The Case for RESTART:
Small and Medium-Sized Business Data

Small Business Data

From the Census Small Business Pulse Survey,\(^1\) updated for the week of 6/14 to 6/20:

- **83% of small businesses** reported that the COVID-19 pandemic has had a **large or moderate negative effect on business**.

- **45% of small businesses** reported a **decrease in operating revenues/sales/receipts** during the second week of June.

- **11% of small businesses** reported a **decrease in the number of paid employees** during the first week of June.

- Some businesses that have not reduced employees have still reduced employee hours: **around 25% of small businesses** reported a **reduction in total number of hours worked** by paid employees during the same timeframe.

- **75% of small businesses** do not have enough cash on hand to cover more than two months of business operations, **including** financial assistance and loans.

- **75% of small businesses** have requested financial assistance from the Paycheck Protection Program (PPP) since March 13, 2020.

- **40% of small businesses** believe it will take **more than six months for business to return to its normal level of operations** relative to 2019.

Real time economic data indicates a **potential stall in small business recovery**:\(^2\)

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\(^1\) [https://portal.census.gov/pulse/data/#data](https://portal.census.gov/pulse/data/#data)

\(^2\) [https://tracktherecovery.org/](https://tracktherecovery.org/); [https://joinhomebase.com/data/national/](https://joinhomebase.com/data/national/)
• As of June 16, **total small business revenue decreased by 16.7%** relative to January 2020.
  
  o Revenue for businesses in **high-income ZIP codes decreased by 23.7%** compared to January 2020, while revenue for businesses in **low-income ZIP codes decreased by 10.2%**.

• The **number of hours worked at small businesses** has decreased by 28% since January 2020.

• The **number of small business locations open is down 22%** since January 2020.

• The **number of employees working at small businesses is down 27%** since January 2020.

**Hardest-Hit Industry Data**

**Travel and Hospitality**³

• **8 in 10 hotel rooms are empty** across the United States.

• The hotel industry is projected to suffer **revenue losses of 57.5% in 2020**.

• In April 2020, U.S. hotel operating **profits fell by 117%** compared to 2019.

• In mid-June 2020, **total rooms sold were half the amount of the total rooms sold last year.⁴**

• With **70% of hotel employees laid off or furloughed**, hotel workers are **losing over $2.4 billion per week**.

• As of June 16, **leisure and hospitality small business revenue has decreased by 40.6%** since January 2020.⁵

**Restaurants**⁶

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⁵ [https://tracktherecovery.org/](https://tracktherecovery.org/)
⁶ [https://restaurant.org/research/economy/indicators/restaurant-sales](https://restaurant.org/research/economy/indicators/restaurant-sales)
• Between March and May 2020, **restaurant sales fell nearly $27 billion** from pre-coronavirus sales in January and February 2020.

• April 2020 saw $29.3 billion in sales, the **lowest sales level since February 1983**.

• Between March and May 2020, **total sales were down more than $94 billion from expected levels**.

• As of mid-June, **1 in 5 food and drink locations are closed** relative to the beginning of March, and **30% fewer employees are working** than were working prior to the pandemic.7

![Total Eating and Drinking Place Sales](image)

**Music Venues and Theaters**8

• **90% of independent concert venues** expect to **permanently close** down in a few months if **shutdowns persist and no federal funding becomes available**.

• Independent venues are **forecast to lose almost $9 billion in revenue** if the rest of 2020 remains dark.

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7 [https://joinhomebase.com/data/national/](https://joinhomebase.com/data/national/)
8 [https://www.nivassoc.org/](https://www.nivassoc.org/)
• **92% of small businesses in the Arts, Entertainment and Recreation industry** reported that the pandemic had a **negative effect** on their business.

• As of mid-June, **1 in 3 leisure and entertainment business locations are closed** relative to pre-pandemic levels, and **1 in 3 employees** in the industry are no longer working.⁹

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⁹ [https://joinhomebase.com/data/national/](https://joinhomebase.com/data/national/)