



# COVID-19 BUSINESS SURVEY

Goshen Economic Development Commission

March 2021

# The Survey

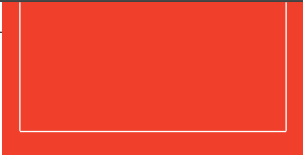
- **Survey was conducted by EDC to better understand the business climate in Goshen. We asked questions in two areas:**
  - What has been the impact of COVID on the respondent?
  - What is the respondent's view of the local business climate?
- **The survey was conducted during January and February 2021**
- **Two different sets of questions were asked dependent on whether the respondent was a business owner/operator or not.**
- **169 citizens responded**
  - 41 were business owners or operators
  - Another 128 were consumers
- **A Town Topics article announced the survey**
  - The survey was available online during this period
  - Publicized on the Town website
  - Paper copies were available in Town Hall

# Business Owner/Operators - Summary

- **A total of 41 respondents were business owners/operators**
  - The largest group involved with home-based businesses (42%)
  - They were small – 89% had 5 employees or fewer
  - But represented the jobs of 98 people
- **42% indicated 2020 revenues down from 2019 due to COVID**
  - 22% said revenues down by 25% or less
  - 11% said revenues down from 25% to 50%
  - 19% said revenues down more than 50%
- **About 34% said that they had layoffs or reduced hours of employment**
  - 11% said they had closed for some time but have reopened
  - 27% had used personal savings to keep the business going
- **Top 3 ways to improve the business climate**
  - High-bandwidth Internet
  - Market Goshen Businesses
  - Encourage entrepreneurs

# Consumers- Summary

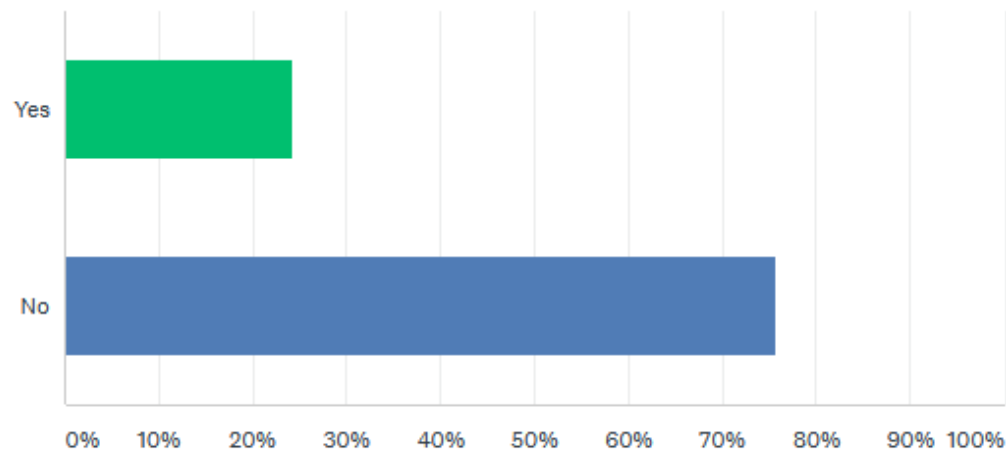
- **128 individual “consumers” responded to survey**
- **Most respondents said they try to give preference to Goshen businesses**
- **75% said that they had maintained their income or increased it during the pandemic**
- **Many (47%) said that COVID had not changed their patronage of local business**
  - 34% said that their local patronage had declined
  - 19% said that their local patronage had increased
- **The top 5 businesses that respondents felt Goshen needed**
  - Grocery
  - Restaurants (more, greater variety)
  - Hardware Store
  - Pharmacy
  - Coffee Shop



# THE RESULTS

# Do You Own/Operate a Business Based in the Town of Goshen, CT? ("Own/Operate a Business" includes self-employed individuals and non-profits based in Goshen )

Answered: 169 Skipped: 0

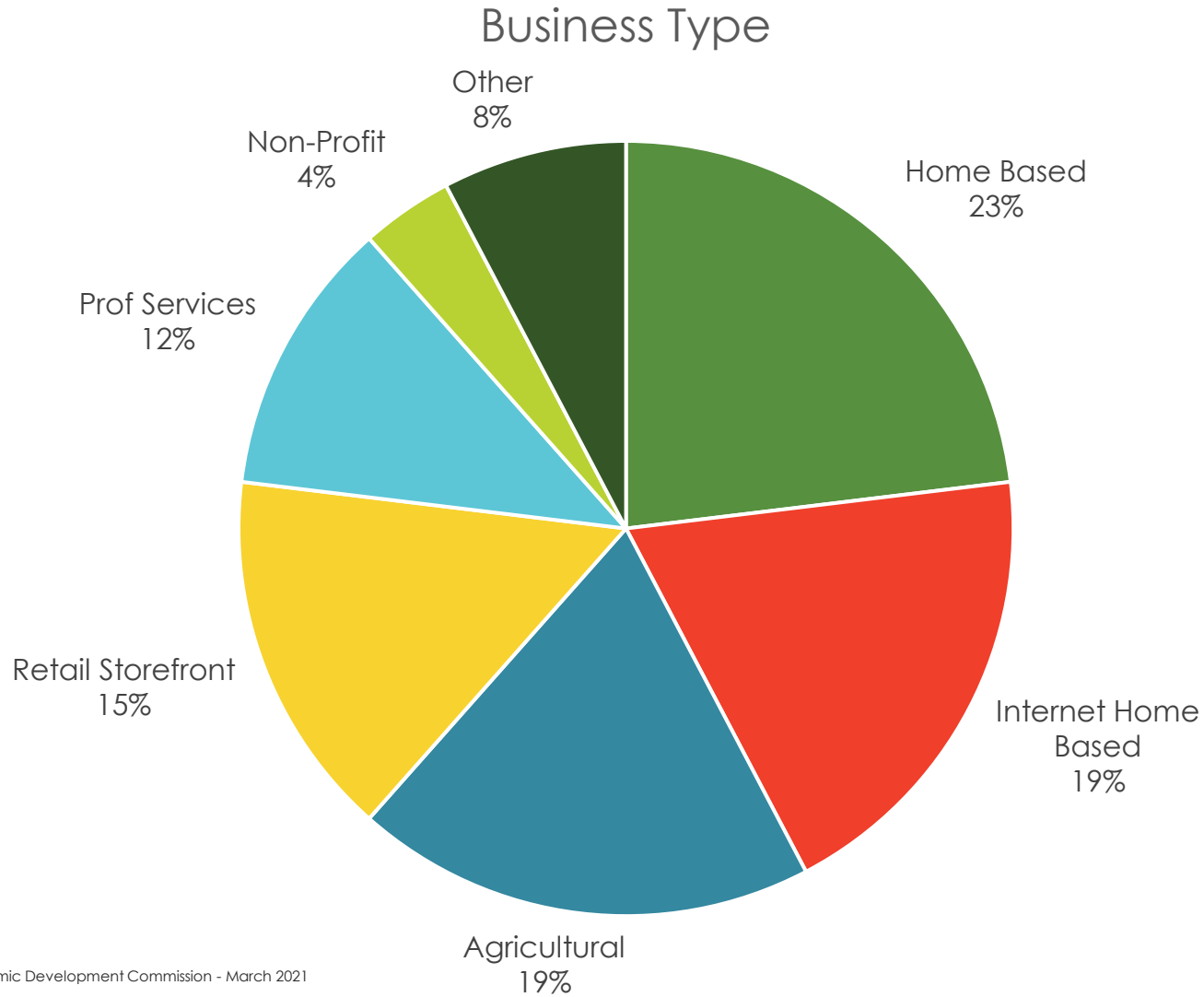


ANSWER CHOICES	RESPONSES	
Yes	24.26%	41
No	75.74%	128
<b>TOTAL</b>		<b>169</b>



# BUSINESS RESPONDENTS

# Response Business Type

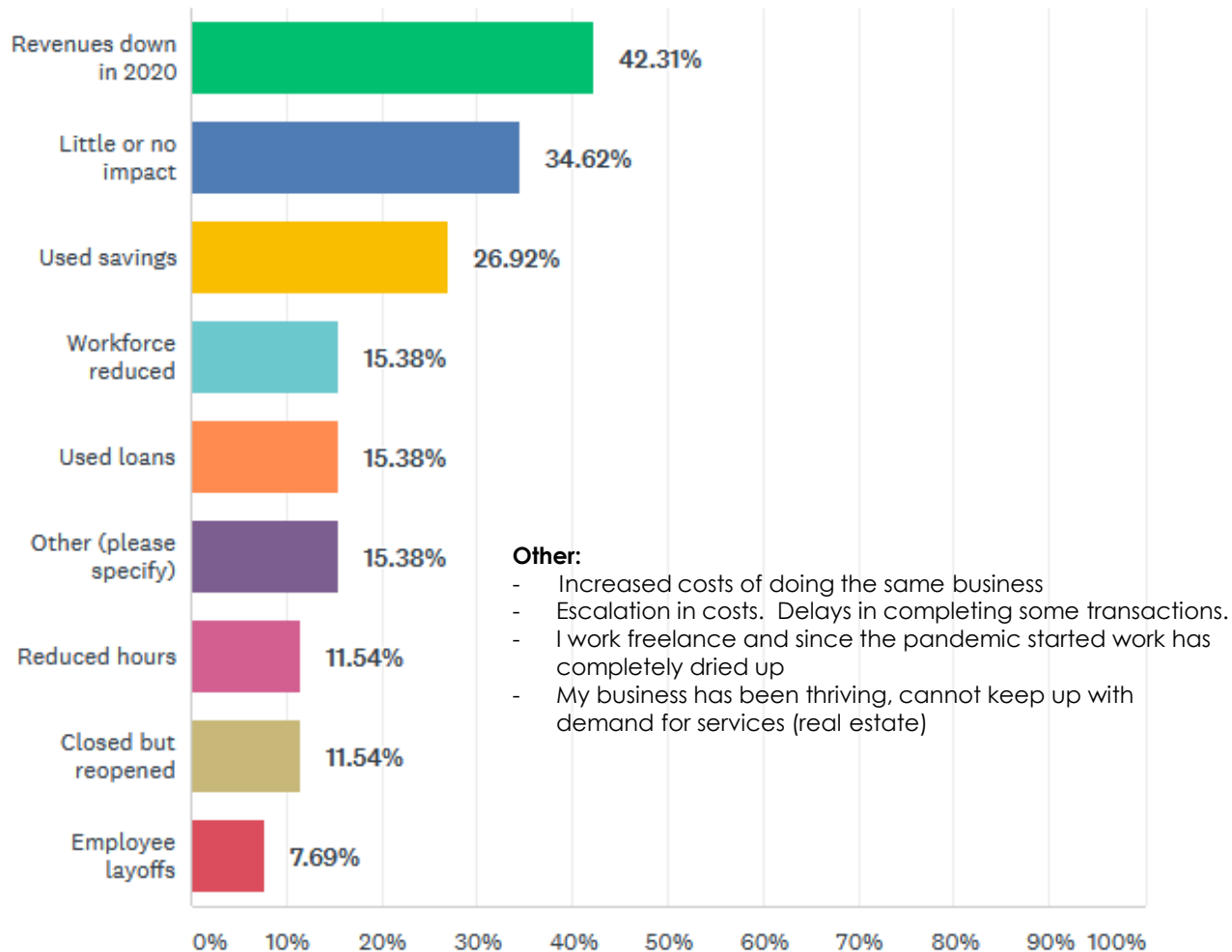




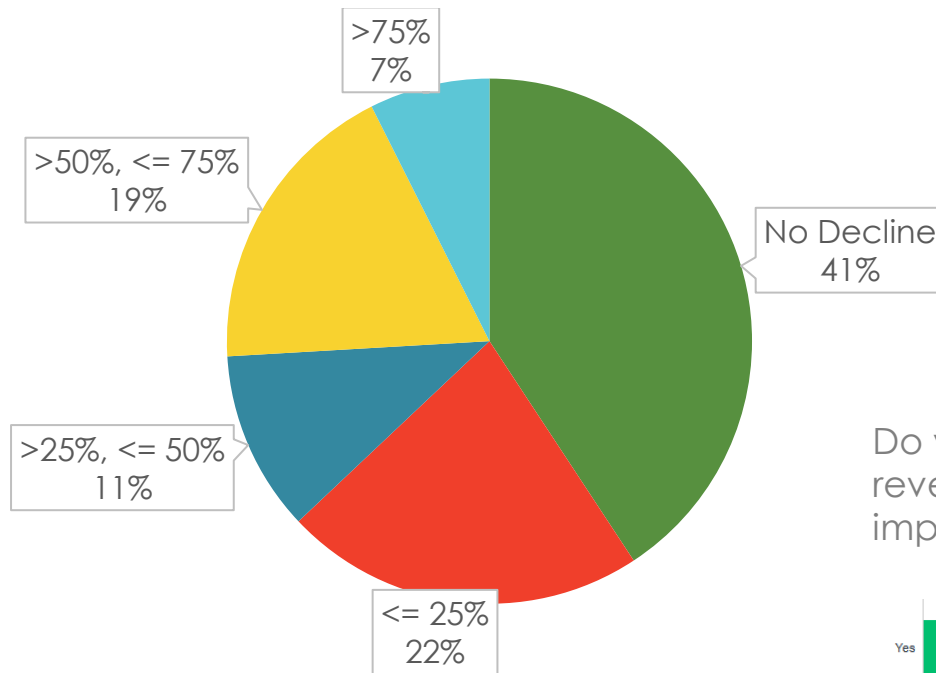
# Respondent Business Size

- # Employees per business ranged from 1 to 28
- 67% had 1 employee
- 22% had 2 to 5 employees
- Businesses responding represented:
  - 86 employees, plus
  - 12 contract workers

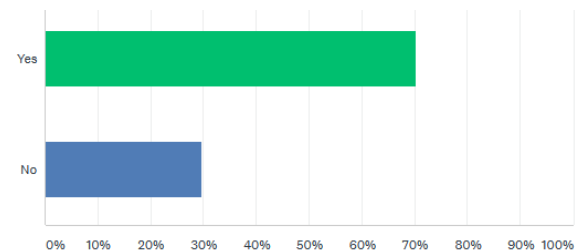
# What have you experienced as the impact of the COVID-19 pandemic on your business? (Please check all that apply & add your own in Other)



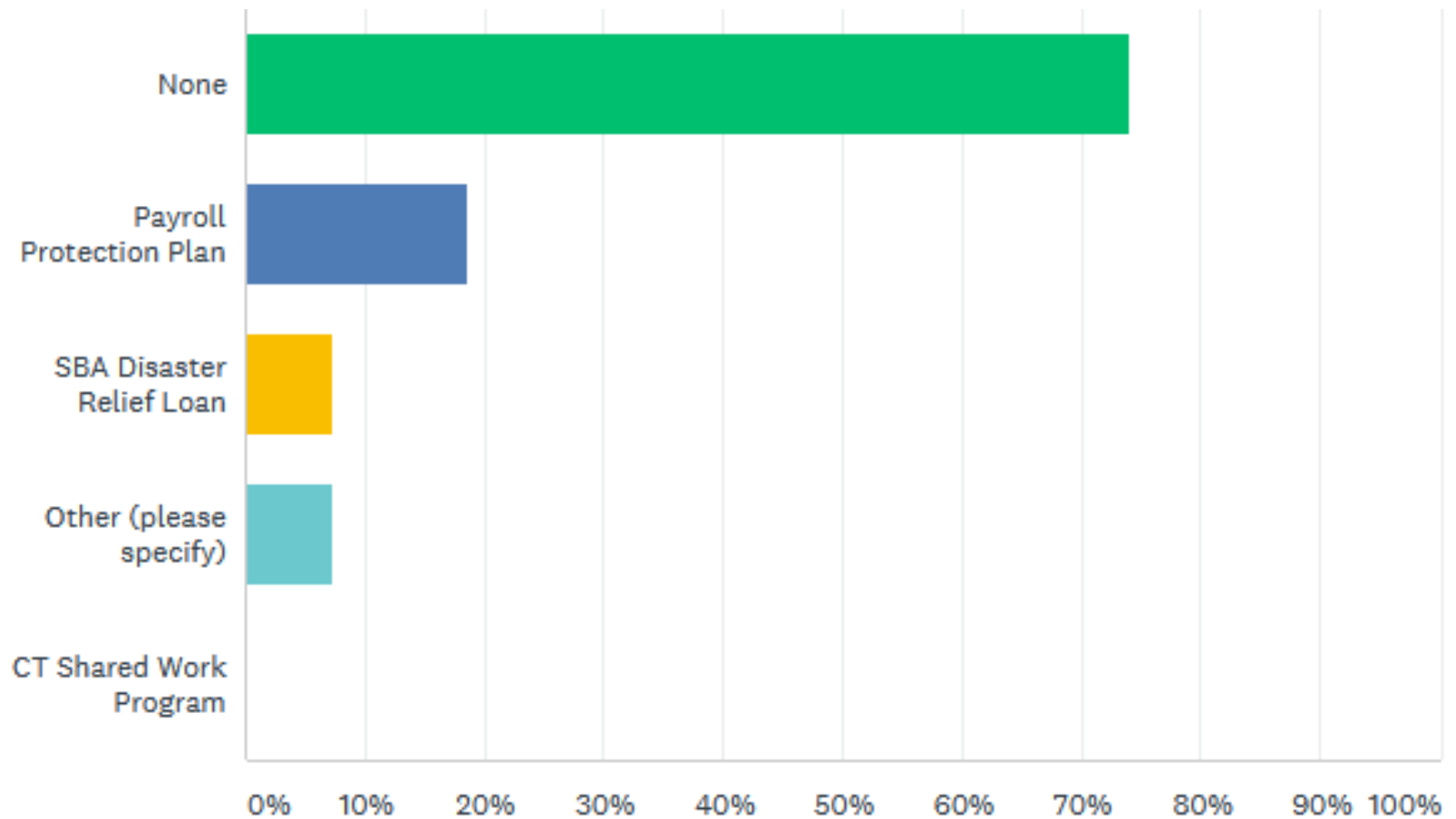
By what percentage (roughly) were your revenues (or donations for a non-profit) reduced in 2020 over 2019? (If you did not see a reduction in revenues, enter "0")



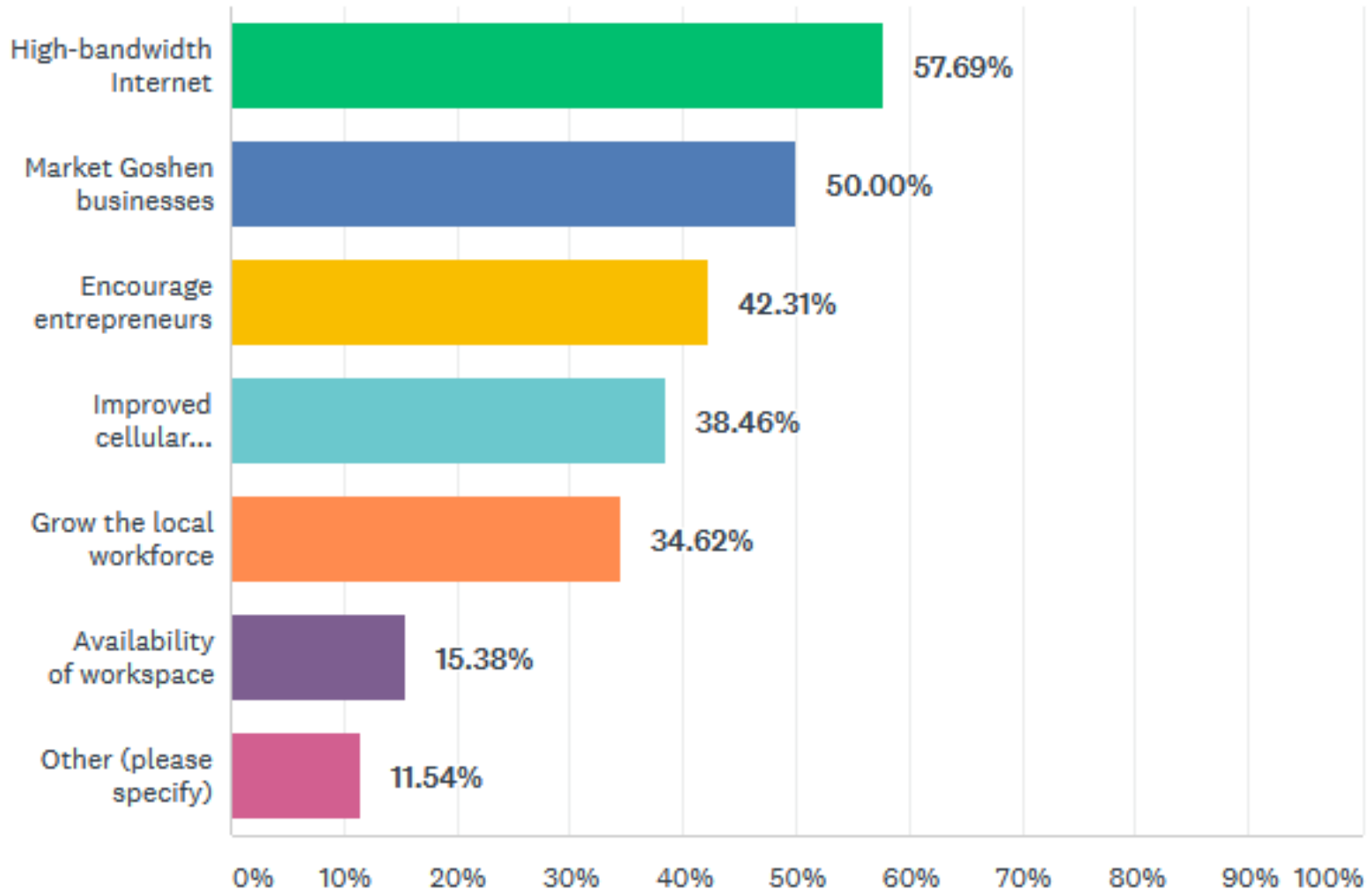
Do you feel the decline in your 2020 revenues vs 2019 are due to the impact of COVID-19?



Which of the following Federal or State relief programs have you taken advantage of for your business? (Check all that apply)

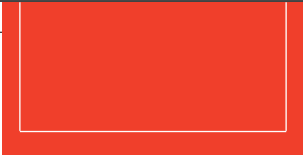


Thinking about Goshen as a place for a business like yours, what would you like to see happen to improve the business climate in Goshen and increase the success of your business? (Check all that apply)



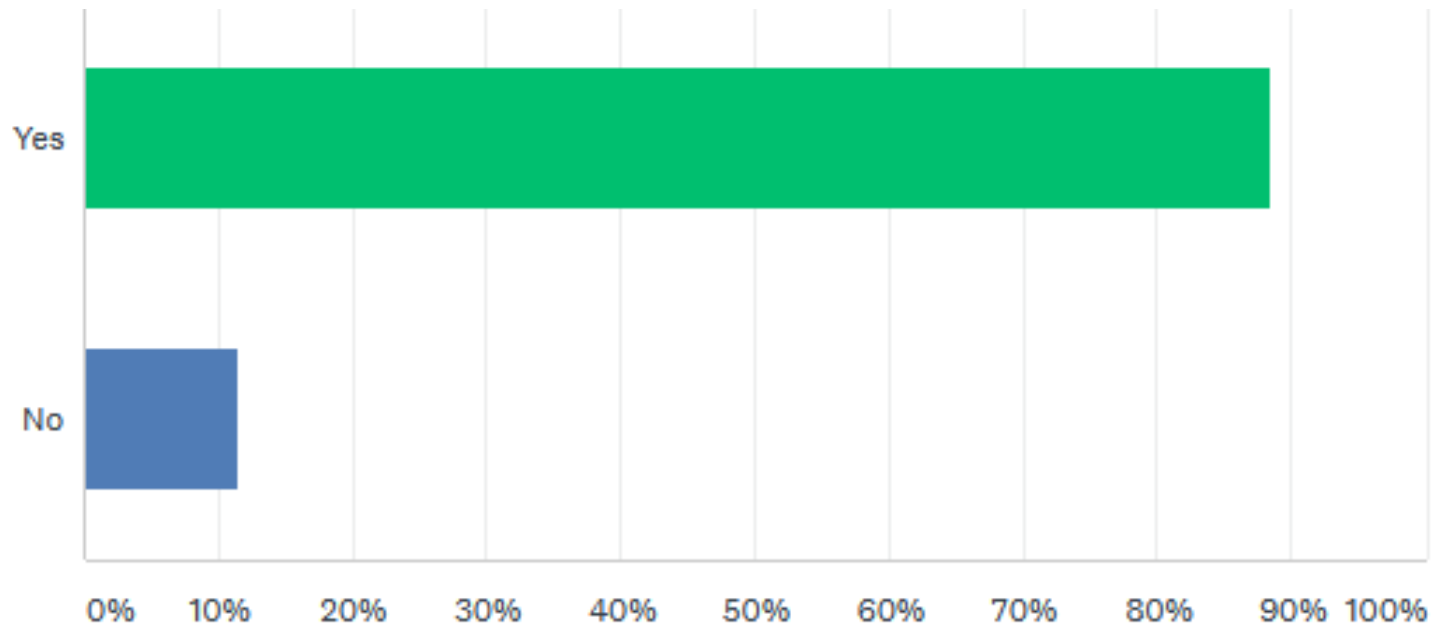
Please let us know any other ideas you have for how Goshen could support business in these challenging times.

- Support each other - really buy local
- Capitalize and promote the existing attributes that makes up this beautiful town of Goshen - that makes it so special.
- I think there could be more to encourage young adults there are good career based jobs here. One of the most difficult things for me is finding good employees that want to work and grow professionally in this area.



# NON-BUSINESS RESPONDENTS

When you decide to obtain business services (e.g., retail shopping, professional services, trades, etc.) do you give preference to a business that provides the service located in Goshen if the quality and value are the same?





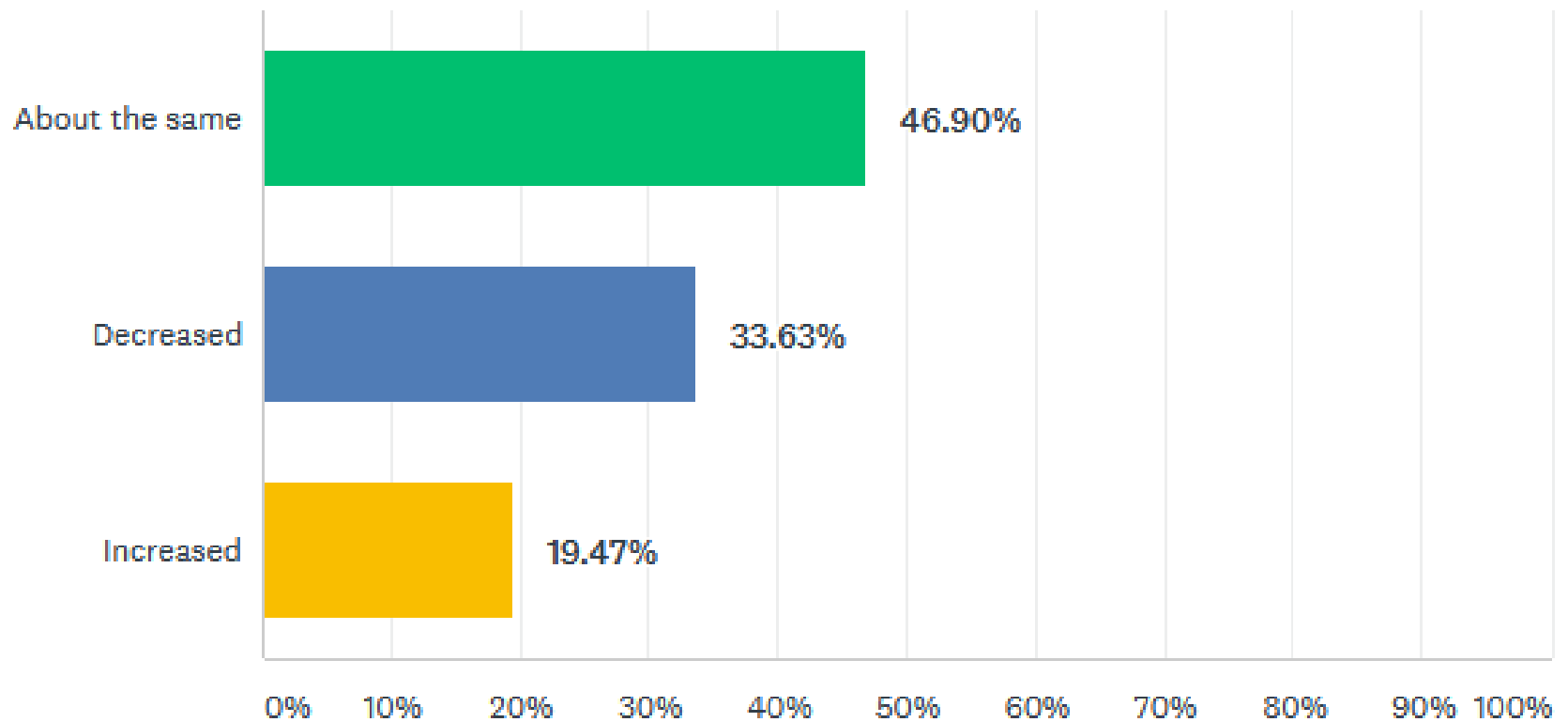
# Reasons for “No” Response to Previous Question

- Convenience of purchase also comes into play. I work outside of Goshen and if I am already stopping for an item at a retailer and can save time purchasing at the same location vs. making a second stop in Goshen I may not make the second stop to ensure purchasing in Goshen.
- I treat all businesses within the Goshen, Torrington, Litchfield area as “local” when I try to support local businesses.
- There are few to choose from, and those that I am aware of are not typically the kinds of businesses or services that I tend to patronize (for example, due to focus, size, selection or price or some other factor). One exception is the US Postal Service (if that is a business).
- Not enough selection of goods and or services
- Local business are expensive
- Current Retail shops? Where are they? I use local businesses for services as much as possible, though (HVAC & landscaper are both in Goshen).

# Reasons for “No” Response to Previous Question (Cont’d)

- Gas prices in Goshen are higher and the quick-mart too expensive
- I prefer to deal with people I know and who I trust and who have come recommended to me. If I have friends who have used some Goshen businesses and tell me their experiences with them, I take their recommendations and suggestions when making a decision.
- we have in the past tried Goshen businesses before calling outside of town. However, we are sorry to say that we have been disappointed on quality, timeliness, and the honoring of their commitments. Would like to try again, but we need a town agency that we can go to voice our concerns and perhaps find some resolution. Thank you
- It's not that I wouldn't, but I don't want businesses in our town. I like that outsiders have no reason to travel to our town other than its beauty and quaintness
- Because the food is awful or the price is too high.
- I am new to town and more aware of business in Litchfield, Bantam, and Torrington.

# Has the COVID-19 pandemic increased or decreased your patronage of local Goshen businesses?



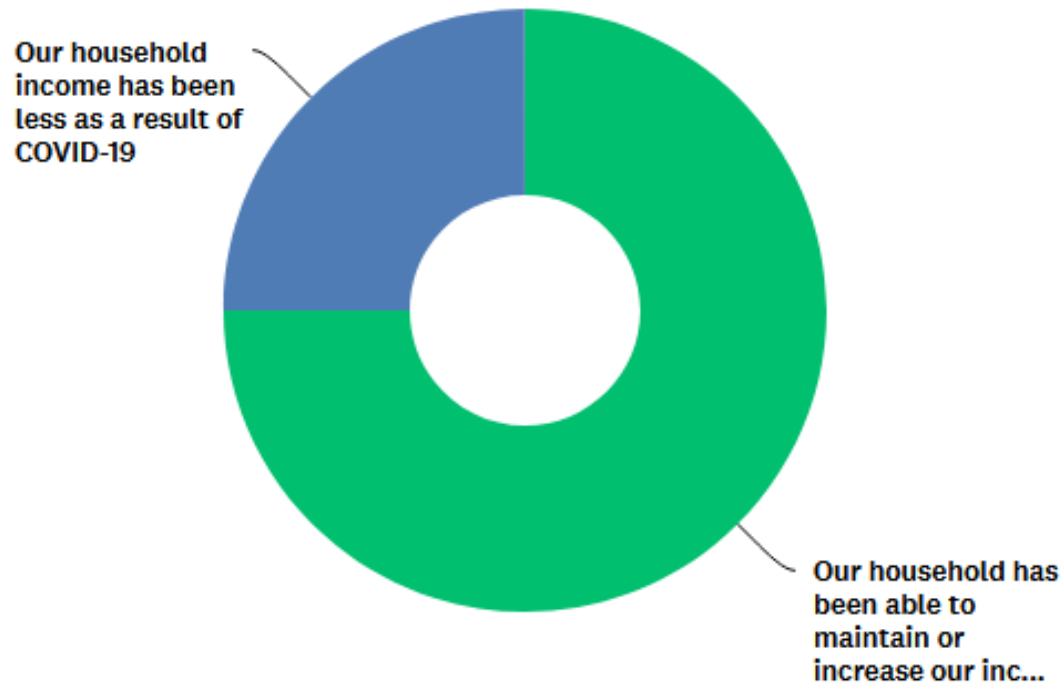
# What business services that you need and expect to have locally does Goshen lack?

## Business Needed   Mentions   Comments

Groceries	33	Small, Delivery
Restaurant	14	More variety, Better quality
Hardware	11	
Pharmacy	11	
Coffee Shop	6	
Bakery	4	
Deli	3	Soups
Clothing	2	
Microbrewery	2	
Barber	2	
UPS/FedEx Store (or Pickup Points)	2	
Ice Cream Shop	2	
Don't Need Anything Else	2	
Artisan's Coop/Shop	2	
Fine Foods	1	
Auto Repair/Maintenance	1	
Fuel Oil	1	
Construction/Light Manufacturing	1	
Landromat	1	
Florist	1	
Pizza	1	
Book Store	1	
Trades Professional Sevrices	1	
Minature Golf	1	
Dry Cleaners	1	
Medical/Veterinary	1	
High Speed Internet	1	

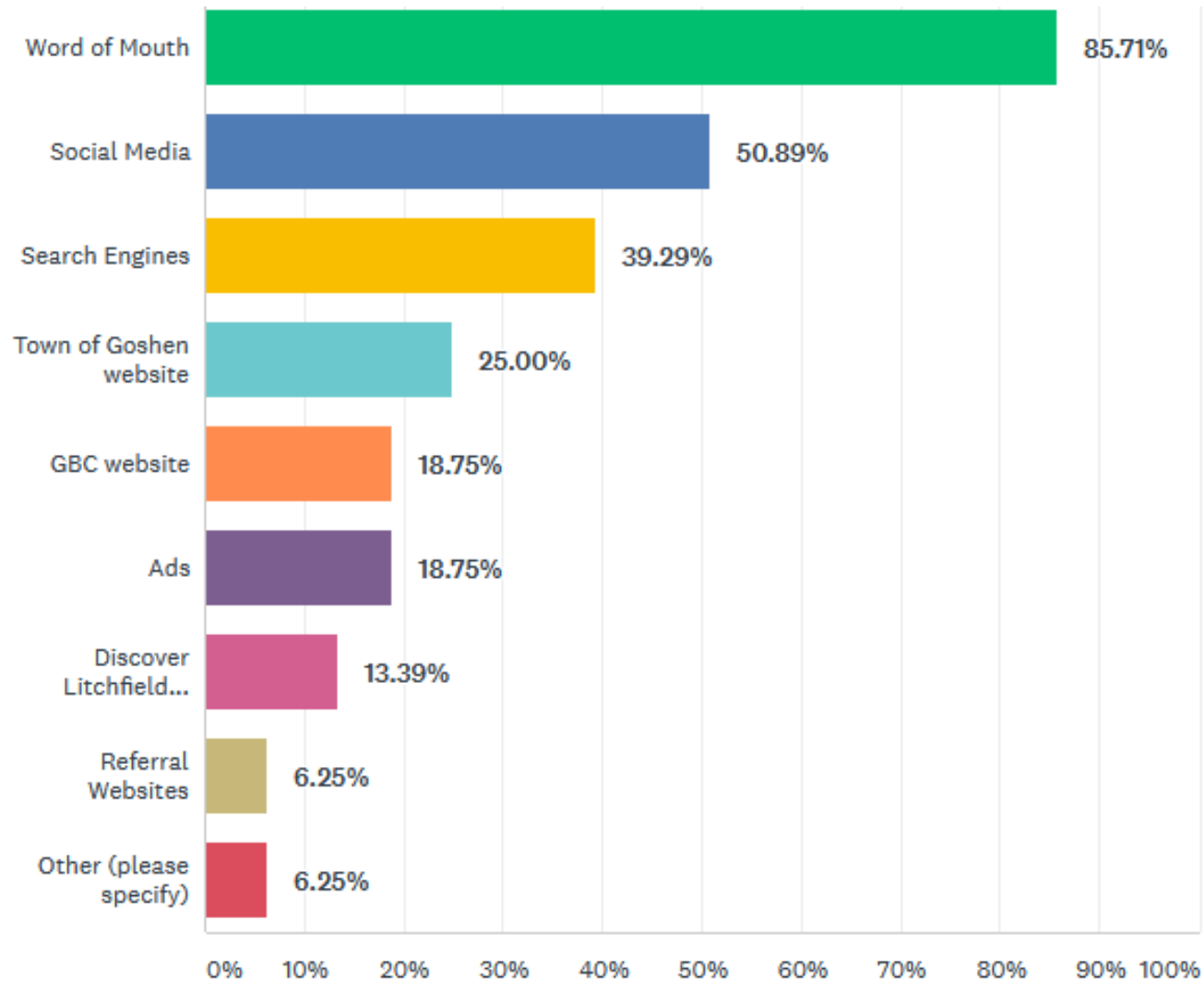
Mentions is the number Of times that a business need was mentioned in the responses to the question. Most respondents suggested more than one business.

# Has the COVID-19 pandemic had impact on your family, economically?



ANSWER CHOICES	RESPONSES
Our household has been able to maintain or increase our income during COVID-19	75.00%
Our household income has been less as a result of COVID-19	25.00%
<b>TOTAL</b>	

# How do you find local businesses in Goshen that meet your needs? (Check all that apply)





# THANK YOU!

The Goshen Economic Development Commission thanks  
all of those who took the time to take our survey.