

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
Which of the following best describes the company as of right now?	Closed for business	13%	26%	26%	19%	14%	14%	11%	15%	6%	3%
	Open in a limited way	52%	41%	52%	56%	54%	58%	57%	53%	53%	35%
	Completely open	33%	29%	18%	23%	31%	26%	32%	32%	40%	62%
	Unsure, prefer not to answer	1%	4%	4%	3%	1%	1%	0%	%	1%	0%
	Total	1868	109	91	118	189	317	253	216	366	149
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	47%	46%	42%	42%	43%	48%	45%	89%	100%
	Uncertain about reopening	44%	46%	47%	56%	53%	53%	41%	53%	7%	0%
	Shut down for good	4%	4%	4%	2%	5%	3%	10%	2%	2%	0%
	Unsure, prefer not to answer	2%	3%	3%	0%	0%	1%	2%	0%	2%	0%
	Total	243	29	23	22	27	45	28	32	23	5
When do you think more of the business will reopen?	Less than 1 month	12%	11%	17%	9%	14%	13%	11%	8%	13%	16%
	1-2 more months	24%	24%	17%	28%	19%	23%	18%	34%	23%	17%
	3-4 more months	18%	12%	18%	23%	18%	19%	22%	15%	13%	32%
	5-6 more months	10%	15%	6%	10%	9%	8%	10%	8%	11%	12%
	6-12 more months	16%	11%	14%	6%	10%	22%	15%	20%	21%	9%
	More than 12 months	7%	7%	3%	9%	8%	4%	10%	5%	9%	7%
	Unsure, prefer not to answer	13%	20%	26%	15%	22%	11%	12%	9%	9%	7%
	Total	1218	72	71	88	129	229	170	147	217	57
EXPECTED REOPENING	1-2 months or less	36%	35%	33%	37%	33%	36%	30%	42%	37%	33%
	3-6 months	28%	27%	24%	33%	27%	27%	33%	24%	24%	44%
	More than 6 months	23%	18%	17%	15%	18%	26%	26%	25%	30%	16%
	Unsure, prefer not to say	13%	20%	26%	15%	22%	11%	12%	9%	9%	7%
	Total	1218	72	71	88	129	229	170	147	217	57
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	35%	50%	41%	45%	50%	51%	55%	63%	66%
	Somewhat well	37%	43%	39%	46%	45%	42%	37%	35%	30%	32%
	Not too well	7%	13%	9%	7%	7%	6%	9%	9%	5%	3%
	Not at all	2%	7%	1%	4%	3%	2%	3%	1%	2%	0%
	Unsure, prefer not to answer	1%	3%	1%	1%	1%	0%	1%	0%	%	0%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
Which of the following best describes the company as of right now?	Closed for business	13%	20%	13%	8%	9%	19%	20%
	Open in a limited way	52%	52%	58%	49%	51%	55%	49%
	Completely open	33%	26%	29%	42%	38%	25%	32%
	Unsure, prefer not to answer	1%	2%	1%	%	1%	1%	0%
	Total	1868	506	570	731	1172	610	112
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	44%	45%	66%	45%	50%	44%
	Uncertain about reopening	44%	50%	48%	31%	51%	41%	56%
	Shut down for good	4%	4%	5%	2%	2%	6%	0%
	Unsure, prefer not to answer	2%	1%	2%	1%	1%	3%	0%
	Total	243	101	74	61	110	117	22
When do you think more of the business will reopen?	Less than 1 month	12%	13%	12%	12%	13%	13%	15%
	1-2 more months	24%	22%	21%	26%	24%	21%	19%
	3-4 more months	18%	18%	20%	17%	19%	18%	19%
	5-6 more months	10%	10%	9%	10%	10%	9%	12%
	6-12 more months	16%	10%	19%	19%	16%	17%	11%
	More than 12 months	7%	7%	7%	8%	6%	7%	13%
	Unsure, prefer not to answer	13%	21%	12%	9%	12%	15%	11%
	Total	1218	359	399	421	711	442	77
EXPECTED REOPENING	1-2 months or less	36%	35%	33%	38%	37%	34%	34%
	3-6 months	28%	28%	29%	27%	28%	27%	31%
	More than 6 months	23%	17%	26%	27%	22%	24%	24%
	Unsure, prefer not to say	13%	21%	12%	9%	12%	15%	11%
	Total	1218	359	399	421	711	442	77
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	43%	50%	61%	54%	55%	53%
	Somewhat well	37%	44%	40%	32%	37%	35%	36%
	Not too well	7%	9%	7%	6%	7%	7%	10%
	Not at all	2%	3%	2%	1%	2%	2%	1%
	Unsure, prefer not to answer	1%	1%	%	%	%	1%	1%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
Which of the following best describes the company as of right now?	Closed for business	13%	14%	11%	8%	12%	17%
	Open in a limited way	52%	50%	61%	62%	68%	60%
	Completely open	33%	35%	26%	29%	20%	21%
	Unsure, prefer not to answer	1%	1%	2%	1%	0%	1%
	Total	1868	1402	126	176	111	163
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	51%	56%	53%	51%	47%
	Uncertain about reopening	44%	43%	35%	39%	49%	36%
	Shut down for good	4%	4%	8%	3%	0%	10%
	Unsure, prefer not to answer	2%	1%	0%	5%	0%	7%
	Total	243	192	14	14	13	28
When do you think more of the business will reopen?	Less than 1 month	12%	12%	10%	13%	11%	15%
	1-2 more months	24%	25%	23%	23%	28%	19%
	3-4 more months	18%	18%	20%	20%	18%	19%
	5-6 more months	10%	9%	8%	6%	11%	12%
	6-12 more months	16%	16%	16%	20%	12%	14%
	More than 12 months	7%	7%	11%	4%	7%	7%
	Unsure, prefer not to answer	13%	13%	12%	14%	13%	13%
	Total	1218	891	90	126	89	123
EXPECTED REOPENING	1-2 months or less	36%	37%	33%	36%	39%	34%
	3-6 months	28%	28%	28%	26%	29%	32%
	More than 6 months	23%	23%	27%	24%	18%	21%
	Unsure, prefer not to say	13%	13%	12%	14%	13%	13%
	Total	1218	891	90	126	89	123
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	54%	44%	56%	36%	50%
	Somewhat well	37%	37%	47%	38%	54%	39%
	Not too well	7%	7%	8%	5%	10%	8%
	Not at all	2%	2%	2%	1%	%	2%
	Unsure, prefer not to answer	1%	%	1%	%	0%	1%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
Which of the following best describes the company as of right now?	Closed for business	13%	15%	12%	12%	8%	11%	13%	9%
	Open in a limited way	52%	52%	57%	52%	52%	53%	53%	53%
	Completely open	33%	32%	31%	35%	39%	36%	33%	37%
	Unsure, prefer not to answer	1%	2%	%	1%	%	1%	1%	1%
	Total	1868	1023	266	338	240	286	805	254
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	46%	42%	61%	75%	68%	45%	62%
	Uncertain about reopening	44%	48%	54%	36%	17%	30%	49%	35%
	Shut down for good	4%	5%	2%	2%	2%	0%	6%	0%
	Unsure, prefer not to answer	2%	2%	2%	2%	6%	2%	1%	2%
	Total	243	151	31	42	20	31	109	23
When do you think more of the business will reopen?	Less than 1 month	12%	11%	13%	14%	16%	13%	13%	13%
	1-2 more months	24%	24%	22%	28%	16%	22%	23%	32%
	3-4 more months	18%	18%	25%	13%	19%	23%	19%	15%
	5-6 more months	10%	10%	7%	9%	13%	9%	7%	12%
	6-12 more months	16%	15%	12%	24%	14%	19%	18%	12%
	More than 12 months	7%	7%	6%	6%	10%	7%	8%	2%
	Unsure, prefer not to answer	13%	16%	15%	6%	11%	6%	13%	14%
	Total	1218	674	182	216	144	184	526	158
EXPECTED REOPENING	1-2 months or less	36%	35%	35%	42%	33%	36%	36%	46%
	3-6 months	28%	28%	32%	22%	32%	32%	26%	27%
	More than 6 months	23%	22%	18%	30%	24%	26%	25%	14%
	Unsure, prefer not to say	13%	16%	15%	6%	11%	6%	13%	14%
	Total	1218	674	182	216	144	184	526	158
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	49%	57%	56%	62%	59%	55%	49%
	Somewhat well	37%	40%	34%	35%	33%	34%	35%	44%
	Not too well	7%	8%	9%	6%	4%	6%	7%	6%
	Not at all	2%	3%	%	2%	2%	1%	3%	1%
	Unsure, prefer not to answer	1%	1%	0%	0%	%	0%	%	%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
Which of the following best describes the company as of right now?	Closed for business	13%	23%	2%	40%	12%	3%	24%	17%	11%	11%
	Open in a limited way	52%	65%	40%	51%	64%	39%	58%	71%	53%	52%
	Completely open	33%	11%	58%	9%	24%	56%	19%	11%	35%	36%
	Unsure, prefer not to answer	1%	1%	0%	0%	0%	3%	0%	1%	%	1%
	Total	1868	99	118	69	119	114	71	232	164	411
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	54%	71%	53%	58%	100%	87%	42%	33%	57%
	Uncertain about reopening	44%	39%	29%	38%	42%	0%	13%	51%	63%	38%
	Shut down for good	4%	7%	0%	5%	0%	0%	0%	5%	3%	2%
	Unsure, prefer not to answer	2%	0%	0%	5%	0%	0%	0%	2%	0%	3%
	Total	243	22	3	28	14	3	17	41	19	46
When do you think more of the business will reopen?	Less than 1 month	12%	15%	6%	18%	21%	4%	13%	13%	20%	10%
	1-2 more months	24%	24%	30%	20%	27%	43%	29%	19%	27%	19%
	3-4 more months	18%	18%	18%	17%	13%	9%	14%	19%	17%	25%
	5-6 more months	10%	4%	14%	8%	11%	11%	10%	11%	7%	9%
	6-12 more months	16%	14%	7%	15%	18%	9%	17%	22%	8%	19%
	More than 12 months	7%	7%	7%	10%	5%	10%	4%	6%	10%	5%
	Unsure, prefer not to answer	13%	19%	18%	11%	5%	14%	13%	10%	12%	14%
	Total	1218	85	51	62	90	47	58	203	105	257
EXPECTED REOPENING	1-2 months or less	36%	39%	36%	38%	47%	47%	42%	32%	47%	29%
	3-6 months	28%	21%	32%	25%	24%	20%	24%	30%	24%	33%
	More than 6 months	23%	21%	15%	26%	24%	19%	21%	28%	17%	24%
	Unsure, prefer not to say	13%	19%	18%	11%	5%	14%	13%	10%	12%	14%
	Total	1218	85	51	62	90	47	58	203	105	257
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	61%	60%	53%	56%	63%	46%	47%	52%	49%
	Somewhat well	37%	33%	33%	38%	32%	29%	43%	43%	39%	41%
	Not too well	7%	4%	7%	7%	11%	3%	10%	9%	6%	7%
	Not at all	2%	2%	0%	1%	0%	5%	0%	1%	3%	3%
	Unsure, prefer not to answer	1%	1%	0%	1%	1%	0%	0%	0%	%	1%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
Which of the following best describes the company as of right now?	Closed for business	13%	100%	0%	0%	99%	100%	18%	10%	6%	18%
	Open in a limited way	52%	0%	100%	0%	1%	0%	62%	47%	43%	60%
	Completely open	33%	0%	0%	100%	0%	0%	19%	41%	49%	22%
	Unsure, prefer not to answer	1%	0%	0%	0%	0%	0%	1%	1%	2%	1%
	Total	1868	243	981	621	122	108	596	1191	784	1075
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	50%	100%	0%	100%	0%	46%	56%	34%	56%
	Uncertain about reopening	44%	44%	0%	0%	0%	100%	53%	35%	60%	43%
	Shut down for good	4%	4%	0%	0%	0%	0%	0%	7%	0%	0%
	Unsure, prefer not to answer	2%	2%	0%	0%	0%	0%	1%	2%	5%	1%
	Total	243	243	1	0	122	108	109	121	44	191
When do you think more of the business will reopen?	Less than 1 month	12%	21%	10%	0%	34%	7%	13%	12%	6%	15%
	1-2 more months	24%	27%	23%	63%	32%	23%	23%	24%	24%	24%
	3-4 more months	18%	15%	19%	37%	10%	20%	19%	18%	20%	17%
	5-6 more months	10%	6%	11%	0%	5%	7%	9%	10%	12%	9%
	6-12 more months	16%	15%	16%	0%	8%	21%	17%	15%	17%	16%
	More than 12 months	7%	5%	7%	0%	1%	9%	7%	7%	6%	7%
	Unsure, prefer not to answer	13%	11%	14%	0%	9%	14%	12%	14%	15%	12%
	Total	1218	234	981	3	122	108	480	676	383	834
EXPECTED REOPENING	1-2 months or less	36%	48%	33%	63%	66%	30%	36%	36%	30%	39%
	3-6 months	28%	21%	29%	37%	15%	27%	27%	28%	32%	26%
	More than 6 months	23%	19%	24%	0%	9%	30%	24%	22%	23%	23%
	Unsure, prefer not to say	13%	11%	14%	0%	9%	14%	12%	14%	15%	12%
	Total	1218	234	981	3	122	108	480	676	383	834
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	41%	50%	62%	40%	42%	48%	56%	54%	52%
	Somewhat well	37%	43%	40%	32%	42%	44%	40%	35%	37%	38%
	Not too well	7%	11%	8%	4%	10%	12%	10%	6%	6%	8%
	Not at all	2%	3%	2%	2%	6%	1%	2%	2%	2%	2%
	Unsure, prefer not to answer	1%	2%	%	%	2%	%	%	1%	%	1%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
Which of the following best describes the company as of right now?	Closed for business	13%	14%	12%	15%	12%	13%	13%	13%	15%	12%	13%
	Open in a limited way	52%	50%	54%	52%	52%	56%	52%	52%	52%	52%	54%
	Completely open	33%	33%	34%	32%	35%	30%	34%	33%	32%	35%	32%
	Unsure, prefer not to answer	1%	3%	%	1%	2%	%	1%	2%	1%	2%	1%
	Total	1868	268	172	251	628	301	232	440	251	628	533
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	41%	27%	47%	55%	59%	55%	36%	47%	55%	57%
	Uncertain about reopening	44%	50%	63%	50%	42%	36%	36%	54%	50%	42%	36%
	Shut down for good	4%	6%	6%	0%	3%	3%	6%	6%	0%	3%	4%
	Unsure, prefer not to answer	2%	4%	3%	3%	0%	2%	2%	4%	3%	0%	2%
	Total	243	37	20	38	75	40	30	58	38	75	69
When do you think more of the business will reopen?	Less than 1 month	12%	9%	16%	9%	15%	12%	10%	12%	9%	15%	11%
	1-2 more months	24%	23%	33%	27%	22%	24%	20%	27%	27%	22%	23%
	3-4 more months	18%	19%	14%	13%	20%	17%	24%	17%	13%	20%	20%
	5-6 more months	10%	6%	12%	8%	9%	12%	10%	8%	8%	9%	11%
	6-12 more months	16%	17%	8%	18%	16%	18%	15%	14%	18%	16%	17%
	More than 12 months	7%	6%	5%	5%	8%	7%	9%	6%	5%	8%	8%
	Unsure, prefer not to answer	13%	20%	12%	20%	11%	10%	12%	17%	20%	11%	11%
	Total	1218	169	112	169	402	209	148	281	169	402	357
EXPECTED REOPENING	1-2 months or less	36%	32%	49%	36%	37%	36%	31%	38%	36%	37%	34%
	3-6 months	28%	25%	26%	21%	29%	29%	33%	25%	21%	29%	31%
	More than 6 months	23%	23%	13%	23%	24%	25%	24%	19%	23%	24%	25%
	Unsure, prefer not to say	13%	20%	12%	20%	11%	10%	12%	17%	20%	11%	11%
	Total	1218	169	112	169	402	209	148	281	169	402	357
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	47%	48%	57%	57%	52%	49%	47%	57%	57%	51%
	Somewhat well	37%	41%	44%	27%	36%	39%	40%	42%	27%	36%	40%
	Not too well	7%	10%	7%	11%	5%	7%	8%	8%	11%	5%	7%
	Not at all	2%	2%	1%	4%	2%	1%	2%	2%	4%	2%	1%
	Unsure, prefer not to answer	1%	1%	0%	2%	%	1%	%	%	2%	%	1%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
Which of the following best describes the company as of right now?	Closed for business	13%	11%	13%	12%	13%	12%	13%	15%
	Open in a limited way	52%	59%	51%	60%	50%	49%	53%	56%
	Completely open	33%	28%	34%	27%	35%	38%	33%	29%
	Unsure, prefer not to answer	1%	2%	1%	1%	1%	1%	1%	1%
	Total	1868	266	1602	477	1391	372	1102	364
Do you think the company will reopen, or is it shut down for good?	Will reopen	50%	52%	50%	52%	50%	44%	53%	48%
	Uncertain about reopening	44%	44%	44%	45%	44%	51%	42%	46%
	Shut down for good	4%	0%	4%	1%	4%	1%	3%	5%
	Unsure, prefer not to answer	2%	4%	2%	2%	2%	3%	2%	1%
	Total	243	29	214	56	187	43	140	54
When do you think more of the business will reopen?	Less than 1 month	12%	12%	12%	12%	12%	10%	13%	11%
	1-2 more months	24%	28%	23%	24%	24%	18%	25%	25%
	3-4 more months	18%	21%	18%	20%	18%	16%	18%	20%
	5-6 more months	10%	11%	10%	12%	9%	10%	10%	8%
	6-12 more months	16%	8%	17%	12%	17%	17%	16%	15%
	More than 12 months	7%	6%	7%	6%	7%	7%	6%	10%
	Unsure, prefer not to answer	13%	15%	13%	15%	13%	21%	12%	11%
	Total	1218	186	1032	343	875	226	727	254
EXPECTED REOPENING	1-2 months or less	36%	39%	35%	36%	36%	29%	38%	37%
	3-6 months	28%	31%	27%	32%	26%	26%	29%	27%
	More than 6 months	23%	14%	24%	18%	25%	25%	21%	25%
	Unsure, prefer not to say	13%	15%	13%	15%	13%	21%	12%	11%
	Total	1218	186	1032	343	875	226	727	254
How well do you understand the state's reopening rules and regulations as they relate to your specific business?	Very well	53%	50%	53%	49%	54%	47%	56%	51%
	Somewhat well	37%	42%	37%	42%	36%	40%	35%	41%
	Not too well	7%	6%	7%	7%	7%	9%	6%	7%
	Not at all	2%	1%	2%	1%	3%	2%	2%	1%
	Unsure, prefer not to answer	1%	1%	1%	1%	%	%	1%	1%
	Total	1859	266	1593	476	1383	372	1099	361

			2019 REVENUE								
		OVERALL									
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
How many employees have been furloughed?	None	69%	87%	67%	77%	78%	69%	67%	65%	62%	66%
	1	11%	9%	17%	15%	12%	12%	12%	12%	6%	5%
	2-5	11%	4%	14%	8%	7%	16%	10%	10%	14%	3%
	More than 5	10%	%	1%	%	3%	1%	10%	13%	19%	26%
	All (amount not specified)	%	0%	%	0%	0%	1%	%	1%	0%	0%
	Total	1856	107	89	118	187	315	250	215	365	149
How many employees are working a partial schedule?	None	49%	58%	50%	55%	50%	51%	44%	49%	41%	62%
	1	20%	32%	39%	37%	38%	23%	16%	14%	8%	3%
	2-5	20%	10%	11%	7%	10%	22%	33%	25%	26%	8%
	More than 5	10%	%	0%	1%	2%	3%	7%	13%	24%	27%
	All (amount not specified)	%	0%	0%	%	0%	1%	%	0%	%	0%
	Total	1854	107	89	118	188	315	248	215	365	149
How many employees are working normal hours?	None	35%	56%	62%	59%	54%	48%	35%	24%	13%	7%
	1	18%	36%	30%	30%	31%	29%	21%	8%	3%	0%
	2-5	21%	6%	7%	9%	10%	19%	36%	40%	26%	3%
	More than 5	24%	2%	1%	2%	3%	4%	6%	26%	55%	87%
	All (amount not specified)	2%	0%	0%	0%	1%	1%	2%	2%	4%	3%
	Total	1860	108	89	118	188	314	251	216	365	149
How many employees have been laid off?	None	72%	87%	83%	78%	85%	77%	70%	60%	60%	65%
	1	9%	11%	8%	16%	10%	9%	11%	8%	7%	10%
	2-5	11%	2%	8%	4%	4%	12%	11%	14%	17%	13%
	More than 5	8%	0%	0%	1%	1%	2%	9%	16%	16%	13%
	All (amount not specified)	%	%	0%	0%	0%	%	0%	1%	0%	0%
	Total	1857	107	89	118	188	315	250	215	365	149
# FURLOUGHED OR LAID OFF	None	54%	76%	58%	66%	70%	56%	52%	41%	43%	53%
	1	12%	15%	20%	19%	12%	15%	10%	14%	8%	6%
	2-5	17%	8%	18%	10%	13%	23%	21%	20%	16%	9%
	More than 5	16%	%	3%	4%	5%	5%	16%	23%	33%	32%
	All (number unspecified)	%	%	%	0%	0%	1%	%	2%	0%	0%
	Total	1856	107	89	118	187	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
How many employees have been furloughed?	None	69%	78%	68%	63%	69%	70%	64%
	1	11%	13%	12%	8%	11%	11%	8%
	2-5	11%	8%	13%	10%	10%	11%	13%
	More than 5	10%	1%	5%	19%	10%	8%	15%
	All (amount not specified)	%	%	1%	%	%	%	1%
	Total	1856	500	565	730	1169	601	112
How many employees are working a partial schedule?	None	49%	53%	48%	48%	50%	46%	57%
	1	20%	37%	20%	9%	17%	25%	16%
	2-5	20%	9%	27%	22%	20%	20%	18%
	More than 5	10%	1%	5%	21%	12%	8%	7%
	All (amount not specified)	%	%	1%	%	%	%	1%
	Total	1854	502	563	729	1167	602	112
How many employees are working normal hours?	None	35%	57%	42%	15%	30%	45%	47%
	1	18%	32%	26%	4%	18%	16%	14%
	2-5	21%	9%	26%	25%	22%	20%	16%
	More than 5	24%	2%	5%	53%	28%	17%	22%
	All (amount not specified)	2%	%	1%	3%	2%	1%	1%
	Total	1860	503	565	731	1171	604	112
How many employees have been laid off?	None	72%	84%	74%	61%	71%	72%	74%
	1	9%	11%	10%	8%	9%	11%	5%
	2-5	11%	4%	11%	16%	11%	9%	14%
	More than 5	8%	1%	5%	15%	8%	8%	6%
	All (amount not specified)	%	%	%	%	%	%	1%
	Total	1857	501	565	730	1169	601	112
# FURLOUGHED OR LAID OFF	None	54%	68%	54%	44%	54%	53%	53%
	1	12%	16%	13%	10%	12%	14%	9%
	2-5	17%	12%	22%	16%	17%	18%	17%
	More than 5	16%	4%	10%	30%	17%	15%	21%
	All (number unspecified)	%	%	1%	%	%	%	1%
	Total	1856	500	565	730	1169	601	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
How many employees have been furloughed?	None	69%	69%	71%	70%	59%	64%
	1	11%	11%	11%	10%	10%	12%
	2-5	11%	9%	12%	15%	20%	14%
	More than 5	10%	10%	7%	6%	12%	9%
	All (amount not specified)	%	%	0%	%	0%	%
	Total	1856	1395	124	175	111	158
How many employees are working a partial schedule?	None	49%	52%	40%	43%	39%	43%
	1	20%	20%	28%	16%	13%	25%
	2-5	20%	19%	24%	27%	30%	23%
	More than 5	10%	10%	8%	13%	17%	9%
	All (amount not specified)	%	%	%	%	%	%
	Total	1854	1392	125	175	111	159
How many employees are working normal hours?	None	35%	35%	36%	31%	31%	40%
	1	18%	17%	27%	27%	15%	21%
	2-5	21%	20%	20%	23%	25%	23%
	More than 5	24%	25%	16%	18%	27%	15%
	All (amount not specified)	2%	2%	0%	1%	1%	1%
	Total	1860	1398	125	175	110	159
How many employees have been laid off?	None	72%	72%	69%	68%	73%	70%
	1	9%	9%	12%	11%	4%	13%
	2-5	11%	10%	14%	16%	16%	11%
	More than 5	8%	8%	5%	6%	8%	7%
	All (amount not specified)	%	%	%	0%	0%	%
	Total	1857	1395	124	175	111	158
# FURLOUGHED OR LAID OFF	None	54%	55%	57%	51%	47%	48%
	1	12%	13%	12%	15%	11%	16%
	2-5	17%	16%	21%	20%	17%	20%
	More than 5	16%	16%	10%	14%	25%	15%
	All (number unspecified)	%	%	%	%	0%	%
	Total	1856	1395	124	175	111	158

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
How many employees have been furloughed?	None	69%	77%	61%	57%	57%	66%	60%	66%
	1	11%	13%	14%	8%	4%	7%	12%	8%
	2-5	11%	9%	15%	14%	6%	12%	15%	14%
	More than 5	10%	%	10%	21%	33%	15%	13%	12%
	All (amount not specified)	%	%	%	%	0%	0%	%	0%
	Total	1856	1013	265	337	239	285	798	253
How many employees are working a partial schedule?	None	49%	55%	42%	39%	48%	45%	43%	47%
	1	20%	30%	11%	8%	4%	15%	14%	10%
	2-5	20%	14%	37%	29%	13%	22%	29%	27%
	More than 5	10%	%	8%	24%	36%	17%	12%	16%
	All (amount not specified)	%	%	2%	0%	0%	0%	1%	0%
	Total	1854	1012	265	337	238	285	796	252
How many employees are working normal hours?	None	35%	47%	28%	24%	10%	22%	32%	16%
	1	18%	30%	7%	6%	%	7%	12%	8%
	2-5	21%	20%	35%	19%	9%	32%	28%	27%
	More than 5	24%	2%	27%	49%	75%	37%	26%	45%
	All (amount not specified)	2%	1%	3%	2%	5%	3%	2%	3%
	Total	1860	1018	264	337	239	285	801	253
How many employees have been laid off?	None	72%	83%	64%	57%	54%	61%	64%	67%
	1	9%	10%	11%	7%	6%	12%	8%	12%
	2-5	11%	7%	16%	17%	14%	18%	15%	13%
	More than 5	8%	%	9%	18%	26%	9%	13%	8%
	All (amount not specified)	%	%	0%	1%	0%	1%	%	%
	Total	1857	1014	265	338	239	286	798	253
# FURLOUGHED OR LAID OFF	None	54%	68%	41%	35%	39%	45%	43%	48%
	1	12%	15%	15%	7%	6%	10%	12%	9%
	2-5	17%	15%	27%	22%	5%	22%	21%	23%
	More than 5	16%	2%	17%	35%	51%	21%	24%	19%
	All (number unspecified)	%	%	%	1%	0%	1%	%	%
	Total	1856	1013	265	337	239	285	798	253

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
How many employees have been furloughed?	None	69%	64%	77%	58%	58%	76%	81%	46%	68%	79%
	1	11%	17%	13%	9%	19%	9%	5%	6%	16%	9%
	2-5	11%	13%	5%	14%	12%	8%	11%	18%	14%	7%
	More than 5	10%	5%	6%	18%	11%	8%	4%	28%	2%	5%
	All (amount not specified)	%	1%	0%	1%	0%	0%	0%	1%	0%	1%
	Total	1856	97	118	68	119	114	71	230	163	409
How many employees are working a partial schedule?	None	49%	38%	71%	52%	41%	51%	47%	31%	46%	52%
	1	20%	21%	15%	17%	26%	15%	20%	10%	25%	25%
	2-5	20%	31%	9%	16%	26%	24%	24%	29%	20%	18%
	More than 5	10%	9%	5%	15%	7%	11%	9%	30%	10%	6%
	All (amount not specified)	%	1%	0%	0%	0%	0%	0%	1%	0%	%
	Total	1854	97	118	68	119	114	71	230	163	406
How many employees are working normal hours?	None	35%	59%	17%	51%	42%	19%	25%	37%	36%	39%
	1	18%	16%	16%	9%	15%	19%	15%	12%	21%	25%
	2-5	21%	18%	24%	18%	20%	16%	30%	23%	24%	17%
	More than 5	24%	7%	42%	19%	22%	46%	28%	26%	16%	18%
	All (amount not specified)	2%	0%	1%	2%	1%	0%	2%	2%	3%	1%
	Total	1860	97	118	68	119	114	71	231	164	410
How many employees have been laid off?	None	72%	71%	71%	61%	70%	70%	79%	51%	75%	82%
	1	9%	15%	9%	9%	13%	11%	10%	6%	9%	10%
	2-5	11%	7%	19%	21%	9%	15%	8%	15%	13%	5%
	More than 5	8%	5%	1%	10%	8%	5%	3%	27%	3%	3%
	All (amount not specified)	%	2%	0%	0%	0%	0%	0%	1%	0%	0%
	Total	1857	97	118	68	119	114	71	230	163	410
# FURLOUGHED OR LAID OFF	None	54%	47%	60%	36%	46%	61%	64%	23%	54%	68%
	1	12%	20%	14%	13%	17%	12%	12%	7%	14%	12%
	2-5	17%	19%	19%	21%	19%	13%	15%	21%	27%	11%
	More than 5	16%	11%	8%	29%	17%	14%	9%	48%	6%	8%
	All (number unspecified)	%	3%	0%	1%	0%	0%	0%	1%	0%	1%
	Total	1856	97	118	68	119	114	71	230	163	409

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
How many employees have been furloughed?	None	69%	46%	64%	85%	47%	43%	53%	77%	78%	62%
	1	11%	18%	11%	8%	15%	22%	14%	9%	8%	13%
	2-5	11%	14%	13%	5%	14%	16%	16%	7%	8%	13%
	More than 5	10%	21%	11%	3%	24%	17%	17%	6%	6%	12%
	All (amount not specified)	%	1%	%	0%	%	2%	1%	%	%	%
	Total	1856	234	979	621	122	108	595	1180	782	1074
How many employees are working a partial schedule?	None	49%	75%	29%	70%	66%	84%	38%	55%	58%	42%
	1	20%	11%	28%	11%	12%	10%	22%	19%	21%	20%
	2-5	20%	10%	27%	14%	16%	3%	25%	17%	14%	25%
	More than 5	10%	5%	15%	5%	6%	3%	14%	8%	7%	13%
	All (amount not specified)	%	0%	1%	%	0%	0%	1%	%	%	%
	Total	1854	234	977	620	122	108	596	1177	782	1072
How many employees are working normal hours?	None	35%	86%	40%	9%	79%	92%	45%	30%	31%	38%
	1	18%	4%	18%	24%	7%	2%	16%	20%	21%	16%
	2-5	21%	5%	23%	24%	7%	5%	20%	22%	20%	22%
	More than 5	24%	4%	18%	40%	8%	1%	19%	26%	26%	22%
	All (amount not specified)	2%	%	1%	4%	1%	0%	%	3%	2%	1%
	Total	1860	237	980	621	121	108	595	1184	782	1073
How many employees have been laid off?	None	72%	54%	67%	86%	61%	45%	58%	79%	78%	67%
	1	9%	13%	10%	7%	9%	18%	12%	8%	9%	10%
	2-5	11%	14%	14%	6%	14%	14%	17%	8%	9%	12%
	More than 5	8%	18%	10%	2%	16%	20%	13%	5%	4%	11%
	All (amount not specified)	%	2%	0%	0%	0%	4%	1%	%	0%	%
	Total	1857	234	980	621	122	108	595	1182	782	1075
# FURLOUGHED OR LAID OFF	None	54%	21%	48%	77%	24%	16%	35%	64%	66%	45%
	1	12%	19%	13%	9%	17%	21%	13%	12%	11%	14%
	2-5	17%	26%	19%	10%	25%	28%	25%	12%	13%	20%
	More than 5	16%	32%	20%	4%	33%	30%	26%	11%	10%	21%
	All (number unspecified)	%	2%	%	0%	%	4%	1%	%	%	%
	Total	1856	234	979	621	122	108	595	1180	782	1074

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
How many employees have been furloughed?	None	69%	75%	68%	68%	71%	66%	62%	72%	68%	71%	64%
	1	11%	15%	7%	12%	11%	10%	8%	12%	12%	11%	9%
	2-5	11%	6%	14%	9%	10%	11%	16%	9%	9%	10%	13%
	More than 5	10%	4%	10%	10%	8%	14%	14%	6%	10%	8%	14%
	All (amount not specified)	%	%	%	1%	%	0%	0%	%	1%	%	0%
	Total	1856	265	170	251	624	300	229	435	251	624	529
How many employees are working a partial schedule?	None	49%	45%	58%	49%	50%	47%	47%	50%	49%	50%	47%
	1	20%	27%	20%	18%	22%	18%	17%	24%	18%	22%	17%
	2-5	20%	20%	16%	24%	18%	22%	22%	18%	24%	18%	22%
	More than 5	10%	9%	4%	10%	10%	13%	15%	7%	10%	10%	14%
	All (amount not specified)	%	0%	1%	0%	%	%	0%	%	0%	%	%
	Total	1854	265	171	248	625	300	229	436	248	625	528
How many employees are working normal hours?	None	35%	42%	36%	41%	33%	35%	31%	40%	41%	33%	33%
	1	18%	18%	23%	18%	21%	11%	16%	20%	18%	21%	13%
	2-5	21%	21%	17%	19%	20%	24%	23%	19%	19%	20%	23%
	More than 5	24%	17%	24%	22%	24%	26%	29%	20%	22%	24%	27%
	All (amount not specified)	2%	2%	1%	%	2%	4%	1%	1%	%	2%	3%
	Total	1860	267	171	250	625	300	230	438	250	625	530
How many employees have been laid off?	None	72%	73%	72%	69%	72%	71%	70%	73%	69%	72%	71%
	1	9%	13%	6%	9%	10%	8%	7%	10%	9%	10%	8%
	2-5	11%	5%	15%	11%	11%	11%	15%	9%	11%	11%	13%
	More than 5	8%	9%	6%	10%	6%	10%	7%	8%	10%	6%	9%
	All (amount not specified)	%	0%	%	1%	0%	0%	%	%	1%	0%	%
	Total	1857	265	170	251	626	300	229	435	251	626	529
# FURLOUGHED OR LAID OFF	None	54%	57%	57%	52%	56%	52%	50%	57%	52%	56%	51%
	1	12%	19%	9%	10%	14%	11%	8%	15%	10%	14%	10%
	2-5	17%	11%	20%	21%	15%	17%	22%	14%	21%	15%	19%
	More than 5	16%	13%	14%	15%	15%	21%	20%	13%	15%	15%	20%
	All (number unspecified)	%	%	%	1%	%	0%	%	%	1%	%	%
	Total	1856	265	170	251	624	300	229	435	251	624	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
How many employees have been furloughed?	None	69%	70%	69%	70%	68%	73%	69%	63%
	1	11%	12%	11%	11%	11%	13%	11%	9%
	2-5	11%	12%	10%	12%	10%	7%	10%	14%
	More than 5	10%	6%	10%	7%	11%	6%	9%	13%
	All (amount not specified)	%	%	%	1%	%	1%	%	%
	Total	1856	265	1591	475	1380	372	1097	360
How many employees are working a partial schedule?	None	49%	48%	49%	47%	50%	49%	49%	48%
	1	20%	26%	19%	25%	19%	24%	19%	20%
	2-5	20%	18%	20%	21%	20%	19%	21%	19%
	More than 5	10%	8%	11%	7%	11%	8%	10%	12%
	All (amount not specified)	%	%	%	%	%	1%	%	%
	Total	1854	265	1589	473	1381	372	1095	360
How many employees are working normal hours?	None	35%	36%	35%	39%	34%	36%	35%	37%
	1	18%	24%	17%	20%	18%	21%	18%	16%
	2-5	21%	19%	21%	20%	21%	19%	21%	22%
	More than 5	24%	19%	24%	20%	25%	23%	24%	24%
	All (amount not specified)	2%	1%	2%	1%	2%	%	2%	1%
	Total	1860	265	1595	475	1385	372	1097	361
How many employees have been laid off?	None	72%	74%	71%	72%	72%	73%	72%	70%
	1	9%	11%	9%	11%	9%	10%	9%	9%
	2-5	11%	10%	11%	10%	11%	8%	11%	14%
	More than 5	8%	5%	8%	7%	8%	8%	8%	7%
	All (amount not specified)	%	0%	%	0%	%	%	%	%
	Total	1857	265	1592	475	1382	372	1099	360
# FURLOUGHED OR LAID OFF	None	54%	55%	54%	54%	54%	58%	54%	51%
	1	12%	17%	12%	16%	11%	14%	13%	8%
	2-5	17%	15%	17%	17%	17%	13%	16%	23%
	More than 5	16%	13%	17%	13%	17%	14%	16%	18%
	All (number unspecified)	%	%	%	1%	%	1%	%	%
	Total	1856	265	1591	475	1380	372	1097	360

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k-\$249k	\$250-499k	\$500-999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
ANY FURLOUGHS OR LAYOFFS?	No	54%	76%	58%	66%	70%	56%	52%	41%	43%	53%
	Yes	46%	24%	42%	34%	30%	44%	48%	59%	57%	47%
	Total	1856	107	89	118	187	315	250	215	365	149
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	18%	26%	17%	27%	19%	19%	16%	20%	26%
	1	29%	58%	45%	63%	34%	36%	27%	26%	15%	8%
	2-5	31%	20%	23%	16%	30%	39%	34%	34%	33%	21%
	More than 5	19%	0%	2%	4%	7%	3%	19%	21%	31%	44%
	All (amount not specified)	%	0%	0%	0%	0%	1%	0%	1%	%	0%
	Unsure	1%	3%	3%	0%	2%	1%	%	3%	%	1%
	Total	861	28	37	41	59	138	120	127	210	71
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	18%	26%	17%	27%	19%	19%	16%	20%	26%
	Yes	80%	82%	74%	83%	73%	81%	81%	84%	80%	74%
	Total	861	28	37	41	59	138	120	127	210	71
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	24%	18%	24%	29%	15%	28%	16%	23%	21%
	Federal pandemic unemployment	13%	25%	18%	18%	19%	11%	20%	10%	11%	3%
	SNAP food assistance, AKA food stamps	4%	4%	11%	15%	6%	5%	4%	1%	1%	1%
	Unsure, prefer not to answer	74%	67%	73%	67%	62%	78%	68%	80%	75%	79%
	Total	879	29	38	41	61	141	126	130	213	71
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	18%	20%	16%	19%	17%	25%	37%	43%	39%
	No we have not	29%	30%	22%	36%	27%	34%	33%	26%	29%	23%
	Have not tried	29%	25%	34%	37%	39%	37%	34%	24%	22%	28%
	Unsure, prefer not to answer	12%	27%	24%	11%	15%	12%	8%	13%	7%	10%
	Total	879	29	38	41	61	141	126	130	213	71

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
ANY FURLOUGHS OR LAYOFFS?	No	54%	68%	54%	44%	54%	53%	53%
	Yes	46%	32%	46%	56%	46%	47%	47%
	Total	1856	500	565	730	1169	601	112
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	23%	19%	19%	20%	18%	17%
	1	29%	48%	32%	17%	28%	31%	25%
	2-5	31%	23%	37%	31%	31%	30%	33%
	More than 5	19%	4%	11%	30%	20%	17%	24%
	All (amount not specified)	%	0%	1%	%	%	1%	0%
	Unsure	1%	2%	%	1%	%	3%	1%
	Total	861	165	259	408	542	288	53
	REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	23%	19%	19%	20%	18%
Yes		80%	77%	81%	81%	80%	82%	83%
Total		861	165	259	408	542	288	53
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	24%	21%	20%	22%	21%	31%
	Federal pandemic unemployment	13%	20%	15%	9%	12%	13%	23%
	SNAP food assistance, AKA food stamps	4%	9%	5%	1%	3%	5%	8%
	Unsure, prefer not to answer	74%	67%	73%	77%	74%	74%	66%
	Total	879	169	266	413	551	293	53
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	18%	21%	40%	32%	26%	40%
	No we have not	29%	28%	33%	27%	29%	29%	16%
	Have not tried	29%	35%	36%	23%	30%	29%	33%
	Unsure, prefer not to answer	12%	18%	10%	10%	10%	15%	10%
	Total	879	169	266	413	551	293	53

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
ANY FURLOUGHS OR LAYOFFS?	No	54%	55%	57%	51%	47%	48%
	Yes	46%	45%	43%	49%	53%	52%
	Total	1856	1395	124	175	111	158
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	20%	18%	26%	9%	21%
	1	29%	30%	24%	28%	19%	30%
	2-5	31%	28%	43%	33%	51%	32%
	More than 5	19%	20%	14%	11%	18%	17%
	All (amount not specified)	%	%	0%	1%	0%	0%
	Unsure	1%	1%	1%	%	2%	1%
	Total	861	637	55	89	58	82
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	20%	18%	26%	9%	21%
	Yes	80%	80%	82%	74%	91%	79%
	Total	861	637	55	89	58	82
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	23%	27%	19%	28%	25%
	Federal pandemic unemployment	13%	13%	21%	19%	20%	18%
	SNAP food assistance, AKA food stamps	4%	3%	11%	9%	7%	8%
	Unsure, prefer not to answer	74%	73%	70%	71%	65%	66%
	Total	879	650	56	91	59	85
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	28%	29%	29%	44%	29%
	No we have not	29%	29%	37%	27%	24%	28%
	Have not tried	29%	33%	25%	29%	17%	23%
	Unsure, prefer not to answer	12%	10%	9%	15%	14%	20%
	Total	879	650	56	91	59	85

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
ANY FURLOUGHS OR LAYOFFS?	No	54%	68%	41%	35%	39%	45%	43%	48%
	Yes	46%	32%	59%	65%	61%	55%	57%	52%
	Total	1856	1013	265	337	239	285	798	253
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	21%	19%	19%	19%	25%	20%	16%
	1	29%	48%	32%	13%	5%	20%	23%	20%
	2-5	31%	29%	34%	36%	23%	31%	36%	35%
	More than 5	19%	%	12%	31%	52%	22%	20%	26%
	All (amount not specified)	%	%	1%	0%	0%	1%	%	1%
	Unsure	1%	1%	1%	2%	1%	1%	1%	2%
	Total	861	338	157	218	147	156	460	133
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	21%	19%	19%	19%	25%	20%	16%
	Yes	80%	79%	81%	81%	81%	75%	80%	84%
	Total	861	338	157	218	147	156	460	133
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	21%	15%	24%	26%	21%	21%	21%
	Federal pandemic unemployment	13%	16%	10%	11%	13%	10%	13%	16%
	SNAP food assistance, AKA food stamps	4%	6%	5%	2%	1%	2%	3%	3%
	Unsure, prefer not to answer	74%	72%	81%	74%	71%	76%	75%	74%
	Total	879	351	157	223	148	158	467	140
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	16%	34%	41%	41%	29%	34%	30%
	No we have not	29%	29%	33%	26%	27%	30%	27%	26%
	Have not tried	29%	38%	24%	24%	24%	33%	30%	27%
	Unsure, prefer not to answer	12%	17%	9%	9%	8%	9%	9%	17%
	Total	879	351	157	223	148	158	467	140

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
ANY FURLOUGHS OR LAYOFFS?	No	54%	47%	60%	36%	46%	61%	64%	23%	54%	68%
	Yes	46%	53%	40%	64%	54%	39%	36%	77%	46%	32%
	Total	1856	97	118	68	119	114	71	230	163	409
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	15%	11%	25%	14%	26%	29%	14%	24%	19%
	1	29%	37%	45%	14%	39%	27%	24%	10%	28%	43%
	2-5	31%	29%	34%	32%	37%	27%	28%	41%	41%	22%
	More than 5	19%	16%	9%	28%	10%	20%	16%	33%	2%	16%
	All (amount not specified)	%	1%	0%	0%	0%	0%	0%	0%	1%	%
	Unsure	1%	2%	0%	1%	0%	0%	4%	1%	4%	%
	Total	861	50	47	47	64	46	25	179	77	135
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	15%	11%	25%	14%	26%	29%	14%	24%	19%
	Yes	80%	85%	89%	75%	86%	74%	71%	86%	76%	81%
	Total	861	50	47	47	64	46	25	179	77	135
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	29%	13%	25%	26%	15%	20%	21%	16%	22%
	Federal pandemic unemployment	13%	16%	7%	12%	7%	6%	10%	16%	13%	16%
	SNAP food assistance, AKA food stamps	4%	12%	1%	6%	0%	3%	0%	3%	5%	3%
	Unsure, prefer not to answer	74%	65%	82%	74%	73%	85%	74%	72%	79%	74%
	Total	879	53	50	47	64	46	27	179	79	139
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	35%	29%	24%	42%	16%	6%	45%	25%	26%
	No we have not	29%	20%	38%	20%	39%	46%	33%	24%	30%	27%
	Have not tried	29%	32%	24%	36%	9%	32%	43%	21%	27%	34%
	Unsure, prefer not to answer	12%	13%	9%	20%	9%	6%	18%	10%	17%	13%
	Total	879	53	50	47	64	46	27	179	79	139

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
ANY FURLOUGHS OR LAYOFFS?	No	54%	21%	48%	77%	24%	16%	35%	64%	66%	45%
	Yes	46%	79%	52%	23%	76%	84%	65%	36%	34%	55%
	Total	1856	234	979	621	122	108	595	1180	782	1074
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	16%	20%	25%	7%	25%	16%	22%	21%	19%
	1	29%	26%	27%	35%	23%	30%	24%	34%	34%	26%
	2-5	31%	26%	33%	30%	29%	24%	36%	27%	29%	32%
	More than 5	19%	30%	18%	9%	40%	18%	22%	16%	14%	21%
	All (amount not specified)	%	0%	1%	0%	0%	0%	%	%	1%	%
	Unsure	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%
	Total	861	182	522	150	92	88	388	430	269	592
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	16%	20%	25%	7%	25%	16%	22%	21%	19%
	Yes	80%	84%	80%	75%	93%	75%	84%	78%	79%	81%
	Total	861	182	522	150	92	88	388	430	269	592
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	23%	21%	21%	21%	25%	25%	18%	24%	20%
	Federal pandemic unemployment	13%	16%	14%	7%	11%	21%	17%	10%	16%	12%
	SNAP food assistance, AKA food stamps	4%	7%	3%	2%	2%	13%	6%	2%	4%	4%
	Unsure, prefer not to answer	74%	70%	74%	79%	72%	67%	68%	79%	70%	76%
	Total	879	185	527	158	93	90	394	440	276	603
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	19%	34%	27%	21%	18%	37%	24%	21%	33%
	No we have not	29%	20%	30%	37%	25%	17%	25%	32%	35%	26%
	Have not tried	29%	47%	25%	24%	40%	54%	27%	32%	33%	28%
	Unsure, prefer not to answer	12%	14%	11%	12%	15%	12%	11%	11%	11%	13%
	Total	879	185	527	158	93	90	394	440	276	603

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
ANY FURLOUGHS OR LAYOFFS?	No	54%	57%	57%	52%	56%	52%	50%	57%	52%	56%	51%
	Yes	46%	43%	43%	48%	44%	48%	50%	43%	48%	44%	49%
	Total	1856	265	170	251	624	300	229	435	251	624	529
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	18%	17%	17%	24%	17%	18%	18%	17%	24%	17%
	1	29%	38%	27%	33%	30%	25%	18%	34%	33%	30%	22%
	2-5	31%	26%	38%	29%	29%	32%	38%	31%	29%	29%	34%
	More than 5	19%	16%	15%	19%	15%	23%	27%	16%	19%	15%	25%
	All (amount not specified)	%	1%	2%	1%	%	0%	0%	1%	1%	%	0%
	Unsure	1%	1%	1%	1%	1%	3%	0%	1%	1%	1%	1%
	Total	861	117	75	121	280	147	113	192	121	280	260
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	18%	17%	17%	24%	17%	18%	18%	17%	24%	17%
	Yes	80%	82%	83%	83%	76%	83%	82%	82%	83%	76%	83%
	Total	861	117	75	121	280	147	113	192	121	280	260
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	27%	29%	16%	17%	21%	29%	28%	16%	17%	24%
	Federal pandemic unemployment	13%	14%	17%	10%	12%	13%	16%	15%	10%	12%	14%
	SNAP food assistance, AKA food stamps	4%	3%	5%	2%	5%	3%	5%	4%	2%	5%	4%
	Unsure, prefer not to answer	74%	72%	67%	82%	76%	74%	68%	70%	82%	76%	72%
	Total	879	120	77	125	283	149	116	197	125	283	265
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	28%	28%	36%	31%	28%	24%	28%	36%	31%	27%
	No we have not	29%	28%	21%	31%	26%	33%	32%	25%	31%	26%	33%
	Have not tried	29%	25%	39%	20%	32%	28%	32%	30%	20%	32%	30%
	Unsure, prefer not to answer	12%	19%	12%	13%	10%	11%	11%	16%	13%	10%	11%
	Total	879	120	77	125	283	149	116	197	125	283	265

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
ANY FURLOUGHS OR LAYOFFS?	No	54%	55%	54%	54%	54%	58%	54%	51%
	Yes	46%	45%	46%	46%	46%	42%	46%	49%
	Total	1856	265	1591	475	1380	372	1097	360
... How many of these employees do you anticipate will be rehired in the next 6 months?	None	20%	14%	21%	19%	20%	18%	20%	18%
	1	29%	40%	27%	33%	27%	36%	29%	22%
	2-5	31%	31%	31%	33%	30%	23%	31%	38%
	More than 5	19%	13%	20%	13%	21%	18%	18%	21%
	All (amount not specified)	%	0%	%	%	%	2%	%	0%
	Unsure	1%	1%	1%	1%	1%	3%	1%	1%
	Total	861	117	743	221	639	159	513	176
REHIRE ANY FURLOUGHED / LAID OFF?	No	20%	14%	21%	19%	20%	18%	20%	18%
	Yes	80%	86%	79%	81%	80%	82%	80%	82%
	Total	861	117	743	221	639	159	513	176
Are you aware of any furloughed or laid off company employees having difficulty accessing of the following services? Please select all that apply.	State unemployment assistance	21%	19%	22%	17%	23%	25%	19%	27%
	Federal pandemic unemployment	13%	13%	13%	13%	13%	15%	12%	13%
	SNAP food assistance, AKA food stamps	4%	4%	4%	3%	4%	3%	3%	7%
	Unsure, prefer not to answer	74%	72%	74%	75%	73%	73%	76%	69%
	Total	879	121	758	225	654	163	519	182
Has the company had any difficulty getting furloughed employees to return to work?	Yes we have	29%	34%	29%	31%	29%	27%	31%	29%
	No we have not	29%	29%	29%	34%	27%	33%	29%	25%
	Have not tried	29%	20%	31%	20%	33%	26%	28%	35%
	Unsure, prefer not to answer	12%	17%	11%	15%	11%	14%	12%	11%
	Total	879	121	758	225	654	163	519	182

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	10%	33%	31%	44%	42%	59%	73%	76%	88%
	Afraid of being infected	48%	78%	45%	59%	36%	61%	44%	44%	46%	50%
	Lack of child care / school for kids at home	33%	0%	13%	65%	9%	16%	35%	40%	33%	43%
	Have found other employment	16%	0%	0%	0%	0%	2%	21%	13%	23%	27%
	Other	11%	12%	19%	9%	34%	21%	20%	0%	8%	8%
	Unsure, prefer not to answer	2%	0%	16%	6%	0%	14%	0%	3%	0%	0%
	Total	259	5	8	7	11	24	32	47	91	27
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	49%	53%	56%	59%	52%	46%	48%	36%	14%
	Down 25% to 49%	20%	5%	13%	22%	20%	20%	25%	23%	25%	16%
	Down 10% to 24%	12%	2%	6%	4%	8%	13%	12%	9%	16%	26%
	Down 1% to 9%	3%	1%	4%	0%	1%	1%	2%	5%	6%	9%
	About the same as last year	7%	15%	5%	3%	4%	4%	5%	5%	7%	17%
	Up 1% to 9%	3%	6%	4%	3%	%	3%	2%	1%	4%	4%
	Up 10% to 24%	3%	1%	3%	2%	4%	1%	4%	4%	2%	8%
	Up 25% to 49%	2%	2%	1%	1%	1%	1%	1%	3%	1%	5%
	Up 50% or more	1%	2%	%	3%	1%	1%	2%	%	1%	%
	Unsure, prefer not to answer	5%	18%	10%	5%	1%	4%	1%	2%	1%	1%
Total	1859	108	89	118	188	315	250	215	365	149	
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	28%	31%	33%	30%	28%	34%	26%	23%	6%
	Down 25% to 49%	24%	9%	17%	21%	31%	27%	28%	31%	24%	15%
	Down 10% to 24%	16%	7%	7%	14%	9%	15%	13%	22%	19%	29%
	Down 1% to 9%	4%	1%	2%	0%	1%	4%	%	2%	7%	15%
	About the same as last year	9%	10%	8%	8%	6%	8%	5%	7%	12%	14%
	Up 1% to 9%	4%	10%	3%	5%	1%	2%	5%	1%	7%	6%
	Up 10% to 24%	5%	6%	11%	3%	9%	4%	5%	3%	3%	10%
	Up 25% to 49%	3%	3%	3%	4%	4%	3%	4%	4%	1%	1%
	Up 50% or more	2%	9%	5%	2%	2%	%	2%	1%	1%	%
	Unsure, prefer not to answer	7%	18%	13%	11%	6%	8%	4%	3%	4%	3%
	Total	1859	108	89	118	188	315	250	215	365	149

			2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		OVERALL						
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	33%	52%	77%	64%	65%	62%
	Afraid of being infected	48%	50%	51%	46%	44%	53%	53%
	Lack of child care / school for kids at home	33%	21%	27%	36%	33%	37%	29%
	Have found other employment	16%	0%	13%	21%	17%	22%	28%
	Other	11%	21%	21%	6%	11%	13%	16%
	Unsure, prefer not to answer	2%	5%	6%	1%	2%	2%	0%
	Total	259	31	55	166	174	76	21
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	55%	49%	35%	39%	54%	50%
	Down 25% to 49%	20%	16%	22%	22%	22%	17%	21%
	Down 10% to 24%	12%	6%	12%	16%	14%	9%	7%
	Down 1% to 9%	3%	1%	2%	6%	4%	3%	5%
	About the same as last year	7%	6%	5%	9%	7%	5%	4%
	Up 1% to 9%	3%	3%	2%	3%	3%	2%	0%
	Up 10% to 24%	3%	3%	2%	4%	4%	3%	2%
	Up 25% to 49%	2%	1%	1%	3%	2%	1%	2%
	Up 50% or more	1%	2%	1%	1%	1%	2%	3%
	Unsure, prefer not to answer	5%	7%	2%	2%	4%	5%	6%
Total	1859	503	565	730	1169	603	112	
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	30%	31%	20%	22%	34%	36%
	Down 25% to 49%	24%	21%	28%	24%	24%	24%	21%
	Down 10% to 24%	16%	9%	14%	22%	17%	13%	11%
	Down 1% to 9%	4%	1%	2%	7%	4%	4%	4%
	About the same as last year	9%	8%	7%	11%	11%	5%	6%
	Up 1% to 9%	4%	4%	4%	5%	5%	2%	0%
	Up 10% to 24%	5%	7%	4%	4%	5%	5%	4%
	Up 25% to 49%	3%	4%	4%	2%	3%	2%	9%
	Up 50% or more	2%	4%	1%	1%	2%	1%	6%
	Unsure, prefer not to answer	7%	11%	6%	3%	6%	9%	4%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	70%	40%	59%	55%	47%
	Afraid of being infected	48%	47%	53%	67%	49%	53%
	Lack of child care / school for kids at home	33%	34%	36%	44%	23%	44%
	Have found other employment	16%	17%	4%	24%	11%	17%
	Other	11%	10%	9%	4%	11%	11%
	Unsure, prefer not to answer	2%	1%	10%	1%	7%	3%
	Total	259	182	16	26	26	25
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	43%	43%	46%	46%	54%
	Down 25% to 49%	20%	20%	19%	23%	25%	19%
	Down 10% to 24%	12%	13%	16%	9%	13%	8%
	Down 1% to 9%	3%	3%	3%	3%	4%	2%
	About the same as last year	7%	7%	6%	4%	1%	5%
	Up 1% to 9%	3%	3%	3%	2%	%	2%
	Up 10% to 24%	3%	4%	0%	1%	2%	%
	Up 25% to 49%	2%	2%	3%	5%	0%	2%
	Up 50% or more	1%	1%	1%	1%	3%	2%
	Unsure, prefer not to answer	5%	4%	6%	7%	5%	6%
	Total	1859	1395	125	176	111	160
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	25%	29%	23%	38%	32%
	Down 25% to 49%	24%	24%	18%	26%	24%	24%
	Down 10% to 24%	16%	17%	17%	15%	15%	13%
	Down 1% to 9%	4%	4%	4%	4%	4%	3%
	About the same as last year	9%	9%	7%	6%	7%	5%
	Up 1% to 9%	4%	5%	3%	5%	1%	4%
	Up 10% to 24%	5%	5%	6%	7%	3%	6%
	Up 25% to 49%	3%	3%	3%	3%	2%	2%
	Up 50% or more	2%	1%	3%	4%	1%	2%
	Unsure, prefer not to answer	7%	7%	11%	7%	4%	9%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	45%	64%	68%	83%	76%	70%	58%
	Afraid of being infected	48%	52%	37%	52%	48%	40%	53%	42%
	Lack of child care / school for kids at home	33%	17%	42%	34%	37%	34%	35%	25%
	Have found other employment	16%	1%	13%	20%	28%	7%	22%	8%
	Other	11%	12%	12%	12%	7%	5%	8%	19%
	Unsure, prefer not to answer	2%	9%	0%	2%	0%	0%	1%	9%
	Total	259	55	53	91	60	45	158	42
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	47%	47%	42%	33%	36%	50%	30%
	Down 25% to 49%	20%	20%	23%	24%	16%	22%	21%	21%
	Down 10% to 24%	12%	10%	10%	12%	19%	16%	11%	20%
	Down 1% to 9%	3%	2%	5%	3%	7%	5%	3%	6%
	About the same as last year	7%	6%	6%	7%	9%	10%	5%	9%
	Up 1% to 9%	3%	3%	1%	3%	3%	1%	3%	2%
	Up 10% to 24%	3%	3%	3%	3%	4%	5%	3%	1%
	Up 25% to 49%	2%	1%	1%	2%	3%	1%	1%	3%
	Up 50% or more	1%	1%	1%	1%	1%	1%	2%	2%
	Unsure, prefer not to answer	5%	6%	3%	2%	4%	3%	2%	8%
	Total	1859	1016	265	338	239	286	798	254
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	27%	26%	24%	24%	20%	30%	20%
	Down 25% to 49%	24%	23%	32%	27%	17%	27%	24%	23%
	Down 10% to 24%	16%	13%	18%	17%	22%	18%	17%	18%
	Down 1% to 9%	4%	2%	3%	6%	9%	5%	4%	7%
	About the same as last year	9%	8%	9%	9%	9%	13%	7%	10%
	Up 1% to 9%	4%	4%	2%	7%	3%	5%	4%	3%
	Up 10% to 24%	5%	6%	2%	4%	7%	5%	5%	5%
	Up 25% to 49%	3%	4%	2%	1%	2%	2%	3%	2%
	Up 50% or more	2%	3%	1%	1%	%	2%	1%	1%
	Unsure, prefer not to answer	7%	9%	5%	4%	7%	3%	5%	12%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	56%	62%	38%	75%	49%	0%	79%	65%	50%
	Afraid of being infected	48%	59%	42%	70%	36%	63%	44%	49%	45%	60%
	Lack of child care / school for kids at home	33%	32%	57%	15%	56%	28%	44%	32%	19%	14%
	Have found other employment	16%	6%	17%	30%	22%	23%	0%	27%	7%	7%
	Other	11%	20%	0%	11%	7%	0%	0%	9%	9%	15%
	Unsure, prefer not to answer	2%	0%	7%	0%	0%	0%	56%	1%	9%	0%
	Total	259	19	14	11	27	7	1	81	20	35
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	70%	29%	48%	57%	23%	28%	67%	50%	41%
	Down 25% to 49%	20%	19%	18%	29%	25%	37%	16%	19%	20%	19%
	Down 10% to 24%	12%	1%	22%	9%	11%	15%	21%	2%	6%	14%
	Down 1% to 9%	3%	1%	2%	1%	2%	5%	11%	%	1%	3%
	About the same as last year	7%	3%	8%	6%	2%	7%	8%	1%	3%	10%
	Up 1% to 9%	3%	0%	1%	1%	0%	3%	1%	2%	2%	3%
	Up 10% to 24%	3%	1%	9%	2%	1%	3%	1%	1%	5%	3%
	Up 25% to 49%	2%	0%	3%	1%	1%	4%	3%	1%	4%	1%
	Up 50% or more	1%	3%	0%	1%	%	1%	1%	2%	2%	1%
	Unsure, prefer not to answer	5%	2%	8%	3%	2%	3%	10%	5%	6%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	35%	8%	34%	20%	11%	29%	42%	30%	26%
	Down 25% to 49%	24%	35%	18%	33%	33%	30%	18%	27%	26%	22%
	Down 10% to 24%	16%	8%	24%	15%	28%	20%	24%	11%	11%	14%
	Down 1% to 9%	4%	1%	5%	2%	3%	6%	5%	1%	3%	4%
	About the same as last year	9%	4%	13%	6%	3%	8%	7%	2%	7%	12%
	Up 1% to 9%	4%	1%	8%	0%	0%	3%	4%	2%	3%	6%
	Up 10% to 24%	5%	3%	8%	2%	6%	5%	1%	4%	8%	5%
	Up 25% to 49%	3%	1%	4%	0%	3%	7%	1%	4%	2%	1%
	Up 50% or more	2%	3%	2%	2%	1%	4%	0%	1%	1%	2%
	Unsure, prefer not to answer	7%	8%	11%	6%	4%	6%	11%	7%	9%	7%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	61%	72%	46%	78%	42%	62%	69%	45%	72%
	Afraid of being infected	48%	68%	48%	33%	70%	65%	46%	52%	39%	50%
	Lack of child care / school for kids at home	33%	27%	33%	37%	26%	29%	31%	36%	32%	33%
	Have found other employment	16%	20%	16%	13%	34%	4%	16%	15%	8%	18%
	Other	11%	16%	9%	13%	11%	22%	13%	8%	23%	7%
	Unsure, prefer not to answer	2%	3%	1%	6%	6%	0%	2%	2%	2%	2%
	Total	259	36	179	43	19	16	145	105	59	200
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	79%	53%	18%	76%	82%	65%	34%	33%	52%
	Down 25% to 49%	20%	9%	23%	22%	12%	7%	20%	21%	20%	21%
	Down 10% to 24%	12%	1%	9%	19%	2%	1%	6%	15%	16%	9%
	Down 1% to 9%	3%	0%	2%	6%	0%	0%	1%	5%	5%	2%
	About the same as last year	7%	3%	4%	12%	2%	4%	2%	9%	9%	5%
	Up 1% to 9%	3%	1%	1%	5%	0%	2%	1%	4%	4%	2%
	Up 10% to 24%	3%	1%	1%	7%	0%	1%	2%	4%	4%	2%
	Up 25% to 49%	2%	1%	1%	4%	1%	0%	1%	2%	2%	1%
	Up 50% or more	1%	%	1%	3%	1%	%	1%	1%	1%	1%
	Unsure, prefer not to answer	5%	5%	5%	3%	6%	3%	2%	5%	6%	4%
	Total	1859	234	981	621	122	108	596	1182	784	1075
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	61%	28%	11%	47%	76%	37%	20%	19%	31%
	Down 25% to 49%	24%	18%	33%	13%	25%	11%	31%	21%	20%	27%
	Down 10% to 24%	16%	6%	15%	21%	9%	3%	12%	18%	16%	16%
	Down 1% to 9%	4%	%	3%	7%	1%	0%	2%	5%	4%	4%
	About the same as last year	9%	2%	6%	15%	2%	2%	3%	12%	14%	5%
	Up 1% to 9%	4%	1%	2%	9%	2%	0%	1%	6%	7%	3%
	Up 10% to 24%	5%	3%	3%	10%	4%	%	3%	6%	6%	4%
	Up 25% to 49%	3%	1%	2%	6%	1%	2%	2%	4%	4%	2%
	Up 50% or more	2%	2%	1%	3%	3%	%	1%	2%	3%	1%
	Unsure, prefer not to answer	7%	6%	8%	6%	6%	5%	6%	7%	8%	7%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	75%	46%	75%	66%	55%	71%	64%	75%	66%	61%
	Afraid of being infected	48%	49%	66%	47%	49%	45%	33%	56%	47%	49%	40%
	Lack of child care / school for kids at home	33%	24%	22%	34%	29%	45%	41%	23%	34%	29%	44%
	Have found other employment	16%	11%	23%	15%	20%	15%	10%	15%	15%	20%	13%
	Other	11%	13%	11%	12%	11%	11%	4%	12%	12%	11%	9%
	Unsure, prefer not to answer	2%	0%	0%	4%	2%	3%	7%	0%	4%	2%	4%
	Total	259	34	22	45	87	42	28	55	45	87	70
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	43%	39%	49%	41%	53%	44%	41%	49%	41%	49%
	Down 25% to 49%	20%	19%	24%	20%	23%	21%	13%	21%	20%	23%	18%
	Down 10% to 24%	12%	12%	12%	11%	12%	10%	12%	12%	11%	12%	11%
	Down 1% to 9%	3%	2%	2%	2%	4%	4%	6%	2%	2%	4%	5%
	About the same as last year	7%	8%	10%	5%	6%	2%	11%	9%	5%	6%	6%
	Up 1% to 9%	3%	3%	4%	5%	2%	1%	2%	4%	5%	2%	2%
	Up 10% to 24%	3%	5%	3%	2%	4%	1%	2%	4%	2%	4%	1%
	Up 25% to 49%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%
	Up 50% or more	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	2%
	Unsure, prefer not to answer	5%	6%	3%	4%	4%	6%	6%	5%	4%	4%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	24%	19%	30%	23%	32%	29%	22%	30%	23%	31%
	Down 25% to 49%	24%	24%	24%	26%	26%	22%	19%	24%	26%	26%	21%
	Down 10% to 24%	16%	16%	13%	16%	16%	15%	17%	15%	16%	16%	16%
	Down 1% to 9%	4%	2%	4%	3%	4%	5%	5%	3%	3%	4%	5%
	About the same as last year	9%	9%	18%	6%	8%	8%	9%	12%	6%	8%	8%
	Up 1% to 9%	4%	5%	4%	5%	4%	5%	3%	4%	5%	4%	4%
	Up 10% to 24%	5%	5%	3%	4%	7%	3%	5%	4%	4%	7%	4%
	Up 25% to 49%	3%	3%	5%	2%	3%	4%	2%	4%	2%	3%	3%
	Up 50% or more	2%	1%	2%	1%	1%	2%	3%	2%	1%	1%	2%
	Unsure, prefer not to answer	7%	12%	7%	7%	7%	5%	8%	10%	7%	7%	7%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
What reasons have employees given for not wanting to return to work? Please select all that apply.	Making more money from unemployment than at work	66%	65%	66%	62%	67%	77%	63%	65%
	Afraid of being infected	48%	41%	49%	46%	49%	44%	52%	40%
	Lack of child care / school for kids at home	33%	44%	31%	43%	29%	30%	34%	31%
	Have found other employment	16%	10%	17%	6%	20%	12%	17%	18%
	Other	11%	10%	11%	11%	11%	8%	11%	13%
	Unsure, prefer not to answer	2%	4%	2%	4%	2%	2%	3%	2%
	Total	259	41	217	69	189	44	159	54
Approximately what percent change in gross business revenue did the company experience in the first half of 2020 compared with the first half of 2019?	Down 50% or more	44%	45%	44%	48%	43%	41%	44%	50%
	Down 25% to 49%	20%	22%	20%	19%	21%	19%	22%	17%
	Down 10% to 24%	12%	12%	12%	10%	12%	13%	12%	10%
	Down 1% to 9%	3%	3%	3%	4%	3%	2%	3%	6%
	About the same as last year	7%	6%	7%	6%	7%	10%	5%	7%
	Up 1% to 9%	3%	2%	3%	3%	3%	4%	3%	1%
	Up 10% to 24%	3%	2%	3%	2%	3%	4%	3%	1%
	Up 25% to 49%	2%	3%	1%	2%	1%	2%	2%	1%
	Up 50% or more	1%	1%	1%	1%	2%	1%	1%	2%
	Unsure, prefer not to answer	5%	5%	5%	5%	5%	5%	5%	4%
	Total	1859	266	1593	476	1383	372	1099	361
How do you expect gross business revenue to change in the second half of 2020 compared with the second half of 2019?	Down 50% or more	26%	22%	27%	26%	26%	23%	25%	33%
	Down 25% to 49%	24%	27%	24%	27%	23%	26%	25%	20%
	Down 10% to 24%	16%	14%	16%	14%	16%	14%	17%	13%
	Down 1% to 9%	4%	5%	4%	4%	4%	2%	4%	6%
	About the same as last year	9%	6%	9%	6%	10%	12%	8%	6%
	Up 1% to 9%	4%	4%	4%	3%	5%	4%	5%	4%
	Up 10% to 24%	5%	7%	5%	6%	5%	5%	6%	3%
	Up 25% to 49%	3%	5%	3%	4%	3%	3%	3%	5%
	Up 50% or more	2%	1%	2%	1%	2%	2%	1%	3%
	Unsure, prefer not to answer	7%	9%	7%	7%	7%	10%	6%	9%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
REVENUE 1ST HALF 2020	Down 50%+	44%	49%	53%	56%	59%	52%	46%	48%	36%	14%
	Down < 50%	36%	7%	23%	27%	29%	34%	39%	37%	47%	51%
	Level	7%	15%	5%	3%	4%	4%	5%	5%	7%	17%
	Up	9%	11%	8%	9%	7%	5%	9%	8%	8%	17%
	Unsure, prefer not to say	5%	18%	10%	5%	1%	4%	1%	2%	1%	1%
	Total	1859	108	89	118	188	315	250	215	365	149
REVENUE 2ND HALF 2020	Down 50%+	26%	28%	31%	33%	30%	28%	34%	26%	23%	6%
	Down < 50%	44%	17%	26%	35%	42%	46%	42%	55%	49%	59%
	Level	9%	10%	8%	8%	6%	8%	5%	7%	12%	14%
	Up	14%	28%	22%	13%	17%	10%	16%	9%	12%	18%
	Unsure, prefer not to say	7%	18%	13%	11%	6%	8%	4%	3%	4%	3%
	Total	1859	108	89	118	188	315	250	215	365	149
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	18%	18%	15%	25%	24%	22%	22%	23%	14%
	Taxes	12%	6%	14%	11%	11%	16%	14%	10%	14%	7%
	Utilities	14%	11%	20%	7%	16%	14%	19%	17%	15%	5%
	Insurance	11%	5%	13%	8%	13%	11%	12%	12%	11%	8%
	Unsure, prefer not to answer	4%	7%	3%	5%	4%	4%	4%	4%	4%	0%
	Vendor / supplier bills	19%	9%	15%	11%	19%	18%	21%	23%	26%	13%
	None of these	64%	69%	59%	68%	59%	61%	62%	67%	59%	83%
	Total	1859	108	89	118	188	315	250	215	365	149
MISSED PAYMENTS?	Yes	32%	24%	38%	27%	37%	35%	34%	29%	37%	17%
	No	64%	69%	59%	68%	60%	61%	62%	68%	59%	83%
	Unsure, prefer not to answer	4%	7%	3%	5%	4%	4%	4%	4%	4%	0%
	Total	1868	109	91	118	189	317	253	216	366	149
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	47%	50%	57%	54%	61%	61%	64%	59%	50%
	Employees going out to customers	42%	37%	51%	38%	42%	42%	43%	38%	38%	58%
	Employees / customers interacting remotely	29%	43%	30%	24%	32%	22%	23%	27%	31%	44%
	Unsure, prefer not to answer	3%	8%	3%	1%	4%	1%	1%	2%	4%	1%
	Total	1859	108	89	118	188	315	250	215	365	149

			2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		OVERALL						
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
REVENUE 1ST HALF 2020	Down 50%+	44%	55%	49%	35%	39%	54%	50%
	Down < 50%	36%	23%	36%	45%	40%	29%	33%
	Level	7%	6%	5%	9%	7%	5%	4%
	Up	9%	9%	7%	10%	10%	7%	8%
	Unsure, prefer not to say	5%	7%	2%	2%	4%	5%	6%
	Total	1859	503	565	730	1169	603	112
REVENUE 2ND HALF 2020	Down 50%+	26%	30%	31%	20%	22%	34%	36%
	Down < 50%	44%	32%	44%	53%	46%	41%	35%
	Level	9%	8%	7%	11%	11%	5%	6%
	Up	14%	19%	12%	12%	16%	11%	20%
	Unsure, prefer not to say	7%	11%	6%	3%	6%	9%	4%
	Total	1859	503	565	730	1169	603	112
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	20%	23%	21%	21%	22%	17%
	Taxes	12%	10%	15%	11%	12%	13%	14%
	Utilities	14%	14%	16%	14%	14%	15%	16%
	Insurance	11%	10%	11%	11%	11%	11%	9%
	Unsure, prefer not to answer	4%	5%	4%	3%	4%	5%	1%
	Vendor / supplier bills	19%	14%	19%	22%	20%	19%	22%
	None of these	64%	63%	62%	66%	64%	62%	64%
	Total	1859	503	565	730	1169	603	112
MISSED PAYMENTS?	Yes	32%	32%	34%	31%	32%	33%	35%
	No	64%	64%	62%	66%	64%	62%	64%
	Unsure, prefer not to answer	4%	5%	4%	3%	4%	5%	1%
	Total	1868	506	570	731	1172	610	112
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	52%	61%	58%	53%	69%	68%
	Employees going out to customers	42%	41%	43%	42%	46%	33%	35%
	Employees / customers interacting remotely	29%	32%	23%	32%	32%	24%	20%
	Unsure, prefer not to answer	3%	4%	1%	3%	3%	3%	%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
REVENUE 1ST HALF 2020	Down 50%+	44%	43%	43%	46%	46%	54%
	Down < 50%	36%	36%	37%	35%	42%	29%
	Level	7%	7%	6%	4%	1%	5%
	Up	9%	10%	7%	8%	5%	7%
	Unsure, prefer not to say	5%	4%	6%	7%	5%	6%
	Total	1859	1395	125	176	111	160
REVENUE 2ND HALF 2020	Down 50%+	26%	25%	29%	23%	38%	32%
	Down < 50%	44%	45%	39%	44%	43%	40%
	Level	9%	9%	7%	6%	7%	5%
	Up	14%	14%	15%	20%	8%	14%
	Unsure, prefer not to say	7%	7%	11%	7%	4%	9%
	Total	1859	1395	125	176	111	160
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	19%	29%	29%	29%	28%
	Taxes	12%	10%	21%	14%	15%	17%
	Utilities	14%	12%	23%	22%	20%	21%
	Insurance	11%	9%	16%	13%	16%	16%
	Unsure, prefer not to answer	4%	4%	4%	4%	6%	6%
	Vendor / supplier bills	19%	17%	20%	22%	24%	23%
	None of these	64%	68%	50%	56%	53%	52%
	Total	1859	1395	125	176	111	160
MISSED PAYMENTS?	Yes	32%	28%	46%	41%	41%	42%
	No	64%	68%	51%	56%	53%	52%
	Unsure, prefer not to answer	4%	4%	4%	4%	6%	6%
	Total	1868	1402	126	176	111	163
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	58%	58%	61%	66%	68%
	Employees going out to customers	42%	41%	46%	46%	33%	35%
	Employees / customers interacting remotely	29%	30%	30%	28%	21%	23%
	Unsure, prefer not to answer	3%	2%	2%	2%	6%	3%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
REVENUE 1ST HALF 2020	Down 50%+	44%	47%	47%	42%	33%	36%	50%	30%
	Down < 50%	36%	32%	38%	39%	43%	43%	34%	46%
	Level	7%	6%	6%	7%	9%	10%	5%	9%
	Up	9%	8%	7%	10%	12%	8%	9%	7%
	Unsure, prefer not to say	5%	6%	3%	2%	4%	3%	2%	8%
	Total	1859	1016	265	338	239	286	798	254
REVENUE 2ND HALF 2020	Down 50%+	26%	27%	26%	24%	24%	20%	30%	20%
	Down < 50%	44%	38%	53%	50%	48%	50%	45%	47%
	Level	9%	8%	9%	9%	9%	13%	7%	10%
	Up	14%	17%	7%	13%	13%	14%	13%	11%
	Unsure, prefer not to say	7%	9%	5%	4%	7%	3%	5%	12%
	Total	1859	1016	265	338	239	286	798	254
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	19%	22%	28%	20%	20%	26%	16%
	Taxes	12%	11%	11%	15%	13%	12%	14%	8%
	Utilities	14%	13%	15%	21%	9%	12%	17%	14%
	Insurance	11%	10%	9%	14%	10%	12%	13%	8%
	Unsure, prefer not to answer	4%	4%	3%	6%	5%	2%	4%	9%
	Vendor / supplier bills	19%	15%	18%	30%	19%	20%	23%	18%
	None of these	64%	65%	66%	54%	69%	67%	59%	64%
	Total	1859	1016	265	338	239	286	798	254
MISSED PAYMENTS?	Yes	32%	30%	31%	41%	26%	30%	37%	27%
	No	64%	66%	66%	54%	69%	67%	59%	64%
	Unsure, prefer not to answer	4%	4%	3%	6%	5%	2%	4%	9%
	Total	1868	1023	266	338	240	286	805	254
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	53%	66%	63%	61%	54%	66%	60%
	Employees going out to customers	42%	45%	40%	34%	42%	44%	36%	46%
	Employees / customers interacting remotely	29%	30%	22%	26%	32%	36%	22%	30%
	Unsure, prefer not to answer	3%	3%	2%	4%	1%	4%	3%	2%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
REVENUE 1ST HALF 2020	Down 50%+	44%	70%	29%	48%	57%	23%	28%	67%	50%	41%
	Down < 50%	36%	20%	42%	39%	38%	57%	48%	22%	28%	36%
	Level	7%	3%	8%	6%	2%	7%	8%	1%	3%	10%
	Up	9%	4%	14%	4%	2%	10%	6%	6%	13%	8%
	Unsure, prefer not to say	5%	2%	8%	3%	2%	3%	10%	5%	6%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
REVENUE 2ND HALF 2020	Down 50%+	26%	35%	8%	34%	20%	11%	29%	42%	30%	26%
	Down < 50%	44%	45%	46%	49%	64%	56%	47%	39%	40%	40%
	Level	9%	4%	13%	6%	3%	8%	7%	2%	7%	12%
	Up	14%	9%	22%	5%	9%	18%	6%	10%	14%	15%
	Unsure, prefer not to say	7%	8%	11%	6%	4%	6%	11%	7%	9%	7%
	Total	1859	97	118	68	119	114	71	230	163	410
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	47%	13%	18%	19%	14%	9%	40%	26%	13%
	Taxes	12%	28%	11%	8%	7%	6%	3%	24%	14%	7%
	Utilities	14%	34%	12%	10%	8%	11%	6%	26%	17%	10%
	Insurance	11%	16%	18%	5%	8%	6%	3%	22%	15%	5%
	Unsure, prefer not to answer	4%	3%	2%	7%	2%	3%	1%	7%	6%	3%
	Vendor / supplier bills	19%	24%	20%	9%	23%	26%	12%	38%	22%	9%
	None of these	64%	38%	72%	70%	66%	64%	78%	38%	57%	78%
	Total	1859	97	118	68	119	114	71	230	163	410
MISSED PAYMENTS?	Yes	32%	57%	26%	23%	33%	33%	21%	55%	38%	19%
	No	64%	39%	72%	70%	66%	64%	78%	38%	57%	78%
	Unsure, prefer not to answer	4%	3%	2%	7%	2%	3%	1%	7%	6%	3%
	Total	1868	99	118	69	119	114	71	232	164	411
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	93%	9%	83%	87%	28%	77%	84%	86%	46%
	Employees going out to customers	42%	11%	86%	28%	14%	54%	36%	20%	20%	54%
	Employees / customers interacting remotely	29%	7%	28%	10%	8%	69%	25%	8%	13%	40%
	Unsure, prefer not to answer	3%	%	3%	2%	0%	6%	1%	3%	2%	2%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
REVENUE 1ST HALF 2020	Down 50%+	44%	79%	53%	18%	76%	82%	65%	34%	33%	52%
	Down < 50%	36%	11%	34%	47%	14%	8%	27%	41%	41%	32%
	Level	7%	3%	4%	12%	2%	4%	2%	9%	9%	5%
	Up	9%	2%	4%	19%	2%	3%	5%	11%	11%	7%
	Unsure, prefer not to say	5%	5%	5%	3%	6%	3%	2%	5%	6%	4%
	Total	1859	234	981	621	122	108	596	1182	784	1075
REVENUE 2ND HALF 2020	Down 50%+	26%	61%	28%	11%	47%	76%	37%	20%	19%	31%
	Down < 50%	44%	25%	50%	42%	35%	15%	46%	44%	40%	46%
	Level	9%	2%	6%	15%	2%	2%	3%	12%	14%	5%
	Up	14%	7%	8%	27%	10%	3%	8%	18%	19%	10%
	Unsure, prefer not to say	7%	6%	8%	6%	6%	5%	6%	7%	8%	7%
	Total	1859	234	981	621	122	108	596	1182	784	1075
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	35%	25%	9%	34%	38%	66%	0%	12%	28%
	Taxes	12%	20%	15%	5%	19%	21%	37%	0%	8%	15%
	Utilities	14%	23%	16%	8%	23%	23%	44%	0%	9%	18%
	Insurance	11%	20%	12%	4%	12%	29%	33%	0%	8%	13%
	Unsure, prefer not to answer	4%	6%	5%	2%	3%	7%	0%	0%	5%	4%
	Vendor / supplier bills	19%	26%	21%	12%	23%	29%	58%	0%	15%	21%
	None of these	64%	48%	58%	79%	55%	40%	%	100%	72%	58%
	Total	1859	234	981	621	122	108	596	1182	784	1075
MISSED PAYMENTS?	Yes	32%	45%	37%	18%	42%	54%	100%	0%	23%	38%
	No	64%	50%	58%	79%	55%	40%	%	100%	72%	58%
	Unsure, prefer not to answer	4%	5%	5%	2%	3%	7%	0%	0%	5%	4%
	Total	1868	243	981	621	122	108	596	1191	784	1075
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	81%	66%	38%	88%	75%	69%	52%	0%	100%
	Employees going out to customers	42%	31%	37%	53%	30%	33%	35%	45%	66%	24%
	Employees / customers interacting remotely	29%	8%	24%	43%	9%	6%	20%	34%	46%	16%
	Unsure, prefer not to answer	3%	2%	3%	3%	2%	%	3%	2%	7%	0%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
REVENUE 1ST HALF 2020	Down 50%+	44%	43%	39%	49%	41%	53%	44%	41%	49%	41%	49%
	Down < 50%	36%	33%	39%	32%	39%	35%	31%	35%	32%	39%	33%
	Level	7%	8%	10%	5%	6%	2%	11%	9%	5%	6%	6%
	Up	9%	11%	9%	10%	9%	5%	8%	10%	10%	9%	6%
	Unsure, prefer not to say	5%	6%	3%	4%	4%	6%	6%	5%	4%	4%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
REVENUE 2ND HALF 2020	Down 50%+	26%	24%	19%	30%	23%	32%	29%	22%	30%	23%	31%
	Down < 50%	44%	41%	41%	45%	47%	41%	41%	41%	45%	47%	41%
	Level	9%	9%	18%	6%	8%	8%	9%	12%	6%	8%	8%
	Up	14%	14%	14%	11%	16%	15%	12%	14%	11%	16%	14%
	Unsure, prefer not to say	7%	12%	7%	7%	7%	5%	8%	10%	7%	7%	7%
	Total	1859	266	171	251	626	300	230	436	251	626	529
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	16%	15%	19%	22%	26%	26%	16%	19%	22%	26%
	Taxes	12%	12%	8%	12%	9%	16%	17%	10%	12%	9%	16%
	Utilities	14%	12%	11%	15%	13%	17%	20%	12%	15%	13%	18%
	Insurance	11%	9%	7%	10%	10%	13%	14%	8%	10%	10%	14%
	Unsure, prefer not to answer	4%	7%	4%	5%	3%	4%	5%	6%	5%	3%	4%
	Vendor / supplier bills	19%	15%	18%	16%	18%	23%	23%	16%	16%	18%	23%
	None of these	64%	66%	69%	64%	66%	58%	55%	67%	64%	66%	57%
	Total	1859	266	171	251	626	300	230	436	251	626	529
MISSED PAYMENTS?	Yes	32%	27%	27%	31%	30%	38%	40%	27%	31%	30%	39%
	No	64%	66%	70%	64%	66%	58%	56%	68%	64%	66%	57%
	Unsure, prefer not to answer	4%	7%	4%	5%	3%	4%	5%	6%	5%	3%	4%
	Total	1868	268	172	251	628	301	232	440	251	628	533
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	60%	51%	59%	58%	59%	56%	56%	59%	58%	58%
	Employees going out to customers	42%	40%	42%	42%	41%	43%	44%	41%	42%	41%	43%
	Employees / customers interacting remotely	29%	22%	32%	24%	32%	29%	27%	26%	24%	32%	29%
	Unsure, prefer not to answer	3%	3%	%	2%	3%	4%	4%	2%	2%	3%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
REVENUE 1ST HALF 2020	Down 50%+	44%	45%	44%	48%	43%	41%	44%	50%
	Down < 50%	36%	37%	35%	33%	36%	34%	37%	33%
	Level	7%	6%	7%	6%	7%	10%	5%	7%
	Up	9%	7%	9%	7%	9%	11%	9%	5%
	Unsure, prefer not to say	5%	5%	5%	5%	5%	5%	5%	4%
	Total	1859	266	1593	476	1383	372	1099	361
REVENUE 2ND HALF 2020	Down 50%+	26%	22%	27%	26%	26%	23%	25%	33%
	Down < 50%	44%	46%	43%	45%	43%	42%	46%	38%
	Level	9%	6%	9%	6%	10%	12%	8%	6%
	Up	14%	17%	14%	15%	14%	14%	14%	14%
	Unsure, prefer not to say	7%	9%	7%	7%	7%	10%	6%	9%
	Total	1859	266	1593	476	1383	372	1099	361
Since the shutdown started, has the company missed payments for any of the following?	Rent	21%	18%	22%	21%	21%	17%	22%	24%
	Taxes	12%	10%	12%	12%	12%	11%	11%	17%
	Utilities	14%	13%	14%	16%	14%	13%	14%	17%
	Insurance	11%	10%	11%	11%	10%	10%	10%	14%
	Unsure, prefer not to answer	4%	7%	4%	6%	4%	6%	4%	4%
	Vendor / supplier bills	19%	18%	19%	18%	19%	19%	18%	22%
	None of these	64%	63%	64%	61%	65%	64%	65%	58%
	Total	1859	266	1593	476	1383	372	1099	361
MISSED PAYMENTS?	Yes	32%	31%	32%	33%	31%	30%	31%	38%
	No	64%	63%	64%	61%	65%	64%	65%	58%
	Unsure, prefer not to answer	4%	7%	4%	6%	4%	6%	4%	4%
	Total	1868	266	1602	477	1391	372	1102	364
In normal times, does the business rely mostly on customers coming to a physical location, employees working at customer locations, or employees and customers interacting remotely? Please select all that apply.	Customers coming into a physical location	58%	60%	57%	60%	57%	56%	58%	60%
	Employees going out to customers	42%	39%	42%	39%	43%	41%	41%	44%
	Employees / customers interacting remotely	29%	30%	28%	29%	29%	26%	30%	25%
	Unsure, prefer not to answer	3%	5%	3%	6%	2%	2%	3%	2%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
Does the company have a business banking relationship?	Yes we do	89%	62%	75%	83%	83%	87%	93%	96%	98%	96%
	No we do not	6%	25%	15%	11%	10%	6%	5%	1%	1%	%
	Other:	1%	3%	2%	1%	1%	1%	1%	0%	1%	0%
	Unsure, prefer not to answer	4%	10%	8%	5%	6%	5%	1%	3%	0%	4%
	Total	1846	107	88	117	188	315	244	215	363	149
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	14%	28%	26%	21%	28%	33%	35%	33%	47%
	Somewhat confident	30%	24%	26%	26%	29%	28%	35%	32%	33%	30%
	Not very confident	11%	12%	12%	14%	14%	12%	8%	12%	10%	4%
	Not at all confident	11%	9%	13%	12%	8%	13%	14%	10%	14%	6%
	Do not have insurance	6%	27%	12%	12%	14%	6%	1%	1%	1%	0%
	Unsure, prefer not to answer	12%	15%	7%	10%	14%	13%	8%	10%	9%	13%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	38%	55%	52%	50%	56%	68%	68%	66%	78%
	Not very / not at all	22%	20%	25%	26%	22%	25%	22%	21%	24%	10%
	Do not have insurance	6%	27%	12%	12%	14%	6%	1%	1%	1%	0%
	Unsure, prefer not to answer	12%	15%	7%	10%	14%	13%	8%	10%	9%	13%
	Total	1859	108	89	118	188	315	250	215	365	149
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	26%	31%	38%	51%	68%	80%	89%	94%	89%
	No, we did not	28%	71%	68%	58%	47%	30%	20%	10%	4%	9%
	Unsure, prefer not to answer	2%	2%	%	4%	2%	2%	%	1%	2%	1%
	Total	1856	108	89	117	188	315	248	215	365	149
How much was the PPP loan the company applied for?	Under \$10,000	14%	44%	50%	66%	51%	25%	13%	%	1%	0%
	\$10,000 - \$24,999	19%	14%	29%	14%	29%	53%	25%	13%	1%	0%
	\$25,000 - \$49,999	16%	13%	1%	11%	6%	14%	43%	25%	7%	%
	\$50,000 - \$99,999	16%	2%	4%	0%	5%	5%	11%	46%	23%	2%
	\$100,000 - \$249,999	15%	0%	2%	0%	3%	%	4%	10%	45%	9%
	\$250,000 - \$499,999	8%	7%	0%	0%	0%	%	%	0%	19%	28%
	\$500,000 - \$999,999	3%	0%	0%	4%	0%	0%	0%	0%	1%	25%
	\$1,000,000 or more	3%	0%	2%	0%	0%	0%	0%	0%	%	29%
	Unsure, prefer not to answer	6%	20%	11%	5%	6%	3%	3%	5%	4%	7%
	Total	1320	30	30	45	96	216	201	193	343	134

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
Does the company have a business banking relationship?	Yes we do	89%	77%	90%	97%	91%	87%	90%
	No we do not	6%	14%	6%	1%	5%	8%	8%
	Other:	1%	2%	1%	%	1%	1%	1%
	Unsure, prefer not to answer	4%	7%	3%	2%	4%	4%	1%
	Total	1846	500	559	728	1161	599	112
	How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	22%	30%	36%	34%	25%
Somewhat confident		30%	27%	31%	32%	32%	29%	23%
Not very confident		11%	13%	11%	9%	10%	12%	15%
Not at all confident		11%	10%	13%	11%	11%	11%	16%
Do not have insurance		6%	16%	4%	1%	5%	7%	12%
Unsure, prefer not to answer		12%	12%	11%	10%	9%	16%	16%
Total		1859	503	565	730	1169	603	112
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	49%	61%	69%	65%	54%	41%
	Not very / not at all	22%	23%	24%	20%	21%	23%	30%
	Do not have insurance	6%	16%	4%	1%	5%	7%	12%
	Unsure, prefer not to answer	12%	12%	11%	10%	9%	16%	16%
	Total	1859	503	565	730	1169	603	112
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	39%	73%	92%	75%	66%	68%
	No, we did not	28%	59%	25%	7%	23%	33%	30%
	Unsure, prefer not to answer	2%	2%	1%	2%	2%	1%	2%
	Total	1856	502	564	730	1169	602	112
How much was the PPP loan the company applied for?	Under \$10,000	14%	53%	19%	%	13%	17%	17%
	\$10,000 - \$24,999	19%	23%	40%	4%	17%	23%	19%
	\$25,000 - \$49,999	16%	8%	28%	11%	16%	18%	19%
	\$50,000 - \$99,999	16%	3%	8%	25%	17%	16%	11%
	\$100,000 - \$249,999	15%	2%	2%	28%	17%	12%	14%
	\$250,000 - \$499,999	8%	1%	%	15%	9%	6%	12%
	\$500,000 - \$999,999	3%	1%	0%	5%	4%	2%	1%
	\$1,000,000 or more	3%	%	0%	6%	4%	1%	1%
	Unsure, prefer not to answer	6%	9%	3%	5%	4%	5%	6%
	Total	1320	201	417	670	881	401	76

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
Does the company have a business banking relationship?	Yes we do	89%	91%	83%	89%	79%	83%
	No we do not	6%	5%	12%	7%	13%	12%
	Other:	1%	1%	2%	0%	2%	1%
	Unsure, prefer not to answer	4%	3%	3%	5%	5%	3%
	Total	1846	1386	125	175	108	159
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	32%	27%	27%	16%	24%
	Somewhat confident	30%	31%	32%	32%	30%	30%
	Not very confident	11%	10%	12%	13%	15%	15%
	Not at all confident	11%	11%	8%	10%	19%	11%
	Do not have insurance	6%	5%	14%	8%	8%	11%
	Unsure, prefer not to answer	12%	12%	8%	10%	12%	10%
	Total	1859	1395	125	176	111	160
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	62%	59%	59%	46%	54%
	Not very / not at all	22%	21%	19%	23%	34%	26%
	Do not have insurance	6%	5%	14%	8%	8%	11%
	Unsure, prefer not to answer	12%	12%	8%	10%	12%	10%
	Total	1859	1395	125	176	111	160
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	72%	62%	64%	70%	67%
	No, we did not	28%	26%	36%	33%	27%	31%
	Unsure, prefer not to answer	2%	1%	3%	3%	3%	2%
	Total	1856	1393	125	176	111	160
How much was the PPP loan the company applied for?	Under \$10,000	14%	14%	14%	16%	22%	20%
	\$10,000 - \$24,999	19%	18%	30%	20%	17%	27%
	\$25,000 - \$49,999	16%	16%	16%	16%	13%	17%
	\$50,000 - \$99,999	16%	16%	11%	18%	17%	15%
	\$100,000 - \$249,999	15%	15%	11%	16%	12%	9%
	\$250,000 - \$499,999	8%	9%	8%	8%	11%	4%
	\$500,000 - \$999,999	3%	3%	0%	1%	2%	2%
	\$1,000,000 or more	3%	3%	2%	1%	3%	0%
	Unsure, prefer not to answer	6%	6%	8%	5%	4%	5%
	Total	1320	1013	79	115	77	109

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
Does the company have a business banking relationship?	Yes we do	89%	83%	95%	97%	94%	96%	92%	92%
	No we do not	6%	10%	2%	2%	1%	1%	5%	2%
	Other:	1%	1%	0%	0%	1%	%	1%	0%
	Unsure, prefer not to answer	4%	5%	2%	2%	4%	3%	2%	6%
	Total	1846	1012	261	334	239	283	791	253
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	28%	29%	34%	35%	31%	31%	34%
	Somewhat confident	30%	28%	37%	31%	30%	36%	31%	30%
	Not very confident	11%	11%	12%	10%	8%	8%	11%	10%
	Not at all confident	11%	11%	9%	13%	14%	14%	11%	11%
	Do not have insurance	6%	10%	4%	0%	1%	2%	5%	1%
	Unsure, prefer not to answer	12%	12%	10%	12%	12%	9%	12%	14%
	Total	1859	1016	265	338	239	286	798	254
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	56%	66%	65%	65%	67%	62%	64%
	Not very / not at all	22%	22%	21%	23%	22%	22%	21%	20%
	Do not have insurance	6%	10%	4%	0%	1%	2%	5%	1%
	Unsure, prefer not to answer	12%	12%	10%	12%	12%	9%	12%	14%
	Total	1859	1016	265	338	239	286	798	254
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	56%	88%	89%	88%	86%	81%	80%
	No, we did not	28%	42%	12%	9%	10%	13%	18%	17%
	Unsure, prefer not to answer	2%	2%	%	2%	2%	1%	1%	3%
	Total	1856	1014	264	338	239	286	796	254
How much was the PPP loan the company applied for?	Under \$10,000	14%	30%	4%	3%	0%	7%	9%	6%
	\$10,000 - \$24,999	19%	35%	13%	5%	%	10%	18%	11%
	\$25,000 - \$49,999	16%	19%	27%	11%	1%	18%	19%	11%
	\$50,000 - \$99,999	16%	8%	36%	24%	5%	17%	21%	15%
	\$100,000 - \$249,999	15%	1%	14%	42%	18%	20%	15%	24%
	\$250,000 - \$499,999	8%	%	0%	12%	33%	14%	8%	10%
	\$500,000 - \$999,999	3%	0%	0%	1%	17%	5%	2%	6%
	\$1,000,000 or more	3%	0%	0%	1%	18%	5%	2%	7%
	Unsure, prefer not to answer	6%	6%	5%	3%	8%	3%	5%	10%
	Total	1320	574	234	300	211	250	648	204

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
Does the company have a business banking relationship?	Yes we do	89%	82%	82%	78%	94%	89%	95%	91%	88%	90%
	No we do not	6%	8%	9%	11%	4%	5%	0%	5%	7%	6%
	Other:	1%	1%	2%	2%	1%	4%	0%	1%	1%	1%
	Unsure, prefer not to answer	4%	9%	7%	9%	1%	2%	5%	3%	4%	4%
	Total	1846	97	118	67	119	114	71	225	160	408
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	28%	53%	22%	26%	30%	29%	26%	22%	30%
	Somewhat confident	30%	26%	37%	31%	39%	34%	34%	27%	24%	32%
	Not very confident	11%	14%	2%	14%	17%	6%	12%	15%	15%	7%
	Not at all confident	11%	13%	2%	6%	11%	13%	9%	20%	13%	11%
	Do not have insurance	6%	6%	0%	10%	1%	7%	1%	3%	9%	10%
	Unsure, prefer not to answer	12%	13%	6%	16%	6%	10%	15%	10%	16%	10%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	54%	90%	54%	65%	63%	63%	53%	46%	61%
	Not very / not at all	22%	27%	4%	20%	28%	20%	21%	34%	28%	18%
	Do not have insurance	6%	6%	0%	10%	1%	7%	1%	3%	9%	10%
	Unsure, prefer not to answer	12%	13%	6%	16%	6%	10%	15%	10%	16%	10%
	Total	1859	97	118	68	119	114	71	230	163	410
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	57%	74%	70%	81%	78%	64%	82%	64%	66%
	No, we did not	28%	42%	23%	30%	18%	22%	36%	17%	35%	32%
	Unsure, prefer not to answer	2%	1%	3%	1%	1%	0%	0%	2%	1%	2%
	Total	1856	97	118	67	119	114	71	230	163	409
How much was the PPP loan the company applied for?	Under \$10,000	14%	31%	9%	19%	11%	8%	3%	10%	21%	16%
	\$10,000 - \$24,999	19%	21%	13%	26%	19%	10%	16%	11%	23%	28%
	\$25,000 - \$49,999	16%	17%	13%	11%	15%	10%	22%	17%	13%	18%
	\$50,000 - \$99,999	16%	11%	21%	16%	20%	9%	17%	22%	17%	13%
	\$100,000 - \$249,999	15%	9%	11%	15%	22%	20%	19%	18%	9%	11%
	\$250,000 - \$499,999	8%	4%	13%	8%	2%	28%	7%	10%	2%	5%
	\$500,000 - \$999,999	3%	0%	9%	1%	5%	4%	0%	5%	1%	1%
	\$1,000,000 or more	3%	2%	7%	0%	4%	5%	4%	1%	2%	3%
	Unsure, prefer not to answer	6%	5%	6%	4%	1%	6%	12%	5%	10%	5%
	Total	1320	56	89	47	96	90	48	188	104	272

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
Does the company have a business banking relationship?	Yes we do	89%	81%	90%	91%	87%	75%	88%	89%	89%	89%
	No we do not	6%	12%	6%	4%	8%	17%	7%	6%	6%	6%
	Other:	1%	2%	1%	1%	1%	4%	1%	1%	1%	1%
	Unsure, prefer not to answer	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%
	Total	1846	228	974	621	119	105	587	1178	779	1067
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	15%	25%	45%	22%	7%	19%	37%	34%	27%
	Somewhat confident	30%	28%	33%	27%	35%	21%	30%	30%	30%	30%
	Not very confident	11%	16%	13%	5%	10%	24%	16%	8%	8%	12%
	Not at all confident	11%	22%	13%	5%	19%	25%	20%	7%	8%	14%
	Do not have insurance	6%	6%	5%	7%	2%	9%	5%	7%	7%	5%
	Unsure, prefer not to answer	12%	13%	11%	11%	12%	13%	10%	11%	11%	12%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	43%	58%	72%	57%	28%	49%	67%	65%	57%
	Not very / not at all	22%	38%	26%	10%	29%	49%	36%	15%	16%	26%
	Do not have insurance	6%	6%	5%	7%	2%	9%	5%	7%	7%	5%
	Unsure, prefer not to answer	12%	13%	11%	11%	12%	13%	10%	11%	11%	12%
	Total	1859	234	981	621	122	108	596	1182	784	1075
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	62%	70%	76%	74%	50%	75%	69%	66%	74%
	No, we did not	28%	37%	28%	23%	26%	48%	24%	30%	31%	25%
	Unsure, prefer not to answer	2%	1%	2%	1%	0%	2%	2%	1%	2%	1%
	Total	1856	232	980	620	120	108	595	1180	783	1073
How much was the PPP loan the company applied for?	Under \$10,000	14%	15%	16%	12%	12%	18%	17%	13%	13%	15%
	\$10,000 - \$24,999	19%	28%	22%	12%	23%	37%	20%	18%	17%	20%
	\$25,000 - \$49,999	16%	15%	16%	16%	14%	16%	14%	17%	16%	15%
	\$50,000 - \$99,999	16%	20%	16%	16%	20%	22%	16%	16%	14%	18%
	\$100,000 - \$249,999	15%	10%	15%	18%	15%	1%	19%	13%	16%	15%
	\$250,000 - \$499,999	8%	3%	7%	12%	6%	0%	6%	10%	10%	7%
	\$500,000 - \$999,999	3%	3%	2%	5%	5%	0%	3%	3%	3%	3%
	\$1,000,000 or more	3%	0%	2%	5%	0%	0%	2%	4%	5%	2%
	Unsure, prefer not to answer	6%	6%	5%	6%	6%	5%	4%	5%	5%	6%
	Total	1320	145	694	475	89	54	448	820	523	798

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
Does the company have a business banking relationship?	Yes we do	89%	84%	88%	91%	88%	90%	92%	86%	91%	88%	91%
	No we do not	6%	8%	9%	3%	7%	5%	5%	9%	3%	7%	5%
	Other:	1%	1%	0%	3%	1%	1%	%	1%	3%	1%	1%
	Unsure, prefer not to answer	4%	7%	3%	3%	4%	4%	3%	5%	3%	4%	3%
	Total	1846	264	171	247	623	297	228	434	247	623	525
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	29%	39%	30%	32%	28%	25%	33%	30%	32%	27%
	Somewhat confident	30%	26%	30%	31%	31%	34%	27%	28%	31%	31%	31%
	Not very confident	11%	12%	9%	14%	10%	8%	12%	11%	14%	10%	10%
	Not at all confident	11%	10%	7%	11%	10%	14%	15%	9%	11%	10%	14%
	Do not have insurance	6%	8%	7%	3%	6%	6%	7%	7%	3%	6%	7%
	Unsure, prefer not to answer	12%	16%	8%	10%	12%	11%	14%	13%	10%	12%	12%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	55%	69%	61%	62%	62%	52%	61%	61%	62%	58%
	Not very / not at all	22%	22%	16%	25%	20%	21%	27%	19%	25%	20%	24%
	Do not have insurance	6%	8%	7%	3%	6%	6%	7%	7%	3%	6%	7%
	Unsure, prefer not to answer	12%	16%	8%	10%	12%	11%	14%	13%	10%	12%	12%
	Total	1859	266	171	251	626	300	230	436	251	626	529
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	60%	65%	73%	72%	77%	73%	62%	73%	72%	75%
	No, we did not	28%	37%	35%	27%	26%	21%	25%	36%	27%	26%	23%
	Unsure, prefer not to answer	2%	3%	%	%	2%	2%	2%	2%	%	2%	2%
	Total	1856	266	171	249	625	300	229	436	249	625	529
How much was the PPP loan the company applied for?	Under \$10,000	14%	20%	17%	12%	17%	11%	7%	19%	12%	17%	9%
	\$10,000 - \$24,999	19%	15%	18%	23%	20%	19%	13%	16%	23%	20%	17%
	\$25,000 - \$49,999	16%	21%	15%	22%	14%	12%	14%	18%	22%	14%	13%
	\$50,000 - \$99,999	16%	19%	17%	15%	11%	24%	17%	18%	15%	11%	21%
	\$100,000 - \$249,999	15%	12%	14%	15%	18%	14%	16%	13%	15%	18%	14%
	\$250,000 - \$499,999	8%	6%	9%	6%	8%	11%	11%	7%	6%	8%	11%
	\$500,000 - \$999,999	3%	1%	4%	1%	3%	2%	7%	2%	1%	3%	4%
	\$1,000,000 or more	3%	1%	4%	1%	3%	4%	5%	2%	1%	3%	4%
	Unsure, prefer not to answer	6%	6%	2%	4%	6%	3%	10%	4%	4%	6%	6%
	Total	1320	162	111	182	457	233	168	273	182	457	401

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
Does the company have a business banking relationship?	Yes we do	89%	84%	89%	85%	90%	87%	88%	90%
	No we do not	6%	8%	6%	8%	6%	7%	7%	5%
	Other:	1%	1%	1%	1%	1%	1%	1%	1%
	Unsure, prefer not to answer	4%	6%	4%	6%	4%	5%	4%	4%
	Total	1846	266	1580	476	1370	372	1088	359
How confident are you that the company's liability insurance is sufficient to allow the company reopen and conduct business?	Very confident	30%	33%	30%	30%	30%	32%	31%	25%
	Somewhat confident	30%	34%	30%	32%	30%	28%	30%	33%
	Not very confident	11%	11%	10%	11%	10%	11%	10%	11%
	Not at all confident	11%	8%	12%	12%	11%	9%	11%	14%
	Do not have insurance	6%	5%	6%	5%	6%	9%	5%	6%
	Unsure, prefer not to answer	12%	10%	12%	11%	12%	12%	12%	11%
	Total	1859	266	1593	476	1383	372	1099	361
HOW CONFIDENT IN LIABILITY INSURANCE?	Very / somewhat	60%	67%	59%	61%	60%	60%	62%	58%
	Not very / not at all	22%	18%	22%	22%	22%	19%	22%	25%
	Do not have insurance	6%	5%	6%	5%	6%	9%	5%	6%
	Unsure, prefer not to answer	12%	10%	12%	11%	12%	12%	12%	11%
	Total	1859	266	1593	476	1383	372	1099	361
Did the company apply for a Paycheck Protection Program (PPP) loan?	Yes we did	71%	66%	71%	66%	72%	64%	73%	71%
	No, we did not	28%	34%	27%	33%	26%	34%	25%	27%
	Unsure, prefer not to answer	2%	1%	2%	2%	2%	1%	2%	1%
	Total	1856	266	1590	476	1380	372	1096	361
How much was the PPP loan the company applied for?	Under \$10,000	14%	22%	13%	19%	13%	16%	15%	10%
	\$10,000 - \$24,999	19%	19%	19%	20%	18%	19%	19%	20%
	\$25,000 - \$49,999	16%	17%	15%	18%	15%	15%	16%	14%
	\$50,000 - \$99,999	16%	12%	17%	13%	17%	17%	15%	17%
	\$100,000 - \$249,999	15%	9%	16%	12%	16%	16%	16%	12%
	\$250,000 - \$499,999	8%	11%	8%	7%	9%	7%	8%	12%
	\$500,000 - \$999,999	3%	3%	3%	1%	3%	2%	2%	6%
	\$1,000,000 or more	3%	3%	3%	3%	3%	1%	3%	4%
	Unsure, prefer not to answer	6%	5%	6%	5%	6%	6%	6%	5%
	Total	1320	178	1142	316	1004	238	807	260

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k-\$249k	\$250-499k	\$500-999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
PPP LOAN SIZE	Under \$25k	33%	58%	80%	80%	80%	78%	38%	14%	2%	0%
	\$25k - \$99k	32%	15%	5%	11%	11%	19%	54%	71%	30%	2%
	\$100k +	29%	7%	4%	4%	3%	1%	5%	10%	65%	91%
	Unsure, prefer not to say	6%	20%	11%	5%	6%	3%	3%	5%	4%	7%
	Total	1320	30	30	45	96	216	201	193	343	134
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	20%	37%	57%	70%	74%	80%	80%	86%	96%
	It was approved for a smaller amount	13%	22%	25%	25%	14%	15%	14%	16%	11%	%
	It was denied	3%	24%	19%	14%	9%	5%	1%	1%	1%	0%
	It has not yet been approved or denied	3%	31%	5%	1%	3%	5%	3%	3%	1%	0%
	Unsure, prefer not to answer	2%	3%	15%	2%	3%	1%	1%	1%	1%	3%
	Total	1320	30	30	45	96	216	201	193	343	134
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	32%	33%	41%	40%	38%	40%	41%	48%	57%
	Yes, some of it	39%	23%	40%	36%	38%	41%	39%	43%	41%	39%
	No, none of it	3%	7%	2%	4%	4%	4%	4%	3%	2%	0%
	Have not tried	5%	9%	13%	6%	4%	7%	6%	5%	3%	1%
	We don't need personal protective equipment	8%	23%	11%	7%	13%	8%	11%	7%	6%	2%
	Unsure / prefer not to answer	1%	5%	1%	5%	2%	1%	1%	1%	%	1%
	Total	1828	104	89	112	184	301	249	215	363	149
HOW USEFUL: Revising financial plans	Very useful	26%	32%	30%	25%	24%	28%	27%	29%	26%	15%
	Somewhat useful	30%	25%	30%	34%	28%	26%	30%	36%	29%	30%
	Not very useful	19%	12%	13%	14%	16%	22%	18%	16%	23%	29%
	Not at all useful	17%	19%	16%	12%	21%	15%	18%	15%	17%	21%
	Unsure / prefer not to answer	8%	12%	10%	15%	11%	9%	7%	5%	5%	5%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
PPP LOAN SIZE	Under \$25k	33%	77%	59%	5%	29%	40%	36%
	\$25k - \$99k	32%	11%	36%	36%	33%	34%	30%
	\$100k +	29%	4%	3%	54%	33%	21%	28%
	Unsure, prefer not to say	6%	9%	3%	5%	4%	5%	6%
	Total	1320	201	417	670	881	401	76
	What is the status of the company's PPP loan application?	It was approved for the full amount	78%	55%	77%	87%	80%	77%
It was approved for a smaller amount		13%	20%	14%	10%	13%	12%	13%
It was denied		3%	14%	3%	1%	3%	4%	4%
It has not yet been approved or denied		3%	7%	4%	1%	3%	4%	5%
Unsure, prefer not to answer		2%	5%	1%	2%	1%	3%	1%
Total		1320	201	417	670	881	401	76
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	37%	39%	48%	45%	40%	38%
	Yes, some of it	39%	35%	40%	41%	38%	39%	42%
	No, none of it	3%	5%	4%	2%	3%	4%	3%
	Have not tried	5%	7%	7%	3%	5%	7%	7%
	We don't need personal protective equipment	8%	13%	9%	5%	8%	9%	9%
	Unsure / prefer not to answer	1%	3%	1%	1%	2%	1%	1%
	Total	1828	489	550	727	1152	592	108
HOW USEFUL: Revising financial plans	Very useful	26%	27%	28%	25%	24%	30%	29%
	Somewhat useful	30%	29%	28%	31%	30%	30%	31%
	Not very useful	19%	14%	20%	22%	21%	18%	11%
	Not at all useful	17%	18%	17%	17%	18%	14%	22%
	Unsure / prefer not to answer	8%	12%	8%	5%	7%	9%	7%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
PPP LOAN SIZE	Under \$25k	33%	31%	44%	35%	39%	47%
	\$25k - \$99k	32%	32%	27%	35%	30%	33%
	\$100k +	29%	31%	21%	25%	27%	15%
	Unsure, prefer not to say	6%	6%	8%	5%	4%	5%
	Total	1320	1013	79	115	77	109
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	81%	71%	71%	69%	69%
	It was approved for a smaller amount	13%	11%	10%	16%	24%	16%
	It was denied	3%	3%	8%	7%	1%	6%
	It has not yet been approved or denied	3%	3%	7%	4%	3%	6%
	Unsure, prefer not to answer	2%	2%	5%	3%	2%	3%
	Total	1320	1013	79	115	77	109
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	42%	35%	49%	48%	44%
	Yes, some of it	39%	40%	43%	36%	35%	36%
	No, none of it	3%	3%	7%	5%	5%	7%
	Have not tried	5%	6%	6%	4%	5%	6%
	We don't need personal protective equipment	8%	9%	7%	5%	3%	6%
	Unsure / prefer not to answer	1%	1%	2%	%	4%	1%
	Total	1828	1374	123	170	110	156
HOW USEFUL: Revising financial plans	Very useful	26%	23%	39%	40%	34%	41%
	Somewhat useful	30%	30%	32%	26%	36%	28%
	Not very useful	19%	21%	13%	13%	14%	17%
	Not at all useful	17%	19%	10%	10%	5%	7%
	Unsure / prefer not to answer	8%	8%	7%	11%	11%	7%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
PPP LOAN SIZE	Under \$25k	33%	65%	17%	8%	%	17%	27%	17%
	\$25k - \$99k	32%	27%	63%	34%	6%	34%	40%	26%
	\$100k +	29%	1%	14%	55%	86%	45%	27%	46%
	Unsure, prefer not to say	6%	6%	5%	3%	8%	3%	5%	10%
	Total	1320	574	234	300	211	250	648	204
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	70%	77%	83%	96%	83%	79%	83%
	It was approved for a smaller amount	13%	15%	16%	15%	1%	12%	15%	10%
	It was denied	3%	7%	2%	1%	0%	2%	2%	%
	It has not yet been approved or denied	3%	5%	4%	1%	%	2%	3%	2%
	Unsure, prefer not to answer	2%	3%	1%	1%	2%	1%	2%	5%
	Total	1320	574	234	300	211	250	648	204
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	37%	47%	47%	51%	44%	45%	45%
	Yes, some of it	39%	37%	39%	43%	43%	43%	39%	41%
	No, none of it	3%	4%	3%	4%	2%	2%	4%	3%
	Have not tried	5%	7%	4%	4%	3%	3%	5%	6%
	We don't need personal protective equipment	8%	13%	7%	2%	1%	7%	6%	5%
	Unsure / prefer not to answer	1%	2%	1%	%	1%	1%	%	1%
	Total	1828	990	263	335	239	284	789	252
HOW USEFUL: Revising financial plans	Very useful	26%	26%	28%	23%	27%	27%	27%	24%
	Somewhat useful	30%	30%	30%	32%	24%	36%	28%	30%
	Not very useful	19%	17%	15%	27%	24%	18%	21%	22%
	Not at all useful	17%	17%	19%	12%	19%	15%	18%	13%
	Unsure / prefer not to answer	8%	10%	8%	6%	7%	4%	6%	11%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construc tion	Educatio n	Health Care	Manufac turing	Non- profit	Restaura nt / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
PPP LOAN SIZE	Under \$25k	33%	52%	22%	45%	31%	18%	19%	21%	45%	44%
	\$25k - \$99k	32%	29%	34%	27%	35%	20%	39%	39%	31%	31%
	\$100k +	29%	14%	39%	24%	33%	57%	30%	34%	15%	20%
	Unsure, prefer not to say	6%	5%	6%	4%	1%	6%	12%	5%	10%	5%
	Total	1320	56	89	47	96	90	48	188	104	272
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	70%	82%	74%	79%	91%	89%	79%	70%	75%
	It was approved for a smaller amount	13%	18%	10%	15%	14%	3%	3%	13%	20%	14%
	It was denied	3%	4%	1%	2%	1%	1%	0%	4%	3%	5%
	It has not yet been approved or denied	3%	2%	5%	7%	6%	3%	0%	2%	6%	3%
	Unsure, prefer not to answer	2%	6%	1%	1%	0%	2%	8%	2%	2%	2%
	Total	1320	56	89	47	96	90	48	188	104	272
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	44%	43%	24%	37%	51%	30%	54%	44%	37%
	Yes, some of it	39%	43%	49%	49%	55%	38%	45%	36%	42%	36%
	No, none of it	3%	2%	3%	10%	5%	2%	5%	3%	3%	3%
	Have not tried	5%	10%	2%	9%	2%	1%	12%	4%	5%	6%
	We don't need personal protective equipment	8%	1%	1%	6%	1%	8%	7%	2%	6%	15%
	Unsure / prefer not to answer	1%	1%	2%	1%	0%	1%	1%	%	0%	2%
	Total	1828	95	115	68	117	113	70	228	160	402
HOW USEFUL: Revising financial plans	Very useful	26%	34%	24%	31%	32%	22%	21%	36%	27%	20%
	Somewhat useful	30%	28%	27%	16%	19%	36%	37%	27%	38%	31%
	Not very useful	19%	16%	19%	16%	17%	21%	20%	20%	13%	19%
	Not at all useful	17%	14%	20%	20%	21%	16%	14%	12%	15%	20%
	Unsure / prefer not to answer	8%	9%	9%	16%	10%	4%	8%	5%	7%	10%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
PPP LOAN SIZE	Under \$25k	33%	43%	37%	24%	35%	56%	37%	31%	31%	35%
	\$25k - \$99k	32%	35%	31%	32%	34%	38%	29%	34%	30%	33%
	\$100k +	29%	16%	26%	39%	25%	1%	30%	30%	34%	26%
	Unsure, prefer not to say	6%	6%	5%	6%	6%	5%	4%	5%	5%	6%
	Total	1320	145	694	475	89	54	448	820	523	798
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	70%	74%	87%	77%	58%	70%	84%	79%	78%
	It was approved for a smaller amount	13%	17%	16%	8%	12%	25%	17%	10%	13%	13%
	It was denied	3%	7%	4%	1%	7%	8%	5%	2%	3%	4%
	It has not yet been approved or denied	3%	5%	3%	2%	4%	7%	5%	2%	3%	3%
	Unsure, prefer not to answer	2%	1%	2%	2%	%	1%	2%	2%	2%	2%
	Total	1320	145	694	475	89	54	448	820	523	798
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	27%	44%	46%	32%	23%	41%	44%	41%	42%
	Yes, some of it	39%	36%	43%	35%	41%	30%	43%	37%	34%	43%
	No, none of it	3%	11%	3%	1%	7%	15%	6%	2%	3%	4%
	Have not tried	5%	18%	4%	3%	13%	24%	5%	5%	5%	6%
	We don't need personal protective equipment	8%	5%	6%	14%	3%	6%	3%	11%	15%	4%
	Unsure / prefer not to answer	1%	3%	1%	1%	4%	2%	1%	1%	2%	1%
	Total	1828	229	970	606	118	107	586	1163	765	1063
HOW USEFUL: Revising financial plans	Very useful	26%	28%	29%	19%	33%	22%	35%	21%	23%	28%
	Somewhat useful	30%	32%	29%	30%	30%	35%	33%	28%	30%	29%
	Not very useful	19%	17%	20%	20%	17%	18%	16%	21%	20%	19%
	Not at all useful	17%	13%	13%	25%	12%	14%	11%	20%	20%	15%
	Unsure / prefer not to answer	8%	10%	9%	7%	8%	11%	5%	9%	8%	9%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
PPP LOAN SIZE	Under \$25k	33%	35%	35%	35%	37%	30%	20%	35%	35%	37%	26%
	\$25k - \$99k	32%	40%	32%	36%	25%	36%	31%	37%	36%	25%	34%
	\$100k +	29%	20%	31%	24%	31%	31%	38%	24%	24%	31%	34%
	Unsure, prefer not to say	6%	6%	2%	4%	6%	3%	10%	4%	4%	6%	6%
	Total	1320	162	111	182	457	233	168	273	182	457	401
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	77%	84%	81%	77%	81%	73%	80%	81%	77%	77%
	It was approved for a smaller amount	13%	17%	6%	12%	12%	14%	17%	12%	12%	12%	15%
	It was denied	3%	2%	7%	1%	5%	1%	4%	4%	1%	5%	2%
	It has not yet been approved or denied	3%	2%	2%	5%	4%	2%	3%	2%	5%	4%	2%
	Unsure, prefer not to answer	2%	1%	1%	1%	3%	2%	3%	1%	1%	3%	2%
	Total	1320	162	111	182	457	233	168	273	182	457	401
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	42%	39%	37%	46%	40%	42%	41%	37%	46%	41%
	Yes, some of it	39%	40%	40%	46%	36%	43%	36%	40%	46%	36%	40%
	No, none of it	3%	2%	4%	3%	3%	3%	5%	3%	3%	3%	4%
	Have not tried	5%	6%	4%	3%	6%	5%	6%	6%	3%	6%	6%
	We don't need personal protective equipment	8%	8%	10%	9%	8%	7%	9%	9%	9%	8%	8%
	Unsure / prefer not to answer	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%
	Total	1828	260	169	246	613	298	226	429	246	613	524
HOW USEFUL: Revising financial plans	Very useful	26%	27%	22%	23%	24%	28%	34%	25%	23%	24%	30%
	Somewhat useful	30%	29%	35%	28%	29%	31%	27%	31%	28%	29%	29%
	Not very useful	19%	21%	16%	21%	22%	18%	16%	19%	21%	22%	17%
	Not at all useful	17%	16%	18%	19%	17%	14%	17%	17%	19%	17%	15%
	Unsure / prefer not to answer	8%	7%	9%	9%	9%	9%	7%	8%	9%	9%	8%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
PPP LOAN SIZE	Under \$25k	33%	41%	32%	40%	31%	35%	34%	30%
	\$25k - \$99k	32%	29%	32%	31%	32%	32%	31%	31%
	\$100k +	29%	25%	30%	24%	31%	27%	29%	33%
	Unsure, prefer not to say	6%	5%	6%	5%	6%	6%	6%	5%
	Total	1320	178	1142	316	1004	238	807	260
What is the status of the company's PPP loan application?	It was approved for the full amount	78%	71%	79%	70%	81%	80%	78%	79%
	It was approved for a smaller amount	13%	14%	13%	18%	12%	14%	13%	13%
	It was denied	3%	7%	3%	5%	3%	3%	3%	3%
	It has not yet been approved or denied	3%	5%	3%	5%	3%	3%	3%	3%
	Unsure, prefer not to answer	2%	2%	2%	3%	2%	1%	3%	2%
	Total	1320	178	1142	316	1004	238	807	260
Has the company been able to get the personal protective equipment such as masks, gloves, and cleaning supplies it needs to operate?	Yes, all of it	42%	44%	42%	45%	41%	39%	43%	42%
	Yes, some of it	39%	41%	39%	40%	39%	41%	40%	38%
	No, none of it	3%	4%	3%	3%	3%	2%	4%	4%
	Have not tried	5%	4%	5%	4%	6%	5%	5%	7%
	We don't need personal protective equipment	8%	6%	9%	5%	10%	10%	8%	8%
	Unsure / prefer not to answer	1%	1%	1%	2%	1%	2%	1%	1%
	Total	1828	262	1566	470	1358	364	1079	357
HOW USEFUL: Revising financial plans	Very useful	26%	27%	25%	29%	25%	23%	25%	32%
	Somewhat useful	30%	31%	29%	30%	29%	28%	31%	28%
	Not very useful	19%	16%	20%	18%	20%	22%	20%	17%
	Not at all useful	17%	14%	17%	12%	18%	20%	16%	16%
	Unsure / prefer not to answer	8%	11%	8%	11%	8%	8%	9%	8%
	Total	1859	266	1593	476	1383	372	1099	361

			2019 REVENUE								
		OVERALL									
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	23%	17%	15%	19%	17%	20%	14%	13%	8%
	Somewhat useful	17%	11%	21%	15%	17%	18%	15%	19%	21%	14%
	Not very useful	25%	20%	21%	19%	20%	29%	26%	25%	27%	27%
	Not at all useful	34%	36%	34%	33%	36%	27%	33%	36%	34%	44%
	Unsure / prefer not to answer	8%	12%	6%	17%	8%	9%	7%	6%	5%	7%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	35%	22%	28%	30%	45%	54%	57%	49%	40%
	Somewhat useful	20%	8%	13%	13%	22%	19%	17%	24%	24%	31%
	Not very useful	10%	18%	11%	14%	11%	11%	8%	6%	11%	5%
	Not at all useful	18%	24%	36%	29%	26%	17%	15%	11%	11%	18%
	Unsure / prefer not to answer	8%	14%	19%	16%	11%	8%	6%	3%	4%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Access to low interest loans	Very useful	37%	36%	30%	29%	26%	39%	46%	39%	43%	28%
	Somewhat useful	22%	13%	24%	17%	23%	21%	18%	25%	27%	21%
	Not very useful	15%	18%	17%	22%	20%	15%	10%	13%	14%	16%
	Not at all useful	21%	24%	20%	22%	25%	20%	20%	18%	15%	29%
	Unsure / prefer not to answer	6%	9%	9%	9%	6%	6%	5%	5%	1%	6%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Finding new revenue sources	Very useful	58%	70%	54%	61%	65%	58%	56%	60%	59%	47%
	Somewhat useful	21%	10%	29%	22%	21%	18%	21%	24%	22%	23%
	Not very useful	7%	4%	6%	5%	5%	9%	6%	5%	9%	13%
	Not at all useful	9%	10%	5%	8%	6%	9%	12%	7%	7%	13%
	Unsure / prefer not to answer	5%	6%	6%	4%	3%	7%	6%	3%	3%	3%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Access to grant funding	Very useful	64%	61%	62%	65%	63%	67%	70%	66%	67%	41%
	Somewhat useful	15%	18%	17%	16%	13%	17%	10%	18%	13%	19%
	Not very useful	5%	1%	11%	5%	7%	3%	3%	4%	6%	11%
	Not at all useful	10%	10%	6%	9%	8%	8%	12%	8%	11%	22%
	Unsure / prefer not to answer	6%	10%	4%	5%	8%	5%	5%	3%	3%	7%
	Total	1859	108	89	118	188	315	250	215	365	149

							OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		OVERALL	2019 REVENUE						
			Under \$100k	\$100k - \$499k	\$500k +				
		Overall				Male	Female	LGBTQ	
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110	
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	19%	18%	12%	15%	18%	23%	
	Somewhat useful	17%	16%	16%	19%	18%	17%	24%	
	Not very useful	25%	20%	28%	26%	26%	23%	15%	
	Not at all useful	34%	35%	30%	37%	35%	33%	28%	
	Unsure / prefer not to answer	8%	11%	8%	6%	7%	9%	10%	
	Total	1859	503	565	730	1169	603	112	
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	29%	49%	50%	43%	45%	45%	
	Somewhat useful	20%	16%	18%	26%	22%	18%	17%	
	Not very useful	10%	13%	10%	9%	10%	10%	11%	
	Not at all useful	18%	28%	16%	12%	17%	18%	19%	
	Unsure / prefer not to answer	8%	14%	7%	4%	8%	9%	8%	
	Total	1859	503	565	730	1169	603	112	
HOW USEFUL: Access to low interest loans	Very useful	37%	30%	42%	39%	38%	36%	36%	
	Somewhat useful	22%	20%	20%	25%	22%	20%	24%	
	Not very useful	15%	20%	13%	14%	15%	16%	19%	
	Not at all useful	21%	23%	20%	19%	19%	22%	19%	
	Unsure / prefer not to answer	6%	8%	5%	3%	5%	7%	2%	
	Total	1859	503	565	730	1169	603	112	
HOW USEFUL: Finding new revenue sources	Very useful	58%	63%	57%	57%	57%	61%	61%	
	Somewhat useful	21%	20%	19%	23%	22%	21%	18%	
	Not very useful	7%	5%	7%	9%	7%	7%	8%	
	Not at all useful	9%	7%	10%	9%	9%	7%	11%	
	Unsure / prefer not to answer	5%	4%	7%	3%	5%	4%	2%	
	Total	1859	503	565	730	1169	603	112	
HOW USEFUL: Access to grant funding	Very useful	64%	63%	68%	62%	61%	71%	78%	
	Somewhat useful	15%	16%	14%	16%	16%	13%	6%	
	Not very useful	5%	6%	3%	7%	6%	5%	3%	
	Not at all useful	10%	8%	10%	12%	11%	7%	12%	
	Unsure / prefer not to answer	6%	7%	5%	4%	6%	4%	2%	
	Total	1859	503	565	730	1169	603	112	

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	13%	25%	23%	26%	27%
	Somewhat useful	17%	16%	19%	22%	21%	20%
	Not very useful	25%	27%	15%	16%	16%	20%
	Not at all useful	34%	37%	33%	24%	21%	24%
	Unsure / prefer not to answer	8%	7%	8%	15%	16%	10%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	42%	38%	49%	53%	51%
	Somewhat useful	20%	21%	23%	16%	16%	21%
	Not very useful	10%	10%	11%	9%	7%	8%
	Not at all useful	18%	19%	18%	15%	10%	11%
	Unsure / prefer not to answer	8%	7%	9%	11%	14%	9%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Access to low interest loans	Very useful	37%	33%	55%	52%	53%	48%
	Somewhat useful	22%	23%	20%	19%	20%	19%
	Not very useful	15%	16%	6%	12%	6%	12%
	Not at all useful	21%	23%	14%	11%	14%	15%
	Unsure / prefer not to answer	6%	5%	5%	7%	7%	7%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Finding new revenue sources	Very useful	58%	55%	75%	70%	58%	73%
	Somewhat useful	21%	23%	14%	16%	22%	15%
	Not very useful	7%	7%	5%	4%	7%	5%
	Not at all useful	9%	10%	4%	3%	3%	2%
	Unsure / prefer not to answer	5%	5%	3%	6%	10%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Access to grant funding	Very useful	64%	61%	81%	75%	72%	81%
	Somewhat useful	15%	16%	6%	11%	9%	9%
	Not very useful	5%	6%	2%	2%	5%	2%
	Not at all useful	10%	11%	8%	6%	5%	4%
	Unsure / prefer not to answer	6%	5%	3%	6%	9%	4%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	16%	17%	17%	13%	17%	18%	14%
	Somewhat useful	17%	16%	17%	19%	21%	18%	18%	23%
	Not very useful	25%	24%	26%	26%	25%	28%	27%	20%
	Not at all useful	34%	34%	32%	32%	33%	32%	33%	29%
	Unsure / prefer not to answer	8%	9%	8%	6%	8%	6%	5%	13%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	38%	56%	51%	43%	46%	51%	46%
	Somewhat useful	20%	17%	20%	25%	27%	25%	22%	22%
	Not very useful	10%	11%	7%	8%	11%	11%	9%	8%
	Not at all useful	18%	23%	15%	9%	14%	14%	14%	11%
	Unsure / prefer not to answer	8%	11%	3%	7%	5%	3%	4%	13%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Access to low interest loans	Very useful	37%	35%	40%	44%	31%	41%	42%	31%
	Somewhat useful	22%	20%	23%	22%	27%	25%	22%	25%
	Not very useful	15%	16%	11%	15%	15%	12%	14%	15%
	Not at all useful	21%	22%	21%	16%	21%	19%	19%	18%
	Unsure / prefer not to answer	6%	7%	4%	3%	7%	3%	3%	10%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Finding new revenue sources	Very useful	58%	60%	56%	58%	52%	64%	55%	57%
	Somewhat useful	21%	20%	20%	24%	22%	22%	23%	17%
	Not very useful	7%	5%	9%	9%	11%	6%	9%	10%
	Not at all useful	9%	9%	10%	5%	11%	5%	10%	7%
	Unsure / prefer not to answer	5%	5%	6%	4%	5%	4%	3%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Access to grant funding	Very useful	64%	63%	69%	68%	56%	70%	68%	59%
	Somewhat useful	15%	15%	14%	14%	16%	16%	13%	15%
	Not very useful	5%	5%	4%	5%	8%	3%	5%	8%
	Not at all useful	10%	10%	7%	9%	15%	9%	11%	10%
	Unsure / prefer not to answer	6%	6%	5%	4%	5%	2%	3%	9%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	28%	12%	17%	15%	9%	8%	32%	20%	9%
	Somewhat useful	17%	18%	17%	21%	19%	17%	20%	15%	20%	17%
	Not very useful	25%	22%	26%	16%	23%	27%	14%	23%	24%	25%
	Not at all useful	34%	24%	34%	34%	38%	42%	50%	23%	29%	40%
	Unsure / prefer not to answer	8%	8%	11%	13%	5%	5%	8%	7%	7%	9%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	51%	48%	43%	52%	41%	29%	56%	43%	38%
	Somewhat useful	20%	19%	22%	25%	15%	22%	30%	18%	18%	21%
	Not very useful	10%	6%	4%	3%	10%	15%	9%	8%	9%	9%
	Not at all useful	18%	14%	16%	19%	18%	17%	26%	11%	19%	24%
	Unsure / prefer not to answer	8%	10%	10%	9%	4%	5%	7%	8%	11%	9%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Access to low interest loans	Very useful	37%	40%	41%	37%	35%	48%	17%	45%	39%	31%
	Somewhat useful	22%	16%	20%	17%	25%	23%	33%	25%	18%	22%
	Not very useful	15%	14%	12%	9%	10%	11%	18%	13%	17%	16%
	Not at all useful	21%	24%	20%	25%	22%	14%	26%	13%	19%	25%
	Unsure / prefer not to answer	6%	6%	8%	12%	7%	4%	6%	4%	7%	6%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Finding new revenue sources	Very useful	58%	58%	46%	50%	46%	61%	67%	61%	55%	59%
	Somewhat useful	21%	24%	20%	27%	27%	18%	20%	18%	27%	20%
	Not very useful	7%	8%	11%	8%	9%	8%	6%	9%	6%	5%
	Not at all useful	9%	5%	11%	10%	11%	9%	4%	7%	7%	11%
	Unsure / prefer not to answer	5%	5%	12%	6%	6%	4%	3%	4%	5%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Access to grant funding	Very useful	64%	77%	52%	67%	63%	60%	86%	82%	68%	56%
	Somewhat useful	15%	11%	15%	12%	21%	24%	10%	9%	12%	18%
	Not very useful	5%	5%	5%	3%	1%	6%	2%	3%	6%	7%
	Not at all useful	10%	5%	15%	11%	10%	7%	0%	3%	9%	12%
	Unsure / prefer not to answer	6%	2%	12%	7%	5%	4%	2%	3%	5%	8%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	23%	18%	9%	21%	24%	32%	8%	11%	19%
	Somewhat useful	17%	23%	20%	12%	25%	20%	25%	14%	16%	18%
	Not very useful	25%	22%	25%	25%	21%	23%	21%	27%	26%	24%
	Not at all useful	34%	23%	28%	47%	24%	22%	17%	42%	38%	30%
	Unsure / prefer not to answer	8%	9%	9%	7%	8%	11%	5%	9%	8%	9%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	48%	45%	40%	60%	36%	51%	40%	41%	45%
	Somewhat useful	20%	14%	21%	22%	11%	16%	20%	20%	19%	21%
	Not very useful	10%	6%	12%	9%	6%	7%	10%	10%	11%	10%
	Not at all useful	18%	20%	15%	22%	16%	24%	12%	21%	20%	17%
	Unsure / prefer not to answer	8%	12%	8%	6%	8%	17%	6%	8%	9%	8%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Access to low interest loans	Very useful	37%	37%	39%	33%	40%	33%	55%	27%	36%	37%
	Somewhat useful	22%	19%	22%	23%	19%	18%	20%	23%	21%	23%
	Not very useful	15%	15%	16%	12%	13%	17%	11%	17%	15%	15%
	Not at all useful	21%	20%	16%	28%	20%	20%	11%	26%	22%	19%
	Unsure / prefer not to answer	6%	9%	6%	4%	8%	11%	3%	7%	6%	6%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Finding new revenue sources	Very useful	58%	57%	61%	54%	57%	57%	65%	54%	62%	55%
	Somewhat useful	21%	20%	21%	22%	22%	19%	20%	22%	19%	23%
	Not very useful	7%	9%	6%	8%	11%	7%	7%	8%	5%	9%
	Not at all useful	9%	8%	7%	12%	7%	9%	5%	10%	8%	9%
	Unsure / prefer not to answer	5%	6%	5%	4%	3%	8%	2%	6%	6%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Access to grant funding	Very useful	64%	76%	68%	53%	85%	67%	80%	55%	57%	69%
	Somewhat useful	15%	8%	17%	15%	5%	11%	11%	18%	16%	14%
	Not very useful	5%	4%	5%	6%	4%	4%	3%	6%	7%	4%
	Not at all useful	10%	3%	6%	20%	2%	5%	3%	14%	14%	8%
	Unsure / prefer not to answer	6%	8%	5%	6%	3%	13%	3%	7%	7%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	15%	14%	12%	14%	19%	26%	15%	12%	14%	22%
	Somewhat useful	17%	14%	19%	15%	15%	23%	22%	16%	15%	15%	22%
	Not very useful	25%	23%	26%	26%	23%	31%	22%	24%	26%	23%	27%
	Not at all useful	34%	41%	35%	38%	37%	21%	24%	38%	38%	37%	22%
	Unsure / prefer not to answer	8%	7%	6%	9%	11%	7%	6%	7%	9%	11%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	39%	45%	49%	41%	50%	41%	41%	49%	41%	46%
	Somewhat useful	20%	21%	17%	11%	21%	24%	24%	19%	11%	21%	24%
	Not very useful	10%	10%	10%	11%	8%	12%	13%	10%	11%	8%	12%
	Not at all useful	18%	23%	20%	22%	18%	10%	14%	22%	22%	18%	11%
	Unsure / prefer not to answer	8%	7%	9%	6%	11%	5%	9%	8%	6%	11%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Access to low interest loans	Very useful	37%	25%	35%	38%	39%	38%	44%	29%	38%	39%	41%
	Somewhat useful	22%	22%	23%	24%	19%	23%	24%	23%	24%	19%	23%
	Not very useful	15%	23%	11%	13%	14%	14%	14%	18%	13%	14%	14%
	Not at all useful	21%	24%	27%	20%	21%	18%	14%	25%	20%	21%	16%
	Unsure / prefer not to answer	6%	5%	4%	5%	7%	7%	4%	5%	5%	7%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Finding new revenue sources	Very useful	58%	60%	56%	55%	55%	61%	67%	59%	55%	55%	64%
	Somewhat useful	21%	20%	26%	22%	22%	20%	16%	22%	22%	22%	18%
	Not very useful	7%	8%	5%	5%	7%	8%	9%	7%	5%	7%	9%
	Not at all useful	9%	8%	8%	12%	10%	6%	5%	8%	12%	10%	5%
	Unsure / prefer not to answer	5%	4%	5%	6%	6%	5%	4%	4%	6%	6%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Access to grant funding	Very useful	64%	60%	59%	64%	63%	71%	69%	60%	64%	63%	70%
	Somewhat useful	15%	17%	19%	18%	15%	9%	13%	17%	18%	15%	11%
	Not very useful	5%	6%	4%	4%	5%	7%	5%	5%	4%	5%	6%
	Not at all useful	10%	12%	14%	6%	11%	7%	9%	13%	6%	11%	8%
	Unsure / prefer not to answer	6%	5%	3%	8%	6%	5%	4%	4%	8%	6%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Very useful	16%	19%	15%	19%	15%	13%	15%	21%
	Somewhat useful	17%	19%	17%	19%	17%	13%	17%	23%
	Not very useful	25%	15%	26%	20%	27%	29%	24%	22%
	Not at all useful	34%	37%	33%	32%	34%	41%	33%	26%
	Unsure / prefer not to answer	8%	10%	8%	10%	8%	5%	10%	7%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Help with the PPP loan forgiveness process	Very useful	43%	40%	44%	43%	44%	40%	46%	42%
	Somewhat useful	20%	20%	20%	20%	20%	19%	20%	21%
	Not very useful	10%	9%	10%	10%	10%	9%	9%	14%
	Not at all useful	18%	21%	17%	17%	18%	25%	16%	15%
	Unsure / prefer not to answer	8%	10%	8%	10%	8%	7%	9%	7%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Access to low interest loans	Very useful	37%	32%	38%	39%	36%	29%	40%	34%
	Somewhat useful	22%	25%	21%	21%	22%	23%	20%	27%
	Not very useful	15%	14%	15%	13%	16%	19%	13%	16%
	Not at all useful	21%	22%	20%	20%	21%	25%	21%	15%
	Unsure / prefer not to answer	6%	7%	6%	7%	5%	4%	6%	7%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Finding new revenue sources	Very useful	58%	61%	57%	62%	57%	56%	56%	67%
	Somewhat useful	21%	21%	21%	19%	22%	21%	22%	19%
	Not very useful	7%	4%	8%	4%	8%	8%	7%	7%
	Not at all useful	9%	6%	9%	6%	9%	11%	9%	4%
	Unsure / prefer not to answer	5%	8%	5%	8%	4%	5%	6%	3%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Access to grant funding	Very useful	64%	63%	64%	69%	62%	57%	66%	67%
	Somewhat useful	15%	18%	15%	14%	16%	20%	13%	15%
	Not very useful	5%	2%	6%	3%	6%	5%	5%	7%
	Not at all useful	10%	9%	10%	8%	11%	13%	10%	7%
	Unsure / prefer not to answer	6%	7%	5%	6%	5%	5%	6%	4%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	31%	32%	25%	22%	27%	25%	30%	24%	15%
	Somewhat useful	34%	35%	34%	34%	30%	33%	31%	35%	39%	32%
	Not very useful	20%	13%	13%	23%	22%	18%	25%	14%	20%	32%
	Not at all useful	15%	15%	12%	10%	20%	17%	15%	17%	13%	17%
	Unsure / prefer not to answer	6%	6%	10%	8%	5%	5%	4%	4%	4%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
	HOW USEFUL: Assessing strategic priorities	Very useful	25%	35%	29%	25%	25%	29%	26%	25%	21%
	Somewhat useful	32%	27%	31%	39%	32%	31%	25%	35%	36%	32%
	Not very useful	21%	13%	17%	16%	17%	20%	25%	21%	23%	27%
	Not at all useful	16%	15%	11%	14%	19%	15%	19%	14%	15%	20%
	Unsure / prefer not to answer	6%	10%	12%	6%	6%	6%	5%	5%	4%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Updating your business plan	Very useful	24%	37%	40%	29%	25%	27%	23%	21%	22%	14%
	Somewhat useful	31%	32%	33%	34%	34%	30%	26%	33%	31%	34%
	Not very useful	23%	8%	14%	21%	19%	21%	27%	26%	27%	32%
	Not at all useful	16%	16%	8%	9%	18%	19%	18%	18%	16%	16%
	Unsure / prefer not to answer	5%	8%	5%	8%	4%	4%	6%	2%	4%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	25%	19%	12%	11%	19%	11%	19%	18%	20%
	Somewhat useful	29%	24%	25%	23%	21%	24%	26%	36%	34%	39%
	Not very useful	25%	21%	17%	27%	27%	27%	31%	20%	28%	20%
	Not at all useful	23%	19%	31%	28%	36%	25%	26%	22%	17%	17%
	Unsure / prefer not to answer	6%	11%	9%	9%	6%	5%	6%	3%	3%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	15%	21%	14%	12%	17%	11%	16%	16%	18%
	Somewhat useful	23%	26%	24%	23%	20%	17%	18%	20%	27%	39%
	Not very useful	28%	21%	20%	21%	22%	28%	35%	29%	32%	21%
	Not at all useful	26%	23%	28%	31%	37%	30%	29%	29%	19%	17%
	Unsure / prefer not to answer	8%	15%	8%	10%	9%	9%	7%	6%	6%	5%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	27%	26%	24%	22%	32%	28%
	Somewhat useful	34%	33%	32%	36%	34%	34%	42%
	Not very useful	20%	19%	21%	21%	23%	15%	16%
	Not at all useful	15%	15%	16%	15%	16%	13%	11%
	Unsure / prefer not to answer	6%	7%	5%	4%	5%	6%	3%
	Total	1859	503	565	730	1169	603	112
	HOW USEFUL: Assessing strategic priorities	Very useful	25%	28%	28%	21%	22%	31%
Somewhat useful		32%	33%	28%	35%	33%	31%	23%
Not very useful		21%	16%	22%	23%	23%	18%	20%
Not at all useful		16%	15%	17%	16%	17%	13%	17%
Unsure / prefer not to answer		6%	8%	5%	5%	6%	7%	2%
Total		1859	503	565	730	1169	603	112
HOW USEFUL: Updating your business plan	Very useful	24%	31%	25%	20%	21%	29%	31%
	Somewhat useful	31%	33%	28%	32%	32%	32%	36%
	Not very useful	23%	16%	24%	27%	25%	20%	12%
	Not at all useful	16%	14%	18%	17%	17%	13%	18%
	Unsure / prefer not to answer	5%	6%	5%	3%	4%	6%	4%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	15%	15%	18%	16%	21%	21%
	Somewhat useful	29%	23%	25%	36%	30%	24%	27%
	Not very useful	25%	24%	29%	24%	26%	25%	17%
	Not at all useful	23%	30%	26%	18%	23%	23%	30%
	Unsure / prefer not to answer	6%	8%	6%	3%	5%	6%	5%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	15%	14%	16%	13%	19%	24%
	Somewhat useful	23%	23%	18%	27%	23%	23%	27%
	Not very useful	28%	21%	31%	29%	28%	26%	23%
	Not at all useful	26%	31%	29%	22%	27%	24%	21%
	Unsure / prefer not to answer	8%	10%	8%	6%	8%	8%	5%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	21%	34%	43%	38%	44%
	Somewhat useful	34%	35%	35%	27%	38%	31%
	Not very useful	20%	22%	20%	13%	12%	14%
	Not at all useful	15%	16%	9%	10%	6%	6%
	Unsure / prefer not to answer	6%	5%	3%	6%	7%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Assessing strategic priorities	Very useful	25%	21%	40%	45%	36%	45%
	Somewhat useful	32%	34%	27%	27%	31%	28%
	Not very useful	21%	22%	20%	12%	17%	16%
	Not at all useful	16%	17%	8%	10%	8%	6%
	Unsure / prefer not to answer	6%	6%	5%	5%	7%	5%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Updating your business plan	Very useful	24%	20%	37%	41%	33%	43%
	Somewhat useful	31%	32%	32%	28%	36%	29%
	Not very useful	23%	25%	19%	16%	17%	18%
	Not at all useful	16%	17%	10%	10%	9%	7%
	Unsure / prefer not to answer	5%	5%	1%	5%	4%	3%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	14%	22%	33%	29%	35%
	Somewhat useful	29%	29%	38%	26%	26%	27%
	Not very useful	25%	27%	23%	21%	23%	23%
	Not at all useful	23%	25%	15%	13%	11%	11%
	Unsure / prefer not to answer	6%	5%	3%	6%	10%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	12%	28%	33%	30%	33%
	Somewhat useful	23%	23%	22%	21%	27%	22%
	Not very useful	28%	29%	23%	21%	16%	23%
	Not at all useful	26%	28%	24%	16%	15%	15%
	Unsure / prefer not to answer	8%	8%	4%	9%	12%	7%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	25%	28%	26%	21%	25%	27%	25%
	Somewhat useful	34%	34%	34%	36%	34%	35%	32%	39%
	Not very useful	20%	20%	18%	18%	28%	24%	20%	17%
	Not at all useful	15%	16%	15%	14%	11%	13%	17%	9%
	Unsure / prefer not to answer	6%	6%	4%	7%	5%	4%	4%	10%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Assessing strategic priorities	Very useful	25%	26%	27%	22%	22%	26%	23%	27%
	Somewhat useful	32%	32%	27%	37%	32%	38%	32%	32%
	Not very useful	21%	18%	23%	22%	26%	21%	22%	21%
	Not at all useful	16%	16%	17%	14%	15%	12%	19%	11%
	Unsure / prefer not to answer	6%	7%	5%	6%	5%	3%	4%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Updating your business plan	Very useful	24%	26%	24%	22%	18%	25%	22%	23%
	Somewhat useful	31%	32%	32%	31%	30%	31%	31%	34%
	Not very useful	23%	20%	21%	27%	33%	27%	25%	22%
	Not at all useful	16%	17%	17%	15%	14%	13%	18%	13%
	Unsure / prefer not to answer	5%	5%	6%	5%	5%	4%	4%	8%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	14%	16%	23%	20%	18%	17%	26%
	Somewhat useful	29%	24%	29%	35%	39%	39%	28%	33%
	Not very useful	25%	26%	30%	22%	23%	23%	27%	22%
	Not at all useful	23%	30%	19%	15%	14%	16%	24%	10%
	Unsure / prefer not to answer	6%	7%	5%	5%	4%	4%	4%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	14%	13%	17%	20%	17%	14%	22%
	Somewhat useful	23%	19%	20%	27%	35%	26%	21%	30%
	Not very useful	28%	26%	35%	30%	24%	26%	32%	23%
	Not at all useful	26%	32%	26%	18%	16%	24%	27%	14%
	Unsure / prefer not to answer	8%	9%	7%	9%	6%	7%	6%	11%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	43%	25%	29%	32%	18%	21%	35%	29%	19%
	Somewhat useful	34%	25%	31%	39%	36%	38%	46%	33%	32%	34%
	Not very useful	20%	17%	18%	13%	12%	23%	19%	15%	23%	21%
	Not at all useful	15%	9%	19%	11%	15%	17%	9%	10%	10%	22%
	Unsure / prefer not to answer	6%	6%	7%	8%	4%	4%	5%	6%	5%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Assessing strategic priorities	Very useful	25%	26%	29%	24%	27%	22%	28%	27%	29%	23%
	Somewhat useful	32%	29%	35%	26%	34%	39%	39%	36%	31%	29%
	Not very useful	21%	24%	12%	26%	18%	16%	17%	19%	22%	22%
	Not at all useful	16%	9%	17%	17%	18%	17%	11%	14%	13%	19%
	Unsure / prefer not to answer	6%	11%	8%	7%	4%	6%	5%	4%	5%	6%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Updating your business plan	Very useful	24%	31%	30%	24%	29%	24%	25%	24%	27%	22%
	Somewhat useful	31%	25%	31%	22%	27%	27%	34%	30%	35%	33%
	Not very useful	23%	26%	18%	21%	20%	27%	23%	27%	21%	20%
	Not at all useful	16%	11%	16%	21%	18%	17%	14%	13%	13%	22%
	Unsure / prefer not to answer	5%	7%	5%	12%	5%	5%	4%	6%	4%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	21%	29%	15%	18%	13%	13%	24%	16%	13%
	Somewhat useful	29%	21%	29%	32%	28%	39%	39%	26%	28%	25%
	Not very useful	25%	31%	21%	22%	21%	23%	26%	23%	30%	24%
	Not at all useful	23%	20%	18%	20%	32%	22%	19%	20%	18%	31%
	Unsure / prefer not to answer	6%	7%	3%	12%	2%	3%	3%	6%	7%	6%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	19%	18%	16%	13%	6%	36%	20%	13%	14%
	Somewhat useful	23%	19%	22%	27%	22%	25%	20%	22%	19%	21%
	Not very useful	28%	24%	26%	26%	28%	39%	18%	29%	33%	26%
	Not at all useful	26%	28%	20%	22%	32%	24%	20%	19%	23%	34%
	Unsure / prefer not to answer	8%	9%	13%	10%	5%	5%	6%	9%	13%	5%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	27%	29%	17%	28%	27%	35%	20%	20%	28%
	Somewhat useful	34%	37%	34%	35%	42%	31%	35%	35%	35%	33%
	Not very useful	20%	18%	19%	23%	14%	22%	19%	21%	22%	19%
	Not at all useful	15%	14%	12%	20%	12%	15%	8%	18%	17%	14%
	Unsure / prefer not to answer	6%	4%	6%	6%	3%	5%	3%	6%	6%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Assessing strategic priorities	Very useful	25%	26%	26%	22%	29%	23%	31%	22%	23%	26%
	Somewhat useful	32%	39%	32%	31%	37%	42%	34%	31%	34%	32%
	Not very useful	21%	18%	23%	19%	16%	19%	21%	21%	19%	22%
	Not at all useful	16%	11%	13%	22%	12%	9%	11%	18%	18%	14%
	Unsure / prefer not to answer	6%	7%	6%	6%	7%	7%	3%	7%	6%	7%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Updating your business plan	Very useful	24%	25%	27%	19%	28%	22%	31%	21%	24%	24%
	Somewhat useful	31%	36%	30%	33%	38%	34%	32%	32%	32%	31%
	Not very useful	23%	20%	25%	21%	20%	21%	23%	23%	22%	24%
	Not at all useful	16%	13%	14%	22%	11%	15%	12%	18%	18%	15%
	Unsure / prefer not to answer	5%	5%	5%	5%	2%	8%	3%	6%	5%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	17%	17%	15%	19%	14%	20%	15%	14%	18%
	Somewhat useful	29%	29%	28%	31%	31%	27%	31%	27%	30%	28%
	Not very useful	25%	25%	28%	22%	25%	24%	27%	26%	25%	26%
	Not at all useful	23%	23%	21%	27%	21%	26%	19%	26%	25%	22%
	Unsure / prefer not to answer	6%	6%	6%	5%	4%	9%	3%	6%	6%	6%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	17%	17%	11%	24%	9%	20%	13%	13%	17%
	Somewhat useful	23%	20%	22%	25%	23%	17%	21%	23%	23%	22%
	Not very useful	28%	28%	30%	25%	24%	32%	31%	27%	26%	29%
	Not at all useful	26%	26%	23%	32%	24%	29%	22%	29%	30%	24%
	Unsure / prefer not to answer	8%	9%	8%	7%	5%	13%	6%	9%	8%	8%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	25%	27%	20%	24%	28%	31%	25%	20%	24%	29%
	Somewhat useful	34%	38%	33%	35%	34%	34%	32%	36%	35%	34%	33%
	Not very useful	20%	19%	15%	24%	21%	21%	19%	18%	24%	21%	20%
	Not at all useful	15%	16%	18%	16%	15%	11%	13%	17%	16%	15%	12%
	Unsure / prefer not to answer	6%	3%	6%	6%	6%	6%	4%	4%	6%	6%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Assessing strategic priorities	Very useful	25%	22%	27%	18%	25%	28%	31%	24%	18%	25%	30%
	Somewhat useful	32%	36%	33%	31%	29%	35%	35%	35%	31%	29%	35%
	Not very useful	21%	19%	16%	25%	22%	21%	18%	18%	25%	22%	20%
	Not at all useful	16%	19%	16%	18%	16%	12%	12%	18%	18%	16%	12%
	Unsure / prefer not to answer	6%	4%	7%	7%	8%	4%	4%	5%	7%	8%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Updating your business plan	Very useful	24%	22%	29%	22%	23%	27%	28%	25%	22%	23%	28%
	Somewhat useful	31%	33%	29%	29%	29%	37%	35%	31%	29%	29%	36%
	Not very useful	23%	25%	19%	24%	25%	20%	22%	23%	24%	25%	21%
	Not at all useful	16%	16%	19%	20%	16%	13%	12%	17%	20%	16%	12%
	Unsure / prefer not to answer	5%	4%	4%	4%	7%	3%	3%	4%	4%	7%	3%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	17%	15%	12%	17%	17%	23%	16%	12%	17%	19%
	Somewhat useful	29%	27%	26%	25%	30%	30%	33%	27%	25%	30%	31%
	Not very useful	25%	23%	28%	30%	23%	29%	23%	25%	30%	23%	26%
	Not at all useful	23%	27%	28%	28%	23%	20%	17%	27%	28%	23%	18%
	Unsure / prefer not to answer	6%	6%	4%	5%	8%	5%	5%	5%	5%	8%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	14%	8%	9%	17%	17%	22%	12%	9%	17%	19%
	Somewhat useful	23%	24%	28%	15%	19%	29%	28%	25%	15%	19%	29%
	Not very useful	28%	28%	29%	33%	29%	25%	22%	28%	33%	29%	24%
	Not at all useful	26%	26%	29%	35%	26%	22%	20%	27%	35%	26%	21%
	Unsure / prefer not to answer	8%	9%	5%	9%	9%	6%	8%	8%	9%	9%	7%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
HOW USEFUL: Business continuity and disaster planning	Very useful	25%	32%	24%	32%	22%	19%	25%	32%
	Somewhat useful	34%	30%	35%	32%	35%	38%	33%	34%
	Not very useful	20%	17%	21%	18%	21%	20%	21%	18%
	Not at all useful	15%	13%	15%	11%	16%	18%	15%	11%
	Unsure / prefer not to answer	6%	8%	5%	7%	5%	4%	6%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Assessing strategic priorities	Very useful	25%	34%	24%	32%	23%	20%	25%	32%
	Somewhat useful	32%	30%	33%	31%	33%	31%	33%	34%
	Not very useful	21%	16%	21%	18%	21%	24%	20%	19%
	Not at all useful	16%	12%	16%	12%	17%	20%	16%	10%
	Unsure / prefer not to answer	6%	8%	6%	7%	6%	6%	7%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Updating your business plan	Very useful	24%	29%	24%	29%	23%	20%	25%	29%
	Somewhat useful	31%	28%	32%	30%	32%	32%	30%	33%
	Not very useful	23%	22%	23%	22%	23%	24%	23%	22%
	Not at all useful	16%	14%	17%	13%	17%	21%	16%	11%
	Unsure / prefer not to answer	5%	8%	5%	6%	5%	3%	6%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Human resources guidance or coaching	Very useful	17%	23%	16%	21%	15%	15%	17%	19%
	Somewhat useful	29%	32%	28%	28%	29%	28%	28%	32%
	Not very useful	25%	21%	26%	24%	26%	26%	26%	24%
	Not at all useful	23%	18%	24%	19%	25%	28%	23%	19%
	Unsure / prefer not to answer	6%	7%	6%	8%	5%	3%	7%	6%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Diversity, equity, and inclusion training	Very useful	15%	18%	15%	18%	14%	10%	16%	19%
	Somewhat useful	23%	21%	23%	21%	23%	25%	21%	25%
	Not very useful	28%	28%	28%	28%	28%	29%	28%	26%
	Not at all useful	26%	23%	27%	24%	27%	29%	27%	21%
	Unsure / prefer not to answer	8%	10%	8%	10%	8%	6%	9%	9%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	31%	31%	31%	22%	23%	25%	29%	19%	19%
	Somewhat useful	32%	22%	30%	37%	33%	32%	30%	26%	39%	37%
	Not very useful	22%	22%	14%	11%	20%	25%	24%	24%	23%	29%
	Not at all useful	16%	14%	20%	15%	19%	15%	17%	18%	17%	12%
	Unsure / prefer not to answer	5%	11%	5%	6%	5%	5%	4%	2%	3%	2%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Digital marketing	Very useful	40%	56%	50%	43%	39%	42%	34%	51%	34%	27%
	Somewhat useful	33%	30%	27%	36%	33%	32%	34%	27%	36%	38%
	Not very useful	10%	3%	8%	7%	7%	9%	12%	11%	12%	16%
	Not at all useful	12%	5%	10%	8%	16%	11%	14%	10%	13%	15%
	Unsure / prefer not to answer	5%	6%	5%	6%	5%	6%	6%	1%	4%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Crisis communications	Very useful	17%	29%	22%	20%	16%	19%	16%	19%	14%	10%
	Somewhat useful	29%	30%	29%	26%	28%	26%	23%	34%	32%	33%
	Not very useful	28%	17%	20%	32%	27%	28%	33%	26%	32%	29%
	Not at all useful	20%	15%	24%	16%	25%	20%	22%	19%	17%	22%
	Unsure / prefer not to answer	6%	9%	6%	7%	4%	7%	6%	1%	6%	6%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Using social media	Very useful	39%	51%	41%	47%	41%	43%	35%	46%	31%	23%
	Somewhat useful	34%	36%	39%	30%	38%	32%	28%	29%	37%	38%
	Not very useful	13%	2%	6%	9%	5%	14%	22%	14%	18%	17%
	Not at all useful	10%	7%	10%	11%	12%	7%	12%	9%	9%	18%
	Unsure / prefer not to answer	4%	3%	3%	3%	4%	4%	3%	2%	5%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Selling online	Very useful	30%	49%	46%	40%	31%	31%	23%	34%	24%	18%
	Somewhat useful	21%	22%	19%	18%	24%	19%	23%	19%	19%	26%
	Not very useful	20%	9%	9%	18%	16%	20%	21%	23%	27%	22%
	Not at all useful	23%	11%	20%	19%	24%	24%	29%	22%	24%	30%
	Unsure / prefer not to answer	5%	9%	7%	5%	5%	6%	4%	2%	6%	5%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	28%	24%	22%	23%	26%	38%
	Somewhat useful	32%	31%	31%	35%	32%	34%	32%
	Not very useful	22%	17%	25%	25%	25%	18%	19%
	Not at all useful	16%	17%	16%	16%	16%	17%	10%
	Unsure / prefer not to answer	5%	7%	4%	3%	4%	5%	1%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Digital marketing	Very useful	40%	46%	39%	38%	38%	44%	49%
	Somewhat useful	33%	32%	33%	34%	34%	31%	33%
	Not very useful	10%	6%	10%	13%	10%	11%	13%
	Not at all useful	12%	11%	13%	13%	13%	11%	5%
	Unsure / prefer not to answer	5%	5%	6%	3%	5%	4%	1%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Crisis communications	Very useful	17%	21%	18%	15%	15%	21%	25%
	Somewhat useful	29%	28%	25%	33%	28%	31%	33%
	Not very useful	28%	25%	30%	29%	31%	24%	22%
	Not at all useful	20%	20%	21%	19%	20%	18%	16%
	Unsure / prefer not to answer	6%	6%	6%	5%	6%	6%	4%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Using social media	Very useful	39%	45%	40%	34%	36%	45%	44%
	Somewhat useful	34%	36%	30%	35%	35%	31%	32%
	Not very useful	13%	6%	17%	16%	15%	12%	15%
	Not at all useful	10%	10%	9%	11%	11%	9%	7%
	Unsure / prefer not to answer	4%	4%	4%	4%	4%	4%	2%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Selling online	Very useful	30%	39%	28%	25%	28%	34%	39%
	Somewhat useful	21%	21%	21%	21%	22%	20%	13%
	Not very useful	20%	14%	20%	25%	22%	17%	21%
	Not at all useful	23%	19%	26%	25%	24%	24%	23%
	Unsure / prefer not to answer	5%	6%	5%	5%	5%	6%	4%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	21%	38%	34%	36%	37%
	Somewhat useful	32%	33%	31%	37%	32%	32%
	Not very useful	22%	24%	16%	14%	17%	18%
	Not at all useful	16%	18%	12%	11%	8%	10%
	Unsure / prefer not to answer	5%	4%	3%	4%	7%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Digital marketing	Very useful	40%	36%	51%	65%	44%	59%
	Somewhat useful	33%	35%	35%	26%	27%	29%
	Not very useful	10%	11%	5%	4%	13%	6%
	Not at all useful	12%	14%	4%	2%	7%	3%
	Unsure / prefer not to answer	5%	5%	4%	3%	10%	2%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Crisis communications	Very useful	17%	14%	28%	32%	28%	35%
	Somewhat useful	29%	28%	32%	31%	34%	32%
	Not very useful	28%	31%	19%	16%	17%	19%
	Not at all useful	20%	21%	18%	15%	12%	9%
	Unsure / prefer not to answer	6%	6%	3%	5%	9%	5%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Using social media	Very useful	39%	36%	48%	61%	44%	55%
	Somewhat useful	34%	35%	31%	27%	31%	30%
	Not very useful	13%	15%	7%	4%	14%	8%
	Not at all useful	10%	11%	10%	4%	6%	5%
	Unsure / prefer not to answer	4%	4%	3%	3%	5%	2%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Selling online	Very useful	30%	27%	39%	50%	39%	49%
	Somewhat useful	21%	22%	21%	16%	20%	18%
	Not very useful	20%	21%	17%	13%	17%	14%
	Not at all useful	23%	25%	20%	15%	16%	16%
	Unsure / prefer not to answer	5%	5%	3%	6%	8%	4%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	24%	28%	25%	23%	22%	23%	33%
	Somewhat useful	32%	30%	31%	36%	38%	37%	34%	30%
	Not very useful	22%	22%	22%	21%	25%	25%	23%	17%
	Not at all useful	16%	18%	15%	13%	12%	14%	17%	11%
	Unsure / prefer not to answer	5%	5%	4%	5%	2%	2%	3%	8%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Digital marketing	Very useful	40%	43%	42%	38%	32%	40%	40%	34%
	Somewhat useful	33%	33%	33%	32%	35%	39%	29%	37%
	Not very useful	10%	8%	11%	12%	16%	9%	13%	13%
	Not at all useful	12%	12%	11%	12%	13%	9%	14%	7%
	Unsure / prefer not to answer	5%	5%	3%	6%	4%	3%	3%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Crisis communications	Very useful	17%	17%	19%	18%	14%	18%	16%	18%
	Somewhat useful	29%	27%	28%	30%	39%	32%	29%	38%
	Not very useful	28%	29%	28%	29%	25%	32%	29%	22%
	Not at all useful	20%	21%	21%	16%	17%	16%	21%	11%
	Unsure / prefer not to answer	6%	6%	4%	8%	5%	2%	5%	11%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Using social media	Very useful	39%	42%	41%	36%	27%	41%	39%	33%
	Somewhat useful	34%	34%	33%	32%	37%	38%	32%	35%
	Not very useful	13%	11%	15%	15%	18%	11%	15%	18%
	Not at all useful	10%	9%	8%	11%	15%	9%	12%	6%
	Unsure / prefer not to answer	4%	4%	3%	5%	3%	2%	3%	8%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Selling online	Very useful	30%	34%	28%	25%	23%	25%	29%	29%
	Somewhat useful	21%	21%	19%	18%	25%	27%	19%	20%
	Not very useful	20%	17%	22%	25%	23%	22%	23%	18%
	Not at all useful	23%	22%	25%	25%	24%	23%	25%	22%
	Unsure / prefer not to answer	5%	5%	6%	7%	4%	3%	4%	11%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	38%	26%	33%	35%	12%	30%	32%	18%	21%
	Somewhat useful	32%	32%	32%	36%	39%	30%	34%	33%	36%	28%
	Not very useful	22%	15%	26%	9%	16%	31%	13%	20%	28%	25%
	Not at all useful	16%	11%	13%	15%	10%	23%	18%	10%	13%	21%
	Unsure / prefer not to answer	5%	4%	3%	7%	1%	4%	4%	5%	5%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Digital marketing	Very useful	40%	40%	29%	44%	44%	36%	37%	41%	52%	43%
	Somewhat useful	33%	34%	35%	27%	35%	30%	37%	36%	27%	29%
	Not very useful	10%	13%	9%	12%	10%	13%	15%	10%	7%	10%
	Not at all useful	12%	8%	19%	14%	10%	17%	6%	8%	10%	15%
	Unsure / prefer not to answer	5%	5%	8%	3%	1%	3%	6%	6%	4%	3%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Crisis communications	Very useful	17%	37%	17%	24%	23%	12%	16%	27%	15%	13%
	Somewhat useful	29%	23%	20%	29%	23%	19%	40%	32%	43%	27%
	Not very useful	28%	24%	31%	20%	31%	38%	23%	23%	22%	31%
	Not at all useful	20%	12%	24%	19%	19%	26%	16%	12%	16%	24%
	Unsure / prefer not to answer	6%	4%	9%	8%	4%	6%	6%	5%	5%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Using social media	Very useful	39%	39%	32%	45%	35%	32%	31%	49%	53%	38%
	Somewhat useful	34%	38%	35%	34%	40%	29%	36%	30%	29%	33%
	Not very useful	13%	12%	12%	9%	12%	18%	18%	11%	10%	14%
	Not at all useful	10%	7%	15%	9%	11%	17%	9%	7%	8%	12%
	Unsure / prefer not to answer	4%	4%	7%	2%	2%	3%	6%	3%	1%	3%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Selling online	Very useful	30%	34%	16%	37%	21%	30%	20%	35%	52%	28%
	Somewhat useful	21%	18%	24%	13%	20%	21%	19%	24%	20%	20%
	Not very useful	20%	23%	16%	15%	20%	21%	23%	21%	12%	20%
	Not at all useful	23%	19%	35%	26%	36%	25%	31%	15%	14%	28%
	Unsure / prefer not to answer	5%	6%	9%	9%	3%	3%	7%	5%	2%	4%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	38%	26%	16%	46%	32%	28%	22%	20%	28%
	Somewhat useful	32%	32%	35%	29%	34%	29%	36%	31%	29%	35%
	Not very useful	22%	14%	23%	26%	14%	14%	22%	23%	26%	20%
	Not at all useful	16%	10%	13%	24%	4%	16%	11%	19%	21%	13%
	Unsure / prefer not to answer	5%	6%	4%	5%	2%	9%	3%	5%	5%	4%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Digital marketing	Very useful	40%	42%	42%	36%	48%	35%	45%	38%	36%	43%
	Somewhat useful	33%	30%	34%	33%	29%	31%	32%	33%	34%	32%
	Not very useful	10%	11%	10%	10%	11%	13%	11%	10%	10%	10%
	Not at all useful	12%	10%	10%	16%	8%	13%	9%	14%	14%	10%
	Unsure / prefer not to answer	5%	6%	4%	5%	3%	9%	3%	5%	5%	4%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Crisis communications	Very useful	17%	21%	20%	12%	20%	20%	24%	14%	13%	21%
	Somewhat useful	29%	31%	29%	28%	37%	26%	29%	28%	27%	31%
	Not very useful	28%	25%	29%	28%	27%	24%	28%	29%	30%	27%
	Not at all useful	20%	15%	17%	25%	12%	19%	14%	23%	25%	16%
	Unsure / prefer not to answer	6%	8%	5%	7%	5%	11%	4%	6%	6%	6%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Using social media	Very useful	39%	43%	40%	36%	49%	36%	46%	36%	33%	44%
	Somewhat useful	34%	33%	35%	32%	32%	34%	31%	35%	35%	32%
	Not very useful	13%	11%	14%	13%	9%	14%	14%	13%	15%	12%
	Not at all useful	10%	8%	8%	14%	6%	11%	7%	12%	12%	9%
	Unsure / prefer not to answer	4%	4%	3%	5%	3%	5%	3%	4%	5%	3%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Selling online	Very useful	30%	28%	31%	29%	26%	30%	34%	29%	26%	33%
	Somewhat useful	21%	16%	22%	20%	21%	11%	20%	21%	22%	20%
	Not very useful	20%	23%	20%	19%	22%	25%	23%	19%	19%	21%
	Not at all useful	23%	26%	21%	26%	26%	26%	19%	26%	27%	21%
	Unsure / prefer not to answer	5%	7%	5%	5%	5%	8%	4%	6%	6%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	24%	21%	21%	23%	26%	32%	23%	21%	23%	28%
	Somewhat useful	32%	33%	37%	31%	31%	36%	31%	35%	31%	31%	34%
	Not very useful	22%	23%	21%	21%	25%	21%	21%	22%	21%	25%	21%
	Not at all useful	16%	18%	17%	23%	15%	14%	12%	17%	23%	15%	13%
	Unsure / prefer not to answer	5%	3%	4%	4%	6%	4%	4%	3%	4%	6%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Digital marketing	Very useful	40%	37%	40%	35%	40%	47%	45%	38%	35%	40%	46%
	Somewhat useful	33%	38%	34%	34%	32%	27%	36%	36%	34%	32%	31%
	Not very useful	10%	5%	8%	15%	10%	13%	9%	6%	15%	10%	12%
	Not at all useful	12%	15%	14%	13%	12%	9%	6%	15%	13%	12%	8%
	Unsure / prefer not to answer	5%	5%	4%	5%	6%	3%	4%	5%	5%	6%	3%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Crisis communications	Very useful	17%	19%	16%	15%	16%	19%	23%	18%	15%	16%	21%
	Somewhat useful	29%	30%	30%	28%	27%	31%	31%	30%	28%	27%	31%
	Not very useful	28%	27%	30%	25%	31%	29%	23%	28%	25%	31%	26%
	Not at all useful	20%	19%	20%	25%	20%	14%	19%	20%	25%	20%	16%
	Unsure / prefer not to answer	6%	5%	4%	7%	7%	6%	5%	5%	7%	7%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Using social media	Very useful	39%	36%	34%	40%	40%	43%	40%	35%	40%	40%	41%
	Somewhat useful	34%	37%	41%	30%	30%	33%	40%	39%	30%	30%	36%
	Not very useful	13%	10%	11%	17%	14%	14%	13%	10%	17%	14%	14%
	Not at all useful	10%	13%	10%	10%	12%	6%	5%	12%	10%	12%	6%
	Unsure / prefer not to answer	4%	4%	4%	3%	5%	4%	2%	4%	3%	5%	3%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Selling online	Very useful	30%	31%	30%	27%	30%	34%	33%	30%	27%	30%	34%
	Somewhat useful	21%	25%	23%	16%	19%	23%	24%	24%	16%	19%	23%
	Not very useful	20%	16%	14%	26%	20%	22%	19%	15%	26%	20%	21%
	Not at all useful	23%	21%	29%	28%	25%	16%	20%	24%	28%	25%	18%
	Unsure / prefer not to answer	5%	7%	4%	4%	7%	5%	4%	5%	4%	7%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
HOW USEFUL: Complying with reopening rules and regulations on safety	Very useful	24%	30%	24%	30%	23%	18%	26%	27%
	Somewhat useful	32%	33%	32%	31%	33%	34%	30%	37%
	Not very useful	22%	19%	23%	22%	23%	25%	22%	21%
	Not at all useful	16%	14%	16%	14%	17%	19%	16%	11%
	Unsure / prefer not to answer	5%	4%	5%	4%	5%	3%	5%	4%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Digital marketing	Very useful	40%	46%	39%	43%	39%	37%	39%	47%
	Somewhat useful	33%	30%	33%	32%	33%	36%	33%	30%
	Not very useful	10%	8%	11%	10%	10%	7%	11%	12%
	Not at all useful	12%	9%	12%	9%	13%	17%	12%	6%
	Unsure / prefer not to answer	5%	7%	5%	6%	5%	3%	5%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Crisis communications	Very useful	17%	23%	16%	23%	15%	12%	18%	22%
	Somewhat useful	29%	32%	29%	30%	29%	32%	27%	34%
	Not very useful	28%	23%	29%	25%	29%	28%	29%	24%
	Not at all useful	20%	14%	20%	15%	21%	24%	19%	16%
	Unsure / prefer not to answer	6%	7%	6%	7%	6%	3%	7%	6%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Using social media	Very useful	39%	42%	38%	43%	37%	33%	40%	43%
	Somewhat useful	34%	34%	34%	33%	34%	38%	32%	35%
	Not very useful	13%	10%	14%	12%	14%	14%	13%	14%
	Not at all useful	10%	7%	11%	7%	11%	12%	11%	4%
	Unsure / prefer not to answer	4%	6%	4%	5%	4%	3%	4%	3%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Selling online	Very useful	30%	31%	30%	30%	30%	29%	29%	36%
	Somewhat useful	21%	24%	20%	23%	20%	21%	21%	21%
	Not very useful	20%	15%	21%	18%	21%	20%	20%	19%
	Not at all useful	23%	20%	24%	22%	24%	27%	23%	19%
	Unsure / prefer not to answer	5%	9%	5%	7%	5%	3%	6%	5%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
HOW USEFUL: Changing brand messaging	Very useful	19%	33%	28%	20%	21%	18%	15%	23%	14%	15%
	Somewhat useful	27%	29%	24%	31%	27%	30%	24%	27%	26%	22%
	Not very useful	25%	12%	15%	24%	20%	21%	29%	27%	31%	37%
	Not at all useful	22%	14%	25%	17%	25%	23%	24%	20%	22%	22%
	Unsure / prefer not to answer	8%	12%	8%	9%	7%	7%	8%	3%	6%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	26%	30%	28%	30%	29%	23%	19%	25%	27%
	Somewhat helpful	38%	39%	39%	42%	33%	37%	34%	37%	42%	41%
	Somewhat unhelpful	11%	8%	15%	7%	11%	11%	17%	13%	10%	14%
	Very unhelpful	12%	9%	9%	9%	11%	9%	13%	18%	12%	12%
	No new regulations	2%	1%	0%	3%	1%	2%	4%	4%	2%	2%
	Unsure, prefer not to answer	10%	17%	7%	11%	14%	11%	8%	9%	9%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	15%	22%	14%	21%	18%	13%	11%	18%	15%
	Somewhat helpful	39%	38%	33%	47%	34%	39%	38%	40%	44%	36%
	Somewhat unhelpful	13%	11%	15%	10%	12%	11%	14%	11%	13%	25%
	Very unhelpful	13%	10%	9%	12%	12%	12%	16%	21%	13%	11%
	No new regulations	3%	4%	2%	1%	5%	2%	3%	3%	2%	2%
	Unsure, prefer not to answer	15%	22%	19%	17%	16%	17%	15%	14%	11%	11%
	Total	1816	106	89	114	187	309	239	206	358	147
HOW USEFUL: Revising financial plans	Useful	55%	57%	61%	59%	53%	54%	57%	65%	55%	45%
	Not useful	36%	31%	29%	26%	37%	37%	36%	30%	40%	50%
	Unsure, prefer not to answer	8%	12%	10%	15%	11%	9%	7%	5%	5%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	33%	39%	30%	37%	35%	34%	33%	34%	22%
	Not useful	58%	55%	55%	52%	56%	56%	59%	61%	61%	71%
	Unsure, prefer not to answer	8%	12%	6%	17%	8%	9%	7%	6%	5%	7%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	44%	35%	41%	52%	64%	71%	80%	74%	71%
	Not useful	28%	42%	46%	43%	37%	28%	23%	16%	22%	24%
	Unsure, prefer not to answer	8%	14%	19%	16%	11%	8%	6%	3%	4%	5%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
HOW USEFUL: Changing brand messaging	Very useful	19%	25%	17%	17%	17%	23%	22%
	Somewhat useful	27%	28%	28%	26%	26%	26%	36%
	Not very useful	25%	18%	25%	31%	27%	24%	20%
	Not at all useful	22%	21%	23%	21%	22%	21%	17%
	Unsure / prefer not to answer	8%	8%	8%	5%	7%	6%	5%
	Total	1859	503	565	730	1169	603	112
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	29%	27%	24%	24%	28%	31%
	Somewhat helpful	38%	38%	36%	40%	39%	40%	41%
	Somewhat unhelpful	11%	10%	13%	12%	12%	10%	10%
	Very unhelpful	12%	10%	11%	14%	12%	9%	6%
	No new regulations	2%	1%	3%	3%	3%	2%	2%
	Unsure, prefer not to answer	10%	13%	10%	8%	10%	10%	10%
	Total	1859	503	565	730	1169	603	112
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	18%	16%	15%	16%	19%	18%
	Somewhat helpful	39%	38%	39%	41%	41%	39%	45%
	Somewhat unhelpful	13%	12%	13%	15%	13%	11%	14%
	Very unhelpful	13%	11%	14%	15%	13%	13%	8%
	No new regulations	3%	3%	3%	2%	3%	2%	2%
	Unsure, prefer not to answer	15%	18%	16%	12%	14%	16%	13%
	Total	1816	497	548	711	1134	589	110
HOW USEFUL: Revising financial plans	Useful	55%	56%	55%	56%	54%	59%	60%
	Not useful	36%	32%	37%	39%	39%	32%	33%
	Unsure, prefer not to answer	8%	12%	8%	5%	7%	9%	7%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	35%	35%	31%	33%	35%	48%
	Not useful	58%	55%	57%	63%	60%	56%	43%
	Unsure, prefer not to answer	8%	11%	8%	6%	7%	9%	10%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	45%	67%	75%	65%	63%	62%
	Not useful	28%	41%	26%	21%	27%	28%	30%
	Unsure, prefer not to answer	8%	14%	7%	4%	8%	9%	8%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
HOW USEFUL: Changing brand messaging	Very useful	19%	16%	29%	36%	28%	36%
	Somewhat useful	27%	27%	33%	23%	27%	24%
	Not very useful	25%	27%	16%	16%	20%	22%
	Not at all useful	22%	23%	17%	16%	14%	12%
	Unsure / prefer not to answer	8%	7%	5%	9%	12%	5%
	Total	1859	1395	125	176	111	160
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	25%	25%	32%	31%	29%
	Somewhat helpful	38%	39%	42%	38%	43%	44%
	Somewhat unhelpful	11%	11%	8%	8%	12%	9%
	Very unhelpful	12%	12%	8%	12%	5%	7%
	No new regulations	2%	2%	1%	2%	2%	2%
	Unsure, prefer not to answer	10%	10%	15%	9%	6%	8%
	Total	1859	1395	125	176	111	160
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	15%	18%	23%	23%	24%
	Somewhat helpful	39%	39%	40%	41%	45%	39%
	Somewhat unhelpful	13%	14%	17%	9%	15%	12%
	Very unhelpful	13%	14%	12%	14%	5%	12%
	No new regulations	3%	3%	2%	2%	3%	2%
	Unsure, prefer not to answer	15%	15%	12%	10%	9%	11%
	Total	1816	1362	124	172	109	157
HOW USEFUL: Revising financial plans	Useful	55%	52%	70%	66%	70%	69%
	Not useful	36%	40%	23%	23%	19%	23%
	Unsure, prefer not to answer	8%	8%	7%	11%	11%	7%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	30%	44%	45%	47%	46%
	Not useful	58%	63%	48%	40%	37%	44%
	Unsure, prefer not to answer	8%	7%	8%	15%	16%	10%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	63%	61%	65%	69%	72%
	Not useful	28%	30%	29%	24%	16%	19%
	Unsure, prefer not to answer	8%	7%	9%	11%	14%	9%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
HOW USEFUL: Changing brand messaging	Very useful	19%	21%	14%	20%	14%	19%	17%	17%
	Somewhat useful	27%	28%	28%	23%	23%	30%	26%	29%
	Not very useful	25%	22%	28%	26%	35%	26%	27%	25%
	Not at all useful	22%	21%	24%	22%	22%	19%	24%	17%
	Unsure / prefer not to answer	8%	8%	6%	9%	6%	5%	6%	13%
	Total	1859	1016	265	338	239	286	798	254
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	27%	24%	25%	26%	24%	24%	26%
	Somewhat helpful	38%	37%	39%	39%	39%	43%	35%	42%
	Somewhat unhelpful	11%	11%	12%	11%	13%	10%	15%	9%
	Very unhelpful	12%	10%	14%	15%	13%	11%	15%	10%
	No new regulations	2%	2%	6%	1%	2%	1%	3%	3%
	Unsure, prefer not to answer	10%	12%	5%	9%	8%	10%	8%	10%
	Total	1859	1016	265	338	239	286	798	254
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	17%	18%	14%	17%	17%	17%	15%
	Somewhat helpful	39%	39%	41%	40%	39%	42%	37%	41%
	Somewhat unhelpful	13%	11%	14%	15%	20%	16%	15%	15%
	Very unhelpful	13%	12%	14%	17%	13%	13%	18%	9%
	No new regulations	3%	4%	1%	1%	2%	1%	2%	1%
	Unsure, prefer not to answer	15%	18%	12%	12%	9%	11%	12%	19%
	Total	1816	997	250	333	235	282	772	246
HOW USEFUL: Revising financial plans	Useful	55%	56%	58%	55%	50%	63%	55%	54%
	Not useful	36%	34%	34%	39%	43%	33%	39%	35%
	Unsure, prefer not to answer	8%	10%	8%	6%	7%	4%	6%	11%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	32%	34%	35%	34%	35%	36%	37%
	Not useful	58%	58%	58%	58%	59%	60%	59%	49%
	Unsure, prefer not to answer	8%	9%	8%	6%	8%	6%	5%	13%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	55%	76%	76%	69%	71%	72%	68%
	Not useful	28%	34%	22%	17%	25%	25%	23%	19%
	Unsure, prefer not to answer	8%	11%	3%	7%	5%	3%	4%	13%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
HOW USEFUL: Changing brand messaging	Very useful	19%	16%	15%	21%	17%	11%	22%	29%	19%	20%
	Somewhat useful	27%	25%	26%	15%	24%	28%	28%	29%	32%	25%
	Not very useful	25%	27%	22%	25%	28%	32%	24%	20%	23%	23%
	Not at all useful	22%	22%	23%	29%	26%	23%	19%	13%	21%	27%
	Unsure / prefer not to answer	8%	10%	14%	10%	5%	6%	7%	9%	6%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	28%	26%	29%	28%	26%	22%	22%	28%	28%
	Somewhat helpful	38%	42%	34%	41%	37%	35%	45%	39%	42%	35%
	Somewhat unhelpful	11%	14%	18%	5%	9%	10%	17%	13%	3%	12%
	Very unhelpful	12%	13%	10%	10%	12%	13%	6%	19%	12%	11%
	No new regulations	2%	1%	4%	5%	2%	4%	1%	1%	1%	3%
	Unsure, prefer not to answer	10%	3%	8%	8%	11%	12%	9%	7%	12%	10%
	Total	1859	97	118	68	119	114	71	230	163	410
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	19%	17%	17%	14%	16%	14%	20%	23%	14%
	Somewhat helpful	39%	36%	40%	32%	41%	36%	38%	44%	34%	39%
	Somewhat unhelpful	13%	12%	18%	20%	11%	18%	19%	8%	13%	12%
	Very unhelpful	13%	20%	11%	13%	15%	8%	11%	20%	13%	12%
	No new regulations	3%	%	7%	2%	1%	5%	1%	0%	4%	3%
	Unsure, prefer not to answer	15%	12%	8%	17%	17%	17%	17%	8%	13%	19%
	Total	1816	96	113	64	116	109	70	229	161	397
HOW USEFUL: Revising financial plans	Useful	55%	62%	52%	47%	51%	59%	58%	63%	65%	51%
	Not useful	36%	29%	39%	37%	38%	37%	34%	32%	28%	39%
	Unsure, prefer not to answer	8%	9%	9%	16%	10%	4%	8%	5%	7%	10%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	46%	29%	38%	34%	26%	28%	47%	40%	26%
	Not useful	58%	46%	60%	49%	61%	69%	64%	46%	53%	65%
	Unsure, prefer not to answer	8%	8%	11%	13%	5%	5%	8%	7%	7%	9%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	70%	70%	68%	68%	63%	59%	74%	61%	58%
	Not useful	28%	20%	20%	23%	28%	32%	35%	18%	28%	33%
	Unsure, prefer not to answer	8%	10%	10%	9%	4%	5%	7%	8%	11%	9%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
HOW USEFUL: Changing brand messaging	Very useful	19%	19%	21%	15%	19%	19%	23%	16%	17%	20%
	Somewhat useful	27%	27%	25%	29%	29%	25%	30%	25%	26%	27%
	Not very useful	25%	23%	27%	25%	25%	21%	25%	26%	25%	26%
	Not at all useful	22%	22%	19%	25%	19%	26%	15%	25%	25%	19%
	Unsure / prefer not to answer	8%	9%	8%	6%	8%	9%	6%	8%	7%	8%
	Total	1859	234	981	621	122	108	596	1182	784	1075
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	22%	24%	32%	20%	24%	22%	29%	28%	25%
	Somewhat helpful	38%	33%	43%	33%	33%	32%	38%	38%	35%	40%
	Somewhat unhelpful	11%	15%	11%	10%	21%	10%	13%	11%	13%	10%
	Very unhelpful	12%	18%	12%	10%	15%	21%	18%	9%	11%	13%
	No new regulations	2%	2%	1%	4%	1%	4%	2%	3%	3%	2%
	Unsure, prefer not to answer	10%	10%	9%	10%	11%	9%	7%	11%	10%	10%
	Total	1859	234	981	621	122	108	596	1182	784	1075
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	15%	15%	20%	17%	13%	14%	18%	16%	17%
	Somewhat helpful	39%	37%	41%	37%	40%	35%	40%	39%	38%	40%
	Somewhat unhelpful	13%	16%	13%	12%	14%	18%	13%	12%	14%	12%
	Very unhelpful	13%	18%	14%	10%	15%	21%	21%	10%	11%	15%
	No new regulations	3%	%	2%	4%	0%	%	1%	3%	4%	2%
	Unsure, prefer not to answer	15%	14%	14%	16%	15%	13%	10%	17%	17%	14%
	Total	1816	229	968	595	121	103	587	1148	760	1056
HOW USEFUL: Revising financial plans	Useful	55%	60%	58%	49%	63%	57%	68%	49%	52%	57%
	Not useful	36%	30%	33%	44%	29%	31%	27%	41%	40%	34%
	Unsure, prefer not to answer	8%	10%	9%	7%	8%	11%	5%	9%	8%	9%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	46%	38%	21%	47%	44%	57%	21%	27%	38%
	Not useful	58%	45%	53%	72%	46%	46%	38%	69%	65%	54%
	Unsure, prefer not to answer	8%	9%	9%	7%	8%	11%	5%	9%	8%	9%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	62%	66%	62%	71%	52%	71%	60%	61%	66%
	Not useful	28%	26%	26%	31%	21%	32%	23%	32%	31%	26%
	Unsure, prefer not to answer	8%	12%	8%	6%	8%	17%	6%	8%	9%	8%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
HOW USEFUL: Changing brand messaging	Very useful	19%	20%	16%	17%	17%	20%	28%	18%	17%	17%	23%
	Somewhat useful	27%	30%	31%	25%	23%	29%	29%	30%	25%	23%	29%
	Not very useful	25%	19%	22%	29%	27%	28%	23%	20%	29%	27%	26%
	Not at all useful	22%	23%	24%	22%	24%	17%	16%	24%	22%	24%	17%
	Unsure / prefer not to answer	8%	8%	8%	7%	9%	7%	4%	8%	7%	9%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	27%	22%	21%	26%	29%	33%	25%	21%	26%	30%
	Somewhat helpful	38%	36%	39%	33%	39%	43%	39%	37%	33%	39%	41%
	Somewhat unhelpful	11%	8%	14%	12%	11%	12%	11%	10%	12%	11%	12%
	Very unhelpful	12%	11%	13%	20%	14%	5%	7%	12%	20%	14%	6%
	No new regulations	2%	5%	5%	%	2%	1%	%	5%	%	2%	1%
	Unsure, prefer not to answer	10%	13%	7%	14%	8%	10%	10%	10%	14%	8%	10%
	Total	1859	266	171	251	626	300	230	436	251	626	529
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	11%	12%	13%	17%	21%	24%	12%	13%	17%	22%
	Somewhat helpful	39%	40%	37%	31%	43%	41%	37%	39%	31%	43%	39%
	Somewhat unhelpful	13%	10%	16%	17%	11%	15%	13%	13%	17%	11%	14%
	Very unhelpful	13%	12%	14%	22%	14%	7%	11%	13%	22%	14%	9%
	No new regulations	3%	5%	4%	2%	2%	1%	3%	4%	2%	2%	2%
	Unsure, prefer not to answer	15%	22%	16%	16%	13%	15%	12%	20%	16%	13%	14%
	Total	1816	253	162	250	613	296	229	415	250	613	526
HOW USEFUL: Revising financial plans	Useful	55%	56%	58%	51%	52%	59%	61%	57%	51%	52%	60%
	Not useful	36%	37%	33%	40%	39%	32%	33%	35%	40%	39%	32%
	Unsure, prefer not to answer	8%	7%	9%	9%	9%	9%	7%	8%	9%	9%	8%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	29%	33%	27%	29%	42%	48%	31%	27%	29%	44%
	Not useful	58%	64%	60%	64%	60%	52%	46%	63%	64%	60%	49%
	Unsure, prefer not to answer	8%	7%	6%	9%	11%	7%	6%	7%	9%	11%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	59%	61%	60%	62%	74%	65%	60%	60%	62%	70%
	Not useful	28%	33%	30%	33%	27%	21%	27%	32%	33%	27%	24%
	Unsure, prefer not to answer	8%	7%	9%	6%	11%	5%	9%	8%	6%	11%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
HOW USEFUL: Changing brand messaging	Very useful	19%	23%	18%	22%	18%	17%	18%	26%
	Somewhat useful	27%	26%	27%	27%	26%	32%	24%	29%
	Not very useful	25%	20%	26%	22%	27%	21%	28%	23%
	Not at all useful	22%	19%	22%	18%	23%	27%	22%	16%
	Unsure / prefer not to answer	8%	12%	7%	11%	6%	4%	9%	7%
	Total	1859	266	1593	476	1383	372	1099	361
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Very helpful	26%	24%	26%	24%	27%	27%	24%	31%
	Somewhat helpful	38%	42%	37%	43%	36%	35%	39%	39%
	Somewhat unhelpful	11%	9%	12%	11%	12%	11%	12%	10%
	Very unhelpful	12%	11%	12%	10%	13%	13%	13%	7%
	No new regulations	2%	2%	2%	1%	3%	4%	2%	1%
	Unsure, prefer not to answer	10%	13%	10%	11%	10%	10%	10%	11%
	Total	1859	266	1593	476	1383	372	1099	361
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Very helpful	17%	14%	17%	17%	17%	13%	18%	18%
	Somewhat helpful	39%	43%	39%	44%	38%	35%	39%	43%
	Somewhat unhelpful	13%	13%	13%	12%	13%	15%	13%	10%
	Very unhelpful	13%	12%	14%	12%	14%	14%	15%	10%
	No new regulations	3%	3%	3%	2%	3%	3%	2%	4%
	Unsure, prefer not to answer	15%	15%	15%	13%	16%	21%	13%	14%
	Total	1816	262	1553	470	1345	355	1081	356
HOW USEFUL: Revising financial plans	Useful	55%	58%	55%	59%	54%	51%	55%	60%
	Not useful	36%	31%	37%	31%	38%	41%	36%	32%
	Unsure, prefer not to answer	8%	11%	8%	11%	8%	8%	9%	8%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Legal help dealing with creditors, suppliers, or landlords	Useful	33%	38%	33%	38%	32%	26%	32%	45%
	Not useful	58%	52%	59%	52%	61%	69%	58%	49%
	Unsure, prefer not to answer	8%	10%	8%	10%	8%	5%	10%	7%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Help with the PPP loan forgiveness process	Useful	64%	60%	64%	63%	64%	59%	66%	63%
	Not useful	28%	31%	28%	26%	29%	35%	25%	30%
	Unsure, prefer not to answer	8%	10%	8%	10%	8%	7%	9%	7%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
HOW USEFUL: Access to low interest loans	Useful	59%	49%	54%	46%	49%	60%	65%	64%	70%	49%
	Not useful	35%	42%	37%	44%	45%	34%	30%	31%	29%	45%
	Unsure, prefer not to answer	6%	9%	9%	9%	6%	6%	5%	5%	1%	6%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Finding new revenue sources	Useful	79%	80%	83%	83%	86%	76%	76%	84%	81%	70%
	Not useful	16%	14%	11%	13%	11%	17%	18%	13%	17%	27%
	Unsure, prefer not to answer	5%	6%	6%	4%	3%	7%	6%	3%	3%	3%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Access to grant funding	Useful	79%	79%	79%	81%	76%	84%	80%	84%	80%	61%
	Not useful	15%	11%	17%	13%	15%	11%	15%	12%	17%	33%
	Unsure, prefer not to answer	6%	10%	4%	5%	8%	5%	5%	3%	3%	7%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Business continuity and disaster planning	Useful	59%	66%	66%	59%	53%	60%	56%	65%	63%	47%
	Not useful	35%	28%	24%	33%	42%	34%	40%	31%	33%	49%
	Unsure, prefer not to answer	6%	6%	10%	8%	5%	5%	4%	4%	4%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Assessing strategic priorities	Useful	57%	63%	60%	64%	58%	60%	51%	59%	57%	49%
	Not useful	36%	27%	27%	30%	36%	34%	44%	35%	38%	47%
	Unsure, prefer not to answer	6%	10%	12%	6%	6%	6%	5%	5%	4%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Updating your business plan	Useful	56%	69%	73%	62%	59%	56%	49%	55%	53%	48%
	Not useful	39%	24%	22%	30%	37%	40%	45%	44%	43%	47%
	Unsure, prefer not to answer	5%	8%	5%	8%	4%	4%	6%	2%	4%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Human resources guidance or coaching	Useful	45%	49%	44%	35%	31%	43%	37%	55%	52%	60%
	Not useful	49%	40%	48%	55%	63%	52%	57%	42%	45%	36%
	Unsure, prefer not to answer	6%	11%	9%	9%	6%	5%	6%	3%	3%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	41%	45%	37%	32%	34%	30%	36%	42%	56%
	Not useful	54%	44%	48%	52%	59%	57%	63%	58%	51%	38%
	Unsure, prefer not to answer	8%	15%	8%	10%	9%	9%	7%	6%	6%	5%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
HOW USEFUL: Access to low interest loans	Useful	59%	49%	62%	64%	61%	55%	61%
	Not useful	35%	43%	33%	33%	34%	38%	38%
	Unsure, prefer not to answer	6%	8%	5%	3%	5%	7%	2%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Finding new revenue sources	Useful	79%	84%	76%	80%	79%	82%	79%
	Not useful	16%	12%	17%	18%	16%	14%	19%
	Unsure, prefer not to answer	5%	4%	7%	3%	5%	4%	2%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Access to grant funding	Useful	79%	79%	82%	77%	77%	84%	83%
	Not useful	15%	14%	13%	19%	18%	12%	15%
	Unsure, prefer not to answer	6%	7%	5%	4%	6%	4%	2%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Business continuity and disaster planning	Useful	59%	59%	58%	60%	56%	66%	70%
	Not useful	35%	34%	37%	36%	39%	28%	27%
	Unsure, prefer not to answer	6%	7%	5%	4%	5%	6%	3%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Assessing strategic priorities	Useful	57%	61%	56%	56%	55%	62%	61%
	Not useful	36%	31%	38%	39%	40%	31%	37%
	Unsure, prefer not to answer	6%	8%	5%	5%	6%	7%	2%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Updating your business plan	Useful	56%	64%	53%	52%	53%	61%	67%
	Not useful	39%	30%	42%	44%	42%	33%	29%
	Unsure, prefer not to answer	5%	6%	5%	3%	4%	6%	4%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Human resources guidance or coaching	Useful	45%	38%	40%	54%	46%	45%	48%
	Not useful	49%	54%	54%	42%	49%	49%	47%
	Unsure, prefer not to answer	6%	8%	6%	3%	5%	6%	5%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	37%	32%	43%	37%	42%	51%
	Not useful	54%	52%	60%	51%	55%	51%	44%
	Unsure, prefer not to answer	8%	10%	8%	6%	8%	8%	5%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
HOW USEFUL: Access to low interest loans	Useful	59%	56%	75%	70%	73%	67%
	Not useful	35%	39%	21%	23%	20%	27%
	Unsure, prefer not to answer	6%	5%	5%	7%	7%	7%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Finding new revenue sources	Useful	79%	78%	88%	87%	80%	88%
	Not useful	16%	17%	9%	8%	10%	7%
	Unsure, prefer not to answer	5%	5%	3%	6%	10%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Access to grant funding	Useful	79%	77%	87%	86%	82%	89%
	Not useful	15%	17%	10%	8%	10%	6%
	Unsure, prefer not to answer	6%	5%	3%	6%	9%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Business continuity and disaster planning	Useful	59%	56%	69%	70%	76%	76%
	Not useful	35%	39%	28%	23%	17%	20%
	Unsure, prefer not to answer	6%	5%	3%	6%	7%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Assessing strategic priorities	Useful	57%	54%	67%	72%	67%	73%
	Not useful	36%	40%	27%	22%	26%	22%
	Unsure, prefer not to answer	6%	6%	5%	5%	7%	5%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Updating your business plan	Useful	56%	52%	70%	69%	69%	72%
	Not useful	39%	43%	29%	26%	27%	25%
	Unsure, prefer not to answer	5%	5%	1%	5%	4%	3%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Human resources guidance or coaching	Useful	45%	43%	59%	59%	55%	62%
	Not useful	49%	52%	38%	34%	34%	34%
	Unsure, prefer not to answer	6%	5%	3%	6%	10%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	35%	49%	53%	57%	56%
	Not useful	54%	57%	47%	37%	31%	37%
	Unsure, prefer not to answer	8%	8%	4%	9%	12%	7%
	Total	1859	1395	125	176	111	160

This project was sponsored and assisted by many organizations. See the methods statement in the topline document for details.

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
HOW USEFUL: Access to low interest loans	Useful	59%	55%	64%	66%	58%	66%	64%	57%
	Not useful	35%	38%	32%	31%	35%	31%	34%	33%
	Unsure, prefer not to answer	6%	7%	4%	3%	7%	3%	3%	10%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Finding new revenue sources	Useful	79%	80%	76%	82%	74%	86%	79%	74%
	Not useful	16%	14%	18%	14%	22%	10%	19%	17%
	Unsure, prefer not to answer	5%	5%	6%	4%	5%	4%	3%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Access to grant funding	Useful	79%	78%	84%	82%	73%	86%	81%	74%
	Not useful	15%	15%	11%	14%	23%	12%	16%	18%
	Unsure, prefer not to answer	6%	6%	5%	4%	5%	2%	3%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Business continuity and disaster planning	Useful	59%	58%	63%	62%	56%	60%	59%	63%
	Not useful	35%	36%	33%	32%	40%	37%	37%	26%
	Unsure, prefer not to answer	6%	6%	4%	7%	5%	4%	4%	10%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Assessing strategic priorities	Useful	57%	59%	55%	59%	54%	64%	55%	58%
	Not useful	36%	35%	40%	35%	41%	33%	41%	32%
	Unsure, prefer not to answer	6%	7%	5%	6%	5%	3%	4%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Updating your business plan	Useful	56%	58%	56%	53%	48%	56%	52%	57%
	Not useful	39%	37%	38%	42%	47%	40%	43%	35%
	Unsure, prefer not to answer	5%	5%	6%	5%	5%	4%	4%	8%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Human resources guidance or coaching	Useful	45%	38%	46%	58%	59%	57%	45%	59%
	Not useful	49%	55%	50%	37%	37%	39%	51%	33%
	Unsure, prefer not to answer	6%	7%	5%	5%	4%	4%	4%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	33%	33%	44%	54%	43%	35%	52%
	Not useful	54%	58%	60%	47%	40%	51%	59%	37%
	Unsure, prefer not to answer	8%	9%	7%	9%	6%	7%	6%	11%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
HOW USEFUL: Access to low interest loans	Useful	59%	56%	60%	54%	60%	71%	50%	70%	57%	52%
	Not useful	35%	38%	32%	34%	33%	25%	44%	26%	36%	42%
	Unsure, prefer not to answer	6%	6%	8%	12%	7%	4%	6%	4%	7%	6%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Finding new revenue sources	Useful	79%	82%	66%	77%	74%	80%	87%	80%	82%	79%
	Not useful	16%	13%	22%	17%	21%	17%	10%	16%	13%	17%
	Unsure, prefer not to answer	5%	5%	12%	6%	6%	4%	3%	4%	5%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Access to grant funding	Useful	79%	88%	68%	80%	83%	83%	96%	92%	80%	74%
	Not useful	15%	10%	20%	14%	11%	13%	2%	6%	15%	18%
	Unsure, prefer not to answer	6%	2%	12%	7%	5%	4%	2%	3%	5%	8%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Business continuity and disaster planning	Useful	59%	68%	56%	68%	68%	57%	67%	68%	61%	52%
	Not useful	35%	26%	37%	24%	28%	39%	28%	25%	33%	43%
	Unsure, prefer not to answer	6%	6%	7%	8%	4%	4%	5%	6%	5%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Assessing strategic priorities	Useful	57%	56%	64%	50%	61%	61%	67%	64%	60%	53%
	Not useful	36%	33%	29%	43%	35%	33%	28%	32%	35%	41%
	Unsure, prefer not to answer	6%	11%	8%	7%	4%	6%	5%	4%	5%	6%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Updating your business plan	Useful	56%	56%	61%	47%	57%	51%	59%	54%	62%	55%
	Not useful	39%	37%	34%	41%	38%	44%	37%	40%	34%	42%
	Unsure, prefer not to answer	5%	7%	5%	12%	5%	5%	4%	6%	4%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Human resources guidance or coaching	Useful	45%	42%	58%	46%	46%	52%	52%	50%	45%	39%
	Not useful	49%	51%	39%	42%	52%	45%	45%	44%	49%	55%
	Unsure, prefer not to answer	6%	7%	3%	12%	2%	3%	3%	6%	7%	6%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	38%	40%	42%	35%	32%	56%	42%	32%	35%
	Not useful	54%	53%	46%	48%	60%	63%	38%	49%	56%	61%
	Unsure, prefer not to answer	8%	9%	13%	10%	5%	5%	6%	9%	13%	5%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
HOW USEFUL: Access to low interest loans	Useful	59%	56%	62%	56%	59%	51%	75%	51%	57%	60%
	Not useful	35%	35%	33%	40%	33%	38%	22%	43%	37%	34%
	Unsure, prefer not to answer	6%	9%	6%	4%	8%	11%	3%	7%	6%	6%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Finding new revenue sources	Useful	79%	78%	82%	76%	79%	76%	85%	77%	81%	78%
	Not useful	16%	16%	13%	20%	18%	15%	12%	18%	13%	17%
	Unsure, prefer not to answer	5%	6%	5%	4%	3%	8%	2%	6%	6%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Access to grant funding	Useful	79%	85%	85%	68%	90%	78%	91%	73%	73%	84%
	Not useful	15%	7%	10%	26%	6%	9%	6%	20%	20%	12%
	Unsure, prefer not to answer	6%	8%	5%	6%	3%	13%	3%	7%	7%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Business continuity and disaster planning	Useful	59%	64%	63%	52%	70%	58%	69%	54%	56%	62%
	Not useful	35%	32%	31%	43%	27%	37%	28%	39%	39%	33%
	Unsure, prefer not to answer	6%	4%	6%	6%	3%	5%	3%	6%	6%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Assessing strategic priorities	Useful	57%	64%	58%	53%	66%	64%	65%	53%	57%	58%
	Not useful	36%	28%	36%	41%	28%	29%	32%	39%	37%	36%
	Unsure, prefer not to answer	6%	7%	6%	6%	7%	7%	3%	7%	6%	7%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Updating your business plan	Useful	56%	62%	56%	52%	67%	56%	63%	53%	56%	56%
	Not useful	39%	33%	39%	43%	31%	36%	34%	41%	39%	39%
	Unsure, prefer not to answer	5%	5%	5%	5%	2%	8%	3%	6%	5%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Human resources guidance or coaching	Useful	45%	46%	45%	46%	50%	41%	51%	42%	45%	46%
	Not useful	49%	48%	49%	49%	46%	50%	46%	52%	50%	48%
	Unsure, prefer not to answer	6%	6%	6%	5%	4%	9%	3%	6%	6%	6%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	37%	39%	36%	47%	26%	41%	36%	36%	39%
	Not useful	54%	54%	53%	57%	48%	60%	53%	55%	56%	53%
	Unsure, prefer not to answer	8%	9%	8%	7%	5%	13%	6%	9%	8%	8%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
HOW USEFUL: Access to low interest loans	Useful	59%	48%	58%	62%	58%	61%	68%	52%	62%	58%	64%
	Not useful	35%	47%	38%	33%	35%	32%	28%	43%	33%	35%	30%
	Unsure, prefer not to answer	6%	5%	4%	5%	7%	7%	4%	5%	5%	7%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Finding new revenue sources	Useful	79%	80%	82%	77%	77%	81%	82%	81%	77%	77%	82%
	Not useful	16%	16%	13%	18%	17%	14%	14%	15%	18%	17%	14%
	Unsure, prefer not to answer	5%	4%	5%	6%	6%	5%	4%	4%	6%	6%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Access to grant funding	Useful	79%	77%	78%	82%	78%	80%	82%	77%	82%	78%	81%
	Not useful	15%	18%	19%	10%	16%	14%	14%	18%	10%	16%	14%
	Unsure, prefer not to answer	6%	5%	3%	8%	6%	5%	4%	4%	8%	6%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Business continuity and disaster planning	Useful	59%	62%	60%	54%	57%	62%	63%	61%	54%	57%	63%
	Not useful	35%	35%	34%	40%	36%	32%	33%	34%	40%	36%	32%
	Unsure, prefer not to answer	6%	3%	6%	6%	6%	6%	4%	4%	6%	6%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Assessing strategic priorities	Useful	57%	59%	60%	49%	54%	64%	66%	59%	49%	54%	65%
	Not useful	36%	38%	32%	44%	38%	33%	30%	36%	44%	38%	31%
	Unsure, prefer not to answer	6%	4%	7%	7%	8%	4%	4%	5%	7%	8%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Updating your business plan	Useful	56%	54%	58%	51%	51%	64%	63%	56%	51%	51%	63%
	Not useful	39%	41%	38%	44%	41%	33%	34%	40%	44%	41%	33%
	Unsure, prefer not to answer	5%	4%	4%	4%	7%	3%	3%	4%	4%	7%	3%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Human resources guidance or coaching	Useful	45%	44%	40%	38%	46%	47%	55%	43%	38%	46%	50%
	Not useful	49%	50%	56%	58%	46%	49%	40%	52%	58%	46%	45%
	Unsure, prefer not to answer	6%	6%	4%	5%	8%	5%	5%	5%	5%	8%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	38%	36%	24%	35%	46%	50%	37%	24%	35%	48%
	Not useful	54%	53%	59%	67%	55%	48%	42%	55%	67%	55%	45%
	Unsure, prefer not to answer	8%	9%	5%	9%	9%	6%	8%	8%	9%	9%	7%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
HOW USEFUL: Access to low interest loans	Useful	59%	57%	59%	60%	58%	52%	60%	62%
	Not useful	35%	36%	35%	33%	36%	44%	34%	32%
	Unsure, prefer not to answer	6%	7%	6%	7%	5%	4%	6%	7%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Finding new revenue sources	Useful	79%	82%	79%	82%	78%	77%	78%	86%
	Not useful	16%	10%	17%	10%	18%	18%	16%	11%
	Unsure, prefer not to answer	5%	8%	5%	8%	4%	5%	6%	3%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Access to grant funding	Useful	79%	81%	79%	82%	78%	77%	79%	82%
	Not useful	15%	12%	16%	11%	17%	17%	15%	14%
	Unsure, prefer not to answer	6%	7%	5%	6%	5%	5%	6%	4%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Business continuity and disaster planning	Useful	59%	62%	59%	64%	58%	58%	58%	66%
	Not useful	35%	30%	36%	29%	37%	38%	36%	29%
	Unsure, prefer not to answer	6%	8%	5%	7%	5%	4%	6%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Assessing strategic priorities	Useful	57%	64%	56%	63%	56%	51%	57%	66%
	Not useful	36%	28%	38%	30%	39%	43%	36%	29%
	Unsure, prefer not to answer	6%	8%	6%	7%	6%	6%	7%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Updating your business plan	Useful	56%	57%	56%	59%	55%	52%	55%	63%
	Not useful	39%	36%	40%	35%	41%	45%	39%	33%
	Unsure, prefer not to answer	5%	8%	5%	6%	5%	3%	6%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Human resources guidance or coaching	Useful	45%	55%	44%	49%	44%	43%	45%	51%
	Not useful	49%	39%	51%	43%	51%	54%	49%	43%
	Unsure, prefer not to answer	6%	7%	6%	8%	5%	3%	7%	6%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Diversity, equity, and inclusion training	Useful	38%	39%	37%	39%	37%	35%	37%	44%
	Not useful	54%	51%	55%	52%	55%	59%	55%	47%
	Unsure, prefer not to answer	8%	10%	8%	10%	8%	6%	9%	9%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k- \$249k	\$250- 499k	\$500- 999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	54%	61%	68%	55%	55%	56%	55%	57%	57%
	Not useful	39%	36%	34%	26%	39%	41%	40%	43%	40%	41%
	Unsure, prefer not to answer	5%	11%	5%	6%	5%	5%	4%	2%	3%	2%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Digital marketing	Useful	73%	85%	78%	79%	72%	74%	68%	78%	71%	65%
	Not useful	22%	9%	18%	15%	23%	20%	26%	21%	25%	31%
	Unsure, prefer not to answer	5%	6%	5%	6%	5%	6%	6%	1%	4%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Crisis communications	Useful	46%	60%	50%	46%	44%	45%	40%	54%	46%	43%
	Not useful	48%	32%	44%	47%	52%	48%	55%	45%	48%	51%
	Unsure, prefer not to answer	6%	9%	6%	7%	4%	7%	6%	1%	6%	6%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Using social media	Useful	73%	87%	80%	77%	79%	75%	63%	75%	68%	61%
	Not useful	23%	10%	16%	20%	17%	21%	34%	23%	27%	35%
	Unsure, prefer not to answer	4%	3%	3%	3%	4%	4%	3%	2%	5%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Selling online	Useful	51%	71%	65%	58%	55%	50%	46%	53%	43%	44%
	Not useful	43%	20%	28%	37%	40%	44%	50%	45%	51%	51%
	Unsure, prefer not to answer	5%	9%	7%	5%	5%	6%	4%	2%	6%	5%
	Total	1859	108	89	118	188	315	250	215	365	149
HOW USEFUL: Changing brand messaging	Useful	45%	62%	52%	50%	48%	48%	40%	50%	41%	37%
	Not useful	47%	26%	40%	41%	46%	44%	53%	47%	53%	59%
	Unsure, prefer not to answer	8%	12%	8%	9%	7%	7%	8%	3%	6%	4%
	Total	1859	108	89	118	188	315	250	215	365	149
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	65%	69%	70%	63%	67%	57%	56%	67%	68%
	Unhelpful	23%	17%	24%	16%	23%	20%	30%	31%	22%	26%
	No new regulations	2%	1%	0%	3%	1%	2%	4%	4%	2%	2%
	Unsure, prefer not to answer	10%	17%	7%	11%	14%	11%	8%	9%	9%	5%
	Total	1859	108	89	118	188	315	250	215	365	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	59%	55%	57%	56%	60%	70%
	Not useful	39%	34%	41%	41%	40%	35%	29%
	Unsure, prefer not to answer	5%	7%	4%	3%	4%	5%	1%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Digital marketing	Useful	73%	77%	71%	71%	72%	74%	81%
	Not useful	22%	17%	23%	25%	23%	22%	17%
	Unsure, prefer not to answer	5%	5%	6%	3%	5%	4%	1%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Crisis communications	Useful	46%	49%	43%	48%	43%	52%	58%
	Not useful	48%	45%	51%	48%	51%	42%	38%
	Unsure, prefer not to answer	6%	6%	6%	5%	6%	6%	4%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Using social media	Useful	73%	81%	70%	69%	71%	75%	76%
	Not useful	23%	16%	27%	27%	25%	21%	22%
	Unsure, prefer not to answer	4%	4%	4%	4%	4%	4%	2%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Selling online	Useful	51%	61%	48%	46%	50%	54%	52%
	Not useful	43%	33%	46%	49%	45%	41%	44%
	Unsure, prefer not to answer	5%	6%	5%	5%	5%	6%	4%
	Total	1859	503	565	730	1169	603	112
HOW USEFUL: Changing brand messaging	Useful	45%	52%	44%	43%	43%	49%	58%
	Not useful	47%	39%	48%	52%	50%	45%	37%
	Unsure, prefer not to answer	8%	8%	8%	5%	7%	6%	5%
	Total	1859	503	565	730	1169	603	112
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	66%	62%	64%	63%	69%	72%
	Unhelpful	23%	20%	24%	25%	24%	19%	16%
	No new regulations	2%	1%	3%	3%	3%	2%	2%
	Unsure, prefer not to answer	10%	13%	10%	8%	10%	10%	10%
	Total	1859	503	565	730	1169	603	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	54%	68%	71%	68%	69%
	Not useful	39%	42%	28%	25%	25%	28%
	Unsure, prefer not to answer	5%	4%	3%	4%	7%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Digital marketing	Useful	73%	71%	87%	91%	71%	89%
	Not useful	22%	25%	9%	6%	19%	9%
	Unsure, prefer not to answer	5%	5%	4%	3%	10%	2%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Crisis communications	Useful	46%	43%	60%	63%	62%	67%
	Not useful	48%	52%	37%	32%	29%	28%
	Unsure, prefer not to answer	6%	6%	3%	5%	9%	5%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Using social media	Useful	73%	70%	80%	88%	75%	85%
	Not useful	23%	26%	18%	8%	20%	13%
	Unsure, prefer not to answer	4%	4%	3%	3%	5%	2%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Selling online	Useful	51%	49%	59%	66%	59%	66%
	Not useful	43%	46%	38%	28%	33%	30%
	Unsure, prefer not to answer	5%	5%	3%	6%	8%	4%
	Total	1859	1395	125	176	111	160
HOW USEFUL: Changing brand messaging	Useful	45%	43%	62%	59%	55%	60%
	Not useful	47%	50%	33%	32%	33%	35%
	Unsure, prefer not to answer	8%	7%	5%	9%	12%	5%
	Total	1859	1395	125	176	111	160
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	64%	67%	70%	75%	74%
	Unhelpful	23%	24%	17%	20%	17%	16%
	No new regulations	2%	2%	1%	2%	2%	2%
	Unsure, prefer not to answer	10%	10%	15%	9%	6%	8%
	Total	1859	1395	125	176	111	160

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	54%	59%	60%	60%	59%	57%	63%
	Not useful	39%	41%	37%	34%	38%	40%	40%	28%
	Unsure, prefer not to answer	5%	5%	4%	5%	2%	2%	3%	8%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Digital marketing	Useful	73%	75%	75%	70%	67%	80%	70%	71%
	Not useful	22%	20%	22%	25%	29%	18%	27%	20%
	Unsure, prefer not to answer	5%	5%	3%	6%	4%	3%	3%	9%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Crisis communications	Useful	46%	44%	47%	48%	53%	50%	45%	56%
	Not useful	48%	50%	49%	44%	42%	48%	50%	33%
	Unsure, prefer not to answer	6%	6%	4%	8%	5%	2%	5%	11%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Using social media	Useful	73%	76%	74%	68%	64%	78%	70%	68%
	Not useful	23%	20%	23%	26%	33%	20%	27%	24%
	Unsure, prefer not to answer	4%	4%	3%	5%	3%	2%	3%	8%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Selling online	Useful	51%	56%	47%	43%	48%	52%	48%	49%
	Not useful	43%	39%	47%	50%	48%	45%	47%	40%
	Unsure, prefer not to answer	5%	5%	6%	7%	4%	3%	4%	11%
	Total	1859	1016	265	338	239	286	798	254
HOW USEFUL: Changing brand messaging	Useful	45%	49%	42%	43%	37%	50%	43%	46%
	Not useful	47%	43%	52%	48%	56%	46%	51%	41%
	Unsure, prefer not to answer	8%	8%	6%	9%	6%	5%	6%	13%
	Total	1859	1016	265	338	239	286	798	254
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	64%	63%	64%	65%	67%	59%	68%
	Unhelpful	23%	22%	26%	26%	25%	22%	29%	18%
	No new regulations	2%	2%	6%	1%	2%	1%	3%	3%
	Unsure, prefer not to answer	10%	12%	5%	9%	8%	10%	8%	10%
	Total	1859	1016	265	338	239	286	798	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	70%	58%	69%	73%	42%	65%	66%	54%	49%
	Not useful	39%	27%	39%	24%	26%	54%	31%	30%	41%	46%
	Unsure, prefer not to answer	5%	4%	3%	7%	1%	4%	4%	5%	5%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Digital marketing	Useful	73%	74%	64%	71%	80%	67%	73%	77%	79%	72%
	Not useful	22%	21%	28%	26%	19%	30%	21%	17%	17%	25%
	Unsure, prefer not to answer	5%	5%	8%	3%	1%	3%	6%	6%	4%	3%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Crisis communications	Useful	46%	60%	37%	53%	46%	31%	56%	59%	57%	40%
	Not useful	48%	36%	54%	39%	50%	64%	39%	35%	38%	55%
	Unsure, prefer not to answer	6%	4%	9%	8%	4%	6%	6%	5%	5%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Using social media	Useful	73%	77%	67%	79%	75%	62%	66%	79%	82%	71%
	Not useful	23%	19%	26%	18%	23%	35%	27%	19%	17%	26%
	Unsure, prefer not to answer	4%	4%	7%	2%	2%	3%	6%	3%	1%	3%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Selling online	Useful	51%	52%	40%	50%	41%	51%	39%	59%	72%	48%
	Not useful	43%	42%	51%	41%	56%	46%	54%	36%	26%	48%
	Unsure, prefer not to answer	5%	6%	9%	9%	3%	3%	7%	5%	2%	4%
	Total	1859	97	118	68	119	114	71	230	163	410
HOW USEFUL: Changing brand messaging	Useful	45%	41%	40%	35%	41%	39%	50%	58%	51%	45%
	Not useful	47%	50%	46%	54%	54%	55%	43%	33%	44%	50%
	Unsure, prefer not to answer	8%	10%	14%	10%	5%	6%	7%	9%	6%	5%
	Total	1859	97	118	68	119	114	71	230	163	410
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	70%	60%	70%	65%	61%	66%	60%	71%	63%
	Unhelpful	23%	27%	28%	16%	21%	23%	24%	31%	16%	23%
	No new regulations	2%	1%	4%	5%	2%	4%	1%	1%	1%	3%
	Unsure, prefer not to answer	10%	3%	8%	8%	11%	12%	9%	7%	12%	10%
	Total	1859	97	118	68	119	114	71	230	163	410

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	70%	61%	45%	80%	61%	64%	53%	48%	63%
	Not useful	39%	24%	36%	50%	18%	30%	33%	42%	47%	32%
	Unsure, prefer not to answer	5%	6%	4%	5%	2%	9%	3%	5%	5%	4%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Digital marketing	Useful	73%	72%	76%	69%	78%	66%	77%	71%	70%	75%
	Not useful	22%	22%	20%	25%	19%	25%	20%	24%	25%	20%
	Unsure, prefer not to answer	5%	6%	4%	5%	3%	9%	3%	5%	5%	4%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Crisis communications	Useful	46%	52%	49%	40%	57%	46%	53%	43%	40%	51%
	Not useful	48%	40%	46%	54%	38%	43%	42%	51%	54%	43%
	Unsure, prefer not to answer	6%	8%	5%	7%	5%	11%	4%	6%	6%	6%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Using social media	Useful	73%	76%	75%	68%	81%	70%	77%	71%	68%	76%
	Not useful	23%	20%	22%	27%	16%	25%	21%	25%	27%	21%
	Unsure, prefer not to answer	4%	4%	3%	5%	3%	5%	3%	4%	5%	3%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Selling online	Useful	51%	44%	54%	50%	47%	41%	54%	50%	48%	54%
	Not useful	43%	49%	41%	45%	47%	51%	42%	45%	46%	41%
	Unsure, prefer not to answer	5%	7%	5%	5%	5%	8%	4%	6%	6%	5%
	Total	1859	234	981	621	122	108	596	1182	784	1075
HOW USEFUL: Changing brand messaging	Useful	45%	46%	46%	44%	48%	45%	54%	41%	43%	48%
	Not useful	47%	45%	46%	50%	45%	46%	40%	51%	50%	45%
	Unsure, prefer not to answer	8%	9%	8%	6%	8%	9%	6%	8%	7%	8%
	Total	1859	234	981	621	122	108	596	1182	784	1075
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	54%	66%	65%	53%	57%	60%	66%	63%	65%
	Unhelpful	23%	33%	23%	20%	36%	31%	31%	20%	24%	23%
	No new regulations	2%	2%	1%	4%	1%	4%	2%	3%	3%	2%
	Unsure, prefer not to answer	10%	10%	9%	10%	11%	9%	7%	11%	10%	10%
	Total	1859	234	981	621	122	108	596	1182	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	57%	58%	52%	54%	61%	63%	57%	52%	54%	62%
	Not useful	39%	41%	38%	44%	40%	35%	34%	39%	44%	40%	34%
	Unsure, prefer not to answer	5%	3%	4%	4%	6%	4%	4%	3%	4%	6%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Digital marketing	Useful	73%	75%	74%	68%	72%	75%	81%	74%	68%	72%	77%
	Not useful	22%	20%	22%	27%	23%	22%	16%	21%	27%	23%	19%
	Unsure, prefer not to answer	5%	5%	4%	5%	6%	3%	4%	5%	5%	6%	3%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Crisis communications	Useful	46%	49%	45%	43%	43%	51%	53%	48%	43%	43%	52%
	Not useful	48%	46%	50%	50%	51%	43%	42%	48%	50%	51%	42%
	Unsure, prefer not to answer	6%	5%	4%	7%	7%	6%	5%	5%	7%	7%	6%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Using social media	Useful	73%	73%	75%	70%	69%	76%	80%	74%	70%	69%	77%
	Not useful	23%	23%	21%	26%	26%	21%	18%	22%	26%	26%	19%
	Unsure, prefer not to answer	4%	4%	4%	3%	5%	4%	2%	4%	3%	5%	3%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Selling online	Useful	51%	56%	53%	42%	48%	57%	57%	55%	42%	48%	57%
	Not useful	43%	37%	43%	54%	45%	38%	39%	40%	54%	45%	39%
	Unsure, prefer not to answer	5%	7%	4%	4%	7%	5%	4%	5%	4%	7%	4%
	Total	1859	266	171	251	626	300	230	436	251	626	529
HOW USEFUL: Changing brand messaging	Useful	45%	49%	46%	42%	40%	48%	57%	48%	42%	40%	52%
	Not useful	47%	43%	46%	51%	51%	45%	39%	44%	51%	51%	42%
	Unsure, prefer not to answer	8%	8%	8%	7%	9%	7%	4%	8%	7%	9%	5%
	Total	1859	266	171	251	626	300	230	436	251	626	529
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	63%	61%	54%	64%	71%	72%	62%	54%	64%	72%
	Unhelpful	23%	20%	27%	32%	25%	17%	18%	22%	32%	25%	18%
	No new regulations	2%	5%	5%	%	2%	1%	%	5%	%	2%	1%
	Unsure, prefer not to answer	10%	13%	7%	14%	8%	10%	10%	10%	14%	8%	10%
	Total	1859	266	171	251	626	300	230	436	251	626	529

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
HOW USEFUL: Complying with reopening rules and regulations on safety	Useful	57%	63%	56%	60%	56%	53%	56%	64%
	Not useful	39%	33%	40%	36%	40%	45%	38%	32%
	Unsure, prefer not to answer	5%	4%	5%	4%	5%	3%	5%	4%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Digital marketing	Useful	73%	76%	73%	75%	73%	73%	72%	77%
	Not useful	22%	17%	23%	20%	23%	24%	22%	18%
	Unsure, prefer not to answer	5%	7%	5%	6%	5%	3%	5%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Crisis communications	Useful	46%	55%	45%	53%	44%	44%	45%	55%
	Not useful	48%	37%	49%	40%	50%	52%	49%	39%
	Unsure, prefer not to answer	6%	7%	6%	7%	6%	3%	7%	6%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Using social media	Useful	73%	77%	72%	76%	71%	71%	72%	78%
	Not useful	23%	17%	25%	19%	25%	26%	24%	19%
	Unsure, prefer not to answer	4%	6%	4%	5%	4%	3%	4%	3%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Selling online	Useful	51%	55%	51%	53%	51%	50%	50%	57%
	Not useful	43%	36%	44%	40%	45%	47%	44%	38%
	Unsure, prefer not to answer	5%	9%	5%	7%	5%	3%	6%	5%
	Total	1859	266	1593	476	1383	372	1099	361
HOW USEFUL: Changing brand messaging	Useful	45%	49%	45%	49%	44%	48%	42%	55%
	Not useful	47%	39%	48%	40%	49%	47%	49%	39%
	Unsure, prefer not to answer	8%	12%	7%	11%	6%	4%	9%	7%
	Total	1859	266	1593	476	1383	372	1099	361
Do you think your local government has put in regulations that have been helpful or unhelpful since the coronavirus crisis began?	Helpful	64%	66%	64%	67%	63%	62%	64%	70%
	Unhelpful	23%	19%	24%	21%	24%	24%	25%	17%
	No new regulations	2%	2%	2%	1%	3%	4%	2%	1%
	Unsure, prefer not to answer	10%	13%	10%	11%	10%	10%	10%	11%
	Total	1859	266	1593	476	1383	372	1099	361

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k-\$249k	\$250-499k	\$500-999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	53%	55%	60%	55%	58%	52%	51%	62%	51%
	Unhelpful	26%	21%	24%	23%	24%	23%	30%	32%	26%	36%
	No new regulations	3%	4%	2%	1%	5%	2%	3%	3%	2%	2%
	Unsure, prefer not to answer	15%	22%	19%	17%	16%	17%	15%	14%	11%	11%
	Total	1816	106	89	114	187	309	239	206	358	147
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	0%	1%	2%	3%	2%	2%	3%	1%	1%
	Beauty / personal care	5%	4%	15%	16%	8%	5%	6%	4%	1%	1%
	Construction	6%	%	6%	4%	1%	8%	7%	8%	6%	13%
	Education	4%	4%	5%	3%	4%	3%	5%	5%	2%	2%
	Finance/Banking	3%	2%	2%	1%	4%	2%	2%	3%	3%	4%
	Health care	7%	8%	4%	4%	5%	8%	7%	10%	5%	6%
	Hotels/motels	1%	0%	1%	1%	1%	1%	4%	2%	1%	0%
	Information technology	2%	7%	0%	4%	4%	1%	2%	2%	3%	1%
	Insurance	1%	0%	0%	0%	1%	%	0%	2%	0%	3%
	Life sciences/biotechnology	%	2%	1%	1%	0%	%	0%	0%	1%	%
	Manufacturing	6%	9%	3%	1%	7%	3%	4%	4%	11%	13%
	Media/communications	3%	5%	2%	4%	4%	3%	3%	5%	4%	0%
	Non-profit	4%	4%	1%	1%	3%	5%	3%	5%	5%	3%
	Real Estate	3%	%	%	2%	3%	5%	3%	4%	3%	4%
	Restaurants/Bars/Food or beverage service	13%	12%	8%	6%	7%	10%	14%	15%	20%	10%
	Retail trade	9%	7%	12%	7%	12%	10%	8%	7%	7%	8%
	Social services	1%	3%	1%	1%	0%	1%	%	0%	1%	0%
	Transportation	3%	%	4%	6%	2%	2%	4%	3%	5%	6%
	Utilities	%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	Wholesale trade	2%	0%	1%	2%	1%	1%	%	2%	1%	8%
	Other business or professional services (e g legal, accounting, etc)	23%	28%	27%	29%	29%	26%	24%	14%	18%	16%
	Unsure, prefer not to answer	2%	4%	5%	4%	2%	2%	3%	2%	1%	0%
	Total	1825	106	89	117	186	311	248	209	351	148

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	56%	55%	56%	57%	58%	63%
	Unhelpful	26%	23%	26%	30%	27%	24%	22%
	No new regulations	3%	3%	3%	2%	3%	2%	2%
	Unsure, prefer not to answer	15%	18%	16%	12%	14%	16%	13%
	Total	1816	497	548	711	1134	589	110
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	2%	2%	1%	2%	1%	0%
	Beauty / personal care	5%	10%	6%	2%	3%	10%	8%
	Construction	6%	2%	8%	8%	9%	2%	1%
	Education	4%	4%	4%	3%	2%	7%	6%
	Finance/Banking	3%	2%	2%	3%	3%	2%	%
	Health care	7%	5%	8%	7%	6%	7%	7%
	Hotels/motels	1%	1%	2%	1%	1%	1%	0%
	Information technology	2%	4%	2%	2%	3%	1%	%
	Insurance	1%	%	%	1%	1%	%	0%
	Life sciences/biotechnology	%	1%	%	%	%	1%	0%
	Manufacturing	6%	5%	3%	10%	8%	3%	1%
	Media/communications	3%	4%	3%	3%	3%	2%	5%
	Non-profit	4%	2%	4%	5%	2%	5%	8%
	Real Estate	3%	2%	4%	3%	4%	2%	2%
	Restaurants/Bars/Food or beverage service	13%	8%	12%	16%	13%	13%	26%
	Retail trade	9%	10%	9%	7%	8%	12%	11%
	Social services	1%	1%	1%	%	%	1%	1%
	Transportation	3%	3%	3%	5%	4%	2%	2%
	Utilities	%	%	0%	%	%	0%	0%
	Wholesale trade	2%	1%	%	3%	2%	1%	0%
	Other business or professional services (e g legal, accounting, etc)	23%	28%	25%	16%	23%	23%	19%
	Unsure, prefer not to answer	2%	4%	2%	1%	2%	3%	4%
	Total	1825	498	559	708	1144	597	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	55%	58%	65%	68%	63%
	Unhelpful	26%	27%	28%	23%	20%	24%
	No new regulations	3%	3%	2%	2%	3%	2%
	Unsure, prefer not to answer	15%	15%	12%	10%	9%	11%
	Total	1816	1362	124	172	109	157
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	2%	0%	0%	0%	0%
	Beauty / personal care	5%	5%	10%	7%	4%	12%
	Construction	6%	7%	2%	9%	4%	2%
	Education	4%	4%	5%	5%	5%	8%
	Finance/Banking	3%	2%	3%	1%	0%	1%
	Health care	7%	7%	4%	5%	1%	7%
	Hotels/motels	1%	2%	2%	0%	1%	%
	Information technology	2%	3%	2%	2%	2%	2%
	Insurance	1%	%	2%	0%	0%	%
	Life sciences/biotechnology	%	%	0%	0%	1%	0%
	Manufacturing	6%	6%	3%	4%	3%	2%
	Media/communications	3%	4%	2%	3%	1%	2%
	Non-profit	4%	4%	12%	8%	6%	8%
	Real Estate	3%	4%	2%	2%	%	2%
	Restaurants/Bars/Food or beverage service	13%	11%	7%	16%	33%	16%
	Retail trade	9%	10%	6%	6%	9%	11%
	Social services	1%	%	3%	1%	0%	1%
	Transportation	3%	3%	7%	3%	2%	2%
	Utilities	%	%	0%	0%	0%	0%
	Wholesale trade	2%	1%	2%	2%	2%	1%
	Other business or professional services (e g legal, accounting, etc)	23%	23%	23%	22%	20%	20%
	Unsure, prefer not to answer	2%	2%	2%	4%	6%	3%
	Total	1825	1379	125	170	106	157

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	56%	59%	54%	56%	59%	54%	56%
	Unhelpful	26%	23%	28%	32%	33%	29%	32%	24%
	No new regulations	3%	4%	1%	1%	2%	1%	2%	1%
	Unsure, prefer not to answer	15%	18%	12%	12%	9%	11%	12%	19%
	Total	1816	997	250	333	235	282	772	246
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	2%	1%	2%	1%	3%	1%	1%
	Beauty / personal care	5%	6%	7%	4%	1%	2%	6%	3%
	Construction	6%	6%	8%	6%	8%	9%	6%	5%
	Education	4%	3%	4%	5%	5%	5%	4%	3%
	Finance/Banking	3%	2%	3%	4%	2%	3%	3%	2%
	Health care	7%	6%	10%	6%	7%	4%	8%	2%
	Hotels/motels	1%	2%	0%	1%	1%	0%	2%	1%
	Information technology	2%	3%	3%	1%	2%	6%	1%	2%
	Insurance	1%	1%	%	%	2%	1%	%	2%
	Life sciences/biotechnology	%	%	0%	1%	%	2%	0%	%
	Manufacturing	6%	5%	5%	9%	9%	7%	7%	7%
	Media/communications	3%	4%	4%	2%	1%	4%	3%	2%
	Non-profit	4%	3%	5%	4%	4%	8%	%	15%
	Real Estate	3%	5%	%	1%	2%	3%	3%	2%
	Restaurants/Bars/Food or beverage service	13%	6%	13%	24%	25%	11%	19%	13%
	Retail trade	9%	11%	10%	5%	5%	8%	11%	6%
	Social services	1%	1%	0%	1%	1%	%	1%	%
	Transportation	3%	3%	3%	4%	7%	3%	4%	3%
	Utilities	%	0%	0%	1%	0%	0%	0%	1%
	Wholesale trade	2%	1%	1%	3%	2%	2%	1%	3%
	Other business or professional services (e g legal, accounting, etc)	23%	27%	20%	16%	14%	18%	17%	24%
	Unsure, prefer not to answer	2%	3%	2%	%	1%	1%	2%	3%
	Total	1825	1002	260	330	232	283	780	247

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	56%	57%	48%	55%	52%	52%	64%	57%	53%
	Unhelpful	26%	32%	29%	33%	27%	27%	30%	28%	26%	24%
	No new regulations	3%	%	7%	2%	1%	5%	1%	0%	4%	3%
	Unsure, prefer not to answer	15%	12%	8%	17%	17%	17%	17%	8%	13%	19%
	Total	1816	96	113	64	116	109	70	229	161	397
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Beauty / personal care	5%	100%	0%	0%	0%	0%	0%	0%	0%	0%
	Construction	6%	0%	100%	0%	0%	0%	0%	0%	0%	0%
	Education	4%	0%	0%	100%	0%	0%	0%	0%	0%	0%
	Finance/Banking	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Health care	7%	0%	0%	0%	100%	0%	0%	0%	0%	0%
	Hotels/motels	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Information technology	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Insurance	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Life sciences/biotechnology	%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Manufacturing	6%	0%	0%	0%	0%	100%	0%	0%	0%	0%
	Media/communications	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Non-profit	4%	0%	0%	0%	0%	0%	100%	0%	0%	0%
	Real Estate	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Restaurants/Bars/Food or beverage service	13%	0%	0%	0%	0%	0%	0%	100%	0%	0%
	Retail trade	9%	0%	0%	0%	0%	0%	0%	0%	100%	0%
	Social services	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Transportation	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Utilities	%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Wholesale trade	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Other business or professional services (e g legal, accounting, etc)	23%	0%	0%	0%	0%	0%	0%	0%	0%	100%
	Unsure, prefer not to answer	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total	1825	99	118	69	119	114	71	232	164	411

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	52%	57%	57%	56%	48%	55%	57%	54%	57%
	Unhelpful	26%	34%	27%	22%	29%	39%	35%	22%	25%	27%
	No new regulations	3%	%	2%	4%	0%	%	1%	3%	4%	2%
	Unsure, prefer not to answer	15%	14%	14%	16%	15%	13%	10%	17%	17%	14%
	Total	1816	229	968	595	121	103	587	1148	760	1056
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	%	1%	2%	0%	1%	1%	1%	2%	1%
	Beauty / personal care	5%	10%	7%	2%	10%	8%	10%	3%	1%	9%
	Construction	6%	1%	5%	11%	2%	1%	5%	7%	14%	1%
	Education	4%	12%	4%	1%	13%	10%	3%	4%	2%	5%
	Finance/Banking	3%	%	2%	5%	1%	0%	1%	3%	3%	2%
	Health care	7%	6%	8%	5%	7%	6%	7%	7%	2%	10%
	Hotels/motels	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
	Information technology	2%	1%	2%	3%	1%	0%	1%	3%	4%	1%
	Insurance	1%	0%	1%	1%	0%	0%	1%	1%	%	1%
	Life sciences/biotechnology	%	%	%	%	1%	0%	1%	%	1%	%
	Manufacturing	6%	1%	5%	10%	3%	0%	7%	6%	11%	3%
	Media/communications	3%	4%	2%	4%	1%	8%	4%	3%	5%	2%
	Non-profit	4%	7%	4%	2%	13%	2%	3%	5%	2%	5%
	Real Estate	3%	0%	4%	4%	0%	0%	1%	4%	3%	3%
	Restaurants/Bars/Food or beverage service	13%	17%	17%	4%	15%	20%	22%	7%	5%	18%
	Retail trade	9%	8%	9%	9%	5%	11%	11%	8%	3%	13%
	Social services	1%	%	1%	%	%	0%	%	1%	1%	1%
	Transportation	3%	5%	2%	5%	2%	10%	4%	3%	6%	2%
	Utilities	%	0%	%	%	0%	0%	0%	%	%	0%
	Wholesale trade	2%	%	1%	3%	0%	1%	1%	2%	2%	1%
	Other business or professional services (e g legal, accounting, etc)	23%	20%	22%	24%	23%	17%	14%	27%	29%	18%
	Unsure, prefer not to answer	2%	3%	2%	2%	3%	4%	2%	2%	3%	2%
	Total	1825	232	959	612	115	104	576	1173	767	1050

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	51%	50%	43%	60%	62%	61%	50%	43%	60%	61%
	Unhelpful	26%	23%	30%	39%	25%	22%	24%	26%	39%	25%	23%
	No new regulations	3%	5%	4%	2%	2%	1%	3%	4%	2%	2%	2%
	Unsure, prefer not to answer	15%	22%	16%	16%	13%	15%	12%	20%	16%	13%	14%
	Total	1816	253	162	250	613	296	229	415	250	613	526
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	4%	2%	5%	%	0%	1%	3%	5%	%	%
	Beauty / personal care	5%	5%	4%	4%	6%	6%	5%	5%	4%	6%	5%
	Construction	6%	7%	6%	5%	6%	10%	4%	7%	5%	6%	7%
	Education	4%	5%	5%	4%	4%	3%	4%	5%	4%	4%	3%
	Finance/Banking	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	3%
	Health care	7%	6%	10%	10%	5%	6%	6%	8%	10%	5%	6%
	Hotels/motels	1%	2%	0%	4%	%	1%	1%	1%	4%	%	1%
	Information technology	2%	2%	3%	2%	3%	2%	1%	3%	2%	3%	2%
	Insurance	1%	0%	0%	0%	1%	1%	%	0%	0%	1%	1%
	Life sciences/biotechnology	%	%	1%	%	%	1%	0%	1%	%	%	%
	Manufacturing	6%	5%	13%	5%	7%	5%	2%	8%	5%	7%	4%
	Media/communications	3%	2%	2%	4%	4%	4%	4%	2%	4%	4%	4%
	Non-profit	4%	3%	4%	4%	4%	2%	7%	3%	4%	4%	4%
	Real Estate	3%	2%	2%	0%	3%	6%	6%	2%	0%	3%	6%
	Restaurants/Bars/Food or beverage service	13%	13%	11%	13%	11%	15%	17%	12%	13%	11%	16%
	Retail trade	9%	12%	4%	7%	9%	12%	7%	9%	7%	9%	10%
	Social services	1%	%	0%	1%	1%	1%	1%	%	1%	1%	1%
	Transportation	3%	3%	3%	4%	3%	3%	6%	3%	4%	3%	4%
	Utilities	%	0%	0%	1%	%	0%	0%	0%	1%	%	0%
	Wholesale trade	2%	%	2%	1%	1%	2%	3%	1%	1%	1%	2%
	Other business or professional services (e g legal, accounting, etc)	23%	22%	23%	21%	26%	17%	22%	23%	21%	26%	19%
	Unsure, prefer not to answer	2%	3%	2%	4%	3%	2%	1%	3%	4%	3%	1%
	Total	1825	267	169	250	613	289	223	436	250	613	512

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
How helpful has your local government been in helping you deal with the regulations that have been put in place since the coronavirus crisis began?	Helpful	56%	58%	56%	61%	54%	48%	57%	61%
	Unhelpful	26%	24%	27%	24%	27%	28%	28%	20%
	No new regulations	3%	3%	3%	2%	3%	3%	2%	4%
	Unsure, prefer not to answer	15%	15%	15%	13%	16%	21%	13%	14%
	Total	1816	262	1553	470	1345	355	1081	356
Please select your industry from the drop-down list	Agriculture, mining, or other natural resource extraction	2%	0%	2%	1%	2%	6%	1%	1%
	Beauty / personal care	5%	4%	6%	5%	6%	4%	6%	6%
	Construction	6%	6%	7%	6%	7%	8%	7%	3%
	Education	4%	2%	4%	3%	4%	4%	3%	5%
	Finance/Banking	3%	2%	3%	2%	3%	2%	2%	3%
	Health care	7%	9%	6%	6%	7%	5%	7%	7%
	Hotels/motels	1%	%	1%	1%	1%	1%	1%	1%
	Information technology	2%	3%	2%	2%	3%	2%	3%	2%
	Insurance	1%	%	1%	%	1%	0%	1%	1%
	Life sciences/biotechnology	%	%	%	%	%	%	1%	%
	Manufacturing	6%	12%	5%	8%	6%	10%	6%	2%
	Media/communications	3%	3%	3%	5%	3%	2%	4%	2%
	Non-profit	4%	5%	4%	5%	4%	3%	3%	6%
	Real Estate	3%	1%	3%	2%	3%	1%	3%	6%
	Restaurants/Bars/Food or beverage service	13%	14%	13%	16%	12%	14%	12%	14%
	Retail trade	9%	9%	9%	10%	9%	9%	9%	10%
	Social services	1%	%	1%	1%	1%	%	1%	1%
	Transportation	3%	3%	4%	3%	3%	3%	3%	5%
	Utilities	%	0%	%	0%	%	1%	%	0%
	Wholesale trade	2%	1%	2%	1%	2%	1%	2%	2%
	Other business or professional services (e g legal, accounting, etc)	23%	21%	23%	20%	23%	20%	24%	22%
	Unsure, prefer not to answer	2%	2%	2%	3%	2%	4%	2%	1%
	Total	1825	264	1561	467	1358	369	1074	355

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k-\$249k	\$250-499k	\$500-999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
... founders or current owners ... please select all that apply.	Female	33%	43%	47%	45%	41%	34%	32%	33%	24%	18%
	LGBTQ	6%	10%	7%	5%	5%	6%	7%	3%	8%	2%
	Unsure, prefer not to answer	10%	9%	9%	7%	7%	12%	8%	11%	10%	10%
	Male	63%	48%	43%	50%	54%	60%	67%	66%	72%	84%
	Total	1867	109	91	118	189	317	252	216	366	149
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	66%	54%	71%	77%	70%	82%	77%	79%	87%
	African-American / Black	7%	13%	15%	8%	5%	7%	9%	4%	5%	2%
	Hispanic / Latino	9%	12%	16%	10%	10%	11%	7%	11%	9%	5%
	Asian or Pacific Islander	6%	9%	6%	7%	5%	6%	4%	5%	7%	4%
	Native American or Alaskan Native	1%	2%	3%	1%	%	1%	1%	1%	1%	0%
	Middle Eastern / Arab American	2%	1%	0%	0%	1%	2%	1%	3%	3%	3%
	Other	2%	3%	1%	3%	1%	2%	3%	1%	1%	2%
	Unsure, prefer not to answer	7%	4%	9%	6%	6%	9%	3%	7%	10%	8%
	Total	1867	109	91	118	189	317	252	216	366	149
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	78%	65%	74%	63%	36%	10%	4%	1%	0%
	2 to 5	27%	19%	30%	23%	29%	47%	50%	26%	9%	%
	6 to 10	14%	1%	%	2%	2%	11%	27%	36%	17%	1%
	10 to 25	18%	1%	2%	1%	4%	6%	12%	29%	48%	20%
	26 to 100	10%	0%	0%	1%	%	1%	1%	3%	24%	48%
	101 to 250	2%	0%	1%	0%	0%	0%	0%	%	1%	24%
	251 to 500	1%	0%	0%	0%	%	%	0%	1%	0%	7%
	More than 500 employees	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	Total	1868	109	91	118	189	317	253	216	366	149

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
... founders or current owners ... please select all that apply.	Female	33%	44%	33%	25%	12%	100%	37%
	LGBTQ	6%	6%	7%	6%	4%	7%	100%
	Unsure, prefer not to answer	10%	8%	10%	11%	1%	1%	1%
	Male	63%	50%	63%	73%	100%	24%	43%
	Total	1867	506	568	731	1172	610	112
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	69%	75%	80%	79%	78%	78%
	African-American / Black	7%	9%	8%	4%	6%	9%	10%
	Hispanic / Latino	9%	11%	9%	8%	10%	10%	18%
	Asian or Pacific Islander	6%	7%	5%	6%	6%	6%	6%
	Native American or Alaskan Native	1%	1%	1%	1%	1%	2%	2%
	Middle Eastern / Arab American	2%	%	2%	3%	2%	2%	5%
	Other	2%	2%	2%	1%	1%	2%	5%
	Unsure, prefer not to answer	7%	6%	6%	9%	3%	4%	6%
	Total	1867	506	568	731	1172	610	112
	How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	69%	24%	2%	24%	32%
2 to 5		27%	26%	48%	12%	25%	28%	30%
6 to 10		14%	2%	18%	20%	14%	16%	11%
10 to 25		18%	2%	9%	37%	21%	14%	18%
26 to 100		10%	%	1%	23%	11%	8%	10%
101 to 250		2%	%	0%	6%	3%	1%	1%
251 to 500		1%	%	%	2%	1%	%	1%
More than 500 employees		0%	0%	0%	0%	0%	0%	0%
Unsure, prefer not to answer		%	%	0%	0%	%	0%	0%
Total		1868	506	570	731	1172	610	112

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
... founders or current owners ... please select all that apply.	Female	33%	34%	46%	34%	32%	100%
	LGBTQ	6%	6%	9%	12%	6%	11%
	Unsure, prefer not to answer	10%	6%	6%	6%	14%	1%
	Male	63%	66%	59%	68%	66%	33%
	Total	1867	1402	126	176	111	163
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	100%	27%	30%	26%	33%
	African-American / Black	7%	2%	100%	14%	8%	35%
	Hispanic / Latino	9%	4%	20%	100%	9%	37%
	Asian or Pacific Islander	6%	2%	7%	5%	100%	22%
	Native American or Alaskan Native	1%	1%	2%	2%	3%	6%
	Middle Eastern / Arab American	2%	1%	4%	3%	5%	7%
	Other	2%	1%	4%	%	3%	8%
	Unsure, prefer not to answer	7%	%	%	%	0%	%
	Total	1867	1402	126	176	111	163
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	28%	33%	29%	21%	30%
	2 to 5	27%	25%	35%	28%	29%	34%
	6 to 10	14%	15%	12%	13%	15%	15%
	10 to 25	18%	19%	11%	20%	22%	12%
	26 to 100	10%	10%	8%	8%	12%	7%
	101 to 250	2%	3%	%	1%	1%	1%
	251 to 500	1%	1%	1%	1%	0%	1%
	More than 500 employees	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	0%	1%	0%	0%
	Total	1868	1402	126	176	111	163

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
... founders or current owners ... please select all that apply.	Female	33%	36%	36%	25%	26%	26%	35%	22%
	LGBTQ	6%	7%	5%	6%	5%	7%	6%	4%
	Unsure, prefer not to answer	10%	9%	12%	10%	15%	12%	9%	21%
	Male	63%	57%	64%	73%	70%	68%	64%	68%
	Total	1867	1022	266	338	240	286	805	254
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	73%	77%	78%	79%	79%	76%	67%
	African-American / Black	7%	8%	6%	4%	5%	8%	5%	7%
	Hispanic / Latino	9%	10%	8%	11%	7%	9%	9%	11%
	Asian or Pacific Islander	6%	5%	6%	7%	6%	7%	5%	12%
	Native American or Alaskan Native	1%	1%	1%	1%	1%	%	1%	1%
	Middle Eastern / Arab American	2%	1%	2%	1%	3%	2%	2%	2%
	Other	2%	2%	3%	1%	1%	1%	1%	3%
	Unsure, prefer not to answer	7%	6%	9%	7%	13%	8%	7%	13%
	Total	1867	1022	266	338	240	286	805	254
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	51%	0%	0%	0%	0%	%	0%
	2 to 5	27%	49%	0%	0%	0%	33%	43%	24%
	6 to 10	14%	0%	100%	0%	0%	19%	20%	19%
	10 to 25	18%	0%	0%	100%	0%	27%	23%	30%
	26 to 100	10%	0%	0%	0%	76%	17%	10%	19%
	101 to 250	2%	0%	0%	0%	18%	4%	3%	5%
	251 to 500	1%	0%	0%	0%	6%	1%	%	4%
	More than 500 employees	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	0%	0%	0%	0%	0%	%
	Total	1868	1023	266	338	240	286	805	254

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
... founders or current owners ... please select all that apply.	Female	33%	63%	9%	64%	35%	18%	44%	32%	45%	34%
	LGBTQ	6%	9%	1%	9%	6%	1%	12%	13%	7%	5%
	Unsure, prefer not to answer	10%	4%	7%	8%	9%	11%	37%	12%	7%	7%
	Male	63%	33%	87%	36%	59%	79%	33%	63%	56%	63%
	Total	1867	99	117	69	119	114	71	232	164	411
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	69%	79%	75%	81%	77%	73%	67%	81%	76%
	African-American / Black	7%	13%	2%	10%	5%	4%	21%	4%	5%	7%
	Hispanic / Latino	9%	13%	13%	12%	7%	5%	19%	12%	7%	9%
	Asian or Pacific Islander	6%	4%	4%	8%	1%	2%	9%	15%	6%	5%
	Native American or Alaskan Native	1%	1%	2%	4%	0%	0%	6%	1%	1%	1%
	Middle Eastern / Arab American	2%	%	0%	1%	4%	%	7%	2%	2%	1%
	Other	2%	1%	0%	3%	1%	1%	5%	2%	%	3%
	Unsure, prefer not to answer	7%	7%	8%	7%	7%	13%	17%	6%	6%	5%
	Total	1867	99	117	69	119	114	71	232	164	411
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	36%	25%	21%	32%	20%	13%	10%	27%	40%
	2 to 5	27%	28%	24%	28%	19%	24%	36%	17%	40%	26%
	6 to 10	14%	18%	18%	14%	21%	11%	20%	14%	15%	13%
	10 to 25	18%	14%	18%	22%	15%	26%	17%	34%	11%	13%
	26 to 100	10%	2%	10%	13%	7%	17%	11%	18%	6%	5%
	101 to 250	2%	1%	5%	3%	6%	1%	1%	6%	2%	2%
	251 to 500	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%
	More than 500 employees	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	Total	1868	99	118	69	119	114	71	232	164	411

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
... founders or current owners ... please select all that apply.	Female	33%	48%	34%	25%	48%	45%	34%	32%	24%	38%
	LGBTQ	6%	9%	6%	6%	8%	12%	7%	6%	5%	7%
	Unsure, prefer not to answer	10%	11%	11%	8%	15%	7%	9%	10%	9%	11%
	Male	63%	45%	61%	73%	41%	52%	63%	63%	71%	57%
	Total	1867	243	981	620	122	108	596	1190	783	1075
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	79%	72%	79%	81%	78%	67%	80%	75%	75%
	African-American / Black	7%	6%	8%	5%	6%	4%	10%	5%	7%	7%
	Hispanic / Latino	9%	6%	11%	8%	6%	5%	12%	8%	9%	10%
	Asian or Pacific Islander	6%	5%	8%	4%	6%	6%	8%	5%	5%	7%
	Native American or Alaskan Native	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
	Middle Eastern / Arab American	2%	1%	2%	2%	0%	2%	3%	2%	1%	2%
	Other	2%	2%	2%	1%	3%	%	2%	2%	2%	2%
	Unsure, prefer not to answer	7%	7%	8%	7%	5%	8%	7%	7%	7%	8%
	Total	1867	243	981	620	122	108	596	1190	783	1075
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	33%	28%	25%	31%	34%	24%	30%	35%	22%
	2 to 5	27%	29%	26%	28%	26%	33%	28%	26%	25%	28%
	6 to 10	14%	13%	16%	13%	11%	15%	14%	15%	12%	16%
	10 to 25	18%	17%	18%	19%	21%	14%	23%	15%	16%	20%
	26 to 100	10%	8%	10%	11%	12%	3%	8%	10%	8%	11%
	101 to 250	2%	%	2%	3%	0%	1%	3%	2%	3%	2%
	251 to 500	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%
	More than 500 employees	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	0%	%	0%	0%	%	0%	%	0%
	Total	1868	243	981	621	122	108	596	1191	784	1075

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
... founders or current owners ... please select all that apply.	Female	33%	37%	29%	29%	33%	32%	35%	34%	29%	33%	33%
	LGBTQ	6%	9%	3%	8%	4%	7%	6%	6%	8%	4%	7%
	Unsure, prefer not to answer	10%	9%	12%	11%	10%	10%	11%	10%	11%	10%	10%
	Male	63%	61%	63%	61%	63%	68%	59%	62%	61%	63%	64%
	Total	1867	268	172	251	628	301	232	440	251	628	533
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	85%	82%	86%	75%	70%	55%	83%	86%	75%	63%
	African-American / Black	7%	5%	4%	4%	5%	7%	20%	5%	4%	5%	13%
	Hispanic / Latino	9%	8%	7%	2%	11%	10%	15%	8%	2%	11%	12%
	Asian or Pacific Islander	6%	4%	2%	2%	5%	9%	13%	4%	2%	5%	10%
	Native American or Alaskan Native	1%	2%	2%	1%	%	0%	1%	2%	1%	%	1%
	Middle Eastern / Arab American	2%	%	3%	%	2%	2%	3%	1%	%	2%	2%
	Other	2%	2%	1%	2%	2%	1%	3%	1%	2%	2%	2%
	Unsure, prefer not to answer	7%	4%	10%	9%	7%	9%	5%	6%	9%	7%	7%
	Total	1867	268	172	251	628	301	232	440	251	628	533
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	35%	28%	27%	29%	25%	21%	32%	27%	29%	23%
	2 to 5	27%	27%	30%	29%	28%	20%	27%	28%	29%	28%	23%
	6 to 10	14%	14%	17%	16%	11%	20%	11%	15%	16%	11%	16%
	10 to 25	18%	19%	11%	17%	19%	18%	23%	16%	17%	19%	20%
	26 to 100	10%	4%	11%	8%	9%	12%	17%	7%	8%	9%	14%
	101 to 250	2%	1%	3%	2%	3%	3%	1%	2%	2%	3%	2%
	251 to 500	1%	0%	0%	0%	1%	2%	1%	0%	0%	1%	1%
	More than 500 employees	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	0%	0%	0%	%	0%	0%	0%	0%	%
	Total	1868	268	172	251	628	301	232	440	251	628	533

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
... founders or current owners ... please select all that apply.	Female	33%	34%	33%	32%	33%	33%	30%	41%
	LGBTQ	6%	5%	6%	6%	6%	8%	4%	9%
	Unsure, prefer not to answer	10%	8%	11%	10%	10%	11%	11%	8%
	Male	63%	64%	63%	63%	63%	61%	65%	59%
	Total	1867	266	1601	477	1390	372	1102	364
Do any founders or the majority of current owners of the business identify as any of the following?	White / Caucasian	75%	69%	76%	67%	78%	88%	74%	67%
	African-American / Black	7%	8%	7%	7%	7%	3%	5%	16%
	Hispanic / Latino	9%	20%	8%	19%	6%	3%	10%	13%
	Asian or Pacific Islander	6%	5%	6%	7%	5%	3%	7%	6%
	Native American or Alaskan Native	1%	1%	1%	%	1%	3%	%	1%
	Middle Eastern / Arab American	2%	2%	2%	2%	2%	1%	2%	3%
	Other	2%	1%	2%	2%	2%	1%	2%	2%
	Unsure, prefer not to answer	7%	5%	8%	7%	8%	7%	8%	5%
	Total	1867	266	1601	477	1390	372	1102	364
How many employees did your company have before the coronavirus crisis began in early March?	1 employee	28%	32%	27%	32%	27%	33%	27%	26%
	2 to 5	27%	33%	26%	30%	26%	24%	27%	28%
	6 to 10	14%	14%	14%	16%	14%	17%	14%	13%
	10 to 25	18%	11%	19%	14%	20%	18%	19%	16%
	26 to 100	10%	8%	10%	6%	11%	7%	9%	15%
	101 to 250	2%	3%	2%	3%	2%	1%	3%	2%
	251 to 500	1%	0%	1%	0%	1%	0%	1%	1%
	More than 500 employees	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure, prefer not to answer	%	0%	%	%	0%	0%	%	0%
	Total	1868	266	1602	477	1391	372	1102	364

		OVERALL	2019 REVENUE								
		Overall	< \$10k	\$10-24k	\$25-49k	\$50-99k	\$100k-\$249k	\$250-499k	\$500-999k	\$1-4.9m	\$5m+
UNWEIGHTED COUNT	Unweighted count	1868	131	116	136	206	327	243	215	315	114
Which of following best describes your position within the company?	Associate	1%	3%	4%	3%	1%	2%	%	1%	1%	0%
	Manager	4%	2%	7%	7%	5%	3%	3%	5%	3%	4%
	Senior Manager	2%	0%	0%	0%	0%	0%	4%	2%	4%	3%
	Director	2%	2%	4%	0%	2%	3%	1%	2%	1%	3%
	Vice President	1%	0%	0%	0%	0%	1%	1%	2%	1%	3%
	Senior Vice President	%	0%	0%	0%	0%	0%	0%	1%	0%	1%
	C-level executive (CFO, COO)	5%	0%	0%	0%	0%	2%	1%	4%	5%	17%
	President / CEO	21%	2%	11%	19%	19%	21%	14%	23%	25%	31%
	Owner	60%	77%	71%	67%	70%	64%	72%	60%	58%	34%
	Other:	3%	15%	4%	5%	3%	4%	3%	1%	2%	3%
	Prefer not to answer	%	0%	0%	0%	0%	0%	1%	0%	%	2%
	Total	1349	24	32	32	69	204	227	208	362	149
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	100%	0%	0%	0%	0%	0%	0%	0%	0%
	\$10,000 - \$24,999	5%	0%	100%	0%	0%	0%	0%	0%	0%	0%
	\$25,000 - \$49,999	6%	0%	0%	100%	0%	0%	0%	0%	0%	0%
	\$50,000 - \$99,999	10%	0%	0%	0%	100%	0%	0%	0%	0%	0%
	\$100,000 - \$249,999	17%	0%	0%	0%	0%	100%	0%	0%	0%	0%
	\$250,000 - \$499,999	14%	0%	0%	0%	0%	0%	100%	0%	0%	0%
	\$500,000 - \$999,999	12%	0%	0%	0%	0%	0%	0%	100%	0%	0%
	\$1 million - \$4.9 million	20%	0%	0%	0%	0%	0%	0%	0%	100%	0%
	\$5 million to \$9.9 million	4%	0%	0%	0%	0%	0%	0%	0%	0%	49%
	\$10 million or more	4%	0%	0%	0%	0%	0%	0%	0%	0%	51%
	Unsure, prefer not to answer	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Total	1868	109	91	118	189	317	253	216	366	149
2019 GROSS REVENUE	Under \$100k	27%	100%	100%	100%	100%	0%	0%	0%	0%	0%
	\$100k - \$499k	30%	0%	0%	0%	0%	100%	100%	0%	0%	0%
	\$500k +	39%	0%	0%	0%	0%	0%	0%	100%	100%	100%
	Unsure, prefer not to say	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%

		OVERALL	2019 REVENUE			OWNER GENDE R	OWNER GENDE R?	OWNER ORIENT ATION?
		Overall	Under \$100k	\$100k - \$499k	\$500k +	Male	Female	LGBTQ
UNWEIGHTED COUNT	Unweighted count	1868	589	570	644	811	1065	110
Which of following best describes your position within the company?	Associate	1%	2%	1%	1%	%	1%	0%
	Manager	4%	5%	3%	4%	5%	3%	3%
	Senior Manager	2%	0%	2%	3%	3%	1%	2%
	Director	2%	2%	2%	2%	2%	2%	3%
	Vice President	1%	0%	1%	1%	1%	1%	0%
	Senior Vice President	%	0%	0%	%	%	%	0%
	C-level executive (CFO, COO)	5%	0%	2%	7%	5%	4%	4%
	President / CEO	21%	14%	17%	26%	22%	18%	24%
	Owner	60%	71%	68%	53%	58%	68%	64%
	Other:	3%	5%	4%	2%	3%	2%	0%
	Prefer not to answer	%	0%	%	1%	%	0%	0%
Total		1349	157	431	718	885	415	78
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	21%	0%	0%	4%	8%	9%
	\$10,000 - \$24,999	5%	18%	0%	0%	3%	7%	5%
	\$25,000 - \$49,999	6%	23%	0%	0%	5%	9%	5%
	\$50,000 - \$99,999	10%	37%	0%	0%	9%	13%	8%
	\$100,000 - \$249,999	17%	0%	56%	0%	16%	17%	18%
	\$250,000 - \$499,999	14%	0%	44%	0%	14%	13%	16%
	\$500,000 - \$999,999	12%	0%	0%	30%	12%	12%	6%
	\$1 million - \$4 9 million	20%	0%	0%	50%	22%	14%	28%
	\$5 million to \$9 9 million	4%	0%	0%	10%	5%	3%	2%
	\$10 million or more	4%	0%	0%	10%	5%	2%	1%
	Unsure, prefer not to answer	3%	0%	0%	0%	3%	3%	1%
Total		1868	506	570	731	1172	610	112
2019 GROSS REVENUE	Under \$100k	27%	100%	0%	0%	21%	36%	28%
	\$100k - \$499k	30%	0%	100%	0%	31%	31%	34%
	\$500k +	39%	0%	0%	100%	45%	30%	37%
	Unsure, prefer not to say	3%	0%	0%	0%	3%	3%	1%

		OVERALL	OWNER RACE	OWNER RACE	OWNER RACE	OWNER RACE	GENDE R / RACE
		Overall	White	Black	Latinx	Asian	Female + Non-white
UNWEIGHTED COUNT	Unweighted count	1868	1221	188	227	146	367
Which of following best describes your position within the company?	Associate	1%	%	0%	1%	11%	1%
	Manager	4%	3%	5%	4%	7%	3%
	Senior Manager	2%	2%	3%	4%	5%	2%
	Director	2%	2%	9%	4%	0%	2%
	Vice President	1%	1%	1%	%	1%	2%
	Senior Vice President	%	%	0%	0%	0%	0%
	C-level executive (CFO, COO)	5%	5%	2%	6%	6%	5%
	President / CEO	21%	22%	26%	21%	22%	17%
	Owner	60%	61%	52%	56%	44%	64%
	Other:	3%	3%	2%	3%	4%	4%
	Prefer not to answer	%	%	0%	0%	0%	0%
	Total	1349	1012	84	125	87	114
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	5%	11%	7%	8%	12%
	\$10,000 - \$24,999	5%	3%	11%	8%	4%	10%
	\$25,000 - \$49,999	6%	6%	8%	7%	8%	8%
	\$50,000 - \$99,999	10%	10%	8%	10%	9%	11%
	\$100,000 - \$249,999	17%	16%	18%	20%	17%	17%
	\$250,000 - \$499,999	14%	15%	17%	9%	9%	12%
	\$500,000 - \$999,999	12%	12%	7%	13%	11%	11%
	\$1 million - \$4 9 million	20%	21%	13%	18%	23%	12%
	\$5 million to \$9 9 million	4%	5%	1%	2%	2%	2%
	\$10 million or more	4%	4%	1%	2%	4%	2%
	Unsure, prefer not to answer	3%	3%	3%	3%	6%	4%
	Total	1868	1402	126	176	111	163
2019 GROSS REVENUE	Under \$100k	27%	25%	38%	33%	30%	40%
	\$100k - \$499k	30%	31%	36%	29%	26%	29%
	\$500k +	39%	42%	23%	35%	39%	27%
	Unsure, prefer not to say	3%	3%	3%	3%	6%	4%

		OVERALL	# OF EMPLOYEES				POSITION		
		Overall	1-5	6-10	10-25	26+	Owner	CEO / President	Other
UNWEIGHTED COUNT	Unweighted count	1868	1080	271	299	217	260	816	244
Which of following best describes your position within the company?	Associate	1%	1%	1%	1%	1%	0%	0%	5%
	Manager	4%	3%	3%	6%	5%	0%	0%	23%
	Senior Manager	2%	%	3%	5%	3%	0%	0%	12%
	Director	2%	2%	2%	2%	4%	0%	0%	13%
	Vice President	1%	%	3%	0%	2%	0%	0%	6%
	Senior Vice President	%	%	0%	0%	%	0%	0%	1%
	C-level executive (CFO, COO)	5%	1%	5%	5%	12%	0%	0%	24%
	President / CEO	21%	19%	20%	23%	26%	100%	0%	0%
	Owner	60%	69%	62%	55%	44%	0%	100%	0%
	Other:	3%	3%	2%	3%	3%	0%	0%	16%
	Prefer not to answer	%	%	0%	%	1%	0%	0%	0%
	Total	1349	504	266	338	240	286	805	254
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	10%	1%	%	0%	%	2%	2%
	\$10,000 - \$24,999	5%	8%	%	1%	%	1%	3%	2%
	\$25,000 - \$49,999	6%	11%	1%	%	1%	2%	3%	2%
	\$50,000 - \$99,999	10%	17%	2%	2%	1%	5%	6%	3%
	\$100,000 - \$249,999	17%	25%	13%	5%	1%	15%	16%	12%
	\$250,000 - \$499,999	14%	15%	25%	9%	1%	11%	20%	12%
	\$500,000 - \$999,999	12%	6%	29%	19%	4%	17%	15%	14%
	\$1 million - \$4 9 million	20%	3%	24%	52%	38%	32%	26%	24%
	\$5 million to \$9 9 million	4%	%	1%	6%	21%	9%	3%	8%
	\$10 million or more	4%	0%	0%	3%	28%	7%	3%	11%
	Unsure, prefer not to answer	3%	3%	4%	3%	5%	1%	2%	9%
	Total	1868	1023	266	338	240	286	805	254
2019 GROSS REVENUE	Under \$100k	27%	47%	3%	4%	2%	8%	14%	9%
	\$100k - \$499k	30%	40%	39%	15%	2%	26%	36%	25%
	\$500k +	39%	10%	54%	79%	92%	65%	48%	57%
	Unsure, prefer not to say	3%	3%	4%	3%	5%	1%	2%	9%

		OVERALL	INDUSTRY								
		Overall	Beauty	Construction	Education	Health Care	Manufacturing	Non-profit	Restaurant / Bar	Retail	Other biz services
UNWEIGHTED COUNT	Unweighted count	1868	136	82	95	120	91	89	244	182	407
Which of following best describes your position within the company?	Associate	1%	1%	0%	0%	0%	0%	2%	4%	1%	%
	Manager	4%	2%	7%	1%	1%	2%	10%	5%	4%	4%
	Senior Manager	2%	4%	0%	0%	3%	0%	10%	4%	1%	2%
	Director	2%	3%	1%	5%	0%	1%	18%	1%	1%	4%
	Vice President	1%	0%	1%	1%	%	0%	0%	0%	2%	4%
	Senior Vice President	%	0%	0%	0%	0%	0%	0%	0%	0%	%
	C-level executive (CFO, COO)	5%	1%	1%	4%	0%	11%	9%	1%	2%	6%
	President / CEO	21%	11%	28%	24%	15%	22%	38%	14%	18%	21%
	Owner	60%	76%	55%	62%	78%	60%	3%	70%	71%	55%
	Other:	3%	2%	5%	1%	3%	4%	11%	2%	2%	3%
	Prefer not to answer	%	0%	2%	2%	0%	0%	0%	0%	0%	1%
Total		1349	63	89	55	81	91	62	208	121	246
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	4%	%	6%	7%	8%	6%	5%	5%	7%
	\$10,000 - \$24,999	5%	13%	4%	7%	3%	2%	2%	3%	7%	6%
	\$25,000 - \$49,999	6%	19%	4%	5%	4%	1%	2%	3%	5%	8%
	\$50,000 - \$99,999	10%	15%	2%	12%	8%	11%	7%	6%	14%	13%
	\$100,000 - \$249,999	17%	17%	22%	15%	21%	8%	23%	14%	20%	19%
	\$250,000 - \$499,999	14%	15%	14%	18%	15%	9%	10%	15%	12%	15%
	\$500,000 - \$999,999	12%	9%	14%	14%	17%	8%	15%	14%	9%	7%
	\$1 million - \$4 9 million	20%	5%	19%	12%	16%	35%	25%	30%	15%	15%
	\$5 million to \$9 9 million	4%	0%	6%	4%	3%	10%	2%	4%	5%	2%
	\$10 million or more	4%	1%	10%	0%	5%	7%	3%	3%	2%	4%
	Unsure, prefer not to answer	3%	1%	4%	7%	1%	0%	3%	4%	7%	3%
Total		1868	99	118	69	119	114	71	232	164	411
2019 GROSS REVENUE	Under \$100k	27%	51%	10%	29%	22%	23%	18%	17%	31%	34%
	\$100k - \$499k	30%	32%	36%	33%	36%	17%	33%	28%	32%	34%
	\$500k +	39%	15%	50%	31%	41%	60%	46%	50%	31%	28%
	Unsure, prefer not to say	3%	1%	4%	7%	1%	0%	3%	4%	7%	3%

		OVERALL	BIZ OPEN?			WILL REOPEN?		MISSED PAYMENTS?		CUSTOMERS ON PREMISES?	
		Overall	Closed	Partially	Fully Open	Yes	Uncertain	Yes	No	No	Yes
UNWEIGHTED COUNT	Unweighted count	1868	282	1015	544	144	119	629	1148	699	1156
Which of following best describes your position within the company?	Associate	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
	Manager	4%	3%	4%	4%	1%	5%	4%	3%	4%	5%
	Senior Manager	2%	0%	3%	2%	0%	0%	3%	2%	2%	2%
	Director	2%	1%	3%	2%	2%	1%	2%	3%	3%	2%
	Vice President	1%	1%	1%	2%	2%	0%	%	2%	1%	1%
	Senior Vice President	%	0%	%	%	0%	0%	0%	%	%	%
	C-level executive (CFO, COO)	5%	3%	4%	7%	5%	1%	3%	6%	6%	4%
	President / CEO	21%	19%	21%	22%	25%	13%	19%	23%	26%	19%
	Owner	60%	67%	60%	57%	58%	75%	66%	57%	54%	63%
	Other:	3%	4%	3%	3%	5%	3%	2%	3%	3%	3%
	Prefer not to answer	%	0%	0%	1%	0%	0%	0%	1%	1%	%
	Total	1349	163	709	469	84	70	456	833	510	833
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	12%	5%	5%	11%	12%	4%	6%	7%	5%
	\$10,000 - \$24,999	5%	10%	5%	3%	9%	10%	6%	4%	6%	4%
	\$25,000 - \$49,999	6%	9%	7%	4%	8%	11%	5%	7%	7%	6%
	\$50,000 - \$99,999	10%	11%	10%	9%	9%	13%	12%	9%	11%	9%
	\$100,000 - \$249,999	17%	19%	19%	13%	16%	22%	19%	16%	16%	18%
	\$250,000 - \$499,999	14%	12%	15%	13%	11%	11%	14%	13%	12%	14%
	\$500,000 - \$999,999	12%	13%	12%	11%	12%	16%	10%	12%	10%	13%
	\$1 million - \$4 9 million	20%	10%	20%	24%	17%	2%	23%	18%	19%	20%
	\$5 million to \$9 9 million	4%	2%	3%	7%	3%	0%	2%	5%	5%	3%
	\$10 million or more	4%	%	3%	8%	1%	0%	2%	5%	5%	3%
	Unsure, prefer not to answer	3%	3%	3%	3%	3%	2%	2%	3%	3%	4%
	Total	1868	243	981	621	122	108	596	1191	784	1075
2019 GROSS REVENUE	Under \$100k	27%	42%	27%	21%	37%	47%	27%	27%	31%	24%
	\$100k - \$499k	30%	30%	34%	26%	27%	33%	33%	30%	28%	32%
	\$500k +	39%	25%	37%	50%	33%	17%	38%	40%	39%	40%
	Unsure, prefer not to say	3%	3%	3%	3%	3%	2%	2%	3%	3%	4%

		OVERALL	HOME REGIONS						HOME REGIONS			
		Overall	Western	Central	Southeast	Outer suburbs	Inner Suburbs	Boston proper	Western / Central MA	Southeast MA	Outer Boston Suburbs	Boston / Inner Suburbs
UNWEIGHTED COUNT	Unweighted count	1868	268	159	224	629	303	269	427	224	629	572
Which of following best describes your position within the company?	Associate	1%	2%	0%	%	%	1%	4%	1%	%	%	2%
	Manager	4%	5%	5%	4%	3%	4%	6%	5%	4%	3%	5%
	Senior Manager	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%	3%
	Director	2%	1%	1%	3%	2%	1%	5%	1%	3%	2%	3%
	Vice President	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	2%
	Senior Vice President	%	0%	0%	%	0%	1%	0%	0%	%	0%	1%
	C-level executive (CFO, COO)	5%	4%	5%	2%	4%	6%	6%	5%	2%	4%	6%
	President / CEO	21%	16%	30%	25%	21%	19%	19%	22%	25%	21%	19%
	Owner	60%	65%	55%	60%	63%	60%	52%	61%	60%	63%	57%
	Other:	3%	5%	2%	1%	3%	2%	3%	3%	1%	3%	3%
	Prefer not to answer	%	%	0%	0%	%	%	0%	%	0%	%	%
	Total	1349	175	124	182	445	226	185	299	182	445	411
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	8%	4%	6%	6%	5%	5%	7%	6%	6%	5%
	\$10,000 - \$24,999	5%	5%	6%	3%	5%	3%	8%	5%	3%	5%	5%
	\$25,000 - \$49,999	6%	9%	5%	6%	8%	3%	4%	7%	6%	8%	4%
	\$50,000 - \$99,999	10%	17%	10%	8%	11%	7%	6%	14%	8%	11%	7%
	\$100,000 - \$249,999	17%	10%	25%	19%	18%	19%	13%	16%	19%	18%	16%
	\$250,000 - \$499,999	14%	17%	10%	20%	11%	14%	12%	14%	20%	11%	13%
	\$500,000 - \$999,999	12%	13%	10%	14%	10%	12%	11%	12%	14%	10%	12%
	\$1 million - \$4.9 million	20%	16%	16%	17%	19%	26%	24%	16%	17%	19%	25%
	\$5 million to \$9.9 million	4%	1%	6%	1%	6%	3%	4%	3%	1%	6%	4%
	\$10 million or more	4%	1%	4%	2%	4%	4%	9%	2%	2%	4%	6%
	Unsure, prefer not to answer	3%	3%	4%	3%	4%	3%	3%	3%	3%	4%	3%
	Total	1868	268	172	251	628	301	232	440	251	628	533
2019 GROSS REVENUE	Under \$100k	27%	39%	24%	24%	29%	18%	24%	33%	24%	29%	21%
	\$100k - \$499k	30%	27%	35%	39%	28%	33%	25%	30%	39%	28%	29%
	\$500k +	39%	31%	37%	35%	39%	46%	47%	33%	35%	39%	47%
	Unsure, prefer not to say	3%	3%	4%	3%	4%	3%	3%	3%	3%	4%	3%

		OVERALL	ORIGINAL GC?		GATEWAY CITY?		COMMUNITY TYPE		
		Overall	Yes	No	Yes	No	Rural	Suburban	Urban
UNWEIGHTED COUNT	Unweighted count	1868	284	1584	501	1367	347	1078	417
Which of following best describes your position within the company?	Associate	1%	1%	1%	1%	1%	1%	1%	%
	Manager	4%	3%	4%	3%	5%	6%	4%	4%
	Senior Manager	2%	1%	3%	1%	3%	3%	2%	3%
	Director	2%	3%	2%	2%	3%	1%	2%	6%
	Vice President	1%	%	1%	1%	1%	1%	2%	%
	Senior Vice President	%	0%	%	%	%	0%	%	1%
	C-level executive (CFO, COO)	5%	5%	4%	4%	5%	4%	4%	7%
	President / CEO	21%	27%	20%	25%	20%	23%	20%	22%
	Owner	60%	56%	60%	59%	60%	58%	63%	54%
	Other:	3%	4%	3%	4%	3%	4%	3%	3%
	Prefer not to answer	%	0%	%	0%	%	%	%	%
	Total	1349	182	1167	326	1023	248	808	271
What was the company's gross business revenue in 2019? A rough estimate is fine	Under \$10,000	6%	6%	6%	6%	6%	8%	6%	5%
	\$10,000 - \$24,999	5%	6%	5%	6%	5%	4%	4%	7%
	\$25,000 - \$49,999	6%	8%	6%	7%	6%	7%	6%	5%
	\$50,000 - \$99,999	10%	14%	9%	12%	9%	14%	9%	9%
	\$100,000 - \$249,999	17%	19%	17%	20%	16%	16%	17%	19%
	\$250,000 - \$499,999	14%	14%	13%	16%	13%	11%	14%	13%
	\$500,000 - \$999,999	12%	8%	12%	9%	13%	14%	11%	10%
	\$1 million - \$4 9 million	20%	15%	20%	15%	21%	18%	19%	22%
	\$5 million to \$9 9 million	4%	4%	4%	2%	4%	3%	4%	4%
	\$10 million or more	4%	3%	4%	3%	4%	2%	5%	5%
	Unsure, prefer not to answer	3%	3%	3%	3%	3%	3%	4%	2%
	Total	1868	266	1602	477	1391	372	1102	364
2019 GROSS REVENUE	Under \$100k	27%	34%	26%	31%	26%	32%	26%	25%
	\$100k - \$499k	30%	33%	30%	36%	29%	27%	31%	32%
	\$500k +	39%	30%	41%	30%	42%	37%	39%	40%
	Unsure, prefer not to say	3%	3%	3%	3%	3%	3%	4%	2%