



The MassINC Polling Group
Survey of 1,868 Massachusetts Small Businesses
Topline Results
Field Dates: June 23 – July 13, 2020

Which of the following best describes the company as of right now?

Closed for business	13%
Open in a limited way	52%
Completely open	33%
Unsure, prefer not to answer	1%

IF CLOSED, ASK:

Do you think the company will reopen, or is it shut down for good?

Will reopen	50%
Uncertain about reopening	44%
Shut down for good	4%
Unsure, prefer not to answer	2%

IF SHUT DOWN FOR GOOD, ASK NEXT 2, THEN SKIP TO DEMOGRAPHICS:

What were the main factors that led to the company closing? *Open-ended. Coded responses to follow.*

What kinds of help, if any, do you need as they company closes? *Open-ended. Coded responses to follow.*

IF CLOSED OR OPEN IN A LIMITED WAY

When do you think more of the business will reopen?

Less than 1 month	12%
1-2 more months	24%
3-4 more months	18%
5-6 more months	10%
6-12 more months	16%
More than 12 months	7%
Unsure, prefer not to answer	13%

ASK OF ALL (OPEN, OPEN PARTIALLY, CLOSED FOR NOW)

How well do you understand the state's reopening rules and regulations as they relate to your specific business?

Very well	53%
Somewhat well	37%
Not too well	7%
Not at all	2%
Unsure, prefer not to answer	1%

As of right now, about how many total employees does the company have in each situation? A rough estimate is fine.

ROTATE ORDER	None	One	Two to Five	More than five	All (amount not given)
Furloughed	69%	11%	11%	10%	<1%
Working a partial schedule	49%	20%	20%	10%	<1%
Working normal hours	35%	18%	21%	24%	2%
Laid off	72%	9%	11%	8%	<1%
Furloughed or laid off, combined	54%	12%	17%	16%	<1%

ASK NEXT 3 QUESTIONS OF THOSE WHO FURLOUGHED OR LAID OFF ANY EMPLOYEES

You mentioned ___ employees have been furloughed and ___ have been laid off. How many of these employees do you anticipate will be rehired in the next 6 months? A rough estimate is fine.

None	20%
One	29%
Two to five	31%
More than five	19%
All (amount not given)	<1%
Unsure, prefer not to answer	1%

Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.

State unemployment assistance	21%
Federal pandemic unemployment assistance	13%
SNAP food assistance, AKA food stamps	4%
Unsure, prefer not to answer	74%

Has the company had any difficulty getting furloughed employees to return to work?

Yes we have	29%
No we have not	29%
Have not tried	29%
Unsure, prefer not to answer	12%

IF YES ASK...

What reasons have employees given for not wanting to return to work? Please select all that apply.

Making more money from unemployment than at work	66%
Afraid of being infected	48%
Lack of child care / school for kids at home	33%
Have found other employment	16%
Other	11%
Unsure, prefer not to answer	2%

Approximately what **percent change** in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?

Down 50% or more	44%
Down 25% to 49%	20%
Down 10% to 24%	12%
Down 1% to 9%	3%
About the same as last year	7%
Up 1% to 9%	3%
Up 10% to 24%	3%
Up 25% to 49%	2%
Up 50% or more	1%
Unsure, prefer not to answer	5%

How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?

Down 50% or more	26%
Down 25% to 49%	24%
Down 10% to 24%	16%
Down 1% to 9%	4%
About the same as last year	9%
Up 1% to 9%	4%
Up 10% to 24%	5%
Up 25% to 49%	3%
Up 50% or more	2%
Unsure, prefer not to answer	7%

At this point in time, what are the biggest challenges for the company related to the pandemic? *Open-ended; coded responses to follow.*

Since the shutdown started, has the company missed payments for any of the following?

Rent	21%
Taxes	12%
Utilities	14%
Insurance	11%
Vendors / supplier bills	19%
None of these	64%
Unsure, prefer not to answer	4%

In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply

Customers coming into a physical location	58%
Employees going out to customers	42%
Employees / customers interacting remotely	29%
Unsure, prefer not to answer	3%

Does the company have a business banking relationship?

Yes we do	89%
No we do not	6%
Other (specify: _____)	1%
Unsure, prefer not to answer	4%

How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?

Very confident	30%
Somewhat confident	30%
Not very confident	11%
Not at all confident	11%
Do not have insurance	6%
Unsure, prefer not to answer	12%

Did the company apply for a Paycheck Protection Program (PPP) loan?

Yes we did	71%
No, we did not	28%
Unsure, prefer not to answer	2%

How much was the PPP loan the company applied for?

Under \$10,000	14%
\$10,000 - \$24,999	19%
\$25,000 - \$49,999	16%
\$50,000 - \$99,999	16%
\$100,000 - \$249,999	15%
\$250,000 - \$499,999	8%
\$500,000 - \$999,999	3%
\$1,000,000 or more	3%
Unsure, prefer not to answer	6%

What is the status of the company's PPP loan application?

It was approved for the full amount	78%
It was approved for a smaller amount	13%
It was denied	3%
It has not yet been approved or denied	3%
Unsure, prefer not to answer	2%

What materials and supplies is the company struggling to procure, if any? *Open-ended. Coded responses to follow.*

Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?

Yes, all of it	42%
Yes, some of it	39%
No, none of it	3%
Have not tried	5%
We don't need personal protective equipment	8%
Unsure / prefer not to answer	1%

How useful would each of the following types of financial and management assistance be to the company in the next few months?

	Very useful	Somewhat useful	Not very useful	Not at all useful	Unsure, prefer not to answer
ROTATE ORDER					
Revising financial plans	26%	30%	19%	17%	8%
Legal help dealing with creditors, suppliers, or landlords	16%	17%	25%	34%	8%
Help with the PPP loan forgiveness process	43%	20%	10%	18%	8%
Access to low interest loans	37%	22%	15%	21%	6%
Finding new revenue sources	58%	21%	7%	9%	5%
Access to grant funding	64%	15%	5%	10%	6%

How useful would each of the following types of business planning assistance be to the company in the next few months?

	Very useful	Somewhat useful	Not very useful	Not at all useful	Unsure, prefer not to answer
ROTATE ORDER					
Business continuity and disaster planning	25%	34%	20%	15%	6%
Assessing strategic priorities	25%	32%	21%	16%	6%
Updating your business plan	24%	31%	23%	16%	5%
Human resources guidance or coaching	17%	29%	25%	23%	6%
Diversity, equity, and inclusion training	15%	23%	28%	26%	8%
Complying with reopening rules and regulations on safety.	24%	32%	22%	16%	5%

How useful would each of the following types of communications and marketing assistance be to the company in the next few months?

ROTATE ORDER	Very useful	Somewhat useful	Not very useful	Not at all useful	Unsure, prefer not to answer
Digital marketing	40%	33%	10%	12%	5%
Crisis communications	17%	29%	28%	20%	6%
Using social media	39%	34%	13%	10%	4%
Selling online	30%	21%	20%	23%	5%
Changing brand messaging	19%	27%	25%	22%	8%

Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?

Very helpful	26%
Somewhat helpful	38%
Somewhat unhelpful	11%
Very unhelpful	12%
No new regulations	2%
Unsure, prefer not to answer	10%

ASK UNLESS PREVIOUS QUESTION = 5 (NO NEW REGULATIONS).

How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?

Very helpful	17%
Somewhat helpful	39%
Somewhat unhelpful	13%
Very unhelpful	13%
No new regulations	3%
Unsure, prefer not to answer	15%

BUSINESS DEMOGRAPHICS

Number of employees (pre-COVID):

1 employee	28%
2 to 5	27%
6 to 10	14%
10 to 25	18%
26 to 100	10%
101 to 250	2%
251 to 500	1%
Unsure, prefer not to answer	<1%

Position of respondent within company:

Associate	1%
Manager	4%
Senior Manager	2%
Director	2%
Vice President	1%
Senior Vice President	<1%
C-level executive (CFO, COO)	5%
President / CEO	21%
Owner	60%
Other	3%
Prefer not to answer	<1%

Estimated 2019 gross revenue:

Under \$10,000	6%
\$10,000 - \$24,999	5%
\$25,000 - \$49,999	6%
\$50,000 - \$99,999	10%
\$100,000 - \$249,999	17%
\$250,000 - \$499,999	14%
\$500,000 - \$999,999	12%
\$1 million - \$4.9 million	20%
\$5 million to \$9.9 million	4%
\$10 million or more	4%
Unsure, prefer not to answer	3%

Industry:

Restaurants/Bars/Food or beverage service	13%
Retail trade	9%
Health care	7%
Construction	6%
Manufacturing	6%
Beauty / personal care	5%
Education	4%
Non-profit	4%
Finance/Banking	3%
Media/communications	3%
Real Estate	3%
Transportation	3%
Agriculture, mining, or other natural resource extraction	2%
Information technology	2%
Wholesale trade	2%
Hotels/motels	1%
Insurance	1%
Social services	1%
Other business or professional services	23%
Unsure, prefer not to answer	2%

Business owners / founders (select all that apply):

Female	33%
Male	63%
Unsure, prefer not to answer	10%
LGBTQ	6%
White / Caucasian	75%
African-American / Black	7%
Hispanic / Latino	9%
Asian or Pacific Islander	6%
All other	5%
Unsure, prefer not to answer	7%

Region of state:

Western	14%
Central	9%
Southeast	13%
Outer suburbs	34%
Inner Suburbs	16%
Boston proper	12%
Unsure, prefer not to say	1%

About the survey

These results are from a survey of 1,868 small businesses (defined as having fewer than 500 employees) in Massachusetts. Respondents were contacted by a network of sponsoring and participating organizations (see graphic below) as invited to complete an online survey. The survey was offered in English, Spanish, Portuguese, Mandarin, Khmer, Vietnamese, and Haitian Creole. The final survey data was weighted to estimated population parameters by race and gender of the business owners, based on data from the U.S. Census and the Small Business Administration.

