

The following document is a compilation of all the data collected by the Pueblo Business Economic Recovery Team (BERT). The goal is to assess the impact of the COVID-19 pandemic on our community.

The data below shows the results from three of four business surveys sent out to local businesses in Pueblo. The first edition was more about determining how businesses were reacting to the pandemic and as a result, presents little data worth reporting. The survey was revamped to better determine the economic impact of the COVID-19 pandemic on the local economy. The second edition of the survey was conducted under the “Stay at Home” order, the third edition was conducted during the “Safer at Home” order, and the fourth edition was conducted as businesses began to open up.

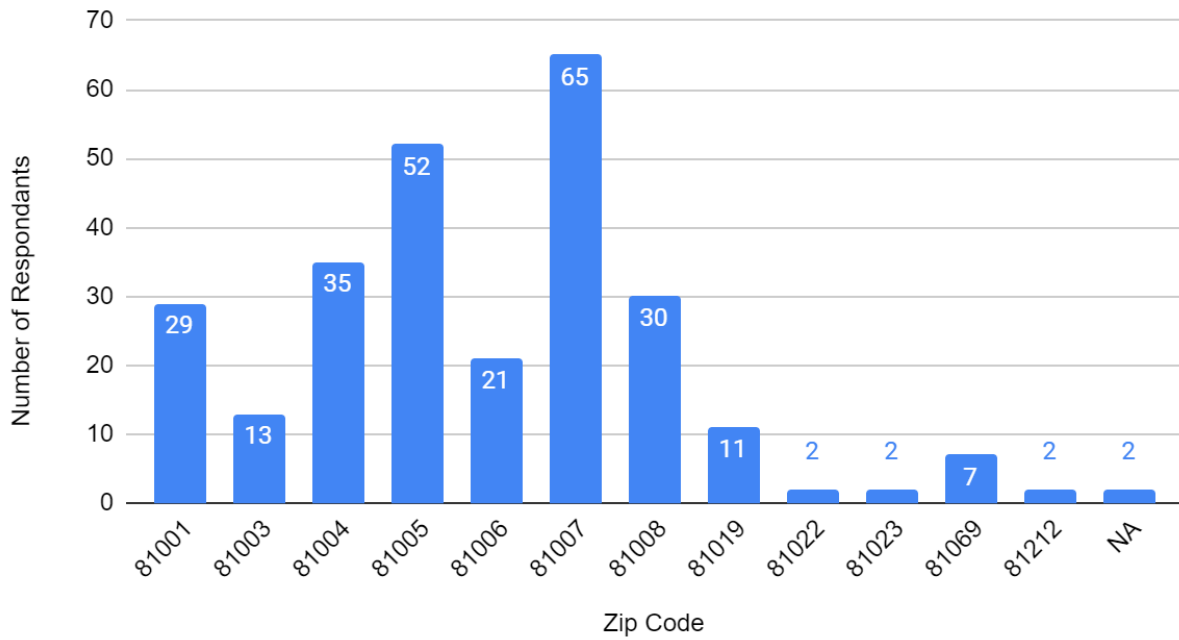
The data also shows the results from a consumer survey to understand how safe consumers feel when shopping and the frequency of their shopping habits in the COVID-19 era.

The consumer survey was open on June 22 and closed on July 28, 2020 and shared as a weblink.

## SURVEY RESPONSES

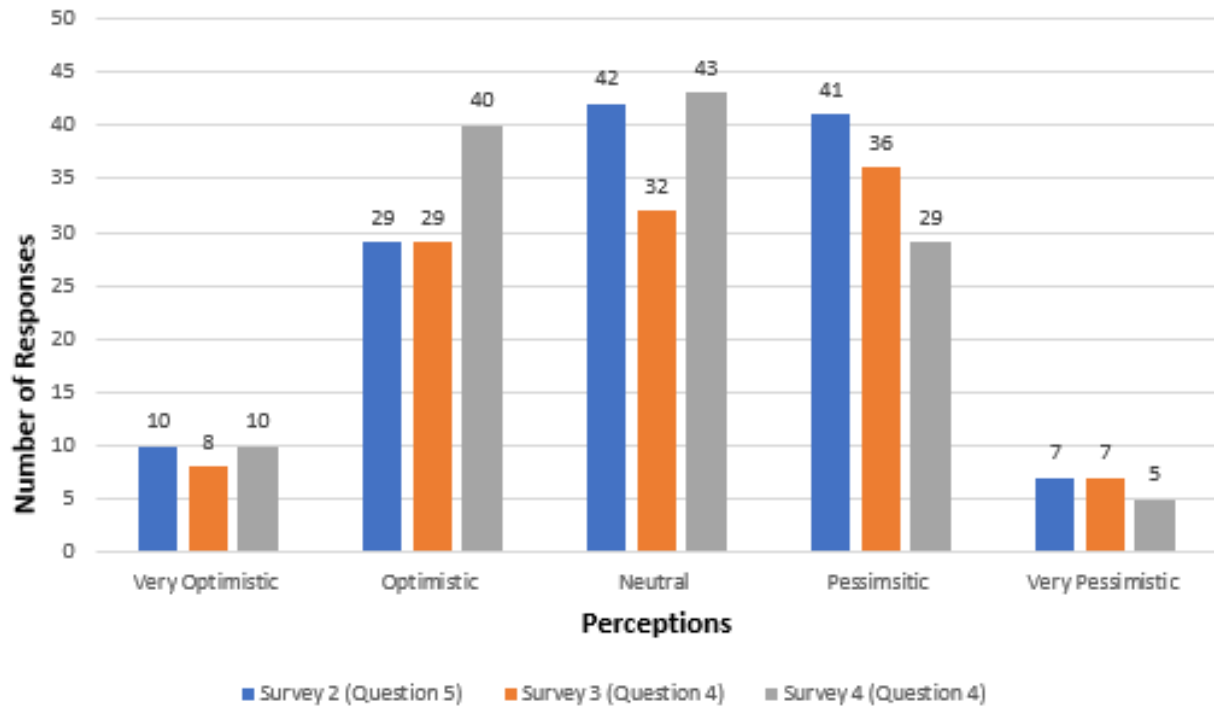
Business Survey 2	130
Business Survey 3	115
Business Survey 4	130

Respondents Zip Code used in the Consumer Data



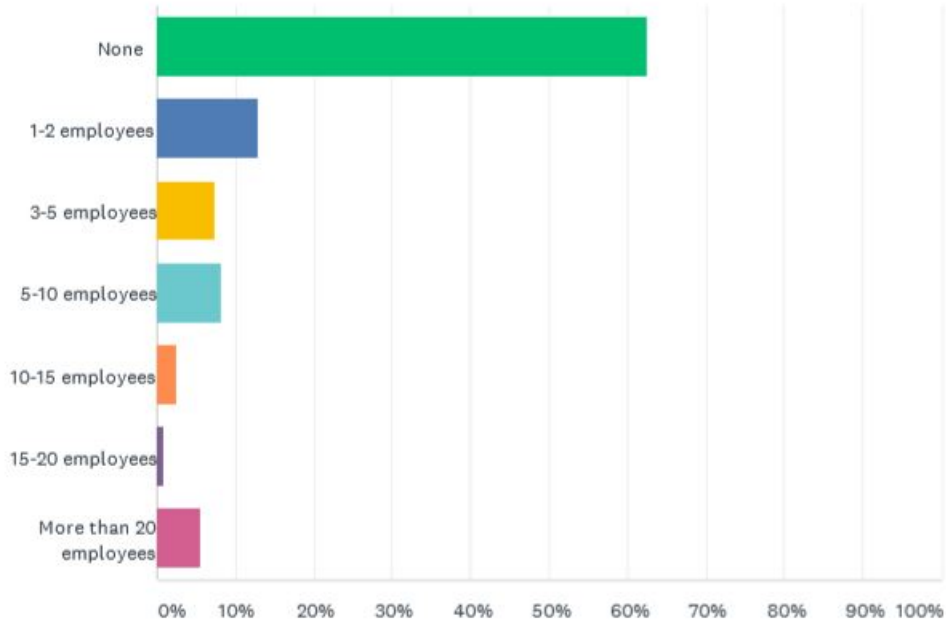
# SURVEY DATA

## Perception of Local Economic Trends



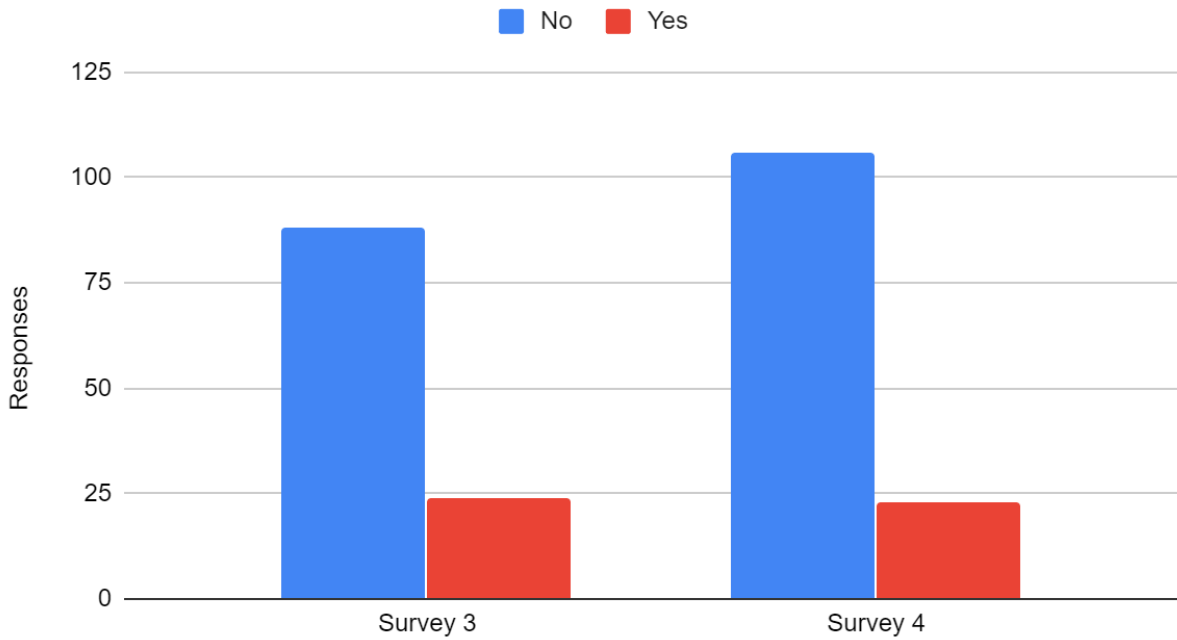
# Q11 If your business is able to allow employees to work from home, how many additional employees have you allowed to work from home since March 15th 2020?

Answered: 123 Skipped: 7



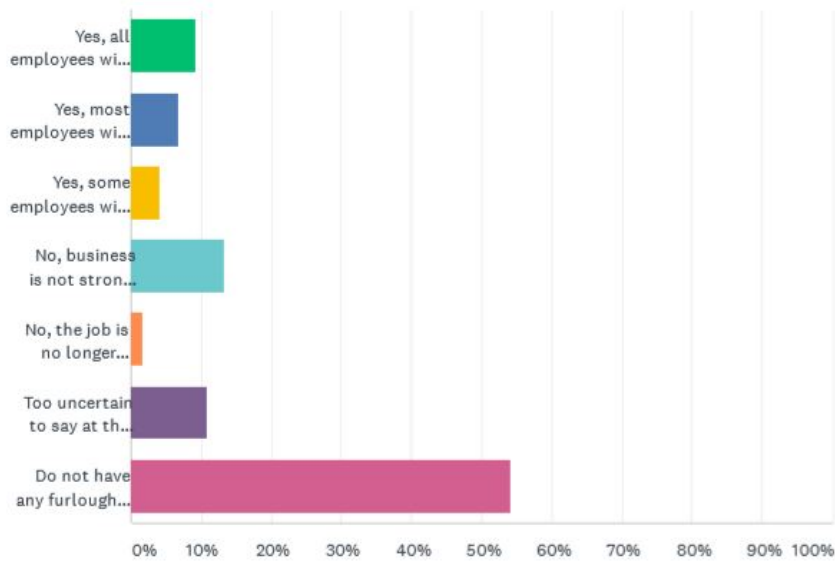
ANSWER CHOICES	RESPONSES	
None	62.60%	77
1-2 employees	13.01%	16
3-5 employees	7.32%	9
5-10 employees	8.13%	10
10-15 employees	2.44%	3
15-20 employees	0.81%	1
More than 20 employees	5.69%	7
<b>TOTAL</b>		<b>123</b>

# Use of Furloughs



## Q15 Do you anticipate employees either furloughed or fired, to return to work or be rehired within the next two weeks?

Answered: 120 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes, all employees will likely return	9.17%	11
Yes, most employees will likely return	6.67%	8
Yes, some employees will likely return	4.17%	5
No, business is not strong enough for employees to return	13.33%	16
No, the job is no longer available for employees to return to	1.67%	2
Too uncertain to say at this moment	10.83%	13
Do not have any furloughed or fired employees	54.17%	65
<b>TOTAL</b>		<b>120</b>

## Employment Data

	Total Workforce	Total Fired	Total Hired	Rehires	New Hires	Total Furloughed
Survey 2	2006	430	n/a	n/a	n/a	n/a
Survey 3	4609	420	118	n/a	n/a	770
Survey 4	4731	1125	380	262	118	472

	Projected additional firings	Projected additional hires
Survey 2	154	n/a
Survey 3	119	91
Survey 4	142	162

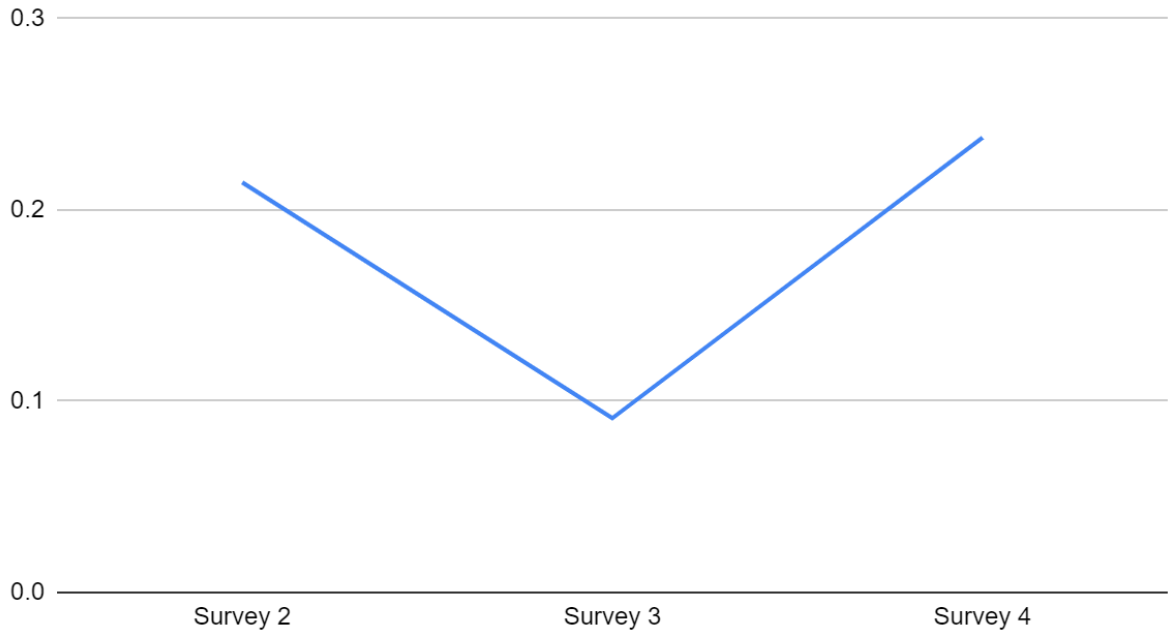
	Layoff Rate	Layoff rate adjusted for hires	Layoff rate hires and furloughs
Survey 2	0.2143569	n/a	n/a
Survey 3	0.09112605771	0.06552397483	0.232588414
Survey 4	0.2377932784	0.1574719932	0.2572394843

	Layoff Rate Total Projection	Layoff Rate Projection with hires	Layoff Rate Projection with hires and furloughs
Survey 2	0.2911266201	n/a	n/a
Survey 3	0.1219353439	0.07159904535	0.2386634845
Survey 4	0.2377932784	0.1532445572	0.2530120482

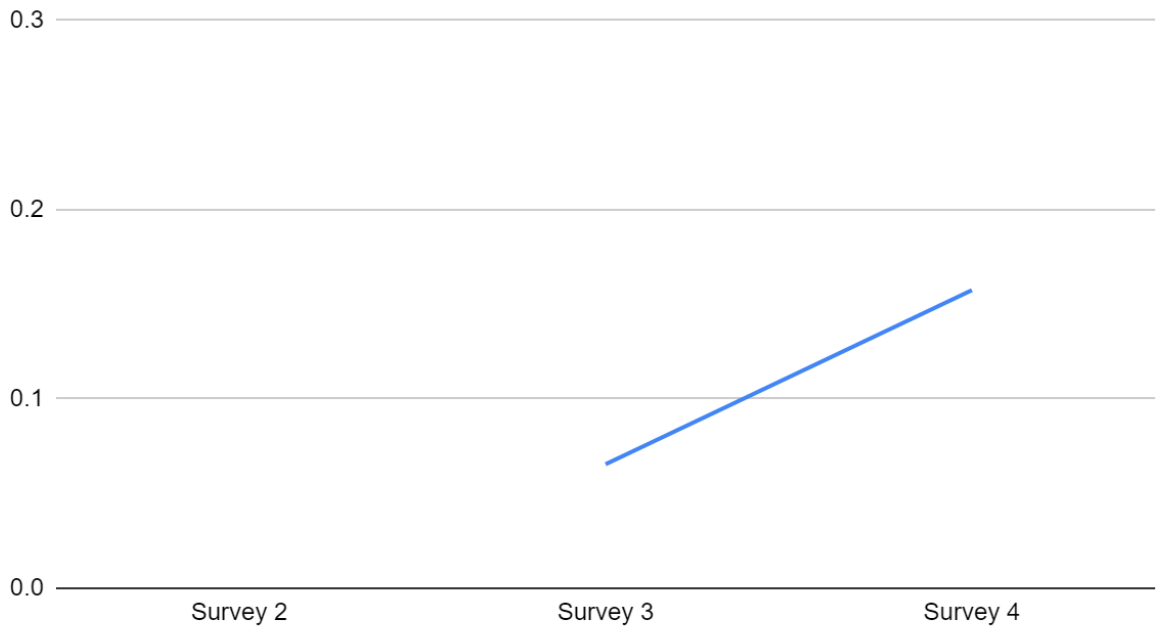
## Data Table from The Bureau of Labor Statistics on Unemployment in Pueblo Metropolitan Statistical Area

Date	Labor Force	Employment	Unemployment	Unemployment Rate
Jan 2019	75567	71495	4072	5.4 %
Feb 2019	75819	72139	3680	4.9
Mar 2019	75855	72366	3489	4.6
Apr 2019	75861	72777	3084	4.1
May 2019	76192	73312	2880	3.8
Jun 2019	76305	73050	3255	4.3
Jul 2019	75745	72483	3262	4.3
Aug 2019	76049	73038	3011	4.0
Sept 2019	76923	74192	2731	3.6
Oct 2019	77084	74430	2654	3.4
Nov 2019	77322	74621	2701	3.5
Dec 2019	76594	73860	2734	3.6
Jan 2020	76303	73071	3232	4.2
Feb 2020	76588	73284	3304	4.3
Mar 2020	76817	70952	5865	7.6
Apr 2020	73254	64675	8579	11.7
May 2020	74046	67299	6747	9.1

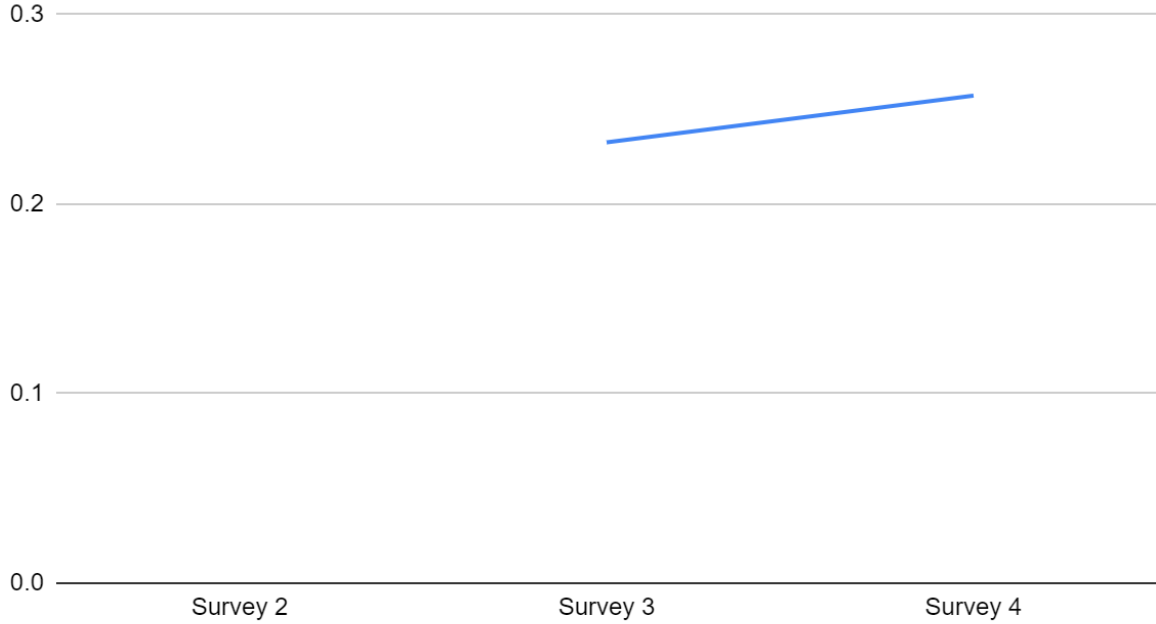
### Layoff Rate



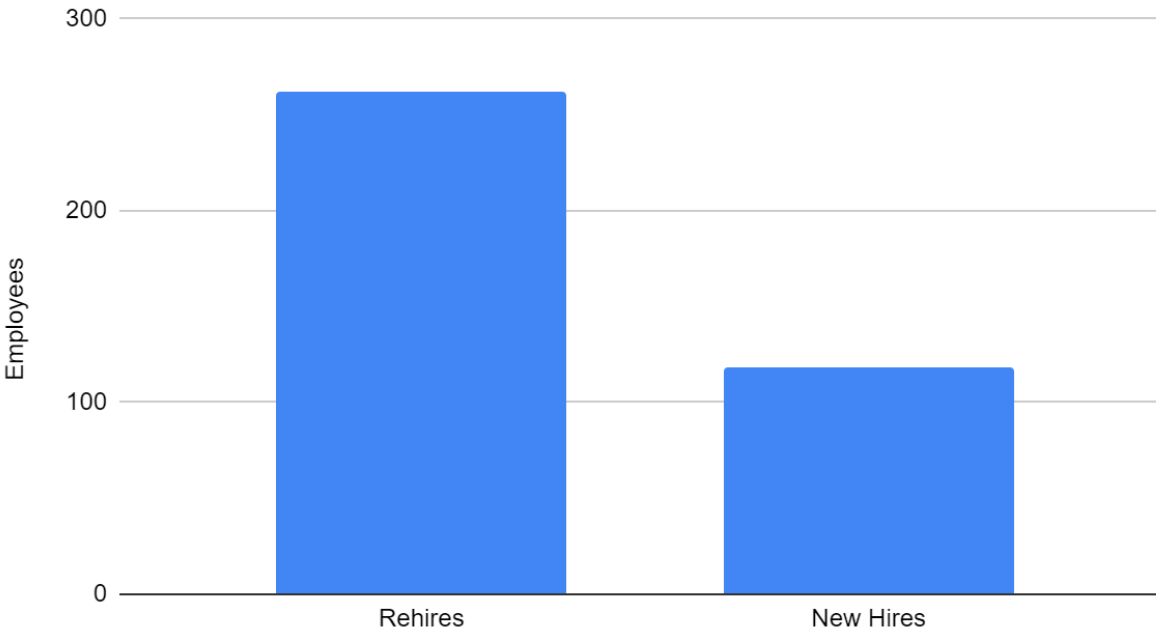
### Layoff Rate Adjusted for Hires



# Layoff Rate Adjusted for Hires and Furloughs

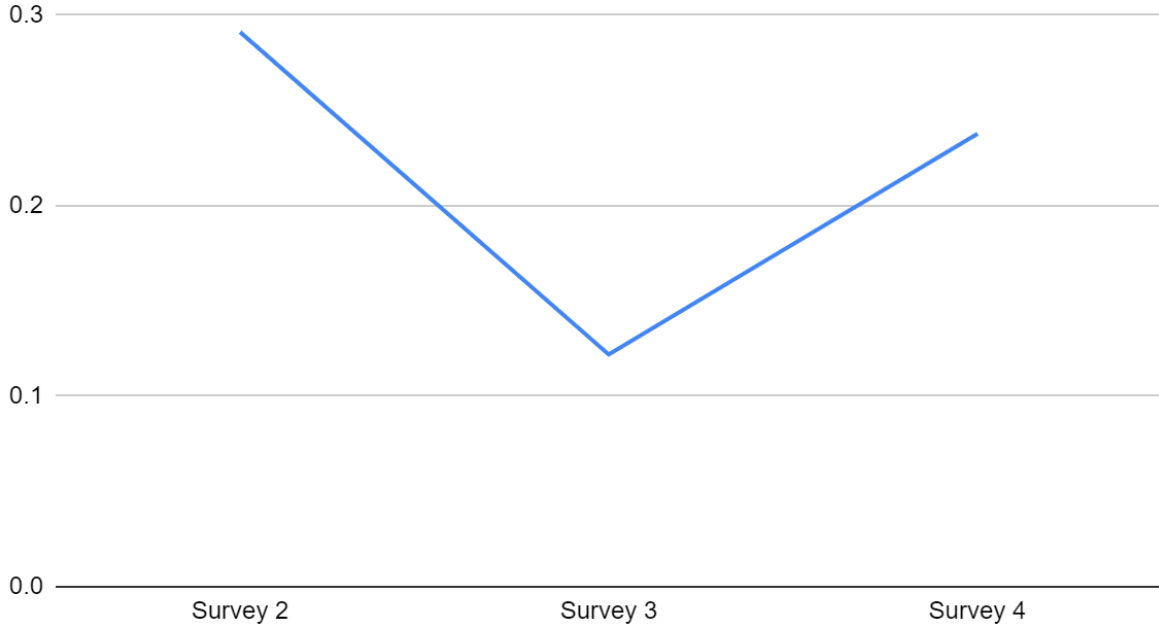


# Survey 4: Rehires v.s. New Hires

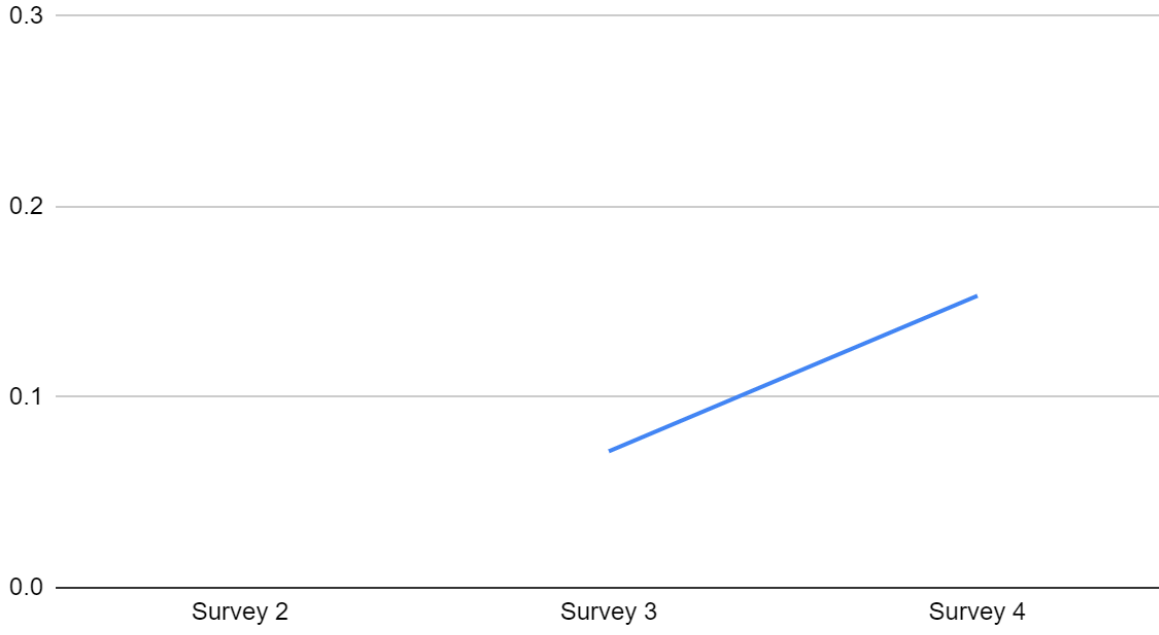




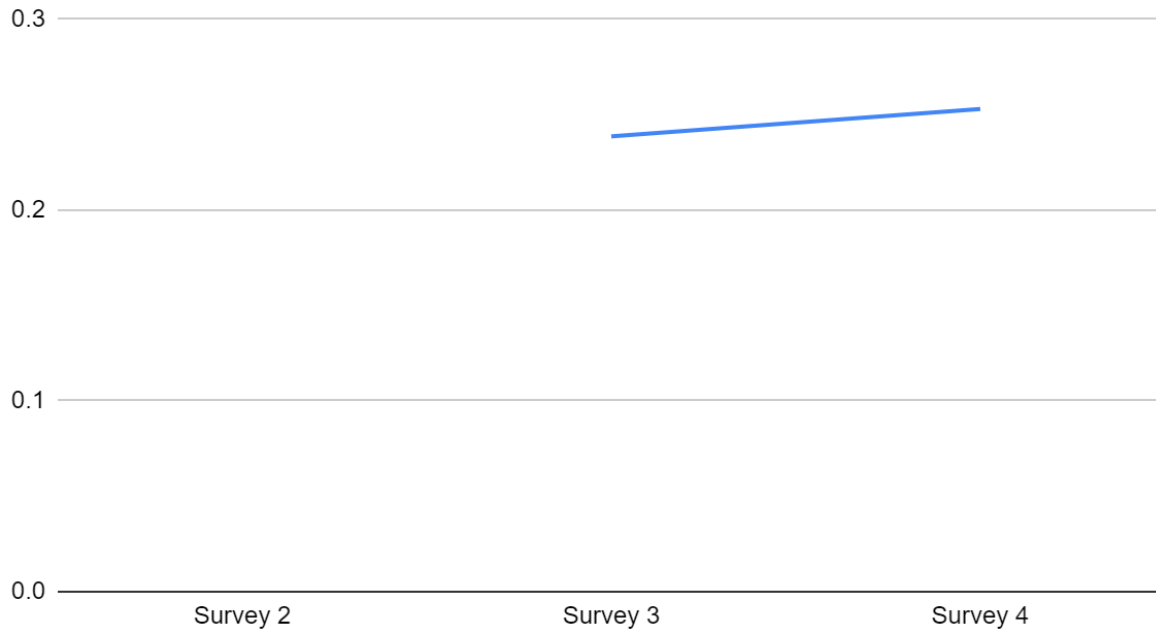
### Projected Layoff Rate



### Projected Layoff Rate adjusted for Hires



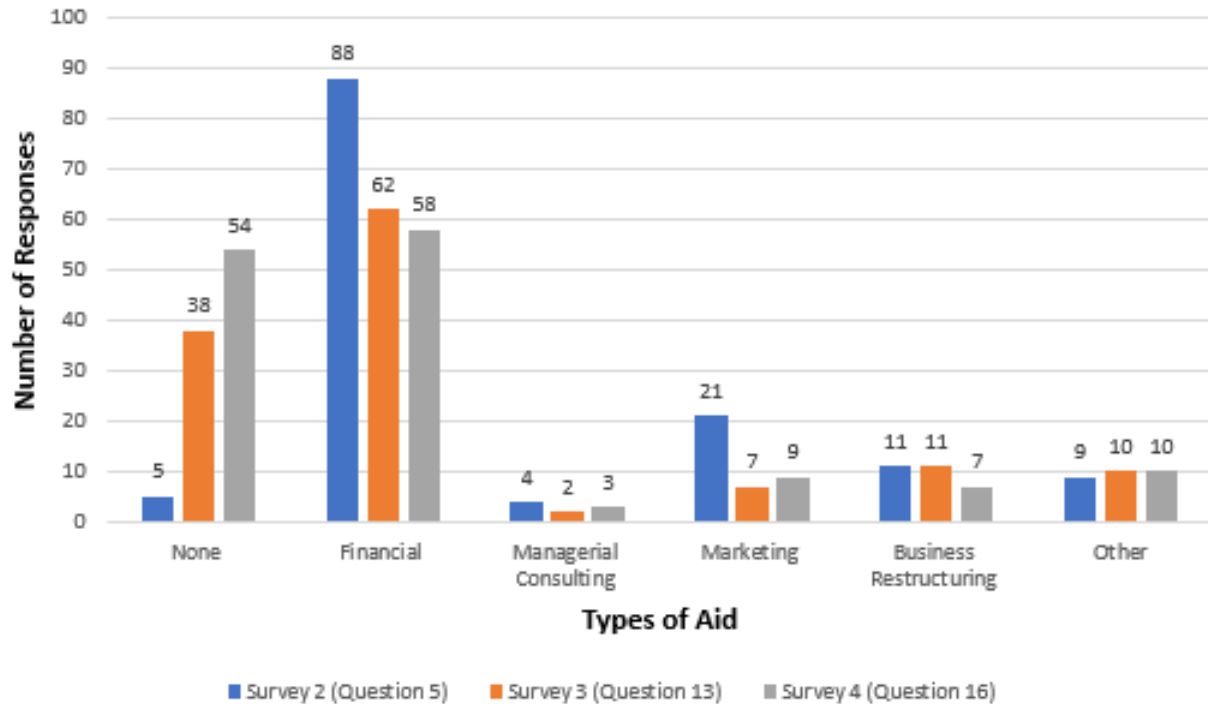
## Projected Layoff Rate Adjusted for Hires and Furloughs



We must note that there was one respondent in Survey 3 that said that 30 employees were laid off, but not because of COVID-19, but because their project was completed. These employees were added to the numbers because they were deemed people looking for work in a time where there is uncertainty in available jobs. However, this is an example of acknowledging that COVID-19, while certainly a major factor in what is going on, is only one factor out of several in the complex economic environment.

In Survey 4, one respondent said they hired a new employee, but that new employee was part time and hired in a role that was previously full-time. Since this study is aimed at looking at the overall picture, this was simply listed as a new hire, but it is an example of how businesses are trying to cut costs due to the pandemic.

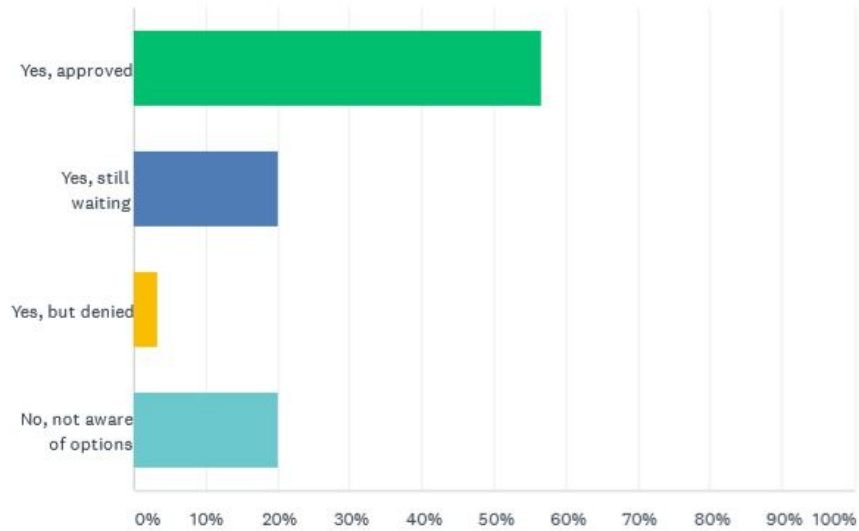
## Businesses Seeking Aid in Southern Colorado



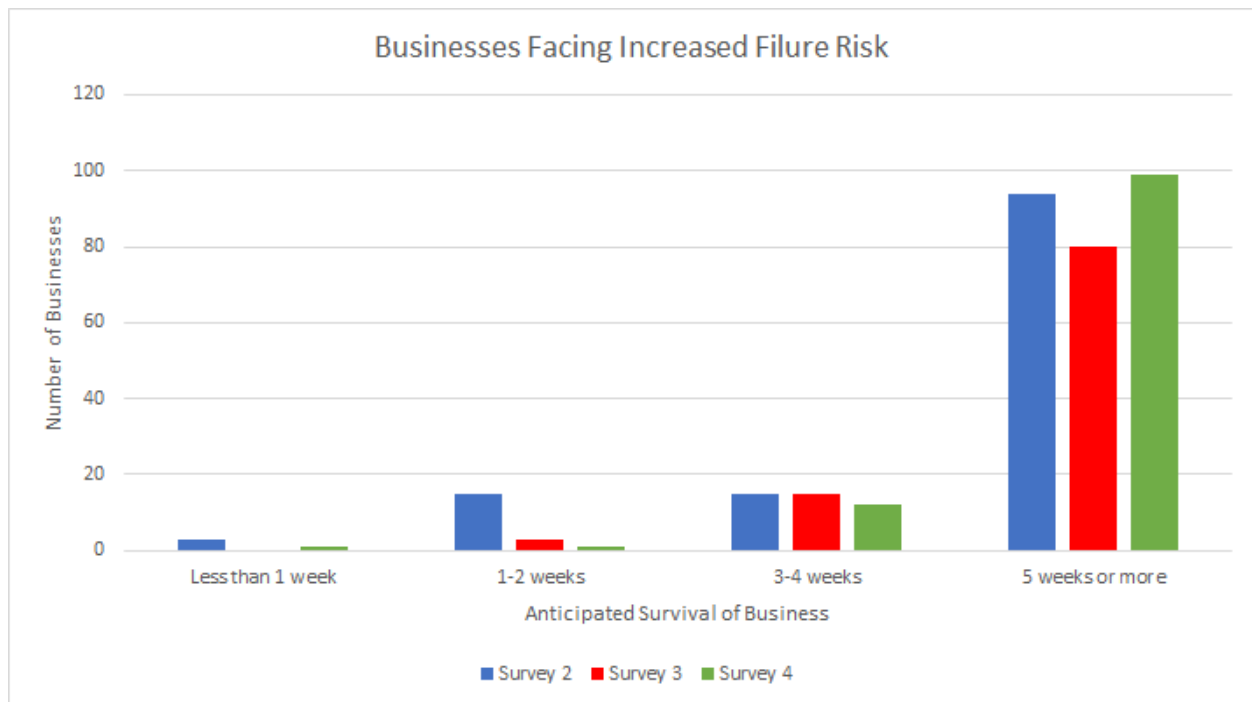
<b>Other' answers includes:</b>		
<b>Survey 2 (9 Responses)</b>	<b>Survey 3 (10 Responses)</b>	<b>Survey 4 (10 Responses)</b>
Re-opening guidance	Capital Construction	Grants (6)
Grants/loans (2)	PAU for self employed	Employment/hiring
Anything not sure were to go	Grants (2)	Training for new guidelines
PPP (2)	Trying to get unemployment benefits	Ignore the media
Tech	PPP (3)	PPP
Other agents to work with me	Organizational restructuring	
Employment Office	Government proposal writing	

## Q17 If you are currently seeking aid, have you applied for desired aid?

Answered: 90 Skipped: 40

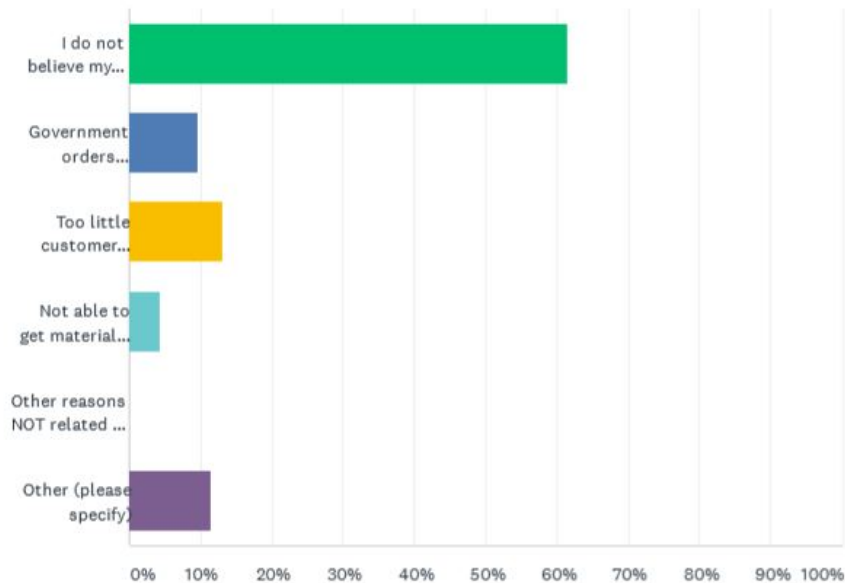


ANSWER CHOICES	RESPONSES	
Yes, approved	56.67%	51
Yes, still waiting	20.00%	18
Yes, but denied	3.33%	3
No, not aware of options	20.00%	18
TOTAL		90



## Q22 If you feel your business is at risk of closing, what is the main reason?

Answered: 114 Skipped: 16



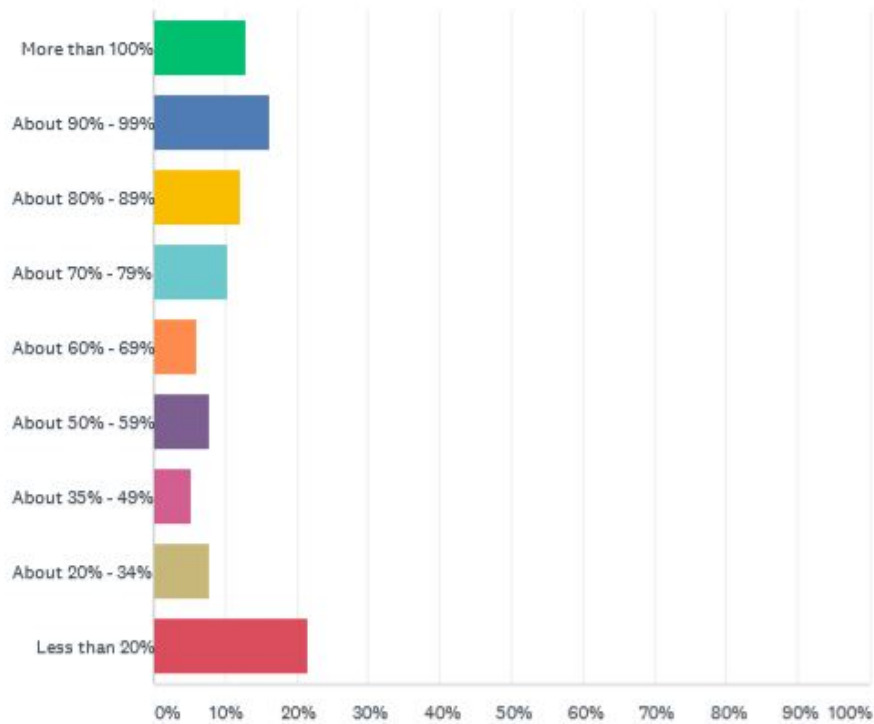
ANSWER CHOICES	RESPONSES	
I do not believe my business is at risk of closing	61.40%	70
Government orders restricting non-essential businesses	9.65%	11
Too little customer traffic	13.16%	15
Not able to get materials and supplies	4.39%	5
Other reasons NOT related to the COVID-19 pandemic	0.00%	0
Other (please specify)	11.40%	13
<b>TOTAL</b>		<b>114</b>

“Other” responses to “If you feel your business is at risk of closing, what is the main reason?”

People would rather draw inflated unemployment
Consumers are spooked by the Big 6 Media Outlets
Out of money
Group sizes limited
Weak local economy
We are open for essential workers
We are extremely busy can't keep up with demand people are clearly spending the government payments
We cannot have rehearsals or performances
We are dependent upon schools and youth sports resuming
Not having enough staff to take care of the residents in our assisted living.
Inability to provide direct services to individuals.
OUR CUSTOMERS ARE RESTAURANTS WHO BUILD NEW SITES
Financial Support from community through donations and sponsorships

## Q23 What is your current revenue as a percent compared to revenues at this time last year?

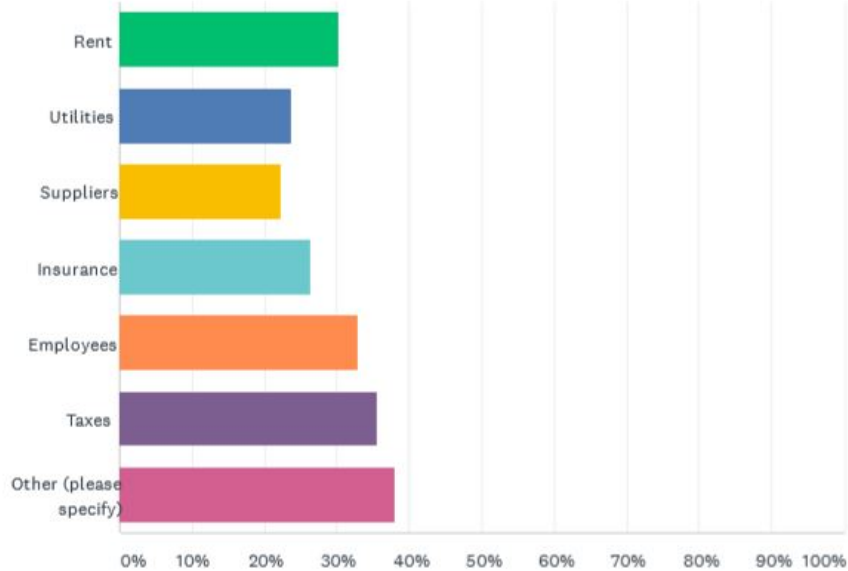
Answered: 116 Skipped: 14



ANSWER CHOICES	RESPONSES
More than 100%	12.93% 15
About 90% - 99%	16.38% 19
About 80% - 89%	12.07% 14
About 70% - 79%	10.34% 12
About 60% - 69%	6.03% 7
About 50% - 59%	7.76% 9
About 35% - 49%	5.17% 6
About 20% - 34%	7.76% 9
Less than 20%	21.55% 25
<b>TOTAL</b>	<b>116</b>

## Q24 Are you currently worried about potentially not being able to pay (select all that apply):

Answered: 76 Skipped: 54



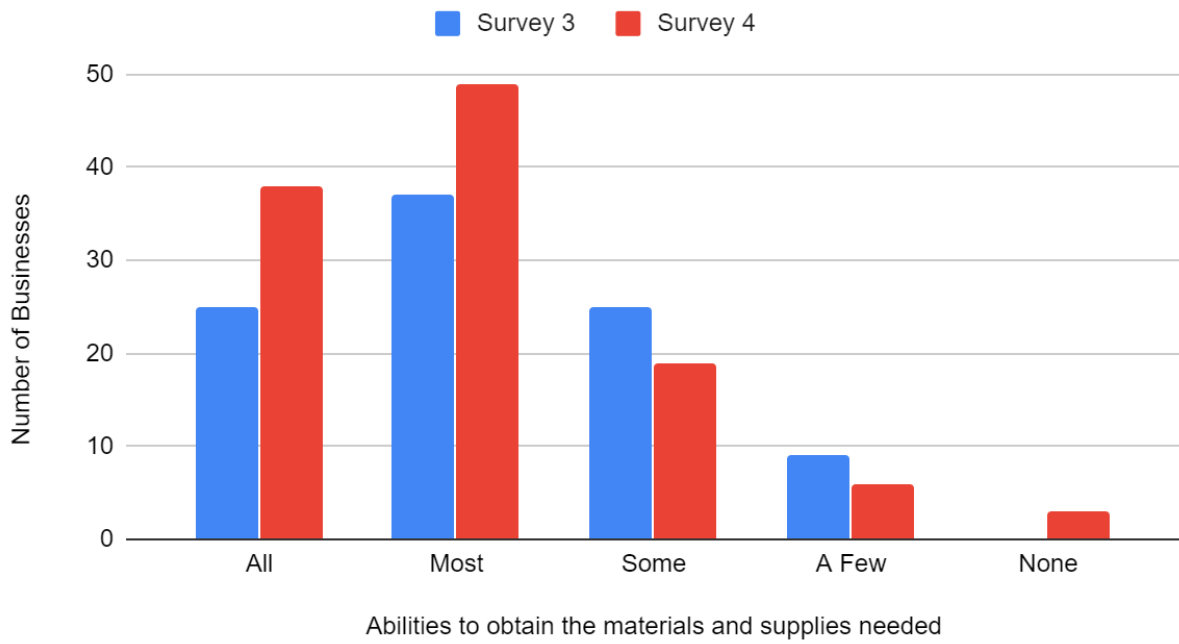
ANSWER CHOICES	RESPONSES	
Rent	30.26%	23
Utilities	23.68%	18
Suppliers	22.37%	17
Insurance	26.32%	20
Employees	32.89%	25
Taxes	35.53%	27
Other (please specify)	38.16%	29
Total Respondents: 76		

“Other” responses to “Are you currently worried about not potentially not being able to pay”

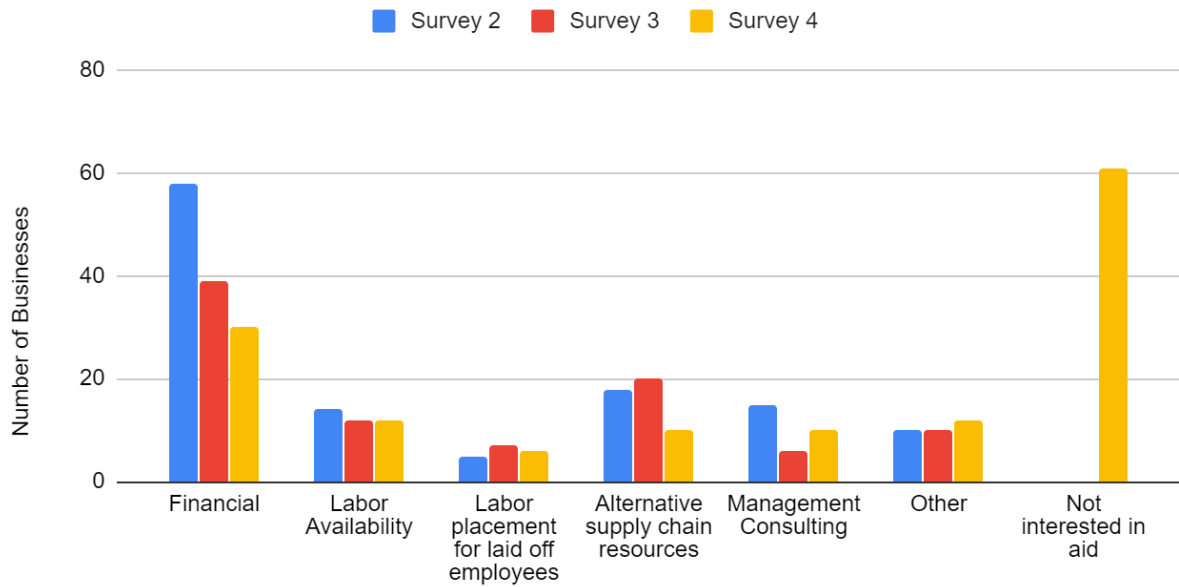
Building loans
Float pod loan payment
not just now, but by September if we can't resume classes/shows/rehearsals, we will have to close
All of the above
Self
All of the above
overhead costs

The other 22 write-in indicated a “NA” or “None”

## Supply Chain Capabilities



## Seeking Support in Certain Areas





## Survey 4 Results:

<b>Critical Conditions in Pueblo</b>							
<b>Businesses facing increased failure risk</b>							
Less than a Week	Number	1-2 Weeks	Number	3-4 Weeks	Number	Total 0-4 Weeks	Number
Bowling/ Entertainment	1	Hearing Health	1	Building Automation	1		
<b>Total</b>	<b>1</b>	<b>Total</b>	<b>1</b>	Childcare	1	<b>Total</b>	<b>14</b>
				Dental	1		
% of Respondents	0.88%	% of Respondents	0.88%	Food and beverage	1	% of Respondents	12.39%
				Food truck	1		
				Non-profit	1		
				Public Event	1		
				Chamber of Commerce	1		
				Restaurant	2		
				Bakery	1		
				Thrift store	1		
				<b>Total</b>	<b>12</b>		
				% of Respondents	10.62%		
<b>Employment Data from Survey 4</b>							
	Number	%					
As of 1/1/2020	4731	100%					
Total laid off	1125	24%					
Expected additional layoff next 2 weeks	142	3%					
Total forecast unemployment in 2 weeks	1267	27%					
Employment Rehires	262	6%					
New Hires	118	2%					
Expected Rehiring next 2 weeks	162	3%					
Total Furloughed	472	10%					
Total fires, hires, furloughs	1217	26%					

## Survey 3 Results:

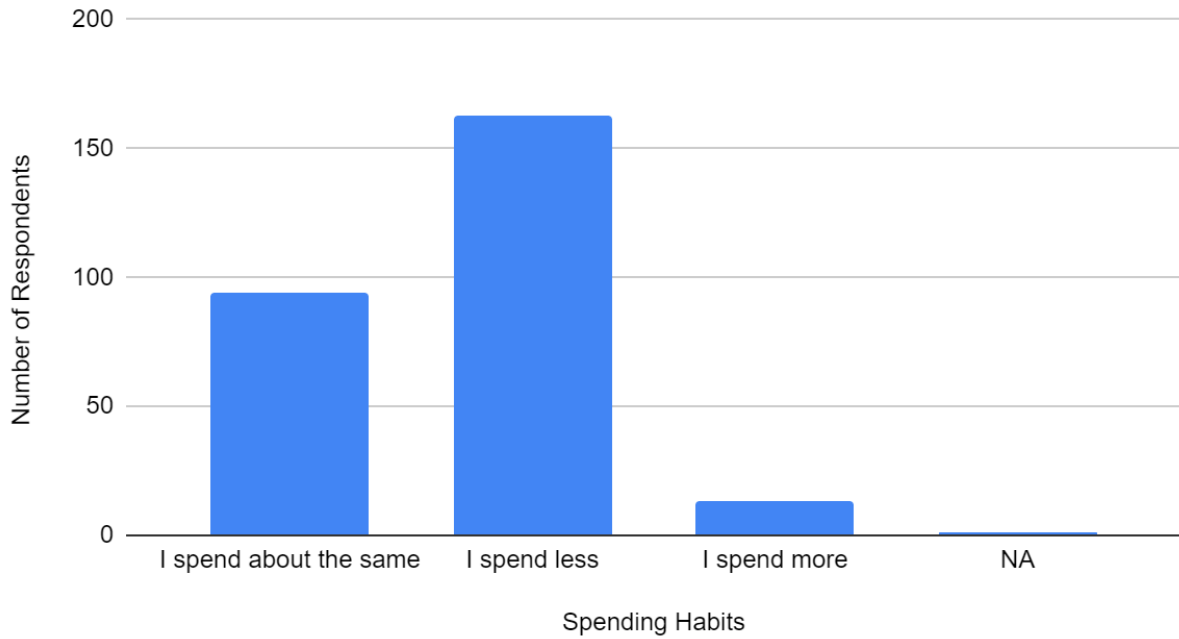
<b>Critical Conditions in Pueblo</b>					
<b>Businesses facing increased failure risk</b>					
1-2 Weeks	Number	3-4 Weeks	Number	Combine 0-4 Weeks	Number
Tavern on premise sales, live entertainment	1	Arts & Entertainment	1	<b>Total</b>	<b>18</b>
Food	1	Arts/Teaching and Real Estate	1		
Manufacturing	1	Bakery	2	% of Respondents	15.65%
<b>Total</b>	<b>3</b>	Commercial Aerospace	1		
		Education	1		
% of Respondents	2.61%	Home Remodeling	1		
		Hospitality	1		
		Media	1		
		Non Profit	2		
		Restaurant	2		
		Salon/Spa	1		
		Staffing	1		
		<b>Total</b>	<b>15</b>		
		% of Respondents	13.04%		
<b>Employment Data</b>					
	Number	%			
As of 1/1/2020	4609	100.00%			
Unemployed since 1/1/2020	420	9.11%			
Expected unemployed next 2 weeks	114	2.47%			
Total forecast unemployment in 2 weeks	534	11.59%			

## Survey 2 Results:

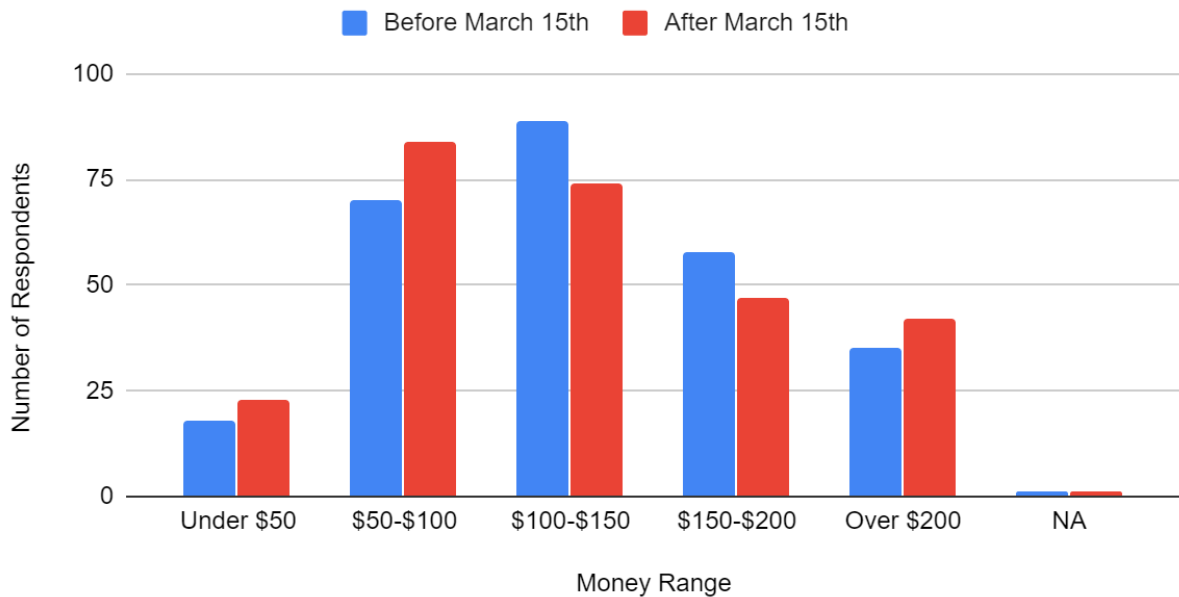
CRITICAL CONDITIONS IN PUEBLO – BASED ON BERT SURVEY 2					
Businesses Facing Increased Failure Risk					
2 Weeks or Less	#	3-4 Weeks	#	Combined 0-4 Weeks	#
Beauty/Salon	3	Auto Repair	2	Food	5
Food	3	Retail	1	Beauty/Salon	4
Health Care	2	Car Detail	1	Retail	3
Retail	2	Food Bakery	1	Real Estate	2
Sewing	1	Food Restaurant	1	Auto Repair	2
Wedding	1	Manufacturing	1	All others	18
Dance/Cheer	1	Child Care	1	<b>TOTAL</b>	<b>34</b>
Hearing	1	Real Estate	1	% of Respondents	26.15%
Chamber	1	Awning	1		
Tree Service	1	Building Services	1		
Technology	1	Kennel	1		
Travel Hospitality	1	Venue Hall	1		
Real Estate	1	Non-Profit	1		
<b>TOTAL</b>	<b>19</b>	Beauty/Salon	1		
		<b>TOTAL</b>	<b>15</b>		
% of Respondents	14.61%	% of Respondents	11.54%		
EMPLOYMENT DATA – Based on survey responses					
	#	%			
Employed on 1/1/2020	2010	100.00%			
Unemployed after 1/1/2020	440	21.89%			
Unemployed in past 2 weeks	233	11.59%			
Expected unemployed next 2 weeks	122	6.07%			
Total 2 week unemployment forecast	562	27.96%			

# CONSUMER SURVEY REPORT

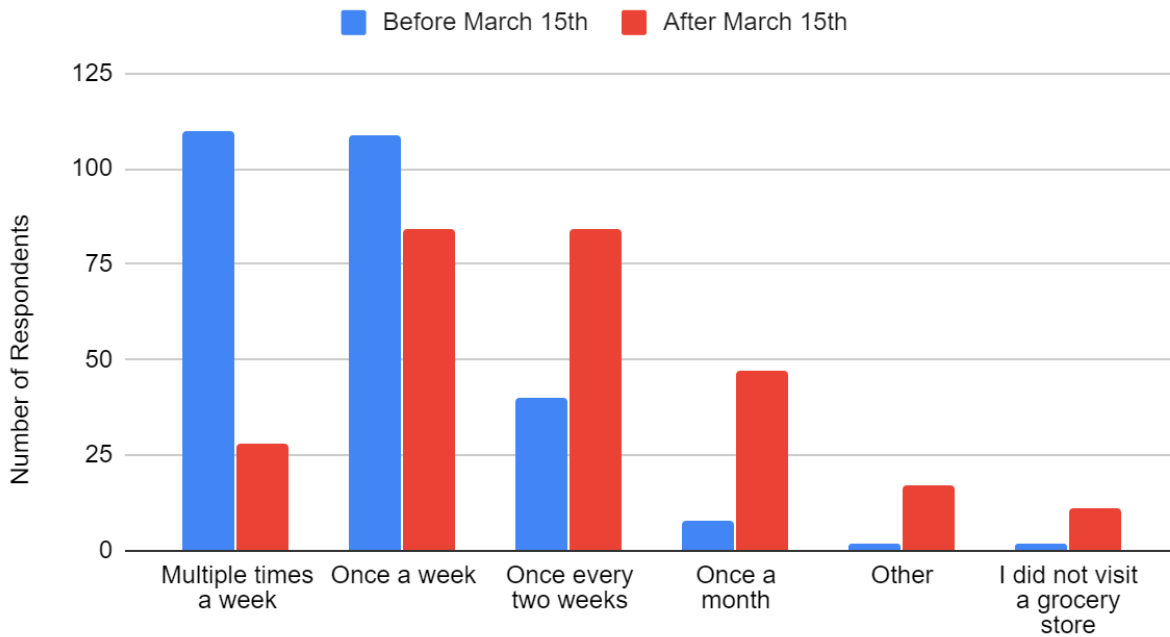
How have your spending habits changed since March 15?



On average, how much did you spend on groceries and essential goods per week



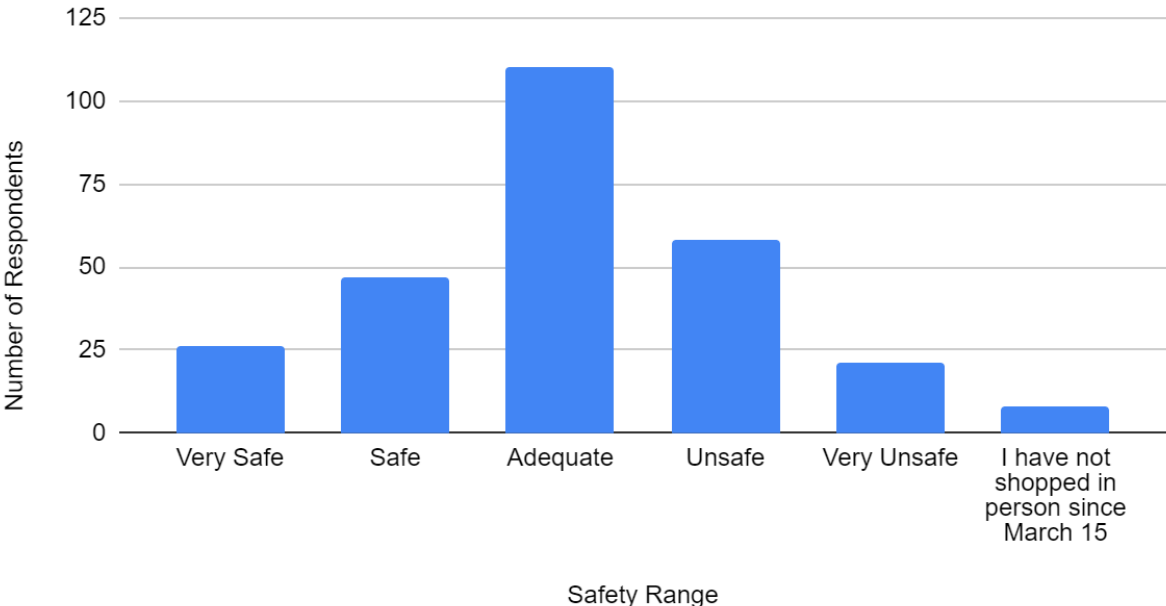
## How often have you visited a grocery store?



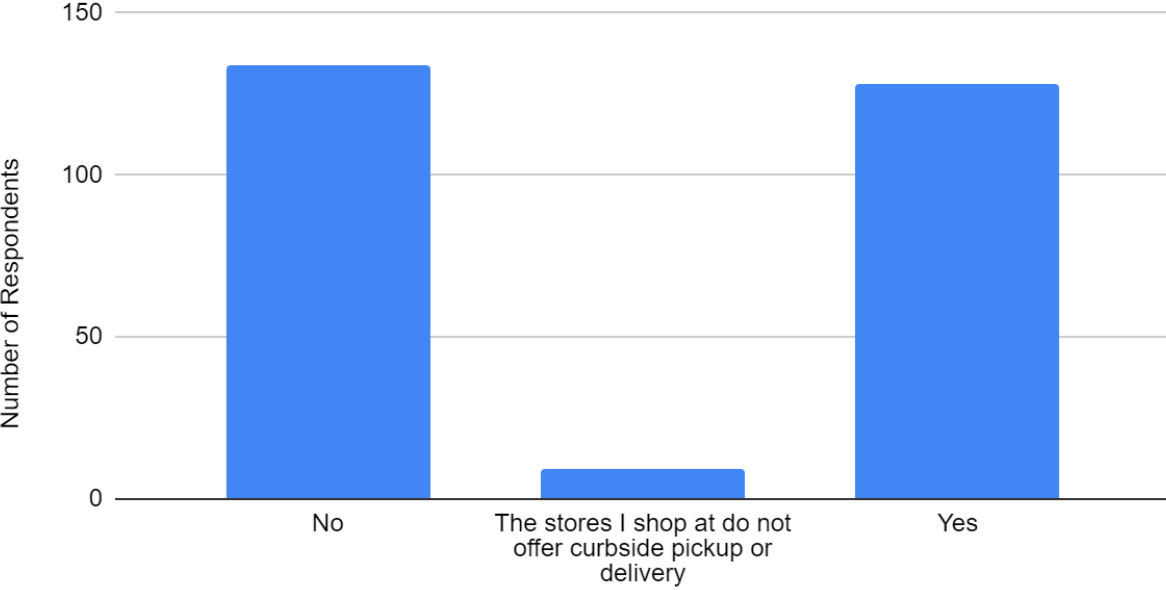
### “Other” responses to “How often have you visited the grocery store?”

Before March 15th:	After March 15th:
I ordered online and did curbside pickup most of the time, but went in time to time for quick items every 4 to 5 days	Once a week but only through grocery pick up order online by weekly
	When necessary to restock - usually fresh produce
	Every 6 weeks
	Once every two weeks, but I picked up groceries for my family. I did not pay for the groceries.
	every 2 weeks, order online & pickup curbside
	Grocery pick-up every 1.5 weeks
	Multiple stores in a single looking for certain goods ie. tomato sauce
	3X since 3/27/20
	Grocery delivery system utilized
	Delivery or pick up every 2-3 weeks
	I had groceries delivered for first month, now shop only once every 2-3 weeks in person.
	Use curbside pickup only and do not go into the store.
	Drive up only, haven't gone in
	I now utilize grocery pickup and avoid going into the store itself.
	I do online order and pick up once a month now
	every 4 to 5 days

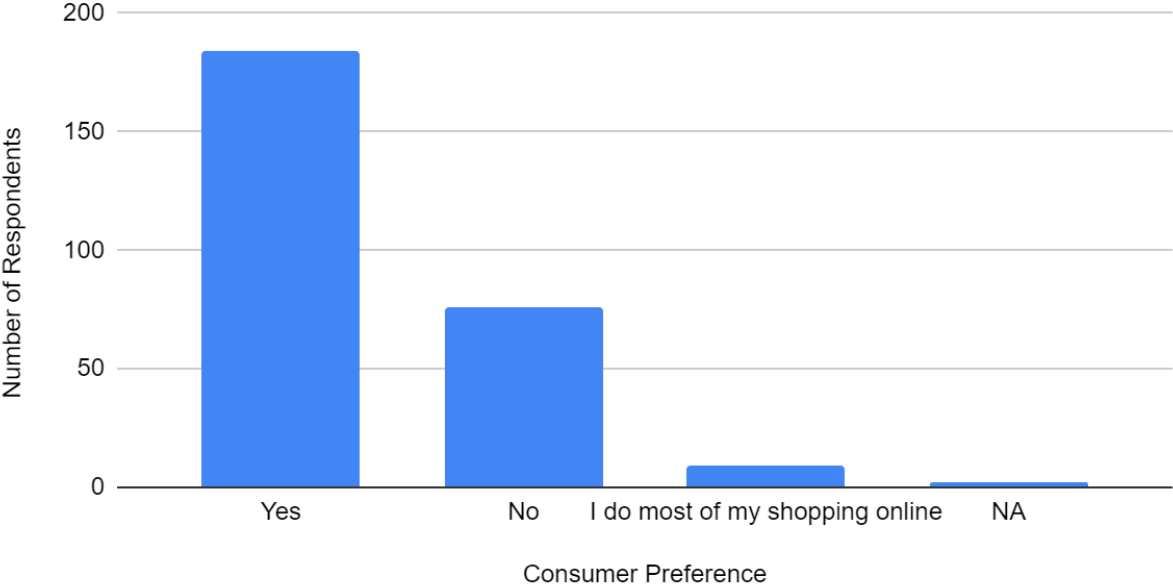
Since the implementation of stay at home orders and business closures, how safe have you felt while shopping in person during the COVID-19 pandemic?



When shopping in person, are you more likely to shop at a store that offers curbside pickup or delivery options?

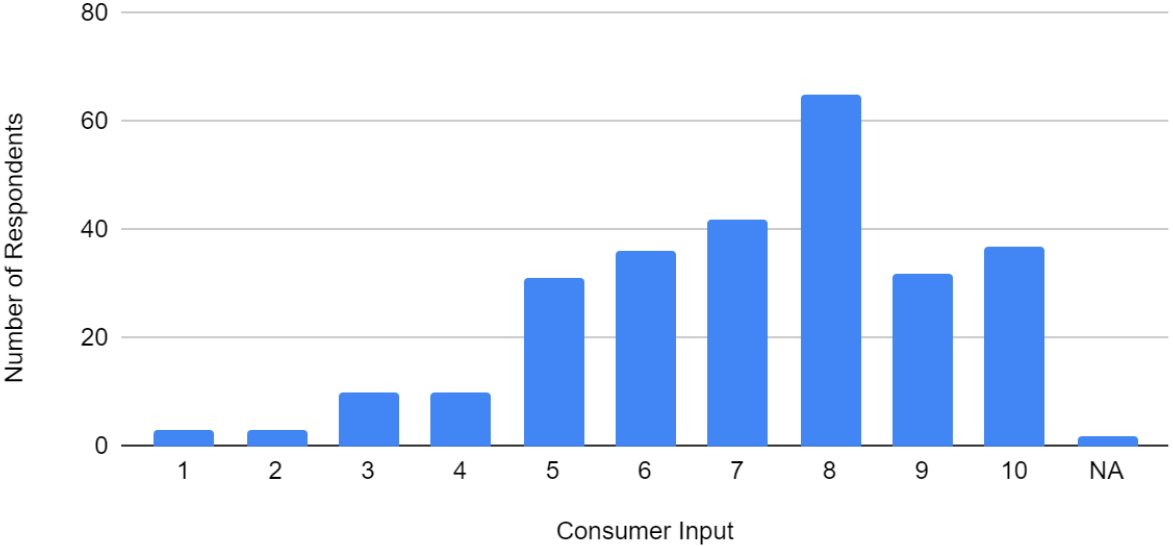


If stores and businesses encourage employees and customers to wear PPE/masks are you more likely to shop there?



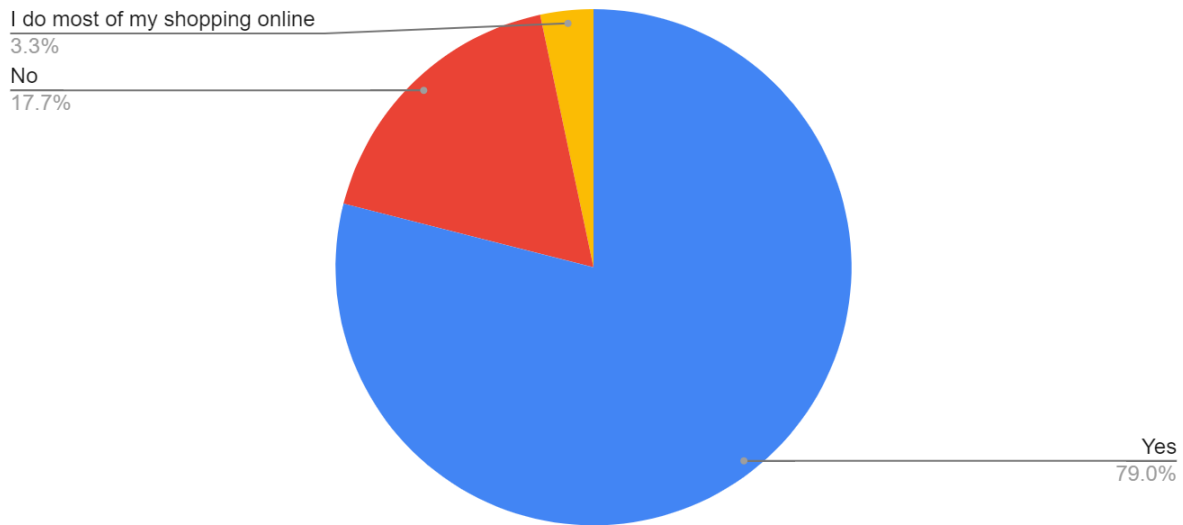
\*This survey was written before the mask mandate and was open while the mask mandate came into effect.

On a scale of 1 to 10, with 10 being extremely well, how well have the stores you frequently shop at prioritized sanitation and cleanliness during the COVID-19 pandemic?

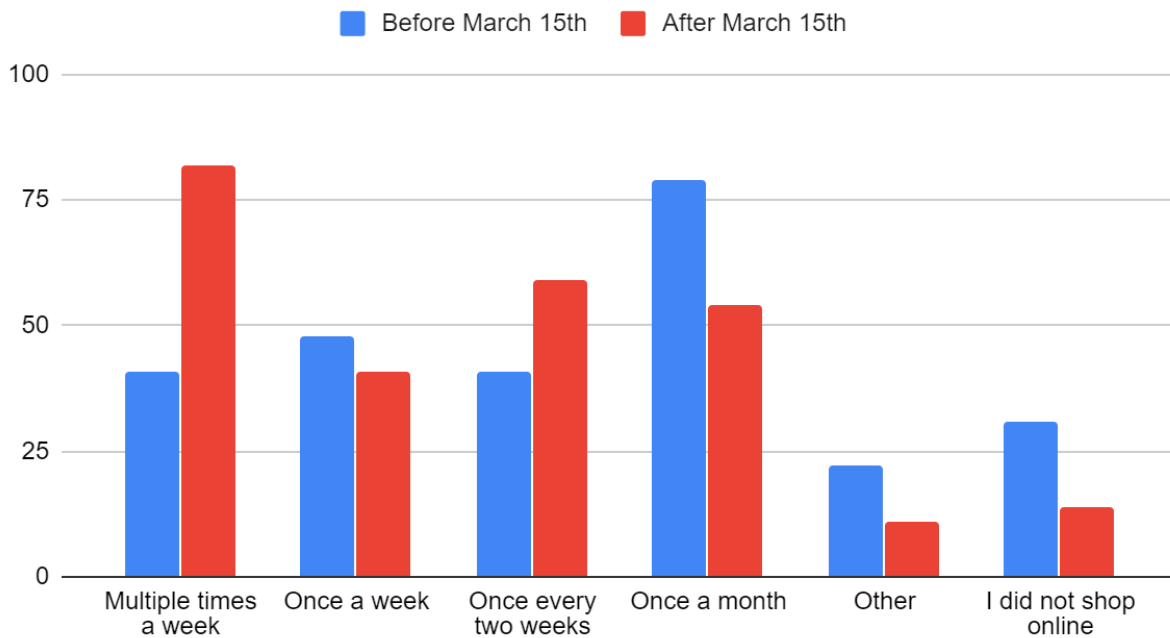


Average response is 7.145

If you notice that stores and businesses are using sanitation and cleanliness practices are you more likely to shop there before stores that are not using these same practices?



How often did you shop online?





“Other” responses to “How often did you shop online?”

1-2 times a year	Specialty items only
When necessary	As needed but more often due to lack of product at local stores
Special items needed or gifts	When needed
As needed, no set schedule	Occasionally
When needed	About the same as before, I haven't made any online purchases yet.
Once every 2-4 months	It depends on what I really need
Once every four months	Once in awhile.
Every few months	Shopped some in the beginning but slowed down after couple months.
Occasionally	every couple of months
Rarely	Once or twice in all that time.
Only when I couldn't find the item locally, so about every 6 months.	Rarely
5 to 8 times per year.	
Once a quarter	
It depends on what I really need	
Twice a year	
Once in awhile.	
rarely, maybe 2-3 times a year.	
Not very much	
None	
every couple of months	
I shop online for things just not food.	
maybe once every 6 months	

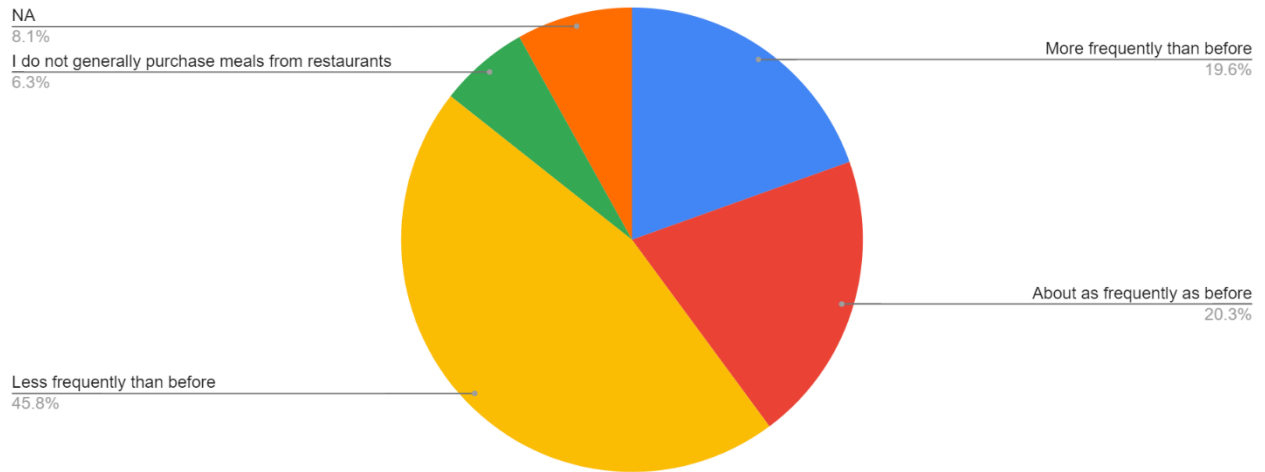
# Since March 15th, 2020 why did you decide to shop online? (Please select all that apply)



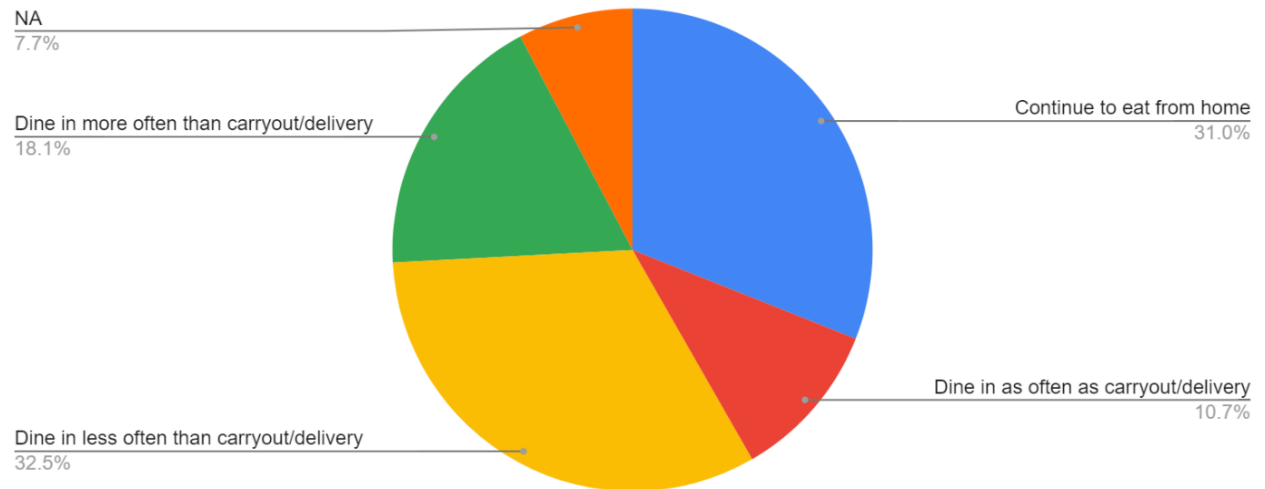
“Other” responses to “Why did you decide to shop online?”

All of the first 4 above	I want to.
Because Walmart is filthy so I switched to Amazon for non food items and king shoppers for foods	I’m 79 & shopping on line is a convenience
convenience, I can shop in my underwear	If I could not get it in Pueblo, I would look on line. Also looked for options relative to products in stores to see what was available.
Did not have to deal with disrespectful patrons and poorly implemented safety procedures.	It just depends on what I need
Did not shop online	It just depends. It is situational really. I like to shop local when I can.
don’t have to put up with smart ass clerks	It was the only way I could get some of my essential goods
Due to covid, I’ve shopped online more to get yarn as I have had more time at home. Working from home has given me back 6-7 hours a week	less expensive
easier and safer for some things	My husband shops online but I don't.
Greater product availability online and/or less expensive.	my online shopping habits haven't changed. A
Have not changed my on line habits	N/A
Husband is afraid to go out and insisted on getting grocery pickup. PS. He is afraid to go out in normal non- covid times. Now his fears are extreme and hard to manage.	NA
I didn't buy anything online since March 15.	Needed something store didnt have
I do not shop online because I support local businesses	not locally available
I don't ever shop online	Ordered specific item that could not be found in store
I don't shop online	Personal or electronic
I don't	Same as normal
I don't	Saw something I wanted
I don't	Specialty items
I don't...as answered above	Store closures
I have not shopped online since March 15th. I prefer to patronize local businesses.	The product was not in stock at the stores
I seldom shop on line	Very easy
I shop online for things I can't find locally	Was not available locally

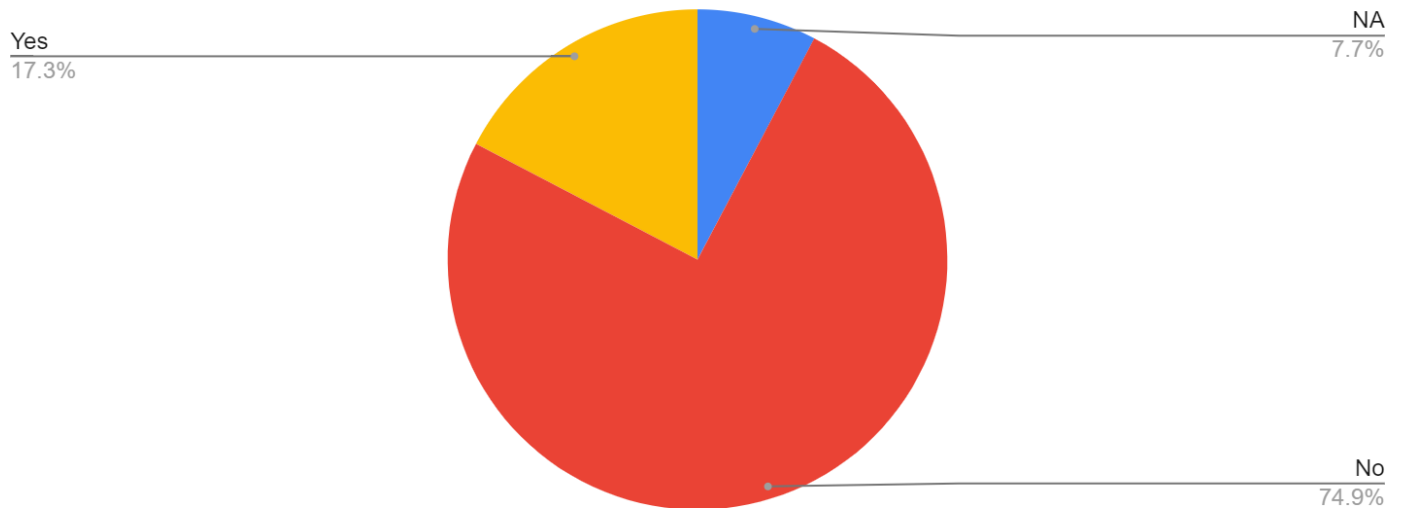
While restaurants and fast food establishments were only open for carryout and delivery from March 15th to May 15th, 2020 did you purchase meals out?



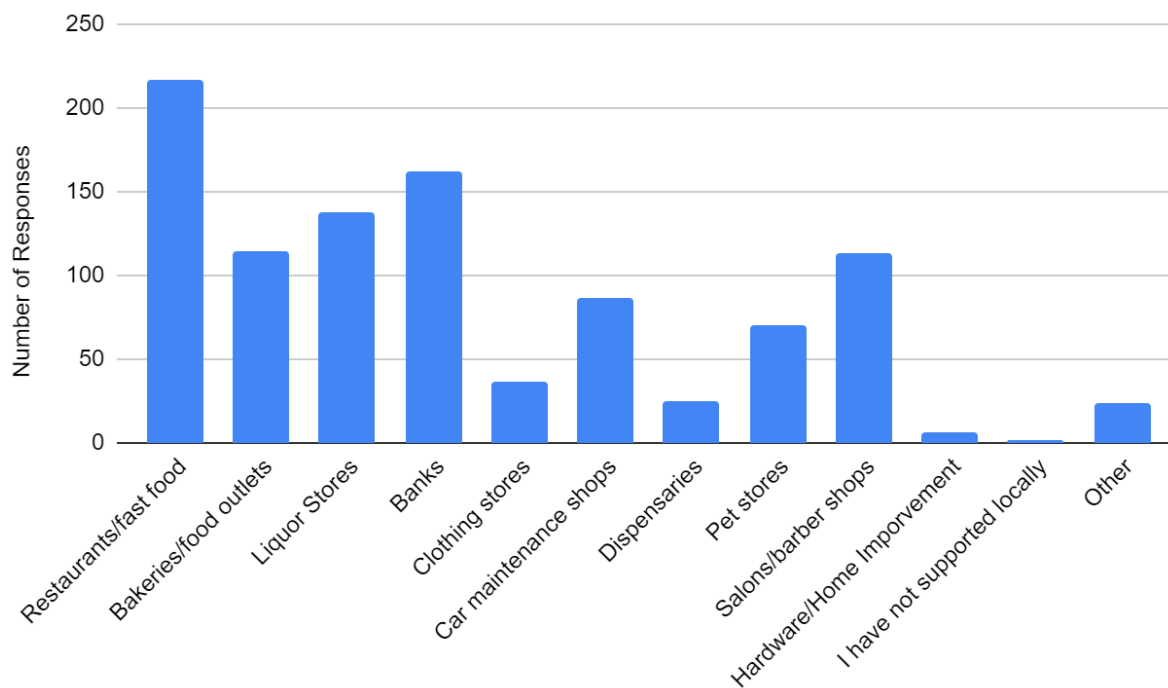
Now that restaurants and fast food establishments can open at a limited capacity for dine in will you



Count of Since March 15th, 2020, have you had to sacrifice an expense or ask for an expense extension? (e.g., rent/mortgage, utilities, medical expenses)



## What local industries have you used and supported since March 15, 2020? (Please select all that apply)

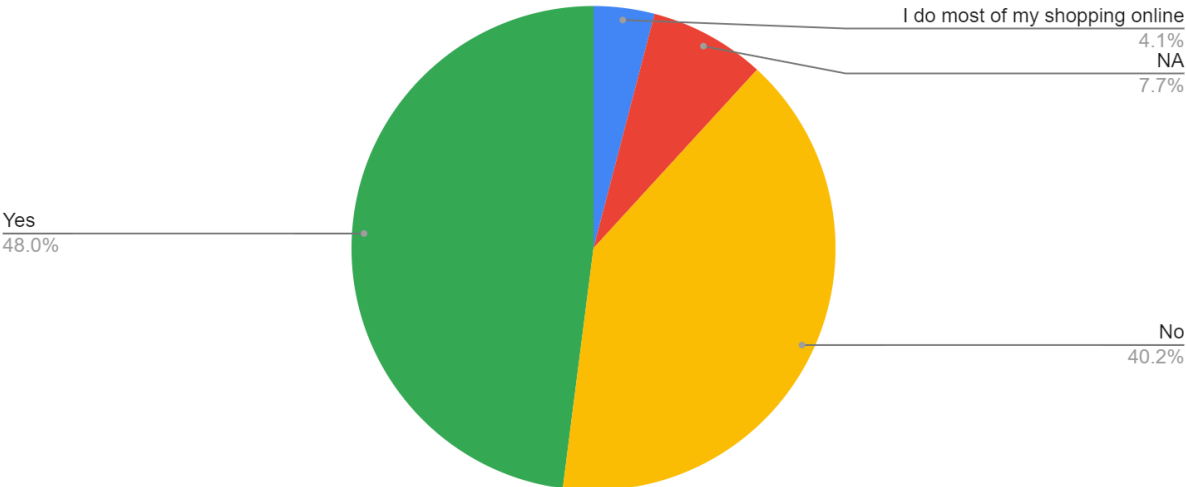


\*The "Hardware/Home Improvement" category was a write-in "Other" that showed fairly strong support as a repeated answer so was separated and displayed as its own category.

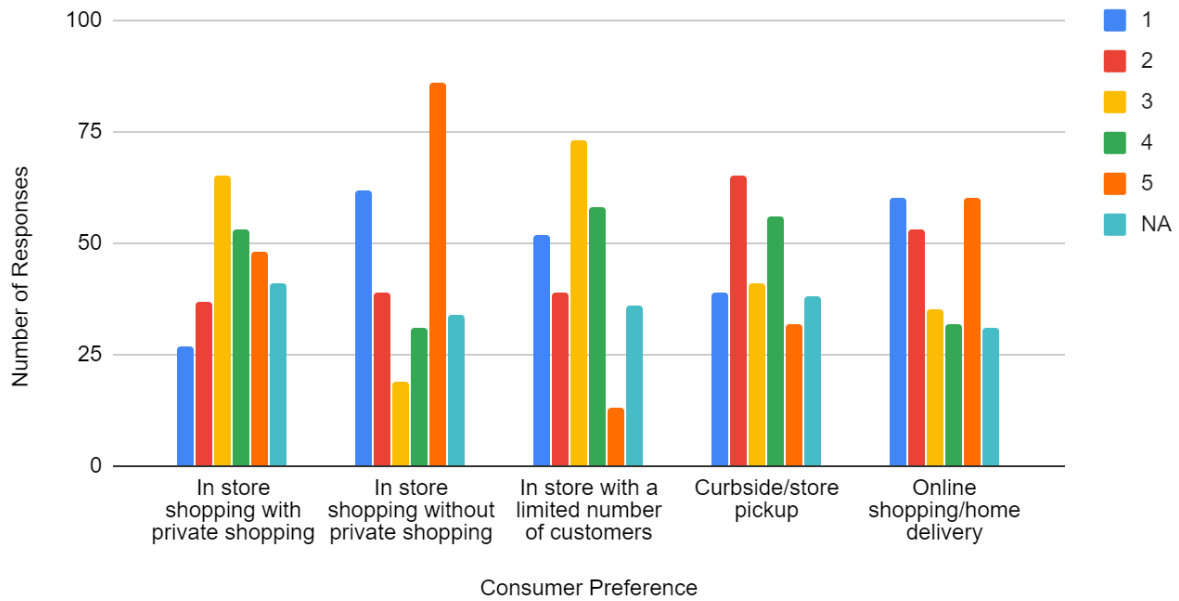
### "Other" responses to "What local industries have you used and supported?"

Alternative health therapy	Local businesses especially.
Bays Meat Market	Mobile food unit
Bike shops, sporting goods	not much but try to help ounce in a while with carry out
car wash	Parks and recreation
Coin shops	Pharmacies
Dentist	Pottery painting
Farm to Fork Colorado	Sams Club
food distribution	Sporting goods stores
Gas station	Tabletop gaming
gift shops	Thrift stores, Quilt shop
Goodwills	Vet
Grocery stores	Walmart

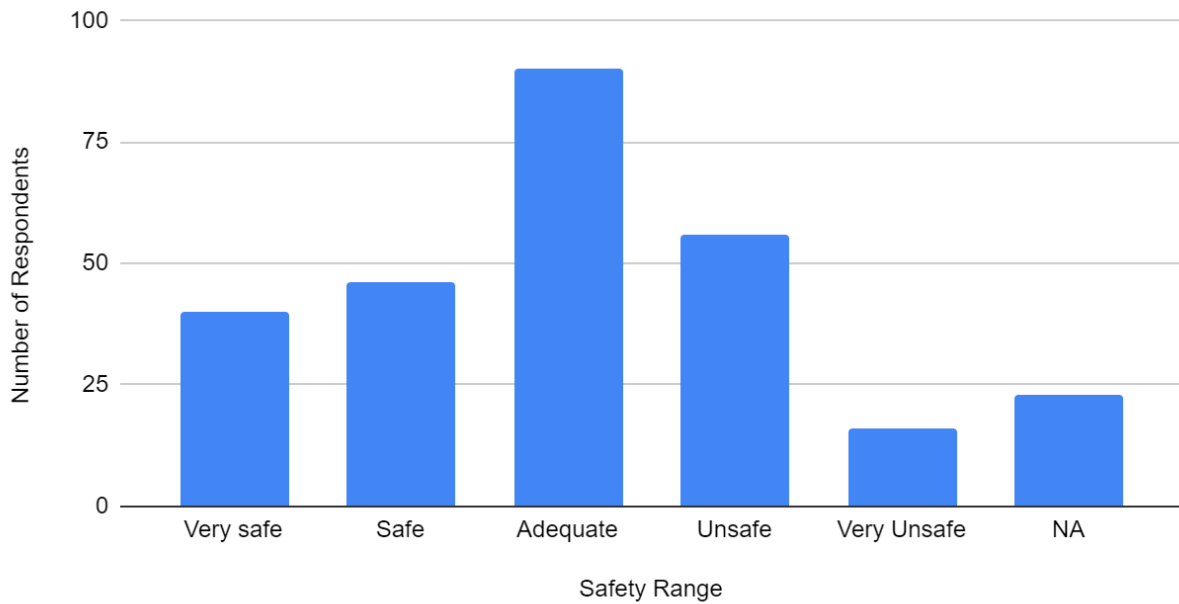
If the store(s) you most often shop at currently offers private shopping (shop by appointment or shop when there are fewer customers in store) and limits the number of customers in store at one time, are you more likely to shop there?



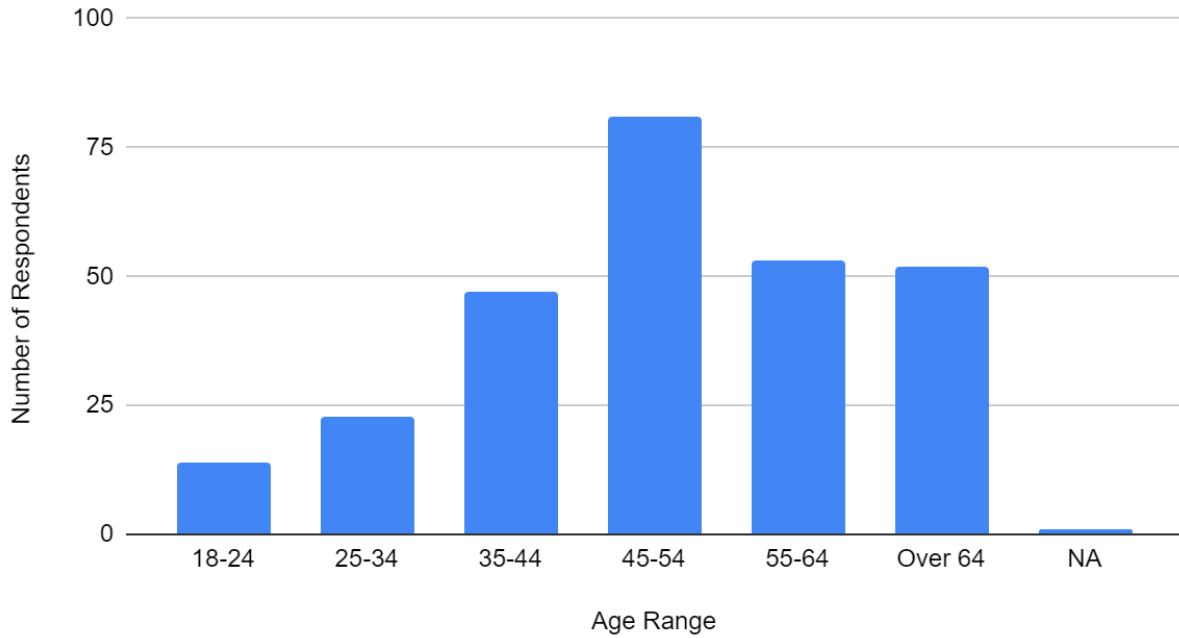
With current conditions, how do you prefer to shop? (Please rank the following options from 1-5, with 1 being your most preferred option)



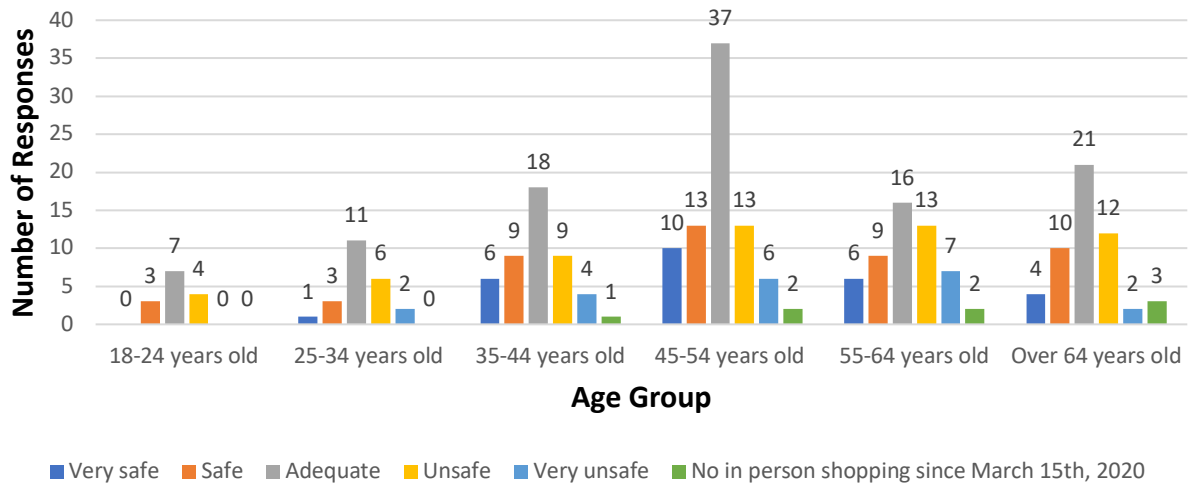
As more industries and businesses begin to open, how safe do you feel leaving your house to visit non-essential businesses?



## What is your age?

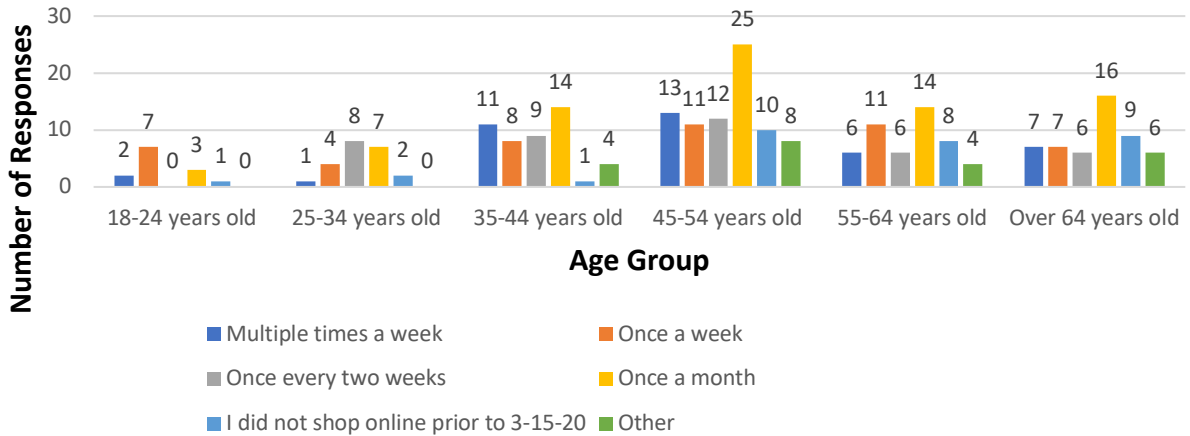


## Different Age Groups and Safety While Shopping In Person

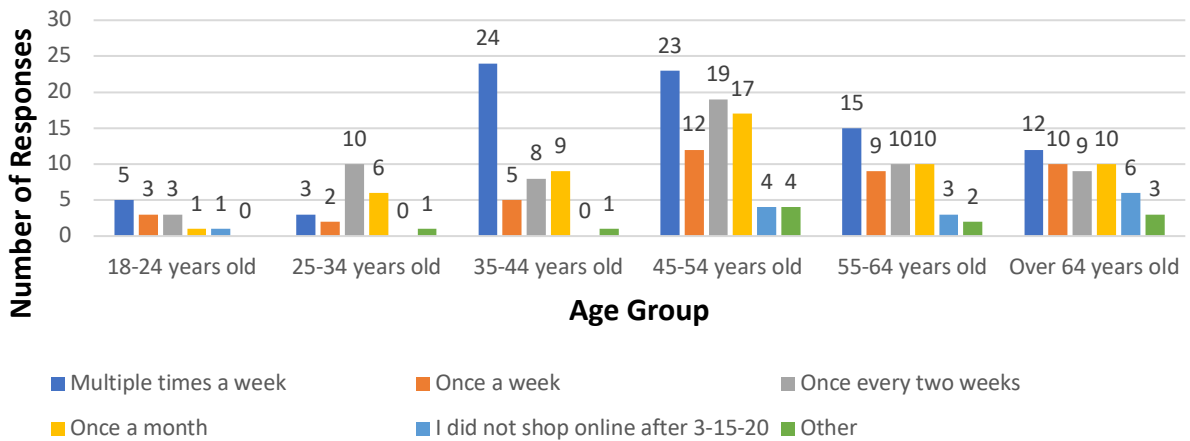




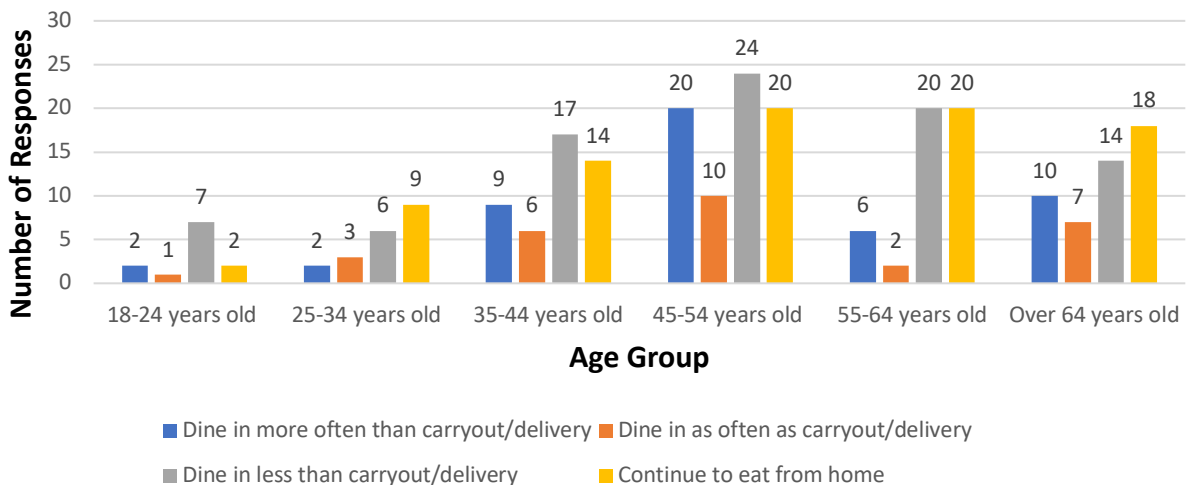
### Different Age Groups and Online Shopping Habits Prior to March 15th, 2020



### Different Age Groups and Online Shopping Habits After March 15th, 2020



### Different Age Groups and Restaurants/Food



## Different Age Groups and Safety While Shopping at Non-Essential Businesses

