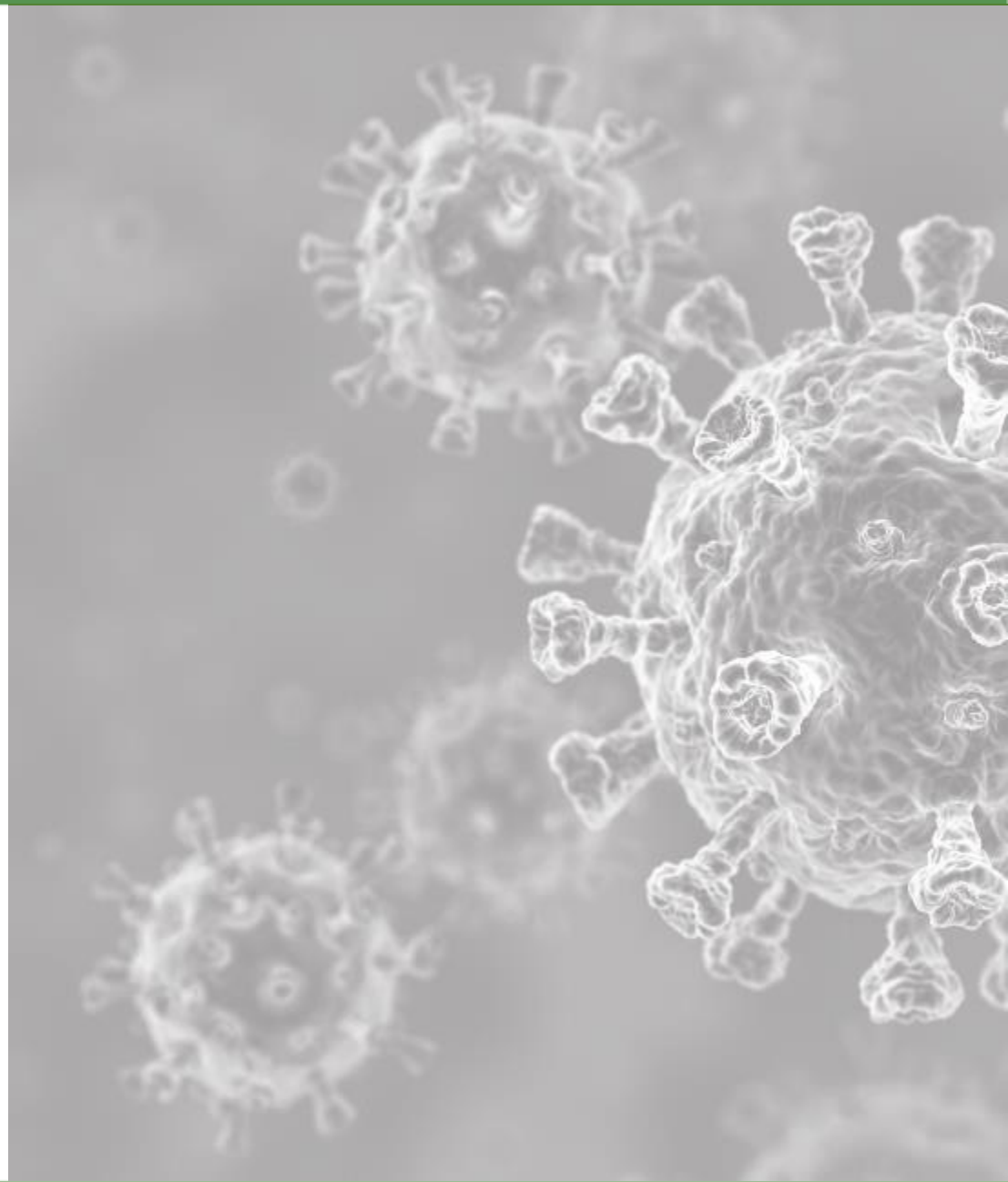


Halton COVID-19 Business Impact Survey Results

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

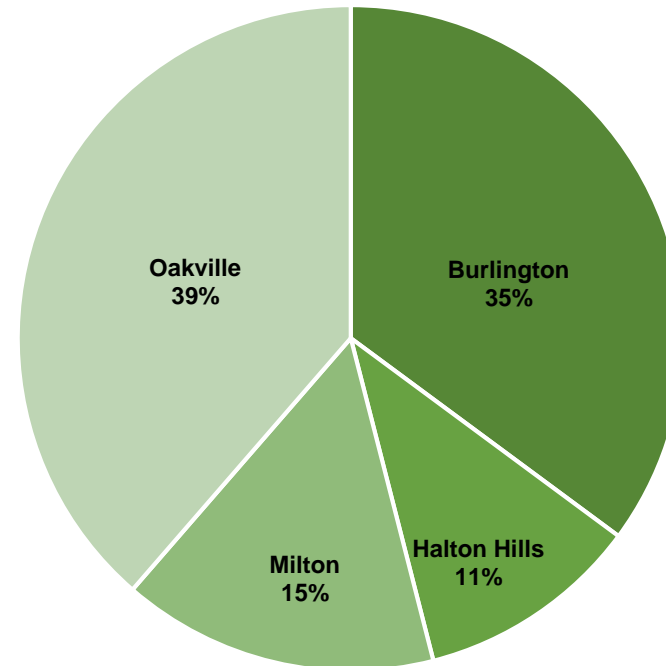
- 1,002 valid responses were collected from Halton business owners
- Similar distribution of responses to the distribution of businesses across Halton

Municipal distribution of businesses:

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

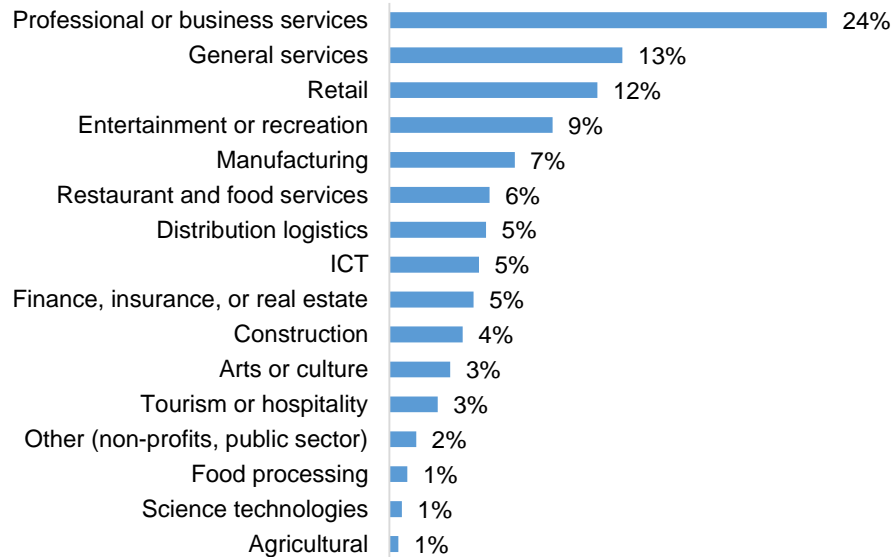
Source: 2019 Employment Survey

Municipal distribution of survey respondents

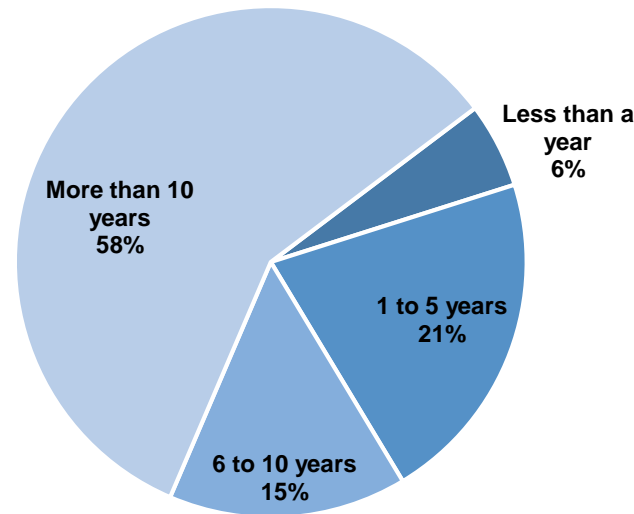


Profile of Business Respondents

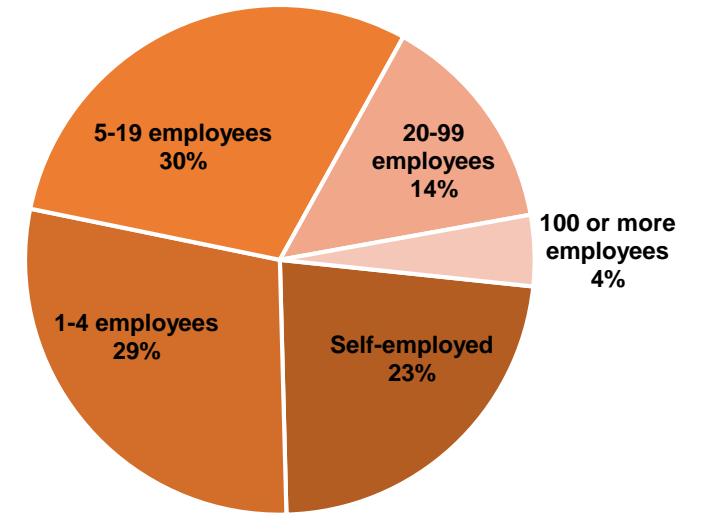
Sector



Years in operation



of employees before COVID-19

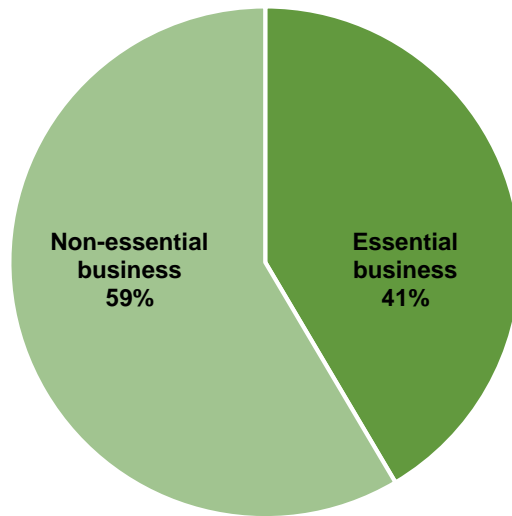


- 35% in professional/technical services, 30% in retail or general services, 18% were in goods production, and 15% in tourism or cultural sectors
- Nearly 60% have been in operation over 10 years
- 95% identified as small businesses with fewer than 100 employees

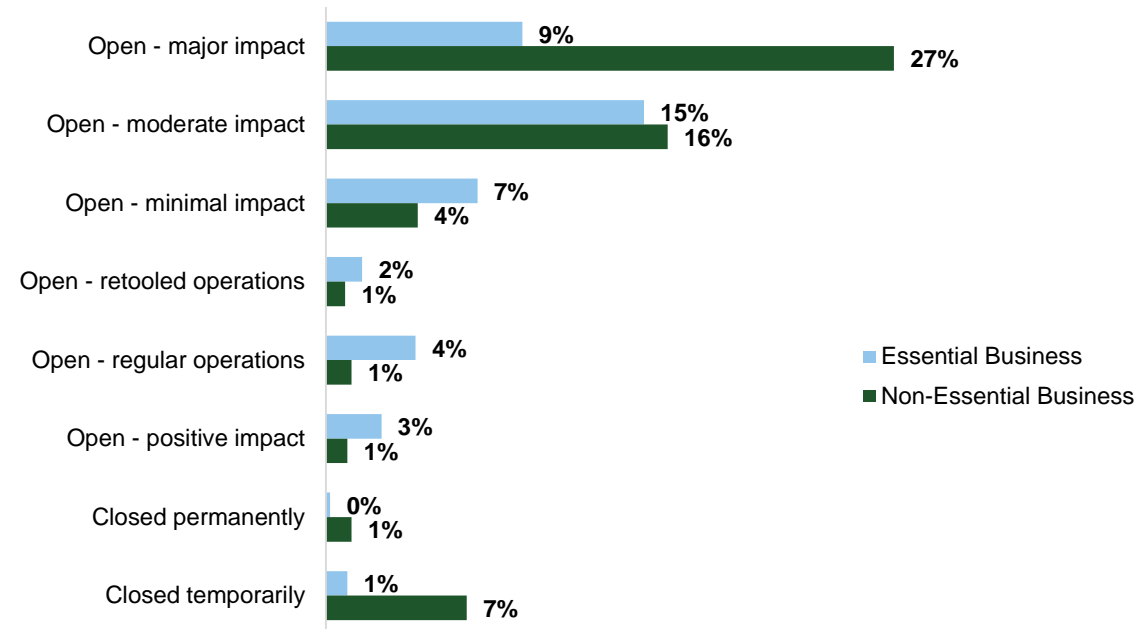


Business closures and impact

Classification of businesses during mandatory closures



Level of impact on Halton businesses

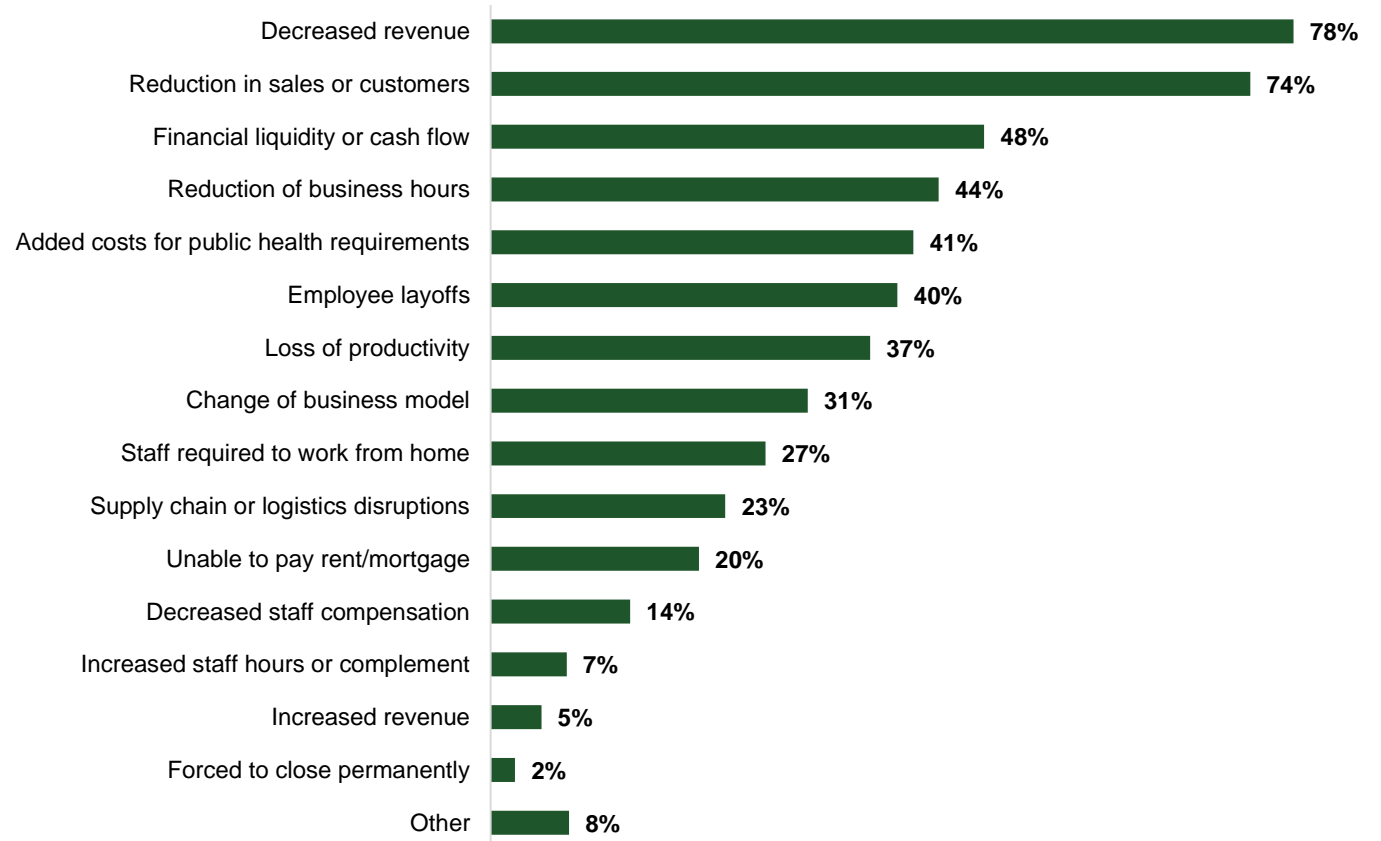


- 59% deemed non-essential during March closure orders
- 2 in 3 businesses that are now open have experienced major or moderate impacts
- 8% closed temporarily because of COVID-19, and 1% closed permanently
- Non-essential businesses more negatively impacted

COVID-19 Impact on Business Operations

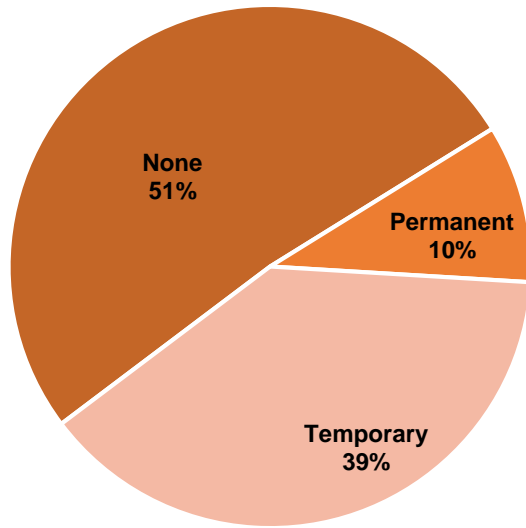
- Majority of businesses reported a decrease in revenue, sales and customers
- COVID-19 restrictions also resulted in reduced hours, employee layoffs and problems with financial liquidity

How businesses were affected

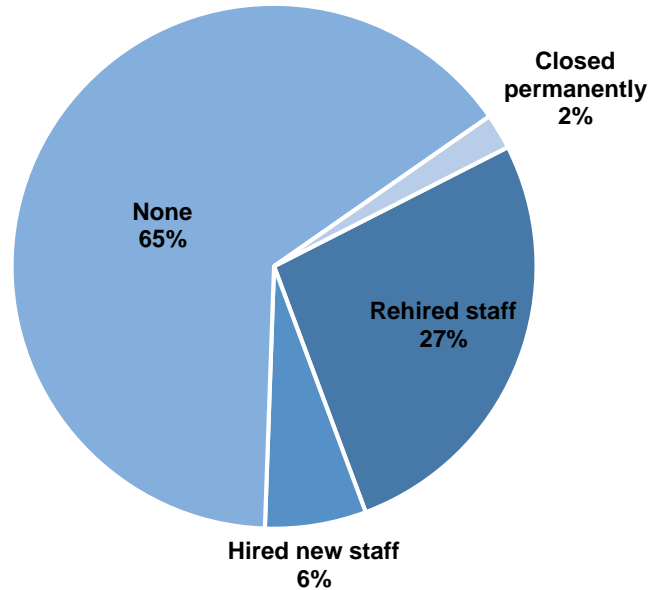


Impact on Workforce and Revenue

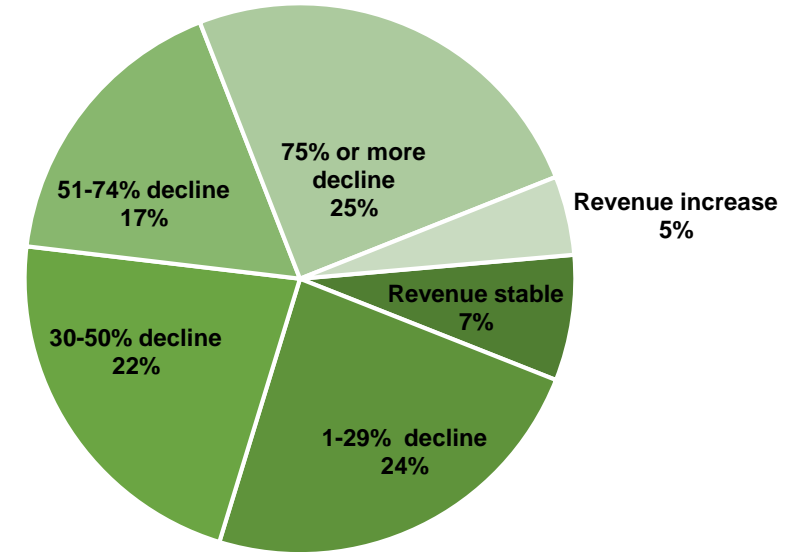
Workforce reductions during forced closures



Workforce changes since reopening



Revenue or sales change over same time last year

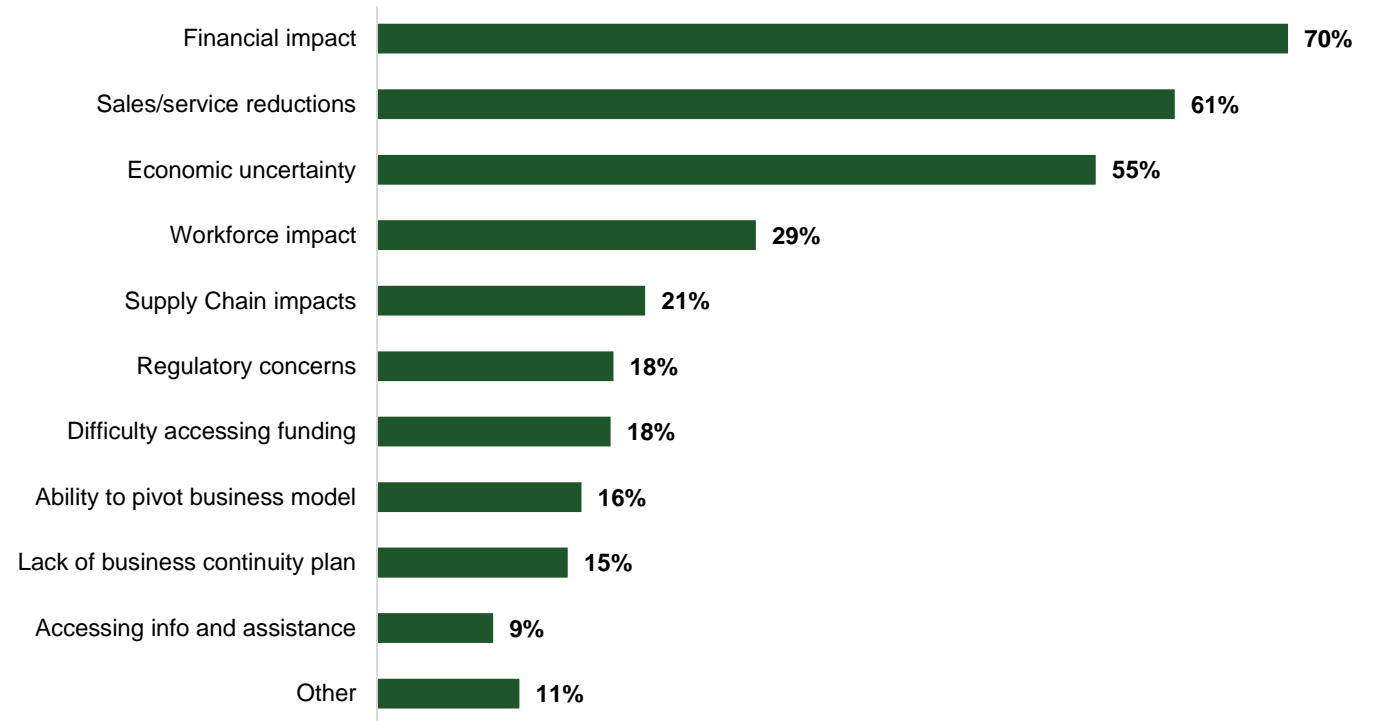


- Nearly half of businesses laid off employees due to COVID-19
- 1/3 of businesses have rehired employees or brought on new staff since reopening
- 42% of businesses saw >50% decline in revenue/sales over the last year

Key Concerns from Businesses

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

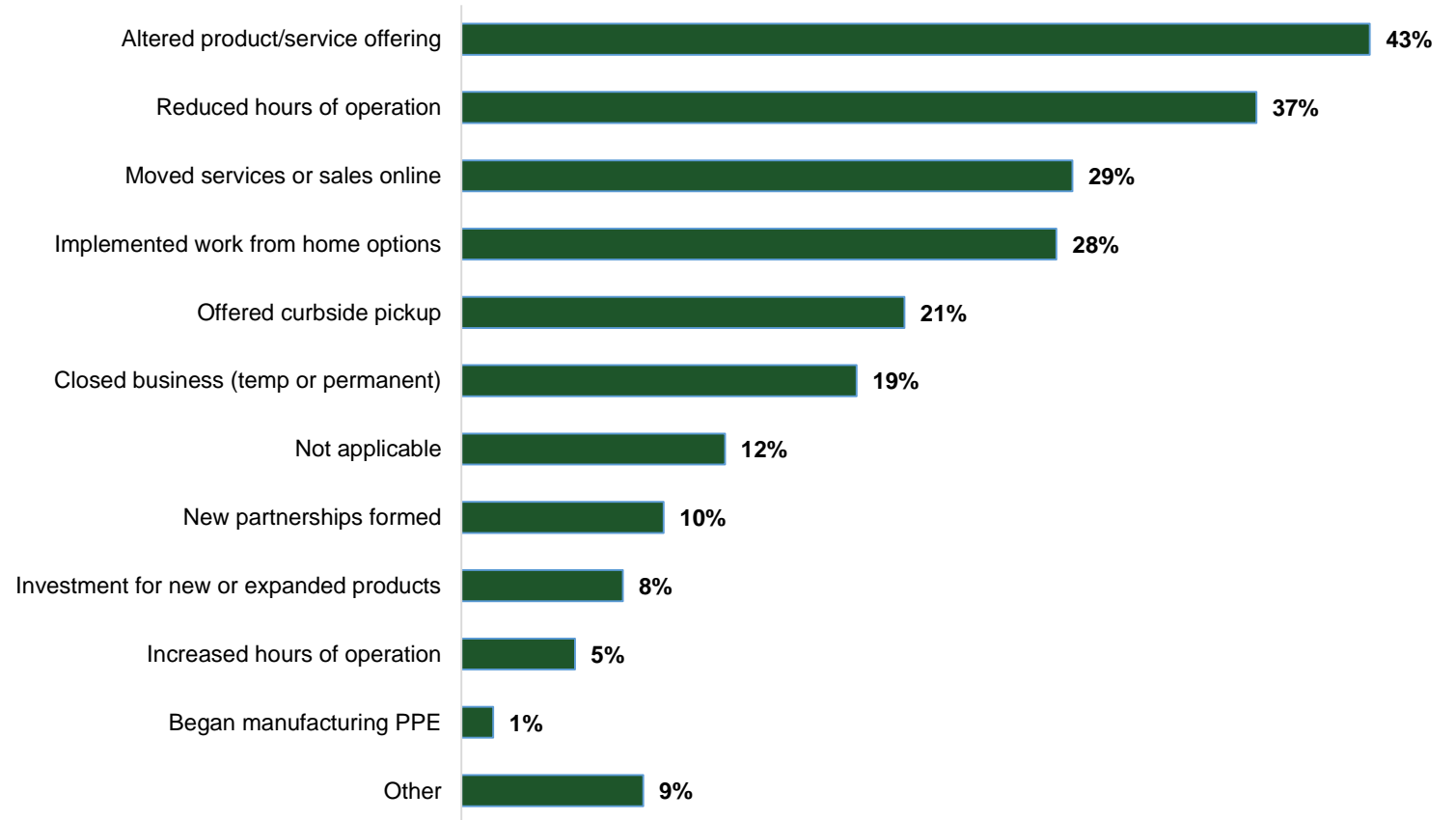
Biggest challenges for businesses



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

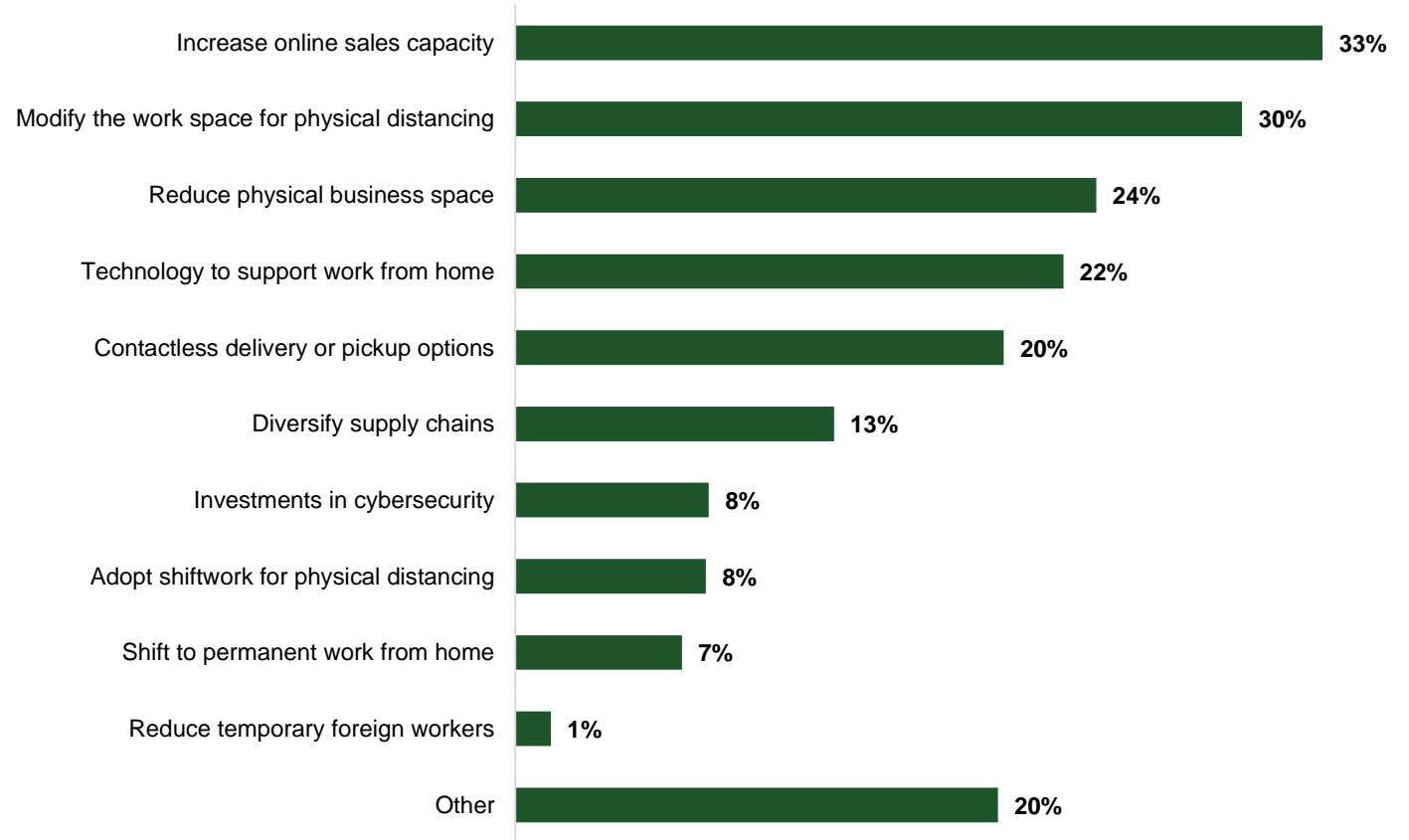
Measures taken in response to COVID-19



How will COVID-19 Change Business Operations

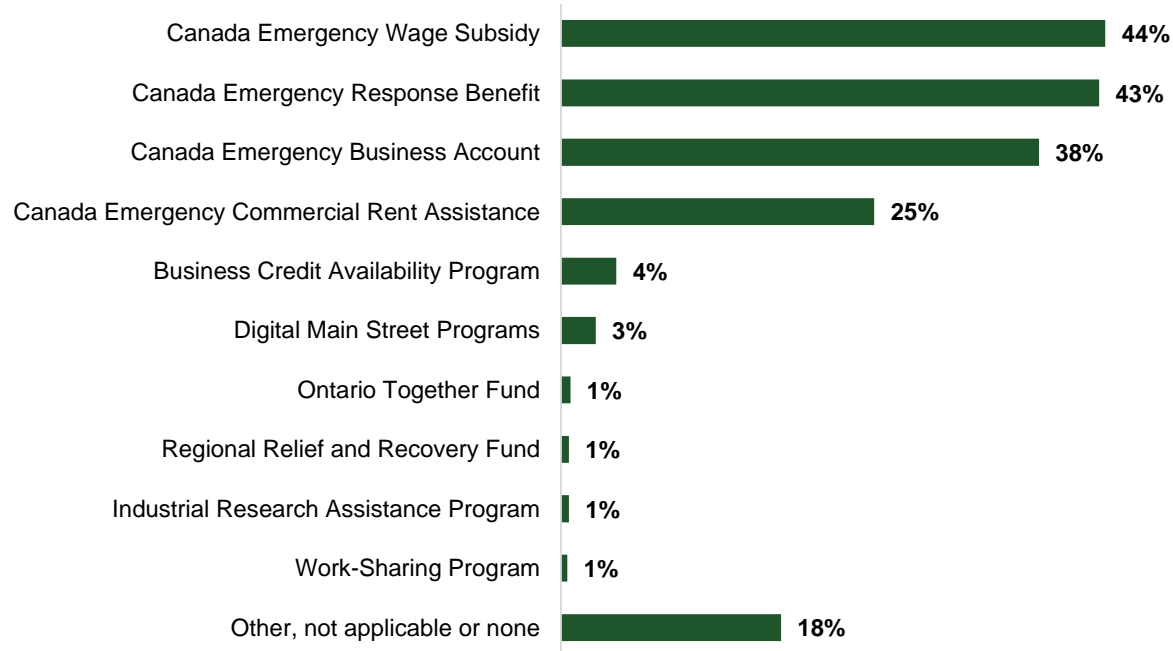
- Businesses are changing day-to-day operations to adapt to the COVID-19 pandemic and our new normal
- Business owners are considering increasing online sales, modifying their operations to increase physical distancing, reducing “bricks and mortar” footprint, and making telework the new normal

New workplace measures being considered

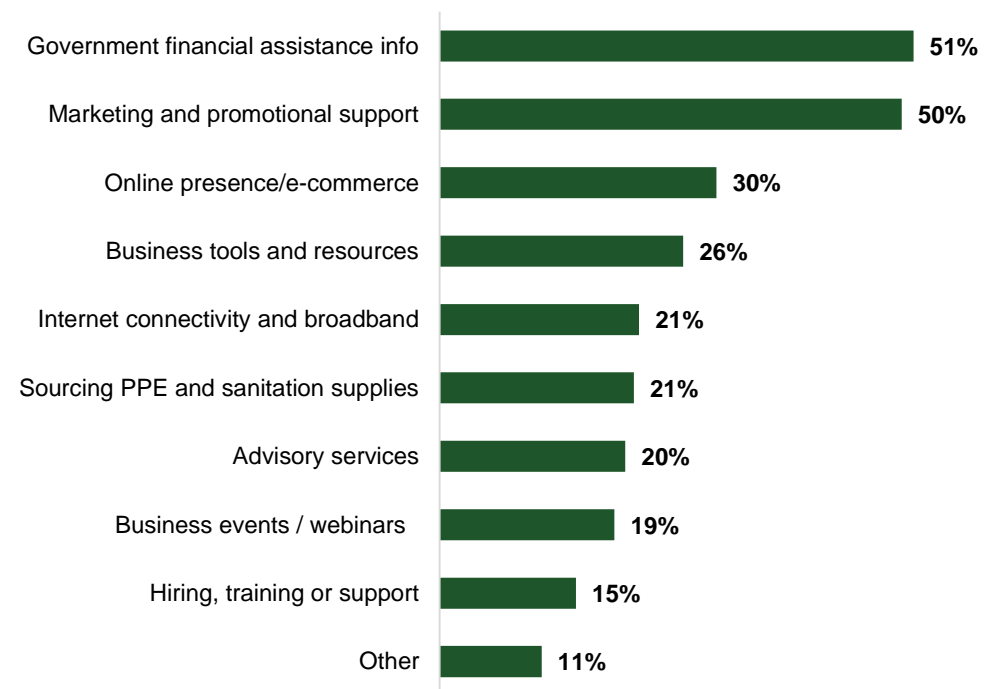


How Government Can Support the Business Community

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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