



# COVID-19 Impact Survey Results

July 2020

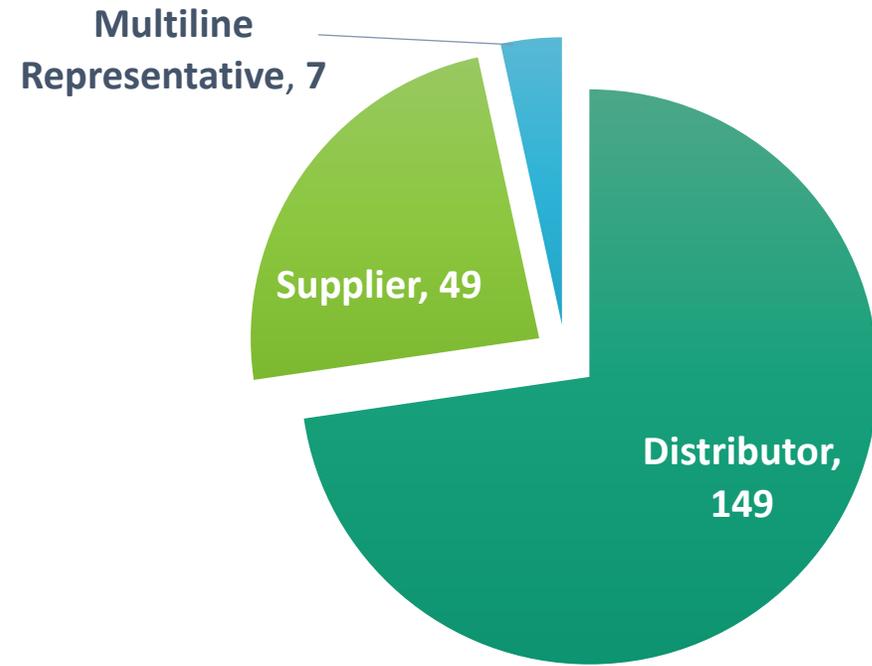


**PPPC**  
Promotional Product  
Professionals of Canada

# NUMBER OF SURVEY RESPONSES



207



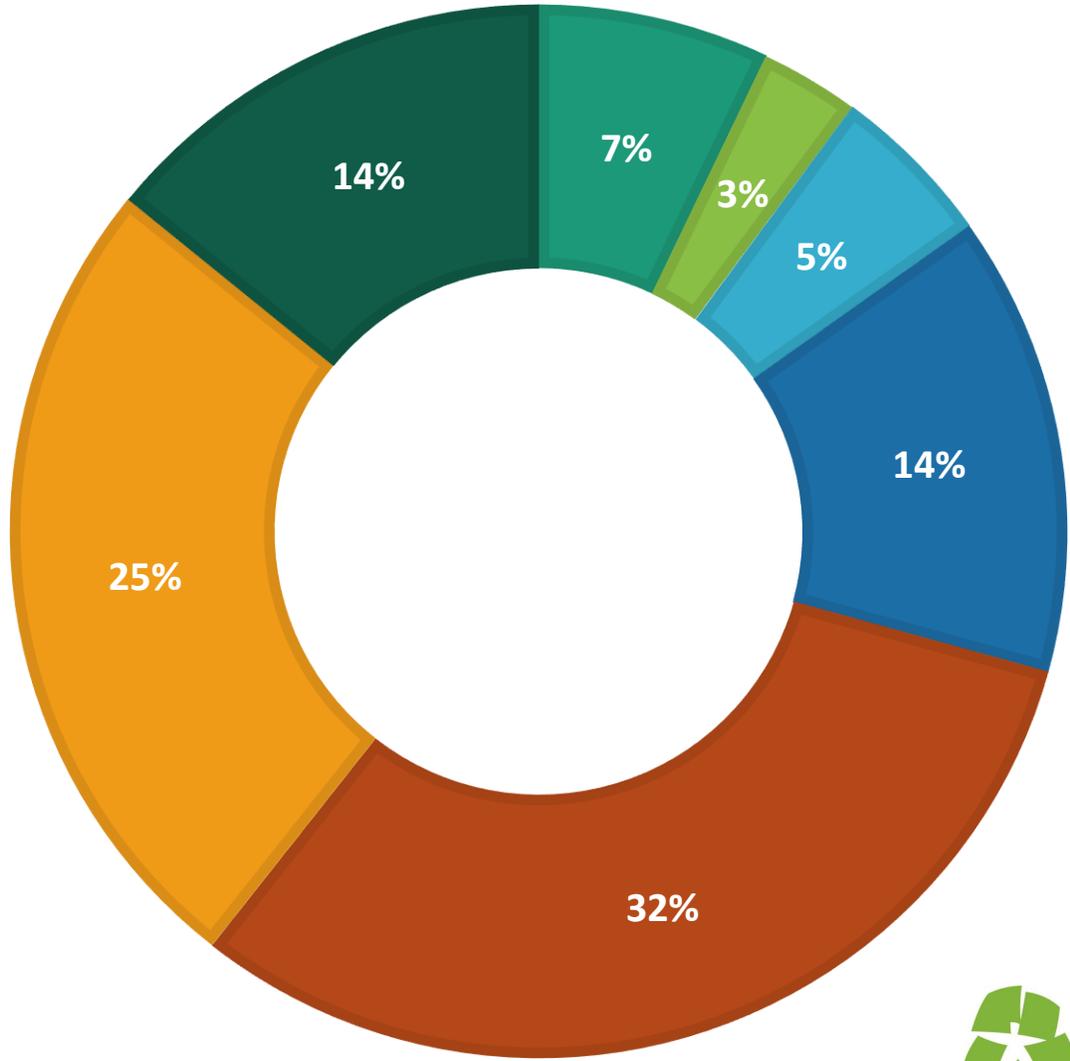
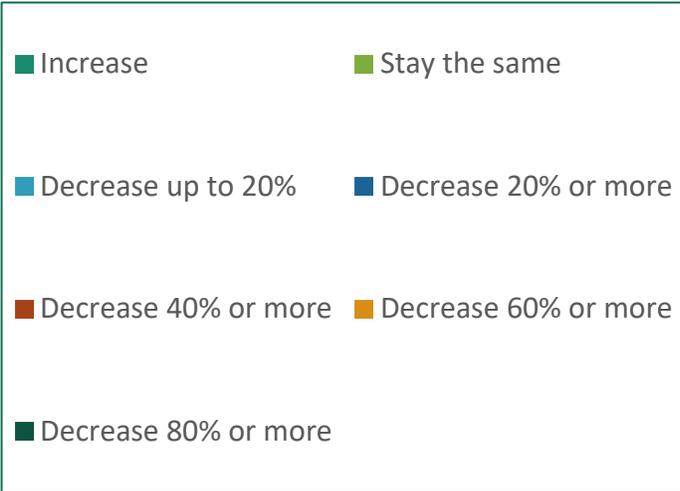
■ Distributor

■ Supplier

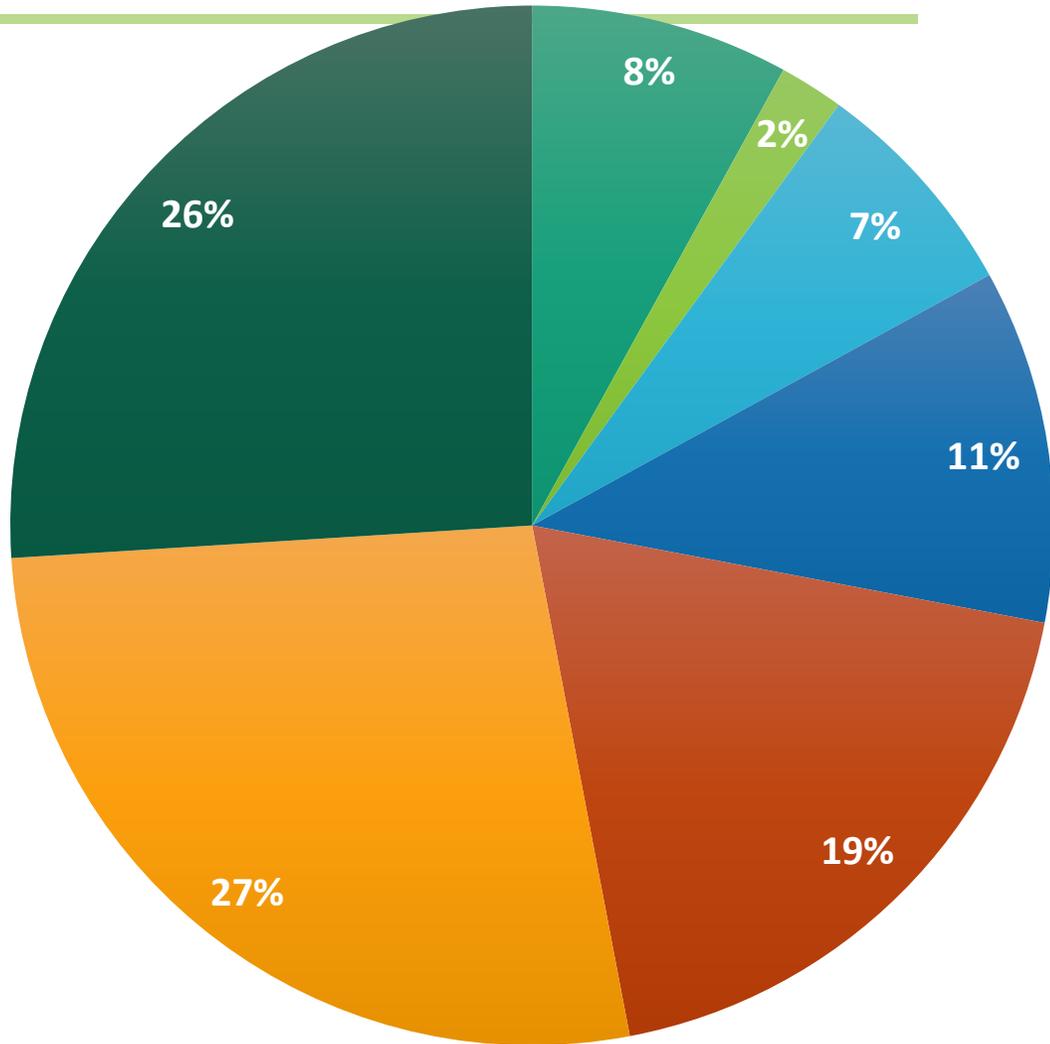
■ Multiline Representative

Q2: If applicable, by approximately what percentage have your overall sales decreased January to May this year compared to the same period last year?

## COVID-19 SALES DECLINE



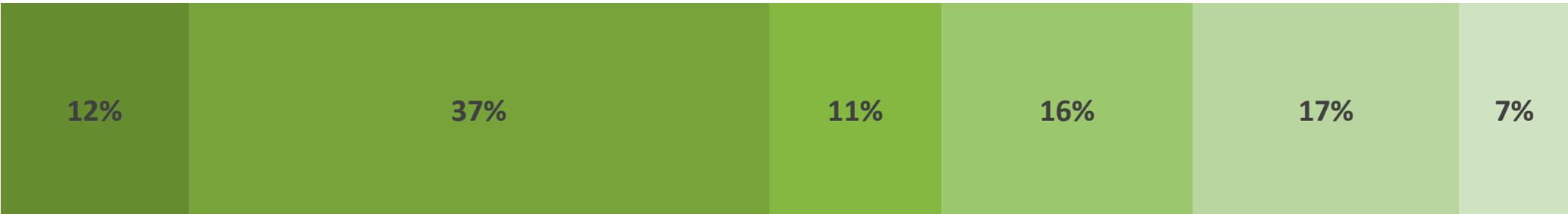
## MAY 2019 TO MAY 2020 SALES COM



- Increase
- Decrease 20% or more
- Decrease 80% or more
- Stay the same
- Decrease 40% or more
- Decrease up to 20%
- Decrease 60% or more

Q3: Comparing the month of May 2020 to May 2019, did your total sales this May?

# FUTURE SALES EXPECTATIONS



- Increase a lot
- Increase a little
- Remain the same
- Decrease a little
- Decrease a lot
- Don't know

Q4: Thinking about the next three months ahead (July-September), what are your sales expectations over this period compared to the previous three months (March-May)?



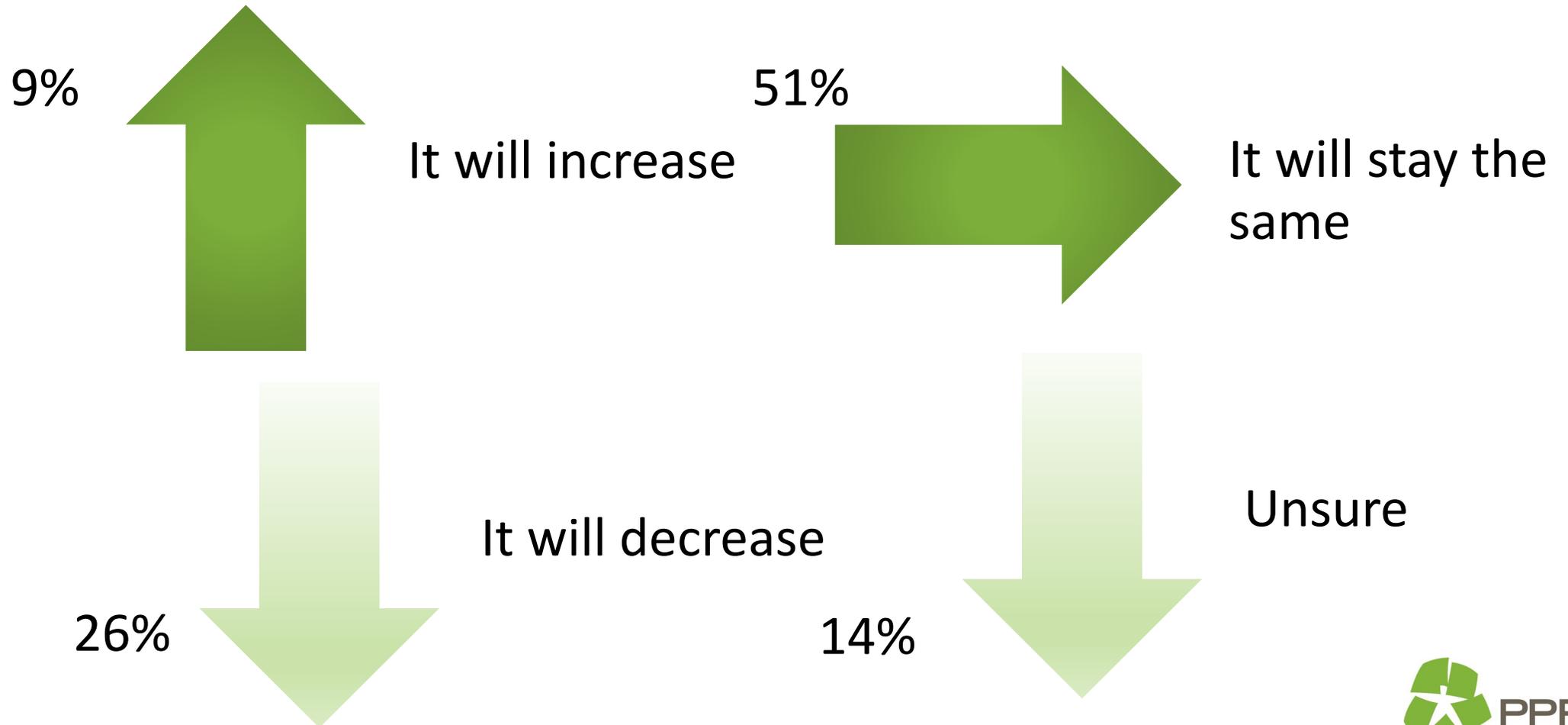
- It will increase
- It will decrease
- It will stay the same
- Unsure

Q5: Thinking about the second half of 2020, what are your expectations of overall profitability for this period compared to the first half of 2020?

Q6: Thinking about the second half of 2020, what are your expectations for the size of your workforce for this period compared to the first half of 2020?

## WORKFORCE SIZE (SECOND HALF OF 2020)

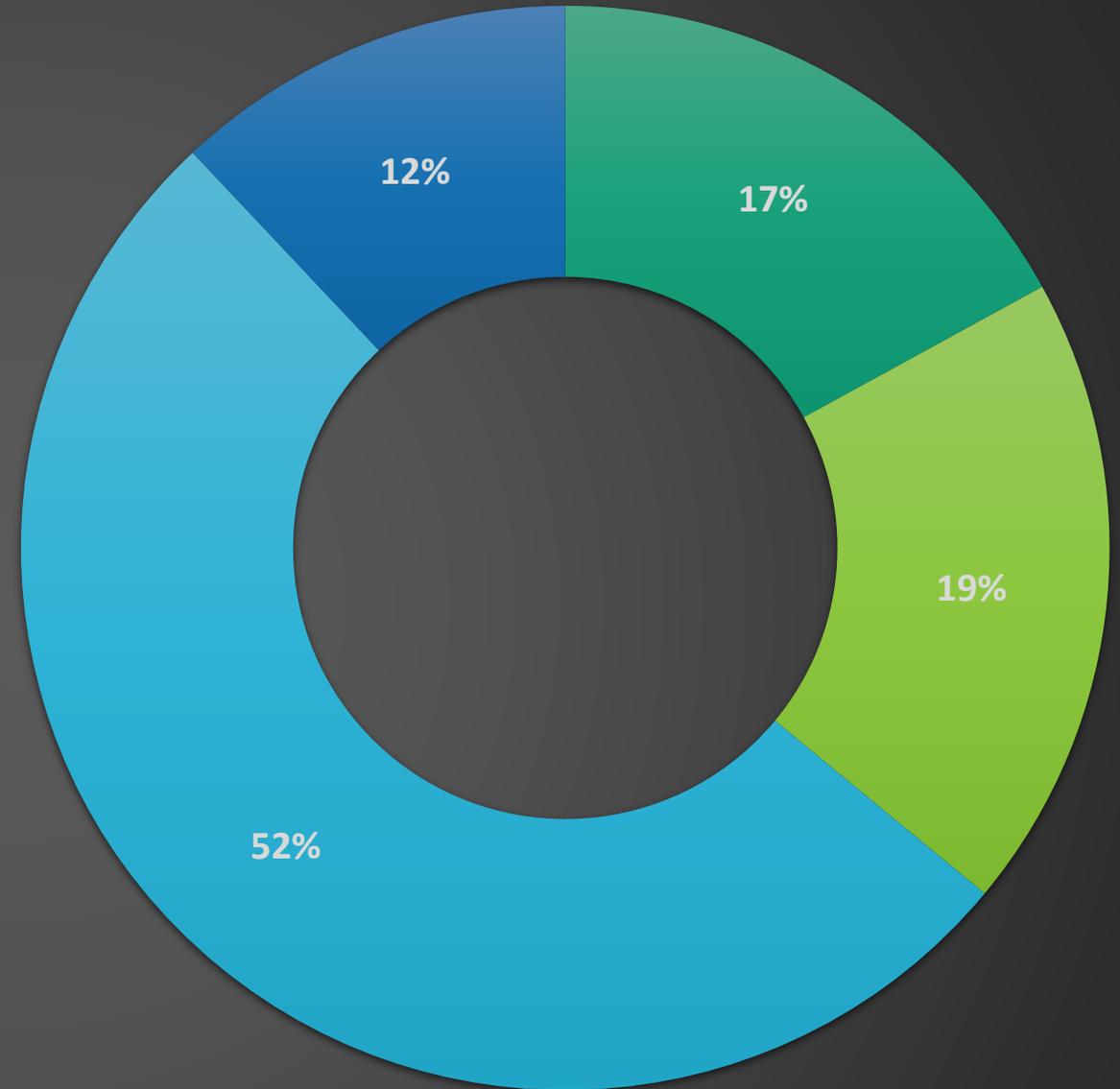
---



## PRICING EXPECTATIONS

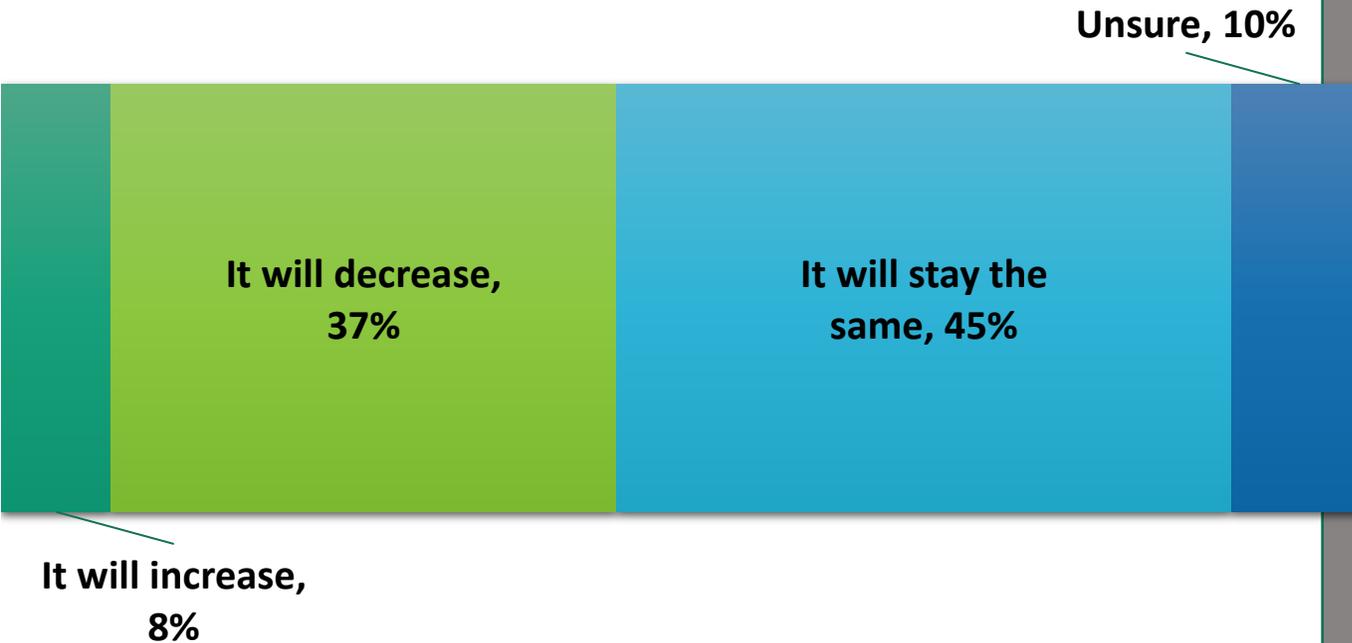
---

Q7: Thinking about the second half of 2020, what are your expectations of the average prices you charge for this period compared to the first half of 2020?



■ They will increase    ■ They will decrease  
■ They will stay the same    ■ Unsure

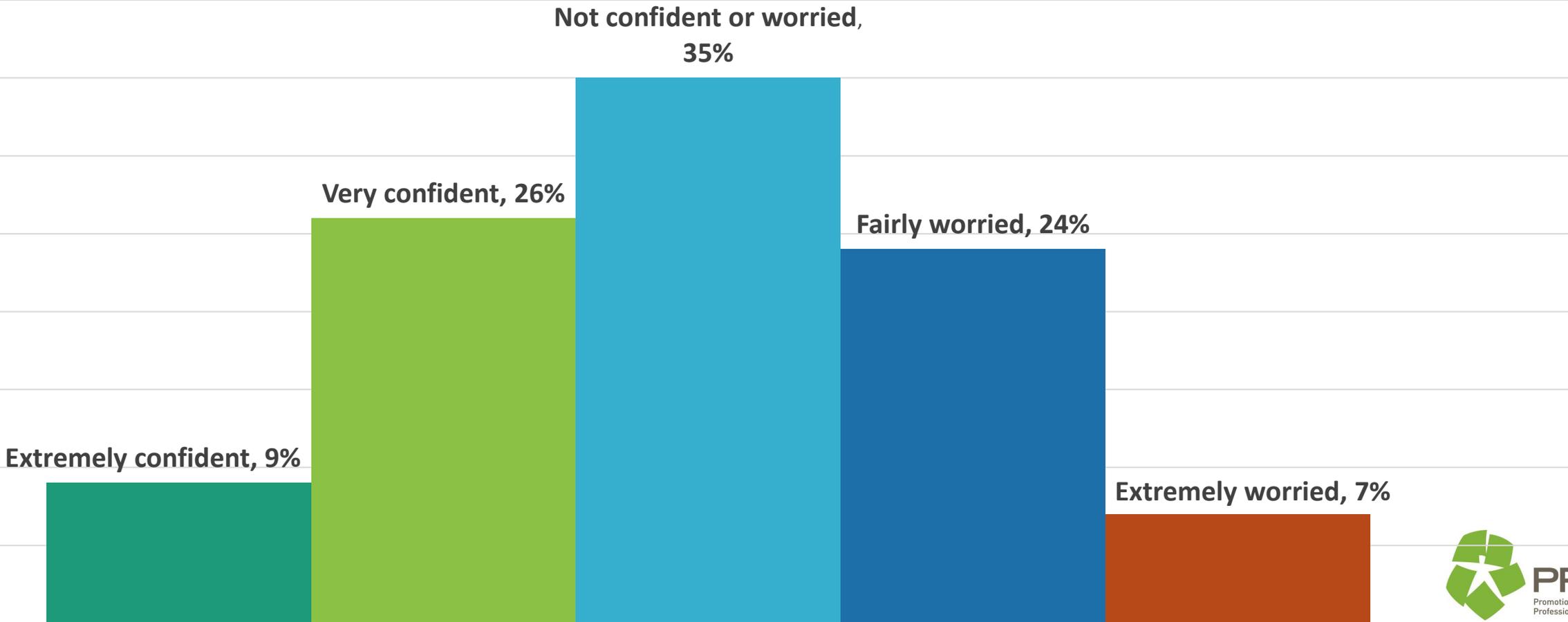
## AVERAGE MARGIN EXPECTATIONS



Q8: Thinking about the second half of 2020, what are your expectations of the average margin you obtain for this period compared to the first half of 2020?

Q9: Thinking about the next 6-12 months (especially once the government stimulus packages come to an end, how confident do you feel about your business viability?

# BUSINESS VIABILITY



## TOPMOST EARNING INDUSTRIES

46%

Health/Medical

43%

Building & Construction

28%

Finance/Banking

Q10: Which three industries do you believe will generate the most sales for the promotional product industry over the next 6-12 months?

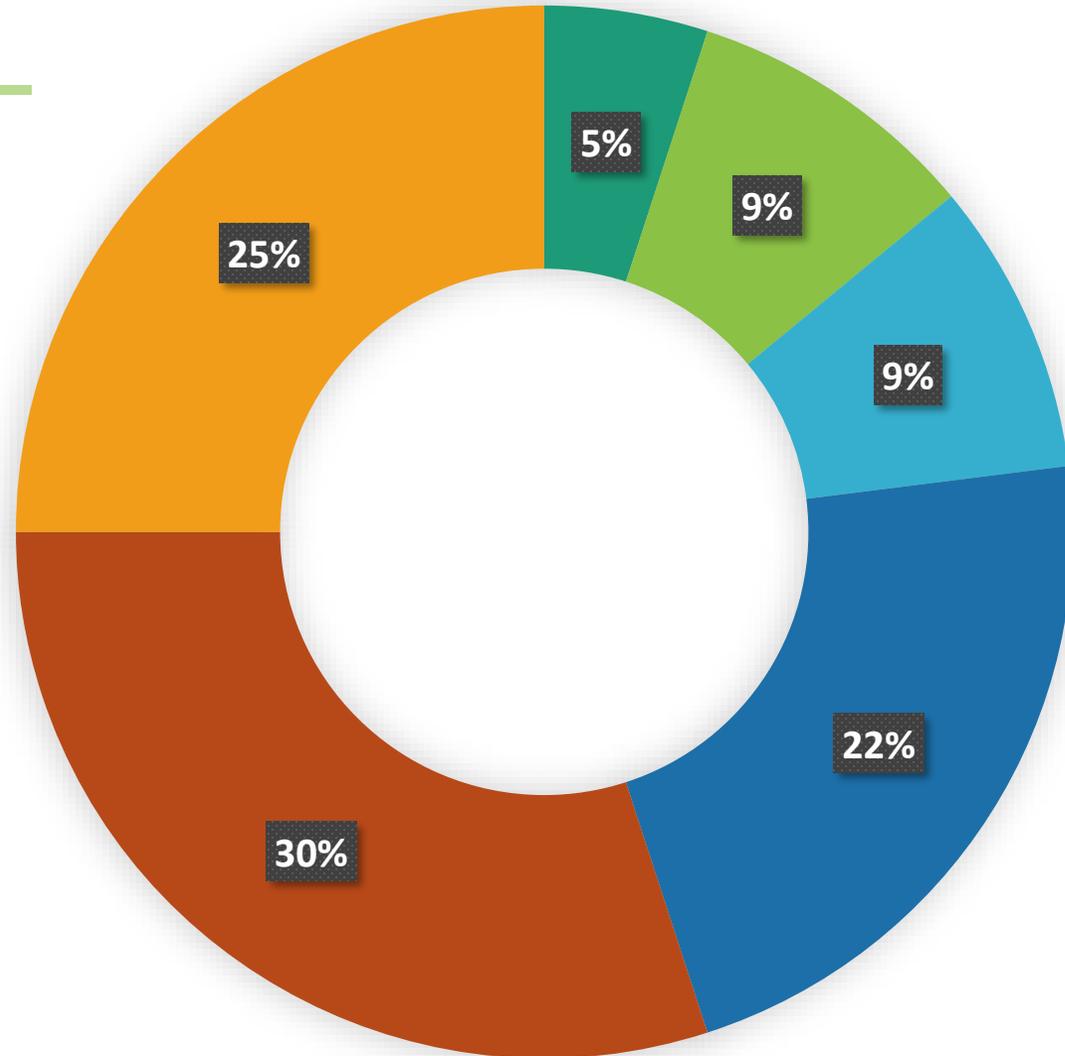
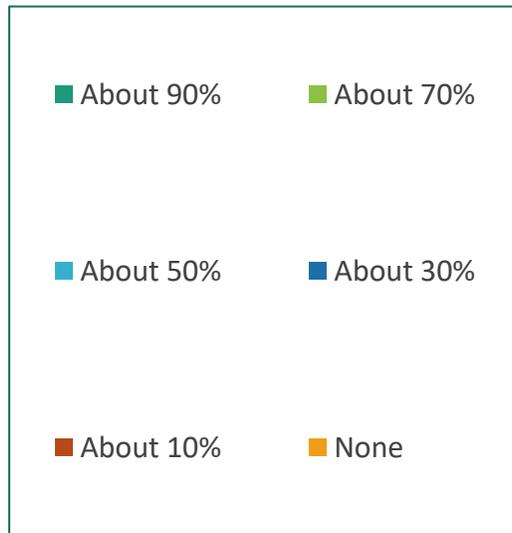
Q11: What are some of the positive outcomes likely to be for your businesses from the COVID-19 pandemic?

## POSITIVE OUTCOMES DURING COVID-19



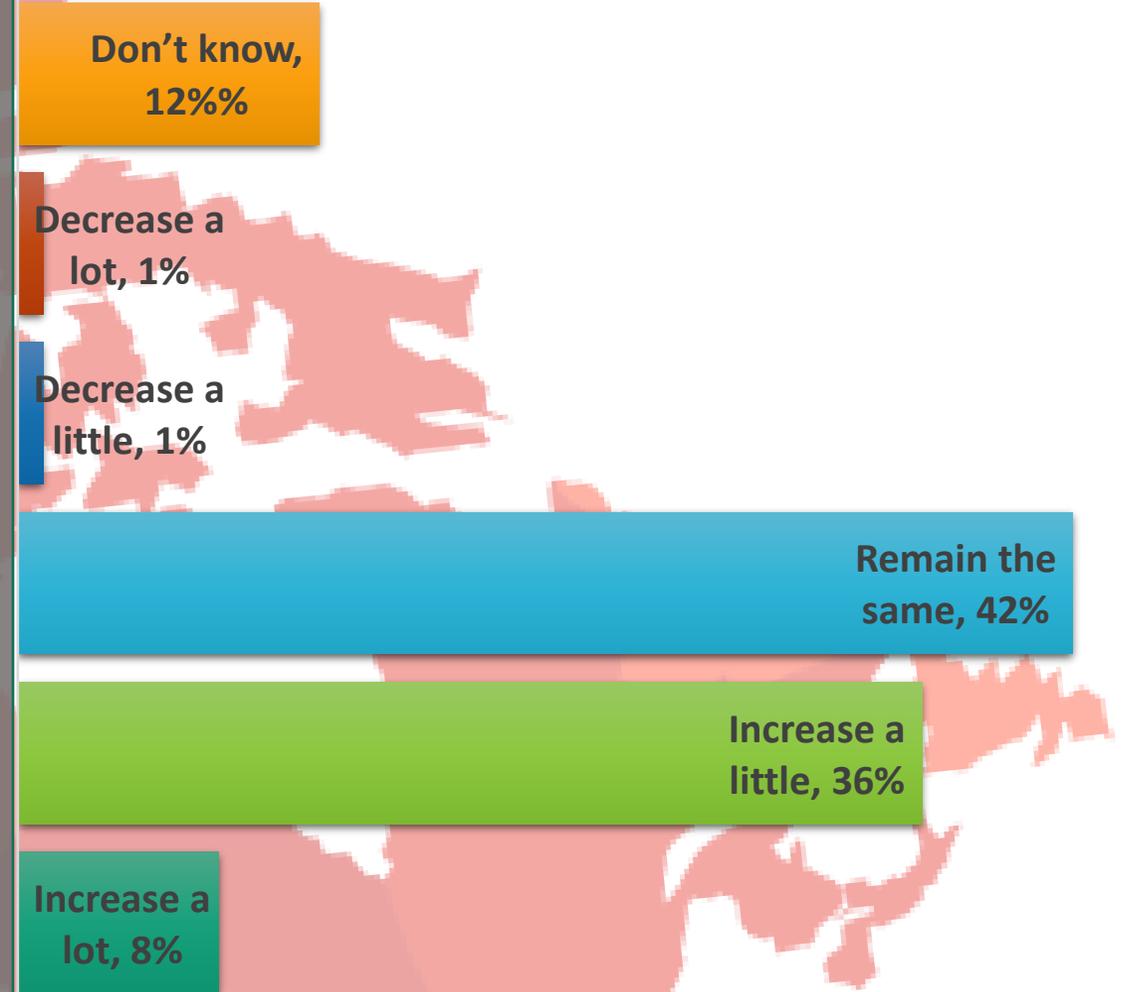
Q12: During the past three months, what percentage of your sales have shifted to personal protective equipment (face masks, medical gowns, face shields, etc.) and hand sanitizer?

## PPE AND HAND SANITIZER SALES

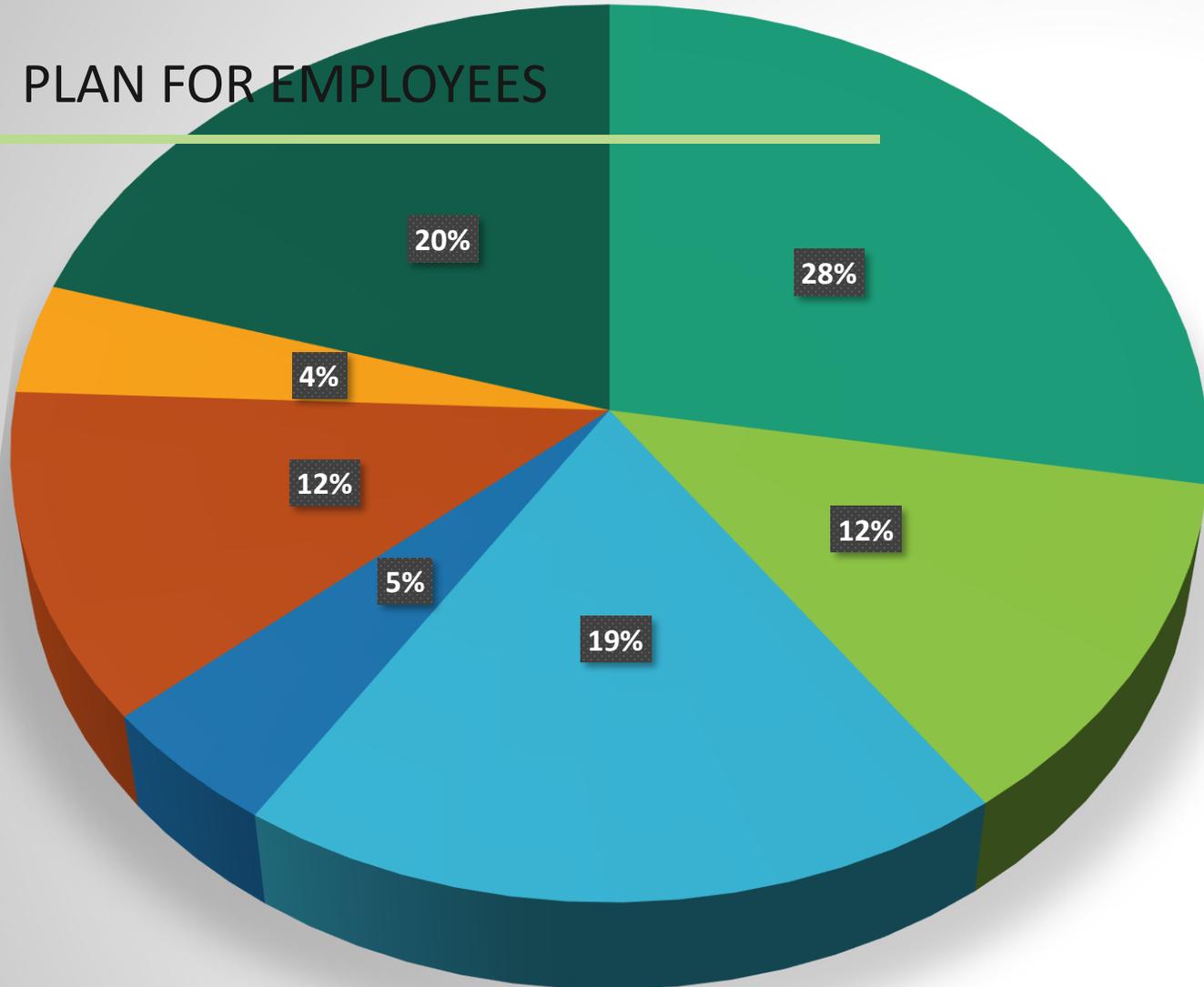


## INDUSTRY TRENDS

Q13: Are you noticing a trend for clients inquiring or purchasing Canadian-made promotional products?



## PLAN FOR EMPLOYEES



- Reduced work hours
- Workers asked to take leave and use their entitlements
- Permanent workers stood down temporarily
- Permanent staff made redundant
- Casual workers laid off
- Increased staff as demand on business increased

Q14: What arrangements have been made for your employees in response to the impact of COVID-19 on your business?

Q15: If your employees have been working from home, are you considering allowing them to continue on a semi-permanent basis instead of returning to the office?

## WORK FROM HOME OR RETURN TO THE OFFICE?

