

# Covid-19 Community Impact Survey Results

Hosts:

*Peter Giuliano- Chief Research Officer, SCA*

*Heather Ward- Content Strategy Director,  
SCA*

*Supported by La Marzocco*

# What is your main business type?

- 886 respondents:
  - 49% were retailers
    - 13.4% roaster retailers
    - 35.5% coffee retailers
  - 14.5% were roaster wholesalers

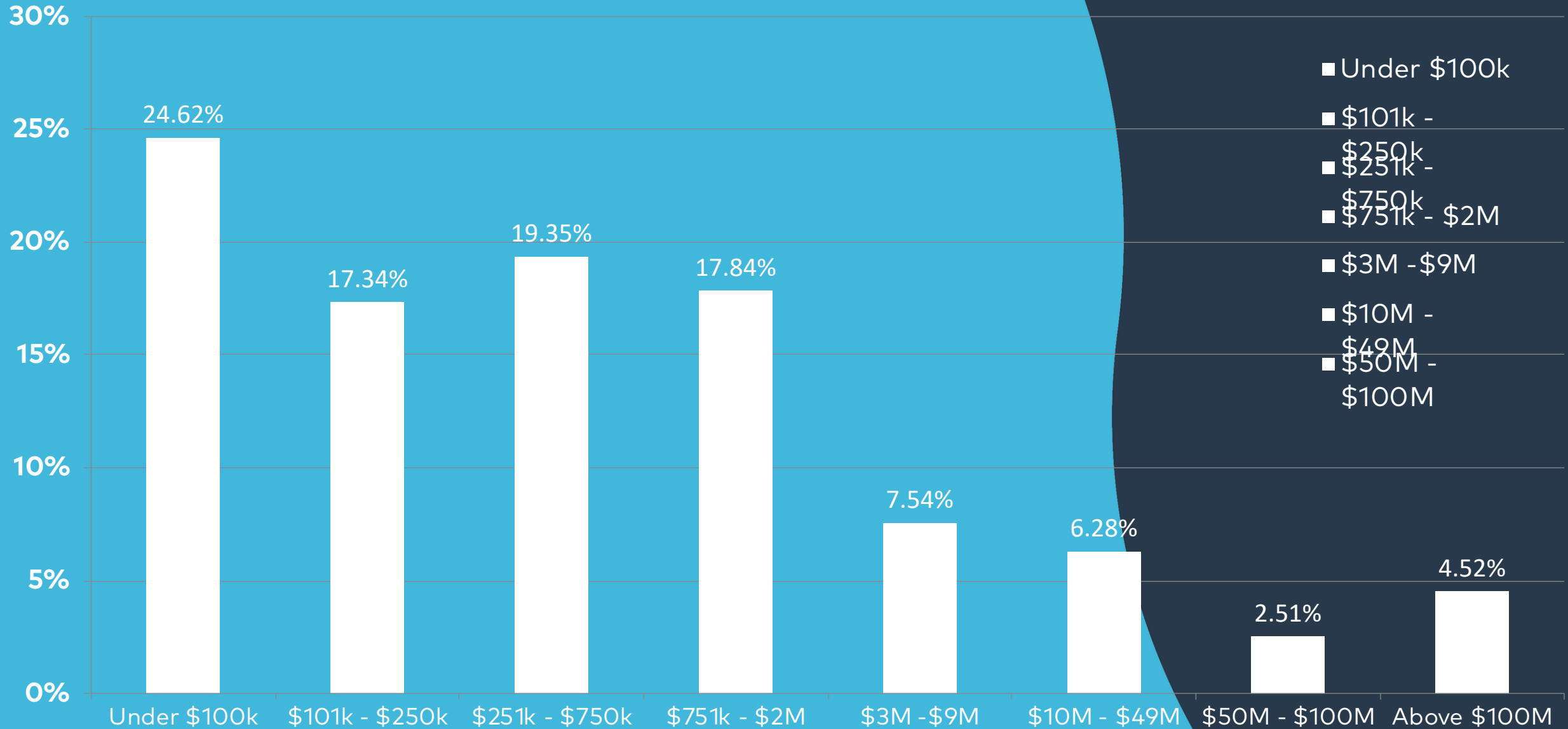
# How many retail outlets do you have?

- Of those 886 respondents, 221 answered the retailer questions:
  - 60% have only one outlet
  - 66.5% were coffee shops

423 people  
went past  
first question  
to answer  
what country  
their  
organization  
was based in:

Country	% of total	# of ppl.
United States of America (USA)	35.93%	152
United Kingdom (UK)	11.35%	48
Greece	4.26%	18
Mexico	4.26%	18
Canada	3.07%	13
Indonesia	2.84%	12
Peru	2.60%	11
Colombia	2.13%	9
Brazil	1.89%	8
Kenya	1.65%	7
Philippines	1.65%	7
Guatemala	1.42%	6
India	1.42%	6
Italy	1.42%	6
Malaysia	1.42%	6
Australia	1.18%	5
Ecuador	1.18%	5
Ireland	1.18%	5
South Africa	1.18%	5

# What is your organization's annual revenue range? n=424



# How has your organization been impacted by spread of the virus, or do you expect to be impacted?

- 449 respondents:
  - 12% existentially negative (likely to go out of business)
  - 57% significantly negative
  - 18% somewhat negative
  - 4% minimally negative
  - 3% neutral
  - 2% somewhat positive
  - 2% unsure

# Retailers (Roaster retailers+ coffee retail)

- 221 respondents:
  - 17% existentially negative (likely to go out of business)
  - 61% significantly negative
  - 13% somewhat negative
  - 2% minimally negative
  - 2% neutral
  - 2% unsure

# Roaster Wholesalers:

- 79 respondents:
  - 6% existentially negative (likely to go out of business)
  - 67% significantly negative
  - 18% somewhat negative
  - 1% minimally negative
  - 3% neutral
  - 5% somewhat positive



# Producing Side (Mills, Cooperatives, Producers):

- 59 Respondents:
  - 9% existentially negative (likely to go out of business)
  - 55% significantly negative
  - 22% somewhat negative
  - 14% neutral and unsure

# Manufacturers/Suppliers

- 26 Respondents:
  - 0% existentially negative (likely to go out of business)
  - 69% significantly negative
  - 15% somewhat negative
  - 8% minimally negative and neutral
  - 8% somewhat positive

# Which of the following impacts has your organization experienced or do you anticipate experiencing?

ANSWER CHOICES		RESPONSES	
▼	Reduced customer demand	85.58%	362
▼	Cancellation of events	62.41%	264
▼	Increased and sustained staff absences	40.66%	172
▼	Shortage of supplies	24.35%	103
▼	Production issues	21.99%	93
▼	Other (please specify)	Responses 21.75%	92
▼	Increased legal or insurance costs	12.77%	54
Total Respondents: 423			

**If your organization is already or anticipates experiencing a decrease in sales related to the coronavirus, please list the percent decrease (estimates)**

- 397 respondents:
  - 87% Respondents see  $\geq 25\%$  sales decrease
  - 68% Respondents see  $\geq 50\%$  sales decrease
  - 36% Respondents see  $\geq 75\%$  sales decrease
  - 21% Respondents see  $\geq 90\%$  sales decrease

If your organization is already experiencing an increase in **expenses** related to the coronavirus, please list the percent increase.

397 respondents:

- 23% Respondents see  $\geq 25\%$  expense increase
- 14% Respondents see  $\geq 50\%$  expense increase
- 13% Respondents see  $\geq 75\%$  expense increase
- 5% Respondents see  $\geq 90\%$  expense increase

**If your organization is anticipating an increase in expenses related to the coronavirus, please list the percent increase.**

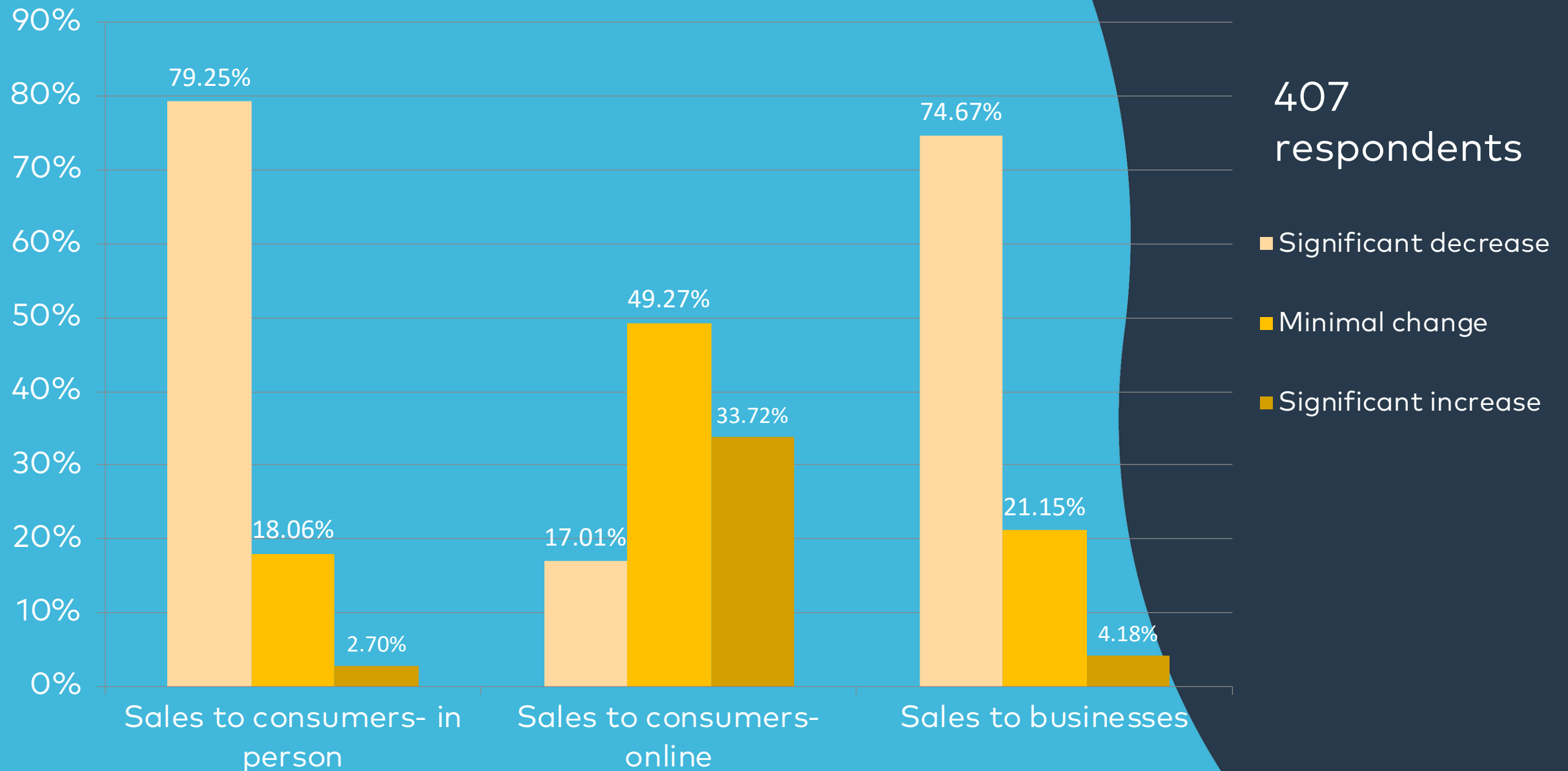
397 respondents:

- 12% Respondents anticipate  $\geq 25\%$  expense increase
- 6% Respondents anticipate  $\geq 50\%$  expense increase
- 2% Respondents anticipate  $\geq 75\%$  expense increase
- 2% Respondents anticipate  $\geq 90\%$  expense increase

What are the  
primary sources of  
the increased  
expenses, if any?



# Which sales channels have been impacted?





Has your organization responded, or does it anticipate responding, to the spread of the coronavirus in any of the following ways:

ANSWER CHOICES	RESPONSES	
▼ Staying informed via news media and updates from public health officials	76.79%	321
▼ Implementing more rigorous cleaning procedures	72.73%	304
▼ Encouraging employees who feel sick to stay home	71.77%	300
▼ Rescheduling or canceling events	68.66%	287
▼ Increased digital marketing efforts	56.94%	238
▼ Implementing a remote work policy for employees who do not need to be onsite	44.50%	186
▼ Emailing your newsletter subscribers about your coronavirus preparedness	37.80%	158
▼ Changing in-person events to virtual	37.08%	155
▼ Seeking additional financing (such as loan)	32.78%	137
▼ Offering free shipping on online orders	26.79%	112
▼ Moving sales entirely online	21.05%	88
▼ Other (please specify) Responses	16.03%	67
Total Respondents: 418		

# Have you identified any particularly effective strategies?

home Reduce Free shipping sell retail online marketing delivery take away  
orders to-go None shipping social media Encouraging  
Yes Nope online Free local delivery yet Pushing  
customers Moving Online sales platforms sales  
marketing close N business presence coffee significant take helped go

# Identified any particularly effective strategies?

- Move strictly to takeout/curbside
- Online sales
- Free shipping
- Mobile ordering, delivery
- Third party deliveries- UberEats, Postmates
- Layoff, reduce hours, unpaid leave
- Cut expenses
- Take out loans
- Increase Online presence/social media, video content
- Selling equipment
- Wholesale prices online- driven a lot of volume/traffic
- Discounts online
- Sanitizing, distancing, gloves, masks, minimizing touch points
- Selling gift certificates
- Extending terms
- Future contracts
- Communication with customers
- Communication with vendors

# Key Strategies

- Pivot to Online Sales
- Focus on Walkup and Takeaway Sales
- Communicate with Customers, Vendors, Business Network
- Optimize Grocery Channels
- Investigate Delivery

# COVID-19 Impact Webinar Series

With the Support of La Marzocco, we'll be initiating a webinar series aimed at developing competencies around these strategies.

Mon April 6, 8am PDT / 4pm GMT

**Pivoting to Online Sales: What are best practices and opportunities?**

Wed April 8, 12noon PDT / 8pm GMT

**Walkup and Takeaway Business in the time of COVID-19**

**Questions?**

# Thanks for joining us.

A recording of today's session will be made available at [\*\*sca.coffee/watch\*\*](https://sca.coffee/watch).