
COVID-19 Impact on Iowa Businesses

Bremer County Report

May 1, 2020

Prepared For:



The information used in this report is from an online survey conducted on behalf of the Iowa Economic Development Authority, from March 17 through March 23 of all Iowa businesses. Overall, 13,905 businesses responded to the survey. The University of Northern Iowa is providing local summaries to help communities and organizations in understanding the initial impact of the ever-evolving social and economic COVID-19 crisis.



Research conducted by:

University of Northern Iowa

Business & Community Services

Institute for Decision Making | Strategic Marketing Services



About the Respondents:

Bremer County had 124 participating respondents representing business ownerships of all types (see Figure 1). Businesses from several industry sectors and various employee sizes offered responses to the survey questions. In total, the responding businesses represent at least 3,696 employees working in the county.

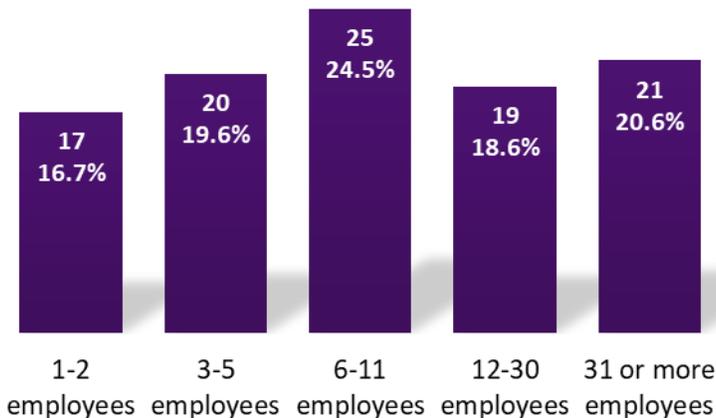
Figure 1: Respondent Ownership Types



Largest Industry Sectors Represented



Figure 2: Respondents by Business Employment Size



For Comparison

Bremer County Pre-Crisis Business Mix

713 Businesses:

- Health Care & Social Assistance (11.2%)
- Construction (10.7%)
- Retail Trade (10.7%)
- Finance & Insurance (10.0%)
- Other Services (except Public Admin) (9.5%)
- Professional, Scientific, Technical (6.9%)
- Accommodations & Food Services (6.9%)
- Manufacturing (5.8%)
- Wholesale Trade (5.5%)
- Administrative, Support, Waste Mgmt. (3.8%)
- Public Administration (3.4%)
- Real Estate, Rental, Leasing (3.1%)
- Transportation & Warehousing (2.9%)
- Educational Services (2.9%)
- Agriculture, Forestry, Fishing & Hunt (2.4%)

(Source: Iowa Workforce Development, QCEW, Q4, 2019)

Full Time Employees:

- Total Number: 2,589
- Average per Business: 25.38

Part Time Employees:

- Total Number: 1,107
- Average per Business: 10.85

Respondents Represent

NOTE: 102 respondents answered this question

Organizational Impact of the Coronavirus (COVID-19) Outbreak:

Figure 3: Overall Impact (124 Respondents)

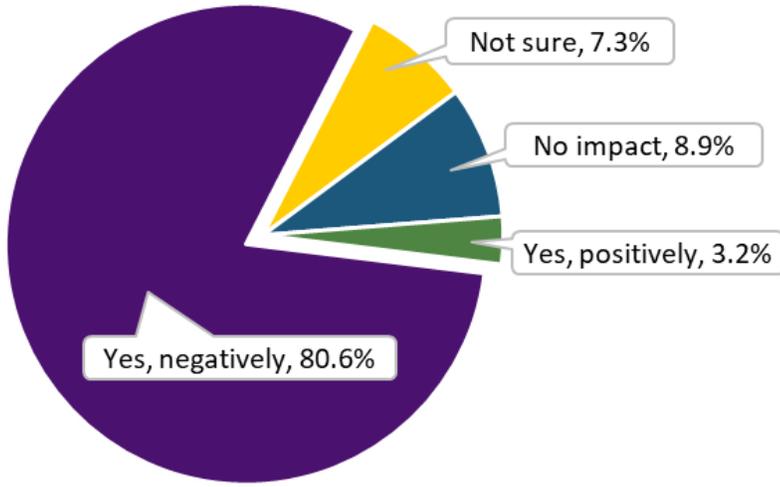
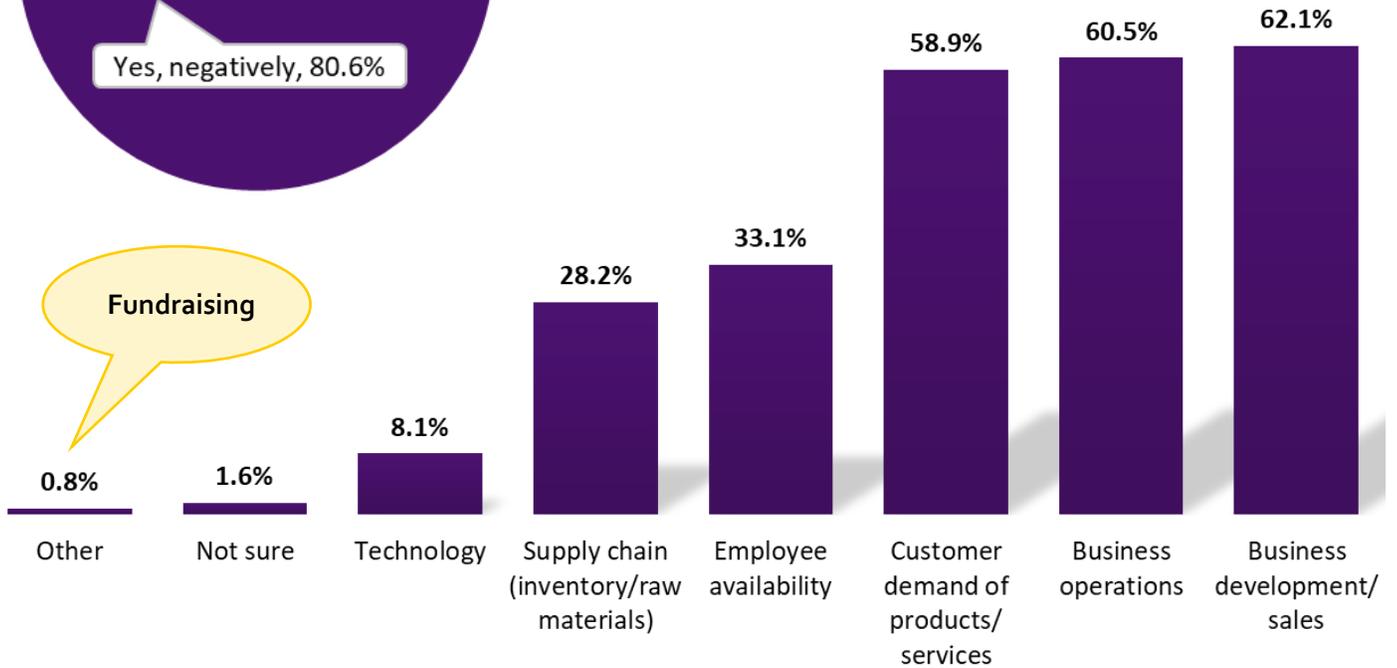


Figure 4: Areas of Business Impact



Pre-Crisis Monthly Revenue and Payroll:

Monthly Revenue (54 responses)

Range: \$500 - \$13,000,000

Median: \$27,788

Mean: \$316,818

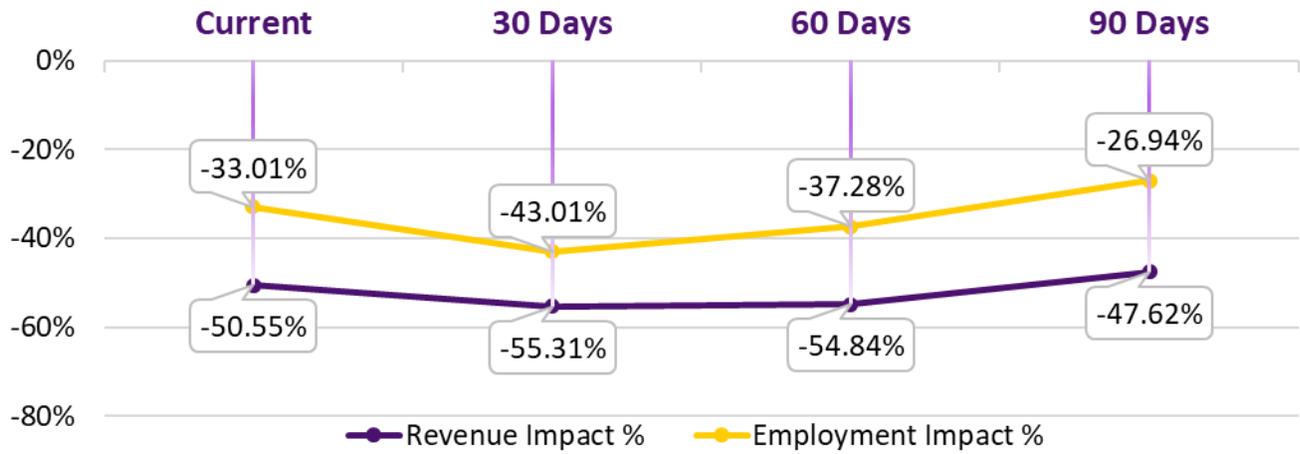
Monthly Payroll (48 responses)

Range: \$1,250 - \$13,000,000

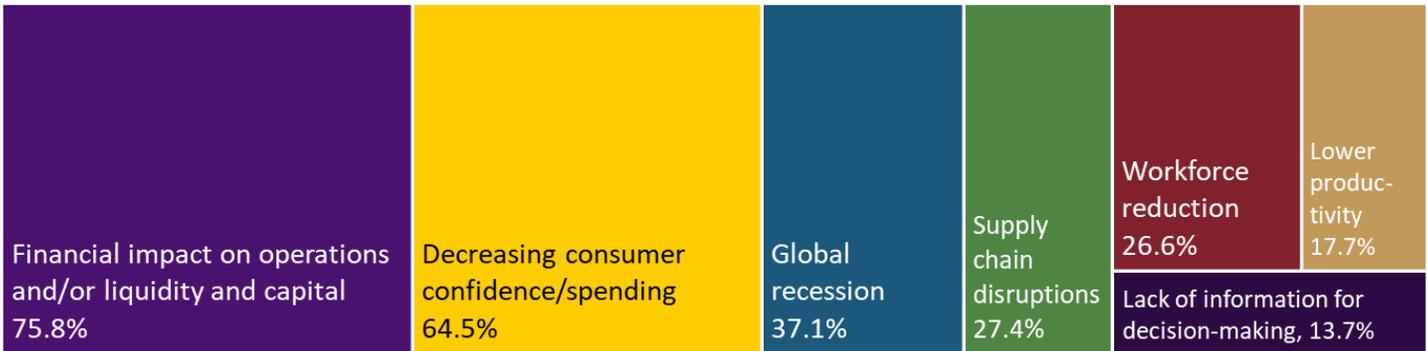
Median: \$23,105

Mean: \$302,262

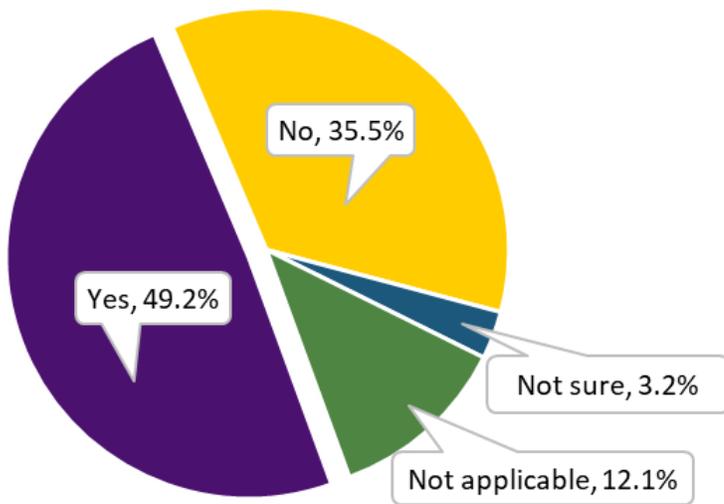
Estimated Impact on Revenue and Employment: Current, 30, 60 and 90 Days:



Top Concerns:



Employee Restrictions Implemented:



Most Frequent Types of Employee Restrictions:

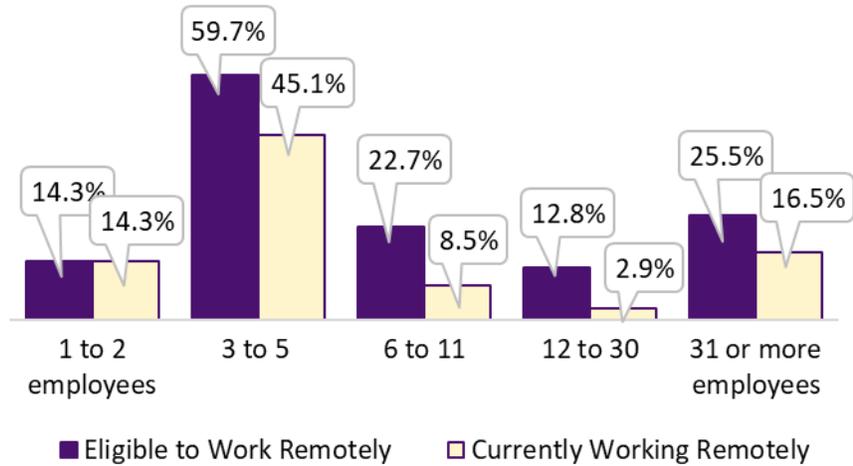
- Closed Business/Organization: 25.9%
- Working from Home/Remotely: 25.9%
- Social Distancing: 24.1%
- Reduced Staff, Layoffs or Furloughs: 22.4%
- Travel Ban/Reduced Travel: 19.0%
- Cancelled Meetings/Events: 13.8%
- Reduced Access (no customers, suppliers, vendors, volunteers, patients or visitors on site): 13.8%
- Restaurant Take-out/Pick up Only OR Bank Drive-up: 13.8%
- Telehealth: 13.8%
- Self-quarantine: 10.3%

58 Respondents

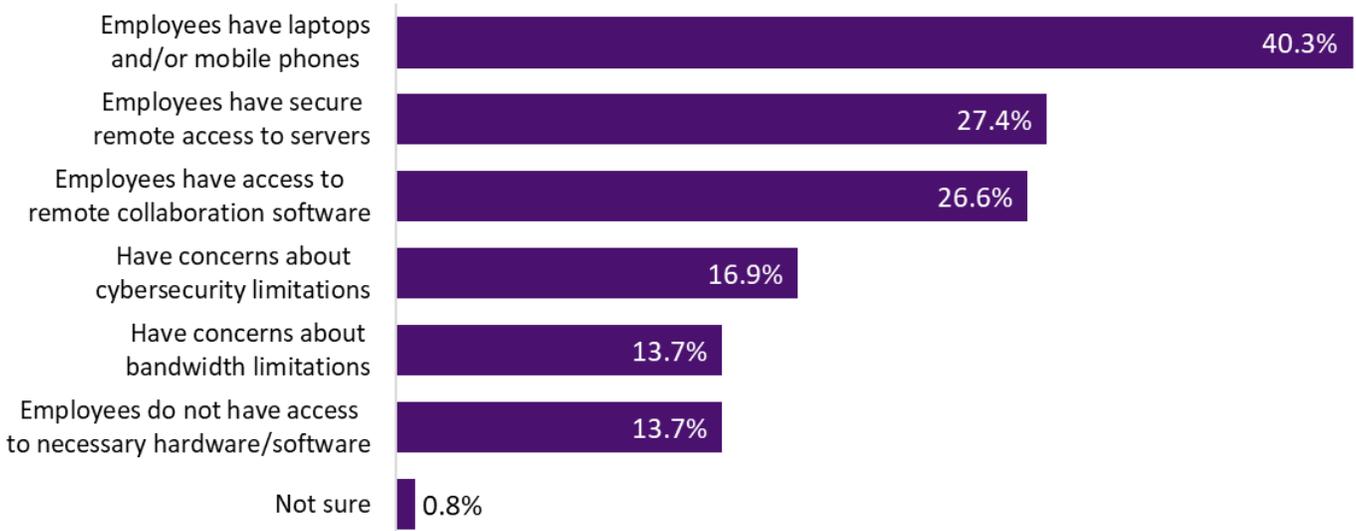
Remote Work for Employees – Total and by Business Employee Size:

% of Total Eligible to Work Remotely:
28.6%

% of Total Currently Working Remotely:
18.2%



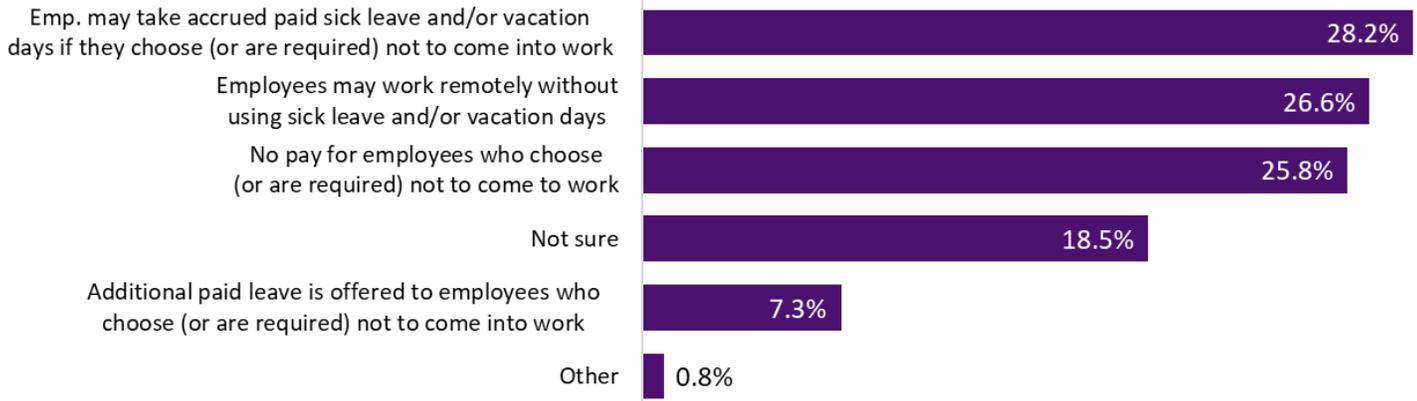
Remote Work Readiness for Employees:



Remote Work Readiness by Business Employee Size:

	1 to 2 employees	3 to 5	6 to 11	12 to 30	31 or more employees
<i>Employees have laptops and/or mobile phones</i>	17.6%	50.0%	36.0%	36.8%	71.4%
<i>Employees have secure remote access to servers</i>	11.8%	25.0%	12.0%	36.8%	71.4%
<i>Employees have access to remote collaboration software</i>	11.8%	40.0%	4.0%	31.6%	57.1%
<i>Have concerns about cybersecurity limitations</i>	5.9%	25.0%	4.0%	15.8%	38.1%
<i>Have concerns about bandwidth limitations</i>	5.9%	15.0%	0.0%	15.8%	33.3%
<i>Employees do not have access to necessary hardware/software</i>	0.0%	20.0%	16.0%	26.3%	14.3%
<i>Not Sure</i>	0.0%	0.0%	0.0%	5.3%	0.0%

Leave and/or Absence Policies in Place for Employees



Leave and/or Absence Policies by Business Employee Size:

	1 to 2 employees	3 to 5	6 to 11	12 to 30	31 or more employees
<i>Emp. may take accrued paid sick leave and/or vacation days if they choose (or are required) not to come into work</i>	0.0%	20.0%	40.0%	42.1%	52.4%
<i>Employees may work remotely without using sick leave and/or vacation days</i>	17.6%	40.0%	20.0%	10.5%	61.9%
<i>No pay for employees who choose (or are required) not to come to work</i>	11.8%	30.0%	28.0%	31.6%	19.0%
<i>Not sure</i>	41.2%	20.0%	8.0%	10.5%	0.0%
<i>Additional paid leave is offered to employees who choose (or are required) not to come into work</i>	5.9%	10.0%	12.0%	0.0%	14.3%
<i>Other</i>	5.9%	0.0%	0.0%	0.0%	0.0%

Helpful Assistance or Resources (90 respondents):

Assistance or Resource Needed:	Count	Percent
Financial Assistance	84	93.3%
General, Access to Capital	49	54.4%
Low/no interest loans/forgivable/LOCs	8	8.9%
Grants	10	11.1%
Payroll related/sick leave pay	10	11.1%
Defer/delay/extend/restructure payments (accts payable: loans, utilities, rents...)	5	5.6%
For/in the future (reopening, long term affects)	1	1.1%
Tax credits	1	1.1%
Unemployment/Workers Comp	15	16.7%
Unemployment Ins/Workers Comp: Policy changes (not count against employer, speed up benefit payments, ease eligibility, for self-employed, 100%)	6	6.7%
Laid off/underemployed/sick: Direct payments to employees/financial and other assistance for employees	8	8.9%
Unemployed/laid off/reduced hours: Continuation of health insurance for employees/self employed	1	1.1%
General Comments (political, story sharing, find a cure, stop the panic)	7	7.8%
Communication and Information (about COVID-19, about available programs for employees and businesses, what they should be doing, what to plan for)	12	13.3%
Tax Relief	11	12.2%
Tax Relief/Deferment – broad comments	5	5.6%
Payroll Tax Relief: defer/delay/cancel/suspend filing/payments	1	1.1%
Sales Tax Relief: Defer/delay/eliminate filing/payments	4	4.4%
Property Tax Relief/Deferment	0	0.0%
Income Tax Relief: Defer/delay filing/payments	1	1.1%
Miscellaneous Ideas (testing, shut downs, reopens, workforce needs, requests to be "essential businesses")	4	4.4%
For customers: Stimulus/ Financial Assistance/ Confidence boost	1	1.1%
Supplies - Protection-related (hand sanitizer, PPE...)	4	4.4%
Technology assistance and equipment for working remotely/online sales	1	1.1%
Licensing and Regulations - relax requirements and/or restrictions (for trades, other workforce, electronic/remote activities, reimbursements)	0	0.0%
Marketing/Promotion Assistance	1	1.1%
Access to/improved internet/broadband	0	0.0%
Preventing disruption - assistance with supply chains and/or critical supplies and services (utilities, gas, internet, post office, government)	0	0.0%
Childcare	0	0.0%
Revenue loss insurance/business interruption insurance to apply to this scenario	0	0.0%
Engage/Support Nonprofit Sector	0	0.0%
Unsure/Nothing	10	11.1%