

Topline, 2nd Qtr 2020 Diverse Segments

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Small Business Survey Topline – FINAL June 19, 2020

Quarter 2, 2020 Diverse Segments

Results for the total dataset are based on web interviews with 1,478 small business owners, conducted during the period of May 29-June 5, 2020. This survey also included an oversample of diverse segments – ensuring a minimum of 300 interviews each among African American, Asian and Hispanic small business owners. Prior to Q2, 2019, The Wells Fargo/Gallup Small Business Index was conducted by telephone with a random sample of small business owners (from 2003 through Q1 2019). Beginning in 2018, Gallup began a parallel test of a new and revised methodology using interviewing conducted via the internet via Dynata's (Formerly SSI-Research Now) online opt-in panel of small business owners. Beginning in Q2, 2019, interviewing formally transitioned to the Internet methodology only. The change in interviewing mode will result in a shift in the over-time trends, meaning that the absolute value of the trends using the two methods will not be directly comparable. The date of change in methods will be noted on all trend charts.

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1. How would you rate your company's financial situation today? Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

Financial Situation Today

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	28	37	65	23	8	4	12	-
20 Qtr 2	26	36	62	23	11	4	15	-
20 Qtr 1	45	38	83	11	3	3	6	-
19 Qtr 4	42	39	81	14	5	*	5	-
19 Qtr 3	40	39	79	17	4	*	4	-
19 Qtr 2	44	35	79	16	5	*	5	-
19 Qtr 1	34	41	75	13	7	3	10	2
18 Qtr 4	38	42	80	12	6	1	7	1
18 Qtr 3	34	44	78	12	7	2	9	1
18 Qtr 2	34	39	73	16	7	3	10	1
18 Qtr 1	33	38	71	15	9	4	13	1
17 Qtr 4	32	39	71	16	10	2	12	1
17 Qtr 3	32	44	76	13	7	3	10	1
17 Qtr 2	26	47	73	14	8	4	12	1
17 Qtr 1	29	42	71/Up	17	8	3	11/Down	1
16 Qtr 4	24	42	66	18	11	5	16	*
16 Qtr 3	26	42	68	16	12	3	15	1
16 Qtr 2	25	42	67	17	12	3	15	1
16 Qtr 1	25	42	67	17	11	4	15	1
15 Qtr 4	22	43	65	19	11	4	15	1
15 Qtr 3	21	44	65	20	11	4	15	*
15 Qtr 2	22	43	65	18	12	4	16	1
15 Qtr 1	25	40	65	19	11	5	16	0
14 Qtr 4	22	42	64	18	10	6	16	2
14 Qtr 3	21	41	62	20	11	6	17	1
14 Qtr 2	19	38	57	22	15	5	20	1
14 Qtr 1	20	41	61	19	15	5	20	*
13 Qtr 4	18	41	59	18	14	7	21/Down	2
13 Qtr 3	15	41	56	18	19	6	25	1
13 Qtr 2	17	41	58	19	15	8	23	*
13 Qtr 1	14	40	54	20	17	8	25	1
12 Qtr 4	17	34	51	19	19	9	28	2
12 Qtr 3	16	37	53	20	18	8	26	1
12 Qtr 2	19	35	54	19	18	8	26	1
12 Qtr 1	16	38	54	18	17	10	27	1
11 Qtr 4	17	35	52	21	18	8	26	1
11 Qtr 3	16	37	53/Up	18	18	10	28/Down	1
11 Qtr 2	14	33	47/Down	20	23	10	33/Up	*
11 Qtr 1	16	37	53	20	17	10	27	0

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1. (continued)

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
10 Qtr 4	16	38	54	17	17	12	29	*
10 Qtr 3	13	37	50	17	19	13	32	1
10 Qtr 2	16	38	54	16	19	11	30	*
10 Qtr 1	11	37	48	21	20	11	31	*
09 Qtr 4	14	37	51	19	20	10	30	0
09 Qtr 3	15	37	52	20	18	9	27	1
09 Qtr 2	18	37	55	15	18	12	30	0
09 Qtr 1	16	34	50	18	20	11	31	1
08 Qtr 4	18	39	57	17	15	10	25	1
08 Qtr 3	21	42	63	17	14	6	20	*
08 Qtr 2	20	43	63	16	14	6	20	1
08 Qtr 1	27	43	70	14	10	5	15	1
07 Qtr 4	27	45	72	14	9	3	12	2
07 Qtr 3	32	39	71	13	9	5	14	2
07 Qtr 2	32	41	73	14	9	3	12	1
07 Mar	30	42	72	16	8	4	12	*
06 Dec	32	42	74	14	9	3	12	*
06 Sep	34	40	74	12	10	3	13	1
06 Jun	28	44	72	14	10	3	13	1
06 Mar	30	41	71	16	8	3	11	2
05 Dec	28	45	73	12	10	4	14	1
05 Sep	26	45	71	16	9	3	12	1
05 Jun	25	45	70	15	9	5	14	1
05 Mar	25	47	72	12	11	3	14	2
04 Dec	30	40	70	15	11	3	14	1
04 Sep	30	43	73	14	9	4	13	*
04 Jun	27	48	75	15	7	2	9	1
04 Mar	28	43	71	17	9	2	11	1
03 Dec	25	40	65	20	9	5	14	1
03 Aug	20	44	64	16	13	6	19	1

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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2. How do you think your company's financial situation will be 12 months from now?
Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

Financial Situation 12 Months From Now

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	33	40	73	19	6	2	8	-
20 Qtr 2	22	34	56	26	14	4	18	-
20 Qtr 1	47	37	84	12	1	3	4	-
19 Qtr 4	45	40	85	13	2	*	2	-
19 Qtr 3	46	38	84	13	3	*	3	-
19 Qtr 2	43	41	84	14	2	*	2	-
19 Qtr 1	38	43	81	11	4	2	6	2
18 Qtr 4	45	39	84	9	5	1	6	1
18 Qtr 3	42	42	84	8	5	2	7	1
18 Qtr 2	42	39	81	12	4	2	6	1
18 Qtr 1	43	38	81	10	5	2	7	2
17 Qtr 4	39	44	83	10	5	1	6	1
17 Qtr 3	40	44	84	8	3	2	5	3
17 Qtr 2	36	44	80	10	6	2	8	2
17 Qtr 1	39	40	79	10	6	2	8	3
16 Qtr 4	36	41	77	10	6	3	9	4
16 Qtr 3	27	46	73	13	7	3	10	4
16 Qtr 2	26	46	72	13	9	2	11	4
16 Qtr 1	29	42	71	13	8	4	12	4
15 Qtr 4	22	48	70	14	9	4	13	3
15 Qtr 3	26	48	74	14	6	5	11	1
15 Qtr 2	24	50	74	14	7	2	9	3
15 Qtr 1	29	44	73	13	9	3	12	2
14 Qtr 4	27	44	71	15	9	2	11	3
14 Qtr 3	27	39	66	17	9	5	14	3
14 Qtr 2	24	43	67	16	11	3	14	3
14 Qtr 1	25	41	66	15	12	4	16	3
13 Qtr 4	19	43	62	16	13	6	19	3
13 Qtr 3	20	42	62	15	13	6	19	4
13 Qtr 2	19	40	59	16	16	6	22	3
13 Qtr 1	15	42	57/Up	18	15	7	22/Down	3
12 Qtr 4	17	33	50/Down	17	18	10	28/Up	5
12 Qtr 3	18	41	59/Down	15	16	4	20/Up	7
12 Qtr 2	21	45	66	15	10	5	15/Down	4
12 Qtr 1	20	43	63/Up	15	14	7	21	2
11 Qtr 4	19	36	55	19	16	7	23	3
11 Qtr 3	18	39	57	17	15	5	20	6
11 Qtr 2	17	41	58/Down	18	15	7	22/Up	2
11 Qtr 1	22	43	65/Up	15	13	4	17	3

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2. (continued)

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
10 Qtr 4	17	42	59	20	13	4	17/Down	4
10 Qtr 3	14	42	56	17	14	8	22	5
10 Qtr 2	19	42	61	15	13	8	21	3
10 Qtr 1	16	45	61	18	13	4	17	4
09 Qtr 4	17	42	59	15	13	7	20	6
09 Qtr 3	18	40	58	15	15	7	22	5
09 Qtr 2	18	43	61	16	13	5	18	5
09 Qtr 1	15	40	55	19	15	7	22	4
08 Qtr 4	15	46	61/Down	14	13	5	18	7
08 Qtr 3	21	46	67	14	12	3	15	4
08 Qtr 2	23	43	66	12	10	6	16	6
08 Qtr 1	28	48	76	10	8	4	12	2
07 Qtr 4	32	45	77	11	5	2	7	5
07 Qtr 3	37	45	82	8	4	2	6	4
07 Qtr 2	38	40	78	11	5	2	7	4
07 Mar	37	43	80	10	4	2	6	4
06 Dec	37	42	79	10	4	2	6	5
06 Sep	38	41	79	10	6	2	8	3
06 Jun	34	46	80	10	4	2	6	4
06 Mar	36	43	79	9	6	1	7	5
05 Dec	34	47	81	8	5	3	8	3
05 Sep	32	47	79	9	6	2	8	4
05 Jun	32	46	78	9	7	2	9	4
05 Mar	38	44	82	9	5	1	6	3
04 Dec	33	48	81	9	6	1	7	3
04 Sep	34	43	77	8	7	2	9	6
04 Jun	31	50	81	8	6	*	6	5
04 Mar	33	47	80	12	4	1	5	3
03 Dec	32	45	77	11	4	4	8	4
03 Aug	27	47	74	9	7	4	11	6

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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4. What is your best estimate of your company's revenues over the next 12 months?
Do you expect them to increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

Company Revenue Next 12 Months

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/ refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	10	37	47	27	18	8	26	-
20 Qtr 2	8	25	33	24	28	15	43	-
20 Qtr 1	13	51	64	32	3	1	4	-
19 Qtr 4	13	52	65	29	6	*	6	-
19 Qtr 3	16	48	64	31	4	1	5	-
19 Qtr 2	12	46	58	29	10	3	13	-
19 Qtr 1	16	39	55/Down	33	8	2	10	2
18 Qtr 4	18	44	62	28	9	1	10	*
18 Qtr 3	17	44	61	28	9	1	10	1
18 Qtr 2	19	44	63	26	8	3	11	*
18 Qtr 1	16	50	66/Up	25	7	2	9	*
17 Qtr 4	15	43	58	31	8	2	10	1
17 Qtr 3	13	41	54	35	7	2	9	2
17 Qtr 2	16	41	57	31	8	3	11	1
17 Qtr 1	15	46	61	28	6	3	9	2
16 Qtr 4	16	42	58/Up	29	9	3	12	1
16 Qtr 3	9	39	48	36	11	3	14	2
16 Qtr 2	12	39	51	33	12	3	15	1
16 Qtr 1	11	39	50	35	9	4	13	2
15 Qtr 4	10	37	47	35	11	6	17	1
15 Qtr 3	9	42	51	33	11	4	15	1
15 Qtr 2	11	39	50	34	11	3	14	2
15 Qtr 1	12	43	55	33	9	2	11	1
14 Qtr 4	10	41	51	34	11	3	14	1
14 Qtr 3	11	37	48	35	10	6	16	1
14 Qtr 2	9	42	51	34	11	3	14	1
14 Qtr 1	11	37	48	33	13	4	17	2
13 Qtr 4	7	37	44	34	14	5	19	3
13 Qtr 3	10	37	47	34	12	5	17/Down	2
13 Qtr 2	10	35	45	33	16	6	22	*
13 Qtr 1	8	35	43/Up	34	16	6	22/Down	1
12 Qtr 4	8	29	37/Down	32	18/Up	11	29/Up	2
12 Qtr 3	9	34	43/Down	36	13	5	18	3
12 Qtr 2	9	40	49	32	11	5	16	2
12 Qtr 1	10	39	49/Up	35	11	4	15	2
11 Qtr 4	9	28	37	37	17	6	23	3
11 Qtr 3	8	34	42/Down	38	11	7	18	2
11 Qtr 2	9	40	49	31	14	5	19	1
11 Qtr 1	12	42	54/Up	29	12	4	16	1

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4. (continued)

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
10 Qtr 4	9	35	44/Up	38	13	4	17/Down	1
10 Qtr 3	5	33	38	37	17	6	23	2
10 Qtr 2	9	39	48	27	16	7	23	2
10 Qtr 1	9	39	48	30	16	5	21	1
09 Qtr 4	9	33	42	36	14	6	20	2
09 Qtr 3	7	34	41	29	18	10	28	2
09 Qtr 2	7	32	39	29	21	9	30	2
09 Qtr 1	10	26	36	29	22	11	33	2
08 Qtr 4	8	31	39	30	21	7	28	3
08 Qtr 3	10	34	44	32	17	6	23	1
08 Qtr 2	11	34	45	32	14	7	21	2
08 Qtr 1	13	39	52	29	11	5	16	3
07 Qtr 4	14	44	58	28	7	3	10	4
07 Qtr 3	14	42	56	30	8	3	11	3
07 Qtr 2	18	43	61	27	6	2	8	4
07 Mar	15	44	59	29	6	2	8	4
06 Dec	19	43	62	27	5	2	7	4
06 Sep	18	41	59	30	6	2	8	3
06 Jun	16	42	58	30	7	2	9	3
06 Mar	18	43	61	24	9	3	12	3
05 Dec	16	47	63	24	8	2	10	3
05 Sep	15	44	59	26	9	3	12	3
05 Jun	17	44	61	26	8	2	10	3
05 Mar	18	43	61	29	6	1	7	3
04 Dec	17	46	63	26	6	1	7	4
04 Sep	12	40	52	33	10	3	13	2
04 Jun	13	41	54	35	7	1	8	3
04 Mar	16	46	62	27	7	2	9	2
03 Dec	15	46	61	28	5	3	8	3
03 Aug	16	43	59	27	8	3	11	3

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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6. How do you think your company's cash flow will be over the next 12 months? Would you say very good, somewhat good, neither good nor poor, somewhat poor, or very poor?

Company Cash Flow Next 12 Months

	Very good	Some-what good	Top 2 Box	Neither good nor poor	Some-what poor	Very poor	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	27	34	61	24	10	5	15	-
20 Qtr 2	16	30	46	24	20	10	30	-
20 Qtr 1	36	45	81	14	2	3	5	-
19 Qtr 4	36	43	79	18	3	-	3	-
19 Qtr 3	37	42	79	17	3	1	4	-
19 Qtr 2	33	46	79	14	6	1	7	-
19 Qtr 1	28	45	73/Down	18	6	3	9	*
18 Qtr 4	33	45	78	13	7	1	8	1
18 Qtr 3	27	50	77/Up	13	7	2	9	1
18 Qtr 2	28	44	72	16	9	2	11	1
18 Qtr 1	30	47	77	15	6	2	8	*
17 Qtr 4	28	45	73	19	5	2	7	1
17 Qtr 3	28	44	72	18	5	3	8	2
17 Qtr 2	27	45	72	15	10	2	12	1
17 Qtr 1	27	46	73	16	7	2	9	2
16 Qtr 4	22	48	70/Up	17	10	2	12	1
16 Qtr 3	19	46	65	18	12	3	15	2
16 Qtr 2	19	44	63	21	12	2	14	2
16 Qtr 1	20	46	66	16	11	4	15	3
15 Qtr 4	16	47	63	19	11	6	17	1
15 Qtr 3	16	45	61	23	11	4	15	1
15 Qtr 2	17	47	64	22	11	2	13	1
15 Qtr 1	19	46	65	18	13	3	16	1
14 Qtr 4	17	44	61	21	13	3	16	2
14 Qtr 3	17	42	59	22	12	6	18	1
14 Qtr 2	14	45	59	25	11	3	14	2
14 Qtr 1	16	41	57/Up	22	15	4	19/Down	2
13 Qtr 4	12	40	52	22	16	7	23	3
13 Qtr 3	13	40	53	23	17	6	23	1
13 Qtr 2	13	40	53	23	18	5	23	1
13 Qtr 1	10	39	49	27	17	6	23	1
12 Qtr 4	13	31	44/Down	23	20	10	30/Up	3
12 Qtr 3	14	37	51	22	17	6	23/Up	4
12 Qtr 2	14	42	56	24	13	5	18/Down	2
12 Qtr 1	11	42	53/Up	22	17	6	23	1
11 Qtr 4	12	36	48	24	20	6	26	1
11 Qtr 3	10	37	47	23	20	7	27	3
11 Qtr 2	13	37	50	21	20	7	27/Up	2
11 Qtr 1	13	42	55	21	16	6	22	2

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6. (continued)

	Very good	Some- what good	Top 2 Box	Neither good nor poor	Some- what poor	Very poor	Bottom 2 Box	Don't know/ refused
	%	%	%	%	%	%	%	%
10 Qtr 4	13	37	50/Up	27	14	7	21/Down	2
10 Qtr 3	7	36	43	25	20	9	29	3
10 Qtr 2	12	41	53	19	18	9	27	1
10 Qtr 1	9	43	52	22	20	5	25	1
09 Qtr 4	10	37	47	23	19	8	27	3
09 Qtr 3	10	38	48	23	20	6	26	3
09 Qtr 2	12	37	49	22	21	6	27	2
09 Qtr 1	11	34	45	24	21	8	29	2
08 Qtr 4	11	41	52	23	19	5	24	2
08 Qtr 3	15	40	55	22	16	5	21	2
08 Qtr 2	16	39	55	22	15	5	20	3
08 Qtr 1	19	47	66	17	11	4	15	2
07 Qtr 4	24	46	70	18	6	3	9	3
07 Qtr 3	23	50	73	15	8	2	10	2
07 Qtr 2	26	46	72	16	8	2	10	2
07 Mar	25	47	72	17	6	1	7	4
06 Dec	28	47	75	16	5	2	7	2
06 Sep	24	48	72	16	8	2	10	2
06 Jun	22	51	73	15	7	2	9	3
06 Mar	27	44	71	15	8	2	10	4
05 Dec	23	49	72	17	6	2	8	3
05 Sep	22	49	71	15	10	2	12	2
05 Jun	21	49	70	16	8	3	11	3
05 Mar	23	52	75	13	7	1	8	4
04 Dec	22	50	72	16	9	1	10	2
04 Sep	23	49	72	13	10	3	13	2
04 Jun	23	48	71	17	8	2	10	2
04 Mar	20	52	72	14	9	1	10	4
03 Dec	22	46	68	19	7	4	11	2
03 Aug	19	47	66	16	14	2	16	2

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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9. Over the past 12 months, did the overall number of jobs or positions at your company increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

Overall Number of Jobs Past 12 Months

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	4	13	17	65	12	6	18	-
20 Qtr 2	4	15	19	70	7	4	11	-
20 Qtr 1	4	19	23	72	2	3	5	-
19 Qtr 4	6	21	27	68	4	1	5	-
19 Qtr 3	7	19	26	71	3	*	3	-
19 Qtr 2	4	19	23	72	4	1	5	-
19 Qtr 1	4	18	22/Down	68	6	3	9	1
18 Qtr 4	5	22	27	64	7	2	9	*
18 Qtr 3	5	21	26	65	6	2	8	1
18 Qtr 2	5	19	24	67	6	3	9	*
18 Qtr 1	4	16	20	70	7	3	10	*
17 Qtr 4	3	16	19	69	8	3	11	1
17 Qtr 3	4	17	21	69	7	3	10	*
17 Qtr 2	3	16	19	69	7	5	12	*
17 Qtr 1	3	16	19	70	8	3	11	*
16 Qtr 4	3	15	18	67	9	5	14	1
16 Qtr 3	2	16	18	68	9	5	14	-
16 Qtr 2	4	14	18	66	9	6	15	1
16 Qtr 1	2	17	19	67	9	5	14	*
15 Qtr 4	3	14	17	69	8	6	14	*
15 Qtr 3	4	12	16	70	8	5	13	1
15 Qtr 2	3	13	16	71	10	3	13	*
15 Qtr 1	2	17	19	69	7	4	11	1
14 Qtr 4	3	15	18	65	11	5	16	1
14 Qtr 3	2	16	18	60	12	8	20	2
14 Qtr 2	2	12	14	69	11	5	17	*
14 Qtr 1	2	13	15	68	11	5	16	1
13 Qtr 4	2	11	13	67	12	7	19	1
13 Qtr 3	3	11	14	67	11	7	18	1
13 Qtr 2	2	9	11	66	15	8	23	*
13 Qtr 1	2	10	12	65/Up	14	8	22/Down	1
12 Qtr 4	1	13	14	59/Down	17	9	26/Up	1
12 Qtr 3	2	12	14	65	14	7	21	*
12 Qtr 2	2	10	12	66	13	8	21	1
12 Qtr 1	2	11	13	63	14	8	22	2
11 Qtr 4	1	12	13	64	14	8	22	*
11 Qtr 3	3	11	14	60	16	9	25	1
11 Qtr 2	2	8	10	66	15	8	23	1
11 Qtr 1	2	11	13	62	16	9	25/Down	*

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9. (continued)

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/ refused
	%	%	%	%	%	%	%	%
10 Qtr 4	2	9	11	58	17	13	30	1
10 Qtr 3	1	7	8	63	17	12	29	0
10 Qtr 2	2	7	9	59	17	15	32	0
10 Qtr 1	*	8	8	56	22	13	35	1
09 Qtr 4	2	6	8	60	17	14	31	1
09 Qtr 3	2	8	10	61	16	13	29	*
09 Qtr 2	2	8	10	63	16	10	26	1
09 Qtr 1	3	7	10	62	17	10	27	1
08 Qtr 4	2	9	11	61	18	9	27	1
08 Qtr 3	3	10	13	65	14	7	21	1
08 Qtr 2	2	10	12	67	14	6	20	1
08 Qtr 1	3	15	18	67	10	4	14	1
07 Qtr 4	4	12	16	70	9	4	13	1
07 Qtr 3	2	19	21	63	10	5	15	1
07 Qtr 2	4	14	18	69	7	5	12	1
07 Mar	3	15	18	70	7	4	11	1
06 Dec	4	18	22	66	8	4	12	*
06 Sep	4	15	19	71	6	4	10	*
06 Jun	3	15	18	73	6	3	9	*
06 Mar	3	16	19	70	9	2	11	*
05 Dec	3	17	20	65	9	5	14	1
05 Sep	4	18	22	68	7	3	10	*
05 Jun	4	16	20	69	7	3	10	1
05 Mar	4	16	20	69	8	2	10	1
04 Dec	3	19	22	69	7	2	9	*
04 Sep	3	18	21	67	9	3	12	*
04 Jun	3	16	19	71	7	2	9	1
04 Mar	3	15	18	68	10	3	13	1
03 Dec	2	9	11	80	6	2	8	1
03 Aug	4	15	19	61	10	7	17	3

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

Topline, 2nd Qtr 2020 Diverse Segments

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10. And over the next 12 months, do you expect the overall number of jobs or positions at your company to increase a lot, increase a little, stay the same, decrease a little, or decrease a lot?

Overall Number of Jobs Next 12 Months

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	6	20	26	64	7	3	10	-
20 Qtr 2	4	14	18	62	13	7	20	-
20 Qtr 1	5	19	24	71	2	3	5	-
19 Qtr 4	8	23	31	66	2	1	3	-
19 Qtr 3	7	20	27	70	2	1	3	-
19 Qtr 2	4	22	26	70	3	1	4	-
19 Qtr 1	5	24	29/Down	66	3	2	5	*
18 Qtr 4	5	30	35	61	3	1	4	*
18 Qtr 3	7	28	35	61	2	2	4	*
18 Qtr 2	6	25	31	62	5	2	7	*
18 Qtr 1	6	27	33	62	4	1	5	*
17 Qtr 4	3	29	32	64	3	1	4	*
17 Qtr 3	5	22	27	67	3	2	5	1
17 Qtr 2	5	26	31	63	3	3	6	*
17 Qtr 1	4	25	29/Down	66/Up	4	1	5	-
16 Qtr 4	5	31	36/Up	57/Down	3	3	6	1
16 Qtr 3	3	18	21	71	5	3	8	*
16 Qtr 2	4	19	23	67	6	3	9	1
16 Qtr 1	4	22	26	66	5	2	7	1
15 Qtr 4	4	22	26	64	5	4	9	1
15 Qtr 3	3	20	23	65	7	4	11	1
15 Qtr 2	3	19	22	71	5	2	7	0
15 Qtr 1	2	21	23	70	5	2	7	*
14 Qtr 4	2	24	26/Up	65	6	2	8	1
14 Qtr 3	3	17	20	69	6	4	10	1
14 Qtr 2	2	19	21	68	8	2	10	*
14 Qtr 1	3	19	22/Up	68	6	3	9	1
13 Qtr 4	1	15	16	72	7	4	11	1
13 Qtr 3	2	16	18	69	9	3	12	1
13 Qtr 2	2	18	20	66/Down	7	7	14	*
13 Qtr 1	2	15	17	71/Up	8	4	12/Down	*
12 Qtr 4	2	15	17	61/Down	15	6	21/Up	1
12 Qtr 3	2	18	20	68	7	3	10	1
12 Qtr 2	2	17	19	71	6	3	9	1
12 Qtr 1	3	19	22/Up	69	5	3	8/Down	*
11 Qtr 4	3	12	15	71	9	4	13	1
11 Qtr 3	3	13	16	72	7	5	12	*
11 Qtr 2	1	18	19	71	6	3	9	1
11 Qtr 1	2	21	23/Up	66	8	3	11	*

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10. (continued)

	Increase a lot	Increase a little	Top 2 Box	Stay the same	Decrease a little	Decrease a lot	Bottom 2 Box	Don't know/ refused
	%	%	%	%	%	%	%	%
10 Qtr 4	2	16	18/Up	70	7	4	11	1
10 Qtr 3	1	12	13	71	10	5	15	1
10 Qtr 2	3	15	18	69	7	6	13	*
10 Qtr 1	1	17	18	67	10	3	13	2
09 Qtr 4	2	16	18	67	9	4	13	2
09 Qtr 3	1	13	14	69	10	6	16	1
09 Qtr 2	1	15	16	69	10	5	15	*
09 Qtr 1	2	13	15	68	10	6	16	1
08 Qtr 4	3	11	14	66	13	5	18	2
08 Qtr 3	2	17	19	67	10	3	13	1
08 Qtr 2	2	18	20	68	8	3	11	1
08 Qtr 1	2	22	24	67	7	2	9	*
07 Qtr 4	3	20	23	70	4	2	6	1
07 Qtr 3	3	19	22	70	5	2	7	1
07 Qtr 2	5	24	29	65	3	2	5	1
07 Mar	5	20	25	70	3	1	4	1
06 Dec	3	22	25	68	5	1	6	1
06 Sep	4	22	26	67	4	2	6	1
06 Jun	4	24	28	67	3	2	5	*
06 Mar	4	26	30	61	5	2	7	2
05 Dec	4	23	27	66	5	1	6	1
05 Sep	3	22	25	67	6	1	7	1
05 Jun	3	22	25	69	4	1	5	1
05 Mar	4	20	24	71	3	*	3	2
04 Dec	4	21	25	70	3	1	4	1
04 Sep	3	23	26	68	4	2	6	*
04 Jun	4	17	21	76	2	1	3	*
04 Mar	2	26	28	68	2	1	3	1
03 Dec	1	20	21	72	4	2	6	1
03 Aug	2	21	23	69	5	2	7	1

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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11. Over the past 12 months, how difficult or easy was it for your company to obtain credit when you needed it? Was it very difficult, somewhat difficult, about average, somewhat easy, or very easy?

Ease of Obtaining Credit Past 12 Months

	Very difficult	Some-what difficult	Top 2 Box	About average	Some-what easy	Very easy	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	3	9	12	42	20	26	46	-
20 Qtr 2	2	9	11	44	23	22	45	-
20 Qtr 1	7	8	15	33	21	31	52	-
19 Qtr 4	3	7	10	38	20	32	52	-
19 Qtr 3	3	10	13	39	21	27	48	-
19 Qtr 2	4	8	12	35	20	33	53	-
19 Qtr 1	6	9	15	27	14	25	39/Down	19
18 Qtr 4	5	6	11	26	16	31	47/Up	16
18 Qtr 3	7	8	15/Down	29	14	26	40	16
18 Qtr 2	10	10	20	28	12	25	37	15
18 Qtr 1	7	11	18	28	16	22	38	16
17 Qtr 4	7	9	16	27	17	22	39	18
17 Qtr 3	8	10	18	25	12	27	39	18
17 Qtr 2	10	9	19	25	12	27	39	17
17 Qtr 1	8	12	20	23	15	25	40/Up	17
16 Qtr 4	12	10	22	27	12	22	34	17
16 Qtr 3	9	11	20	28	13	23	36	16
16 Qtr 2	11	10	21	30	15	17	32	17
16 Qtr 1	10	9	19	31	12	18	30	20
15 Qtr 4	11	11	22	33	11	18	29	16
15 Qtr 3	12	10	22	29	14	19	33	16
15 Qtr 2	13	12	25	26	14	16	30	19
15 Qtr 1	11	9	20	26	16	18	34	20
14 Qtr 4	11	14	25	25	12	18	30	20
14 Qtr 3	13	10	23	27	13	19	32/Up	18
14 Qtr 2	12	12	24	32	11	14	25	19
14 Qtr 1	15	8	23/Down	28	13	15	28	21
13 Qtr 4	15	12	27	28	10	15	25	20
13 Qtr 3	16	9	25/Down	30	8	14	22	23
13 Qtr 2	18	12	30	25	9	11	20	25
13 Qtr 1	20	13	33	28	10	12	22	17
12 Qtr 4	19	13	32	25	9	12	21	22
12 Qtr 3	19	14	33	22	9	15	24	21
12 Qtr 2	17	13	30	27	12	10	22	21
12 Qtr 1	21	12	33	24	12	13	25/Up	19
11 Qtr 4	21	13	34	27	8	11	19	21
11 Qtr 3	18	16	34	22	10	13	23	21
11 Qtr 2	19	11	30	24	11	10	21	25
11 Qtr 1	19	13	32	27	8	14	22	19

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11. (continued)

	Very difficult	Some-what difficult	Top 2 Box	About average	Some-what easy	Very easy	Bottom 2 Box	Don't know/ refused
	%	%	%	%	%	%	%	%
10 Qtr 4	24	11	35	22	9	13	22	21
10 Qtr 3	21	11	32	26	8	11	19	23
10 Qtr 2	23	13	36	24	6	11	17	23
10 Qtr 1	22	15	37	21	11	11	22	20
09 Qtr 4	20	13	33	22	8	14	22	23
09 Qtr 3	19	14	33	26	7	13	20	21
09 Qtr 2	16	10	26	28	10	16	26	20
09 Qtr 1	11	9	20	29	11	19	30	21
08 Qtr 4	10	10	20	26	15	21	36	18
08 Qtr 3	6	8	14	28	14	27	41	17
08 Qtr 2	7	10	17	26	18	26	44	13
08 Qtr 1	6	7	13	26	15	35	50	11
07 Qtr 4	5	8	13	24	16	34	50	13
07 Qtr 3	7	6	13	23	15	33	48	16
07 Qtr 2	7	7	14	20	16	37	53	13
07 Mar	6	6	12	25	15	36	51	12
06 Dec	5	6	11	21	16	38	54	14
06 Sep	5	6	11	20	18	38	56	13
06 Jun	5	5	10	23	15	37	52	15
06 Mar	6	6	12	26	14	33	47	15
05 Dec	4	6	10	25	14	37	51	14
05 Sep	3	6	9	27	16	35	51	13
05 Jun	6	6	12	28	14	33	47	13
05 Mar	5	6	11	26	16	34	50	13
04 Dec	6	7	13	23	19	32	51	13
04 Sep	4	10	14	26	19	29	48	12
04 Jun	6	6	12	22	16	36	52	14
04 Mar	6	8	14	22	18	31	49	15
03 Dec	6	5	11	24	14	34	48	17
03 Aug	5	7	12	28	17	26	43	17

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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12. And over the next 12 months, how difficult or easy do you think it will be for your company to obtain credit when you need it? Will it be very difficult, somewhat difficult, about average, somewhat easy, or very easy?

Ease of Obtaining Credit Next 12 Months

	Very difficult	Some-what difficult	Top 2 Box	About average	Some-what easy	Very easy	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
20 Qtr 2 DS	5	12	17	40	19	24	43	-
20 Qtr 2	6	15	21	43	20	16	36	-
20 Qtr 1	7	7	14	32	23	31	54	-
19 Qtr 4	3	8	11	36	21	32	53	-
19 Qtr 3	3	8	11	38	24	27	51	-
19 Qtr 2	2	7	9	38	20	33	53	-
19 Qtr 1	6	9	15	33	16	28	44/Down	8
18 Qtr 4	4	9	13	31	19	31	50	6
18 Qtr 3	7	10	17	31	20	29	49/Up	3
18 Qtr 2	6	11	17	35	18	26	44	4
18 Qtr 1	6	11	17	33	21	25	46	4
17 Qtr 4	6	10	16	35	22	23	45	4
17 Qtr 3	6	10	16	31	16	32	48	5
17 Qtr 2	7	11	17	29	20	28	48	5
17 Qtr 1	6	10	16	33	20	25	45	6
16 Qtr 4	6	12	18/Down	32	21	23	44/Up	6
16 Qtr 3	8	17	25	33	15	22	37	5
16 Qtr 2	9	13	22	35	18	20	38	5
16 Qtr 1	8	12	20	34	17	21	38	8
15 Qtr 4	11	13	24	36	16	18	34	6
15 Qtr 3	10	14	24	33	17	20	37	6
15 Qtr 2	10	18	28	27	20	18	38	7
15 Qtr 1	9	14	23	34	17	19	36	7
14 Qtr 4	9	17	26	32	16	18	34	8
14 Qtr 3	12	16	28	29	17	21	38/Up	5
14 Qtr 2	11	15	26/Down	37	16	16	32	5
14 Qtr 1	13	18	31	33	14	15	29	7
13 Qtr 4	14	16	30	33	16	14	30	7
13 Qtr 3	15	15	30/Down	32	13	15	28/Up	10
13 Qtr 2	18	18	36	32	12	12	24	8
13 Qtr 1	18	21	39	30	12	13	25	6
12 Qtr 4	21	20	41	28	11	13	24	7
12 Qtr 3	18	19	37	28	13	14	27	8
12 Qtr 2	15	17	32	37	14	11	25	6
12 Qtr 1	18	20	38/Down	28	15	12	27/Up	7
11 Qtr 4	22	21	43/Up	28	11	11	22	7
11 Qtr 3	17	20	37	31	12	12	24	8
11 Qtr 2	18	18	36	30	11	11	22	12
11 Qtr 1	16	20	36/Down	34	11	12	23	7

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12. (continued)

	Very difficult	Some-what difficult	Top 2 Box	About average	Some-what easy	Very easy	Bottom 2 Box	Don't know/refused
	%	%	%	%	%	%	%	%
10 Qtr 4	21	21	42	27	12	12	24/Up	7
10 Qtr 3	22	20	42	30	8	11	19	9
10 Qtr 2	20	22	42	29	10	12	22	7
10 Qtr 1	19	23	42	28	12	11	23	7
09 Qtr 4	21	19	40	26	11	14	25	9
09 Qtr 3	18	25	43	28	11	12	23	6
09 Qtr 2	16	18	34	32	14	14	28	6
09 Qtr 1	15	21	36	30	12	13	25	9
08 Qtr 4	14	23	37	28	13	16	29	6
08 Qtr 3	7	17	24	30	15	23	38	8
08 Qtr 2	10	14	24	30	17	26	43	3
08 Qtr 1	5	14	19	28	17	31	48	5
07 Qtr 4	3	11	14	26	19	34	53	7
07 Qtr 3	5	6	11	29	17	37	54	6
07 Qtr 2	5	8	13	23	19	39	58	6
07 Mar	4	6	10	29	19	37	56	5
06 Dec	4	7	11	27	18	38	56	6
06 Sep	4	8	12	24	20	39	59	5
06 Jun	4	6	10	29	17	38	55	6
06 Mar	4	8	12	26	21	35	56	6
05 Dec	3	8	11	29	17	37	54	6
05 Sep	3	9	12	29	17	36	53	6
05 Jun	4	10	14	29	19	35	54	3
05 Mar	4	6	10	29	21	33	54	7
04 Dec	5	10	15	27	23	30	53	5
04 Sep	3	12	15	27	22	32	54	4
04 Jun	4	7	11	30	18	35	53	6
04 Mar	5	6	11	29	18	35	53	7
03 Dec	3	8	11	32	17	34	51	6
03 Aug	3	10	13	34	18	28	46	7

*Less than 0.5%

Note: (Up) (Down) represent a statistically meaningful change at the 95% confidence level from the previous quarter to the current quarter.

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Q15. In general, would you describe your financial outlook for your business over the next 12 months as?

	More optimistic than pessimistic	More pessimistic than optimistic
	%	%
20 Qtr 2 DS	67	33
20 Qtr 2	47	53
20 Qtr 1	80	20
19 Qtr 4	77	23
19 Qtr 3	79	21
19 Qtr 2	70	30

	More optimistic than pessimistic	More pessimistic than optimistic	Don't know/refused
	%	%	%
18 Qtr 2	80	19	1

CV1. Right now, do you think the U.S. economy is:

	Growing	Slowing down	In a recession	In a depression
	%	%	%	%
20 Qtr 2 DS	14	28	43	15

CV2. How long do you think it will take for the U.S economy to recover as a result of COVID-19?

	A few more weeks	A few more months	For the rest of this year	Longer than this year
	%	%	%	%
20 Qtr 2 DS	4	20	32	44

CV3. How financially prepared do you feel your business is to handle an economic downturn resulting from COVID-19? Would you say you are:

	Very prepared	Somewhat prepared	Not very prepared	Not at all prepared
	%	%	%	%
20 Qtr 2 DS	29	50	16	5

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CV4. In what specific ways, if any, have you changed the way you conduct business as a result of the coronavirus (COVID-19)?

		Total
		%
None/Nothing	20 Qtr 2 DS	22
Staff working from home/remotely	20 Qtr 2 DS	10
Little to no work/reduction in income	20 Qtr 2 DS	8
Business closed	20 Qtr 2 DS	7
Less/no contact with clients/all by phone/text/email	20 Qtr 2 DS	6
Cut hours/layoffs/furloughs	20 Qtr 2 DS	5
Doing more business online/communication/marketing	20 Qtr 2 DS	5
Cut back on expenses	20 Qtr 2 DS	5
Operations moving to virtual/no in-person meetings	20 Qtr 2 DS	4
More social distancing	20 Qtr 2 DS	4
Wearing more PPE/masks/gloves	20 Qtr 2 DS	3
Change the way I conduct business	20 Qtr 2 DS	2
Modify supply chain/fulfillment practices/lower prices	20 Qtr 2 DS	2
Find alternative ways to make money	20 Qtr 2 DS	2
All travel being halted	20 Qtr 2 DS	2
Clean more often/more sanitizers	20 Qtr 2 DS	2
On take-out orders/carry out/deliveries/no touch delivery	20 Qtr 2 DS	1
Working harder/more hands on/need to hire/more hours	20 Qtr 2 DS	1
Taking proper measures/following COVID guidelines	20 Qtr 2 DS	1
Everything	20 Qtr 2 DS	1
More health conscious/temperature checks	20 Qtr 2 DS	1
Open to appointments only	20 Qtr 2 DS	*
Go out less/stay home	20 Qtr 2 DS	*
More hand-washing	20 Qtr 2 DS	*
Adding more personal protection	20 Qtr 2 DS	*
Other (list)	20 Qtr 2 DS	4
DK	20 Qtr 2 DS	1
Refused	20 Qtr 2 DS	*

*Less than 0.5%

CV5. Do you expect that the changes you have made to the way you conduct business to be permanent or temporary?

	Permanent	Temporary	Too soon to say
	%	%	%
20 Qtr 2 DS	19	47	34

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CV6. How has COVID-19 impacted the operation of your business?

		Total
		%
Business is operating as normal	20 Qtr 2 DS	34
Business is operating with reduced staff/reduced hours	20 Qtr 2 DS	27
Business is operating but services impacted (low contact services such as curbside pick-up, delivery, on-line, etc.)	20 Qtr 2 DS	23
Business is closed until restrictions are lifted	20 Qtr 2 DS	14
Business is closed permanently	20 Qtr 2 DS	2

CV7. Based on the types of products or services you offer, has there been an increase in demand, a decrease in demand or not impact on demand for your products or services as a result of the coronavirus (COVID-19)?

	Increase in demand	Decrease in demand	No impact on demand
	%	%	%
20 Qtr 2 DS	14	50	36
20 Qtr 2	13	60	27

CV8. What are your business plans once restrictions are lifted due to COVID-19

		Total
		%
Don't know/Unsure/NA	20 Qtr 2 DS	37
Plan to re-open my business as it was prior to the crisis	20 Qtr 2 DS	31
Reopen, but with changes to our business model (more curbside, delivery, online, etc.)	20 Qtr 2 DS	23
Start a new and different business	20 Qtr 2 DS	3
Retire	20 Qtr 2 DS	2
Find a new job, but not as a business owner	20 Qtr 2 DS	1
Other (specify)	20 Qtr 2 DS	1
Sell my business	20 Qtr 2 DS	1
Reopen with changes/reduced hours/more advertising	20 Qtr 2 DS	1
Attend school or training for re-skilling	20 Qtr 2 DS	*

*Less than 0.5%

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CV9. Please indicate if your business has experienced each of the following as a result of the coronavirus (COVID-19)?

		Yes	No
		%	%
Reduction in your supply chain, availability of products	20 Qtr 2 DS	40	60
	20 Qtr 2	43	57
The need to reduce staff hours	20 Qtr 2 DS	46	54
	20 Qtr 2	53	47
The need to lay off employees	20 Qtr 2 DS	24	76
	20 Qtr 2	31	69
Reduced revenue/sales	20 Qtr 2 DS	67	34
	20 Qtr 2	75	25
Reduction in the number of customers	20 Qtr 2 DS	58	42
	20 Qtr 2	67	33
Temporary closure of your business	20 Qtr 2 DS	31	69
	20 Qtr 2	35	65
Reduction in your regular business hours	20 Qtr 2 DS	51	49
	20 Qtr 2	57	43
Loss of regular paychecks or reduced amounts for you and your employees	20 Qtr 2 DS	49	51
	20 Qtr 2	52	48
Problems with you or your employees being able to work due to school/day care/camp closures	20 Qtr 2 DS	22	78
	20 Qtr 2	30	71
Problems with you or your employees being able to work due to CDC recommendations for social distancing	20 Qtr 2 DS	33	67
	20 Qtr 2	53	47
Having to change the way you provide products or services such as curbside pick-up, online sales, take-out	20 Qtr 2 DS	40	60
Having unplanned expenses such as personal protection equipment such as masks, gloves, cleaning supplies, new or updated signage	20 Qtr 2 DS	41	59
Updating your website/text or e-mail to update your customers on the status of your business	20 Qtr 2 DS	34	66
Changed our business model or who we provide goods or services such as helping first responders	20 Qtr 2 DS	19	81

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CV10. Since March 1, what percent of your business revenue has been reduced?

[Based on those who say yes to reduced revenue/sales in CV9; n=1,018]

[Q2 2020 Question Wording] Since March 1, how has your business revenue changed?

Enter in any percentage between 0 and 100.

		Revenue lost (Percent mentioning each percentage range)
		%
0%-9%	20 Qtr 2 DS	4
	20 Qtr 2	2
10%-19%	20 Qtr 2 DS	16
	20 Qtr 2	8
20%-29%	20 Qtr 2 DS	14
	20 Qtr 2	17
30%-39%	20 Qtr 2 DS	10
	20 Qtr 2	9
40%-49%	20 Qtr 2 DS	7
	20 Qtr 2	3
50%-59%	20 Qtr 2 DS	13
	20 Qtr 2	16
60%-69%	20 Qtr 2 DS	5
	20 Qtr 2	5
70%-79%	20 Qtr 2 DS	6
	20 Qtr 2	9
80%-89%	20 Qtr 2 DS	4
	20 Qtr 2	7
90%-100%	20 Qtr 2 DS	21
	20 Qtr 2	26

CV11. Please rate how well your small business has been able to adapt to local, regional or national regulations on safety, openings and other changing rules?

	Extremely well	Very well	Somewhat well	Not very well	Not at all well
	%	%	%	%	%
20 Qtr 2 DS	24	31	32	9	4

CV12. How would you rate communication from your local government as to the status of small business openings, closure, rules and regulations?

	1 Poor	2	3	4	5 Excellent
	%	%	%	%	%
20 Qtr 2 DS	8	12	32	30	18

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CV13. How long do you think it will take for small businesses like yours to recover economically from the impact of the coronavirus (COVID-19) once restrictions for many businesses are lifted?

	Within weeks	A few months	Up to a year	More than a year	Never	Too soon to provide an estimate
	%	%	%	%	%	%
20 Qtr 2 DS	11	23	26	26	2	13
20 Qtr 2	10	34	32	13	NA	11

CV14. How many months do you estimate it will take to recover? [Based on those who say a few months or up to a year in CV13; n=813]

[Q2 2020: Based on those who say a few months; n=210]

		Months
		%
Up to 1 month	20 Qtr 2 DS	1
	20 Qtr 2	1
1 month to 2 months	20 Qtr 2 DS	4
	20 Qtr 2	9
2 months to 3 months	20 Qtr 2 DS	9
	20 Qtr 2	24
4 months or more	20 Qtr 2 DS	59
	20 Qtr 2	29
Too soon to provide an estimate	20 Qtr 2 DS	27
	20 Qtr 2	37

CV15. How many years do you estimate it will take to recover? [Based on those who say more than a year in CV13 n=342]

[Q2 2020: Based on those who say more than a year n=76]

		Years
		%
Up to 1 year	20 Qtr 2 DS	9
	20 Qtr 2	3
1 year to 2 years	20 Qtr 2 DS	39
	20 Qtr 2	32
2 years to 3 years	20 Qtr 2 DS	5
	20 Qtr 2	8
3 years to 4 years	20 Qtr 2 DS	2
	20 Qtr 2	4
5 years or more	20 Qtr 2 DS	4
	20 Qtr 2	4
Too soon to provide an estimate	20 Qtr 2 DS	42
	20 Qtr 2	50
Never	20 Qtr 2 DS	NA
	20 Qtr 2	3

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CV17. Thinking ahead to the next 12 months, as a small business owner, what do you need to feel confident you could recover from the economic impact of COVID-19?

		Total
		%
Find a vaccine/cure/decrease cases/more testing	20 Qtr 2 DS	18
Customers coming back/gaining more clients	20 Qtr 2 DS	10
All business are open with few/no restrictions	20 Qtr 2 DS	6
Positive comment/I am confident now	20 Qtr 2 DS	6
More business/increase in sales/revenue/people spending money	20 Qtr 2 DS	5
Jobs/allowed to work again	20 Qtr 2 DS	4
A stronger economy	20 Qtr 2 DS	3
Continued financial support/help from government/stimulus	20 Qtr 2 DS	3
Large events/gatherings/public venues/face-to-face contact	20 Qtr 2 DS	3
Access to funding/a loan/non-repayable loans/credit line	20 Qtr 2 DS	3
A return to normal	20 Qtr 2 DS	2
Financial security/money	20 Qtr 2 DS	2
Less government restrictions/regulations/intervention	20 Qtr 2 DS	2
Better president/political leadership	20 Qtr 2 DS	2
We need reassurance we will be fine/hope	20 Qtr 2 DS	2
Ability to travel	20 Qtr 2 DS	2
I do not think we will recover/not confident	20 Qtr 2 DS	1
Health and safety for all/health insurance	20 Qtr 2 DS	1
More planning/adaptability to change/preparedness	20 Qtr 2 DS	1
Re-elect Trump	20 Qtr 2 DS	1
Better government/more information/direction	20 Qtr 2 DS	1
Availability of supplies/resources/products/inventory	20 Qtr 2 DS	1
A marketing plan	20 Qtr 2 DS	*
Employees coming back	20 Qtr 2 DS	*
More social distancing	20 Qtr 2 DS	*
Cash flow	20 Qtr 2 DS	*
Wearing of masks/gloves/PPE equipment	20 Qtr 2 DS	*
It will take a long time to recover	20 Qtr 2 DS	*
Other	20 Qtr 2 DS	7
Don't know	20 Qtr 2 DS	5
NA/None/Nothing	20 Qtr 2 DS	10
Everything	20 Qtr 2 DS	*

*Less than 0.5%

CV18. Which of the following applies to you regarding the Paycheck Protection Program (PPP) as a small business owner?

		Total
		%
Yes, applied for a loan	20 Qtr 2 DS	22
Attempted, but was unable to complete	20 Qtr 2 DS	6
Have applied before and will apply again if additional funding is available	20 Qtr 2 DS	7
No, but plan to apply if the PPP is extended	20 Qtr 2 DS	9
No, do not plan to apply for a PPP loan	20 Qtr 2 DS	56

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CV19. From what you know about the program, how much do you feel the Paycheck Protection Program (PPP) will help businesses like yours?

	1 Not at all	2	3	4	5 A great deal
	%	%	%	%	%
20 Qtr 2 DS	23	17	27	20	14

CV20. Please indicate the status of your loan application under the Paycheck Protection Program (PPP): [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18 n=706]

		Total
		%
Application is pending	20 Qtr 2 DS	32
Loan approved, have not received funds yet	20 Qtr 2 DS	13
Loan approved, have received funds	20 Qtr 2 DS	45
Application has been denied	20 Qtr 2 DS	11

CV21. Did you apply for a Paycheck Protection Program (PPP) small business loan through a: [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18 n=706]

		Total
		%
National bank (Bank of America, Chase, Citibank or Wells Fargo)	20 Qtr 2 DS	36
Local or community bank (a bank that operates in your area or hometown)	20 Qtr 2 DS	26
Regional bank (i.e., BB&T, Fifth Third, PNC, Regions, US Bank, etc.)	20 Qtr 2 DS	22
Financial-technology company (such as PayPal, Square Inc., Kabbage, Lendio, Funding Circle, Intuit, Stripe and others)	20 Qtr 2 DS	7
Online or direct bank (i.e., USAA, Ally, E*Trade, Schwab)	20 Qtr 2 DS	5
Credit Union	20 Qtr 2 DS	4
Farm Credit institution	20 Qtr 2 DS	1

CV22. Do you consider this institution to be your businesses primary bank? [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18 n=706]

	Yes	No
	%	%
20 Qtr 2 DS	78	23

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CV23. How much support did you receive from your lender when applying for a Paycheck Protection Program (PPP) small business loan? [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18 n=706]?

	1 None at all	2	3	4	5 A great deal
	%	%	%	%	%
20 Qtr 2 DS	9	11	26	23	31

CV25. How much of an impact has the paycheck protection program had on your business – would you say it helped your business... [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18 n=706]?

	1 None at all	2	3	4	5 A great deal
	%	%	%	%	%
20 Qtr 2 DS	13	12	26	25	24

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CV26. Thinking about your personal experience in applying for a Paycheck Protection Program (PPP) loan, how much do you agree or disagree that: [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18 n=706]

		1 Strongly Disagree	2	3	4	5 Strongly Agree
		%	%	%	%	%
It was easy to apply for the PPP loan	20 Qtr 2 DS	13	18	24	22	23
The PPP application process was clear and transparent	20 Qtr 2 DS	11	19	28	23	19
My representative guided me through the process	20 Qtr 2 DS	18	10	25	25	22
I was kept informed at every step of the way	20 Qtr 2 DS	15	15	21	24	25
I knew what to expect	20 Qtr 2 DS	20	19	22	21	18
My lender treated me fairly	20 Qtr 2 DS	10	8	19	25	38
I could get the support I need to complete my application	20 Qtr 2 DS	12	12	20	29	27
My loan was processed swiftly	20 Qtr 2 DS	19	15	18	18	30

CV27. From what you know today, how likely do you think your PPP loan will be forgiven? [Based on those who say yes, applied for loan or attempted, but was unable to complete in CV18]?

	1 Extremely likely	2 very likely	3 Somewhat likely	4 Not very likely	5 Not at all likely
	%	%	%	%	%
20 Qtr 2 DS	32	24	28	9	7

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CV28. Not including PPP, have you been in contact with your financial institution, bank or credit union regarding current or potential effects of COVID-19 on your business?

	Yes	No
	%	%
20 Qtr 2 DS	24	76

CV29. Please rate how helpful you found this contact on a scale where 1 means extremely helpful and 5 means not at all helpful? [Based on those who say yes in CV28 n=565] [Q2 2020: Based on those who say yes they have been in contact with their financial institution, bank or credit union; n=203]

	1 Extremely helpful	2 Very helpful	3 Somewhat helpful	4 Not very helpful	5 Not at all helpful
	%	%	%	%	%
20 Qtr 2 DS	25	34	30	8	3
20 Qtr 2	6	2	30	38	24

CV30. Has the current unrest in the country related to the protest impacted your small business? (question added mid-field period)

	Yes	No
	%	%
20 Qtr 2 DS	34	66

CV31. In what way has it impacted your business? [Based on those who say yes in CV30 n=352]

		Total
		%
Business effected from demonstrations/fear of violence/damages to buildings/looting	20 Qtr 2 DS	29
Growth/business has slowed down/decrease in sales/less customers	20 Qtr 2 DS	25
Business not open/had to close down	20 Qtr 2 DS	12
Fewer hours	20 Qtr 2 DS	8
Financial/money loss	20 Qtr 2 DS	6
Interrupted supply chain	20 Qtr 2 DS	5
Positive comment	20 Qtr 2 DS	4
Clients concerned with buying/investing/uncertainty	20 Qtr 2 DS	3
Curfew has been issued/close early	20 Qtr 2 DS	2
Layoffs/staff reduction	20 Qtr 2 DS	1
Restrictions/not being able to leave home/wearing masks everywhere	20 Qtr 2 DS	1
Other	20 Qtr 2 DS	4
N/A / Nothing / None	20 Qtr 2 DS	2
Don't know	20 Qtr 2 DS	*

*Less than 0.5%

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Q30A. What percent of your business, if any, is conducted online? Enter in any percentage between 0 and 100.

	Average
	%
20 Qtr 2 DS	31
20 Qtr 2	56

Q31A. And looking ahead over the next 5 years, what percent of your business, if any, will be conducted online?

	Average
	%
20 Qtr 2 DS	34