

Impacts of the COVID-19 Pandemic on Sacramento Residents

*Key Findings from a Citywide Survey Conducted June 2-4,
2020*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

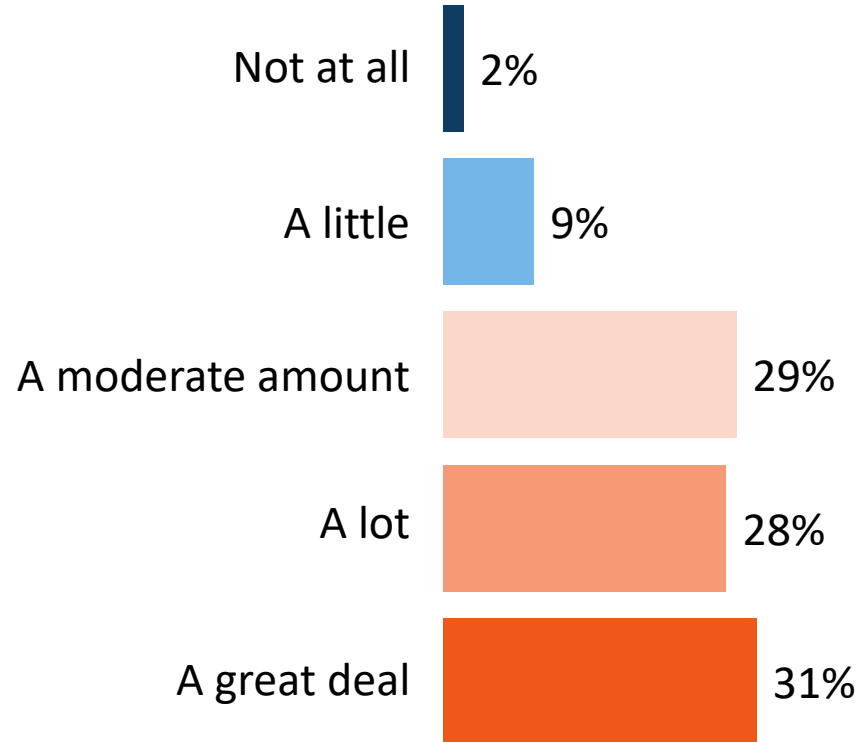
- 433 interviews with Sacramento residents at addresses selected at random from the Postal Service Delivery Sequence File
- Interviews conducted June 2-4, 2020 in English and Spanish
- Interviews conducted via telephone (landline and wireless) and online
- Margin of sampling error of +/-4.7% at the 95% confidence level; margins of error for subgroups within the sample will be larger
- Some percentages may not sum to 100% due to rounding



**Experiences with
COVID-19 and Stay-at-Home
Requirements**

Roughly nine in ten residents report at least a “moderate amount” of disruption from the outbreak.

How much, if at all, has your life been disrupted by the COVID-19 outbreak?

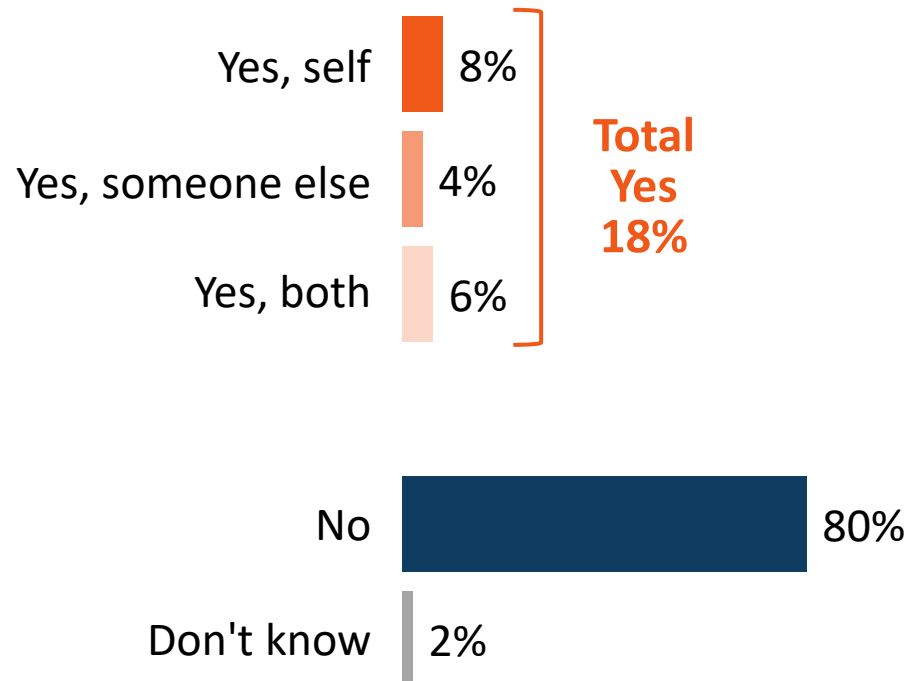


Those most likely to say their lives have been disrupted “a great deal” are:

- Residents of Districts 1 and 3
- Households with incomes between \$50,000 and \$75,000
- College-educated residents
- Ages 40-59

One in five say they or someone in their household experienced COVID-like symptoms.

The symptoms that generally define COVID are fever, dry cough, and shortness of breath. Since January 2020 have you or someone in your household experienced fever, dry cough, and/or shortness of breath?

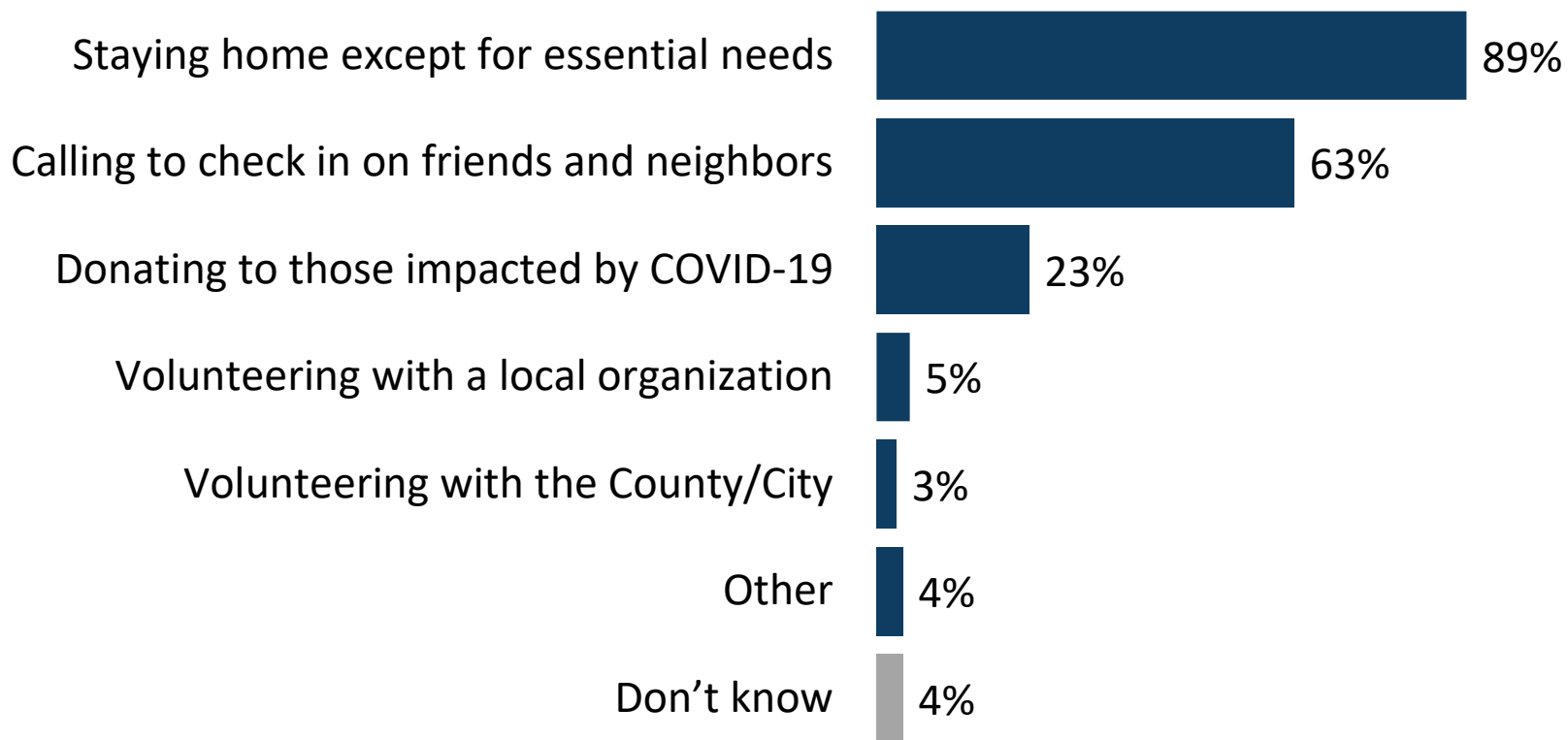


Those most likely to have experienced COVID-like symptoms are:

- Residents with household incomes between \$30,000 and \$50,000
- Have served in the military
- City Council Districts 2, 4, and 5
- Between the ages of 40 and 59

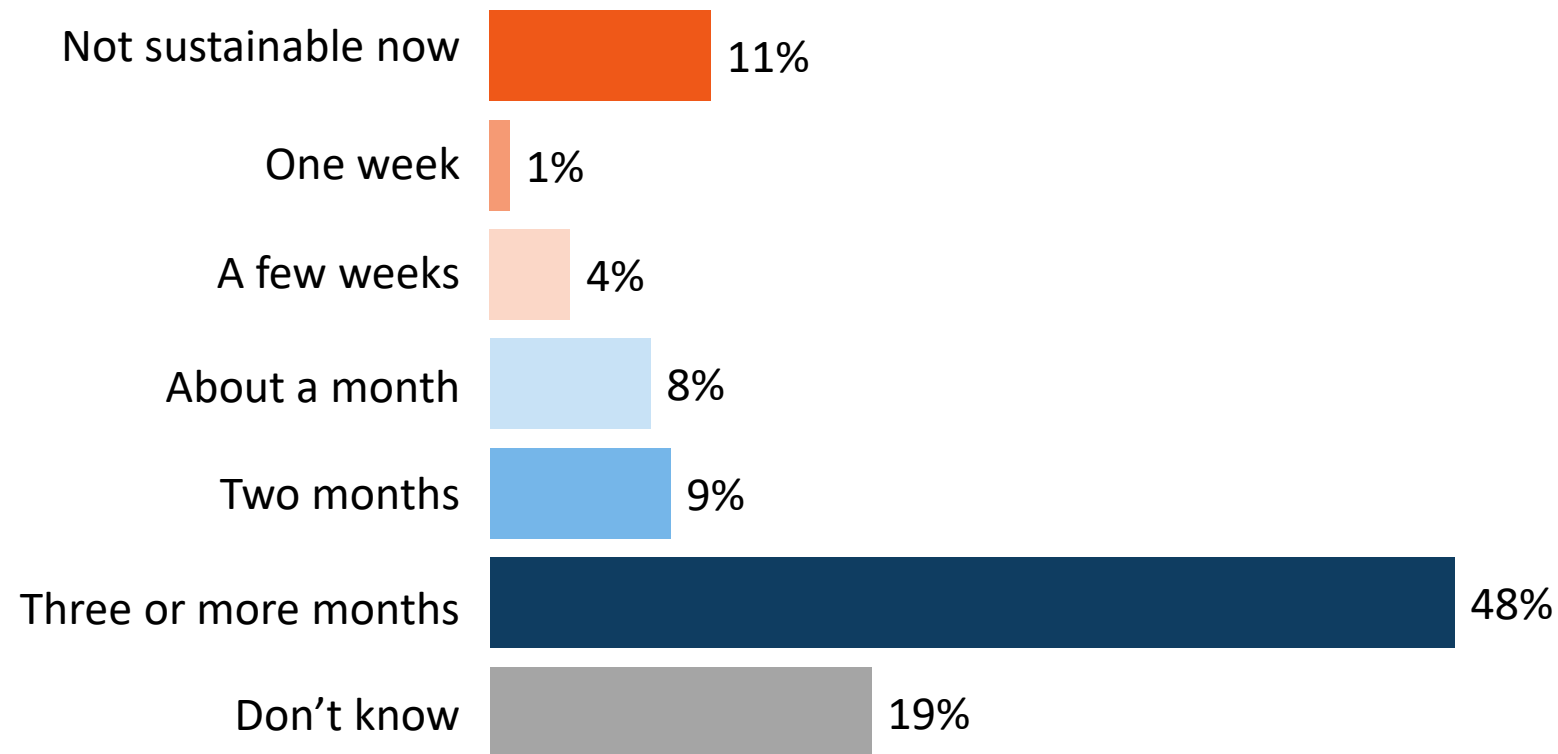
Most Sacramentans say they have been staying home and checking in on others.

*Which of the following actions, if any, have you taken to assist your community with potential impacts and/or risk of COVID-19?
(Multiple Responses Accepted)*



Approximately half of respondents say they can sustain current arrangements for three or more months; one in ten say it is currently unsustainable.

Thinking about your current arrangements for dealing with the stay-at-home order, how long is this something you can currently maintain?



Concerns About COVID-19

White respondents are less worried than others about when the pandemic will end; Latinos and African Americans are more worried about social isolation than others are.

(Extremely/Very Serious Problem)

Problem	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Resp. of Color
Not knowing when the pandemic will end	65%	56%	75%	69%	72%	72%
Feeling alone, isolated, or not being able to socialize with other people	31%	25%	43%	42%	16%	37%
Loss of employment income	30%	25%	37%	26%	41%	35%
^Unemployment	30%	26%	41%	26%	30%	33%
Providing financial, emotional, or other support for extended family <u>not</u> living with you	30%	20%	48%	40%	22%	39%
Not feeling in control	29%	27%	26%	44%	14%	30%
Loss of income from retirement savings	29%	21%	39%	29%	24%	32%

Latinos are more likely to report concern about anxiety and African-Americans to be concerned about cleaning and sanitation supply shortages.

(Extremely/Very Serious Problem)

Problem	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Resp. of Color
Feeling nervous, anxious, or on edge	27%	23%	40%	33%	18%	30%
A shortage of sanitation and cleaning supplies, such as toilet paper and disinfectants	26%	20%	32%	42%	22%	33%
Not being able to exercise	24%	17%	34%	18%	26%	30%
Helping my children with online schooling	19%	10%	30%	28%	28%	29%
A shortage of food overall	18%	8%	40%	14%	12%	27%
Lack of childcare	17%	11%	28%	26%	5%	22%
^Access to medical services, such as emergency care, basic medical care and needed prescriptions	16%	13%	24%	8%	16%	18%

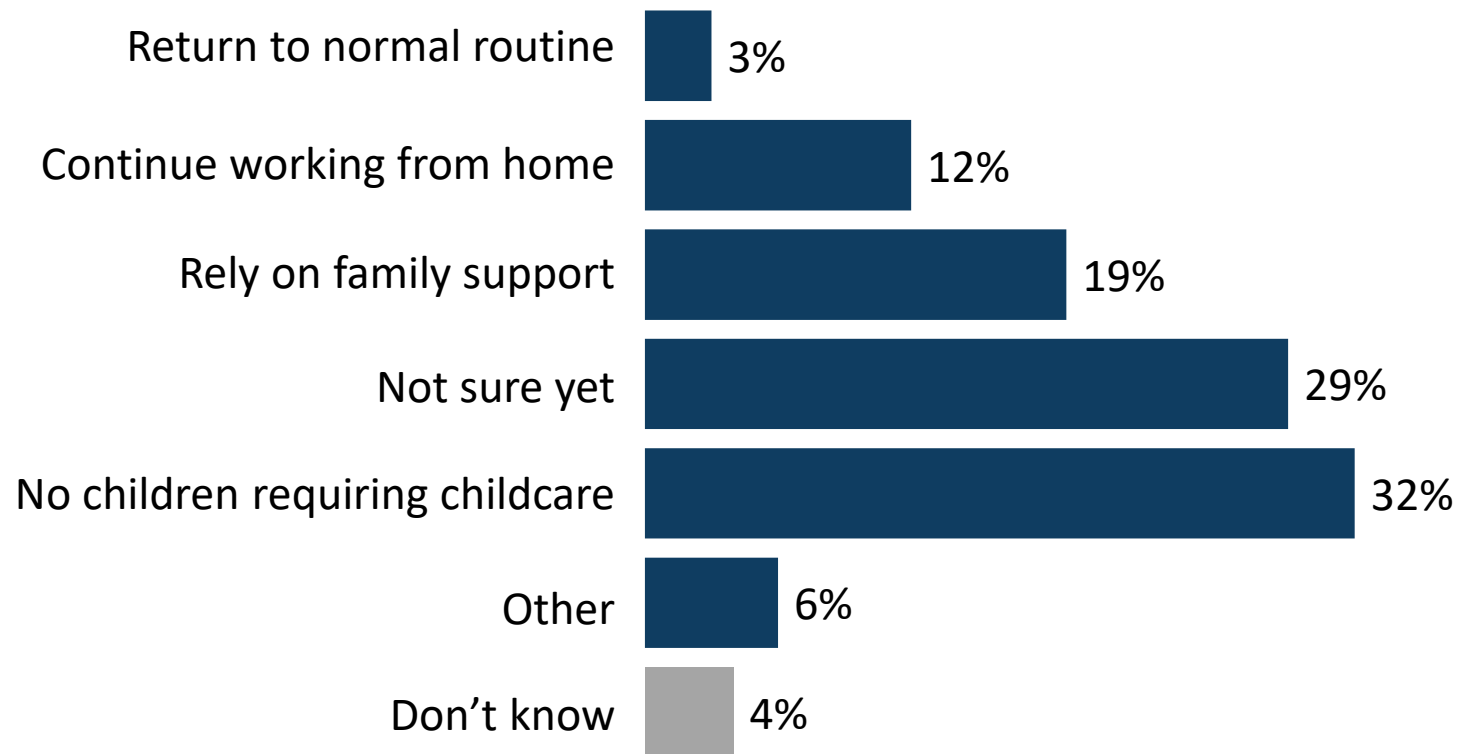
Latinos are also more concerned than others about lack of access to technology.

(Extremely/Very Serious Problem)

Problem	All Resp.	Race/Ethnicity				
		Whites	Latinos	African Americans	Asians/ Pacific Islanders	All Resp. of Color
Access to face masks	16%	11%	20%	17%	12%	20%
A shortage of <u>healthy</u> food	14%	8%	23%	20%	15%	21%
Lack of technology to communicate with people outside of my household, such as internet access, a computer or tablet	13%	2%	31%	5%	6%	21%
Lack of skills to use technology to communicate	11%	3%	25%	21%	16%	20%
^Household members have COVID-19 or COVID-like symptoms, such as fever, shortness of breath, and/or dry cough	8%	4%	11%	4%	16%	11%
Household members not getting along	6%	2%	12%	5%	5%	8%

A plurality of parents who need childcare are not sure how they will address it this summer.

*If children requiring childcare live in your household,
how will you address summer childcare?
(Asked Only of Parents of Children Under 18)*



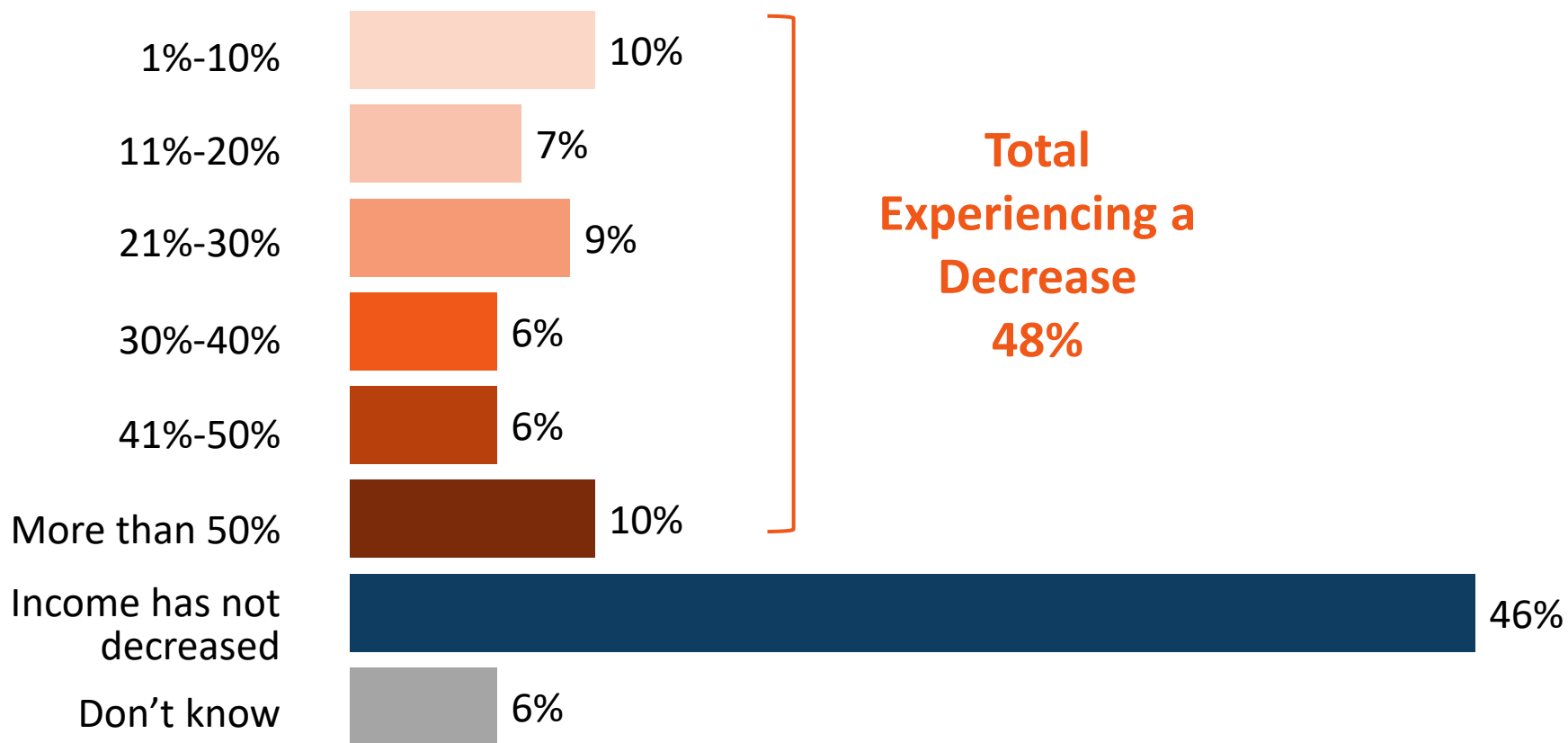
Impacts to Income and Work

Latinos and those earning less than \$50,000 have been more impacted than others.

Demographic Group	Lost Job/Hours Reduced	No Impact to Job
Gender		
Men	36%	59%
Women	27%	71%
Household Income		
<\$30,000	42%	51%
\$30,000-\$50,000	59%	34%
\$50,000-\$75,000	26%	69%
\$75,000-\$100,000	26%	74%
\$100,000+	17%	83%
Race/Ethnicity		
Whites	29%	66%
Latinos	43%	57%
African Americans	28%	69%
Asians/Pacific Islanders	22%	74%
All Respondents of Color	34%	64%

Approximately half say their household income has decreased during the stay at home order.

During the stay at home order, has your household income decreased?



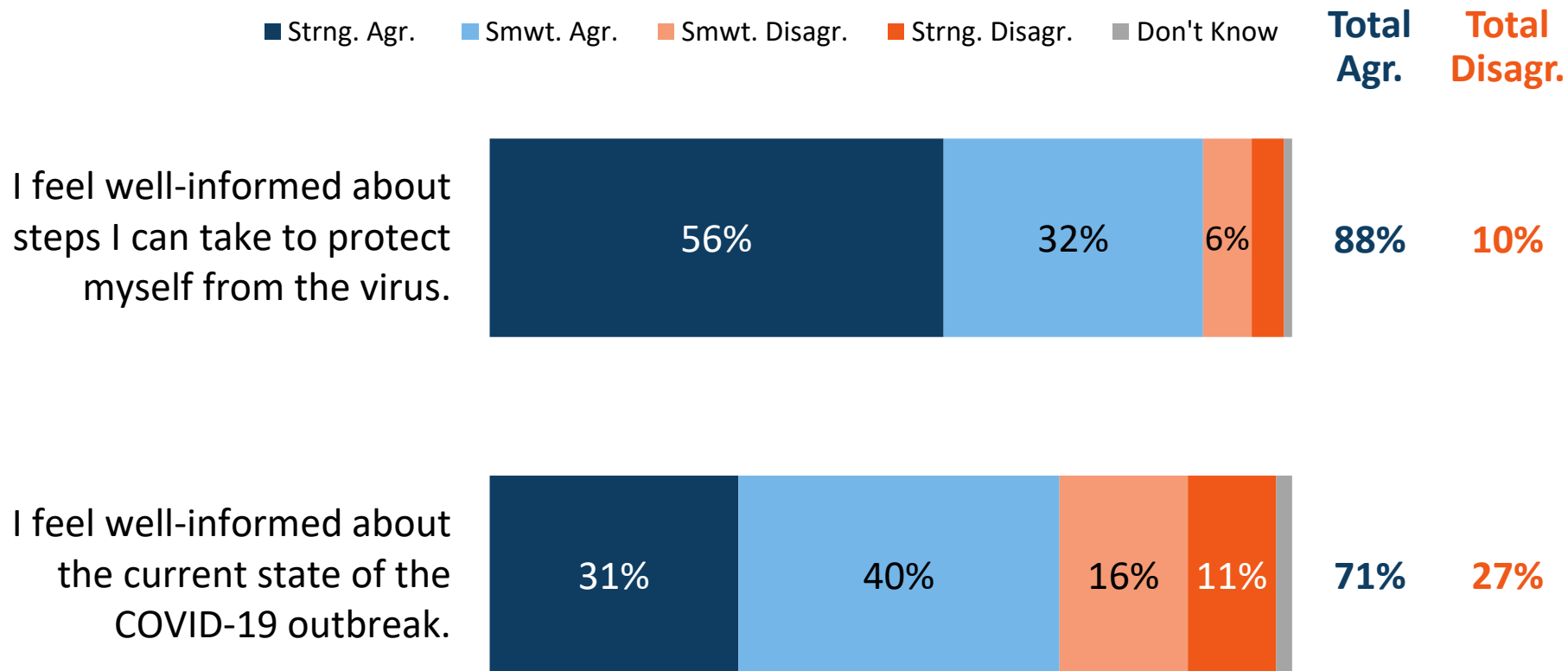
Those with higher incomes are more likely to work from home.

Demographic Group	Total Work From Home	Essential Employee	Taking Time Off	Laid Off
Household Income				
<\$30,000	16%	18%	24%	20%
\$30,000-\$50,000	22%	12%	20%	32%
\$50,000-\$75,000	50%	18%	11%	6%
\$75,000-\$100,000	50%	15%	5%	11%
\$100,000+	71%	9%	2%	8%
Race/Ethnicity				
Whites	51%	5%	12%	11%
Latinos	28%	24%	10%	23%
African Americans	44%	17%	6%	23%
Asians/Pacific Islanders	31%	32%	17%	9%
All Respondents of Color	35%	24%	10%	17%

Getting Information About COVID-19

Residents are confident they know how to protect themselves from the virus, but less certain they are well-informed about its current status.

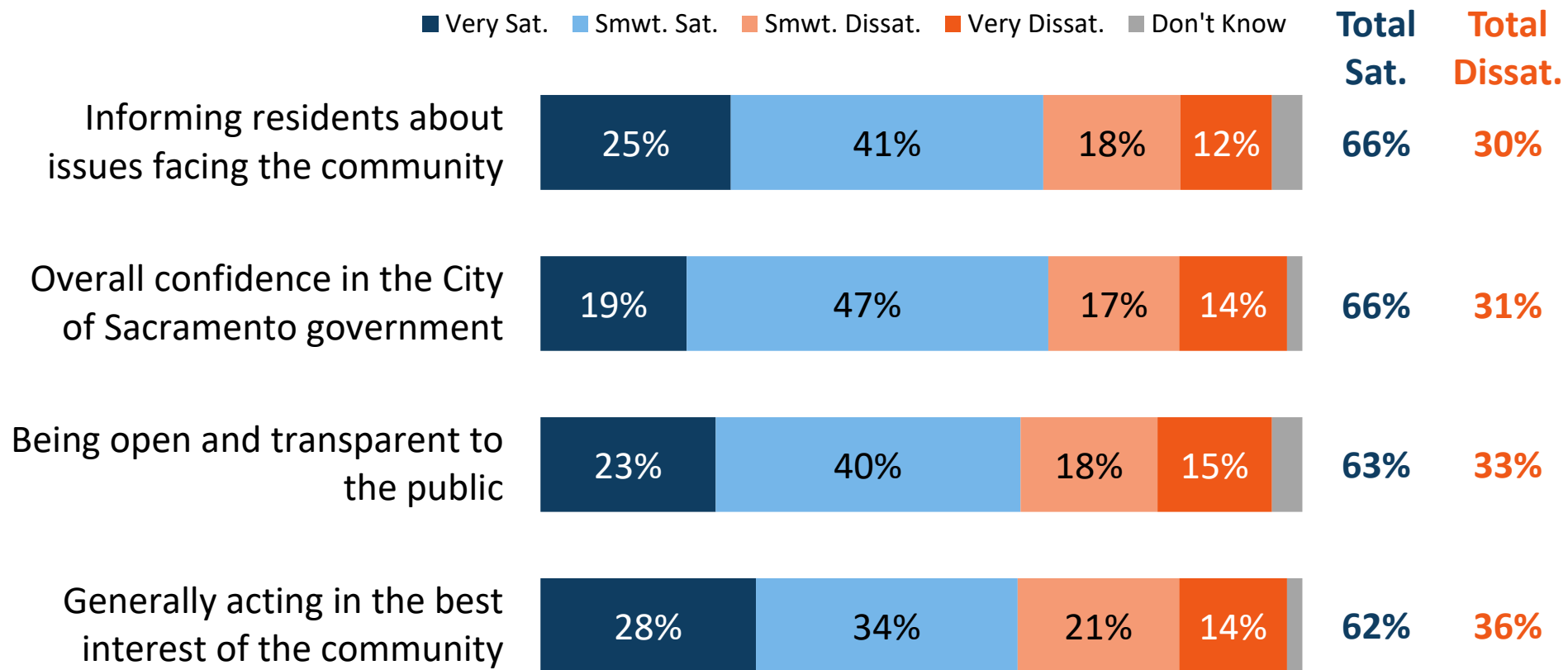
Here are some statements about the coronavirus pandemic. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.



Views on Government's Response to COVID-19

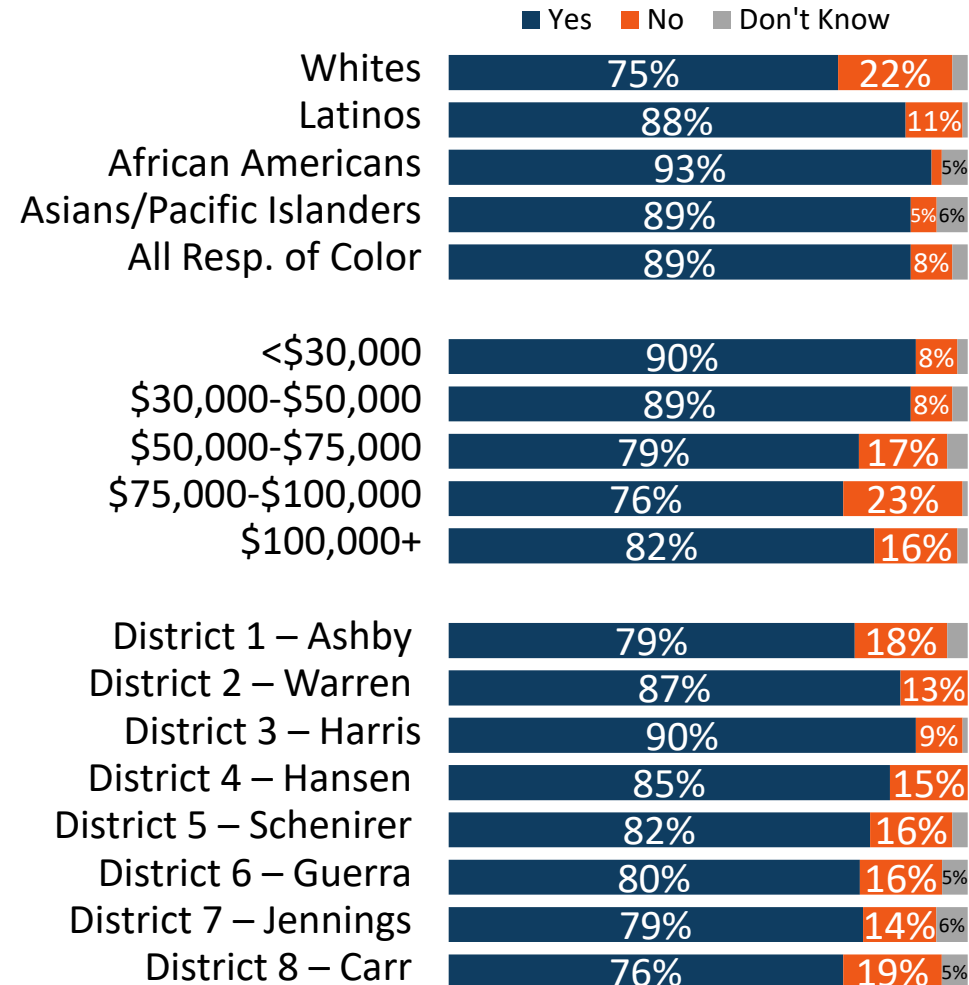
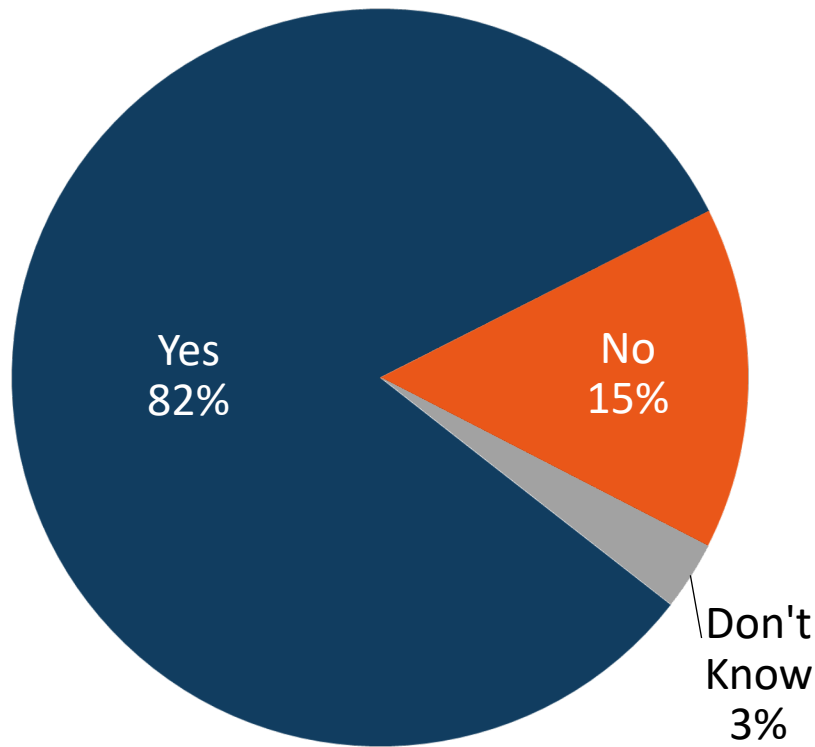
Residents mostly satisfied with the City's performance serving residents in this time.

Please tell me if you are satisfied or dissatisfied with Sacramento City government's performance in each of the following areas.



Four in five are comfortable with mask requirements.

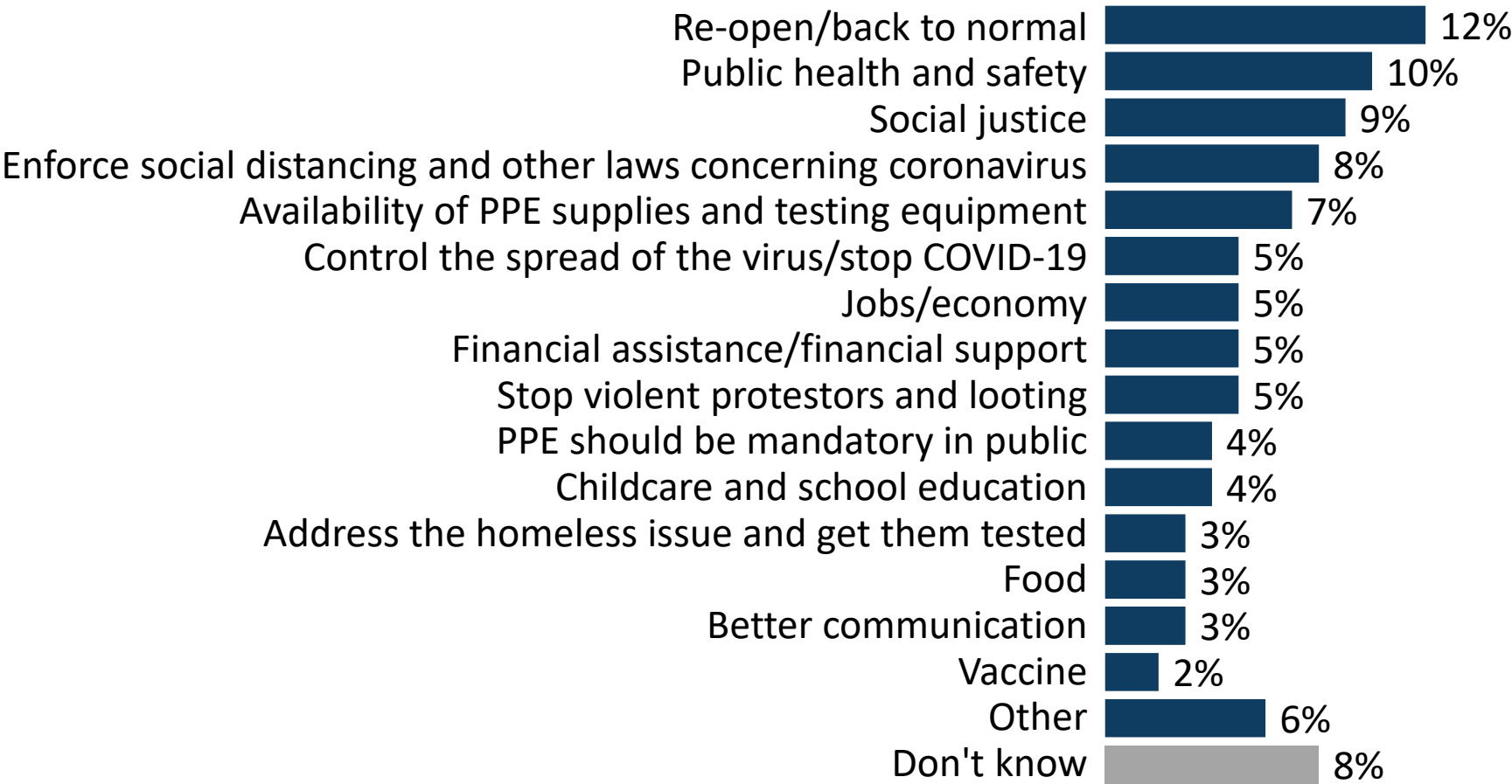
In general, are you comfortable with government requiring masks in public places?



Priorities for Future City Assistance

Respondents' top priorities right now relate to reopening, public health, and social justice.

What do you see as your community's highest priority need at this time?
(Open-ended)



Verbatim Comments Describing Respondents' Top Priorities

Getting people safely back to work.

PPE for health care providers.

To continue the social distancing and to keep wearing mask as things open back up.

Stop the rioters, get everything open.

Real information and the ability for small business to open in as normal a fashion as possible.

Jobs, food, rental assistance, and shelters.

Getting back jobs and getting back to normal.

Mental health, healthy food and supplies, 24-hour live Sacramento coverage.

Changes in policing and policies related to policing.

Adhering to guidelines to tamp down COVID.

The top priorities cut across the City, although there are some differences in how District 4 and 5 residents rank priorities relative to other residents.

(Extremely/Very Important)

Type of Assistance	All Resp.	City Council District							
		1	2	3	4	5	6	7	8
Uninterrupted police, fire, and medical emergency response services	83%	76%	98%	91%	74%	66%	87%	99%	79%
Support for small businesses	82%	83%	85%	97%	71%	61%	89%	85%	85%
Access to timely and accurate communications about COVID-19	81%	83%	91%	92%	79%	63%	86%	75%	83%
Access to a quality internet connection	66%	74%	51%	61%	81%	72%	52%	66%	63%
Mental health services	64%	74%	78%	83%	31%	53%	60%	68%	79%
Support for businesses doing curbside pickup	62%	58%	76%	65%	62%	44%	62%	60%	69%
Summer programs for school-aged youth	57%	51%	65%	56%	38%	72%	63%	62%	59%
Assistance making residential rent/mortgage payments	56%	61%	61%	58%	54%	55%	53%	51%	56%

Prioritization of City Actions by City Council District (Continued)

(Extremely/Very Important)

Type of Assistance	All Resp.	City Council District							
		1	2	3	4	5	6	7	8
Assistance making non-housing-related cost-of-living payments such as utilities, insurance, or car payments	56%	69%	63%	61%	51%	52%	56%	37%	63%
Logistical assistance obtaining food, such as help having food or other household items delivered	56%	75%	59%	56%	46%	67%	46%	49%	54%
Financial assistance to purchase food	55%	65%	80%	49%	30%	61%	56%	58%	51%
Access to digital devices, like a laptop	54%	54%	67%	79%	21%	29%	54%	68%	77%
Enforcement of shelter in home orders and physical distancing	53%	45%	54%	71%	48%	30%	61%	67%	52%
Assistance navigating and applying for various COVID-19-related assistance programs	52%	54%	66%	60%	45%	44%	50%	40%	60%

Prioritization of City Actions by City Council District (Continued)

(Extremely/Very Important)

Type of Assistance	All Resp.	City Council District							
		1	2	3	4	5	6	7	8
Access securing permanent housing	50%	60%	75%	53%	18%	46%	65%	42%	58%
Transportation services	48%	41%	74%	50%	25%	40%	58%	48%	60%
Assistance escaping an abusive environment	47%	53%	62%	51%	35%	53%	44%	38%	49%
Childcare services	47%	49%	61%	63%	24%	43%	36%	44%	63%
Job training	42%	58%	67%	44%	16%	54%	31%	37%	42%
Financial literacy services	41%	36%	79%	45%	14%	38%	52%	20%	62%
Digital skills training	39%	46%	60%	52%	16%	45%	45%	30%	32%

Conclusions

Conclusions

- ✓ Sacramentans' primary concern with the pandemic relates to when it will end.
 - This is the only aspect of the crisis that a majority cite as an “extremely” or “very serious” problem.
 - Many express high levels of concern about getting sick, and about the mental and emotional impacts of the pandemic.
- ✓ Half have seen a reduction in income and nearly one-third have either lost their jobs or had their hours reduced.
 - These impacts have been most pronounced among residents of lower-income households, Latino residents, and younger residents.
- ✓ Respondents strongly approve of how the City has handled its response and communicated with residents.
- ✓ They view uninterrupted emergency services, support for small businesses, and accurate and timely information as the most important assistance the City can provide.

For more information, contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Dave Metz

Dave@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com

Impacts of the COVID-19 Pandemic on Sacramento Businesses

*Key Findings from a Citywide Survey of Businesses
Conducted June 2-10, 2020*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

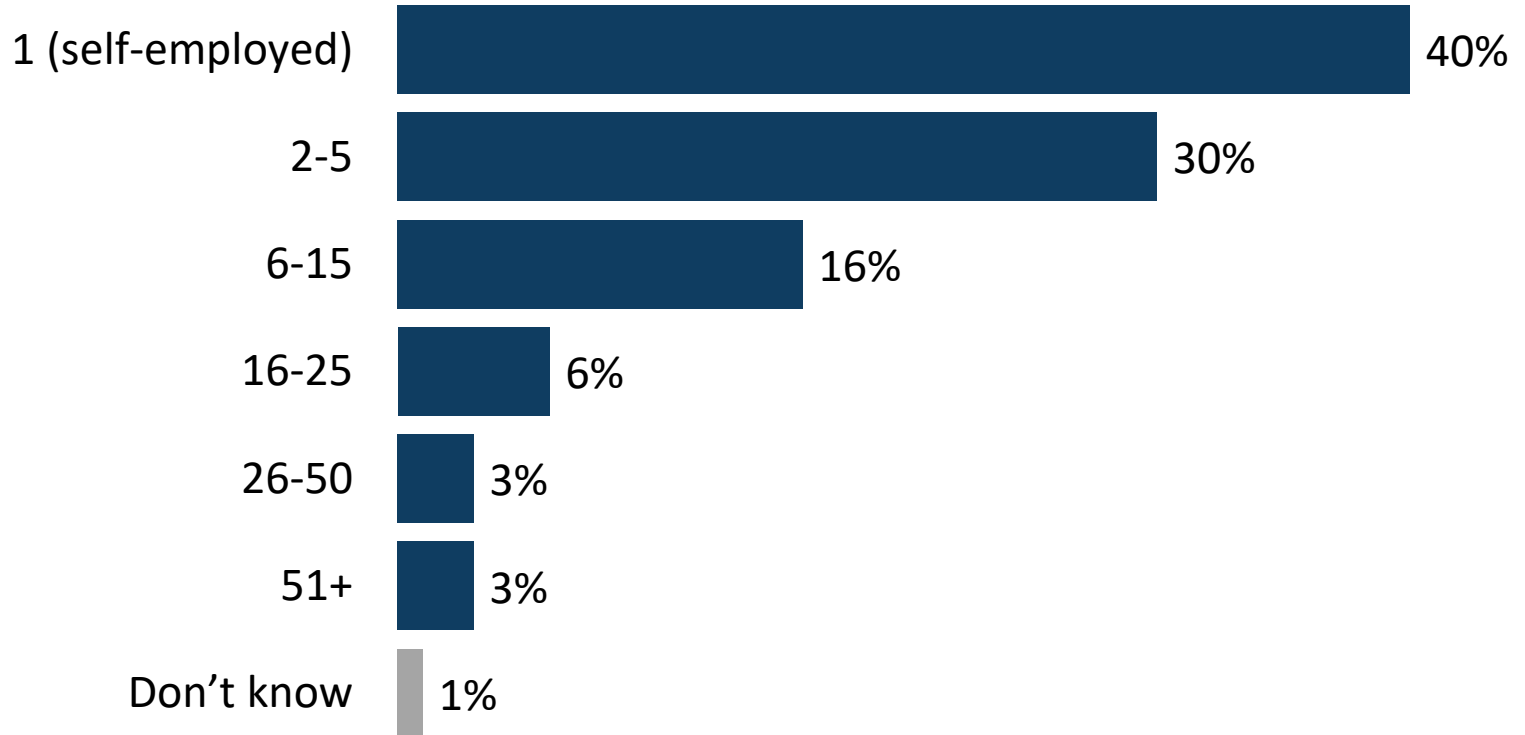
- 399 interviews with Sacramento businesses
- Interviews conducted June 2-10, 2020
- Interviews in English and Spanish
- Interviews conducted via telephone (landline and wireless) and online
- Some percentages may not sum to 100% due to rounding



Profile of Respondents

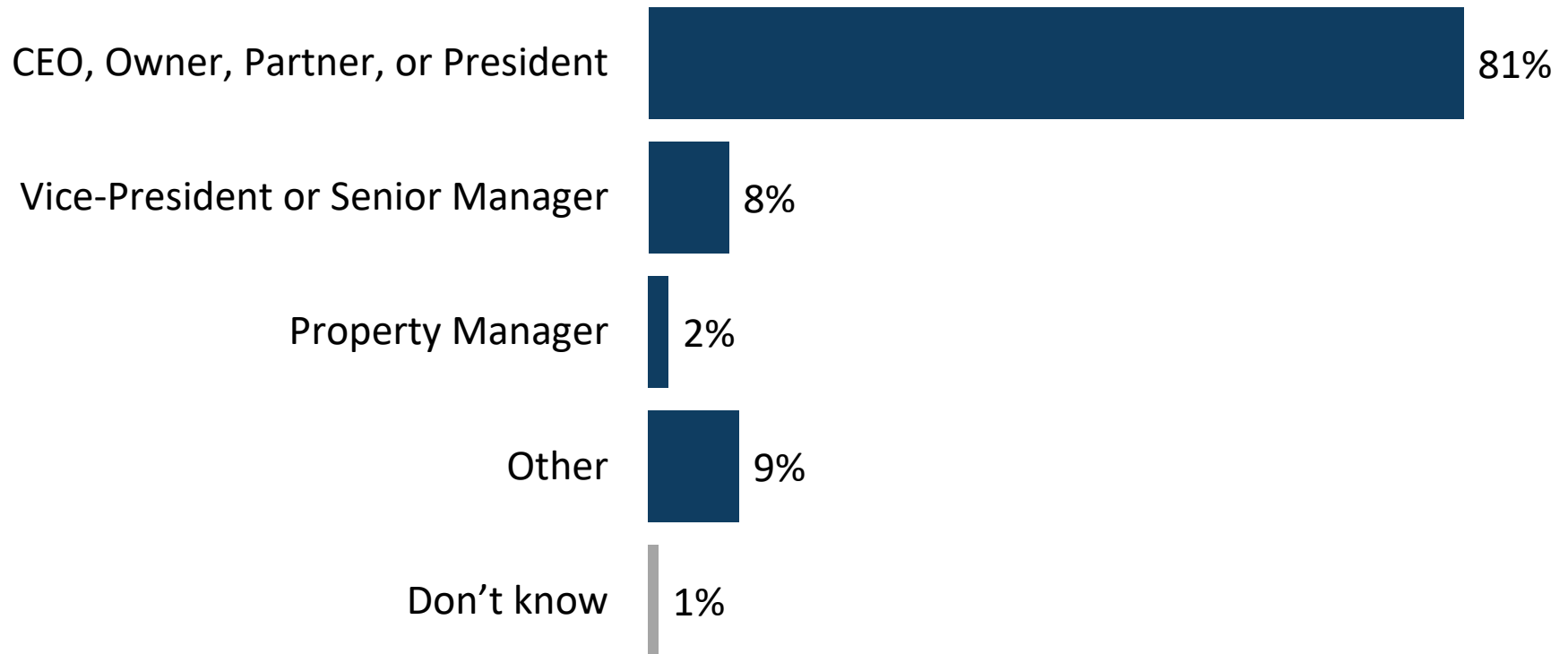
Respondents tended to be small businesses.

Including you, about how many employees worked at your worksite(s) before COVID-19? Please only include employment for worksites in the City of Sacramento.



Nearly all respondents contacted were in leadership positions.

Which of the following best describes your role at your company?



A wide range of sectors were represented in the survey.

Which one of the following industries best describes the nature of your business?



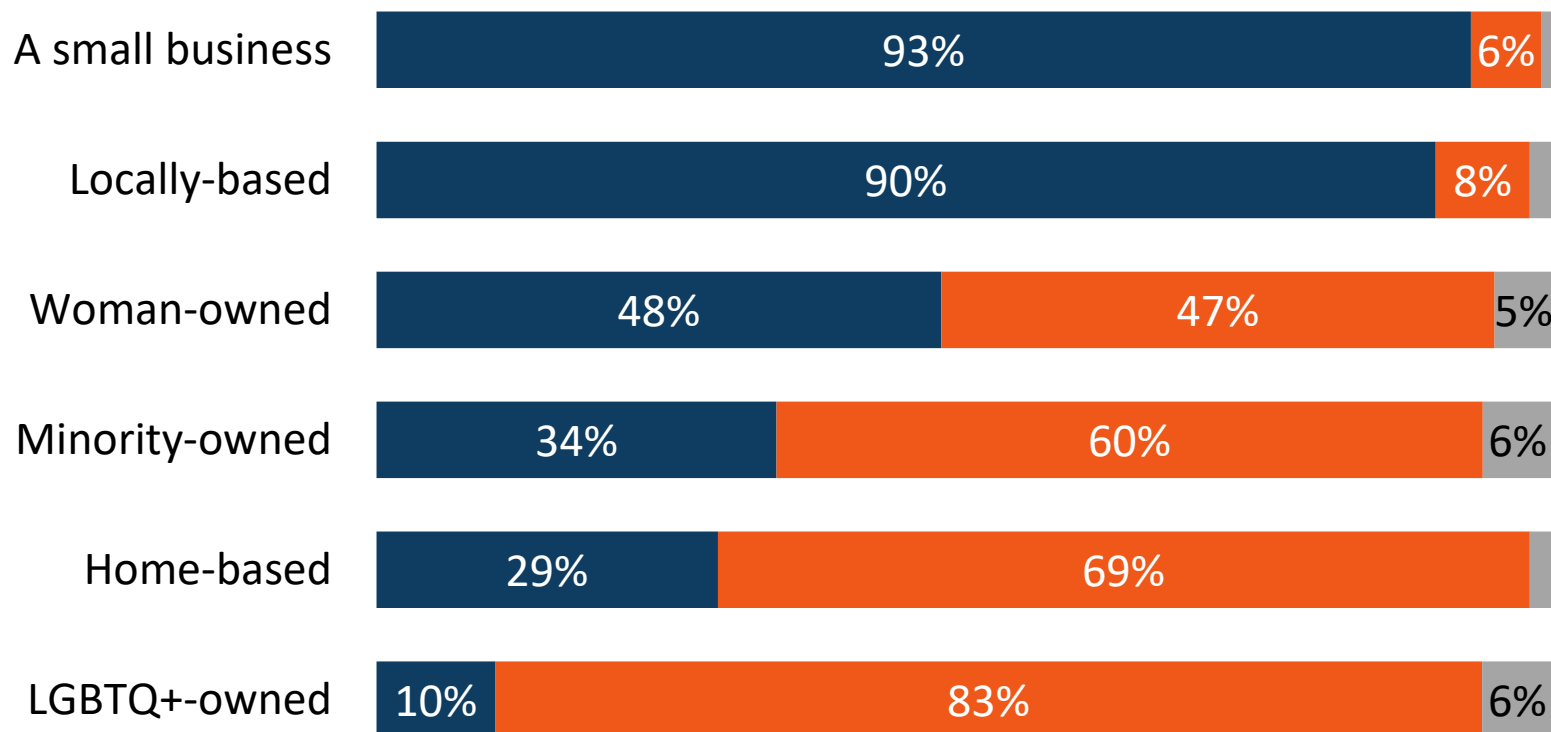
Respondents reflect a variety of geographies and ethnicities.

Subgroup	% of Respondents
Asian	7%
White	60%
African American	10%
Latino	11%
Multiracial	5%
Other	5%
Council District 1	8%
Council District 2	8%
Council District 3	17%
Council District 4	25%
Council District 5	13%
Council District 6	16%
Council District 7	6%
Council District 8	2%

Most businesses were a small business and locally-based; half were woman-owned and one-third were minority-owned.

Is your business_____?

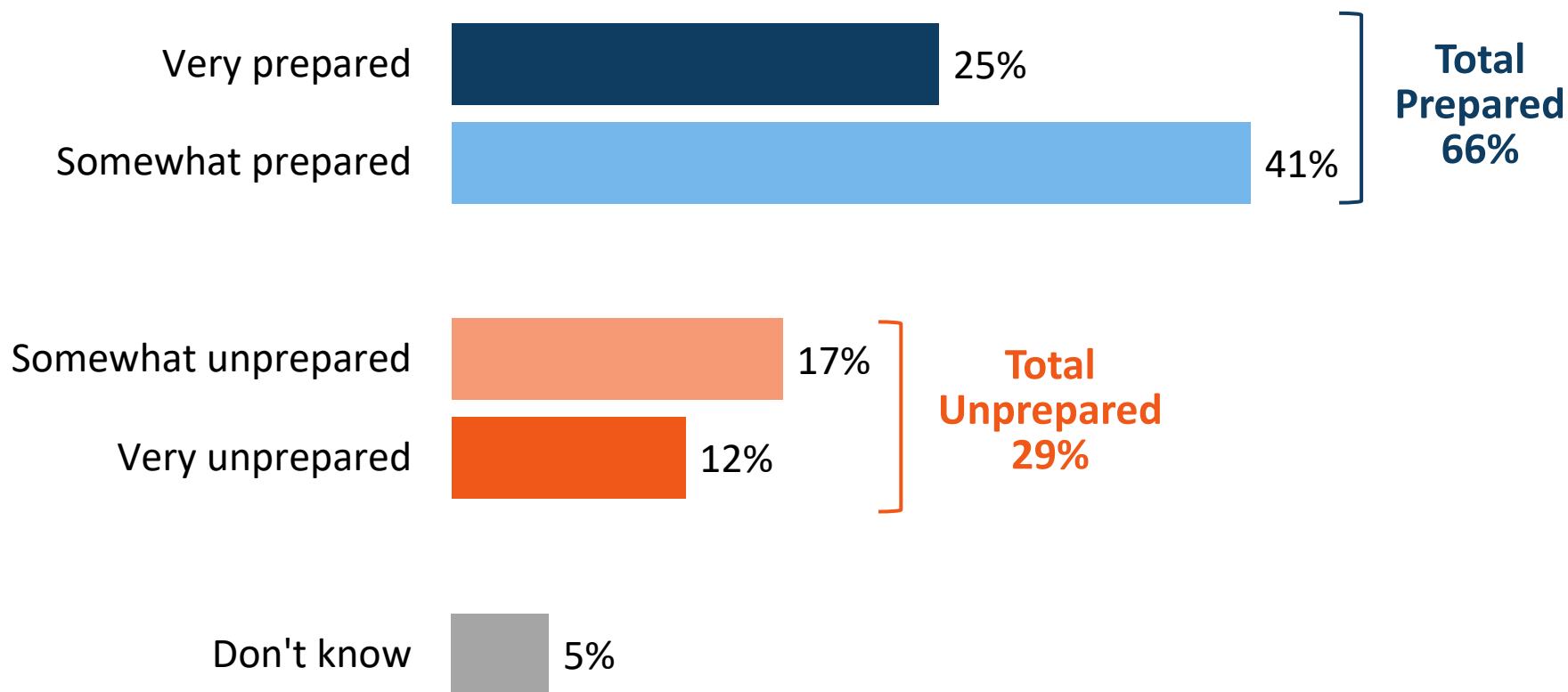
■ Yes ■ No ■ Don't know



Perceptions of the Pandemic

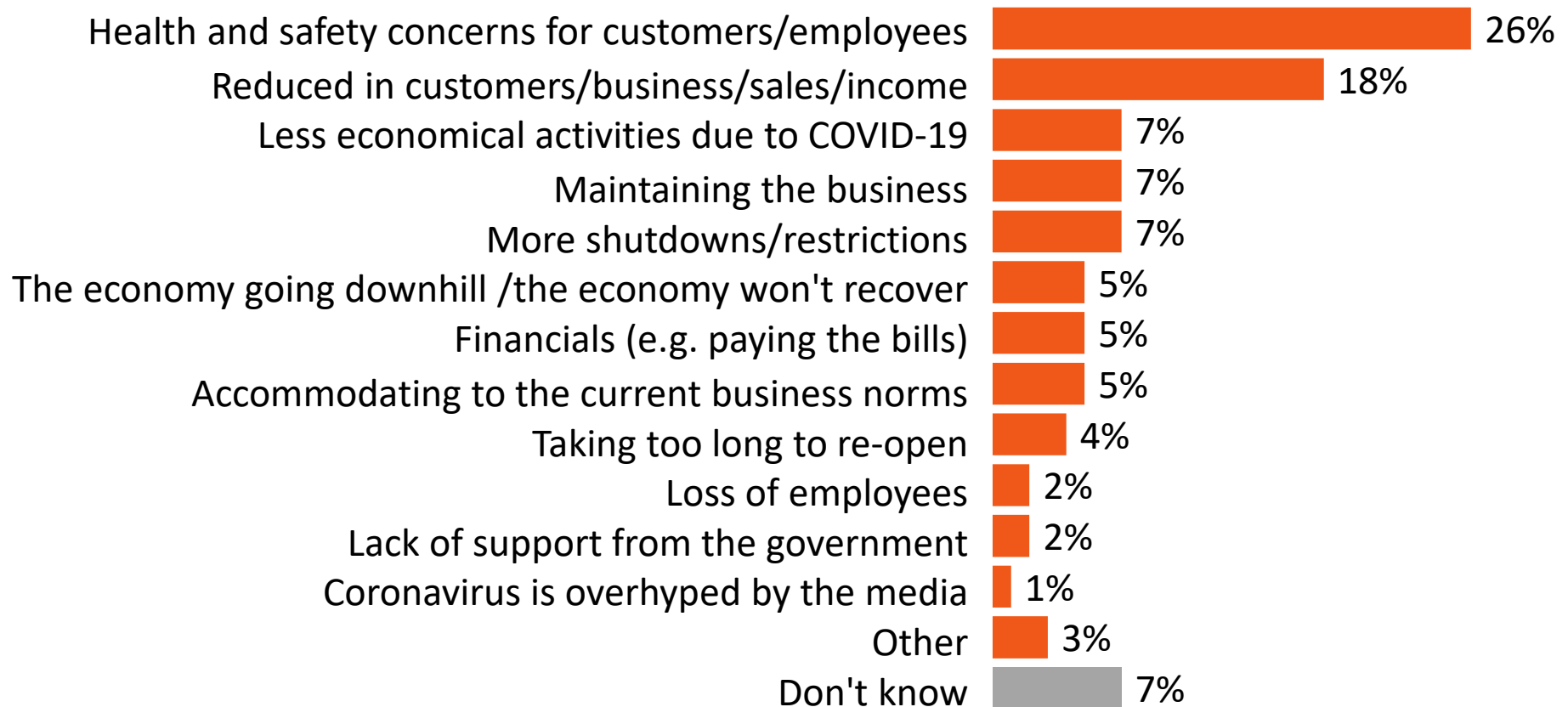
Two-thirds say their business is prepared to deal with the changing economy, but few feel strongly.

How prepared do you think your business is to meet the needs of the changing economy as a result of COVID-19?



Health and safety concerns of employees and a reduction in business were respondents' top concerns.

*What are your biggest concerns regarding COVID-19
for your business and employees?
(Open-ended)*

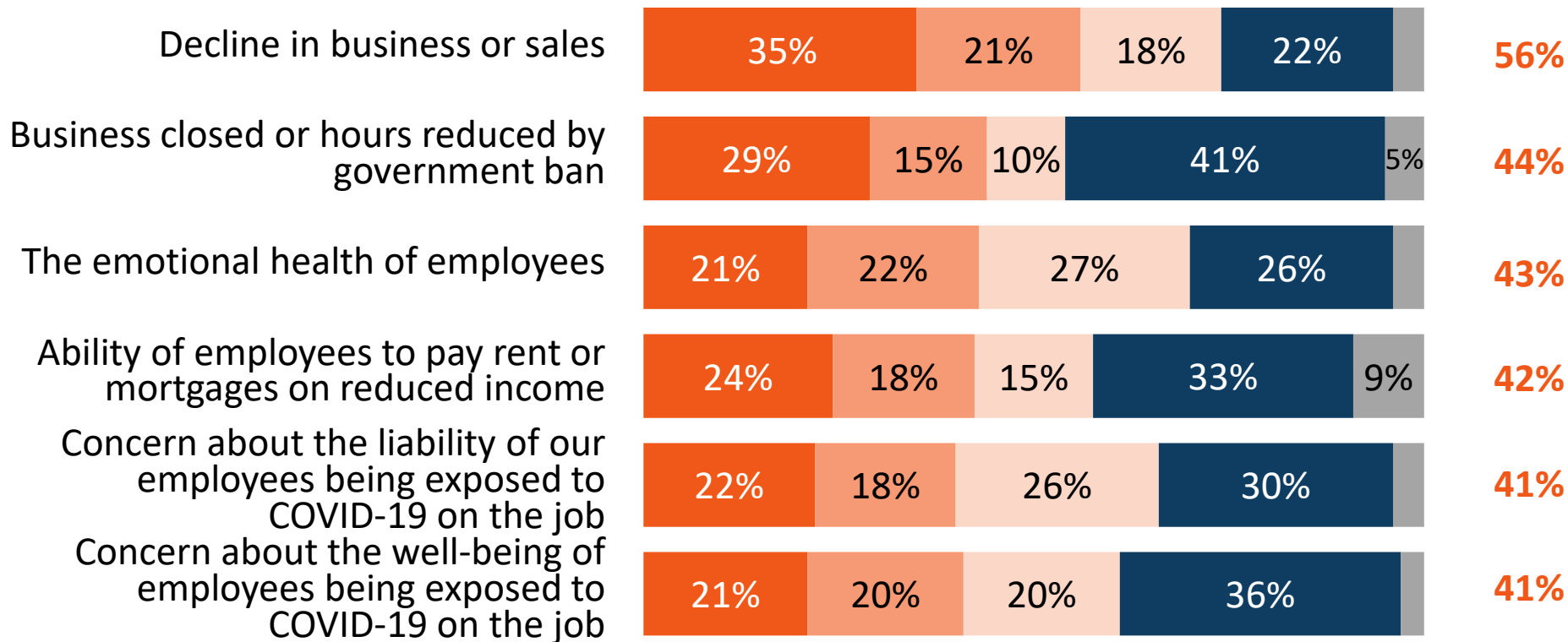


Local businesses rate declines in business, closures and reduced hours, and the well-being of employees are the most serious problems facing them.

Please rate how much of a problem, if at all, the following are for your business as a result of the COVID-19 pandemic: an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in your business.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't know

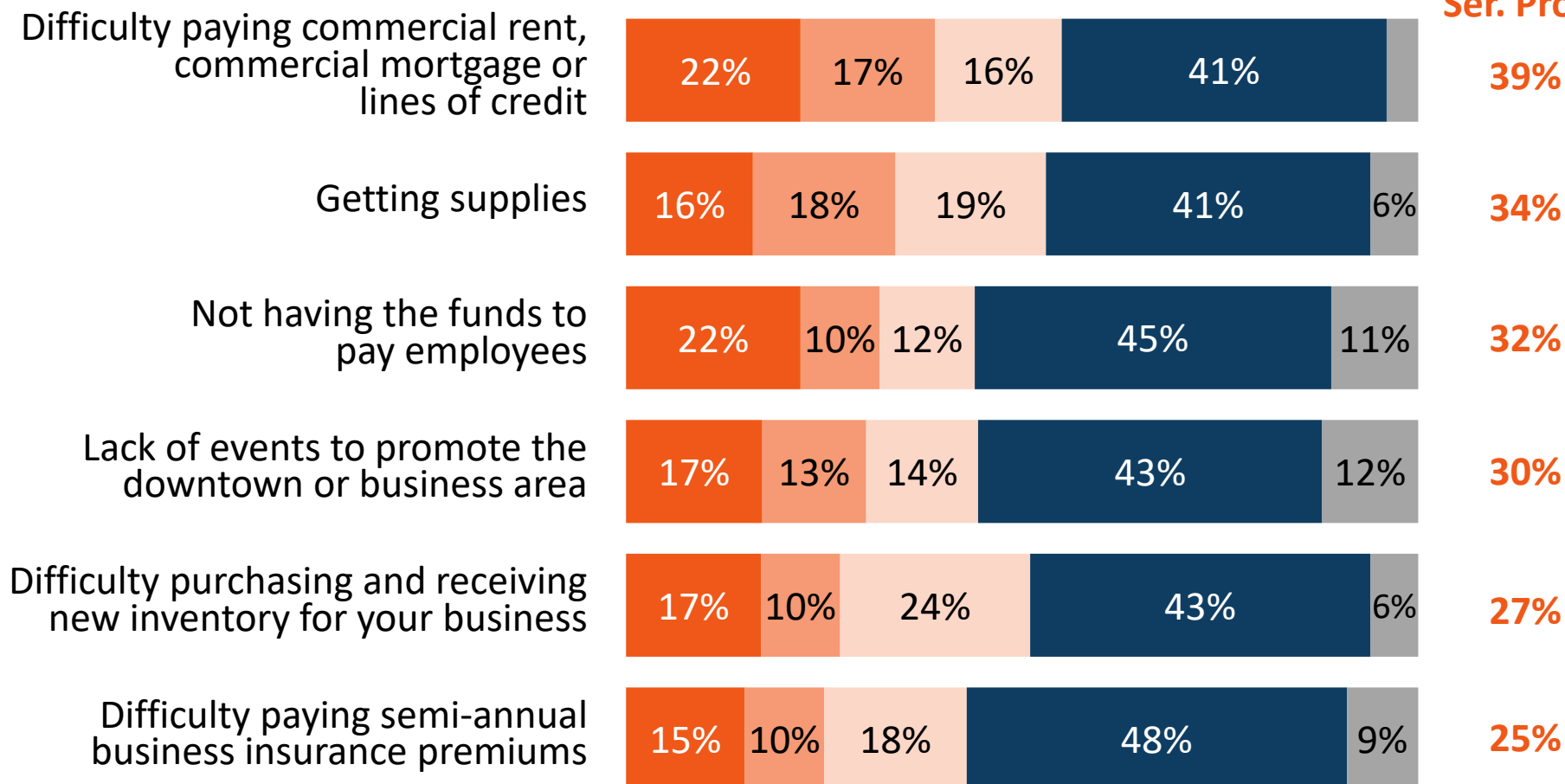
**Ext./Very
Ser. Prob.**



Difficulty paying rent, getting supplies, and paying employees are rated serious problems for one-third of businesses.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't know

**Ext./Very
Ser. Prob.**



Relatively few businesses expressed concern about lack of technology or hiring temporary employees.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't know

Ext./Very
Ser. Prob.

Not having funds to cover COBRA and/or insurance expenditures for your employees



25%

Daycare or childcare challenges for employees



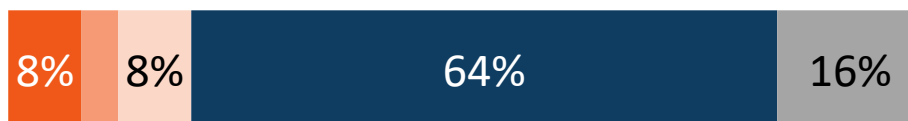
25%

Absenteeism of employees due to illness



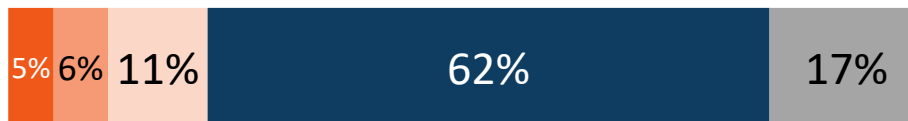
15%

Lack of technology for employees to work from home



12%

Hiring temporary employees to keep up with increased workflow



11%

Lack of technology and web resources to complete online sales

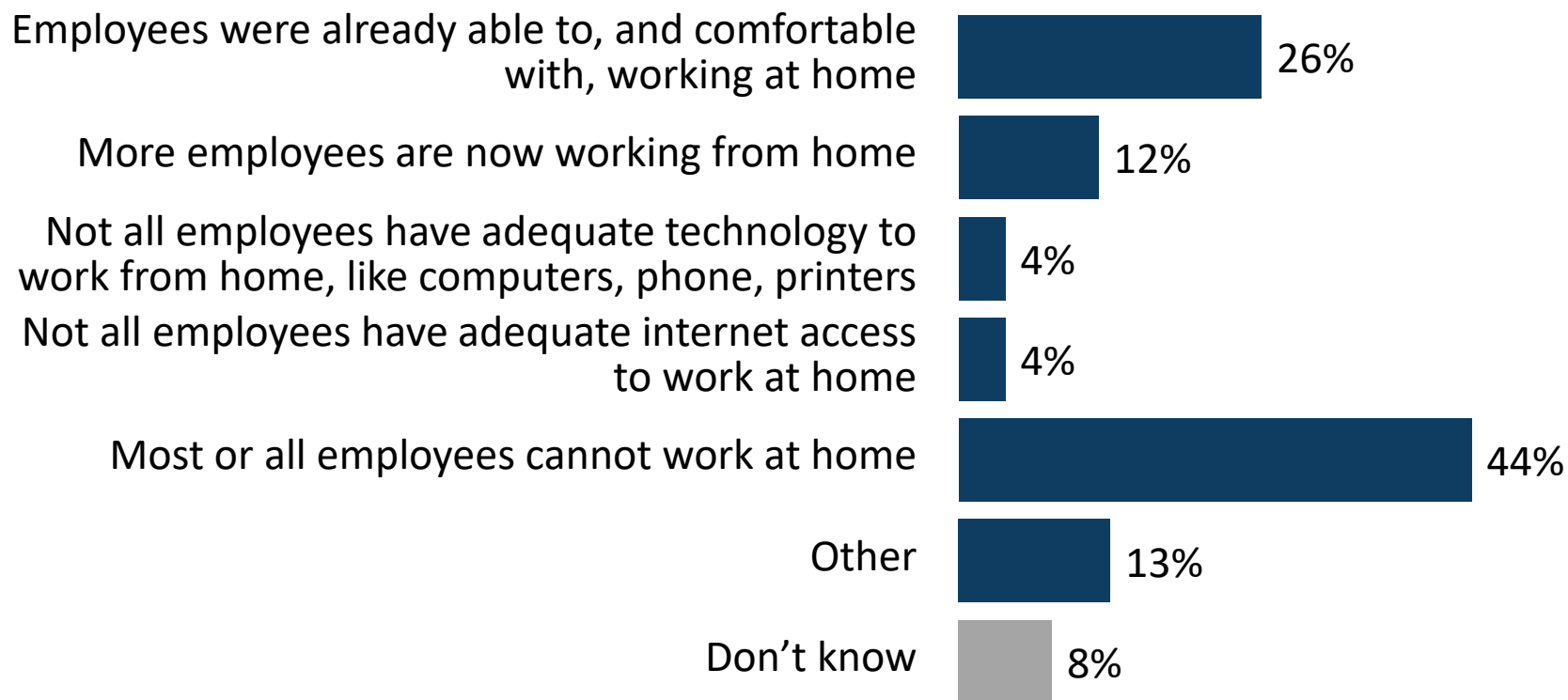


10%

Impacts to Business and Revenue

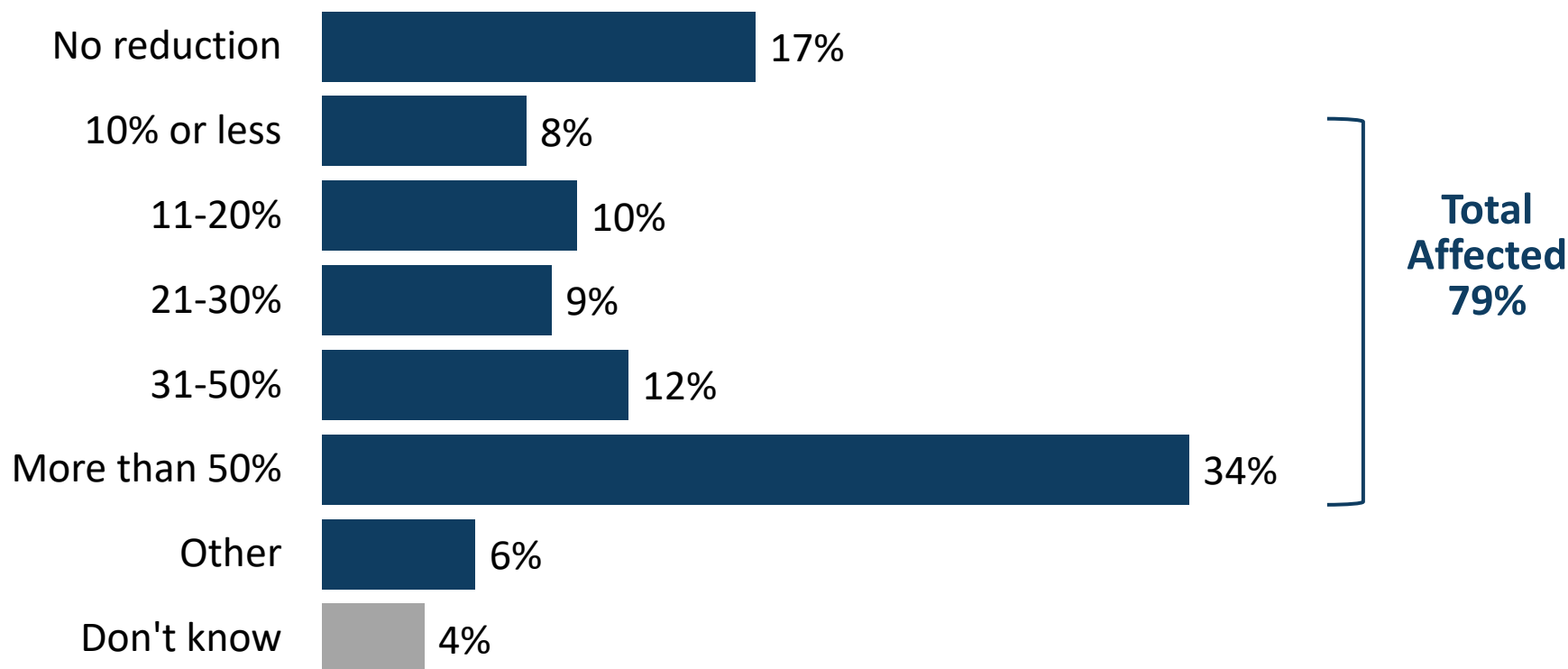
More than half say that not all their employees can work from home.

*Thinking about where your employees currently work, which of the following apply?
(Multiple Responses Accepted)*



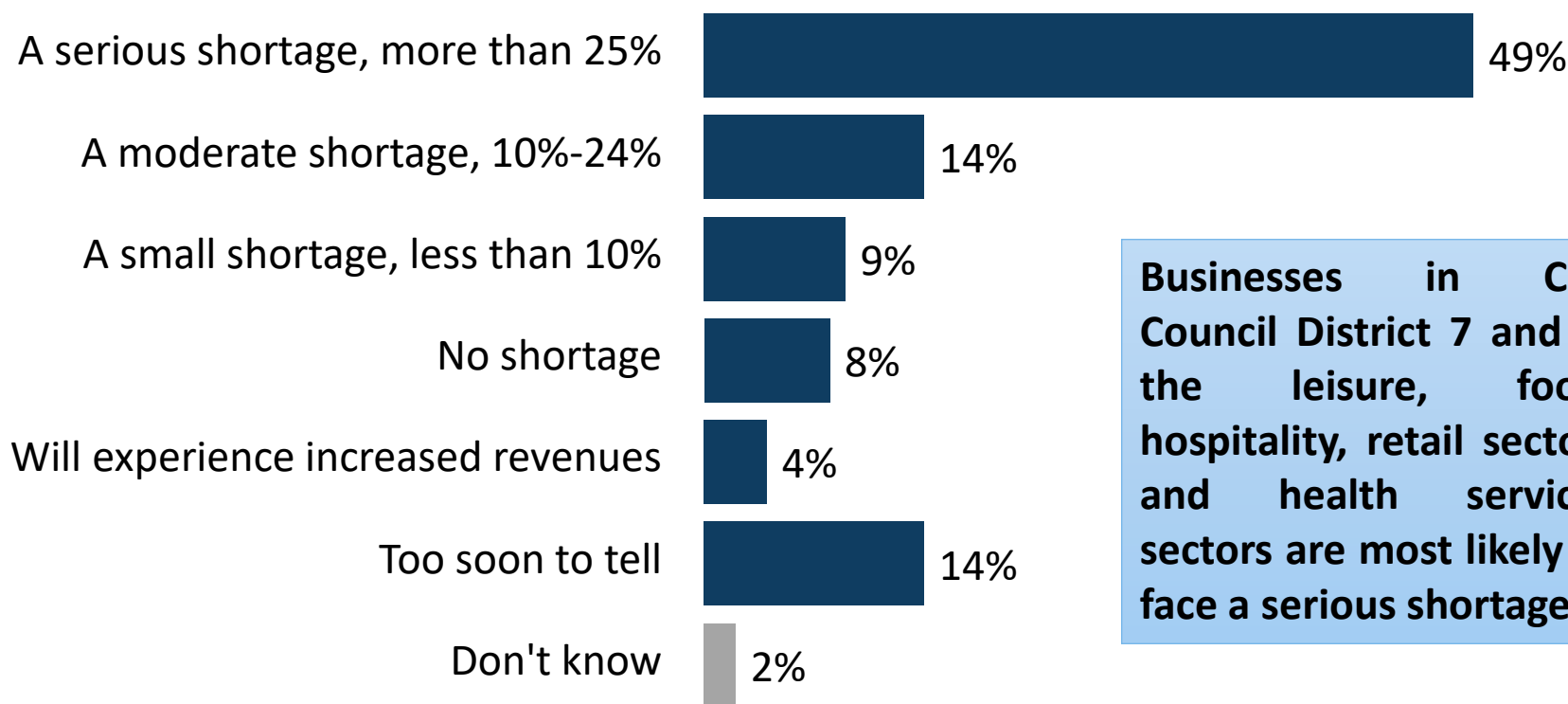
Nearly four in five have seen a reduction in sales due to COVID-19.

Excluding the seasonal changes in sales that you may typically experience, to what extent, if at all, have you experienced reductions in sales due to the emergence of COVID-19?



Half say they are facing a serious revenue shortage.

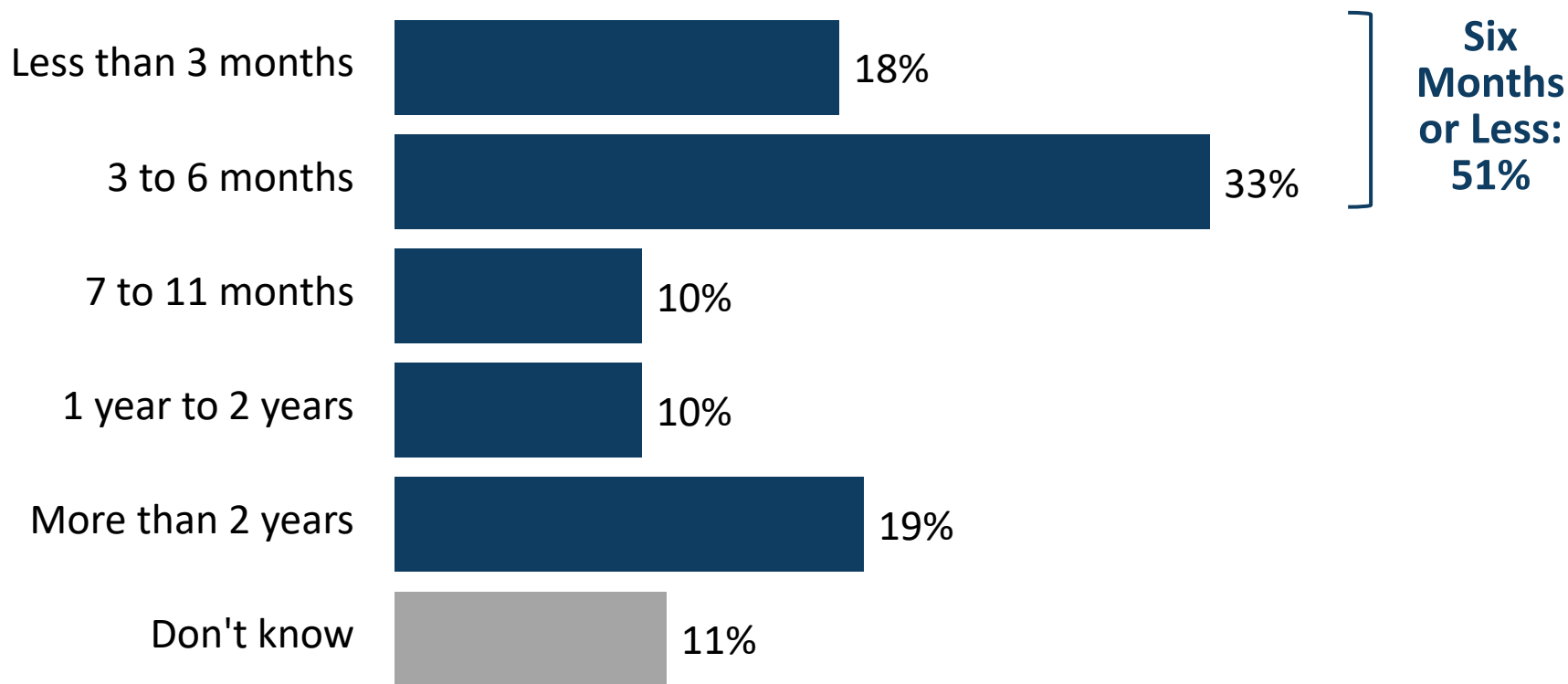
Because of COVID-19, most businesses are expecting lower revenues than they projected at the outset of the year. How do you think your actual 2020 revenue will compare to your original budget projections?



Businesses in City Council District 7 and in the leisure, food, hospitality, retail sectors and health services sectors are most likely to face a serious shortage.

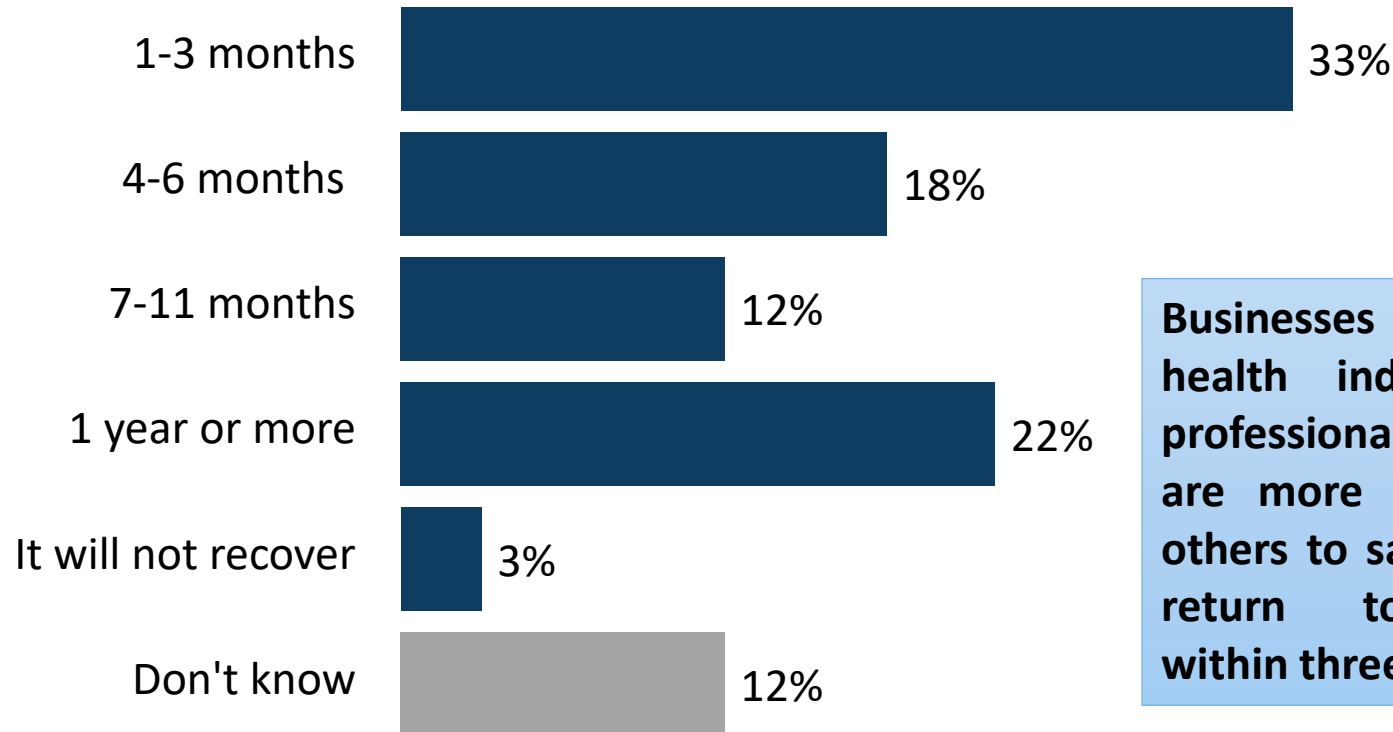
Approximately half say that they could sustain business for less than six months in the partial shutdown.

How long do you estimate you could sustain your business in the partial shutdown?



However, a similar proportion are hopeful they can return to pre-COVID levels within six months of looser requirements.

Following a reduction in COVID-19 cases and loosening of social distancing requirements, how quickly do you think it will take for your business to return to pre-COVID levels?

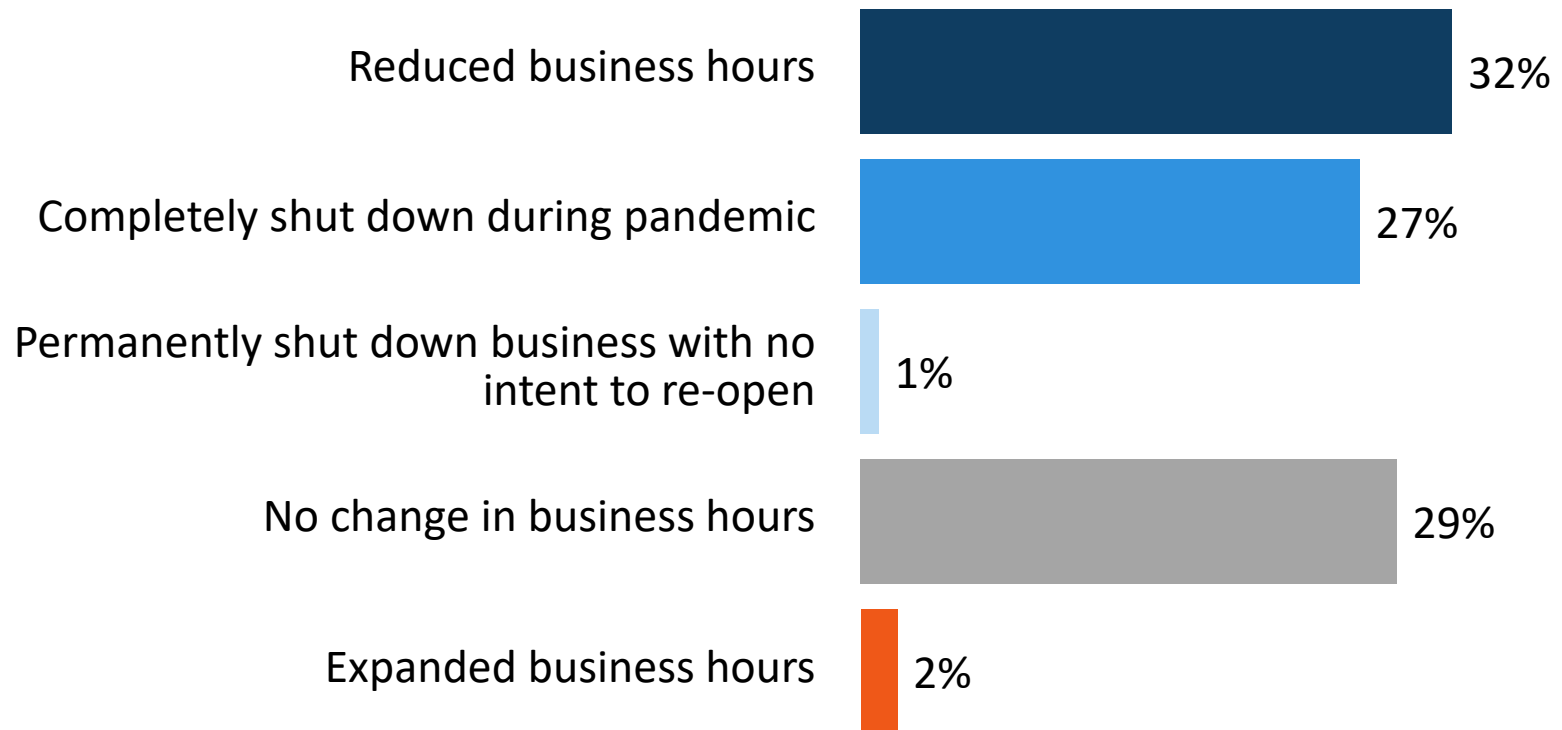


Businesses in the health industry and professional services are more likely than others to say they can return to normal within three months.

Taking Action

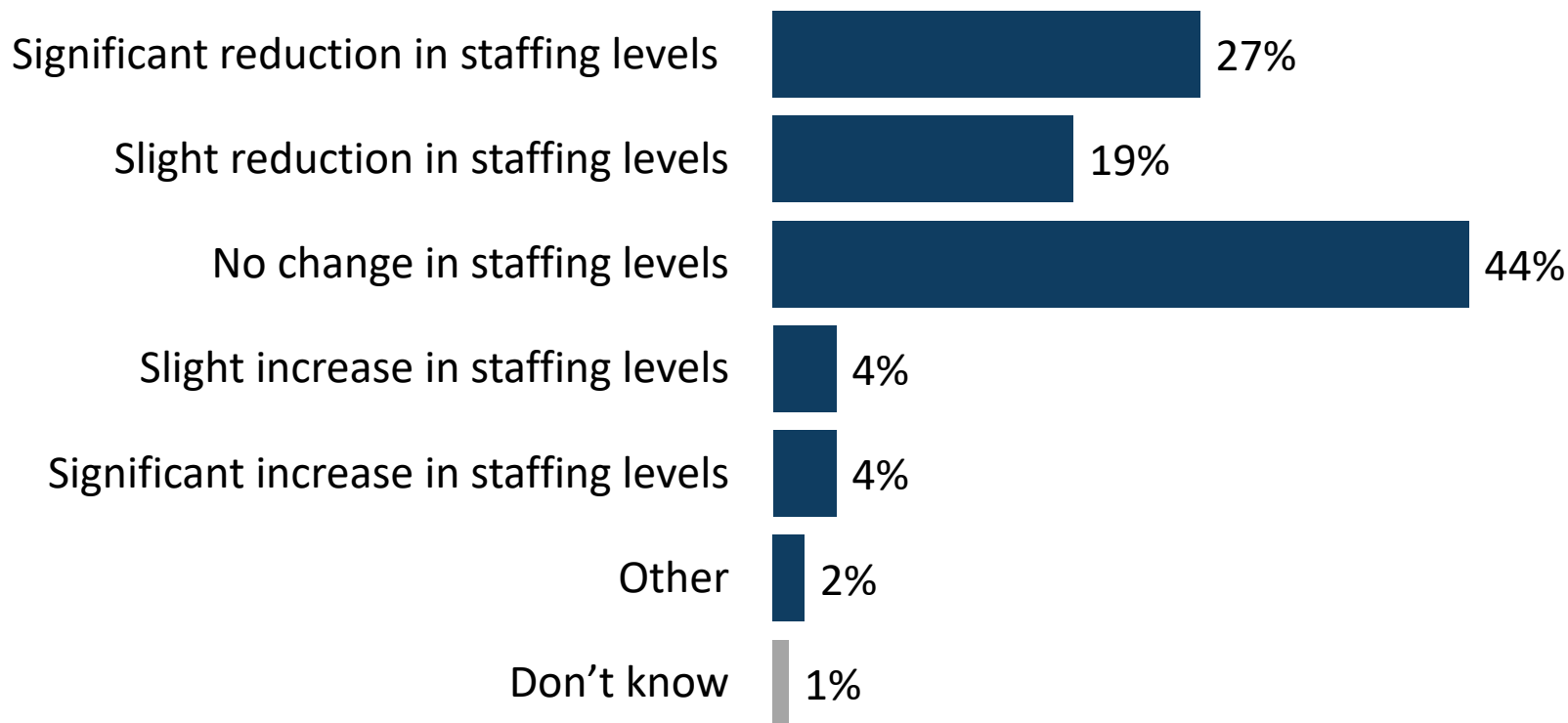
One-third have reduced their business hours, and more than one-quarter have shut down during the pandemic.

How has the COVID-19 public health emergency impacted your regular business operations?



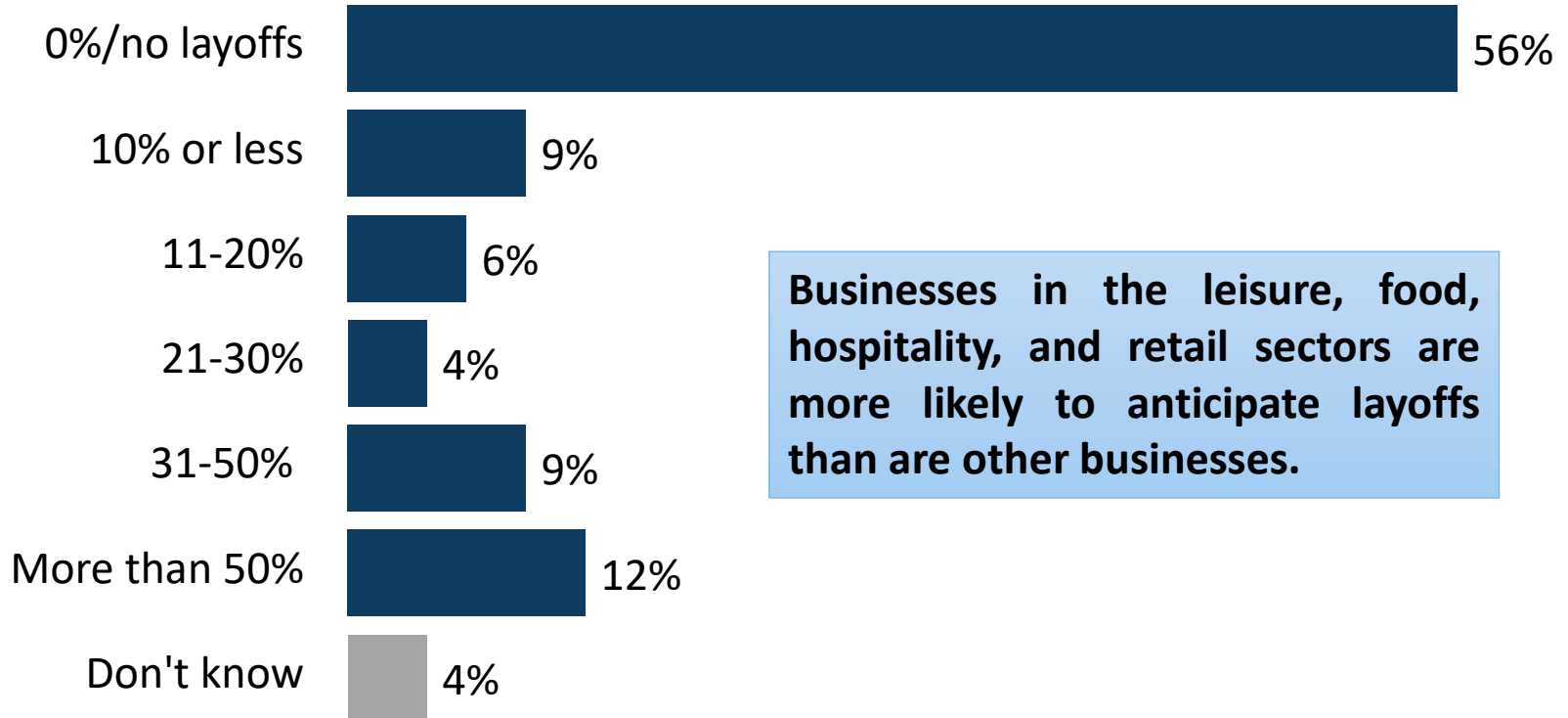
Nearly half are facing a reduction in staffing levels.

*How has, or how do you anticipate, COVID-19 will impact your current staffing levels?
Will it lead to a reduction in staffing, an increase in staffing or no change in staffing?
(Among Businesses with More Than One Employee)*



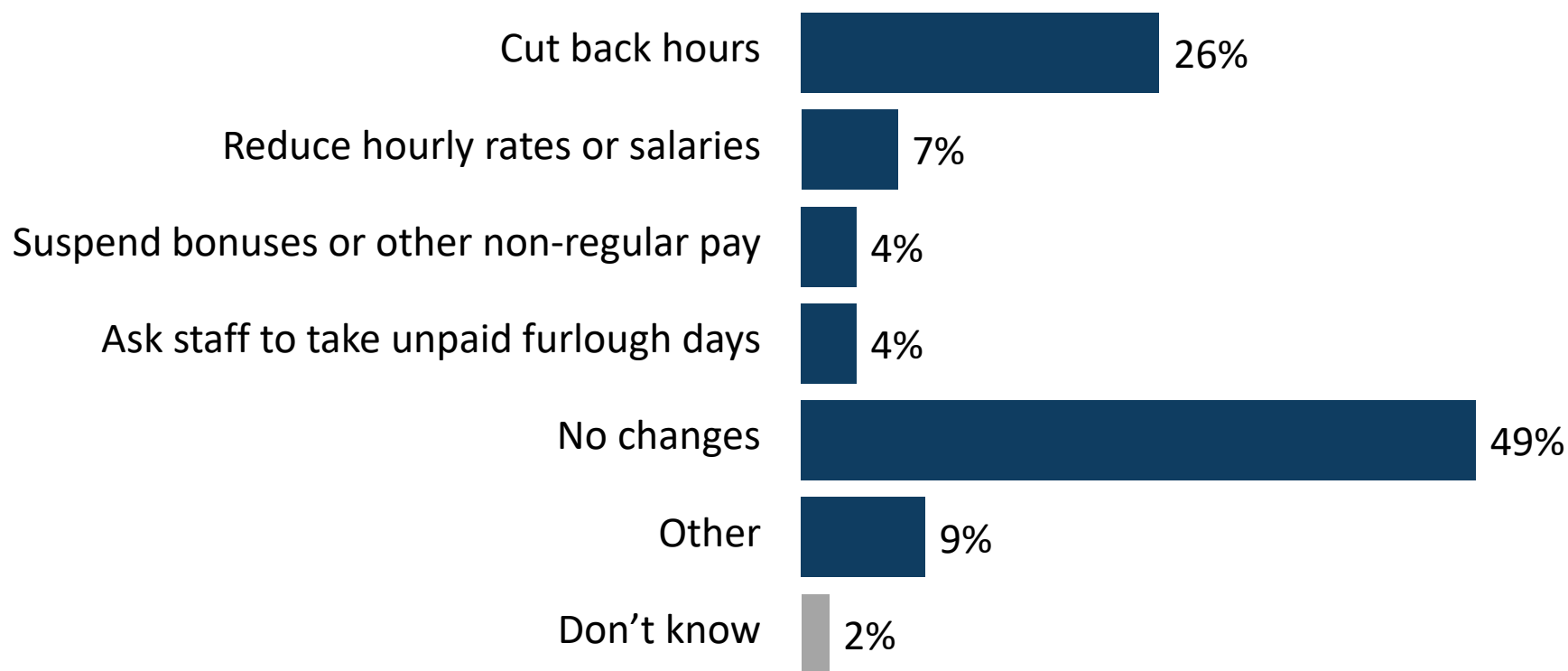
Two in five businesses anticipate laying off at least some part of their workforce in the next six months.

*In response to COVID-19, what percentage of your workforce, if any, do you anticipate you will have laid off by the end of the next 6 months?
(Among Businesses with at Least Two Employees)*



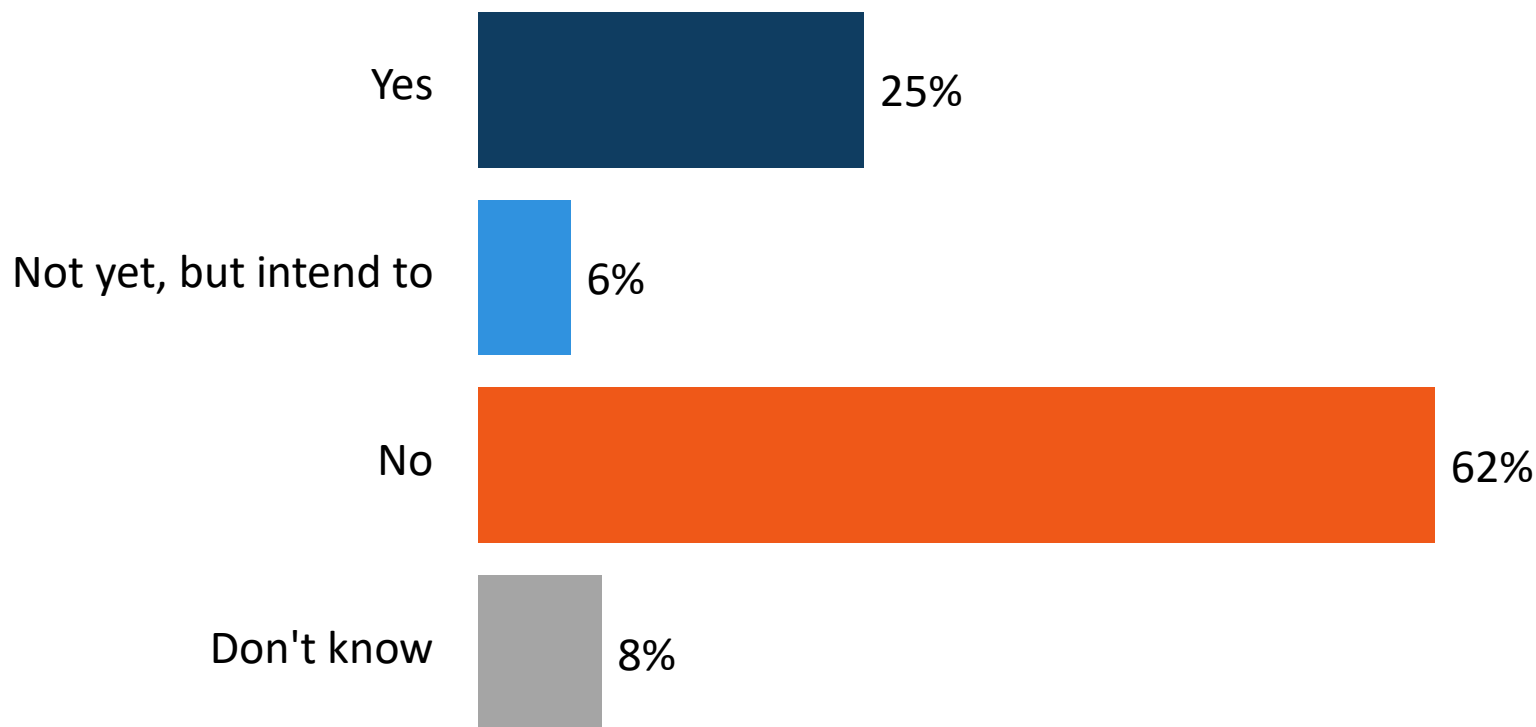
One-quarter have cut back or plan to cut back employees' hours in response to COVID-19.

Beyond layoffs, have you done, or do you anticipate doing, the following as a result of COVID-19?



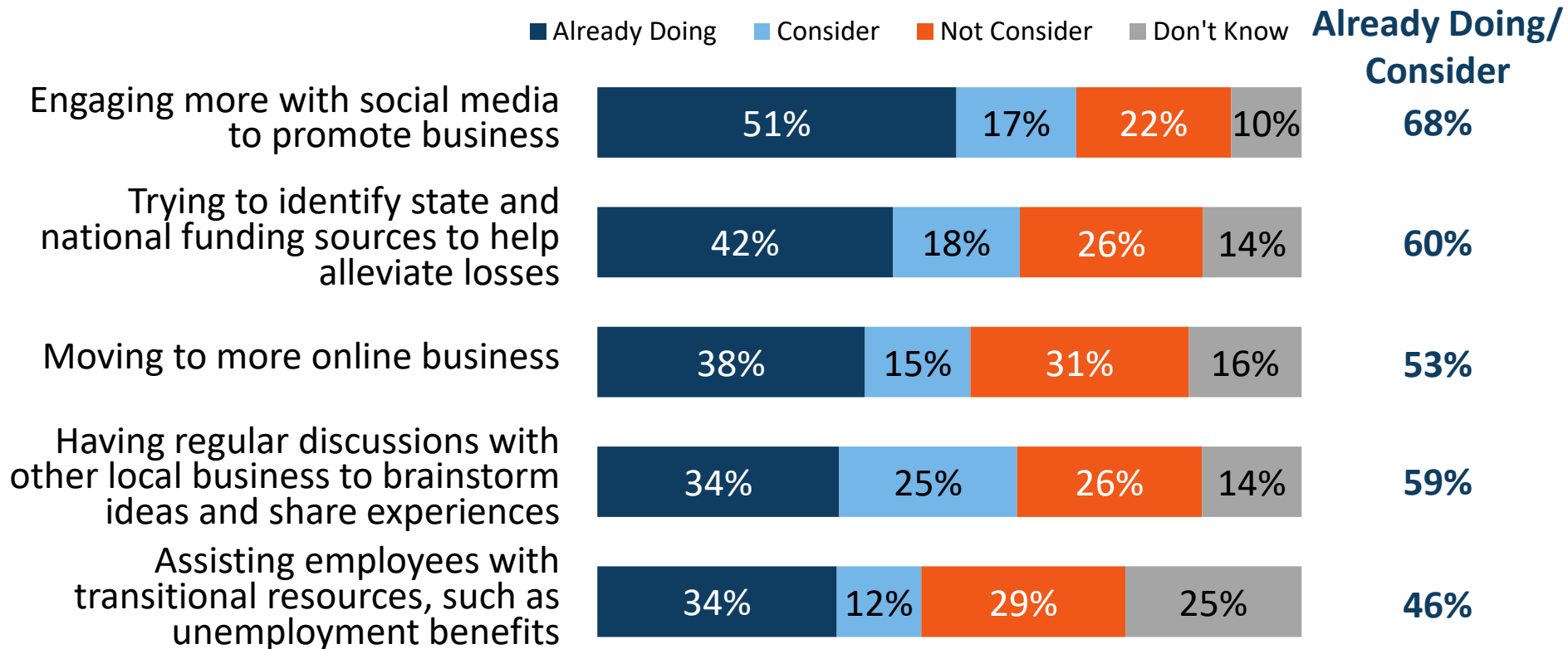
Most do not plan to change their sick or leave policies in response to COVID-19.

Have you changed any sick or leave policies to help employees at risk of COVID-19 self-isolate or quarantine?

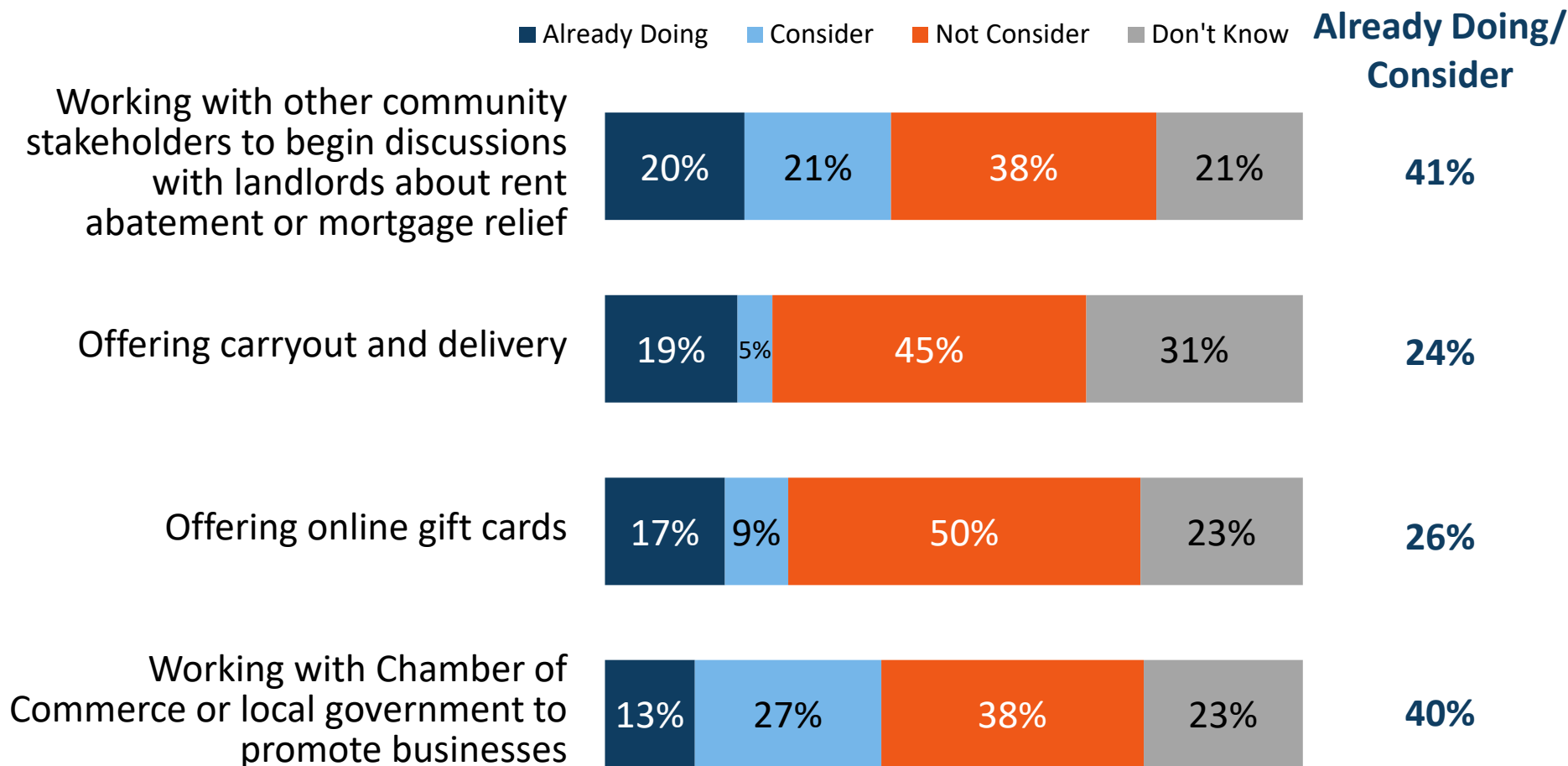


A majority is already or considering using social media to promote business, identifying state and national funding, and moving more business to online.

A number of businesses are trying new methods to minimize the impact of COVID-19 on their income and employees. Please tell me if your business is already doing it, considering doing it, or not considering it?



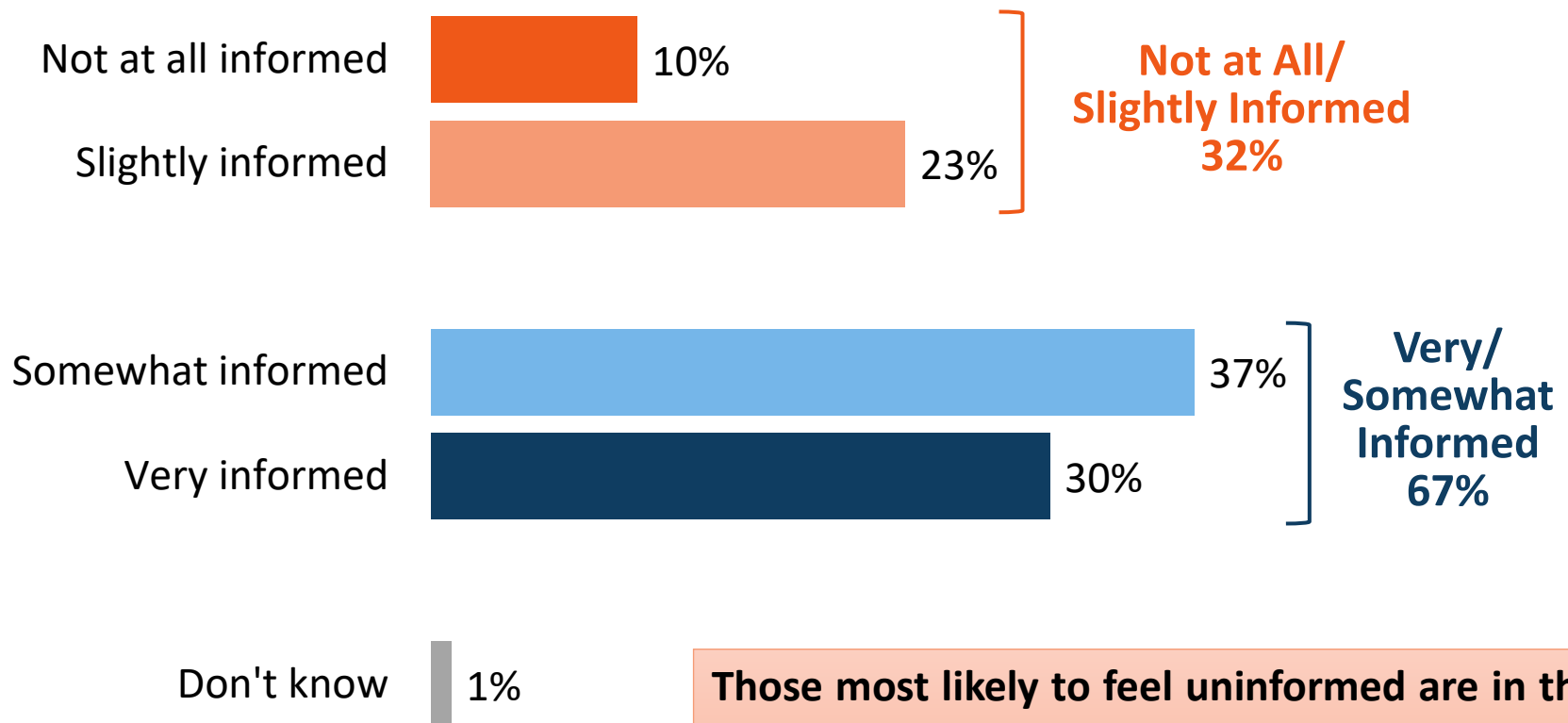
One in five say they are already working with other community stakeholders to obtain rent or mortgage relief.



Supporting Sacramento Businesses

Only three in ten feel “very informed” about resources to help mitigate the impact of COVID-19.

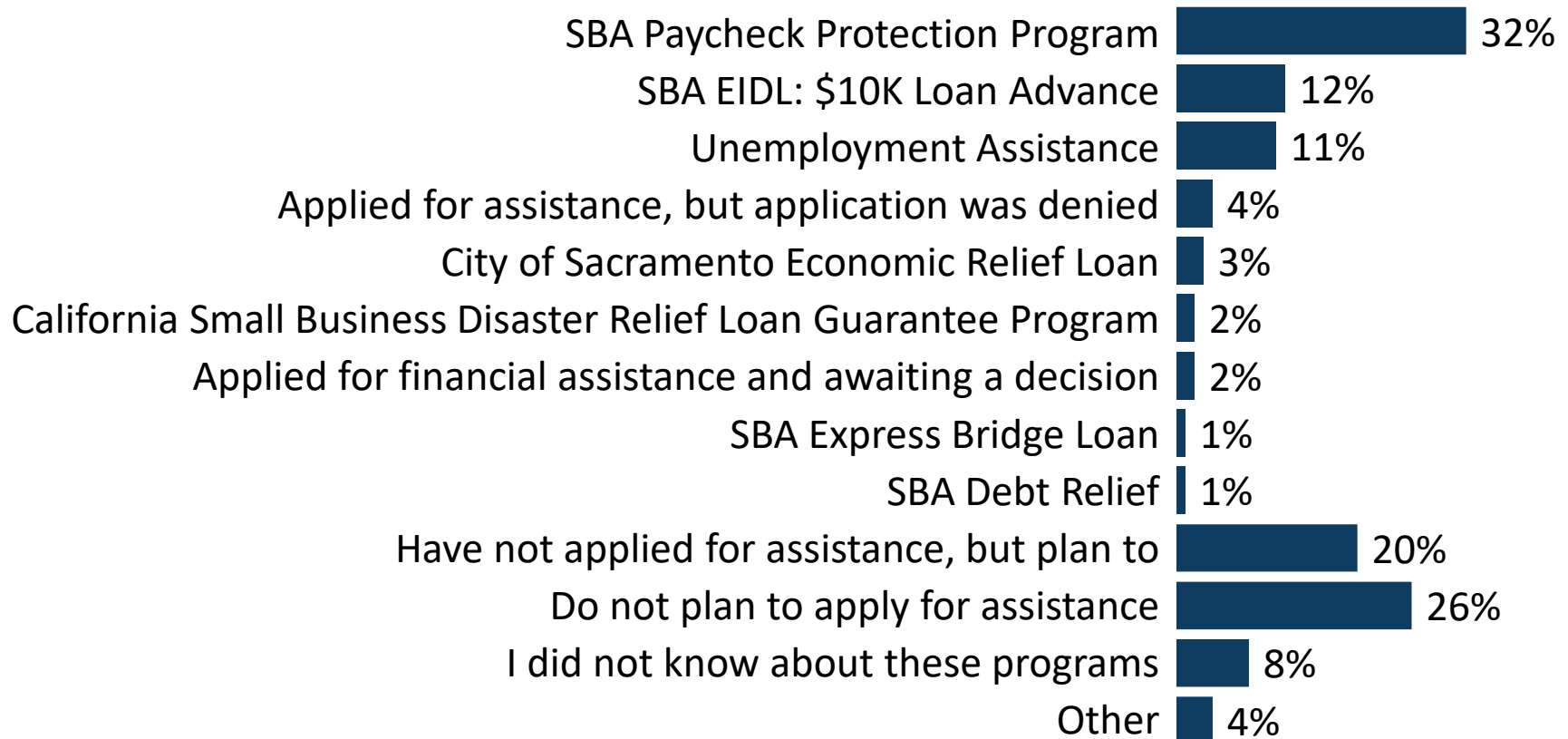
How informed are you about federal, state, and local government resources that could help your business mitigate the impact of COVID-19?



Those most likely to feel uninformed are in the arts, retail and health services industries, are self-employed, and in District 5 and 6.

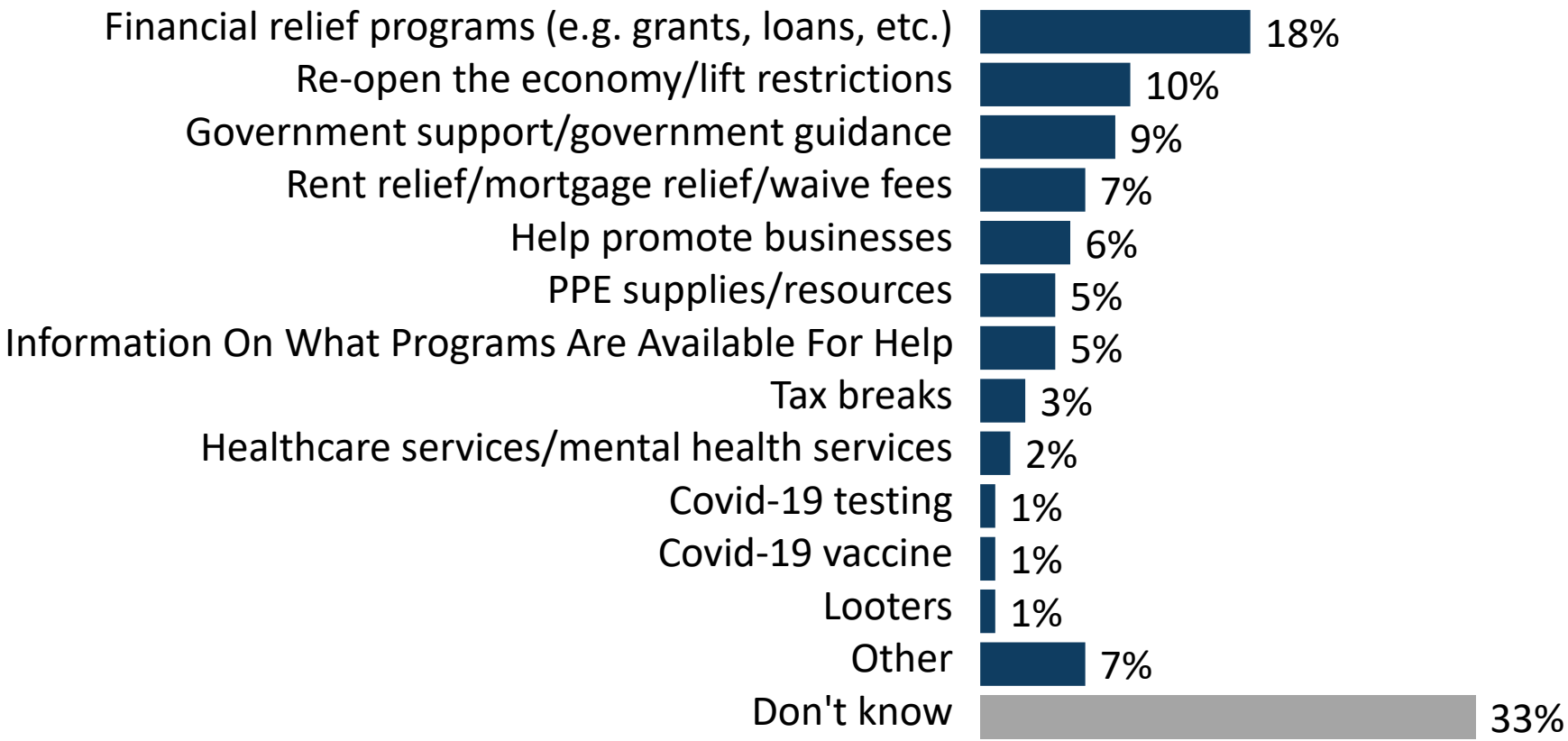
Most respondents have applied for relief, with the SBA Paycheck Protection Program being the most common.

*Have you applied for any COVID-19 relief funding programs? Which of the following have you applied for? Do you plan to apply for any COVID-19 funding relief programs?
(Multiple Responses Accepted)*



Respondents say financial relief programs, re-opening the economy, and government support would be most helpful.

What resources and support would be most helpful for your organization at this time that could be offered by local government or the Chamber of Commerce?
(Open-ended)



Verbatim Comments on Desired Support from Local Government and the Chamber

Reopen the economy.

Where to go for financial help and where to help others in need.

Press releases, educational seminars on benefits available to us. I didn't realize Sacramento has an emergency loan program.

Being a voice for us and convincing our landlord to lower the rent.

Tax bill deferment.

Help with how to deal with the mental stress.

Participation in a special committee to assist with this issue.

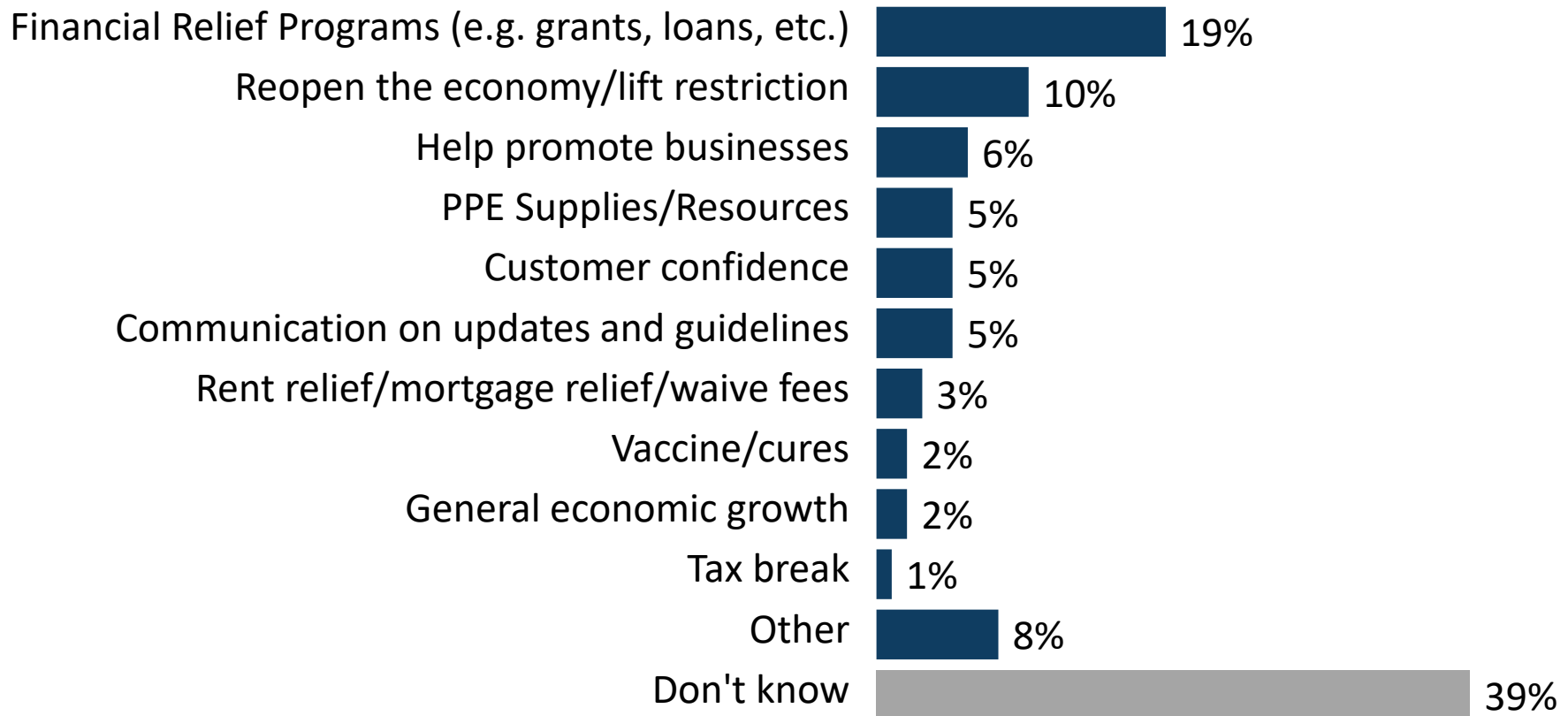
Support developing protocols that allow outdoor events, even in very limited capacity.

PPE to supply to my employees.

More testing for the residents and people.

Similarly, businesses point to financial relief, re-opening the economy and business promotion support as being most helpful for returning to full operating capacity.

*What resources or help will you need to restart your business to full operating capacity after the COVID-19 pandemic?
(Open-ended)*



Verbatim Comments on Support for Full Operating Capacity

Government employees to go back to work and do their job so I'm allowed to do anything other than pay bills with no legal means to make money.

I need restaurants open and for business lunches to resume comfortably without the fear messages coming from our city/state.

Everybody needs financial support to start again.

Financial resources. The SBA loan amounts were too small and meager and barely covered bills.

We just need confidence that we are not going to be shut back down. Right now between riots and COVID-19, it is making running a small business very hard!

Marketing resources.

Just a help with projected losses due to a lack of business flow.

Chamber of Commerce doing advertising and letting people know that businesses are open.

Rent reduction - not have to pay full rent, but to pay partial rent.

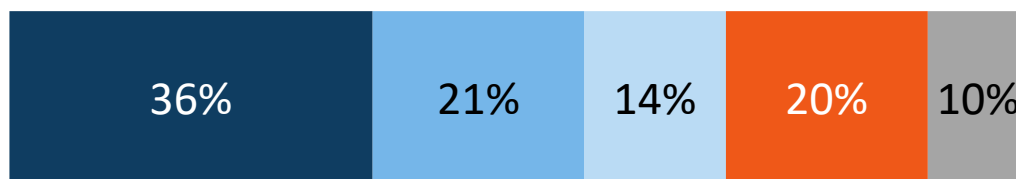
We need other businesses to open back up and get back working.

Support with operational expenses, tenant improvements, and navigating assistance programs are most important to businesses.

Here are some different types of assistance that might help your business cope with the impacts of the COVID-19 public health emergency. Please tell me if it would be extremely important, very important, somewhat important, or not too important to your business.

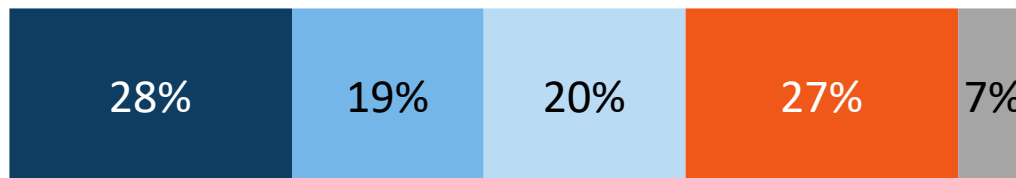
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

Funding to assist with normal operational expenses, including payroll



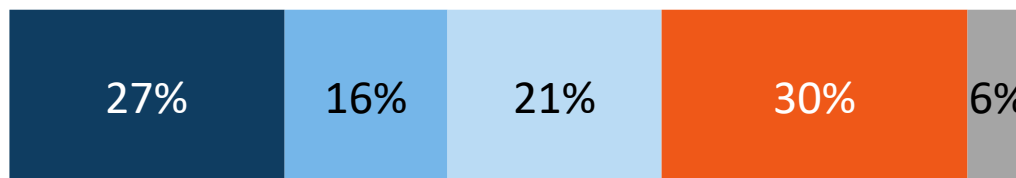
56%

Funding to assist with tenant improvements or purchase of sanitation supplies and personal protective equipment to comply with COVID-19 related requirements



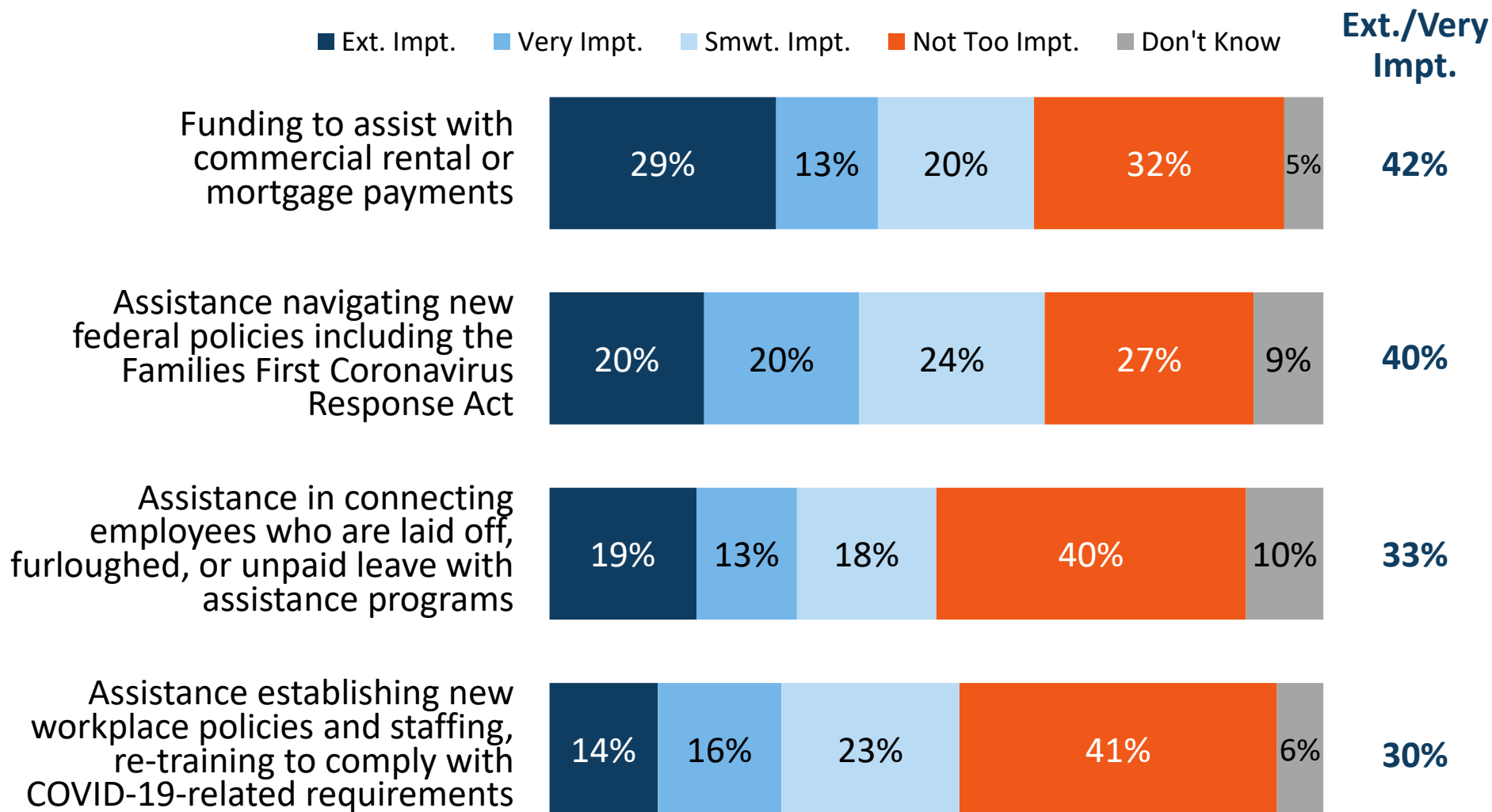
46%

Assistance navigating and applying for various COVID-19-related assistance programs

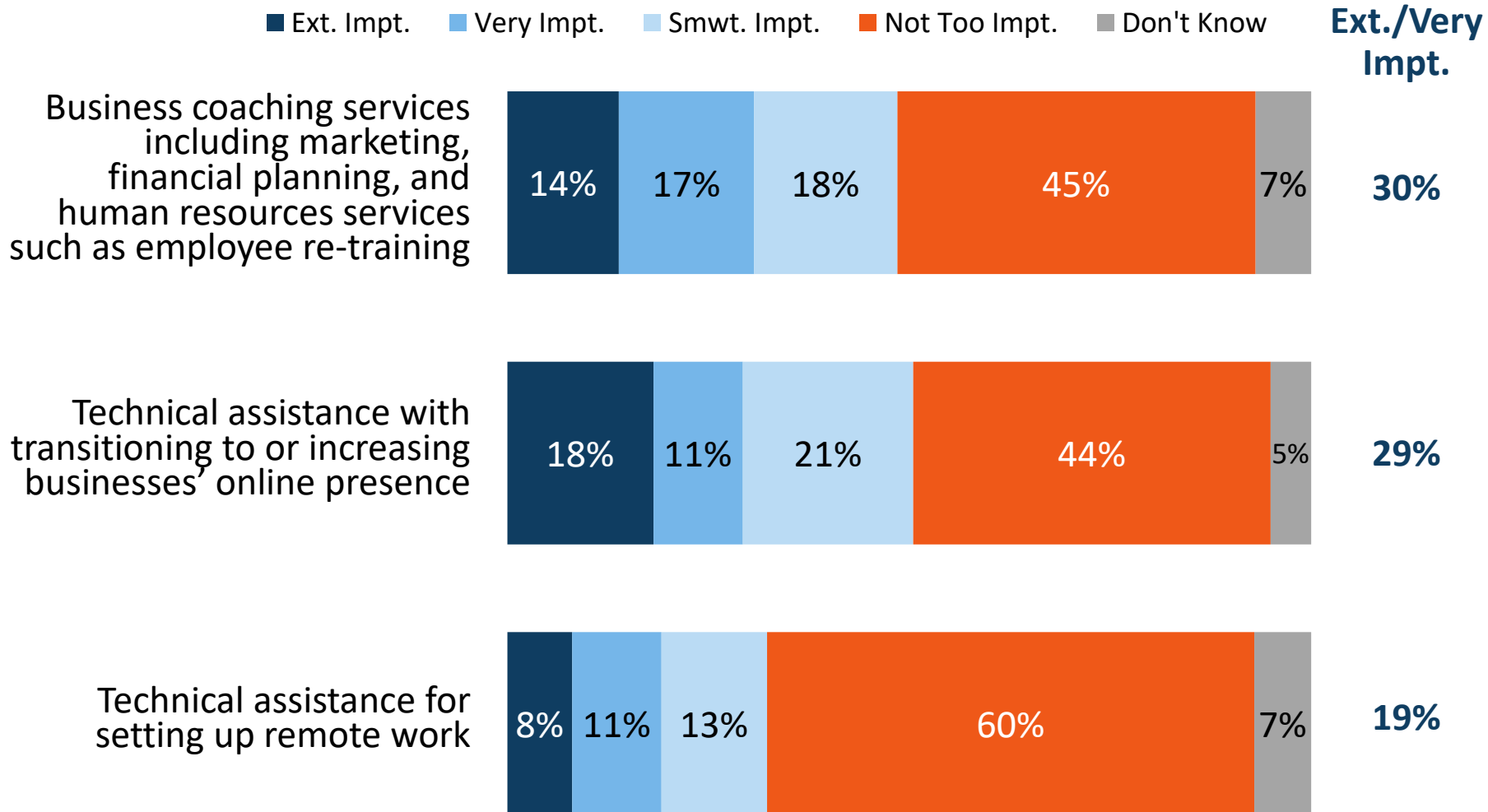


43%

Two in five say help with commercial rent and navigating federal policies is “very important.”



Technical assistance for remote work rated as important by a smaller subset.



Conclusions

Conclusions

- ✓ Sacramento businesses have been greatly affected by the COVID-19 pandemic.
 - One quarter have shut down, and an additional one-third have cut hours.
 - Four in five have seen a reduction in sales.
 - Half say they are facing a serious revenue shortage.
 - One-third anticipate laying off a portion of their staff in the next six months.
 - Those in the hospitality, retail, and health services industries are particularly affected by the economic crisis.
- ✓ Most businesses say they cannot withstand current conditions for more than six months.
- ✓ However, most businesses say they could return to normal pre-pandemic levels within a year if restrictions are lifted.
- ✓ Only three in ten consider themselves “very informed” about resources available to help businesses.
- ✓ Support with operational expenses, expenses to adapt workplaces to be safer and cleaner, and help navigating assistance programs are most highly-prioritized.

For more information, contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Dave Metz

Dave@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com