



# City of Sacramento COVID-19 Business Survey Report of Results

September 2020



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## Survey Background

National Research Center, Inc. (NRC)/Polco developed a survey designed to be administered to businesses about the impact of COVID-19 on their companies and their employees, as well as what recovery efforts they have made and what assistance would be most useful to them. The City of Sacramento customized the survey for their community.

The survey was hosted on the City's Polco online civic engagement platform and was open from July 28, 2020 through August 13, 2020. A total of 127 responses were received. When a survey is administered to a sample of randomly selected recipients of the larger population being studied (known as a "*probability sample*"), a margin of error can be calculated that estimates the precision of the survey results based on that sample. This margin of error quantifies what is known as the "*sampling error*," A margin of error at the 95% confidence level can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted in a similar manner, a result would be found that is within the "margin of error." However, for non-probability sample surveys such as the City of Sacramento COVID-19 Business Survey, a margin of error should technically not be calculated, as survey respondents were not recruited using a random sample approach. For non-probability samples, precision is generally described with a credibility-interval and there are a variety of approaches to its calculation. Practically speaking, the error bands are wider than a margin of error from a probability-based sample of a similar size. A common method uses the same margin of error calculations that would be used for a simple random sample and multiplies this margin of error by an inflator. With 127 responses to the Sacramento COVID-19 Business Survey, the traditional margin of error at the 95% confidence level would be  $\pm 8.7$  percentage points around any particular estimate. The credibility interval might be considered to be 1.5 times as wide, so could be considered  $\pm 13.1$  percentage points.

The dataset of survey responses was analyzed using the Statistical Package for the Social Sciences (SPSS). The full frequencies of responses to each survey question are presented in *Appendix A: Frequency of Responses to All Questions*. Breakdowns of selected survey results by business characteristics can be found in *Appendix B: Breakdowns of Selected Survey Responses by Business Respondent Characteristics*.

# Key Findings

## **Many Sacramento businesses do not feel prepared for the changes to the economy as a result of the pandemic and express uncertainty regarding their future operations.**

- About half of surveyed businesses said they were very or somewhat unprepared to meet the needs of the changing economy as a result of COVID-19.
- One-third of businesses thought they could sustain their businesses less than three months in the partial shutdown, and only 4 in 10 thought they could survive longer than 6 months.
- About 40% of businesses anticipate that once social-distancing measures are lifted it would take more than 6 months for business to return to pre-COVID levels.

## **The impacts of COVID-19 on the business community have been immense.**

- About 1 in 3 businesses completing the survey were shut down at the time of the survey.
- Declining sales were a concern for most businesses completing the survey and 6 in 10 companies have experienced reductions of greater than 50% in sales.
- Eight in 10 businesses or business owners and operators expect 2020 actual revenues will be at least 25% below projections.
- When asked how much of a problem a variety of potential issues were for their business, the biggest concerns of business owners or managers were financial, with 8 in 10 saying declines in business or sales was a very or extremely serious problem, and 7 in 10 citing difficulties paying the rent, mortgage or lines of credit for their business.

## **Sacramento businesses need short-term capital.**

- Businesses have pursued federal relief programs more than state or local programs, although 37% of companies reported applying for a City of Sacramento Economic Relief Loan. However, they still have significant financial need given their decreased revenues.
- The strongest interest in assistance was funding to assist with commercial rental or mortgage payments (considered extremely or very important by 76% of respondents) and funding to assist with normal operational expenses, including payroll (74%).
- However, many businesses were also interested in help navigating and applying for the various COVID-19-related assistance programs (71% said this was extremely or very important).

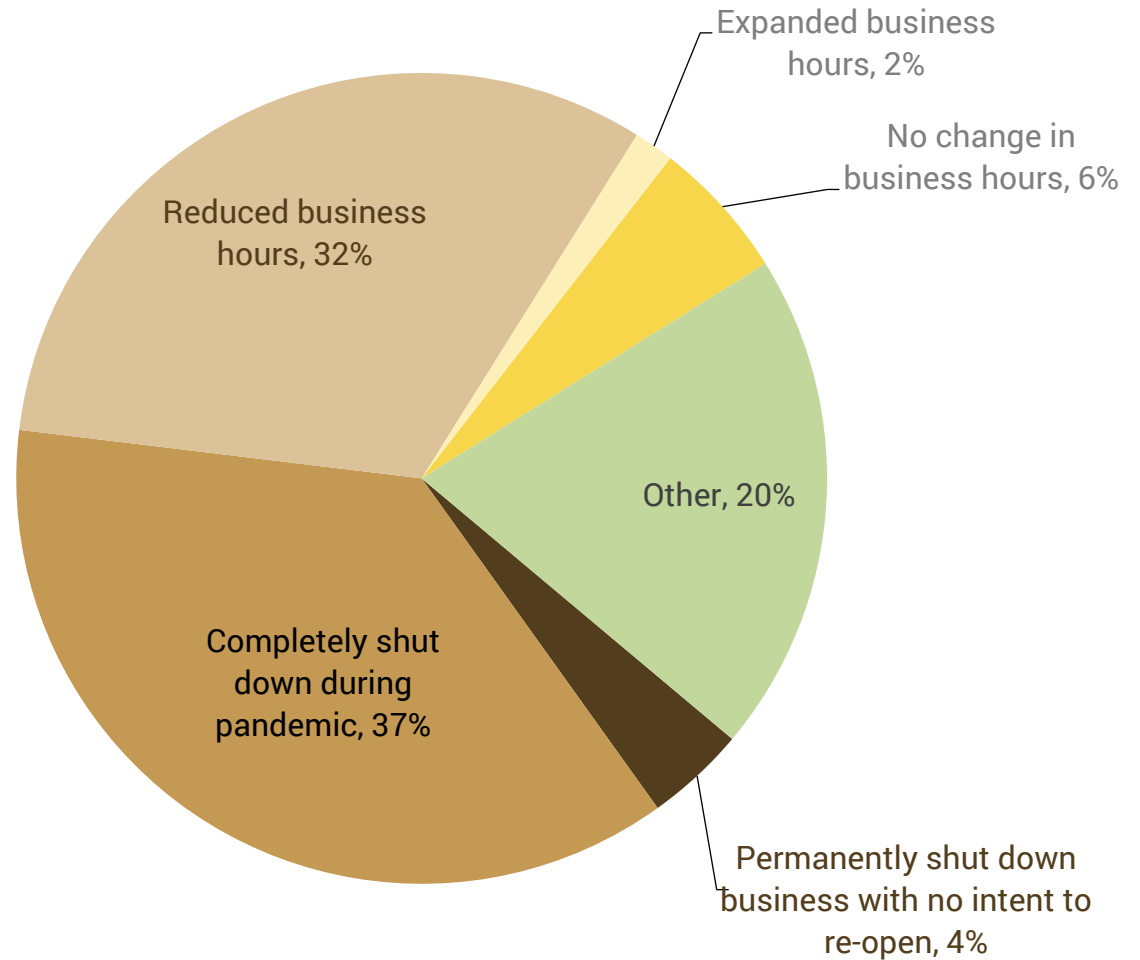
## **The decline in business revenues has and will continue to impact Sacramento's workforce.**

- Four in 10 businesses reported that they had made significant reductions in their staffing levels. Nearly half (45%) have laid off or anticipate laying off more than 20% of their staff by the end of the next six months.
- Many employers have also made other adjustments that impact employees, such as cutting back hours (69%), reducing wages or salaries (25%) or suspending bonuses or other non-regular pay (29%).

# Impact of COVID-19 on Business Operations

Almost 4 in 10 businesses surveyed reported having completely shut down during the pandemic, and 4% were permanently shut down with no intent to re-open. Another 3 in 10 had reduced their business hours. Only about 1 in 10 businesses had experienced no change in their business hours or had expanded their hours of operation. About 2 in 10 reported an “other” impact on their organization.

*How has the COVID-19 public health emergency impacted your regular business operations?*

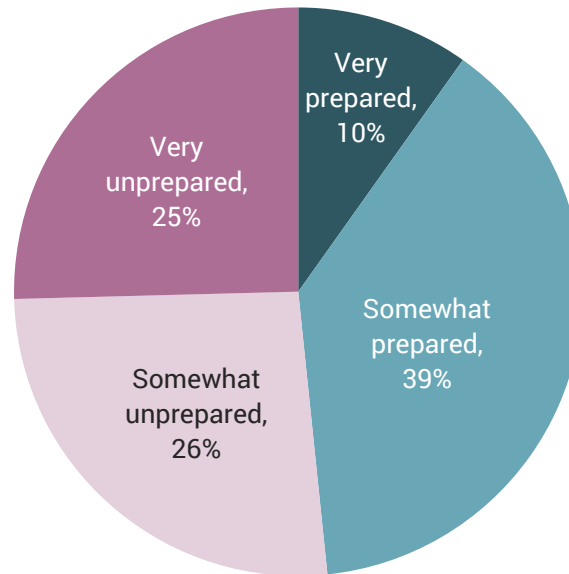


# Ability of Businesses to Sustain During Pandemic

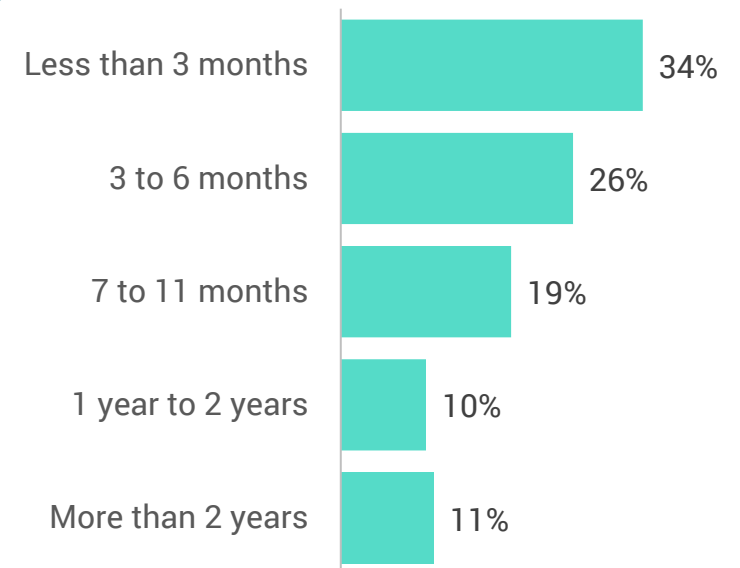
About half of surveyed businesses felt they were at least somewhat prepared to meet the needs of the changing economy as a result of COVID-19, while half felt unprepared.

When asked how long they estimated they could sustain their business in the partial shutdown, about a third of respondents thought their business could survive only three months or less. Only 4 in 10 thought they could last more than 6 months.

*How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?*



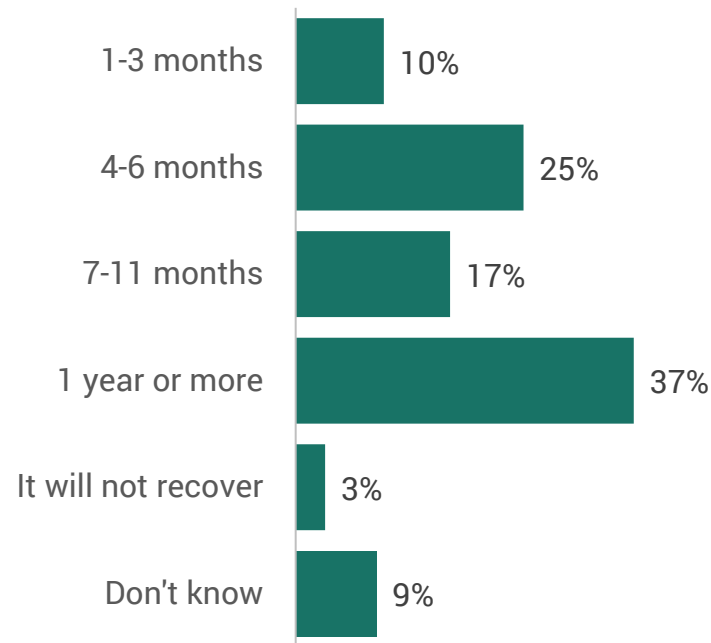
*How long do you estimate you could sustain your business in the partial shutdown?*



## COVID-19 Recovery Time

Four in 10 businesses participating in the survey thought it would take a year or more for their business to recover from the pandemic and shutdown.

*Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?*

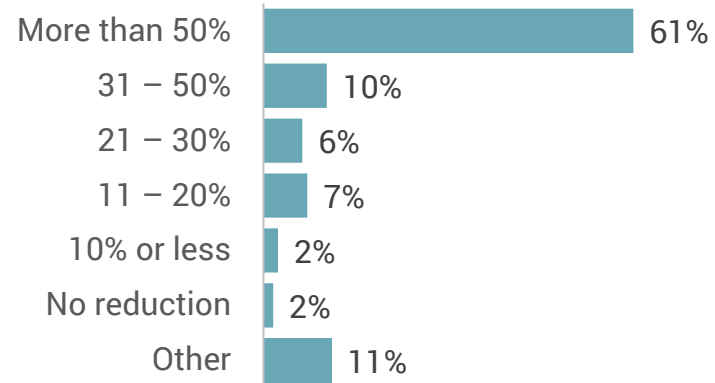


# Reductions in Sales and Revenue due to COVID-19

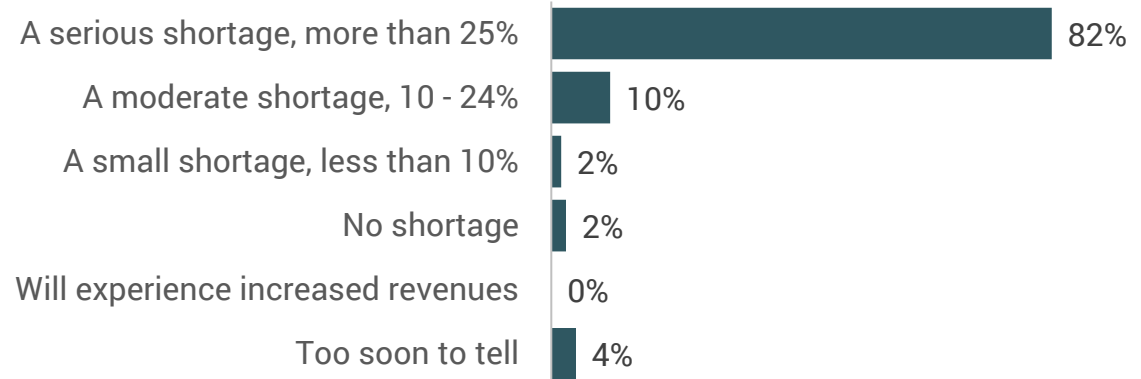
Approximately 6 in 10 surveyed organizations reported reductions in sales of more than 50% because of the pandemic. Only about 1 in 10 reported reductions of 20% or less, or no reduction at all.

When estimating what they thought the impact would be on their revenue, 8 in 10 were forecasting serious shortages of more than 25% compared to their original budget projections.

*Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?*



*Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?*





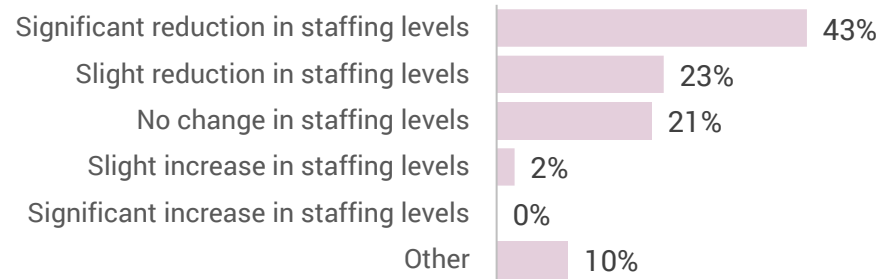
# Impacts of COVID-19 on Business Staffing

When asked about the impact on staffing levels, about 4 in 10 businesses reported significant reductions in staffing levels, and another 2 in 10 reported slight reductions.

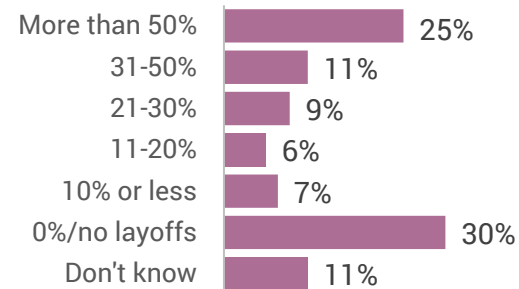
Approximately one-quarter of employers anticipated they would have laid off more than half of their workforce by the end of the next 6 months. Only about 3 in 10 employers anticipated having no layoffs in 6 months.

A significant proportion of businesses, about 7 in 10, had either already cut back staff hours or anticipated doing so. About 3 in 10 had suspended bonuses, and one-quarter had reduced hourly wages or salaries.

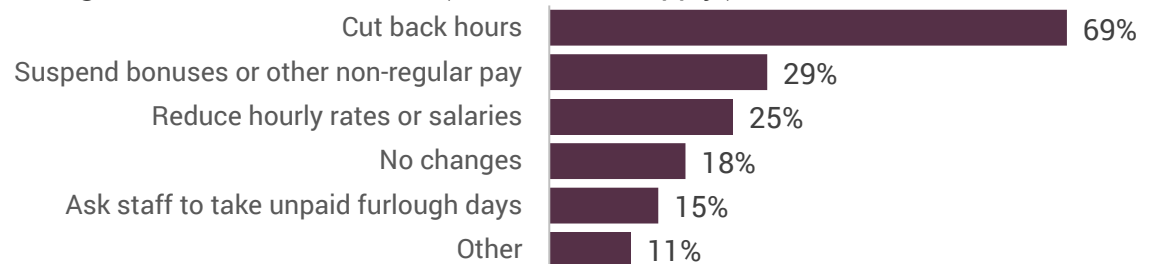
*How has, or how do you anticipate, COVID-19 will impact your current staffing levels?*



*In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?*



*Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)*

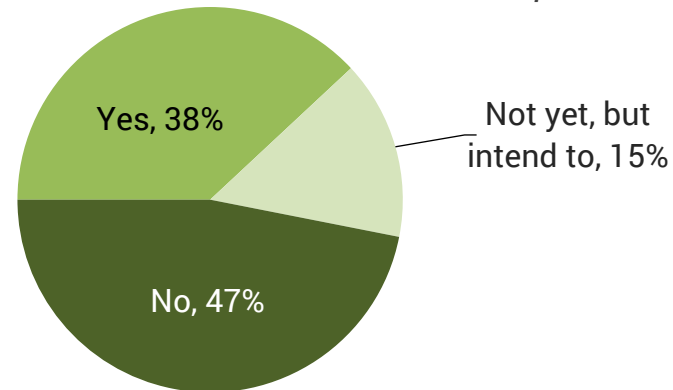


# Employee Sick Leave Policies and Ability of Employees to Work from Home

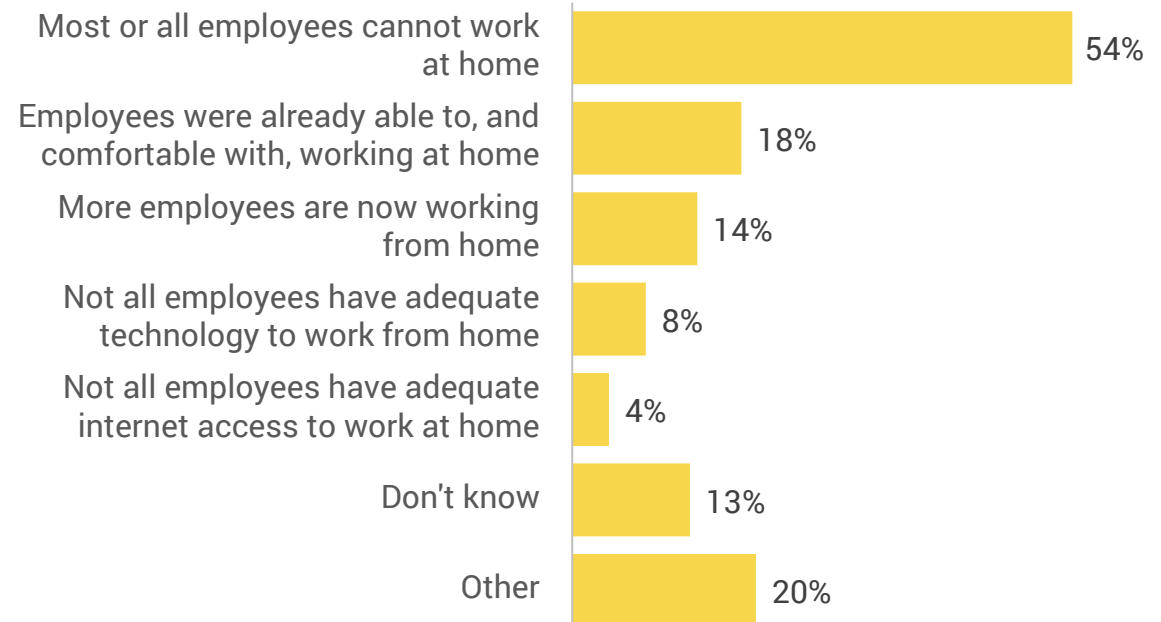
About half of organizations surveyed said they had not changed any sick leave policies to help employees at risk of COVID-19 to self-isolate or quarantine. Four in 10 had made changes to their sick or leave policies, while 15% had not yet done so but intended to.

For half of businesses, most or all of their employees were unable to work at home. For approximately 2 in 10 employers, employees were already able to and were comfortable with working at home. About 1 in 10 employers stated that not all employees have adequate technology or internet access to work from home.

*Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?*



*Thinking about where your employees currently work, which of the following apply? (Select all that apply.)*

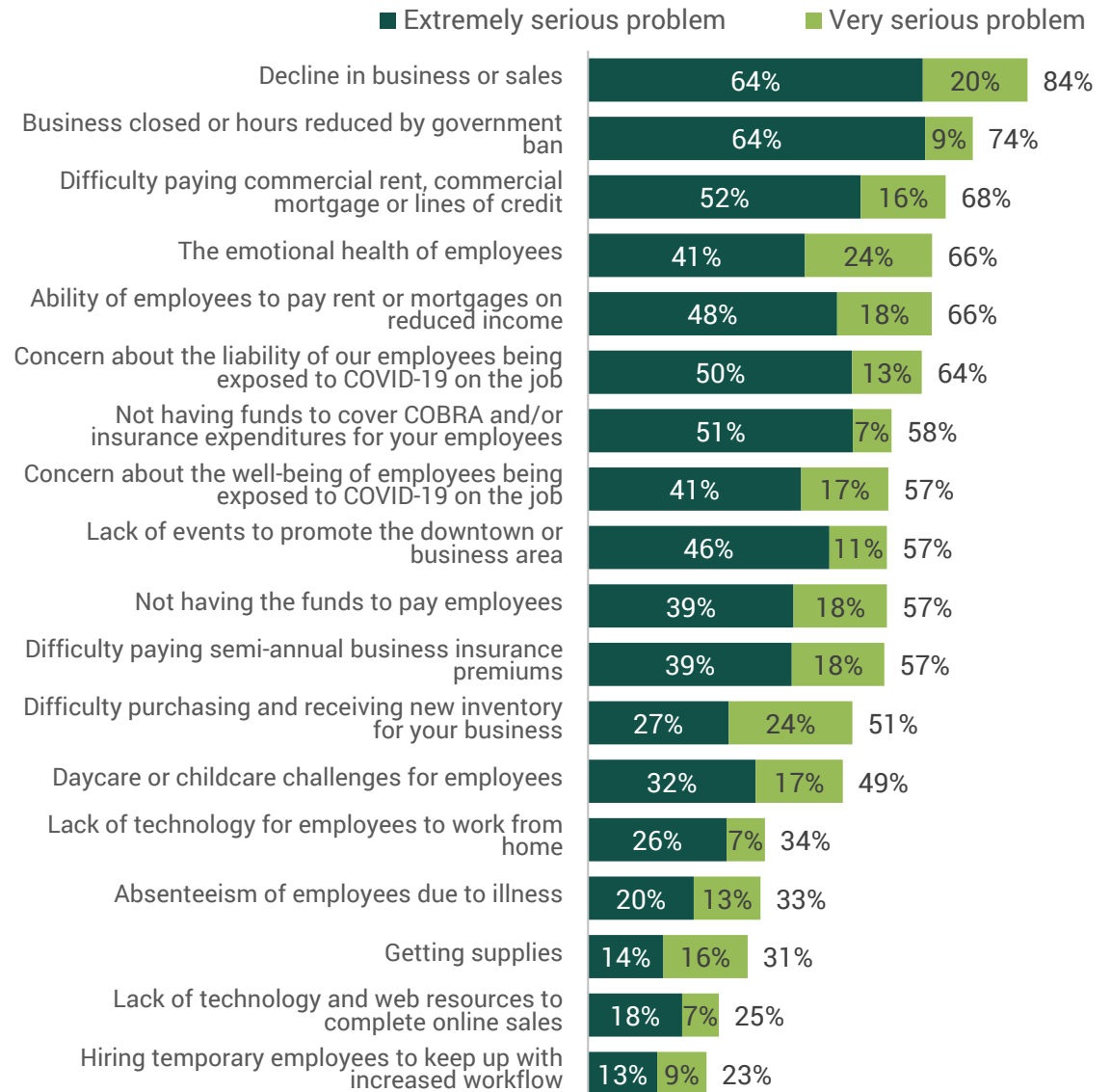


# Problems Experienced by Businesses Due to the COVID-19 Pandemic

Businesses participating in the survey were asked how much of a problem a variety of potential issues were for their organization as a result of the COVID-19 pandemic. The biggest problems were financial, with 8 in 10 saying declines in business or sales was a very or extremely serious problem, and 7 in 10 citing difficulties paying the rent, mortgage or lines of credit for their business.

However, concern for employees was seen as a problem for many businesses, with two-thirds considering the emotional health of employees or the ability of employees to pay their personal rent or mortgage a very or extremely serious problem.

*Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:*



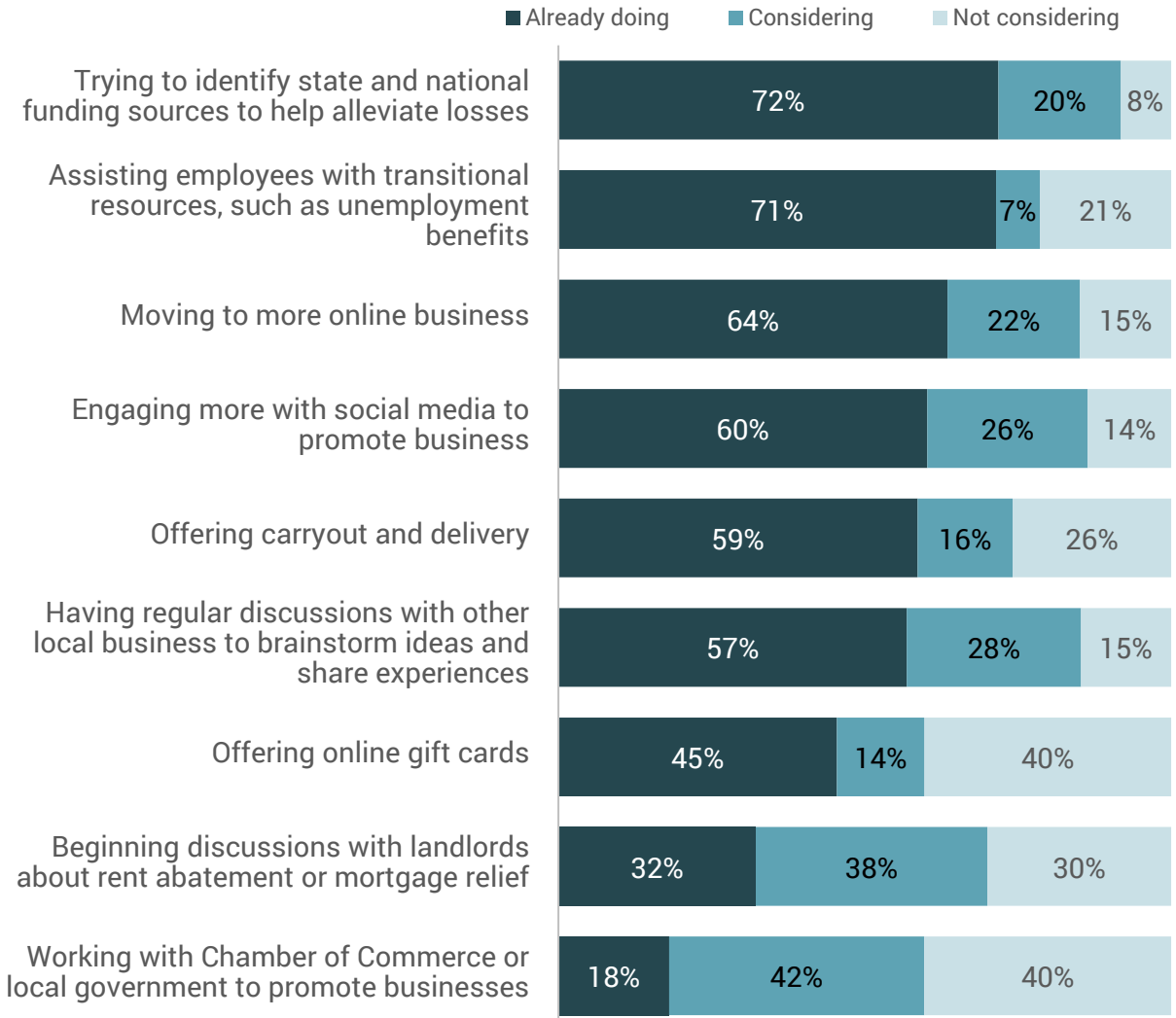
# Methods Businesses Are Using to Mitigate COVID-19 Impacts

Over half of the surveyed businesses were already engaging in a number of activities to attempt to mitigate or minimize the COVID-19 impacts. About 7 in 10 were trying to identify state and national funding sources to alleviate losses or were assisting employees with transitional resources such as unemployment benefits.

About 6 in 10 had moved to conducting more business online, were engaging more with social media to promote their business, were offering carryout and delivery, or when brainstorming ideas and sharing experiences with other local businesses.

For the activities in which fewer than half of respondents were already participating, many were considering doing so. Fewer than half of respondents were not engaging or not considering each of the activities presented on the survey.

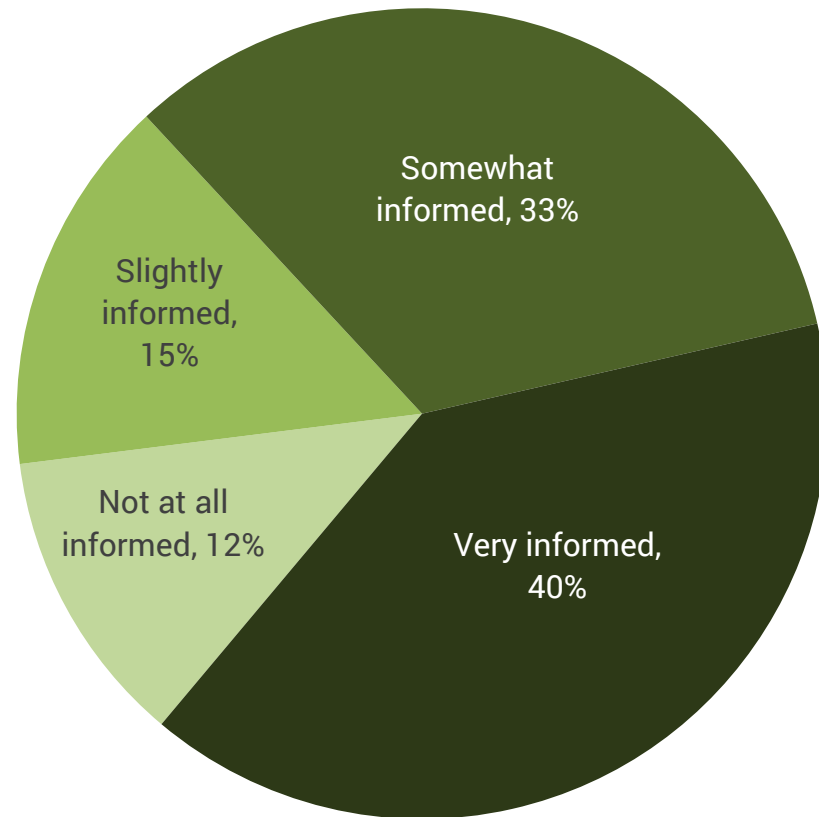
*A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. For each of the following, please indicate whether your business is already doing it, considering doing it or not considering it (Don't know/not applicable responses not included)*



## How Informed Businesses Feel about Government Resources for COVID-19

Only about 1 in 10 of the surveyed businesses said they felt not at all informed about the federal, state and local government resources that could help their businesses minimize the impact of the pandemic. About three-quarters considered themselves somewhat or very informed.

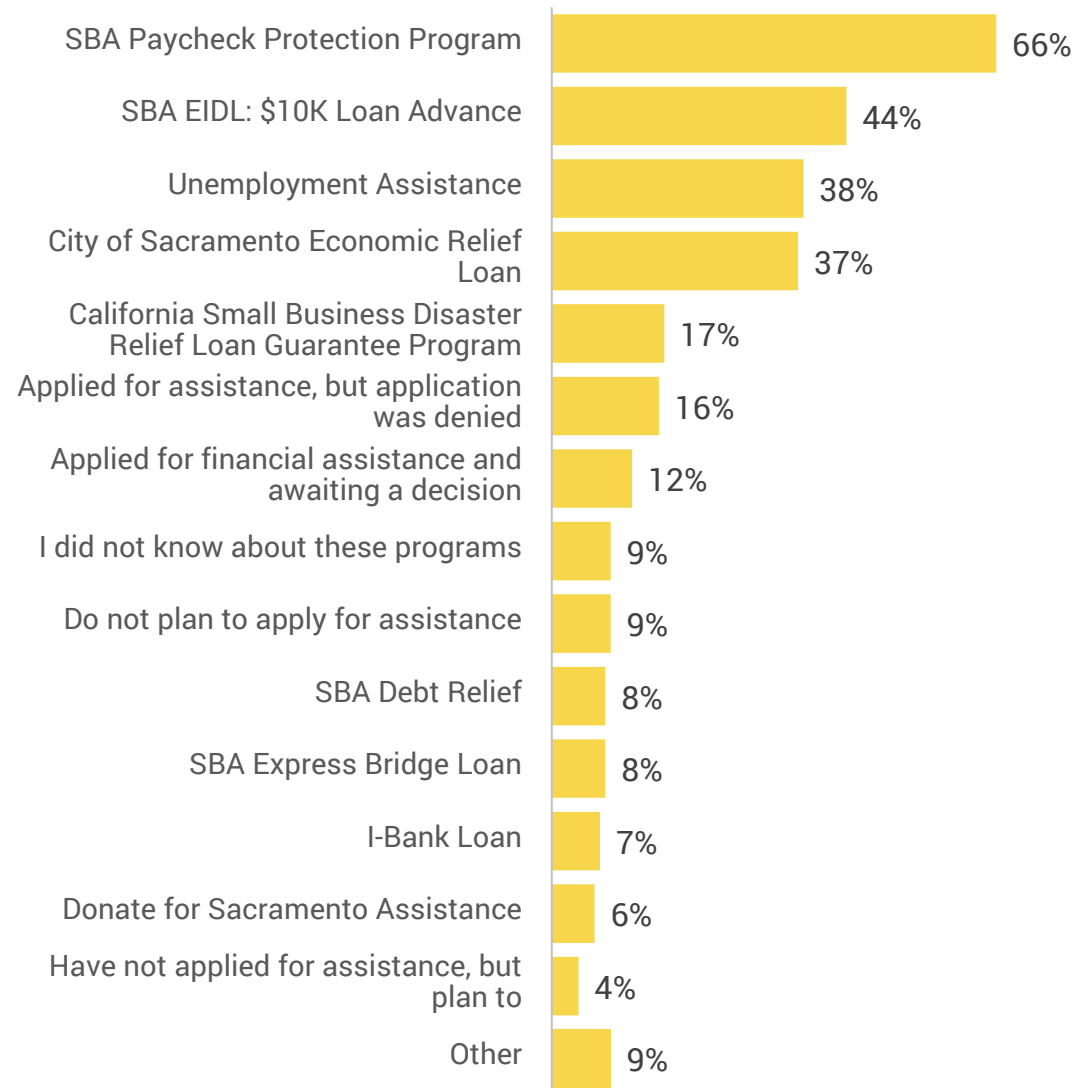
*How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?*



# COVID-19 Relief Funding Programs for Which Businesses Have Applied

About two-thirds of surveyed businesses had applied or intended to apply for the Paycheck Protection Program (PPP). Four in 10 were asking for the EIDL loan advance or for unemployment assistance. About 4 in 10 said they had applied for the City of Sacramento Economic Relief Loan, while 2 in 10 had looked to the California Small Business Disaster Relief Loan Guarantee Program.

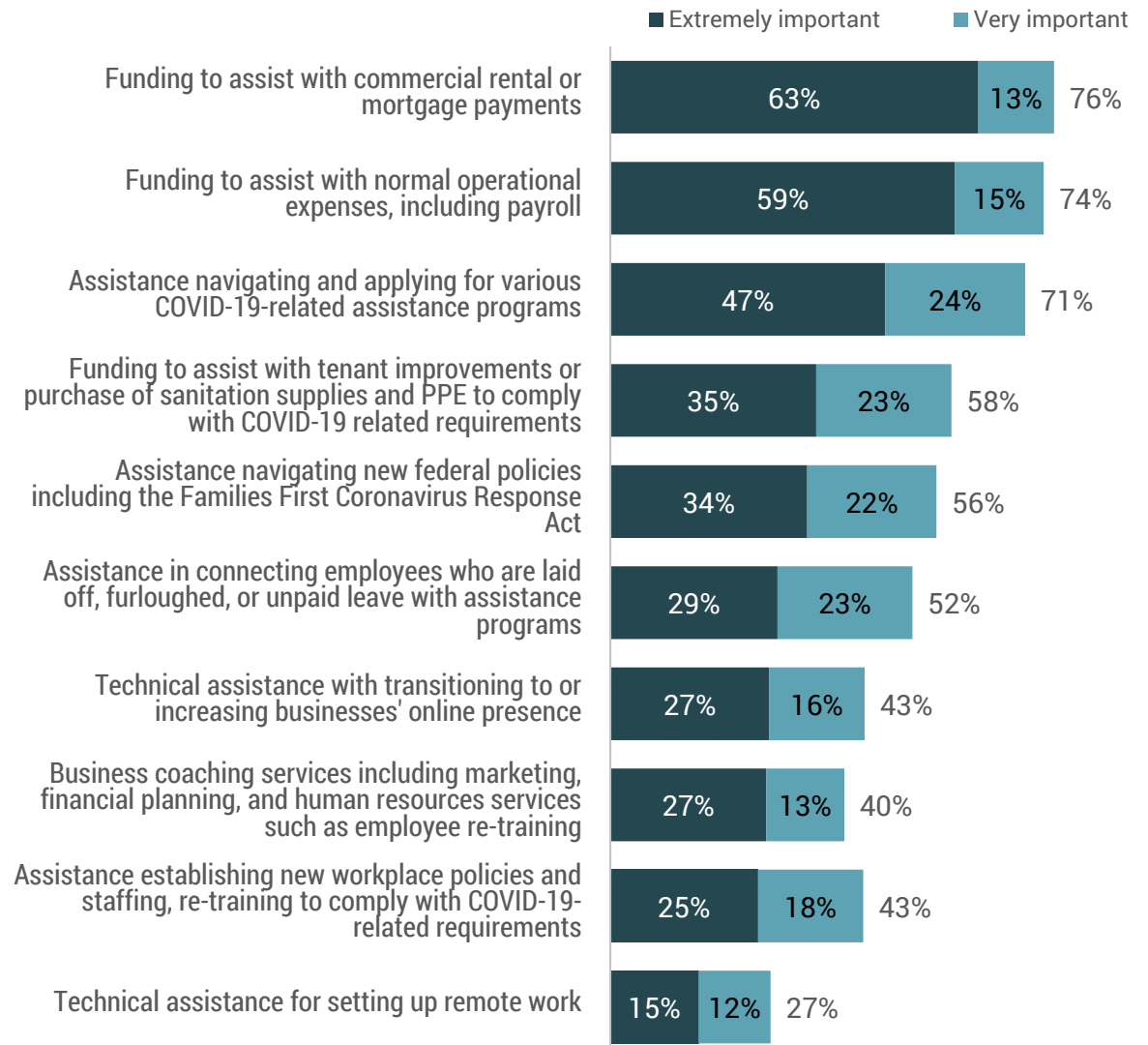
*Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)*



# Importance of Various Types of Assistance to Businesses

Not surprisingly, funding to assist with the unmet financial needs of the businesses were considered most important to respondents. However, 7 in 10 felt it would be very or extremely important to obtain assistance navigating and applying for various COVID-19-related assistance programs. Over half also felt it was at least very important to find assistance with navigating new federal policies and help to connect employees who are laid off, furloughed or placed on unpaid leave with assistance programs.

*Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. Please rate how important each would be to your business.*



## Business Survey Respondent Profile

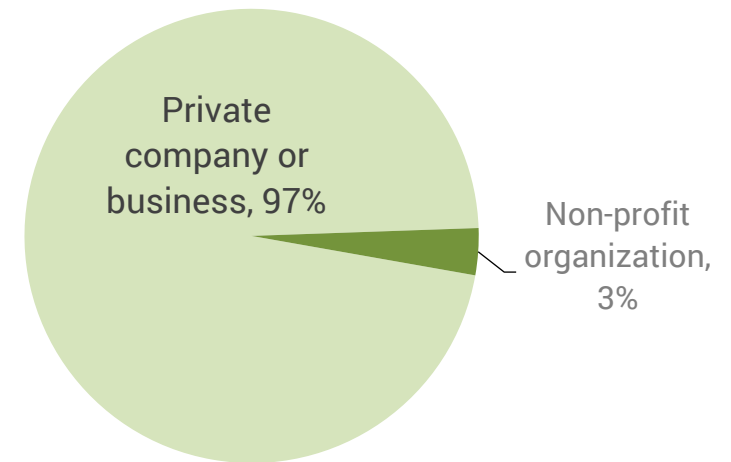
The tables and figures on the following pages display the characteristics of the businesses and the individuals who completed the survey on behalf of the businesses.

About half of the companies surveyed were comprised of only 1 employee, and no businesses with more than 250 employees completed the survey (see the figure on the bottom half of this page).

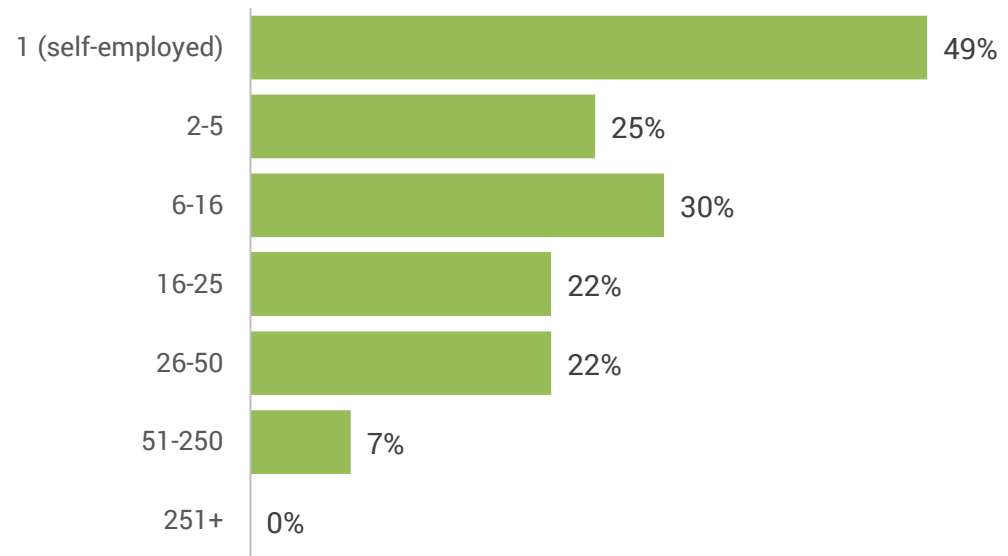
The largest business sector represented among respondents was the leisure, food services and hospitality industry (see the figure on the next page).

About 8 in 10 of the companies participating in the survey identified as a small business, while about 1 in 10 was a home-based business. Four in 10 of the businesses surveyed were woman-owned, while about 1 in 10 were LGBTQ+ owned (see page 20).

*Please select the option that most closely reflects the entity at which you work.*



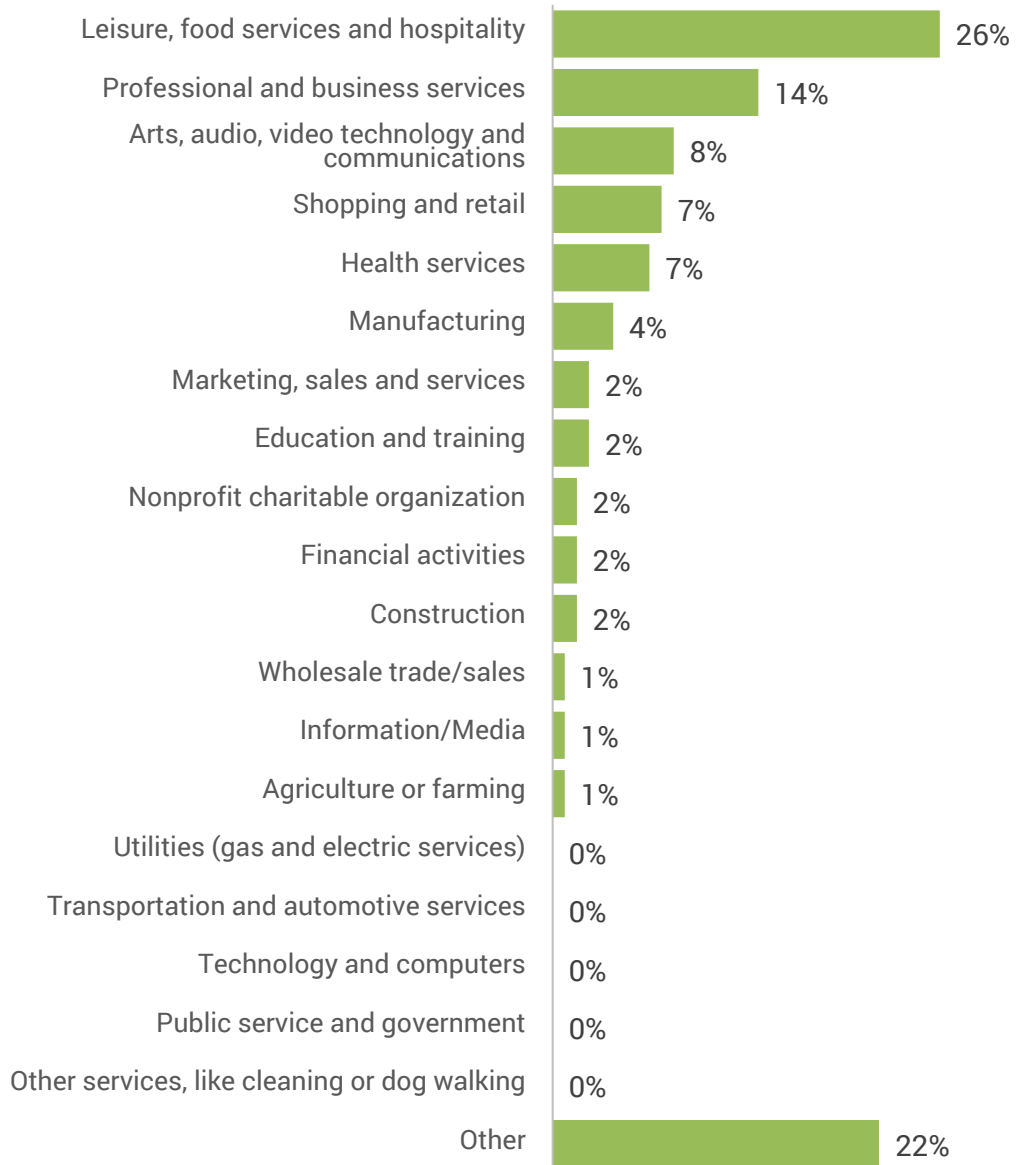
*Including you, about how many employees worked at your worksite(s) before COVID-19? Please only include employment for worksites in the City of Sacramento.*





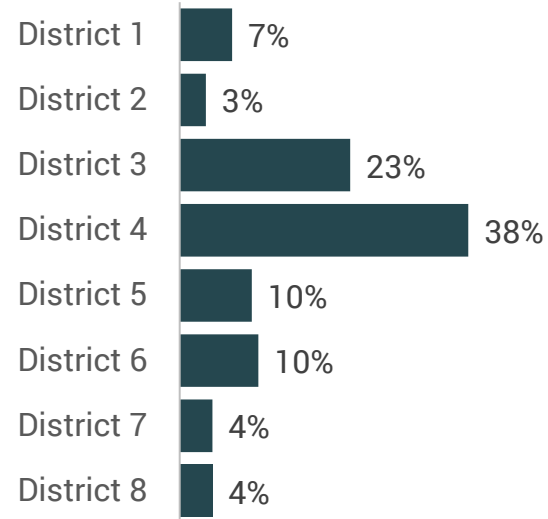
# Business Survey Respondent Profile

*Which one of the following industries best describes the nature of your business?*

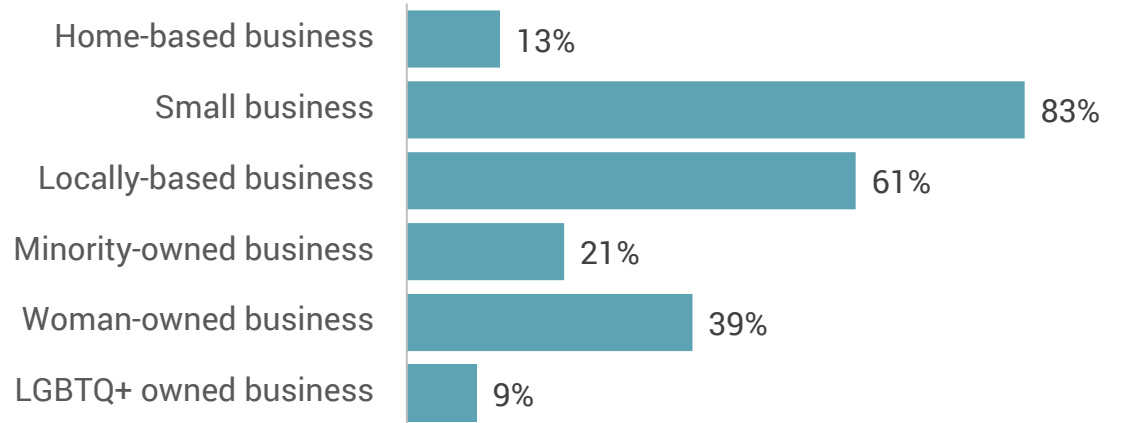


# Business Survey Respondent Profile

*In which City Council District is your business located?*

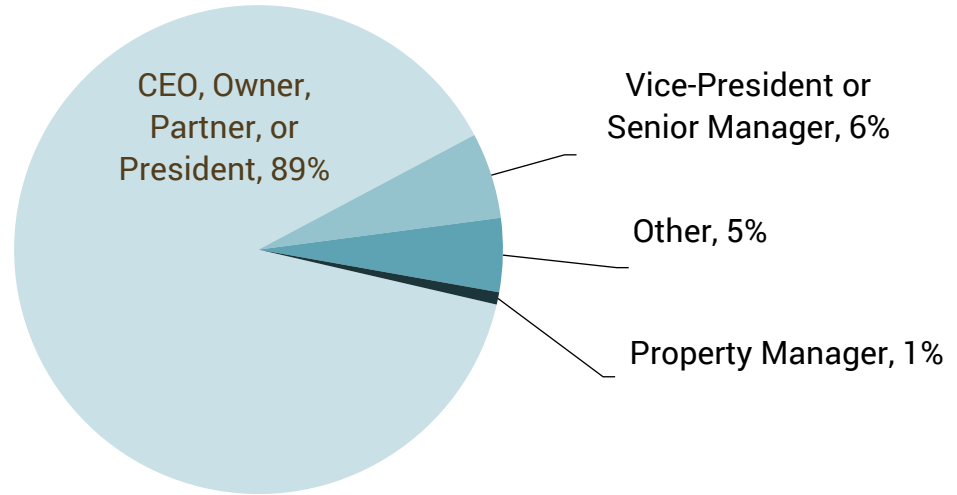


*Please select the options that most closely reflect your business.  
(Select all that apply.)*

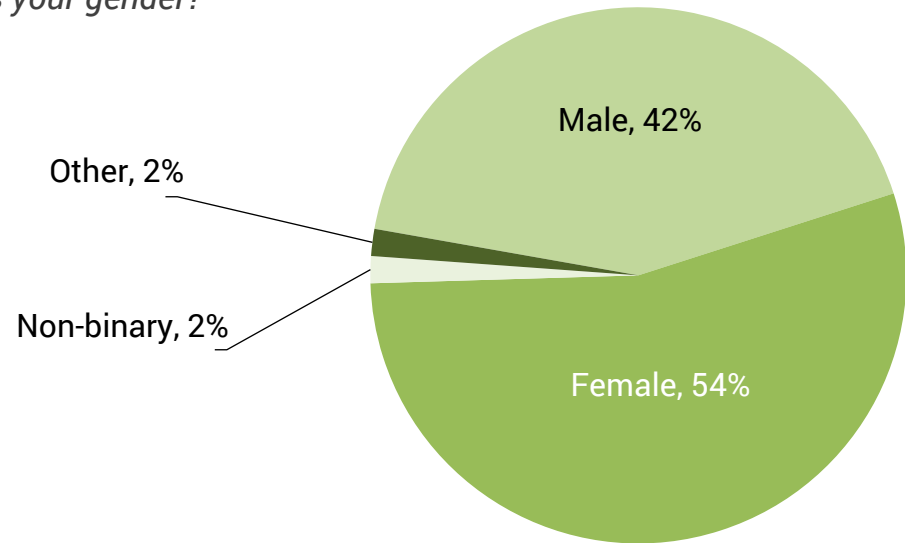


# Business Survey Respondent Profile

*Which of the following best describes your role at your company?*

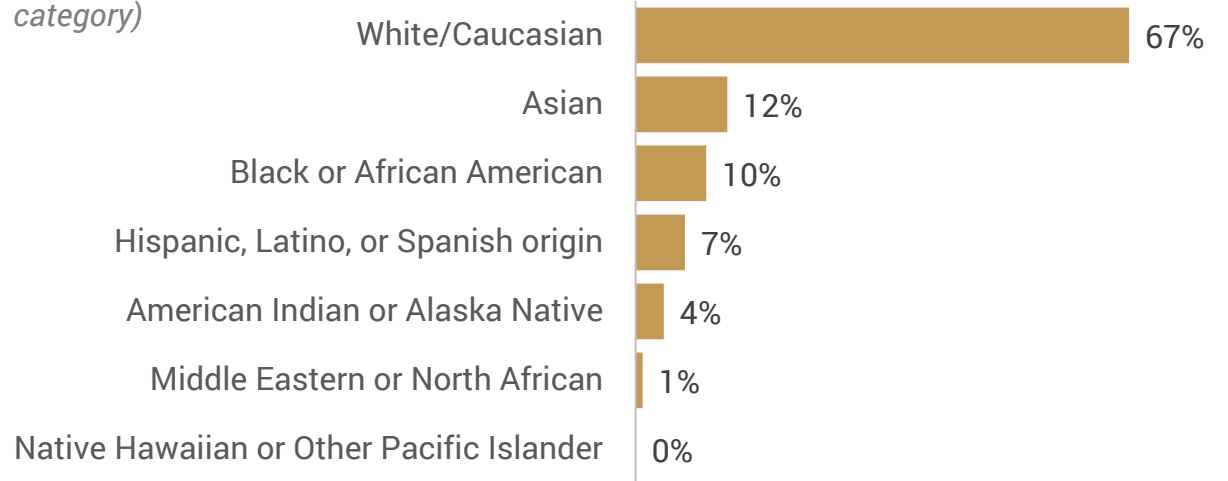


*What is your gender?*

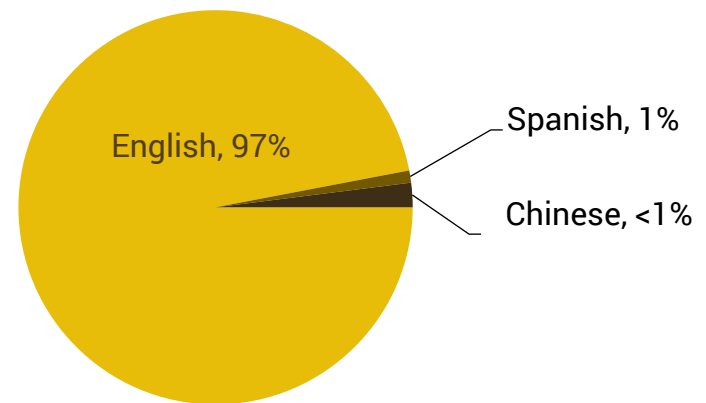


# Business Survey Respondent Profile

*With which ethnic group(s) do you identify yourself? (Select all that apply.)  
(Percents may add to more than 100% as respondents could choose more than one category)*



*Language in which respondent completed the survey*



## Appendix A: Frequency of Responses to All Questions

The full set of responses to each survey question from respondents to the City of Sacramento COVID-19 Business Survey are displayed in the tables in this appendix. Some of the survey questions included a “don’t know” response option. The analyses in the body of the report were for respondents who had an opinion as eliminating “don’t know” responses allows for easier comparison between evaluative responses. For questions that included a don’t know response, two sets of tables are provided in this appendix; the first with the “don’t know” responses excluded, to show the proportion of respondents with an opinion giving a response; and the second with the “don’t know” responses included, to allow examination of the magnitude of unfamiliarity with certain items. Several questions were included where respondents could provide an answer or an “other response” in their own words. These verbatim responses can be found in

**Table 1: Question #1 with don't know responses**

<b>How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?</b>	<b>Percent</b>	<b>Number</b>
Very prepared	10%	N=12
Somewhat prepared	38%	N=47
Somewhat unprepared	26%	N=32
Very unprepared	25%	N=31
Don't know	2%	N=3
Total	100%	N=125

**Table 2: Question #1 without don't know responses**

<b>How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?</b>	<b>Percent</b>	<b>Number</b>
Very prepared	10%	N=12
Somewhat prepared	39%	N=47
Somewhat unprepared	26%	N=32
Very unprepared	25%	N=31
Total	100%	N=122

**Table 3: Question #2 with don't know responses**

<b>How has the COVID-19 public health emergency impacted your regular business operations?</b>	<b>Percent</b>	<b>Number</b>
Permanently shut down business with no intent to re-open	4%	N=5
Completely shut down during pandemic	37%	N=46
Reduced business hours	32%	N=40
Expanded business hours	2%	N=2
No change in business hours	6%	N=7
Other	20%	N=25
Don't know	0%	N=0
<b>Total</b>	<b>100%</b>	<b>N=125</b>

**Table 4: Question #2 without don't know responses**

<b>How has the COVID-19 public health emergency impacted your regular business operations?</b>	<b>Percent</b>	<b>Number</b>
Permanently shut down business with no intent to re-open	4%	N=5
Completely shut down during pandemic	37%	N=46
Reduced business hours	32%	N=40
Expanded business hours	2%	N=2
No change in business hours	6%	N=7
Other	20%	N=25
<b>Total</b>	<b>100%</b>	<b>N=125</b>

**Table 5: Question #4 with don't know responses**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>Percent</b>	<b>Number</b>
Significant reduction in staffing levels	42%	N=52
Slight reduction in staffing levels	23%	N=28
No change in staffing levels	21%	N=26
Slight increase in staffing levels	2%	N=3
Significant increase in staffing levels	0%	N=0
Other	10%	N=12
Don't know	2%	N=2
<b>Total</b>	<b>100%</b>	<b>N=123</b>

**Table 6: Question #4 without don't know responses**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>Percent</b>	<b>Number</b>
Significant reduction in staffing levels	43%	N=52
Slight reduction in staffing levels	23%	N=28
No change in staffing levels	21%	N=26
Slight increase in staffing levels	2%	N=3
Significant increase in staffing levels	0%	N=0
Other	10%	N=12
<b>Total</b>	<b>100%</b>	<b>N=121</b>



**Table 7: Question #6 with don't know responses**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>Percent</b>	<b>Number</b>
0%/no layoffs	30%	N=37
10% or less	7%	N=9
11-20%	6%	N=7
21-30%	9%	N=11
31-50%	11%	N=14
More than 50%	25%	N=30
Don't know	11%	N=14
Total	100%	N=122

**Table 8: Question #6 without don't know responses**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>Percent</b>	<b>Number</b>
0%/no layoffs	34%	N=37
10% or less	8%	N=9
11-20%	6%	N=7
21-30%	10%	N=11
31-50%	13%	N=14
More than 50%	28%	N=30
Total	100%	N=108

**Table 9: Question #7 with don't know responses**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b>		
<b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
Cut back hours	63%	N=76
Suspend bonuses or other non-regular pay	26%	N=32
Reduce hourly rates or salaries	22%	N=27
No changes	17%	N=20
Ask staff to take unpaid furlough days	13%	N=16
Other	10%	N=12
Don't know	10%	N=12

**Table 10: Question #7 without don't know responses**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b>		
<b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
Cut back hours	69%	N=76
Suspend bonuses or other non-regular pay	29%	N=32
Reduce hourly rates or salaries	25%	N=27
No changes	18%	N=20
Ask staff to take unpaid furlough days	15%	N=16
Other	11%	N=12

**Table 11: Question #10 with don't know responses**

Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:	Extremely serious problem		Very serious problem		Somewhat serious problem		Not too serious a problem		Don't know/NA		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Decline in business or sales	63%	N=80	20%	N=25	10%	N=13	6%	N=7	1%	N=1	100%	N=126
Business closed or hours reduced by government ban	62%	N=78	9%	N=11	9%	N=11	17%	N=21	4%	N=5	100%	N=126
Lack of technology and web resources to complete online sales	14%	N=18	6%	N=7	13%	N=16	47%	N=59	21%	N=26	100%	N=126
Getting supplies	13%	N=17	15%	N=19	21%	N=27	44%	N=55	6%	N=8	100%	N=126
Difficulty paying commercial rent, commercial mortgage or lines of credit	48%	N=61	15%	N=19	9%	N=11	21%	N=26	7%	N=9	100%	N=126
Not having the funds to pay employees	35%	N=44	16%	N=20	17%	N=22	21%	N=26	11%	N=14	100%	N=126
Ability of employees to pay rent or mortgages on reduced income	40%	N=50	15%	N=19	12%	N=15	17%	N=21	17%	N=21	100%	N=126
Lack of technology for employees to work from home	14%	N=18	4%	N=5	6%	N=7	30%	N=38	46%	N=58	100%	N=126
Concern about the well-being of employees being exposed to COVID-19 on the job	35%	N=44	14%	N=18	13%	N=17	23%	N=29	14%	N=18	100%	N=126
Daycare or childcare challenges for employees	20%	N=25	10%	N=13	8%	N=10	24%	N=30	38%	N=48	100%	N=126
Hiring temporary employees to keep up with increased workflow	6%	N=7	4%	N=5	4%	N=5	29%	N=36	58%	N=73	100%	N=126

Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:	Extremely serious problem		Very serious problem		Somewhat serious problem		Not too serious a problem		Don't know/NA		Total	
Concern about the liability of our employees being exposed to COVID-19 on the job	42%	N=53	11%	N=14	10%	N=13	20%	N=25	17%	N=21	100%	N=126
Absenteeism of employees due to illness	15%	N=19	10%	N=12	13%	N=17	37%	N=46	25%	N=32	100%	N=126
Lack of events to promote the downtown or business area	33%	N=42	8%	N=10	17%	N=21	14%	N=18	28%	N=35	100%	N=126
The emotional health of employees	37%	N=46	21%	N=27	19%	N=24	11%	N=14	12%	N=15	100%	N=126
Not having funds to cover COBRA and/or insurance expenditures for your employees	33%	N=41	5%	N=6	9%	N=11	18%	N=23	36%	N=45	100%	N=126
Difficulty paying semi-annual business insurance premiums	35%	N=44	16%	N=20	22%	N=28	17%	N=21	10%	N=13	100%	N=126
Difficulty purchasing and receiving new inventory for your business	20%	N=25	17%	N=22	15%	N=19	21%	N=27	26%	N=33	100%	N=126

**Table 12: Question #10 without don't know responses**

Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:	Extremely serious problem		Very serious problem		Somewhat serious problem		Not too serious a problem		Total	
	%	N	%	N	%	N	%	N	%	N
Decline in business or sales	64%	N=80	20%	N=25	10%	N=13	6%	N=7	100%	N=125
Business closed or hours reduced by government ban	64%	N=78	9%	N=11	9%	N=11	17%	N=21	100%	N=121
Lack of technology and web resources to complete online sales	18%	N=18	7%	N=7	16%	N=16	59%	N=59	100%	N=100
Getting supplies	14%	N=17	16%	N=19	23%	N=27	47%	N=55	100%	N=118
Difficulty paying commercial rent, commercial mortgage or lines of credit	52%	N=61	16%	N=19	9%	N=11	22%	N=26	100%	N=117
Not having the funds to pay employees	39%	N=44	18%	N=20	20%	N=22	23%	N=26	100%	N=112
Ability of employees to pay rent or mortgages on reduced income	48%	N=50	18%	N=19	14%	N=15	20%	N=21	100%	N=105
Lack of technology for employees to work from home	26%	N=18	7%	N=5	10%	N=7	56%	N=38	100%	N=68
Concern about the well-being of employees being exposed to COVID-19 on the job	41%	N=44	17%	N=18	16%	N=17	27%	N=29	100%	N=108
Daycare or childcare challenges for employees	32%	N=25	17%	N=13	13%	N=10	38%	N=30	100%	N=78
Hiring temporary employees to keep up with increased workflow	13%	N=7	9%	N=5	9%	N=5	68%	N=36	100%	N=53
Concern about the liability of our employees being exposed to COVID-19 on the job	50%	N=53	13%	N=14	12%	N=13	24%	N=25	100%	N=105
Absenteeism of employees due to illness	20%	N=19	13%	N=12	18%	N=17	49%	N=46	100%	N=94

Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:	Extremely serious problem		Very serious problem		Somewhat serious problem		Not too serious a problem		Total	
Lack of events to promote the downtown or business area	46%	N=42	11%	N=10	23%	N=21	20%	N=18	100%	N=91
The emotional health of employees	41%	N=46	24%	N=27	22%	N=24	13%	N=14	100%	N=111
Not having funds to cover COBRA and/or insurance expenditures for your employees	51%	N=41	7%	N=6	14%	N=11	28%	N=23	100%	N=81
Difficulty paying semi-annual business insurance premiums	39%	N=44	18%	N=20	25%	N=28	19%	N=21	100%	N=113
Difficulty purchasing and receiving new inventory for your business	27%	N=25	24%	N=22	20%	N=19	29%	N=27	100%	N=93

**Table 13: Question #11 with don't know responses**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>Percent</b>	<b>Number</b>
No reduction	2%	N=2
10% or less	2%	N=3
11 – 20%	7%	N=9
21 – 30%	6%	N=8
31 – 50%	10%	N=13
More than 50%	60%	N=76
Other	11%	N=14
Don't know	1%	N=1
<b>Total</b>	<b>100%</b>	<b>N=126</b>

**Table 14: Question #11 without don't know responses**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>Percent</b>	<b>Number</b>
No reduction	2%	N=2
10% or less	2%	N=3
11 – 20%	7%	N=9
21 – 30%	6%	N=8
31 – 50%	10%	N=13
More than 50%	61%	N=76
Other	11%	N=14
<b>Total</b>	<b>100%</b>	<b>N=125</b>

**Table 15: Question #13 with don't know responses**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>Percent</b>	<b>Number</b>
A serious shortage, more than 25%	81%	N=102
A moderate shortage, 10 - 24%	10%	N=12
A small shortage, less than 10%	2%	N=2
No shortage	2%	N=3
Will experience increased revenues	0%	N=0
Too soon to tell	4%	N=5
Don't know	2%	N=2
Total	100%	N=126

**Table 16: Question #13 without don't know responses**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>Percent</b>	<b>Number</b>
A serious shortage, more than 25%	82%	N=102
A moderate shortage, 10 - 24%	10%	N=12
A small shortage, less than 10%	2%	N=2
No shortage	2%	N=3
Will experience increased revenues	0%	N=0
Too soon to tell	4%	N=5
Total	100%	N=124



**Table 17: Question #14 with don't know responses**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>Percent</b>	<b>Number</b>
Less than 3 months	31%	N=39
3 to 6 months	24%	N=30
7 to 11 months	18%	N=22
1 year to 2 years	9%	N=11
More than 2 years	10%	N=12
Don't know	9%	N=11
Total	100%	N=125

**Table 18: Question #14 without don't know responses**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>Percent</b>	<b>Number</b>
Less than 3 months	34%	N=39
3 to 6 months	26%	N=30
7 to 11 months	19%	N=22
1 year to 2 years	10%	N=11
More than 2 years	11%	N=12
Total	100%	N=114

**Table 19: Question #15 with don't know responses**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>Percent</b>	<b>Number</b>
1-3 months	10%	N=12
4-6 months	25%	N=31
7-11 months	17%	N=21
1 year or more	37%	N=46
It will not recover	3%	N=4
Don't know	9%	N=11
Total	100%	N=125

**Table 20: Question #15 without don't know responses**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>Percent</b>	<b>Number</b>
1-3 months	11%	N=12
4-6 months	27%	N=31
7-11 months	18%	N=21
1 year or more	40%	N=46
It will not recover	4%	N=4
Total	100%	N=114

**Table 21: Question #16 with don't know responses**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
Most or all employees cannot work at home	54%	N=68
Other	20%	N=25
Employees were already able to, and comfortable with, working at home	18%	N=23
More employees are now working from home	14%	N=17
Don't know	13%	N=16
Not all employees have adequate technology to work from home, like computers, phone, printers	8%	N=10
Not all employees have adequate internet access to work at home	4%	N=5

**Table 22: Question #16 without don't know responses**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
Most or all employees cannot work at home	60%	N=68
Other	22%	N=25
Employees were already able to, and comfortable with, working at home	20%	N=23
More employees are now working from home	15%	N=17
Not all employees have adequate technology to work from home, like computers, phone, printers	9%	N=10
Not all employees have adequate internet access to work at home	4%	N=5

**Table 23: Question #18 with don't know responses**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>Percent</b>	<b>Number</b>
Yes	35%	N=43
Not yet, but intend to	14%	N=17
No	43%	N=53
Don't know	9%	N=11
Total	100%	N=124

**Table 24: Question #18 without don't know responses**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>Percent</b>	<b>Number</b>
Yes	38%	N=43
Not yet, but intend to	15%	N=17
No	47%	N=53
Total	100%	N=113

**Table 25: Question #19 with don't know/not applicable responses**

A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. For each of the following, please indicate whether your business is already doing it, considering doing it, not considering it, or not applicable.	Already doing		Considering		Not considering		Don't know/not applicable		Total	
Moving to more online business	37%	N=47	13%	N=16	9%	N=11	41%	N=52	100%	N=126
Offering online gift cards	28%	N=35	9%	N=11	25%	N=31	39%	N=49	100%	N=126
Offering carryout and delivery	27%	N=34	7%	N=9	12%	N=15	54%	N=68	100%	N=126
Engaging more with social media to promote business	49%	N=62	21%	N=27	11%	N=14	18%	N=23	100%	N=126
Working with Chamber of Commerce or local government to promote businesses	10%	N=13	24%	N=30	23%	N=29	43%	N=54	100%	N=126
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	23%	N=29	27%	N=34	21%	N=27	29%	N=36	100%	N=126
Having regular discussions with other local business to brainstorm ideas and share experiences	46%	N=58	23%	N=29	12%	N=15	18%	N=23	100%	N=125
Assisting employees with transitional resources, such as unemployment benefits	48%	N=60	5%	N=6	14%	N=18	33%	N=41	100%	N=125
Trying to identify state and national funding sources to help alleviate losses	63%	N=79	18%	N=22	7%	N=9	12%	N=15	100%	N=125

**Table 26: Question #19 without don't know/not applicable responses**

A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. For each of the following, please indicate whether your business is already doing it, considering doing it, not considering it, or not applicable.	Already doing		Considering		Not considering		Total	
Moving to more online business	64%	N=47	22%	N=16	15%	N=11	100%	N=74
Offering online gift cards	45%	N=35	14%	N=11	40%	N=31	100%	N=77
Offering carryout and delivery	59%	N=34	16%	N=9	26%	N=15	100%	N=58
Engaging more with social media to promote business	60%	N=62	26%	N=27	14%	N=14	100%	N=103
Working with Chamber of Commerce or local government to promote businesses	18%	N=13	42%	N=30	40%	N=29	100%	N=72
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	32%	N=29	38%	N=34	30%	N=27	100%	N=90
Having regular discussions with other local business to brainstorm ideas and share experiences	57%	N=58	28%	N=29	15%	N=15	100%	N=102
Assisting employees with transitional resources, such as unemployment benefits	71%	N=60	7%	N=6	21%	N=18	100%	N=84
Trying to identify state and national funding sources to help alleviate losses	72%	N=79	20%	N=22	8%	N=9	100%	N=110

**Table 27: Question #20 with don't know responses**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>Percent</b>	<b>Number</b>
Not at all informed	12%	N=15
Slightly informed	15%	N=19
Somewhat informed	33%	N=42
Very informed	40%	N=50
Don't know	0%	N=0
Total	100%	N=126

**Table 28: Question #20 without don't know responses**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>Percent</b>	<b>Number</b>
Not at all informed	12%	N=15
Slightly informed	15%	N=19
Somewhat informed	33%	N=42
Very informed	40%	N=50
Total	100%	N=126

**Table 29: Question #21 with don't know responses**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b>		
<b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
SBA Paycheck Protection Program	66%	N=83
SBA EIDL: \$10K Loan Advance	44%	N=55
Unemployment Assistance	38%	N=47
City of Sacramento Economic Relief Loan	37%	N=46
California Small Business Disaster Relief Loan Guarantee Program	17%	N=21
Applied for assistance, but application was denied	16%	N=20
Applied for financial assistance and awaiting a decision	12%	N=15
Do not plan to apply for assistance	9%	N=11
I did not know about these programs	9%	N=11
Other	9%	N=11
SBA Express Bridge Loan	8%	N=10
SBA Debt Relief	8%	N=10
I-Bank Loan	7%	N=9
Donate for Sacramento Assistance	6%	N=8
Have not applied for assistance, but plan to	4%	N=5



**Table 30: Question #21 without don't know responses**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b>		
<b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
SBA Paycheck Protection Program	66%	N=83
SBA EIDL: \$10K Loan Advance	44%	N=55
Unemployment Assistance	38%	N=47
City of Sacramento Economic Relief Loan	37%	N=46
California Small Business Disaster Relief Loan Guarantee Program	17%	N=21
Applied for assistance, but application was denied	16%	N=20
Applied for financial assistance and awaiting a decision	12%	N=15
Do not plan to apply for assistance	9%	N=11
I did not know about these programs	9%	N=11
Other	9%	N=11
SBA Express Bridge Loan	8%	N=10
SBA Debt Relief	8%	N=10
I-Bank Loan	7%	N=9
Donate for Sacramento Assistance	6%	N=8
Have not applied for assistance, but plan to	4%	N=5

**Table 31: Question #25 with don't know/not applicable responses**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>Extremely important</b>		<b>Very important</b>		<b>Somewhat important</b>		<b>Not too important</b>		<b>Don't know/NA</b>		<b>Total</b>	
Funding to assist with commercial rental or mortgage payments	59%	N=73	12%	N=15	10%	N=12	13%	N=16	6%	N=8	100%	N=124
Assistance navigating and applying for various COVID-19-related assistance programs	45%	N=55	23%	N=28	17%	N=21	11%	N=13	4%	N=5	100%	N=122
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	23%	N=28	16%	N=20	20%	N=25	31%	N=38	10%	N=12	100%	N=123
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	23%	N=28	11%	N=14	20%	N=24	32%	N=39	14%	N=17	100%	N=122
Technical assistance for setting up remote work	9%	N=11	7%	N=9	8%	N=10	35%	N=43	40%	N=49	100%	N=122
Funding to assist with normal operational expenses, including payroll	54%	N=66	14%	N=17	14%	N=17	10%	N=12	9%	N=11	100%	N=123
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective	31%	N=38	20%	N=25	19%	N=23	18%	N=22	12%	N=15	100%	N=123

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, not too important to your business.</b>	<b>Extremely important</b>		<b>Very important</b>		<b>Somewhat important</b>		<b>Not too important</b>		<b>Don't know/NA</b>		<b>Total</b>	
equipment to comply with COVID-19 related requirements												
Technical assistance with transitioning to or increasing businesses' online presence	20%	N=25	12%	N=15	17%	N=21	25%	N=31	25%	N=31	100%	N=123
Assistance navigating new federal policies including the Families First Coronavirus Response Act	28%	N=35	19%	N=23	19%	N=23	19%	N=23	15%	N=19	100%	N=123
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	21%	N=26	17%	N=21	12%	N=15	24%	N=29	25%	N=30	100%	N=121

**Table 32: Question #25 without don't know/not applicable responses**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	Extremely important		Very important		Somewhat important		Not too important		Total	
Funding to assist with commercial rental or mortgage payments	63%	N=73	13%	N=15	10%	N=12	14%	N=16	100%	N=116
Assistance navigating and applying for various COVID-19-related assistance programs	47%	N=55	24%	N=28	18%	N=21	11%	N=13	100%	N=117
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	25%	N=28	18%	N=20	23%	N=25	34%	N=38	100%	N=111
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	27%	N=28	13%	N=14	23%	N=24	37%	N=39	100%	N=105
Technical assistance for setting up remote work	15%	N=11	12%	N=9	14%	N=10	59%	N=43	100%	N=73
Funding to assist with normal operational expenses, including payroll	59%	N=66	15%	N=17	15%	N=17	11%	N=12	100%	N=112
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	35%	N=38	23%	N=25	21%	N=23	20%	N=22	100%	N=108
Technical assistance with transitioning to or increasing businesses' online presence	27%	N=25	16%	N=15	23%	N=21	34%	N=31	100%	N=92
Assistance navigating new federal policies including the Families First Coronavirus Response Act	34%	N=35	22%	N=23	22%	N=23	22%	N=23	100%	N=104

<p><b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b></p>	<b>Extremely important</b>		<b>Very important</b>		<b>Somewhat important</b>		<b>Not too important</b>		<b>Total</b>	
	29%	N=26	23%	N=21	16%	N=15	32%	N=29	100%	N=91
<p>Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs</p>										

**Table 33: Question #26 with don't know responses**

<b>Please select the option that most closely reflects the entity at which you work.</b>	<b>Percent</b>	<b>Number</b>
Private company or business	95%	N=116
Non-profit organization	3%	N=4
Don't know/not sure	2%	N=2
<b>Total</b>	<b>100%</b>	<b>N=122</b>

**Table 34: Question #26 without don't know responses**

<b>Please select the option that most closely reflects the entity at which you work.</b>	<b>Percent</b>	<b>Number</b>
Private company or business	97%	N=116
Non-profit organization	3%	N=4
<b>Total</b>	<b>100%</b>	<b>N=120</b>

**Table 35: Question #27 with don't know responses**

<b>Is your business located in the City of Sacramento?</b>	<b>Percent</b>	<b>Number</b>
Yes	93%	N=115
No	4%	N=5
Don't know/not sure	2%	N=3
Total	100%	N=123

**Table 36: Question #27 without don't know responses**

<b>Is your business located in the City of Sacramento?</b>	<b>Percent</b>	<b>Number</b>
Yes	96%	N=115
No	4%	N=5
Total	100%	N=120

**Table 37: Question #28 with don't know responses**

<b>Including you, about how many employees worked at your worksite(s) before COVID-19? Please only include employment for worksites in the City of Sacramento.</b>	<b>Percent</b>	<b>Number</b>
1 (self-employed)	22%	N=27
2-5	25%	N=31
6-15	30%	N=37
16-25	10%	N=12
26-50	10%	N=12
51-250	3%	N=4
251-500	0%	N=0
501+	0%	N=0
Don't know/not sure	0%	N=0
<b>Total</b>	<b>100%</b>	<b>N=123</b>

**Table 38: Question #28 without don't know responses**

<b>Including you, about how many employees worked at your worksite(s) before COVID-19? Please only include employment for worksites in the City of Sacramento.</b>	<b>Percent</b>	<b>Number</b>
1 (self-employed)	22%	N=27
2-5	25%	N=31
6-15	30%	N=37
16-25	10%	N=12
26-50	10%	N=12
51-250	3%	N=4
251-500	0%	N=0
501+	0%	N=0
<b>Total</b>	<b>100%</b>	<b>N=123</b>

**Table 39: Question #29 with don't know responses**

<b>Which of the following best describes your role at your company?</b>	<b>Percent</b>	<b>Number</b>
CEO, Owner, Partner, or President	89%	N=109
Vice-President or Senior Manager	6%	N=7
Property Manager	1%	N=1
Other	5%	N=6
Don't know/not sure	0%	N=0
Total	100%	N=123

**Table 40: Question #29 without don't know responses**

<b>Which of the following best describes your role at your company?</b>	<b>Percent</b>	<b>Number</b>
CEO, Owner, Partner, or President	89%	N=109
Vice-President or Senior Manager	6%	N=7
Property Manager	1%	N=1
Other	5%	N=6
Total	100%	N=123



**Table 41: Question #31 with don't know responses**

<b>Which one of the following industries best describes the nature of your business?</b>	<b>Percent</b>	<b>Number</b>
Agriculture or farming	1%	N=1
Arts, audio, video technology and communications	8%	N=10
Construction	2%	N=2
Education and training	2%	N=3
Financial activities	2%	N=2
Health services	7%	N=8
Information/Media	1%	N=1
Leisure, food services and hospitality	26%	N=32
Manufacturing	4%	N=5
Marketing, sales and services	2%	N=3
Nonprofit charitable organization	2%	N=2
Other services, like cleaning or dog walking	0%	N=0
Professional and business services	14%	N=17
Public service and government	0%	N=0
Shopping and retail	7%	N=9
Technology and computers	0%	N=0
Transportation and automotive services	0%	N=0
Utilities (gas and electric services)	0%	N=0
Wholesale trade/sales	1%	N=1
Other	22%	N=27
Don't know/not sure	0%	N=0
<b>Total</b>	<b>100%</b>	<b>N=123</b>

**Table 42: Question #31 without don't know responses**

<b>Which one of the following industries best describes the nature of your business?</b>	<b>Percent</b>	<b>Number</b>
Agriculture or farming	1%	N=1
Arts, audio, video technology and communications	8%	N=10
Construction	2%	N=2
Education and training	2%	N=3
Financial activities	2%	N=2
Health services	7%	N=8
Information/Media	1%	N=1
Leisure, food services and hospitality	26%	N=32
Manufacturing	4%	N=5
Marketing, sales and services	2%	N=3
Nonprofit charitable organization	2%	N=2
Other services, like cleaning or dog walking	0%	N=0
Professional and business services	14%	N=17
Public service and government	0%	N=0
Shopping and retail	7%	N=9
Technology and computers	0%	N=0
Transportation and automotive services	0%	N=0
Utilities (gas and electric services)	0%	N=0
Wholesale trade/sales	1%	N=1
Other	22%	N=27
<b>Total</b>	<b>100%</b>	<b>N=123</b>

**Table 43: Question #33**

<b>Please select the options that most closely reflect your business. (Select all that apply.) Percent of all businesses that selected each option (out of all businesses, even ones that may not have gotten this far in survey)</b>	<b>Percent</b>	<b>Number</b>
Home-based business	13%	N=127
Small business	83%	N=127
Locally-based business	61%	N=127
Minority-owned business	21%	N=127
Woman-owned business	39%	N=127
LGBTQ+ owned business	9%	N=127

**Table 44: Question #34**

<b>What is your gender?</b>	<b>Percent</b>	<b>Number</b>
Male	42%	N=52
Female	54%	N=67
Non-binary	2%	N=2
Other	2%	N=2
Total	100%	N=123

**Table 45: Question #35**

<b>With which ethnic or racial group do you identify? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Percent</b>	<b>Number</b>
White/Caucasian	58%	N=70
Other	13%	N=16
Asian	11%	N=13
Black or African American	8%	N=10
Hispanic, Latino, or Spanish origin	6%	N=7
American Indian or Alaska Native	3%	N=4
Middle Eastern or North African	1%	N=1
Native Hawaiian or Other Pacific Islander	0%	N=0

**Table 46: Question #38**

<b>In which City Council District is your business located?</b>	<b>Percent</b>	<b>Number</b>
District 1	7%	N=8
District 2	3%	N=4
District 3	23%	N=26
District 4	38%	N=44
District 5	10%	N=11
District 6	10%	N=12
District 7	4%	N=5
District 8	4%	N=5
Total	100%	N=115

**Table 47: Language in Which Survey Was Completed**

<b>Language in Which Survey Was Completed</b>	<b>Percent</b>	<b>Number</b>
English	97%	N=123
Spanish	1%	N=1
Chinese	2%	N=3
Total	100%	N=127

# Appendix B: Breakdowns of Selected Survey Responses by Business Respondent Characteristics

The tables in this section show the breakdowns of survey results by selected respondent characteristics. Since this was not a probability sample, no tests of statistical significance were performed. However, a good rule of thumb to use in comparing results might be that differences in responses between subgroups should be at least 14 points or greater to be considered “significant.”

Selected Survey Results by City Council District.....	55
Selected Survey Results by Type of Industry (Hospitality vs Any Others) .....	67
Selected Survey Results by Size of Business (Number of Employees).....	79
Selected Survey Results by Whether Businesses Identified as a “Small” .....	93
Selected Survey Results by Whether Business Identified as a “Home” Business .....	105
Selected Survey Results by Whether Business Identified as a “Locally-Based” Business.....	117
Selected Survey Results by Whether Business Identified as a “Minority-Owned” Business.....	129
Selected Survey Results by Whether Business Identified as a “LGBTQ+ Owned” Business .....	141
Selected Survey Results by Gender of Respondent .....	153
Selected Survey Results by Race/Ethnicity of Respondent.....	165

## Selected Survey Results by City Council District

**Table 48: Question #1**

<b>How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Very prepared	9%	10%	10%
Somewhat prepared	48%	24%	39%
Somewhat unprepared	25%	31%	26%
Very unprepared	19%	36%	25%
Total	100%	100%	100%

**Table 49: Question #2**

<b>How has the COVID-19 public health emergency impacted your regular business operations?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Permanently shut down business with no intent to re-open	3%	2%	4%
Completely shut down during pandemic	27%	55%	37%
Reduced business hours	39%	25%	32%
Expanded business hours	3%	0%	2%
No change in business hours	9%	0%	6%
Other	20%	18%	20%
Total	100%	100%	100%

**Table 50: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Significant reduction in staffing levels	34%	59%	43%
Slight reduction in staffing levels	30%	14%	23%
No change in staffing levels	24%	14%	21%
Slight increase in staffing levels	3%	2%	2%
Significant increase in staffing levels	0%	0%	0%
Other	9%	11%	10%
Total	100%	100%	100%

**Table 51: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
0%/no layoffs	37%	28%	34%
10% or less	11%	5%	8%
11-20%	10%	3%	6%
21-30%	10%	10%	10%
31-50%	8%	20%	13%
More than 50%	24%	35%	28%
Total	100%	100%	100%



**Table 52: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Cut back hours	70%	70%	69%
Suspend bonuses or other non-regular pay	29%	30%	29%
Reduce hourly rates or salaries	20%	30%	25%
No changes	17%	19%	18%
Ask staff to take unpaid furlough days	11%	22%	15%
Other	9%	11%	11%

**Table 53: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Decline in business or sales	80%	93%	84%
Business closed or hours reduced by government ban	66%	84%	74%
Lack of technology and web resources to complete online sales	24%	22%	25%
Getting supplies	27%	29%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	66%	76%	68%
Not having the funds to pay employees	53%	71%	57%
Ability of employees to pay rent or mortgages on reduced income	63%	76%	66%
Lack of technology for employees to work from home	36%	25%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	60%	54%	57%
Daycare or childcare challenges for employees	52%	46%	49%
Hiring temporary employees to keep up with increased workflow	27%	11%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	73%	50%	64%
Absenteeism of employees due to illness	38%	20%	33%
Lack of events to promote the downtown or business area	51%	64%	57%
The emotional health of employees	61%	73%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	54%	63%	58%
Difficulty paying semi-annual business insurance premiums	58%	56%	57%
Difficulty purchasing and receiving new inventory for your business	49%	50%	51%

**Table 54: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
No reduction	1%	2%	2%
10% or less	3%	2%	2%
11 – 20%	11%	0%	7%
21 – 30%	11%	0%	6%
31 – 50%	14%	5%	10%
More than 50%	49%	80%	61%
Other	10%	11%	11%
Total	100%	100%	100%

**Table 55: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
A serious shortage, more than 25%	77%	91%	82%
A moderate shortage, 10 - 24%	14%	2%	10%
A small shortage, less than 10%	1%	2%	2%
No shortage	3%	2%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	4%	2%	4%
Total	100%	100%	100%

**Table 56: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Less than 3 months	24%	46%	34%
3 to 6 months	26%	22%	26%
7 to 11 months	18%	24%	19%
1 year to 2 years	16%	2%	10%
More than 2 years	16%	5%	11%
Total	100%	100%	100%

**Table 57: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
1-3 months	10%	12%	11%
4-6 months	26%	30%	27%
7-11 months	19%	19%	18%
1 year or more	40%	40%	40%
It will not recover	5%	0%	4%
Total	100%	100%	100%

**Table 58: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Most or all employees cannot work at home	58%	64%	60%
Other	17%	26%	22%
Employees were already able to, and comfortable with, working at home	22%	15%	20%
More employees are now working from home	15%	15%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	6%	5%	9%
Not all employees have adequate internet access to work at home	2%	3%	4%

**Table 59: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self- isolate or quarantine?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Yes	42%	34%	38%
Not yet, but intend to	8%	24%	15%
No	50%	42%	47%
Total	100%	100%	100%

**Table 60: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Moving to more online business	68%	62%	64%
Offering online gift cards	37%	54%	45%
Offering carryout and delivery	63%	54%	59%
Engaging more with social media to promote business	54%	69%	60%
Working with Chamber of Commerce or local government to promote businesses	13%	27%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	30%	30%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	50%	64%	57%
Assisting employees with transitional resources, such as unemployment benefits	64%	79%	71%
Trying to identify state and national funding sources to help alleviate losses	66%	80%	72%

**Table 61: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Moving to more online business	15%	29%	22%
Offering online gift cards	16%	7%	14%
Offering carryout and delivery	10%	21%	16%
Engaging more with social media to promote business	26%	22%	26%
Working with Chamber of Commerce or local government to promote businesses	46%	38%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	34%	45%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	36%	21%	28%
Assisting employees with transitional resources, such as unemployment benefits	9%	6%	7%
Trying to identify state and national funding sources to help alleviate losses	23%	15%	20%

**Table 62: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Moving to more online business	17%	10%	15%
Offering online gift cards	47%	39%	40%
Offering carryout and delivery	27%	25%	26%
Engaging more with social media to promote business	19%	8%	14%
Working with Chamber of Commerce or local government to promote businesses	41%	35%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	36%	24%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	14%	15%	15%
Assisting employees with transitional resources, such as unemployment benefits	27%	15%	21%
Trying to identify state and national funding sources to help alleviate losses	11%	5%	8%

**Table 63: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Not at all informed	11%	7%	12%
Slightly informed	20%	9%	15%
Somewhat informed	35%	32%	33%
Very informed	34%	52%	40%
Total	100%	100%	100%



**Table 64: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
SBA Paycheck Protection Program	61%	75%	66%
SBA EIDL: \$10K Loan Advance	40%	50%	44%
Unemployment Assistance	31%	41%	38%
City of Sacramento Economic Relief Loan	31%	48%	37%
California Small Business Disaster Relief Loan Guarantee Program	16%	14%	17%
Applied for assistance, but application was denied	13%	14%	16%
Applied for financial assistance and awaiting a decision	7%	14%	12%
Do not plan to apply for assistance	10%	7%	9%
I did not know about these programs	9%	2%	9%
Other	9%	9%	9%
SBA Express Bridge Loan	7%	7%	8%
SBA Debt Relief	9%	7%	8%
I-Bank Loan	6%	5%	7%
Donate for Sacramento Assistance	3%	7%	6%
Have not applied for assistance, but plan to	1%	7%	4%

**Table 65: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>Districts 1,2,3,5,6,7,8</b>	<b>District 4</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	73%	79%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	71%	69%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	48%	31%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	42%	32%	40%
Technical assistance for setting up remote work	30%	9%	27%
Funding to assist with normal operational expenses, including payroll	73%	79%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	61%	56%	58%
Technical assistance with transitioning to or increasing businesses' online presence	48%	27%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	61%	50%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	56%	50%	52%

## Selected Survey Results by Type of Industry (Hospitality vs Any Others)

Table 66: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	Leisure, food services and hospitality	Other	Overall
Very prepared	3%	12%	10%
Somewhat prepared	27%	44%	39%
Somewhat unprepared	37%	22%	26%
Very unprepared	33%	21%	25%
Total	100%	100%	100%

Table 67: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	Leisure, food services and hospitality	Other	Overall
Permanently shut down business with no intent to re-open	0%	3%	4%
Completely shut down during pandemic	31%	40%	37%
Reduced business hours	56%	24%	32%
Expanded business hours	0%	2%	2%
No change in business hours	0%	7%	6%
Other	13%	23%	20%
Total	100%	100%	100%

**Table 68: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Significant reduction in staffing levels	66%	35%	43%
Slight reduction in staffing levels	22%	24%	23%
No change in staffing levels	0%	29%	21%
Slight increase in staffing levels	3%	2%	2%
Significant increase in staffing levels	0%	0%	0%
Other	9%	10%	10%
Total	100%	100%	100%

**Table 69: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
0%/no layoffs	20%	40%	34%
10% or less	10%	8%	8%
11-20%	7%	6%	6%
21-30%	13%	9%	10%
31-50%	13%	13%	13%
More than 50%	37%	24%	28%
Total	100%	100%	100%

**Table 70: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Cut back hours	90%	62%	69%
Suspend bonuses or other non-regular pay	31%	28%	29%
Reduce hourly rates or salaries	34%	21%	25%
No changes	0%	25%	18%
Ask staff to take unpaid furlough days	34%	7%	15%
Other	10%	11%	11%

**Table 71: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Decline in business or sales	97%	80%	84%
Business closed or hours reduced by government ban	77%	72%	74%
Lack of technology and web resources to complete online sales	23%	24%	25%
Getting supplies	19%	32%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	77%	64%	68%
Not having the funds to pay employees	67%	54%	57%
Ability of employees to pay rent or mortgages on reduced income	73%	62%	66%
Lack of technology for employees to work from home	33%	31%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	57%	57%	57%
Daycare or childcare challenges for employees	58%	45%	49%
Hiring temporary employees to keep up with increased workflow	20%	22%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	72%	60%	64%
Absenteeism of employees due to illness	28%	33%	33%
Lack of events to promote the downtown or business area	65%	52%	57%
The emotional health of employees	61%	68%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	60%	56%	58%
Difficulty paying semi-annual business insurance premiums	72%	49%	57%
Difficulty purchasing and receiving new inventory for your business	57%	48%	51%

**Table 72: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
No reduction	0%	2%	2%
10% or less	0%	3%	2%
11 – 20%	3%	8%	7%
21 – 30%	3%	8%	6%
31 – 50%	9%	11%	10%
More than 50%	81%	54%	61%
Other	3%	13%	11%
Total	100%	100%	100%

**Table 73: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
A serious shortage, more than 25%	97%	78%	82%
A moderate shortage, 10 - 24%	3%	12%	10%
A small shortage, less than 10%	0%	2%	2%
No shortage	0%	3%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	0%	4%	4%
Total	100%	100%	100%

**Table 74: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Less than 3 months	42%	32%	34%
3 to 6 months	31%	24%	26%
7 to 11 months	19%	20%	19%
1 year to 2 years	4%	12%	10%
More than 2 years	4%	13%	11%
Total	100%	100%	100%

**Table 75: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
1-3 months	14%	10%	11%
4-6 months	17%	30%	27%
7-11 months	28%	16%	18%
1 year or more	38%	42%	40%
It will not recover	3%	2%	4%
Total	100%	100%	100%



**Table 76: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Most or all employees cannot work at home	89%	51%	60%
Other	15%	25%	22%
Employees were already able to, and comfortable with, working at home	0%	25%	20%
More employees are now working from home	0%	19%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	0%	8%	9%
Not all employees have adequate internet access to work at home	0%	4%	4%

**Table 77: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Yes	50%	34%	38%
Not yet, but intend to	13%	15%	15%
No	37%	51%	47%
Total	100%	100%	100%

**Table 78: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Moving to more online business	71%	64%	64%
Offering online gift cards	68%	33%	45%
Offering carryout and delivery	74%	43%	59%
Engaging more with social media to promote business	73%	54%	60%
Working with Chamber of Commerce or local government to promote businesses	35%	10%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	35%	30%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	59%	55%	57%
Assisting employees with transitional resources, such as unemployment benefits	91%	63%	71%
Trying to identify state and national funding sources to help alleviate losses	73%	71%	72%

**Table 79: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Moving to more online business	14%	22%	22%
Offering online gift cards	8%	16%	14%
Offering carryout and delivery	15%	18%	16%
Engaging more with social media to promote business	17%	30%	26%
Working with Chamber of Commerce or local government to promote businesses	30%	49%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	42%	36%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	31%	28%	28%
Assisting employees with transitional resources, such as unemployment benefits	0%	10%	7%
Trying to identify state and national funding sources to help alleviate losses	17%	22%	20%

**Table 80: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Moving to more online business	14%	14%	15%
Offering online gift cards	24%	51%	40%
Offering carryout and delivery	11%	39%	26%
Engaging more with social media to promote business	10%	16%	14%
Working with Chamber of Commerce or local government to promote businesses	35%	41%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	23%	34%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	10%	17%	15%
Assisting employees with transitional resources, such as unemployment benefits	9%	27%	21%
Trying to identify state and national funding sources to help alleviate losses	10%	8%	8%

**Table 81: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Not at all informed	13%	9%	12%
Slightly informed	19%	14%	15%
Somewhat informed	28%	36%	33%
Very informed	41%	41%	40%
Total	100%	100%	100%

**Table 82: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
SBA Paycheck Protection Program	69%	67%	66%
SBA EIDL: \$10K Loan Advance	59%	39%	44%
Unemployment Assistance	38%	37%	38%
City of Sacramento Economic Relief Loan	47%	31%	37%
California Small Business Disaster Relief Loan Guarantee Program	19%	13%	17%
Applied for assistance, but application was denied	22%	12%	16%
Applied for financial assistance and awaiting a decision	13%	10%	12%
Do not plan to apply for assistance	6%	9%	9%
I did not know about these programs	3%	8%	9%
Other	16%	6%	9%
SBA Express Bridge Loan	6%	7%	8%
SBA Debt Relief	9%	7%	8%
I-Bank Loan	6%	6%	7%
Donate for Sacramento Assistance	9%	2%	6%
Have not applied for assistance, but plan to	6%	2%	4%

**Table 83: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>Leisure, food services and hospitality</b>	<b>Other</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	88%	70%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	65%	73%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	42%	42%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	50%	36%	40%
Technical assistance for setting up remote work	40%	23%	27%
Funding to assist with normal operational expenses, including payroll	84%	71%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	71%	53%	58%
Technical assistance with transitioning to or increasing businesses' online presence	48%	40%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	58%	54%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	65%	46%	52%

## Selected Survey Results by Size of Business (Number of Employees)

Table 84: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	One employee (self-employed)	2 to 5 employees	6 to 15 employees	16 or more employees	Overall
Very prepared	15%	0%	14%	12%	10%
Somewhat prepared	26%	39%	51%	38%	39%
Somewhat unprepared	33%	23%	26%	23%	26%
Very unprepared	26%	39%	9%	27%	25%
Total	100%	100%	100%	100%	100%

Table 85: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	One employee (self-employed)	2 to 5 employees	6 to 15 employees	16 or more employees	Overall
Permanently shut down business with no intent to re-open	4%	0%	0%	7%	4%
Completely shut down during pandemic	59%	32%	36%	25%	37%
Reduced business hours	15%	48%	25%	43%	32%
Expanded business hours	0%	6%	0%	0%	2%
No change in business hours	11%	3%	6%	0%	6%
Other	11%	10%	33%	25%	20%
Total	100%	100%	100%	100%	100%

**Table 86: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Significant reduction in staffing levels	30%	47%	31%	68%	43%
Slight reduction in staffing levels	0%	20%	44%	21%	23%
No change in staffing levels	48%	17%	19%	4%	21%
Slight increase in staffing levels	0%	7%	0%	4%	2%
Significant increase in staffing levels	0%	0%	0%	0%	0%
Other	22%	10%	6%	4%	10%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 87: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
0%/no layoffs	68%	32%	32%	11%	34%
10% or less	0%	4%	12%	15%	8%
11-20%	0%	0%	12%	11%	6%
21-30%	5%	8%	15%	11%	10%
31-50%	5%	8%	15%	22%	13%
More than 50%	23%	48%	15%	30%	28%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



**Table 88: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Cut back hours	67%	65%	61%	85%	69%
Suspend bonuses or other non-regular pay	17%	23%	42%	30%	29%
Reduce hourly rates or salaries	21%	23%	21%	33%	25%
No changes	25%	27%	15%	7%	18%
Ask staff to take unpaid furlough days	13%	8%	9%	30%	15%
Other	8%	8%	12%	15%	11%

**Table 89: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Decline in business or sales	85%	84%	78%	93%	84%
Business closed or hours reduced by government ban	78%	82%	57%	82%	74%
Lack of technology and web resources to complete online sales	18%	33%	26%	16%	25%
Getting supplies	38%	21%	36%	19%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	65%	68%	59%	81%	68%
Not having the funds to pay employees	61%	67%	51%	52%	57%
Ability of employees to pay rent or mortgages on reduced income	68%	78%	47%	75%	66%
Lack of technology for employees to work from home	31%	31%	48%	7%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	52%	54%	63%	58%	57%
Daycare or childcare challenges for employees	46%	53%	42%	52%	49%
Hiring temporary employees to keep up with increased workflow	10%	15%	27%	29%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	47%	54%	70%	77%	64%
Absenteeism of employees due to illness	15%	48%	26%	32%	33%
Lack of events to promote the downtown or business area	48%	60%	33%	89%	57%
The emotional health of employees	57%	70%	62%	75%	66%

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Not having funds to cover COBRA and/or insurance expenditures for your employees	50%	67%	48%	63%	58%
Difficulty paying semi-annual business insurance premiums	45%	70%	47%	61%	57%
Difficulty purchasing and receiving new inventory for your business	58%	55%	45%	48%	51%

**Table 90: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
No reduction	0%	0%	3%	4%	2%
10% or less	7%	0%	0%	4%	2%
11 – 20%	0%	3%	14%	7%	7%
21 – 30%	0%	10%	11%	4%	6%
31 – 50%	19%	6%	8%	11%	10%
More than 50%	56%	74%	50%	68%	61%
Other	19%	6%	14%	4%	11%
Total	100%	100%	100%	100%	100%

**Table 91: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
A serious shortage, more than 25%	85%	84%	75%	89%	82%
A moderate shortage, 10 - 24%	4%	13%	14%	7%	10%
A small shortage, less than 10%	0%	0%	6%	0%	2%
No shortage	4%	0%	3%	4%	2%
Will experience increased revenues	0%	0%	0%	0%	0%
Too soon to tell	7%	3%	3%	0%	4%
Total	100%	100%	100%	100%	100%

**Table 92: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Less than 3 months	50%	36%	15%	42%	34%
3 to 6 months	12%	29%	33%	25%	26%
7 to 11 months	15%	11%	33%	17%	19%
1 year to 2 years	4%	18%	6%	13%	10%
More than 2 years	19%	7%	12%	4%	11%
Total	100%	100%	100%	100%	100%

**Table 93: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
1-3 months	4%	13%	13%	12%	11%
4-6 months	38%	30%	25%	15%	27%
7-11 months	17%	17%	19%	23%	18%
1 year or more	38%	40%	44%	42%	40%
It will not recover	4%	0%	0%	8%	4%
Total	100%	100%	100%	100%	100%

**Table 94: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Most or all employees cannot work at home	42%	68%	61%	69%	60%
Other	46%	11%	18%	19%	22%
Employees were already able to, and comfortable with, working at home	33%	14%	21%	8%	20%
More employees are now working from home	4%	14%	21%	15%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	8%	4%	12%	0%	9%
Not all employees have adequate internet access to work at home	4%	4%	0%	4%	4%

**Table 95: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Yes	18%	25%	56%	46%	38%
Not yet, but intend to	14%	11%	17%	17%	15%
No	68%	64%	28%	38%	47%
Total	100%	100%	100%	100%	100%

**Table 96: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Moving to more online business	69%	65%	65%	67%	64%
Offering online gift cards	43%	29%	43%	67%	45%
Offering carryout and delivery	57%	43%	59%	71%	59%
Engaging more with social media to promote business	56%	52%	55%	79%	60%
Working with Chamber of Commerce or local government to promote businesses	0%	5%	9%	56%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	21%	32%	31%	36%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	55%	64%	34%	74%	57%
Assisting employees with transitional resources, such as unemployment benefits	90%	65%	57%	83%	71%
Trying to identify state and national funding sources to help alleviate losses	64%	70%	69%	83%	72%

**Table 97: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Moving to more online business	8%	10%	35%	22%	22%
Offering online gift cards	14%	19%	14%	6%	14%
Offering carryout and delivery	14%	21%	24%	6%	16%
Engaging more with social media to promote business	33%	28%	34%	8%	26%
Working with Chamber of Commerce or local government to promote businesses	64%	45%	50%	19%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	50%	27%	46%	32%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	30%	18%	48%	17%	28%
Assisting employees with transitional resources, such as unemployment benefits	0%	5%	18%	0%	7%
Trying to identify state and national funding sources to help alleviate losses	27%	23%	25%	4%	20%



**Table 98: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Moving to more online business	23%	25%	0%	11%	15%
Offering online gift cards	43%	52%	43%	28%	40%
Offering carryout and delivery	29%	36%	18%	24%	26%
Engaging more with social media to promote business	11%	21%	10%	13%	14%
Working with Chamber of Commerce or local government to promote businesses	36%	50%	41%	25%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	29%	41%	23%	32%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	15%	18%	17%	9%	15%
Assisting employees with transitional resources, such as unemployment benefits	10%	30%	25%	17%	21%
Trying to identify state and national funding sources to help alleviate losses	9%	7%	6%	13%	8%

**Table 99: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Not at all informed	11%	13%	5%	11%	12%
Slightly informed	19%	32%	8%	4%	15%
Somewhat informed	41%	29%	41%	25%	33%
Very informed	30%	26%	46%	61%	40%
Total	100%	100%	100%	100%	100%

**Table 100: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
SBA Paycheck Protection Program	48%	61%	78%	79%	66%
SBA EIDL: \$10K Loan Advance	26%	48%	44%	57%	44%
Unemployment Assistance	59%	29%	36%	25%	38%
City of Sacramento Economic Relief Loan	19%	35%	39%	46%	37%
California Small Business Disaster Relief Loan Guarantee Program	22%	13%	11%	14%	17%
Applied for assistance, but application was denied	11%	13%	17%	18%	16%
Applied for financial assistance and awaiting a decision	7%	13%	14%	7%	12%
Do not plan to apply for assistance	19%	6%	3%	7%	9%
I did not know about these programs	4%	10%	6%	7%	9%
Other	4%	6%	14%	7%	9%
SBA Express Bridge Loan	4%	10%	11%	0%	8%
SBA Debt Relief	7%	6%	11%	4%	8%
I-Bank Loan	7%	6%	6%	4%	7%
Donate for Sacramento Assistance	0%	10%	0%	7%	6%
Have not applied for assistance, but plan to	4%	3%	0%	7%	4%

**Table 101: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>One employee (self-employed)</b>	<b>2 to 5 employees</b>	<b>6 to 15 employees</b>	<b>16 or more employees</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	58%	74%	85%	81%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	74%	76%	74%	56%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	27%	46%	56%	32%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	27%	44%	52%	27%	40%
Technical assistance for setting up remote work	21%	14%	44%	17%	27%
Funding to assist with normal operational expenses, including payroll	59%	82%	80%	72%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	48%	58%	65%	61%	58%
Technical assistance with transitioning to or increasing businesses' online presence	42%	45%	48%	32%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	57%	62%	52%	50%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	42%	48%	59%	55%	52%

## Selected Survey Results by Whether Businesses Identified as a “Small” Business

Table 102: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	NOT small business	Small business	Overall
Very prepared	6%	11%	10%
Somewhat prepared	44%	38%	39%
Somewhat unprepared	17%	28%	26%
Very unprepared	33%	24%	25%
Total	100%	100%	100%

Table 103: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	NOT small business	Small business	Overall
Permanently shut down business with no intent to re-open	20%	1%	4%
Completely shut down during pandemic	25%	39%	37%
Reduced business hours	15%	35%	32%
Expanded business hours	0%	2%	2%
No change in business hours	10%	5%	6%
Other	30%	18%	20%
Total	100%	100%	100%

**Table 104: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Significant reduction in staffing levels	29%	45%	43%
Slight reduction in staffing levels	29%	22%	23%
No change in staffing levels	24%	21%	21%
Slight increase in staffing levels	0%	3%	2%
Significant increase in staffing levels	0%	0%	0%
Other	18%	9%	10%
Total	100%	100%	100%

**Table 105: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
0%/no layoffs	21%	36%	34%
10% or less	21%	6%	8%
11-20%	7%	6%	6%
21-30%	0%	12%	10%
31-50%	14%	13%	13%
More than 50%	36%	27%	28%
Total	100%	100%	100%

**Table 106: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Cut back hours	69%	69%	69%
Suspend bonuses or other non-regular pay	31%	29%	29%
Reduce hourly rates or salaries	13%	27%	25%
No changes	13%	19%	18%
Ask staff to take unpaid furlough days	25%	13%	15%
Other	19%	10%	11%

**Table 107: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Decline in business or sales	84%	84%	84%
Business closed or hours reduced by government ban	79%	73%	74%
Lack of technology and web resources to complete online sales	33%	24%	25%
Getting supplies	42%	28%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	72%	68%	68%
Not having the funds to pay employees	39%	61%	57%
Ability of employees to pay rent or mortgages on reduced income	67%	66%	66%
Lack of technology for employees to work from home	44%	32%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	75%	54%	57%
Daycare or childcare challenges for employees	67%	45%	49%
Hiring temporary employees to keep up with increased workflow	56%	16%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	75%	62%	64%
Absenteeism of employees due to illness	33%	33%	33%
Lack of events to promote the downtown or business area	87%	51%	57%
The emotional health of employees	76%	64%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	62%	57%	58%
Difficulty paying semi-annual business insurance premiums	67%	55%	57%
Difficulty purchasing and receiving new inventory for your business	43%	52%	51%



**Table 108: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
No reduction	0%	2%	2%
10% or less	5%	2%	2%
11 – 20%	11%	7%	7%
21 – 30%	11%	6%	6%
31 – 50%	5%	11%	10%
More than 50%	47%	63%	61%
Other	21%	9%	11%
Total	100%	100%	100%

**Table 109: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
A serious shortage, more than 25%	80%	83%	82%
A moderate shortage, 10 - 24%	10%	10%	10%
A small shortage, less than 10%	0%	2%	2%
No shortage	0%	3%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	10%	3%	4%
Total	100%	100%	100%

**Table 110: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Less than 3 months	33%	34%	34%
3 to 6 months	17%	28%	26%
7 to 11 months	22%	19%	19%
1 year to 2 years	17%	8%	10%
More than 2 years	11%	10%	11%
Total	100%	100%	100%

**Table 111: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
1-3 months	6%	11%	11%
4-6 months	18%	29%	27%
7-11 months	18%	19%	18%
1 year or more	41%	40%	40%
It will not recover	18%	1%	4%
Total	100%	100%	100%

**Table 112: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Most or all employees cannot work at home	39%	64%	60%
Other	28%	21%	22%
Employees were already able to, and comfortable with, working at home	22%	20%	20%
More employees are now working from home	17%	15%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	22%	6%	9%
Not all employees have adequate internet access to work at home	11%	3%	4%

**Table 113: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Yes	28%	40%	38%
Not yet, but intend to	28%	13%	15%
No	44%	47%	47%
Total	100%	100%	100%

**Table 114: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Moving to more online business	36%	68%	64%
Offering online gift cards	36%	47%	45%
Offering carryout and delivery	30%	65%	59%
Engaging more with social media to promote business	47%	63%	60%
Working with Chamber of Commerce or local government to promote businesses	36%	15%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	35%	32%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	79%	53%	57%
Assisting employees with transitional resources, such as unemployment benefits	77%	70%	71%
Trying to identify state and national funding sources to help alleviate losses	73%	72%	72%

**Table 115: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Moving to more online business	45%	17%	22%
Offering online gift cards	27%	12%	14%
Offering carryout and delivery	20%	15%	16%
Engaging more with social media to promote business	40%	24%	26%
Working with Chamber of Commerce or local government to promote businesses	18%	46%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	41%	37%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	14%	31%	28%
Assisting employees with transitional resources, such as unemployment benefits	0%	8%	7%
Trying to identify state and national funding sources to help alleviate losses	13%	21%	20%

**Table 116: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Moving to more online business	18%	14%	15%
Offering online gift cards	36%	41%	40%
Offering carryout and delivery	50%	21%	26%
Engaging more with social media to promote business	13%	14%	14%
Working with Chamber of Commerce or local government to promote businesses	45%	39%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	24%	32%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	7%	16%	15%
Assisting employees with transitional resources, such as unemployment benefits	23%	21%	21%
Trying to identify state and national funding sources to help alleviate losses	13%	7%	8%

**Table 117: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Not at all informed	20%	10%	12%
Slightly informed	10%	16%	15%
Somewhat informed	25%	35%	33%
Very informed	45%	39%	40%
Total	100%	100%	100%

**Table 118: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
SBA Paycheck Protection Program	55%	69%	66%
SBA EIDL: \$10K Loan Advance	35%	46%	44%
Unemployment Assistance	35%	38%	38%
City of Sacramento Economic Relief Loan	65%	31%	37%
California Small Business Disaster Relief Loan Guarantee Program	25%	15%	17%
Applied for assistance, but application was denied	20%	15%	16%
Applied for financial assistance and awaiting a decision	15%	11%	12%
Do not plan to apply for assistance	20%	7%	9%
I did not know about these programs	15%	8%	9%
Other	15%	8%	9%
SBA Express Bridge Loan	15%	7%	8%
SBA Debt Relief	10%	8%	8%
I-Bank Loan	15%	6%	7%
Donate for Sacramento Assistance	20%	4%	6%
Have not applied for assistance, but plan to	10%	3%	4%

**Table 119: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>NOT small business</b>	<b>Small business</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	74%	76%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	47%	75%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	50%	42%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	27%	42%	40%
Technical assistance for setting up remote work	27%	27%	27%
Funding to assist with normal operational expenses, including payroll	61%	77%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	56%	59%	58%
Technical assistance with transitioning to or increasing businesses' online presence	57%	41%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	50%	57%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	42%	53%	52%



## Selected Survey Results by Whether Business Identified as a “Home” Business

Table 120: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	NOT home-based	Home-based business	Overall
Very prepared	11%	0%	10%
Somewhat prepared	38%	44%	39%
Somewhat unprepared	27%	19%	26%
Very unprepared	24%	38%	25%
Total	100%	100%	100%

Table 121: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	NOT home-based	Home-based business	Overall
Permanently shut down business with no intent to re-open	4%	6%	4%
Completely shut down during pandemic	36%	44%	37%
Reduced business hours	35%	13%	32%
Expanded business hours	2%	0%	2%
No change in business hours	5%	13%	6%
Other	19%	25%	20%
Total	100%	100%	100%

**Table 122: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Significant reduction in staffing levels	44%	33%	43%
Slight reduction in staffing levels	25%	7%	23%
No change in staffing levels	20%	33%	21%
Slight increase in staffing levels	3%	0%	2%
Significant increase in staffing levels	0%	0%	0%
Other	8%	27%	10%
Total	100%	100%	100%

**Table 123: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
0%/no layoffs	32%	56%	34%
10% or less	9%	0%	8%
11-20%	7%	0%	6%
21-30%	11%	0%	10%
31-50%	14%	0%	13%
More than 50%	26%	44%	28%
Total	100%	100%	100%

**Table 124: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Cut back hours	67%	85%	69%
Suspend bonuses or other non-regular pay	30%	23%	29%
Reduce hourly rates or salaries	25%	23%	25%
No changes	20%	8%	18%
Ask staff to take unpaid furlough days	15%	8%	15%
Other	10%	15%	11%

**Table 125: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Decline in business or sales	85%	75%	84%
Business closed or hours reduced by government ban	74%	73%	74%
Lack of technology and web resources to complete online sales	26%	17%	25%
Getting supplies	30%	36%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	72%	30%	68%
Not having the funds to pay employees	57%	57%	57%
Ability of employees to pay rent or mortgages on reduced income	65%	69%	66%
Lack of technology for employees to work from home	35%	20%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	56%	73%	57%
Daycare or childcare challenges for employees	49%	43%	49%
Hiring temporary employees to keep up with increased workflow	25%	0%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	65%	50%	64%
Absenteeism of employees due to illness	32%	43%	33%
Lack of events to promote the downtown or business area	56%	70%	57%
The emotional health of employees	68%	50%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	58%	63%	58%
Difficulty paying semi-annual business insurance premiums	56%	64%	57%
Difficulty purchasing and receiving new inventory for your business	50%	56%	51%

**Table 126: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
No reduction	2%	0%	2%
10% or less	3%	0%	2%
11 – 20%	8%	0%	7%
21 – 30%	7%	0%	6%
31 – 50%	9%	19%	10%
More than 50%	62%	50%	61%
Other	8%	31%	11%
Total	100%	100%	100%

**Table 127: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
A serious shortage, more than 25%	82%	81%	82%
A moderate shortage, 10 - 24%	10%	6%	10%
A small shortage, less than 10%	2%	0%	2%
No shortage	3%	0%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	3%	13%	4%
Total	100%	100%	100%

**Table 128: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Less than 3 months	34%	33%	34%
3 to 6 months	27%	20%	26%
7 to 11 months	21%	7%	19%
1 year to 2 years	9%	13%	10%
More than 2 years	8%	27%	11%
Total	100%	100%	100%

**Table 129: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
1-3 months	11%	7%	11%
4-6 months	28%	21%	27%
7-11 months	20%	7%	18%
1 year or more	38%	57%	40%
It will not recover	3%	7%	4%
Total	100%	100%	100%

**Table 130: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Most or all employees cannot work at home	61%	50%	60%
Other	22%	25%	22%
Employees were already able to, and comfortable with, working at home	18%	42%	20%
More employees are now working from home	17%	0%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	10%	0%	9%
Not all employees have adequate internet access to work at home	5%	0%	4%

**Table 131: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Yes	41%	10%	38%
Not yet, but intend to	16%	10%	15%
No	44%	80%	47%
Total	100%	100%	100%

**Table 132: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Moving to more online business	62%	73%	64%
Offering online gift cards	46%	43%	45%
Offering carryout and delivery	58%	67%	59%
Engaging more with social media to promote business	64%	33%	60%
Working with Chamber of Commerce or local government to promote businesses	21%	0%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	33%	29%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	55%	73%	57%
Assisting employees with transitional resources, such as unemployment benefits	70%	100%	71%
Trying to identify state and national funding sources to help alleviate losses	71%	79%	72%



**Table 133: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Moving to more online business	24%	9%	22%
Offering online gift cards	14%	14%	14%
Offering carryout and delivery	16%	0%	16%
Engaging more with social media to promote business	22%	58%	26%
Working with Chamber of Commerce or local government to promote businesses	38%	67%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	39%	29%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	29%	27%	28%
Assisting employees with transitional resources, such as unemployment benefits	8%	0%	7%
Trying to identify state and national funding sources to help alleviate losses	20%	21%	20%

**Table 134: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Moving to more online business	14%	18%	15%
Offering online gift cards	40%	43%	40%
Offering carryout and delivery	25%	33%	26%
Engaging more with social media to promote business	14%	8%	14%
Working with Chamber of Commerce or local government to promote businesses	41%	33%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	29%	43%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	16%	0%	15%
Assisting employees with transitional resources, such as unemployment benefits	23%	0%	21%
Trying to identify state and national funding sources to help alleviate losses	9%	0%	8%

**Table 135: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Not at all informed	12%	13%	12%
Slightly informed	14%	25%	15%
Somewhat informed	32%	44%	33%
Very informed	43%	19%	40%
Total	100%	100%	100%

**Table 136: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
SBA Paycheck Protection Program	71%	38%	66%
SBA EIDL: \$10K Loan Advance	46%	31%	44%
Unemployment Assistance	39%	31%	38%
City of Sacramento Economic Relief Loan	39%	19%	37%
California Small Business Disaster Relief Loan Guarantee Program	17%	13%	17%
Applied for assistance, but application was denied	18%	0%	16%
Applied for financial assistance and awaiting a decision	12%	13%	12%
Do not plan to apply for assistance	8%	13%	9%
I did not know about these programs	8%	13%	9%
Other	9%	6%	9%
SBA Express Bridge Loan	8%	6%	8%
SBA Debt Relief	8%	6%	8%
I-Bank Loan	7%	6%	7%
Donate for Sacramento Assistance	6%	6%	6%
Have not applied for assistance, but plan to	4%	6%	4%

**Table 137: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>NOT home-based</b>	<b>Home-based business</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	81%	33%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	71%	69%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	44%	38%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	38%	50%	40%
Technical assistance for setting up remote work	28%	25%	27%
Funding to assist with normal operational expenses, including payroll	74%	73%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	60%	42%	58%
Technical assistance with transitioning to or increasing businesses' online presence	40%	67%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	53%	75%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	50%	67%	52%

## Selected Survey Results by Whether Business Identified as a “Locally-Based” Business

Table 138: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	NOT locally-based	Locally-based business	Overall
Very prepared	11%	9%	10%
Somewhat prepared	37%	39%	39%
Somewhat unprepared	22%	29%	26%
Very unprepared	30%	22%	25%
Total	100%	100%	100%

Table 139: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	NOT locally-based	Locally-based business	Overall
Permanently shut down business with no intent to re-open	6%	3%	4%
Completely shut down during pandemic	33%	39%	37%
Reduced business hours	33%	32%	32%
Expanded business hours	4%	0%	2%
No change in business hours	6%	5%	6%
Other	18%	21%	20%
Total	100%	100%	100%

**Table 140: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Significant reduction in staffing levels	39%	45%	43%
Slight reduction in staffing levels	23%	23%	23%
No change in staffing levels	20%	22%	21%
Slight increase in staffing levels	5%	1%	2%
Significant increase in staffing levels	0%	0%	0%
Other	14%	8%	10%
Total	100%	100%	100%

**Table 141: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
0%/no layoffs	32%	35%	34%
10% or less	8%	8%	8%
11-20%	8%	6%	6%
21-30%	16%	7%	10%
31-50%	8%	15%	13%
More than 50%	27%	28%	28%
Total	100%	100%	100%

**Table 142: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Cut back hours	66%	71%	69%
Suspend bonuses or other non-regular pay	34%	26%	29%
Reduce hourly rates or salaries	29%	22%	25%
No changes	16%	19%	18%
Ask staff to take unpaid furlough days	8%	18%	15%
Other	13%	10%	11%

**Table 143: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Decline in business or sales	82%	86%	84%
Business closed or hours reduced by government ban	70%	76%	74%
Lack of technology and web resources to complete online sales	33%	20%	25%
Getting supplies	39%	25%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	72%	66%	68%
Not having the funds to pay employees	60%	55%	57%
Ability of employees to pay rent or mortgages on reduced income	73%	61%	66%
Lack of technology for employees to work from home	47%	24%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	67%	52%	57%
Daycare or childcare challenges for employees	44%	52%	49%
Hiring temporary employees to keep up with increased workflow	13%	30%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	67%	62%	64%
Absenteeism of employees due to illness	32%	33%	33%
Lack of events to promote the downtown or business area	42%	68%	57%
The emotional health of employees	64%	67%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	53%	62%	58%
Difficulty paying semi-annual business insurance premiums	63%	53%	57%
Difficulty purchasing and receiving new inventory for your business	53%	49%	51%



**Table 144: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
No reduction	2%	1%	2%
10% or less	2%	3%	2%
11 – 20%	6%	8%	7%
21 – 30%	6%	7%	6%
31 – 50%	12%	9%	10%
More than 50%	57%	63%	61%
Other	14%	9%	11%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 145: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
A serious shortage, more than 25%	83%	82%	82%
A moderate shortage, 10 - 24%	8%	11%	10%
A small shortage, less than 10%	2%	1%	2%
No shortage	4%	1%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	2%	5%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 146: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Less than 3 months	33%	35%	34%
3 to 6 months	26%	26%	26%
7 to 11 months	17%	21%	19%
1 year to 2 years	17%	6%	10%
More than 2 years	7%	13%	11%
Total	100%	100%	100%

**Table 147: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
1-3 months	11%	10%	11%
4-6 months	29%	26%	27%
7-11 months	18%	19%	18%
1 year or more	36%	43%	40%
It will not recover	7%	1%	4%
Total	100%	100%	100%

**Table 148: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Most or all employees cannot work at home	50%	65%	60%
Other	26%	19%	22%
Employees were already able to, and comfortable with, working at home	24%	18%	20%
More employees are now working from home	17%	14%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	17%	4%	9%
Not all employees have adequate internet access to work at home	10%	1%	4%

**Table 149: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Yes	37%	39%	38%
Not yet, but intend to	20%	13%	15%
No	44%	49%	47%
Total	100%	100%	100%

**Table 150: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Moving to more online business	52%	73%	64%
Offering online gift cards	30%	54%	45%
Offering carryout and delivery	48%	66%	59%
Engaging more with social media to promote business	45%	70%	60%
Working with Chamber of Commerce or local government to promote businesses	13%	22%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	39%	28%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	54%	58%	57%
Assisting employees with transitional resources, such as unemployment benefits	68%	74%	71%
Trying to identify state and national funding sources to help alleviate losses	59%	80%	72%

**Table 151: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Moving to more online business	30%	15%	22%
Offering online gift cards	26%	8%	14%
Offering carryout and delivery	22%	11%	16%
Engaging more with social media to promote business	36%	20%	26%
Working with Chamber of Commerce or local government to promote businesses	41%	42%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	30%	42%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	30%	28%	28%
Assisting employees with transitional resources, such as unemployment benefits	13%	4%	7%
Trying to identify state and national funding sources to help alleviate losses	30%	14%	20%

**Table 152: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Moving to more online business	18%	12%	15%
Offering online gift cards	44%	38%	40%
Offering carryout and delivery	30%	23%	26%
Engaging more with social media to promote business	19%	10%	14%
Working with Chamber of Commerce or local government to promote businesses	47%	35%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	30%	30%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	16%	14%	15%
Assisting employees with transitional resources, such as unemployment benefits	19%	23%	21%
Trying to identify state and national funding sources to help alleviate losses	11%	6%	8%

**Table 153: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Not at all informed	16%	9%	12%
Slightly informed	8%	19%	15%
Somewhat informed	39%	30%	33%
Very informed	37%	42%	40%
Total	100%	100%	100%

**Table 154: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
SBA Paycheck Protection Program	71%	63%	66%
SBA EIDL: \$10K Loan Advance	33%	51%	44%
Unemployment Assistance	33%	41%	38%
City of Sacramento Economic Relief Loan	29%	42%	37%
California Small Business Disaster Relief Loan Guarantee Program	16%	17%	17%
Applied for assistance, but application was denied	12%	18%	16%
Applied for financial assistance and awaiting a decision	10%	13%	12%
Do not plan to apply for assistance	14%	5%	9%
I did not know about these programs	16%	4%	9%
Other	6%	11%	9%
SBA Express Bridge Loan	12%	5%	8%
SBA Debt Relief	8%	8%	8%
I-Bank Loan	6%	8%	7%
Donate for Sacramento Assistance	6%	7%	6%
Have not applied for assistance, but plan to	2%	5%	4%

**Table 155: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>NOT locally-based</b>	<b>Locally-based business</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	71%	79%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	68%	73%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	57%	35%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	49%	35%	40%
Technical assistance for setting up remote work	34%	21%	27%
Funding to assist with normal operational expenses, including payroll	64%	81%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	55%	60%	58%
Technical assistance with transitioning to or increasing businesses' online presence	42%	44%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	51%	59%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	57%	49%	52%



## Selected Survey Results by Whether Business Identified as a “Minority-Owned” Business

Table 156: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	NOT minority-owned	Minority-owned business	Overall
Very prepared	9%	11%	10%
Somewhat prepared	39%	37%	39%
Somewhat unprepared	27%	22%	26%
Very unprepared	24%	30%	25%
Total	100%	100%	100%

Table 157: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	NOT minority-owned	Minority-owned business	Overall
Permanently shut down business with no intent to re-open	5%	0%	4%
Completely shut down during pandemic	37%	35%	37%
Reduced business hours	28%	46%	32%
Expanded business hours	2%	0%	2%
No change in business hours	7%	0%	6%
Other	20%	19%	20%
Total	100%	100%	100%

**Table 158: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Significant reduction in staffing levels	41%	48%	43%
Slight reduction in staffing levels	23%	22%	23%
No change in staffing levels	23%	15%	21%
Slight increase in staffing levels	2%	4%	2%
Significant increase in staffing levels	0%	0%	0%
Other	10%	11%	10%
Total	100%	100%	100%

**Table 159: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
0%/no layoffs	34%	36%	34%
10% or less	7%	14%	8%
11-20%	8%	0%	6%
21-30%	12%	5%	10%
31-50%	13%	14%	13%
More than 50%	27%	32%	28%
Total	100%	100%	100%

**Table 160: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Cut back hours	67%	75%	69%
Suspend bonuses or other non-regular pay	33%	17%	29%
Reduce hourly rates or salaries	24%	25%	25%
No changes	17%	21%	18%
Ask staff to take unpaid furlough days	15%	13%	15%
Other	10%	13%	11%

**Table 161: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Decline in business or sales	84%	85%	84%
Business closed or hours reduced by government ban	73%	74%	74%
Lack of technology and web resources to complete online sales	24%	27%	25%
Getting supplies	30%	32%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	67%	74%	68%
Not having the funds to pay employees	53%	71%	57%
Ability of employees to pay rent or mortgages on reduced income	64%	72%	66%
Lack of technology for employees to work from home	31%	46%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	54%	68%	57%
Daycare or childcare challenges for employees	45%	63%	49%
Hiring temporary employees to keep up with increased workflow	19%	36%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	61%	74%	64%
Absenteeism of employees due to illness	27%	58%	33%
Lack of events to promote the downtown or business area	54%	71%	57%
The emotional health of employees	65%	68%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	51%	88%	58%
Difficulty paying semi-annual business insurance premiums	52%	75%	57%
Difficulty purchasing and receiving new inventory for your business	46%	65%	51%

**Table 162: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
No reduction	2%	0%	2%
10% or less	3%	0%	2%
11 – 20%	6%	11%	7%
21 – 30%	7%	4%	6%
31 – 50%	12%	4%	10%
More than 50%	59%	67%	61%
Other	10%	15%	11%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 163: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
A serious shortage, more than 25%	84%	77%	82%
A moderate shortage, 10 - 24%	9%	12%	10%
A small shortage, less than 10%	1%	4%	2%
No shortage	3%	0%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	3%	8%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 164: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Less than 3 months	33%	39%	34%
3 to 6 months	26%	26%	26%
7 to 11 months	21%	13%	19%
1 year to 2 years	10%	9%	10%
More than 2 years	10%	13%	11%
Total	100%	100%	100%

**Table 165: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
1-3 months	9%	18%	11%
4-6 months	25%	36%	27%
7-11 months	22%	5%	18%
1 year or more	41%	36%	40%
It will not recover	3%	5%	4%
Total	100%	100%	100%

**Table 166: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Most or all employees cannot work at home	60%	58%	60%
Other	19%	33%	22%
Employees were already able to, and comfortable with, working at home	21%	17%	20%
More employees are now working from home	14%	17%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	10%	4%	9%
Not all employees have adequate internet access to work at home	6%	0%	4%

**Table 167: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Yes	36%	46%	38%
Not yet, but intend to	15%	15%	15%
No	49%	38%	47%
Total	100%	100%	100%

**Table 168: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Moving to more online business	63%	67%	64%
Offering online gift cards	45%	48%	45%
Offering carryout and delivery	56%	67%	59%
Engaging more with social media to promote business	56%	74%	60%
Working with Chamber of Commerce or local government to promote businesses	20%	13%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	33%	30%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	56%	58%	57%
Assisting employees with transitional resources, such as unemployment benefits	71%	74%	71%
Trying to identify state and national funding sources to help alleviate losses	72%	72%	72%



**Table 169: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Moving to more online business	25%	11%	22%
Offering online gift cards	13%	19%	14%
Offering carryout and delivery	19%	7%	16%
Engaging more with social media to promote business	29%	17%	26%
Working with Chamber of Commerce or local government to promote businesses	37%	56%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	37%	40%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	27%	33%	28%
Assisting employees with transitional resources, such as unemployment benefits	8%	5%	7%
Trying to identify state and national funding sources to help alleviate losses	20%	20%	20%

**Table 170: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Moving to more online business	12%	22%	15%
Offering online gift cards	43%	33%	40%
Offering carryout and delivery	26%	27%	26%
Engaging more with social media to promote business	15%	9%	14%
Working with Chamber of Commerce or local government to promote businesses	43%	31%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	30%	30%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	17%	8%	15%
Assisting employees with transitional resources, such as unemployment benefits	22%	21%	21%
Trying to identify state and national funding sources to help alleviate losses	8%	8%	8%

**Table 171: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Not at all informed	12%	11%	12%
Slightly informed	10%	33%	15%
Somewhat informed	33%	33%	33%
Very informed	44%	22%	40%
Total	100%	100%	100%

**Table 172: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
SBA Paycheck Protection Program	69%	56%	66%
SBA EIDL: \$10K Loan Advance	42%	52%	44%
Unemployment Assistance	39%	33%	38%
City of Sacramento Economic Relief Loan	38%	33%	37%
California Small Business Disaster Relief Loan Guarantee Program	13%	30%	17%
Applied for assistance, but application was denied	17%	11%	16%
Applied for financial assistance and awaiting a decision	12%	11%	12%
Do not plan to apply for assistance	8%	11%	9%
I did not know about these programs	9%	7%	9%
Other	10%	4%	9%
SBA Express Bridge Loan	8%	7%	8%
SBA Debt Relief	8%	7%	8%
I-Bank Loan	7%	7%	7%
Donate for Sacramento Assistance	5%	11%	6%
Have not applied for assistance, but plan to	4%	4%	4%

**Table 173: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>NOT minority-owned</b>	<b>Minority-owned business</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	78%	68%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	68%	81%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	40%	54%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	32%	67%	40%
Technical assistance for setting up remote work	25%	36%	27%
Funding to assist with normal operational expenses, including payroll	69%	92%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	55%	69%	58%
Technical assistance with transitioning to or increasing businesses' online presence	39%	57%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	52%	67%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	50%	57%	52%

## Selected Survey Results by Whether Business Identified as a “LGBTQ+ Owned” Business

Table 174: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	NOT LGBTQ+ owned	LGBTQ+ owned business	Overall
Very prepared	10%	9%	10%
Somewhat prepared	39%	36%	39%
Somewhat unprepared	25%	36%	26%
Very unprepared	26%	18%	25%
Total	100%	100%	100%

Table 175: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	NOT LGBTQ+ owned	LGBTQ+ owned business	Overall
Permanently shut down business with no intent to re-open	4%	8%	4%
Completely shut down during pandemic	35%	58%	37%
Reduced business hours	34%	17%	32%
Expanded business hours	2%	0%	2%
No change in business hours	6%	0%	6%
Other	20%	17%	20%
Total	100%	100%	100%

**Table 176: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Significant reduction in staffing levels	42%	50%	43%
Slight reduction in staffing levels	23%	25%	23%
No change in staffing levels	22%	17%	21%
Slight increase in staffing levels	3%	0%	2%
Significant increase in staffing levels	0%	0%	0%
Other	10%	8%	10%
Total	100%	100%	100%

**Table 177: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
0%/no layoffs	35%	30%	34%
10% or less	8%	10%	8%
11-20%	7%	0%	6%
21-30%	9%	20%	10%
31-50%	14%	0%	13%
More than 50%	27%	40%	28%
Total	100%	100%	100%

**Table 178: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Cut back hours	69%	70%	69%
Suspend bonuses or other non-regular pay	30%	20%	29%
Reduce hourly rates or salaries	25%	20%	25%
No changes	18%	20%	18%
Ask staff to take unpaid furlough days	13%	30%	15%
Other	10%	20%	11%

**Table 179: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Decline in business or sales	82%	100%	84%
Business closed or hours reduced by government ban	71%	100%	74%
Lack of technology and web resources to complete online sales	27%	0%	25%
Getting supplies	31%	27%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	66%	91%	68%
Not having the funds to pay employees	55%	80%	57%
Ability of employees to pay rent or mortgages on reduced income	64%	80%	66%
Lack of technology for employees to work from home	34%	33%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	58%	56%	57%
Daycare or childcare challenges for employees	48%	60%	49%
Hiring temporary employees to keep up with increased workflow	24%	0%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	62%	80%	64%
Absenteeism of employees due to illness	32%	43%	33%
Lack of events to promote the downtown or business area	56%	70%	57%
The emotional health of employees	66%	60%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	59%	50%	58%
Difficulty paying semi-annual business insurance premiums	57%	55%	57%
Difficulty purchasing and receiving new inventory for your business	50%	57%	51%



**Table 180: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
No reduction	2%	0%	2%
10% or less	3%	0%	2%
11 – 20%	8%	0%	7%
21 – 30%	7%	0%	6%
31 – 50%	12%	0%	10%
More than 50%	60%	67%	61%
Other	9%	33%	11%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 181: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
A serious shortage, more than 25%	80%	100%	82%
A moderate shortage, 10 - 24%	11%	0%	10%
A small shortage, less than 10%	2%	0%	2%
No shortage	3%	0%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	4%	0%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 182: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Less than 3 months	32%	50%	34%
3 to 6 months	27%	17%	26%
7 to 11 months	19%	25%	19%
1 year to 2 years	10%	8%	10%
More than 2 years	12%	0%	11%
Total	100%	100%	100%

**Table 183: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
1-3 months	11%	8%	11%
4-6 months	28%	17%	27%
7-11 months	18%	25%	18%
1 year or more	40%	42%	40%
It will not recover	3%	8%	4%
Total	100%	100%	100%

**Table 184: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Most or all employees cannot work at home	60%	58%	60%
Other	20%	42%	22%
Employees were already able to, and comfortable with, working at home	23%	0%	20%
More employees are now working from home	16%	8%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	10%	0%	9%
Not all employees have adequate internet access to work at home	5%	0%	4%

**Table 185: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Yes	36%	60%	38%
Not yet, but intend to	15%	20%	15%
No	50%	20%	47%
Total	100%	100%	100%

**Table 186: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Moving to more online business	64%	50%	64%
Offering online gift cards	48%	30%	45%
Offering carryout and delivery	63%	17%	59%
Engaging more with social media to promote business	59%	71%	60%
Working with Chamber of Commerce or local government to promote businesses	17%	22%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	32%	33%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	55%	70%	57%
Assisting employees with transitional resources, such as unemployment benefits	71%	78%	71%
Trying to identify state and national funding sources to help alleviate losses	72%	67%	72%

**Table 187: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Moving to more online business	23%	0%	22%
Offering online gift cards	15%	10%	14%
Offering carryout and delivery	13%	33%	16%
Engaging more with social media to promote business	28%	0%	26%
Working with Chamber of Commerce or local government to promote businesses	46%	11%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	38%	33%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	30%	10%	28%
Assisting employees with transitional resources, such as unemployment benefits	8%	0%	7%
Trying to identify state and national funding sources to help alleviate losses	20%	22%	20%

**Table 188: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Moving to more online business	13%	50%	15%
Offering online gift cards	37%	60%	40%
Offering carryout and delivery	23%	50%	26%
Engaging more with social media to promote business	13%	29%	14%
Working with Chamber of Commerce or local government to promote businesses	37%	67%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	30%	33%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	14%	20%	15%
Assisting employees with transitional resources, such as unemployment benefits	21%	22%	21%
Trying to identify state and national funding sources to help alleviate losses	8%	11%	8%

**Table 189: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Not at all informed	12%	8%	12%
Slightly informed	16%	8%	15%
Somewhat informed	32%	42%	33%
Very informed	39%	42%	40%
Total	100%	100%	100%

**Table 190: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
SBA Paycheck Protection Program	69%	42%	66%
SBA EIDL: \$10K Loan Advance	44%	42%	44%
Unemployment Assistance	36%	50%	38%
City of Sacramento Economic Relief Loan	37%	33%	37%
California Small Business Disaster Relief Loan Guarantee Program	19%	0%	17%
Applied for assistance, but application was denied	16%	17%	16%
Applied for financial assistance and awaiting a decision	12%	17%	12%
Do not plan to apply for assistance	7%	25%	9%
I did not know about these programs	10%	0%	9%
Other	9%	8%	9%
SBA Express Bridge Loan	9%	0%	8%
SBA Debt Relief	9%	0%	8%
I-Bank Loan	8%	0%	7%
Donate for Sacramento Assistance	6%	8%	6%
Have not applied for assistance, but plan to	4%	8%	4%

**Table 191: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>NOT LGBTQ+ owned</b>	<b>LGBTQ+ owned business</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	75%	80%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	72%	60%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	45%	30%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	43%	10%	40%
Technical assistance for setting up remote work	29%	0%	27%
Funding to assist with normal operational expenses, including payroll	74%	78%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	58%	60%	58%
Technical assistance with transitioning to or increasing businesses' online presence	44%	25%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	55%	71%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	52%	50%	52%



## Selected Survey Results by Gender of Respondent

Table 192: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	Male	Female	Overall
Very prepared	6%	14%	10%
Somewhat prepared	39%	41%	39%
Somewhat unprepared	33%	23%	26%
Very unprepared	22%	23%	25%
Total	100%	100%	100%

Table 193: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	Male	Female	Overall
Permanently shut down business with no intent to re-open	4%	1%	4%
Completely shut down during pandemic	25%	45%	37%
Reduced business hours	47%	24%	32%
Expanded business hours	0%	3%	2%
No change in business hours	4%	6%	6%
Other	20%	21%	20%
Total	100%	100%	100%

**Table 194: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Significant reduction in staffing levels	46%	40%	43%
Slight reduction in staffing levels	24%	22%	23%
No change in staffing levels	18%	25%	21%
Slight increase in staffing levels	2%	3%	2%
Significant increase in staffing levels	0%	0%	0%
Other	10%	9%	10%
Total	100%	100%	100%

**Table 195: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
0%/no layoffs	30%	39%	34%
10% or less	11%	7%	8%
11-20%	4%	8%	6%
21-30%	9%	10%	10%
31-50%	22%	7%	13%
More than 50%	24%	29%	28%
Total	100%	100%	100%

**Table 196: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Cut back hours	68%	69%	69%
Suspend bonuses or other non-regular pay	30%	29%	29%
Reduce hourly rates or salaries	28%	22%	25%
No changes	21%	17%	18%
Ask staff to take unpaid furlough days	17%	10%	15%
Other	9%	8%	11%

**Table 197: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Decline in business or sales	82%	85%	84%
Business closed or hours reduced by government ban	72%	75%	74%
Lack of technology and web resources to complete online sales	24%	25%	25%
Getting supplies	24%	33%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	64%	71%	68%
Not having the funds to pay employees	54%	60%	57%
Ability of employees to pay rent or mortgages on reduced income	65%	65%	66%
Lack of technology for employees to work from home	28%	34%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	50%	63%	57%
Daycare or childcare challenges for employees	32%	60%	49%
Hiring temporary employees to keep up with increased workflow	21%	14%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	56%	69%	64%
Absenteeism of employees due to illness	23%	36%	33%
Lack of events to promote the downtown or business area	52%	56%	57%
The emotional health of employees	60%	71%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	45%	69%	58%
Difficulty paying semi-annual business insurance premiums	56%	58%	57%
Difficulty purchasing and receiving new inventory for your business	43%	56%	51%

**Table 198: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
No reduction	2%	1%	2%
10% or less	6%	0%	2%
11 – 20%	6%	7%	7%
21 – 30%	2%	10%	6%
31 – 50%	12%	10%	10%
More than 50%	63%	60%	61%
Other	10%	10%	11%
Total	100%	100%	100%

**Table 199: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
A serious shortage, more than 25%	82%	82%	82%
A moderate shortage, 10 - 24%	10%	11%	10%
A small shortage, less than 10%	2%	2%	2%
No shortage	4%	2%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	2%	5%	4%
Total	100%	100%	100%

**Table 200: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Less than 3 months	32%	35%	34%
3 to 6 months	24%	26%	26%
7 to 11 months	20%	19%	19%
1 year to 2 years	12%	9%	10%
More than 2 years	12%	11%	11%
Total	100%	100%	100%

**Table 201: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
1-3 months	11%	11%	11%
4-6 months	23%	31%	27%
7-11 months	26%	13%	18%
1 year or more	36%	44%	40%
It will not recover	4%	2%	4%
Total	100%	100%	100%

**Table 202: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Most or all employees cannot work at home	63%	56%	60%
Other	17%	25%	22%
Employees were already able to, and comfortable with, working at home	26%	15%	20%
More employees are now working from home	17%	13%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	7%	5%	9%
Not all employees have adequate internet access to work at home	2%	3%	4%

**Table 203: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Yes	39%	36%	38%
Not yet, but intend to	14%	16%	15%
No	47%	48%	47%
Total	100%	100%	100%

**Table 204: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Moving to more online business	55%	77%	64%
Offering online gift cards	31%	56%	45%
Offering carryout and delivery	45%	79%	59%
Engaging more with social media to promote business	52%	68%	60%
Working with Chamber of Commerce or local government to promote businesses	23%	13%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	37%	23%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	55%	55%	57%
Assisting employees with transitional resources, such as unemployment benefits	67%	72%	71%
Trying to identify state and national funding sources to help alleviate losses	64%	76%	72%



**Table 205: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Moving to more online business	26%	15%	22%
Offering online gift cards	19%	10%	14%
Offering carryout and delivery	28%	4%	16%
Engaging more with social media to promote business	33%	21%	26%
Working with Chamber of Commerce or local government to promote businesses	33%	53%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	32%	47%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	25%	34%	28%
Assisting employees with transitional resources, such as unemployment benefits	6%	9%	7%
Trying to identify state and national funding sources to help alleviate losses	22%	20%	20%

**Table 206: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Moving to more online business	19%	8%	15%
Offering online gift cards	50%	34%	40%
Offering carryout and delivery	28%	17%	26%
Engaging more with social media to promote business	15%	11%	14%
Working with Chamber of Commerce or local government to promote businesses	43%	34%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	32%	30%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	20%	11%	15%
Assisting employees with transitional resources, such as unemployment benefits	27%	20%	21%
Trying to identify state and national funding sources to help alleviate losses	13%	3%	8%

**Table 207: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Not at all informed	10%	9%	12%
Slightly informed	15%	16%	15%
Somewhat informed	37%	33%	33%
Very informed	38%	42%	40%
Total	100%	100%	100%

**Table 208: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.) Percents may add to more than 100% as respondents could check more than one response</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
SBA Paycheck Protection Program	75%	62%	66%
SBA EIDL: \$10K Loan Advance	44%	44%	44%
Unemployment Assistance	27%	44%	38%
City of Sacramento Economic Relief Loan	35%	38%	37%
California Small Business Disaster Relief Loan Guarantee Program	13%	14%	17%
Applied for assistance, but application was denied	17%	12%	16%
Applied for financial assistance and awaiting a decision	15%	6%	12%
Do not plan to apply for assistance	13%	3%	9%
I did not know about these programs	8%	5%	9%
Other	8%	8%	9%
SBA Express Bridge Loan	12%	3%	8%
SBA Debt Relief	12%	5%	8%
I-Bank Loan	10%	2%	7%
Donate for Sacramento Assistance	4%	5%	6%
Have not applied for assistance, but plan to	6%	0%	4%

**Table 209: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>Male</b>	<b>Female</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	80%	72%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	65%	78%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	40%	44%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	36%	41%	40%
Technical assistance for setting up remote work	27%	24%	27%
Funding to assist with normal operational expenses, including payroll	69%	77%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	48%	70%	58%
Technical assistance with transitioning to or increasing businesses' online presence	38%	47%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	52%	59%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	49%	56%	52%

## Selected Survey Results by Race/Ethnicity of Respondent

Table 210: Question #1

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?	Non-Hispanic White	Other	Overall
Very prepared	10%	15%	10%
Somewhat prepared	45%	32%	39%
Somewhat unprepared	22%	29%	26%
Very unprepared	23%	24%	25%
Total	100%	100%	100%

Table 211: Question #2

How has the COVID-19 public health emergency impacted your regular business operations?	Non-Hispanic White	Other	Overall
Permanently shut down business with no intent to re-open	1%	6%	4%
Completely shut down during pandemic	43%	26%	37%
Reduced business hours	24%	47%	32%
Expanded business hours	0%	3%	2%
No change in business hours	7%	3%	6%
Other	24%	15%	20%
Total	100%	100%	100%

**Table 212: Question #4**

<b>How has, or how do you anticipate, COVID-19 will impact your current staffing levels?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Significant reduction in staffing levels	42%	47%	43%
Slight reduction in staffing levels	22%	26%	23%
No change in staffing levels	26%	24%	21%
Slight increase in staffing levels	1%	3%	2%
Significant increase in staffing levels	0%	0%	0%
Other	9%	0%	10%
Total	100%	100%	100%

**Table 213: Question #6**

<b>In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
0%/no layoffs	37%	35%	34%
10% or less	6%	6%	8%
11-20%	8%	6%	6%
21-30%	9%	10%	10%
31-50%	15%	10%	13%
More than 50%	25%	32%	28%
Total	100%	100%	100%

**Table 214: Question #7**

<b>Beyond layoffs, have you done, or do you anticipate doing, any of the following as a result of COVID-19? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Cut back hours	67%	74%	69%
Suspend bonuses or other non-regular pay	29%	23%	29%
Reduce hourly rates or salaries	19%	29%	25%
No changes	19%	23%	18%
Ask staff to take unpaid furlough days	11%	10%	15%
Other	10%	3%	11%

**Table 215: Question #10 without don't know responses**

<b>Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic:</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Decline in business or sales	83%	83%	84%
Business closed or hours reduced by government ban	74%	65%	74%
Lack of technology and web resources to complete online sales	19%	28%	25%
Getting supplies	20%	33%	31%
Difficulty paying commercial rent, commercial mortgage or lines of credit	66%	65%	68%
Not having the funds to pay employees	46%	68%	57%
Ability of employees to pay rent or mortgages on reduced income	64%	66%	66%
Lack of technology for employees to work from home	21%	42%	34%
Concern about the well-being of employees being exposed to COVID-19 on the job	54%	72%	57%
Daycare or childcare challenges for employees	49%	45%	49%
Hiring temporary employees to keep up with increased workflow	20%	19%	23%
Concern about the liability of our employees being exposed to COVID-19 on the job	60%	70%	64%
Absenteeism of employees due to illness	16%	45%	33%
Lack of events to promote the downtown or business area	54%	57%	57%
The emotional health of employees	69%	59%	66%
Not having funds to cover COBRA and/or insurance expenditures for your employees	51%	70%	58%
Difficulty paying semi-annual business insurance premiums	48%	72%	57%
Difficulty purchasing and receiving new inventory for your business	34%	62%	51%



**Table 216: Question #11**

<b>Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
No reduction	3%	0%	2%
10% or less	4%	0%	2%
11 – 20%	4%	9%	7%
21 – 30%	6%	9%	6%
31 – 50%	12%	11%	10%
More than 50%	61%	60%	61%
Other	10%	11%	11%
Total	100%	100%	100%

**Table 217: Question #13**

<b>Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
A serious shortage, more than 25%	83%	79%	82%
A moderate shortage, 10 - 24%	9%	12%	10%
A small shortage, less than 10%	0%	6%	2%
No shortage	4%	0%	2%
Will experience increased revenues	0%	0%	0%
Too soon to tell	4%	3%	4%
Total	100%	100%	100%

**Table 218: Question #14**

<b>How long do you estimate you could sustain your business in the partial shutdown?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Less than 3 months	31%	34%	34%
3 to 6 months	23%	31%	26%
7 to 11 months	25%	16%	19%
1 year to 2 years	8%	9%	10%
More than 2 years	14%	9%	11%
Total	100%	100%	100%

**Table 219: Question #15**

<b>Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
1-3 months	6%	15%	11%
4-6 months	25%	33%	27%
7-11 months	25%	9%	18%
1 year or more	42%	36%	40%
It will not recover	2%	6%	4%
Total	100%	100%	100%

**Table 220: Question #16**

<b>Thinking about where your employees currently work, which of the following apply? (Select all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Most or all employees cannot work at home	56%	63%	60%
Other	23%	19%	22%
Employees were already able to, and comfortable with, working at home	21%	19%	20%
More employees are now working from home	15%	19%	15%
Not all employees have adequate technology to work from home, like computers, phone, printers	5%	7%	9%
Not all employees have adequate internet access to work at home	3%	0%	4%

**Table 221: Question #18**

<b>Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Yes	34%	42%	38%
Not yet, but intend to	14%	16%	15%
No	52%	42%	47%
Total	100%	100%	100%

**Table 222: Question #19 Percent "Already doing"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Already doing"</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Moving to more online business	74%	64%	64%
Offering online gift cards	46%	39%	45%
Offering carryout and delivery	52%	70%	59%
Engaging more with social media to promote business	56%	57%	60%
Working with Chamber of Commerce or local government to promote businesses	19%	10%	18%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	22%	48%	32%
Having regular discussions with other local business to brainstorm ideas and share experiences	51%	52%	57%
Assisting employees with transitional resources, such as unemployment benefits	69%	68%	71%
Trying to identify state and national funding sources to help alleviate losses	75%	66%	72%

**Table 223: Question #19 Percent "Considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Considering"</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Moving to more online business	18%	20%	22%
Offering online gift cards	7%	22%	14%
Offering carryout and delivery	19%	10%	16%
Engaging more with social media to promote business	27%	36%	26%
Working with Chamber of Commerce or local government to promote businesses	46%	60%	42%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	43%	30%	38%
Having regular discussions with other local business to brainstorm ideas and share experiences	26%	41%	28%
Assisting employees with transitional resources, such as unemployment benefits	7%	9%	7%
Trying to identify state and national funding sources to help alleviate losses	15%	28%	20%

**Table 224: Question #19 Percent "Not considering"**

<b>A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Percent "Not considering"</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Moving to more online business	8%	16%	15%
Offering online gift cards	46%	39%	40%
Offering carryout and delivery	30%	20%	26%
Engaging more with social media to promote business	17%	7%	14%
Working with Chamber of Commerce or local government to promote businesses	35%	30%	40%
Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief	35%	22%	30%
Having regular discussions with other local business to brainstorm ideas and share experiences	23%	7%	15%
Assisting employees with transitional resources, such as unemployment benefits	24%	23%	21%
Trying to identify state and national funding sources to help alleviate losses	10%	7%	8%

**Table 225: Question #20**

<b>How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Not at all informed	9%	9%	12%
Slightly informed	9%	26%	15%
Somewhat informed	34%	37%	33%
Very informed	49%	29%	40%
Total	100%	100%	100%

**Table 226: Question #21**

<b>Which of the following COVID-19 relief funding programs, if any, have you/do you intend to apply for? (Check all that apply.)</b> <b>Percents may add to more than 100% as respondents could check more than one response</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
SBA Paycheck Protection Program	67%	66%	66%
SBA EIDL: \$10K Loan Advance	45%	49%	44%
Unemployment Assistance	35%	37%	38%
City of Sacramento Economic Relief Loan	38%	29%	37%
California Small Business Disaster Relief Loan Guarantee Program	12%	20%	17%
Applied for assistance, but application was denied	16%	9%	16%
Applied for financial assistance and awaiting a decision	12%	6%	12%
Do not plan to apply for assistance	9%	6%	9%
I did not know about these programs	4%	11%	9%
Other	9%	0%	9%
SBA Express Bridge Loan	4%	9%	8%
SBA Debt Relief	6%	9%	8%
I-Bank Loan	6%	3%	7%
Donate for Sacramento Assistance	3%	6%	6%
Have not applied for assistance, but plan to	1%	3%	4%

**Table 227: Question #25**

<b>Next, here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. After hearing each one, please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.</b>	<b>Non-Hispanic White</b>	<b>Other</b>	<b>Overall</b>
Funding to assist with commercial rental or mortgage payments	71%	82%	76%
Assistance navigating and applying for various COVID-19-related assistance programs	62%	90%	71%
Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	30%	73%	43%
Business coaching services including marketing, financial planning, and human resources services such as employee re-training	25%	72%	40%
Technical assistance for setting up remote work	15%	41%	27%
Funding to assist with normal operational expenses, including payroll	69%	90%	74%
Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements	49%	77%	58%
Technical assistance with transitioning to or increasing businesses' online presence	37%	63%	43%
Assistance navigating new federal policies including the Families First Coronavirus Response Act	56%	72%	56%
Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs	49%	68%	52%