



Phase 1: Impacts of COVID-19 on Businesses in Middlesex County



Introduction

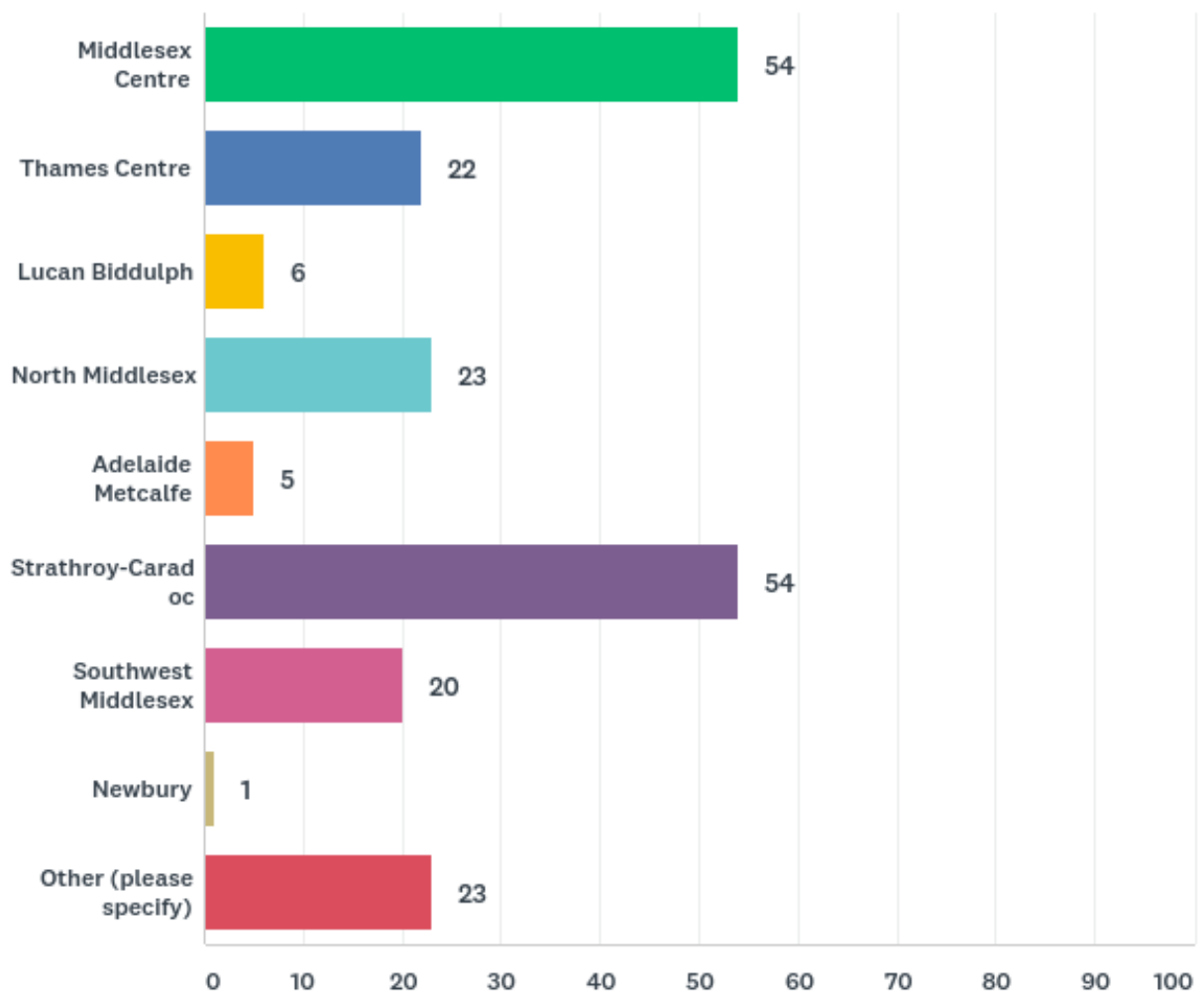
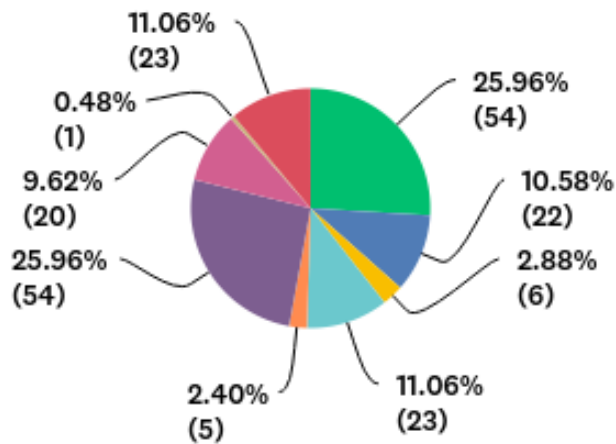
In an effort to assess the impacts of COVID-19 on local businesses, Middlesex County's Department of Economic Development created a survey with the intent to collect front-line observations and input in order to provide high level reporting to all levels of government. The Phase One Middlesex County COVID-19 Business Survey was administered between March 19th - April 5th, 2020.

Representative of the County's economic makeup, the largest portion of respondents are small businesses. The impact of COVID-19 is significant and growing fast for most; with very few saying the impact is limited. Most businesses are shutting down in response, with the next common actions being layoffs and reductions in hours. With 25% of businesses stating a need for immediate help and another 45% expecting financial difficulty in the near future; 70% of businesses reported that they will not be okay in 6 months time.

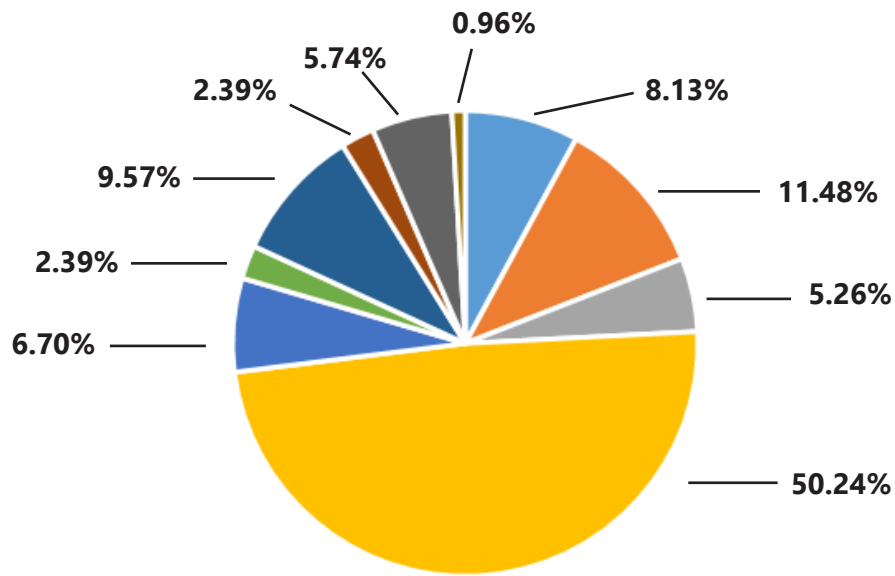
A total of 218 businesses completed the Phase One Survey. A follow up Phase 2: COVID-19 Business Impact Survey will launch Friday, April 24th and be open until end of day Friday, May 1st, 2020 in order to continue to monitor the progression of the pandemic's impacts on the local economy.



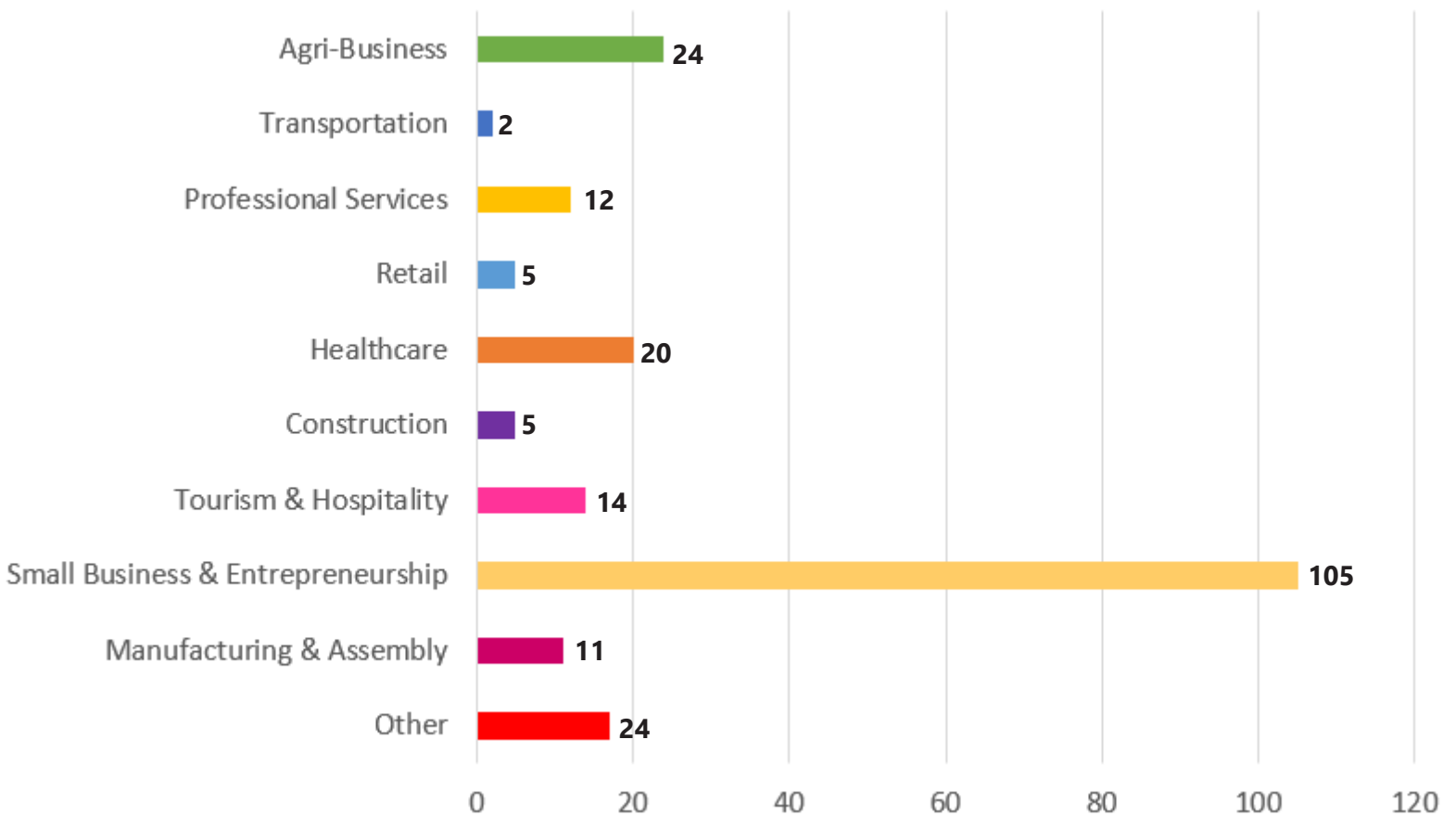
Local Municipal Geography



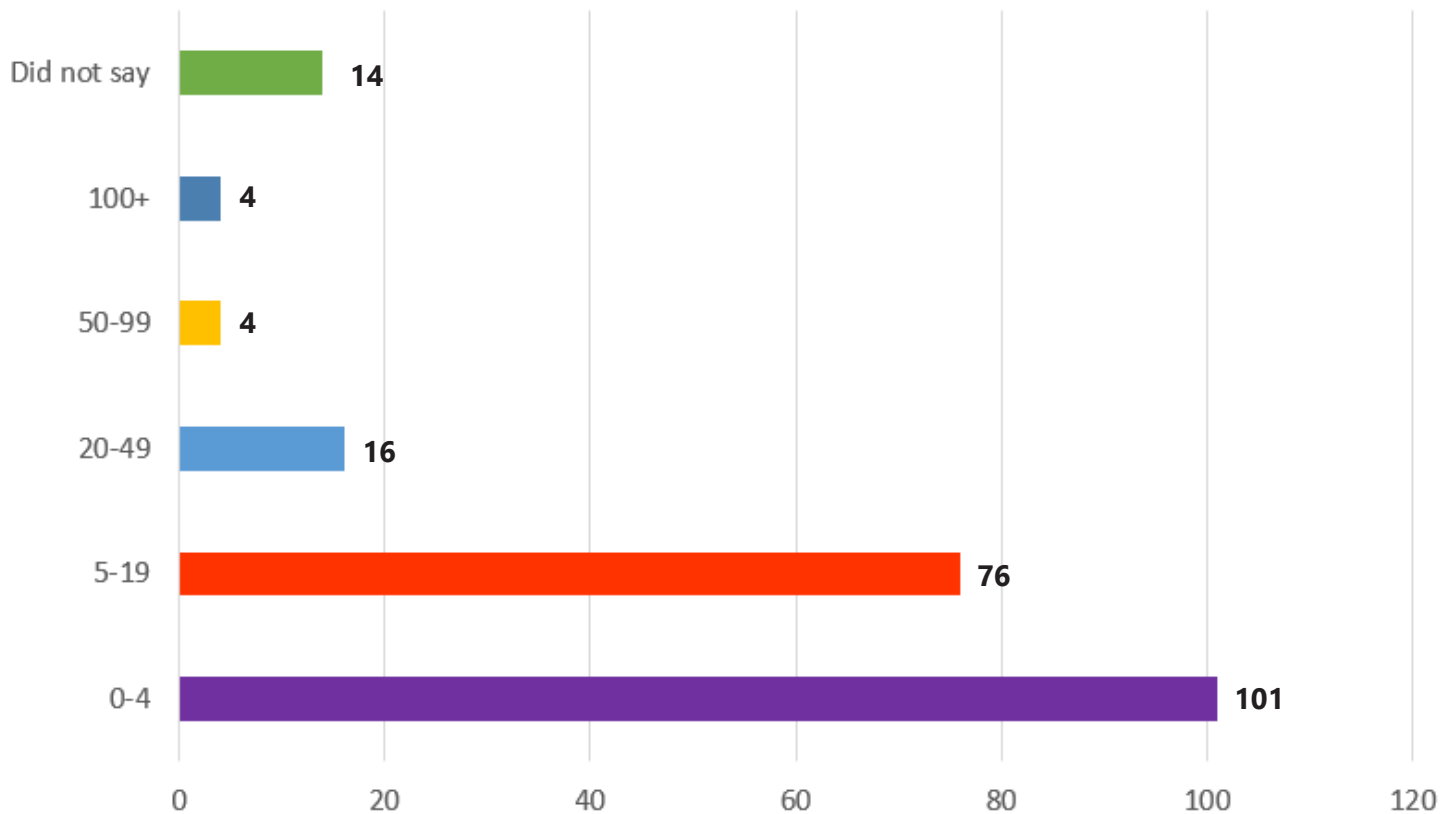
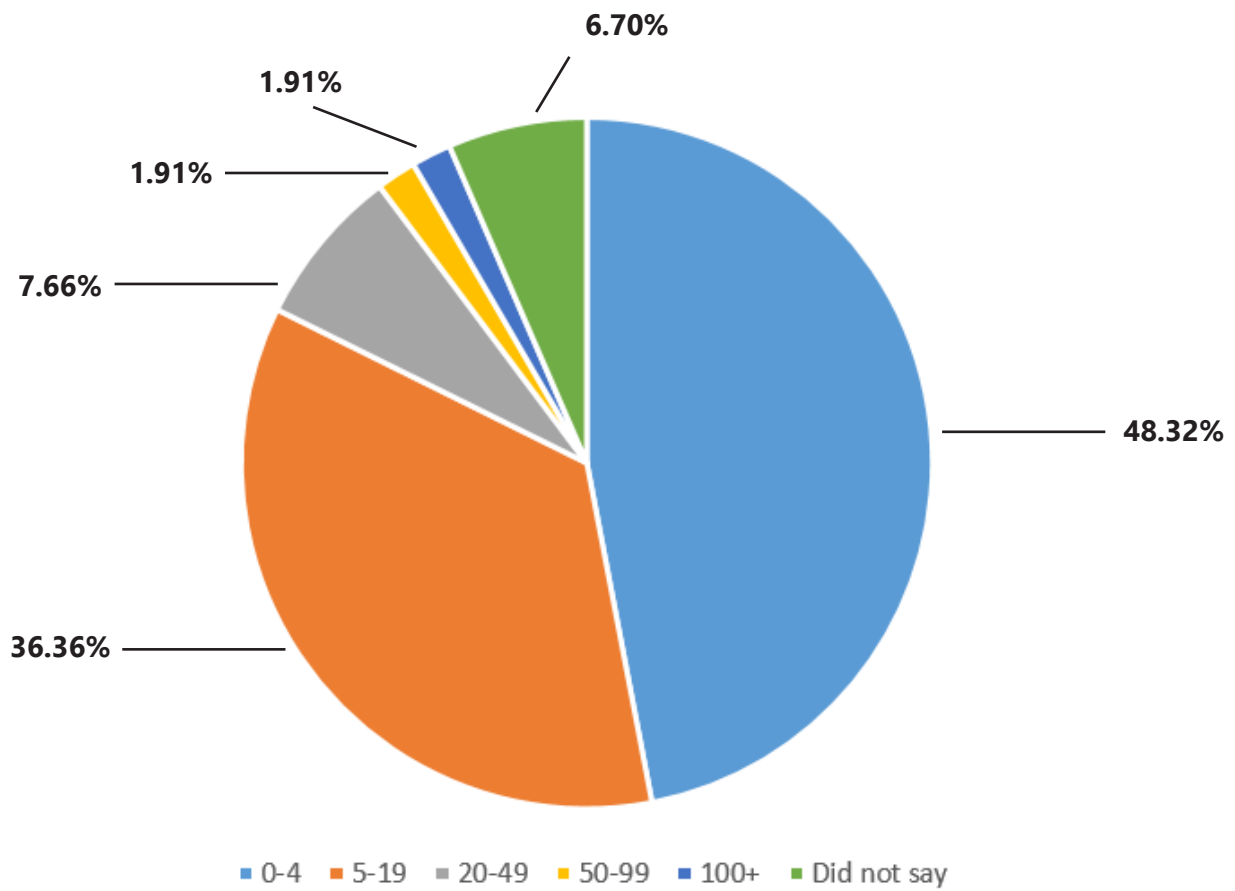
Business Sector



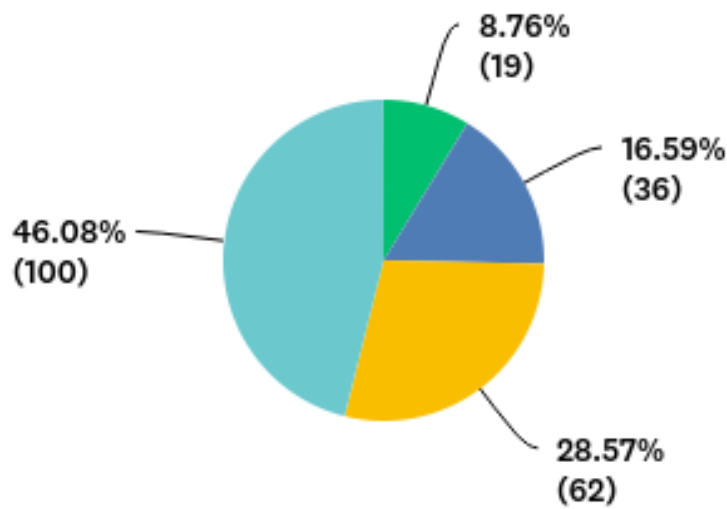
- Other
- Manufacturing & Assembly
- Tourism & Hospitality
- Healthcare
- Professional Services
- Agri-Business
- Small Business & Entrepreneurship
- Construction
- Retail
- Transportation



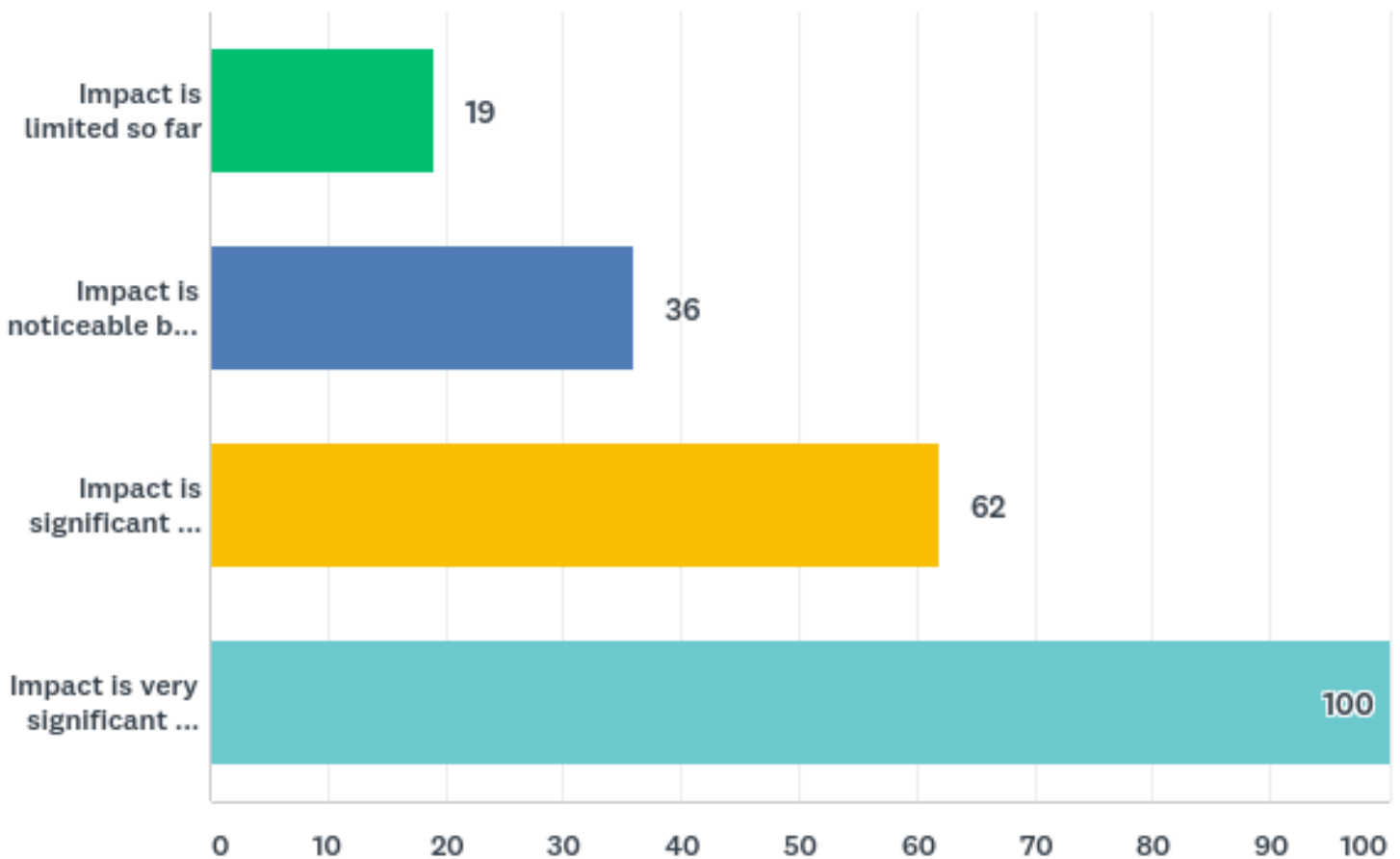
Size of Workforce



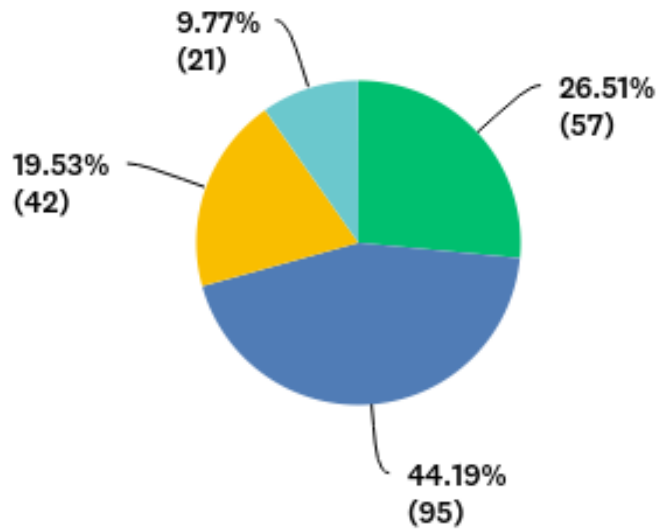
Level of Impact



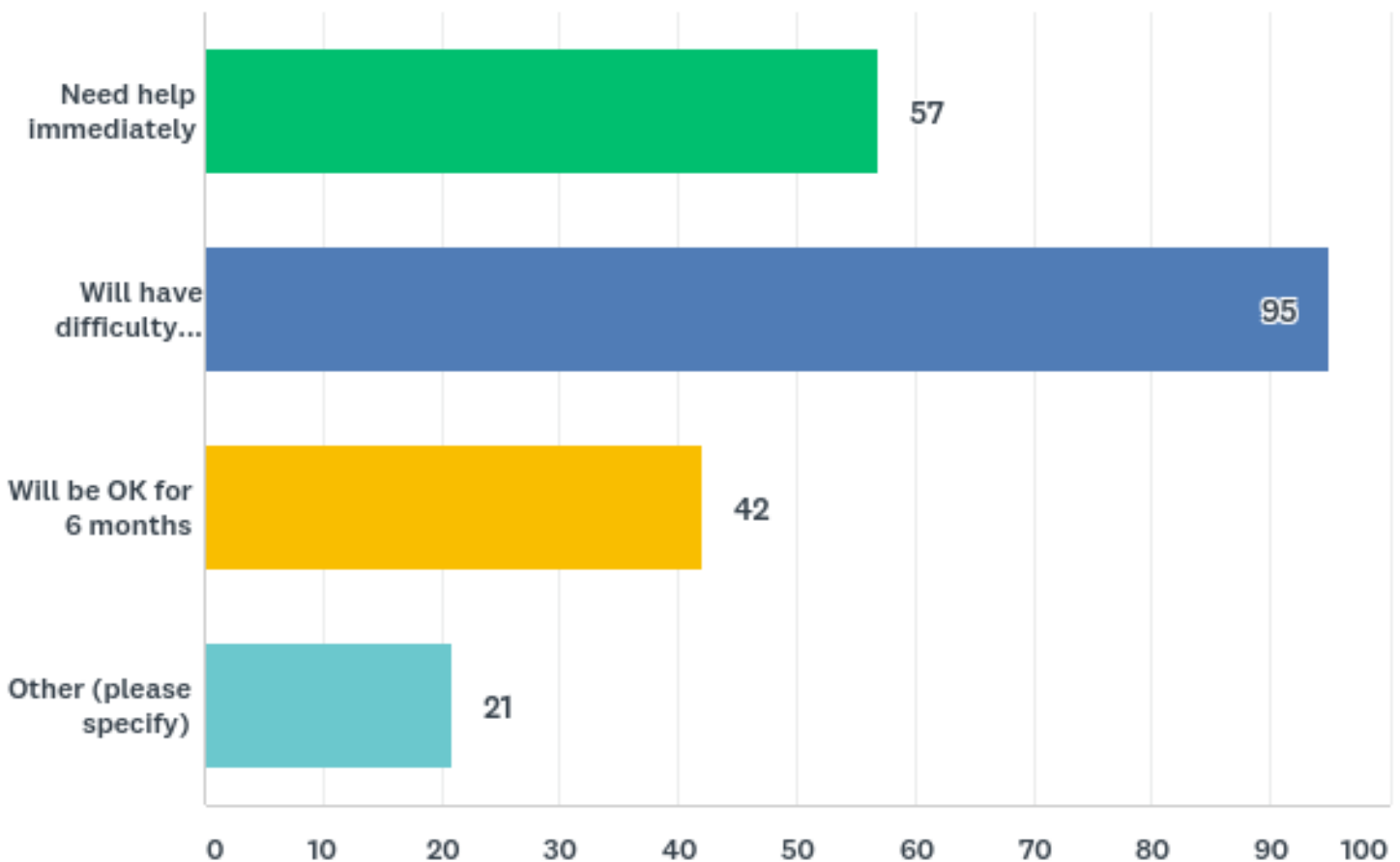
- Impact is limited so far
- Impact is noticeable but not significant
- Impact is significant and steadily increasing
- Impact is very significant and growing fast



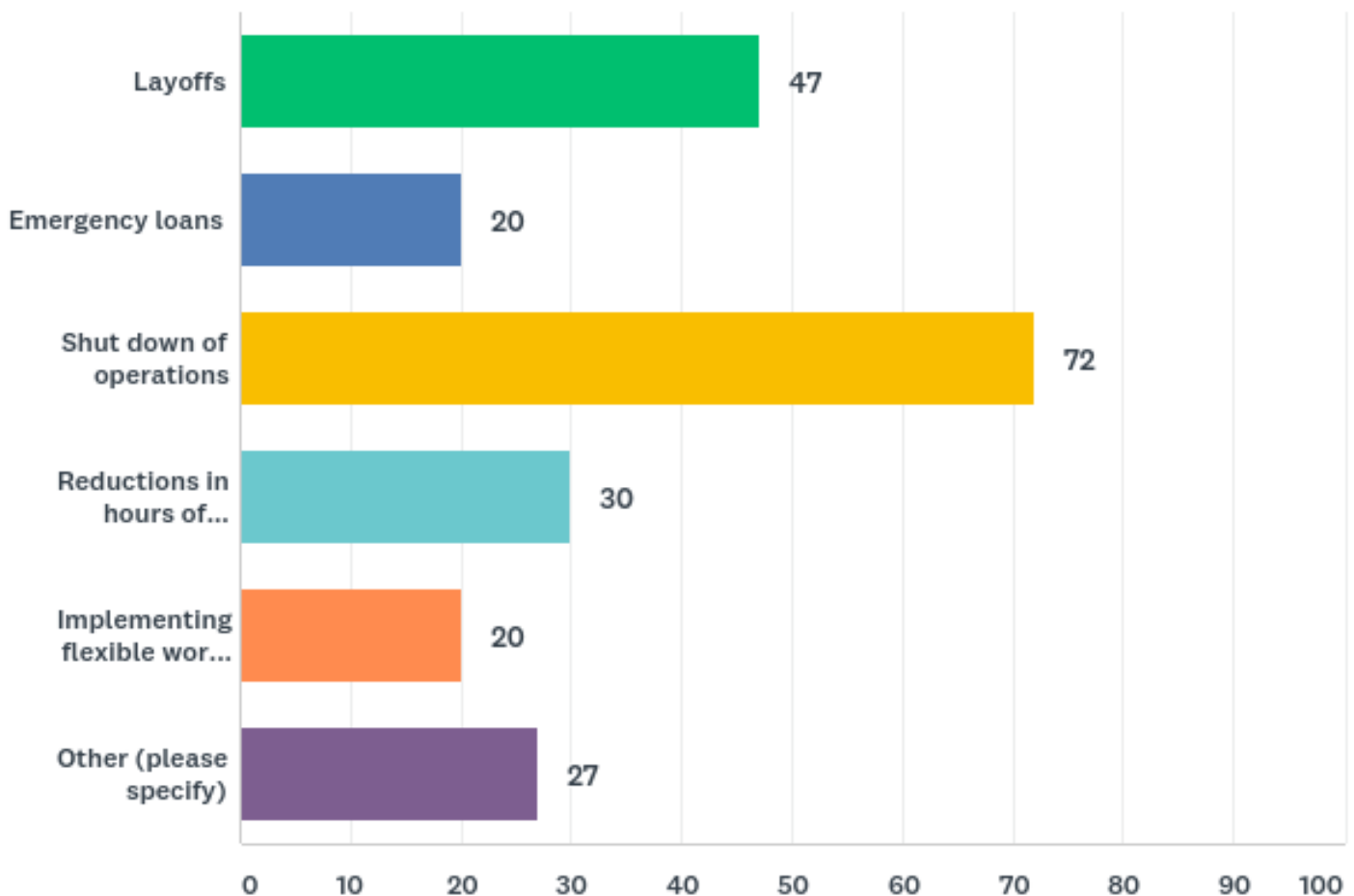
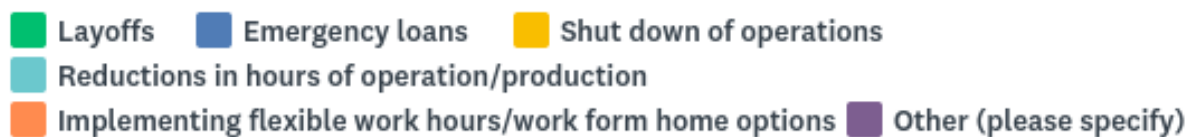
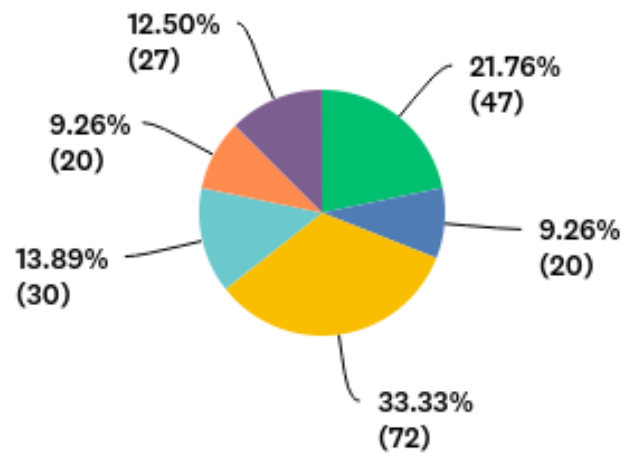
Projected Cash Flow Situation



- Need help immediately
- Will be OK for 6 months
- Will have difficulty making ends meet in a few months time
- Other (please specify)

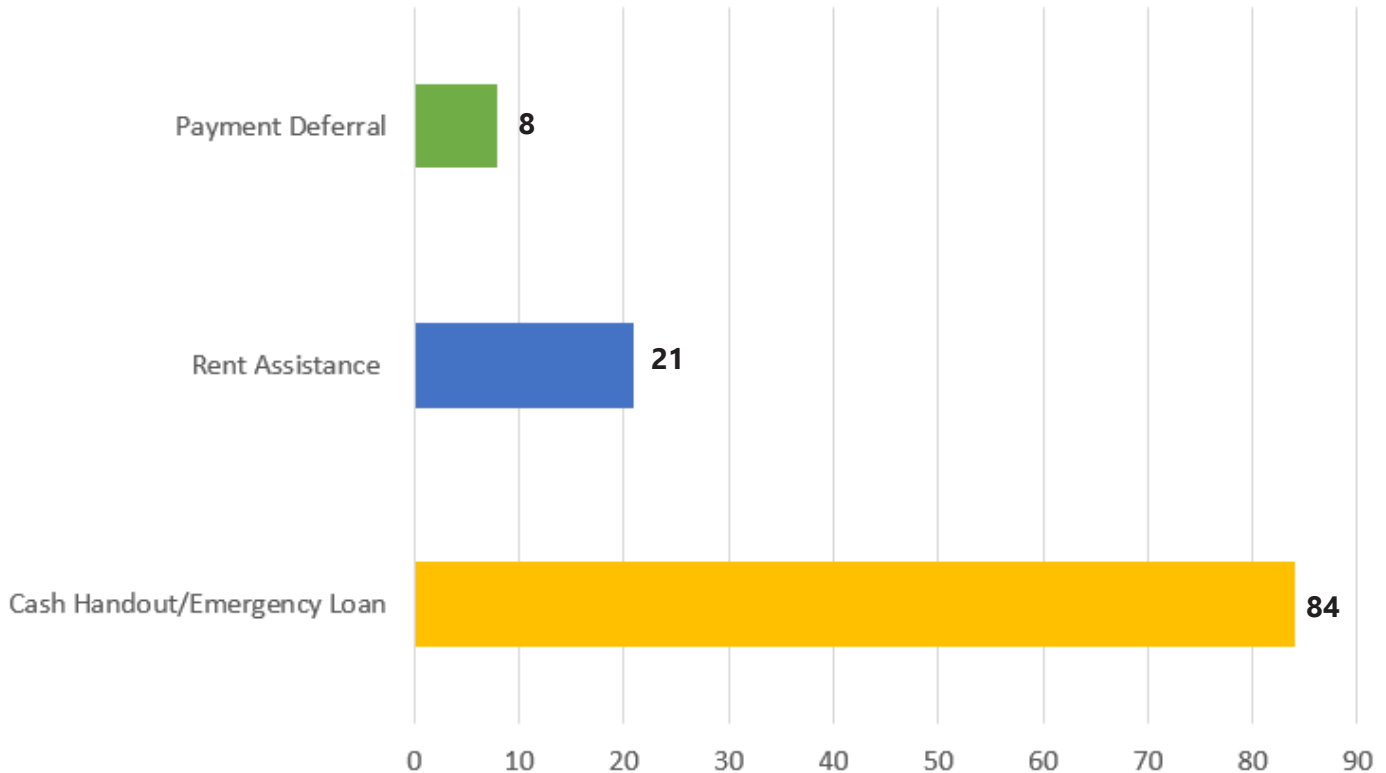


Measures Likely to be Used to Address the Economic Impact of COVID-19



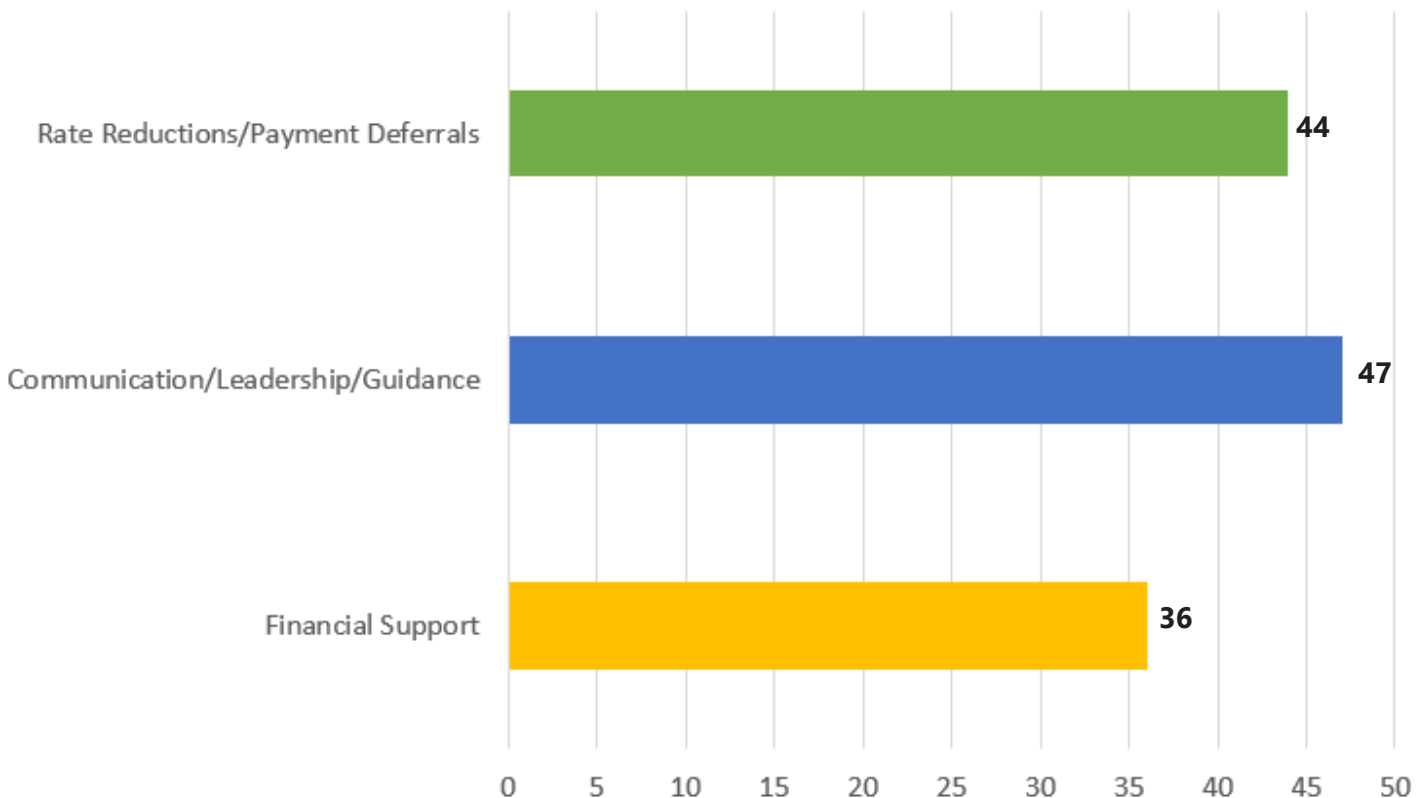
Provincial/Federal Supports Required

Top 3 Common Answers:



Municipal Supports Required

Top 3 Common Answers:



Additional Comments/Suggestions

Top 3 Common Answers:

