

2020 Cox Consumer Pulse on COVID-19 and Small Businesses

A survey of more than 1,000 American consumers explores how the COVID-19 pandemic has affected their willingness and ability to support small businesses.

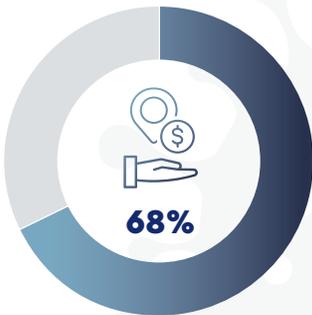


Getting Back to (Small) Business

Before COVID-19, most survey respondents said they frequented small businesses **1 to 3 times** each week. During the pandemic, it has transitioned to only **once weekly** or **not at all**.



Luckily, **70 percent** of respondents said they plan to increase support of small businesses as the severity of the pandemic in their community lessens. **Sixty-eight percent** want to support small businesses in their community to keep their local economy and jobs a float.



Going the Distance

To continue supporting their favorites small businesses during social distancing, respondents have been:

 **76%** Ordering takeout/delivery from a local restaurant

 **40%** Increasing the amount tipped at local restaurants

 **30%** Shopping online with local retailers

Who's Showing Support?

Forty percent of respondents felt that small businesses were receiving efficient guidance and resources to implement social distancing from their state governments. However, **41%** felt that the federal government had not done the same.



Safety First

Once re-opened for full service, surveyed consumers feel that these are the top things small businesses can do to make them feel safe amid COVID-19:



79% Limit the number of patrons inside



76% Require all staff to wear personal protective equipment



45% Install protective plastic shields at checkouts



45% Accept contactless payment



About the 2020 Cox Business Consumer Sentiment Survey on Small Business

Cox Business commissioned a blind survey of American consumers in May of 2020. Respondents to the online survey included a total of 1,244 consumers. The margin of error for this survey is plus or minus 3 percent.

The commercial division of Cox Communications, Cox Business provides voice, data and video services for more than 355,000 small and regional businesses nationwide, including health care providers; K-12 and higher education; financial institutions; and federal, state and local government organizations. The organization also serves most of the top-tier wireless and wireline telecommunications carriers in the U.S. through its wholesale division.