



For Immediate Release

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4th observation period of statewide business impact survey open

Survey set to map effects and recovery from first months of pandemic, plus travel activities

NEW NORTH, July 10, 2020 – A fourth observation period of a statewide survey measuring the economic impact of COVID-19 on Wisconsin business is open through July 20. This month’s survey will map both the effects and recovery from the first months of the pandemic, along with travel activities, according to Jeffrey Sachse, director of the UW Oshkosh Center for Customized Research & Services (CCRS).

Both past and new participants may take part in the survey, which is available for completion online at <http://uwo.sh/covid-19-econ-july>. The survey is open to businesses in all 72 counties of Wisconsin.

“The survey is proving to be an effective platform for companies to provide feedback to the WEDC and state leaders on what they are experiencing and what they need for recovery as we emerge from the interruption of normal operations due to the pandemic,” says Sachse.

New North, Inc., is partnering with CCRS, the Wisconsin Economic Development Corporation (WEDC) and the state’s other eight regional economic development organizations to collect data on the level of economic hardship being experienced by Wisconsin businesses due to the pandemic.

“The data we receive from businesses through the survey results remains extremely valuable as we lead recovery efforts within the New North region,” says Barb LaMue, president and CEO of New North, Inc. “It only takes minutes to complete, and we ask everyone who is able to participate.”

During last month’s sampling period, from June 3-13, Wisconsin businesses demonstrated resilience, with 41 percent of respondents indicating that they had introduced or expanded online services in the preceding three-month period. Results also showed that businesses continue to seek financial assistance amid the COVID-19 crisis; 60 percent of respondents had requested help and 52.4 percent got aid.

Past survey results are available at <https://uwosh.edu/ccrs/covid-19-survey/>.

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New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.