Policy Priorities of Business Owners of Color and COVID-19

February 2021
Small businesses and their workers must rebound from the COVID-19 crisis so that communities thrive and the benefits ripple throughout the economy. We are a multi-stakeholder, cross-sector initiative focused on advancing and uplifting innovative solutions to ensure that Main Street is at the center of our recovery. Reimagine Main Street is a project of Public Private Strategies.
As the pandemic disproportionately affects small businesses and communities of color, the new administration and Congress are currently debating a range of policy responses.

Yet there is a gap in available data reflecting absolute and relative experience and policy preferences of AAPI-, Black-, Hispanic- and Native-owned small businesses.

Reimagine Main Street fielded a national survey of small business owners from January 7-27, 2021 to provide timely insight into issue priorities and policy preferences of samples of AAPI-, Black-, Hispanic-, and White-owned businesses.
Large and Diverse Sample

\[n = 2,254\]

\[\begin{array}{cccc}
\text{AAPI} & 155 \\
\text{Black} & 584 \\
\text{Hispanic} & 251 \\
\text{Native} & 57 \\
\text{White} & 1,207 \\
\end{array}\]

\(\text{= 10 Small Business Owners}\)

*Completed questionnaires
Source: RMS/PPS Small Business Survey (January 2021)
Q27: How do you most strongly identify?
Robust Mix of Solo, Micro and Small Businesses

Distribution by Number of Employees
% of respondents
n= 2,254

Distribution by 2019 Revenue
% of respondents
n= 2,254

Source: RMS/PPS Small Business Survey (January 2021)
Q20: How many people does your business employ?
Q24: What was your business revenue in 2019?
Sums may not total 100% due to rounding
These Businesses Sustain Households

Share of Household Income from the Business
% of respondents
n=2,231

100%
46
AAPI (n= 154)  Black (n= 573)  Hispanic (n= 248)  Native (n= 57)  White (n= 1,199)

51% - 99%
49
30
36
28
25
27
13
9
14
10
12
12
10
6

26% - 50%
53
30
32
25
27
13
9
14
10
12
12
10
6

Up to 25%
41
10
10
10
10
10
10
10
10
10
10
10
6

Source: RMS/PPS Small Business Survey (January 2021)
Q25: What portion of your household income is generated by this business? Sums may not total 100% due to rounding.
Mix of Early Stage and Established Businesses

% of respondents
n=2,243

Source: RMS/PPS Small Business Survey (January 2021)

Q23: How long has your business been in operation?
Impact of COVID differs across small businesses - solutions must be targeted (and tailored): More than half of Black and Hispanic business owners said that pandemic has been “catastrophic” or “very bad” compared to about ⅓ of White owned businesses. Black-owned businesses were almost twice as likely to have lost >50% revenue vs White owned businesses. The share of Black business owners who do not expect their businesses to survive through end of this year is more than 2X their White peers (23% vs 11%).

Relief may not reach businesses left out in the last round: As expected, businesses that got PPP last time are most likely to apply again in this round. Businesses that did not apply for PPP in the last round are far less likely than their peers to apply this round. Black and Hispanic business owners are most discouraged.

The racial wealth gap drives policy prioritization among business owners: Broad and intense support among business owners for contracting incentives and PPP access across all segments of small business. Significant gap in prioritization of capital access-related solutions (e.g. PPP, low cost debt, tax incentives to help defray costs of reopening) between Black (especially women) and Latino business owners vs White business owners.
## Impact of COVID-19 Differs Across Segments

### Effect of COVID-19 Pandemic

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catastrophic</th>
<th>Very Bad</th>
<th>Bad</th>
<th>Not Much Effect</th>
<th>Some Good</th>
<th>Major Growth Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI (n= 154)</td>
<td>21</td>
<td>28</td>
<td>32</td>
<td>12</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Black (n= 584)</td>
<td>23</td>
<td>33</td>
<td>22</td>
<td>7</td>
<td>9</td>
<td>5</td>
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<tr>
<td>Hispanic (n= 251)</td>
<td>19</td>
<td>35</td>
<td>24</td>
<td>12</td>
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<td>2</td>
</tr>
<tr>
<td>Native American (n= 57)</td>
<td>21</td>
<td>26</td>
<td>35</td>
<td>12</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>White (n= 1201)</td>
<td>11</td>
<td>25</td>
<td>36</td>
<td>19</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Average (n= 2247)</td>
<td>16</td>
<td>29</td>
<td>31</td>
<td>14</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)

Q12: How would you characterize the impact of COVID-19 on your business?
**More than One-Quarter of Respondents Report Loss of >50% Revenue; Black-Owned Businesses Hit Hardest**

**Change in Revenue 2020 vs 2019**

% of respondents

<table>
<thead>
<tr>
<th>Group</th>
<th>Down by more than 50%</th>
<th>Down by 21 to 50%</th>
<th>Down by less than 20%</th>
<th>Same</th>
<th>Up by up to 50%</th>
<th>Up by more than 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI (n=153)</td>
<td>27</td>
<td>42</td>
<td>7</td>
<td>13</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Black (n= 579)</td>
<td>39</td>
<td>30</td>
<td>10</td>
<td>8</td>
<td>9</td>
<td>4</td>
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<tr>
<td>Hispanic (n= 249)</td>
<td>21</td>
<td>45</td>
<td>8</td>
<td>10</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Native American (n= 57)</td>
<td>30</td>
<td>39</td>
<td>11</td>
<td>9</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>White (n= 1201)</td>
<td>21</td>
<td>35</td>
<td>18</td>
<td>14</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Average (n=2239)</td>
<td>26</td>
<td>36</td>
<td>14</td>
<td>12</td>
<td>9</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)

Q15: How did 2020 revenue for your small business compare to 2019 revenue?
Business Owners Expect the Pain to Last Through Next Quarter

Revenue Expectations for Next Quarter
% of respondents

<table>
<thead>
<tr>
<th>Group</th>
<th>% Revenue decrease</th>
<th>% Revenue flat</th>
<th>% Revenue increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI (n= 155)</td>
<td>41</td>
<td>39</td>
<td>20</td>
</tr>
<tr>
<td>Black (n= 576)</td>
<td>36</td>
<td>36</td>
<td>27</td>
</tr>
<tr>
<td>Hispanic (n= 249)</td>
<td>36</td>
<td>39</td>
<td>19</td>
</tr>
<tr>
<td>Native American (n= 57)</td>
<td>16</td>
<td>54</td>
<td>23</td>
</tr>
<tr>
<td>White (n= 1195)</td>
<td>29</td>
<td>52</td>
<td>18</td>
</tr>
<tr>
<td>Average (n= 2232)</td>
<td>32</td>
<td>45</td>
<td>21</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)
Q16: Given where your business is today, what do you expect for the next quarter?
15% of Businesses Do Not Expect to Make It to End of This Year; Rising to 23% for Black-Owned Businesses

<table>
<thead>
<tr>
<th>Survival Expectations</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>AAPI (n= 154)</td>
<td>3</td>
</tr>
<tr>
<td>Black (n= 581)</td>
<td>6</td>
</tr>
<tr>
<td>Hispanic (n= 248)</td>
<td>3</td>
</tr>
<tr>
<td>Native American (n= 57)</td>
<td>2</td>
</tr>
<tr>
<td>White (n= 1198)</td>
<td>2</td>
</tr>
<tr>
<td>Full Sample (n= 2238)</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)

Q14: Based on your situation today, do you expect your business will survive to the end of this year?
Moderate Demand for PPP; Highest Among AAPI and Hispanic/Latin(x) Respondents

Intent to Apply for a PPP Loan
% of respondents

- AAPI (n=155) - 50%
- Black (n=584) - 41%
- Hispanic (n=251) - 47%
- Native American (n=57) - 30%
- White (n=1207) - 41%
- Average (n=2254) - 42%

Source: RMS/PPS Small Business Survey (January 2021)
Q3: Do you intend to apply for Federal coronavirus aid for your small businesses?
Q4: Why do you NOT plan to apply for Federal assistance through the PPP or EIDL programs?
Businesses that Did Not Apply Last Round Less Likely to Apply for PPP Now

% of Respondents

<table>
<thead>
<tr>
<th>Applied Last Round (n= 1,487)</th>
<th>Intend to Apply</th>
<th>Do Not Intend to Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Did NOT Apply Last Round (n= 440)</th>
<th>Intend to Apply</th>
<th>Do Not Intend to Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>37</td>
<td>63</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)
Q3: Do you intend to apply for Federal coronavirus aid for your small business?
Black and Hispanic Business Owners More Likely to Be PPP Discouraged

Black & Hispanic Business Owners More Likely to Need Assistance
“My business does not need financial assistance”
% of respondents

>40% of Black and Hispanic Business Owners Don’t Expect Success
“I don’t think my business will qualify”
% of respondents

Source: RMS/PPS Small Business Survey (January 2021)
Q4: Why do you NOT plan to apply for Federal assistance through the PPP or EIDL programs?
**Most Intense Support for Contracting Incentives & Access to PPP**

**Intensity of Support**

% of Respondents

<table>
<thead>
<tr>
<th>Policy Action</th>
<th>Average</th>
<th>AAPI</th>
<th>Black</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to a PPP Loan without any negative tax implications</td>
<td>49</td>
<td>59</td>
<td>64</td>
<td>65</td>
<td>37</td>
</tr>
<tr>
<td>Access to Additional Low-Cost, Long-term Debt to Restart</td>
<td>17</td>
<td>33</td>
<td>27</td>
<td>-10</td>
<td>-10</td>
</tr>
<tr>
<td>Tax Incentives to Help with Reopening Costs</td>
<td>56</td>
<td>37</td>
<td>55</td>
<td>34</td>
<td>8</td>
</tr>
<tr>
<td>Temporary Liability Shield from COVID-related Claims on my Business</td>
<td>11</td>
<td>20</td>
<td>24</td>
<td>19</td>
<td>-6</td>
</tr>
<tr>
<td>Lower Healthcare Costs</td>
<td>40</td>
<td>44</td>
<td>42</td>
<td>44</td>
<td>34</td>
</tr>
<tr>
<td>Affordable Childcare</td>
<td>14</td>
<td>0</td>
<td>-14</td>
<td>-12</td>
<td>-21</td>
</tr>
<tr>
<td>Commercial Rent Assistance</td>
<td>52</td>
<td>60</td>
<td>59</td>
<td>37</td>
<td>31</td>
</tr>
<tr>
<td>Incentives to Contract Small Business Vendors</td>
<td>23</td>
<td>35</td>
<td>35</td>
<td>31</td>
<td>8</td>
</tr>
<tr>
<td>Reduction of Licensing Fees (Temporary or Permanent)</td>
<td>49</td>
<td>59</td>
<td>64</td>
<td>65</td>
<td>37</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)

Q11: How important would you say each of the following policy actions is for your business in 2021?

Intensity = % high priority - % low priority
Racial Wealth Gaps Shape Business Owner Priorities

Intensity of Support
% of Respondents

Q11: How important would you say each of the following policy actions is for your business in 2021?

Intensity = % of high priority - % of low priority

Source: RMS/PPS Small Business Survey (January 2021)

Access to a PPP Loan without Any negative tax implications

- Average: 49
- AAPI: 59
- Black: 64
- Hispanic: 65
- White: 37

Tax incentives to help with reopening costs

- Average: 29
- AAPI: 37
- Black: 55
- Hispanic: 34
- White: 8

Access to additional low-cost, long-term debt to restart my business

- Average: 17
- AAPI: 33
- Black: 56
- Hispanic: 27
- White: -10

REIMAGINE MAIN STREET

Source: RMS/PPS Small Business Survey (January 2021)

Q11: How important would you say each of the following policy actions is for your business in 2021? Intensity = % of high priority - % of low priority
>50% of All respondents Prioritize Reduced Health Care Costs

Source: RMS/PPS Small Business Survey (January 2021)
Q11: How important would you say each of the following policy actions is for your business in 2021?
Implications for Design of Navigator Networks

• Navigator networks should focus on providing guidance, preparing applicants, and getting applications submitted.

• Networks should include a mix of originators including a range of channels for submission (e.g., banks, online lenders, CDFIs) in order to meet the expectations and needs of small business owners.

• The burden to serve “hard to serve” small businesses should not fall entirely on CDFIs. On one hand, CDFIs are constrained and on the other, few applicants are familiar with a CDFI.
Confidence & Readiness Bigger Issues than Participation of Lenders

Reasons Small Business Owners Do Not Plan to Apply for PPP
% of Respondents

- It's too late to help: Average 7, AAPI 2, Black 6, Hispanic 3, White 3
- Don't know where to apply/my lender not processing: Average 5, AAPI 5, Black 4
- Too complicated / too much effort: Average 7, AAPI 7, Black 6, Hispanic 11
- Don't think business will qualify: Average 44, AAPI 44, Black 37, Hispanic 38
- Not confident that loan(s) will be forgiven; don't want additional debt: Average 20, AAPI 20, Black 20, Hispanic 21
- Don't need financial assistance: Average 40, AAPI 49, Black 43

Source: RMS/PPS Small Business Survey (January 2021)
Q4: Why do you NOT plan to apply for Federal assistance through the PPP or EIDL programs?
Majority of Respondents Plan to Apply Through Banks

First Choice
% of Respondents

National Bank (e.g. Chase, Citi, Wells Fargo)
- Average: 40
- AAPI: 52
- Black: 52
- Hispanic: 47
- White: 41

Community Bank
- Average: 45
- AAPI: 15
- Black: 25
- Hispanic: 22
- White: 34

Online Lender (e.g. PayPal, Square, OnDeck, etc.)
- Average: 11
- AAPI: 12
- Black: 10
- Hispanic: 8

Nonprofit Community Lender
- Average: 3
- AAPI: 6
- Black: 2
- Hispanic: 3
- White: 3

Loan advisors (e.g. Lendio, NAV, Fundera, etc.)
- Average: 10
- AAPI: 5
- Black: 3
- Hispanic: 3
- White: 5

Not Sure
- Average: 3
- AAPI: 5
- Black: 3
- Hispanic: 3
- White: 5

Source: RMS/PPS Small Business Survey (January 2021)
Q5: Through what channel are you most likely to apply for a PPP loan? (Please rank order your preference.)
Majority of Respondents Have Never Heard of a CDFI

Source: RMS/PPS Small Business Survey (January 2021)

Q10: Do you know what a Community Development Financial Institution or CDFI is?

- No idea
  - Average: 81
  - AAPI: 81
  - Black: 75
  - Hispanic: 73
  - White: 64

- Heard of it
  - Average: 24
  - AAPI: 14
  - Black: 14
  - Hispanic: 20
  - White: 20

- I know of a specific CDFI
  - Average: 5
  - AAPI: 9
  - Black: 4
  - Hispanic: 4
  - White: 6

- I have applied for financing through a CDFI
  - Average: 1
  - AAPI: 3
  - Black: 1
  - Hispanic: 1
  - White: 2
Appendix - COVID Impact
Almost 1 in 4 Black-Owned Businesses Do Not Expect to Make It to End of This Year

<table>
<thead>
<tr>
<th></th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>AAPI (n=154)</td>
<td>3</td>
</tr>
<tr>
<td>Black (n=581)</td>
<td>6</td>
</tr>
<tr>
<td>Hispanic (n=248)</td>
<td>3</td>
</tr>
<tr>
<td>Native American (n=57)</td>
<td>2</td>
</tr>
<tr>
<td>White (n=1198)</td>
<td>2</td>
</tr>
<tr>
<td>Full Sample (n=2238)</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)
Q14: Based on your situation today, do you expect your business will survive to the end of this year?
### Black-Owned Businesses Most Financially Fragile

<table>
<thead>
<tr>
<th>Category</th>
<th>Less than 1 month</th>
<th>1-3 months</th>
<th>4-5 months</th>
<th>6 or more months</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI (n=154)</td>
<td>19</td>
<td>51</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Black (n=580)</td>
<td>40</td>
<td>39</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Hispanic (n=248)</td>
<td>25</td>
<td>41</td>
<td>16</td>
<td>18</td>
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<tr>
<td>Native American (n=57)</td>
<td>23</td>
<td>39</td>
<td>18</td>
<td>21</td>
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<tr>
<td>White (n=1188)</td>
<td>14</td>
<td>39</td>
<td>19</td>
<td>28</td>
</tr>
<tr>
<td>Average (n=2227)</td>
<td>23</td>
<td>40</td>
<td>16</td>
<td>21</td>
</tr>
</tbody>
</table>

*Source: RMS/PPS Small Business Survey (January 2021)*

Q13: How long can your current cash flow sustain your business operations?
## Almost Half of Small Business Owners Shed Jobs; Black and Hispanic Businesses Hit Hardest

Changes in employment to date, among employer businesses
% of respondents

<table>
<thead>
<tr>
<th>Group</th>
<th>% Decreased</th>
<th>% No Change</th>
<th>% Increased</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAPI (n= 124)</td>
<td>44%</td>
<td>47%</td>
<td>9%</td>
</tr>
<tr>
<td>Black (n= 454)</td>
<td>58%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic (n= 201)</td>
<td>57%</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>Native American (n= 49)</td>
<td>49%</td>
<td>43%</td>
<td>8%</td>
</tr>
<tr>
<td>White (n= 988)</td>
<td>43%</td>
<td>49%</td>
<td>8%</td>
</tr>
<tr>
<td>Average (n= 1816)</td>
<td>49%</td>
<td>42%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)

Q21: Has the number of people your business employs changed as a result of the COVID-19 pandemic?
Appendix - Policy Preferences and Priorities
## Issue Prioritization by Race and Ethnicity

**Rank Order Preference**

<table>
<thead>
<tr>
<th>Policy Action</th>
<th>All Respondents</th>
<th>AAPI</th>
<th>Black</th>
<th>Hispanic / Latino</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to a PPP Loan without any negative tax implications</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Access to additional low-cost, long-term debt financing to restart my business</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Tax incentives to help with reopening costs</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>A temporary liability shield from COVID-related claims on my business</td>
<td>8</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Lower healthcare costs</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Affordable childcare</td>
<td>5</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Commercial rent assistance</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Incentives for government and large private sector organizations to use small business vendors</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Reduction of licensing fees (temporary or permanent)</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>5</td>
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</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)
Q11: How important would you say each of the following policy actions is for your business in 2021? Preference = % of high priority
Most Intense Support for Contracting Incentives & PPP

Intensity of Support
% of Respondents

Source: RMS/PPS Small Business Survey (January 2021)

Q11: How important would you say each of the following policy actions is for your business in 2021?

Intensity = % of high priority - % of low priority
Average = entire sample of 2,254 respondents

- Access to a PPP Loan without any negative tax implications
- Access to Additional Low-Cost, Long-term Debt to Restart
- Tax Incentives to Help with Reopening Costs
- Temporary Liability Shield from COVID-related Claims on my Business
- Lower Healthcare Costs
- Affordable Childcare
- Commercial Rent Assistance
- Incentives to Contract Small Business Vendors
- Reduction of Licensing Fees (Temporary or Permanent)

Access to PPP Loan: 59
dAccess to Additional Costs: 38
dTax Incentives: 37
dTemporary Liability Shield: 40
dLower Healthcare Costs: 37
dAffordable Childcare: 14
dCommercial Rent Assistance: 20
dIncentives to Contract Vendors: 52
dReduction of Licensing Fees: 35

Source: RMS/PPS Small Business Survey [January 2021]
Intensity = % of high priority - % of low priority
Average = entire sample of 2,254 respondents

REIMAGINE MAIN STREET
Most Intense Support for Contracting Incentives & PPP

Intensity of Support
% of Respondents

Access to a PPP Loan without any negative tax implications
Access to Additional Low-Cost, Long-term Debt to Restart
Tax Incentives to Help with Reopening Costs
Temporary Liability Shield from COVID-related Claims on my Business
Lower Healthcare Costs
Affordable Childcare
Commercial Rent Assistance
Incentives to Contract Small Business Vendors
Reduction of Licensing Fees (Temporary or Permanent)

Average
All Black
Black Women

Source: RMS/PPS Small Business Survey (January 2021)
Q11: How important would you say each of the following policy actions is for your business in 2021?*
Intensity = % of high priority - % of low priority
Average = entire sample
Most Intense Support for Contracting Incentives & PPP

Intensity of Support
% of Respondents

Source: RMS/PPS Small Business Survey (January 2021)
Q11: How important would you say each of the following policy actions is for your business in 2021?
Intensity = % of high priority - % of low priority
Average = entire sample

Access to a PPP Loan without any negative tax implications
Access to Additional Low-Cost, Long-term Debt to Restart
Tax Incentives to Help with Reopening Costs
Temporary Liability Shield from COVID-related Claims on my Business
Lower Healthcare Costs
Affordable Childcare
Commercial Rent Assistance
Incentives to Contract Small Business Vendors
Reduction of Licensing Fees (Temporary or Permanent)
Most Intense Support for Contracting Incentives & PPP

Intensity of Support
% of Respondents

Q11: How important would you say each of the following policy actions is for your business in 2021?

- Access to a PPP Loan without any negative tax implications
- Access to Additional Low-Cost, Long-term Debt to Restart
- Tax Incentives to Help with Reopening Costs
- Temporary Liability Shield from COVID-related Claims on my Business
- Lower Healthcare Costs
- Affordable Childcare
- Commercial Rent Assistance
- Incentives to Contract Small Business Vendors
- Reduction of Licensing Fees (Temporary or Permanent)

Intensity = % of high priority - % of low priority
Average = entire sample
Most Intense Support for Contracting Incentives & PPP

Intensity of Support
Net Priority

<table>
<thead>
<tr>
<th>Policy Action</th>
<th>Average</th>
<th>Black</th>
<th>Hispanic</th>
<th>White</th>
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<tbody>
<tr>
<td>Incentives for government and large private sector organizations to use small business</td>
<td>37</td>
<td>52</td>
<td>50</td>
<td>71</td>
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<tr>
<td>Access to a PPP Loan without any negative tax implications</td>
<td>37</td>
<td>49</td>
<td>64</td>
<td>65</td>
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<tr>
<td>Tax incentives to help with reopening costs</td>
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<td>8</td>
<td>24</td>
<td>55</td>
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<tr>
<td>Access to additional low-cost, long-term debt financing to restart my business</td>
<td>-10</td>
<td>17</td>
<td>22</td>
<td>56</td>
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<tr>
<td>Commercial rent assistance</td>
<td>-21</td>
<td>29</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

Source: RMS/PPS Small Business Survey (January 2021)
Q11: How important would you say each of the following policy actions is for your business in 2021?
Intensity = % of high priority - % of low priority
Appendix - About the Sample
Broad Geographic Coverage

- Survey respondents represent 47 states* and two territories (Guam and American Samoa)
- >200 respondents in California, Texas, Florida
- >100 respondents in Arizona, Georgia, New York, Virginia, Washington

Source: PPS Small Business Survey (January 2021)

Q26: Where is your business located?
No respondents in South Dakota, Vermont and Wyoming
Sample Skews Male

% of respondents
n=2,213

Source: PPS Small Business Survey (January 2021)
Q32: What is your gender?
Does not include respondents who “declined to respond”
Respondents Skew Older

% of Respondents
n=2,245

Source: PPS Small Business Survey in partnership with National ACE, US Black Chambers, and US Hispanic Chamber of Commerce (October -November 2020)

Q31: How old are you?
Questions?
Please email Chris Landrigan at Chris@publicprivatestrategies.com