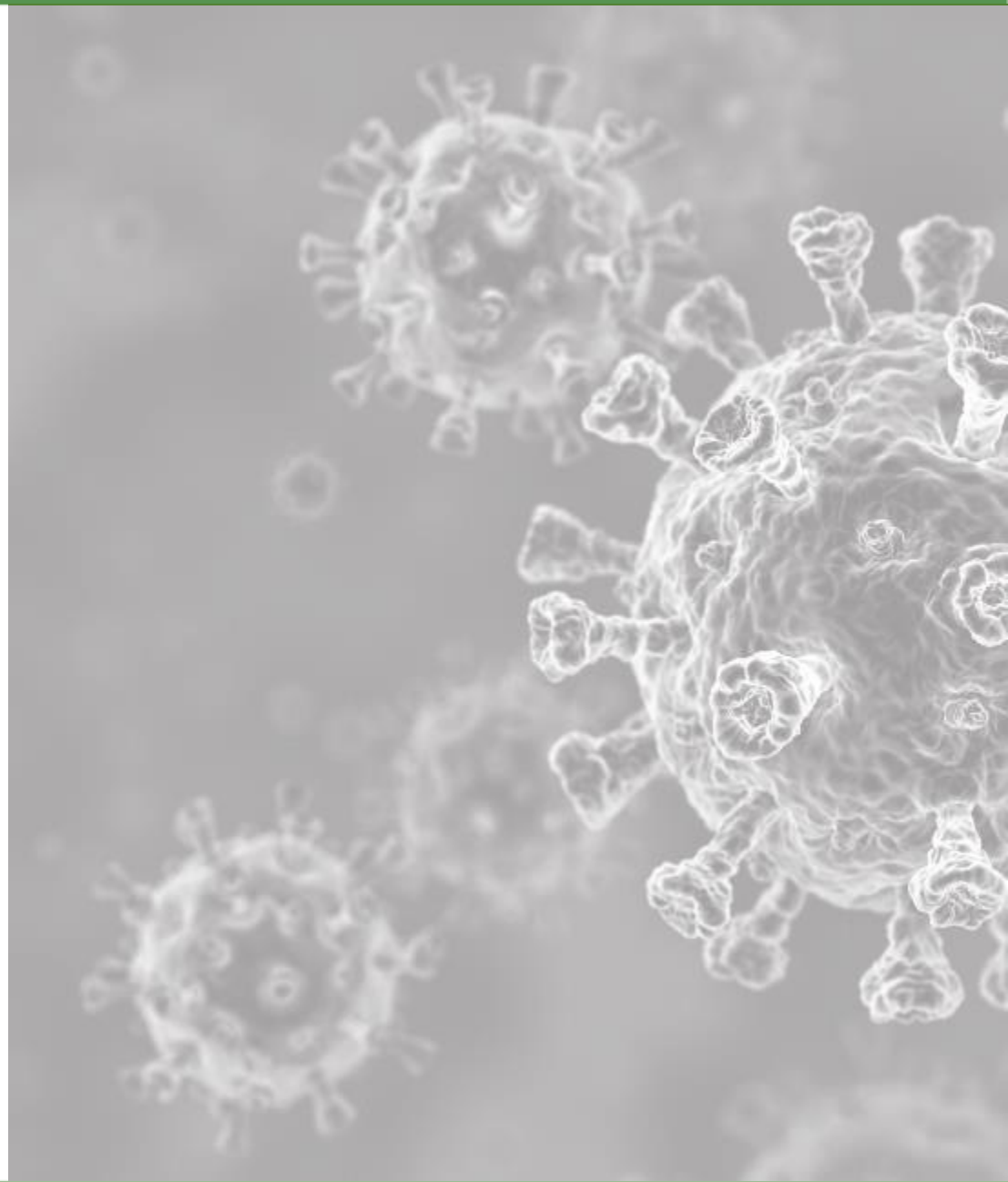


Halton COVID-19 Business Recovery Survey Results

December 2021



halton.ca ☎ 311



Survey Overview

Background

- To better understand the continuing impact of COVID-19 on the Halton business community and what measures would assist in recovery, Halton Region partnered with the Local Municipalities in August 2020 and November 2021 on two COVID-19 Business Surveys.
- Results from the [2020 COVID-19 Business Impact Survey](#) are available on the Invest Halton website.
- The subsequent COVID-19 Business Recovery Survey ran between November 8 and November 26, 2021 and survey results are summarized in this report.

We want to hear from you!

Share how COVID-19 has impacted your business and how we can support with recovery.

Take the 10-minute survey



Survey Overview

Response

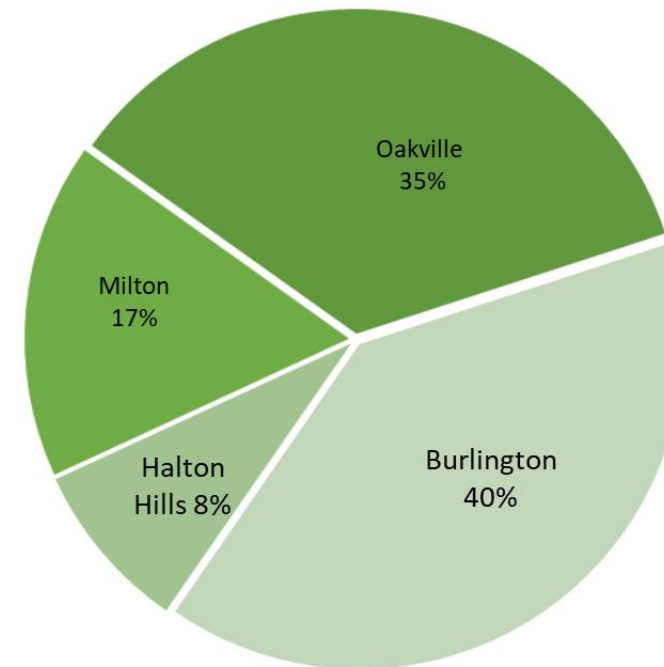
- ~700 responses were collected from Halton business owners
- Similar distribution of survey responses to Local Municipal share of total Halton businesses

Local Municipal share of total Halton businesses:

- Oakville: 38%
- Burlington: 36%
- Milton: 15%
- Halton Hills: 11%

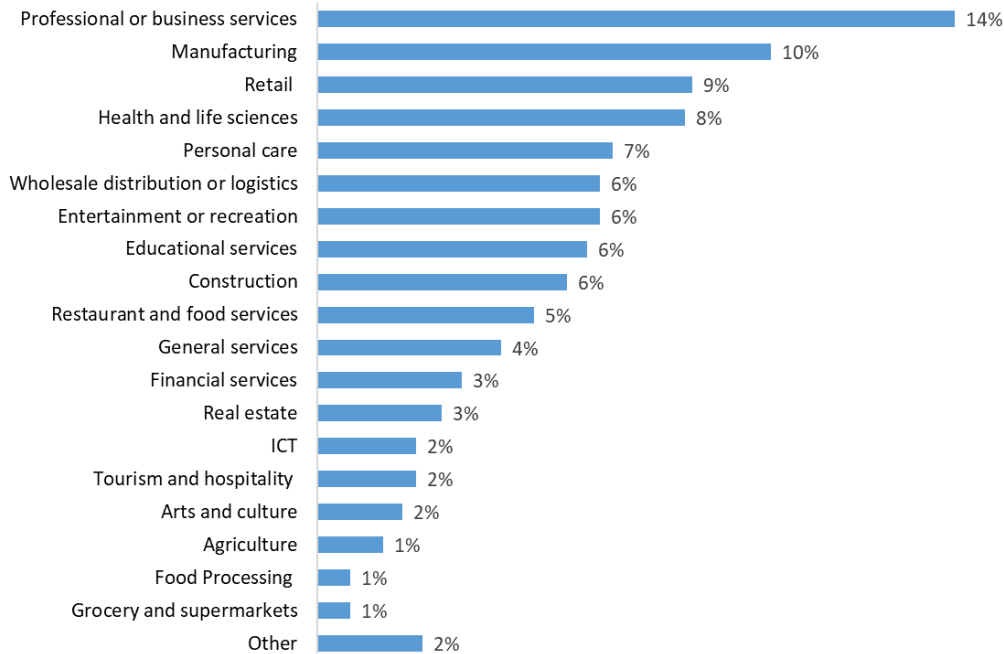
Source: 2020 Halton Employment Survey

Local Municipal distribution of survey responses

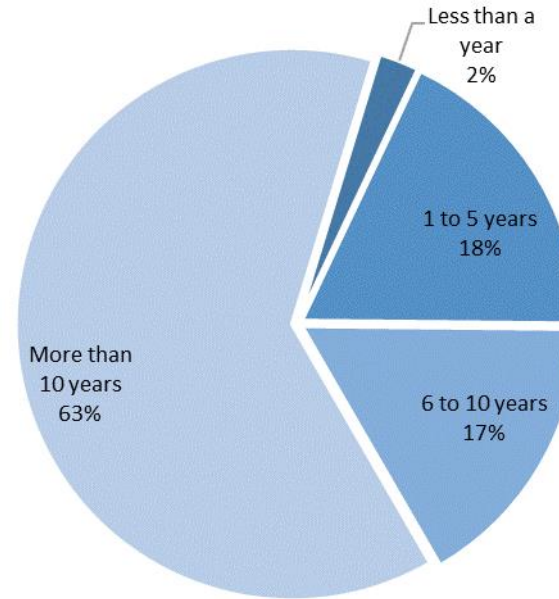


Profile of Business Respondents

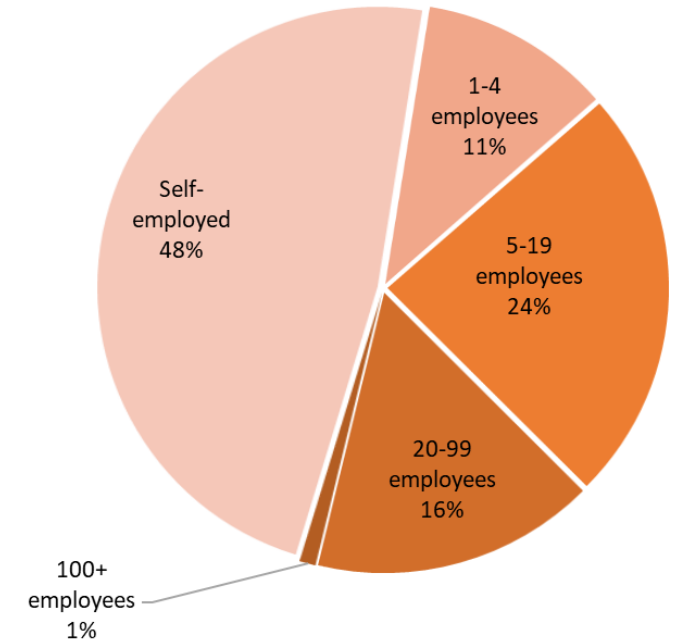
Sector



Years in operation



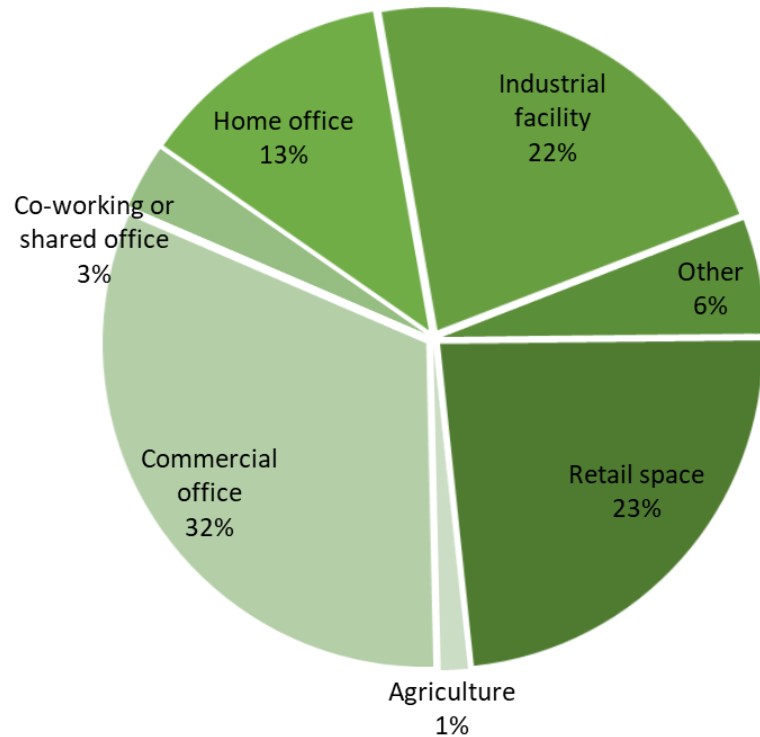
Business Size



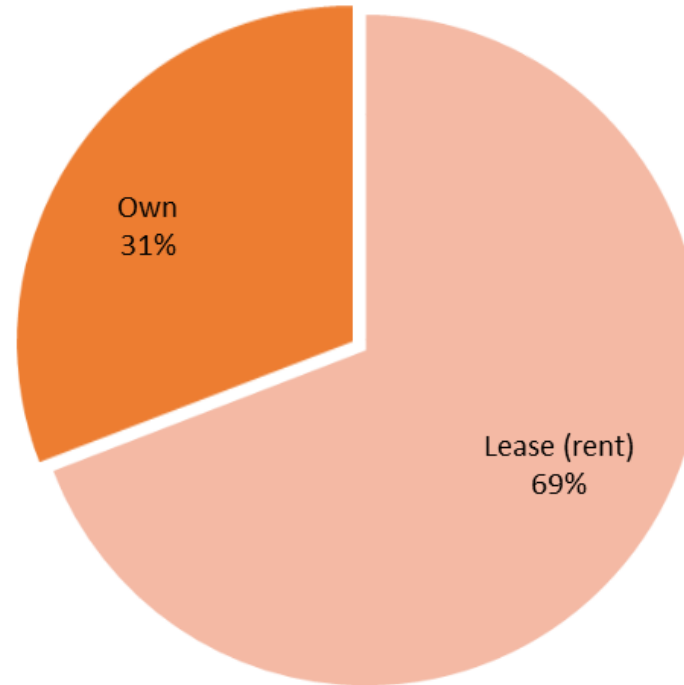
- 14% in professional/business services, 10% in manufacturing, 9% in retail (excluding grocery stores)
- Nearly two thirds have been in operation over 10 years
- 98% identified as small business with fewer than 100 employees

Profile of Business Respondents

Type of real estate space



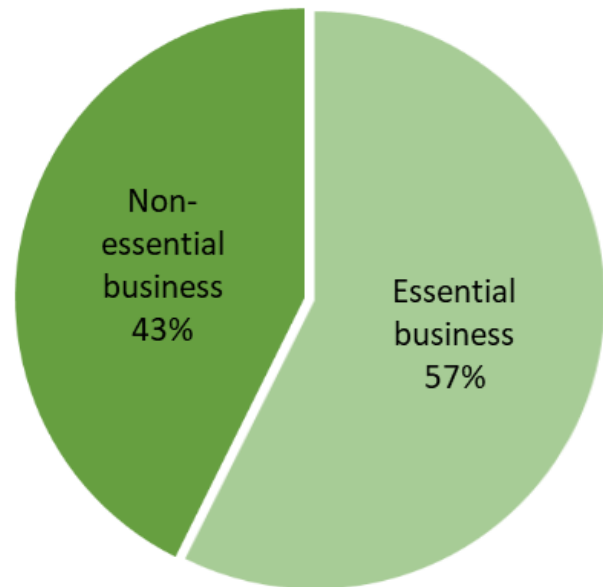
Real estate ownership



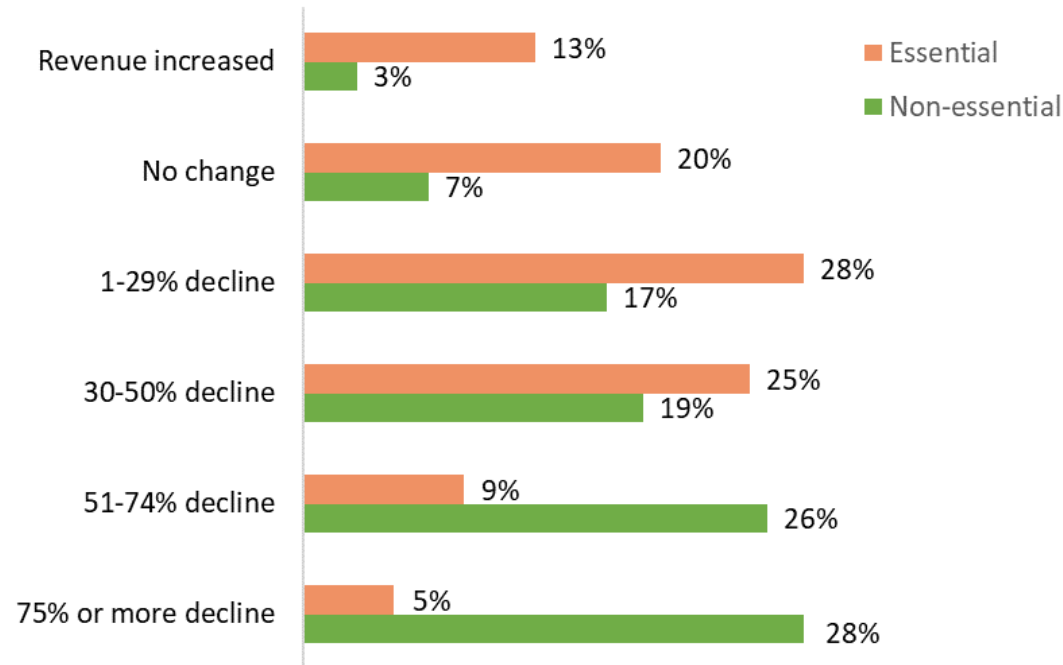
- 32% in commercial office space, 23% in retail space, 22% in industrial facilities and 13% of respondents operating in home offices
- Over two thirds of respondents reported leasing their business space

Financial Impact of COVID-19 Business Revenue

Classification of businesses during mandatory closures



Impact on business revenue

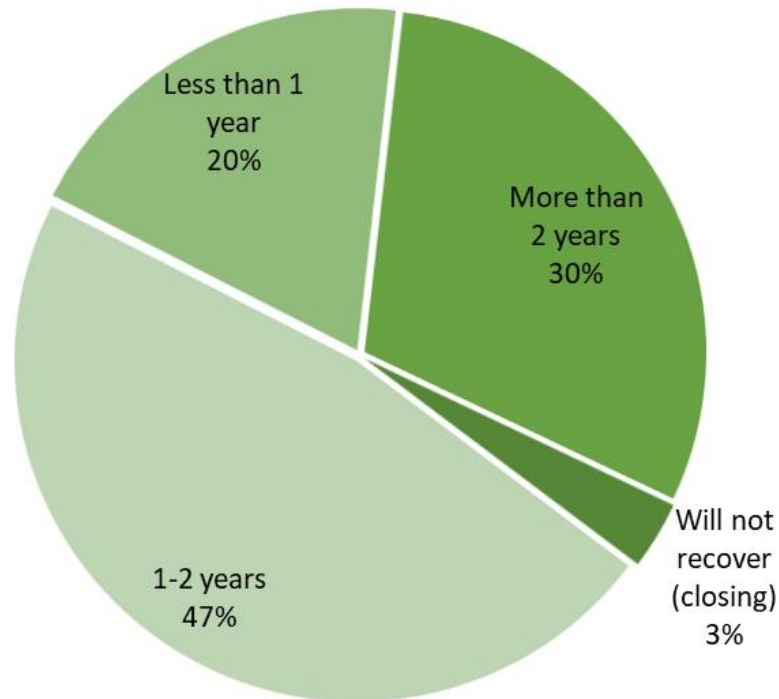


- Two-thirds of essential businesses and 90% of non-essential businesses reported declines in revenues.
- Non-essential businesses were more negatively impacted with over 50% reporting their revenue was more than cut in half.
- A third of essential businesses had no revenue loss or even increased revenues.

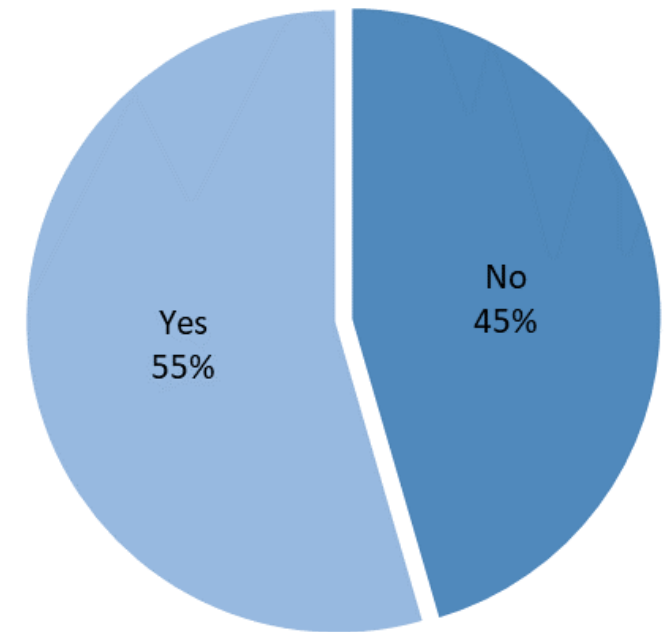
Managing Business Revenue Losses

- 77% of businesses that have lost revenue estimate it will take over a year to recover to pre-pandemic revenue levels, subject to continued economic reopening.
- 55% of businesses took on additional debt since the pandemic began in March 2020.
- 43% of business owners that took on debt estimate repayment exceeding two years.

Estimated revenue recovery time

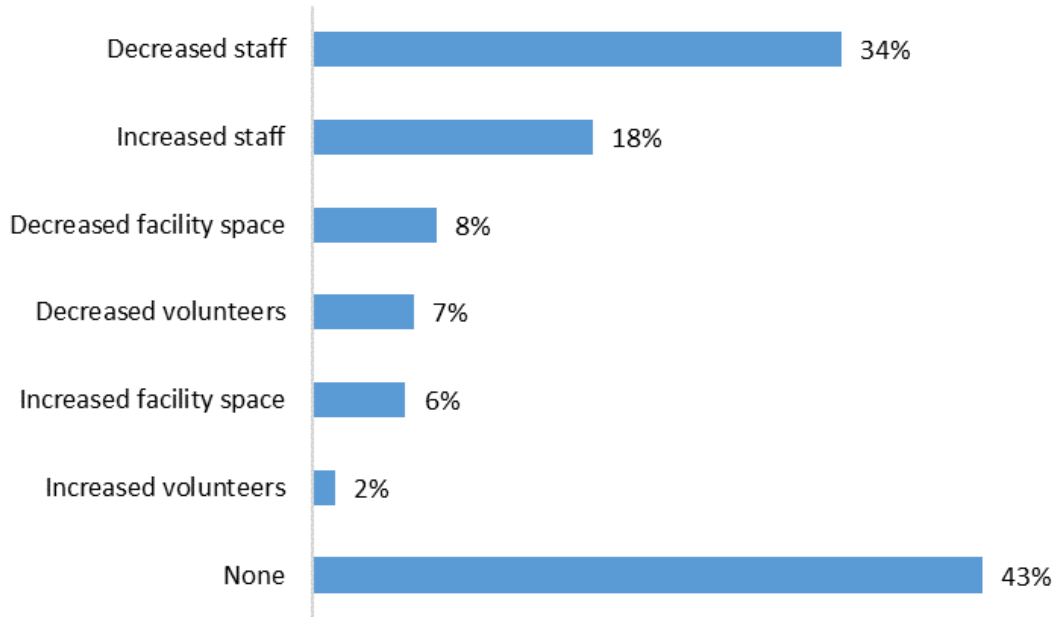


Took on additional debt since March 2020

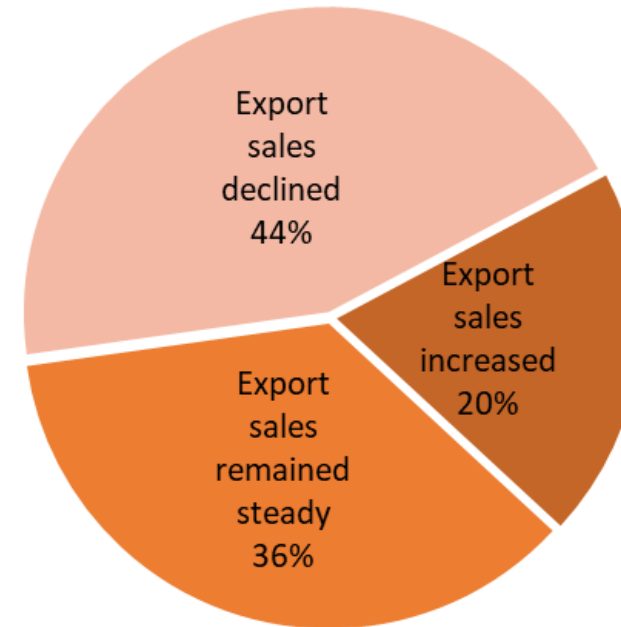


COVID-19 Impact on Business Operations

Workforce and facility changes since March 2020



Changes in export sales since March 2020

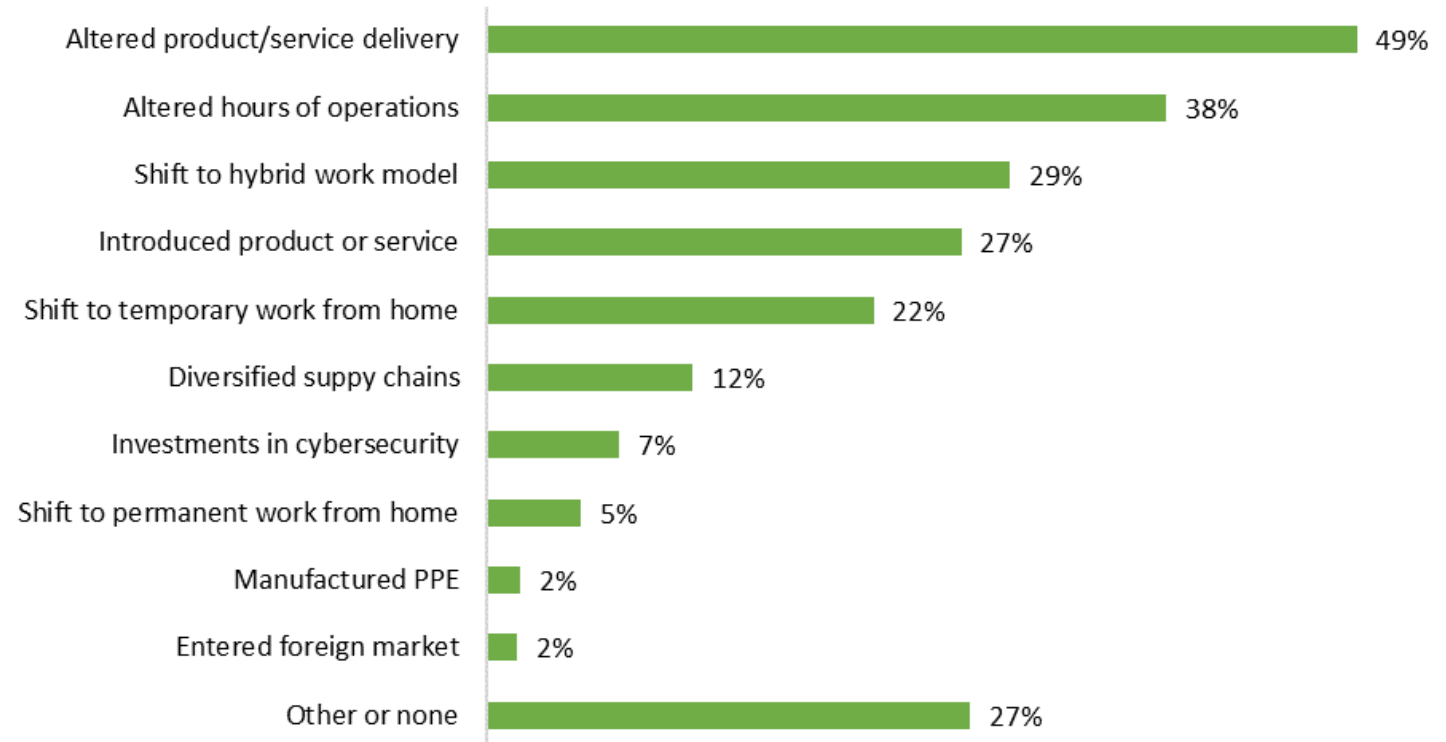


- A third of businesses reported a decrease in paid staff since pandemic began and 8% downsized their facility space.
- Among the 20% of businesses surveyed that export, 44% reported a decline in export sales.

Businesses Response to COVID-19

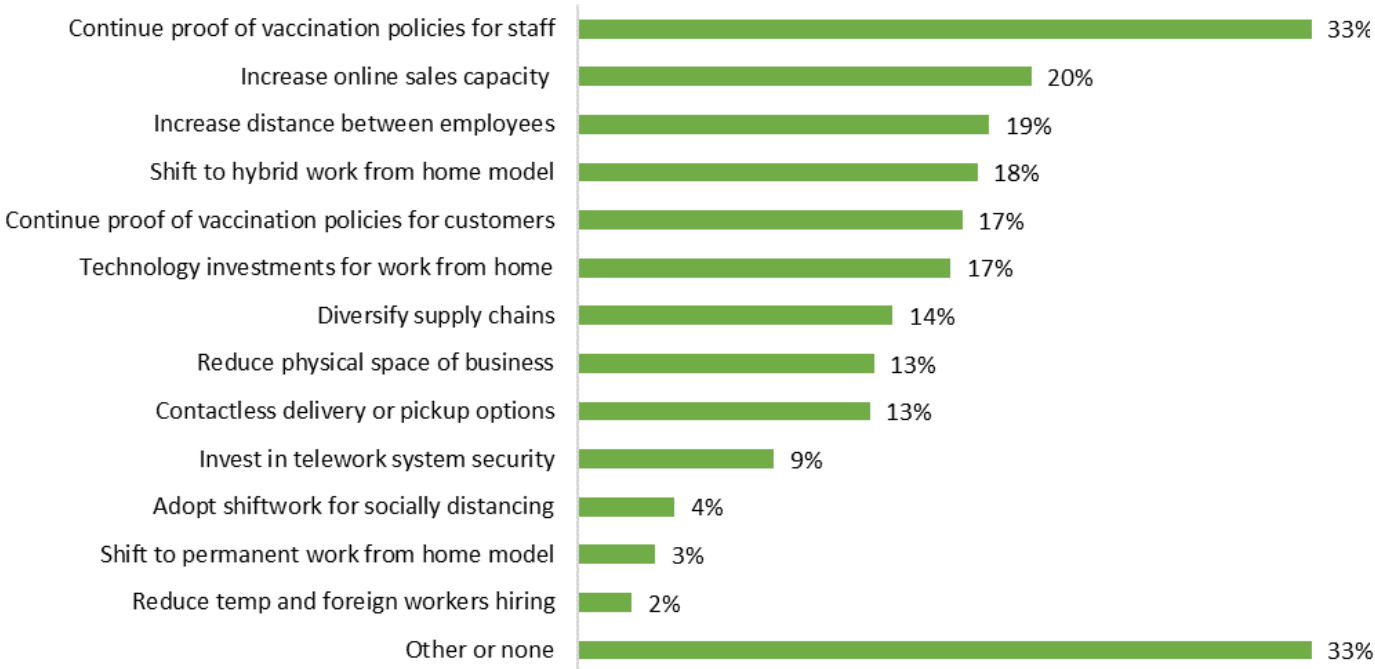
Measures adopted by businesses since March 2020

- In response to the COVID-19 pandemic, businesses have changed the way they deliver their products and services to their customer (e.g. curbside pickup), altered their hours of operation, and many have shifted to a hybrid work from home model since March 2020.

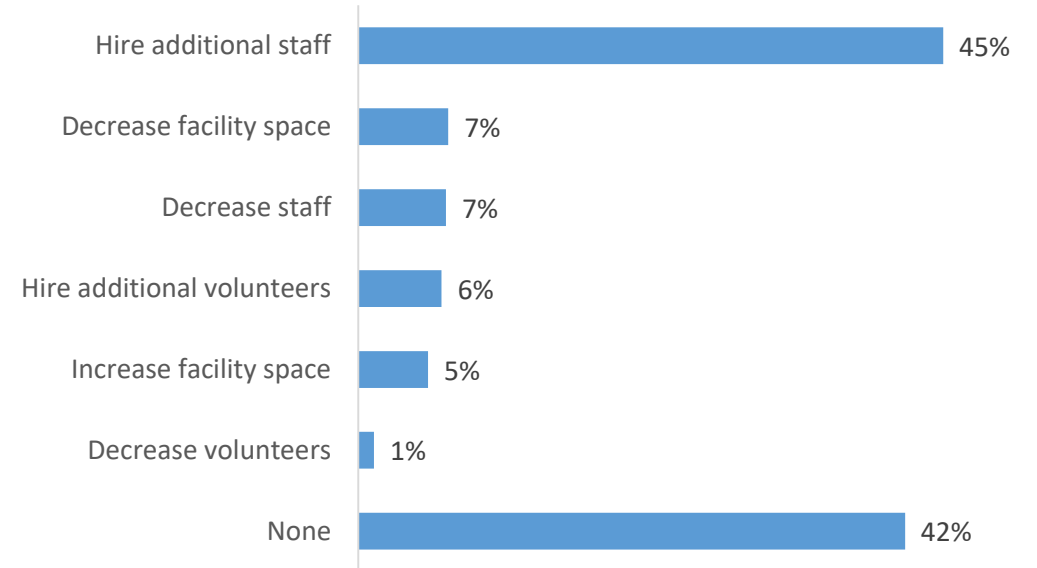


Operational Measures Persisting Post-Pandemic

Measures to be continued after COVID-19



Workforce and facility changes anticipated over next 12 months



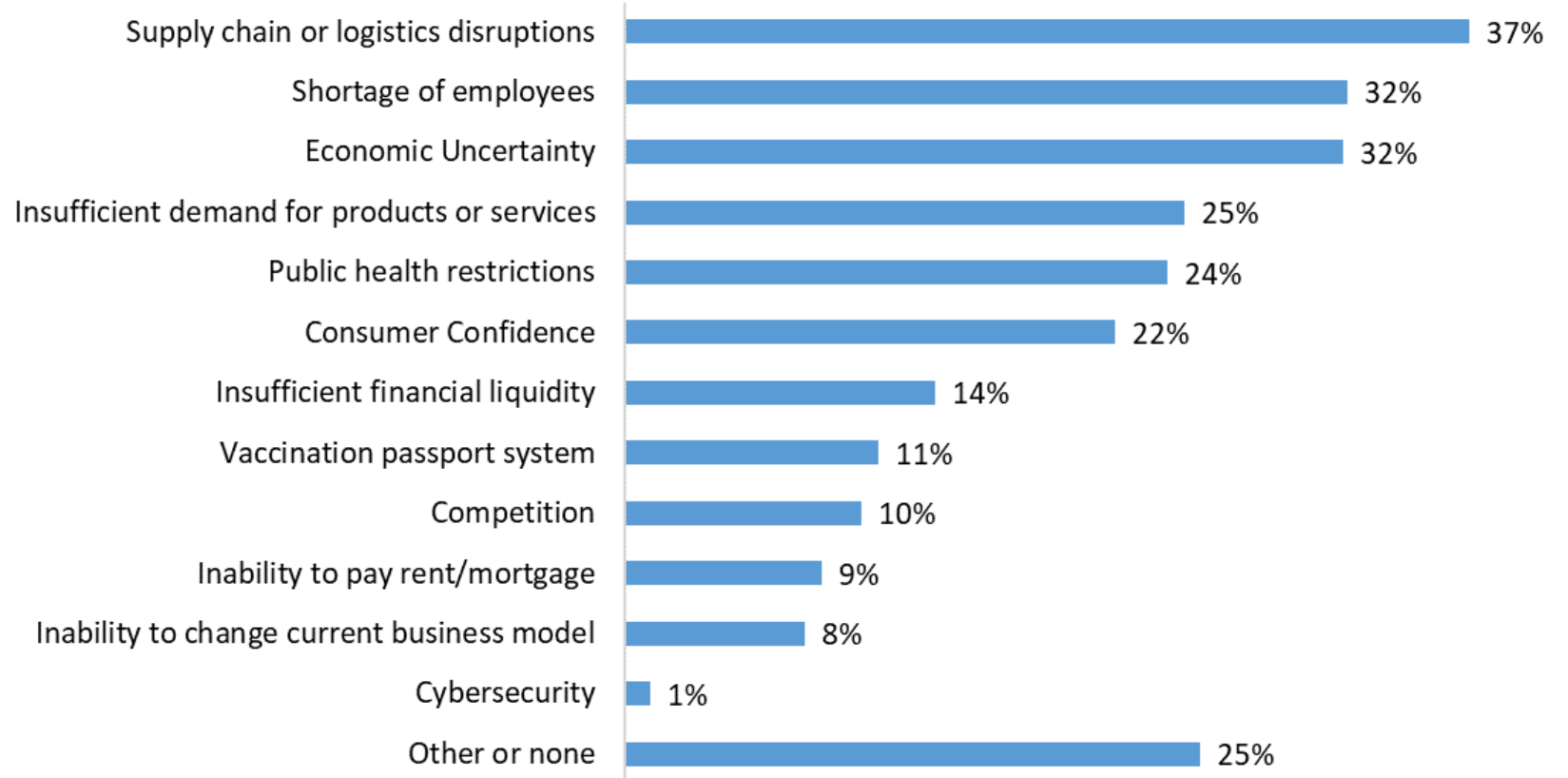
- Many business owners anticipate continuing with various measures initiated during COVID-19 in the post-pandemic era, including proof of vaccination, online sales, social distancing, and work from home.
- Over the next 12 months, 45% of business owners are anticipating hiring additional staff.



Challenges for Business Recovery

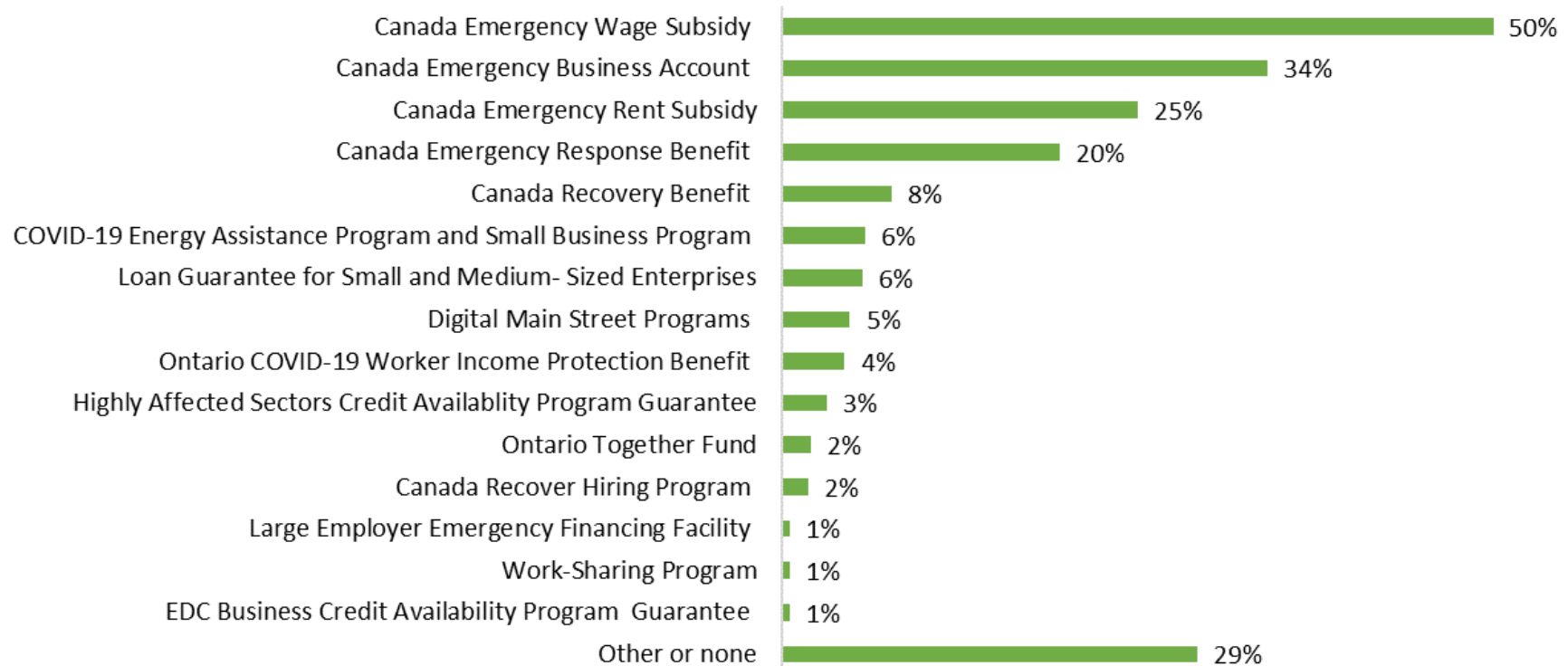
Factors impacting businesses' ability to generate revenue

- The 3 biggest challenges businesses are facing during recovery:
 - Supply chain or logistics disruptions
 - Shortage of employees
 - Economic uncertainty



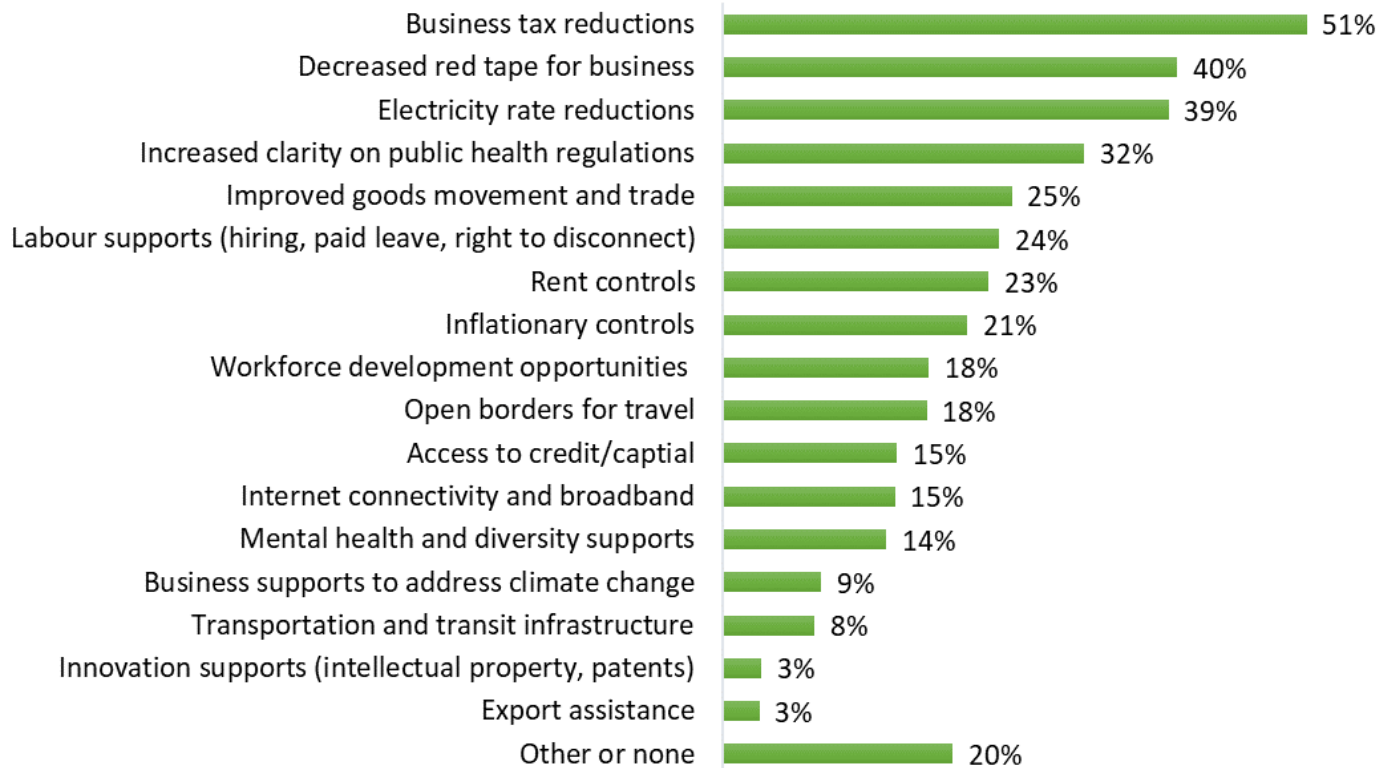
Government Business Support Programs

Programs businesses have received support from during past 12 months



Government Business Support Programs

Federal and Provincial policy priorities business owners would like to see for recovery



Municipal supports business owners would find helpful for recovery



Contact us

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