

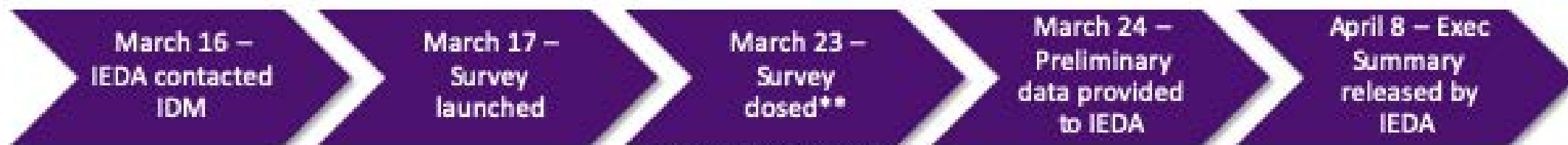


# COVID-19 Business Impact Survey Statewide Results

Christy Ryken, Director, Strategic Marketing Services  
Drew Conrad, CEcD, CERP, Director Institute for Decision Making

April 13, 2020

# The Survey

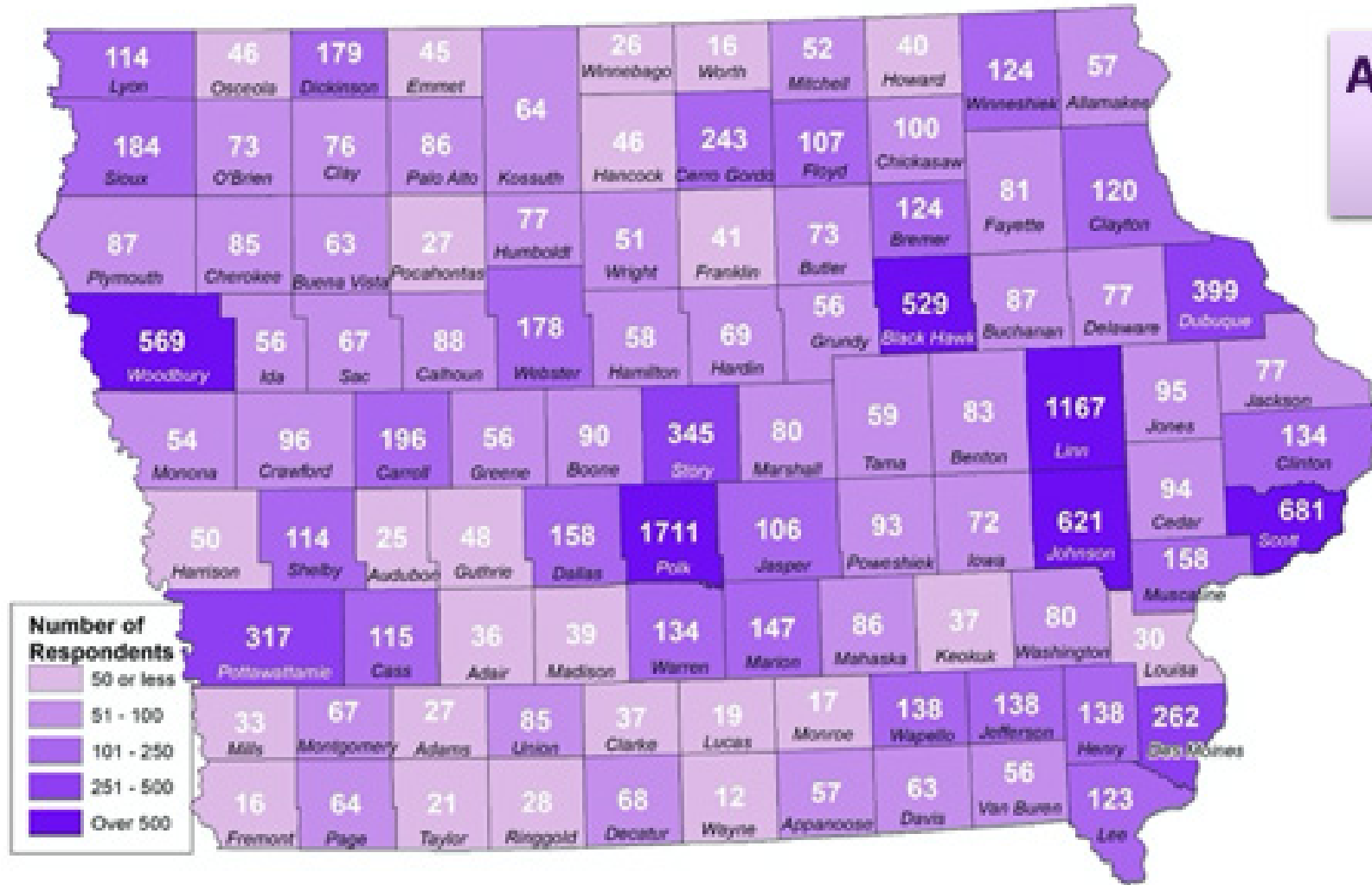


*\*\* A few hundred surveys after March 23 were also included*

**13,905 completed surveys**  
*from 99 counties & 742 different zip codes*

- 85.0% For profit
- 10.5% Not for profit
- 2.6% Local government
- 1.0% State government

# Geography



**All 99 counties**

- ✓ 53.5% metro
- ✓ 46.5% rural

**Number of Respondents**

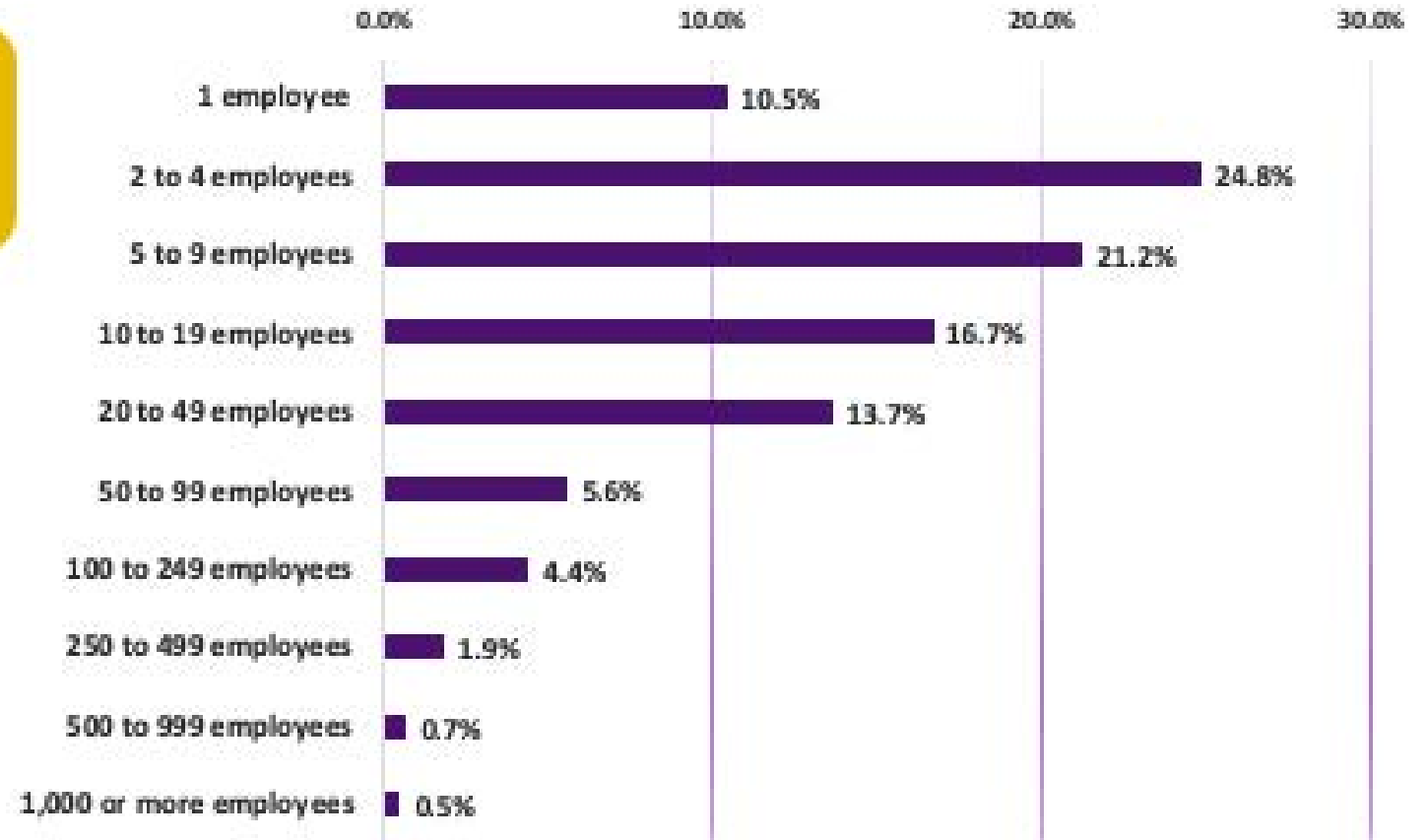
- 50 or less
- 51 - 100
- 101 - 250
- 251 - 500
- Over 500



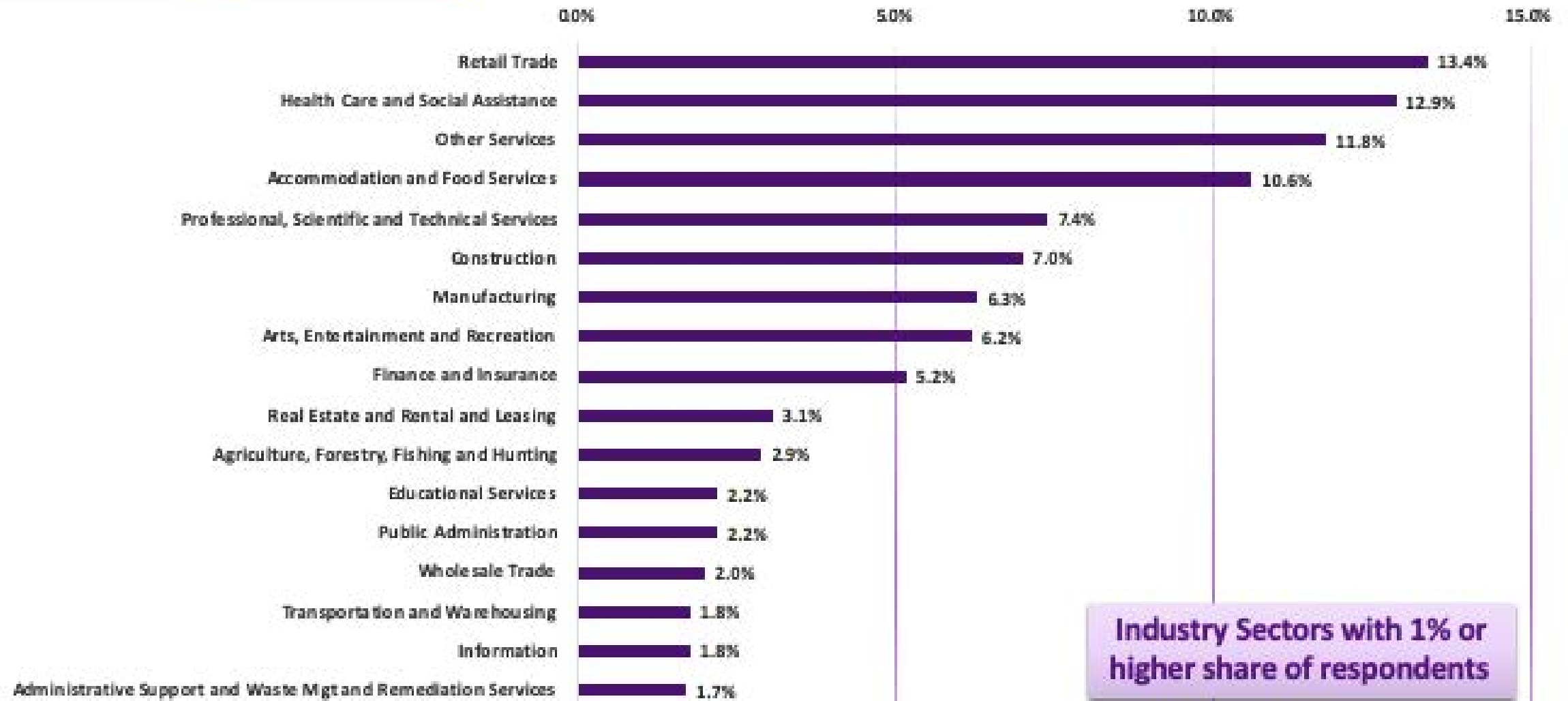
# Characteristics of Respondents

524,278 employees reported  
(n=11,628)

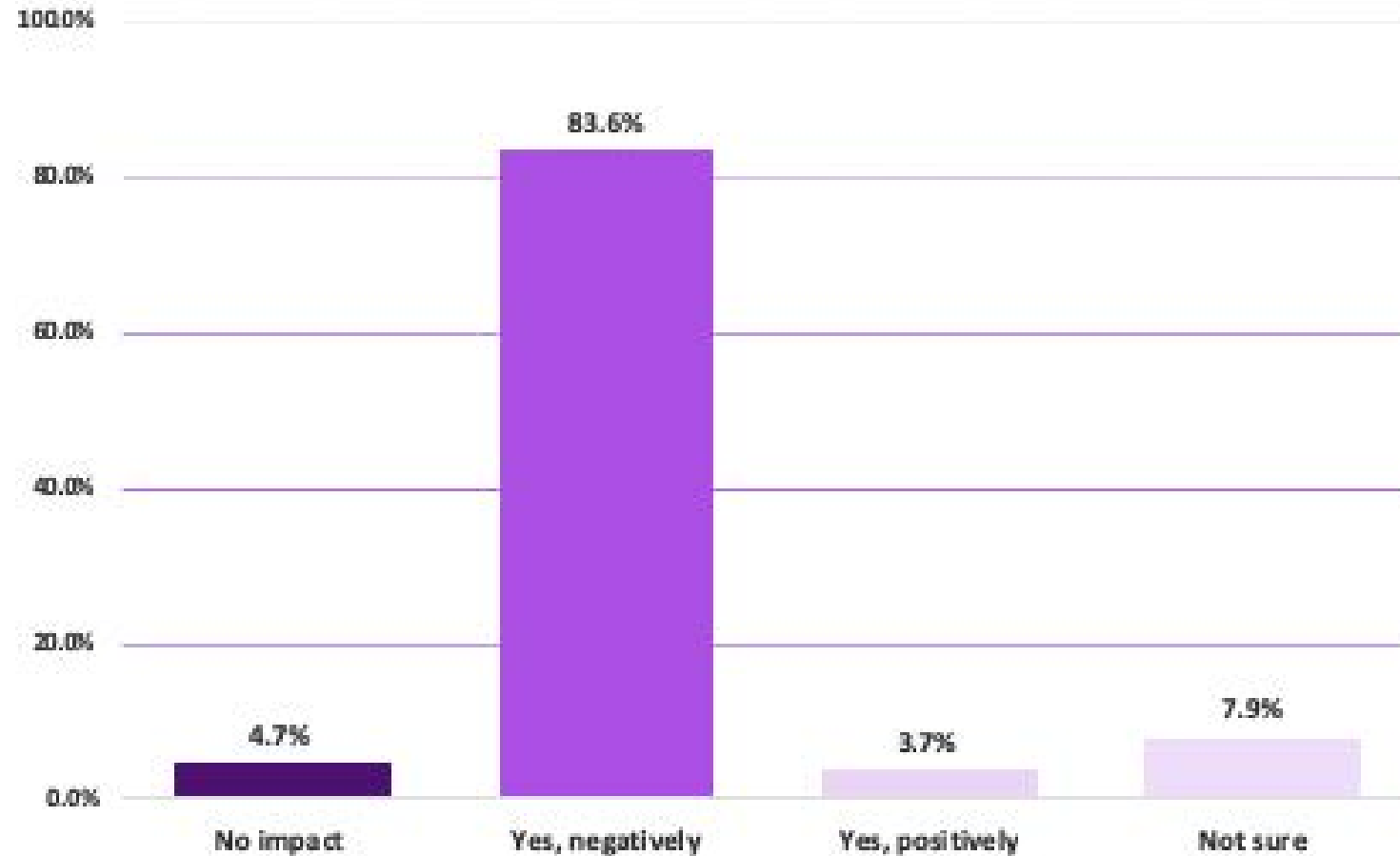
- 75.3% are full time
- Range from 1 to 38,000
- Mean = 45.08 employees
  - Full time mean = 31.14
  - Part time mean = 11.47
- Median = 8.00 employees



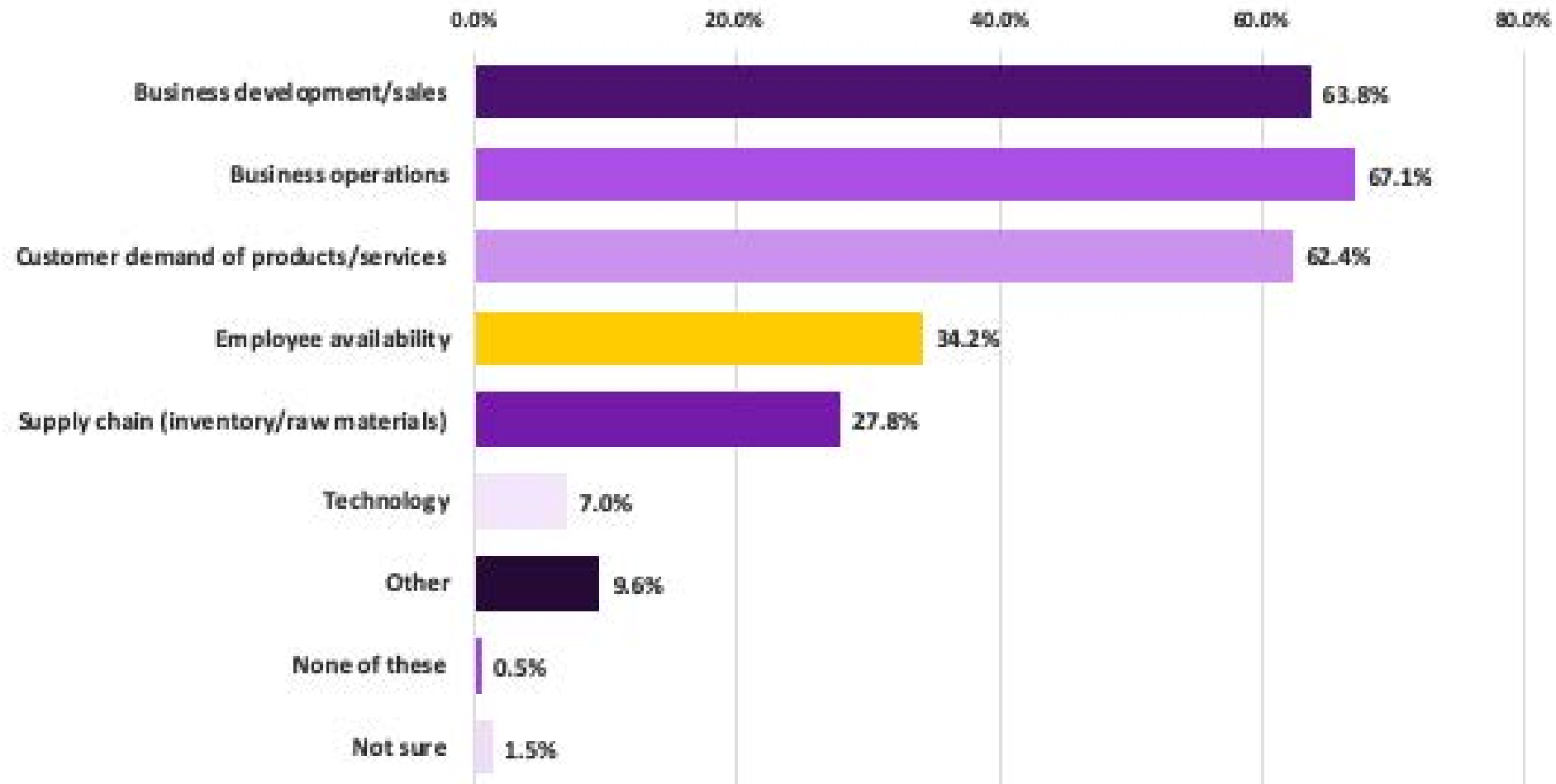
# Industry Sectors



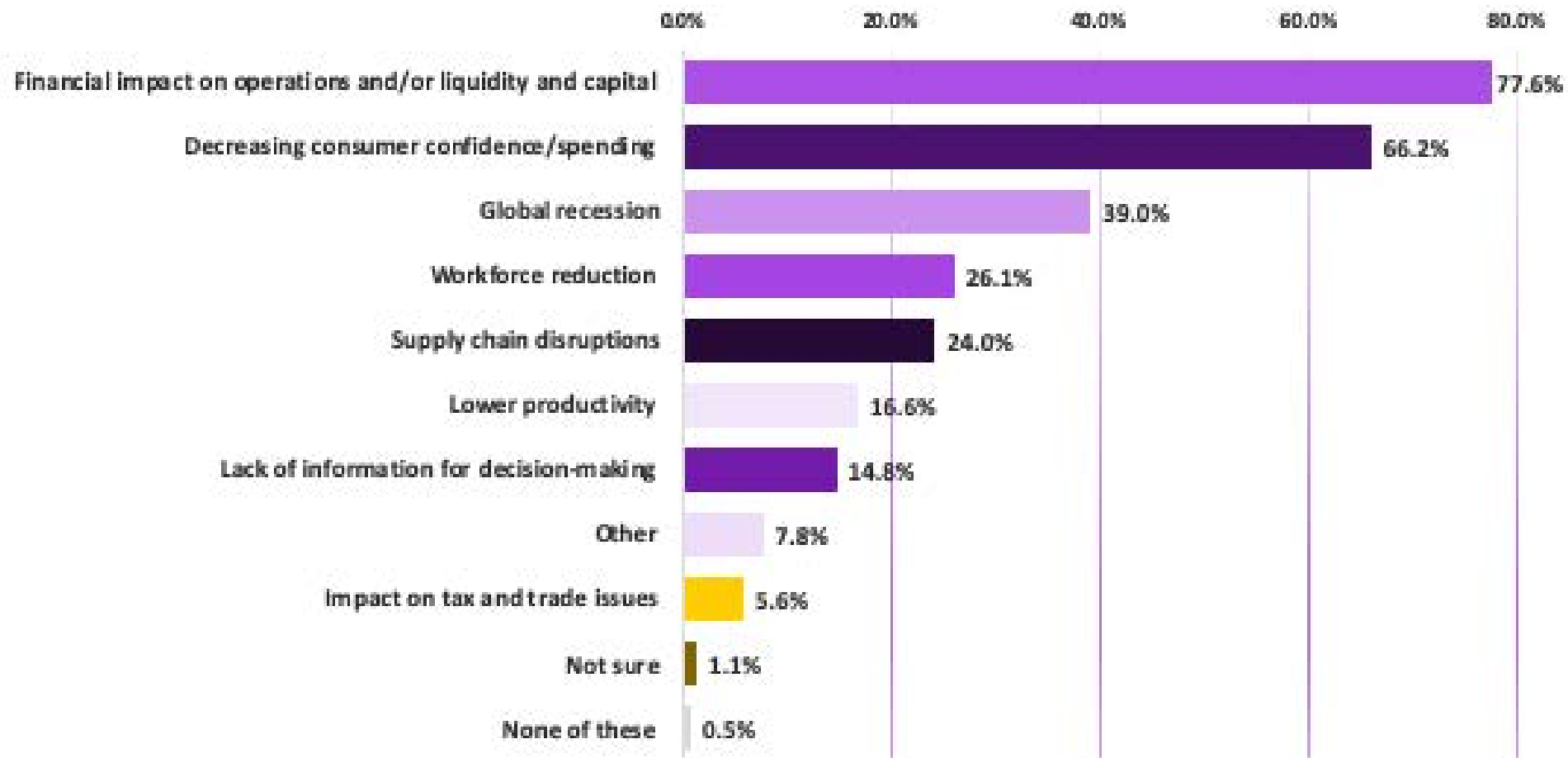
# Impact on the Organization



# What Areas of Organization Have Been Impacted



# Top 3 Concerns with Respect to COVID-19





# Most Recent Monthly Revenue & Payroll

## Monthly Revenue

- Reported by 7,003 respondents
- Range: \$100 to \$400,000,000
- Total sum: \$4,423,622,593
- Mean: \$631,675.37
- Median: \$33,000

## Monthly Payroll

- Reported by 5,721 respondents
- Range: \$1,000 to \$19,567,362
- Total sum: \$759,705,335
- Mean: \$132,815.62
- Median: \$15,000

### Average Monthly Revenue by Employee Size

1-2 employees

\$3,639.96

3-5 employees

\$20,296.93

6-11 employees

\$43,689.01

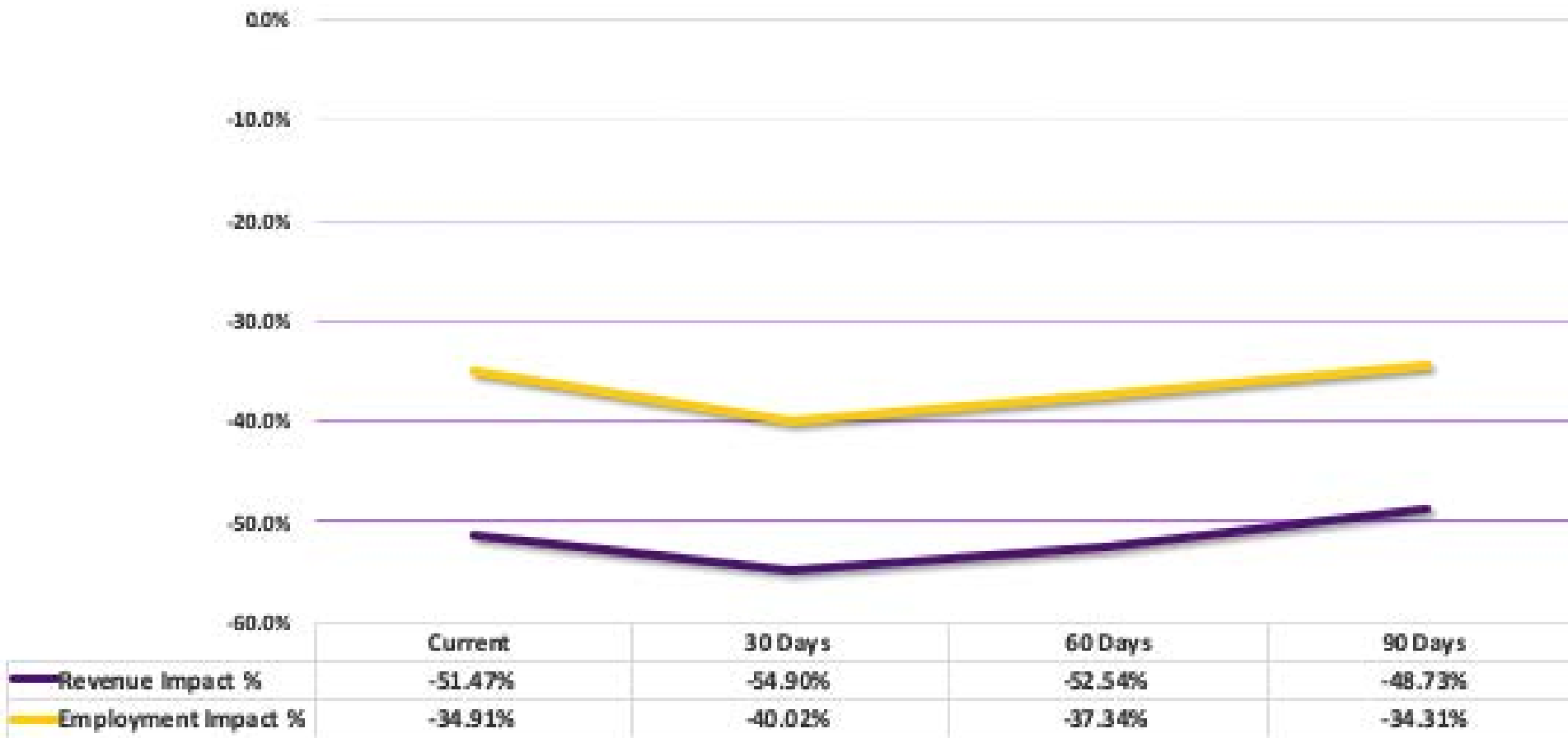
12-30 employees

\$145,775.36

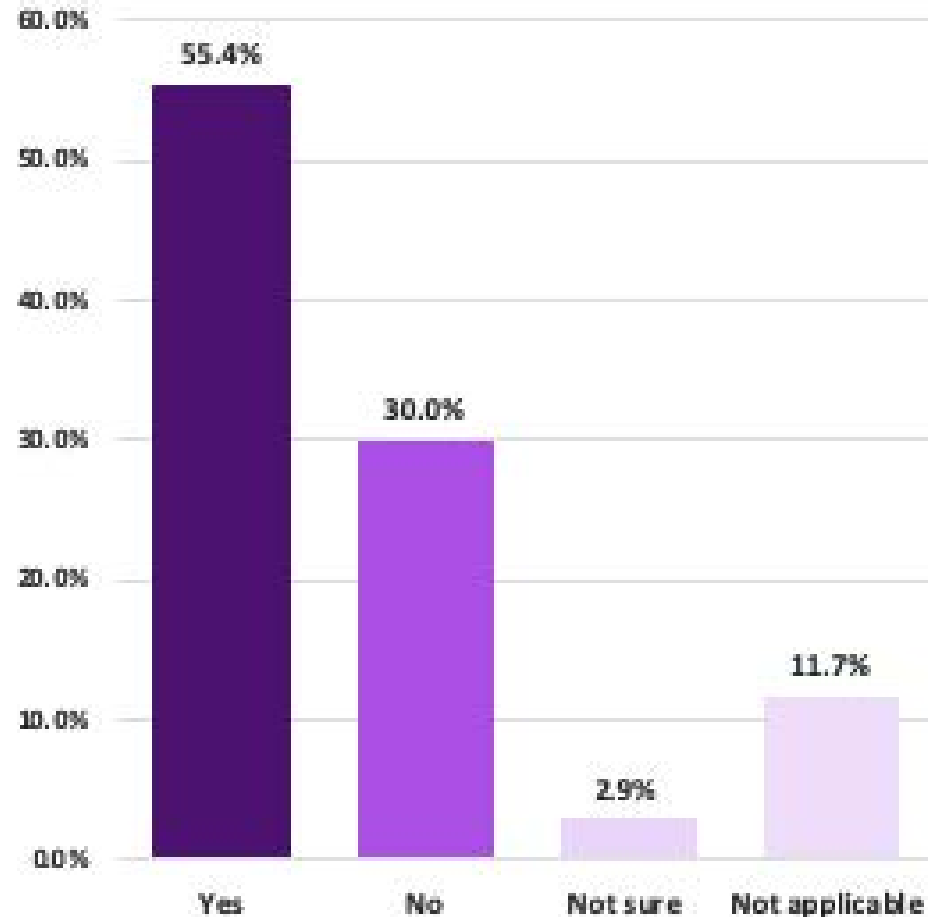
31+ employees

\$1,569,510.76

# Estimated Impact on Revenue and Employment



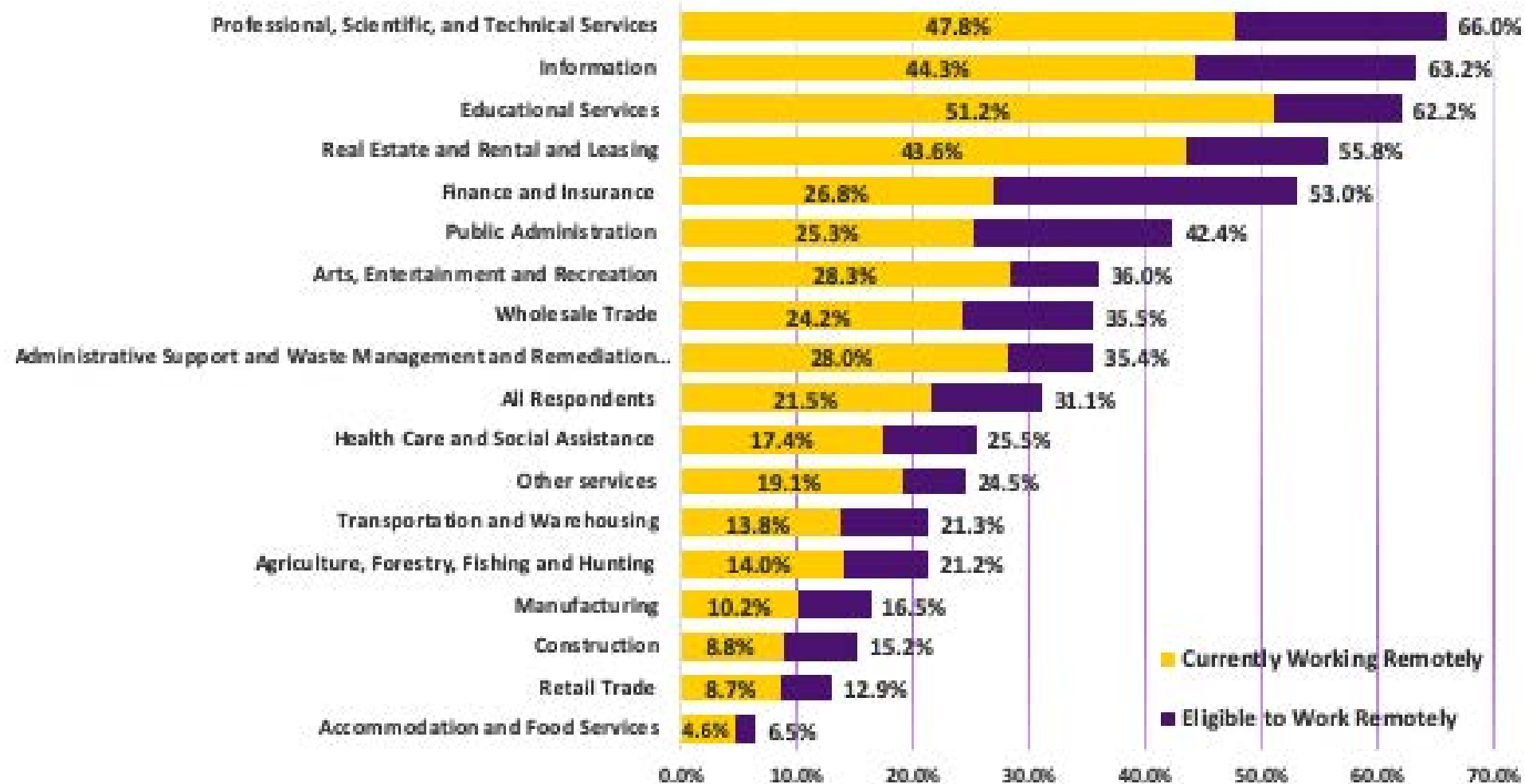
# Enacted Employee Restrictions to Physical Work Sites



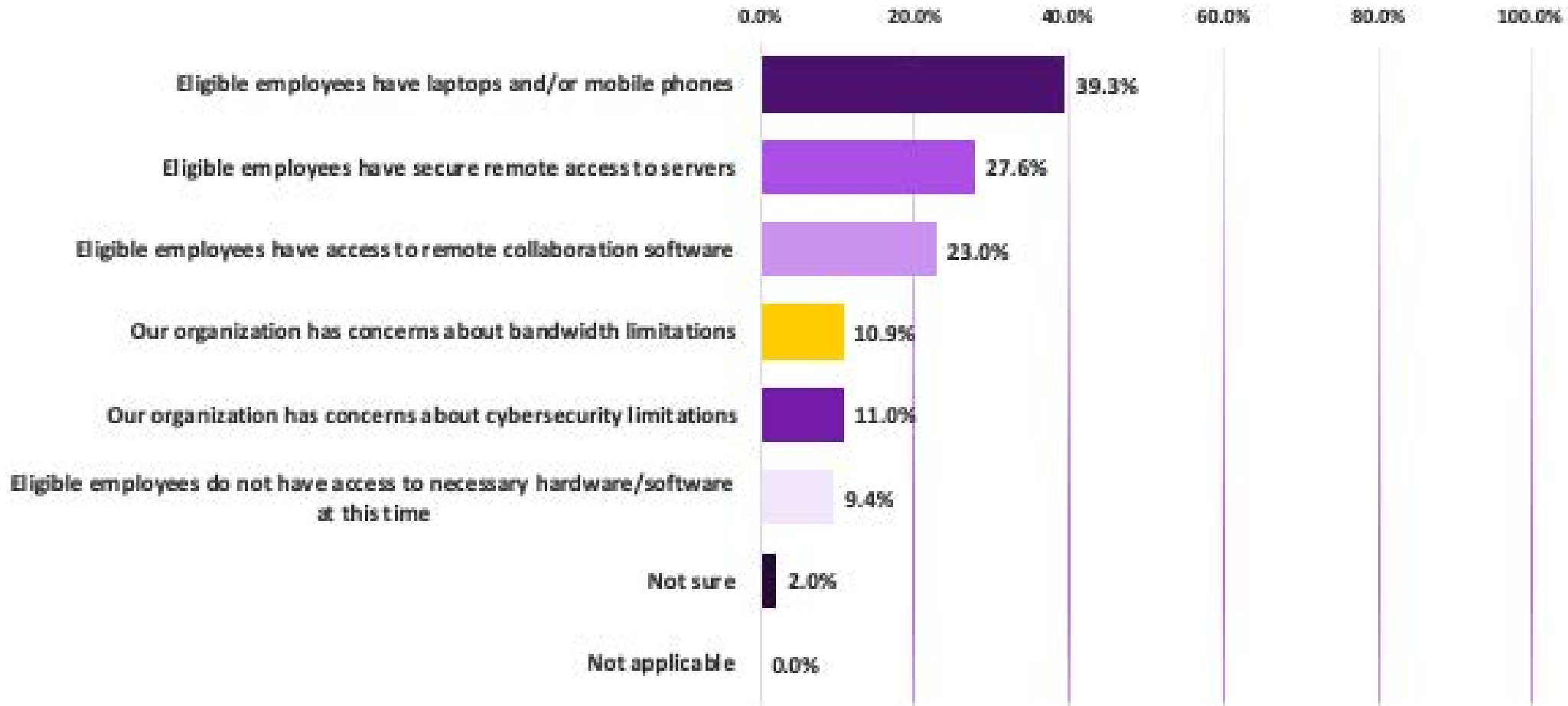
## Most Reported Restrictions

- Closed business/organization – 40.6%
- Social distancing – 36.4%
- Working from home/remotely – 18.6%
- Reduced access / No customers, suppliers, vendors, volunteers patients or visitors on site – 16.5%
- Canceled meetings/events – 15.2%
- Restaurant Take out only/store pick up OR bank drive up – 12.3%
- Reduced staff / Layoffs or furloughs – 12.1%

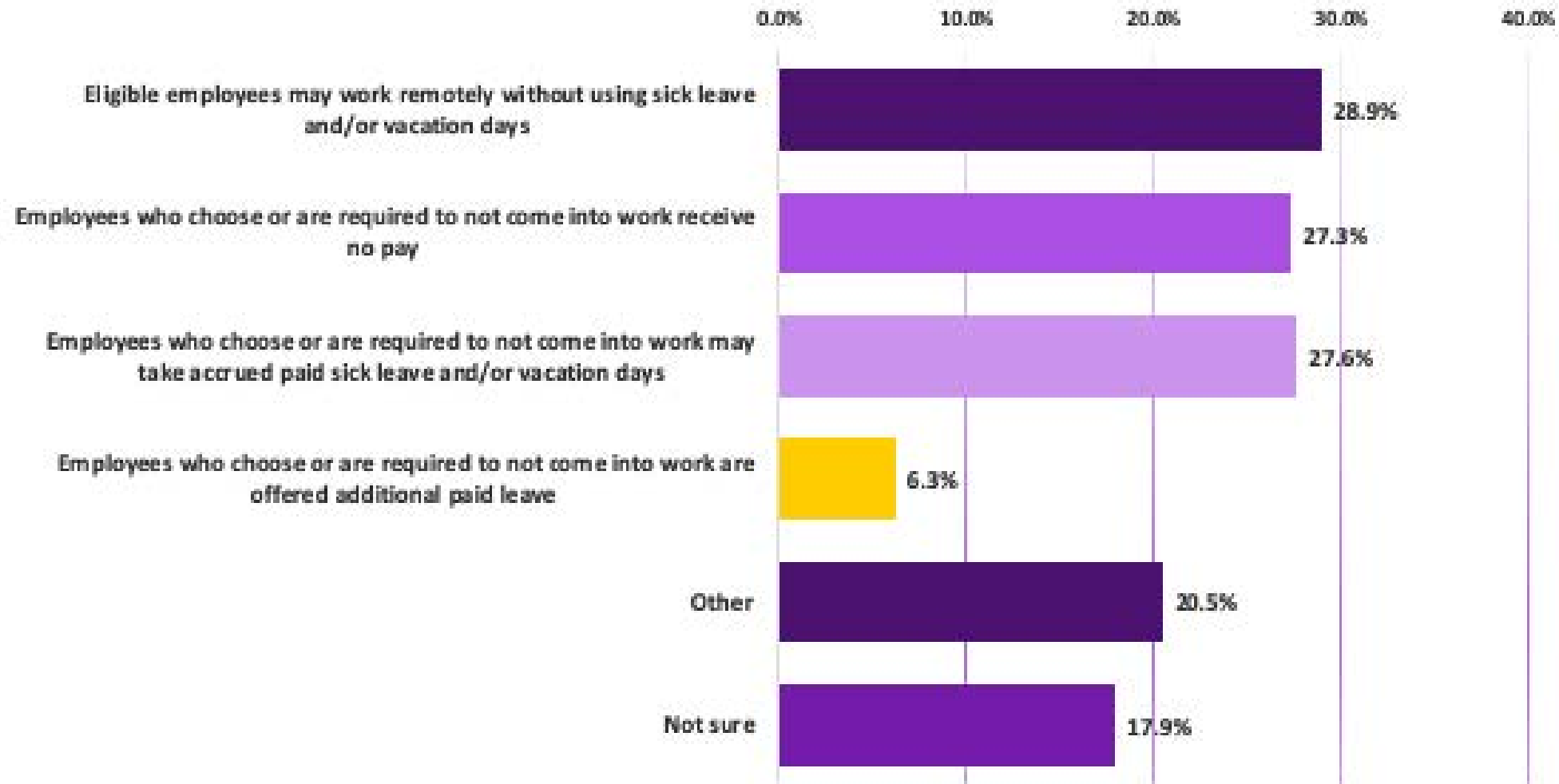
# Remote Work – Average by Industry Sector



# Readiness with Respect to Remote Work Infrastructure



# Leave/Absence Policies Related to COVID-19



# Assistance or Resources that would be Helpful

<b>Financial Assistance</b>	<b>85.2%</b>
General, Access to Capital	52.0%
Low/no interest loans/forgivable/LOCs	10.8%
Grants	8.0%
Payroll related/sick leave pay	6.9%
Defer/delay/extend/restructure payments (accts payable: loans, utilities, rents...)	6.0%
For/in the future (reopening, long term affects)	0.8%
Tax credits	0.7%
<b>Communication and Information</b> [about COVID-19, about available programs for employees and businesses, what they should be doing, or what to plan for]	<b>10.8%</b>
<b>Unemployment/Workers Comp</b>	<b>10.8%</b>
Unemployment Ins./Workers Comp: Policy changes (not count against employer, speed up benefit payments, ease eligibility, for self-employed, 100%)	5.5%
Laid off/underemployed/sick: Direct payments to employees/financial and other assistance for employees	4.9%
Unemployed/laid off/reduced hours: Continuation of health insurance for employees/self employed	0.4%
<b>Tax Relief</b>	<b>8.6%</b>
Tax Relief/Deferment – general comments	4.8%
Payroll Tax Relief: defer/delay/cancel/suspend filing/payments	1.5%
Sales Tax Relief: Defer/delay/eliminate filing/payments	1.1%
Property Tax Relief/Deferment	0.9%
Income Tax Relief: Defer/delay filing/payments	0.4%

# COVID-19 Business Impact Survey Statewide Results

Executive Summary and future aggregate data releases can be found at:

<https://bcs.uni.edu/eda-university-center-university-northern-iowa>





Christy Ryken, Director, Strategic  
Marketing Services  
[christy.ryken@uni.edu](mailto:christy.ryken@uni.edu)

Drew Conrad, CEcD, CERP, Director  
Institute for Decision Making  
[andrew.conrad@uni.edu](mailto:andrew.conrad@uni.edu)

