



CITY OF SACRAMENTO COVID-19 BUSINESS SURVEY
320-900B-WT
N= 399
MARGIN OF SAMPLING ERROR ±4.9% (95% CONFIDENCE INTERVAL)
A/B SPLITS

Hello, I'm _____ from _____, a public opinion research company. This is not a sales call and I am not asking for money. We are conducting a brief survey of Sacramento businesses on behalf of the City of Sacramento. Your individual responses will be kept strictly confidential. May I speak to an owner, senior manager, or person responsible for overall management decisions at the company? **(IF NOT AVAILABLE, ARRANGE A TIME TO CALL BACK)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely----- 72%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell----- 28%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

B. Now, please confirm that you work for a private company or business or non-profit, and that you are not a federal, state, or local government employee.

- Yes, private company/ business/non-profit ----- 100%
- No, government ----- **TERMINATE**
- (DON'T READ) DK/NA----- TERMINATE**

C. Is your business located in the City of Sacramento?

- Yes ----- 100%
- No----- **TERMINATE**
- (DON'T READ) DK/NA----- TERMINATE**

D. 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.

- 1 (self-employed) ----- 40%
- 2-5 ----- 30%
- 6-15----- 16%
- 16-25 ----- 6%
- 26-50----- 3%
- 51-250----- 3%
- 251-500----- 0%
- 501+ ----- 0%
- (DON'T READ) DK/NA ----- 1%**

E. Which of the following best describes your role at your company?

CEO, Owner, Partner, or President -----	81 %
Vice-President or Senior Manager -----	8 %
Property Manager -----	2 %
Other (Specify _____) -----	9 %
(DON'T READ) (DK/NA) -----	1 %

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

Agriculture or farming -----	0 %
Arts, audio, video technology and communications -----	4 %
Construction -----	3 %
Education and training -----	4 %
Financial activities -----	2 %
Health services -----	11 %
Information/Media -----	1 %
Leisure, food services and hospitality -----	12 %
Manufacturing -----	2 %
Marketing, sales and services -----	5 %
Nonprofit charitable organization -----	1 %
Other services, like cleaning or dog walking ---	2 %
Professional and business services -----	13 %
Public service and government -----	1 %
Shopping and retail -----	9 %
Technology and computers -----	1 %
Transportation and automotive services -----	4 %
Utilities (Gas and electric services) -----	0 %
Wholesale trade/sales -----	3 %
Other (Specify _____) -----	21 %
(DON'T READ) (DK/NA) -----	1 %

1. Next, how prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19? **(READ LIST)**

TOTAL PREPARED -----	66%
Very prepared -----	25 %
Somewhat prepared -----	41 %
TOTAL UNPREPARED -----	29%
Somewhat unprepared -----	17 %
Very unprepared -----	12 %
(DON'T READ) Don't know -----	5 %

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

Permanently shut down business with no intent to re-open -----	1 %
Completely shut down during pandemic -----	27 %
Reduced business hours -----	32 %
Expanded business hours-----	2 %
No change in business hours -----	29 %
(DON'T READ) (OTHER - Specify) -----	9 %
(DON'T READ) Don't know -----	0 %

3. How has, or how do you anticipate, COVID-19 will impact your current staffing levels? Will it lead to a reduction in staffing, an increase in staffing or no change in staffing? **(IF REDUCTION/INCREASE, ASK: Is that a significant REDUCTION/INCREASE or just a slight one?)**

Significant reduction in staffing levels -----	21 %
Slight reduction in staffing levels-----	12 %
No change in staffing levels -----	57 %
Slight increase in staffing levels -----	3 %
Significant increase in staffing levels -----	3 %
(DON'T READ) (OTHER - Specify) -----	4 %
(DON'T READ) Don't know -----	1 %

4. 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?

0%/no layoffs -----	66 %
10% or less -----	6 %
11-20% -----	4 %
21-30% -----	3 %
31-50% -----	6 %
More than 50% -----	11 %
(DON'T READ) Don't know -----	5 %

5. Beyond layoffs, have you done, or do you anticipate doing, the following as a result of COVID-19? **(READ LIST)**

Cut back hours-----	26 %
Reduce hourly rates or salaries -----	7 %
Suspend bonuses or other non-regular pay-----	4 %
Ask staff to take unpaid furlough days -----	4 %
No changes -----	49 %
(DON'T READ) (OTHER - Specify) -----	9 %
(DON'T READ) Don't know -----	2 %

6. What are your biggest concerns regarding COVID-19 for your business and employees? (OPEN-ENDED, RECORD VERBATIM RESPONSE)

Health and safety concerns for customers/employees-----	26%
Reduced in customers/business/sales/income -----	18%
Less economic activities due to COVID-19 -----	7%
Maintaining the business -----	7%
More shutdowns/restrictions -----	7%
The economy going downhill /the economy won't recover-----	5%
Financials (e.g. paying the bills) -----	5%
Accommodating to the current business norms -----	5%
Taking too long to re-open -----	4%
Loss of employees -----	2%
Lack of support from the government -----	2%
Coronavirus is overhyped by the media-----	1%
Other-----	3%
Don't know/N/A -----	7%

7. Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic: an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in your business. (RANDOMIZE)

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>DK/NA</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. Decline in business or sales -----	35%	21%	18%	22%	4%	56%
[]b. Business closed or hours reduced by government ban-----	29%	15%	10%	41%	5%	44%
[]c. Lack of technology and web resources to complete online sales -----	5%	5%	13%	65%	12%	10%
[]d. Getting supplies-----	16%	18%	19%	41%	6%	34%
[]e. Difficulty paying commercial rent, commercial mortgage or lines of credit -----	22%	17%	16%	41%	4%	39%
[]f. Not having the funds to pay employees -----	22%	10%	12%	45%	11%	32%
[]g. Ability of employees to pay rent or mortgages on reduced income-----	24%	18%	15%	33%	9%	42%
[]h. Lack of technology for employees to work from home -----	8%	4%	8%	64%	16%	12%
[]i. Concern about the well-being of employees being exposed to COVID-19 on the job -----	21%	20%	20%	36%	3%	41%

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>DK/NA</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE B ONLY)						
[j]. Daycare or childcare challenges for employees-----	14%	11%	12%	48%	15%	25%
[jk]. Hiring temporary employees to keep up with increased workflow-----	5%	6%	11%	62%	17%	11%
[jl]. Concern about the liability of our employees being exposed to COVID-19 on the job-----	22%	18%	26%	30%	4%	41%
[jm]. Absenteeism of employees due to illness-----	9%	7%	16%	57%	11%	15%
[jn]. Lack of events to promote the downtown or business area-----	17%	13%	14%	43%	12%	30%
[jo]. The emotional health of employees-----	21%	22%	27%	26%	4%	43%
[jp]. Not having funds to cover COBRA and/or insurance expenditures for your employees-----	15%	9%	9%	50%	17%	25%
[jq]. Difficulty paying semi-annual business insurance premiums-----	15%	10%	18%	48%	9%	25%
[jr]. Difficulty purchasing and receiving new inventory for your business-----	17%	10%	24%	43%	6%	27%

(RESUME ASKING ALL RESPONDENTS)

8. 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? **(READ LIST)**

- No reduction ----- 17%
- 10 percent or less----- 8%
- 11-20 percent----- 10%
- 21-30 percent----- 9%
- 31-50 percent----- 12%
- More than 50% ----- 34%
- (DON'T READ) (OTHER - Specify)** ----- 6%
- (DON'T READ) Don't know**----- 4%

9. 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? **(READ LIST)**

- A serious shortage, more than 25 percent ----- 49%
- A moderate shortage, 10-24 percent ----- 14%
- A small shortage, less than 10 percent ----- 9%
- No shortage----- 8%
- Will experience increased revenues ----- 4%
- Too soon to tell ----- 14%
- (DON'T READ) Don't know**----- 2%

10. How long do you estimate you could sustain your business in the partial shutdown? **(READ LIST)**

Less than 3 months-----	18 %
3 to 6 months-----	33 %
7 to 11 months-----	10 %
1 year to 2 years-----	10 %
More than 2 years-----	19 %
(DON'T READ) Don't know-----	11 %

11. 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? **(READ LIST)**

1-3 months-----	33 %
4-6 months-----	18 %
7-11 months-----	12 %
1 year or more-----	22 %
It will not recover-----	3 %
(DON'T READ) Don't know-----	12 %

12. Thinking about where your employees currently work, which of the following apply? **(ACCEPT MULTIPLE RESPONSES)**

Employees were already able to, and comfortable with, working at home-----	26 %
More employees are now working from home-----	12 %
Not all employees have adequate technology to work from home, like computers, phone, printers-----	4 %
Not all employees have adequate internet access to work at home-----	4 %
Most or all employees cannot work at home-----	44 %
(DON'T READ) (OTHER - Specify) -----	13 %
(DON'T READ) Don't know-----	8 %

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

Yes-----	25 %
Not yet, but intend to-----	6 %
No-----	62 %
(DON'T READ) Don't know-----	8 %

14. 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 tell me if your business is already doing it, considering doing it, or not considering it? If it does not apply, you can tell me that too. **(RANDOMIZE)**

	<u>ALREADY DOING</u>	<u>CONSIDER</u>	<u>NOT CONSIDER</u>	<u>(DON'T KNOW/NA)</u>
[] a. Moving to more online business -----	38 %	15 %	31 %	16 %
[] b. Offering online gift cards -----	17 %	9 %	50 %	23 %
[] c. Offering carryout and delivery -----	19 %	5 %	45 %	31 %
[] d. Engaging more with social media to promote business -----	51 %	17 %	22 %	10 %
[] e. Working with Chamber of Commerce or local government to promote businesses -----	13 %	27 %	38 %	23 %
[] f. Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief -----	20 %	21 %	38 %	21 %
[] g. Having regular discussions with other local business to brainstorm ideas and share experiences -----	34 %	25 %	26 %	14 %
[] h. Assisting employees with transitional resources, such as unemployment benefits -----	34 %	12 %	29 %	25 %
[] i. Trying to identify state and national funding sources to help alleviate losses -----	42 %	18 %	26 %	14 %

15. How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19? **(ROTATE TOP TO BOTTOM)**

SLIGHTLY/NOT AT ALL INFORMED -----	32%
Not at all informed -----	10%
Slightly informed -----	23%
VERY/SOMEWHAT INFORMED -----	67%
Somewhat informed -----	37%
Very informed -----	30%
(DON'T READ) Don't know -----	1%

16. Have you applied for any COVID-19 relief funding programs? **(IF YES, ASK: Which of the following have you applied for? READ CODES 1-10 AND ACCEPT MULTIPLE RESPONSES) (IF NO, ASK: Do you plan to apply for any COVID-19 funding relief programs?)**

SBA Paycheck Protection Program -----	32 %
SBA EIDL: \$10K Loan Advance-----	12 %
SBA Express Bridge Loan-----	1 %
SBA Debt Relief-----	1 %
California Small Business Disaster Relief Loan Guarantee Program-----	2 %
City of Sacramento Economic Relief Loan -----	3 %
Donate for Sacramento Assistance -----	0 %
I-Bank Loan -----	0 %
Unemployment Assistance-----	11 %
Applied for financial assistance and awaiting a decision -----	2 %
Applied for assistance, but application was denied-----	4 %
Have not applied for assistance, but plan to -----	20 %
Do not plan to apply for assistance-----	26 %
I did not know about these programs -----	8 %
(DON'T READ) Other (please specify) -----	4 %

17. What resources and support would be most helpful for your organization at this time that could be offered by local government or the Chamber of Commerce? **(OPEN-ENDED, RECORD VERBATIM RESPONSE)**

Financial relief programs (e.g. grants, loans, etc...) -----	18 %
Re-open the economy/lift restrictions-----	10 %
Government support/government guidance -----	9 %
Rent relief/mortgage relief/waive fees-----	7 %
Help promote businesses -----	6 %
PPE supplies/resources-----	5 %
Information On What Programs Are Available For Help -----	5 %
Tax breaks-----	3 %
Healthcare services/mental health services -----	2 %
Covid-19 testing -----	1 %
Covid-19 vaccine -----	1 %
Looters -----	1 %
Other-----	7 %
Don't know/N/A -----	33 %

18. What resources or help will you need to restart your business to full operating capacity after the COVID-19 pandemic? **(OPEN-ENDED, RECORD VERBATIM RESPONSE)**

Financial Relief Programs (e.g. grants, loans, etc...)	-----	19%
Reopen the economy/lift restrictions	-----	10%
Help promote businesses	-----	6%
PPE Supplies/Resources	-----	5%
Customer confidence	-----	5%
Communication on updates and guidelines	-----	5%
Rent relief/mortgage relief/waive fees	-----	3%
Vaccine/cures	-----	2%
General economic growth	-----	2%
Tax break	-----	1%
Other	-----	8%
Don't know/N/A	-----	39%

19. 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. **(RANDOMIZE)**

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DON'T</u>	
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>TOO</u>	<u>READ)</u>	<u>EXT/</u>
				<u>IMP</u>	<u>DK/NA</u>	<u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. Funding to assist with commercial rental or mortgage payments	-----29%	-----13%	-----20%	-----32%	-----5%	42%
[]b. Assistance navigating and applying for various COVID-19-related assistance programs	-----27%	-----16%	-----21%	-----30%	-----6%	43%
[]c. Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements	-----14%	-----16%	-----23%	-----41%	-----6%	30%
[]d. Business coaching services including marketing, financial planning, and human resources services such as employee re-training	-----14%	-----17%	-----18%	-----45%	-----7%	30%
[]e. Technical assistance for setting up remote work	-----8%	-----11%	-----13%	-----60%	-----7%	19%

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT TOO IMP</u>	<u>(DON'T READ) DK/NA</u>	<u>EXT/ VERY</u>
(SPLIT SAMPLE B ONLY)						
[]f. Funding to assist with normal operational expenses, including payroll-----	36%	21%	14%	20%	10%	56%
[]g. Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements -----	28%	19%	20%	27%	7%	46%
[]h. Technical assistance with transitioning to or increasing businesses' online presence-----	18%	11%	21%	44%	5%	29%
[]i. Assistance navigating new federal policies including the Families First Coronavirus Response Act-----	20%	20%	24%	27%	9%	40%
[]j. Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs-----	19%	13%	18%	40%	10%	33%

(RESUME ASKING ALL RESPONDENTS)

WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

20. Is your business _____ **(READ EACH, RECORD RESPONSE)? (RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DON'T READ) DK/NA</u>
[]a. Home-based -----	29%	69%	2%
[]b. A small business-----	93%	6%	1%
[]c. Locally-based -----	90%	8%	2%
[]d. Minority-owned-----	34%	60%	6%
[]e. Woman-owned -----	48%	47%	5%
[]f. LGBTQ+-owned-----	10%	83%	6%

21. To help advance the City's diversity and equity goals, are you willing to share your gender and race/ethnicity?

Yes ----- 90%
No ----- 10%

(ASK Q22/23 IF CODE 1 - YES - IN Q21)

22. What is your gender?

Male----- 46%
Female ----- 53%
Non-binary ----- 0%
(OTHER, Specify ___) ----- 0%
(REFUSED)----- 0%

23. With which ethnic or racial group do you identify? (READ LIST)

Asian -----	7%
White/Caucasian -----	60%
American Indian or Alaska Native-----	0%
Black or African American -----	10%
Hispanic, Latino, or Spanish origin -----	11%
Middle Eastern or North African -----	2%
Native Hawaiian or Other Pacific Islander -----	1%
Multiracial -----	5%
(OTHER, Specify ___) -----	2%
(REFUSED)-----	2%

THANK AND TERMINATE

CITY COUNCIL DISTRICT

1 -----	8%
2 -----	8%
3 -----	17%
4 -----	25%
5 -----	13%
6 -----	16%
7 -----	6%
8 -----	2%
BLANK -----	5%