

COVID-19 Business and Non-Profit Reopening Survey

Final Topline Results June 11, 2020

Conducted by Dr. Carl Van Horn and Jessica Starace, John J. Heldrich Center for Workforce Development, Rutgers University, (<https://heldrich.rutgers.edu>) in collaboration with the NJ Office of Innovation / NJ Governor's Office

N=3,894 responses/3,505 completed surveys

Field dates: May 21 – June 3, 2020

Conducted online, in English and Spanish

Non-probability, opt-in sample: Distributed via dozens of New Jersey industry, chambers of commerce, and non-profit organizations; posted on [covid19.nj.gov](https://www.covid19.nj.gov) and linked social media channels.

*Surveys were ended at Q1 or Q4 if the respondent indicated they did not own or manage a business or non-profit entity that has some operations in New Jersey or if they indicated they are not a primary decision maker for operational decisions about the business/organization.

*Percentages may not total 100% due to rounding.

*Check all that apply question percentages do not total to 100%.

DEMOGRAPHICS/BACKGROUND

ASK ALL

1. Do you own or manage a business or non-profit entity that has some operations in New Jersey?

N=5,521

Yes	72%
No - TERMINATE	28%
TOTAL	100%

ASK IF BUSINESS/NON-PROFIT OWNER (Q1=1)

2. Approximately how many employees does your business/organization have?

N=3,894

1-4	41%
5-9	18%
10-19	15%
20-49	13%
50-99	5%
101-250	4%
251-499	2%
500 or more	2%
TOTAL	100%

ASK ALL

3. Is your business/organization mainly based in New Jersey?

N=3,945

Yes, based in New Jersey	98%
No, based in New York City	0.5%
No, based in New York state	0.3%
No, based in Philadelphia	0.3%
No, based in Pennsylvania other than Philadelphia	0.3%
No, based in Delaware	0.1%
No, based in another state, specify:	1.0%
TOTAL	101%

ASK ALL

4. Are you a primary decision maker for operational decisions about the business/organization, including finances and staffing?

N=3,966

Yes	88%
No - TERMINATE	12%
Total	100%

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ASK ALL

5. What percentage of your NJ-based workforce operate in...

a. Customer-facing environments (employees interact with the public on a regular basis, including frequent visitors such as delivery workers)?

N=3,505

0%	7%
1-10%	10%
11-25%	6%
26-49%	7%
50-74%	13%
75-100%	56%
TOTAL	99%

b. Office environments?

N=3,505

0%	30%
1-10%	22%
11-25%	11%
26-49%	6%
50-74%	8%
75-100%	22%
TOTAL	99%

c. Industrial/distribution environments (employees seldom interact with the public or with visitors)?

N=3,505

0%	70%
1-10%	12%
11-25%	5%
26-49%	3%
50-74%	4%
75-100%	6%
TOTAL	100%

d. Remote or other telecommuting environments (before the pandemic?)

N=3,386

0%	67%
1-10%	18%
11-25%	5%
26-49%	3%
50-74%	3%
75-100%	5%
TOTAL	101%

NO Q6

ASK ALL

7. Which of the following best describes your business/organization?

N=3,505

Ordered to close by Executive Order and still closed	44%
Ordered to close by Executive Order and now open for curbside pickup or other allowed business activity	12%
Chose to close and still closed	6%
Chose to close and now open for curbside pickup or other allowed business activity	3%
Never closed – we are open and operating to some extent and have been since the beginning of the pandemic	36%
TOTAL	101%

ASK IF STILL CLOSED (Q7=1,3)

8. If your business/organization was ordered to close, or if you chose to close, do you see your closure being:

N=1,720

Temporary	61%
Permanent	6%
Unsure	34%
TOTAL	101%

ASK IF OPEN (Q7=5)

9. If your business/organization is still open, select the answer that best applies to you:

N=1,256

We're still operating and performing better than before COVID-19	4%
We're still operating the same as before COVID-19	13%
We're still operating, but experiencing financial losses since before COVID-19	84%
TOTAL	101%

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ASK ALL

10. Thinking about the impact of COVID-19 on your business or organization...Check all that apply.

a. How has your business/organization been affected to date?

N=3,505

Closed and unlikely to reopen	8%
Closed and likely to reopen	42%
Permanently laid off employees	11%
Temporarily laid off employees (furloughs)	33%
Lost significant revenue (or funding)/contracts	75%
Gained significant revenue (or funding) /contracts	2%
Experienced increased operational costs	24%
Suffered minor supply chain disruptions	18%
Suffered major supply chain disruptions	14%
Been less productive because employees are working from home	18%
Been less productive because employees are not available to work	18%
Experienced other major problems. Please specify.	32%
None of these apply to me	2%

b. How will your business/organization be affected in the next 90 days?

N=3,505

Closed and unlikely to reopen	14%
Closed and likely to reopen	37%
Permanently laying off employees	13%
Temporarily laying off employees (furloughs)	26%
Lose significant revenue (or funding)/contracts	68%
Gain significant revenue (or funding) /contracts	2%
Experience increased operational costs	28%
Suffer minor supply chain disruptions	17%
Suffer major supply chain disruptions	11%
Be less productive because employees are working from home	15%
Be less productive because employees are not available to work	15%
Experience other major problems. Please specify.	20%
None of these apply to me	4%

ASK IF LAID OFF EMPLOYEES PERMANENTLY OR TEMPORARILY (Q10a=3,4)

11. Because of the impact of COVID-19, what percentage of employees have you laid off or furloughed:

a. Permanently?

N=1,367

0%	57%
1-10%	15%
11-25%	11%
26-49%	5%
50-74%	5%
75-100%	8%
TOTAL	101%

b. Temporarily (furloughed)?

N=1,367

0%	10%
1-10%	10%
11-25%	9%
26-49%	8%
50-74%	14%
75-100%	49%
TOTAL	100%

ASK ALL

12. What percentage of annual revenue (or funding) do you expect your business/organization to lose as a result of the COVID-19 pandemic?

N=3,357

0%	2%
1-10%	4%
11-25%	15%
26-49%	29%
50-74%	31%
75-100%	18%
TOTAL	99%

ASK ALL

13a. Did you work with, or are you working with, your primary financial institution or bank to obtain financial assistance to stabilize your business/organization, such as loan payment forbearance, or loan refinancing?

N=3,505

Yes, currently investigating options	12%
Yes, applied but have not yet been approved	11%
Yes, approved to obtain financial assistance, specify type:	42%
Yes, applied but was denied	8%
No, have not pursued	29%
TOTAL	102%

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ASK ALL

13b. Did your business/organization receive SBA's Paycheck Protection Program (PPP) funding?

N=3,505

Yes, received	53%
No, applied but waiting for a response	9%
No, applied but was denied	7%
No, did not apply	31%
TOTAL	100%

ASK ALL

13c. Did your business/organization receive a New Jersey Economic Development Authority (EDA) grant or loan?

N=3,505

Yes, received	11%
No, applied but waiting for a response	17%
No, applied but was denied	10%
No, did not apply	61%
TOTAL	99%

REOPENING

ASK IF CLOSED (Q7=1-4)

14. How soon after New Jersey lifts restrictions on your business/organization do you plan to re-open for business?

N=2,249

Immediately open/already open	41%
One to less than two weeks	24%
Two weeks to less than one month	7%
One month or more	3%
Depends	21%
No plan to re-open/closing the business permanently - GO TO Q15 AND SKIP TO DEMOS	3%
TOTAL	99%

ASK IF NO PLAN TO REOPEN/CLOSING PERMANENTLY (Q14=6)

15. Which of the following reasons explains why you do not plan to re-open or will close your business/organization permanently? Check all that apply. **SKIP TO Q50 AND DEMOS**

N=66

Cannot get essential loans/don't have access to credit	32%
Uncertainty about ability to make a profit due to increased costs	30%
Uncertainty about ability to make a profit due to lack of demand	41%
Uncertainty about ability to meet health and safety guidelines/keep employees and customers safe	27%
Other, specify:	33%

NO Q16

ASK IF PLANNING TO REOPEN (Q14=1-5)

17. If a reopening of your business facilities is allowed, how long do you estimate it will take for your business/organization to generate revenues (get back to business as it was) similar to before the COVID-19 pandemic?

N=2,182

Less than a month	8%
1 to less than 3 months	12%
3 to less than 6 months	16%
6 to less than 12 months	20%
12 or more months	27%
Never	2%
Depends	14%
TOTAL	99%

ASK IF PLANNING TO REOPEN (Q14=1-5)

18. If a reopening of your business facilities is allowed, what percentage of your workforce is needed in-person for your business/organization to operate productively?

N=2,182

0%	0%
1-10%	7%
11-25%	4%
26-49%	9%
50-74%	18%
75-100%	63%
TOTAL	101%

NO Q19

ASK IF OPEN BUT EXPERIENCING FINANCIAL LOSSES OR PLANNING TO REOPEN (Q9=3 or Q14=1-5)

20. What do you need in order to return to pre-COVID-19 operations? Check all that apply.

N=3,213

Access to credit/funding	32%
Growth in walk-in customers	48%
Growth in on-line customers	23%
Other, specify:	43%
Will never return to pre-COVID-19 operations	5%
None needed	6%

ASK IF OPEN BUT EXPERIENCING FINANCIAL LOSSES OR PLANNING TO REOPEN (Q9=3 or Q14=1-5)

21. In what ways will you adjust for lost revenue (or funding) in the next three months? Check all that apply.

N=3,409

Layoffs or furloughs	28%
Reduction in workers' hours	35%
Cutting employee compensation and/or benefits	20%
Selling assets	14%
Increasing borrowing	31%
Using personal savings	52%
Other, specify:	22%
No adjustments necessary/not experiencing lost revenue or funding	5%

ASK IF PLANNING TO REDUCE EMPLOYEE COMPENSATION/BENEFITS (Q21=3)

22. In what ways, if any, are you planning to reduce employee compensation and/or benefits? Check all that apply.

N=668

Reduce health care benefits	24%
Freeze pay increases and/or bonus payments	70%
Cut vacation and/or personal leave time	30%
Cut pay for some employees	50%
Cut pay for all employees	37%
Other, specify:	11%

BASED ON LAID OFF WORKERS PERMANENTLY OR TEMPORARILY OR PLANNING TO REOPEN (Q10a=3,4 or Q14=1-5)

23. As your business/organization re-opens or continues to operate, will you be bringing furloughed or temporarily laid-off employees back to work?

N=1,004

Yes	78%
No	3%
Unsure	20%
TOTAL	101%

ASK IF PLANNING TO REOPEN (Q14=1-5)

24. Which of the following safety factors are important to enable you to re-open your business/organization safely? Check all that apply.

N=2,182

Guidance from state and national public health experts that it is safe to re-open	62%
My ability to implement safety measures at my business/organization (such as social distancing, limiting people on the premises, wearing masks, and temperature checks)	71%
Implementation by the state or local government of mandatory safety measures (such as distancing, protective barriers, limiting numbers on the premises, wearing masks and temperature checks)	38%
Implementation by the state or local government of pandemic-control measures (such as widespread testing or contact tracing)	31%
Availability of personal protective equipment (PPE) for employees and customers/visitors	45%
Not applicable	9%

ASK IF IMPORTANT IN Q24 (POPULATE RESPONSES CHECKED OFF IN Q24)

25. Which of the following safety factors is MOST important to enable you to re-open your business/organization safely?

N=2,163

Guidance from state and national public health experts that it is safe to re-open	29%
My ability to implement safety measures at my business/organization (such as social distancing, limiting people on the premises, wearing masks, and temperature checks)	39%
Implementation by the state or local government of mandatory safety measures (such as distancing, protective barriers, limiting numbers on the premises, wearing masks and temperature checks)	8%
Implementation by the state or local government of pandemic-control measures (such as widespread testing or contact tracing)	6%
Availability of personal protective equipment (PPE) for employees and customers/visitors	10%
Not applicable	9%
TOTAL	101%

ASK IF PLANNING TO REOPEN (Q14=1-5)

26. In a few words...What else is important to you to enable your business/organization to re-open safely?

OPEN-END TEXT BOX 1,739 responses

Top answers: Support for customer confidence, a clear reopening timeline, facts about the pandemic

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ASK IF PLANNING TO REOPEN (Q14=1-5)

27a. In what ways do you plan to change your business operations as you re-open? Check all that apply.

N=2,182

Increasing employee safety through social distancing measures (such as fewer workers in our offices/facilities at one time)	54%
Increasing customer safety through social distancing measures (such as fewer customers in the place of business at one time or delivering products or offering curbside pickup)	62%
Increasing remote working by employees	14%
Reducing number of physical offices/locations	4%
Constructing partitions or other dividers to separate employees from customers/visitors	23%
Not applicable	20%

ASK IF OPEN (Q7=5)

27b. In what ways have you changed your business operations during the pandemic? Check all that apply.

N=1,245

Increased employee safety through social distancing measures (such as fewer workers in our offices/facilities at one time)	56%
Increased customer safety through social distancing measures (such as fewer customers in the place of business at one time or delivering products or offering curbside pickup)	43%
Increased remote working by employees	50%
Reduced number of physical offices/locations	11%
Constructed partitions or other dividers to separate employees from customers/visitors	15%
Not applicable	19%

ASK IF PLANNING TO REOPEN (Q14=1-5)

28. Thinking about re-opening... which of the following factors are a major challenge affecting your business or organization? Check all that apply.

N=2,173

Employees feeling confident enough to return to work	43%
Customers feeling confident enough to come to your business/organization	70%
Having sufficient personal protective equipment, cleaning, and screening resources to keep employees and customers/visitors safe	45%
Complying with new safety regulations, such as social distancing requirements	50%
Complying with federal and state labor mandates	26%
Childcare for employees	14%
Potential liability concerns	42%
Not applicable	9%

ASK IF MORE THAN ONE IS MAJOR CHALLENGE (Q28a-g=1)

29. Which challenge are you MOST concerned about?

N=1,950

Employees feeling confident enough to return to work	9%
Customers feeling confident enough to come to your business/organization	51%
Having sufficient personal protective equipment, cleaning, and screening resources to keep employees and customers/visitors safe	13%
Complying with new safety regulations, such as social distancing requirements	12%
Complying with federal and state labor mandates	3%
Childcare for employees	4%
Potential liability concerns	7%

ASK IF PLANNING TO REOPEN AND CUSTOMER-FACING (Q5a=2-6 AND Q14=1-5)

30a. How concerned are you that customers will not feel confident enough to come to your business/organization as you re-open?

N=2,093

Extremely concerned	32%
Very concerned	24%
Somewhat concerned	24%
Not too concerned	12%
Not at all concerned	9%
TOTAL	101%

ASK IF OPEN OR PLANNING TO REOPEN (Q7=5 OR Q14=1-5)

30b. How concerned are you with handling potential liability issues that may occur when planning to re-open or continuing to operate?

N=3,438

Extremely concerned	25%
Very concerned	17%
Somewhat concerned	26%
Not too concerned	18%
Not at all concerned	14%
TOTAL	100%

ASK IF OPEN OR PLANNING TO REOPEN (Q7=5 OR Q14=1-5)

31a. Do a large number of the employees at your business/organization use public transportation to get to and from work?

N=3,438

Yes	6%
No	90%
Unsure	4%
TOTAL	100%

ASK IF LARGE NUMBER USE PUBLIC TRANSIT (Q31a=1)

31b. Is employee concern about using public transportation a major challenge or not a major challenge affecting the re-opening of your business/organization?

N=196

Yes, a major challenge	54%
No, not a major challenge	27%
Unsure/depends	19%
TOTAL	100%

ASK IF PLANNING TO REOPEN (Q14=1-5)

32. Thinking about reopening...which of the following FINANCIAL factors are a major challenge affecting your business or organization? Check all that apply.

N=2,175

Potential supply chain disruptions	21%
Not being able to find workers for job vacancies	12%
Accessing financial credit	21%
Ability to pay employees	48%
Ability to make debt payments	46%
Ability to pay rent/mortgage/lease expenses/utilities	68%
Ability to pay taxes	47%
Ability to implement safety or social distancing requirements	33%
Other, specify:	7%
Not applicable	6%

ASK IF MORE THAN ONE IS MAJOR CHALLENGE (Q32a-h=1)

33. Which challenge are you MOST concerned about?

N=1,636

Potential supply chain disruptions	3%
Not being able to find workers for job vacancies	3%
Accessing financial credit	3%
Ability to pay employees	18%
Ability to make debt payments	9%
Ability to pay rent/mortgage/lease expenses/utilities	44%
Ability to pay taxes	6%
Ability to implement safety or social distancing requirements	12%
Other, specify:	2%
TOTAL	100%

ASK IF PLANNING TO REOPEN (Q14=1-5)

34. Is your business/organization dependent on...

a. national supply chains or networks?

N=2,182

Yes	31%
No	63%
Unsure	6%
TOTAL	100%

b. international supply chains or networks?

N=2,182

Yes	15%
No	80%
Unsure	5%
TOTAL	100%

ASK IF PLANNING TO REOPEN (Q14=1-5)

35. How concerned are you that state or local officials will order your business to close again due to a second wave/increase in virus infections?

N=2,182

Extremely concerned	55%
Very concerned	22%
Somewhat concerned	15%
Not too concerned	5%
Not at all concerned	3%
TOTAL	100%

SAFETY

ASK IF PLANNING TO REOPEN (Q14=1-5)

36. When making decisions about re-opening, which of the following sources of guidance on workplace health and safety are you MOST likely to rely upon in making decisions for your business or organization?

N=2,170

Centers for Disease Control (CDC) guidelines	23%
State government/Department of Health guidelines	40%
County or local government/Department of Health guidelines	14%
Industry or association guidelines	14%
Other, specify :	9%
TOTAL	100%

ASK IF PLANNING TO REOPEN (Q14=1-5)

37. Thinking about safety, what do you need from state and local government officials as you re-open? Check all that apply.

N=2,156

Guidance on government rules/restrictions on reopening	60%
Guidance on what is needed to keep employees and customers/visitors safe (required health or temperature screenings, social distancing requirements, disinfecting practices)	49%
Access to or help in acquiring personal protective equipment (PPE) for all employees	32%
Access to or help in acquiring disinfecting/cleaning products	42%
Assurances from public health officials that reopening my business/organization is safe	40%
Not applicable	13%

ASK IF MORE THAN ONE Q37a-e SELECTED

38. Of the following things you need from state and local government officials as you re-open? ...Which one is MOST important to your business or organization?

N=1,855

Guidance on government rules/restrictions on reopening	36%
Guidance on what is needed to keep employees and customers/visitors safe (required health or temperature screenings, social distancing requirements, disinfecting practices)	24%
Access to or help in acquiring personal protective equipment (PPE) for all employees	8%
Access to or help in acquiring disinfecting/cleaning products	14%
Assurances from public health officials that reopening my business/organization is safe	19%
TOTAL	101%

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ASK IF PLANNING TO REOPEN (Q14=1-5)

39. Which of the following things is your business/organization planning to implement as you re-open? Check all that apply.

N=2,150

Reconfiguring work sites, the workplace, and/or customer areas to promote physical distancing	70%
Changing shifts and/or alternating crews to reduce exposure	32%
Evaluating new tools to support workforce location tracking and contact tracing	12%
Providing hazard pay for on-site workers in high risk positions	3%
Offering additional benefits for on-site workers in high risk positions	2%
Other, specify:	12%
Not applicable	16%

ASK IF PLANNING TO REOPEN AND CUSTOMER-FACING (Q5a=2-6 AND Q14=1-5)

40. Thinking about the following safety measures that might be put in place as you re-open at whatever capacity level is permitted by the state... Which one will be the MOST difficult to implement?

N=1,989

Limiting the number of individuals inside the place of business at one time, including employees, customers, and visitors	26%
Encouraging customers or visitors to use hand sanitizer upon entering the place of business	3%
Requiring employees to wear facemasks	5%
Requiring customers or visitors to wear facemasks	18%
Requiring employees to socially distance by 6 feet	5%
Requiring customers or visitors to socially distance by 6 feet	23%
Arranging frequent cleaning and sanitizing of high touch points, equipment and common areas	10%
Using health screenings for employees, such as temperature checks or questionnaires	9%
TOTAL	99%

ASK IF PLANNING TO REOPEN AND NOT CUSTOMER-FACING (Q5a=1 AND Q14=1-5)

41. Thinking about the following safety measures that might be put in place as you re-open at whatever capacity level is permitted by the state...Which one will be the MOST difficult to implement?

N=218

Limiting the number of individuals inside the place of business at one time, including employees and visitors	12%
Encouraging visitors to use hand sanitizer upon entering the place of business	2%
Requiring employees to wear facemasks	11%
Requiring visitors to wear facemasks	9%
Requiring employees to socially distance by 6 feet	10%
Requiring visitors to socially distance by 6 feet	13%
Arranging frequent cleaning and sanitizing of high touch points, equipment and common areas	18%
Using health screenings for employees, such as temperature checks or questionnaires	24%
TOTAL	99%

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ASK IF PLANNING TO REOPEN AND CUSTOMER-FACING (Q5a=2-6 AND Q14=1-5)

42. In your place of business/organization, are you planning to...

N=2,066

	Yes	No	TOTAL
Require that employees wear facemasks (if not already required by the government?)?	79%	21%	100%
Require that customers/visitors wear facemasks (if not already required by the government?)?	72%	28%	100%
Provide employees with facemasks?	79%	21%	100%
Provide customers/visitors with facemasks?	40%	60%	100%

ASK IF PLANNING TO REOPEN AND NOT CUSTOMER-FACING (Q5a=1 AND Q14=1-5)

43. In your place of business/organization, are you planning to...

N=352

	Yes	No	TOTAL
Require that employees wear facemasks (if not already required by the government?)?	65%	35%	100%
Require that visitors wear facemasks (if not already required by the government?)?	70%	30%	100%
Provide employees with facemasks?	72%	28%	100%
Provide visitors with facemasks?	53%	47%	100%

ASK IF OPEN (Q7=5)

44. Thinking about the following safety measures that your business/organization might have put in place... which one will be the MOST difficult to implement, or continue to implement, as you operate?

N=1,245

Limiting the number of individuals inside the place of business at one time, including employees, customers, and visitors	15%
Encouraging customers or visitors to use hand sanitizer upon entering the place of business	1%
Requiring employees to wear facemasks	9%
Requiring customers or visitors to wear facemasks	11%
Requiring employees to socially distance by 6 feet	8%
Requiring customers or visitors to socially distance by 6 feet	11%
Arranging frequent cleaning and sanitizing of high touch points, equipment and common areas	9%
Using health screenings for employees, such as temperature checks or questionnaires	13%
Not applicable	23%
TOTAL	100%

ASK IF OPEN (Q7=5)

45. In your place of business/organization, are you currently...

N=1,193

	Yes	No	TOTAL
Requiring that employees wear facemasks (if not already required by the government?)?	69%	31%	100%
Requiring that customers/visitors wear facemasks (if not already required by the government?)?	71%	29%	100%
Providing employees with facemasks?	72%	28%	100%
Providing customers/visitors with facemasks?	35%	65%	100%

REMOTE WORK

NO Q46

ASK IF OPEN OR PLANNING TO REOPEN (Q7=5 OR Q14=1-5)

47a. Is the percentage of your workforce that has worked remotely or telecommuted during the pandemic more, less, or no different than the percentage of your workforce that worked remotely before the pandemic?

N=3,438

More	35%
Less	7%
No different	57%
TOTAL	99%

ASK IF OPEN OR PLANNING TO REOPEN (Q7=5 OR Q14=1-5)

47b. Because of the pandemic, is your business/organization thinking about or planning new ways to utilize a remote workforce in the future?

N=3,462

Yes. Thinking about or planning new ways to utilize a remote workforce	28%
No, not thinking about or planning new ways to utilize a remote workforce	72%
TOTAL	100%

ASK IF THINKING ABOUT OR PLANNING NEW WAYS (Q47B=1)

47c. In what new ways are you thinking about utilizing a remote workforce in the future?

OPEN-END text box 790 responses

ASK IF NOT THINKING ABOUT OR PLANNING NEW WAYS (Q47B=2)

47d. Why are you not thinking about new ways to utilize a remote workforce in the future?

OPEN-END text box 2,189 responses

NO Q48

ASK IF WORKFORCE WORKING REMOTELY MORE DURING PANDEMIC (Q47a=1)

49. When New Jersey is back open for business, will you continue to utilize a remote workforce more than you previously had?

N=1,220

Yes	44%
No	33%
Unsure	23%
TOTAL	100%

ASK ALL

50. What actions do you think are critical for New Jersey to take to enable businesses or organizations to recover from COVID-19?

OPEN-END text box 3,062 responses

DEMOGRAPHIC/BACKGROUND QUESTIONS – CONTINUED (ASK ALL)

51. What industry is your organization in?

N=3,505

Arts and entertainment, recreation	10%
Banking/finance	1%
Construction	3%
Manufacturing	3%
Healthcare	7%
Retail and wholesale	10%
Grocery, convenience store	1%
Personal services	11%
Professional and business services	9%
Real Estate	2%
Restaurant/bar/catering	6%
Tourism/Lodging/Hospitality/Leisure	2%
Trade, Transportation, Utilities	3%
Education or child care	6%
Technology	2%
Warehousing and distribution	1%
Non-profit organization	10%
Other, specify:	14%
TOTAL	101%

52. What was your organization's revenue in 2019?

N=3,505

Less than \$249,999	41%
\$250,000 - \$499,999	16%
\$500,000 - \$999,999	13%
\$1 Million - \$1.9 Million	11%
\$2 Million - \$2.9 Million	5%
\$3 Million - \$3.9 Million	3%
\$4 Million - \$4.9 Million	2%
\$5 Million - \$9.9 Million	4%
\$10 Million - \$14,999,999	2%
\$15 Million - \$19.9 Million	1%
More than \$20 Million	4%
TOTAL	102%

53. Are you a woman and/or minority owned business?

N=3,505

Yes	50%
No	50%
Total	100%

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54. How many **full-time employees** did your organization employ in New Jersey before the COVID-19 crisis?

N=3,505

0	12%
1	20%
2-4	25%
5-9	16%
10-19	11%
20-49	9%
50-99	3%
101-250	2%
251-499	1%
500 or more	1%
TOTAL	100%

55. How many **part-time employees** did your organization employ in New Jersey before the COVID-19 crisis?

N=3,505

0	35%
1	14%
2-4	22%
5-9	11%
10-19	8%
20-49	5%
50-99	2%
101-250	2%
251-499	1%
500 or more	1%
TOTAL	101%

56. How many **seasonal employees** did your organization employ in New Jersey in 2019?

N=3,505

0	74%
1	4%
2-4	8%
5-9	4%
10-19	4%
20-49	2%
50-99	2%
101-250	1%
251-499	0%
500 or more	0%
TOTAL	99%

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57. How many **contract employees** did your organization employ in New Jersey before the COVID-19 crisis?

N=3,505

0	70%
1	8%
2-4	12%
5-9	4%
10-19	3%
20-49	1%
50-99	1%
101-250	0%
251-499	0%
500 or more	0%
TOTAL	99%

58. How many commercial locations does your organization have in New Jersey?

N=3,505

1	73%
2-5	13%
6-10	2%
More than 10	2%
Virtual or home-based	10%
Total	100%

59. How long has your business/organization been in operation?

N=3,505

Less than 1 year	3%
1 to less than 2 years	4%
2 to less than 5 years	13%
5 to less than 10 years	15%
10 years or more	65%
Total	100%

60. Which regions in New Jersey do you have locations? Check all that apply.

N=3,501

Northern New Jersey	40%
Central New Jersey	43%
Southern New Jersey	30%

61. In which region do most of your New Jersey-based organization's operations take place? Select one response.

N=3,505

Northern New Jersey	36%
Central New Jersey	38%
Southern New Jersey	26%
Total	100%

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62. Where did you hear about this survey?

N=3,389

Via the New Jersey Economic Development Authority (EDA)	9%
Via Choose New Jersey	2%
Via the New Jersey Business Action Center (BAC)	3%
Via Business.Nj.gov	10%
Via the COVID-19 Business Information Hub	14%
Via another New Jersey State government department	9%
Via a business or trade organization, specify: _____	23%
Via a community-based organization, specify: _____	8%
Other, specify: _____	24%
TOTAL	102%

Thank you for your responses. Please note that while the overall summary results from this survey will be made available to the public at a later date, your individual responses will not be shared with anyone and will be kept confidential.

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