

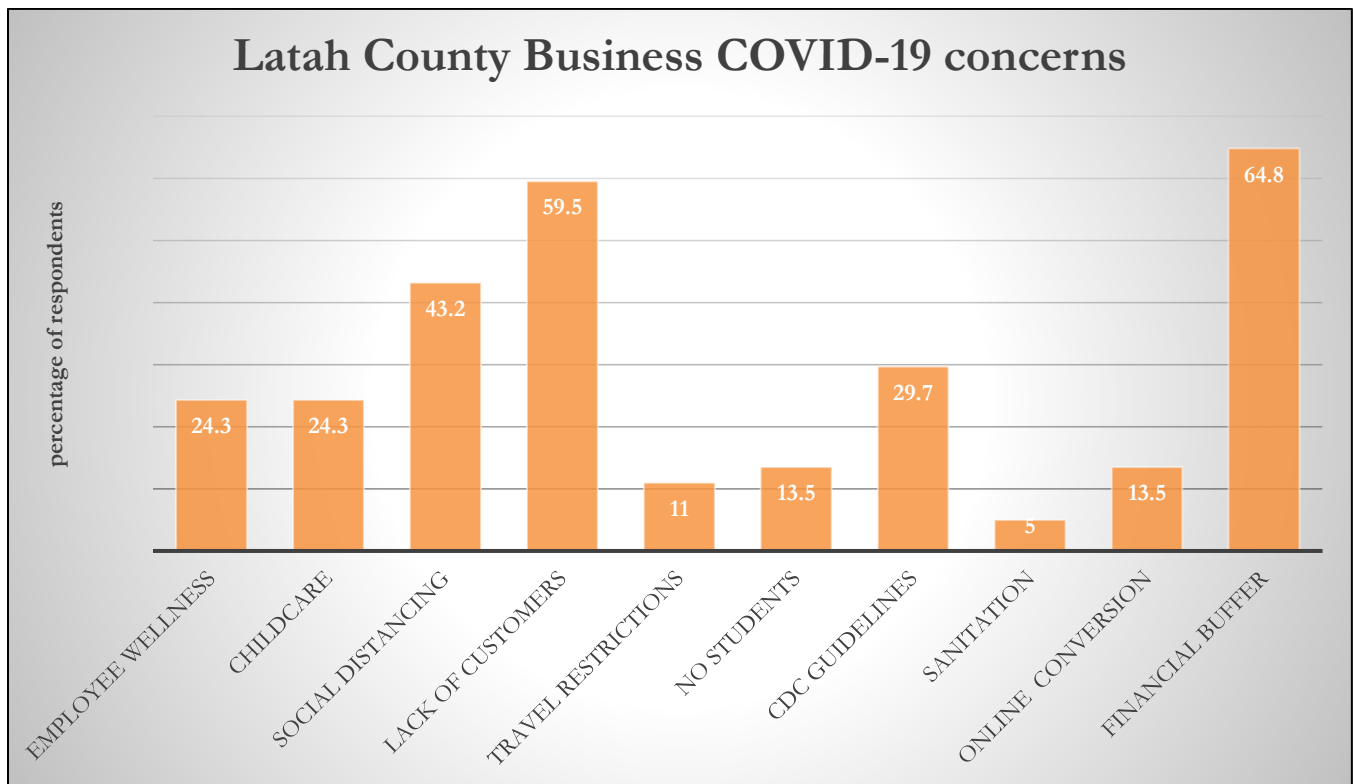


May 6, 2020

## Latah County Business Impact Survey: COVID-19 Preliminary Findings

**Survey Parameters:** The 5-question survey, shown in Appendix A, was distributed to businesses from Latah county, Idaho. Responses to the survey were stored in a secure location with limited access to the raw data to protect confidentiality and assure data integrity. As of April 24th, 43 completed surveys were submitted for data consolidation. This is not a statistically significant sample set; however, important general concepts can be drawn from the data. Consolidation and interpretation of the data was completed by three individuals and its presented here for consideration of future steps.

A total of 42 businesses from Latah County – all but one located in Moscow, completed the survey. A total of 10 businesses classified as Administrative Professional, 9 businesses in the Arts/Entertainment industry, 8 in the Retail sector, 17 from Healthcare/Education sector, 5 listed as Food Service/Accommodation businesses, 2 Construction businesses, and 1 unclassified. *It is important to note that businesses self-selected their industry classification in this survey, thereby presenting a confounding factor in drawing classification-based conclusions, as both the Administrative/Professional and the Food Service/Accommodations classifications include salons, illustrating a necessity for clearer sector definitions.*





**Finding: Businesses reported concerns about a resulting decreased workforce due to social distancing requirements, employee illness and employee childcare needs during the pandemic.**

1. Employee Illness – **24** percent of respondents cited concerns about employee illness decreasing their workforces. The Administrative/Professional category had the highest response rate.
2. Lack of child care for employees – **24** percent of respondents were worried about their workforces' childcare needs during this pandemic. Administrative/Professional businesses had the highest response rate again.
3. Inability to maintain safe social distance – **43** percent of respondents were concerned about social distancing, as the Administrative/Professional, Arts/Entertainment and Healthcare/Education sectors all reported. This is one of the biggest concerns identified in this survey.
4. Lack of transit options affecting commute – only one business (or **2** percent of respondents) reported transit as a concern. Moscow as a community is quite walkable, and most residents own some sort of transportation, be it bikes or cars.
5. Other -Businesses reported lack of face to face interactions, lack of student population, definitions of essential business, and self-employment as concerns in this section. Lack of funds for employee pay was a concern as well.

**Finding: Businesses voiced concerns regarding isolation and lack of population due to the pandemic. The reduced business hours due to the state shut-down, and the resulting inability to pay employees was also a large concern.**

1. Lack of customers – **59.5** percent of respondents reported concern about the lack of customers to their businesses, causing revenue shortages. Worries about the spread of COVID-19, and feeling powerless during a government-mandated shut-down could account for the remaining 40.5 percent seemingly unconcerned about decreased customer base.
2. No out of town visitors/travel restrictions – **11** percent of respondents reported a concern about travel restriction-based reductions in customer numbers. Further examination of the Administrative/Professional and Accommodations/Food Service categories shows a largely tourism-dependent sector. The seasonal nature of tourism in Moscow may be a contributor to the seeming low concern.
3. Student-based business – Currently, Moscow has few student-based businesses, but **13** percent of respondents reported being concerned about decreased revenue. Considering the confusion and apparent ambivalent wording of this question and the resulting confusion, it does not yield any useable data.
4. CDC or governmental mandates regarding gatherings – **30** percent of the respondents, or 11 businesses, reported being concerned about the restrictions on social gatherings and the following decreased revenue.
5. Other – Responses included customer inability to purchase business services, lack of importance of the business service – likely connected to the definition of essential business, lack of sporting events, and overall lack of population to serve.

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**Finding: The majority of businesses reported concern due to a lack of a financial buffer to weather a pandemic. Shown throughout this survey, uncertainty about all aspects of COVID-19 undermined regional business. It is suspected that the lack of information and planning on the national front contributed to the lack of planning on the local level.**

1. Required/recommended sanitation – 2 businesses, or **5** percent of respondents were concerned with the additional sanitation requirements brought on by the pandemic.
2. Conducting/convertng to online meetings/business – **14** percent, or 5 businesses reported concern about losing revenue due to converting to online formats for business. Having a previously-established online sales presence could be a factor in the surprisingly low concern rate.
3. Financial buffer to weather current and future economic downturns – with **65** percent of respondents voicing concern about this topic, this is the highest rating within the survey tool. A total of 25 businesses, across the listed categories indicated a lack of preparedness and being ill-equipped for any form of economic downturn or economic crash.



## Appendix A:

# Regional Business Impact Survey: COVID-19

*The Partnership for Economic Prosperity, the Moscow Chamber of Commerce, Latah County, and the City of Moscow are concerned about you and your business as we are all navigating uncharted waters with COVID-19. Our goal is to understand and capture your business needs as we strive to help coordinate informational resources between our government and our local business community, share information and provide assistance to help maneuver through these times. We will use your survey responses in that effort. In addition, we want to be able to direct you to resources if they are available. Thank you for participating in this confidential survey, which should take 5-10 minutes to complete.*

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### 1. What is the primary business activity conducted by your company? Please select only one.

- \_\_\_\_\_ a. Accommodations/food services
- \_\_\_\_\_ b. Agriculture
- \_\_\_\_\_ c. Construction
- \_\_\_\_\_ d. Administrative/Professional Services including Information/Real Estate/Insurance/Utilities
- \_\_\_\_\_ e. Transportation
- \_\_\_\_\_ f. Health care/Education
- \_\_\_\_\_ g. Arts/Entertainment/Recreation
- \_\_\_\_\_ h. Retail
- \_\_\_\_\_ i. Wholesale trade
- \_\_\_\_\_ j. Manufacturing

### 2. Please check any or all of the current COVID-19 impacts to your business:

#### Decreased workforce due to:

- \_\_\_ Employee Illness
- \_\_\_ Lack of child care for employees
- \_\_\_ Inability to maintain safe social distance
- \_\_\_ Lack of transit options affecting commute
- \_\_\_ Other \_\_\_\_\_

#### Decreased revenue due to:

- \_\_\_ lack of customers
- \_\_\_ no out of town visitors/travel restrictions
- \_\_\_ student-based business
- \_\_\_ CDC or governmental mandates regarding gatherings
- \_\_\_ Other \_\_\_\_\_

#### Inadequate resources for:

- \_\_\_ recommended sanitation
- \_\_\_ conducting/converting to online meetings/business
- \_\_\_ financial buffer to weather current and future economic downturns

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\_\_\_Other\_\_\_\_\_

3. Are you planning to change your business or marketing strategies to strengthen your business in anticipation of a downturn, and if so, how?

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4. Do you need one-on-one business counseling support from us at PEP, or from any of our partners? Please circle one response.

a. YES

b. NO

5. What other support will your business need to anticipate or weather a downturn?

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6. May the Partnership for Economic Prosperity or one of its partners contact you to follow up regarding your confidential responses to this questionnaire in order to respond to your concerns in a beneficial way? Please circle one response.

a. YES

b. NO



*Please send your responses to:*  
The Partnership for Economic Prosperity, Inc  
PO Box 9464 1006 Railroad Street  
Moscow, ID 83843  
[director@pepedo.org](mailto:director@pepedo.org)

Or take the survey online at: [www.pepedo.org/2020survey](http://www.pepedo.org/2020survey)

## Thank you for your participation.

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