**The Business Retention Expansion COVID-19 Business Impact Assessment**

This is Version 6, 3/23/20 of the survey instrument. All prior versions are out of date. Please discard.

The following CoviD-19 Business Impact Survey was developed by 25 volunteer economic development professionals who came together to meet the need for concrete information on the human and economic impacts being felt by companies in the communities we represent.

Thanks to all of the members of the Steering Committee that helped shape this survey instrument, especially the Institute of Decision Making, The University of Northern Iowa.

The survey is available for any organization to use.

**How to use this survey**

Set up the questions of the survey in your favorite survey tool. ***Please*** ***keep the question language and question structure unchanged! Keep the order as presented. (see below)***

If you don’t have a favorite survey tool, after a lot of testing our tech team at Fusion Alliance highly recommends SurveyGizmo ([www.surveygizmo.com](http://www.surveygizmo.com)). We are trying to get a transferrable template for anyone who wants it. **And, if you are a Synchronist user, we will be able to draw COVID-19 survey responses from SurveyGizmo back into Synchronist attached to the responding company’s record. The tech team can tell you what you need to do to make this possible! Synchronist users, check with Blane, Canada before you launch your survey.**

**Local questions**

Please include all questions on your local survey. However, if you are adding local questions those without an \* can be removed (listed on the survey form as well) to keep the survey short. If you add local issues, address them remembering to keep your final survey reasonable in length and focused.

***When you setup your email survey, please keep the question language, numbers, and question structure unchanged! Keep the order as presented. Please add your custom questions to the end of your survey please – after Future section and before Respondent. When we pull the data back from it will be useless if you have changed questions and reconfigured the survey. Consistency will be critical for phase II of the research.***

**When**

Your choice. The sooner the better. The need for information is now, political leaders and your business leadership are asking Network members for info now. This survey delivers it. With these results, you reinforce your position as the preferred business information source!

**How long**

When you push the survey out, leave it open for 3-5 business days. Then, close the survey and pull the responses. See what you learn. Send a copy of your results to [info@blanecanada.com](mailto:info@blanecanada.com) in Microsoft Excel format for a pooled analysis. We will give you the results of the pooled data analysis to compare with your local results.

**Before you pull the trigger**

Recruit partner organizations with business executive email list to help you get the word out. Ask them to send the survey link to executives and encourage a response. The more partners the better. Don’t worry about overlap. It will happen. Working with partners will help you get the best result.

**Privacy Statement**

The Network Steering Committee recommends you display a link **(privacy statement)** right below the copy of your email message giving access to your organization’s privacy statement. A sample is available on request.

**Survey Fatigue**

Yes, it is real. Yes, there are many people sending COVID-19 info and surveys to business executives. This is the only one we are aware of that looks specifically at business impact without an agenda (branding or promotion). Being a trusted entity in the community and the recommended subject line: **Business Impact of COVID-19, YourTown, (start date – end date), (your logo)** will help get the results needed.

**Analysis**

Dig in, see what it says. If you need help with analysis, send your data to us and we will help you. [info@blanecanada.com](mailto:info@blanecanada.com)

**Reporting**

In your report of the results, mention your partners and that you are a contributing part of the BR|E COVID-19 Response Network, a national collaboration of economic development officials working to make a difference. Contact [info@blanecanada.com](mailto:info@blanecanada.com) for national results.

**Survey Updates**

As this slow-rolling disaster moves onward, we anticipate other business impact issues will emerge. These are the core questions, but new questions may be added. If you are on our distribution list, we will send you updates released by the Network Steering committee as they are available. If you are not on the distribution list, send contact info to [info@blanecanada.com](mailto:info@blanecanada.com) to be included in these releases.

**Share**

Coordinate locally & regionally to maximize the reach of your survey. Otherwise, set it free. Feel free to share this survey with your peers. Encourage them to join the Network and distribute this survey to their business executives for responses to drive local action.

**Business Retention Expansion COVID-19 Business and Human Impact Survey**

*Suggested subject line:* **Business Impact of COVID-19, YourTown, (start date – end date), (your logo)**

*Suggested cover email – edit as you wish.*

**Numbers are critically important to tell the collective story of the COVID-19 virus impact on our business community locally. Right now, everyone is acting on assumptions. Our numbers help detail the reality for decision makers.**

As a business executive, we would very much appreciate your input*.* It will take about 10 minutes to complete the survey. *Your responses are absolutely confidential. Responses will only be reported in aggregate.*

The aggregate results of this survey will be used to inform local and state elected officials, government agencies, and others of the economic and human impact of the COVID-19 virus here. This survey is part of a national effort by local economic development organizations and chambers of commerce. It will be conducted several times as things are changing quickly.

If you ask for help at the end of the survey, members of the \_\_\_\_(org name) \_\_\_ staff will reach out to you personally as soon as possible.

Thank you for your support!

**privacy statement ((recommended inclusion, not essential))**

**Use Notes**

1. Use the questions and response format as presented. We have provided a lot of detail to avoid problems. Consistency is critical to Phase II of the research.
2. Priority Questions - 1, 2, 3, 6, 7, 8, 9, 10, 11, 13, 15, 16, 20 all surveys must include these questions and their sub parts for consistency.
3. Skip Questions - If you wish to shorten the survey to add local questions, questions 4, 5, 12, 14, 17, 18, 19 can be omitted.
4. Custom questions - Add any custom questions after the Future section and before Respondent info.

**Programming tips**

1. All number questions should be set to accept 0 and 0%
2. If including the skip questions in your local survey (recommended), set each question 4, 5, 12, 14, 17, 18, 19 as not required in the validation.
3. Please follow the survey text and structure as it is presented to insure consistent results. These results will be collected to create a national view of what we in economic development are learning.
4. Avoid complex controls like sliders instead of textboxes for percentage, because they may not be supported on all browsers.
5. If your software tool has a question library feature: Create the base question in the library, add the question to your survey from the library and create your display and requirement logic on the survey itself.  It makes rework much easier for future iterations of the survey.
6. Don’t forget to add an appropriate thank you response for survey participants.

-------------- Survey copy ------------------

# Operations & Supply Chain

1. What is the current operating status of your business? \*

0 Open

0 Closed

((If open)) Current operating level

Number %

* 1. What is your current on-site operating level?

Number %

* 1. What is your current remote operating level? (100% normal)

Number %

* 1. What percentage of your supplies/services are you able to receive?

Number %

* 1. What percentage of your goods or services are you able to ship/deliver?

((If closed)) Was the decision to close

0 Forced closure

0 Voluntary closure

What was the date of closure? \_\_/\_\_/\_\_

# Workforce

1. What is your current total employee count? \*

Number

Full time

Number

Part-time

1. Has your employee count changed due to COVID-19 specifically? \*

0 Yes

0 No

((If yes)) Workforce change

Number

New hires

Number

Laid off

Number

Terminated

0-100 %

1. What percentage of your workforce is currently working remotely?

0-100 %

1. What percentage of your workforce is unable to work remotely?
2. If employees are temporarily not reporting for work, what percentage will be paid during the work hiatus? \*

0-100 %

Paid

0-100 %

Unpaid

1. If any employees are paid, approximately how many weeks will they be compensated? \*

Number

Weeks

1. Is the company providing any temporary aid to unpaid employees during their furlough? \*

Text comment box

1. On a scale of 1-7 how would you evaluate workforce morale today? \*

Low j k l m n o p Determined

1. In addition to general health, what is your greatest concern for employees during this time of emergency? \*

Text comment box

# Finance

1. Has your company’s weekly revenue experienced an increase or decrease as a result of COVID-19? \*

0 Increase

((If increased)) Please estimate the percent increase.

0%; <10%; 10-20%; 21-30%; 31-40%; 41-50%; 51-60%; 61-70%; 71-80%; 81-90%; 91-100%.

0 Decrease

((If decreased)) Please estimate your decrease in revenue.

0%; <10%; 10-20%; 21-30%; 31-40%; 41-50%; 51-60%; 61-70%; 71-80%; 81-90%; 91-100%.

0 No change

1. Do you have standing lines of credit to help bridge this business interruption?

0 Yes

0 No

1. How many weeks of a business slow down or shutdown would you estimate your business could survive before closing? \*

Number

Weeks

1. Have you contacted your bank about a bridge loan or other financing?

0 Yes

0 No

0 Unnecessary

0 Lenders are not responding

# Future

1. What are your top three concerns looking forward? (Check 3 only) \*

0 Decreasing consumer confidence/spending

0 Financial impact on operations and/or liquidity and capital

0 Global or US recession

0 Impact on tax and trade issues

0 Lack of information for decision making

0 Lower productivity

0 Supply chain disruptions

0 Workforce reduction

0 Employee stress

Text comment box

0 Other

1. In the next 3 months, do you anticipate any permanent reductions in your workforce? \*

0 Yes

0 No

0 Unsure

Number

((If yes)) Expected workforce reduction

1. In the next 6 months, do you anticipate any permanent reductions in your workforce? \*

0 Yes

0 No

0 Unsure

Number

((If yes)) Expected workforce reduction

1. Are you interested in an SBA Economic Injury Disaster Loan if or when they become available?

0 Yes ((Respondent info required))

0 No

1. What business supports would you think beneficial as we navigate this global challenge?

Technical assistance

Employee resources

Distribution of other employer best practices

Assistance referrals

Text comment box

Other

1. Is there a thought, concern, or action you would like to share or suggest? \*

Text comment box

Programmer note: For survey design integrity, please add local questions if any in a new section after Future and before Respondent Information. Thank you.

# *Respondent Information | All responses will be held in confidence |*

((Required If yes SBA assistance))

((If no, only zip code required))

Name

Business Name

Business Address

*\*Zip/Postal Code*

Email address

Phone number

*\* Required*

Name of your company’s COVID-19 Customer Response Coordinator

0 Same as above

Name

Title

Email address

Phone number

\* Which one of the following best describes your organization’s primary industry? (Select one only.)

* Agriculture, Forestry, Fishing and Hunting (farming, crop production, animal production, fishing, etc.)
* Mining, Quarrying, and Oil and Gas Extraction
* Utilities
* Construction
* Manufacturing
* Wholesale Trade (i.e. purchase or sale of goods for resale)
* Retail Trade (i.e. auto dealers, furniture stores, hardware stores, grocery stores, pharmacies, gas stations/convenience stores, clothing stores, jewelry stores, gift stores, florists, office supplies, etc.)
* Transportation and Warehousing (i.e. transportation services, warehousing and storage)
* Information (i.e. newspapers, movie and sound recording, telecommunications, data processing and hosting)
* Finance and Insurance
* Real Estate and Rental and Leasing
* Professional, Scientific, and Technical Services (i.e. legal services, accounting services, architectural and engineering services, computer system design services, consulting services, etc.)
* Management of Companies and Enterprises (i.e. management and holding companies)
* Administrative Support and Waste Management and Remediation Services (i.e. administrative and support services, employment services, business support services, travel agencies, security services, janitorial services, landscaping services, waste management services)
* Educational Services (i.e. elementary and secondary schools, colleges and universities, technical and trade schools, and educational support services)
* Health Care and Social Assistance (i.e. doctors and dentist offices, hospitals and clinics, home health care services, nursing care facilities, family services, child care services)
* Arts, Entertainment and Recreation (i.e. performing arts, sports and fitness companies and facilities, artists, writers, performers, museums, tourism and historical sites, casinos, etc.)
* Accommodation and Food Services (hotels, bed and breakfasts, restaurants, bars, caterers, mobile food services, etc.)
* Other Services (i.e. automotive repair and services, equipment repair, barber/beauty shops, funeral services, dry cleaning, churches and religious organizations, civic and social organizations, business and professional associations, and labor union organizations
* Public Administration (local, state and federal governments and organizations)
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not sure

*\* Required*

-------------- Survey End --------------