

BUSINESS REOPENING POST COVID-19

Based on survey results from May 11, 2020.

BUSINESSES ARE SEEKING THE 4 C'S



1. CASH

BUSINESS OWNERS NEED TO BE ABLE TO TAKE CARE OF EXPENSES WHILE PAYING THEMSELVES & THEIR EMPLOYEES.



2. CUSTOMERS

CUSTOMERS ARE THE LIFEBLOOD OF EVERY BUSINESS. WITHOUT THEM, A BUSINESS CANNOT SEE GROWTH OR PROFITS.



3. CONFIDENCE

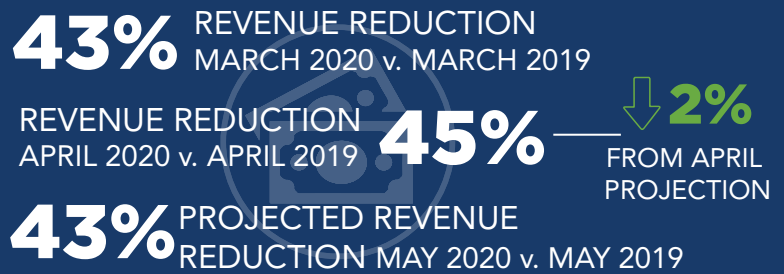
BUSINESSES ARE SEARCHING FOR ASSURANCE THAT BETTER DAYS ARE AHEAD AND OUR ECONOMY WILL RECOVER.



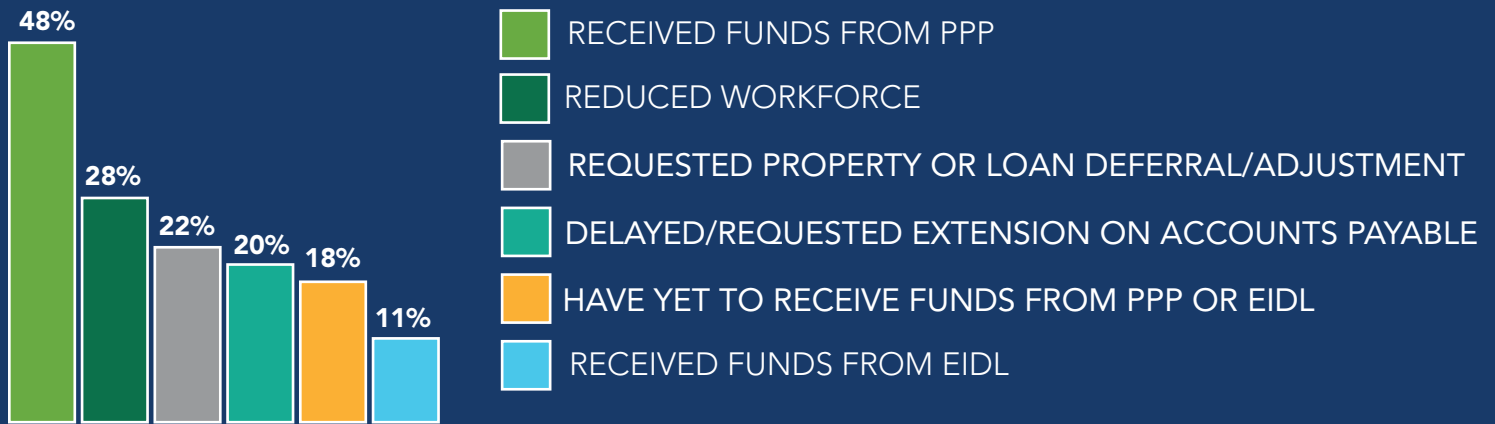
4. COMMUNICATION

IN ORDER TO PLAN FOR THE FUTURE, BUSINESSES NEED CLEAR AND CONCISE INFORMATION TO HELP THEM MAKE SOUND DECISIONS.

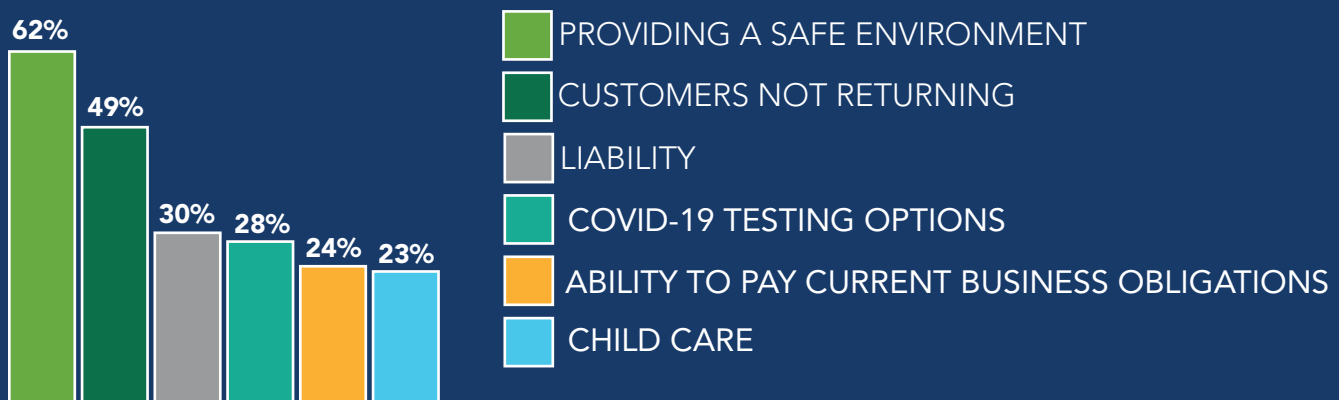
KEY FINDINGS



ACTIONS TAKEN TO REDUCE FINANCIAL STRAIN



TOP CONCERNS OF REOPENING BUSINESS



RESPONDENT DEMOGRAPHICS

