

Press Release:
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NJBIA & FOCUS NJ CORONAVIRUS REOPENING SURVEY RESULTS:

METHODOLOGY

The NJBIA Reopening Survey was conducted by the New Jersey Business & Industry Association in partnership with Focus NJ from June 10 to June 22, 2020. In total 743 respondents participated in the online survey, comprised of NJBIA members and members from other partnering business associations who are participating in the New Jersey Business Coalition. Totals may not equal 100% due to rounding.

QUESTIONS AND RESULTS

Business Demographics

1. Do you own or manage a business or nonprofit entity?

| | |
|-----|--------|
| Yes | 79.27% |
| No | 20.73% |

2. Are you a primary decision maker for operational decisions, including finances, HR and/or staffing

| | |
|-----|--------|
| Yes | 79.27% |
| No | 20.73% |

3. Is your business a women-owned firm, a minority-owned firm and/or a veteran-owned firm?

| | |
|---------------------------|--------|
| Yes | 27.17% |
| No | 65.93% |
| I do not wish to disclose | 6.90% |

4. Please select the designation(s) that best described your business. (Select all that apply)

| | |
|----------------|--------|
| Women-Owned | 81.77% |
| Minority-Owned | 22.10% |
| Veteran-Owned | 8.29% |

5. For tax purposes, what business structure is your company?

| | |
|---------------------------------|--------|
| Limited Liability Company (LLC) | 31.05% |
| S Corp | 30.53% |
| C corp | 15.09% |

| | |
|------------------------|--------|
| Nonprofit Organization | 11.05% |
| Sole proprietorship | 5.61% |
| Other | 2.63% |
| Partnership | 2.11% |
| Closed corporation | 1.40% |
| Cooperative | 0.53% |

6. In what county is your business located?

| | |
|------------|--------|
| Monmouth | 11.23% |
| Bergen | 10.35% |
| Middlesex | 9.12% |
| Morris | 7.89% |
| Cape May | 7.37% |
| Essex | 7.37% |
| Passaic | 6.67% |
| Mercer | 6.32% |
| Union | 6.32% |
| Hudson | 4.74% |
| Ocean | 4.56% |
| Burlington | 4.39% |
| Somerset | 3.68% |
| Camden | 3.16% |
| Hunterdon | 2.11% |
| Sussex | 1.40% |
| Atlantic | 1.23% |
| Gloucester | 0.88% |
| Cumberland | 0.53% |
| Warren | 0.53% |
| Salem | 0.18% |

7. Approximately how many people did your business employ prior to COVID-19?

| | |
|---------|--------|
| 1 | 8.25% |
| 2-4 | 18.25% |
| 5-9 | 16.14% |
| 10-19 | 17.19% |
| 20-49 | 19.65% |
| 50-99 | 6.49% |
| 100-249 | 8.42% |
| 250-499 | 1.58% |
| 500+ | 4.04% |

8. What industry is your business?

| | |
|---|--------|
| Professional, Business & Other Services | 17.19% |
| Education Services | 12.28% |
| Manufacturing | 11.23% |
| Construction | 7.19% |

| | |
|--------------------------------------|--------|
| Retail | 6.32% |
| Health Services & Social Assistance | 5.96% |
| Financial Activities/Services | 4.74% |
| Technology | 3.51% |
| Leisure & Hospitality | 3.33% |
| Arts, Entertainment, Recreation | 3.33% |
| Wholesale | 3.16% |
| Real Estate | 2.81% |
| Trade, Transportation, Utilities | 2.63% |
| Warehousing, Logistics, Distribution | 1.58% |
| Information | 0.88% |
| Research & Development | 0.70% |
| Other | 13.16% |

9. Before the COVID-19 health crisis, what percentages of your workforce worked remotely at any given time?

| | |
|--------|--------|
| 0% | 64.74% |
| 1-24% | 25.26% |
| 25-49% | 2.63% |
| 50-74% | 2.46% |
| 75-99% | 1.93% |
| 100% | 2.98% |

The Impact of COVID-19

10. Has your business' physical location remained open through the duration of government mandated stay-at-home orders and the closure of "non-essential" businesses?

| | |
|-----|--------|
| Yes | 56.94% |
| No | 43.06% |

11. What percentage of your workforce continued to work in your physical location through the duration of the COVID-19 health crisis?

| | |
|--------|--------|
| 0% | 4.18% |
| 1-24% | 33.76% |
| 25-49% | 12.86% |
| 50-74% | 16.40% |
| 75-99% | 16.40% |
| 100% | 16.40% |

12. Has your business operated via a remote workforce during the duration of government mandated closures and stay-at-home orders, despite your physical location being open?

| | |
|-----|--------|
| Yes | 60.71% |
| No | 39.29% |

13. If your business was ordered to close its physical location as a result of government mandates, do you see the closure of physical location being:

| | |
|-----------|--------|
| Temporary | 81.62% |
| Permanent | 1.28% |

| | |
|--------|--------|
| Unsure | 17.09% |
|--------|--------|

14. Has your business been able to operate remotely during the duration of government mandated closures and stay-at-home orders?

| | |
|-----|--------|
| Yes | 49.58% |
| No | 50.42% |

15. Was your business able to find new efficiencies and/or cost-saving opportunities as a result of an increased reliance upon a remote workforce?

| | |
|-----|--------|
| Yes | 37.27% |
| No | 62.73% |

16. If you utilized a remote workforce, will you continue to do so more than you previously had when New Jersey is back open for business?

| | |
|---|--------|
| Yes | 31.53% |
| No, we will not utilize a workforce more than we previously had | 42.68% |
| Not sure/Undecided | 25.80% |

17. Did your business increase its online presence for the purpose of sales as a result of the COVID-19 health crisis?

| | |
|-----|--------|
| Yes | 27.25% |
| No | 72.75% |

18. Including physical location & remote work, my business is:

| | |
|--|--------|
| Operating, but experiencing losses | 57.35% |
| Operating like normal | 20.82% |
| Temporarily closed as a result of COVID-19 with plans to reopen | 19.39% |
| Operating and performing better than normal | 2.45% |
| Permanently closed as a result of COVID 19 with no plans to reopen | 0.00% |

19. Financially my business is experiencing:

| | |
|-----------------------|--------|
| A decrease in revenue | 64.77% |
| Normal revenue | 17.92% |
| No revenue | 15.48% |
| A surge in revenue | 1.83% |

20. What percentage of your income has resulted from your physical location during the COVID-19 health crisis?

| | |
|--------|--------|
| 0% | 33.05% |
| 1-24% | 12.71% |
| 25-49% | 8.05% |

| | |
|--------|--------|
| 50-74% | 9.32% |
| 75-99% | 6.99% |
| 100% | 29.87% |

21. What percentage of your income has resulted from your online presence/remote workforce during the COVID-19 health crisis?

| | |
|--------|--------|
| 0% | 56.24% |
| 1-24% | 16.91% |
| 25-49% | 6.34% |
| 50-74% | 5.71% |
| 75-99% | 5.92% |
| 100% | 8.88% |

22. To adjust for lost revenue, my business had to: (Select all that apply)

| | |
|---|-------|
| Seek additional funding: Take out a loan, tap credit line, government aid, seek increased donations | 60.8% |
| Reduce expenses & overhead | 45.3% |
| Tap into business reserves or personal savings | 38.2% |
| Reduce workers' hours | 28.8% |
| Delay bill payments (including vendor payments) | 28.0% |
| Reduce workers' pay (including reduction in salary for Owner/Executives) | 20.6% |
| Not do anything | 10.8% |
| My business is not experiencing lost revenue | 7.1% |
| Cut employees' health insurance or other benefits | 5.1% |
| Sell capital | 2.9% |

23. How many employees have you laid off as a result of COVID-19?

| | |
|-------|--------|
| 0 | 67.01% |
| 1-9 | 22.82% |
| 10-19 | 4.15% |
| 20-50 | 4.15% |
| 51+ | 1.87% |

24. How many employees have you furloughed as a result of COVID-19?

| | |
|-------|--------|
| 0 | 68.05% |
| 1-9 | 19.71% |
| 10-19 | 5.39% |
| 20-50 | 4.56% |
| 51+ | 2.28% |

25. If you furloughed employees, has your business continued to offer health benefits to employees that were furloughed?

| | |
|---|--------|
| Yes | 62.67% |
| No, we did no offer health benefits to furloughed employees | 23.29% |
| Not sure/ Don't know | 14.04% |

26. If you are not already back in your physical location, have you begun making plans for your staff to return to work in your physical location?

| | |
|----------|--------|
| Yes | 82.79% |
| No | 11.04% |
| Not sure | 6.17% |

27. If you are not already back in your physical location, by what month do you plan to begin bringing your workforce back at your physical location?

| | |
|------------------|--------|
| June 2020 | 31.25% |
| July 2020 | 28.75% |
| August 2020 | 7.81% |
| September 2020 | 11.25% |
| October 2020 | 0.63% |
| November 2020 | 0.00% |
| December 2020 | 0.00% |
| Sometime in 2021 | 1.56% |
| I do not know | 17.81% |
| Never | 0.94% |

28. As you begin to plan your business reopening, what struggles (if any) do you anticipate?

| | No Burden | Some Burden | Neutral | Burdensome | Very Burdensome |
|---|-----------|-------------|---------|------------|-----------------|
| Meeting payroll costs and/or paying payroll taxes | 25.47% | 16.51% | 19.34% | 14.39% | 24.29% |
| Paying expenses such as rent, income/property taxes, loans & utilities | 26.06% | 16.20% | 15.73% | 15.26% | 26.76% |
| Ensuring worker safety and/or purchasing personal protective equipment (PPE) | 17.14% | 19.95% | 22.77% | 17.37% | 22.77% |
| Handling supply chain distribution with contractors and vendors shut down/reduced | 31.73% | 19.47% | 25.24% | 12.26% | 11.30% |

| | | | | | |
|---|--------|--------|--------|--------|--------|
| Complying with labor mandates | 30.43% | 17.15% | 17.63% | 16.18% | 18.60% |
| Cost of maintaining equipment and/or making physical changes to your facility | 25.95% | 22.86% | 20.71% | 14.52% | 15.95% |
| Finding enough employees to fill my workforce needs | 46.01% | 15.49% | 15.02% | 10.80% | 12.68% |
| Liability lawsuits and/or concern for future liability lawsuits related to COVID-19 | 37.77% | 15.91% | 14.73% | 13.78% | 17.81% |
| Generating enough profit to keep my business open | 15.53% | 14.35% | 17.18% | 16.71% | 36.24% |

29. How long do you anticipate it will take for your business to generate revenues comparable to pre-COVID-19 profits?

| | |
|---|--------|
| 3 months or less | 14.38% |
| 4-6 months | 15.96% |
| 7-9 months | 9.44% |
| 10 months to a year | 15.73% |
| More than a year | 25.17% |
| More than two years | 7.87% |
| I will never make up the revenue lost during COVID-19 | 11.46% |

30. If you are struggling to access government aid, such as PPP, an EDA grant/loan or unemployment insurance, what is hindering your ability to do so?

| | |
|---|--------|
| Waiting for response | 12.53% |
| Ineligible | 8.51% |
| Administrative difficulties in completing application | 5.44% |
| Eligible, but rejected | 3.31% |
| I am not struggling to access government aid | 57.45% |
| I do not want government aid | 12.77% |

31. Does your workforce use public transportation to commute to and from work?

| | |
|-----|--------|
| Yes | 14.41% |
| No | 85.59% |

32. What percentage of your workforce used public transportation prior to COVID-19?

| | |
|-------|--------|
| 0% | 3.03% |
| 1-24% | 60.61% |

| | |
|--------|--------|
| 25-49% | 15.15% |
| 50-74% | 9.09% |
| 75-99% | 6.06% |
| 100% | 6.06% |

33. Do you anticipate a decrease in the use of public transportation amongst your workforce once your business is allowed to re-open?

| | |
|----------|--------|
| Yes | 26.15% |
| No | 30.77% |
| Not sure | 43.08% |

34. In what month do you anticipate your workforce to begin using public transportation again for their commutes?

| | |
|------------------|--------|
| June 2020 | 27.27% |
| July 2020 | 10.61% |
| August 2020 | 6.06% |
| September 2020 | 18.18% |
| October 2020 | 0.00% |
| November 2020 | 0.00% |
| December 2020 | 0.00% |
| Sometime in 2021 | 7.58% |
| I do not know | 28.79% |
| Never | 1.52% |

35. Are you or your staff concerned about the public health risks that may be associated with public transportation as a result of COVID-19?

| | |
|----------|--------|
| Yes | 78.79% |
| No | 9.09% |
| Not sure | 12.12% |

36. Do you plan to incorporate staggered employee start/end times to accommodate for reduced capacity/overcrowding in your workplace?

| | |
|-----------------------------------|--------|
| Yes, by 1 hour | 12.50% |
| Yes, by 2 hours | 3.13% |
| Yes, by 3 hours | 0.00% |
| Yes, by more than 3 hours | 1.56% |
| Yes but not sure about timing yet | 39.06% |
| No | 26.56% |
| Not sure | 17.19% |