



South Orange County Economic Coalition Survey

April 6-20, 2020

Sponsored by:

UCI Health

with



South Orange County Economic Coalition Survey

April 6-20, 2020

Total Responses: 99

Collectors

OPEN

[SOCEC COVID-19 Survey 1](#)

Created: 4/4/2020

84

RESPONSES
COLLECTED

OPEN

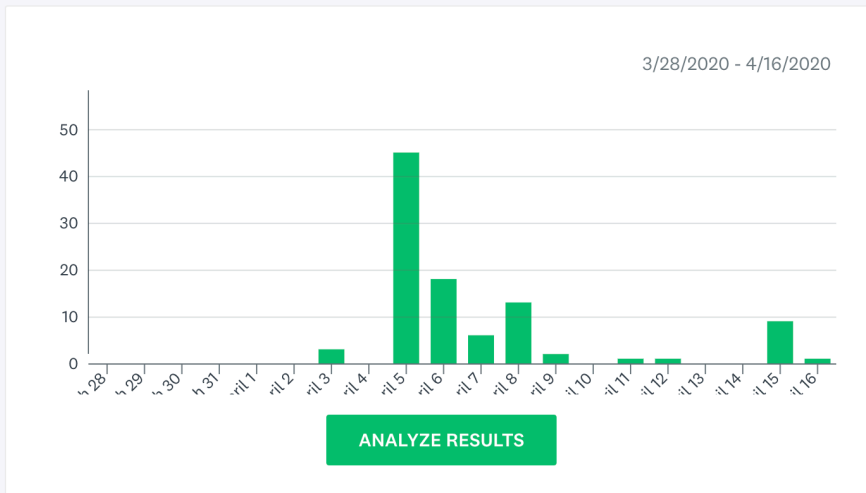
[Website survey responses](#)

Created: 4/4/2020

15

RESPONSES
COLLECTED

Responses Volume



OVERALL RESULTS

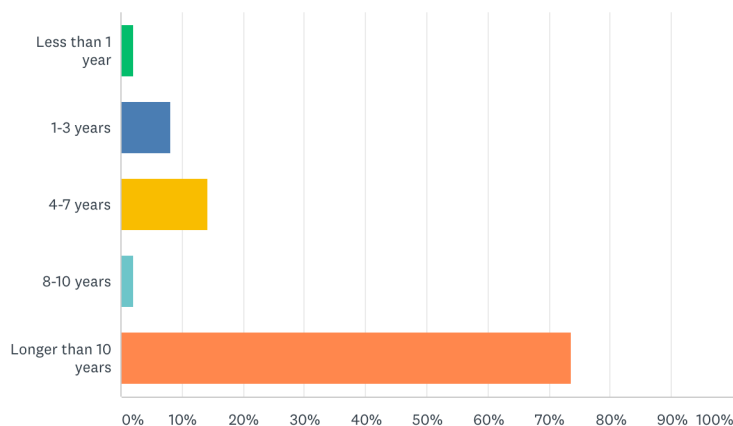
Q1. What type of business do you operate?

ANSWER CHOICES	RESPONSES	
Construction	2.02%	2
Education	6.06%	6
Hotel	0.00%	0
Healthcare	4.04%	4
Hospitality	1.01%	1
Information Technology	2.02%	2
Investment & Finance	4.04%	4
Maintenance Services	0.00%	0
Manufacturing	2.02%	2
Planning & Development	3.03%	3
Profession Services	18.18%	18
Real Estate	26.26%	26
Restaurant	6.06%	6
Retail	5.05%	5
Sales	1.01%	1
Security	0.00%	0
Service	19.19%	19
TOTAL		99

[Comments \(30\)](#)

Comments: Event management, investment, automotive, utility, consulting, HVAC, beauty business facials, plumbing, tutoring teaching, video production weddings etc., financial institution, dentist, beauty salon, travel, coffee shop, golf course, graphics/print/mail, nonprofit trade association, promotional logo products, fitness center, chamber, planning & civil engineering, sports management, nonprofit, recruiter, water district, business development, PR

2. How long has your business been in operation?

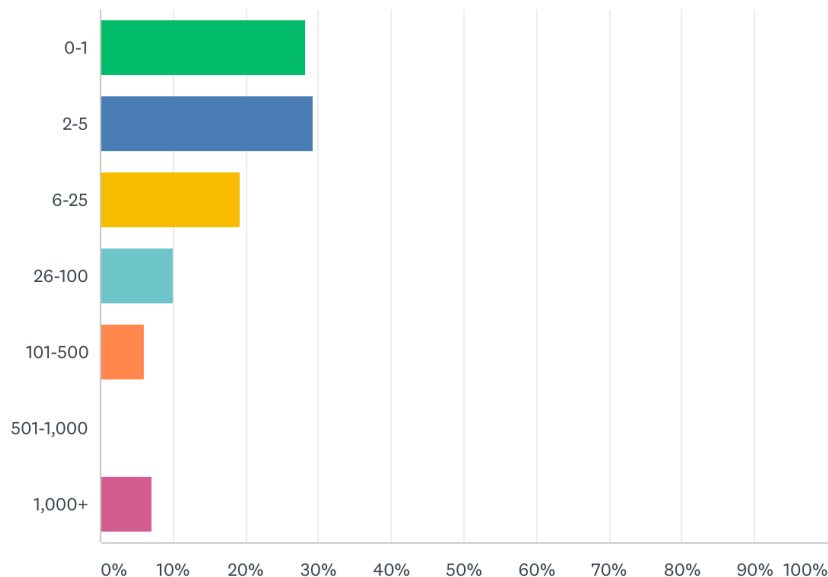


3. Where is your business located? (Select all that apply)

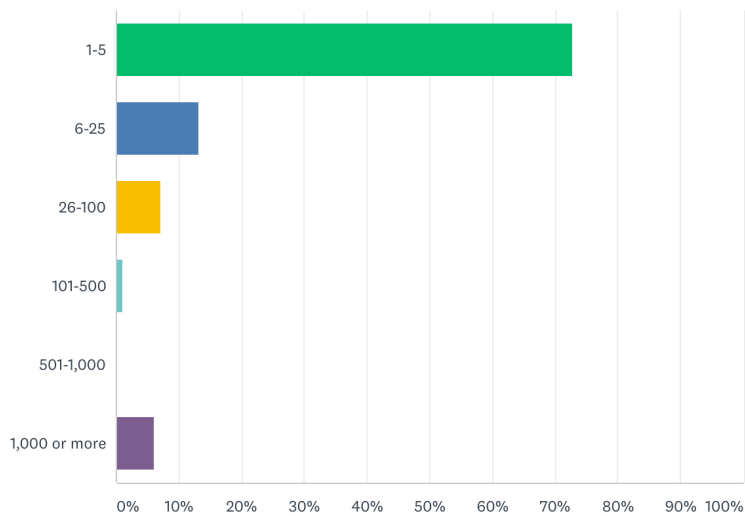
ANSWER CHOICES ▼	RESPONSES ▼
▼ Multiple countries	1.01% 1
▼ Across the U.S.	5.05% 5
▼ Across the state	5.05% 5
▼ Multiple locations in Southern California	11.11% 11
▼ Multiple locations within South County	13.13% 13
▼ Aliso Viejo	18.18% 18
▼ Dana Point	11.11% 11
▼ Ladera Ranch	4.04% 4
▼ Laguna Beach	5.05% 5
▼ Laguna Hills	16.16% 16
▼ Laguna Niguel	11.11% 11
▼ Laguna Woods	5.05% 5
▼ San Juan Capistrano	6.06% 6
▼ Irvine	10.10% 10
▼ Lake Forest	11.11% 11
▼ Rancho Mission Viejo	8.08% 8
▼ Rancho Santa Margarita	14.14% 14
▼ San Clemente	15.15% 15
▼ San Juan Capistrano	5.05% 5
▼ Unincorporated Orange County	4.04% 4
▼ Other (please specify) Responses	22.22% 22

Other responses: Mission Viejo, Newport Beach, Orange, Costa Mesa

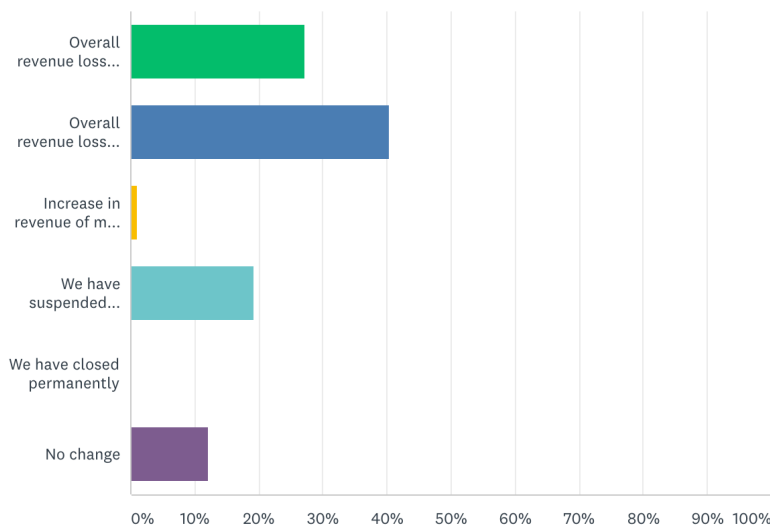
4. How many employees does your business have?



5. How many of your local employees are now working remotely due to the emergency?



6. How has the COVID-19 emergency affected your operations and revenue?

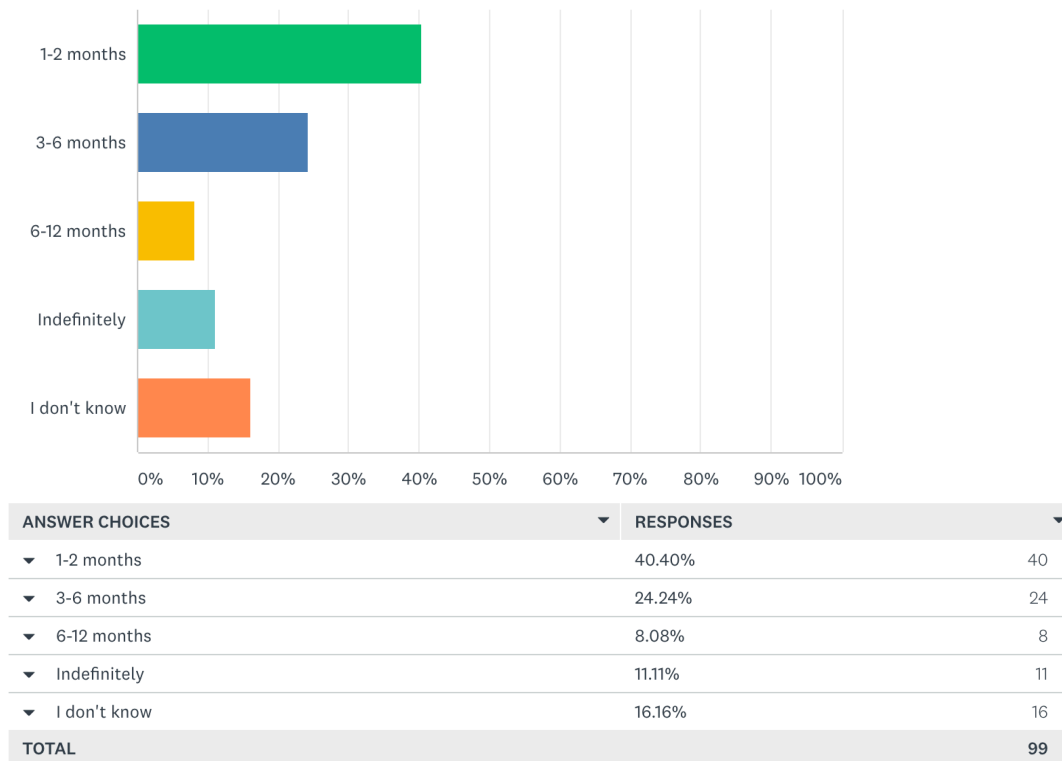


ANSWER CHOICES	RESPONSES	
Overall revenue loss of up to 30%	27.27%	27
Overall revenue loss of more than 30%	40.40%	40
Increase in revenue of more than 10%	1.01%	1
We have suspended operation for the time being	19.19%	19
We have closed permanently	0.00%	0
No change	12.12%	12
TOTAL		99

Comments: all revenue lost, sales closed/service business off 80%, postponement of business (buyers & sellers delaying), unspecified at this time, limited losses to date more reduction in services, impact will be in a couple of months b/c of nature of business, 90% loss, 70% loss, too

early to determine, business based on events which has been dramatically reduced, still operating but transactions have been cancelled or postponed, no change, too early to say.

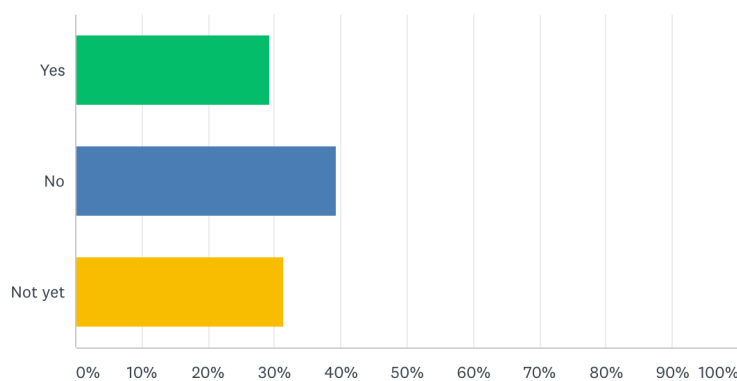
7. How long can you continue operating under current emergency conditions before you must change your business operations?



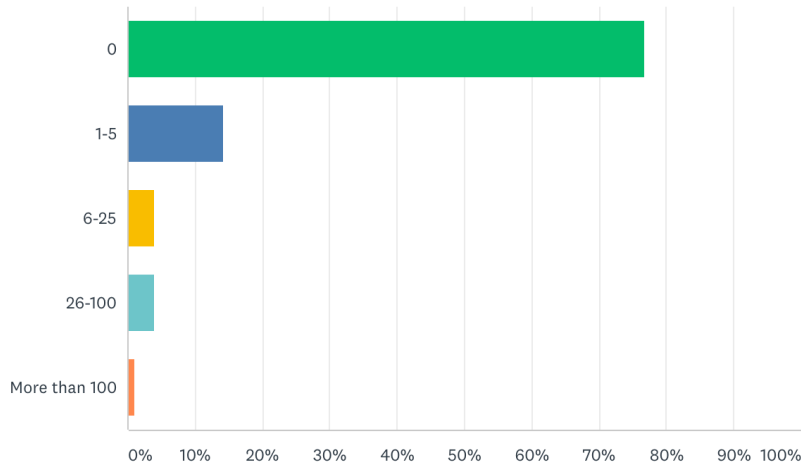
[Comments \(2\)](#)

Comments: we have already laid off and furloughed, I have zero income and paid full rent April 1st.

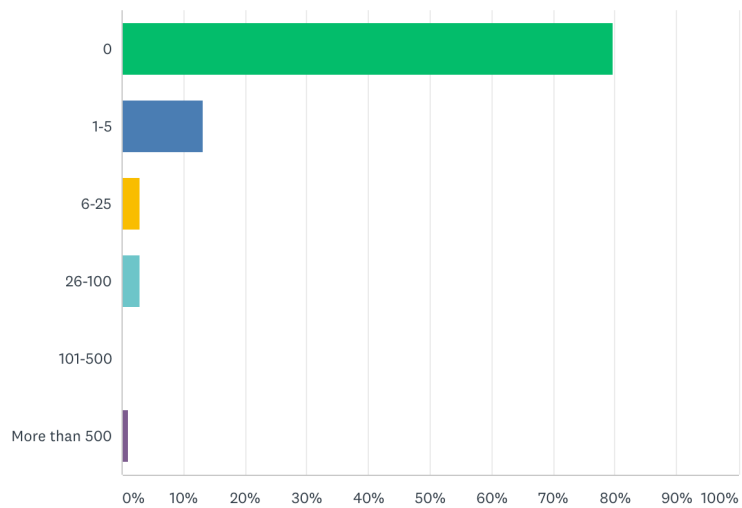
8. Have you had to lay off or furlough any employees due to the emergency?



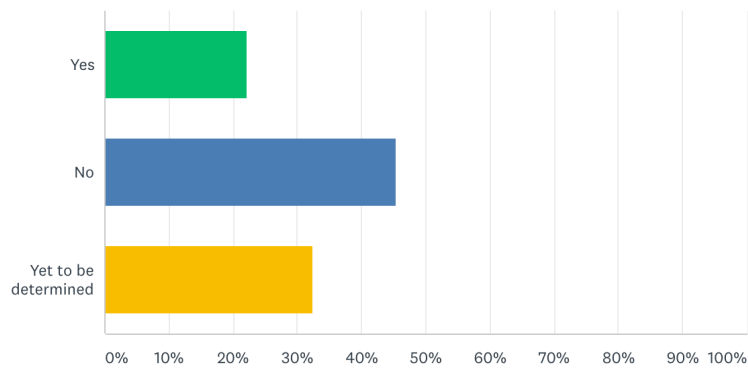
9. How many have been laid off?



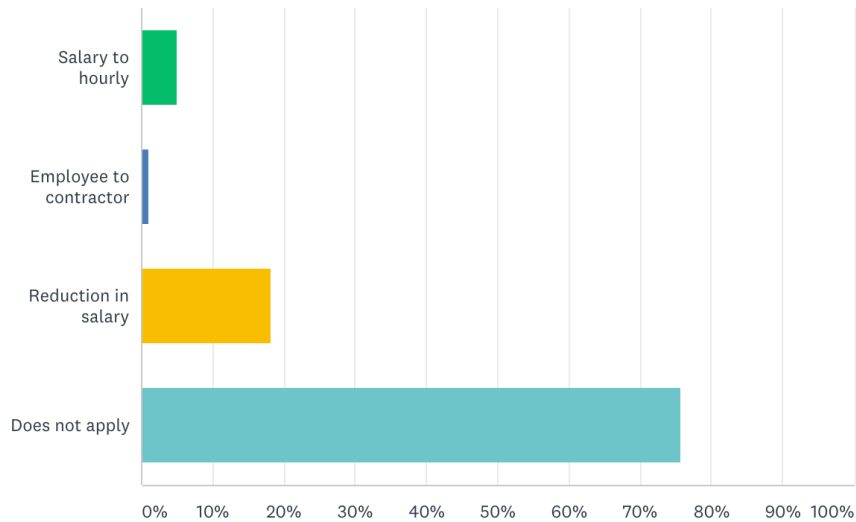
10. How many have been furloughed?



11. Have you had to change employee compensation?

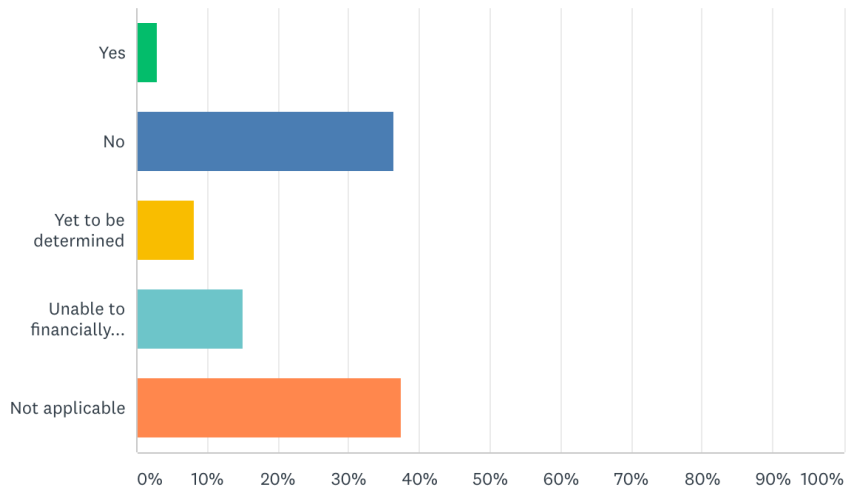


12. How have you changed your employee compensation?

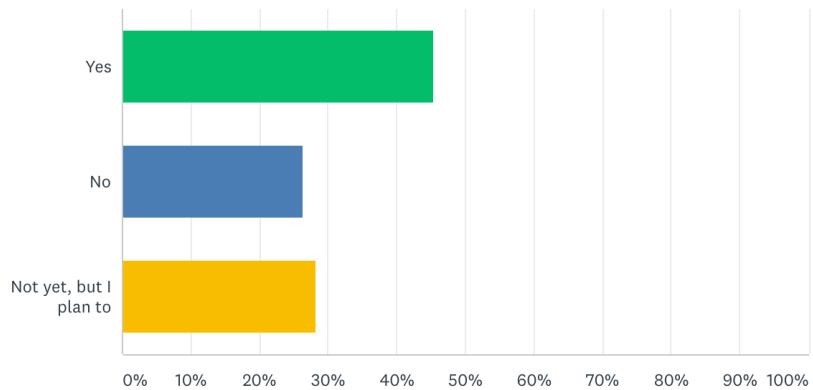


Comments: Cannot pay, we have applied for PPP, stop 3% 401K contributions, reduction in wages due to reduction in business, commission to minimum wage part-time, considering reduction in salary, pay older staff to stay home and not work, independent contractors, Q2 2020 401k match program cancelled, reduction in hours, per transaction basis,

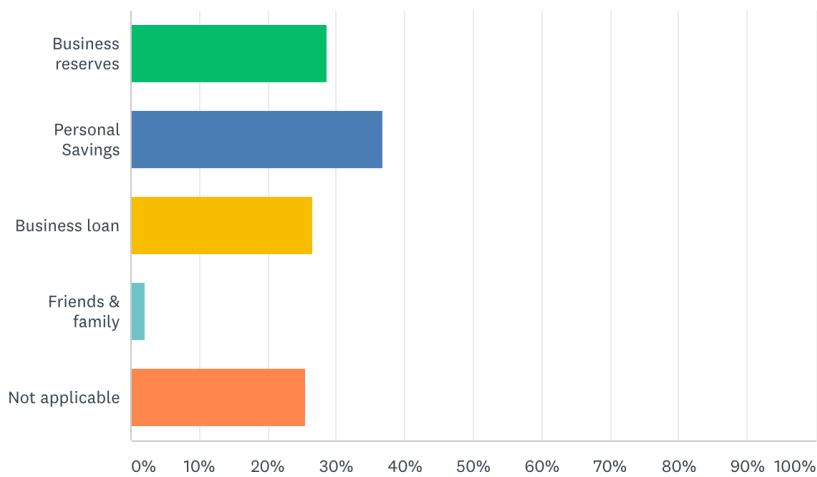
13. Is your company offering any additional benefits or pay to front-line employees who still need to report to work?



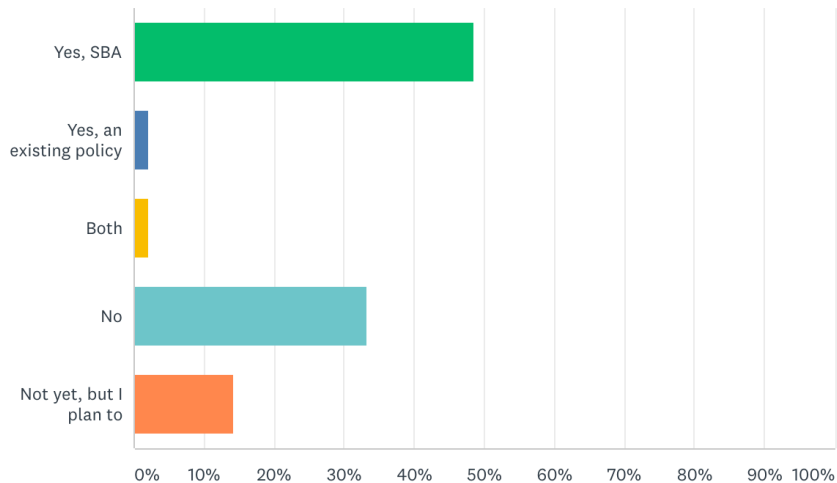
14. Have you had to draw additional funds to continue operating your business during the emergency?



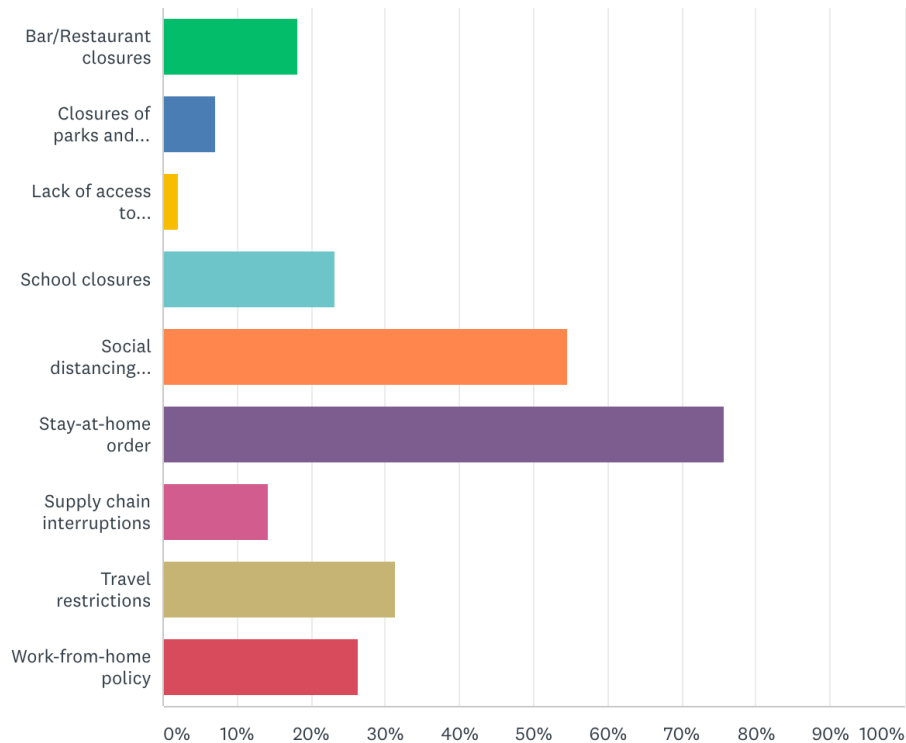
15. Where have you had to draw additional funds to continue operations?



16. Have you sought assistance from either the Small Business Administration (SBA) or an existing policy?



**17. What emergency conditions have had the most significant impacts on your business?
(Select all that apply)**



Comments: cities stopping design projects/capital improvement projects/consulting services, HVAC service install dropped 75%, people are out less which slows cases for PI firm, populations fear of having a tech in their home, job market, laid off workers are no longer customers, ports closed, clients affects, membership fees have stopped, general borrower/investor problems, government agency/processes slow down, all of the above, non-essential store closures because we are a shopping center, consumer confidence.

18. Accept conditions and terms (100%)

19. Please provide an e-mail address to receive survey results. (80 answered)

20. Would you like to be added to the South Orange County Economic Coalition's mailing list?

ANSWER CHOICES	RESPONSES	
Yes	51.19%	43
No	48.81%	41
TOTAL		84

21. Would you like someone from the Coalition to contact you regarding membership?

ANSWER CHOICES	RESPONSES	
▼ Yes	8.43%	7
▼ No	91.57%	76
TOTAL		83

22. If you would like to be contacted by a membership representative, please provide your phone number or email.

Email Address	Responses	100.00%	10
Phone Number	Responses	70.00%	7

TARGETED RESULTS

BY INDUSTRY:

Industry	% of Overall Respondents
Real Estate	26.25%
Service	19.19%
Professional Service	18.18%
Restaurant	6.06%
Education	6.06%
Retail	5.05%

2. How long has your business been in operation?

	LESS THAN 1 YEAR	1-3 YEARS	4-7 YEARS	8-10 YEARS	LONGER THAN 10 YEARS	TOTAL
Q1: Education	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 6	7.50% 6
Q1: Profession Services	11.11% 2	11.11% 2	16.67% 3	0.00% 0	61.11% 11	22.50% 18
Q1: Real Estate	0.00% 0	7.69% 2	7.69% 2	0.00% 0	84.62% 22	32.50% 26
Q1: Restaurant	0.00% 0	33.33% 2	0.00% 0	16.67% 1	50.00% 3	7.50% 6
Q1: Retail	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	6.25% 5
Q1: Service	0.00% 0	5.26% 1	26.32% 5	5.26% 1	63.16% 12	23.75% 19

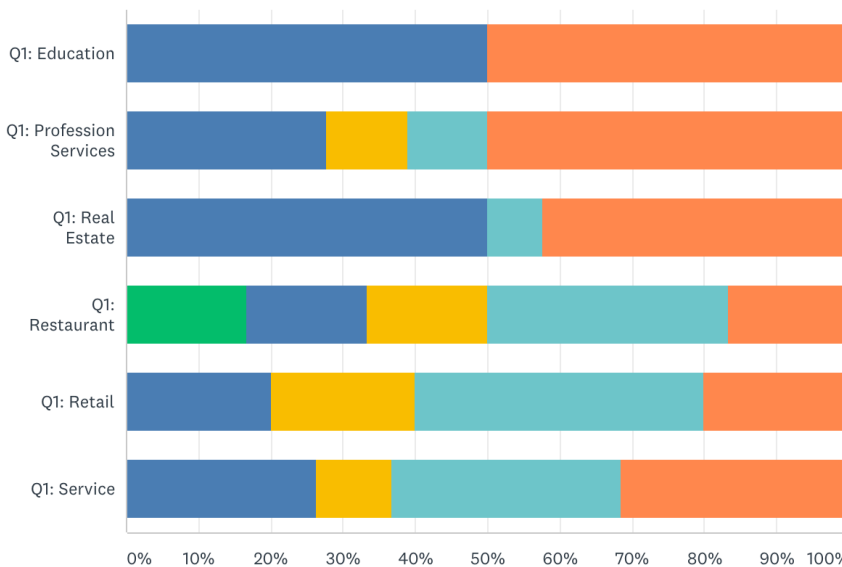
6. How has the COVID-19 emergency affected your operations and revenue?

	OVERALL REVENUE LOSS OF UP TO 30%	OVERALL REVENUE LOSS OF MORE THAN 30%	INCREASE IN REVENUE OF MORE THAN 10%	WE HAVE SUSPENDED OPERATION FOR THE TIME BEING	WE HAVE CLOSED PERMANENTLY	NO CHANGE	TOTAL
Q1: Education	0.00% 0	33.33% 2	0.00% 0	33.33% 2	0.00% 0	33.33% 2	7.50% 6
Q1: Profession Services	33.33% 6	44.44% 8	0.00% 0	11.11% 2	0.00% 0	11.11% 2	22.50% 18
Q1: Real Estate	38.46% 10	34.62% 9	0.00% 0	19.23% 5	0.00% 0	7.69% 2	32.50% 26
Q1: Restaurant	16.67% 1	66.67% 4	0.00% 0	16.67% 1	0.00% 0	0.00% 0	7.50% 6
Q1: Retail	0.00% 0	60.00% 3	20.00% 1	20.00% 1	0.00% 0	0.00% 0	6.25% 5
Q1: Service	21.05% 4	36.84% 7	0.00% 0	31.58% 6	0.00% 0	10.53% 2	23.75% 19

7. How long can you continue operating under current emergency conditions before you must change your business operations?

	1-2 MONTHS	3-6 MONTHS	6-12 MONTHS	INDEFINITELY	I DON'T KNOW	TOTAL
Q1: Education	33.33% 2	0.00% 0	33.33% 2	16.67% 1	16.67% 1	7.50% 6
Q1: Profession Services	33.33% 6	38.89% 7	0.00% 0	11.11% 2	16.67% 3	22.50% 18
Q1: Real Estate	42.31% 11	15.38% 4	7.69% 2	19.23% 5	15.38% 4	32.50% 26
Q1: Restaurant	16.67% 1	50.00% 3	16.67% 1	16.67% 1	0.00% 0	7.50% 6
Q1: Retail	60.00% 3	20.00% 1	0.00% 0	0.00% 0	20.00% 1	6.25% 5
Q1: Service	57.89% 11	15.79% 3	5.26% 1	5.26% 1	15.79% 3	23.75% 19
Total Respondents	34	18	6	10	12	80

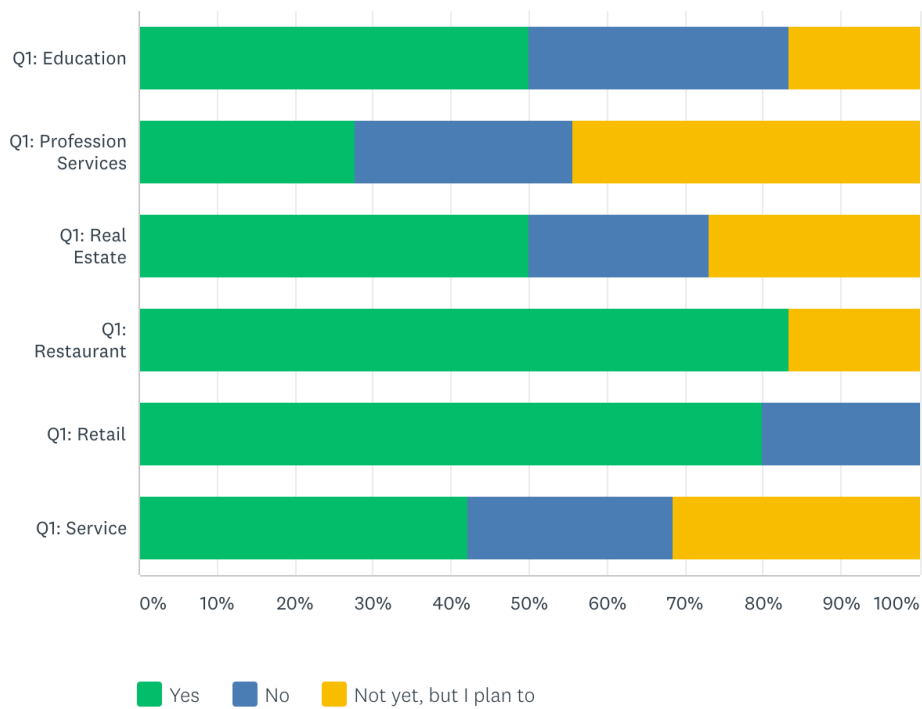
13. Is your company offering any additional benefits or pay to front-line employees who still need to report to work?



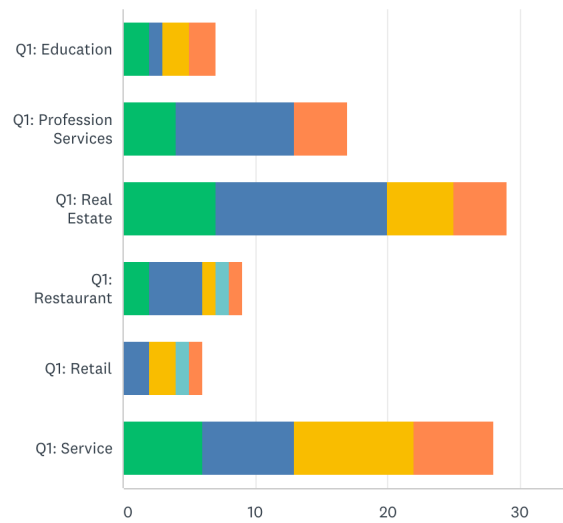
	YES	NO	YET TO BE DETERMINED	UNABLE TO FINANCIALLY PROVIDE ADDITIONAL BENEFITS	NOT APPLICABLE	TOTAL
Q1: Education	0.00% 0	50.00% 3	0.00% 0	0.00% 0	50.00% 3	7.50% 6
Q1: Profession Services	0.00% 0	27.78% 5	11.11% 2	11.11% 2	50.00% 9	22.50% 18
Q1: Real Estate	0.00% 0	50.00% 13	0.00% 0	7.69% 2	42.31% 11	32.50% 26
Q1: Restaurant	16.67% 1	16.67% 1	16.67% 1	33.33% 2	16.67% 1	7.50% 6
Q1: Retail	0.00% 0	20.00% 1	20.00% 1	40.00% 2	20.00% 1	6.25% 5
Q1: Service	0.00% 0	26.32% 5	10.53% 2	31.58% 6	31.58% 6	23.75% 19
Total Respondents	1	28	6	14	31	80

14. Have you had to draw additional funds to continue operating your business during the emergency?

	YES	NO	NOT YET, BUT I PLAN TO	TOTAL
Q1: Education	50.00% 3	33.33% 2	16.67% 1	7.50% 6
Q1: Profession Services	27.78% 5	27.78% 5	44.44% 8	22.50% 18
Q1: Real Estate	50.00% 13	23.08% 6	26.92% 7	32.50% 26
Q1: Restaurant	83.33% 5	0.00% 0	16.67% 1	7.50% 6
Q1: Retail	80.00% 4	20.00% 1	0.00% 0	6.25% 5
Q1: Service	42.11% 8	26.32% 5	31.58% 6	23.75% 19
Total Respondents	38	19	23	80

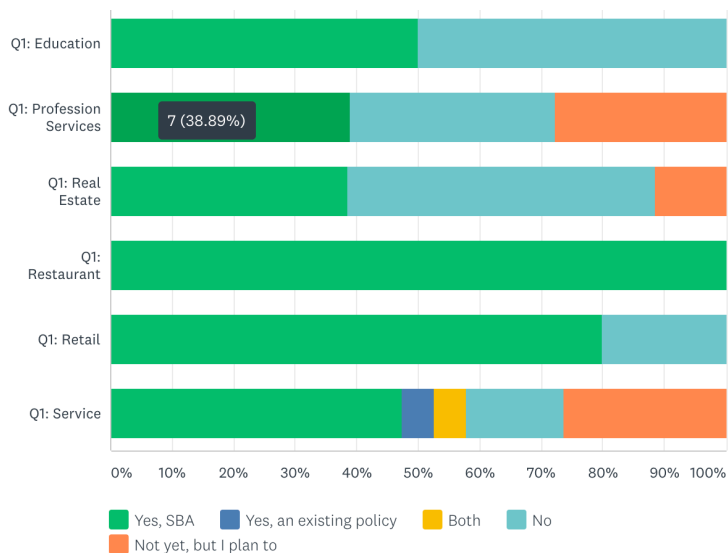


15. Where have you had to draw additional funds to continue operations?



	BUSINESS RESERVES	PERSONAL SAVINGS	BUSINESS LOAN	FRIENDS & FAMILY	NOT APPLICABLE	TOTAL
Q1: Education	33.33% 2	16.67% 1	33.33% 2	0.00% 0	33.33% 2	8.86% 7
Q1: Profession Services	23.53% 4	52.94% 9	0.00% 0	0.00% 0	23.53% 4	21.52% 17
Q1: Real Estate	26.92% 7	50.00% 13	19.23% 5	0.00% 0	15.38% 4	36.71% 29
Q1: Restaurant	33.33% 2	66.67% 4	16.67% 1	16.67% 1	16.67% 1	11.39% 9
Q1: Retail	0.00% 0	40.00% 2	40.00% 2	20.00% 1	20.00% 1	7.59% 6
Q1: Service	31.58% 6	36.84% 7	47.37% 9	0.00% 0	31.58% 6	35.44% 28
Total Respondents	21	36	19	2	18	79

16. Have you sought assistance from either the Small Business Administration (SBA) or an existing policy?



	YES, SBA	YES, AN EXISTING POLICY	BOTH	NO	NOT YET, BUT I PLAN TO	TOTAL
Q1: Education	50.00% 3	0.00% 0	0.00% 0	50.00% 3	0.00% 0	7.50% 6
Q1: Profession Services	38.89% 7	0.00% 0	0.00% 0	33.33% 6	27.78% 5	22.50% 18
Q1: Real Estate	38.46% 10	0.00% 0	0.00% 0	50.00% 13	11.54% 3	32.50% 26
Q1: Restaurant	100.00% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.50% 6
Q1: Retail	80.00% 4	0.00% 0	0.00% 0	20.00% 1	0.00% 0	6.25% 5
Q1: Service	47.37% 9	5.26% 1	5.26% 1	15.79% 3	26.32% 5	23.75% 19
Total Respondents	39	1	1	26	13	80