



SEE C

Schoharie Economic Enterprise Corp

Schoharie County Business Impact Survey COVID-19

Thursday, March 26, 2020

250

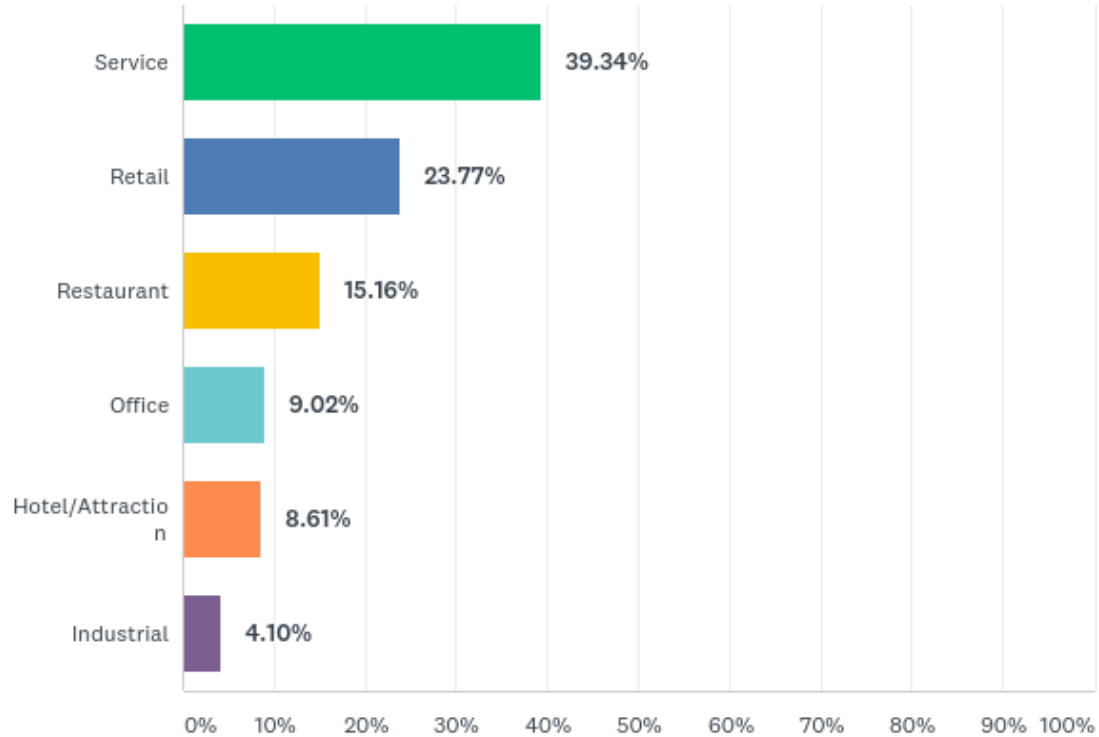
Total Responses

Date Created: Friday, March 20, 2020

Complete Responses: 186

Q1: What type of business do you operate?

Answered: 244 Skipped: 6



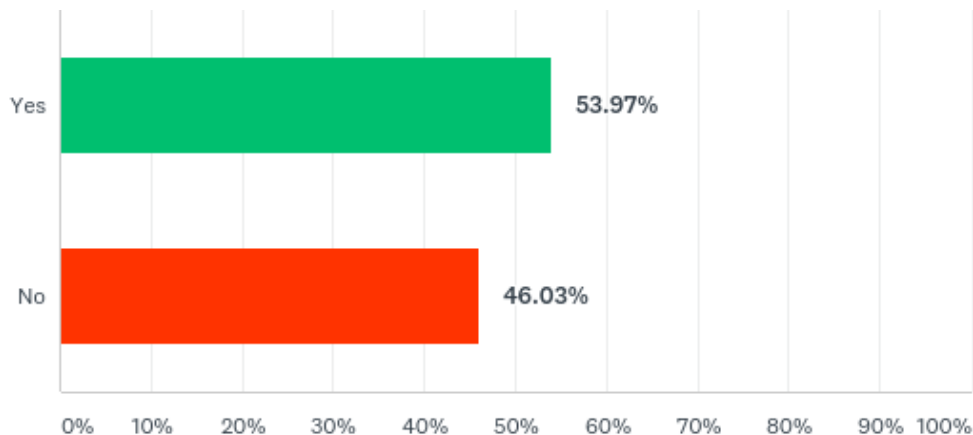
Q1: What type of business do you operate?

Answered: 244 Skipped: 6

ANSWER CHOICES	RESPONSES	
Service	39.34%	96
Retail	23.77%	58
Restaurant	15.16%	37
Office	9.02%	22
Hotel/Attraction	8.61%	21
Industrial	4.10%	10
TOTAL		244

Q2: Is your business open during this crisis?

Answered: 239 Skipped: 11



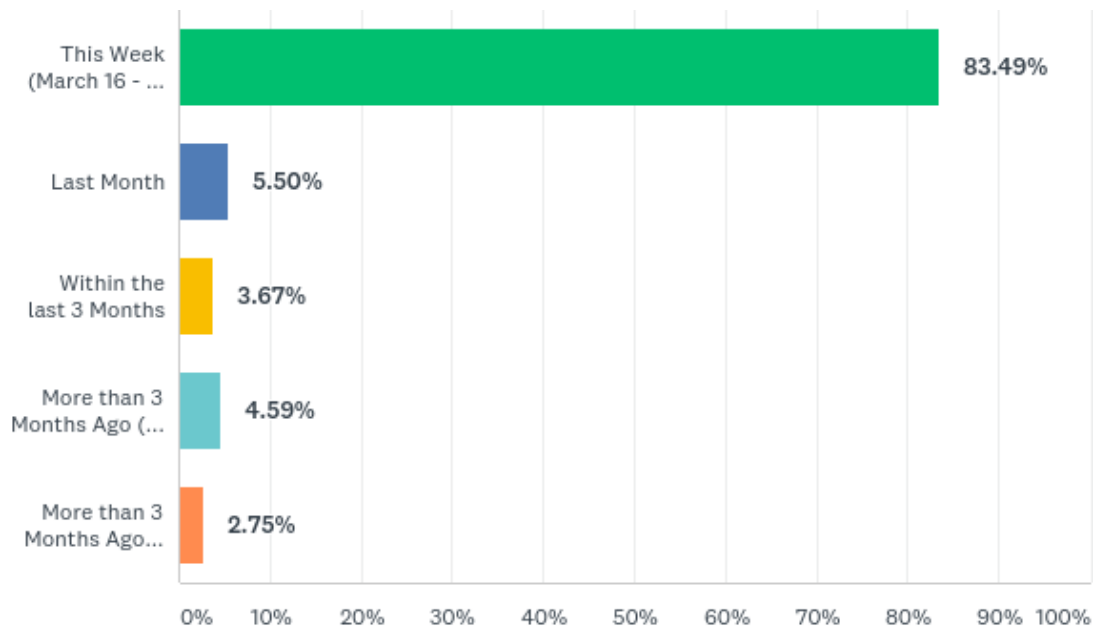
Q2: Is your business open during this crisis?

Answered: 239 Skipped: 11

ANSWER CHOICES	RESPONSES	
Yes	53.97%	129
No	46.03%	110
TOTAL		239

Q3: When did your business close operations?

Answered: 109 Skipped: 141



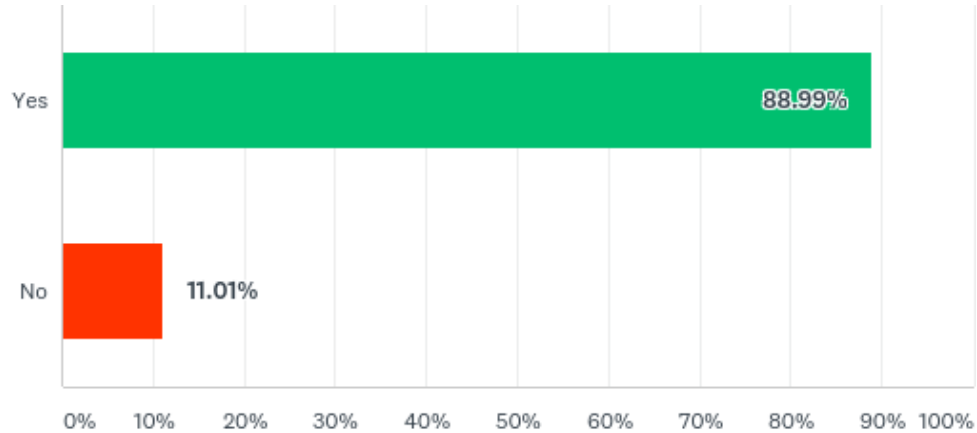
Q3: When did your business close operations?

Answered: 109 Skipped: 141

ANSWER CHOICES	RESPONSES	
This Week (March 16 - 20, 2020)	83.49%	91
Last Month	5.50%	6
Within the last 3 Months	3.67%	4
More than 3 Months Ago (in 2019)	4.59%	5
More than 3 Months Ago (prior to 2019)	2.75%	3
TOTAL		109

Q4: Was your business closure a result of COVID-19 outbreak

Answered: 109 Skipped: 141



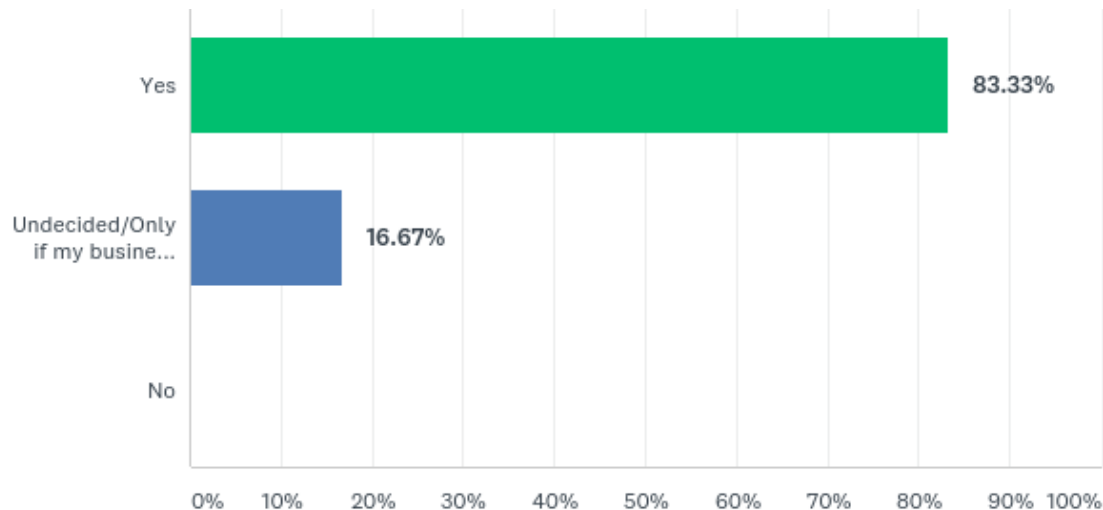
Q4: Was your business closure a result of COVID-19 outbreak

Answered: 109 Skipped: 141

ANSWER CHOICES	RESPONSES	
Yes	88.99%	97
No	11.01%	12
TOTAL		109

Q5: Do you plan to re-open your business as soon as the government allows you to?

Answered: 108 Skipped: 142



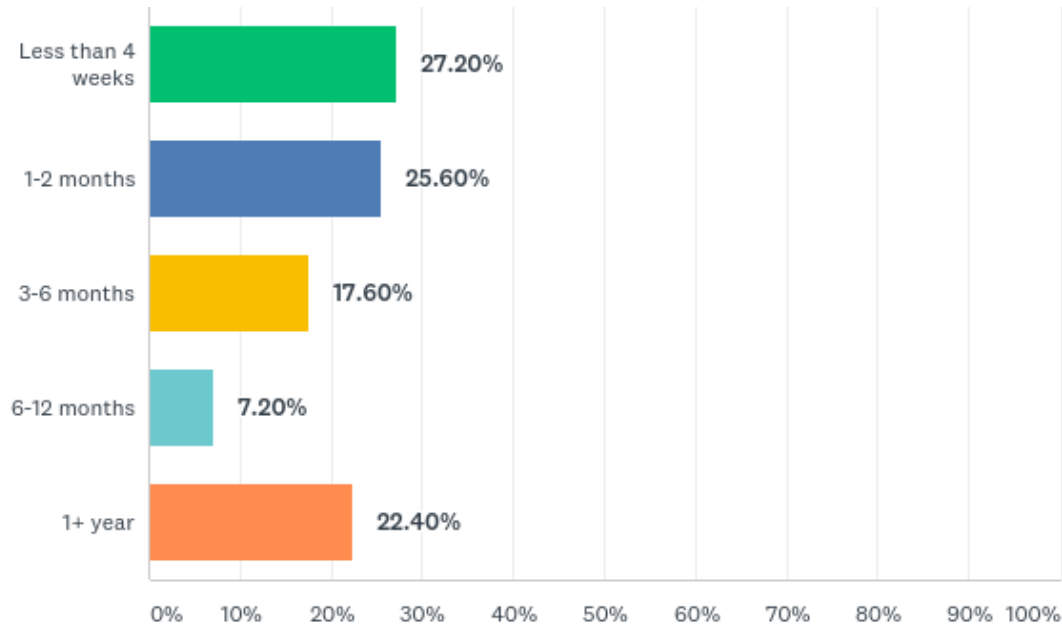
Q5: Do you plan to re-open your business as soon as the government allows you to?

Answered: 108 Skipped: 142

ANSWER CHOICES	RESPONSES	
Yes	83.33%	90
Undecided/Only if my business has access to resources that will stabilize losses	16.67%	18
No	0.00%	0
TOTAL		108

Q6: How long do you estimate you will be able to sustain the business if this situation remains or worsens?

Answered: 125 Skipped: 125



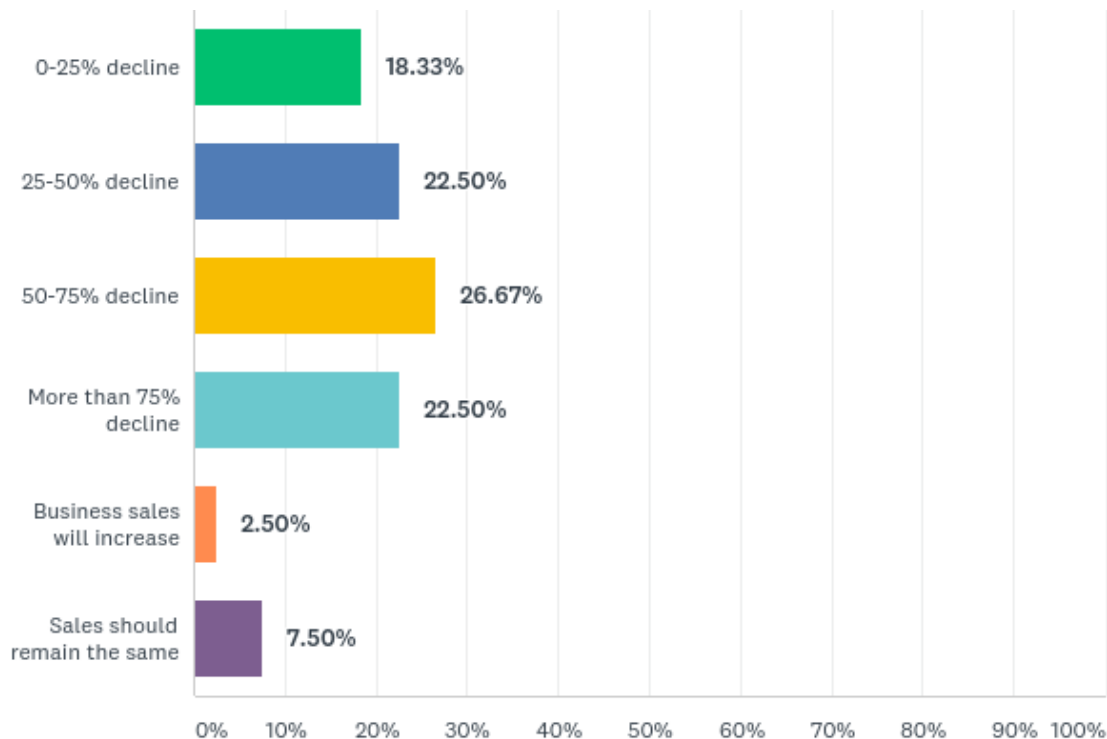
Q6: How long do you estimate you will be able to sustain the business if this situation remains or worsens?

Answered: 125 Skipped: 125

ANSWER CHOICES	RESPONSES	
Less than 4 weeks	27.20%	34
1-2 months	25.60%	32
3-6 months	17.60%	22
6-12 months	7.20%	9
1+ year	22.40%	28
TOTAL		125

Q7: What percentage of your sales have been impacted due to the COVID-19 virus outbreak?

Answered: 120 Skipped: 130



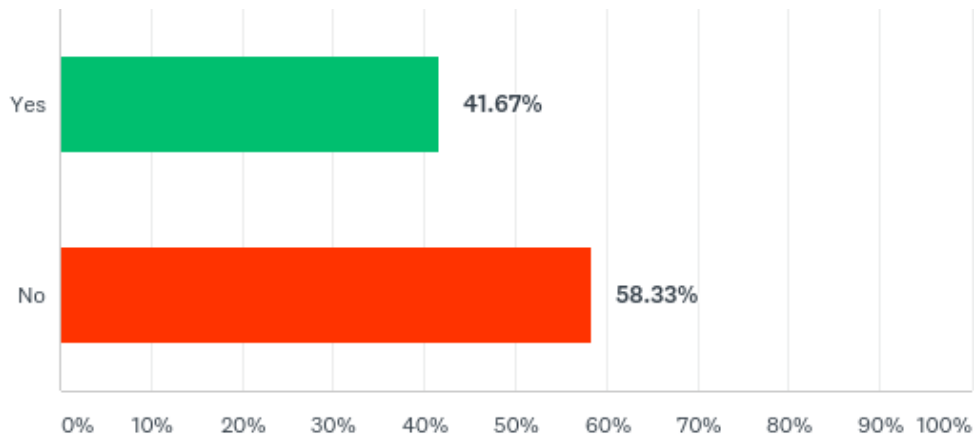
Q7: What percentage of your sales have been impacted due to the COVID-19 virus outbreak?

Answered: 120 Skipped: 130

ANSWER CHOICES	RESPONSES	
0-25% decline	18.33%	22
25-50% decline	22.50%	27
50-75% decline	26.67%	32
More than 75% decline	22.50%	27
Business sales will increase	2.50%	3
Sales should remain the same	7.50%	9
TOTAL		120

Q8: Did your business have to lay-off workers or plan to do so in the next 2 weeks?

Answered: 228 Skipped: 22



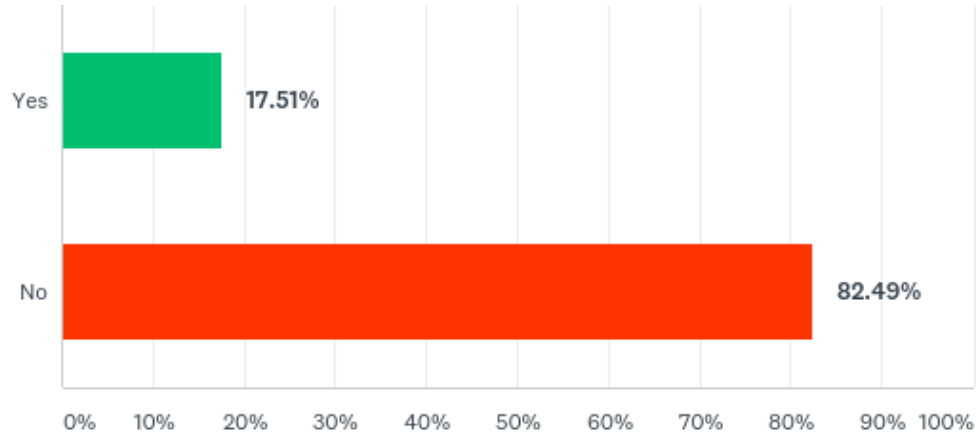
Q8: Did your business have to lay-off workers or plan to do so in the next 2 weeks?

Answered: 228 Skipped: 22

ANSWER CHOICES	RESPONSES	
Yes	41.67%	95
No	58.33%	133
TOTAL		228

Q10: Have you added delivery services?

Answered: 217 Skipped: 33



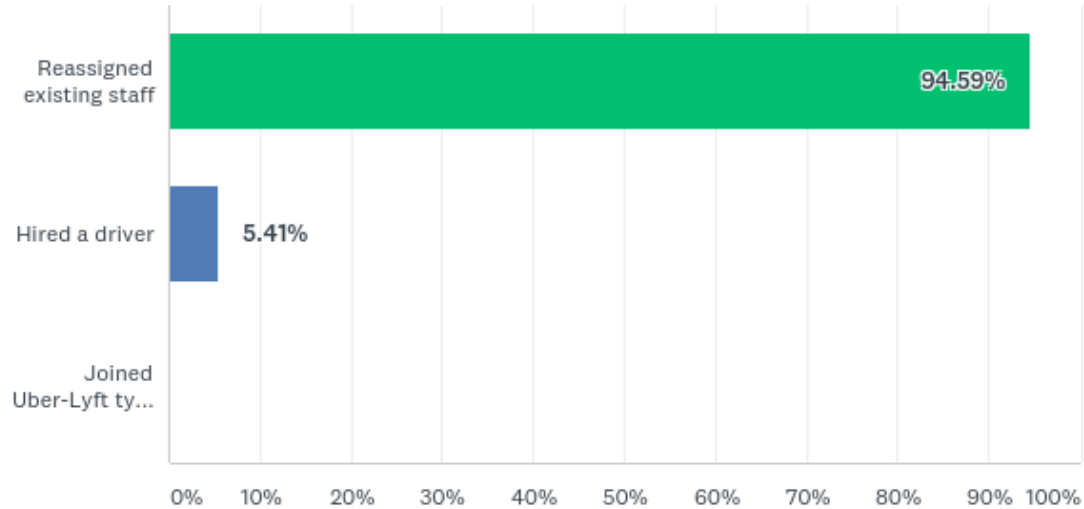
Q10: Have you added delivery services?

Answered: 217 Skipped: 33

ANSWER CHOICES	RESPONSES	
Yes	17.51%	38
No	82.49%	179
TOTAL		217

Q11: How are you providing delivery services?

Answered: 37 Skipped: 213



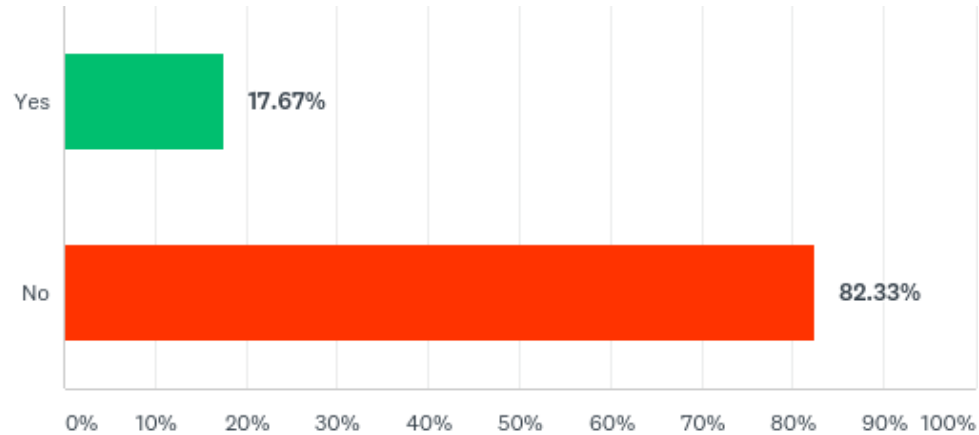
Q11: How are you providing delivery services?

Answered: 37 Skipped: 213

ANSWER CHOICES	RESPONSES	
Reassigned existing staff	94.59%	35
Hired a driver	5.41%	2
Joined Uber-Lyft type of delivery service	0.00%	0
TOTAL		37

Q12: Would a delivery service help your business?

Answered: 215 Skipped: 35



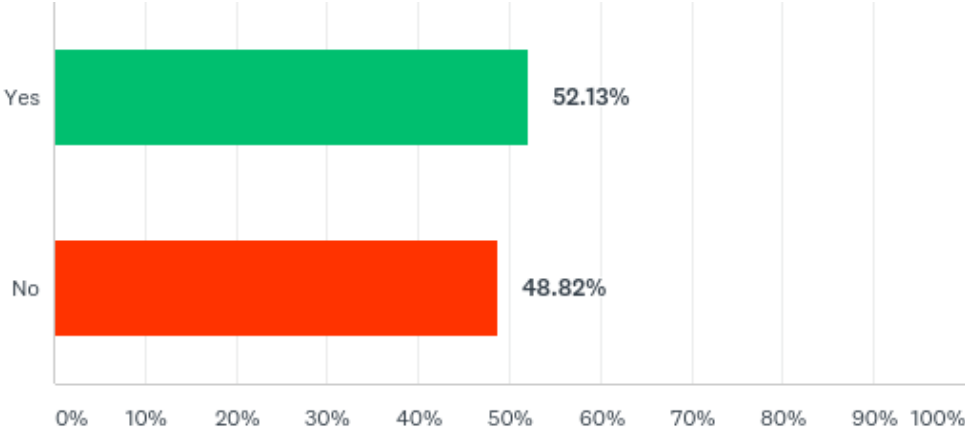
Q12: Would a delivery service help your business?

Answered: 215 Skipped: 35

ANSWER CHOICES	RESPONSES	
Yes	17.67%	38
No	82.33%	177
TOTAL		215

Q13: Have you been made aware of federal, state and local resources available during this crisis?

Answered: 211 Skipped: 39



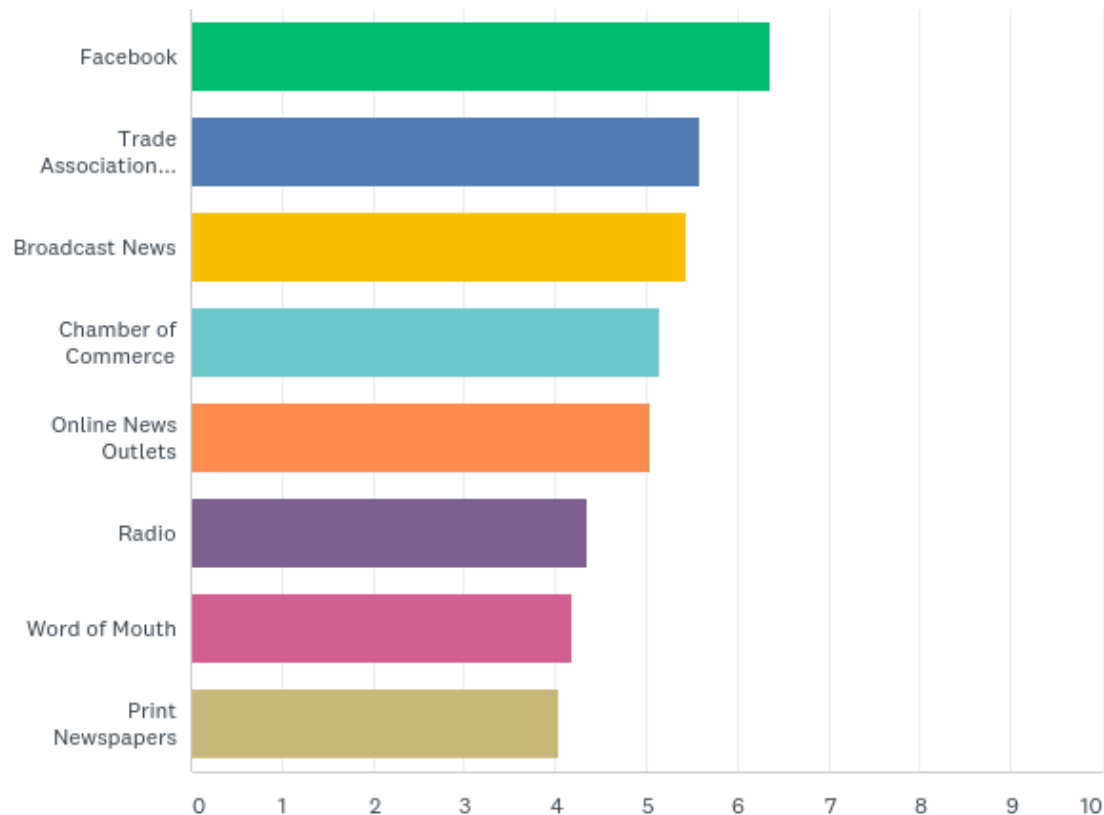
Q13: Have you been made aware of federal, state and local resources available during this crisis?

Answered: 211 Skipped: 39

ANSWER CHOICES	RESPONSES	
Yes	52.13%	110
No	48.82%	103
Total Respondents: 211		

Q14: Please identify the top three information sources that have best helped you manage your business through this crisis?

Answered: 193 Skipped: 57



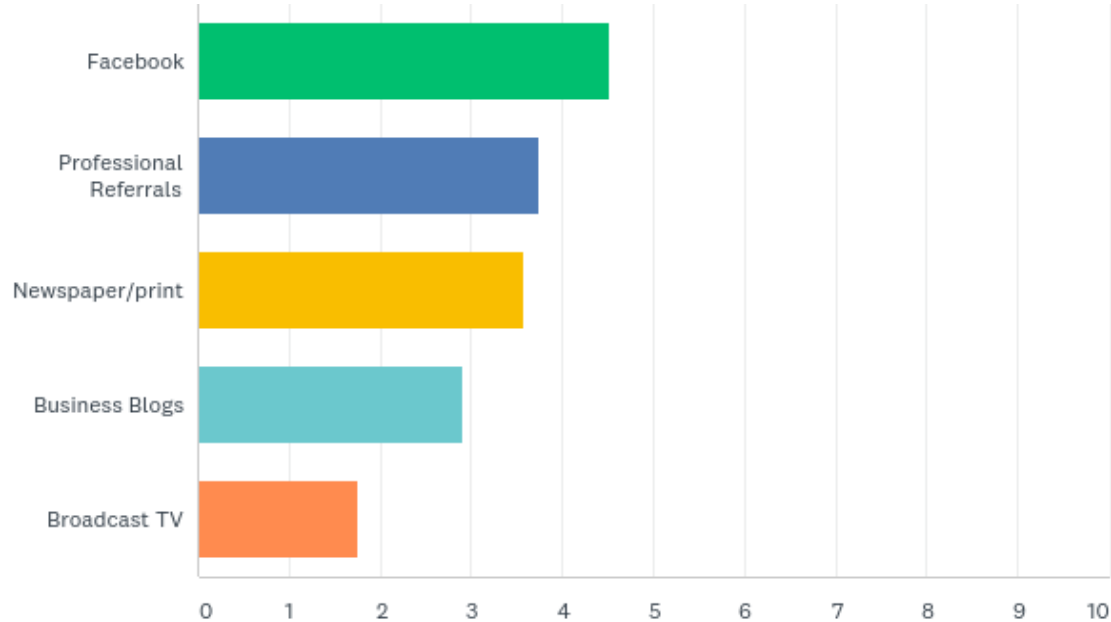
Q14: Please identify the top three information sources that have best helped you manage your business through this crisis?

Answered: 193 Skipped: 57

	1	2	3	4	5	6	7	8	TOTAL	SCORE
Facebook	29.22% 45	26.62% 41	20.78% 32	11.69% 18	3.90% 6	3.90% 6	2.60% 4	1.30% 2	154	6.37
Trade Association Communications	30.89% 38	14.63% 18	12.20% 15	15.45% 19	4.07% 5	5.69% 7	8.94% 11	8.13% 10	123	5.59
Broadcast News	30.77% 48	14.10% 22	14.74% 23	2.56% 4	5.13% 8	16.67% 26	10.26% 16	5.77% 9	156	5.43
Chamber of Commerce	15.38% 18	22.22% 26	13.68% 16	11.11% 13	11.97% 14	7.69% 9	9.40% 11	8.55% 10	117	5.15
Online News Outlets	9.62% 15	23.72% 37	23.08% 36	8.33% 13	5.13% 8	5.13% 8	19.87% 31	5.13% 8	156	5.04
Radio	6.09% 7	6.09% 7	13.91% 16	21.74% 25	21.74% 25	12.17% 14	10.43% 12	7.83% 9	115	4.36
Word of Mouth	11.54% 15	16.92% 22	17.69% 23	4.62% 6	6.15% 8	3.85% 5	3.08% 4	36.15% 47	130	4.18
Print Newspapers	3.23% 4	8.06% 10	12.10% 15	8.87% 11	26.61% 33	23.39% 29	9.68% 12	8.06% 10	124	4.03

Q15: Please identify the top three most effective ways in which you promote your business?

Answered: 185 Skipped: 65



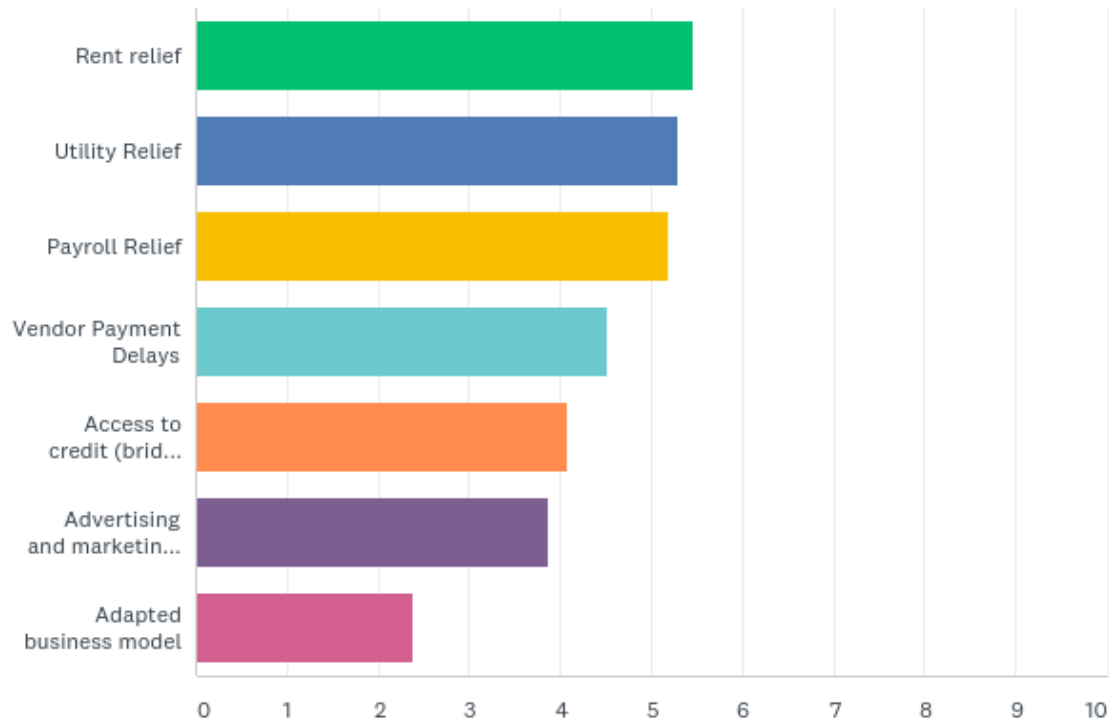
Q15: Please identify the top three most effective ways in which you promote your business?

Answered: 185 Skipped: 65

	1	2	3	4	5	TOTAL	SCORE
Facebook	66.88% 107	24.38% 39	4.38% 7	1.88% 3	2.50% 4	160	4.51
Professional Referrals	37.09% 56	26.49% 40	21.19% 32	4.64% 7	10.60% 16	151	3.75
Newspaper/print	10.45% 14	46.27% 62	35.82% 48	5.22% 7	2.24% 3	134	3.57
Business Blogs	4.76% 4	16.67% 14	44.05% 37	33.33% 28	1.19% 1	84	2.90
Broadcast TV	2.82% 2	7.04% 5	9.86% 7	23.94% 17	56.34% 40	71	1.76

Q17: Which resources would be most useful to stabilize your business near-term?

Answered: 175 Skipped: 75



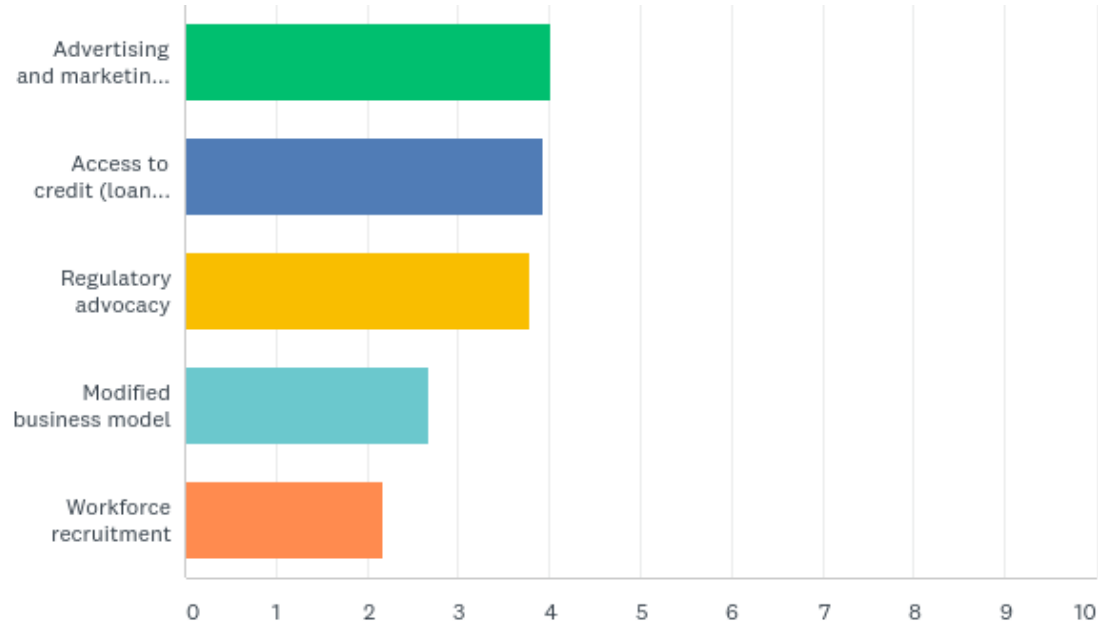
Q17: Which resources would be most useful to stabilize your business near-term?

Answered: 175 Skipped: 75

	1	2	3	4	5	6	7	TOTAL	SCORE
Rent relief	42.86% 48	17.86% 20	13.39% 15	9.82% 11	6.25% 7	2.68% 3	7.14% 8	112	5.45
Utility Relief	12.60% 16	42.52% 54	20.47% 26	14.96% 19	6.30% 8	1.57% 2	1.57% 2	127	5.29
Payroll Relief	34.68% 43	12.10% 15	24.19% 30	12.10% 15	4.84% 6	6.45% 8	5.65% 7	124	5.18
Vendor Payment Delays	12.70% 16	17.46% 22	18.25% 23	24.60% 31	13.49% 17	13.49% 17	0.00% 0	126	4.51
Access to credit (bridge loans, line of credit etc.)	21.85% 26	8.40% 10	12.61% 15	11.76% 14	10.92% 13	26.05% 31	8.40% 10	119	4.07
Advertising and marketing support	11.67% 14	13.33% 16	11.67% 14	6.67% 8	34.17% 41	15.83% 19	6.67% 8	120	3.88
Adapted business model	9.43% 10	5.66% 6	5.66% 6	2.83% 3	4.72% 5	13.21% 14	58.49% 62	106	2.39

Q18: Which resources would be most useful long-term to stabilize your business for the long-term?

Answered: 161 Skipped: 89



Q18: Which resources would be most useful long-term to stabilize your business for the long-term?

Answered: 161 Skipped: 89

	1	2	3	4	5	TOTAL	SCORE
Advertising and marketing support	42.62% 52	25.41% 31	23.77% 29	7.38% 9	0.82% 1	122	4.02
Access to credit (loans, line of credit etc.)	47.75% 53	20.72% 23	15.32% 17	9.91% 11	6.31% 7	111	3.94
Regulatory advocacy	35.35% 35	27.27% 27	22.22% 22	11.11% 11	4.04% 4	99	3.79
Modified business model	14.13% 13	19.57% 18	17.39% 16	18.48% 17	30.43% 28	92	2.68
Workforce recruitment	5.62% 5	14.61% 13	8.99% 8	32.58% 29	38.20% 34	89	2.17