



**Merritt & District  
Chamber of Commerce**

# COVID-19 IMPACT SURVEY

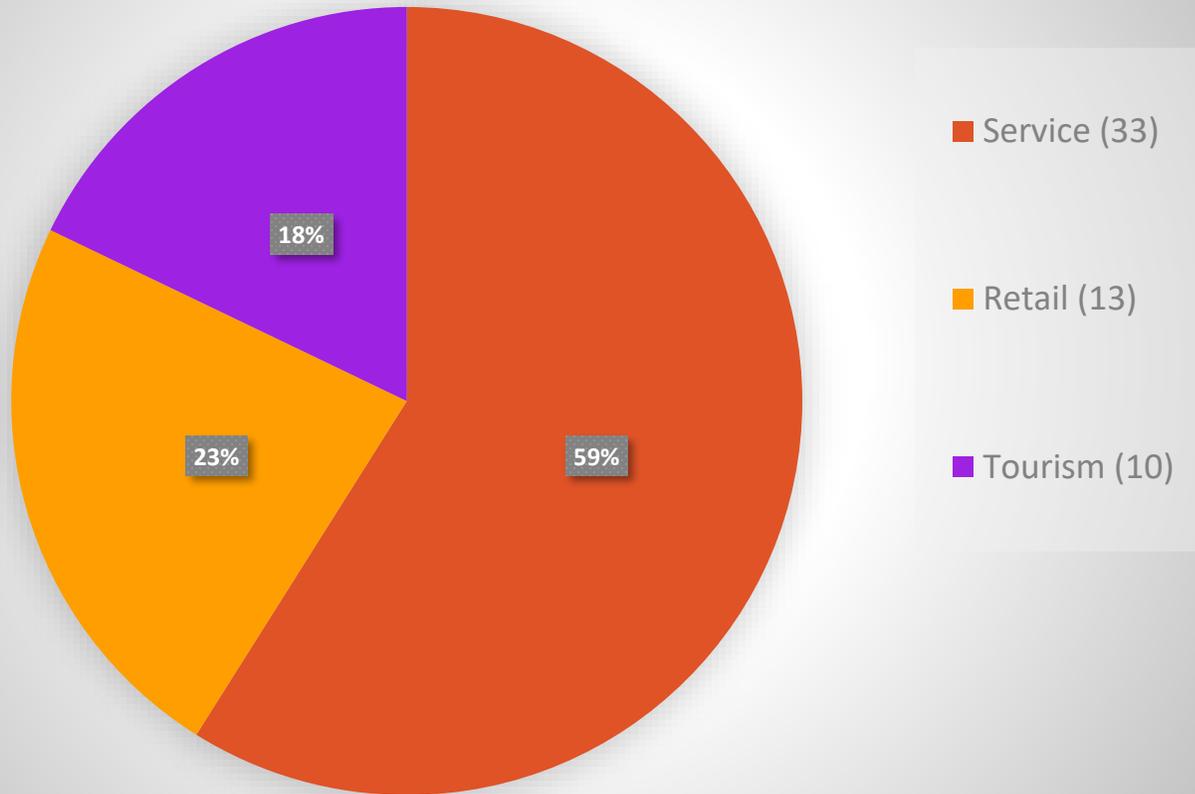
Insights provided via dozens  
of responses from Nicola  
Valley small businesses

# COVID-19 IMPACT SURVEY OVERVIEW

Originally published on April 22<sup>nd</sup>, 2020 and running for seven days, until April 29, this survey netted a total of 63 responses from Nicola Valley businesses. Each question on the survey will be represented (with graphics to help illustrate responses) in this document, along with notable insights. As two of the thirteen questions on the survey, (Q11 and Q13) required respondents to provide their own answer in plain text, the responses to these questions have been summarized and broken down for easier categorization.

# PRIMARY INDUSTRIES OF RESPONDENTS

Q1: What is the primary industry of your business?

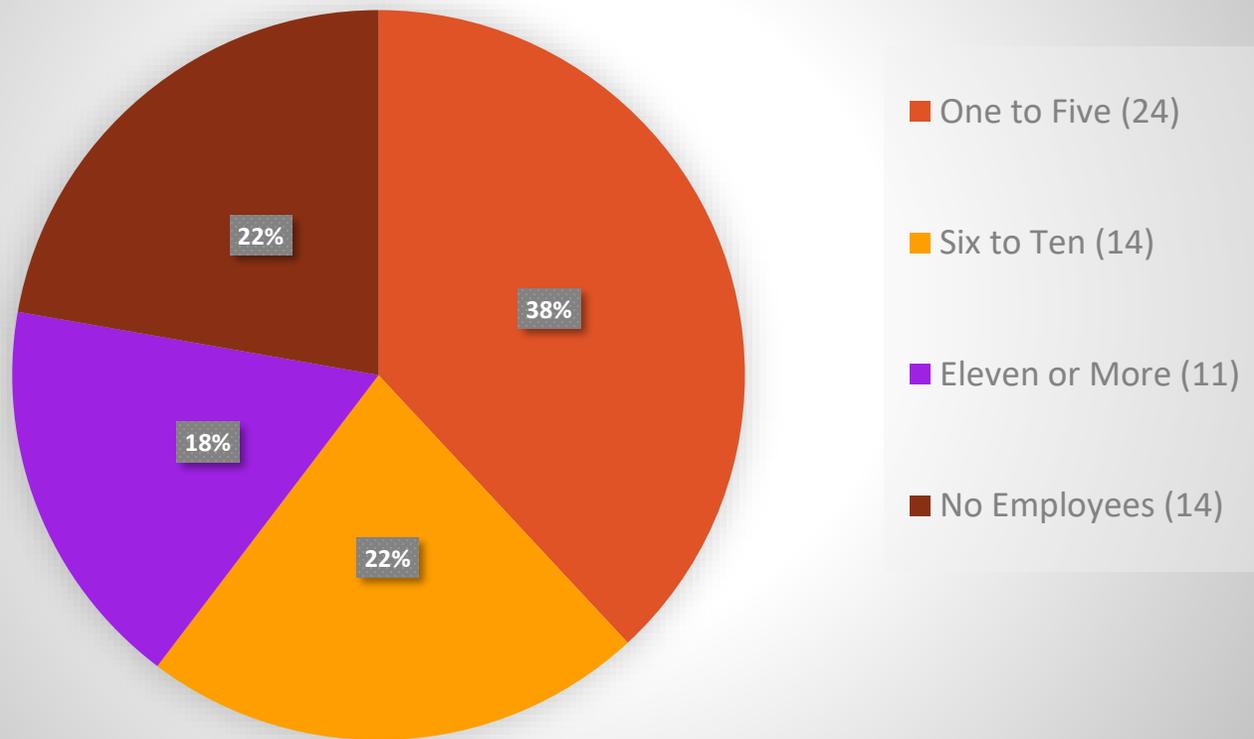


- The majority of respondents fit into these three categories, but trace responses included:

Construction (3)  
Oil & Gas (1)  
Agriculture (1)  
Manufacturing (1)  
Forestry (1)  
Agriculture (1)

## STAFF SIZES OF RESPONDENTS

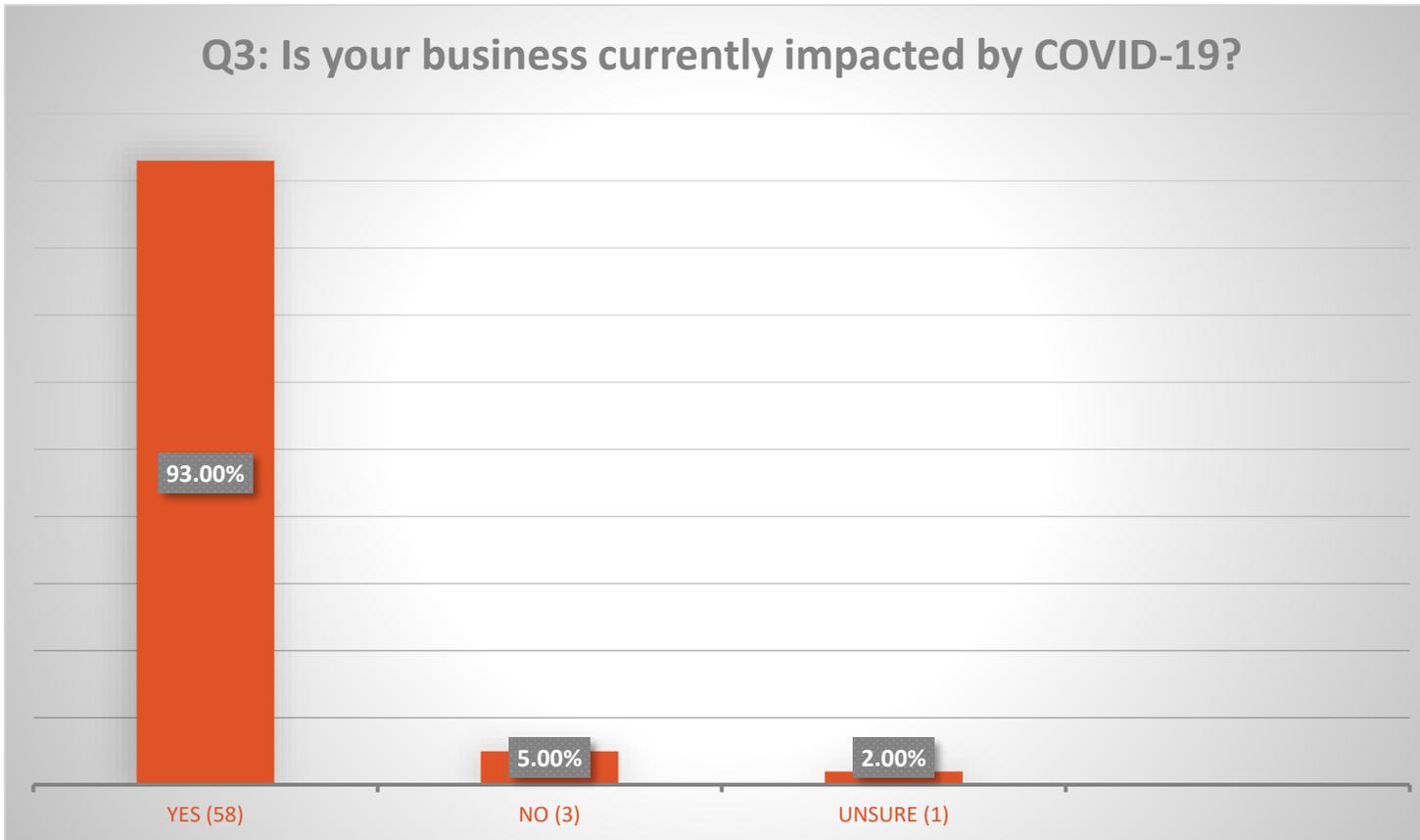
Q2: How many employees did your business have before COVID-19?



- In the case of “no employees” selected, the business is assumed a sole proprietorship with the owner handling all duties of the business.

# ARE YOU IMPACTED BY COVID-19?

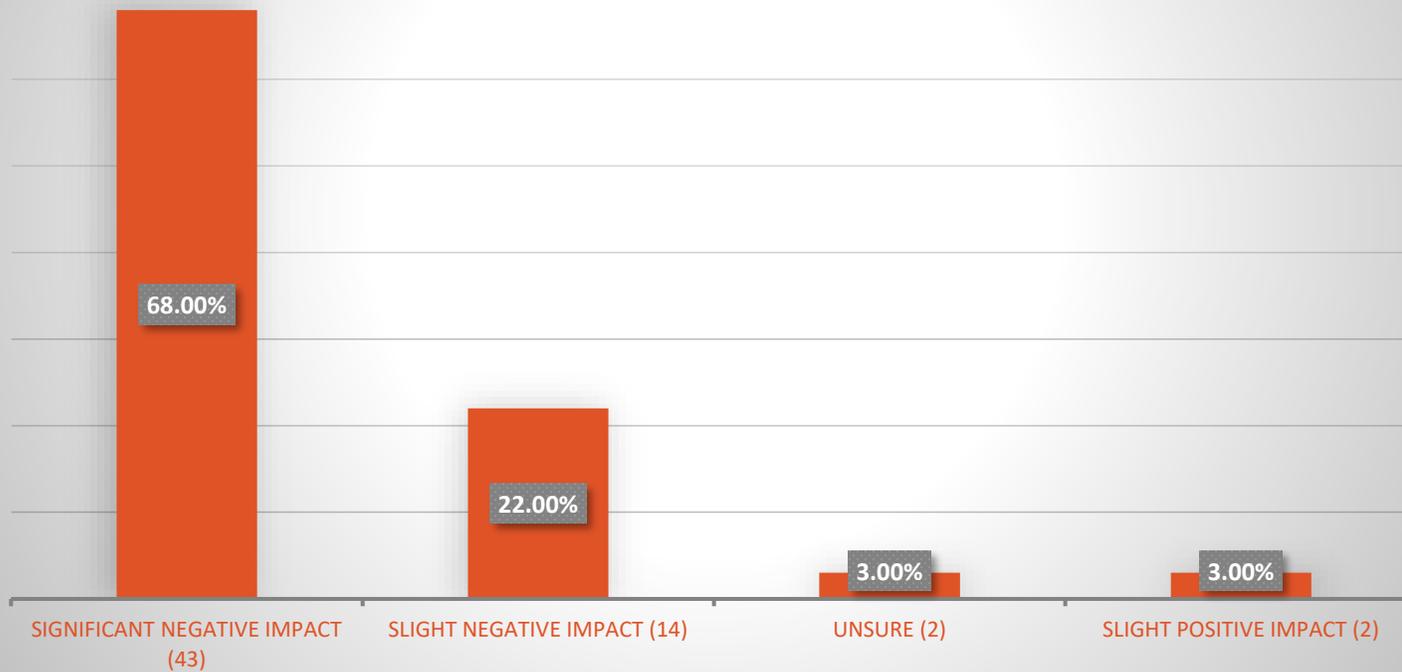
Q3: Is your business currently impacted by COVID-19?



- 93% represents the largest consensus among respondents in the entire survey.
- One respondent declined to answer this question.

# ECONOMIC IMPACT, ESTIMATED

Q4: Estimate the overall economic impact of COVID-19 on your business:

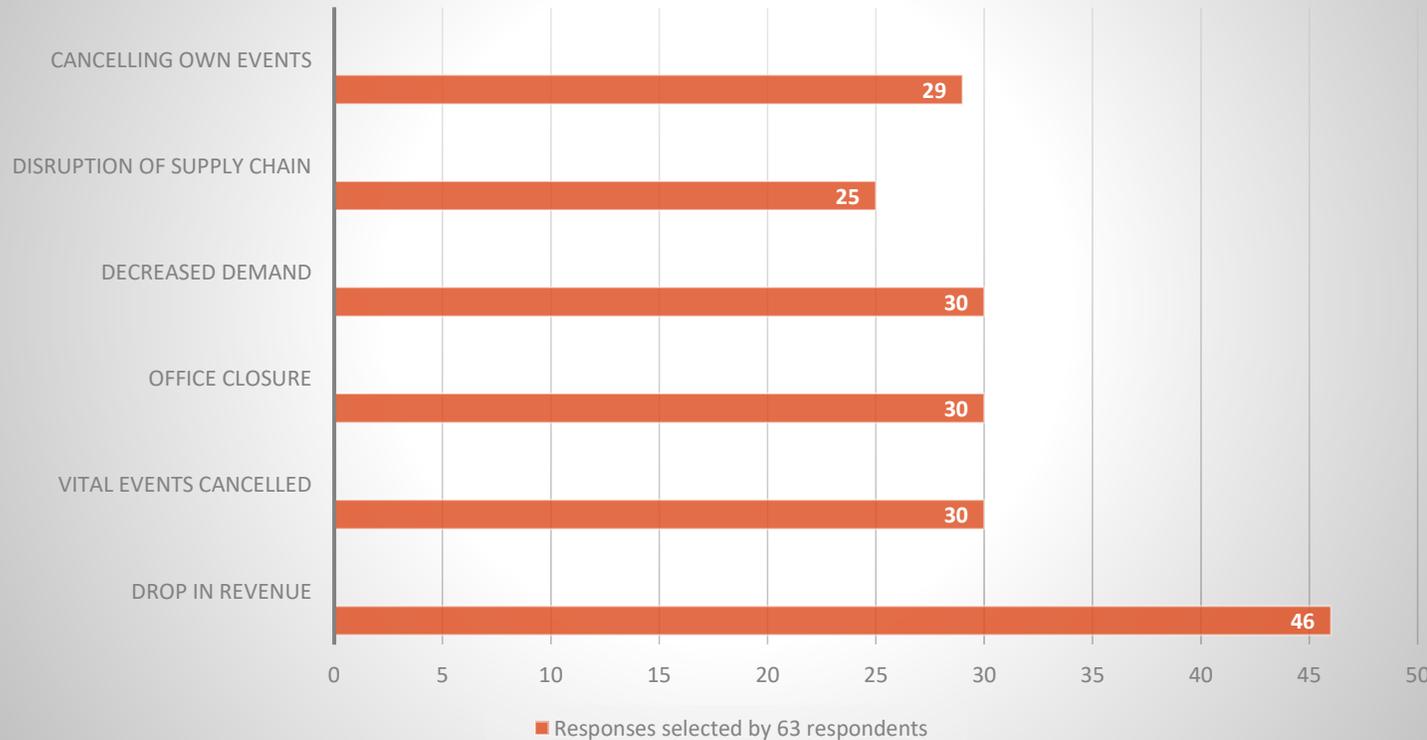


Trace responses included:

No impact (1 response, 1.59%)  
Significant positive impact (1 response, 1.59%)

# SPECIFIC IMPACTS OF COVID-19

**Q5: Which of the following statements apply to your business due to COVID-19?**



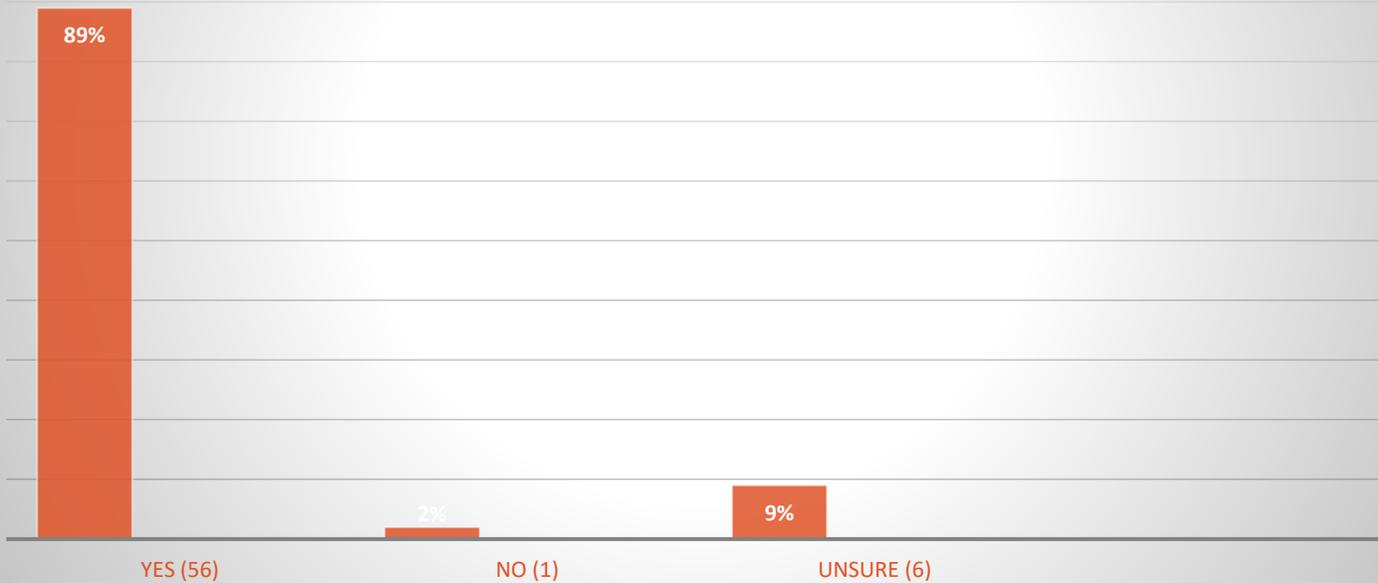
- Although the option was provided, “No Impact” was selected zero times.
- Fifteen different response options were provided, including “Other (Please Specify)” – trace responses included:

Inability to move goods due to disrupted supply chains (4 responses)

Staff absences due to staff needed to look after children or elderly (8 responses)

# COVID-19 IMPACT EXPECTATIONS

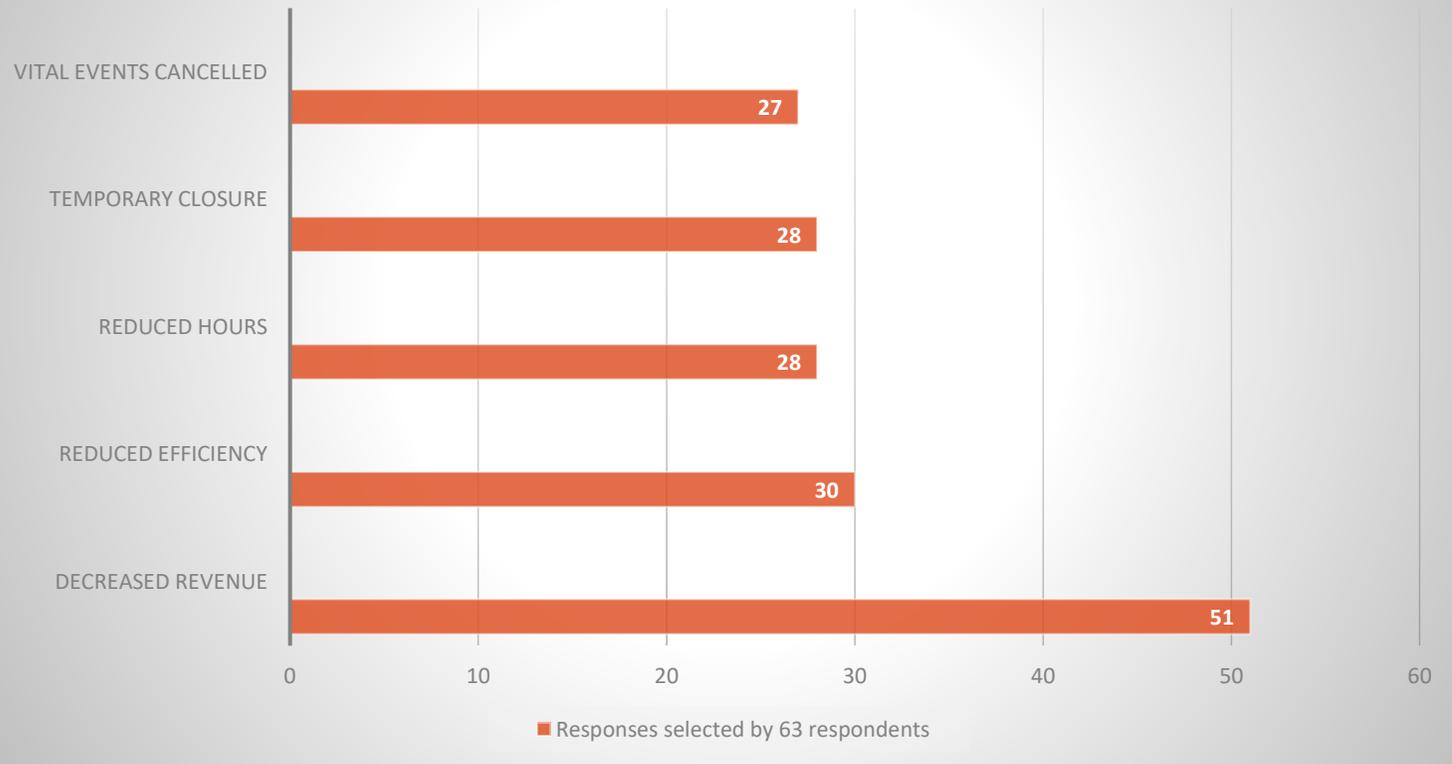
Q6 Do you anticipate your business will continue to be impacted by COVID-19?



- 89% represents the second largest consensus among respondents to this survey.

# ANTICIPATED IMPACTS OF COVID-19

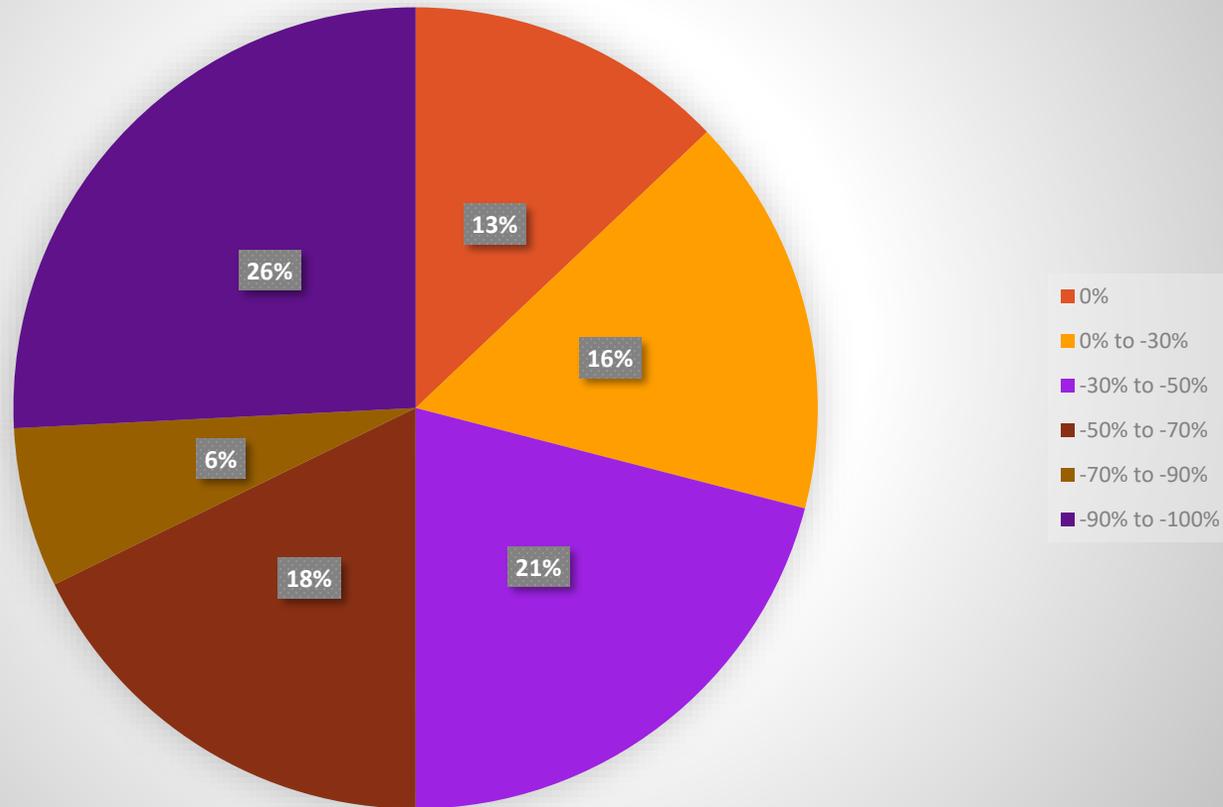
## Q7 What near-term impacts on your business do you predict?



- Again, although the option was provided, “No Impacts” was selected zero times.
- With 51/63 respondents, “Decreased Revenue” represents the largest consensus during multiple selection questions.
- Eleven options were provided for this question, including “Other (Please Specify)” trace responses included:
  - Future staff layoffs (21 respondents)
  - Permanent closure of business (18 respondents)

# THE REVENUE IMPACT OF COVID-19

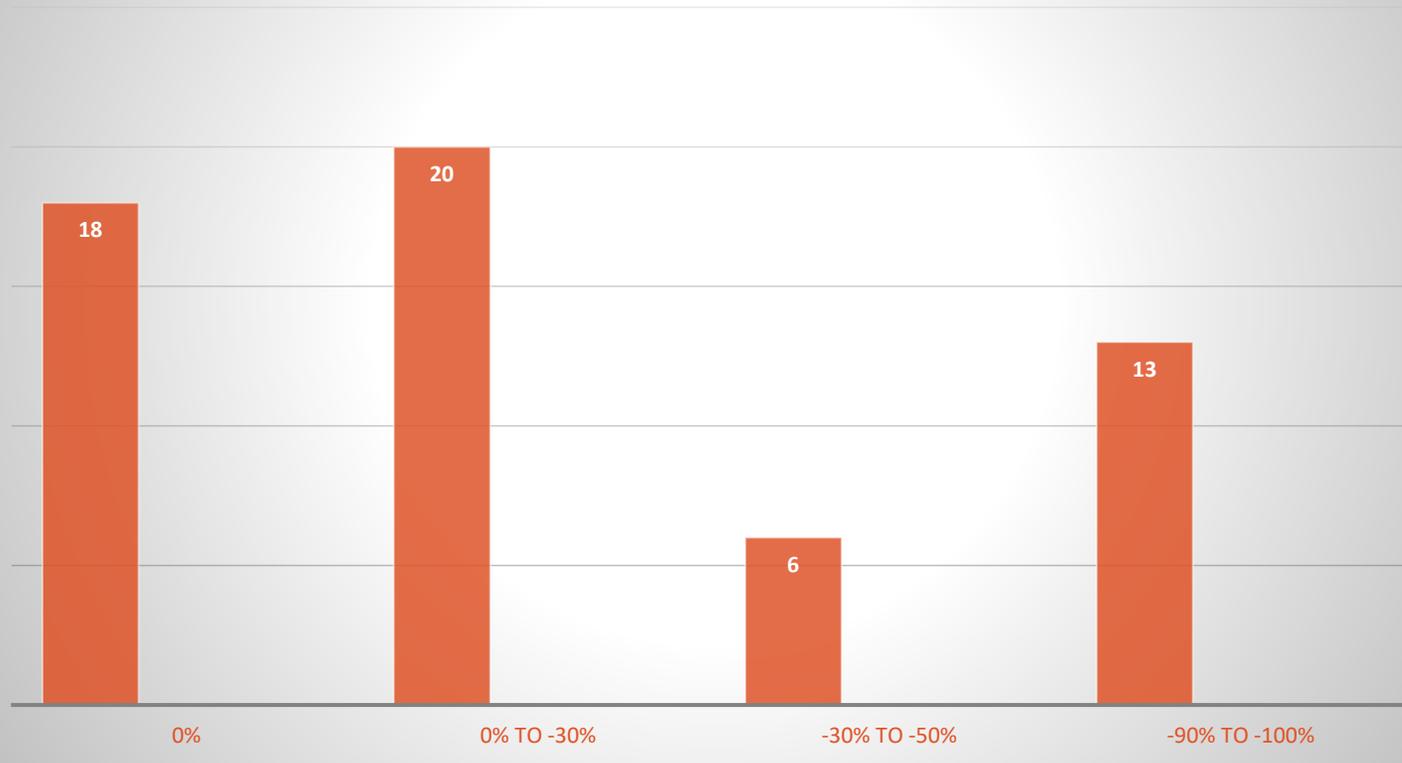
Q8 Please indicate the approximate drop in revenue you are experiencing:



- 50% of respondents indicated that they are experiencing a drop of 50% or more, directly due to COVID-19.
- One respondent declined to answer this question.

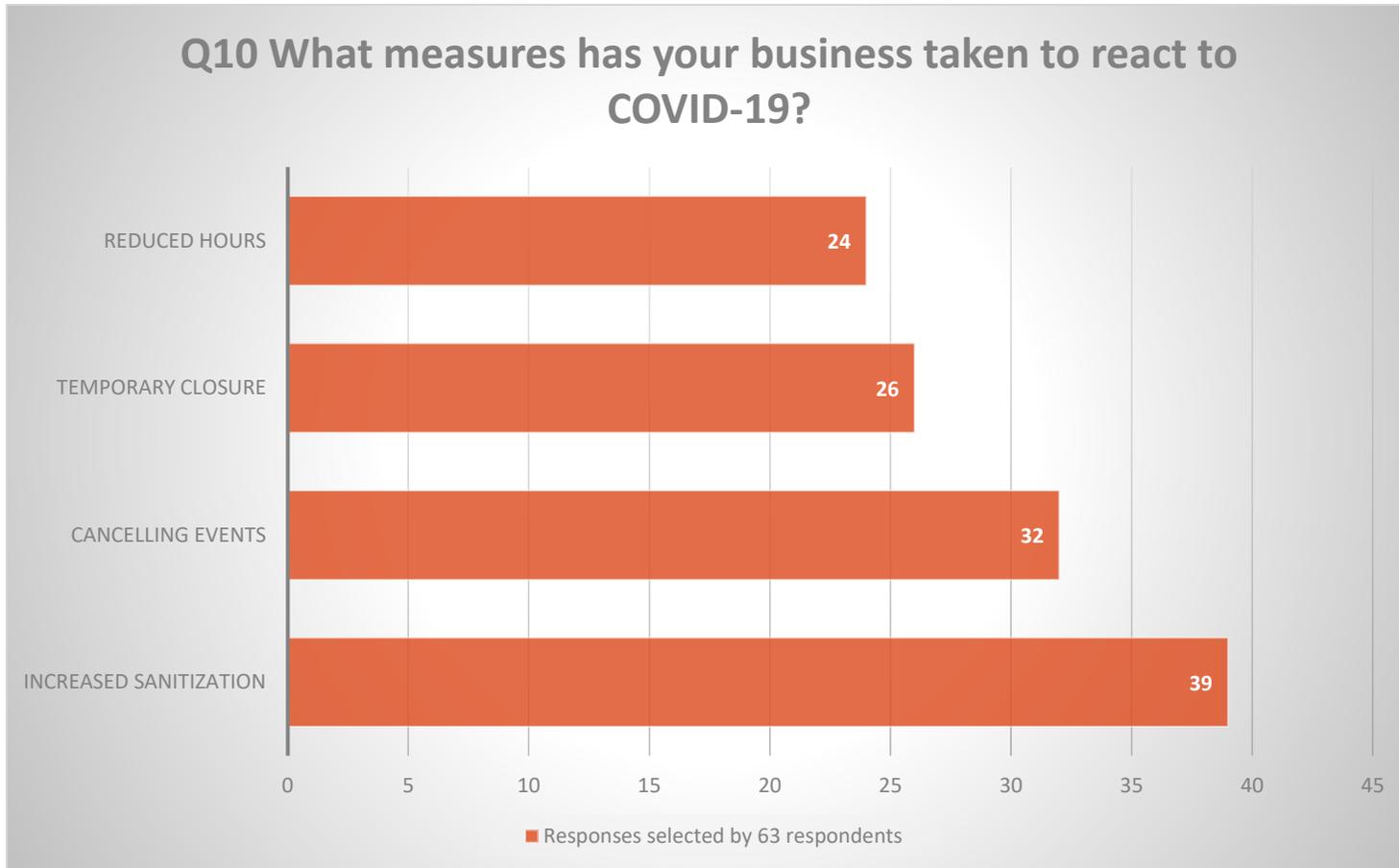
# THE JOB-LOSS IMPACT OF COVID-19

Q9 Please indicate the drop in staff numbers you have experienced:



- Trace responses to this question included:
  - Staff numbers have dropped 50-70% (3 respondents)
  - Staff numbers have dropped 70-90% (1 respondent)
- Two respondents declined to answer this question.

# MEASURES TAKEN BY BUSINESSES IN RESPONSE TO COVID-19



- Although the option was provided, “No measures have been taken” was selected zero times.

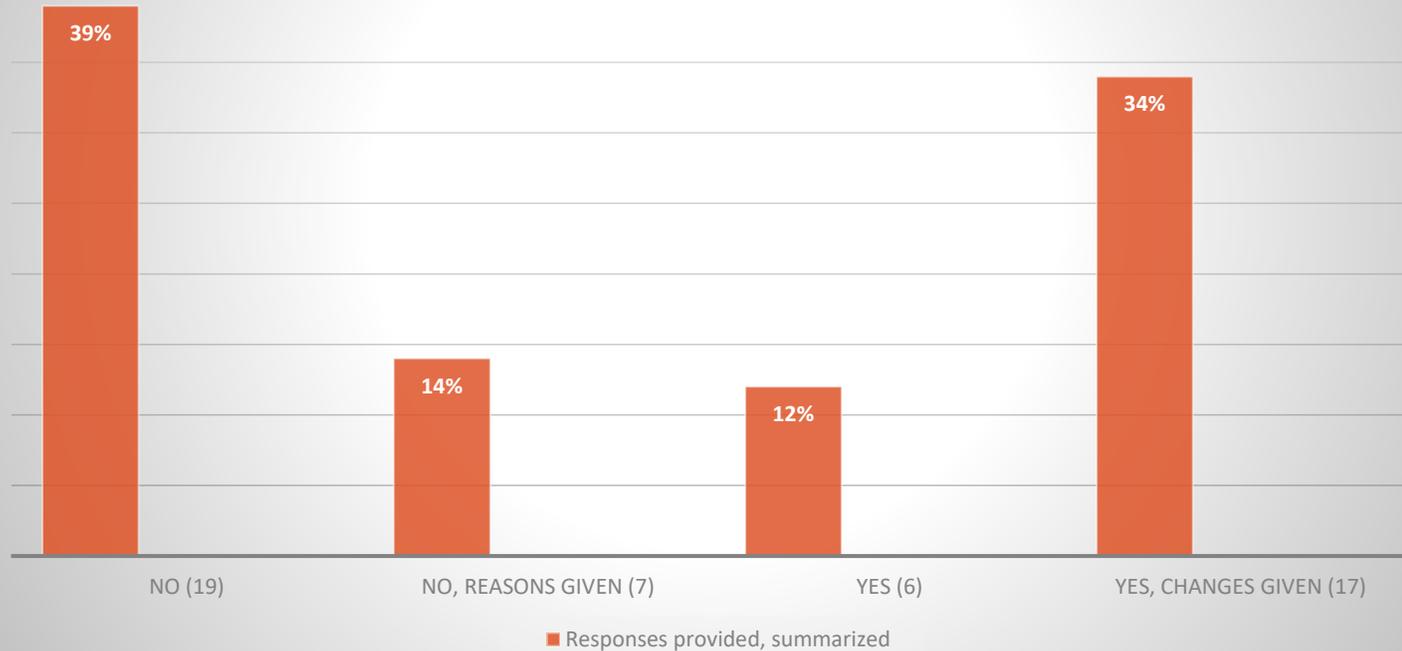
- 10 response options were provided, including “Other (Please Specify)” – trace responses included:

We are requesting that employees work from home (10 responses)

We are requiring that employees work from home (4 responses)

# CONSIDERING ALTERNATIVES IN RESPONSE TO COVID-19

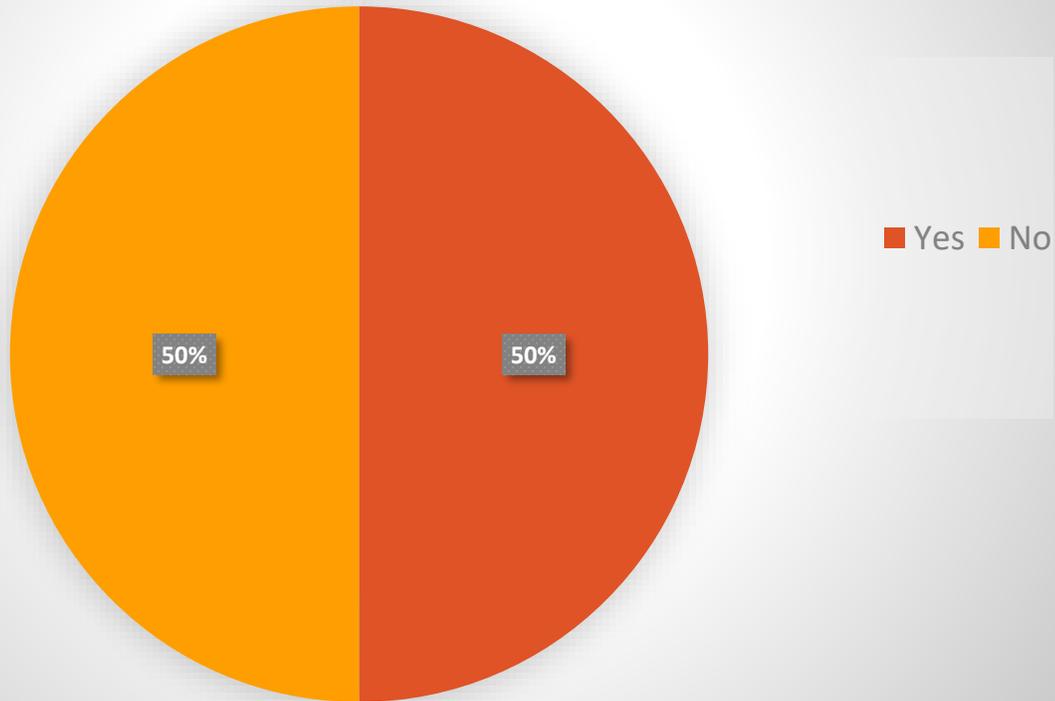
Q11 Can your business undertake any modifications to work more efficiently during this time - and if so, have you implemented them or would you consider them?



- Q11 was the survey's first text entry question.
- 16 respondents declined to answer this question.

# GAUGING THE MUNICIPAL AND PROVINCIAL RESPONSE TO COVID-19

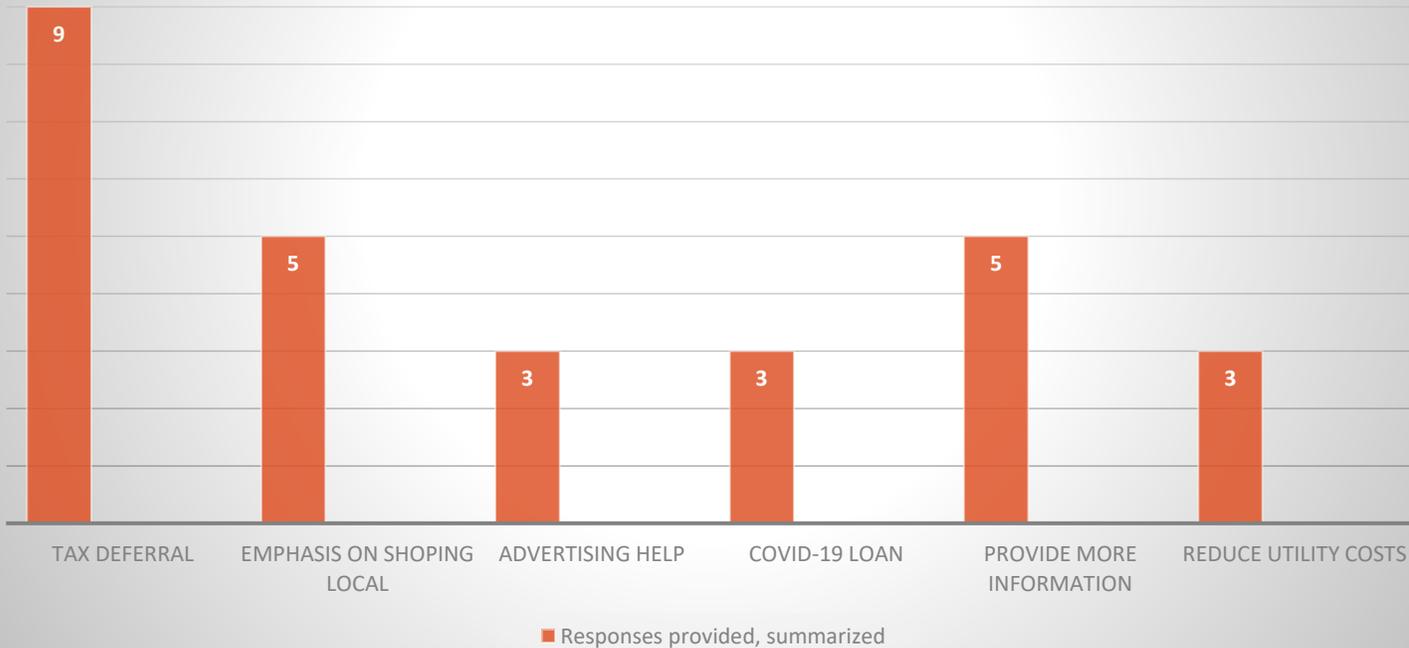
**Q12 During these times, do you feel that you've been adequately supported and have access to resources both provincially and municipally?**



- This represents the only question that maintained a perfect 50/50 split.
- One respondent declined to answer this question – thereby making the 50/50 response possible.

# HOW CAN THE CITY OF MERRITT, COMMUNITY FUTURES NV, CHAMBER OF COMMERCE HELP?

**Q13: If you answered 'no' previously: what can the City of Merritt, the Chamber of Commerce or Community Futures do to support your business more during COVID-19?**



- Q13 was the survey's second text entry question.
- Notably, 5/31 respondents expressed that they are pleased with the municipal response and need more from provincial or federal organizations.
- While zero guidance was provided, several trends emerged in responses, as reflected by the graph shown left.

# HOW TO PROCEED: LEVERAGING THE SURVEY DATA

While some responses to Q13 are specific to either the City, Community Futures, or the Chamber (e.g. – deferring taxes and reducing utility rates can only be handled by the City) a surprising amount of opportunities for cooperation are presented:

Many respondents expressed their desire for help with promotion and advertising – the combined effort of the City, Chamber, and CF represents a potent advertising ability.

The three partners can also cooperate to help signal boost the “shop local” message that many respondents say needs to be voiced now more than ever.

Many respondents’ requests were simply “more open communication” – via social media, the combined outreach potential of the three partners should make this easy to deliver.

