



Central Florida Small Business - Covid-19 Impact Survey Preliminary Results

Survey | Thanks and Acknowledgements

Rob Arturi, Viden Media
Craig Hosking, Maximize Digital Media
Becky Bywater, Central Florida SCORE
Kate Lake, My Office & More
Ana Rivera, Puerto Rican Hispanic
Chamber
Larry Mitchell, Central Florida Business
Diversity Council
City of Lakeland Communications Dept.
Polk Tax Collector's Office

Results | About the Respondents

Total Responses in report:

489 (210) Comments

Total Lakeland Businesses in report:

231

Business Owners:

445

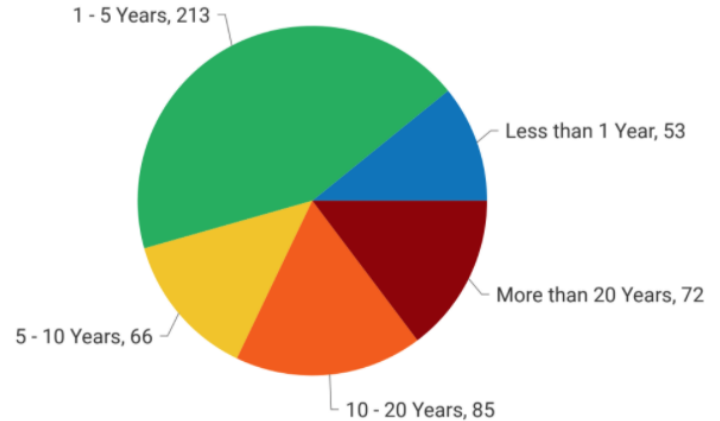
Non-Profit Representatives:

16

Number of Employees:

3,200

Years in Business



489 responses in 489 results

Results | Business Organizations

Local Chamber of Commerce:

64

BRIDGE Local:

47

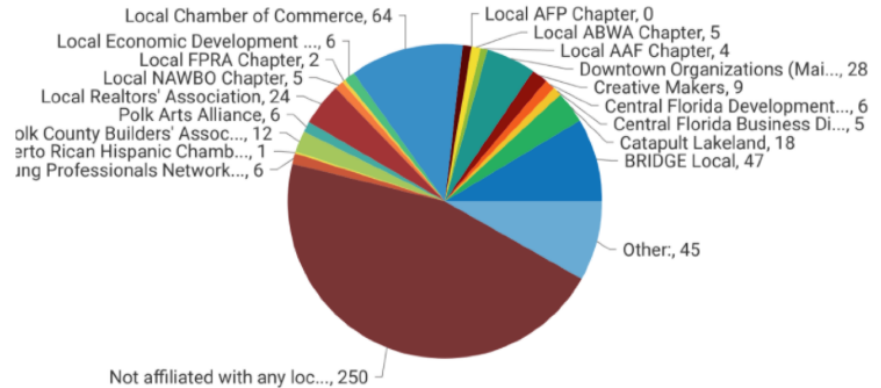
Other:

45

No Affiliation to Business Organizations:

250

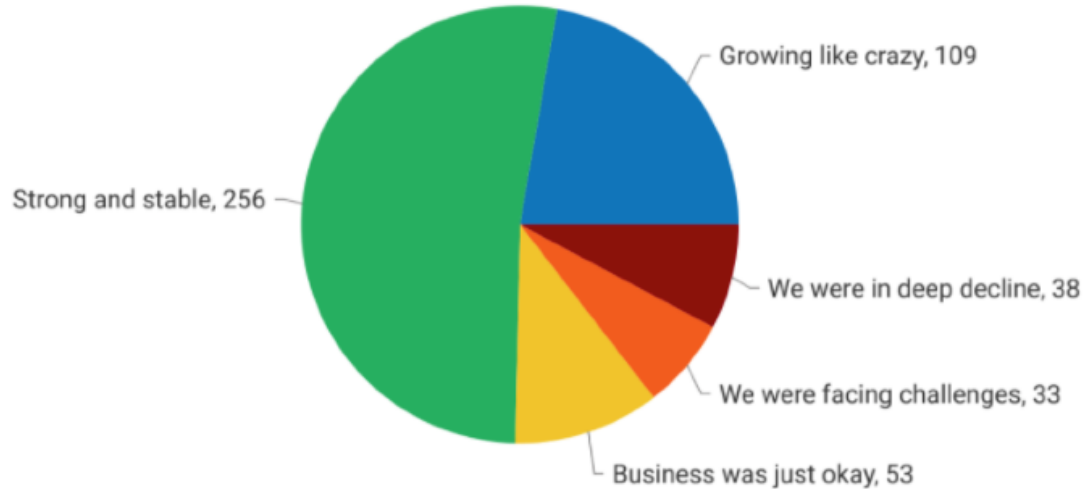
Is your business affiliated with any local business organizations? (please check all that apply)



548 responses in 408 results

Results | Pre-Covid-19 Status

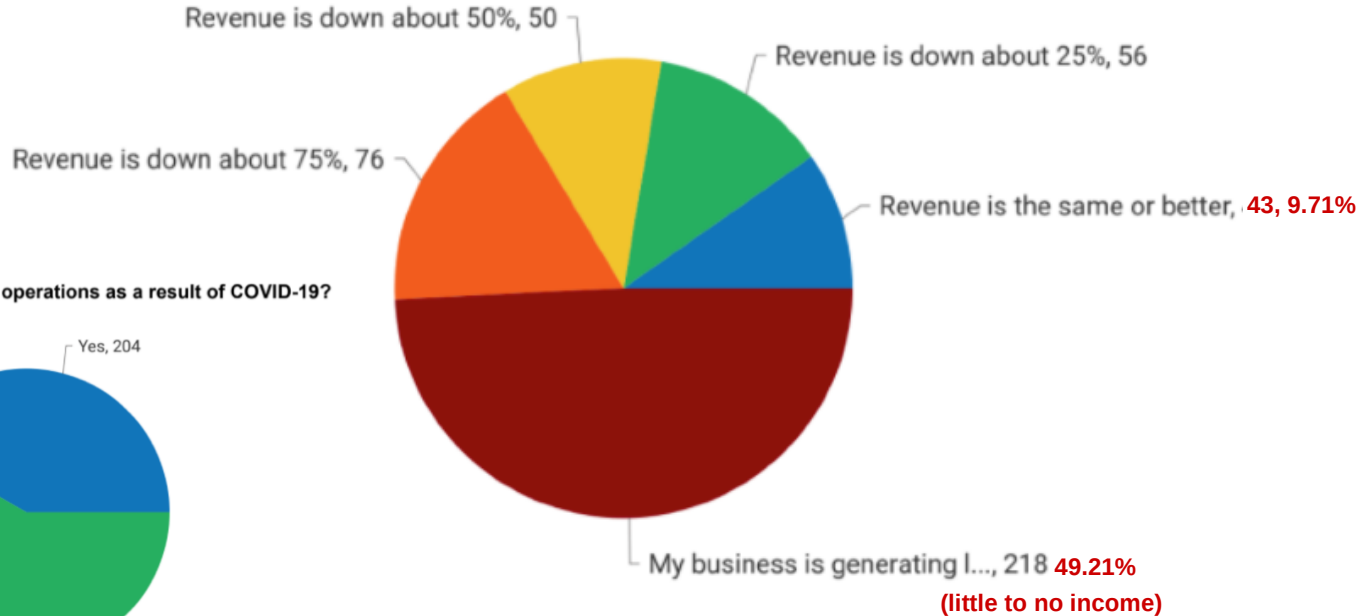
Which phrase best describes your business prior to the COVID-19 outbreak?



489 responses in 489 results

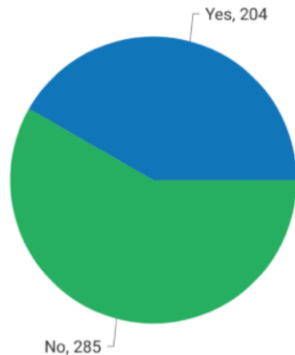
Results | Current Impact on Revenue

Which best describes the effect of COVID-19 on your business revenue?



443 responses in 443 results

Did your business cease operations as a result of COVID-19?

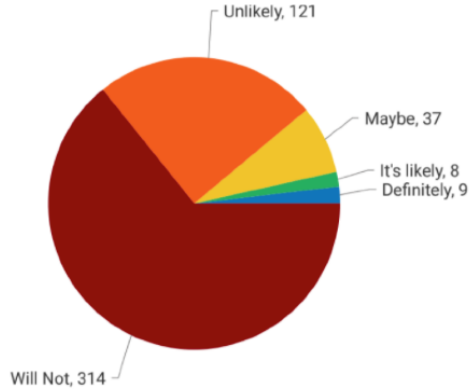


489 responses in 489 results

Results | Current Coronavirus Protocols

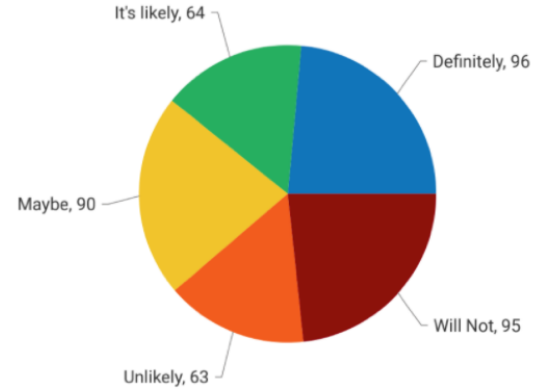
If the government shutdown were to end at the following points, what is the likelihood your business will be forced to close permanently?

If it ended in a week



489 responses in 489 results

If it ended 2 months from now



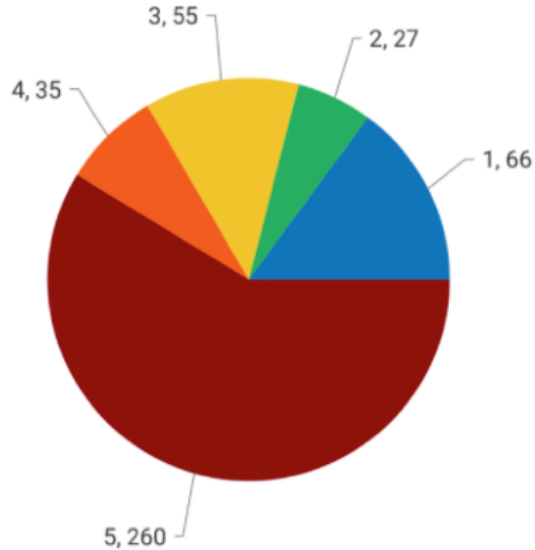
408 responses in 408 results

*Confidence in keeping business open in the future if they are able to open in one week, vs 2 months drops **40%** among the businesses who responded. **25%** feel they will have to close permanently if they cannot open for two months.*

Results | Main Concerns

Please rate the following issues with 1 star being the least concerned and 5 stars being the most critical.

Access to economic assistance/more funding available



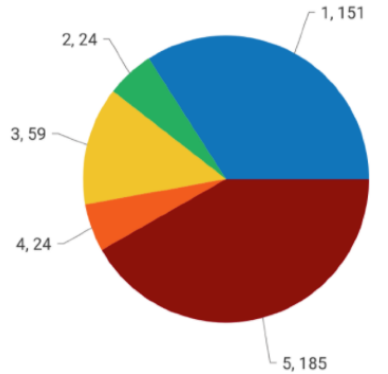
443 responses in 443 results

Most
significant
concern over
all
respondents

Results | Main Concerns

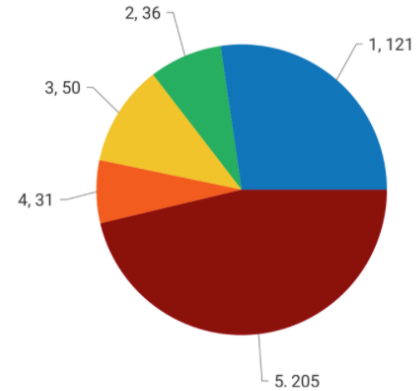
Please rate the following issues with 1 star being the least concerned and 5 stars being the most critical.

Paying the business' rent



443 responses in 443 results

Making payroll

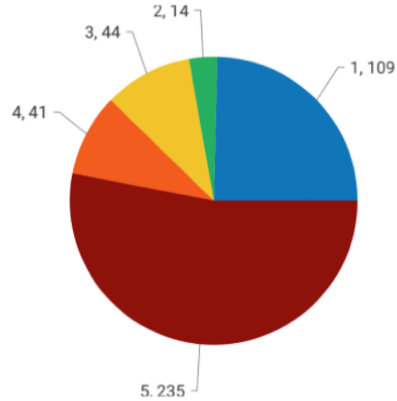


443 responses in 443 results

Results | Main Concerns

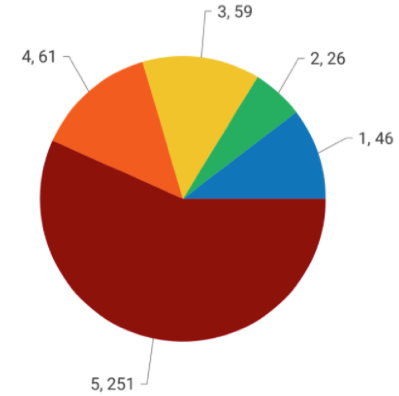
Please rate the following issues with 1 star being the least concerned and 5 stars being the most critical.

My employee's financial wellbeing



443 responses in 443 results

Losing customers/accounts/projects

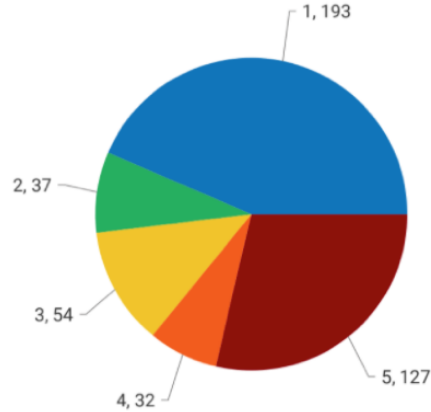


443 responses in 443 results

Results | Main Concerns

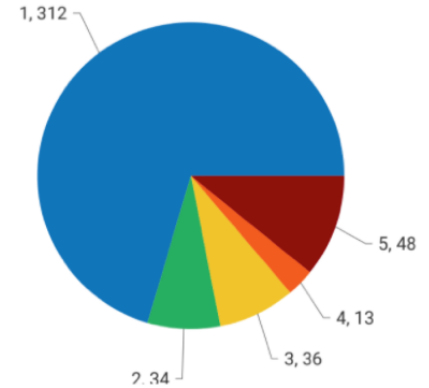
Please rate the following issues with 1 star being the least concerned and 5 stars being the most critical.

Losing employees



443 responses in 443 results

Hiring new employees right now

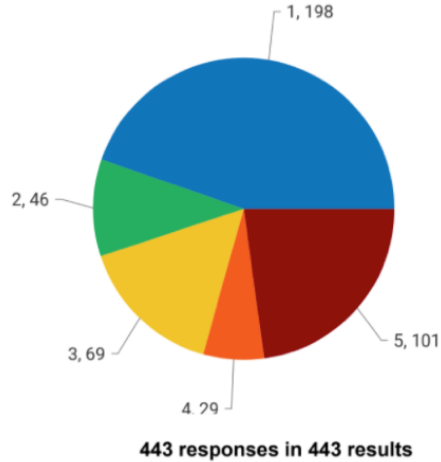


443 responses in 443 results

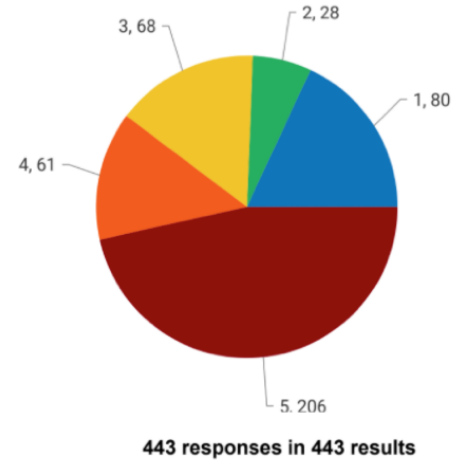
Results | Main Concerns

Please rate the following issues with 1 star being the least concerned and 5 stars being the most critical.

Sourcing inventory and/or supplies

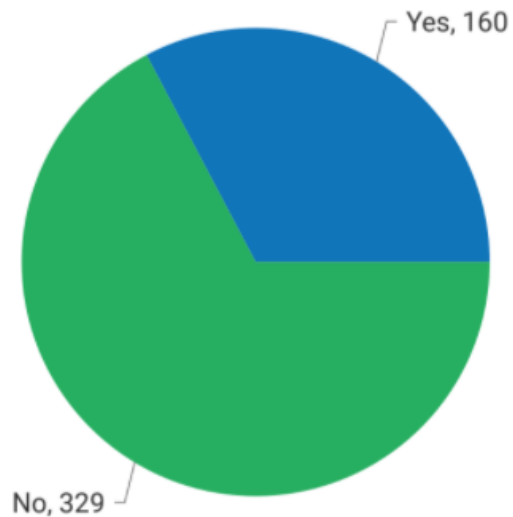


Customer traffic/leads



Results | Employees

Have you had to lay off employees?

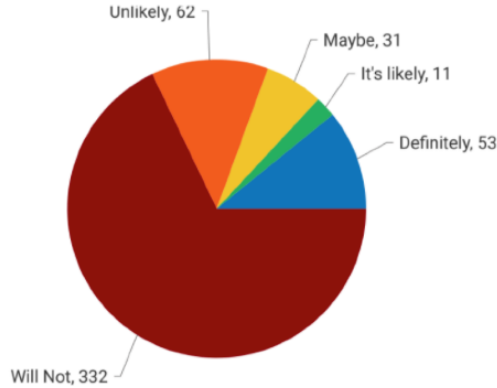


489 responses in 489 results

Results | Employees

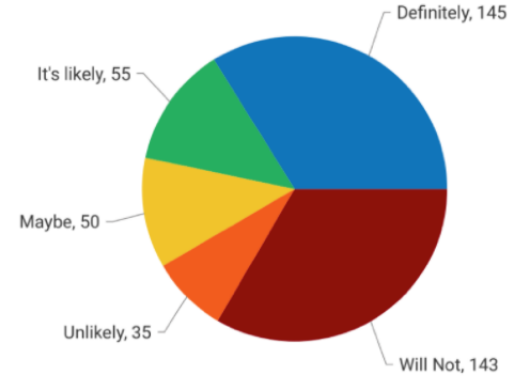
If the government shutdown were to end at the following points, what is the likelihood you will start laying off employees or make additional layoffs?

If it ended in a week



489 responses in 489 results

If it ended two months from now

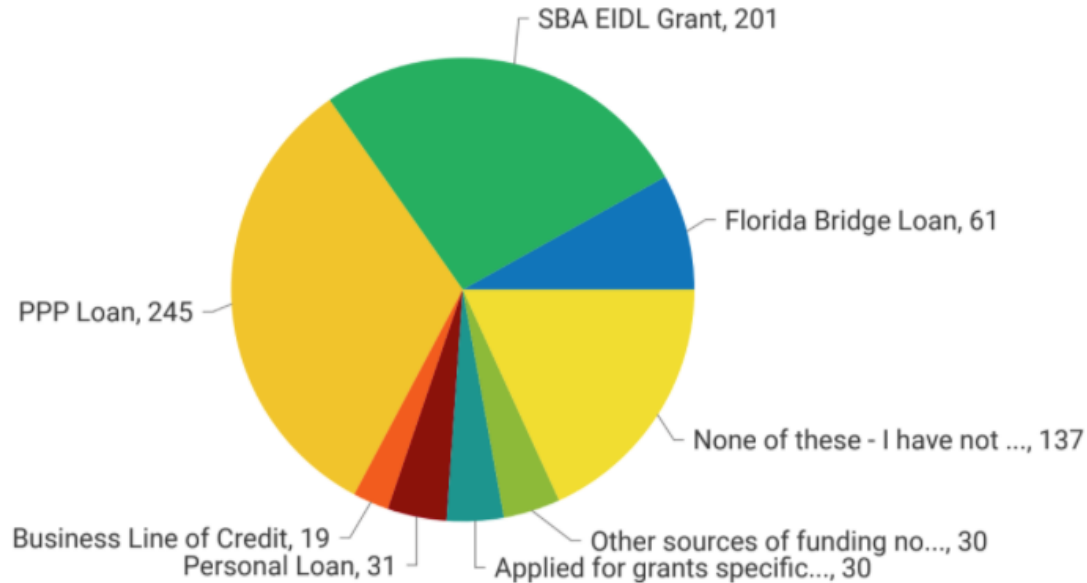


428 responses in 428 results

Confidence in keeping being able to keep current employees decreases by 35% if businesses cannot open for 2 months.

Results | Financial Assistance

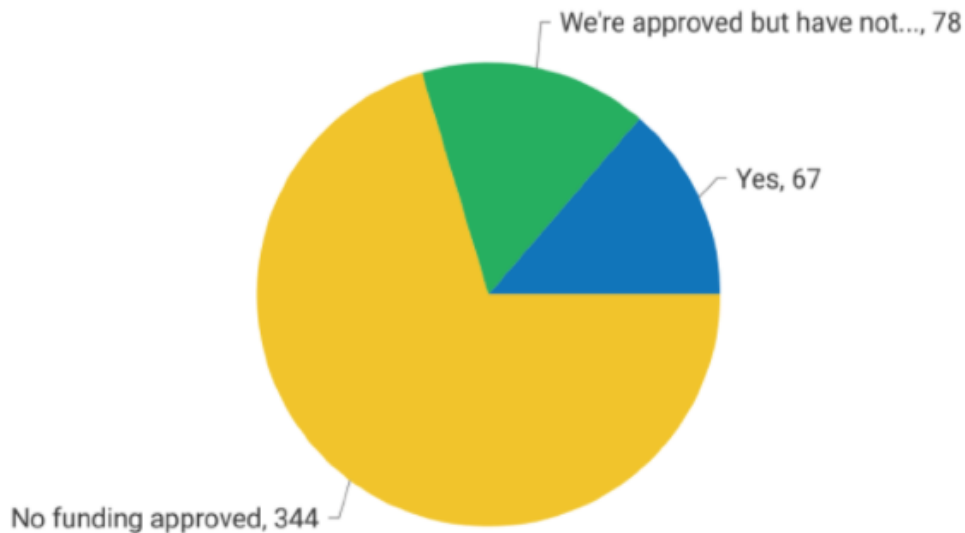
Have you applied for any of the following forms of assistance? (check all that apply)



754 responses in 489 results

Results | Financial Assistance

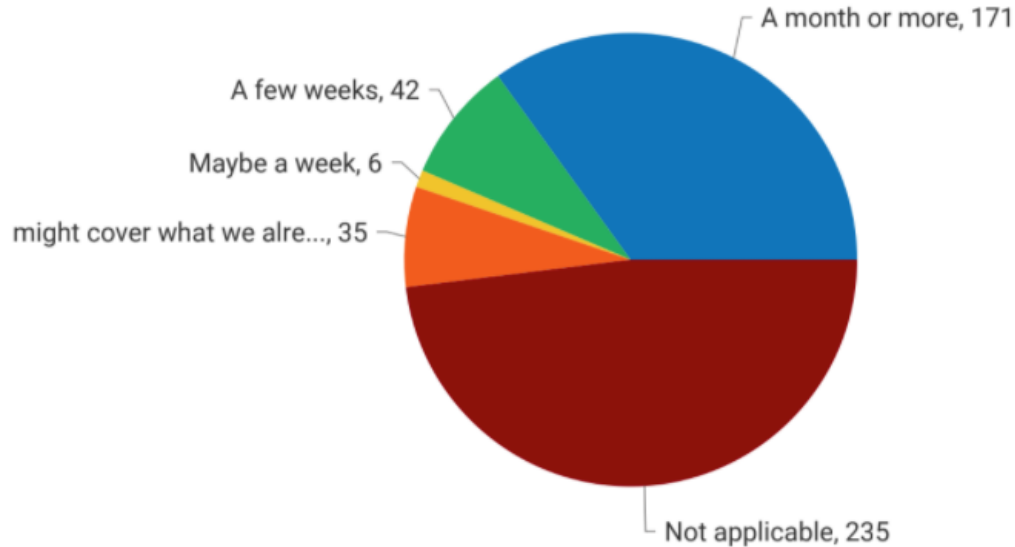
Have you received funds from any of these requests?



489 responses in 489 results

Results | Financial Assistance

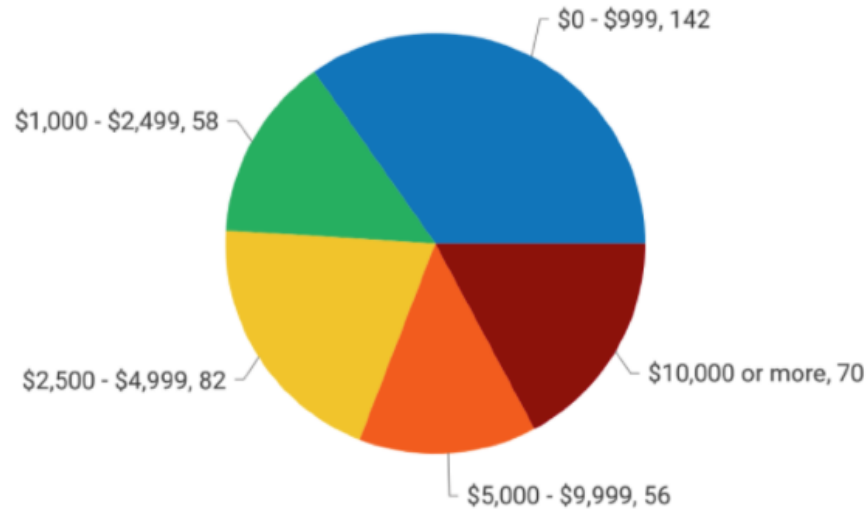
How long will the assistance you have received or expect to receive keep your business afloat?



489 responses in 489 results

Results | Financial Need (April)

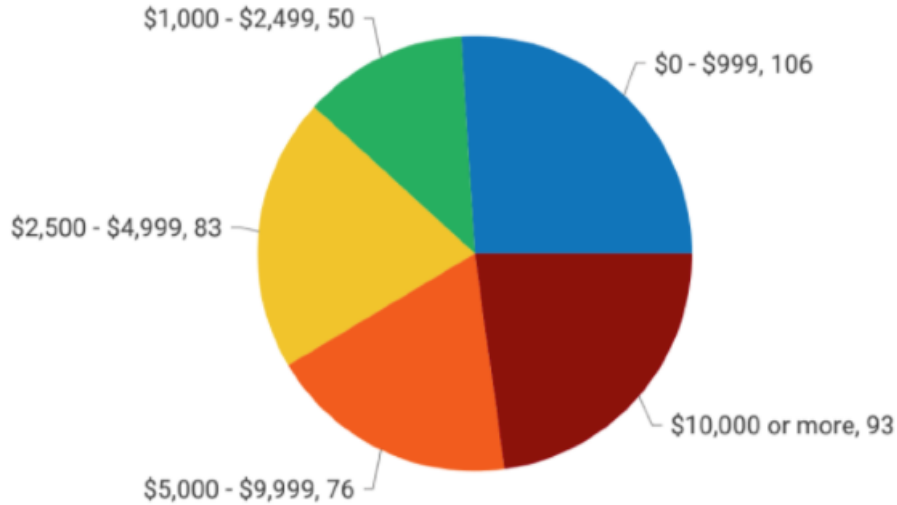
Apart from any assistance you have received or expect to receive, approximately what amount of additional funding would you need to satisfy the needs of your business through the END OF APRIL. (unpaid bills, outstanding debt etc)



408 responses in 408 results

Results | Financial Need (May)

Apart from any assistance you have received or expect to receive, approximately what amount of additional funding would you need to resume operating your business during the MONTH OF MAY. (hiring employees, purchasing inventory, etc)

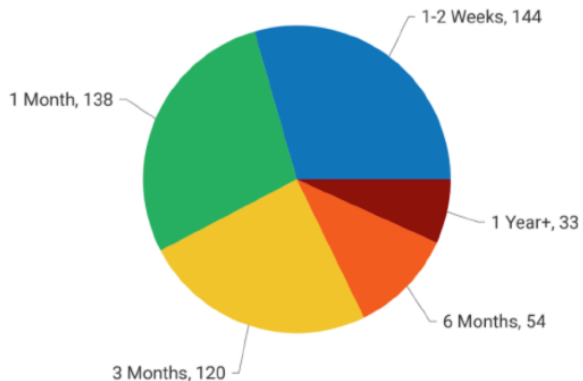


408 responses in 408 results

Results | Reopening

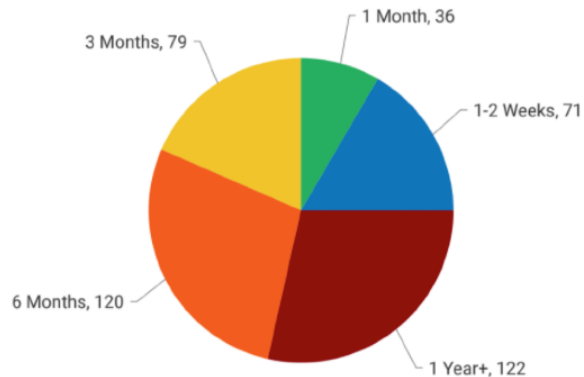
If the government shutdown were to end at the following points, how long will it take you to return to normal business function?

If it ended in a week



489 responses in 489 results

If it ended two months from now

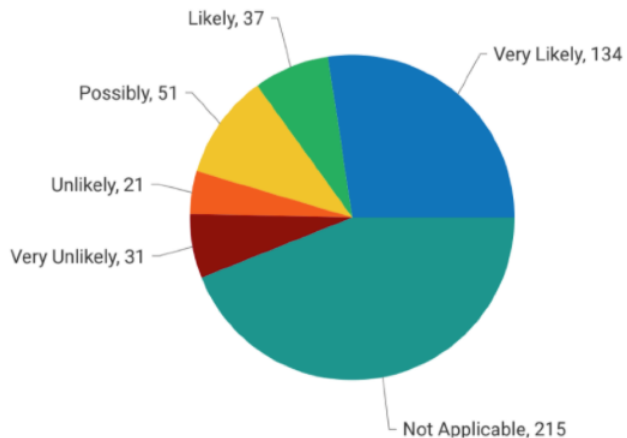


428 responses in 428 results

Results | Rehiring Employees

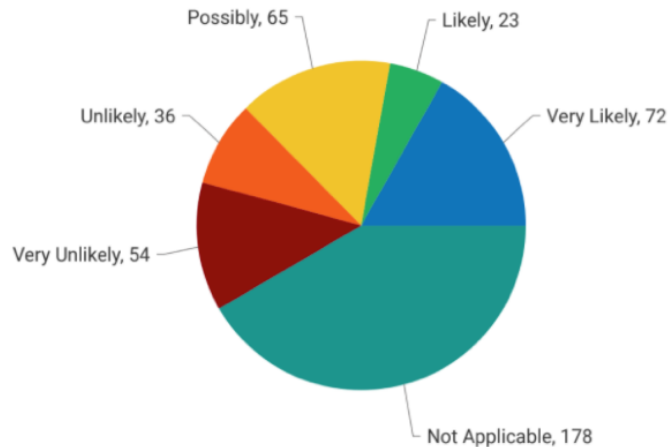
If the government shutdown were to end at the following points, how likely are you to rehire employees?

If it ended in a week



489 responses in 489 results

If it ended two months from now

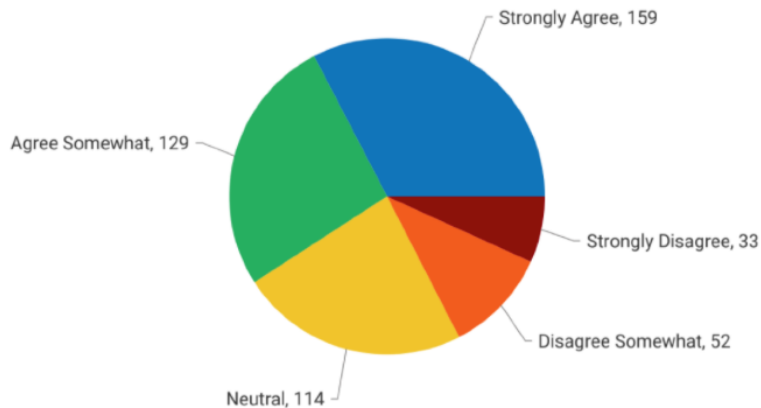


428 responses in 428 results

Sentiment | Federal Government

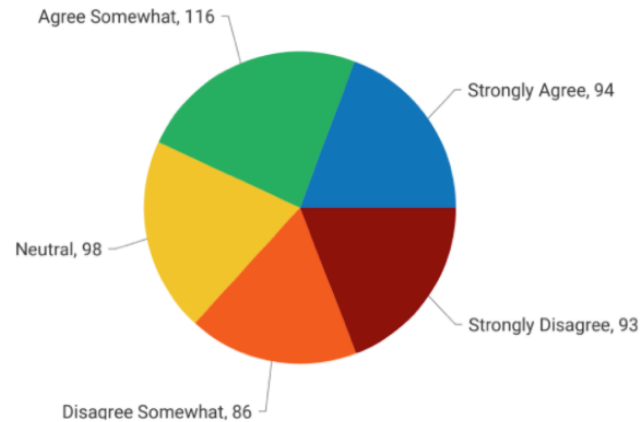
Please indicate how you agree or disagree with the following aspects of local, state and federal elected officials.

FEDERAL officials are making reopening the economy a priority



487 responses in 487 results

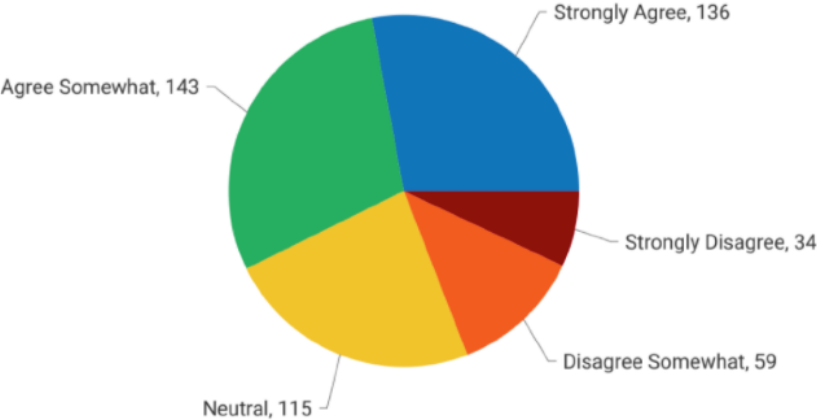
FEDERAL officials are sensitive to the needs of small businesses



487 responses in 487 results

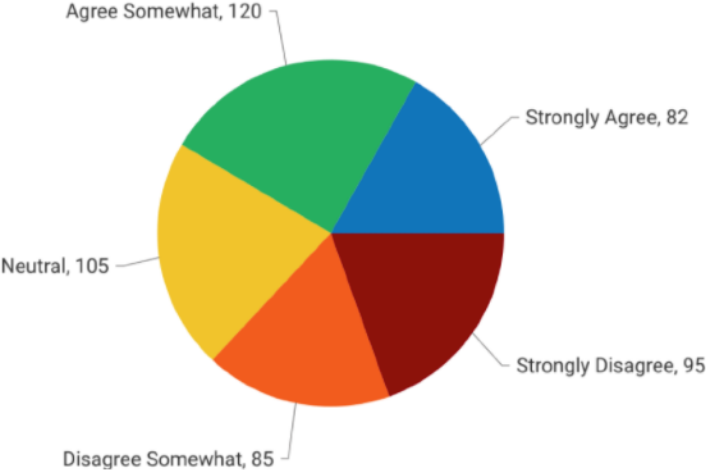
Sentiment | State Government

STATE officials are making reopening the economy a priority



487 responses in 487 results

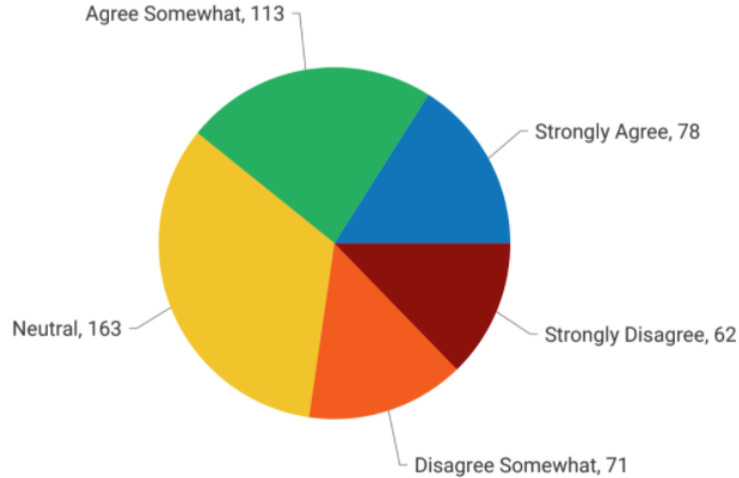
STATE officials are sensitive to the needs of small businesses



487 responses in 487 results

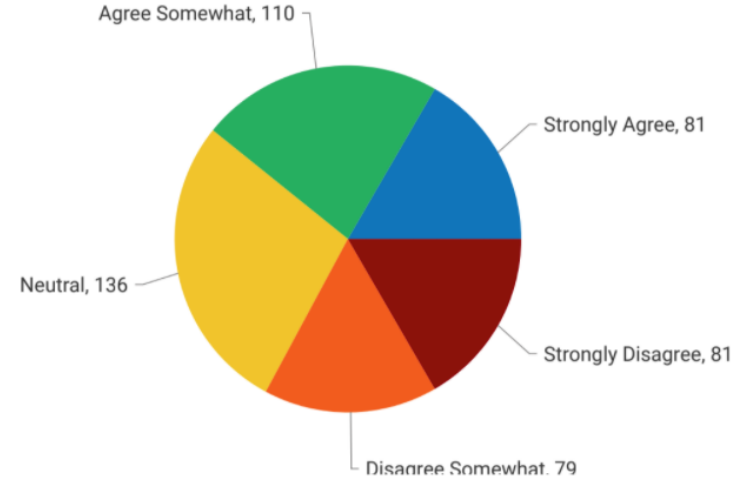
Sentiment | Local Government

LOCAL officials are making reopening the economy a priority



487 responses in 487 results

LOCAL officials are sensitive to the needs of small businesses

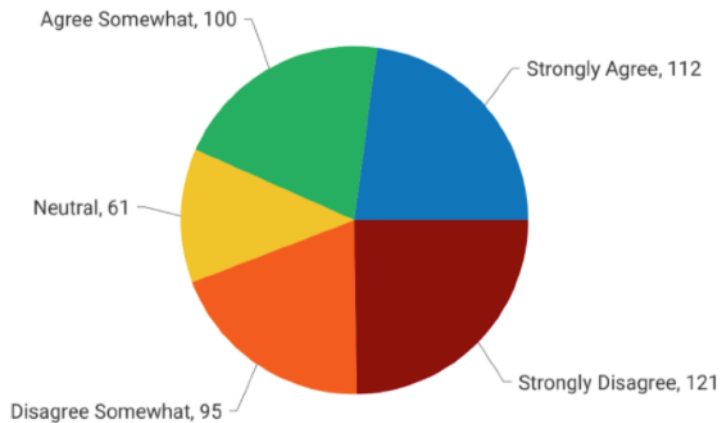


487 responses in 487 results

Sentiment | Ending Shutdown

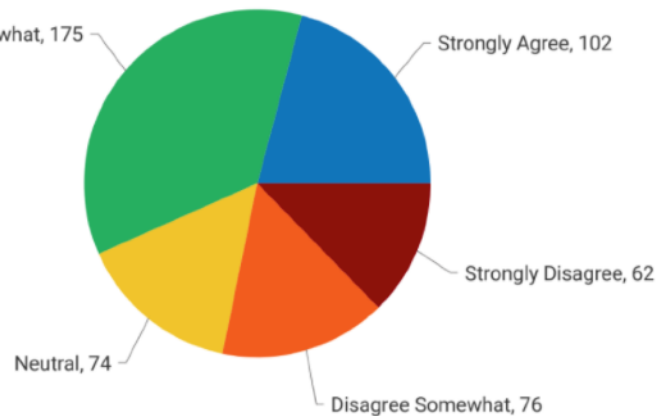
Please indicate how you agree or disagree with the following statements.

We should end the shutdown now



489 responses in 489 results

We should end the shutdown based upon the number of infections

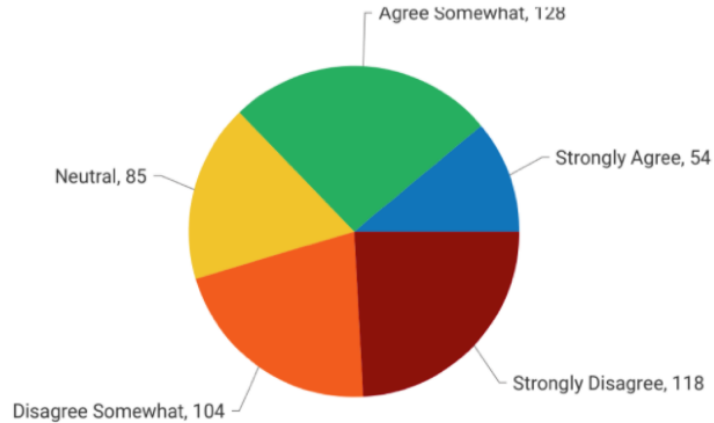


489 responses in 489 results

Sentiment | Ending Shutdown

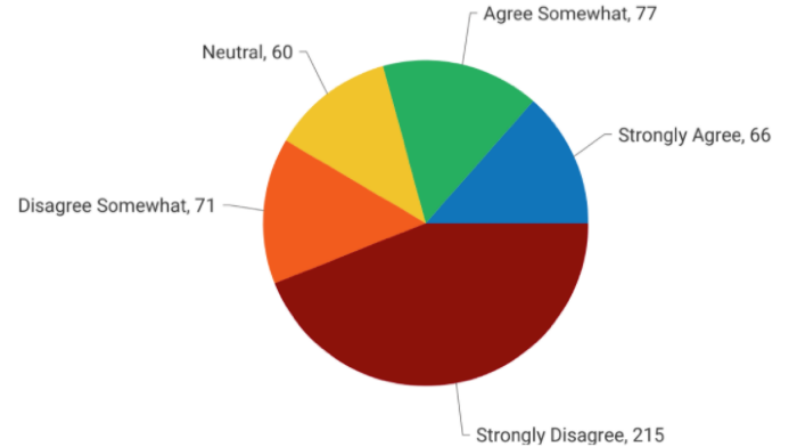
Please indicate how you agree or disagree with the following statements.

We should end the shutdown over time based upon necessity of the business



489 responses in 489 results

We should end the shutdown once there are no new cases of COVID-19

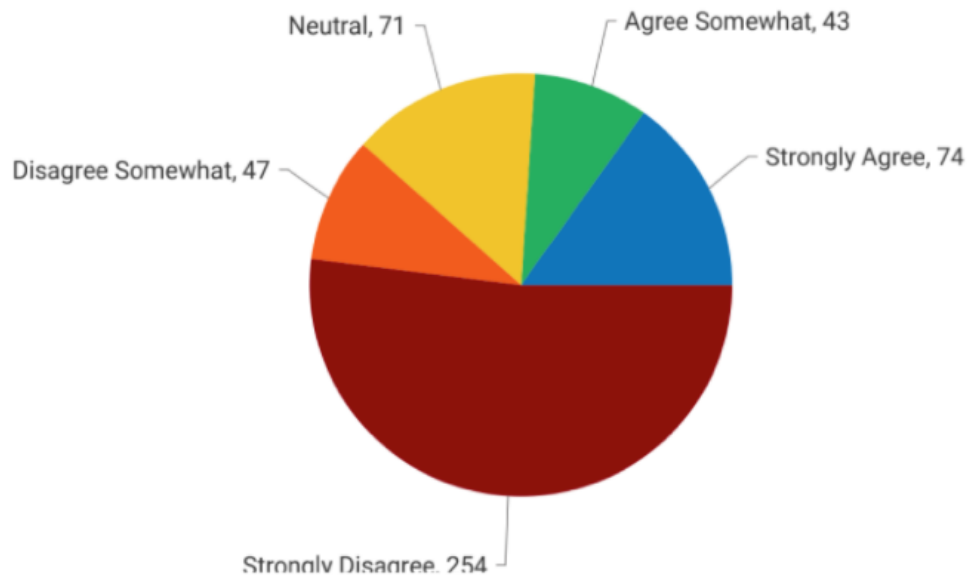


489 responses in 489 results

Sentiment | Ending Shutdown

Please indicate how you agree or disagree with the following statements.

We should end the shutdown once we have a vaccine.



489 responses in 489 results