

Connecticut Small Business Reopen Survey

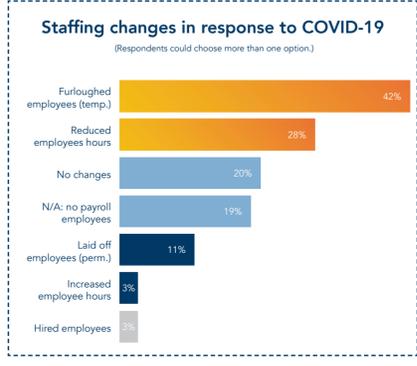
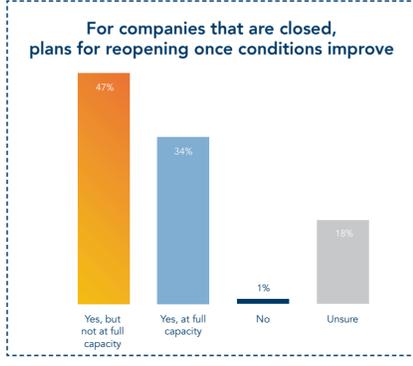


In partnership with The Connecticut Department of Economic and Community Development (DECD), AdvanceCT conducted a survey of Connecticut small businesses owners to gather insights and assist in identifying pain points related to the reopening of businesses.

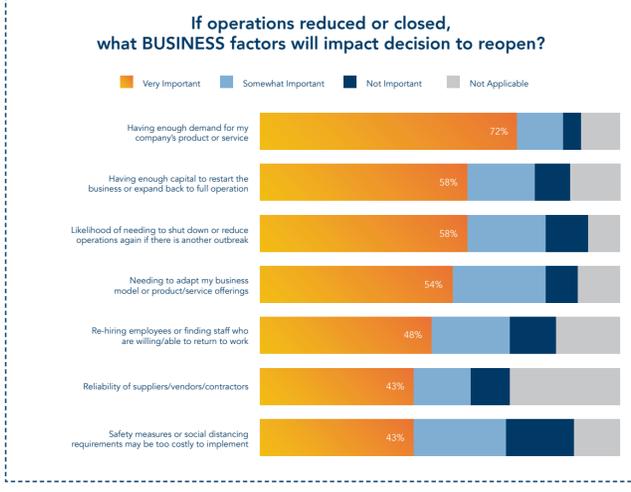
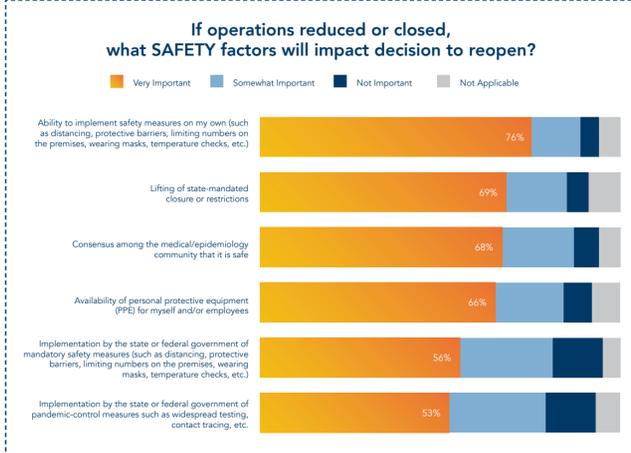
Key results from the 1,191 responses to the survey between April 29 to May 12, 2020 are represented below.

CURRENT BUSINESS STATUS & REOPENING PLANS

43% OF CONNECTICUT SMALL BUSINESSES ARE CLOSED
 Nearly half of all respondents indicated that their business is currently closed, 30% reported reduced hours of operation, and 26% are still operating as they were prior to COVID-19. 2% have increased their hours.



FACTORS TO REOPEN BUSINESS



MITIGATING IMPACT

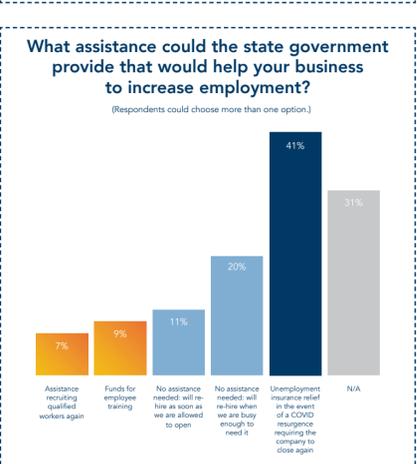
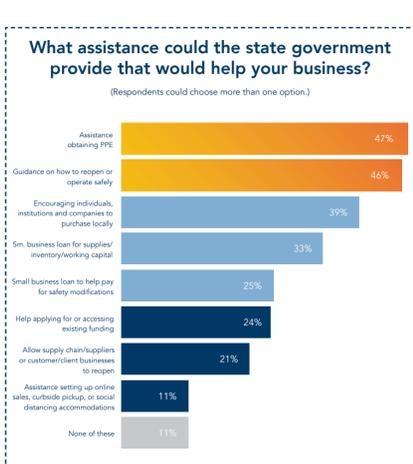
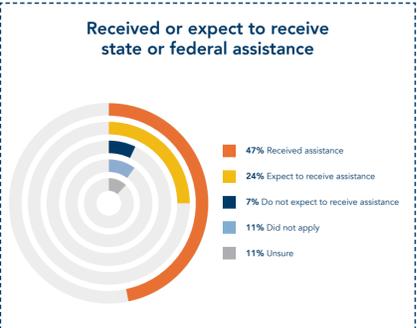
3% BUSINESS INTERRUPTION INSURANCE
 Of the 1,164 business owners who responded to this question, only 3% (or 35) have business insurance to cover all or a portion of the COVID-19 related losses. 83% do not have business interruption insurance, and 14% did not have a loss, or the losses are not large enough to be covered by insurance.

54% EMERGENCY PLANS
 54% of respondents have an emergency or safety plan.



COVID-19 FINANCIAL ASSISTANCE PROGRAMS

89% APPLIED FOR COVID-19 GOVERNMENTAL FINANCIAL ASSISTANCE
 43% of respondents reported encountering problems applying for and/or receiving PPP, EIDL, and Pandemic Unemployment Insurance.



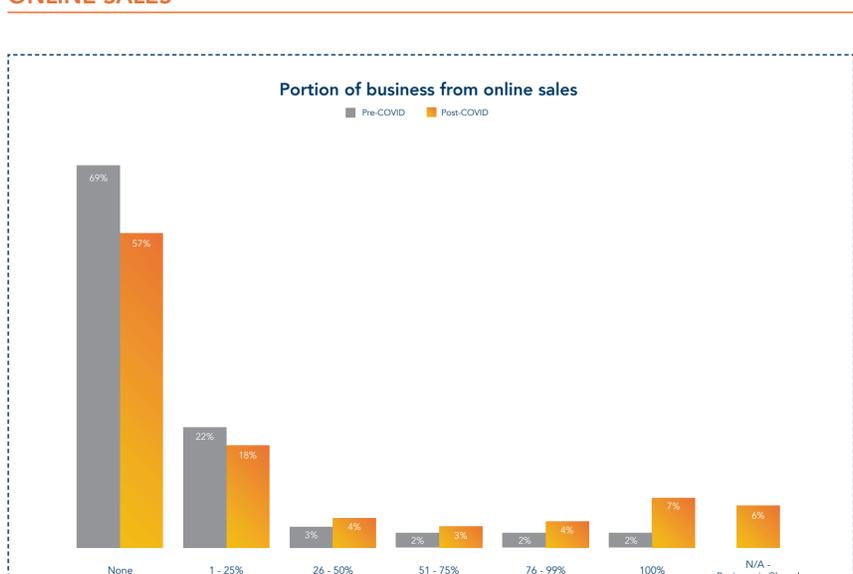
SAFETY MEASURES

40% OF OPERATIONS REQUIRE LONG-TERM CLOSE PROXIMITY

Small business owners reported that their operations require close physical proximity between individuals: **40% for thirty minutes or more**; **23% for less than five minutes**; and **21% between five and thirty minutes**. Only 15% report that they are able to operate without close proximity between individuals.



ONLINE SALES

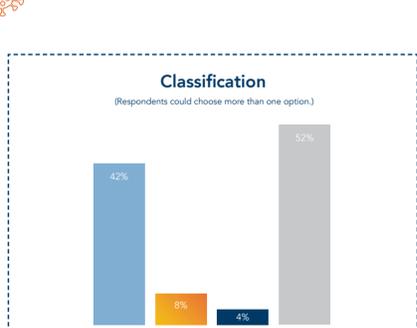
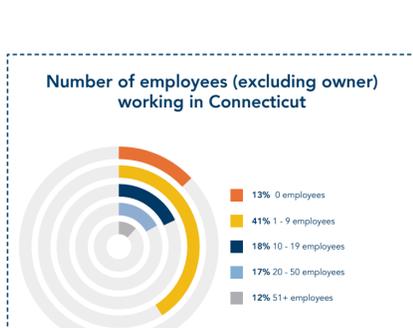


DEMOGRAPHICS

1,191 RESPONDENTS
 Represented all major industries in Connecticut.

The accommodation and food service industry participated in the survey with the highest percentage (14%), specifically **restaurants and personal care** (salons, barber shops, nail salons, tattoo parlors).

49% ESSENTIAL BUSINESS
 49% of respondents identify as an essential business per Governor Lamont's Executive Order, with 45% classifying themselves as non-essential, and 6% unsure of their classification.



RESOURCES

A list of state guidelines and business resources for reopening Connecticut are available on the AdvanceCT website - [AdvanceCT.org](https://www.advancect.org).