



Main Street Business Survey And COVID-19 Results Executive Summary

The COVID-19 pandemic has had expansive negative economic effects. The Oklahoma Main Street Center conducted a survey to businesses in its 30 Main Street Programs to determine what percent of losses were suffered as a result of the pandemic and closure of nonessential businesses. The survey also gauged types of social media and existence of e-commerce, as well as any concerns respondents have moving forward. The data was gathered from May 13-19, 2020, and resulted in 155 responses from 17 communities.

Respondents reported a significant loss in sales from a year ago with restaurants reporting a 66% decrease in sales, while retail reported a decrease of 70%.

The survey showed that most respondents have at least one type of social media, with Facebook being the most popular. Chart 1 shows those “with” certain social media and their corresponding sales loss percentages. Chart 2 shows those “without” certain social media and their corresponding sales loss percentages.

The restaurants and retail that had a website suffered a 52% decrease in sales. However, restaurant and retail that did not have a website suffered nearly a 77% decrease in sales. When looking at e-commerce (online sales), the total of restaurants and retail that have e-commerce suffered a 49% decrease in sales, while those without e-commerce suffered a 67% loss.

The survey also asked for the length of time businesses could remain open if the disruption from COVID-19 were to continue. The result was one of optimism, with nearly 75% of survey respondents stating they would expect six or more months. More than 40% of respondents said they do not expect to go out of business. Businesses also stated that continuing consultations with the Oklahoma Main Street staff, in addition to receiving grants and loans will help continue to keep them in business.

In conclusion, there are many concerns regarding paying for expenses as indicated on Chart 3. There were additional comments provided by the respondents to give further insight into their recent policies and practices. Comments included the success with curbside pick-up, many finally learning social media to help improve their business, and some taking the time to upgrade and remodel their business.

CHART 1

	Website	E-commerce	Facebook	Instagram	Twitter	Snapchat	Grubhub/DoorDash
Restaurants	57.1%	9.5%	100%	61.9%	0.0%	9.5%	9.5%
Decrease in Sales	32.0%	47.0%	43.8%	54.8%	0.0%	14.0%	NA
Retail	75%	40.6%	95.3%	67.3%	26.6%	12.5%	0.0%
Decrease in Sales	58.0%	50.0%	65.0%	63.0%	63.0%	76.0%	0.0%
Service	70.5%	8.2%	82.0%	42.6%	23.0%	6.6%	2.0%
Decrease in Sales	57.0%	74.0%	54.0%	56.0%	42.0%	68.0%	98.0%
Unknown	66.7%	22.2%	66.7%	33.3%	11.1%	0.0%	0.0%
Decrease in Sales	50.0%	50.0%	55.0%	50.0%	0.0%	0.0%	0.0%

Understanding the Chart: For example, let us look at “RESTAURANT” and “Website”. There are 57.1% of restaurants that have a website. There is a 32% decrease in sales that have a website in the restaurant industry.

These percentages are based on the respondents who offered these statistics

CHART 2

	No Website	No E-commerce	No Facebook	No Instagram	No Twitter	No Snapchat	No Grubhub/DoorDash
Restaurants	42.9%	90.5%	0.0%	38.1%	100.0%	90.5%	90.5%
Decrease in Sales	86.3%	50.0%	0.0%	21.7%	49.4%	53.0%	NA
Retail	25.0%	59.4%	4.7%	32.8%	73.4%	87.5%	100.0%
Decrease in Sales	73.0%	74.0%	50.0%	72.0%	65.0%	64.0%	0.0%
Service	29.5%	91.8%	18.0%	57.4%	77.0%	93.4%	98.0%
Decrease in Sales	39.0%	51.0%	49.0%	45.0%	56.0%	52.0%	51.0%
Unknown	33.3%	77.8%	33.3%	66.7%	88.9%	100.0%	100.0%
Decrease in Sales	60.0%	60.0%	NA	60.0%	55.0%	NA	NA

Understanding the Chart: For this example, let us look at “RETAIL” and “NO Ecommerce”. There are 59.4% of retail that DO NOT have E-commerce/on-line sales. There is a 74% decrease in sales that do not have E-commerce in the retail industry.

These percentages are based on the respondents who offered these statistics

CHART 3

Q6 What is your biggest concern right now? (Check all that apply)

