


Small Business Survey (April 2020) (MGCC / MACDC)

Category	English		Spanish	
Total Responses	402		14	
Size of Workforce (number of employees)	< 10:	77%	85% are micro enterprises (< 4 employees)	
	11 to 100:	19 %		
	>100:	~ 4%		
Revenue	<\$50K:	18%	<\$50K:	43%
	51K-100K:	15%	\$51K-\$100K:	28%
	101K-500K:	28%	101K-500K:	21%
Federal Stimulus Effective?	YES	46%	YES:	72%
	NO:	52%	NO:	28%
Application Help > 85% come from:	Self:	34%	Self:	21%
	CPA:	13%	CPA:	14%
	Lender:	18%	Lender:	14%
	CDC/NPs:	23%	CDC/NPs:	43%
Need to Downsize?	Yes:	48%	Yes:	50%
	No:	52%	No:	50%
SBA Package to Apply?	EEIG:	55%	EEIG:	41%
	SBDRP:	38%	SBDRP:	41%
	PPP:	59%	PPP:	16%
	None:	14%	None:	0

Preliminary Results (English Survey)



Survey Coverage – 147 cities and towns across the State responded

- 92% less than 25 employees;
- 80% less than \$1M in sales.

Decline in Revenue

- 73% see > 50% decline in sales
- 42% > 75% decline

Financial Capacity

- 42% are floating themselves with personal funds

Information Dissemination

- 18% are deeply informed on stimulus package;
- 36% aren't highly aware if at all


Government Stimulus

- Only 59% are taking advantage of PPP
- 56% don't see stimulus relief helping them

Technical Assistance

- Communications, Operations, disaster planning and peer support

Preliminary Results (Spanish Survey)



Survey Coverage – 14 cities (Gateway Cities,,)

- 70% of the business have less than \$100,000 in annual income

Revenue

- >70% expect to lose higher than 50% of the revenue
- > 50% have been forced to let go employees

Financial Capacity

- 80% rely on personal savings and family / friends funds

Information Dissemination

- 50% heard about the support programs through Word-of-Mouth (WOM) and spanish media (Radio, TV, newspaper)
- 35% from Chambers and business associations

Government Stimulus

- > 85% have limited awareness of the Federal Emergency assistance
- Only 14% (or two out 14) have applied to SBA emergency funds

Technical Assistance

- > 60% requested help on: business continuity; disaster planning
iLegal

Preliminary Results (Sample of Comments)



11.- Beyond financial assistance, what other type of assistance do you anticipate you'll need to manage effects of the Coronavirus outbreak?

- Very Little information available in Spanish
- Sanitation guidelines for our bldgs now & if evidence of virus
- Cash Flow is the only help i need
- We're considered essential workforce. I need info to protect my employee
- Website help would make it so I could stay in business. But it costs a thousands
- marketing and insurance for sure
- fundraising (we are a non-profit)
- Multiple choices: operational, insurance, communication
- Communications/Social Media AND Peer Support/Networking
- changing business model
- Going on line sales/delivery
- Emotional support for staff
- Not aware of any assistance that applies to our situation

Preliminary Results (Sample of Comments)



10. Do you believe the relief options available under the federal stimulus package will be able to effectively meet your business needs in the next 3 months? If No, why not? - Comments

- I do not want debt
- Nowhere near enough to compensate for our losses
- I feel like I will just be going into debt to make it through this period and then my expenses will increase. The uncertainty of a rise in payroll taxes to cover items such as unemployment and the interest on loans that need to be taken out etc are weighing heavily.
- I have a part time job with benefits so not sure I qualify for assistance with my own business
- Since my business is new, and our profitability was just starting to be established, I don't have proven income loss. I am worried this will prevent me from qualifying for funds to cover the basic expenses in order to keep my storefront.
- There are too many people applying, and the government was not prepared to handle an event of this magnitude.
- If the payroll protection program happens, it will save my business
- I am concerned that customers will accommodate to purchasing most goods online or through large regional and national chains
- the current stimulus will get us through the next 2 months. I expect our business to be slow for at least 6-12 months

Resultados Preliminares (Encuesta en Español)

Algunos Comentarios En Español

- Que no nos discriminen que si pagamos impuestos. Hay MUY POCA información en Español.
- Tolerancia en pagos atrasados
- Que abran los negocios no indispensables como lo es la mecánica estamos siendo afectados drásticamente por la ausencia de clientes en nuestro negocio debido al temor del contagio del COVI-19
- que aumentara la cantidad de avance para los pequeños prestamos. Con 10k tengo que pagar la renta del local, los servicios y no me queda para pagar mi casa, y mis servicios. Debido a la crisis no tengo ingresos.
- Mucho papeleo y perdida de tiempo. No confié en estos programas fantasmas que NO están diseñados para los negocios pequeños Latinos. Son solo para la gente que sabe Ingles.
- Que los pequeños negocios están siendo afectados, mas que los grandes negocios, por falta de seguros de prevención, por falta de información en español, por falta de asesoria empresarial a micro empresarios.
- Porque tengo entendido que los primeros que apliquen serán los primeros que obtengan el dinero o sea que no se cuales son mis posibilidades
- Soy dueño de un restaurant el cual manejo junto a mi esposa. los dos estamos sin ingreso pues hemos tenido que cerrar ya que las ventas han bajado un 75%
- Que los pequeños negocios están siendo afectados, mas que los grandes negocios, por falta de seguros de prevención, por falta de información en español, por falta de asesoría empresarial a micro empresarios.
- Ayuda mas simples para pequenos negocios.