Common Questions for COVID-19 Business Impact/Economic Impact Surveys

1. What is your primary industry?

   Industry selection in multiple choice responses varies from city to city. We recommend following NAICS industry categories when possible, but breaking out more detailed industries depending on the prevalent industries in your community. Reorder as seems appropriate for your community.

   - Agriculture, Forestry, Fishing and Hunting
   - Mining, Quarrying, and Oil and Gas Extraction
   - Utilities
   - Construction
   - Manufacturing
   - Wholesale Trade
   - Retail Trade
   - Transportation and Warehousing
   - Information
   - Finance and Insurance
   - Real Estate and Rental and Leasing
   - Professional, Scientific, and Technical Services
   - Management of Companies and Enterprises
   - Administrative and Support and Waste Management and Remediation Services
   - Educational Services
   - Health Care and Social Assistance
   - Arts, Entertainment, and Recreation
   - Accommodation
   - Food Services
   - Other Services (except Public Administration)

2. How many employees (full-time equivalent) does your organization have (prior to COVID-19)?

   Depending on the size of the smallest organizations, some communities have given even smaller brackets for the number of employees (e.g. 1-3, 4-6, 7-10). Most have the following breakdown.

   For businesses with multiple locations, specify upfront whether you want the business owner to answer the questions for all business locations, or to fill out separate surveys for different locations.

   - 1-4
   - 5-9
   - 10-19
   - 20-35
2. Is your business located in downtown?

This question is helpful only if you are partnering with other organizations for a survey that cover a larger geographic area, or if you are not collecting address information.

- Yes
- No

3. How long has your business been in operation?

- Less than a year
- Between 1-3 years
- Between 4-7 years
- More than 7 years

4. How many gross square feet is your business/operation located in?

- Less than 1,000 gsf
- Between 1,100 – 3,000 gsf
- 3,001 – 8,500 gsf
- More than 8,501 gsf
- Other – please specify

3. Estimate the economic impact to your business (ie from revenue, supply chain, HR impact).

- Significant negative (impacting finances, workforce and operations)
- Low negative (impacted some operations)
- None
- Positive (increased demand for your products or services)

4. Please indicate which of the following COVID-19-related impacts have impacted your business. (Check all that apply)

- Decreased revenue
- Staff working remotely
- Staff working reduced hours
- Absenteeism from workers who are sick or need to care for others
- Staff layoffs
- Temporary closure of office/facility
- Cancelled business trips
- Supply chain disruptions
i. Fewer visitors to the ergion
j. Drop in customers
k. Other (open-ended response)

5. How much has your income/revenue declined compared to this month (or this quarter) last year?
   a. 0, -10, -20, -30, -40, -50, -60, -70, -80, -90, -100% (Slider bar)

6. How much will your gross income/revenue decline next month/quarter (compared to the same month/quarter last year)? Please indicate what fall in revenue you expect.
   a. 0, -10, -20, -30, -40, -50, -60, -70, -80, -90, -100% (Slider bar)

7. If you have reduced hours, or temporarily closed operations, are you paying staff?
   a. Regular wages
   b. Not applicable
   c. Not paying
   d. Paid sick leave
   e. Vacation pay
   f. Other

8. If you have laid off employees or contract workers, how many?
   a. Temporary layoffs (fill in number)
   b. Permanent layoffs (fill in number)

9. How worried are you about your business or organization surviving this challenge?
   a. Not worried, no negative impacts
   b. Some impacts, but we’ll make it
   c. Worried about impacts and staying in business
   d. Very worried and don’t know if we’ll make it through
   e. Will likely go out of business

10. What assistance can our organization or government do to support business during this time? [open-ended]

   This question can be most effective as an open-ended response box, which may also generate new ideas. Other sample answers include:
   a. Provide resources for employees
   b. Eliminate tax remittance penalties
   c. Work with banks to offer zero interest loans or lines of credit
   d. General tax credits
   e. Cut interest rates
   f. Allow for delayed municipal property tax remittance
   g. Speed up government payment (ie contractors or vendors)