



For Immediate Release

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Third COVID-19 state business impact survey now underway

Survey will measure business reactions and projections as companies look to the future; Results and comments will be incorporated into upcoming WEDC report to Wisconsin legislature

NEW NORTH, June 5, 2020 – The third observation period of a statewide survey measuring the economic impact of the COVID-19 pandemic on Wisconsin has begun. The deadline to complete the survey is June 13; both past and new participants may take part.

With the state of Wisconsin now in the early stages of a reopening phase, this version of the survey will measure business reactions and projections as they look to the future, according to Jeffrey Sachse, director of the UW Oshkosh Center for Customized Research & Services (CCRS).

The survey is a partnership between CCRS, the Wisconsin Economic Development Corporation (WEDC) and the state's nine regional economic development organizations, including New North. Its purpose is to collect data on the level of economic hardship being experienced by state businesses due to the pandemic.

The current survey, which is open to businesses in all 72 counties of Wisconsin, is available for completion at <http://uwo.sh/covid-19-econ-june>.

“WEDC will be incorporating the results of this survey into its upcoming report to the state legislature,” adds Sachse. “It is an effective platform for companies to share their comments on what they need to recover coming out of the unprecedented disruption of the pandemic.”

“We value this information, especially on a rolling basis through several observation periods, to help us make better data-driven decisions as we lead regional recovery efforts,” adds Barb LaMue, president and CEO of New North, Inc.

During the second sampling period of May 4-17, 2020, almost one-third of responding businesses reported that they would likely survive beyond 10 months under current conditions, pointing to a “greater sense of resilience,” according to Sachse. Past 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.