



## *Phase 2: Impacts of COVID-19 on Businesses in Middlesex County*



# Introduction

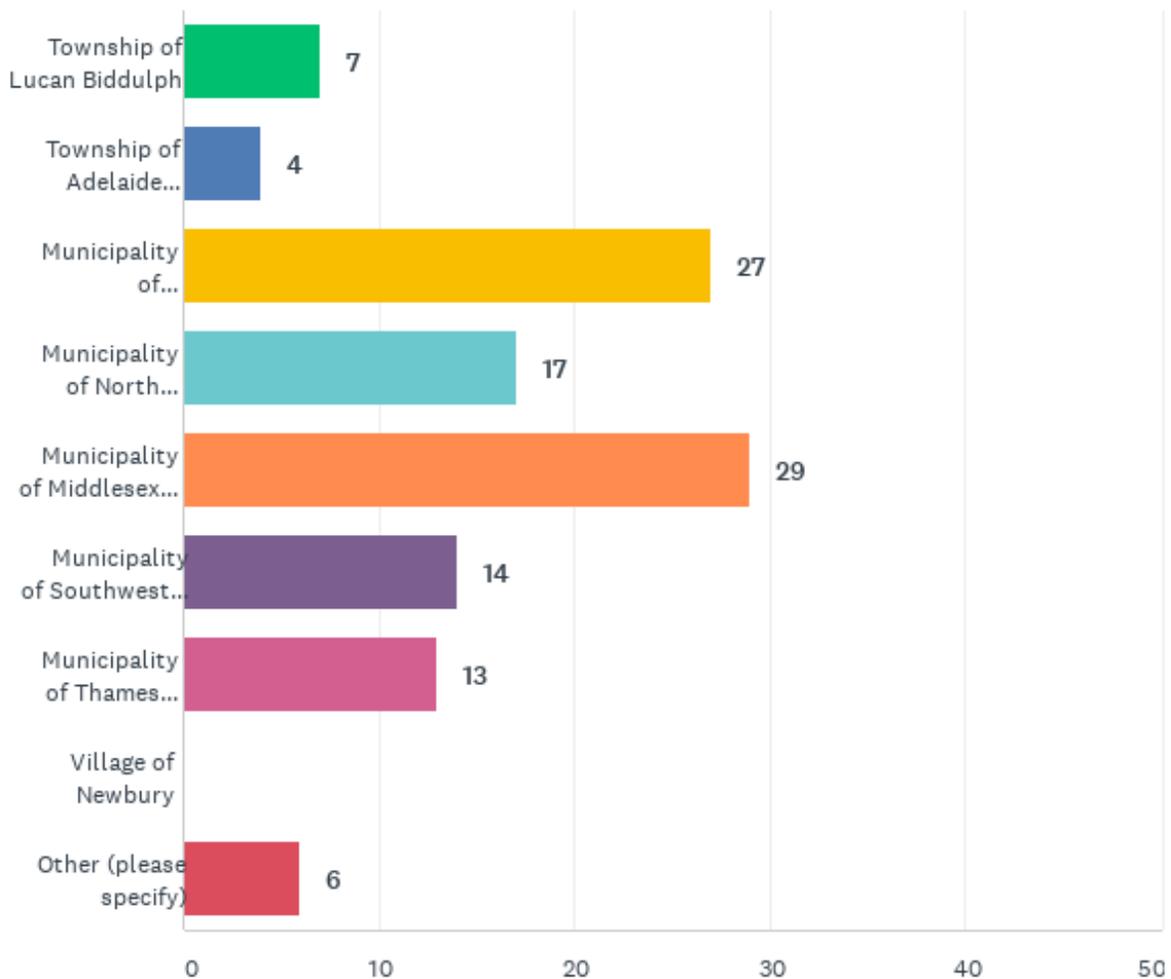
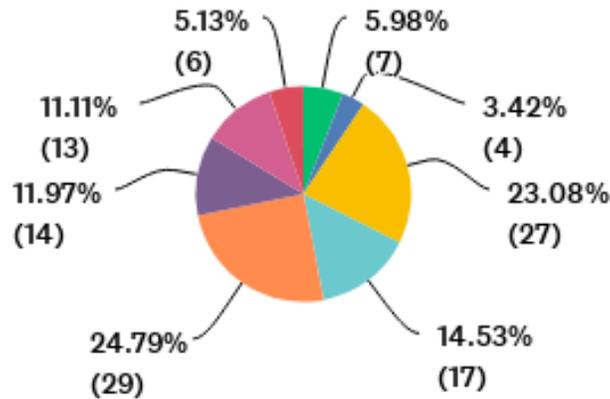
In an effort to assess the impacts of COVID-19 on local businesses, Middlesex County's Department of Economic Development created a survey with the intent to collect front-line observations and input in order to provide high level reporting to all levels of government. The Phase Two Middlesex County COVID-19 Business Survey was administered between April 24th - May 1st, 2020.

A total of 120 businesses completed the Phase Two Survey. In many cases, the results were similar to Phase 1 of the survey as most businesses continued to record significant impact and even temporary shut down in response to COVID-19. 79 businesses spoke to the types of impact they are facing and after narrowing it down to the top three common responses, 45.6% are facing financial impact, 21.5% are temporarily pausing operations, and 8.9% are facing a shortage of employees.

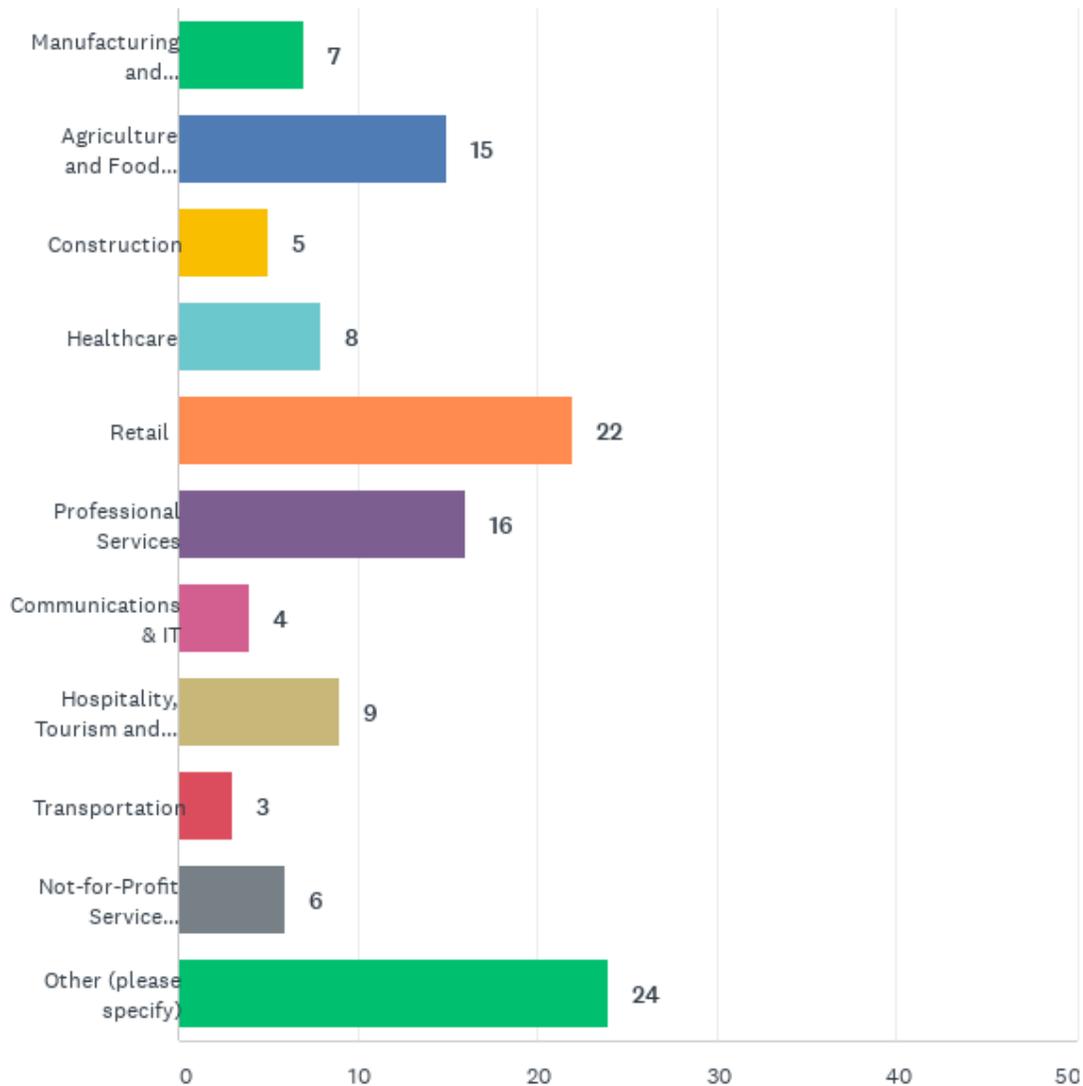
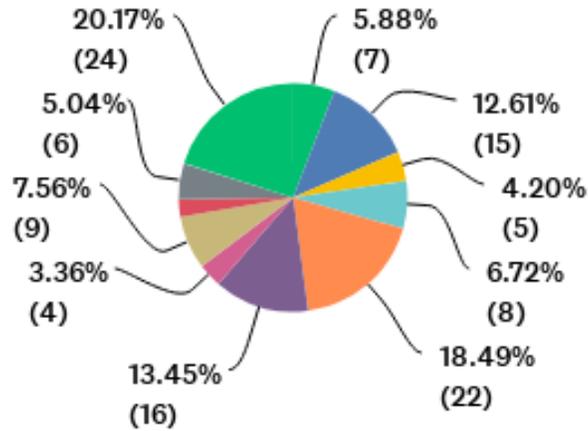
This trying time has certainly pushed many local businesses to test out different ways of operating or attracting customers. 67 businesses recorded the creative ways they've continued operations with 28.4% using social media marketing, 20.9% implementing take out and curbside pick up and another 20.9% said they have taken sales online. It was great to see that many have also applied safety precautions for staff and customers.



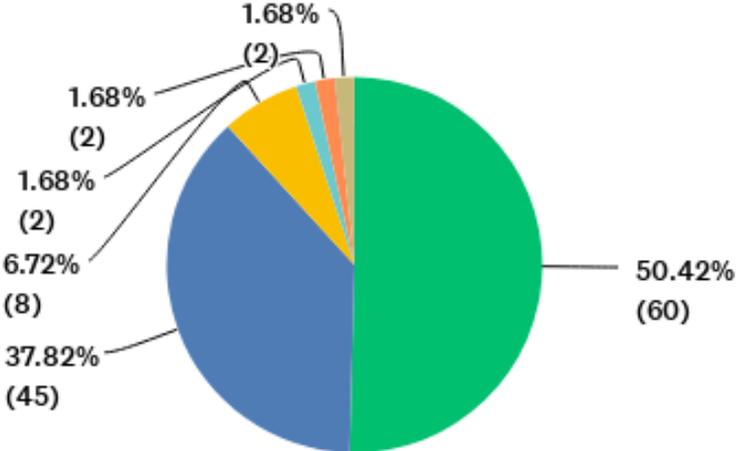
# Local Municipal Geography



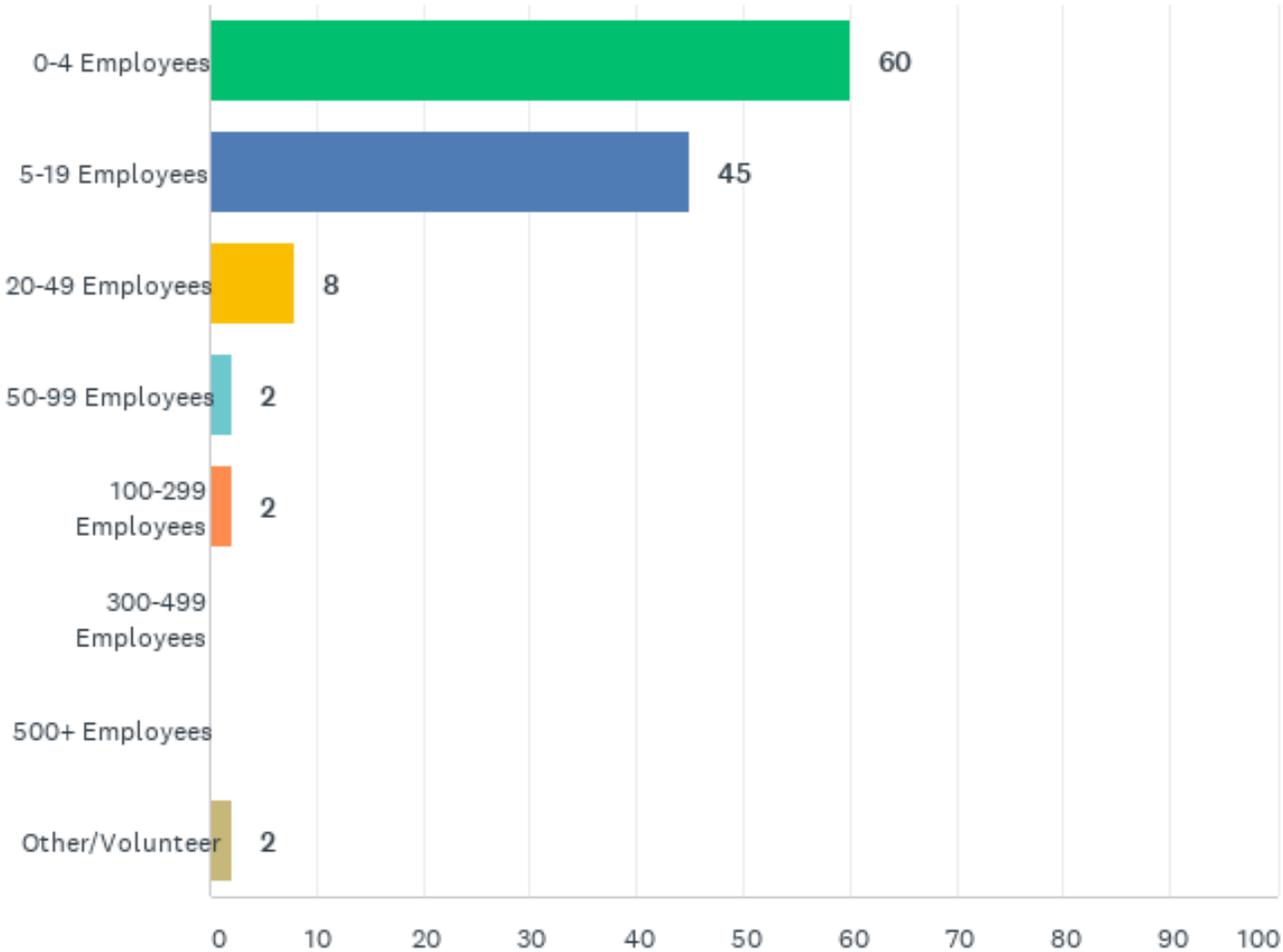
# Business Sector



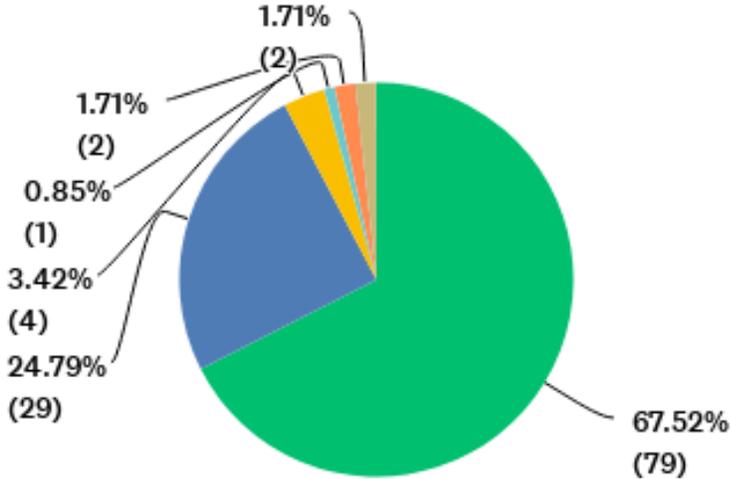
# Size of Workforce Prior to COVID-19



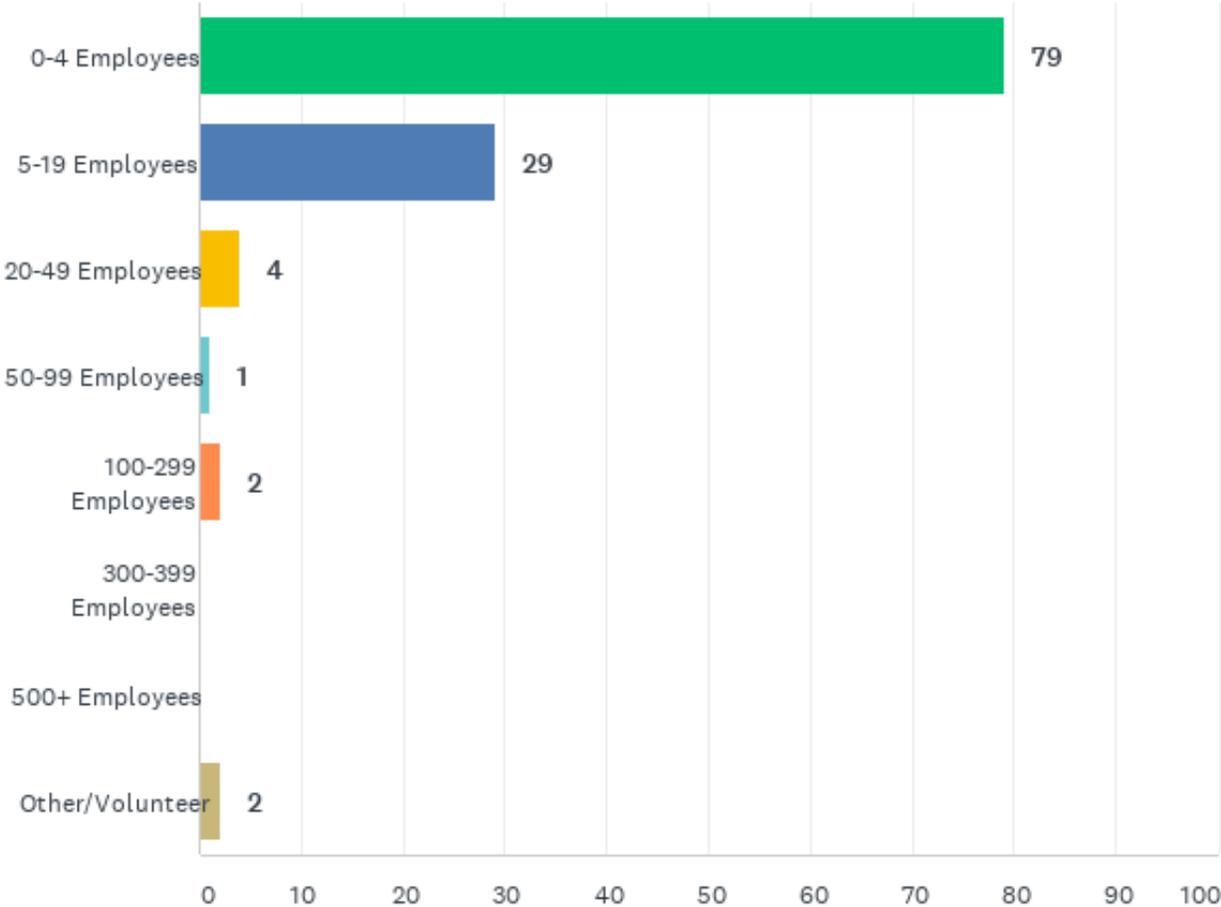
- 0-4 Employees
- 5-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-299 Employees
- 300-499 Employees
- 500+ Employees
- Other/Volunteer



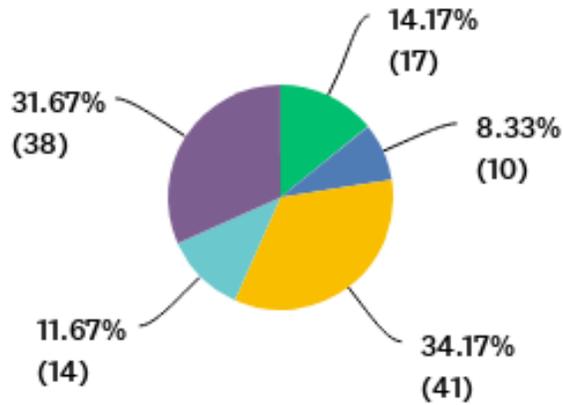
# Size of Workforce Post COVID-19



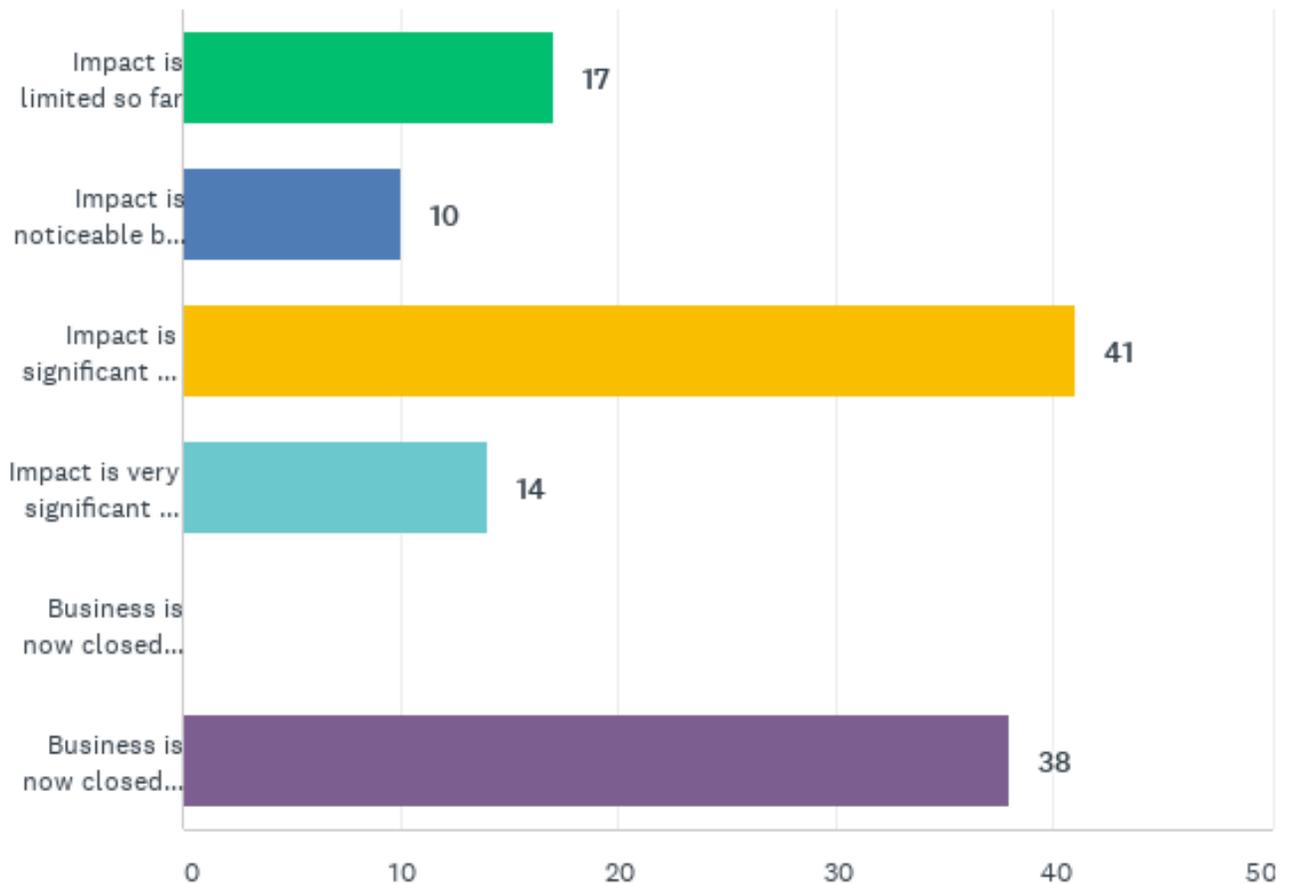
- 0-4 Employees
- 5-19 Employees
- 20-49 Employees
- 50-99 Employees
- 100-299 Employees
- 300-399 Employees
- 500+ Employees
- Other/Volunteer



# Level of Impact

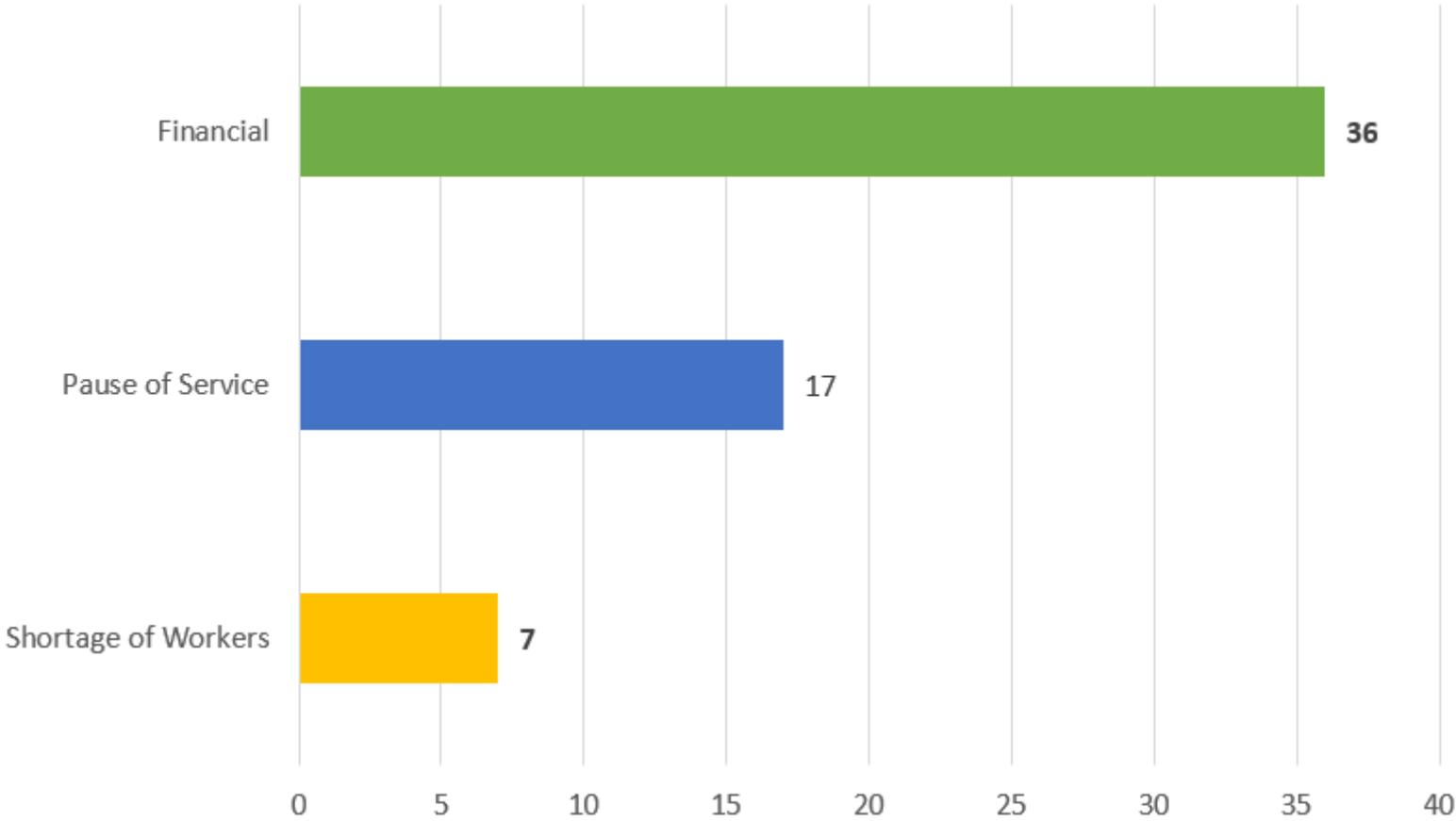
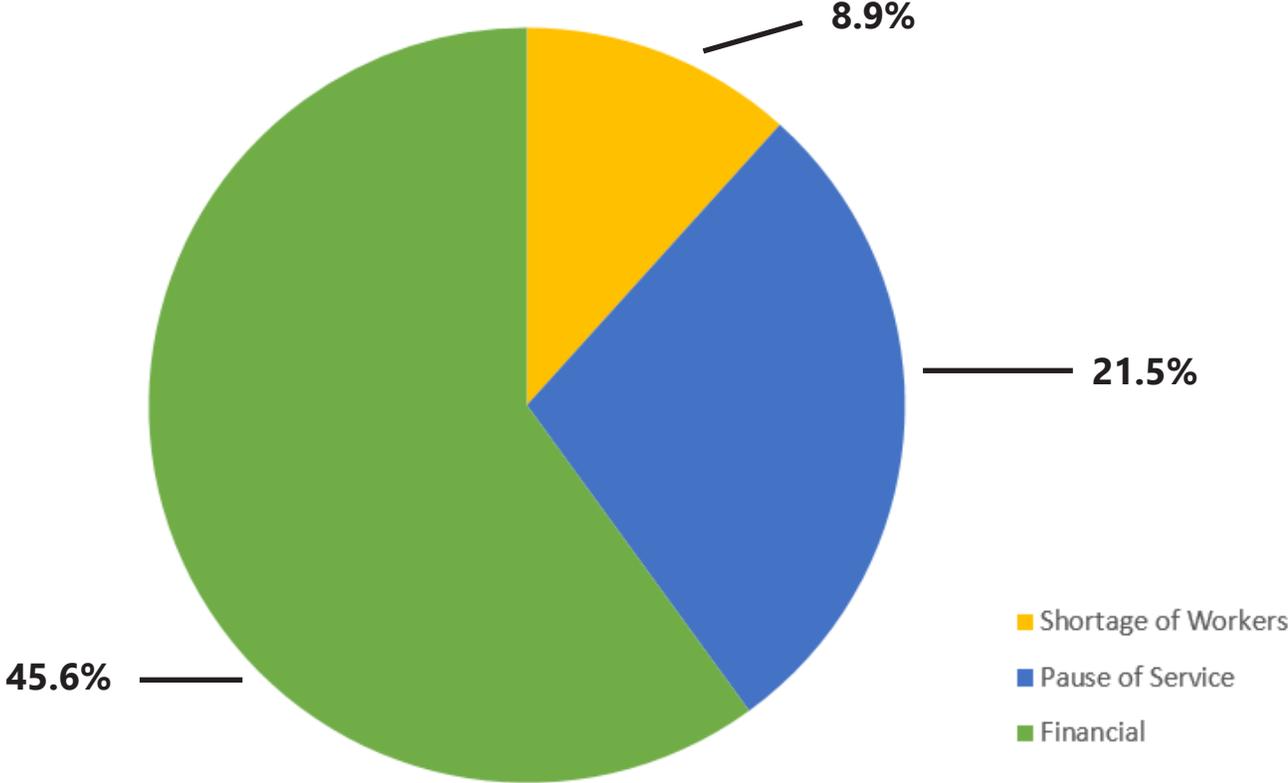


- Impact is limited so far
- Impact is noticeable but not significant
- Impact is significant and steadily increasing
- Impact is very significant and growing rapidly
- Business is now closed permanently
- Business is now closed temporarily

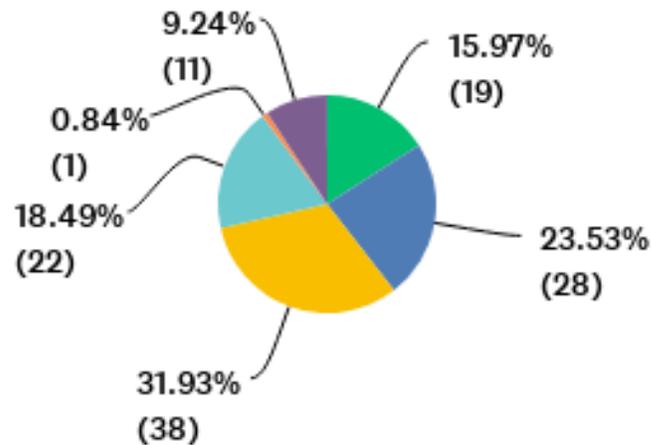


# Type of Impact

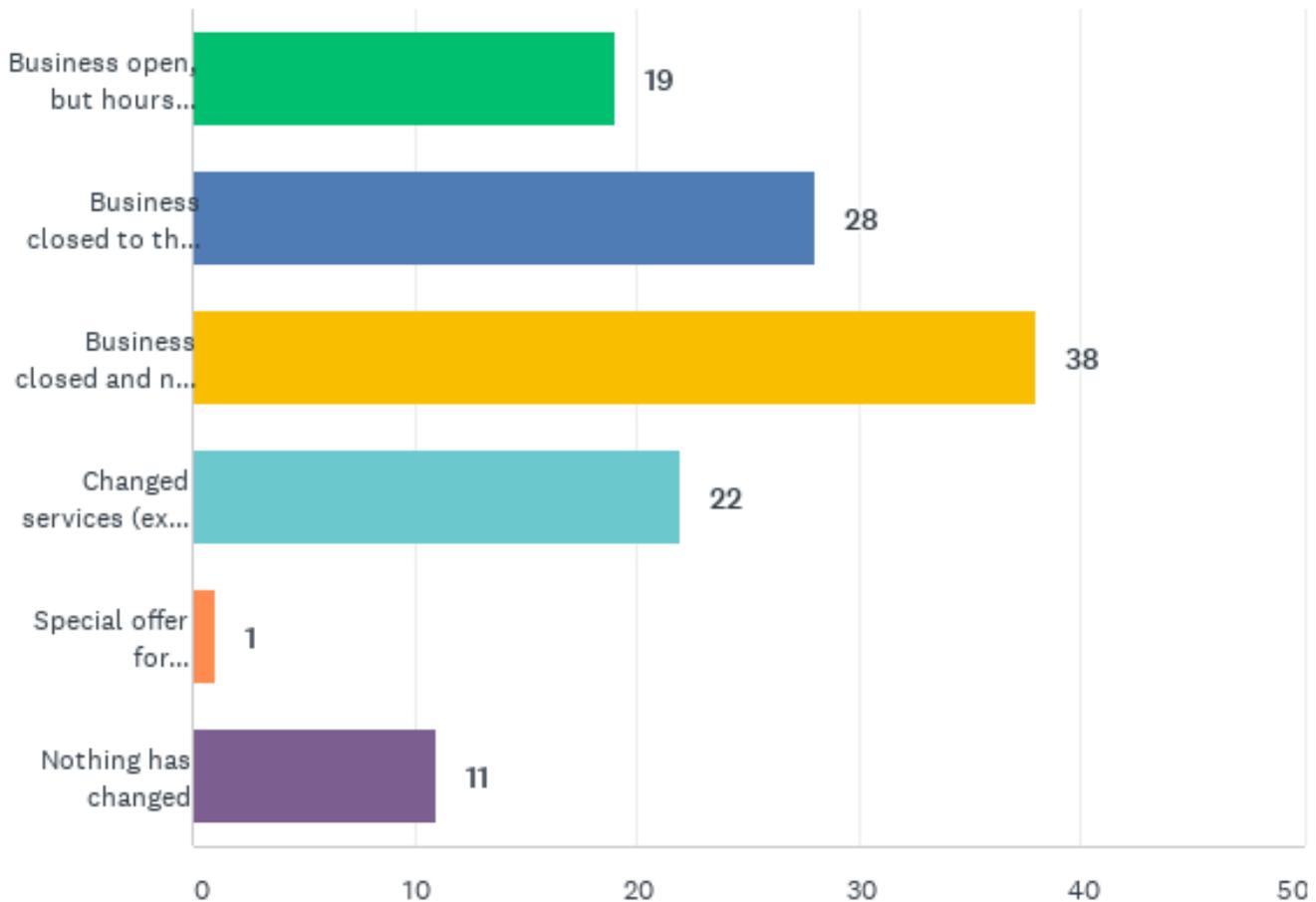
Top 3 Common Answers:



# Business Response to COVID-19

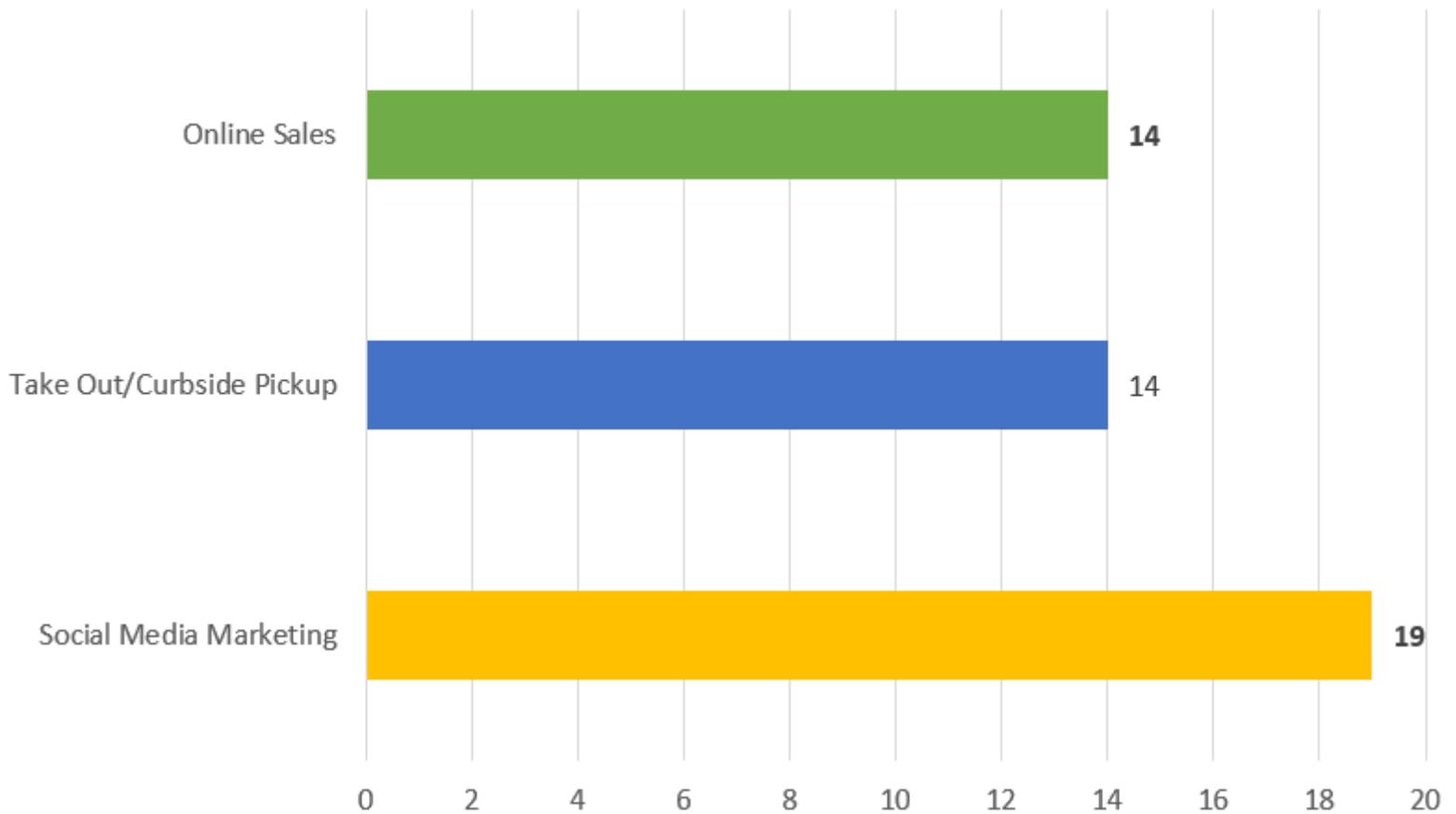
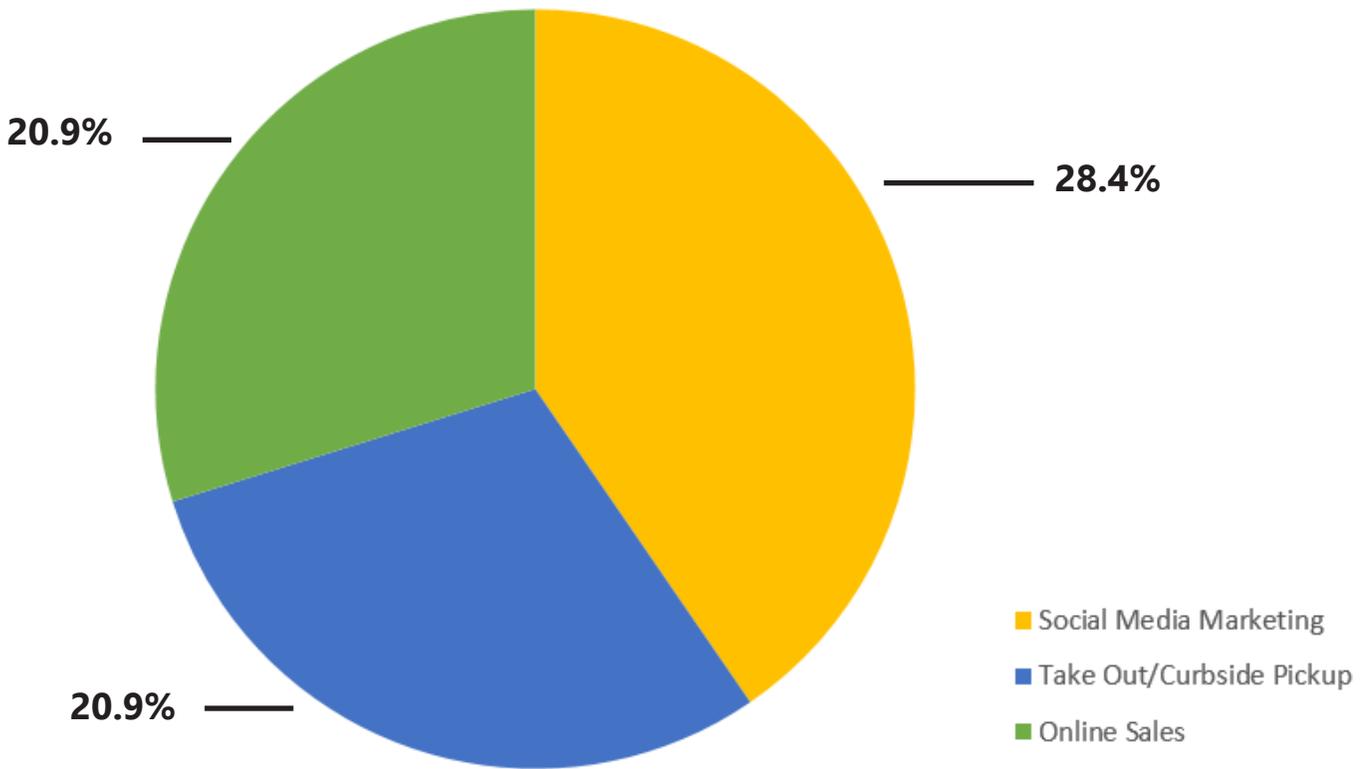


- Business open, but hours changed
- Business closed to the public, but still operating
- Business closed and not operating
- Changed services (ex. take out, delivery, contact-less options, diversification)
- Special offer for customers/community members
- Nothing has changed

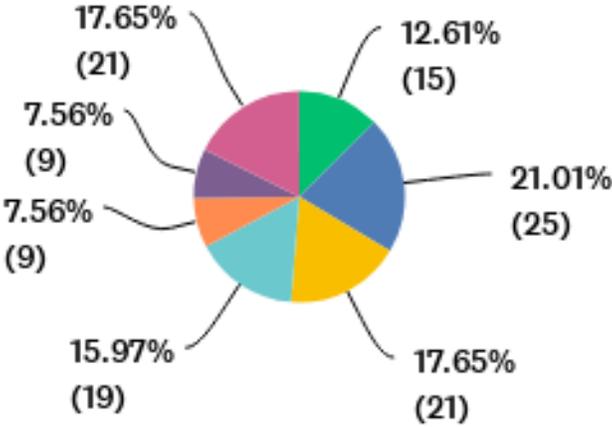


# Business' Creative Response

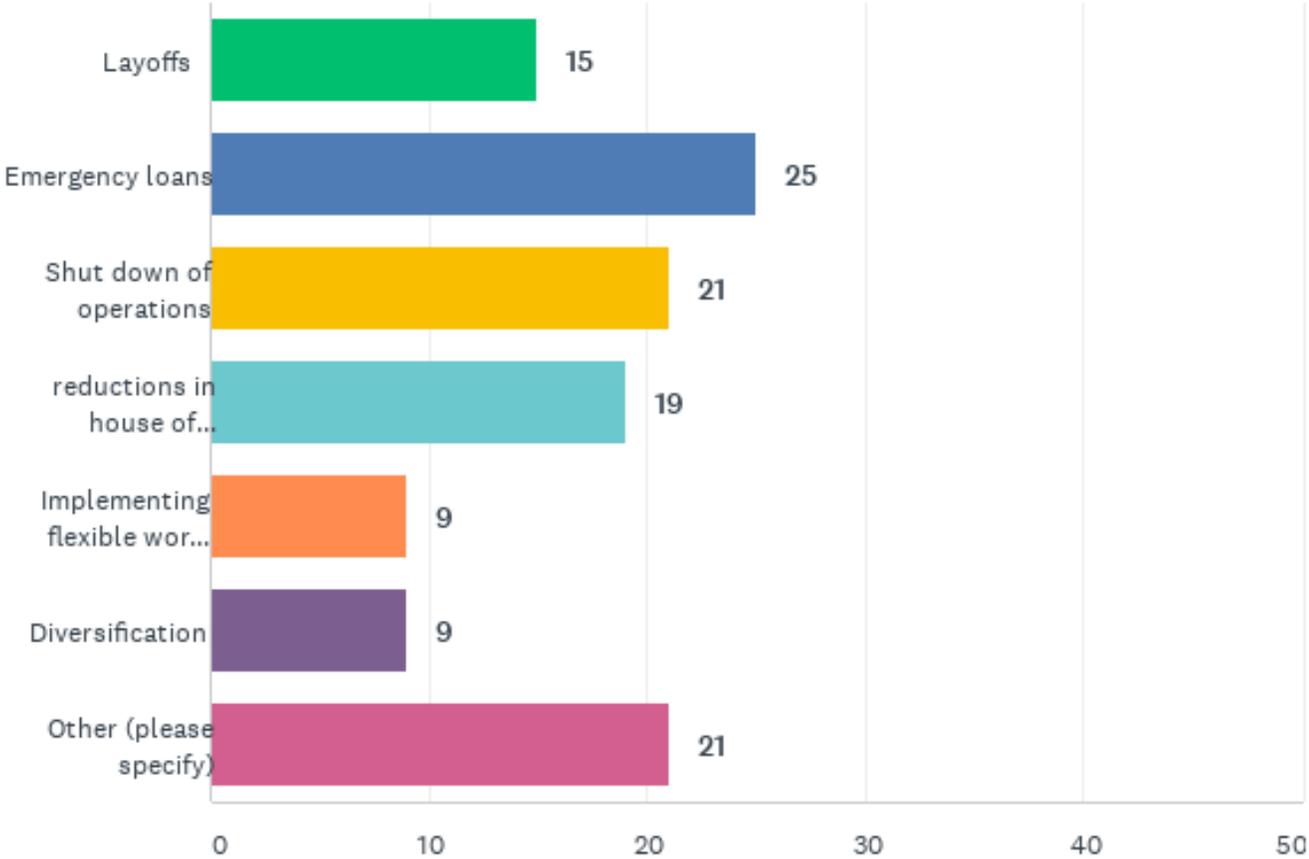
Top 3 Common Answers:



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

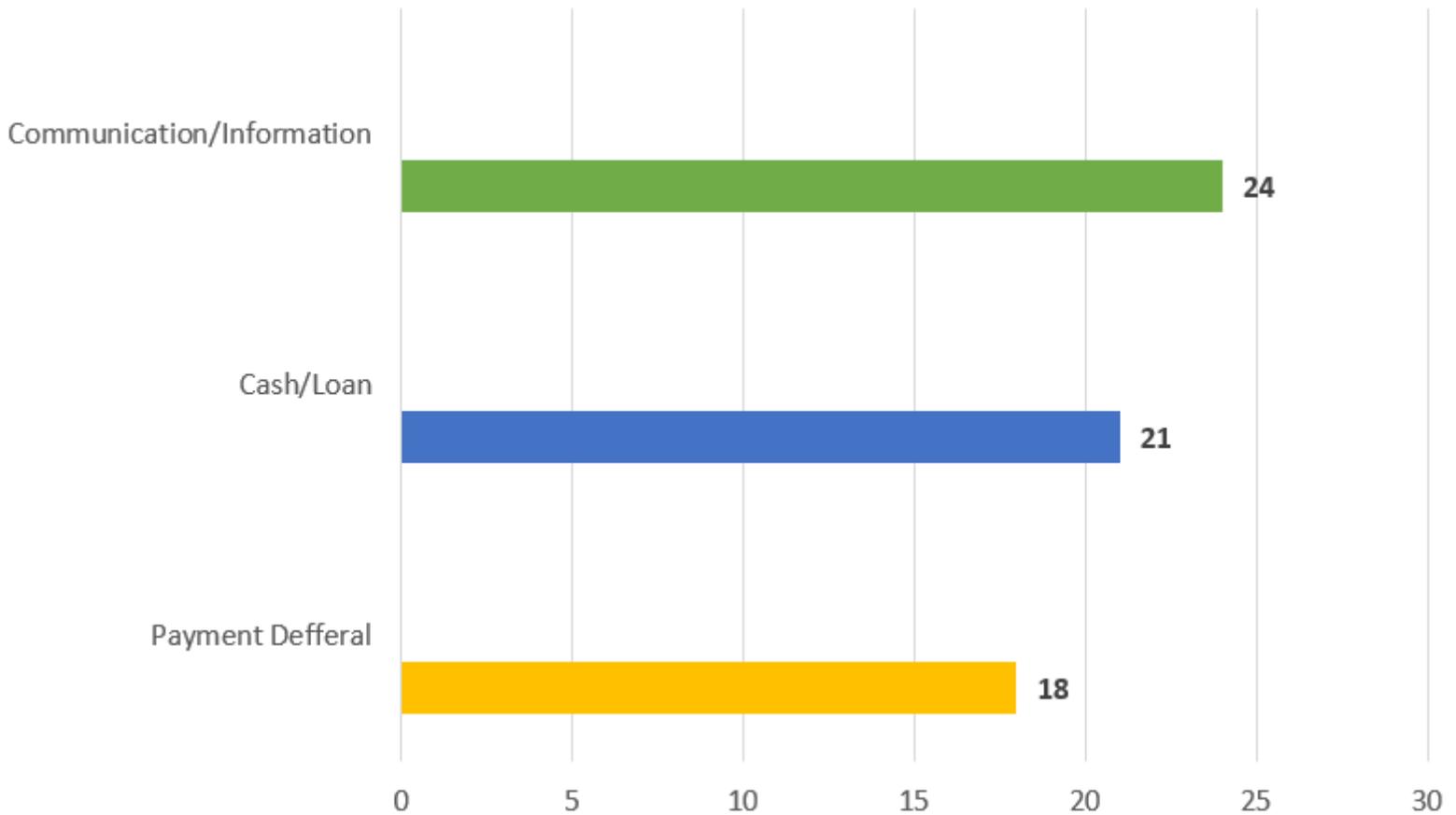
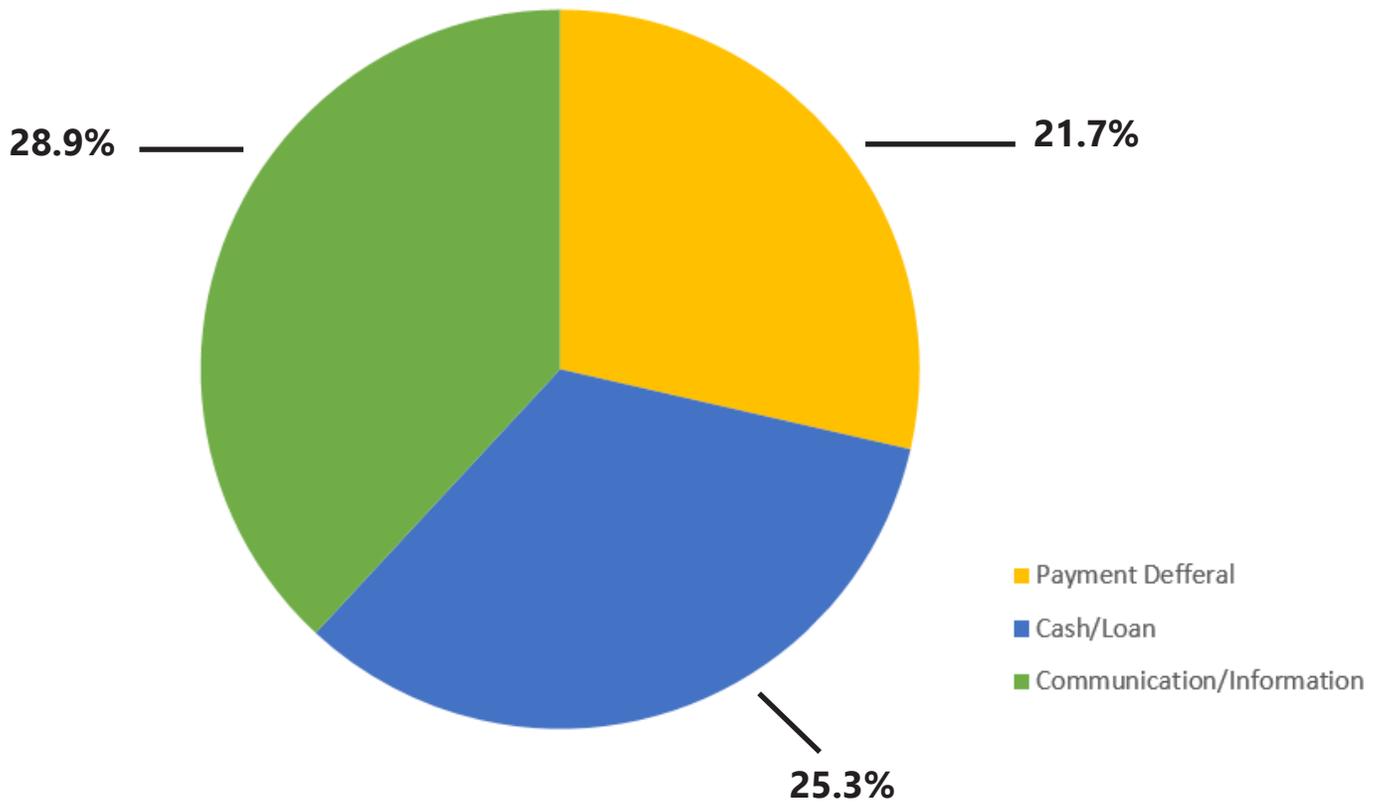


- Layoffs
- Emergency loans
- Shut down of operations
- reductions in house of operations/productions
- Implementing flexible work hours/work from home options
- Diversification
- Other (please specify)

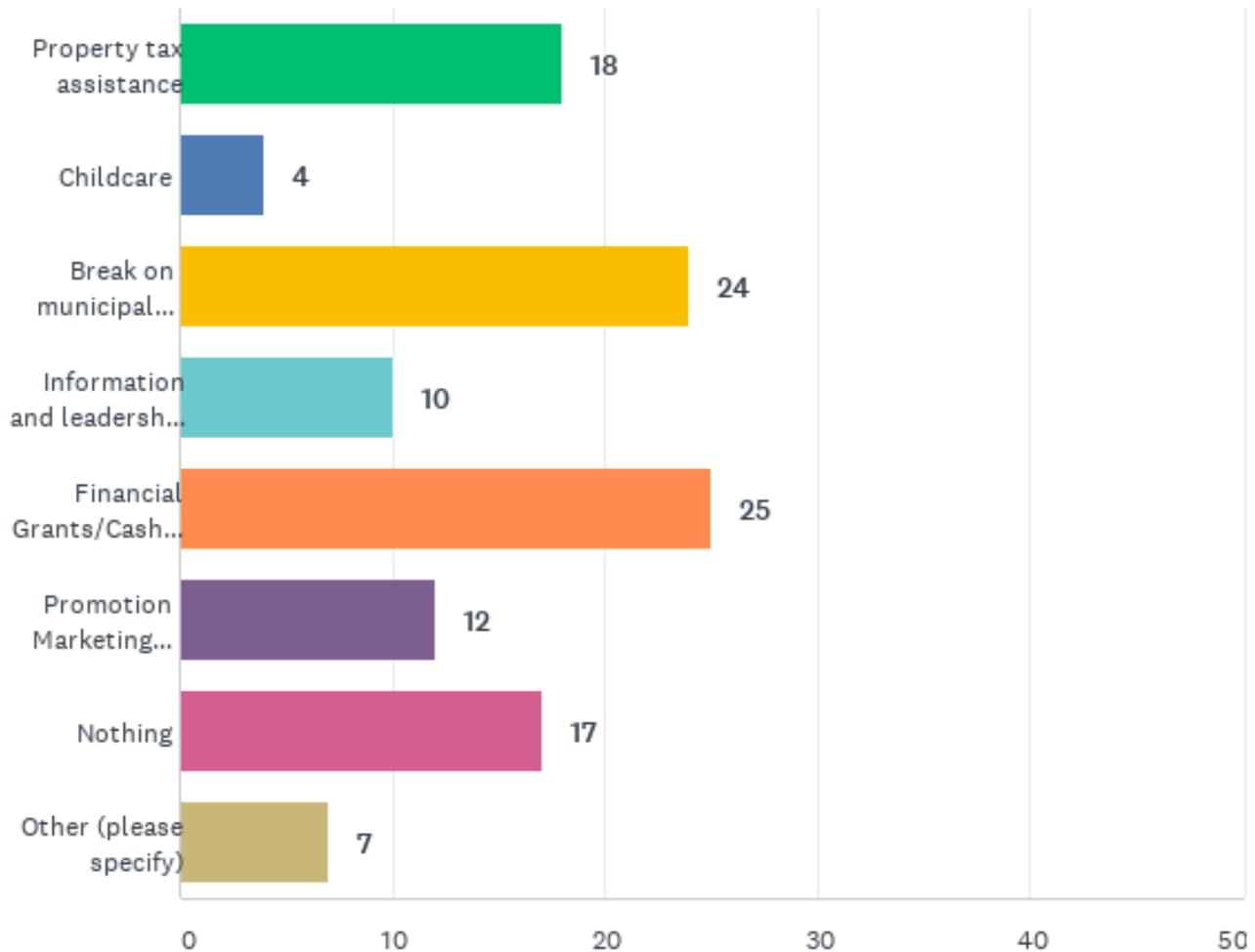
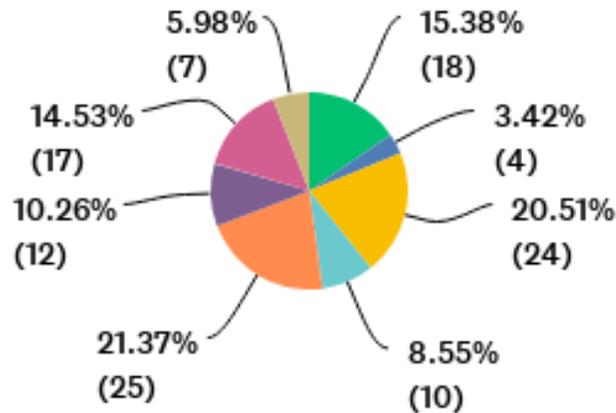


# Provincial/Federal Supports Required

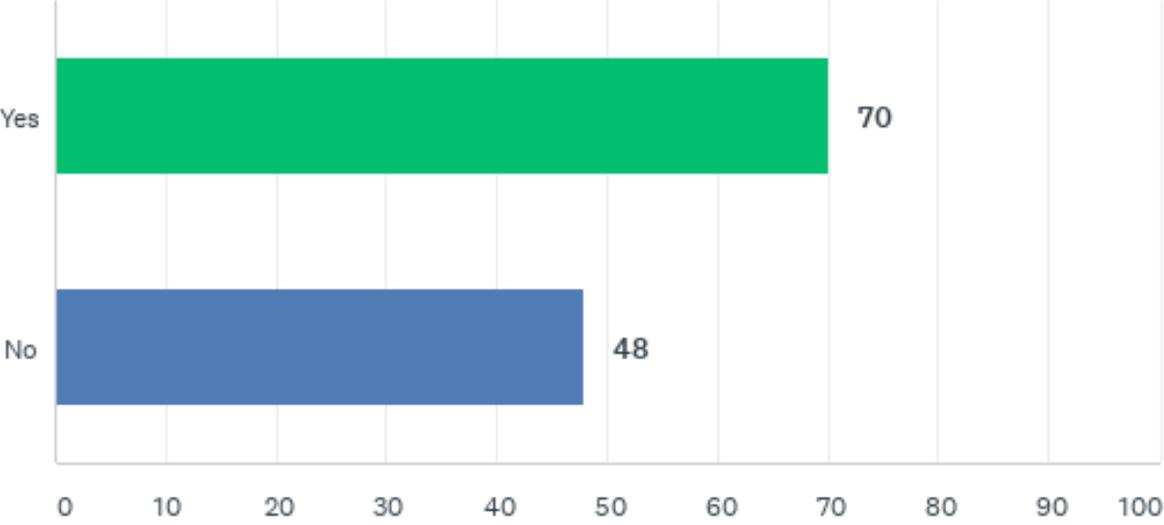
Top 3 Common Answers:



# Municipal Supports Required



# Government Support Accessed



# Type of Government Support Accessed

