COVID-19 Impact on Iowa Nonprofit Organizations – Survey 3

Aggregated Data Report – May 18, 2021

Research conducted by:
University of Northern Iowa
Business & Community Services
Institute for Decision Making | Strategic Marketing Services
**Project Design Overview**

The Iowa Economic Development Authority (IEDA) once again partnered with the University of Northern Iowa’s Institute for Decision Making (IDM) and Strategic Marketing Services (SMS) to survey businesses and organizations across the state about what they are experiencing and how the businesses and organizations are handling the current COVID-19 crisis. The survey was launched on Tuesday, February 23, 2021 and was closed at 5 pm on Wednesday, March 24, 2021. Over 8,800 businesses and organizations fully or partially completed the survey as of March 24, 2021. However, only 6,457 are usable for analysis after removing duplicate and out of state responses. Of these, 800 were non-profit organizations. This report details the aggregate findings for these 800 organizations.

This survey was funded by the U.S. Economic Development Administration.
Demographics

Geographic Coverage

Participation was achieved across the vast majority of the state, with the highest concentrations in urban counties such as Polk, Linn, Johnson, and Woodbury.
Organization’s Industry Sector

The top participating industry sectors were Health care and social assistance (24.5%), Other services (23.5%), Arts, entertainment and recreation (19.0%). A second tier of industry sectors includes Education services (8.4%), Public Administration (4.6%) Accommodation and food services (3.3%), Finance and insurance (2.9%), and Utilities (2.6%). The remaining industry sectors each were represented by less than two percent of respondent organizations.

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Aggregate N=800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care and social assistance</td>
<td>24.5%</td>
</tr>
<tr>
<td>Other services</td>
<td>23.5%</td>
</tr>
<tr>
<td>Arts, entertainment and recreation</td>
<td>19.0%</td>
</tr>
<tr>
<td>Educational services</td>
<td>8.4%</td>
</tr>
<tr>
<td>Public administration</td>
<td>4.6%</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>3.3%</td>
</tr>
<tr>
<td>Finance and insurance</td>
<td>2.9%</td>
</tr>
<tr>
<td>Utilities</td>
<td>2.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>1.9%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>1.6%</td>
</tr>
<tr>
<td>Administrative support and waste management remediation services</td>
<td>1.4%</td>
</tr>
<tr>
<td>Professional, scientific, and technical services</td>
<td>1.3%</td>
</tr>
<tr>
<td>Agriculture, forestry, fishing and hunting</td>
<td>1.1%</td>
</tr>
<tr>
<td>Information</td>
<td>1.1%</td>
</tr>
<tr>
<td>Real estate and rental and leasing</td>
<td>0.9%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>0.6%</td>
</tr>
<tr>
<td>Transportation and warehousing</td>
<td>0.6%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>0.4%</td>
</tr>
<tr>
<td>Management of companies and enterprises</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mining, quarrying, and oil and gas extraction</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>0.0%</td>
</tr>
<tr>
<td>Not sure</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
Ownership Type

All respondents were Not for profit organizations.

None of the organizations were family, woman, employee, veteran, minority, foreign, or Native American owned.
Employment

Just under half of respondent organizations (48.5%) have less than 10 employees while 17.4% percent have between 10 and 24 employees. 8.7% percent reported having 25 to 49 employees, and 7.1% having 50 to 99 employees with 10.2% reported having 100 to 499 employees and 2.3% have 500 or more employees.
Annual Revenue for 2020

A total of 676 respondents provided 2020 annual revenue information for a total sum of $3,332,858,350 using mid-point calculations. The average 2020 annual revenue was $4,930,263.831 with a median of $749,950.

Just less than half of respondent organizations (48.0%) have an annual revenue ranging from $100K to $4.9 million. Approximately 24 percent of organizations reported an annual revenue of less than $100K, while 13.1% reported an annual revenue of over $5 million.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents in the Non-Metro Counties (31.6%) are significantly more likely to report having an annual revenue of $99.9k or less compared to respondents in the Metro Counties (16.8%).
- Respondents in the Metro Counties (32.9%) are significantly more likely to report having an annual revenue of $500K to $4.9M compared to respondents in the Non-Metro Counties (15.2%).
Aggregate Survey Results

Was your business organization in existence prior to March 2020?

Nearly all respondents (99.9%) indicated their organization was in existence prior to March 2020.
At the present time, are the effects of the coronavirus pandemic directly impacting your organization?

Three-fourths of respondents (76.3%) have been negatively impacted by the coronavirus (COVID-19) pandemic, while just 5.8% were positively impacted. Approximately 13% of respondents have not been directly impacted at the time of the survey.

![Bar chart showing the percentage of respondents impacted by COVID-19](chart.png)

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $99.9K or less (81.6%) and $100K to $499.9K counties (80.4%) are significantly more likely to report negative impact compared to respondents in with annual sales of $5M or more (67.4%).
- Respondents from Survey 1 (88.8%) and Survey 2 (86.7%) are significantly more likely to report negative impact compared to respondents from Survey 3 (76.3%).
As a result of the coronavirus pandemic, which of the following is your organization currently experiencing?

Over a third of organizations are experiencing a shortage of supplies or inputs (36.6%) followed by decreased employee attendance related to COVID (32.5%) and other reasons (27.3%). Only 3.3% reported difficulty in moving or shipping goods.

The other responses indicated by respondents included the following:

- Revenue loss (226)
- Workforce availability (183)
- Limited in-person services/meetings (117)
- Supply cost increases (114)
- Remote working (42)
- Business closure (39)
- Decreased customers (30)
- Work impact (28)
- Government dissatisfaction (24)
- Health care concerns (21)
- Travel restrictions (12)
- Community involvement (10)
- Decreased morale (8)
- Inefficiency (8)
• Qualified workforce (8)
• Client impact (7)
• Lack of community funding (7)
• Lack of fundraising (7)
• Marketing issues (7)
• Absenteeism (6)
• Financial impact (6)
• Communication challenges (5)
• Financial assistance (5)
• Lack of volunteers (5)
• Lack of facility access (4)
• Mitigation challenges (4)
• Uncertainty (4)
• Increased workload (3)
• Tax issues (3)
• Client issues (2)
• Education (2)
• Entertainment options (2)
• Housing (2)
• Public dissatisfaction (2)
• Safety concerns (2)
• Broadband access
• Family issues
• Housing
• Less communication
• Lower productivity
• Public attitude
• Schooling challenges
• Supply availability
• Technology issues
• Workplace safety issues
Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 10 to 24 employees (28%) and 25 or more employees (26.5%) are significantly more likely to report that they are experiencing a shortage of supplies or inputs due to the Coronavirus pandemic compared to respondents with 1 to 2 employees (10.3%) and 3 to 5 employees (12.2%).
- Respondents with 10 to 24 employees (40.2%) and 25 or more employees (48.2%) are significantly more likely to report decreased employee attendance related to COVID compared to respondents with 1 to 2 employees (16.8%), 3 to 5 employees (22.3%), and 6 to 9 employees (17.3%).
- Respondents with 10 to 24 employees (17.4%) and 25 or more employees (25.3%) are significantly more likely to report child care availability challenges for employees compared to respondents with 1 to 2 employees (6.5%), 3 to 5 employees (7.9%), and 6 to 9 employees (8.0%).
The top organizational concerns with respect to the effects of the coronavirus pandemic include Revenue loss (50.7%), Financial impact on operations and/or liquidity and capital (46.7%), Employee health/well being (40.7%), and Cash flow (36.9%).

A second tier of concerns were Workforce availability (19.2%), Decreasing consumer confidence/spending (17.9%), and Cost of implementing protective health/safety measures and PPE (15.8%).

The other responses indicated by respondents included the following:

- Government dissatisfaction (28)
- Health care concerns (24)
- Limited services (14)
- Decreased customers (12)
- Client communication challenges (12)
- Financial impact (10)
- Workforce availability (8)
- Supply cost increases (8)
- Revenue loss (7)
- US economy (6)
- Travel restrictions (6)
- Lack of volunteers (5)
- Education challenges (5)
- Company culture challenges (5)
- Business closure (5)
- Client relationships (4)
- Vaccine access (3)
• Technology challenges (3)
• Child care challenges
• Client impact
• Fundraising challenges
• Higher taxes
• Housing
• Increased workload
• Legal proceedings delays
• Lift eviction moratorium
• Training new employees
• USPS delays
• Uncertainty
• Virus affecting the consumers we work with
• Weather

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

• Respondents with 6 to 9 employees (42.7%), 10 to 24 employees (50.8%), and 25 or more employees (46.6%) are significantly more likely to report that employee health/wellbeing is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 1 to 2 employees (27.1%) and 3 to 5 employees (34.5%).
• Respondents with 25 or more employees (36.8%) are significantly more likely to report that workforce availability is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 1 to 2 employees (10.3%), 3 to 5 employees (9.4%), 6 to 9 employees (8.0%), and 10 to 24 employees (12.9%).
• Respondents in the Metro Counties (47.4%) are significantly more likely to report employee health/well-being compared to respondents in the Non-Metro Counties (34.1%).
• Respondents from Survey 1 (46.5%) are significantly more likely to report decreasing consumer confidence/spending compared to respondents from Survey 2 (24.9%) and Survey 3 (17.9%).
• Respondents from Survey 1 (76.6%) are significantly more likely to report financial impact on operations compared to respondents from Survey 2 (47.1%) and Survey 3 (46.7%).
How challenging has it been for your organization to address your top 3 concerns?

As a follow up to identifying their organization’s top three concerns, respondents were also asked to share how challenging each concern has been. Percentage for extremely and very challenging have been combined to help identify the most difficult concerns. Decreasing consumer confidence/spending (74.9%), Workforce availability (73.1%), and Revenue loss (71.5%) were identified most often as being extremely or very challenging. A second tier of extremely or very challenging concerns included Lack of information for decision making (68.7%), Cash flow (66.2%), Other concerns (65.0%), Supply chain disruptions (64.1%), Financial impact on operations and/or liquidity and capital (63.0%), and Workforce reductions (60.0%).

The lowest level of extremely or very challenging concern was expressed for Impact on tax and trade issues (41.1%) and Global recession (37.5%).

<table>
<thead>
<tr>
<th>Concern</th>
<th>Extremely + Very challenging</th>
<th>Extremely challenging</th>
<th>Very challenging</th>
<th>Somewhat challenging</th>
<th>Not too challenging</th>
<th>Not at all challenging</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreasing consumer confidence/spending (N=131)</td>
<td>74.9%</td>
<td>34.4%</td>
<td>40.5%</td>
<td>20.6%</td>
<td>3.8%</td>
<td>0.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Workforce availability (N=145)</td>
<td>73.1%</td>
<td>35.2%</td>
<td>37.9%</td>
<td>22.1%</td>
<td>4.1%</td>
<td>0.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Revenue loss (N=382)</td>
<td>71.5%</td>
<td>37.2%</td>
<td>34.3%</td>
<td>25.4%</td>
<td>2.4%</td>
<td>0.0%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Lack of information for decision making (N=67)</td>
<td>68.7%</td>
<td>46.3%</td>
<td>22.4%</td>
<td>25.4%</td>
<td>3.0%</td>
<td>0.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Cash flow (N=278)</td>
<td>66.2%</td>
<td>31.3%</td>
<td>34.9%</td>
<td>29.5%</td>
<td>3.6%</td>
<td>0.0%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other (N=60)</td>
<td>65.0%</td>
<td>30.0%</td>
<td>35.0%</td>
<td>18.3%</td>
<td>10.0%</td>
<td>1.7%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Supply chain disruptions (N=39)</td>
<td>64.1%</td>
<td>25.6%</td>
<td>38.5%</td>
<td>33.3%</td>
<td>2.6%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Financial impact on operations and/or liquidity and capital (N=349)</td>
<td>63.0%</td>
<td>27.2%</td>
<td>35.8%</td>
<td>32.1%</td>
<td>3.4%</td>
<td>0.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Workforce reductions (N=30)</td>
<td>60.0%</td>
<td>26.7%</td>
<td>33.3%</td>
<td>33.3%</td>
<td>6.7%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Cost of implementing protective health/safety measures and PPE (N=119)</td>
<td>47.0%</td>
<td>10.9%</td>
<td>36.1%</td>
<td>43.7%</td>
<td>7.6%</td>
<td>0.8%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Lower productivity (N=57)</td>
<td>43.9%</td>
<td>5.3%</td>
<td>38.6%</td>
<td>45.6%</td>
<td>8.8%</td>
<td>1.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Employee health/well being (N=307)</td>
<td>43.3%</td>
<td>13.0%</td>
<td>30.3%</td>
<td>41.0%</td>
<td>13.7%</td>
<td>1.6%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Impact on tax and trade issues (N=17)</td>
<td>41.1%</td>
<td>23.5%</td>
<td>17.6%</td>
<td>29.4%</td>
<td>5.9%</td>
<td>11.8%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Global recession (N=40)</td>
<td>37.5%</td>
<td>7.5%</td>
<td>30.0%</td>
<td>40.0%</td>
<td>12.5%</td>
<td>5.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>None of these (N=0)</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Not sure (N=0)</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
The other responses indicated by respondents included the following:

- Government dissatisfaction (26)
- Revenue loss (22)
- Health awareness (14)
- Loss of staff (10)
- Customer satisfaction (10)
- Advertising (10)
- New attractions (10)
- Cost of goods (9)
- Health (8)
- N/A (8)
- Business closure (7)
- Customer health (6)
- Inefficiency (6)
- Unemployment claims (5)
- Client Impact (4)
- Lack of information and decision making (3)
- Education (3)
- Travel (3)
- Working extra (3)
- Delivery (3)
- Partnerships (3)
- Housing (2)
- Taxes (2)
- Travel restrictions (2)
- Open (2)
- Business as usual (2)
- Restrictions
- Inefficiency
- Children’s health (2)
- Delays (2)
- Remote working
- Industry effect
- Insurance
- New business
- Weather
- Public fear
- Uncertainty
- Virtual events
In the next 6 months, do you think your organization will need to do any of the following?

Respondents most frequently reported the following tasks as being necessary in the next 6 months: Increasing or pivoting marketing or sales efforts (33.4%), Adjusting our business model (31.6%), Identifying and hiring new employees (31.5%), and Obtaining financial assistance or additional capital (30.6%). Less than 20% of the respondents plan to do the following: Develop online sales or websites (12.6%), Identify new supply chain options (7.4%), and Permanently close the business (1.9%). 12.6% reported None of these actions.

![Bar chart showing the percentage of respondents who need to do each task]

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 1 to 2 employees (36.8%), 3 to 5 employees (37.9%), 6 to 9 employees (36.3%), and 10 to 24 employees (37.4%) are significantly more likely to report needing to increase or pivot their marketing or sales efforts within the next six months compared to respondents with 25 or more employees (26%).
- Respondents with 3 to 5 employees (26.2%), 6 to 9 employees (26.3%), 10 to 24 employees (30.9%), and 25 or more employees (34.4%) are significantly more likely to report needing to evaluate work arrangements for employees compared to respondents with 1 to 2 employees (16%).
- Respondents with annual sales of $500K to $4.9M (24.9%) and $5M or more (30.4%) are significantly more likely to report that they will need to offer new/additional training for employees compared to respondents with annual sales of $99.9k or less (8.4%) and $100K to $499.09K (18.0%).
In your opinion, how much time do you think will pass before your organization returns to its normal level of operations relative to before March 2020?

At the time of the survey, 47.4% reported more than 6 months’ time will pass before their organization would return to its normal level of operations relative to before March 2020, while 20.6% reported 4 to 6 months. Over 8% indicated their organization will not return to normal operations while 6.6% indicated the pandemic had little to no effect on their operations. Three percent have already returned to normal operations and 3.4% reported operation growth.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $100K to $499.9K (56.1%) are significantly more likely to report that more than 6 months will pass before their organization returns to their normal levels of operation compared to respondents with annual sales of $99.9k or less (44.2%), $500K to $4.9M (47.2%), and $5M or more (42.4%).
Thinking about the impacts of the coronavirus pandemic, has your organization done any of the following?

The impact of the coronavirus pandemic prompted 54.0% of respondents to implement new systems or technology to allow for remote collaboration, 42.6% started delivering products and services differently, 29.2% added or transitioned to digital/online operations, and 28.7% started offering new products and services to adapt to changing customer needs. Additionally, 19.9% eliminated products and services to adapt to changing customer needs. Twenty-one percent reported their organization has done none of these.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 3 to 5 employees (58.6%), 10 to 24 employees (58.3%), and 25 or more employees (64.5%) are significantly more likely to report having implemented new systems or technology to allow for remote collaboration compared to respondents with 1 to 2 employees (34.4%) and 6 to 9 employees (42.5%).
- Respondents with annual sales of $100K to $499.9K (50.8%), $500K to $4.9M (60.1%), and $5M or more (52.7%) are significantly more likely to report that they have added or transitioned to digital/online operations compared to respondents with annual sales of $99.9K or less (36.3%).
Which of the following best describes your organization’s international sales since March 2020?

The vast majority (758 respondents) reported they do not have international sales. Among the remaining 42 respondents, 46.1% reported international sales have significantly declined, 30.7% have remained the same, 17.3% have somewhat declined, and 5.8% have somewhat increased. Only 1.9% reported international sales have significantly increased.
How would you describe the current availability of cash on hand for your organization, including any financial assistance or loans?

While just under 30% of the respondents preferred not to answer, 46.5% reported their organization has 3 or more months of cash on hand for business operations. In addition, 11.0% indicated 2 months of cash on hand and 6.8% 1 month of cash on hand.

<table>
<thead>
<tr>
<th>Cash Availability</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more months of cash on hand</td>
<td>46.5%</td>
</tr>
<tr>
<td>Not sure / Prefer not to answer</td>
<td>28.7%</td>
</tr>
<tr>
<td>2 months of cash on hand</td>
<td>11.0%</td>
</tr>
<tr>
<td>1 month of cash on hand</td>
<td>6.8%</td>
</tr>
<tr>
<td>2 weeks of cash on hand</td>
<td>2.8%</td>
</tr>
<tr>
<td>No cash on hand</td>
<td>2.1%</td>
</tr>
<tr>
<td>3 weeks of cash on hand</td>
<td>0.9%</td>
</tr>
<tr>
<td>1 week of cash on hand</td>
<td>0.8%</td>
</tr>
<tr>
<td>Less than 1 week of cash on hand</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

N=800

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $100K to $499.9K (50.3%) and $500K to $4.9M (59.6%) are significantly more likely to report that the current availability of cash on hand for their organizations as 3 or more months of business operations compared to respondents with annual sales of $99.9K or less (42.6%) and $5M or more (35.7%).
- Respondents with 1 to 2 employees (55.2%) and 6 to 9 employees (51.2%) are significantly more likely to report having cash on hand for 3 or more months of business operations compared to respondents with 3 to 5 employees (42.1%) and 10 to 24 employees (41.7%).
Since March 2020, has your organization requested financial assistance from any of the following sources?

Nearly three-fifths of the respondents (57.8%) applied for and received funds from the Paycheck Protection Program (PPP) with only 1.9% who requested but did not receive funds. The highest sources that were requested and received included State of Iowa Assistance programs (26.8%), Other sources (15.5%), Local Community Assistance Programs (15.4%), and Small Business Administration Loan Forgiveness (15.3%). Twelve percent applied for and received Federal Sick and Family Leave Tax Credits.

Less than 10% requested and received funding from themselves (Self), Family and friends, Banks, Federal Employee Retention Tax Credits, Deferral of Federal Employment Tax Deposits and Payments, or Main Street Lending Program.

Funding sources that were most frequently requested but not received included State of Iowa Assistance Programs (6.6%), Small Business Administration Loan Forgiveness (5.0%) and Local Community Assistance Programs (15.4%).

<table>
<thead>
<tr>
<th>Source</th>
<th>Requested and Received from Source</th>
<th>Requested but Did Not Receive from Source</th>
<th>Not Applicable - Did not Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paycheck protection program (PPP)</td>
<td>57.8%</td>
<td>1.9%</td>
<td>40.4%</td>
</tr>
<tr>
<td>State of Iowa Assistance Programs</td>
<td>26.8%</td>
<td>6.6%</td>
<td>66.6%</td>
</tr>
<tr>
<td>Other Sources</td>
<td>15.5%</td>
<td>3.0%</td>
<td>81.5%</td>
</tr>
<tr>
<td>Local Community Assistance Programs</td>
<td>15.4%</td>
<td>4.1%</td>
<td>80.5%</td>
</tr>
<tr>
<td>Small Business Administration (SBA) Loan Forgiveness</td>
<td>15.3%</td>
<td>5.0%</td>
<td>79.8%</td>
</tr>
<tr>
<td>Other Federal Programs</td>
<td>13.3%</td>
<td>2.6%</td>
<td>84.1%</td>
</tr>
<tr>
<td>Federal Sick and Family Leave Tax Credits</td>
<td>12.0%</td>
<td>1.4%</td>
<td>86.6%</td>
</tr>
<tr>
<td>Economic Injury Disaster Loans (EIDL)</td>
<td>10.9%</td>
<td>3.9%</td>
<td>85.3%</td>
</tr>
<tr>
<td>Self</td>
<td>8.3%</td>
<td>1.3%</td>
<td>90.5%</td>
</tr>
<tr>
<td>Family or Friends</td>
<td>6.1%</td>
<td>1.2%</td>
<td>92.7%</td>
</tr>
<tr>
<td>Banks</td>
<td>6.0%</td>
<td>0.9%</td>
<td>93.1%</td>
</tr>
<tr>
<td>Federal Employee Retention Tax Credits</td>
<td>3.9%</td>
<td>0.9%</td>
<td>95.3%</td>
</tr>
<tr>
<td>Deferral of Federal Employment Tax Deposits and Payments</td>
<td>3.1%</td>
<td>0.6%</td>
<td>96.3%</td>
</tr>
<tr>
<td>Main Street Lending Program</td>
<td>0.3%</td>
<td>0.8%</td>
<td>99.0%</td>
</tr>
</tbody>
</table>

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 3 to 5 employees (60%), 6 to 9 employees (70%) and 10 to 24 employees (64.7%) are significantly more likely to report having requested and received financial assistance from the Paycheck Protection Program compared to respondents with 1 to 2 employees (47.9%) and 25 or more employees (55.3%).
- Respondents in the Metro Counties (64.3%) are significantly more likely to report that they have requested and received financial assistance from the Paycheck Protection Program compared to respondents in the Non-Metro Counties (51.0%).
Do you feel that your organization may have faced permanent closure related to the coronavirus pandemic had this funding not been received?

Over half the respondents reported their organization would have faced permanent closure without funding from Small Business Administration (44.3%). A second tier of key funding sources included themselves (37.7%), Family or Friends (36.4%), State of Iowa Assistance Programs (36.4%), Economic Injury Disaster Loans (35.6%), Paycheck Protection Program (33.8%), Other sources (31.5%), and Local Community Assistance Programs (30.1%). Federal Sick and Family Leave Tax Credits (12.5%) and Main Street Lending Program (0.0%) were least reported.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business Administration (SBA) Loan Forgiveness (N=122)</td>
<td>44.3%</td>
<td>33.6%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Self (N=69)</td>
<td>37.7%</td>
<td>30.4%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Family or Friends (N=66)</td>
<td>36.4%</td>
<td>28.8%</td>
<td>34.8%</td>
</tr>
<tr>
<td>State of Iowa Assistance Programs (N=214)</td>
<td>36.4%</td>
<td>36.0%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Economic Injury Disaster Loans (EIDL) (N=87)</td>
<td>35.6%</td>
<td>47.1%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Paycheck Protection Program (PPP) (N=462)</td>
<td>33.8%</td>
<td>39.4%</td>
<td>26.8%</td>
</tr>
<tr>
<td>Other Sources (N=124)</td>
<td>31.5%</td>
<td>40.3%</td>
<td>28.2%</td>
</tr>
<tr>
<td>Local Community Assistance Programs (N=123)</td>
<td>30.1%</td>
<td>47.2%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Other Federal Programs (N=106)</td>
<td>24.5%</td>
<td>50.0%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Banks (N=48)</td>
<td>22.9%</td>
<td>52.1%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Federal Employee Retention Tax Credits (N=31)</td>
<td>22.6%</td>
<td>54.8%</td>
<td>22.6%</td>
</tr>
<tr>
<td>Deferral of Federal Employment Tax Deposits and Payments (N=25)</td>
<td>16.0%</td>
<td>56.0%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Federal Sick and Family Leave Tax Credits (N=96)</td>
<td>12.5%</td>
<td>72.9%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Main Street Lending Program (N=2)</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $99.9K or less (57.1%) and $100K to $499.9K (51.7%) are significantly more likely to report that they would have faced permanent closure had funding from Economic Injury Disaster Loans not been received compared to respondents with annual sales of $500K to $4.9M (16.7%) and $5M or more (21.4%).
What areas of assistance would be most helpful to your organization?

Over half (53.9%) of respondents reported that providing support to non-profit sector would be the most helpful to their organization. Other assistance areas included financial assistance (43.0%), Marketing/promotion assistance (20.9%), Assistance for remote work (16.4%), and Childcare support for families (14.1%). Tax relief (5.3%) was reported to be least helpful.

The other responses indicated by respondents included the following:

- Return to normal (78)
- Lower unemployment benefits (48)
- Vaccine access (43)
- Employment assistance (36)
- Forgivable loan/grant (25)
- State government support (19)
- Supply chain issues (12)
- Qualified workforce (11)
- Mitigation mandates (9)
- Better broadband (8)
- Health care reform (8)
- Regulation changes (8)
- Rent assistance program (8)
- Utility bill assistance (8)
- Health care (7)
- Small business assistance (6)
- More PPP (5)
- Non-profit support (5)
• Property tax relief (5)
• Housing (3)
• City government support (2)
• End eviction moratorium (2)
• Essential worker extra compensation (2)
• Lower interest rates (2)
• Media coverage (2)
• Tax extension (2)
• Technology assistance (2)
• Workforce availability (2)
• Business networking
• Business startup assistance
• Community support
• COVID testing
• DIR relief
• Infrastructure spending
• Low income assistance
• Lower government spending
• Not sure
• Paid leave support
• Payroll tax relief
• Planning assistance
• Public health
• Reduce interest rates
• Rural assistance
• Sales tax relief
• Tax changes clarification
• Tax reform
• Tax revenue backfill
• Union assistance
Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 1 to 2 employees (30.7%) are significantly more likely to report that marketing/promotion assistance would be the most helpful to their organization compared to respondents with 10 to 24 employees (19.4%) and 25 or more employees (13.9%).
- Respondents with 25 or more employees (18.3%) are significantly more likely to report that modification of licensing and government regulations would be the most helpful to their organization compared to respondents with 1 to 2 employees (3.1%) and 3 to 5 employees (7.6%).
- Respondents in the Non-Metro Counties (34.4%) are significantly more likely to report that providing support to non-profit sector would be most helpful to their organization compared to respondents in the Metro Counties (50.3%).
Please indicate whether your organization is currently doing, considering, or not considering each of the following.

Respondents were asked to indicate whether their organization was currently doing, considering or not considering various business operation tasks. They reported the highest currently doing frequency for Heightening the cleaning protocols for their office or retail space (68.5%). Nearly 60% reported Relying more heavily on communications services while 40.8% reported Expanding their organization through digital means and related technologies and 33.1% Changing the layout of their office, retail, and/or production space. Respondents least reported currently Investing more work in automation (8.6%).

Top options under consideration included Creating or revising their supply chain strategy (28.4%), Creating or revising a contingency plan (24.7%), Increasing cash reserves (19.8%), and Expanding their organization through digital means (19.5%). Utilizing contractors/contract services (28.7%) was most often reported as being under no consideration at this time.

<table>
<thead>
<tr>
<th>N=800</th>
<th>Currently doing</th>
<th>Considering implementing</th>
<th>No consideration at this time</th>
<th>Not Applicable/Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heighten the cleaning protocols for our office or retail space</strong></td>
<td>68.5%</td>
<td>5.5%</td>
<td>7.2%</td>
<td>18.8%</td>
</tr>
<tr>
<td><strong>Rely more heavily on communications services for our business operations</strong></td>
<td>58.9%</td>
<td>11.0%</td>
<td>9.6%</td>
<td>20.5%</td>
</tr>
<tr>
<td><strong>Expand our organization through digital means and related technologies</strong></td>
<td>40.8%</td>
<td>19.5%</td>
<td>14.0%</td>
<td>25.8%</td>
</tr>
<tr>
<td><strong>Change the layout of our office, retail, and/or production space</strong></td>
<td>33.1%</td>
<td>11.8%</td>
<td>22.1%</td>
<td>33.0%</td>
</tr>
<tr>
<td><strong>Increase cash reserves</strong></td>
<td>31.9%</td>
<td>19.8%</td>
<td>26.0%</td>
<td>22.4%</td>
</tr>
<tr>
<td><strong>Create or revise our supply chain strategy</strong></td>
<td>26.6%</td>
<td>28.4%</td>
<td>19.4%</td>
<td>25.6%</td>
</tr>
<tr>
<td><strong>Create or revise a contingency plan</strong></td>
<td>19.5%</td>
<td>24.7%</td>
<td>25.2%</td>
<td>30.7%</td>
</tr>
<tr>
<td><strong>Utilize contractors/contract services more to segment workforce needs</strong></td>
<td>8.9%</td>
<td>8.9%</td>
<td>28.7%</td>
<td>53.5%</td>
</tr>
<tr>
<td><strong>Invest more work in automation</strong></td>
<td>8.6%</td>
<td>9.3%</td>
<td>23.3%</td>
<td>58.9%</td>
</tr>
</tbody>
</table>

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents in the Metro Counties (65.3%) are significantly more likely to report that they are currently relying more heavily on communications services for their business operations compared to respondents in the Non-Metro Counties (51.5%).
Please estimate what percentage of your organization’s employees were eligible to work remotely in February 2021 compared to what percentage worked remotely in February 2021.

With just over half of the respondents providing data, an average of 47.48% employees were eligible to work remotely in February 2021 while 34.00% worked remotely.
Respondents were asked to report implementation or consideration of changes to their workforce. Just over 34% have already implemented a hybrid work in office/home model and 19.8% have allowed employees to work remotely full-time. Only 3.6% have implemented six-hour work shifts, 6.8% have downsized their physical footprint, and 6.1% have implemented a four-day work week. Conversely, workforce changes under the least consideration include six-hour work shifts (49.5%), four-day work week (45.8%) and downsizing the physical footprint (45.9%).

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 3 to 5 employees (11.0%) and 10 to 24 employees (13.7%) are significantly more likely to report that they are considering downsizing the physical footprint of their organization compared to respondents with 6 to 9 employees (3.8%).
- Respondents with annual sales of $500K to $4.9M (26.9%) and $5M or more (23.7%) are significantly more likely to report that they are currently allowing employees to work remotely full-time compared to respondents with annual sales of $99.9K or less (12.6%) and $100K to $499.9K (15.3%).
- Respondents in the Metro Counties (25.3%) are significantly more likely to report that they are currently allowing employees to work remotely full-time compared to respondents in the Non-Metro Counties (13.8%).
How valuable would the following remote work initiatives be to your organization?

Respondents indicated State and federal government investments in broadband infrastructure as having the highest value (32.4% extremely + Very valuable) followed by Incentives for investing in technology/programs to support remote work (20.2% extremely + Very valuable) and Digital skills for training for staff (15.0% extremely + Very valuable). Least value overall was reported for Sector-specific guides on working remotely, Increased availability of training for HR and Assistance establishing a remote work plan.

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Extremely + Very valuable</th>
<th>Extremely valuable</th>
<th>Very valuable</th>
<th>Moderately valuable</th>
<th>Slightly valuable</th>
<th>Not valuable</th>
<th>Not applicable / Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>State and federal government investments in broadband infrastructure, particularly for rural communities</td>
<td>48.1%</td>
<td>33.3%</td>
<td>14.8%</td>
<td>8.6%</td>
<td>4.0%</td>
<td>9.9%</td>
<td>29.5%</td>
</tr>
<tr>
<td>Incentives for investing in technology/programs to support remote work</td>
<td>35.3%</td>
<td>20.5%</td>
<td>14.8%</td>
<td>11.9%</td>
<td>8.0%</td>
<td>11.1%</td>
<td>33.8%</td>
</tr>
<tr>
<td>Digital skills training for staff</td>
<td>28.5%</td>
<td>12.1%</td>
<td>16.4%</td>
<td>14.6%</td>
<td>12.9%</td>
<td>12.8%</td>
<td>31.3%</td>
</tr>
<tr>
<td>Assistance establishing remote work plan</td>
<td>24.4%</td>
<td>11.9%</td>
<td>12.5%</td>
<td>13.1%</td>
<td>9.6%</td>
<td>16.0%</td>
<td>36.9%</td>
</tr>
<tr>
<td>Productivity training for staff</td>
<td>23.3%</td>
<td>9.8%</td>
<td>13.5%</td>
<td>12.9%</td>
<td>11.6%</td>
<td>17.1%</td>
<td>35.1%</td>
</tr>
<tr>
<td>Increased availability of training for HR</td>
<td>21.9%</td>
<td>9.1%</td>
<td>12.8%</td>
<td>13.0%</td>
<td>10.4%</td>
<td>17.3%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Sector-specific guides on working remotely</td>
<td>18.9%</td>
<td>8.0%</td>
<td>10.9%</td>
<td>10.9%</td>
<td>9.4%</td>
<td>19.8%</td>
<td>41.1%</td>
</tr>
</tbody>
</table>

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $100K to $499.9K (22.2%), $500K to $4.9M (23.8%), and $5M or more (23.2%) are significantly more likely to report that incentives for investing in technology/programs to support remote work extremely valuable compared to respondents with annual sales of $99.9K or less (12.6%).
- Respondents with annual sales of $100K to $499.9K (14.3%), $500K to $4.9M (14.5%), and $5M or more (12.1%) are significantly more likely to report that assistance establishing remote work plan would be extremely valuable compared to respondents with annual sales of $99.9K or less (6.8%).
Does your organization have any business travel planned for 2021?

Over half the respondents reported their organizations have no travel plans for 2021 (60.5%) while 18.5% have domestic travel plans and 1.3% have international travel plans.

Domestic travel was reported to begin as follows:

- Ongoing (170)
- March 2021 (151)
- October 2021 (145)
- September 2021 (132)
- April 2021 (98)
- July 2021 (89)
- June 2021 (87)
- August 2021 (86)
- Not sure (81)
- Now (70)
- February 2021 (46)
- May 2021 (34)
- January 2021 (31)
- November 2021 (24)
- As soon as vaccinated (6)
- Varies (4)
- December 2021
- Limited
International travel was reported to begin as follows:

- September 2021 (15)
- October 2021 (15)
- June 2021 (15)
- Not sure (13)
- November 2021 (9)
- March 2021 (9)
- August 2021 (9)
- July 2021 (6)
- April 2021 (6)
- May 2021 (5)
- December 2021 (5)
- January 2021 (4)
- Ongoing (2)
- As soon as vaccinated (2)
- Now
- January 2022
- February 2021

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $500K to $4.9M (24.4%) and $5M or more (21.0%) are significantly more likely to report domestic travel is starting compared to respondents with annual sales of $99.9K or less (11.6%) and $100K to $499.9K (15.4%).
- Respondents in the Metro Counties (63.8%) are significantly more likely to report no travel plans for 2021 compared to respondents in the Non-Metro Counties (57.7%).
Which of the following describes the nature of your organization’s planned business travel for 2021?

For those organizations that have planned business travel for 2021, 64.4% reported travel for Conferences, 38.9% for External meetings, 22.8% for Tradeshows, and 19.5% for Sales/business development.

Other responses detailing the nature of planned business travel included the following:

- Education/Training (41)
- Onsite work (40)
- Onsite construction/installation (26)
- Event (18)
- Client meeting (16)
- Deliveries (16)
- Competition (14)
- Job site (13)
- Auction (6)
- Purchases (6)
- Art/Craft show (5)
- New business (5)
- Annual meeting (4)
- Customer support (4)
- Field work (4)
- Vacation (4)
- Contract work (3)
- Inspection (3)
- Legal proceedings (3)
- Remote work (3)
- Fundraising (2)
- New location (2)
- Onsite visit (2)
- Advocacy work
- Appointment
- Business acquisition
- Commute
- Company retreat
- Critical travel
- Franchise meeting
- Gigs
- Inventory
- Investigation
- Product development
- Purchasing
- Sales
- Site visit
- Student meeting
Has your organization experienced hardship in the payment of utility bills for service provided during the coronavirus pandemic?

Approximately three-fourths of the respondents reported no hardship in utility bill payment.

![Bar chart showing the distribution of responses to the question about utility bill hardships.]

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $99.9K or less (23.7%) are significantly more likely to report having experienced utility payment hardships compared to respondents with annual sales of $100K to $499.9K (15.9%), $500K to $4.9M (14.5%), and $5M or more (8.0%).
Has your organization experienced a reduction in your utility consumption/usage since March 2020?

31.8% of respondents reduced their utility consumption/usage since March 2020 with 57.3% reporting no reduction.

![Bar chart showing utility consumption/usage reduction](chart.png)

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 3 to 5 employees (40.0%), 6 to 9 employees (37.5%), and 10 to 24 employees (36.7%) are significantly more likely to report having experienced a reduction in utility usage compared to respondents with 1 to 2 employees (27.0%) and 25 or more employees (26.0%).
- Respondents with annual sales of $99.9K or less (38.9%) and $500K to $4.9M (36.8%) are significantly more likely to report having experienced a reduction in utility usage compared to respondents with annual sales of $100K to $499.9K (27.5%) and $5M or more (25.0%).
- Respondents in the Metro Counties (37.0%) are significantly more likely to report having experienced a reduction in utility usage compared to respondents in the Non-Metro Counties (27.9%).
Please estimate the impact the coronavirus had on your organization’s 2020 revenue and employment as compared to 2019 levels.

Respondent organizations indicated their 2020 revenues had decreased by a mean of 21.85%. Employment also decreased by the same mean of 21.85%.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $99.9k or less (-35.29%) and $100K to $499.9K (-25.37%) reported a significantly higher negative impact to their 2020 revenue compared to respondents with annual sales of $500K to $4.9M (-14.06%) and $5M or more (-11.83%).
- Respondents with annual sales of $99.9k or less (-18.20%) and $100K to $499.9K (-11.46%) reported a significantly higher negative impact to their 2020 employment compared to respondents with annual sales of $500K to $4.9M (-3.89%).
- Respondents with annual sales of $99.9k or less (-35.29%) and $100K to $499.9K (-25.37%) reported a significantly higher negative impact to their 2020 revenue compared to respondents with annual sales of $500K to $4.9M (-14.06%) and $5M or more (-11.83%).
- Respondents with annual sales of $99.9k or less (-18.20%) and $100K to $499.9K (-11.46%) reported a significantly higher negative impact to their 2020 employment compared to respondents with annual sales of $500K to $4.9M (-3.89%).
Non-Profit Respondents

How do you anticipate COVID-19 will impact your budget in 2021 compared to 2020?

Approximately 58% reported a Continued/ongoing negative budget impact. Only 11.2% indicated there was No impact and 7.4% with a New negative impact. Approximately 17% were Not sure.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with annual sales of $99.9K or less (62.3%), $100K to $499.9K (62.4%), and $500K to $4.9M (66.3%) are significantly more likely to report that COVID-19 will have no impact on their budget in 2021 compared to respondents with annual sales of $5M or more (43.2%).
- Respondents in the Non-Metro Counties (13.3%) are significantly more likely to report that COVID-19 will have no impact on their budget in 2021 compared to respondents in the Metro Counties (8.8%).
What percentage describes the current/projected income and demand for services in 2021 as compared to 2020 levels?

Non-profit respondents reported an increased average of 9.88% in current/projected demand for services in 2021 as compared to 2020 and a negative average of 0.58% for current/projected income for 2021 as compared to 2020.

<table>
<thead>
<tr>
<th>Aggregate Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current/projected demand for 2021 compared to 2020</td>
</tr>
<tr>
<td>N=612</td>
</tr>
<tr>
<td>9.88%</td>
</tr>
<tr>
<td>Current/projected income for 2021 compared to 2020</td>
</tr>
<tr>
<td>N=592</td>
</tr>
<tr>
<td>-0.58%</td>
</tr>
</tbody>
</table>

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 25 or more employees (4.10%) are significantly more likely to report a higher current/projected income for 2021 compared to 2020 compared to respondents with 3 to 5 employees (-7.43%).
- Respondents with annual sales of $500K to $4.9M (16.50%) are significantly more likely to report a higher current/projected demand for 2021 services compared to 2020 compared to respondents with annual sales of $99.9K or less (1.66%).
- Respondents with annual sales of $500K to $4.9M (4.69%) are significantly more likely to report a higher current/projected income for 2021 compared to 2020 compared to respondents with annual sales of $99.9K or less (-6.01%) and $100K to $499.9K (-4.87%).
If your organization faces permanent closure related to the coronavirus pandemic, when do you project that permanent closure to occur?

While the vast majority of nonprofit organizations do not foresee permanent closure due to pandemic (93.0%), 3.7% anticipate closure in 2022 or later, 1.8% in Q4 2021 and 1.0% in Q3 2021.
Estimate the percentage of clients/customers/beneficiaries who will either no longer be served or will receive reduced/incomplete service as a result of the coronavirus pandemic related funding shortages and volunteer support lost in 2021.

Non-profit respondents estimated an average of 23.80% of their clients/customers/beneficiaries will either no longer be served or will receive reduced/incomplete service, with values ranging from 0.0% to 100.0% and a median of 10.0%.

<table>
<thead>
<tr>
<th>Percentage of Clients/Customer/Beneficiaries</th>
<th>Aggregate Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=556</td>
</tr>
</tbody>
</table>

What is your organization’s projected budget shortfall to meet expenses through June 30, 2021?

A total of 390 respondents indicated no projected budget shortfall to meet expenses through June 30, 2021. The mean value was calculated for respondents reporting one or more dollars needed to meet unfunded expenses. On average, non-profit respondents need a total of $261,149.11 to meet expenses through June 30, 2021, with values ranging from $1 to $20,000,000 and a median value of $40,000.

<table>
<thead>
<tr>
<th>Projected Budget Shortfall Mean</th>
<th>Aggregate Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=786</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Projected Budget Shortfall Mean</th>
<th>Aggregate Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>N=556</td>
<td>$1,311,571.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Projected Budget Shortfall Median</th>
<th>Aggregate Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range</td>
<td>$0 to $20M</td>
</tr>
</tbody>
</table>

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 25 or more employees ($324,575.80) reported a significantly higher mean budget shortfall to meet expenses compared to respondents with 1 to 2 employees ($12,851.78), 3 to 5 employees ($23,073.76), 6 to 9 employees ($64,905.68), and 10 to 24 employees ($43,416.67).
- Respondents with annual sales of $5M or more ($342,768.54) reported a significantly higher mean budget shortfall to meet expenses compared to respondents with annual sales of $99.9K or less ($21,821.35), $100K to $499.9K ($31,203.76), and $500K to $4.9M ($89,818.91).
- Respondents in the Metro Counties ($216,329.42) reported a significantly higher mean budget shortfall to meet expenses compared to respondents in the Non-Metro Counties ($47,789.43).
Since March 2020, has your organization requested financial assistance from any of the following non-profit specific sources?

Non-profit organizations reported most often requesting and receiving financial assistance from Private donors (44.3%) followed by Philanthropic organizations/foundations (22.2%). Only 9.8% indicated an Iowa arts and culture recovery program grant.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 1 to 2 employees (13.0%) and 6 to 9 employees (15.2%) are significantly more likely to report having requested and received financial assistance from the Iowa Arts & Culture Recovery Program Grant compared to respondents with 25 or more employees (5.6%).
- Respondents with annual sales of $99.9K or less (16.9%), $100K to $499.9K (12.9%), and $500K to $4.9M (8.8%) are significantly more likely to report having requested and received financial assistance from the Arts & Culture Recovery Program Grant compared to respondents with annual sales of $5M or more (2.3%).
- Respondents in the Metro Counties (27.9%) are significantly more likely to report having requested financial assistance from philanthropic organizations/foundations compared to respondents in the Non-Metro Counties (17.5%).
Residential/Commercial Property Management

Would you describe your organization’s primary service as residential and/or commercial property management?

Less than six percent of respondent organizations would describe their primary service as residential and/or commercial property management.

Approximately, how many rental units does your organization manage in Iowa?

The mean value was calculated for respondents managing one or more rental units in Iowa. An average of 19.61 rental units are managed by residential/commercial property manager respondents.
What percent of your tenants are currently behind on their rent due to COVID-19?

Fourteen percent of residential/commercial property manager respondents reported 1-25% of tenants behind on their rent due to COVID-19 with 14.0% being current on rent.
Seven percent of residential/property management respondents reported tenants being behind on payments by 1 or 2 months and 4.7% are 1 month behind on payments. Only 2.3% of tenants are behind 4 or more months.
What percentage of your tenants do you anticipate having to evict after the statewide moratorium lifts?

Approximately 12% of residential/commercial property management respondents anticipated not having to evict any tenants once the statewide moratorium lifts, while 2.3% anticipate evicting 1 to 25% of tenants.
Approximately 12% of residential/commercial property management respondents reported organizational liquidity stayed the same while 25.6% reported it decreasing by 1 to 25%, and 7.0% reported a decrease of 26-50%.
Tourism Respondents
Would you describe your organization as being a tourism-based organization?

Nearly 80% of the respondents do not consider their organization to be tourism-based with 16.9% being tourism based.

Significant testing among respondent demographic groups was performed and is fully presented in the Appendix. The following statistically significant differences are highlighted.

- Respondents with 1 to 2 employees (27.0%) and 6 to 9 employees (25.0%) are significantly more likely to report being a Tourism based organization compared to respondents with 10 to 24 employees (8.6%) and 25 or more employees (11.0%).
- Respondents with annual sales of $99.9K or less (31.1%) and $100K to $499.9K (19.6%) are significantly more likely to report being a Tourism based organization compared to respondents with annual sales of $500K to $4.9M (11.9%) and $5M or more (7.1%).
- Respondents in the Non-Metro Counties (22.1%) are significantly more likely to report being a Tourism based organization compared to respondents in the Metro Counties (12.0%).
Tourism respondent organizations estimate a continued negative impact on attendance/visitors, especially for February 2021 (mean of -47.36%). The negative impact decreases slightly in both March (-48.52%) and April (-42.60%) on average.
How has COVID-19 changed your tourism marketing for the first quarter of 2021?

Among tourism-based organizations, just over 40% of respondents (42.2%) reported pausing paid marketing, but continuing social media, website, and email updates. Just over 30% of respondents are marketing what is open (30.4%) and 16.3% paused all marketing.

The other responses indicated by respondents included the following:

- Cut back on paid marketing, continuing social media (5)
- Buying smaller marketing ads
- Delayed annual campaign
- Limited marketing; more social media
- Paused all in person events
Once the COVID-19 crisis has subsided, how do you plan to re-engage your local community, residents, and visitors?

Just over two-thirds of tourism respondents (67.4%) plan to re-engage the local community, residents, and visitors through Sanitizing procedures, followed closely by Social distancing protocols (66.7%). Approximately 31% reported Discounting pricing, affinity benefits, and memberships, and 19.3% plan to have Extra time between events.

The other responses indicated by respondents included the following:

- Gradually increase capacity (4)
- Alternative events (3)
- More social media outreach (3)
- New and more accessible amenities/events (3)
- Return to normal events (3)
- Continued mask wearing (2)
- Increase in PR events/activities (2)
- Return invitations (2)
- Contract tracing
- Delivery method options
- Marketing partnerships
If your organization has cash reserves or an emergency fund, how long will this fund be able to support your organization?

When asked about cash reserves or an emergency fund, 10.4% of tourism respondents had enough to support their organization for over 1 year with most respondents reported having 6 months to a year (22.2%) or 5-6 months (17.0%) of cash reserves.
Statistical procedures such as crosstabs, independent t-tests and ANOVA were performed on the data set to identify significant differences between various segments. The following statements identify statistically significant differences by employee size, revenue, county type (metro vs. non-metro), and survey 1 vs survey 2 vs survey 3.

By Employee Size

Q2: At the present time, are the effects of the coronavirus pandemic directly impacting your organization?

Respondents with 1 to 2 employees (22.1%) are significantly more likely to report that the Coronavirus had no direct impact on their organization compared to respondents with 3 to 5 employees (9.7%), 6 to 9 employees (11.3%), 10 to 24 employees (10.8%), and 25 or more employees (10.6%).

Respondents with 3 to 5 employees (82.1%) are significantly more likely to report that the coronavirus had a negative impact on their organization compared to respondents with 1 to 2 employees (70.6%).

Q3: As a result of the coronavirus pandemic, which of the following is your organization currently experiencing?

Respondents with 10 to 24 employees (28%) and 25 or more employees (26.5%), are significantly more likely to report that they are experiencing a shortage of supplies or inputs due to the Coronavirus pandemic compared to respondents with 1 to 2 employees (10.3%) and 3 to 5 employees (12.2%).

Respondents with 10 to 24 employees (40.2%) and 25 or more employees (48.2%) are significantly more likely to report decreased employee attendance related to COVID compared to respondents with 1 to 2 employees (16.8%), 3 to 5 employees (22.3%), and 6 to 9 employees (17.3%).

Respondents with 10 to 24 employees (17.4%) and 25 or more employees (25.3%) are significantly more likely to report child care availability challenges for employees compared to respondents with 1 to 2 employees (6.5%), 3 to 5 employees (7.9%), and 6 to 9 employees (8.0%).

Respondents with 1 to 2 employees (18.7%) and 10 to 24 employees (12.1%) are significantly more likely to report experiencing none of these compared to respondents with 3 to 5 employees (7.9%), 6 to 9 employees (5.3%), and 25 or more employees (7.9%).

Q4: Which of the following are your organization’s top 3 concerns with respect to the effects of the coronavirus pandemic?

Respondents with 3 to 5 employees (48.9%) and 6 to 9 employees (46.7%) are significantly more likely to report that cash flow is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 10 to 24 employees (35.6%) and 25 or more employees (26.5%).

Respondents with 10 to 24 employees (20.5%) and 25 or more employees (22.5%) are significantly more likely to report that the cost of implementing protective health/safety measures and PPE is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 1 to 2 employees (7.1%), and 3 to 5 employees (8.6%).
Respondents with 1 to 2 employees (23.2%) and 6 to 9 employees (26.7%) are significantly more likely to report that decreasing consumer confidence/spending is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 25 or more employees (11.9%).

Respondents with 6 to 9 employees (42.7%), 10 to 24 employees (50.8%), and 25 or more employees (46.6%) are significantly more likely to report that employee health/wellbeing is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 1 to 2 employees (27.1%) and 3 to 5 employees (34.5%).

Respondents with 25 or more employees (36.8%) are significantly more likely to report that workforce availability is one of their top concerns with respects to the Coronavirus pandemic compared to respondents with 1 to 2 employees (10.3%), 3 to 5 employees (9.4%), 6 to 9 employees (8%), and 10 to 24 employees (12.9%).

**Q6: In the next 6 months, do you think your organization will need to do any of the following?**

Respondents with 3 to 5 employees (35.2%), 6 to 9 employees (37.5%), and 10 to 24 employees (41.7%) are significantly more likely to report needing to obtain financial assistance or additional capital within the next six months compared to respondents with 25 or more employees (21.6%).

Respondents with 3 to 5 employees (20.7%) are significantly more likely to report needing to develop online sales or websites within the next six months compared to respondents with 6 to 9 employees (8.8%), 10 to 24 employees (10.1%), and 25 or more employees (8.4%).

Respondents with 1 to 2 employees (36.8%), 3 to 5 employees (37.9%), 6 to 9 employees (36.3%), and 10 to 24 employees (37.4%) are significantly more likely to report needing to increase or pivot their marketing or sales efforts within the next six months compared to respondents with 25 or more employees (26%).

Respondents with 10 to 24 employees (30.2%) and 25 or more employees (27.1%) are significantly more likely to report needing to learn how to better provide for the safety of customers and employees within the next six months compared to respondents with 1 to 2 employees (17.2%) and 3 to 5 employees (16.6%).

Respondents with 10 to 24 employees (39.6%) and 25 or more employees (49.1%) are significantly more likely to report needing to identify and hire new employees within the next six months compared to respondents with 1 to 2 employees (11%), 3 to 5 employees (19.3%), and 6 to 9 employees (21.3%).

Respondents with 3 to 5 employees (16.6%), 6 to 9 employees (18.8%), 10 to 24 employees (25.9%), and 25 or more employees (30.8%) are significantly more likely to report needing to offer new/additional training for employees compared to respondents with 1 to 2 employees (4.9%).

Respondents with 3 to 5 employees (26.2%), 6 to 9 employees (26.3%), 10 to 24 employees (30.9%), and 25 or more employees (34.4%) are significantly more likely to report needing to evaluate work arrangements for employees compared to respondents with 1 to 2 employees (16%).
Q8: Thinking about the impacts of the coronavirus pandemic, has your organization done any of the following?

Respondents with 3 to 5 employees (58.6%), 10 to 24 employees (58.3%), and 25 or more employees (64.5%) are significantly more likely to report having implemented new systems or technology to allow for remote collaboration compared to respondents with 1 to 2 employees (34.4%), and 6 to 9 employees (42.5%).

Respondents with 3 to 5 employees (50.3%) and 25 or more employees (49.8%) are significantly more likely to report having started delivering products and services differently compared to respondents with 1 to 2 employees (31.9%), 6 to 9 employees (36.3%), and 10 to 24 employees (36.7%).

Respondents with 1 to 2 employees (24.5%) are significantly less likely to report having started offering new products and services to adapt to changing customer needs compared to respondents with 3 to 5 employees (40.0%).

Respondents with 1 to 2 employees (30.7%) and 6 to 9 employees (26.3%) are significantly more likely to report having done none of these compared to respondents with 3 to 5 employees (15.2%), 10 to 24 employees (18%), and 25 or more employees (18.3%).

Q10: How would you describe the current availability of cash on hand for your organization, including any financial assistance or loans?

Respondents with 1 to 2 employees (55.2%) and 6 to 9 employees (51.2%) are significantly more likely to report having cash on hand for 3 or more months of business operations compared to respondents with 3 to 5 employees (42.1%) and 10 to 24 employees (41.7%).

Q11A: Since March 2020, has your organization requested financial assistance from any of the following sources?

Respondents with 3 to 5 employees (60%), 6 to 9 employees (70%), and 10 to 24 employees (64.7%) are significantly more likely to report having requested and received financial assistance from the Paycheck Protection Program compared to respondents with 1 to 2 employees (47.9%) and 25 or more employees (55.3%).

Respondents with 6 to 9 employees (22.5%), are significantly more likely to report having requested and received financial assistance from Economic Injury Disaster Loans compared to respondents with 1 to 2 employees (5.5%), 3 to 5 employees (11%), 10 to 24 employees (12.2%), and 25 or more employees (9.9%).

Respondents with 6 to 9 employees (21.3%) and 10 to 24 employees (21.6%) are significantly more likely to report having requested and received financial assistance from Small Business Administration Loan Forgiveness compared to respondents with 1 to 2 employees (8.0%), 3 to 5 employees (15.2%), and 25 or more employees (14.7%).

Respondents with 1 to 2 employees (2.5%), 3 to 5 employees (3.4%), 6 to 9 employees (6.3%), and 10 to 24 employees (12.2%) are significantly more likely to report having requested and received financial assistance from Federal Sick and Family Leave Tax Credits compared to respondents with 25 or more employees (23.8%).
Respondents with 25 or more employees (28.2%) are significantly more likely to report having requested and received financial assistance from other Federal programs compared to respondents with 1 to 2 employees (5.5%), 3 to 5 employees (4.1%), 6 to 9 employees (6.3%), and 10 to 24 employees (6.5%).

Respondents with 6 to 9 employees (36.3%) and 25 or more employees (31.1%) are significantly more likely to report having requested and received financial assistance from State of Iowa assistance programs compared to respondents with 1 to 2 employees (23.9%), 3 to 5 employees (22.1%), and 10 to 24 employees (20.9%).

Respondents with 3 to 5 employees (15.2%), 6 to 9 employees (18.8%), 10 to 24 employees (16.5%), and 25 or more employees (18.3%) are significantly more likely to report having requested and received financial assistance from other sources compared to respondents with 1 to 2 employees (8.6%).

Q12: What areas of assistance would be most helpful to your organization?

Respondents with 10 to 24 employees (17.3%) and 25 or more employees (20.9%) are significantly more likely to report that childcare support for families would be the most helpful to their organization compared to respondents with 1 to 2 employees (6.1%), 3 to 5 employees (9.7%), and 6 to 9 employees (10%).

Respondents with 1 to 2 employees (30.7%) are significantly more likely to report that marketing/promotion assistance would be the most helpful to their organization compared to respondents with 10 to 24 employees (19.4%, and 25 or more employees (13.9%).

Respondents with 25 or more employees (18.3%) are significantly more likely to report that modification of licensing and government regulations would be the most helpful to their organization compared to respondents with 1 to 2 employees (3.1%) and 3 to 5 employees (7.6%).

Respondents with 3 to 5 employees (67.6%) and 6 to 9 employees (60%) are significantly more likely to report that providing support to non-profit sector would be the most helpful to their organization compared to respondents with 10 to 24 employees (49.6%) and 25 or more employees (47.3%).

Respondents with 10 to 24 employees (20.1%) and 25 or more employees (21.2%) are significantly more likely to report that support for impacted employees would be the most helpful to their organization compared to respondents with 1 to 2 employees (4.3%), 3 to 5 employees (4.8%), and 6 to 9 employees (11.3%).

Q14: Please indicate whether your organization is currently doing, considering, or not considering each of the following?

Respondents with 10 to 24 employees (17.3%) and 25 or more employees (15%) are significantly more likely to report that they are considering creating or revising their supply chain strategy compared to respondents with 1 to 2 employees (6.1%) and 3 to 5 employees (5.5%).

Respondents with 25 or more employees (13.9%) are significantly more likely to report that they are currently investing more in work automation compared to respondents with 1 to 2 employees (3.7%), 3 to 5 employees (4.8%), and 6 to 9 employees (5%).
Respondents with 3 to 5 employees (60.7%), 10 to 24 employees (63.3%) and 25 or more employees (65.9%) are significantly more likely to report that they are currently relying more heavily on communications services for their business operations compared to respondents with 1 to 2 employees (44.8%).

Respondents with 3 to 5 employees (46.2%) and 10 to 24 employees (51.1%) are significantly more likely to report that they are currently expanding their organization through digital means and related technologies compared to respondents with 1 to 2 employees (29.4%).

Respondents with 10 to 24 employees (33.1%) and 25 or more employees (36.3%) are significantly more likely to report that they are currently creating or revising a contingency plan compared to respondents with 1 to 2 employees (17.8%), 3 to 5 employees (19.7%), and 6 to 9 employees (16.3%).

Respondents with 3 to 5 employees (66.2%), 6 to 9 employees (70%), 10 to 24 employees (77.7%), and 25 or more employees (77.7%) are significantly more likely to report that they are currently heightening the cleaning protocols for their office or retail space compared to respondents with 1 to 2 employees (46.6%).

Respondents with 3 to 5 employees (12.4%), 6 to 9 employees (13.8%), 10 to 24 employees (12.9%), and 25 or more employees (13.2%) are significantly more likely to report that they are considering changing the layout of their office/retail, and/or production space compared to respondents with 1 to 2 employees (6.7%).

Respondents with 25 or more employees (12.8%) are significantly more likely to report that they are currently utilizing contractors/contract services more to segment workforce needs compared to respondents with 1 to 2 employees (3.7%), and 3 to 5 employees (6.9%).

Q15: What percentage of your organization’s employees were eligible to work remotely in February 2021?

Respondents with 1 to 2 employees (64.54%) reported a significantly higher percentage of employees eligible to work remotely in February 2021 compared to respondents with 10 to 24 employees (47.16%) and 25 or more employees (34.57%).

Respondents with 3 to 5 employees (54.40%) reported a significantly higher percentage of employees eligible to work remotely in February 2021 compared to respondents with 25 or more employees (34.57%).

Q15B: What percentage of your organization’s employees worked remotely in February 2021?

Respondents with 1 to 2 employees (44.55%) reported a significantly higher percentage of employees who worked remotely in February 2021 compared to respondents with 25 or more employees (28.43%).

Q16: Please indicate whether your organization is currently implementing or considering the following alternative work options as a result of the pandemic.

Respondents with 3 to 5 employees (11.0%) and 10 to 24 employees (13.7%) are significantly more likely to report that they are considering downsizing the physical footprint of their organization compared to respondents with 6 to 9 employees (3.8%).
Respondents with 25 or more employees (51.3%) are significantly more likely to report they are not considering a four-day workweek at this time compared to respondents with 1 to 2 employees (34.4%).

Respondents with 3 to 5 employees (52.4%), 6 to 9 employees (45.0%), 10 to 24 employees (51.8%), and 25 or more employees (57.1%) are significantly more likely to report they are not considering six-hour work shifts compared to respondents with 1 to 2 employees (34.4%).

Q17: How valuable would the following remote work initiatives be to your organization?

Respondents with 10 to 24 employees (17.3%) and 25 or more employees (15.4%) are significantly more likely to report that increased availability of training for HR would be very valuable compared to respondents with 1 to 2 employees (8.0%) and 6 to 9 employees (8.8%).

Respondents with 10 to 24 employees (15.8%) are significantly more likely to report that sector-specific guides on working remotely would be very valuable compared to respondents with 1 to 2 employees (7.4%).

Q21: Has your organization experienced a reduction in your utility consumption/usage since March 2020?

Respondents with 3 to 5 employees (40.0%), 6 to 9 employees (37.5%), and 10 to 24 employees (36.7%) are significantly more likely to report having experienced a reduction in utility usage compared to respondents with 1 to 2 employees (27.0%) and 25 or more employees (26.0%).

Q23A: What is your primary industry?

Respondents with 10 to 24 employees (31.7%) and 25 or more employees (40.3%) are significantly more likely to report being in the Health Care and Social Assistance industry compared to respondents with 1 to 2 employees (6.1%), 3 to 5 employees (14.5%), and 6 to 9 employees (13.8%).

Q23B: Would you describe your organization as being a tourism-based organization?

Respondents with 1 to 2 employees (27.0%) and 6 to 9 employees (25.0%) are significantly more likely to report being a Tourism based organization compared to respondents with 10 to 24 employees (8.6%) and 25 or more employees (11.0%).

Q23C: Would you describe your organization’s primary services as residential and/or commercial property management?

Respondents with 1 to 2 employees (9.8%) are significantly more likely to report being a Residential/Commercial property management organization compared to respondents with 3 to 5 employees (2.8%) and 25 or more employees (2.6%).

Q25: What percentage describes the current/projected income and demand for services in 2021 as compared to 2020 levels?

Respondents with 25 or more employees (4.10%) are significantly more likely to report that they have a higher current/projected income for 2021 compared to 2020 compared to respondents with 3 to 5 employees (-7.43%).
Q27: What percentage of clients/customers/beneficiaries will either no longer be served or will receive reduced/incomplete service as a result of the coronavirus pandemic related funding shortages and volunteer support lost in 2021?

Respondents with 1 to 2 employees (27.65%) and 3 to 5 employees (28.55%) reported a significantly higher percentage of clients/customers/beneficiaries no longer be served or reduced/incomplete service compared to respondents with 25 or more employees (18.44%).

Q28: What is your organization’s projected budget shortfall to meet expenses through June 30, 2021?

Respondents with 25 or more employees ($324,575.80) reported a significantly higher mean budget shortfall to meet expenses compared to respondents with 1 to 2 employees ($12,851.78), 3 to 5 employees ($23,073.76), 6 to 9 employees ($64,905.68), and 10 to 24 employees ($43,416.67).

Q29: Since March 2020, has your organization requested financial assistance from any of the follow non-profit specific sources?

Respondents with 6 to 9 employees (22.8%) are significantly more likely to report having requested and received financial assistance from the Iowa Nonprofit Recover Fund Grant compared to respondents with 25 or more employees (7.1%).

Respondents with 1 to 2 employees (13.0%) and 6 to 9 employees (15.2%) are significantly more likely to report having requested and received financial assistance from the Iowa Arts & Culture Recovery Program Grant compared to respondents with 25 or more employees (5.6%).

Q43: Please estimate the impact the coronavirus pandemic had on your organization’s 2020 revenue and employment as compared to 2019 levels.

Respondents with annual sales of $99.9k or less (-35.29%) and $100K to $499.9K (-25.37%) reported a significantly higher negative impact to their 2020 revenue compared to respondents with annual sales of $500K to $4.9M (-14.06%) and $5M or more (-11.83%).

Respondents with annual sales of $99.9k or less (-18.20%) and $100K to $499.9K (-11.46%) reported a significantly higher negative impact to their 2020 employment compared to respondents with annual sales of $500K to $4.9M (-3.89%).

Respondents with annual sales of $99.9K or less (-18.20) reported a significantly higher negative impact to their 2020 employment compared to respondents with annual sales of $5M or more (-6.30%).

By Organization Revenue

Q2: At the present time, are the effects of the coronavirus pandemic directly impacting your organization?

Respondents with annual sales of $99.9K or less (81.6%) and $100K to $499.9K counties (80.4%) are significantly more likely to report negative impact compared to respondents in with annual sales of $5M or more. (67.4%).
Q3: As a result of the coronavirus pandemic, which of the following is your organization currently experiencing?

Respondents with annual sales of $99.9K or less (60.7%), $100K to $499.9K (53.7%), and $500K to $4.9M (55.3%) are significantly more likely to report a decrease in demand for products and services compared to respondents with annual sales of $5M or more (42.2%).

Respondents with annual sales of $500K to $4.9M (39.7%) and $5M or more (42.2%) are significantly more likely to report decreased employee attendance related to COVID compared to respondents with annual sales of $99.9K or less (21.9%) and $100K to $499.9K (24.3%).

Respondents with annual sales of $500K to $4.9M (20.7%) and $5M or more (24.2%) are significantly more likely to report child care availability challenges for employees compared to respondents with annual sales of $99.9K or less (4.4%) and $100K to $499.9K (10.2%).

Q4: Which of the following are your organization’s top 3 concerns with respect to the effects of the coronavirus pandemic?

Respondents with annual sales of $99.9K or less (45.9%) and $100K to $499.9K (48.6%) are significantly more likely to report cash flow compared to respondents with annual sales of $500K to $4.9M (33.5%) and $5M or more (22.7%).

Respondents with annual sales of $500K to $4.9M (20.7%) and $5M or more (21.3%) are significantly more likely to report cost of implementing protective health/safety measures and PPE compared to respondents with annual sales of $99.9K or less (10.9%) and $100K to $499.9K (8.5%).

Respondents with annual sales of $500K to $4.9M (50.8%) and $5M or more (48.8%) are significantly more likely to report employee health/well-being compared to respondents with annual sales of $99.9K or less (25.1%) and $100K to $499.9K (37.3%).

Respondents with annual sales of $99.9K or less (56.3%), $100K to $499.9K (57.6%), and $500K to $4.9M (53.6%) are significantly more likely to report revenue loss compared to respondents with annual sales of $5M or more (37.0%).

Respondents with annual sales of $500K to $4.9M (21.2%) and $5M or more (28.9%) are significantly more likely to report workforce availability compared to respondents with annual sales of $99.9K or less (13.7%) and $100K to $499.9K (11.3%).

Q6: In the next 6 months, do you think your organization will need to do any of the following?

Respondents with annual sales of $99.9K or less (37.4%), $100K to $499.9K (39.7%), and $500K to $4.9M (31.6%) are significantly more likely to report that they will need to obtain financial assistance or additional capital compared to respondents with annual sales of $5M or more (17.0%).

Respondents with annual sales of $100K to $499.9K (10.6%) and $5M or more (9.8%) are significantly more likely to report that they will need to identify new supply chain options compared to respondents with annual sales of $99.9K or less (4.7%) and $500K to $4.9M (3.1%).
Respondents with annual sales of $99.9K or less (16.8%) and $100K to $499.9K (15.9%) are significantly more likely to report that they will need to develop online sales or websites compared to respondents with annual sales of $500K to $4.9M (9.8%) and $5M or more (8.9%).

Respondents with annual sales of $100K to $499.9K (41.3%) and $500K to $4.9M (36.8%) are significantly more likely to report that they will need to increase or pivot marketing or sales efforts compared to respondents with annual sales of $5M or more (23.7%).

Respondents with annual sales of $500K to $4.9M (44.6%) and $5M or more (41.1%) are significantly more likely to report that they will need to identify and hire new employees compared to respondents with annual sales of $99.9K or less (11.6%) and $100K to $499.9K (26.5%).

Respondents with annual sales of $500K to $4.9M (24.9%) and $5M or more (30.4%) are significantly more likely to report that they will need to offer new/additional training for employees compared to respondents with annual sales of $99.9k or less (8.4%) and $100K to $499.0K (18.0%).

Q7: In your opinion, how much time do you think will pass before your organization returns to its normal level of operations relative to before March 2020?

Respondents with annual sales of $100K to $499.9K (56.1%) are significantly more likely to report that more than 6 months will pass before their organization returns to their normal levels of operation compared to respondents with annual sales of $99.9k or less (44.2%), $500K to $4.9M (47.2%), and $5M or more (42.4%).

Q8: Thinking about the impacts of the coronavirus pandemic, has your organization done any of the following?

Respondents with annual sales of $100K to $499.9K (50.8%), $500K to $4.9M (60.1%), and $5M or more (52.7%) are significantly more likely to report that they have added or transitioned to digital/online operations compared to respondents with annual sales of $99.9K or less (36.3%).

Respondents with annual sales of $500K to $4.9M (51.8%) and $5M or more (45.5%) are significantly more likely to report that they have started delivering products and services differently compared to respondents with annual sales of $99.9k or less (33.7%) and $100K to $499.9K (39.2%).

Respondents with annual sales of $100K to $499.9K (34.9%) and $500K to $4.9M (33.2%) are significantly more likely to report that they have started offering new products and services to adapt to changing customer needs compared to respondents with annual sales of $99.9K or less (23.7%) and $5M or more (24.1%).

Q10: How would you describe the current availability of cash on hand for this organization, including any financial assistance or loans?

Respondents with annual sales of $100K to $499.9K (50.3%) and $500K to $4.9M (59.6%) are significantly more likely to report that the current availability of cash on hand for their organizations as 3
or more months of business operations compared to respondents with annual sales of $99.9K or less (42.6%) and $5M or more (35.7%).

**Q11A: Since March 2020, has your organization requested financial assistance from any of the following sources?**

Respondents with annual sales of $100K to $499.9K (73.0%) and $500K to $4.9M (79.3%) are significantly more likely to report that they have requested and received financial assistance from the Paycheck Protection Program compared to respondents with annual sales of $99.9K or less (36.8%) and $5M or more (44.2%).

Respondents with annual sales of $100K to $499.9K (15.3%) and $500K to $4.9M (15.5%) are significantly more likely to report that they have requested and received financial assistance from the Economic Injury Disaster Loans compared to respondents with annual sales of $99.9K or less (7.4%) and $5M or more (6.3%).

Respondents with annual sales of $100K to $499.9K (22.8%) and $500K to $4.9M (22.3%) are significantly more likely to report that they have requested and received financial assistance from the Small Business Administration Loan Forgiveness compared to respondents with annual sales of $99.9K or less (9.5%) and $5M or more (7.6%).

Respondents with annual sales of $500K to $4.9M (15.5%) and $5M or more (22.8%) are significantly more likely to report that they have requested and received financial assistance from Federal Sick and Family Leave Tax Credits compared to respondents with annual sales of $99.9K or less (3.2%) and $100K to $499.9K (4.8%).

Respondents with annual sales of $500K to $4.9M (13.5%) and $5M or more (25.9%) are significantly more likely to report that they have requested and received financial assistance from other federal programs compared to respondents with annual sales of $99.9K or less (7.4%) and $100K to $499.9K (4.2%).

Respondents with annual sales of $100K to $499.9K (32.8%) and $500K to $4.9M (31.1%) are significantly more likely to report that they have requested and received financial assistance from State of Iowa assistance programs compared to respondents with annual sales of $99.9K or less (24.7%) and $5M or more (19.6%).

Respondents with annual sales of $99.9K or less (17.9%) are significantly more likely to report that they have requested and received financial assistance from themselves compared to respondents with annual sales of $100K to $499.9K (7.4%), $500K to $4.9M (6.7%), and $5M or more (3.6%).

**Q11B: Do you feel that your organization may have faced permanent closure related to the coronavirus pandemic had this funding not been received?**

Respondents with annual sales of $99.9K or less (57.1%), and $100K to $499.9K (51.7%) are significantly more likely to report that they would have faced permanent closure had funding from Economic Injury Disaster Loans not been received compared to respondents with annual sales of $500K to $4.9M (16.7%) and $5M or more (21.4%).
Respondents with annual sales of $99.9K or less (83.3%) are significantly more likely to report that they would have faced permanent closure had funding from Small Business Administration Loan Forgiveness not been received compared to respondents with annual sales of $100K to $499.9K (46.5%), $500K to $4.9M (25.6%), and $5M or more (47.1%).

Respondents with annual sales of $99.9K or less (54.8%) are significantly more likely to report that they would have faced permanent closure had funding from local community assistance programs not been received compared to respondents with annual sales of $100K to $499.9K (32.1%), $500K to $4.9M (13.9%), and $5M or more (21.4%).

Q12: What areas of assistance would be most helpful to your organization?

Respondents with annual sales of $100K to $499.9K (12.2%), $500K to $499.9K (16.6%), and $5M or more (21.4%) are significantly more likely to report that childcare support for families would be most helpful to their organization compared to respondents with annual sales of $99.9K or less (4.7%).

Respondents with annual sales of $99.9K or less (48.4%), $100K to $499.9K (57.1%), and $500K to $4.9M (40.9%) are significantly more likely to report that financial assistance would be most helpful to their organization compared to respondents with annual sales of $5M or more (28.1%).

Respondents with annual sales of $99.9K or less (31.6), $100K to $499.9K (22.2%), and $500K to $4.9M (21.8%) are significantly more likely to report that marketing/promotion assistance would be most helpful to their organization compared to respondents with annual sales of $5M or more (10.3%).

Respondents with annual sales of $5M or more (17.0%) are significantly more likely to report that modification of licensing and government regulations would be most helpful to their organization compared to respondents with annual sales of $99.9K or less (5.3%).

Respondents with annual sales of $99.9K or less (58.4%), $100K to $499.9K (63.5%), and $500K to $4.9M (57.0%) are significantly more likely to report that providing support to non-profit sector would be most helpful to their organization compared to respondents with annual sales of $5M or more (39.7%).

Respondents with annual sales of $500K to $4.9M (16.6%) and $5M or more (19.6%) are significantly more likely to report that support for impacted employees would be most helpful to their organization compared to respondents with annual sales of $99.9K or less (6.8%).

Respondents with annual sales of $500K to $4.9M (22.8%) are significantly more likely to report that support for impacted employees would be most helpful to their organization compared to respondents with annual sales of $99.9K or less (12.1%), $100K to $499.9K (14.8%), and $5M or more (16.1%).

Respondents with annual sales of $5M or more (12.5%) are significantly more likely to report that workforce training/development would be most helpful to their organization compared to respondents with annual sales of $99.9K or less (3.2%), $100K to $499.9K (5.8%), $500k to $4.9M (6.2%).

Q14: Please indicate whether your organization is currently doing, considering, or not considering each of the following?
Respondents with annual sales of $500K to $4.9M (45.1%) are significantly more likely to report that they are currently increasing cash reserves compared to respondents with annual sales of $99.9K or less (22.6%), $100K to $499.9K (31.2%), and $5M or more (29.5%).

Respondents with annual sales of $5M or more (16.1%) are significantly more likely to report that they are currently investing more in work automation compared to respondents with annual sales of $99.9K or less (2.1%), $100K to $499.9K (7.9%), and $500K to $4.9M (7.3%).

Respondents with annual sales of $500K to $4.9M (16.6%) are significantly more likely to report that they are considering investing more in work automation compared to respondents with annual sales of $99.9K or less (1.6%) and $100K to $499.9K (5.3%).

Respondents with annual sales of $100K to $499.9K (59.8%), $500K to $4.9M (74.1%), and $5M or more (63.8%) are significantly more likely to report that they are currently relying more heavily on communications services for their business operations compared to respondents with annual sales of $99.9K or less (36.8%).

Respondents with annual sales of $100k to $499.9K (46.6%), $500K to $4.9M (51.8%), and $5M or more (38.4%) are significantly more likely to report that they are currently expanding their organization through digital means and related technologies compared to respondents with annual sales of $99.9K or less (27.4%).

Respondents with annual sales of $100k to $499.9K (24.9%), $500K to $4.9M (35.2%), and $5M or more (29.5%) are significantly more likely to report that they are currently creating or revising a contingency plan compared to respondents with annual sales of $99.9K or less (16.8%).

Respondents with annual sales of $100k to $499.9K (70.9%), $500K to $4.9M (80.8%), and $5M or more (71.9%) are significantly more likely to report that they are currently heightening the cleaning protocols for their office or retail space compared to respondents with annual sales of $99.9K or less (50.5%).

Respondents with annual sales of $500K to $4.9M (17.6%) are significantly more likely to report that they are considering changing the layout of their office, retail, and/or production space compared to respondents with annual sales of $99.9K (8.4%) and $100K to $499.9K (9.5%).

Respondents with annual sales of $5M or more (13.4%) are significantly more likely to report that they are currently utilizing contractors/contract services more to segment workforce needs compared to respondents with annual sales of $99.9K or less (5.8%), $100K to $499.9K (7.4%), and $500K to $4.9M (8.3%).

Q16: Please indicate whether your organization is currently implementing or considering the following alternative work options as a result of the pandemic.

Respondents with annual sales of $500K to $4.9M (42.5%) are significantly more likely to report that they are currently implementing a hybrid work in office/home model compared to respondents with annual sales of $99.9K or less (25.3%).

Respondents with annual sales of $500K to $4.9M (26.9%) and $5M or more (23.7%) are significantly more likely to report that they are currently allowing employees to work remotely full-time compared to respondents with annual sales of $99.9K or less (12.6%) and $100K to $499.9K (15.3%).
Respondents with annual sales of $500K to $4.9M (16.1%) are significantly more likely to report that they are considering downsizing the physical footprint of their organization compared to respondents with annual sales of $99.9K or less (8.9%), $100K to $499.9K (7.9%), and $5M or more (8.0%).

Respondents with annual sales of $100K to $499.9K (50.8%), $500K to $4.9M (64.8%), and $5M or more (57.6%) are significantly more likely to report that they are not considering six hour work shifts at this time compared to respondents with annual sales of $99.9K or less (23.2%).

Q17: How valuable would the following remote work initiatives be to your organization?

Respondents with annual sales of $100K to $499.9K (37.6%), $500K to $4.9M (32.6%), and $5M or more (38.4%) are significantly more likely to report that state and federal government investments in broadband infrastructure, particularly for rural communities would be extremely valuable compared to respondents with annual sales of $99.9K or less (24.2%).

Respondents with annual sales of $100K to $499.9K (22.2%), $500K to $4.9M (23.8%), and $5M or more (23.2%) are significantly more likely to report that incentives for investing in technology/programs to support remote work extremely valuable compared to respondents with annual sales of $99.9K or less (12.6%).

Respondents with annual sales of $100K to $499.9K (14.3%), $500K to $4.9M (14.5%), and $5M or more (12.1%) are significantly more likely to report that assistance establishing remote work plan would be extremely valuable compared to respondents with annual sales of $99.9K or less (6.8%).

Respondents with annual sales of $100K to $499.9K (11.6%), $500K to $4.9M (13.5%), and $5M or more (9.4%) are significantly more likely to report that productivity training for staff would be extremely valuable compared to respondents with annual sales of $99.9K or less (4.7%).

Respondents with annual sales of $500K to $4.9M (17.6%) and $5M or more (17.9%) are significantly more likely to report that digital skills training for staff would be moderately valuable compared to respondents with annual sales of $99.9K or less (10.5%) and $100K to $499.9K (11.6%).

Respondents with annual sales of $100K to $499.9K (9.0%), $500K to $4.9M (8.8%), and $5M or more (10.7%) are significantly more likely to report sector-specific guides on working remotely would be extremely valuable compared to respondents with annual sales of $99.9K or less (3.2%).

Q18: Does your organization have any business travel plans for 2021?

Respondents with annual sales of $500K to $4.9M (24.4%) and $5M or more (21.0%) are significantly more likely to report domestic travel is starting compared to respondents with annual sales of $99.9K or less (11.6%) and $100K to $499.9K (15.4%).

Respondents with annual sales of $100K to $499.9K (68.3%) are significantly more likely to report no travel plans compared to respondents with annual sales of $5M or more (52.2%).

Q20: Has your organization experienced hardship in the payment of utility bills for service provided during the coronavirus pandemic?
Respondents with annual sales of $99.9K or less (23.7%) are significantly more likely to report having experienced utility payment hardships compared to respondents with annual sales of $100K to $499.9K (15.9%), $500K to $4.9M (14.5%), and $5M or more (8.0%).

Q21: Has your organization experienced a reduction in your utility consumption/usage since March 2020?

Respondents with annual sales of $99.9K or less (38.9%) and $500K to $4.9M (36.8%) are significantly more likely to report having experienced a reduction in utility usage compared to respondents with annual sales of $100K to $499.9K (27.5%) and $5M or more (25.0%).

Q23B: Would you describe your organization as being a tourism-based organization?

Respondents with annual sales of $99.9K or less (31.1%) and $100K to $499.9K (19.6%) are significantly more likely to report being a Tourism based organization compared to respondents with annual sales of $500K to $4.9M (11.9%) and $5M or more (7.1%).

Q24: How do you anticipate COVID-19 will impact your budget in 2021 compared to 2020?

Respondents with annual sales of $99.9K or less (62.3%), $100K to $499.9K (62.4%), and $500K to $4.9M (66.3%) are significantly more likely to report that COVID-19 will have no impact on their budget in 2021 compared to respondents with annual sales of $5M or more (43.2%).

Q25: What percentage describes the current/projected income and demand for services in 2021 as compared to 2020 levels?

Respondents with annual sales of $500K to $4.9M (16.50%) are significantly more likely to report that they have a higher current/projected demand for 2021 services compared to 2020 compared to respondents with annual sales of $99.9K or less (1.66%).

Respondents with annual sales of $500K to $4.9M (4.69%) are significantly more likely to report that they have a higher current/projected income for 2021 compared to 2020 compared to respondents with annual sales of $99.9K or less (-6.01%) and $100K to $499.9K (-4.87%).

Q28: What is your organization’s projected budget shortfall to meet expenses through June 30, 2021?

Respondents with annual sales of $5M or more ($342,768.54) reported a significantly higher mean budget shortfall to meet expenses compared to respondents with annual sales of $99.9K or less ($21,821.35), $100K to $499.9K ($31,203/.76), and $500K to $4.9M ($89,818.91).

Q29: Since March 2020, has your organization requested financial assistance from any of the follow non-profit specific sources?

Respondents with annual sales of $99.9K or less (19.1%), $100K to $499.9K (18.3%), and $500K to $4.9M (13.5%) are significantly more likely to report having requested and received financial assistance from the Iowa Nonprofit Recover Fund Grant compared to respondents with annual sales of $5M or more (3.2%).

Respondents with annual sales of $99.9K or less (16.9%), $100K to $499.9K (12.9%), and $500K to $4.9M (8.8%) are significantly more likely to report having requested and received financial assistance from the
Arts & Culture Recovery Program Grant compared to respondents with annual sales of $5M or more (2.3%).

Respondents with annual sales of $100K to $499.9K (24.7%) and $500K to $4.9M (28.0%) are significantly more likely to report having requested and received financial assistance from Philanthropic Organizations/Foundations compared to respondents with annual sales of $99.9K or less (19.7%) and $5M or more (17.6%).

Respondents with annual sales of $99.9K or less (45.4%), $100K to $499.9K (51.1%), and $500K to $4.9M (49.2%) are significantly more likely to report having requested and received financial assistance from Private Donors compared to respondents with annual sales of $5M or more (34.2%).

Q43: Please estimate the impact the coronavirus pandemic had on your organization's 2020 revenue and employment as compared to 2019 levels.

Respondents with annual sales of $99.9k or less (-35.29%) and $100K to $499.9K (-25.37%) reported a significantly higher negative impact to their 2020 revenue compared to respondents with annual sales of $500K to $4.9M (-14.06%) and $5M or more (-11.83%).

Respondents with annual sales of $99.9k or less (-18.20%) and $100K to $499.9K (-11.46%) reported a significantly higher negative impact to their 2020 employment compared to respondents with annual sales of $500K to $4.9M (-3.89%).

Respondents with annual sales of $99.9k or less (-18.20) reported a significantly higher negative impact to their 2020 employment compared to respondents with annual sales of $5M or more (-6.30%).

By County Type (Metro vs Non-Metro)

Q3: As a result of the coronavirus pandemic, which of the following is your organization currently experiencing?

Respondents in the Metro Counties (16.7%) are significantly more likely to report an increase in demand for products or services compared to respondents in the Non-Metro Counties (11.0%).

Respondents in Metro Counties (37.0%) are significantly more likely to report decreased employee attendance related to COVID compared to respondents in Non-Metro Counties (28.0%)

Respondents in Metro Counties (19.5%) are significantly more likely to report child care availability challenges for employees compared to respondents in Non-Metro Counties (11.0%)

Q4: Which of the following are your organization’s top 3 concerns with respect to the effects of the coronavirus pandemic?

Respondents in the Metro Counties (47.4%) are significantly more likely to report employee health/well-being compared to respondents in the Non-Metro Counties (34.1%).

Respondents in Metro Counties (36.0%) are significantly more likely to report adjust business model compared to respondents in the Non-Metro Counties (27.4%).
Q6: In the next 6 months, do you think your organization will need to do any of the following?

Respondents in the Metro Counties (26.8%) are significantly more likely to report that they will need to learn how to better provide for the safety of customers compared to respondents in the Non-Metro Counties (20.3%).

Respondents in the Metro Counties (34.2%) are significantly more likely to report that they will need to identify and hire new employees compared to respondents in the Non-Metro Counties (28.5%).

Respondents in the Metro Counties (34.4%) are significantly more likely to report that they will need to evaluate work arrangement for employees compared to respondents in the Non-Metro Counties (20.8%).

Q8: Thinking about the impacts of the coronavirus pandemic, has your organization done any of the following?

Respondents in the Metro Counties (57.9%) are significantly more likely to report that they have added or transitioned to digital/online operations compared to respondents in the Non-Metro Counties (42.1%).

Respondents in the Metro Counties (58.7%) are significantly more likely to report that they have implemented new systems or technology to allow for remote collaboration compared to respondents in the Non-Metro Counties (49.2%).

Respondents in the Metro Counties (47.2%) are significantly more likely to report that they have started delivering products and services differently compared to respondents in the Non-Metro Counties (38.7%).

Q11A: Since March 2020, has your organization requested financial assistance from any of the following sources?

Respondents in the Metro Counties (64.3%) are significantly more likely to report that they have requested and received financial assistance from the Paycheck Protection Program compared to respondents in the Non-Metro Counties (51.0%).

Q12: What areas of assistance would be most helpful to your organization?

Respondents in the Non-Metro Counties (34.4%) are significantly more likely to report that providing support to non-profit sector would be most helpful to their organization compared to respondents in the Metro Counties (50.3%).

Q14: Please indicate whether your organization is currently doing, considering, or not considering each of the following?

Respondents in the Metro Counties (13.0%) are significantly more likely to report that they are considering implementing investing more in work automation compared to respondents in the Non-Metro Counties (5.6%).
Respondents in the Metro Counties (65.3%) are significantly more likely to report that they are currently relying more heavily on communications services for their business operations compared to respondents in the Non-Metro Counties (51.5%).

Respondents in the Metro Counties (29.6%) are significantly more likely to report that they are currently creating or revising a contingency plan compared to respondents in Non-Metro Counties (23.3%).

Respondents in the Metro Counties (73.2%) are significantly more likely to report that they are currently heightening the cleaning protocols for their office or retail space compared to respondents in the Non-Metro Counties (64.4%).

Respondents in the Metro Counties (37.0%) are significantly more likely to report that they are currently changing they layout of their office, retail, and/or production space compared to respondents in Non-Metro Counties (29.0%).

Respondents in the Metro Counties (31.6%) are significantly more likely to report that they are not considering utilizing contractors/contract services more to segment workforce needs compared to respondents in the Non-Metro Counties (26.4%).

Q15A: What percentage of your organization’s employees were eligible to work remotely in February 2021?

Respondents in the Metro Counties (50.31%) reported significantly higher percentage of employees eligible for remote work in February 2021 compared to respondents in the Non-Metro Counties (43.34%).

Q15B: What percentage of your organization’s employees worked remotely in February 2021?

Respondents in the Metro Counties (39.7%) reported a significantly higher percentage of employees who worked remotely in February 2021 compared to respondents in the Non-Metro Counties (26.66%).

Q16: Please indicate whether your organization is currently implementing or considering the following alternative work options as a result of the pandemic.

Respondents in the Metro Counties (25.3%) are significantly more likely to report that they are currently allowing employees to work remotely full-time compared to respondents in the Non-Metro Counties (13.8%).

Respondents in the Metro Counties (14.0%) are significantly more likely to report that they are considering downsizing their physical footprint of their organization compared to respondents in the Non-Metro Counties (6.7%).

Respondents in the Metro Counties (48.5%) are significantly more likely to report that they are not considering at this time a four-day workweek compared to respondents in the Non-Metro Counties (42.3%).

Respondents in the Metro Counties (53.1%) are significantly more likely to report that they are not considering at this time six-hour work shifts compared to respondents in the Non-Metro Counties (45.4%).
Q17: How valuable would the following remote work initiatives be to your organization?

Respondents in the Metro Counties (17.9%) are significantly more likely to report that incentives for investing in technology/programs to support remote work would be very valuable compared to respondents in the Non-Metro Counties (11.5%).

Respondents in the Metro Counties (14.8%) are significantly more likely to report that increased availability of training for HR would be very valuable compared to respondents in the Non-Metro Counties (10.8%).

Respondents in the Metro Counties (11.7%) are significantly more likely to report that sector-specific guides on working remotely would be slightly valuable compared to respondents in the Non-Metro Counties (6.9%).

Q18: Does your organization have any business travel plans for 2021?

Respondents in the Metro Counties (63.8%) are significantly more likely to report no travel plans for 2021 compared to respondents in the Non-Metro Counties (57.7%).

Q21: Has your organization experienced a reduction in your utility consumption/usage since March 2020?

Respondents in the Metro Counties (37.0%) are significantly more likely to report having experienced a reduction in utility usage compared to respondents in the Non-Metro Counties (27.9%).

Q23B: Would you describe your organization as being a tourism-based organization?

Respondents in the Non-Metro Counties (22.1%) are significantly more likely to report being a Tourism based organization compared to respondents in the Metro Counties (12.0%).

Q24: How do you anticipate COVID-19 will impact your budget in 2021 compared to 2020?

Respondents in the Non-Metro Counties (13.3%) are significantly more likely to report that COVID-19 will have no impact on their budget in 2021 compared to respondents in the Metro Counties (8.8%).

Q28: What is your organization’s projected budget shortfall to meet expenses through June 30, 2021?

Respondents in the Metro Counties ($216,329.42) reported a significantly higher mean budget shortfall to meet expenses compared to respondents in the Non-Metro Counties ($47,789.43).

Q29: Since March 2020, has your organization requested financial assistance from any of the follow non-profit specific sources?

Respondents in the Metro Counties (27.9%) are significantly more likely to report having requested financial assistance from philanthropic organizations/foundations compared to respondents in the Non-Metro Counties (17.5%).

Q41: How many employees does your organization currently employ?

Respondents in the Metro Counties (25.2%) are significantly more likely to report having 10 to 24 employees compared to respondents in the Non-Metro Counties (13.6%).
Q42: Which of the following best describes your organization’s annual revenue for 2020?

Respondents in the Non-Metro Counties (31.6%) are significantly more likely to report having an annual revenue of $99.9k or less compared to respondents in the Metro Counties (16.8%).

Respondents in the Metro Counties (32.9%) are significantly more likely to report having an annual revenue of $500K to $4.9M compared to respondents in the Non-Metro Counties (15.2%).

By Survey 1 vs Survey 2 vs Survey 3

Q2: At the present time, are the effects of the coronavirus pandemic directly impacting your organization?

Respondents from Survey 1 (88.8%) and Survey 2 (86.7%) are significantly more likely to report negative impact compared to respondents from Survey 3 (76.3%).

Q4: Which of the following are your organization’s top 3 concerns with respect to the effects of the coronavirus pandemic?

Respondents from Survey 1 (46.5%) are significantly more likely to report decreasing consumer confidence/spending compared to respondents from Survey 2 (24.9%) and Survey 3 (17.9%).

Respondents from Survey 2 (51.8%) are significantly more likely to report employee health/well being compared to respondents from Survey 3 (40.7%).

Respondents from Survey 1 (76.6%) are significantly more likely to report financial impact on operations compared to respondents from Survey 2 (47.1%) and Survey 3 (46.7%).

Respondents from Survey 1 (32.4%) are significantly more likely to report global recession compared to respondents from Survey 2 (12.7%) and Survey 3 (5.3%).

Respondents from Survey 1 (20.4%) are significantly more likely to report lack of information for decision-making compared to respondents from Survey 3 (9.2%).

Respondents from Survey 1 (17.3%) are significantly more likely to report lower productivity compared to respondents from Survey 2 (4.7%) and Survey 3 (7.6%).

Respondents from Survey 1 (17.3%) are significantly more likely to report supply chain disruptions compared to respondents from Survey 2 (7.8%) and Survey 3 (5.2%).

Respondents from Survey 1 (38.4%) are significantly more likely to report workforce reduction compared to respondents from Survey 2 (7.2%) and Survey 3 (4.1%).