

Covid-19 Business Taskforce Survey 1

Summary Results for Staffing & Other Pertinent Questions

On April 10, the COVID-19 Business Taskforce released summary data from the region's first business climate survey to ascertain the immediate impacts of COVID-19. This release of information led to follow up requests for more information to be shared, especially as it relates to companies' business operating status, impacts on staffing and other pertinent results.

In an effort to continue providing reliable and timely information, below are some highlights of the data related to staffing, assistance priorities and communication channels.

The Taskforce is already planning a follow up survey, to take place later this month, and when new data is available, we will provide it to our partners, business community and public sector leaders.

LAYOFFS

We reported earlier, that survey respondents indicated layoffs of nearly 3,000 people, with a majority coming from the Hospitality, Food Service, Retail and Arts/Entertainment sectors. Also, important to note:

- Approximately 60% of the layoffs were part-time employees
- There were fewer than 120 employees terminated from their job, indicating that employers want to keep most of their employees and hopefully applying for and receiving the Payroll Protection Program funding will help them to do so. Our hope is the next survey data will bear this out
- 33% of companies have furloughed employees, and of those being furloughed, 38% are paying their employees a salary, while 80% of companies doing furloughs are still providing some healthcare benefits to employees

PRIORITY ASSISTANCE

When asking companies to list their priority areas for assistance, they shared:

- Financial Assistance was a top choice by more than 75% of companies
- Any efforts by government to provide tax relief was also a top consideration (70%)
- And there was significant concern amongst employers about support for impacted employees (70% of companies rated it as a significant priority)

INFORMATION SOURCES

Where are companies looking for business and general COVID-19 information

- At a national level, the CDC web site is heavily sourced
- Both Minnesota and North Dakota's state economic development web sites are used
- Facebook is by far the social media source for information
- At a regional level, the Forum, as well as InForum and WDAY news services are top sources of information for companies