

homebase

HOURLY SMB WORKER SURVEY

Impacts of Coronavirus, Forced Closures,
and Social Distancing Mandates

MARCH 25, 2020

Respondents

3500 hourly workers

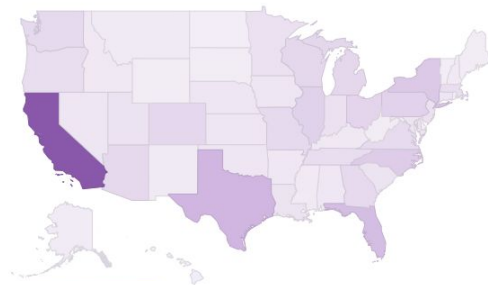
At small businesses

Across the US

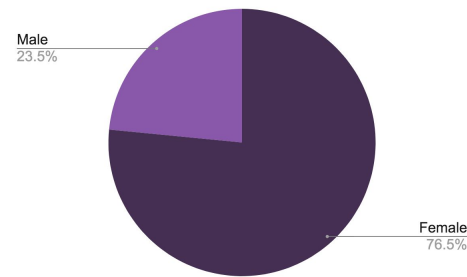
Survey fielded March 18-20

Prompt

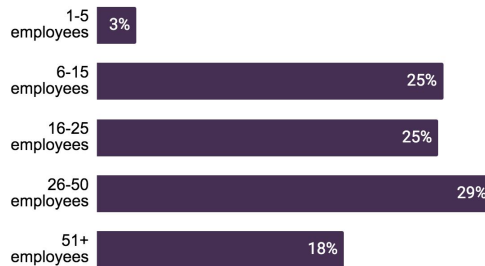
We'd like to ask you about the impact of coronavirus (COVID-19) on your work. If you have more than one job, please answer these questions based on your primary job (the one where you spend the most time or is your primary source of income).



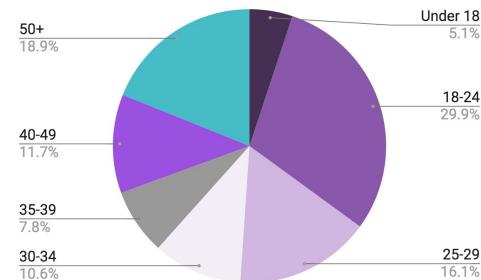
Location



Gender

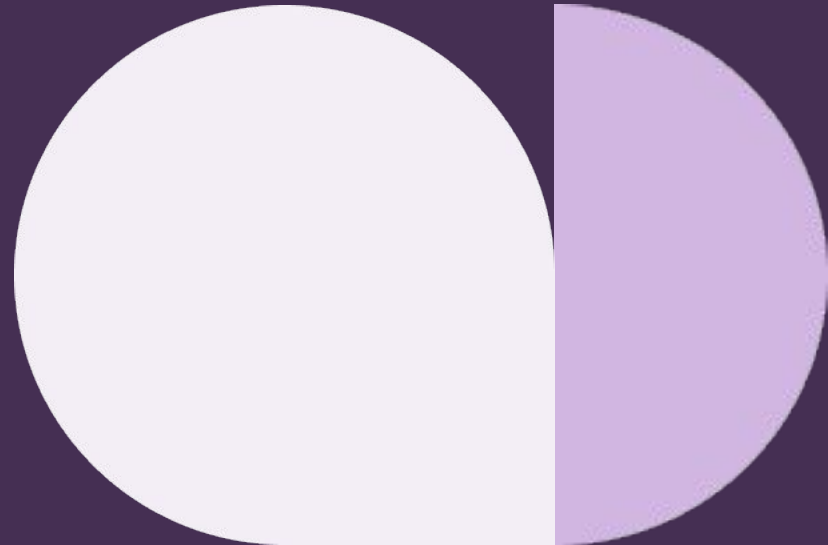


Size of the business



Age

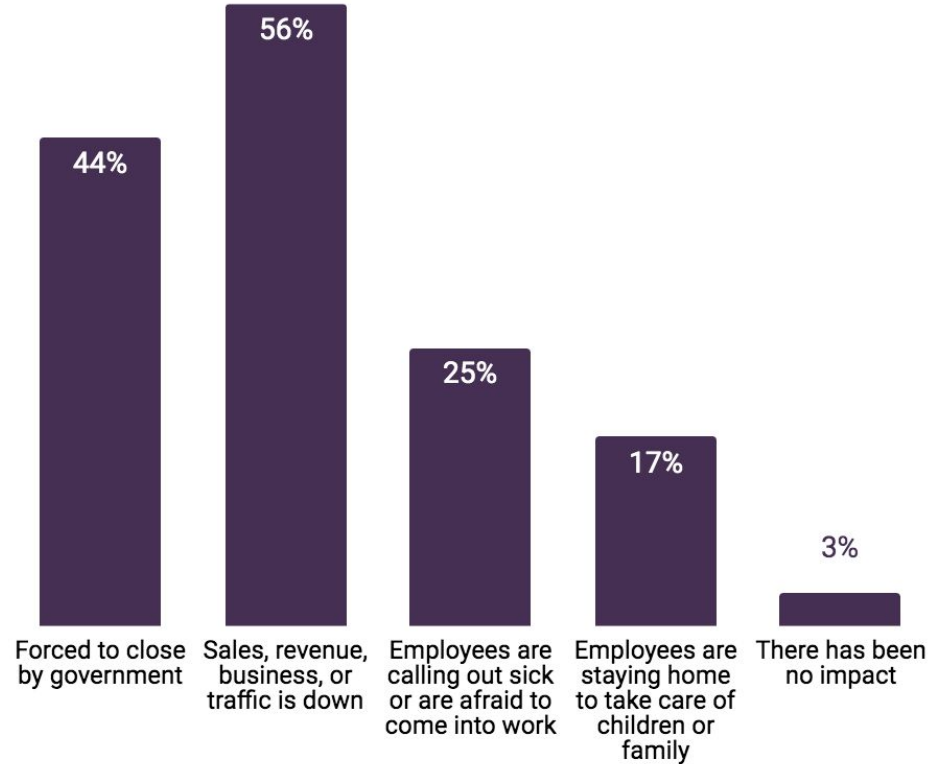
**The impact of COVID-19
and government measures
on local business**



Most businesses have been impacted.

44% of businesses were forced to close in the first wave of social distancing mandates that went into effect the week of March 16th.

Of those that weren't forced to close, two thirds saw declining sales, revenue, or business.

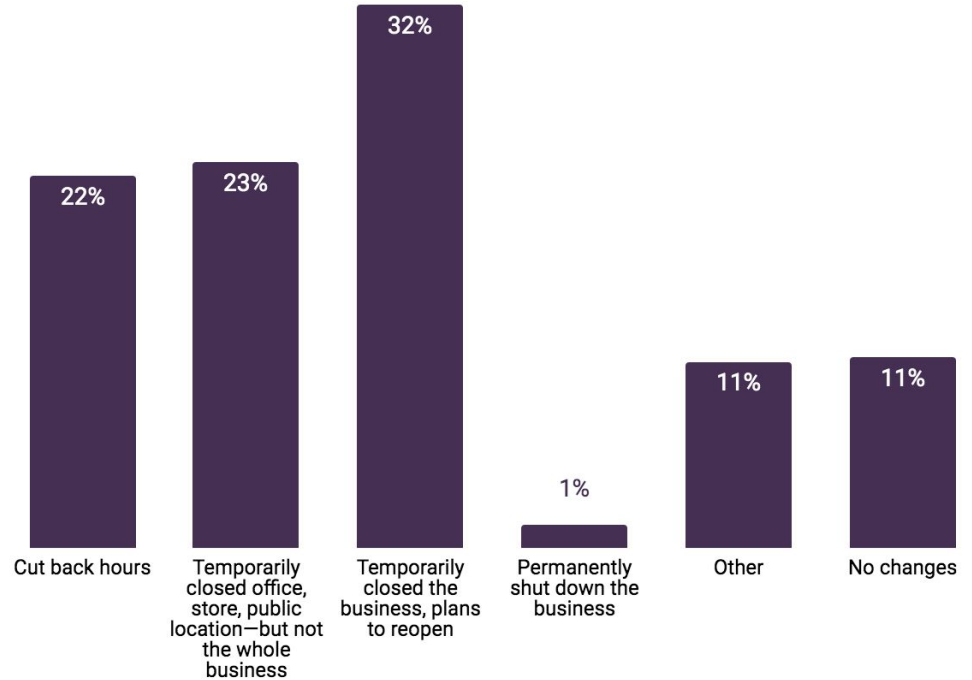


Q: Has the business or organization you work at been impacted by coronavirus in any of the following ways? [select all that apply]

Few businesses expect to shutter completely.

Nearly 90% have made some sort of operational change.

33% were closed by the end of the first week of forced closures and mandates, but only 1% don't plan to reopen.

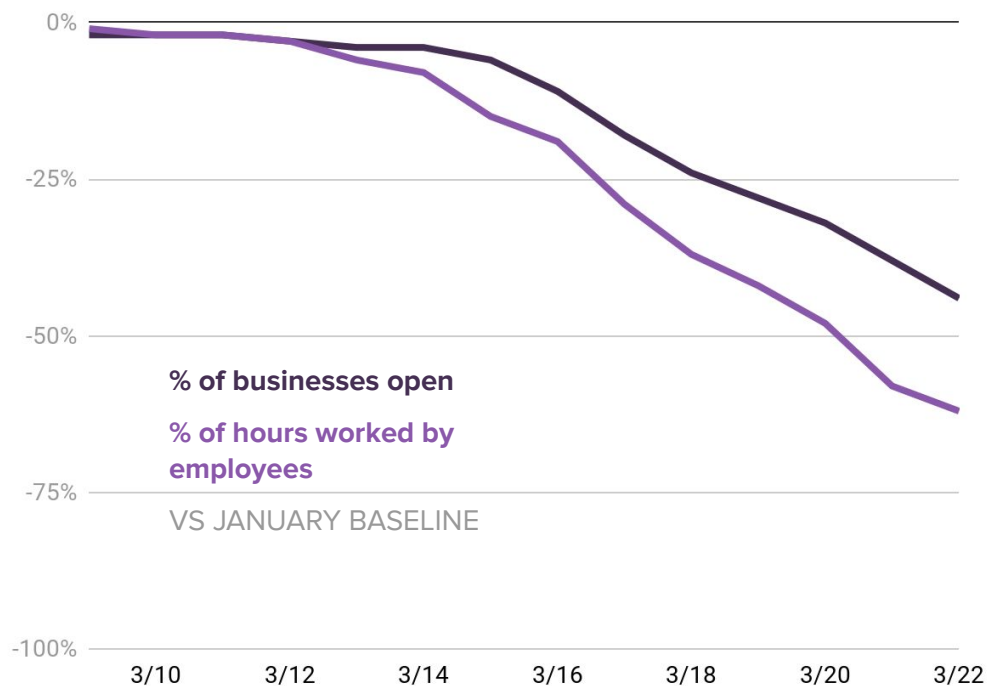


Q: Has the business or organization changed their operations in any of the following ways in response to coronavirus? [select one]

Our data supports the survey results.

As social distancing began to be encouraged the week of March 9th, businesses started to see some impacts.

Then as forced closures and shelter-in-place order went into effect the week of March 15th, the declines grew over the course of the week.

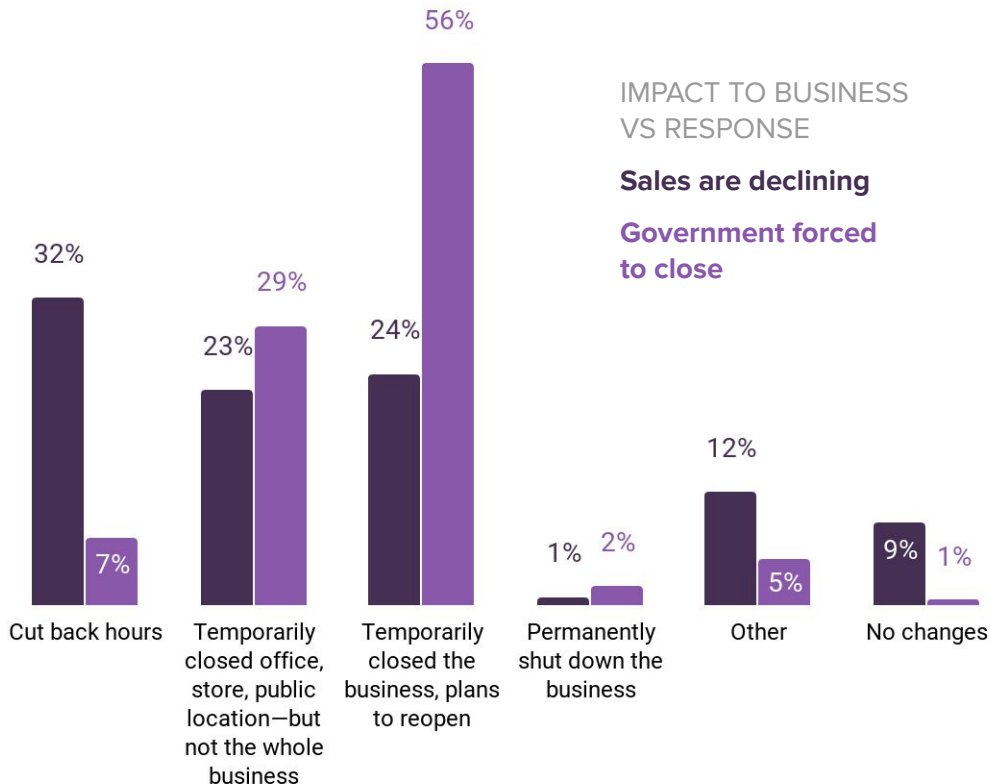


Source: [Homebase internal data](#) from 60,000+ small business customers and their employees in the US. Percentages represent the total number of hours worked and total businesses with any activity vs. the median for that day of the week for the period Jan 4 - 31 2020

The business's response depends on the specific impact.

The most common response from businesses who are seeing declining sales is to cut back on hours.

But for those that have government-mandated closures, 85% are closing part or all of their operations. They are also twice as likely to shut down permanently.



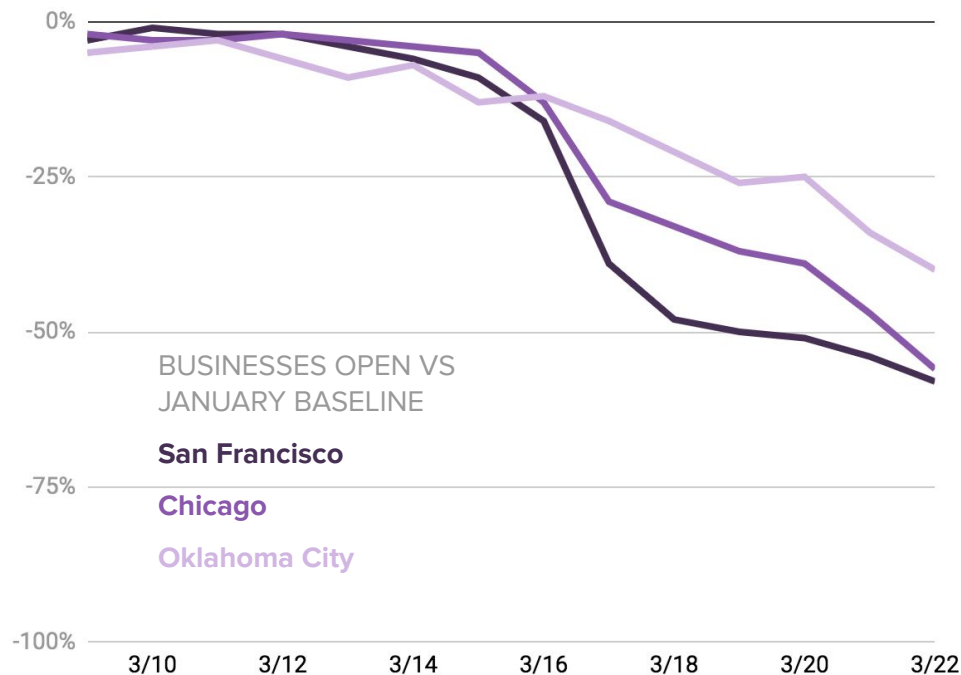
Q: Has the business or organization changed their operations in any of the following ways in response to coronavirus? [select one] // Q: Has the business or organization you work at been impacted by coronavirus in any of the following ways? [select all that apply]

Closures are happening across the board.

San Francisco saw an early and steep decline with the shelter-in-place order that took effect on March 17th.

Cities that faced restaurant and bar closures as well as restrictions on gatherings, such as Chicago, saw a slower rate of closures, but did catch up.

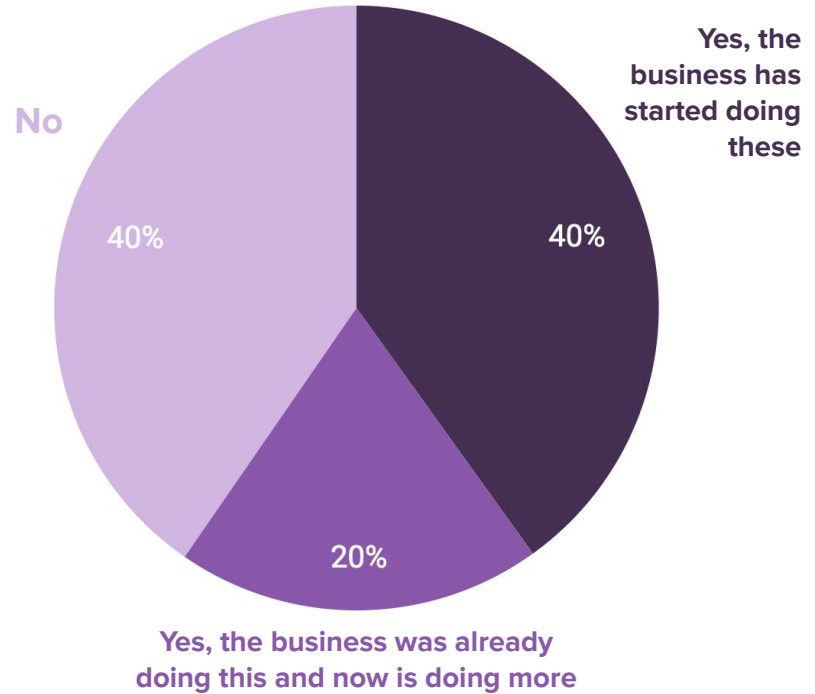
Places with less official mandates, such as Oklahoma, are still seeing significant closures.



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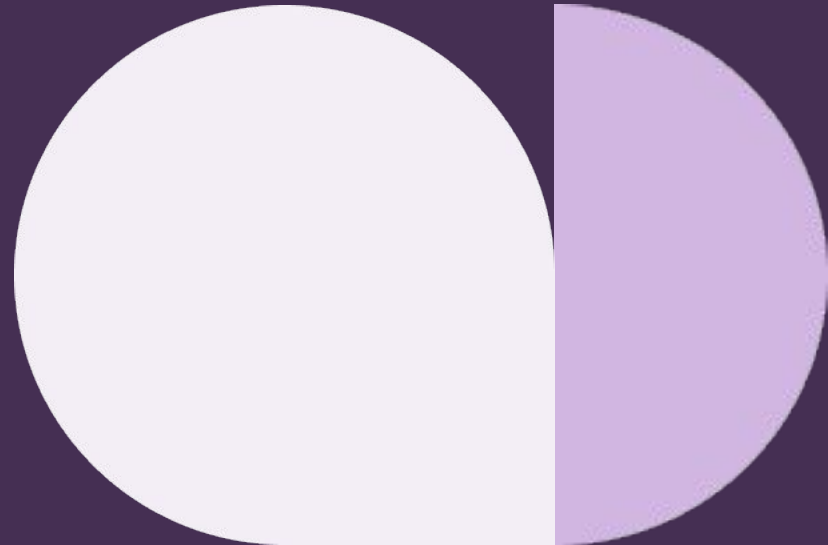
Businesses are turning to no-contact operations.

60% of businesses are responding to coronavirus with no-contact operations. Of those, two thirds are doing them for the first time.



Q: Has your business or organization implemented any no-contact operations in response to coronavirus (delivery, takeout, online services, digital operations, e-commerce, etc.)? [select one]

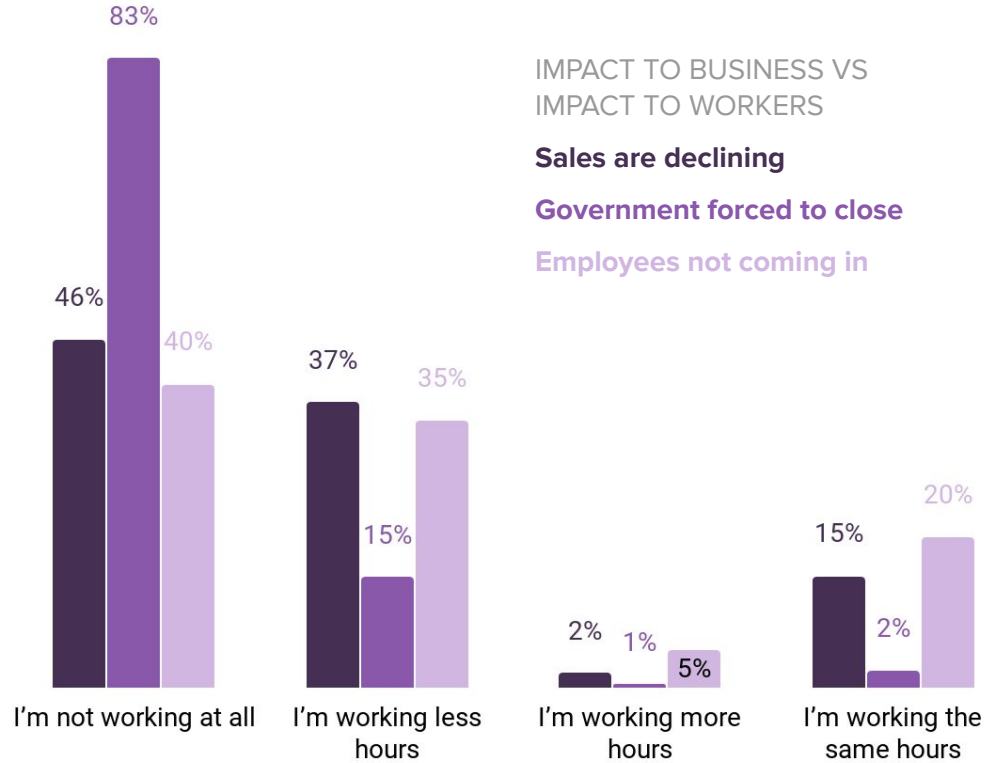
**The impact of those
business changes on
their employees**



Many, many employees are out of work.

When businesses are forced to close, more than 83% of employees are not working.

In the case of declining sales or other impacts, employees are equally likely to be not working vs working less hours.



IMPACT TO BUSINESS VS
IMPACT TO WORKERS

Sales are declining

Government forced to close

Employees not coming in

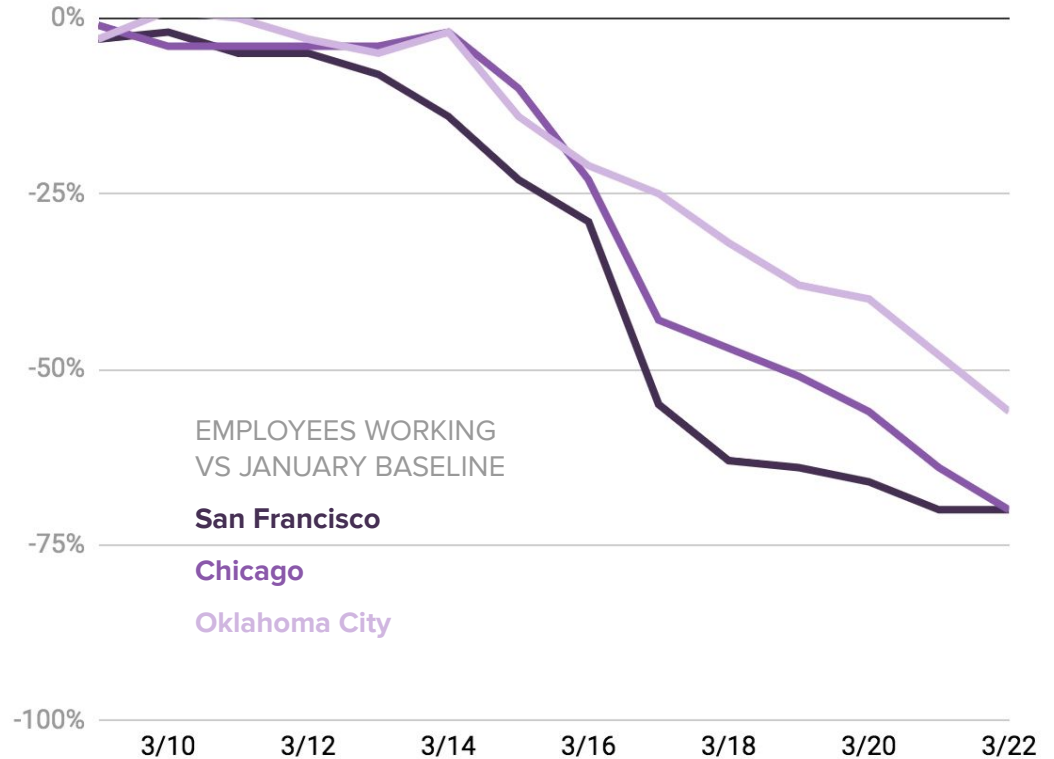
Q: Has the business or organization you work at been impacted by coronavirus in any of the following ways? [select all that apply] /////

Q: Are you working more, less or the same hours? [select one]

Even in places with less mandates, many employees are not working.

San Francisco started shelter-in-place measures early, but Chicago caught up by the end of the week with the closure of bars, restaurants, and other businesses.

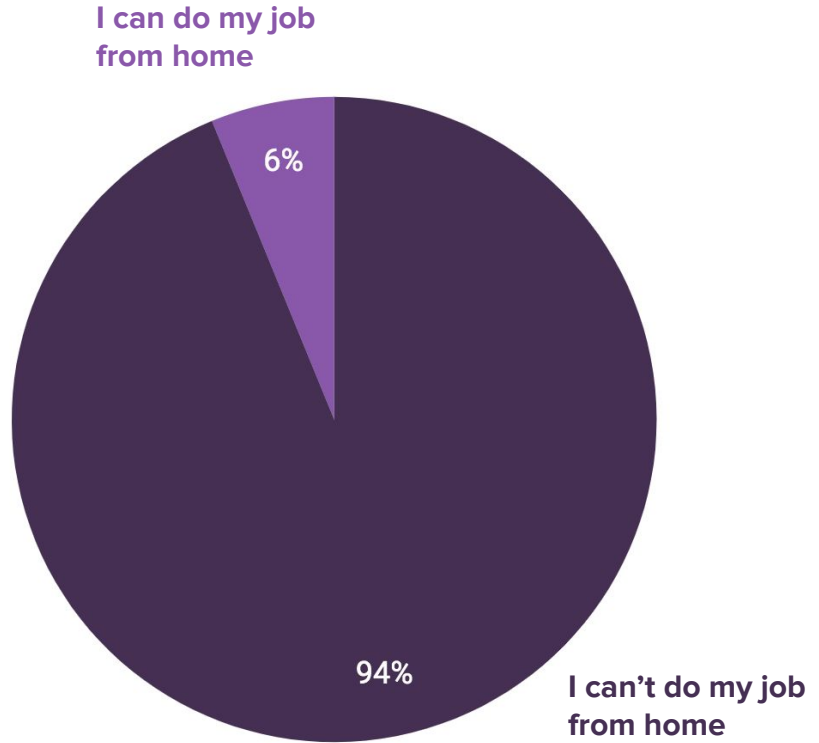
Oklahoma was lighter on mandates but still saw significant declines in employees going to work through the week, as many businesses shuttered voluntarily.



Source: [Homebase internal data](#) from 60,000+ small business customers and their employees in the US. Percentages represent the total number of employees working vs. the median for that day of the week for the period Jan 4 - 31 2020.

Hourly workers don't have the option to work from home.

Only 6% say they can do their jobs from home, so shelter-in-place mandates mean they can't work.

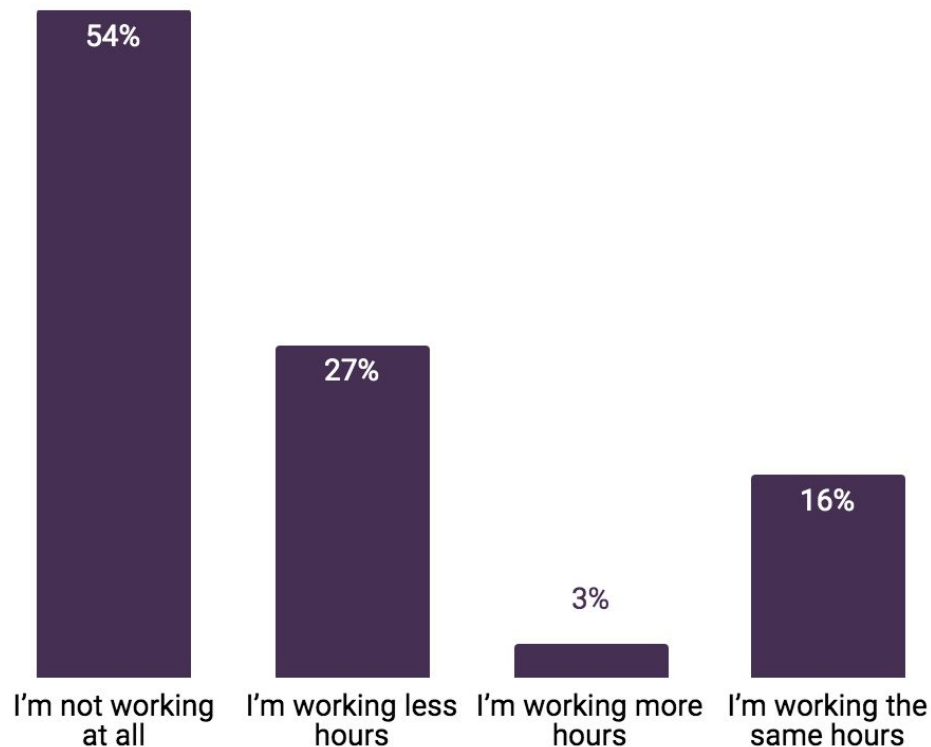


Q: Are you able to do your job from home?

Overall more than 50% of workers are not working.

These proportions hold fairly steady across different sizes of small businesses, different ages, those who are in school, those who have second jobs.

Where this doesn't hold true is for people who can work from home. Nearly 50% of them are working the same hours as before.

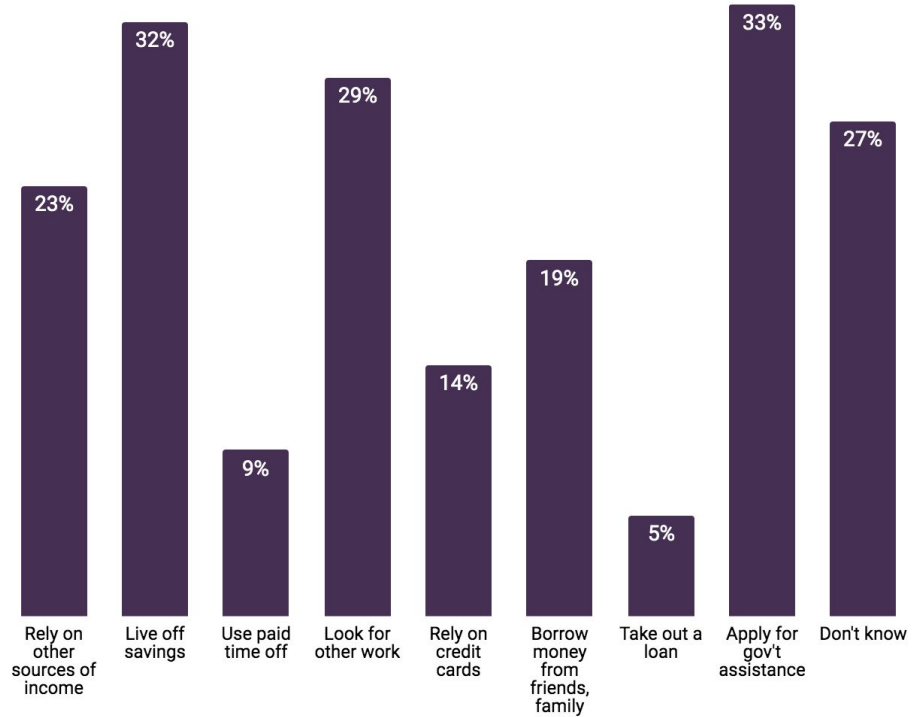


Q: Are you working more, less or the same hours? [select one]

Workers have a mix of strategies to deal with loss of work.

The top two options are to apply for unemployment or live off savings. Looking for other work is a close second, but notably isn't the first choice (likely because people are expecting their old jobs to re-open).

A full quarter of workers don't know how they'll deal with losing their incomes due to coronavirus.

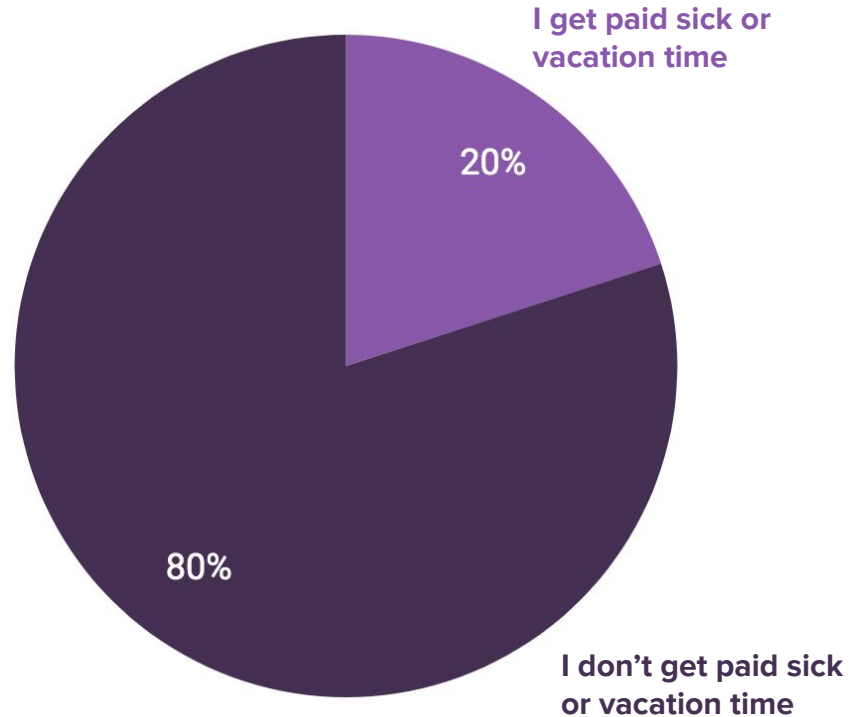


Q: If you are unable to work due to business closures, reduced hours, or taking care of children, what is your financial plan? How will you pay the bills? [select all that apply]

Most don't have sick leave to rely on.

Only 20% get paid leave benefits that they can rely on to supplement their incomes while not working. And for 3.5% of workers, their employer has offered more in response to coronavirus.

This means the Families First Act could have an incredible impact, but also put an incredible burden on many small businesses that aren't set up to offer paid time off.

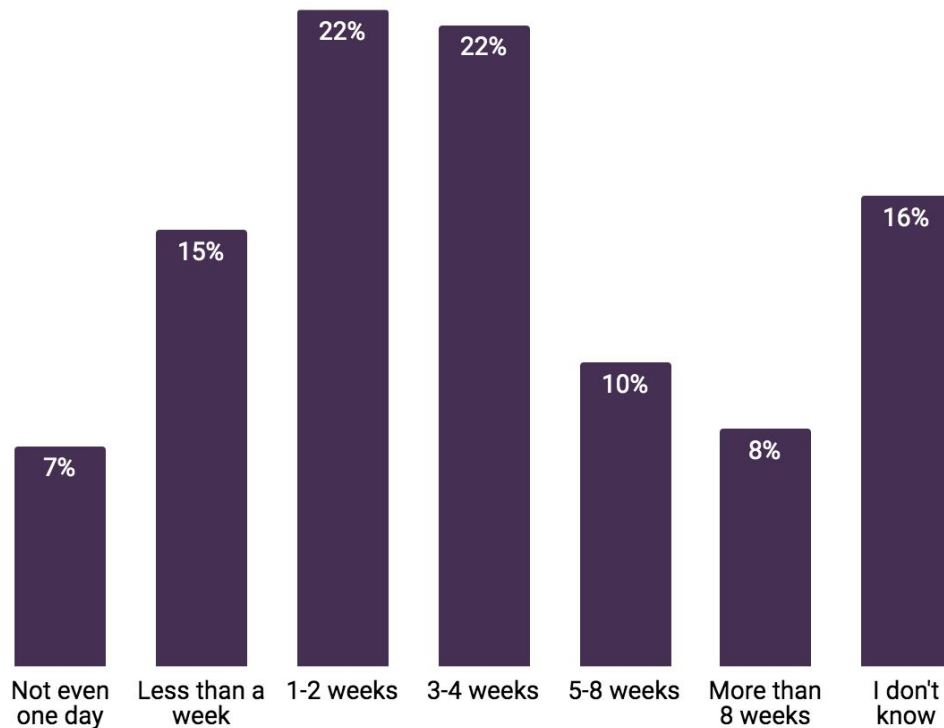


Q: Do you get paid sick or vacation time at your job?

They can at best last a few weeks without needing to find other sources of income.

44% can't last more than 2 weeks without income. And 16% don't even know how long they could last financially without working.

Many of the initial closures were set to last more than 2 weeks. And more recent information suggests 8 weeks or more could be necessary. This would be devastating to hourly workers.



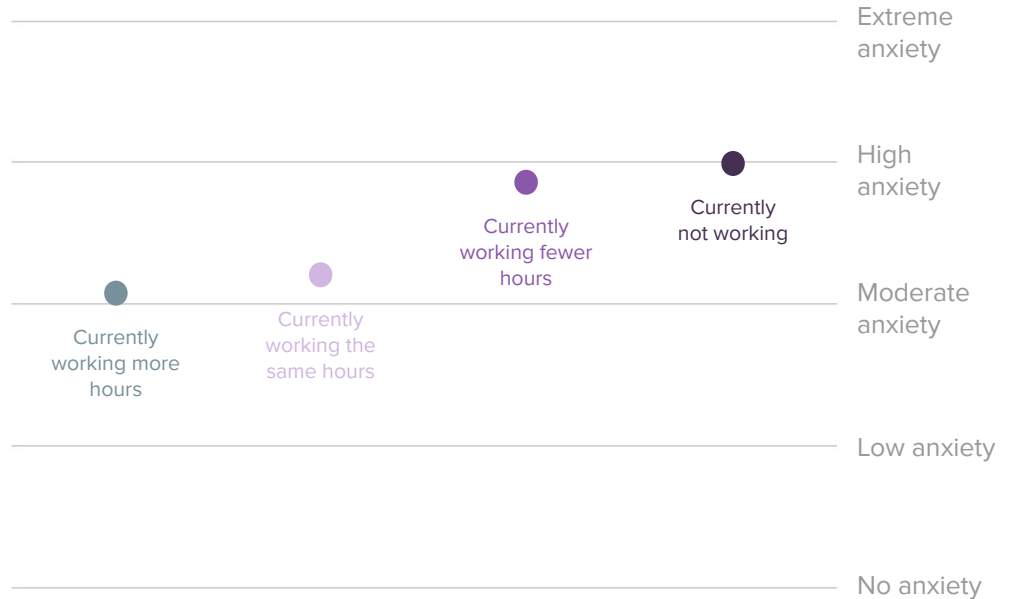
Q: How long could you be out of work without needing to find new sources of income or financial support (such as finding another job or borrowing money)?

Financial anxiety is universal.

Those who aren't working or are working less due to coronavirus are feeling high anxiety about their financial situation and ability to pay their bills in the coming 2 months.

Those who haven't seen a reduction in work hours are still feeling moderate anxiety.

In fact, 36% of workers are reporting feeling extremely anxious.



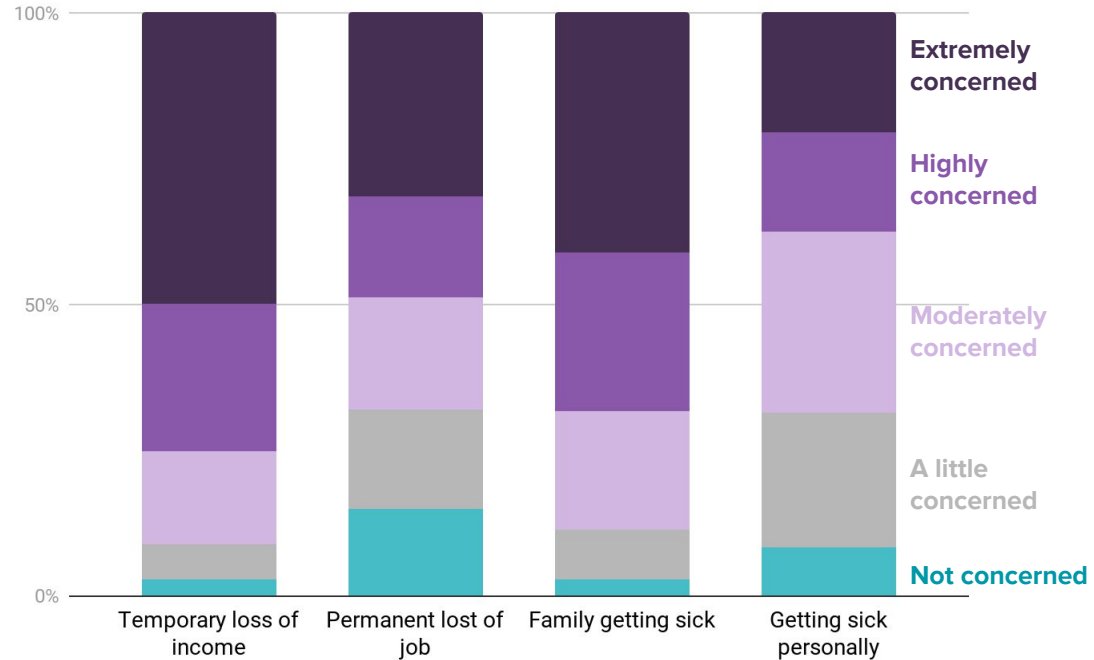
Q: What is your overall level of anxiety around your financial situation and your ability to pay your bills in the next 1-2 months? /////

Q: Are you working more, less or the same hours?

Short-term loss of income is the biggest concern for workers.

They are less concerned about permanently losing their jobs because the business folds or downsizes.

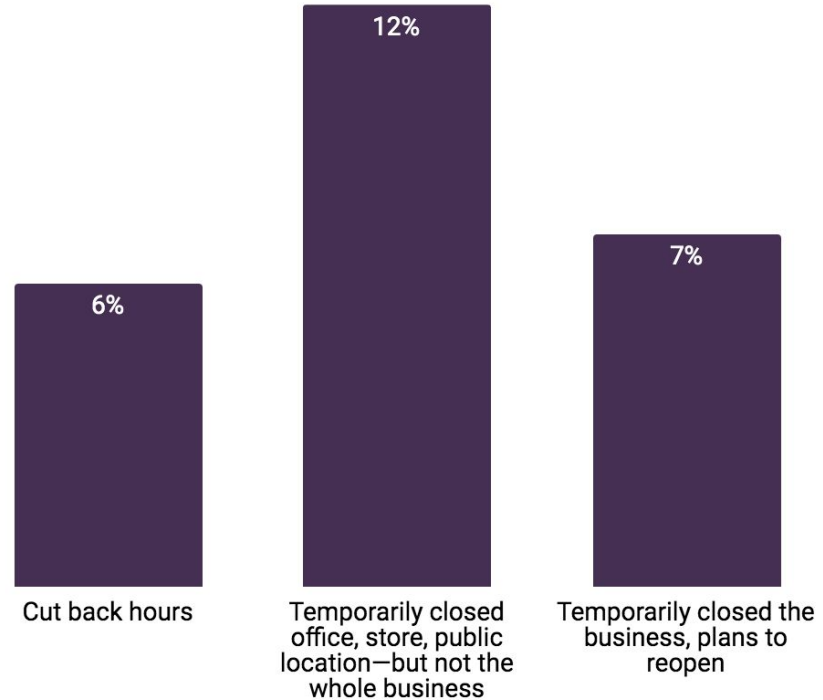
They are also more concerned about family members getting sick than themselves.



Q: Please rate your level of concern for each of these potential issues: Temporary loss of income because the business is slow or closes. Permanent loss of my job because the business closes or downsizes. Getting sick myself. My family or loved ones getting sick

Some businesses are trying to pay employees that can't work because of closures.

The numbers are low but businesses are trying to pay employees even while closed. This is more successful when the business maintains some operations.



Q: Has the business or organization changed their operations in any of the following ways in response to coronavirus? [select one] // Q: Is your employer continuing to pay employees even if they are unable to work because of the closures?

Thank you.

To explore more of our publicly-available, internal dataset, [visit our blog](#).