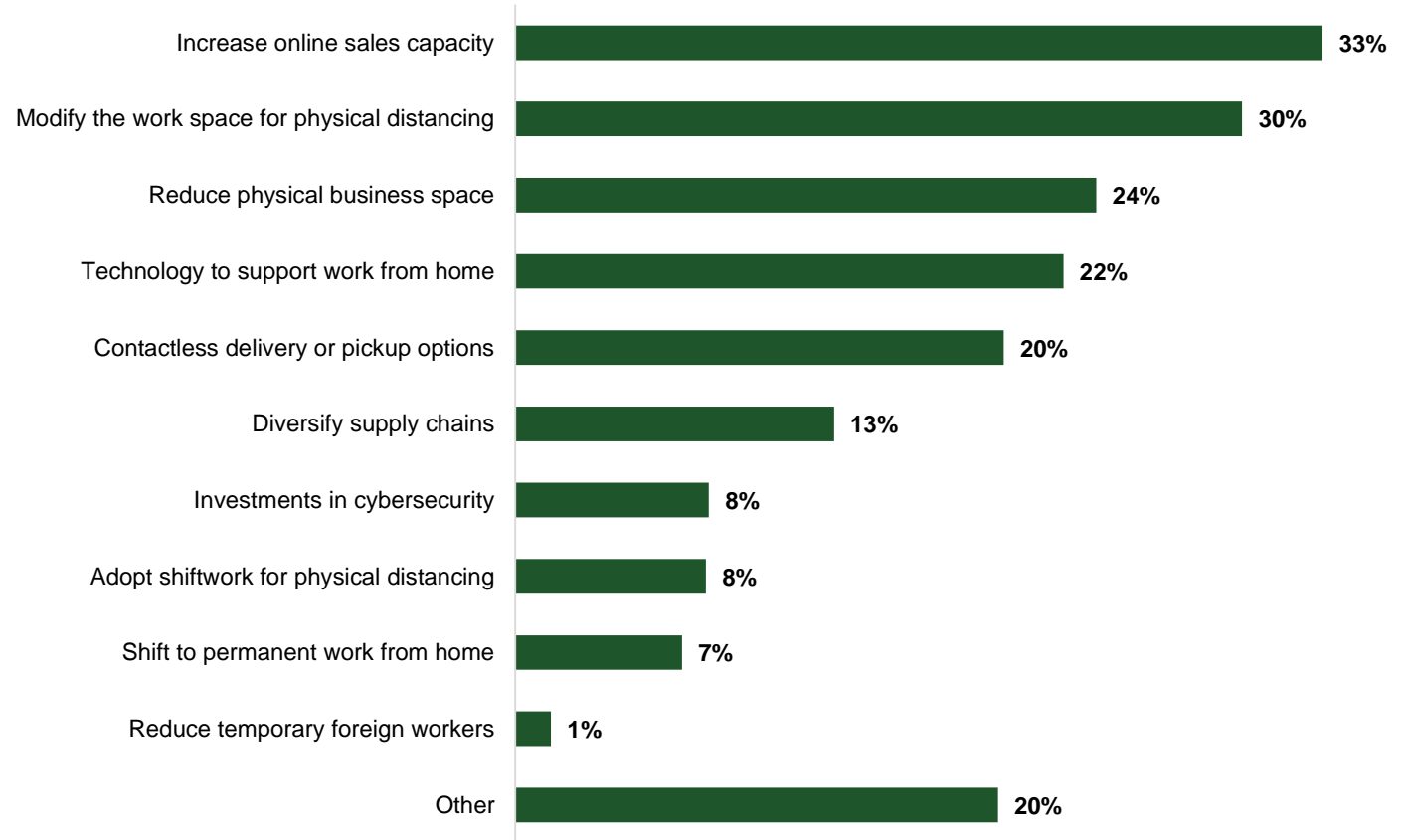
## Measures taken in response to COVID-19



# How will COVID-19 Change Business Operations

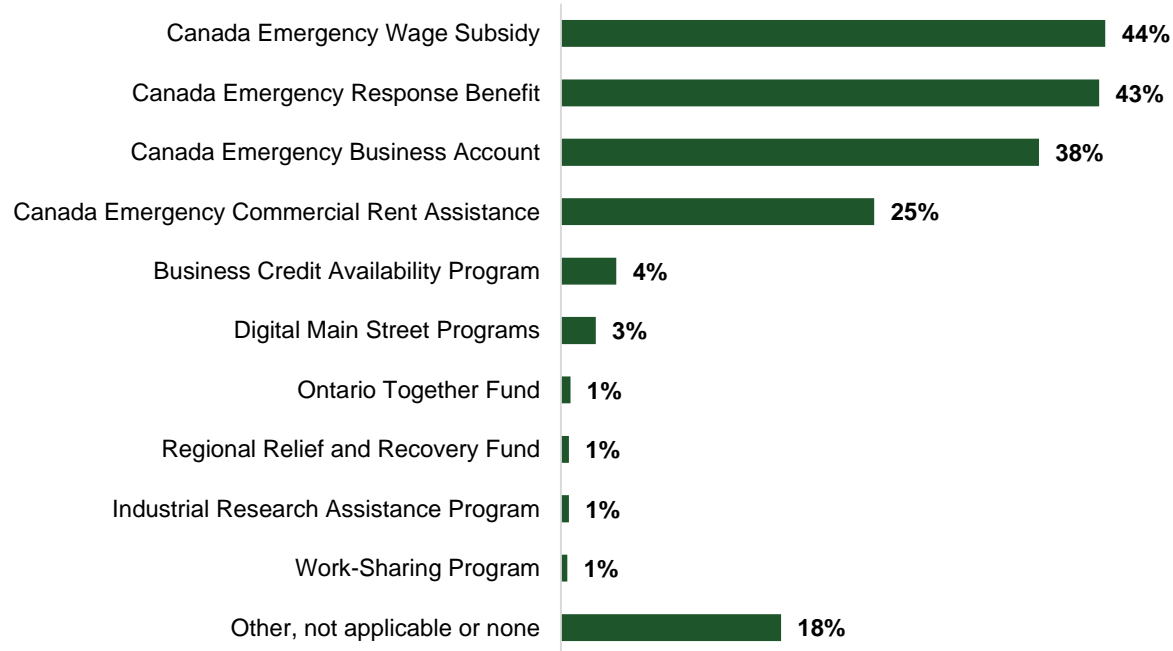
- Businesses are changing day-to-day operations to adapt to the COVID-19 pandemic and our new normal
- Business owners are considering increasing online sales, modifying their operations to increase physical distancing, reducing “bricks and mortar” footprint, and making telework the new normal

## New workplace measures being considered

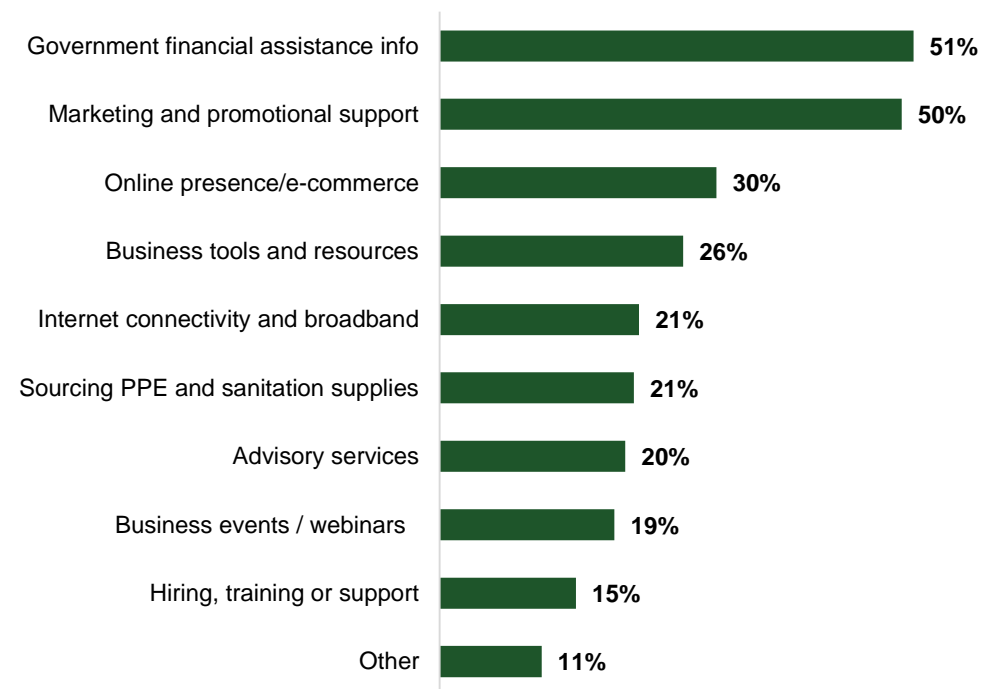


# How Government Can Support the Business Community

## Programs businesses have applied for or received support from



## Government supports most helpful for reopening and recovery



- Majority of businesses looked to federal programs for financial support (CEWS, CEBA, CERB and CECRA)
- Business owners identified information on government financial assistance and assistance with marketing and promotion as most needed during recovery

# Contact us

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