

5-2020

COVID-19 Impact on Nebraska Businesses: Nebraska Business Response Survey Report Round 1

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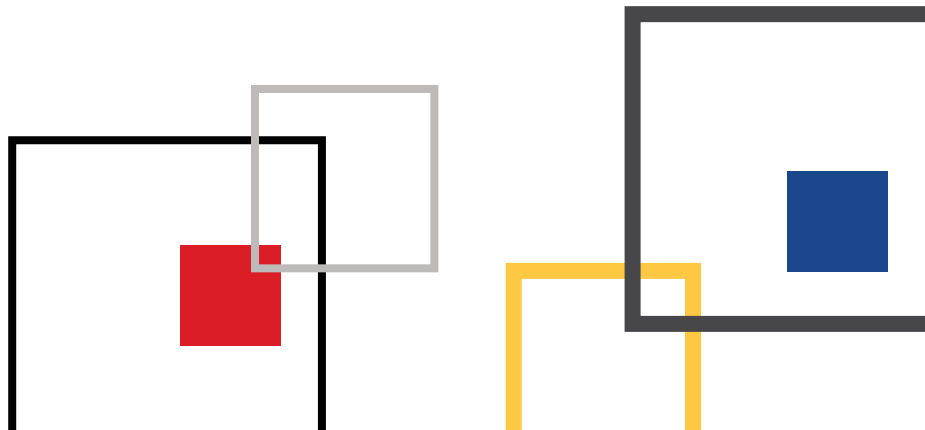
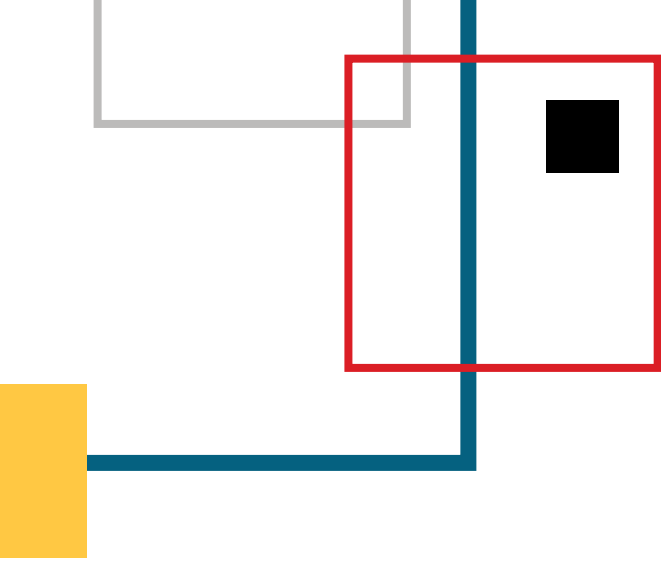
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Please take our feedback survey at: https://unomaha.az1.qualtrics.com/jfe/form/SV_8cchtFmpDyGfBLE

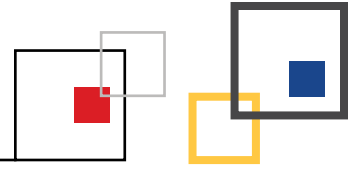
MAY 2020

COVID-19 IMPACT ON NEBRASKA BUSINESSES

NEBRASKA BUSINESS RESPONSE SURVEY REPORT



SPONSORS



REPORT PREPARED BY

Josie Schafer, director, UNO Center for Public Affairs Research

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Melanie Kiper, community service specialist, UNO Center for Public Affairs Research

The State of Nebraska, the Nebraska Chamber of Commerce, the University of Nebraska and several local project partners came together to develop and share the Nebraska Business Response Survey to understand the impact coronavirus (COVID-19) is having on the revenue and workforce of organizations across the state and find the best ways to support our business and nonprofit community during this crisis.

The survey launched Wednesday, April 15, 2020, at 2 P.M. and closed Friday, April 24, 2020, at 5 P.M. The survey was only made available online and in English and Spanish. The survey was translated into Spanish by Lissette Aliaga-Linares, Ph.D., assistant professor of sociology and anthropology at the University of Nebraska at Omaha. The survey was distributed by email invitation from survey partners to their organization's associates and publicly announced at a press conference by Pete Ricketts, Governor of the State of Nebraska.

After the first 100 responses were received, a real-time, publicly available summary of each question response was made available at [cpar.unomaha.edu\nebusinessresults](http://cpar.unomaha.edu/nebusinessresults). The summary report can still be accessed at that website. A series of reports using the survey data will be made available throughout May of 2020. This report provides an executive summary for the survey and analysis of quantitative survey questions by industry and by regions in Nebraska. The regions are based on zip codes in community college districts. An additional region was created in the area of the City of Lincoln due to the high number of responses.

First, the survey results can only represent the views of those that responded during the 10 days that the survey was open. We recognize that the current global pandemic is rapidly evolving and thus viewpoints may evolve as well. Second, not all respondents answered all questions. Thus, the percentages and the number of respondents are given for most data points in the report and do vary across questions. Finally, in some places results may not add up to 100% due to rounding.

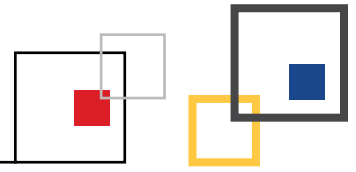
Questions about the data and analysis of the survey can be directed to:

Josie Gatti Schafer, Ph.D., director, Center for Public Affairs Research
University of Nebraska at Omaha
jgschafer@unomaha.edu

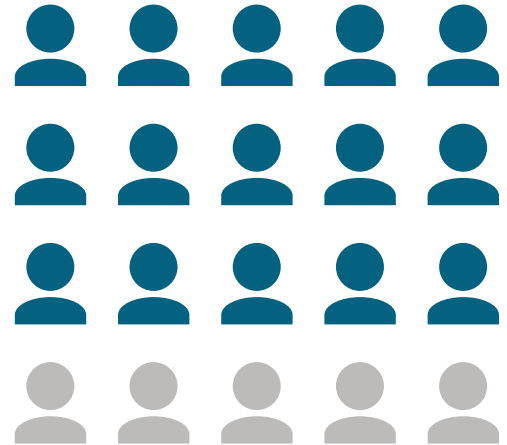
Questions about survey development or future surveys on this topic can be directed to:

Catherine Lang, state director, Nebraska Business Development Center
cclang@unomaha.edu

EXECUTIVE SUMMARY



75% of those that clicked on the survey completed more than 45% of the survey



7,649

clicks on the survey

5,785

completed more than 45% of the survey

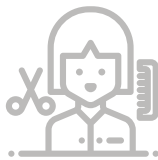
Largest Industry Sectors Represented

15.2%
(696)



Health Care and Social Assistance

14.6%
(669)



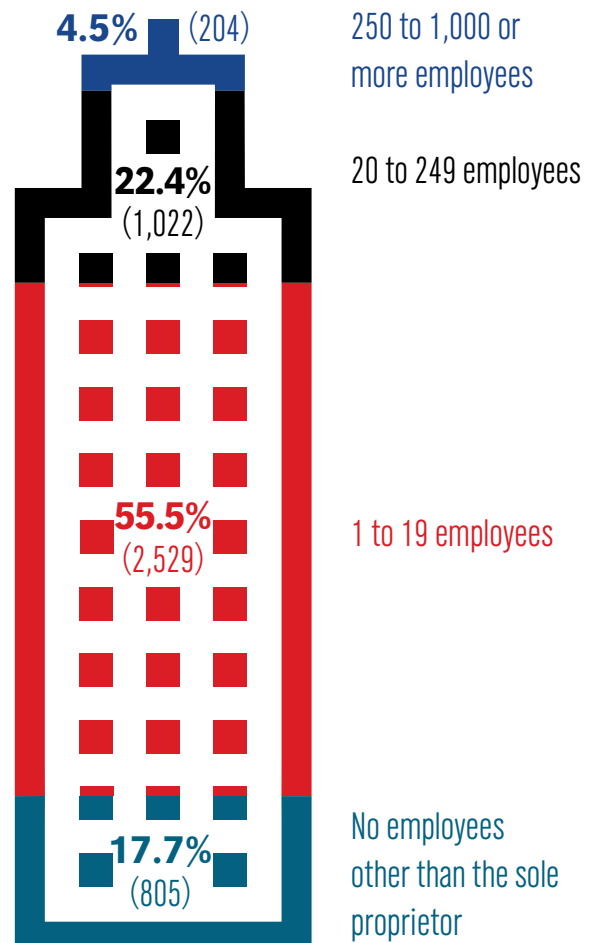
Other Services
(includes automotive repair and services, equipment repair, barber/beauty shops, funeral services, dry cleaning, churches and religious organizations, civic and social organizations, business and professional associations, and labor union organizations)

9.8%
(448)



Retail Trade

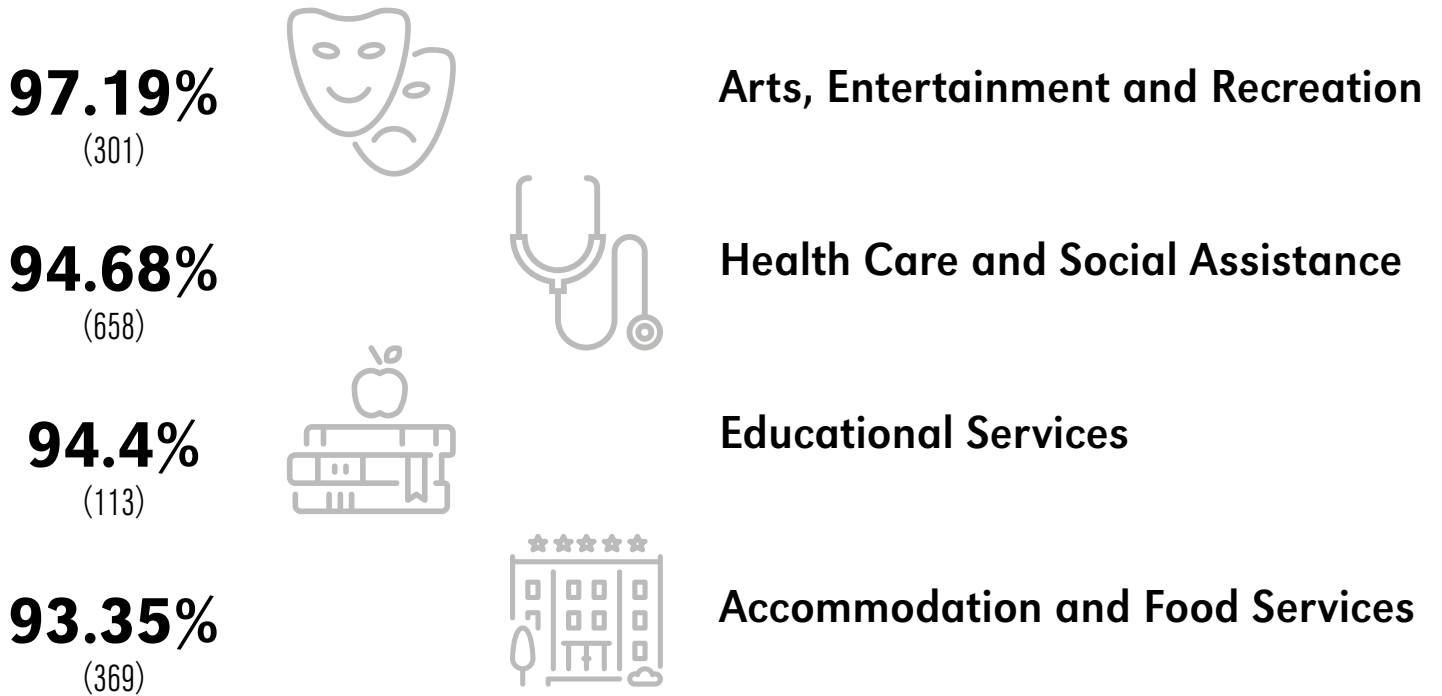
Most Respondents Were Small Businesses



87%
(6,647)

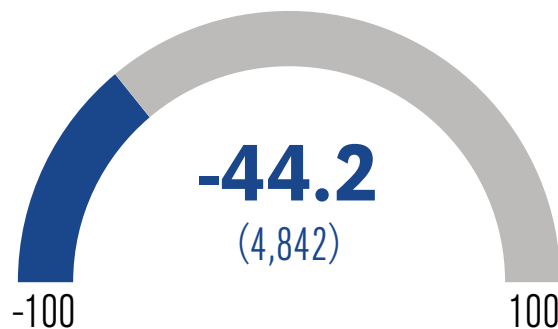
of respondents have been **negatively impacted** by the recent outbreak of the coronavirus (COVID-19)

Industries that report the largest negative impacts from coronavirus (COVID-19)

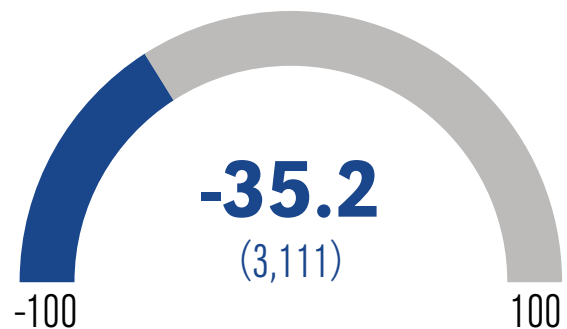


Respondents report negative revenue and employment impacts as a result of coronavirus (COVID-19)

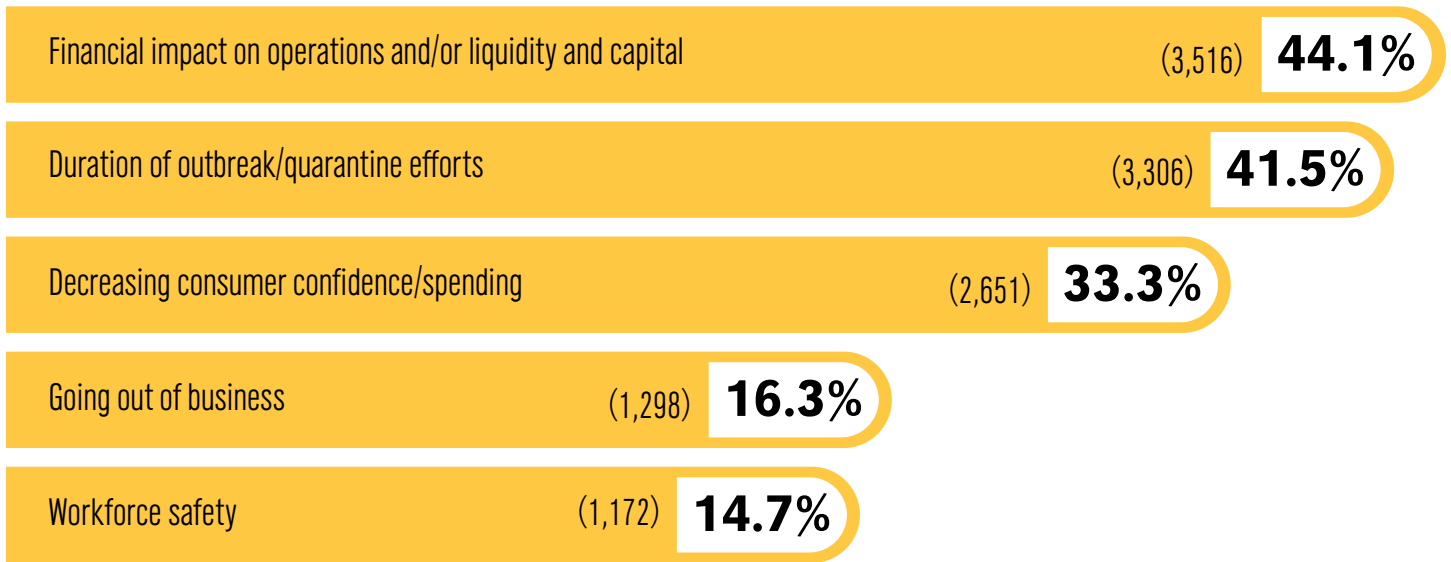
Average current revenue impact as a % of total revenue



Average current employment impact as a % of all employees



Respondents top concerns with respect to the coronavirus (COVID-19)



Most organizations have placed some restrictions on employees (51%, 2,873) and the public (71%, 4,027) from entering their workplaces



49.9%

The average percent of the workforce that is able to work remotely

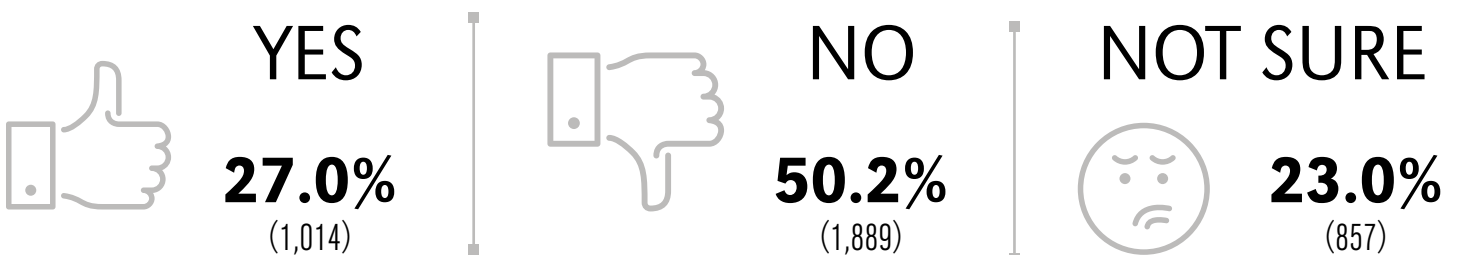
66%

(3,713)

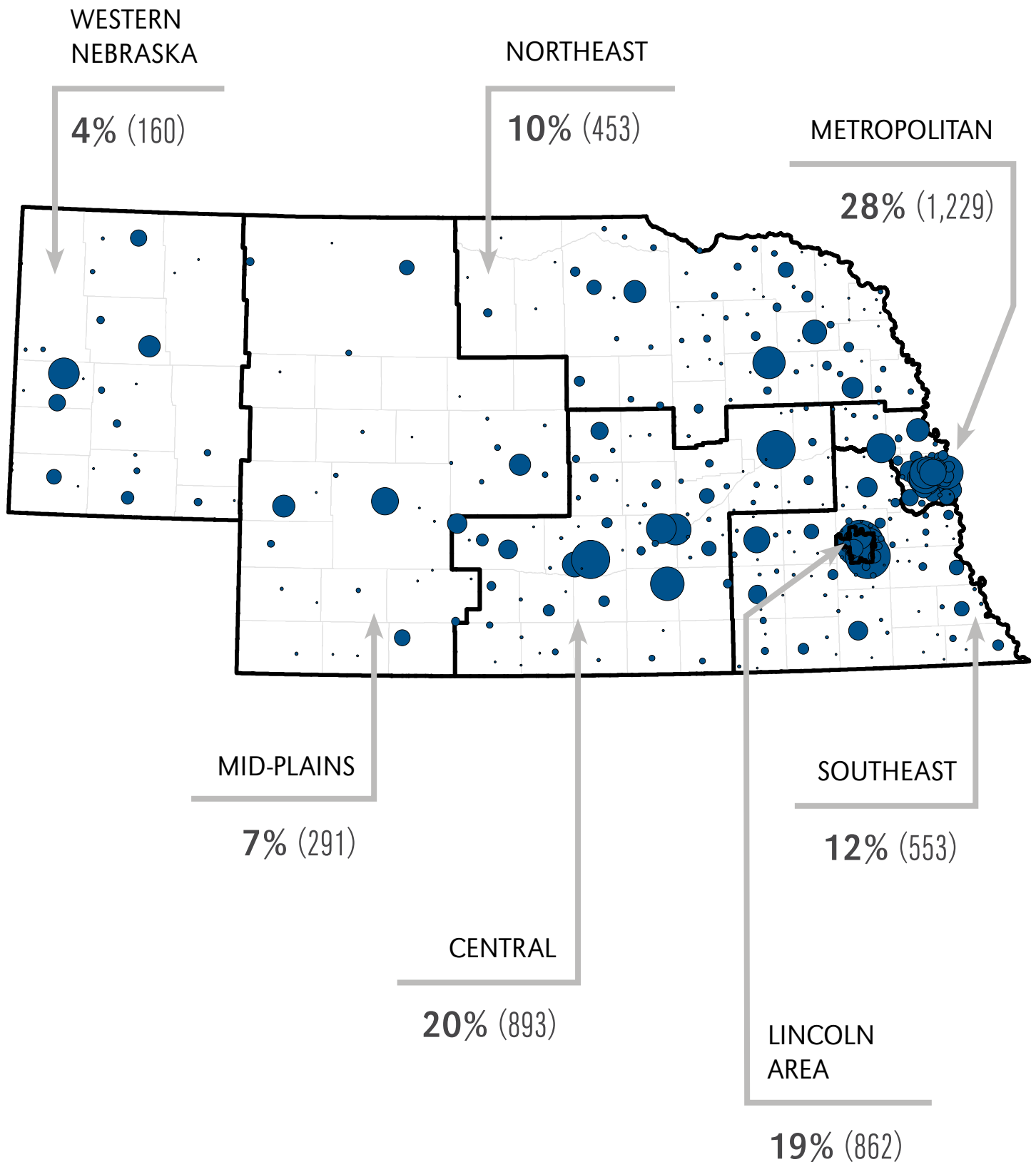
of businesses are **considering or currently applying for any federal programs** (for example, capital or employment assistance from the Small Business Administration) as a result of the coronavirus (COVID-19).

*The United States Small Business Administration's Payroll Protection Program (PPP) is the most common program being considered.

Will you need help applying for any federal business support programs?



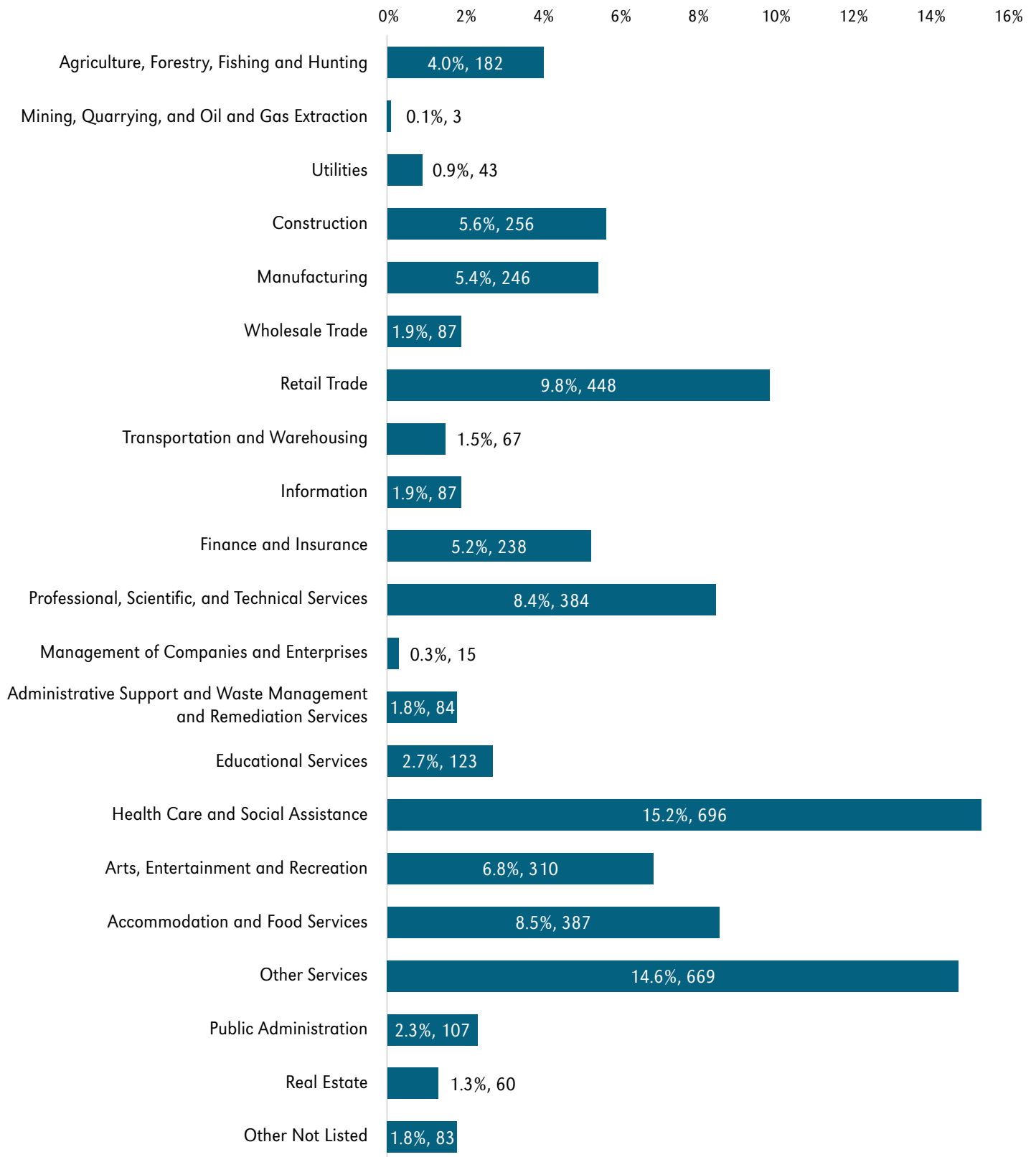
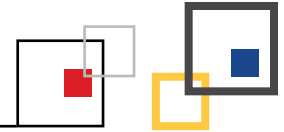
Responses by Region (Nebraska Community College Districts)



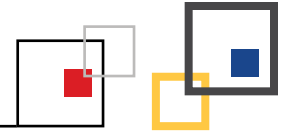


INDUSTRY REPORT

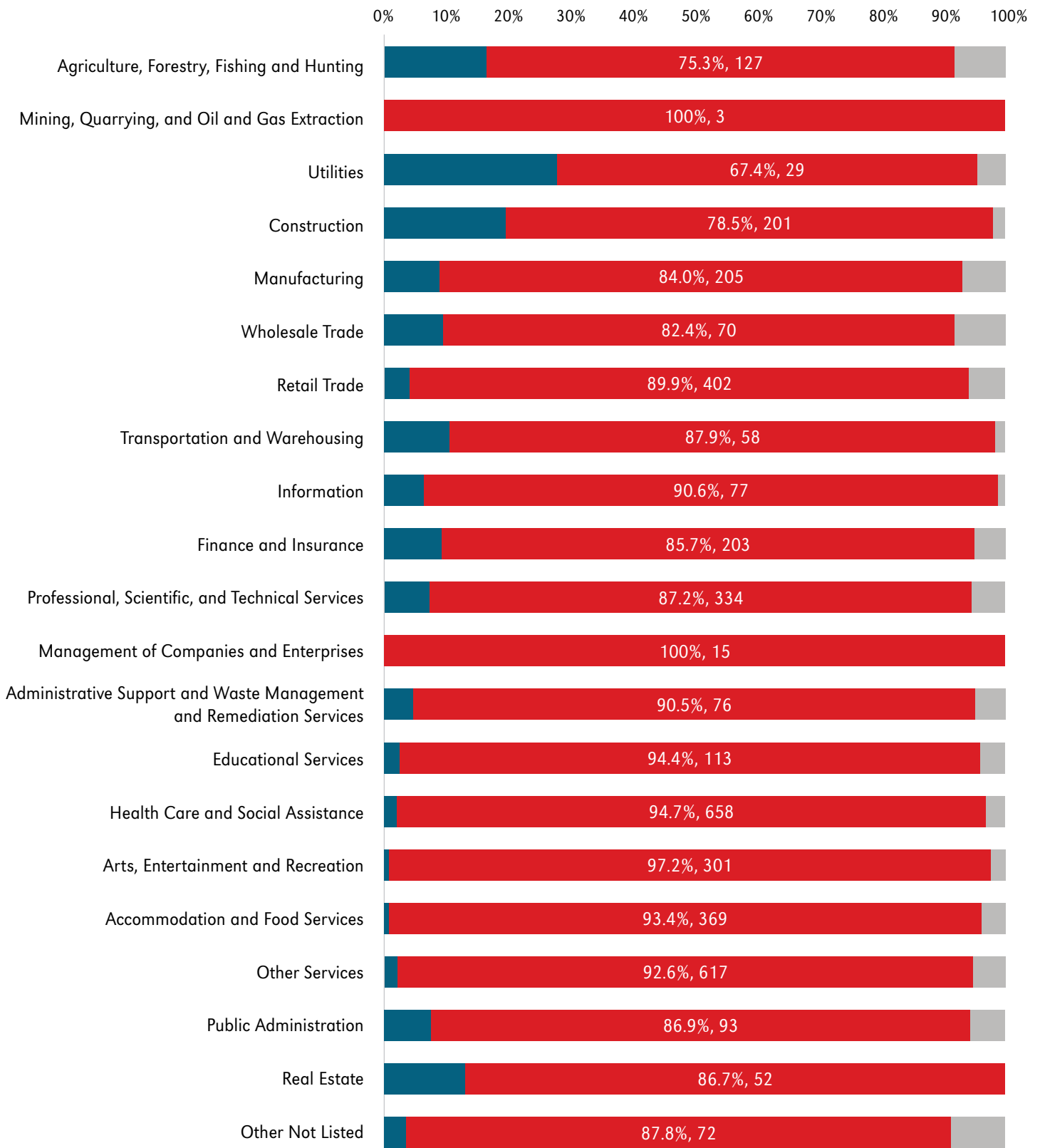
Which one of the following best describes your **organization's primary industry?** (n=4,575)



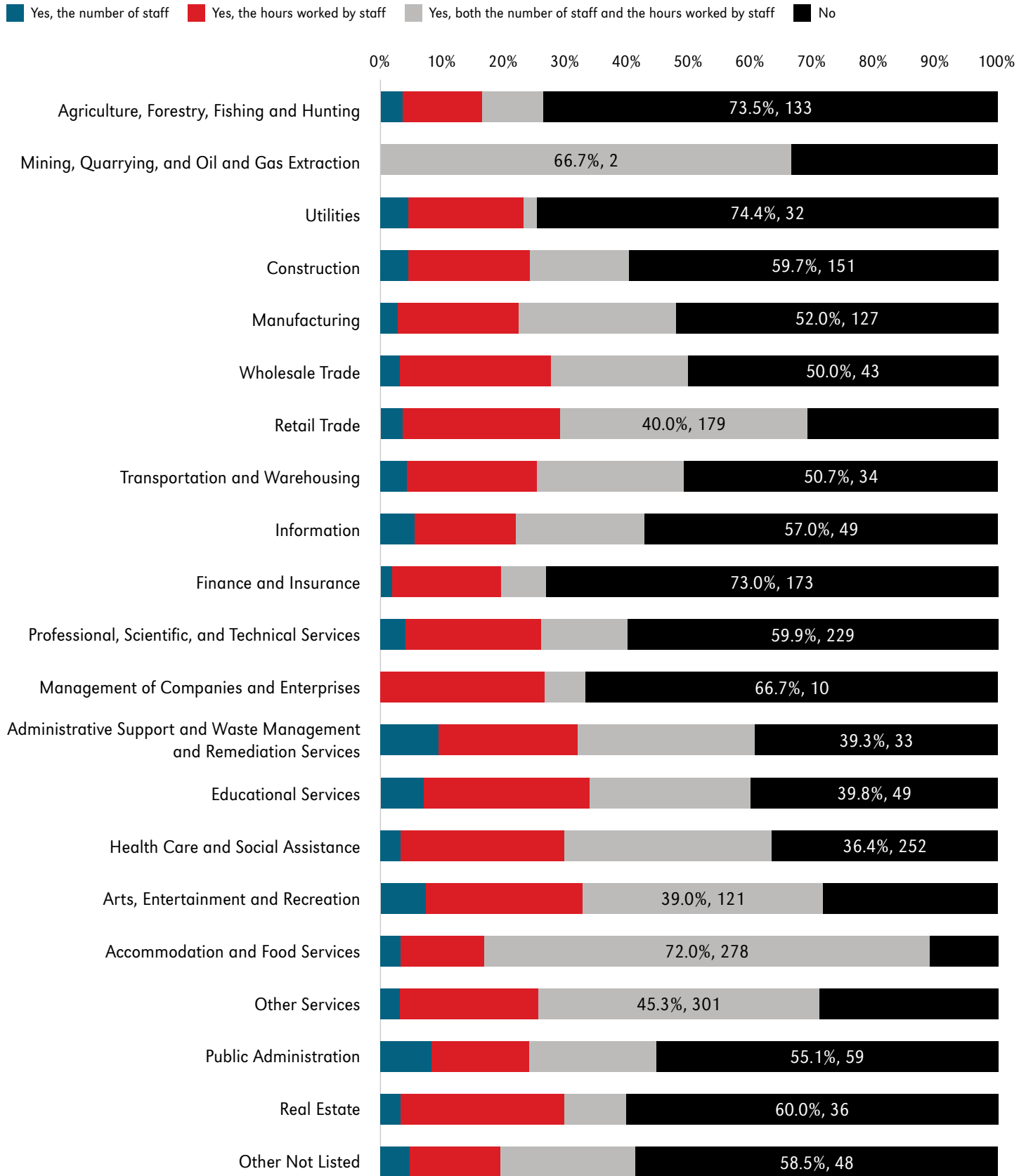
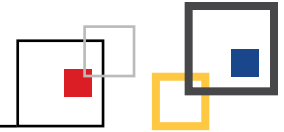
Has the recent outbreak of the coronavirus (COVID-19) directly impacted your organization?



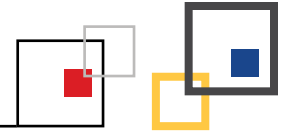
■ No Impact
 ■ Yes, Negatively
 ■ Yes, Positively



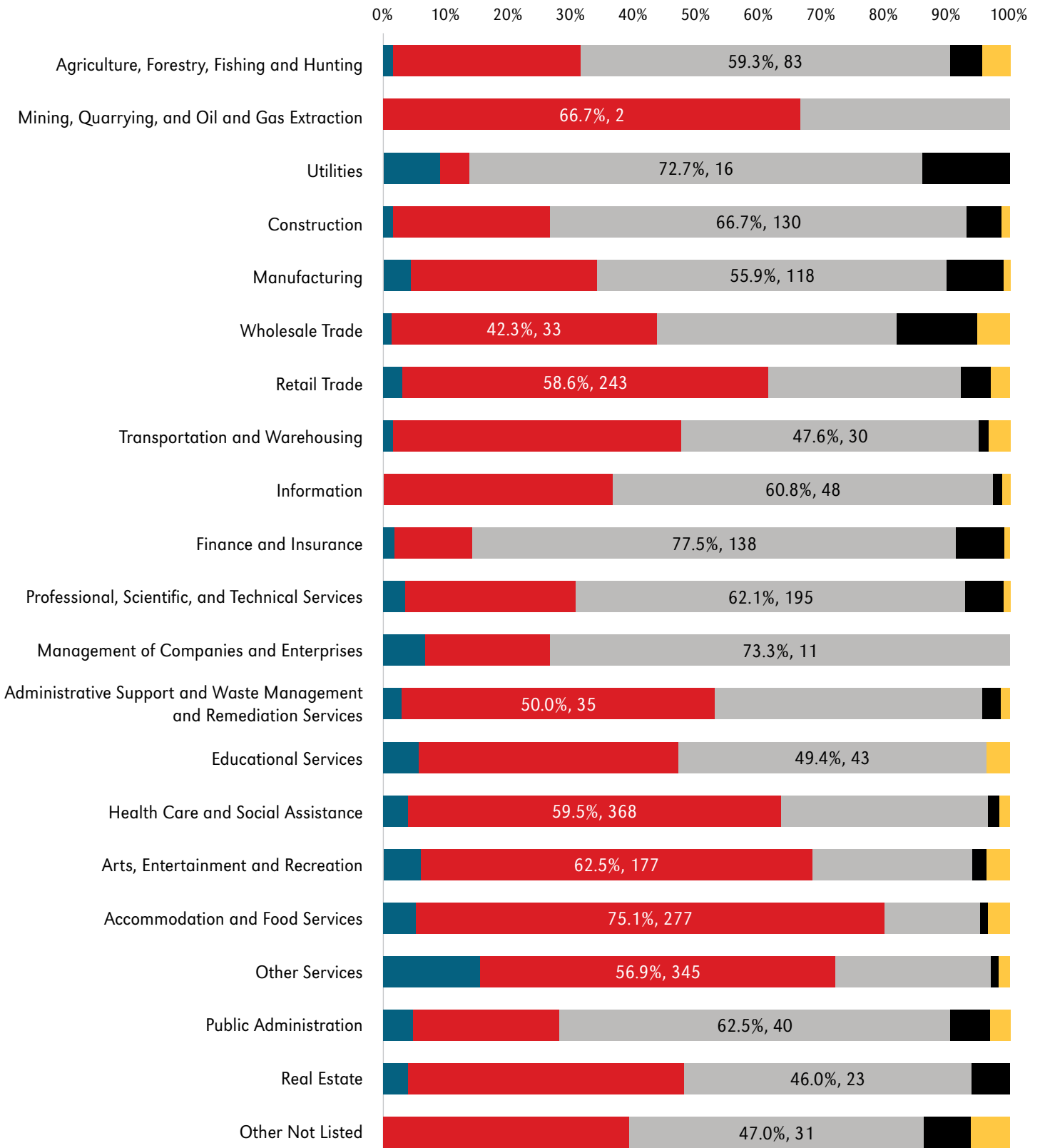
Are you **currently reducing or planning to reduce staff** and/or hours?



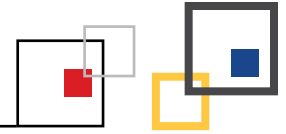
Estimate the impact the coronavirus (COVID-19) is having on your organization's **current revenue** (% of total revenue).



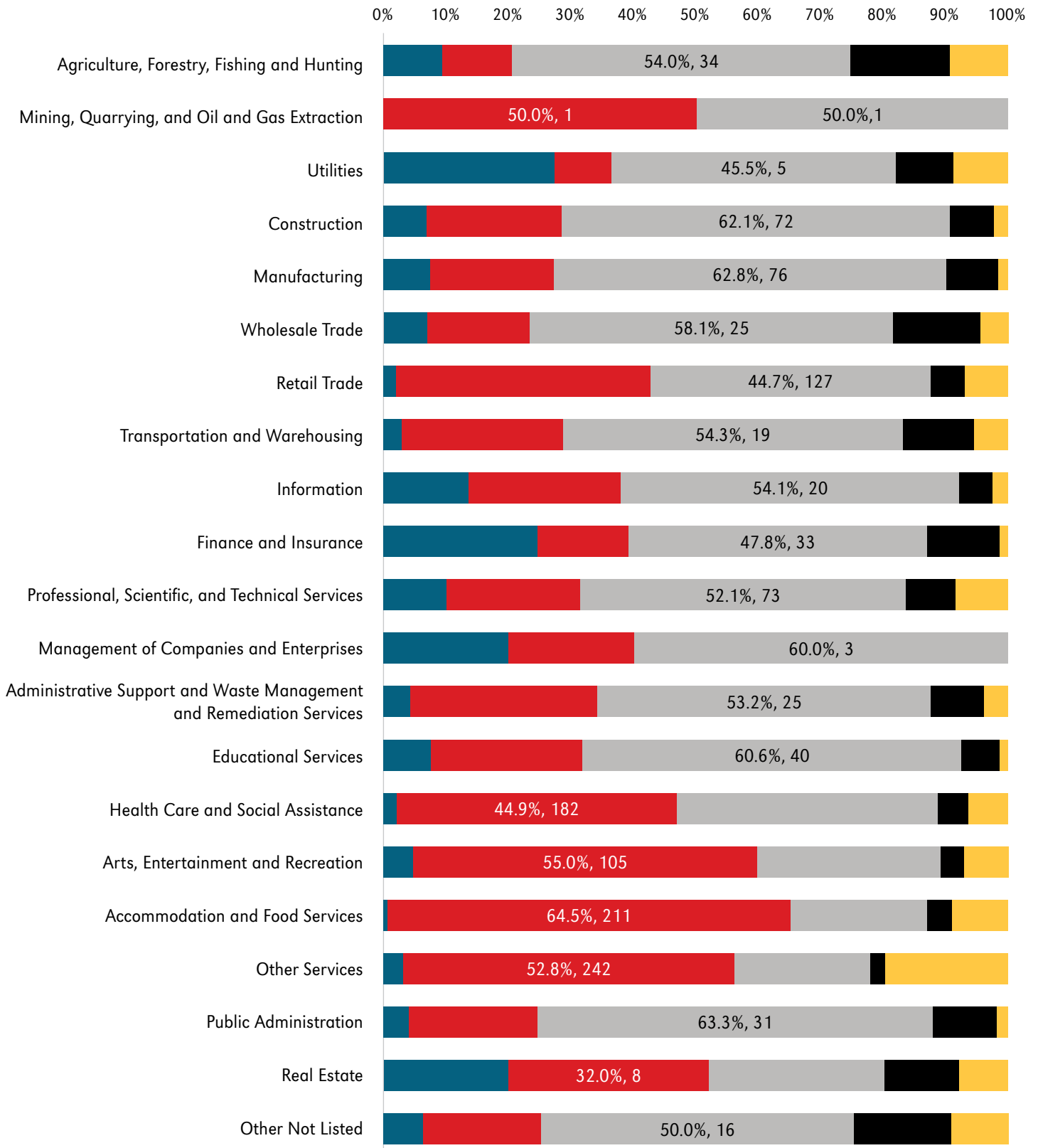
■ No impact
 ■ -100% to -50%
 ■ -49% to -1%
 ■ 1% to 50%
 ■ 51% to 100%



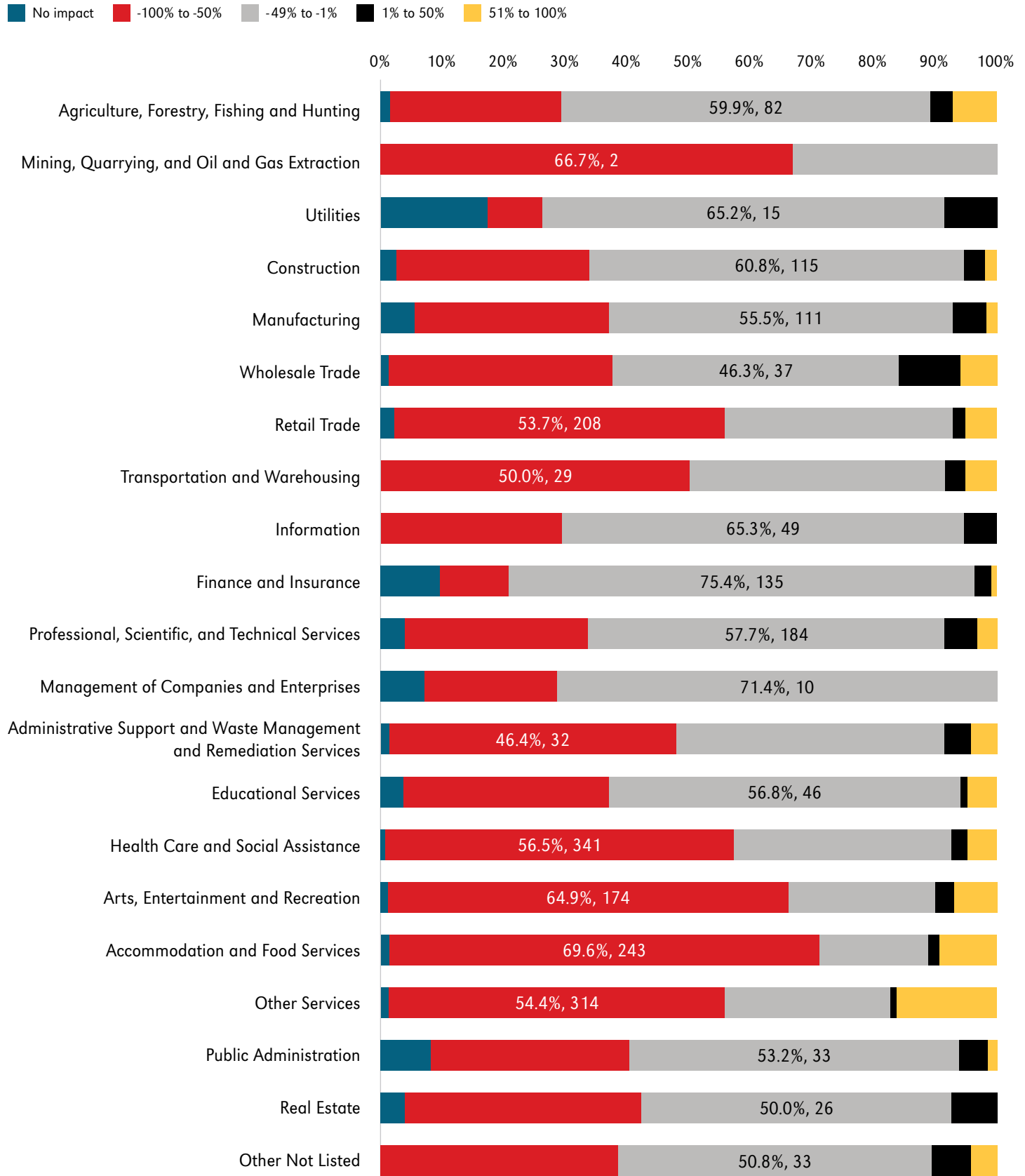
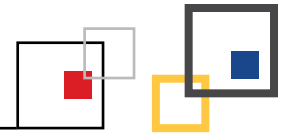
Estimate the impact the coronavirus (COVID-19) is having on your organization's **current employment** (% of all employees).



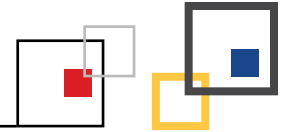
■ No impact
 ■ -100% to -50%
 ■ -49% to -1%
 ■ 1% to 50%
 ■ 51% to 100%



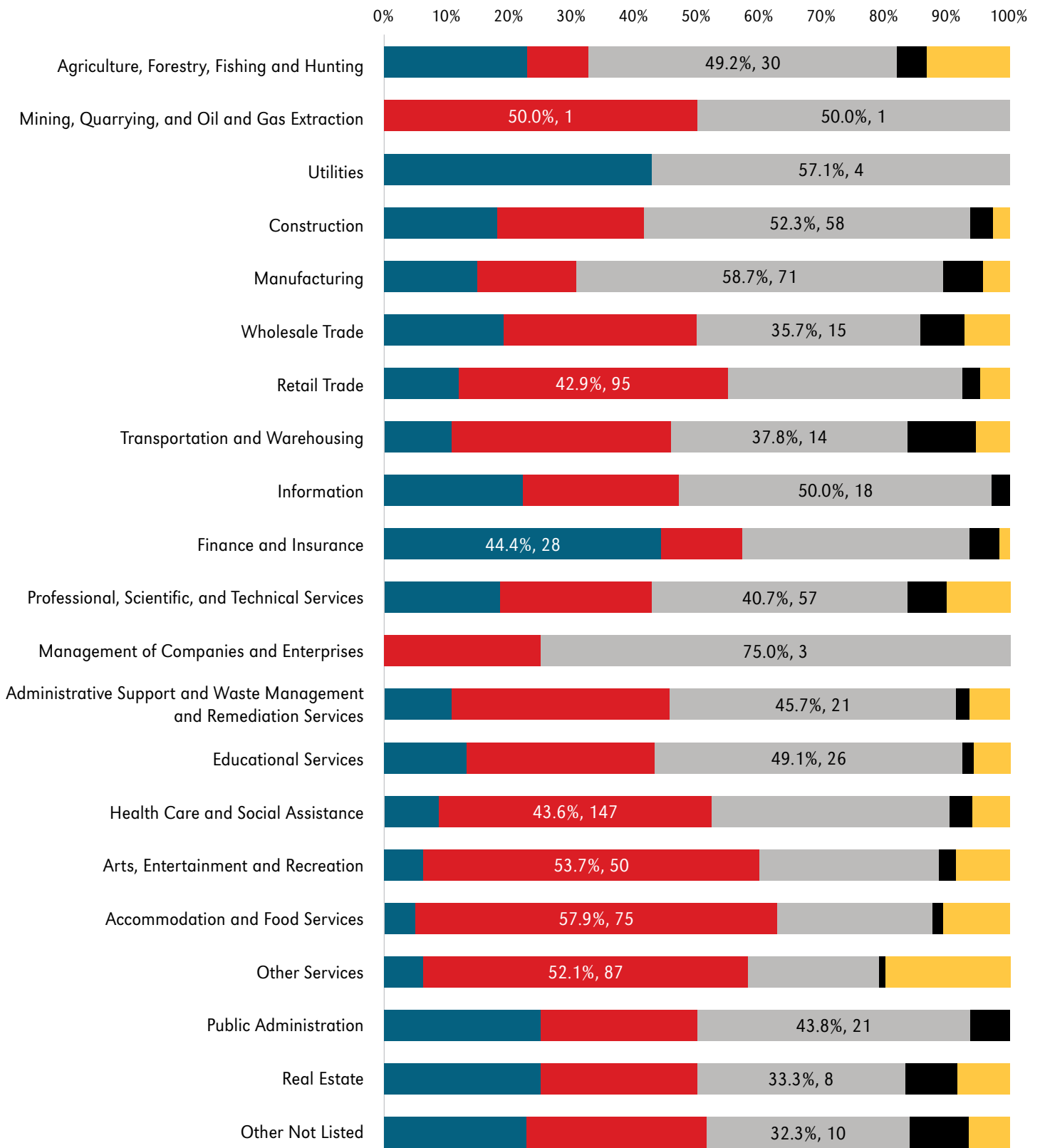
Estimate the impact of coronavirus (COVID-19) on your organization's **revenue in 30 days** (% of total revenue).



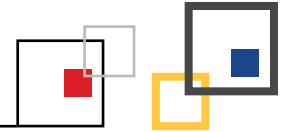
Estimate the impact of coronavirus (COVID-19) on your organization's **employment in 30 days** (% of total all employees).



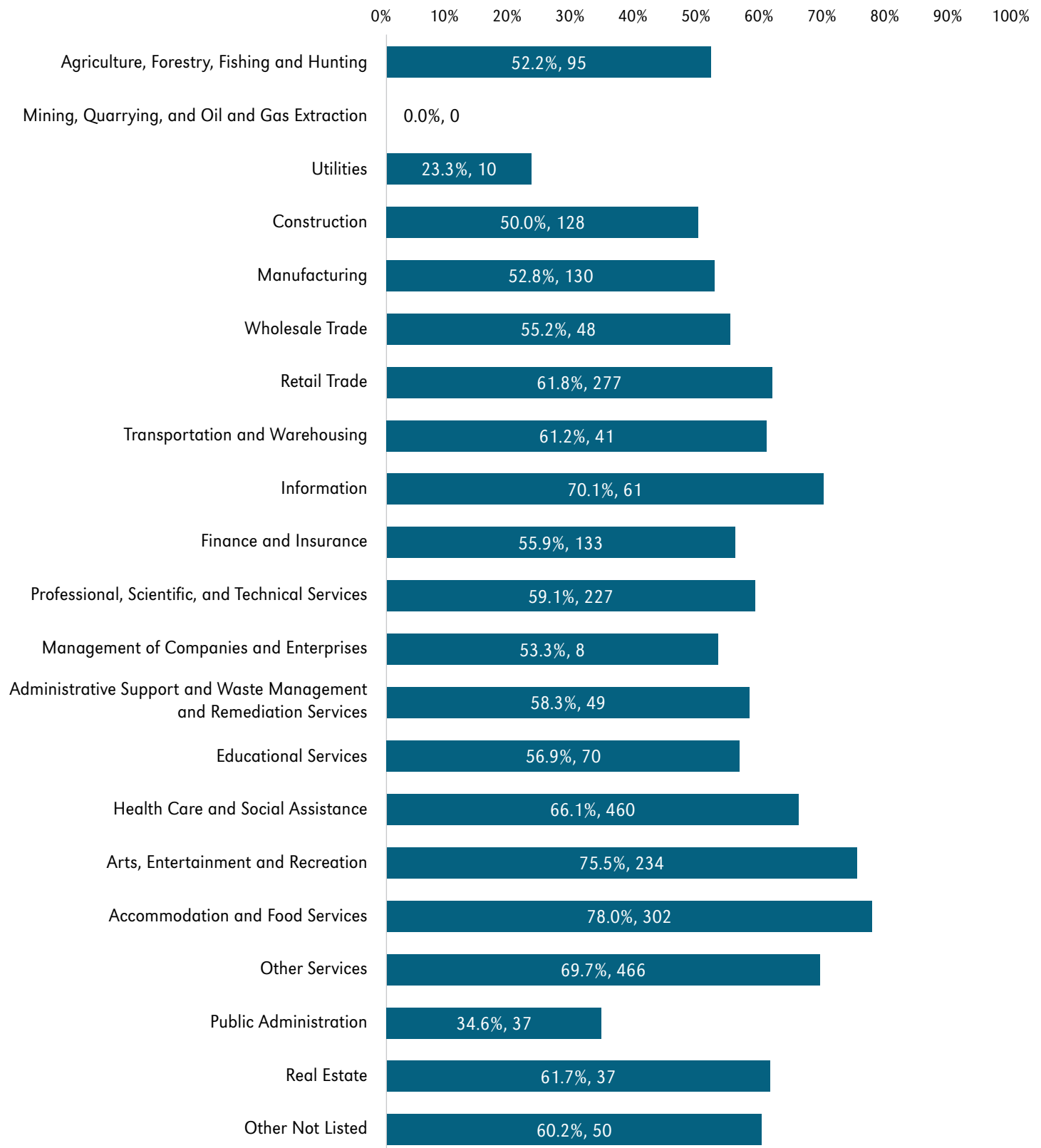
■ No impact
 ■ -100% to -50%
 ■ -49% to -1%
 ■ 1% to 50%
 ■ 51% to 100%



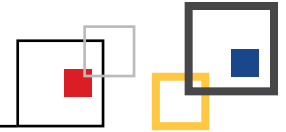
Which of the following are your organization's **top 3 concerns** with respect to the coronavirus (COVID-19)? *The 5 choices with the most responses are shown.



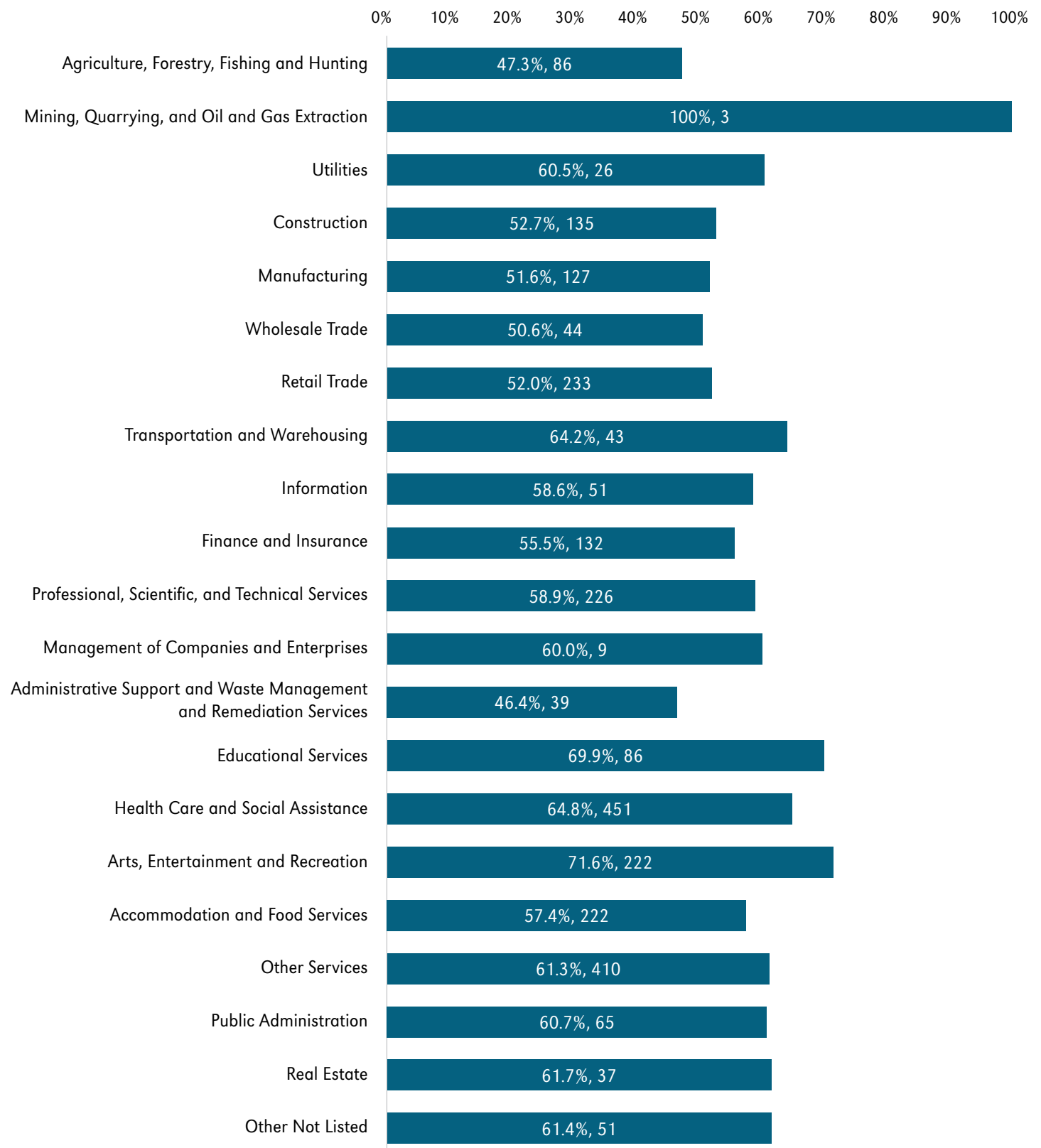
1/5: Financial impact on operations and/or liquidity and capital



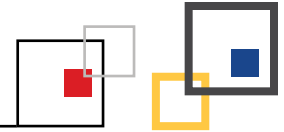
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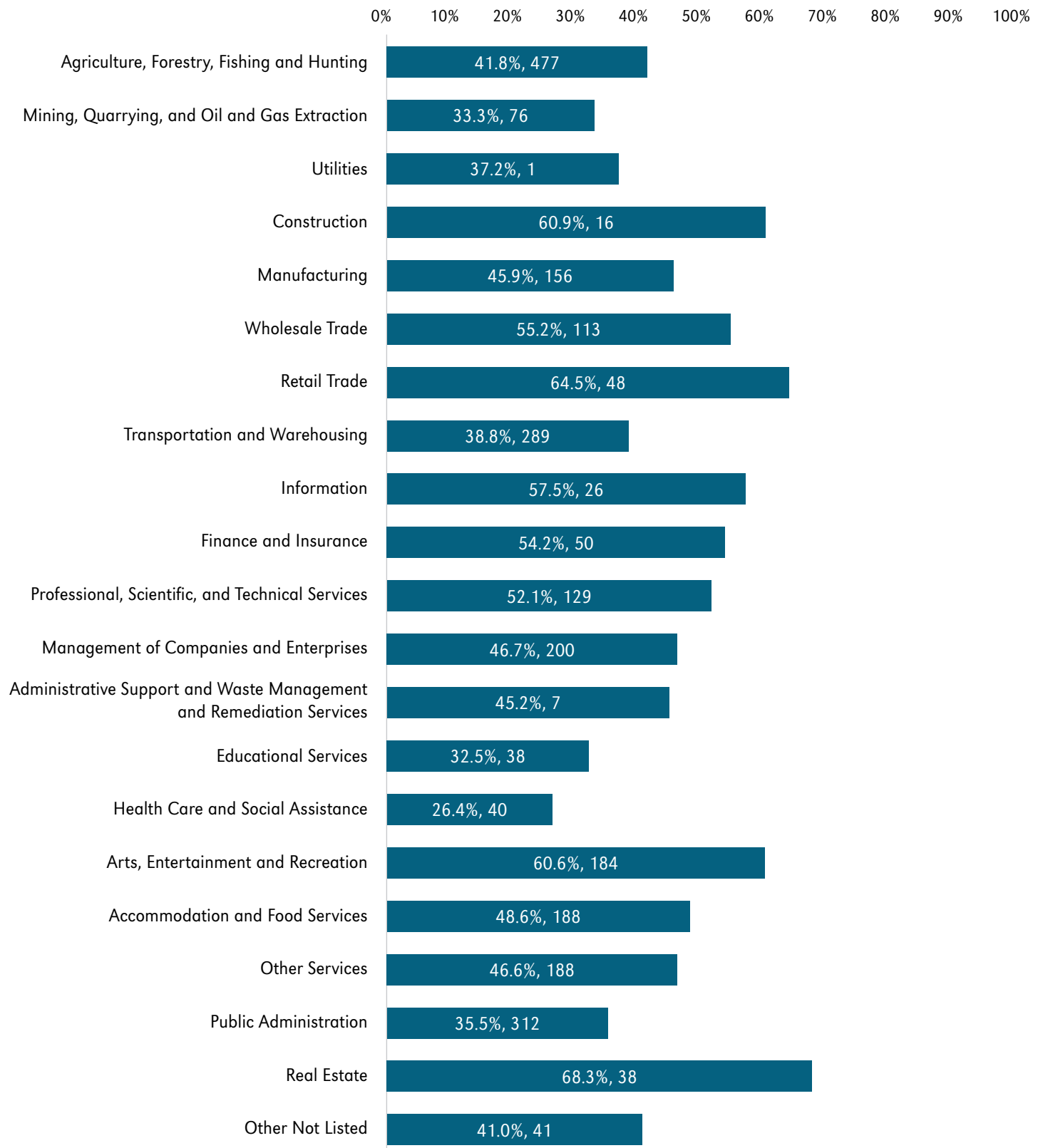
2/5: Duration of outbreak/quarantine efforts



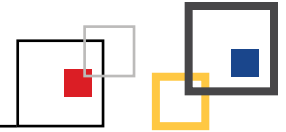
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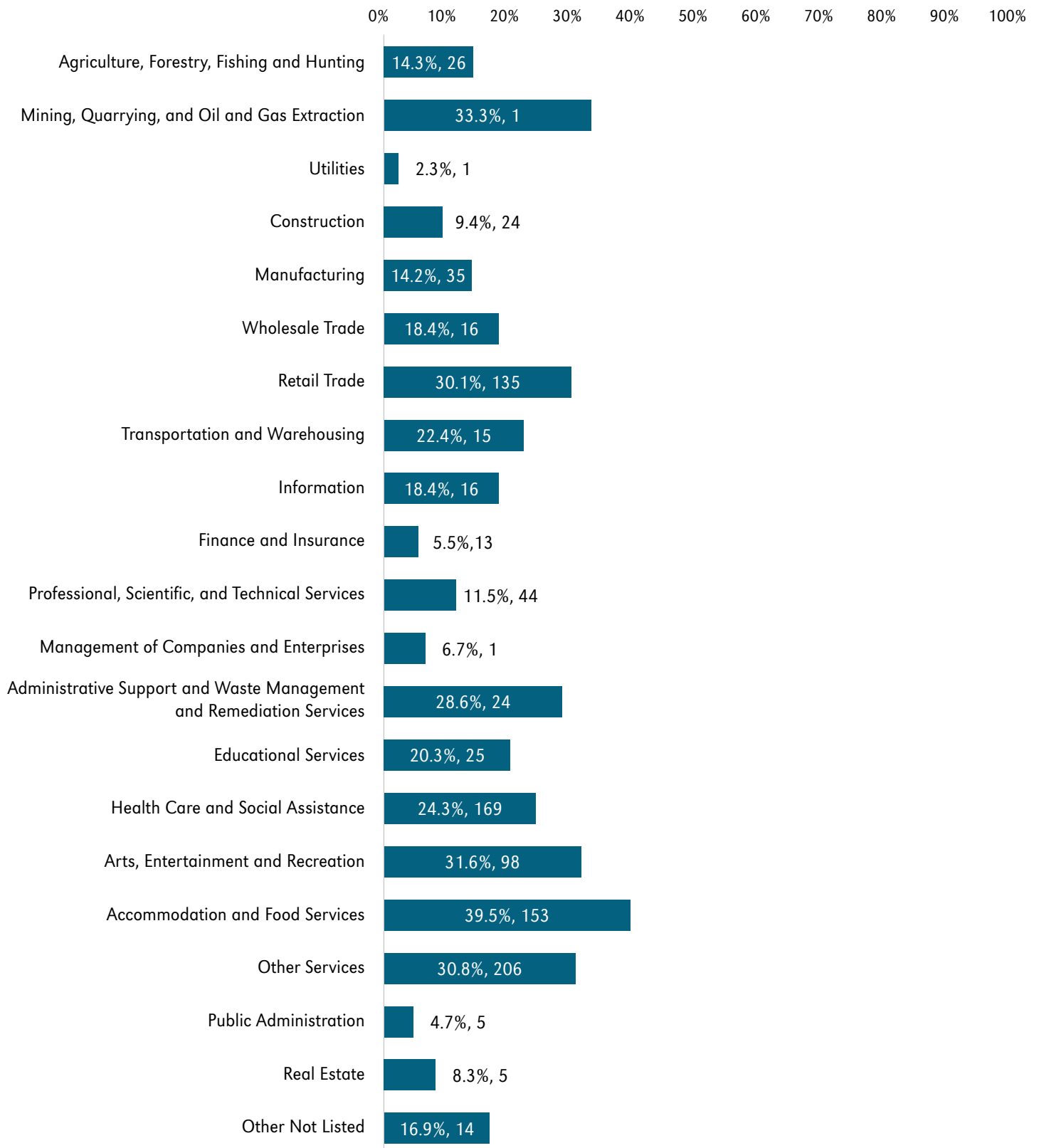
3/5: Decreasing consumer confidence/spending



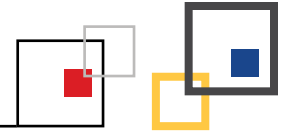
Which of the following are your organization's **top 3 concerns** with respect to the coronavirus (COVID-19)?



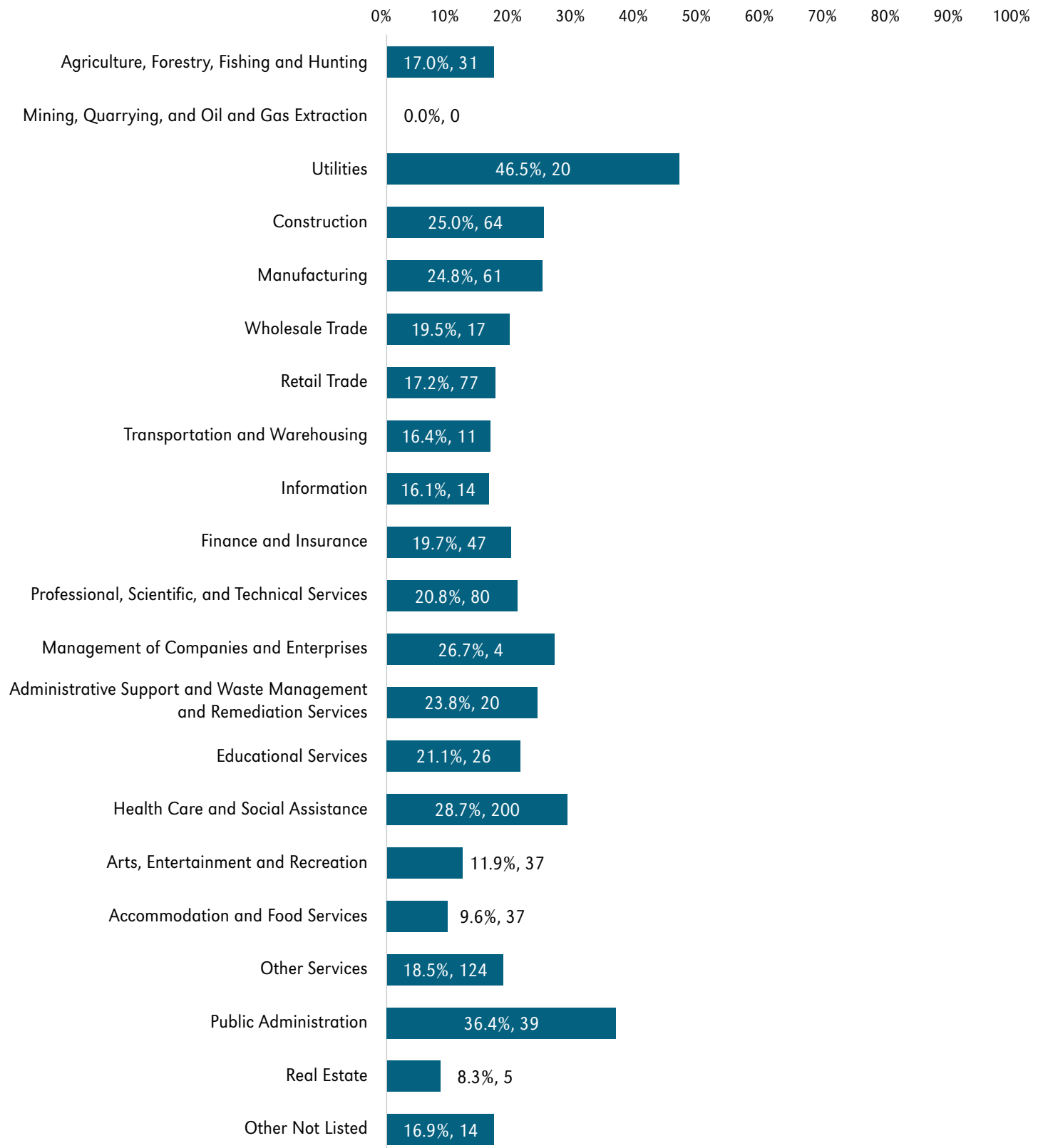
4/5: Going out of business



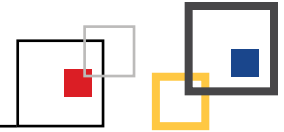
Which of the following are your organization's **top 3 concerns** with respect to the coronavirus (COVID-19)?



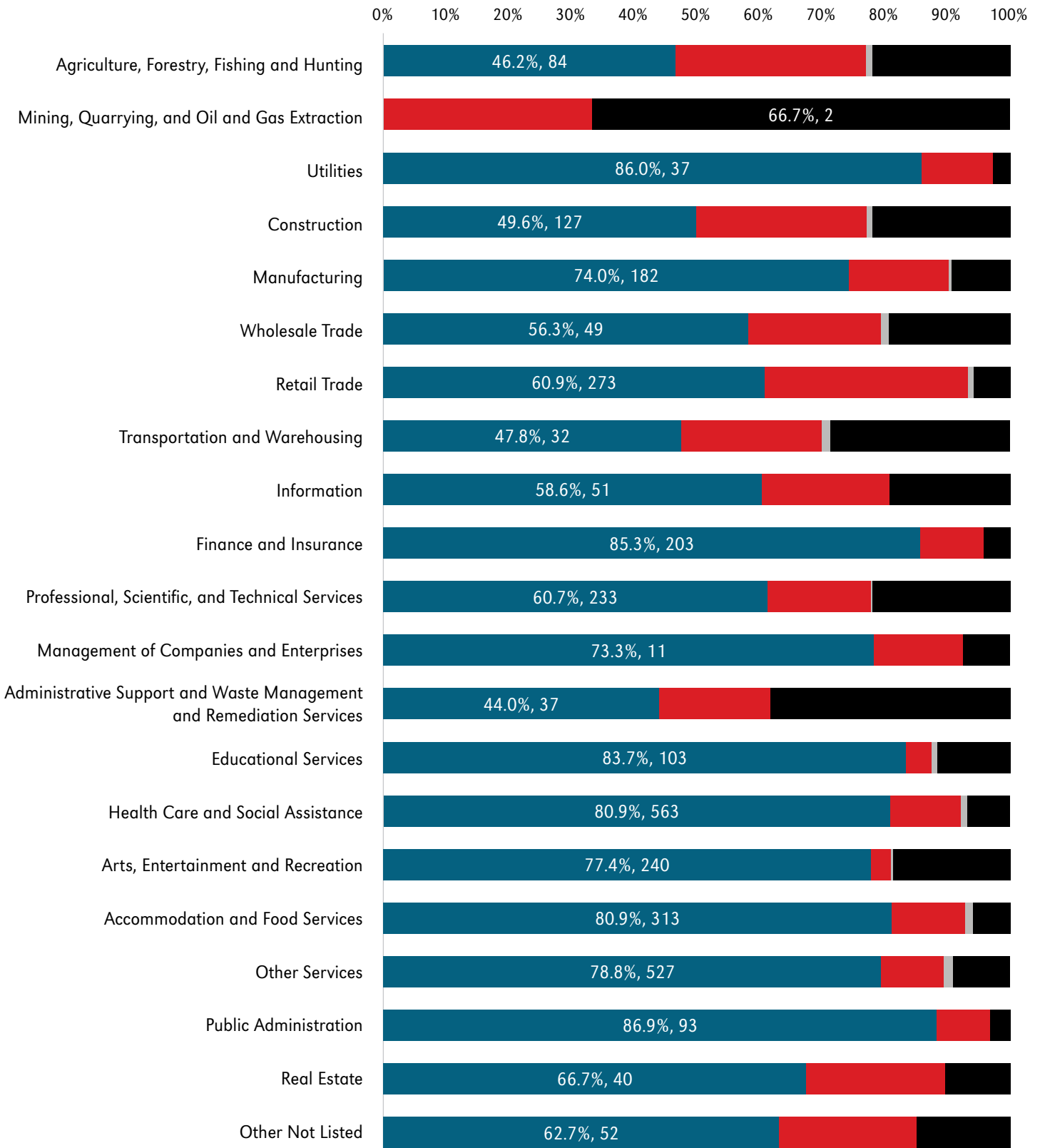
5/5: Workforce safety



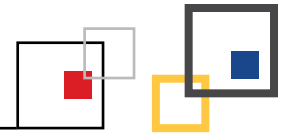
Has your organization placed any restrictions on the public from entering your physical work sites?



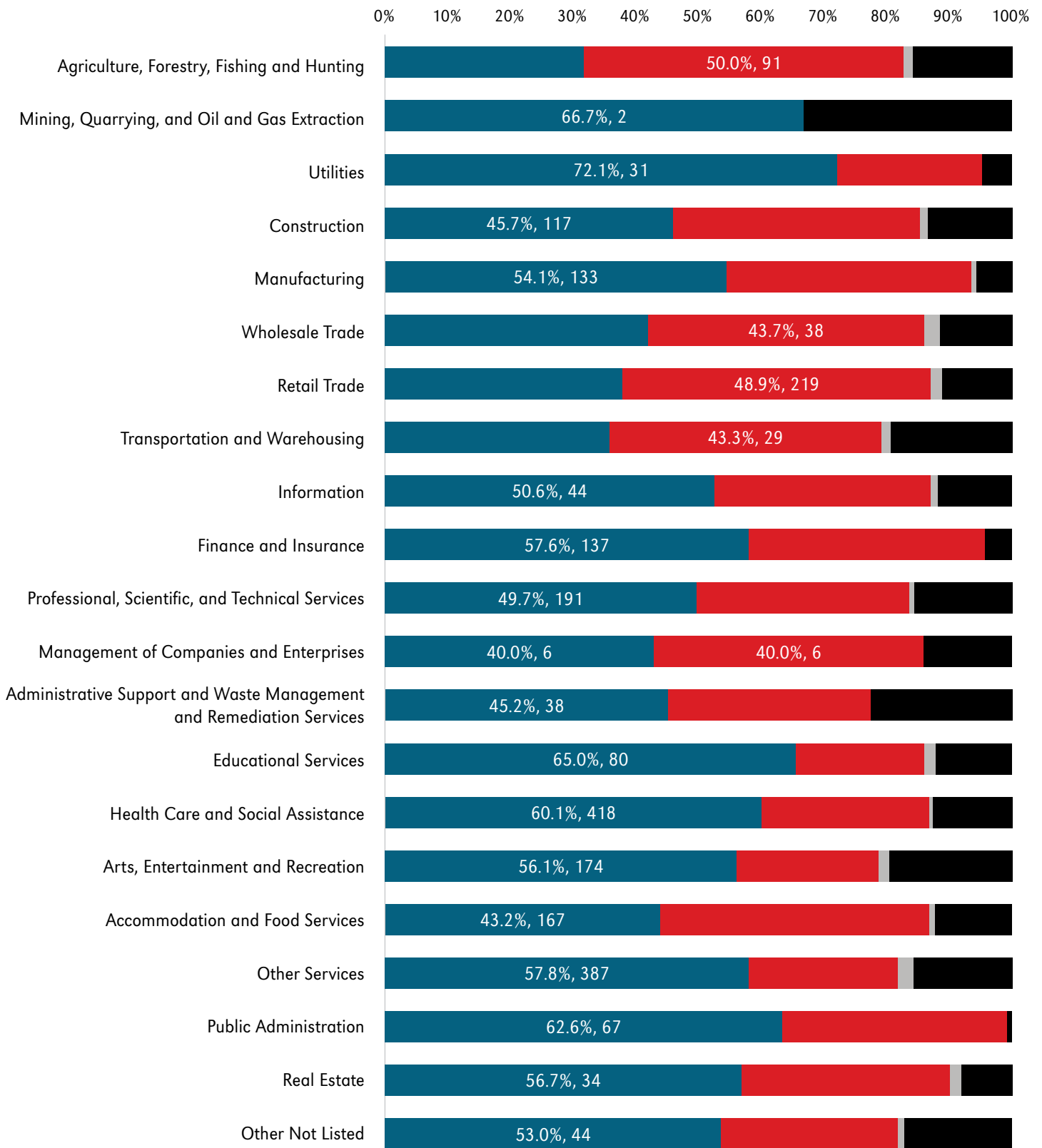
■ Yes
 ■ No
 ■ Not Sure
 ■ Not Applicable



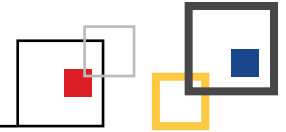
Has your organization placed any restrictions on employees entering your physical work sites?



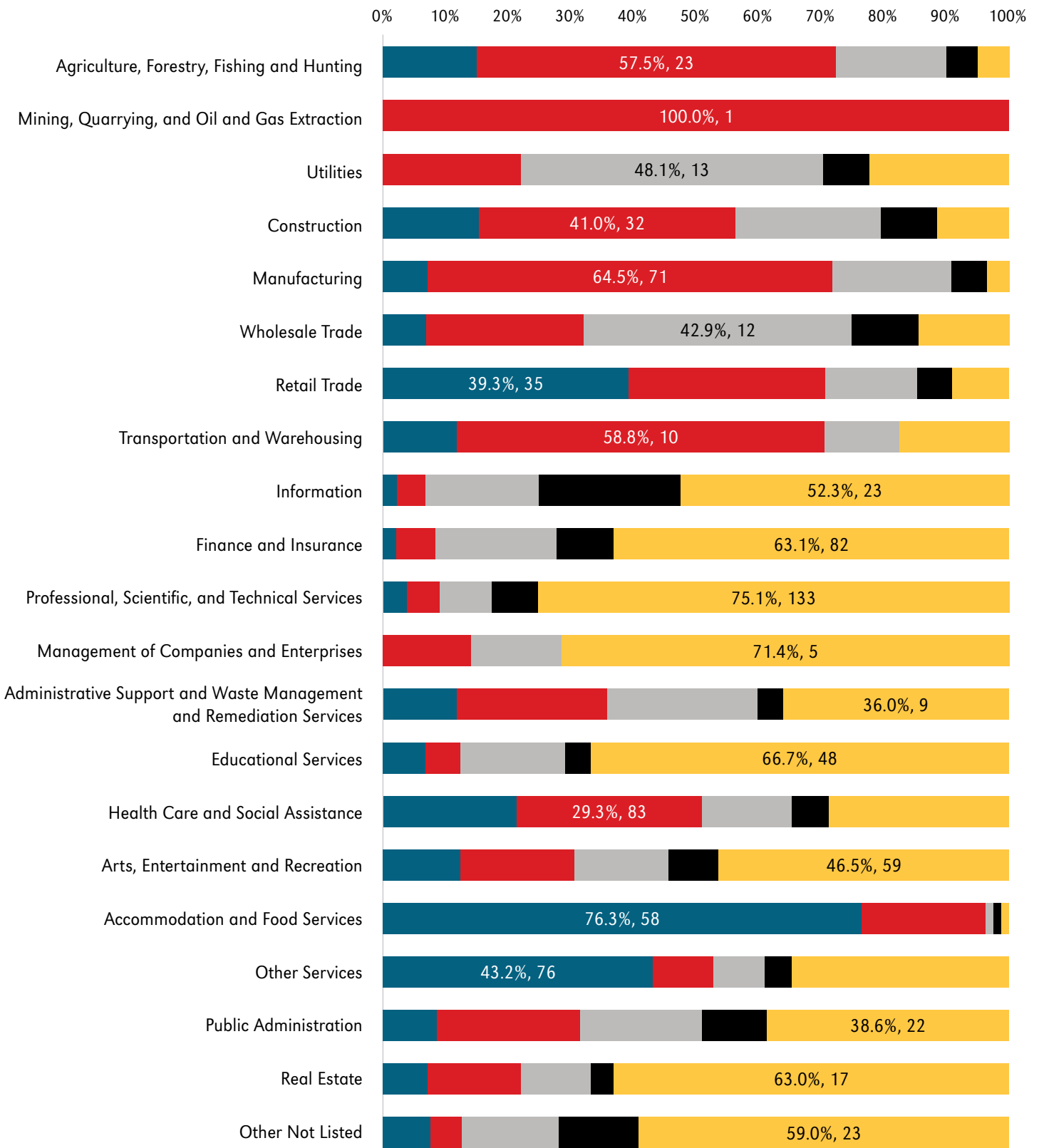
■ Yes
 ■ No
 ■ Not Sure
 ■ Not Applicable



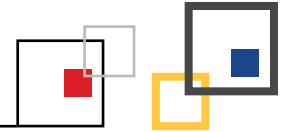
Percent of employees that are **able to work remotely**.



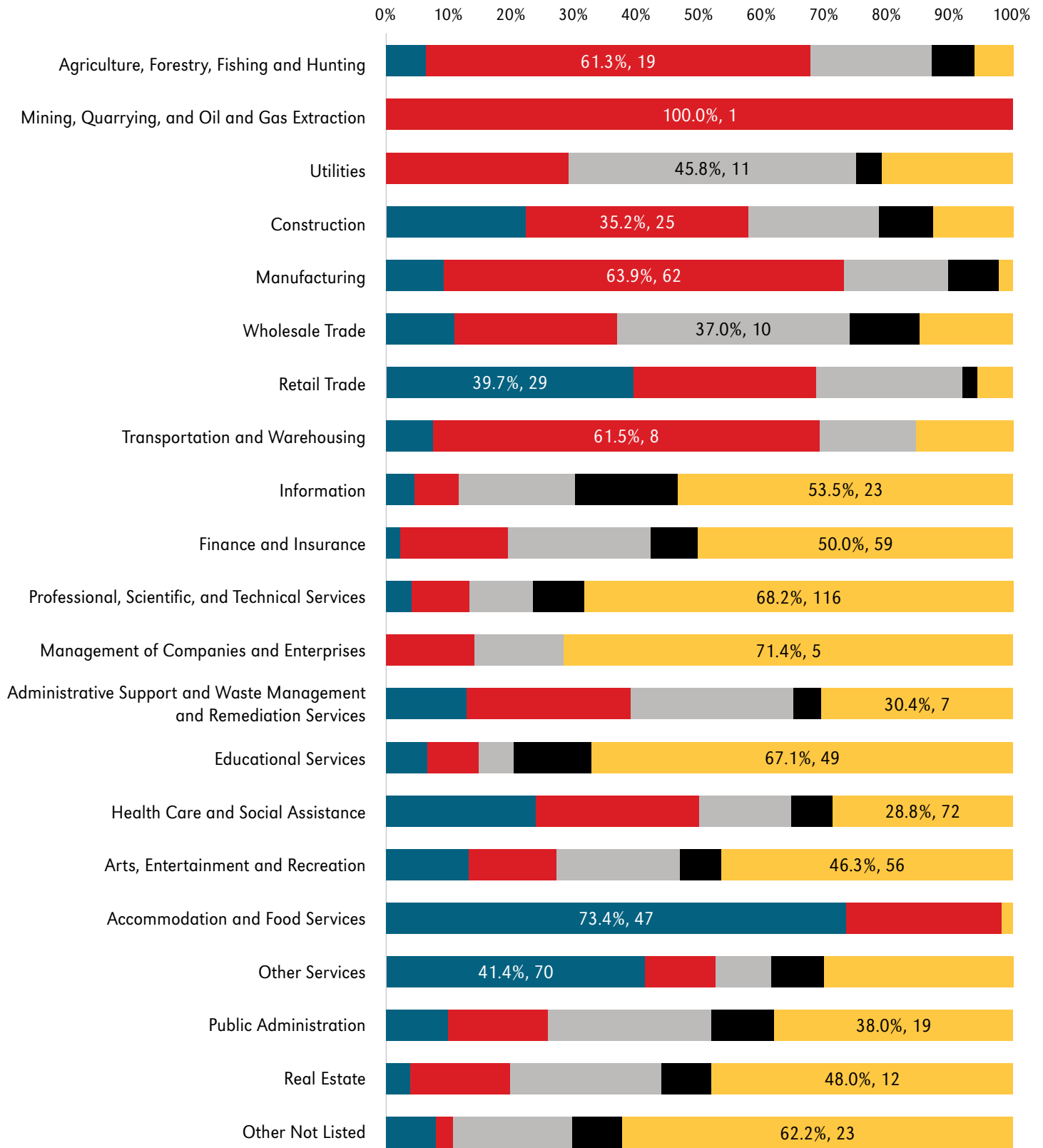
■ 0% or not sure
 ■ 1% to 25%
 ■ 26% to 50%
 ■ 51% to 75%
 ■ 76% to 100%



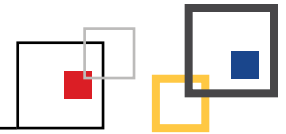
Percent of employees **currently working remotely.**



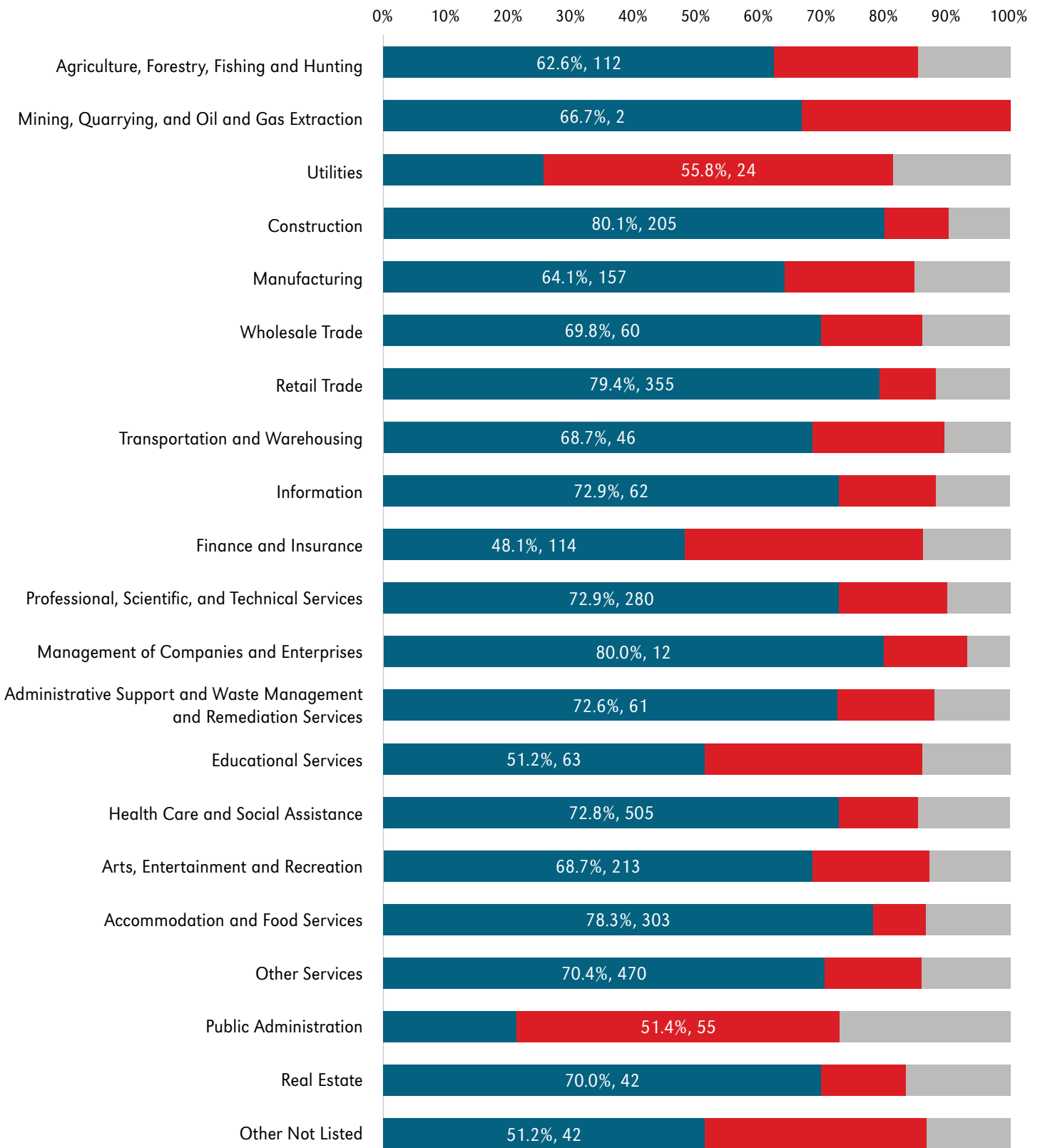
■ 0% or not sure
 ■ 1% to 25%
 ■ 26% to 50%
 ■ 51% to 75%
 ■ 76% to 100%



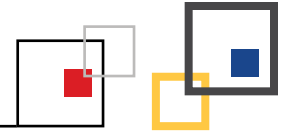
Are you considering **applying for any federal business support** programs as a result of the coronavirus (COVID-19)?



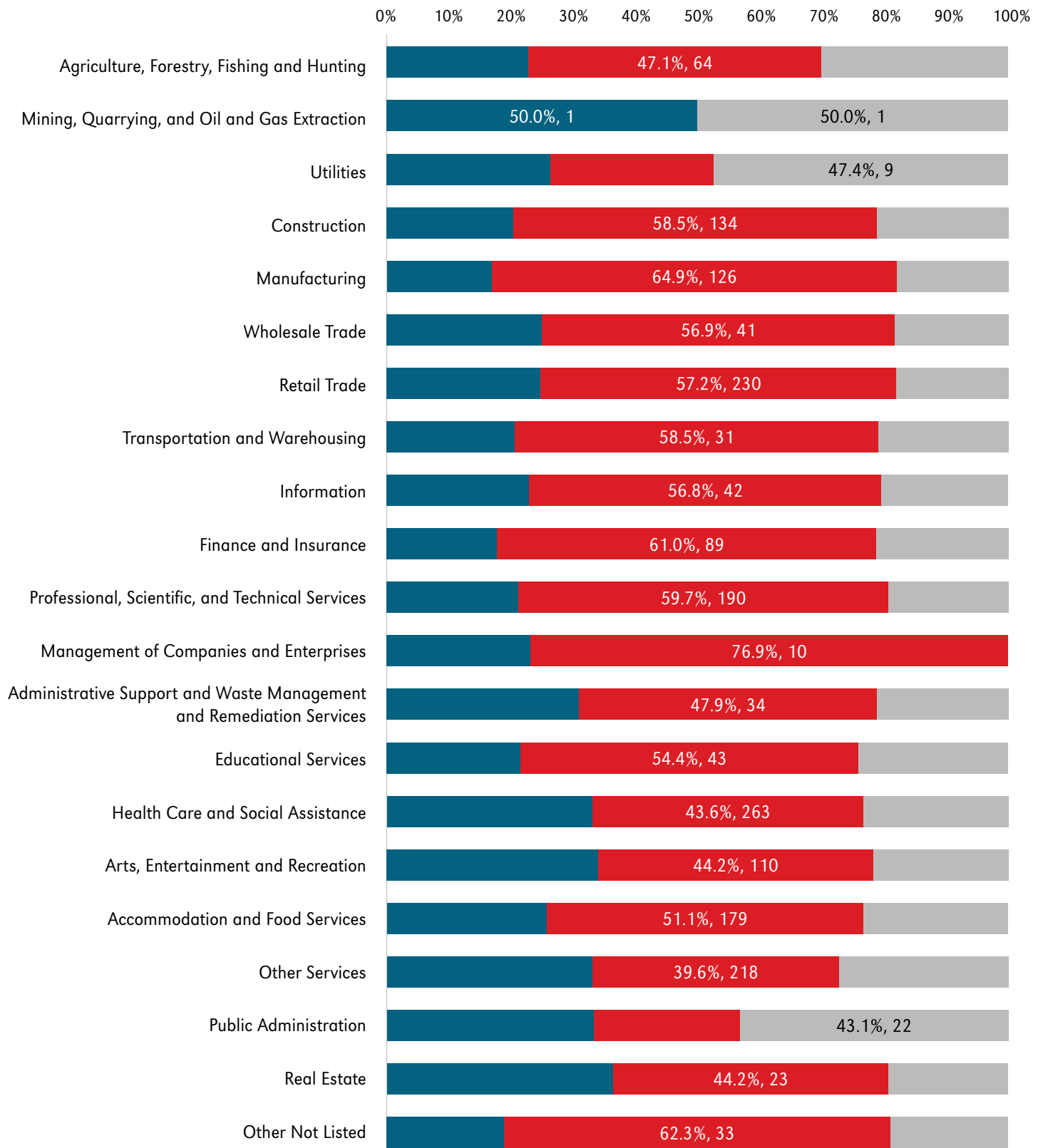
■ Yes
 ■ No
 ■ Not Sure



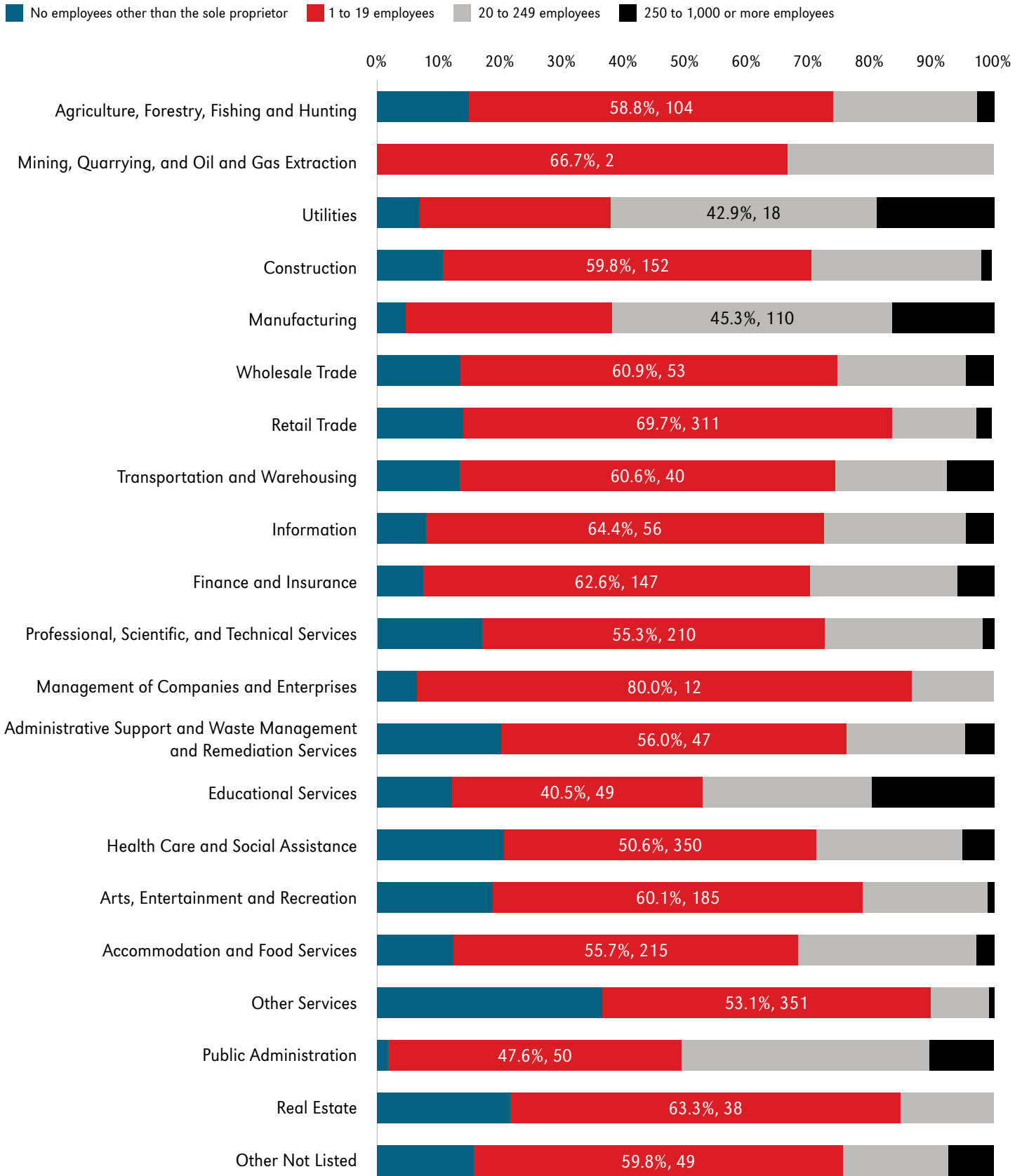
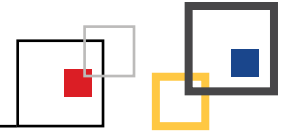
Will you **need support or advice** before applying for any federal business support programs?



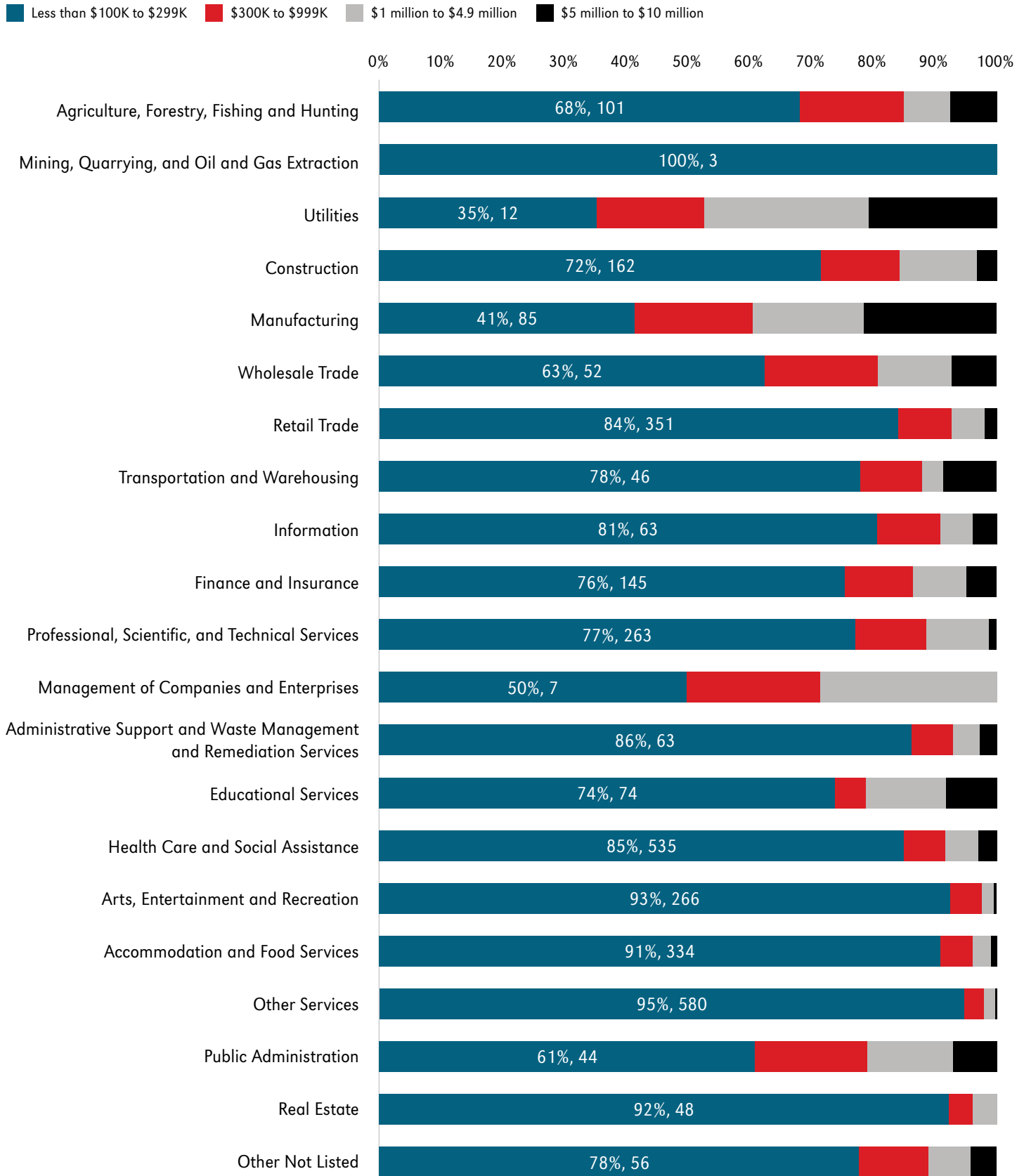
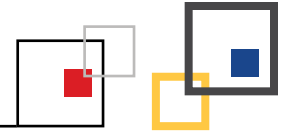
■ Yes
 ■ No
 ■ Not Sure



In February of 2020, what was your organization's total monthly employment at your main location?



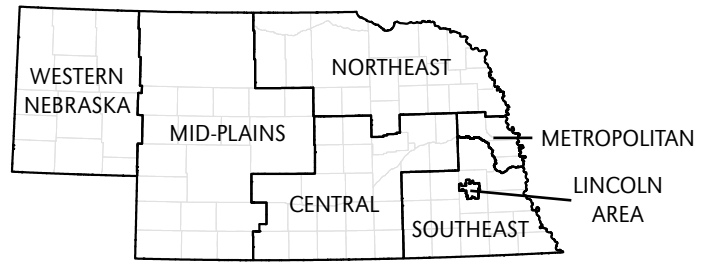
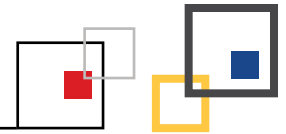
In February of 2020, what was your organization's monthly revenue?



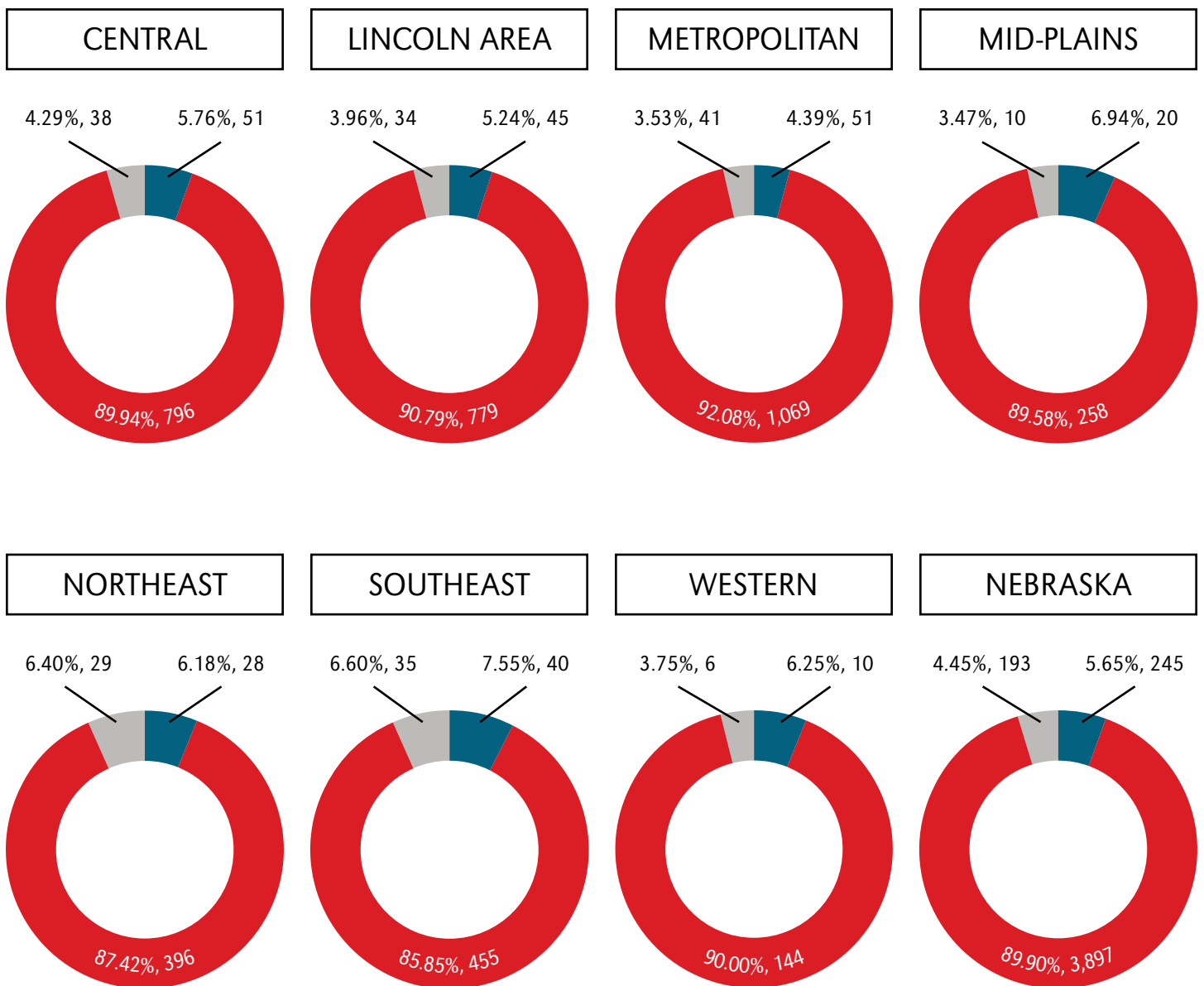


REGIONAL REPORT

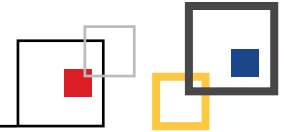
Has the recent outbreak of the coronavirus (COVID-19) directly impacted your organization?



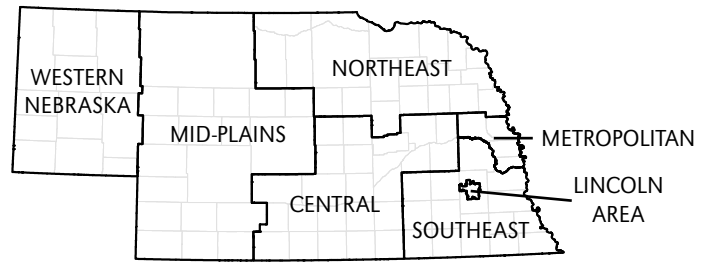
■ No Impact
■ Yes, Negatively
■ Yes, Positively



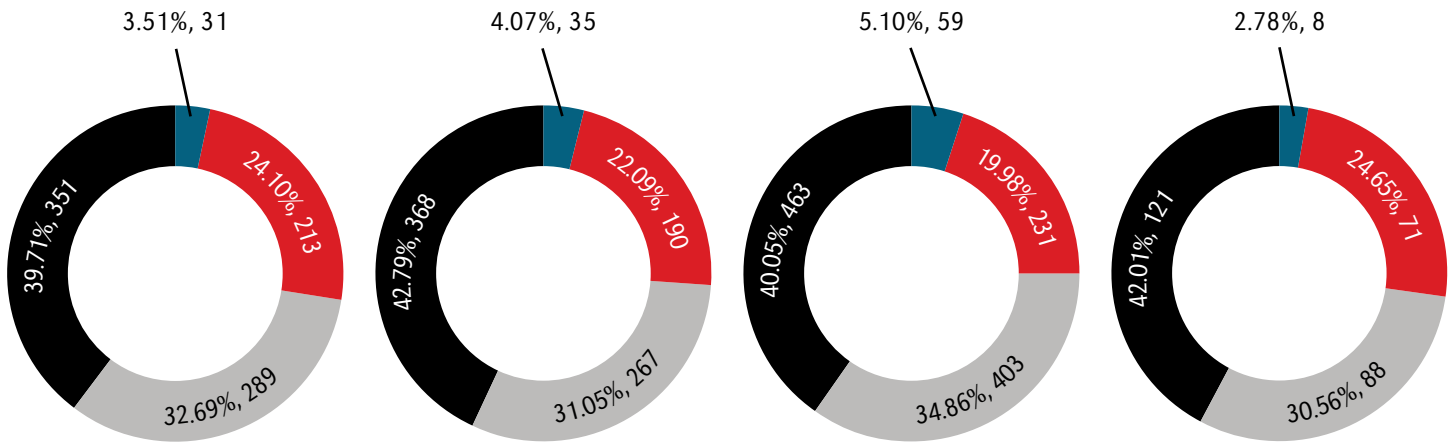
Are you **currently reducing or planning to reduce staff** and/or hours?



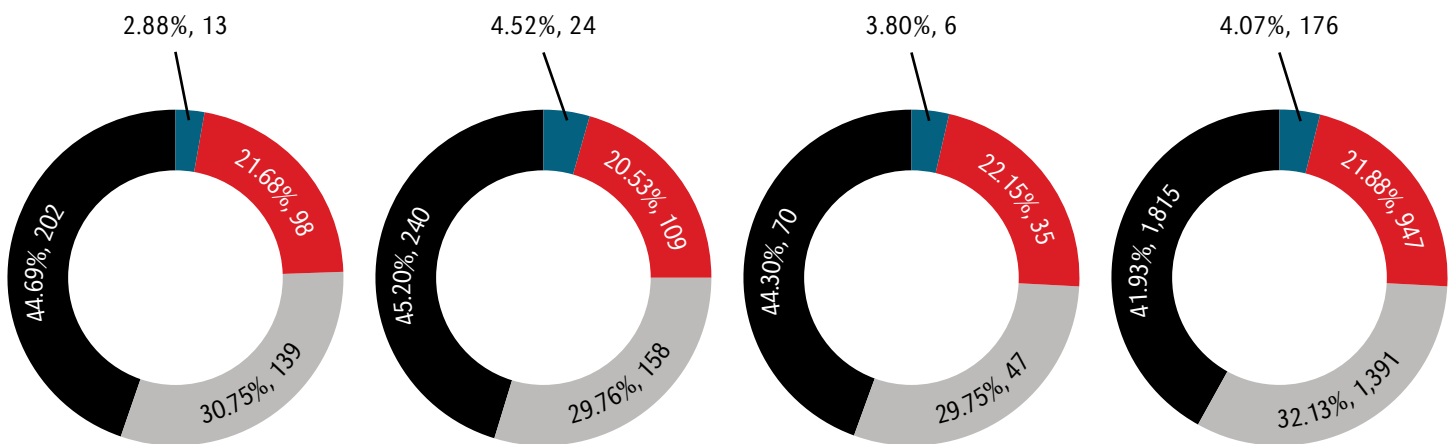
- Yes, the number of staff
- Yes, the hours worked by staff
- Yes, both the number of staff and the hours worked by staff
- No



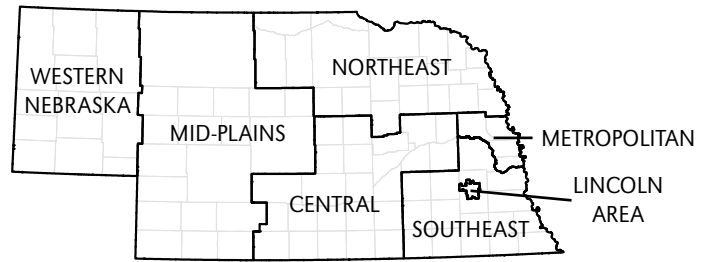
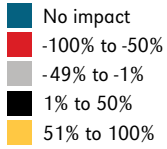
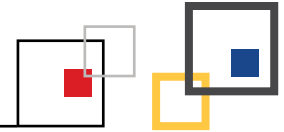
CENTRAL LINCOLN AREA METROPOLITAN MID-PLAINS



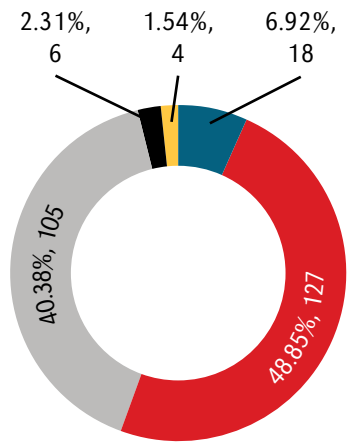
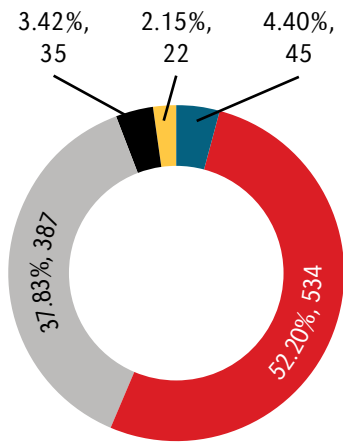
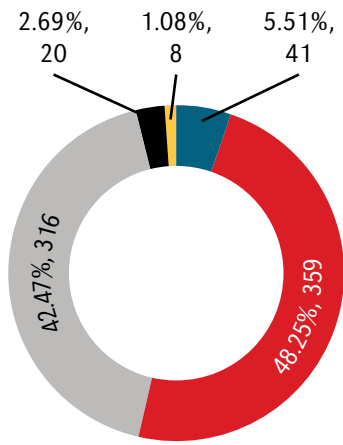
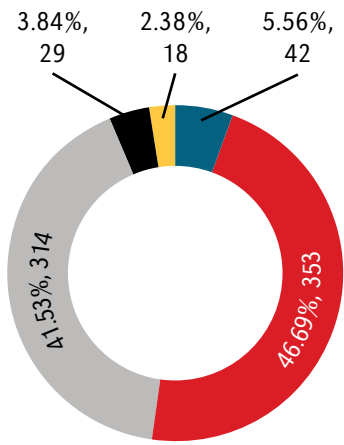
NORTHEAST SOUTHEAST WESTERN NEBRASKA



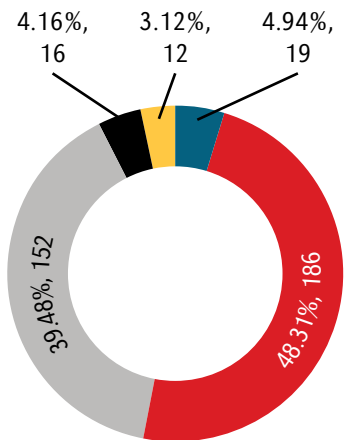
Estimate the impact the coronavirus (COVID-19) is having on your organization's **current revenue** (% of total revenue).



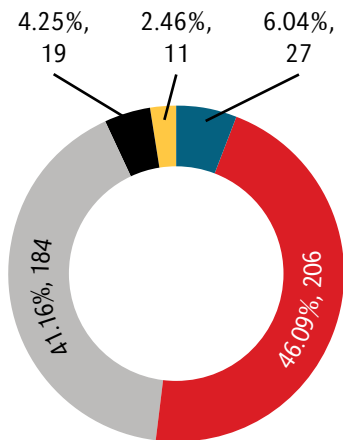
CENTRAL LINCOLN AREA METROPOLITAN MID-PLAINS



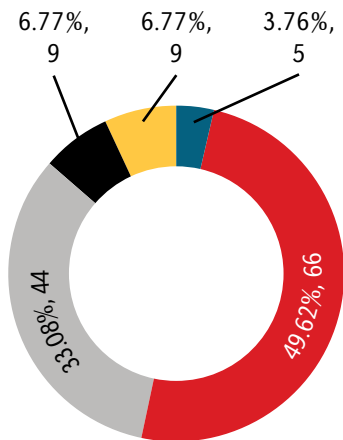
NORTHEAST



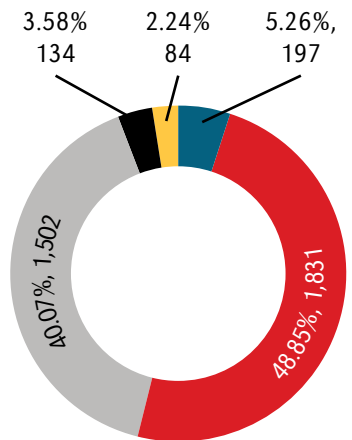
SOUTHEAST



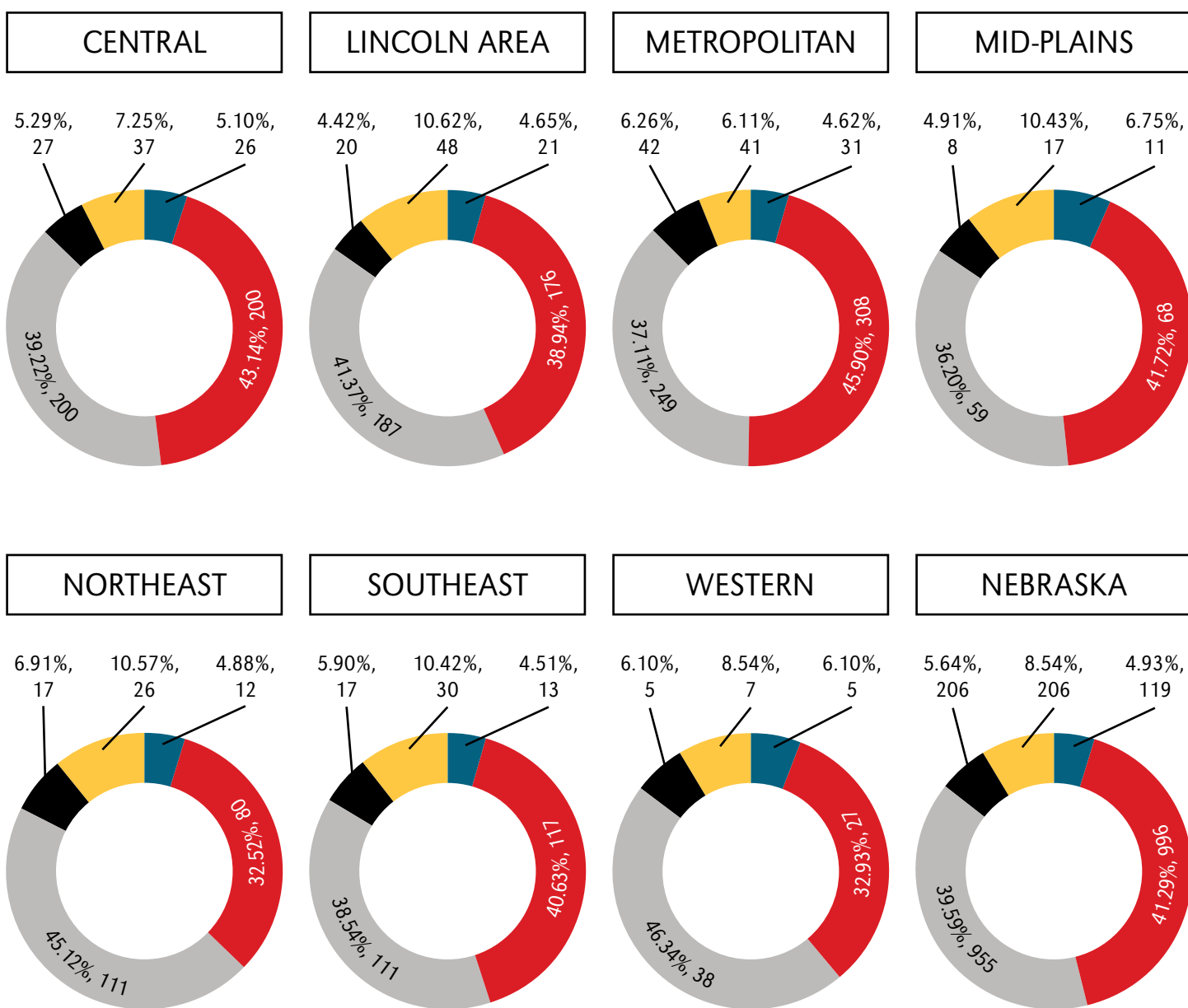
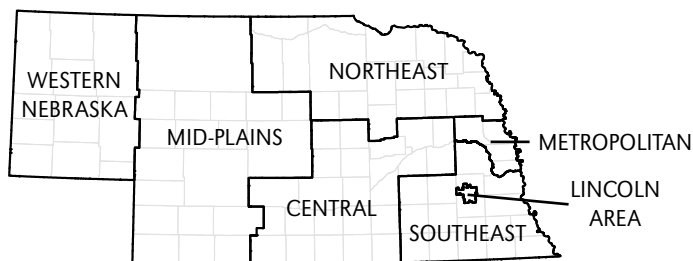
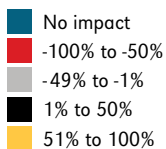
WESTERN



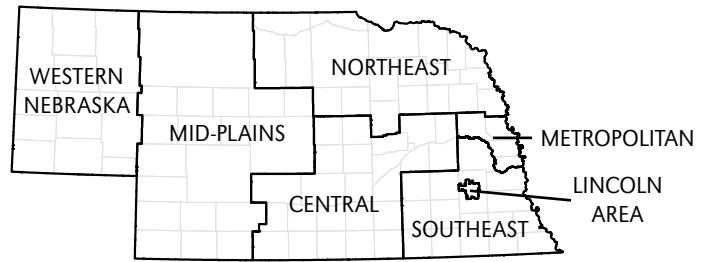
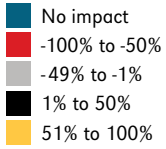
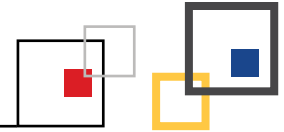
NEBRASKA



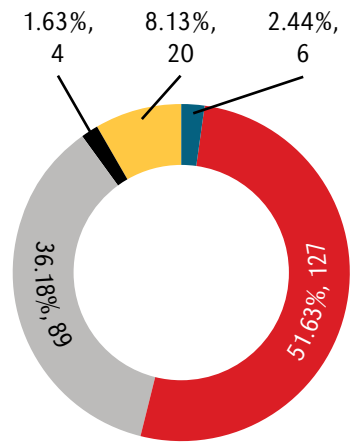
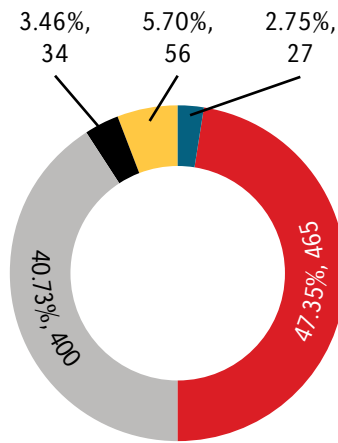
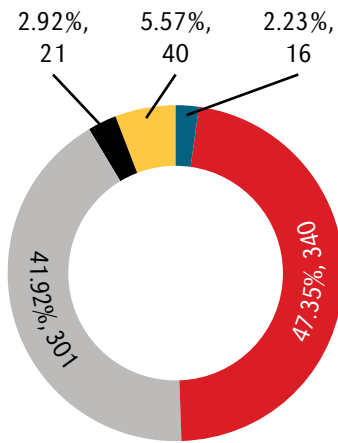
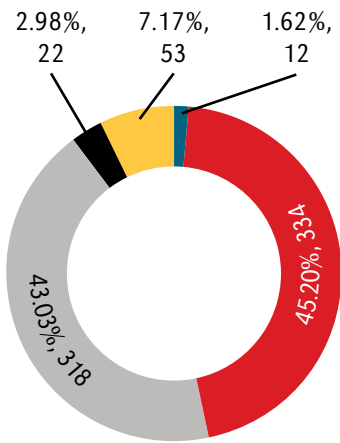
Estimate the impact the coronavirus (COVID-19) is having on your organization's **current employment** (% of all employees).



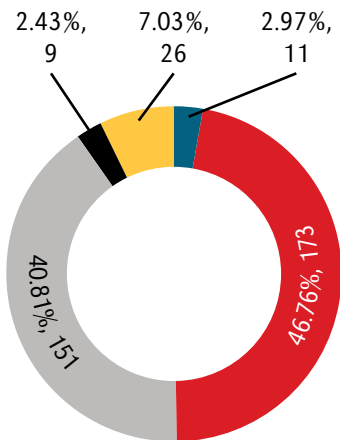
Estimate the impact of coronavirus (COVID-19) on your organization's **revenue in 30 days** (% of total revenue).



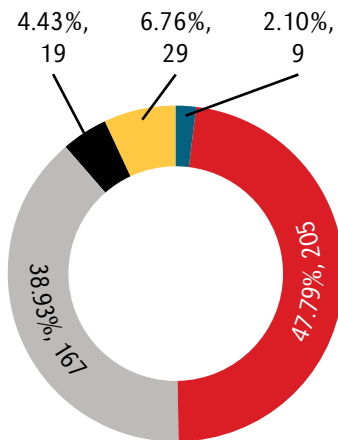
CENTRAL LINCOLN AREA METROPOLITAN MID-PLAINS



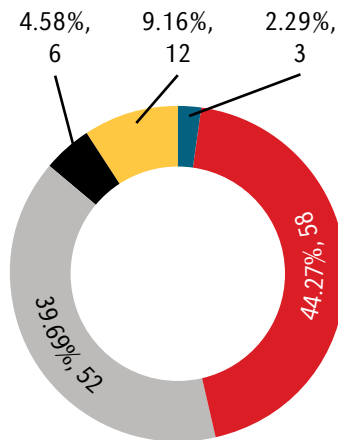
NORTHEAST



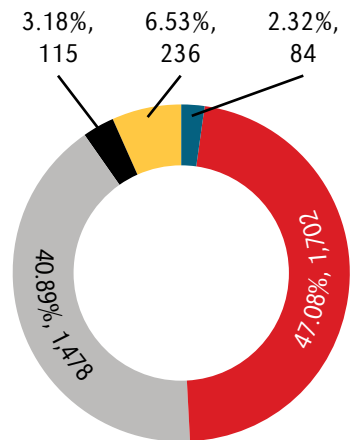
SOUTHEAST



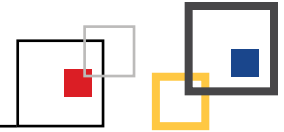
WESTERN



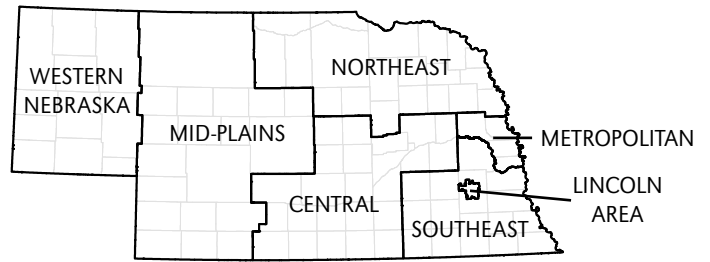
NEBRASKA



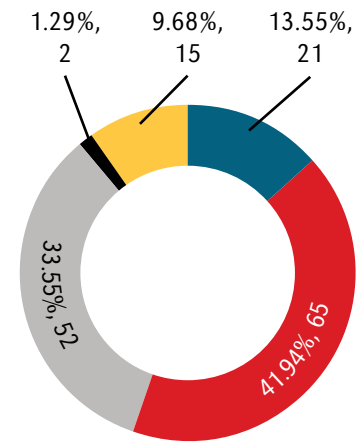
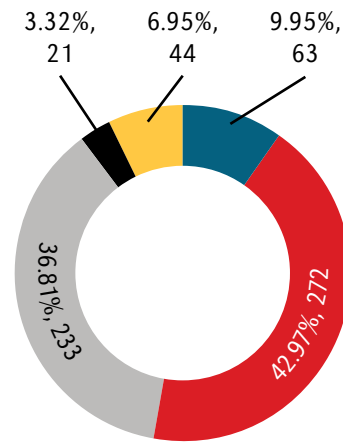
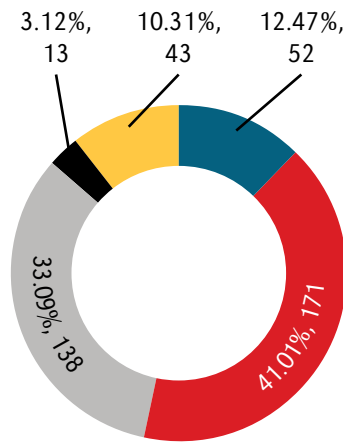
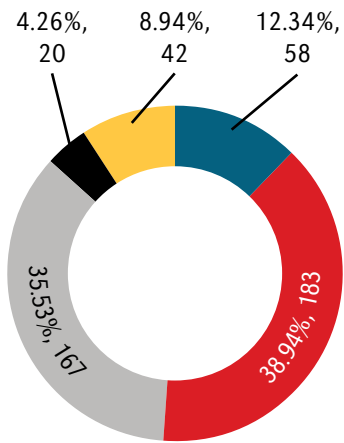
Estimate the impact of coronavirus (COVID-19) on your organization's **employment in 30 days** (% of total all employees).



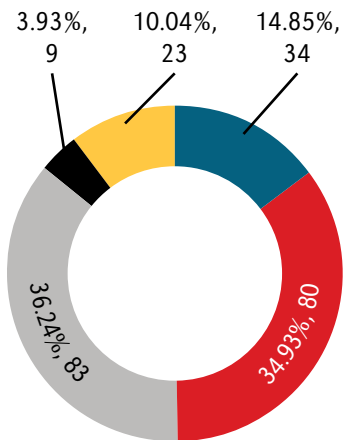
- No impact
- -100% to -50%
- -49% to -1%
- 1% to 50%
- 51% to 100%



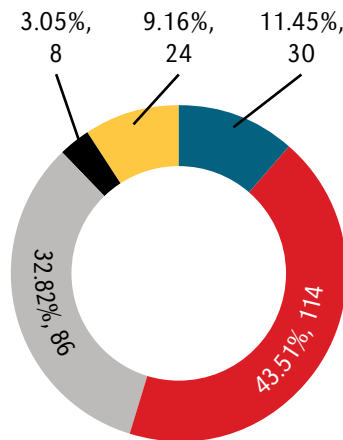
CENTRAL LINCOLN AREA METROPOLITAN MID-PLAINS



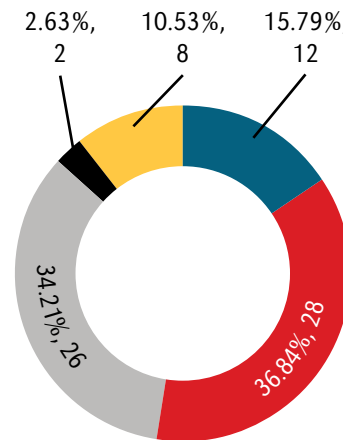
NORTHEAST



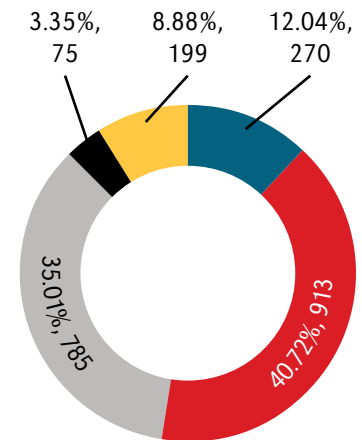
SOUTHEAST



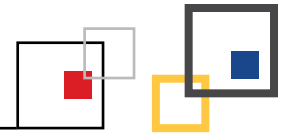
WESTERN



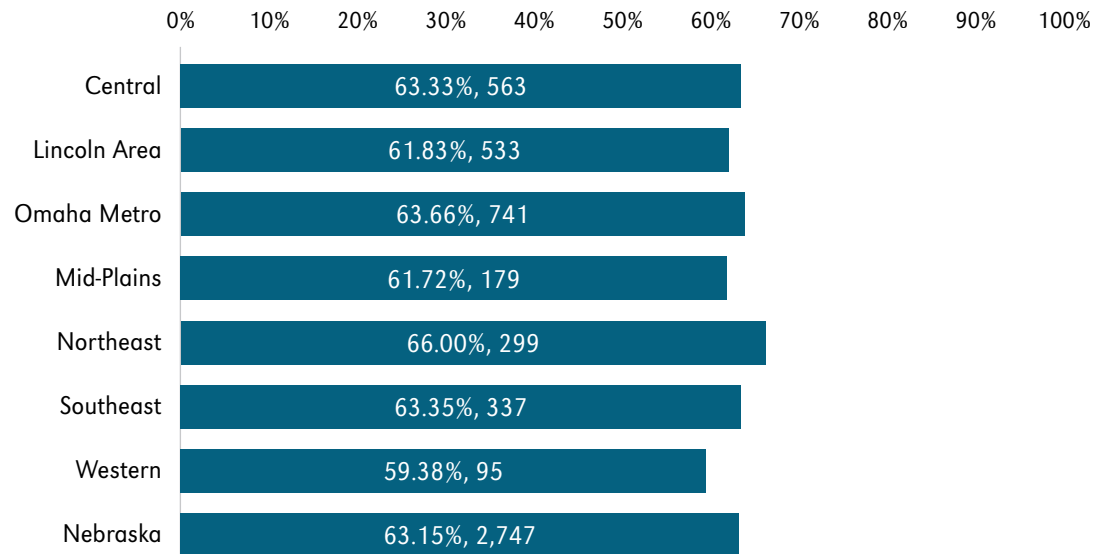
NEBRASKA



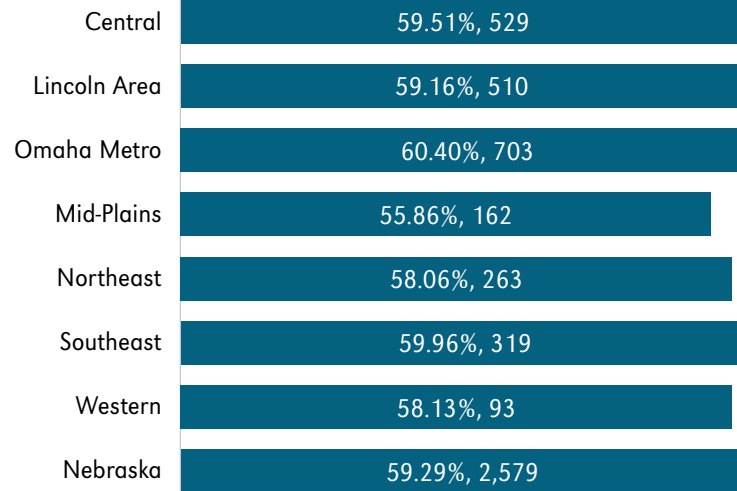
Which of the following are your organization's **top 3 concerns** with respect to the coronavirus (COVID-19)?



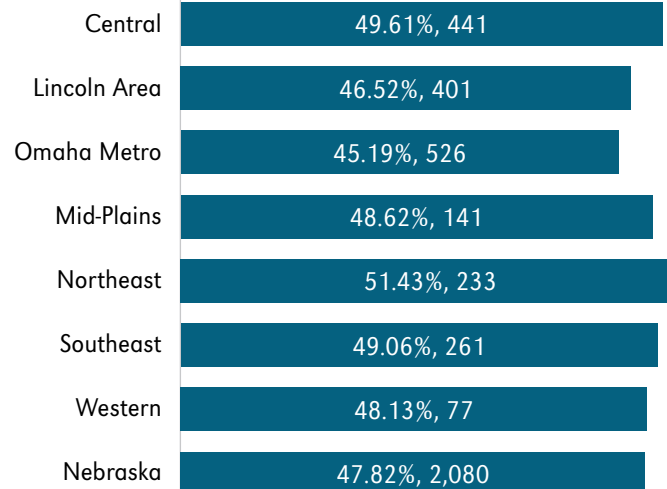
1: Financial impact on operations and/or liquidity and capital



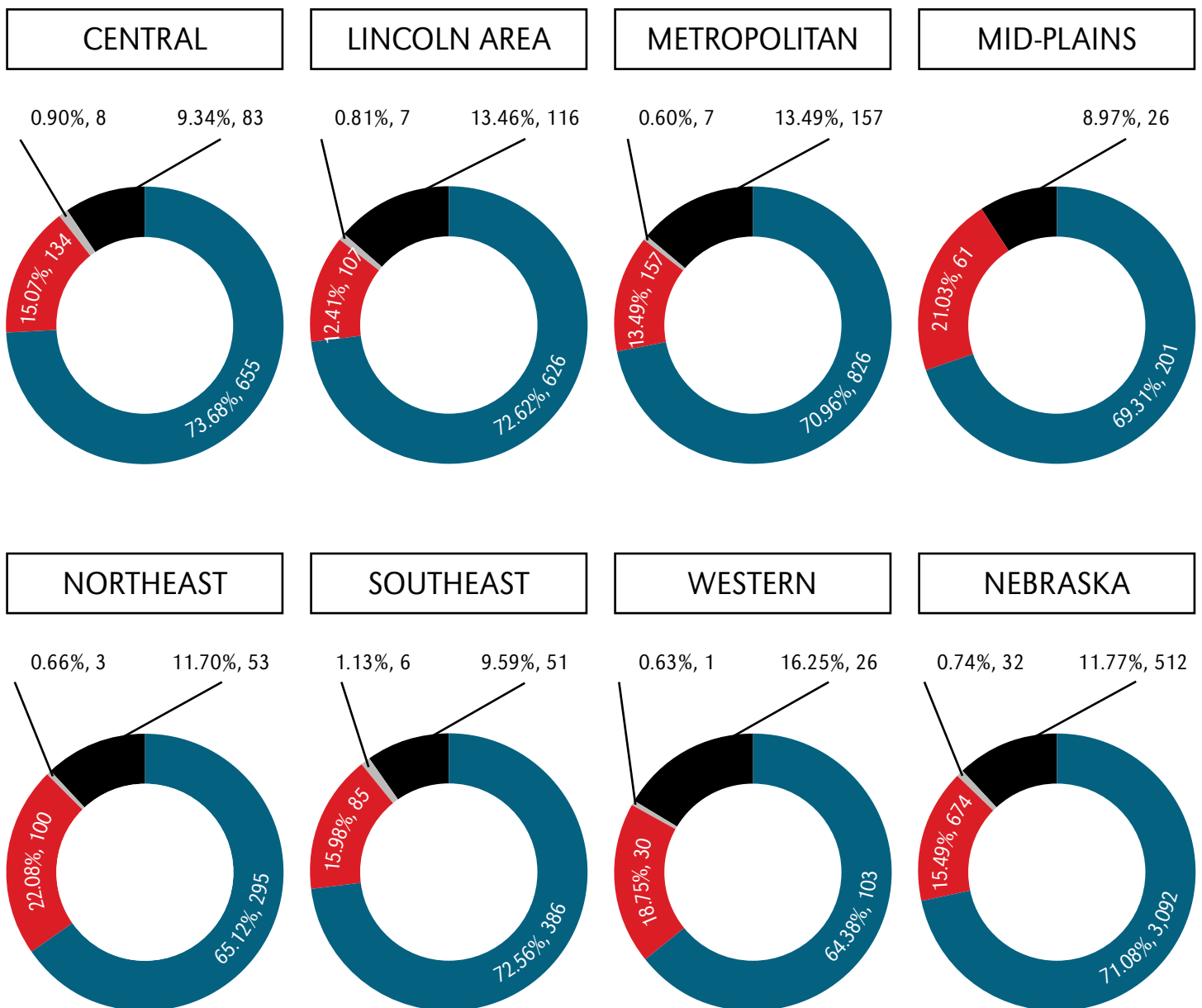
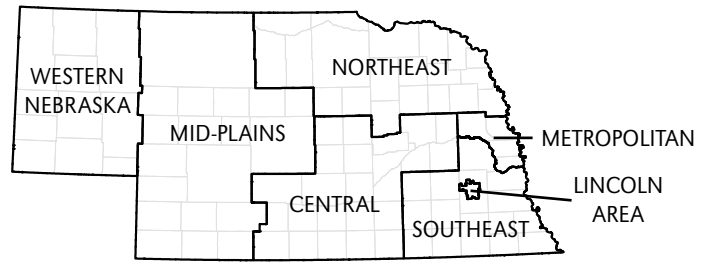
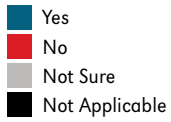
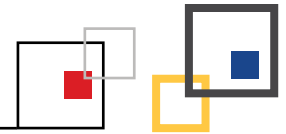
2: Duration of outbreak/quarantine efforts



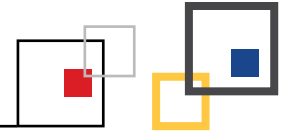
3: Decreasing consumer confidence/spending



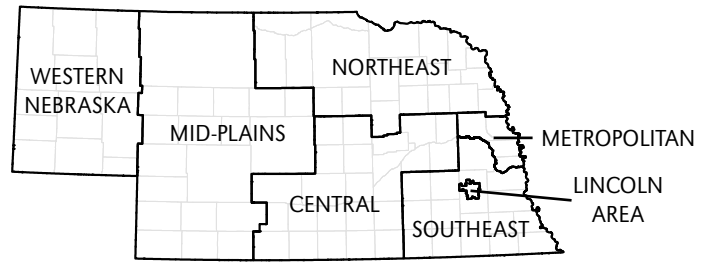
Has your organization placed any restrictions on the public from entering your physical work sites?



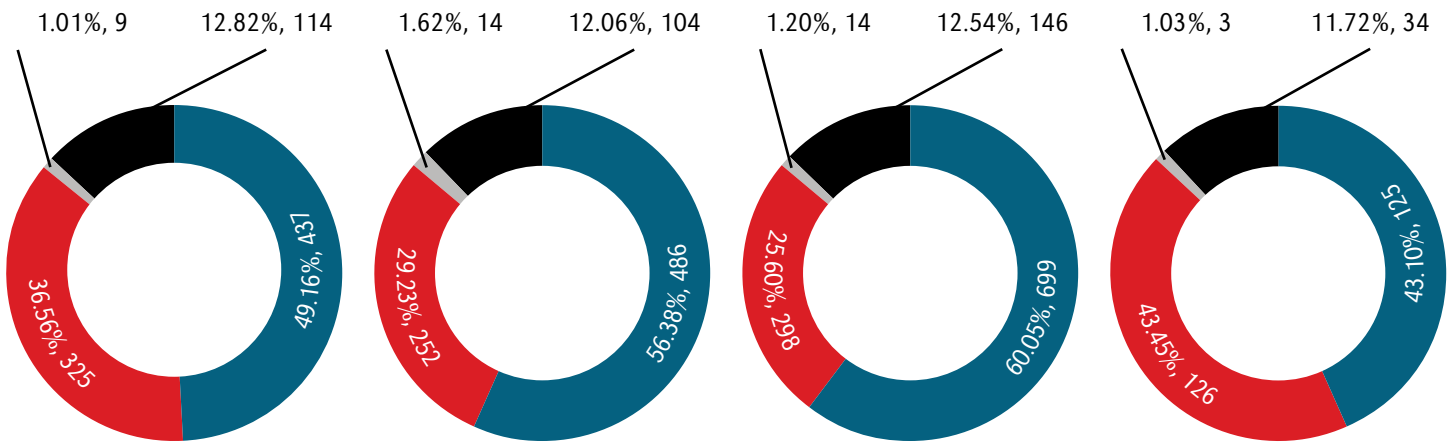
Has your organization placed any restrictions on employees entering your physical work sites?



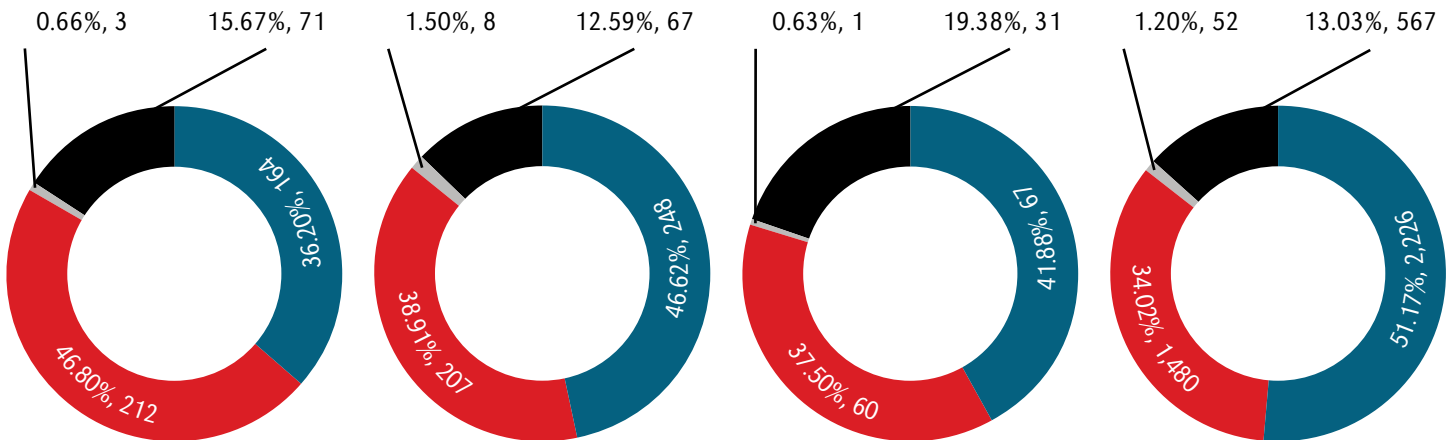
- Yes
- No
- Not Sure
- Not Applicable



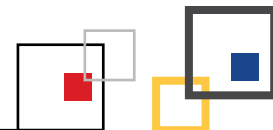
CENTRAL **LINCOLN AREA** **METROPOLITAN** **MID-PLAINS**



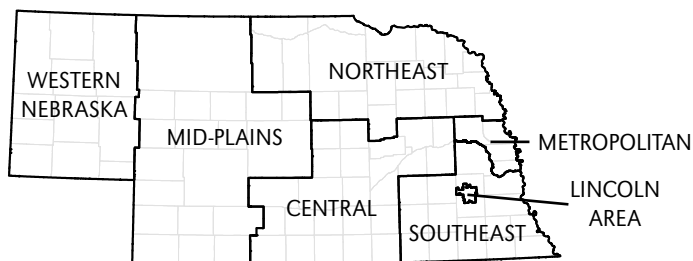
NORTHEAST **SOUTHEAST** **WESTERN** **NEBRASKA**



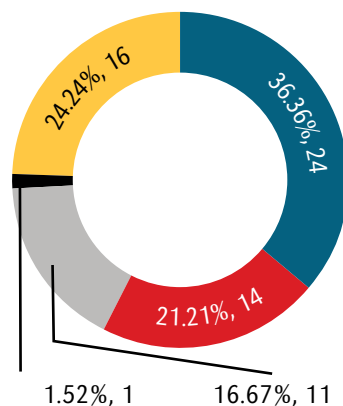
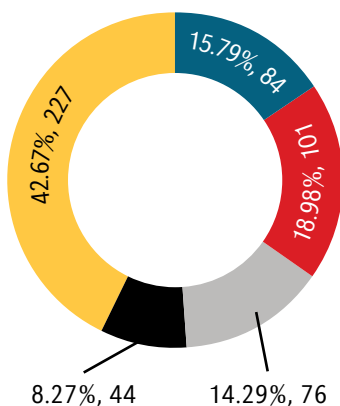
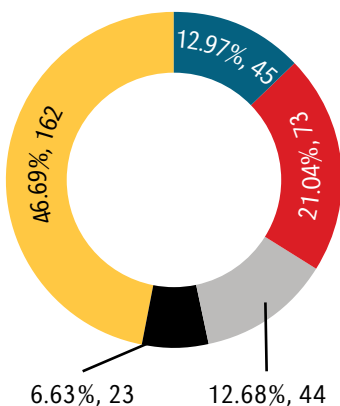
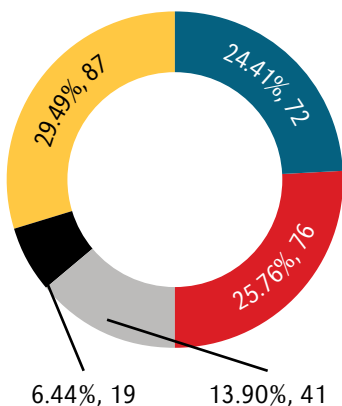
Percent of employees that are **able to work remotely**.



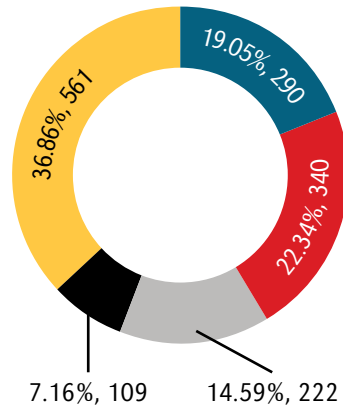
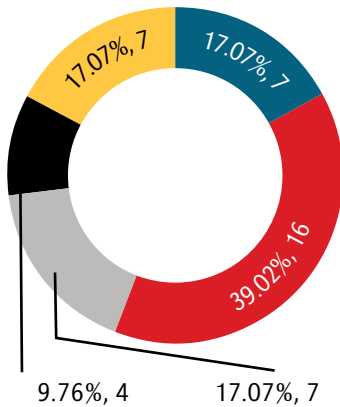
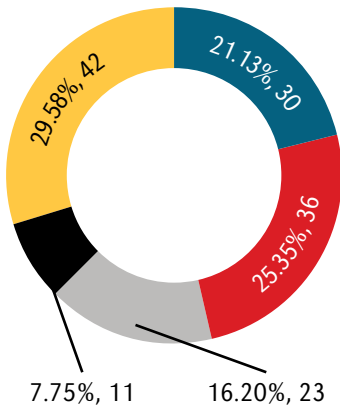
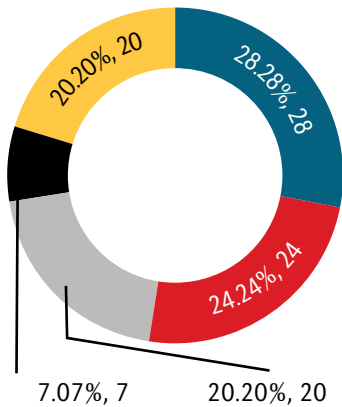
- 0% or not sure
- 1% to 25%
- 26% to 50%
- 51% to 75%
- 76% to 100%



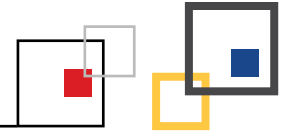
CENTRAL LINCOLN AREA METROPOLITAN MID-PLAINS



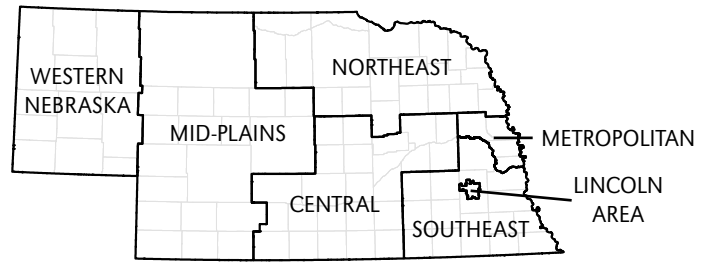
NORTHEAST SOUTHEAST WESTERN NEBRASKA



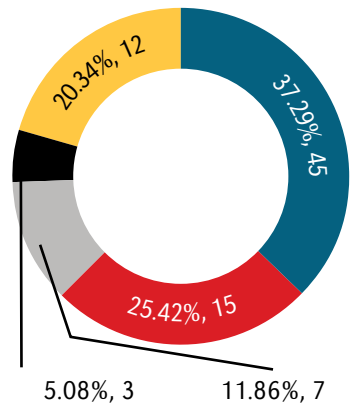
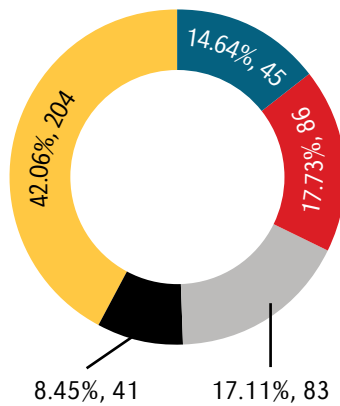
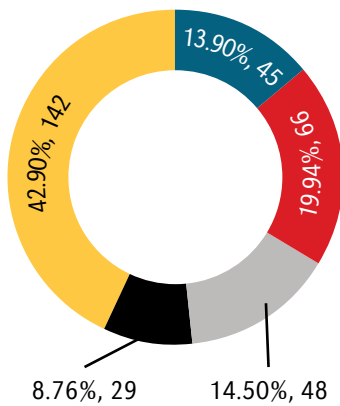
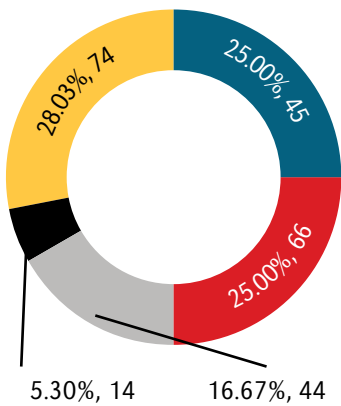
Percent of employees **currently working remotely**.



- 0% or not sure
- 1% to 25%
- 26% to 50%
- 51% to 75%
- 76% to 100%



CENTRAL LINCOLN AREA METROPOLITAN MID-PLAINS

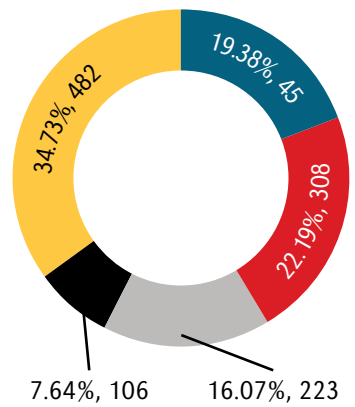
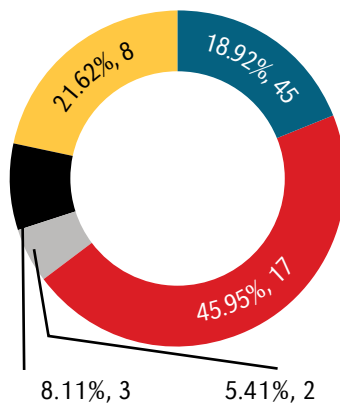
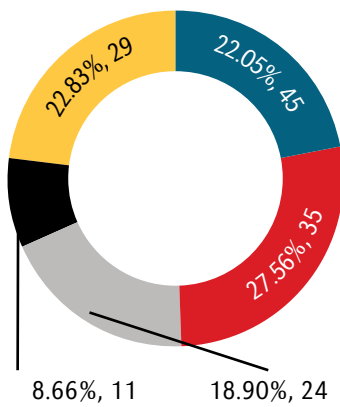
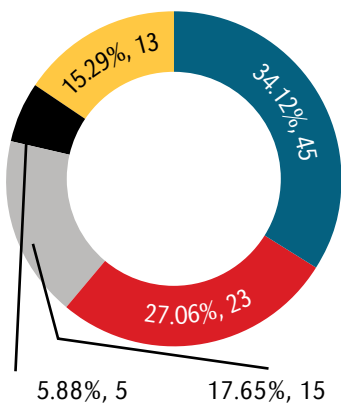


NORTHEAST

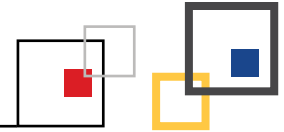
SOUTHEAST

WESTERN

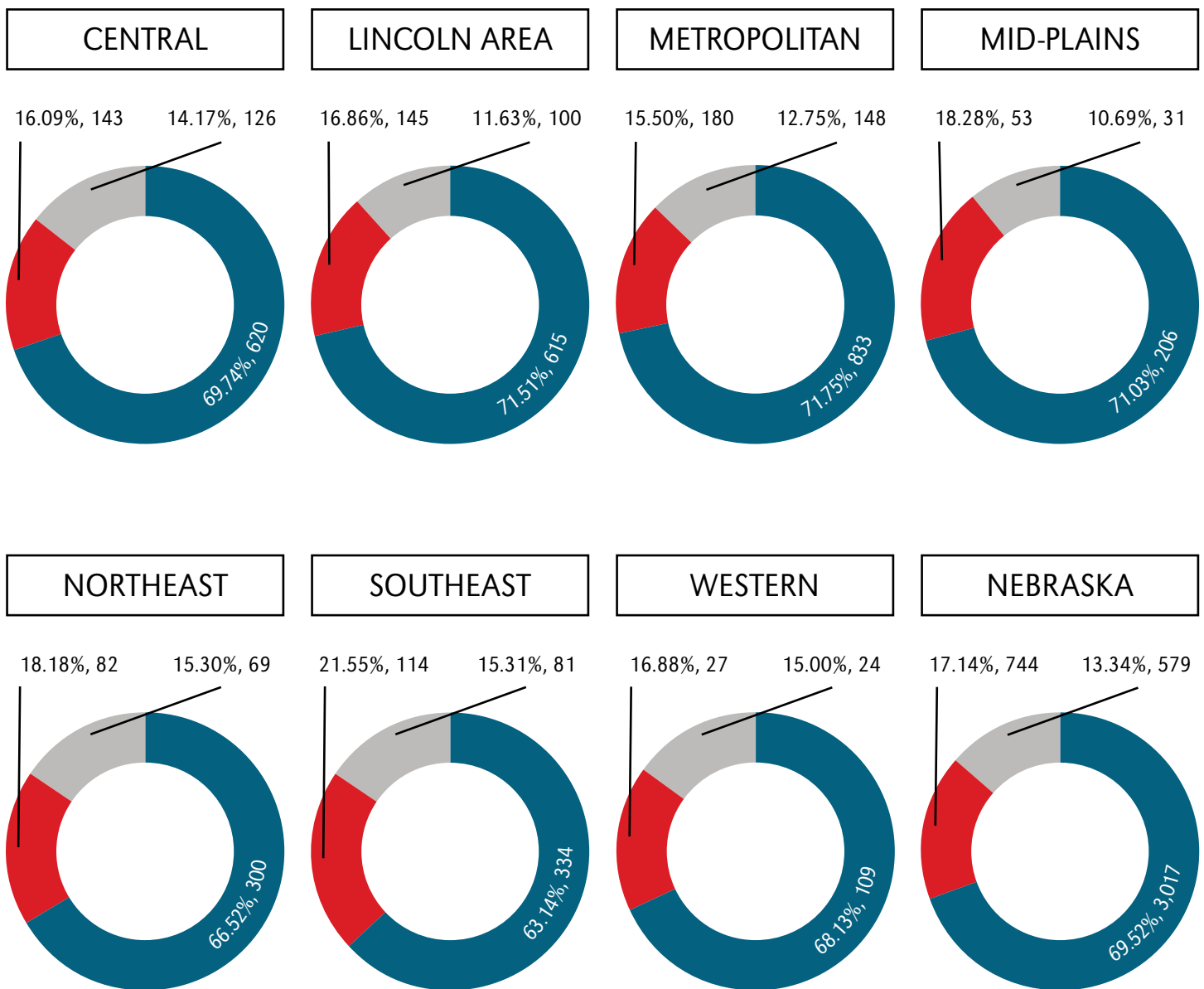
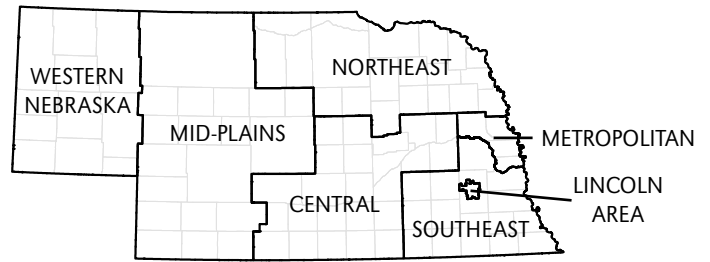
NEBRASKA



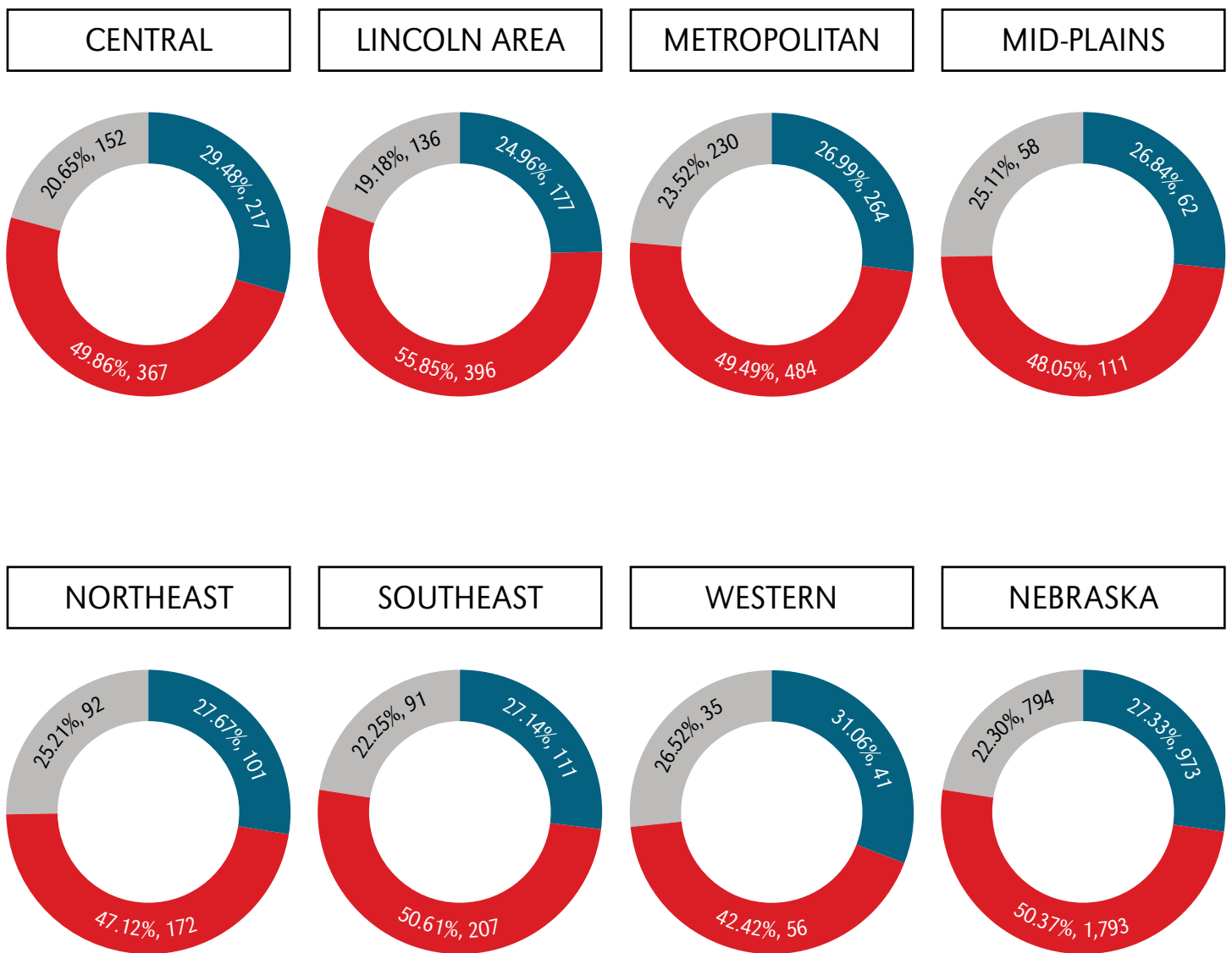
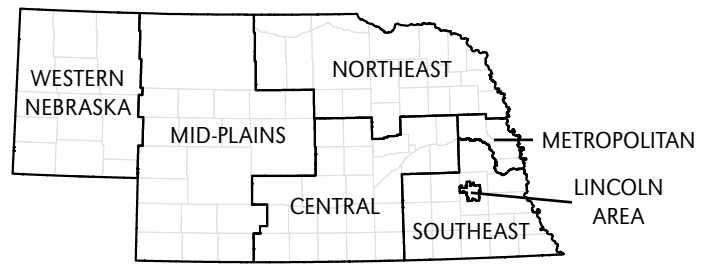
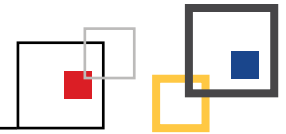
Are you considering **applying for any federal business support** programs as a result of the coronavirus (COVID-19)?



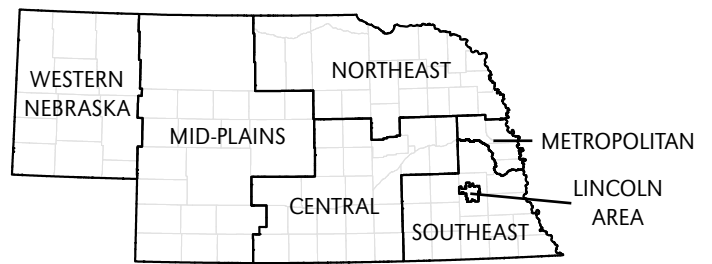
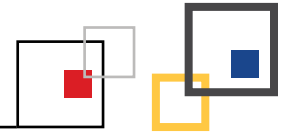
■ Yes
■ No
■ Not Sure



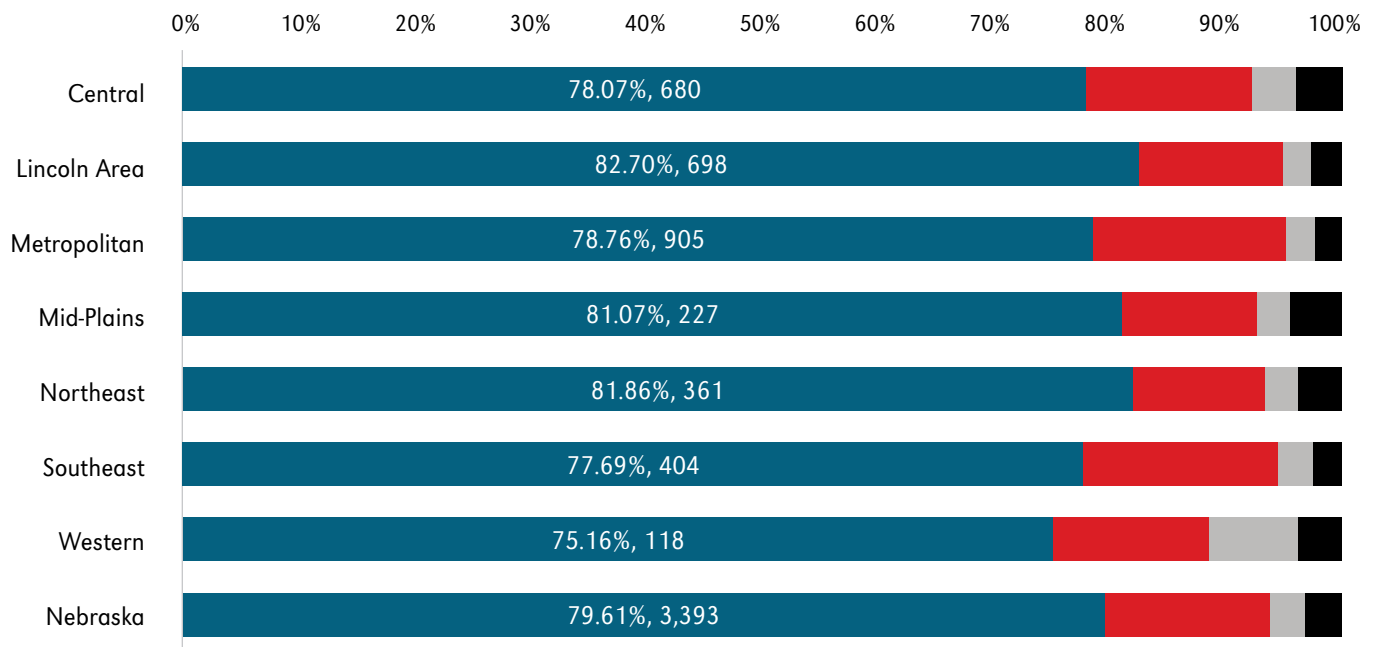
Will you **need support or advice** before applying for any federal business support programs?



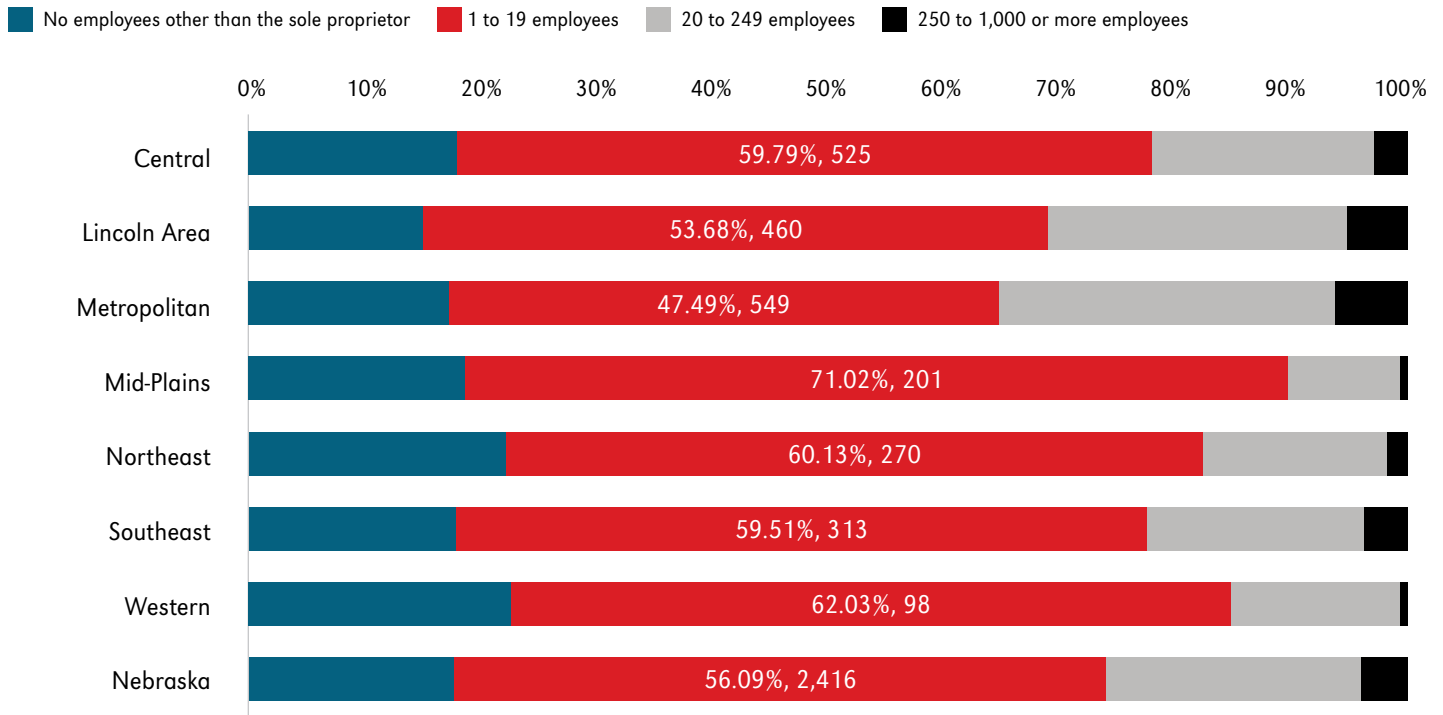
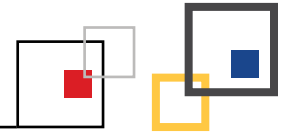
Which one of the following ownership types best describes your organization?



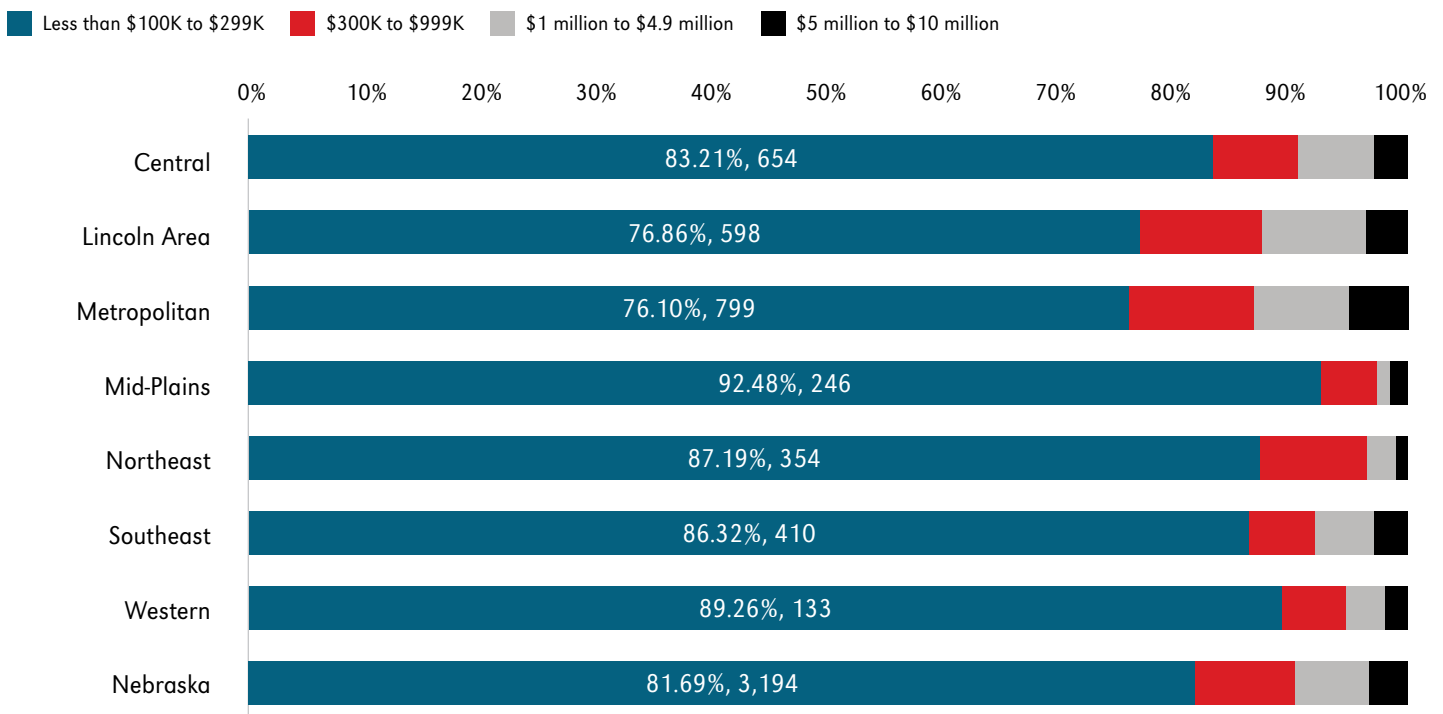
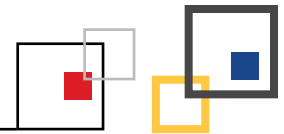
■ For Profit
 ■ Nonprofit
 ■ Government
 ■ Other

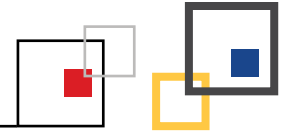


In February of 2020, what was your organization's total **monthly employment** at your main location?



In February of 2020, what was your organization's **monthly revenue**?





A survey gauges the opinion of a target population with data from a sample, a subset of the population. The Nebraska Business Responses survey intends to understand the impact of COVID-19 on all private-sector businesses and nonprofit organizations in Nebraska. All private-sector businesses and nonprofits in Nebraska is the population.

We sampled these organizations by providing an open-access link through multiple communication mediums. Organizations self-selected into the study. Self-selection into a survey impacts the confidence we can have when we generalize from our sample to the population¹. As a result, we do not claim to provide information for all private and nonprofit organizations in Nebraska. We can only summarize the views of those that responded to the survey. Consistent with this approach, we do not provide confidence intervals or margins of error for any data points in the survey, despite the large sample. However, we will provide some analysis of how representative the sample is. A representative sample accurately reflects the population on some key demographics. The key demographics we will examine are: geographic distribution of organizations across the state and the size of organizations, based on number of employees they have. The comparison data comes from Nebraska Department of Labor (DOL).

Table 1: Percentage of businesses that are in each community college district of Nebraska | DOL data compared to survey response data

	Central Community College	Metro Community College	Mid-Plains Community College	Northeast Community College	Southeast Community College	Western Nebraska Community College
DOL % of businesses in each community college district	17%	38%	6%	9%	24%	5%
% of organizations that responded to the survey in each district	20%	27%	7%	10%	32%	4%

*Numbers from the DOL are based on 2019 Quarter 3 businesses with 0-249 employees which represents 97% of all businesses. This was due to a data access at the time of analysis

*DOL data includes the City of Lincoln as part of the Southeast region. In the survey and reporting we are able to separate the City of Lincoln. Here they are combined for easy comparison.

¹Keiding, N., & Louis, T. A. (2018). Web-based enrollment and other types of self-selection in surveys and studies: consequences for generalizability. Annual Review of Statistics and Its Application, 5, 25-47.

Based on the data in Table 1, we conclude that our survey respondents represent the distribution of organizations across the community college districts of Nebraska. Next we examine the size of organizations, measured by the number of employees they have.

Table 2: Size of businesses, DOL data compared to survey response data

Number of Employees	DOL (n)	DOL %	Survey (n)	Survey %
0	7,145	10.7%	805	17.6%
1-4	30,900	46.4%	1,187	26.0%
5-9	11,289	17.0%	721	15.8%
10-19	8,132	12.2%	621	13.6%
20-49	5,837	8.8%	545	12.0%
50-99	1,898	2.9%	284	6.2%
100-249	881	1.3%	193	4.2%
250-499	251	0.4%	83	1.8%
500-999	169	0.3%	51	1.1%
1,000 or more	54	0.1%	70	1.5%
TOTAL	66,557	100.0%	4,560	100.0%

Table 2 demonstrates that we generally have a proportionally representative sample, when examining size of organizations. For example, in the DOL data the largest category is 1-4 employees. In the survey responses, 1-4 employees, is also the category with the largest number of responses. However, we have more responses from larger organizations compared to their proportion of all organizations in the Nebraska Department of Labor data.

As a result of this analysis, we can say that we generally have a fair representation of organizations across the regions of Nebraska and among different size organizations.

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