

**THE CITY OF  
CITRUS HEIGHTS  
ECONOMIC DEVELOPMENT**



# **COVID-19 Business Survey Results**



**CITRUS  
HEIGHTS**

*Solid roots. New growth.*

As part of the City's commitment to resiliency and recovery in Citrus Heights, we want to make sure our economic development efforts are aligned with what businesses need. To help us better understand, we launched the COVID-19 Business Survey.

- 87 Citrus Heights businesses completed the COVID-19 Business Survey, which was open from May 7-May 29, 2020.
- The survey was promoted by the Chamber and shared in the City's Economic Development newsletters.

We want to hear from you



# HOW WOULD YOU DESCRIBE THE IMPACT COVID-19 HAS HAD ON YOUR BUSINESS



DECREASE  
BUSINESS

89%



INCREASE  
BUSINESS

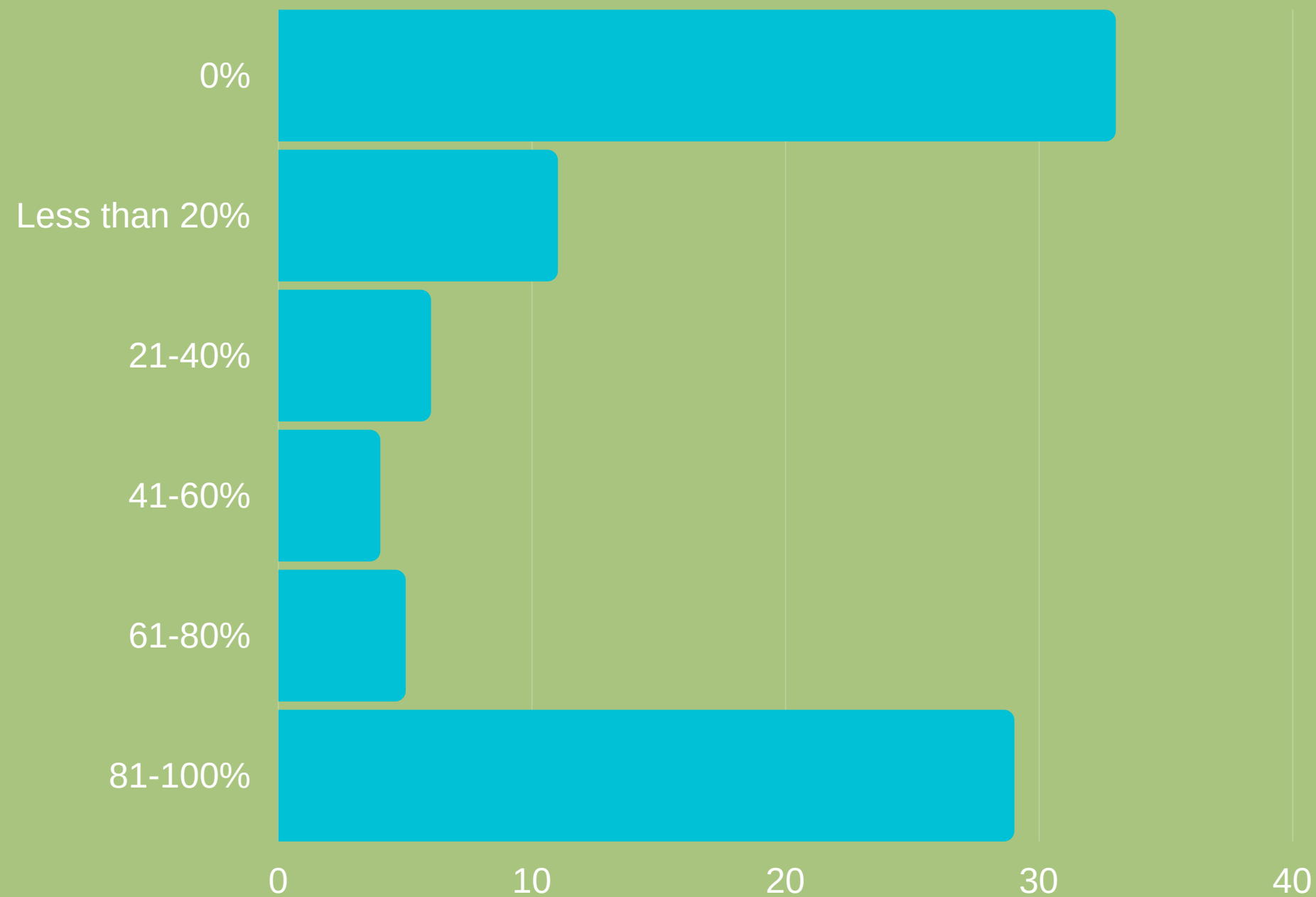
3%



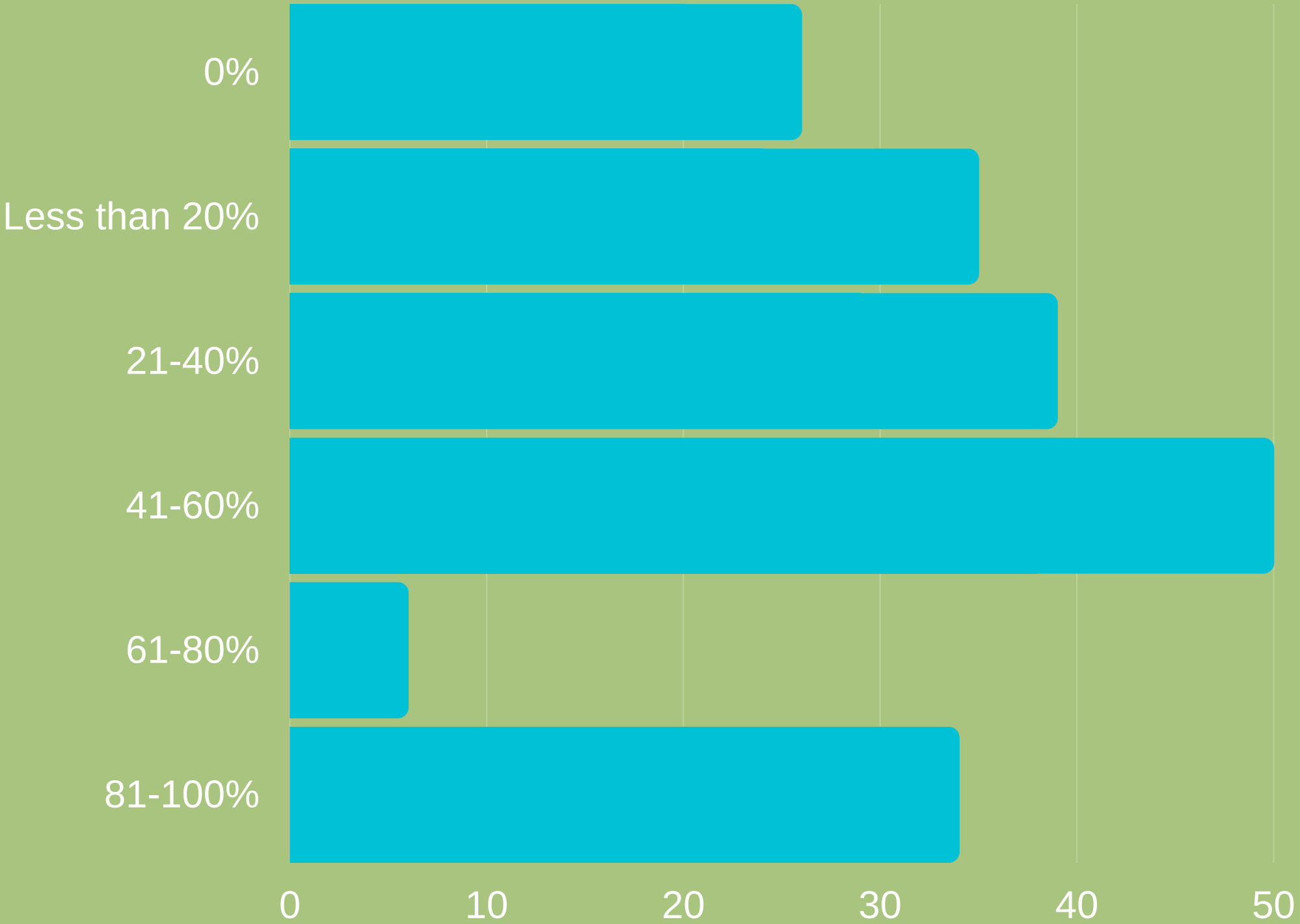
NO IMPACT

8%

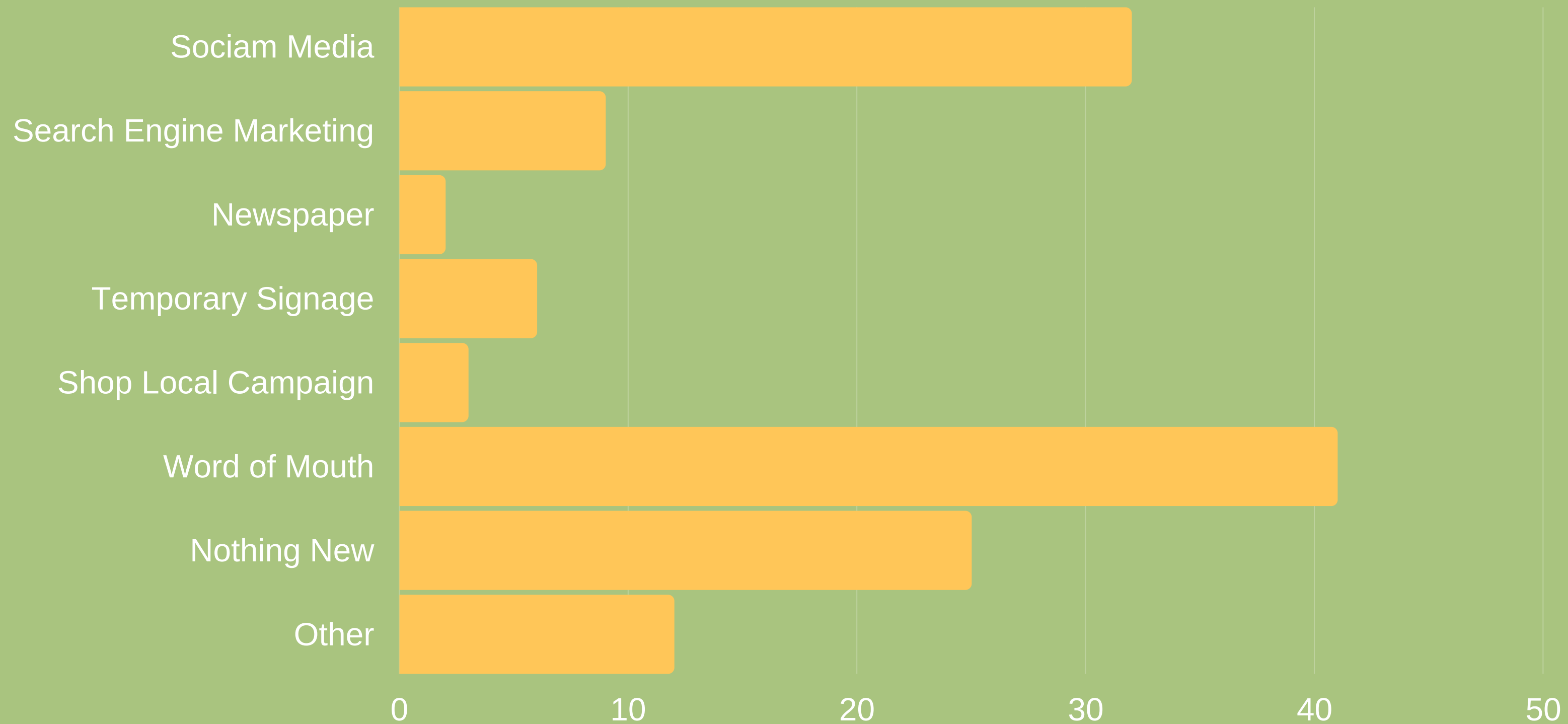
# ESTIMATE THE PERCENTAGE OF YOUR WORKFORCE THAT YOUR BUSINESS HAS LAID-OFF OR FURLOUGHED DUE TO COVID-19 SINCE MARCH 13, 2020?



# ESTIMATE THE DECREASE IN REVENUE THAT YOUR BUSINESS HAS EXPERIENCED DUE TO COVID-10 SINCE MARCH 13, 2020



# HOW HAVE YOU BEEN ABLE TO ADVERTISE DURING COVID-19?



# DO YOU ANTICIPATE NEEDING FINANCIAL ASSISTANCE FOR YOUR BUSINESS AS A RESULT OF COVID-19?



YES

54%



NO

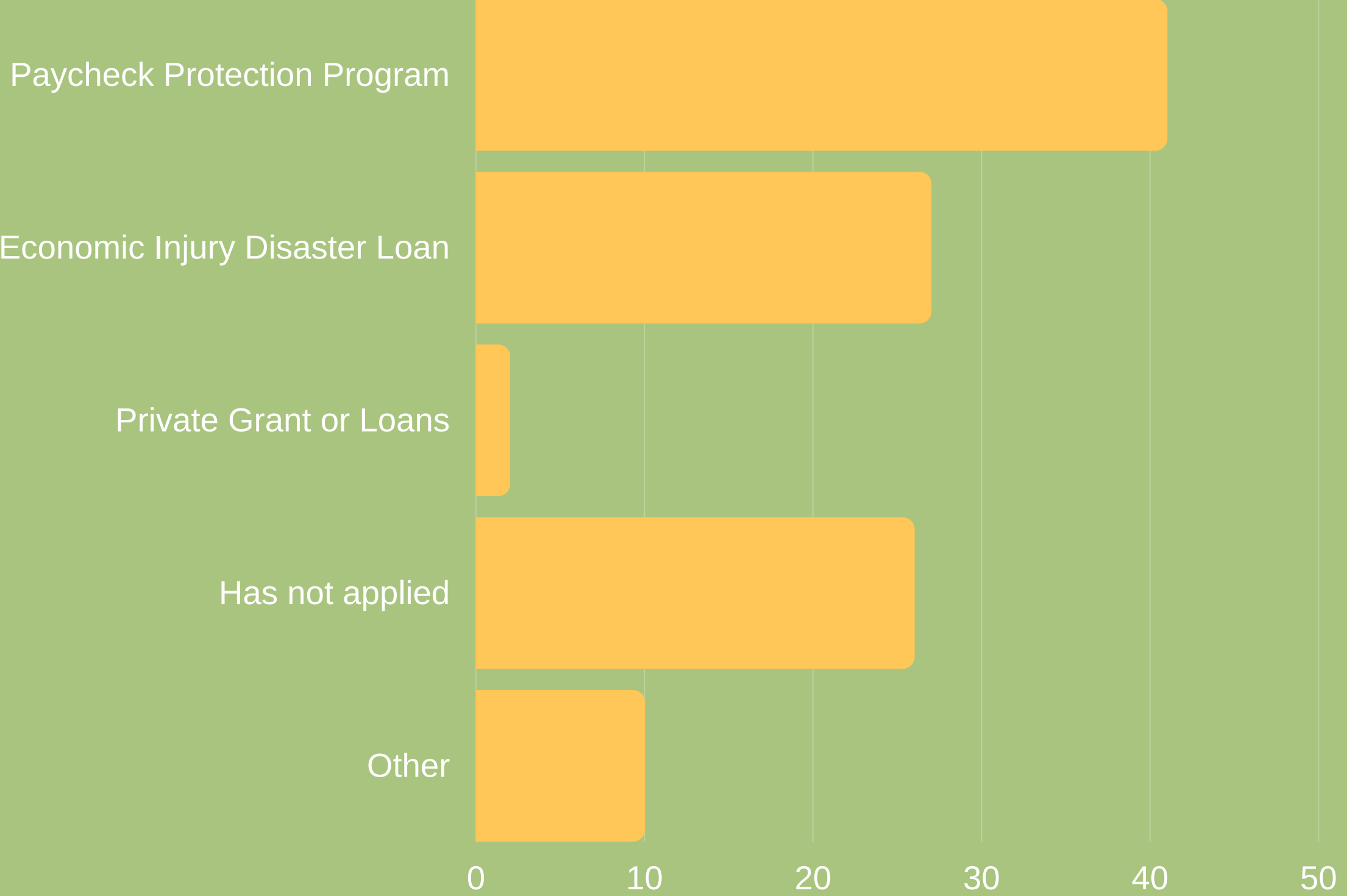
22%



UNSURE AT  
THIS TIME

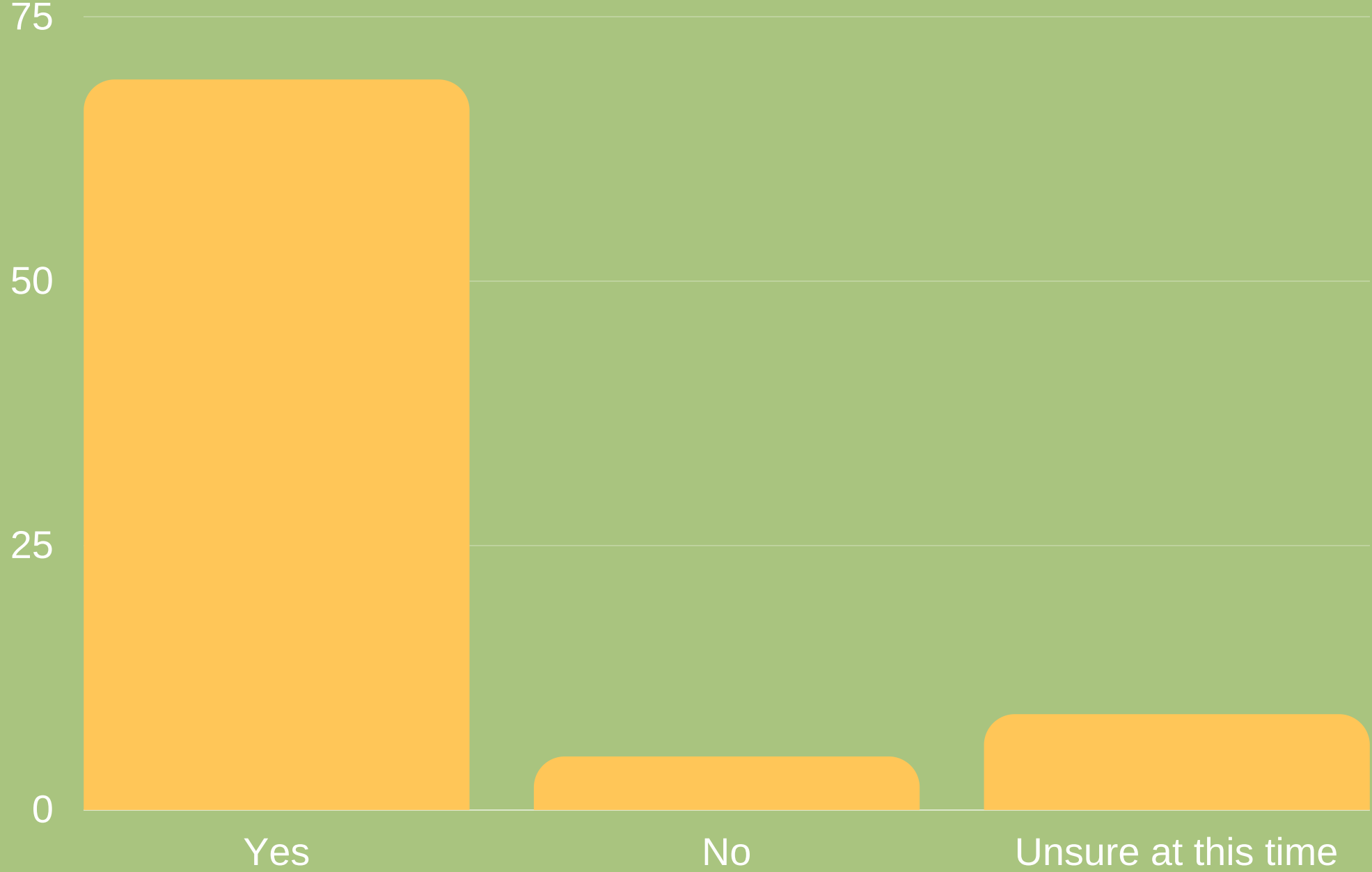
24%

# HAS YOUR BUSINESS APPLIED FOR ANY OF THE FOLLOWING COVID-19 FINANCIAL ASSISTANCE PROGRAMS?

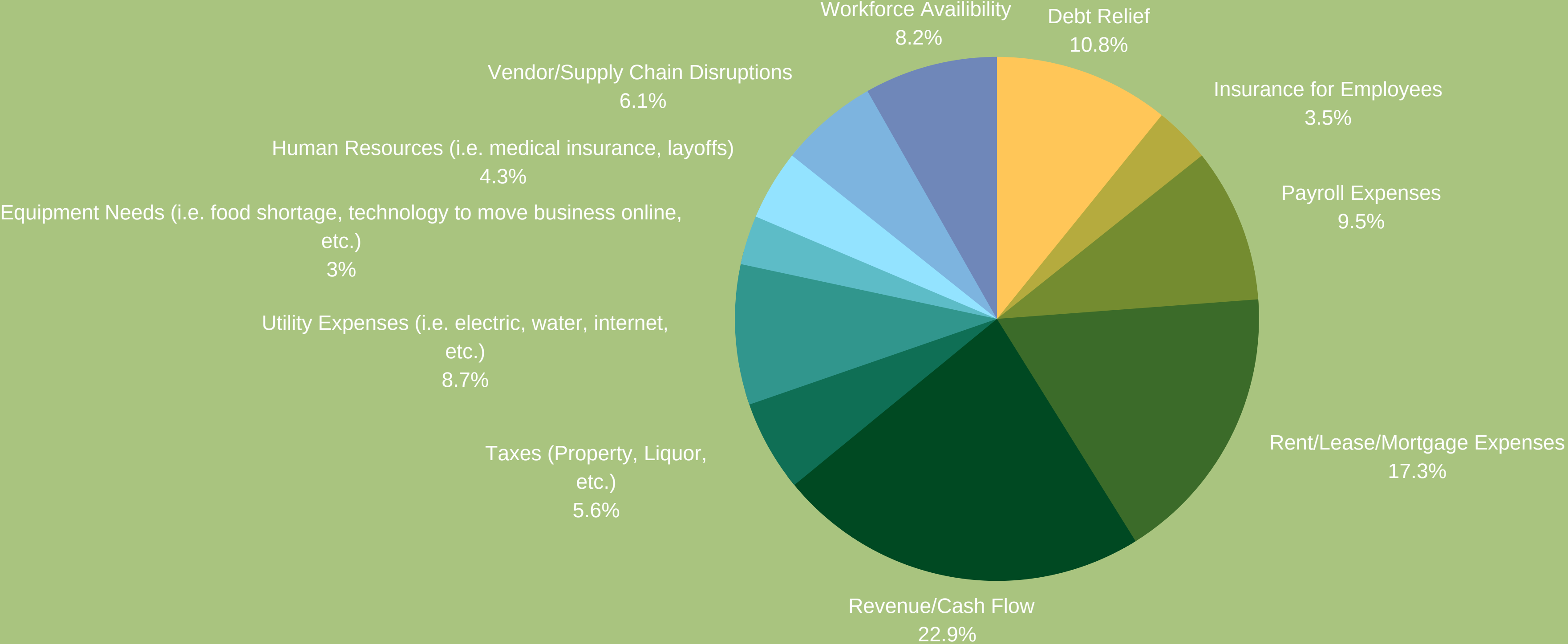




# DO YOU ANTICIPATE REOPENING YOUR BUSINESS WITHIN ONE WEEK OF THE CALIFORNIA SHELTER-IN-PLACE MANDATE BEING LIFTED?



# WHICH OF THESE AREAS ARE YOUR MOST PRESSING CONCERNS AS A COMPANY?



# Trends from the "additional comments" section:



**Thank you to the Citrus Heights  
Chamber of Commerce for  
supporting the COVID-19 Business  
Survey!**

