Impacts of the COVID-19 Pandemic on Sacramento Businesses

Key Findings from a Citywide Survey of Businesses
Conducted June 2-10, 2020
Survey Methodology

• 399 interviews with Sacramento businesses
• Interviews conducted June 2-10, 2020
• Interviews in English and Spanish
• Interviews conducted via telephone (landline and wireless) and online
• Some percentages may not sum to 100% due to rounding
Profile of Respondents
Respondents tended to be small businesses.

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+: 3%
- Don’t know: 1%
Nearly all respondents contacted were in leadership positions.

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: 9%
- Don’t know: 1%
A wide range of sectors were represented in the survey.

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional and business services</td>
<td>13%</td>
</tr>
<tr>
<td>Leisure, food services and hospitality</td>
<td>12%</td>
</tr>
<tr>
<td>Health services</td>
<td>11%</td>
</tr>
<tr>
<td>Shopping and retail</td>
<td>9%</td>
</tr>
<tr>
<td>Marketing, sales and services</td>
<td>5%</td>
</tr>
<tr>
<td>Arts, audio, video technology and communications</td>
<td>4%</td>
</tr>
<tr>
<td>Education and training</td>
<td>4%</td>
</tr>
<tr>
<td>Transportation and automotive services</td>
<td>4%</td>
</tr>
<tr>
<td>Construction</td>
<td>3%</td>
</tr>
<tr>
<td>Wholesale trade/sales</td>
<td>3%</td>
</tr>
<tr>
<td>Financial activities</td>
<td>2%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>Other services, like cleaning or dog walking</td>
<td>2%</td>
</tr>
<tr>
<td>Information/Media</td>
<td>1%</td>
</tr>
<tr>
<td>Nonprofit charitable organization</td>
<td>1%</td>
</tr>
<tr>
<td>Public service and government</td>
<td>1%</td>
</tr>
<tr>
<td>Technology and computers</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
</tr>
</tbody>
</table>
Respondents reflect a variety of geographies and ethnicities.

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>% of Respondents</th>
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</thead>
<tbody>
<tr>
<td>Asian</td>
<td>7%</td>
</tr>
<tr>
<td>White</td>
<td>60%</td>
</tr>
<tr>
<td>African American</td>
<td>10%</td>
</tr>
<tr>
<td>Latino</td>
<td>11%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Council District 1</td>
<td>8%</td>
</tr>
<tr>
<td>Council District 2</td>
<td>8%</td>
</tr>
<tr>
<td>Council District 3</td>
<td>17%</td>
</tr>
<tr>
<td>Council District 4</td>
<td>25%</td>
</tr>
<tr>
<td>Council District 5</td>
<td>13%</td>
</tr>
<tr>
<td>Council District 6</td>
<td>16%</td>
</tr>
<tr>
<td>Council District 7</td>
<td>6%</td>
</tr>
<tr>
<td>Council District 8</td>
<td>2%</td>
</tr>
</tbody>
</table>
Most businesses were a small business and locally-based; half were woman-owned and one-third were minority-owned.

*Is your business_____?*

- **A small business**: Yes (93%), No (47%), Don’t know (5%)
- **Locally-based**: Yes (90%), No (60%), Don’t know (8%)
- **Woman-owned**: Yes (48%), No (60%), Don’t know (5%)
- **Minority-owned**: Yes (34%), No (69%), Don’t know (6%)
- **Home-based**: Yes (29%), No (69%), Don’t know (6%)
- **LGBTQ+-owned**: Yes (10%), No (83%), Don’t know (6%)
Perceptions of the Pandemic
Two-thirds say their business is prepared to deal with the changing economy, but few feel strongly.

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

- Very prepared: 25%
- Somewhat prepared: 41%
- Somewhat unprepared: 17%
- Very unprepared: 12%
- Don't know: 5%

Total Prepared: 66%
Total Unprepared: 29%
What are your biggest concerns regarding COVID-19 for your business and employees?
(Open-ended)

Health and safety concerns for customers/employees: 26%
Reduced in customers/business/sales/income: 18%
Less economical 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: 7%
Q6. What are your biggest concerns regarding COVID-19 for your business and employees?

- My biggest concern right now is a second wave of the pandemic.
- My biggest concern is keeping my clients and prospective clients safe.
- Reduced income and overreaching government regulations.
- Mental health.
- Business will become stagnant. Loss of new business will lead to cut hours and eventually loss of workers.
- Another spike in the fall probably, and increasing caseloads if it does take off again.
- My biggest concern is that it will resurge again. Will essential workers still be deemed essential workers the next time?
- Customers won’t feel comfortable in offices and I’m concerned about commercial real estate.
- We want to keep everyone safe and healthy. It is the first priority, so we are all working from home until we know it is safe to be in the office again.
- Economic impacts for years to come.
- We need to keep everyone safe and healthy. It is the first priority, so we are all working from home until we know it is safe to be in the office again.
Local businesses rate declines in business, closures and reduced hours, and the well-being of employees are the most serious problems facing them.

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.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Decline in business or sales</td>
<td>35%</td>
<td>21%</td>
<td>18%</td>
<td>22%</td>
<td></td>
<td>56%</td>
</tr>
<tr>
<td>Business closed or hours reduced by government ban</td>
<td>29%</td>
<td>15%</td>
<td>10%</td>
<td>41%</td>
<td>5%</td>
<td>44%</td>
</tr>
<tr>
<td>The emotional health of employees</td>
<td>21%</td>
<td>22%</td>
<td>27%</td>
<td>26%</td>
<td></td>
<td>43%</td>
</tr>
<tr>
<td>Ability of employees to pay rent or mortgages on reduced income</td>
<td>24%</td>
<td>18%</td>
<td>15%</td>
<td>33%</td>
<td>9%</td>
<td>42%</td>
</tr>
<tr>
<td>Concern about the liability of our employees being exposed to COVID-19 on the job</td>
<td>22%</td>
<td>18%</td>
<td>26%</td>
<td>30%</td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>Concern about the well-being of employees being exposed to COVID-19 on the job</td>
<td>21%</td>
<td>20%</td>
<td>20%</td>
<td>36%</td>
<td></td>
<td>41%</td>
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</table>
Difficulty paying rent, getting supplies, and paying employees are rated serious problems for one-third of businesses.

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<tbody>
<tr>
<td>Difficulty paying commercial rent, commercial mortgage or lines of credit</td>
<td>22%</td>
<td>17%</td>
<td>16%</td>
<td>41%</td>
<td></td>
<td>39%</td>
</tr>
<tr>
<td>Getting supplies</td>
<td>16%</td>
<td>18%</td>
<td>19%</td>
<td>41%</td>
<td>6%</td>
<td>34%</td>
</tr>
<tr>
<td>Not having the funds to pay employees</td>
<td>22%</td>
<td>10%</td>
<td>12%</td>
<td>45%</td>
<td>11%</td>
<td>32%</td>
</tr>
<tr>
<td>Lack of events to promote the downtown or business area</td>
<td>17%</td>
<td>13%</td>
<td>14%</td>
<td>43%</td>
<td>12%</td>
<td>30%</td>
</tr>
<tr>
<td>Difficulty purchasing and receiving new inventory for your business</td>
<td>17%</td>
<td>10%</td>
<td>24%</td>
<td>43%</td>
<td>6%</td>
<td>27%</td>
</tr>
<tr>
<td>Difficulty paying semi-annual business insurance premiums</td>
<td>15%</td>
<td>10%</td>
<td>18%</td>
<td>48%</td>
<td>9%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Q7. 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. Split Sample
Relatively few businesses expressed concern about lack of technology or hiring temporary employees.

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</thead>
<tbody>
<tr>
<td>Not having funds to cover COBRA and/or insurance expenditures for your employees</td>
<td>15%</td>
<td>9%</td>
<td>9%</td>
<td>50%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Daycare or childcare challenges for employees</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
<td>48%</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Absenteeism of employees due to illness</td>
<td>9%</td>
<td>7%</td>
<td>16%</td>
<td>57%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Lack of technology for employees to work from home</td>
<td>8%</td>
<td>8%</td>
<td></td>
<td>64%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Hiring temporary employees to keep up with increased workflow</td>
<td>5%</td>
<td>6%</td>
<td>11%</td>
<td>62%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Lack of technology and web resources to complete online sales</td>
<td>5%</td>
<td>5%</td>
<td>13%</td>
<td>65%</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Q7. 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. Split Sample
Impacts to Business and Revenue
More than half say that not all their employees can work from home.

Thinking about where your employees currently work, which of the following apply? (Multiple Responses Accepted)

- 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%
- Other: 13%
- Don’t know: 8%
Nearly four in five have seen a reduction in sales due to COVID-19.

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?

- No reduction: 17%
- 10% or less: 8%
- 11-20%: 10%
- 21-30%: 9%
- 31-50%: 12%
- More than 50%: 34%
- Other: 6%
- Don't know: 4%

Total Affected: 79%
Half say they are facing a serious revenue shortage.

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?

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

Businesses in City Council District 7 and in the leisure, food, hospitality, retail sectors and health services sectors are most likely to face a serious shortage.
Approximately half say that they could sustain business for less than six months in the partial shutdown.

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

- 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 know: 11%

Six Months or Less: 51%
However, a similar proportion are hopeful they can return to pre-COVID levels within six months of looser requirements.

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?

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

Businesses in the health industry and professional services are more likely than others to say they can return to normal within three months.
Taking Action
One-third have reduced their business hours, and more than one-quarter have shut down during the pandemic.

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

- Reduced business hours: 32%
- Completely shut down during pandemic: 27%
- Permanently shut down business with no intent to re-open: 1%
- No change in business hours: 29%
- Expanded business hours: 2%
Nearly half are facing a reduction in staffing levels.

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? (Among Businesses with More Than One Employee)

- Significant reduction in staffing levels: 27%
- Slight reduction in staffing levels: 19%
- No change in staffing levels: 44%
- Slight increase in staffing levels: 4%
- Significant increase in staffing levels: 4%
- Other: 2%
- Don’t know: 1%
Two in five businesses anticipate laying off at least some part of their workforce in the next six months.

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?

(Among Businesses with at Least Two Employees)

- 0%/no layoffs: 56%
- 10% or less: 9%
- 11-20%: 6%
- 21-30%: 4%
- 31-50%: 9%
- More than 50%: 12%
- Don't know: 4%

Businesses in the leisure, food, hospitality, and retail sectors are more likely to anticipate layoffs than are other businesses.
One-quarter have cut back or plan to cut back employees’ hours in response to COVID-19.

Beyond layoffs, have you done, or do you anticipate doing, the following as a result of COVID-19?

- 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%
- Other: 9%
- Don’t know: 2%
Most do not plan to change their sick or leave policies in response to COVID-19.

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 know: 8%
A majority is already or considering using social media to promote business, identifying state and national funding, and moving more business to online.

A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Please tell me if your business is already doing it, considering doing it, or not considering it?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Already Doing</th>
<th>Consider</th>
<th>Not Consider</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaging more with social media to promote business</td>
<td>51%</td>
<td>17%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Trying to identify state and national funding sources to help alleviate losses</td>
<td>42%</td>
<td>18%</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Moving to more online business</td>
<td>38%</td>
<td>15%</td>
<td>31%</td>
<td>16%</td>
</tr>
<tr>
<td>Having regular discussions with other local business to brainstorm ideas and share experiences</td>
<td>34%</td>
<td>25%</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Assisting employees with transitional resources, such as unemployment benefits</td>
<td>34%</td>
<td>12%</td>
<td>29%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Q14. A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Please tell me if your business is already doing it, considering doing it, or not considering it?

- Working with other community stakeholders to begin discussions with landlords about rent abatement or mortgage relief
  - Already Doing: 20%
  - Consider: 21%
  - Not Consider: 38%
  - Don't Know: 21%
  - Total: 41%

- Offering carryout and delivery
  - Already Doing: 19%
  - Consider: 5%
  - Not Consider: 45%
  - Don't Know: 31%
  - Total: 24%

- Offering online gift cards
  - Already Doing: 17%
  - Consider: 9%
  - Not Consider: 50%
  - Don't Know: 23%
  - Total: 26%

- Working with Chamber of Commerce or local government to promote businesses
  - Already Doing: 13%
  - Consider: 27%
  - Not Consider: 38%
  - Don't Know: 23%
  - Total: 40%

One in five say they are already working with other community stakeholders to obtain rent or mortgage relief.
Supporting Sacramento Businesses
Only three in ten feel “very informed” about resources to help mitigate the impact of COVID-19.

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

- Not at all informed: 10%
- Slightly informed: 23%
- Somewhat informed: 37%
- Very informed: 30%
- Don't know: 1%

Those most likely to feel uninformed are in the arts, retail and health services industries, are self-employed, and in District 5 and 6.
Most respondents have applied for relief, with the SBA Paycheck Protection Program being the most common.

Have you applied for any COVID-19 relief funding programs? Which of the following have you applied for? Do you plan to apply for any COVID-19 funding relief programs? (Multiple Responses Accepted)

- SBA Paycheck Protection Program: 32%
- SBA EIDL: $10K Loan Advance: 12%
- Unemployment Assistance: 11%
- Applied for assistance, but application was denied: 4%
- City of Sacramento Economic Relief Loan: 3%
- California Small Business Disaster Relief Loan Guarantee Program: 2%
- Applied for financial assistance and awaiting a decision: 2%
- SBA Express Bridge Loan: 1%
- SBA Debt Relief: 1%
- 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%
- Other: 4%
Respondents say financial relief programs, re-opening the economy, and government support would be most helpful.

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)

- 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 - 33%
Q17. 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?

- Reopen the economy.
- Support developing protocols that allow outdoor events, even in very limited capacity.
- Being a voice for us and convincing our landlord to lower the rent.
- Where to go for financial help and where to help others in need.
- Tax bill deferment.
- Help with how to deal with the mental stress.
- PPE to supply to my employees.
- Press releases, educational seminars on benefits available to us. I didn't realize Sacramento has an emergency loan program.
- Participation in a special committee to assist with this issue.
- More testing for the residents and people.
Similarly, businesses point to financial relief, re-opening the economy and business promotion support as being most helpful for returning to full operating capacity.

**What resources or help will you need to restart your business to full operating capacity after the COVID-19 pandemic? (Open-ended)**

<table>
<thead>
<tr>
<th>Resource/Support</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Financial Relief Programs (e.g. grants, loans, etc.)</td>
<td>19%</td>
</tr>
<tr>
<td>Reopen the economy/lift restriction</td>
<td>10%</td>
</tr>
<tr>
<td>Help promote businesses</td>
<td>6%</td>
</tr>
<tr>
<td>PPE Supplies/Resources</td>
<td>5%</td>
</tr>
<tr>
<td>Customer confidence</td>
<td>5%</td>
</tr>
<tr>
<td>Communication on updates and guidelines</td>
<td>5%</td>
</tr>
<tr>
<td>Rent relief/mortgage relief/waive fees</td>
<td>3%</td>
</tr>
<tr>
<td>Vaccine/cures</td>
<td>2%</td>
</tr>
<tr>
<td>General economic growth</td>
<td>2%</td>
</tr>
<tr>
<td>Tax break</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>Don't know</td>
<td>39%</td>
</tr>
</tbody>
</table>
Q18. What resources or help will you need to restart your business to full operating capacity after the COVID-19 pandemic?

Government employees to go back to work and do their job so I’m allowed to do anything other than pay bills with no legal means to make money.

I need restaurants open and for business lunches to resume comfortably without the fear messages coming from our city/state.

Everybody needs financial support to start again.

We just need confidence that we are not going to be shut back down. Right now between riots and COVID-19, it is making running a small business very hard!

Financial resources. The SBA loan amounts were too small and meager and barely covered bills.

Marketing resources.

Chamber of Commerce doing advertising and letting people know that businesses are open.

Rent reduction - not have to pay full rent, but to pay partial rent.

We need other businesses to open back up and get back working.

Just a help with projected losses due to a lack of business flow.
Support with operational expenses, tenant improvements, and navigating assistance programs are most important to businesses.

Here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. Please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.

- Funding to assist with normal operational expenses, including payroll
  - Ext. Impt.: 36%
  - Very Impt.: 21%
  - Smwt. Impt.: 14%
  - Not Too Impt.: 20%
  - Don't Know: 10%
  - Total: 56%

- Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements
  - Ext. Impt.: 28%
  - Very Impt.: 19%
  - Smwt. Impt.: 20%
  - Not Too Impt.: 27%
  - Don't Know: 7%
  - Total: 46%

- Assistance navigating and applying for various COVID-19-related assistance programs
  - Ext. Impt.: 27%
  - Very Impt.: 16%
  - Smwt. Impt.: 21%
  - Not Too Impt.: 30%
  - Don't Know: 6%
  - Total: 43%
Two in five say help with commercial rent and navigating federal policies is “very important.”

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<tbody>
<tr>
<td>Funding to assist with commercial rental or mortgage payments</td>
<td>29%</td>
<td>13%</td>
<td>20%</td>
<td>32%</td>
<td>5%</td>
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<tr>
<td>Assistance navigating new federal policies including the Families First Coronavirus Response Act</td>
<td>20%</td>
<td>20%</td>
<td>24%</td>
<td>27%</td>
<td>9%</td>
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<tr>
<td>Assistance in connecting employees who are laid off, furloughed, or unpaid leave with assistance programs</td>
<td>19%</td>
<td>13%</td>
<td>18%</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>Assistance establishing new workplace policies and staffing, re-training to comply with COVID-19-related requirements</td>
<td>14%</td>
<td>16%</td>
<td>23%</td>
<td>41%</td>
<td>6%</td>
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</table>
Q19. Here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. Please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.

Technical assistance for remote work rated as important by a smaller subset.

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<tbody>
<tr>
<td>Business coaching services including marketing, financial planning, and human resources services such as employee re-training</td>
<td>14%</td>
<td>17%</td>
<td>18%</td>
<td>45%</td>
<td>7%</td>
<td>30%</td>
</tr>
<tr>
<td>Technical assistance with transitioning to or increasing businesses’ online presence</td>
<td>18%</td>
<td>11%</td>
<td>21%</td>
<td>44%</td>
<td>5%</td>
<td>29%</td>
</tr>
<tr>
<td>Technical assistance for setting up remote work</td>
<td>8%</td>
<td>11%</td>
<td>13%</td>
<td>60%</td>
<td>7%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Conclusions
Conclusions

✓ Sacramento businesses have been greatly affected by the COVID-19 pandemic.
  ▪ One quarter have shut down, and an additional one-third have cut hours.
  ▪ Four in five have seen a reduction in sales.
  ▪ Half say they are facing a serious revenue shortage.
  ▪ One-third anticipate laying off a portion of their staff in the next six months.
  ▪ Those in the hospitality, retail, and health services industries are particularly
    affected by the economic crisis.

✓ Most businesses say they cannot withstand current conditions for more than
 six months.

✓ However, most businesses say they could return to normal pre-pandemic
 levels within a year if restrictions are lifted.

✓ Only three in ten consider themselves “very informed” about resources
 available to help businesses.

✓ Support with operational expenses, expenses to adapt workplaces to be safer
 and cleaner, and help navigating assistance programs are most highly-
 prioritized.
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