

# Economic Strategy Business Survey

## Your view of the local business climate

Welcome to this Business Survey, which is being undertaken as part of the City of Nanaimo's Economic Development Strategy. Your interest and participation are greatly appreciated. The City has embarked on the strategy process to provide a future-oriented plan aimed at a sustainable and diversified economy. This survey is an important part of the engagement program, providing collective input and insights that will help inform strategic direction, goals, and priorities.

Your response is confidential. No names are collected, and demographic information is aggregated for reporting purposes only.

This survey should take approximately 10 minutes to complete. Please strive to answer all of the questions.

Please be aware that this survey is happening simultaneously with the **Get Involved Nanaimo!** initiative. The surveys are separate but aligned so there is a minimum of overlap and maximum of information sharing.

**THANK YOU.**

1) Do you own a business in the City of Nanaimo?

☐ Yes

☐ No

2) How satisfied are you with Nanaimo as a place to do business?

☐ Not at all satisfied

Somewhat satisfied

- ☐ Satisfied
- ☐ Very satisfied
- ☐ Extremely satisfied

3) What are your greatest concerns about doing business in Nanaimo?

Greatest concern	<input type="text"/>
Second greatest concern	<input type="text"/>
Third greatest concern	<input type="text"/>

4) What issues have most influenced your decision to base your business in Nanaimo?

Highest importance	<input type="text"/>
Second most important	<input type="text"/>
Third most important	<input type="text"/>

## Your view of local economic development

5) Please rank the importance of the following economic development goals for the City.

	<b>Not important</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>Extremely important</b>
Jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<b>Not important</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>Extremely important</b>
Economic growth					
Sector diversification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transitioning to the "new economy"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Population growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recovering from COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) Which business development priorities do you feel are important for Nanaimo?

	<b>Not important</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>Extremely important</b>
Attract new businesses and investors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help existing businesses expand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assist entrepreneurs and start-ups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract new residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<b>Not important</b>	<b>Somewhat important</b>	<b>Important</b>	<b>Very important</b>	<b>Extremely important</b>
and labour force					
Improve local infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve the local development climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7) Please rank the following sectors for their future regional growth potential locally.

	<b>No potential</b>	<b>Some potential</b>	<b>Average potential</b>	<b>Good potential</b>	<b>Excellent potential</b>
Primary industries (agriculture, logging, fishing, mining)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manufacturing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation, warehousing, and storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts, culture, entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<b>No potential</b>	<b>Some potential</b>	<b>Average potential</b>	<b>Good potential</b>	<b>Excellent potential</b>
Retail and wholesale trade					
Education (private and public training institutions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and public services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8) Please rank the following for their influence on economic growth and development in Nanaimo.

	<b>Not important</b>	<b>Neutral</b>	<b>Moderately important</b>	<b>Very important</b>
Transportation infrastructure (port, rail, air, road)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilities like energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to business support services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Occupancy or construction costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<b>Not important</b>	<b>Neutral</b>	<b>Moderately important</b>	<b>Very important</b>
Regulatory climate				
Access to innovation and research capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

## Impact on Your Business from COVID-19 Pandemic

9) Up until the COVID-19 pandemic (February 2020), how had the health of your business changed from 5 years ago?

- ☐ Business was up significantly (up 15% or more)
- ☐ Business was up modestly (up 5 to 15%)
- ☐ Business was about the same (up or down 5% or less)
- ☐ Business was down modestly (down 5 to 15%)
- ☐ Business was down significantly (down 15% or more)

10) Between March 2020 and June 2020, how has the COVID-19 pandemic impacted your business?

- ☐ Have been able to operate at near normal business levels
- ☐ Have continued to operate at moderately reduced business levels (sales reduced 10% to 25%)
- ☐ Have continued to operate at significantly reduced business levels (sales reduced 25% to 50%)

- ☐ Have continued to operate at dramatically reduced business levels (sales reduced more than 50%)
- ☐ Have had to close completely since March (no sales)
- ☐ Have seen operations increase (sales increased above normal)

11) How has your workforce been impacted by the COVID-19 pandemic?

- ☐ No impact to my workforce
- ☐ Have laid off between 5% and 20% of staff
- ☐ Have laid off between 20% and 40% of staff
- ☐ Have laid off between 40% and 60% of staff
- ☐ Have laid off between 60% and 80% of staff
- ☐ Have laid off between 80% and 100% of staff
- ☐ Have added to my workforce

12) Do you feel your business activity will recover in 2021 to the same level you experienced prior to the COVID-19 pandemic?

- ☐ Yes
- ☐ No
- ☐ Not sure

13) How do you see the health of your business changing in the next 5 years (by 2025)? Please assess your answer assuming there is a reasonable recovery from COVID-19 in the next 6 months.

- ☐ Business will be up significantly (up 15% or more)
- ☐ Business will be up modestly (up 5% to 15%)
- ☐ Business will be about the same (up or down 5% or less)
- ☐ Business will be down modestly (down 5% to 15%)

- ☐ Business will be down significantly (down 15% or more)
- ☐ I feel COVID-19 has created so much uncertainty that I cannot confidently answer this question

14) During the COVID-19 pandemic, was your workforce able to work remotely?

- ☐ Yes
- ☐ No

15) Do you anticipate your business will continue to implement remote working practices going forward?

- ☐ Yes
- ☐ No

16) Please tell us about any other impacts, issues, or concerns you have for your business regarding COVID-19.

## About your company

17) What best describes the sector that your business operates in?

- ☐ Primary (e.g. agriculture, fishing, logging, mining)
- ☐ Utilities
- ☐ Manufacturing
- ☐ Transporting and warehousing



- ☐ Trade services
- ☐ Personal and business services
- ☐ Tourism
- ☐ Public services (e.g. health, education, government administration)
- ☐ Other (please specify)

18) How many employees do you employ full time (i.e. all year round)?

- ☐ 0 to 3 employees
- ☐ 4 to 6 employees
- ☐ 7 to 10 employees
- ☐ 11 to 20 employees
- ☐ 21 to 40 employees
- ☐ 41 to 75 employees
- ☐ 76 to 100 employees
- ☐ More than 100 employees

19) How many employees do you employ part time or seasonally?

- ☐ 0 to 3 employees
- ☐ 4 to 6 employees
- ☐ 7 to 10 employees
- ☐ 11 to 20 employees
- ☐ 21 to 40 employees
- ☐ 41 to 75 employees
- ☐ 76 to 100 employees
- ☐ More than 100 employees

20) How many years has your business been in Nanaimo?

- ☐ Less than 1 year
- ☐ 1 to 5 years
- ☐ 6 to 10 years
- ☐ 11 to 15 years
- ☐ 16 to 20 years
- ☐ 21 to 26 years
- ☐ More than 26 years

21) Please tell us of any other issues, concerns, or opportunities you may have about economic development in Nanaimo.

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