



MAIN STREET

ON LOCKDOWN

HOW SMBs ARE COPING WITH **THE ECONOMIC FALLOUT OF COVID-19**

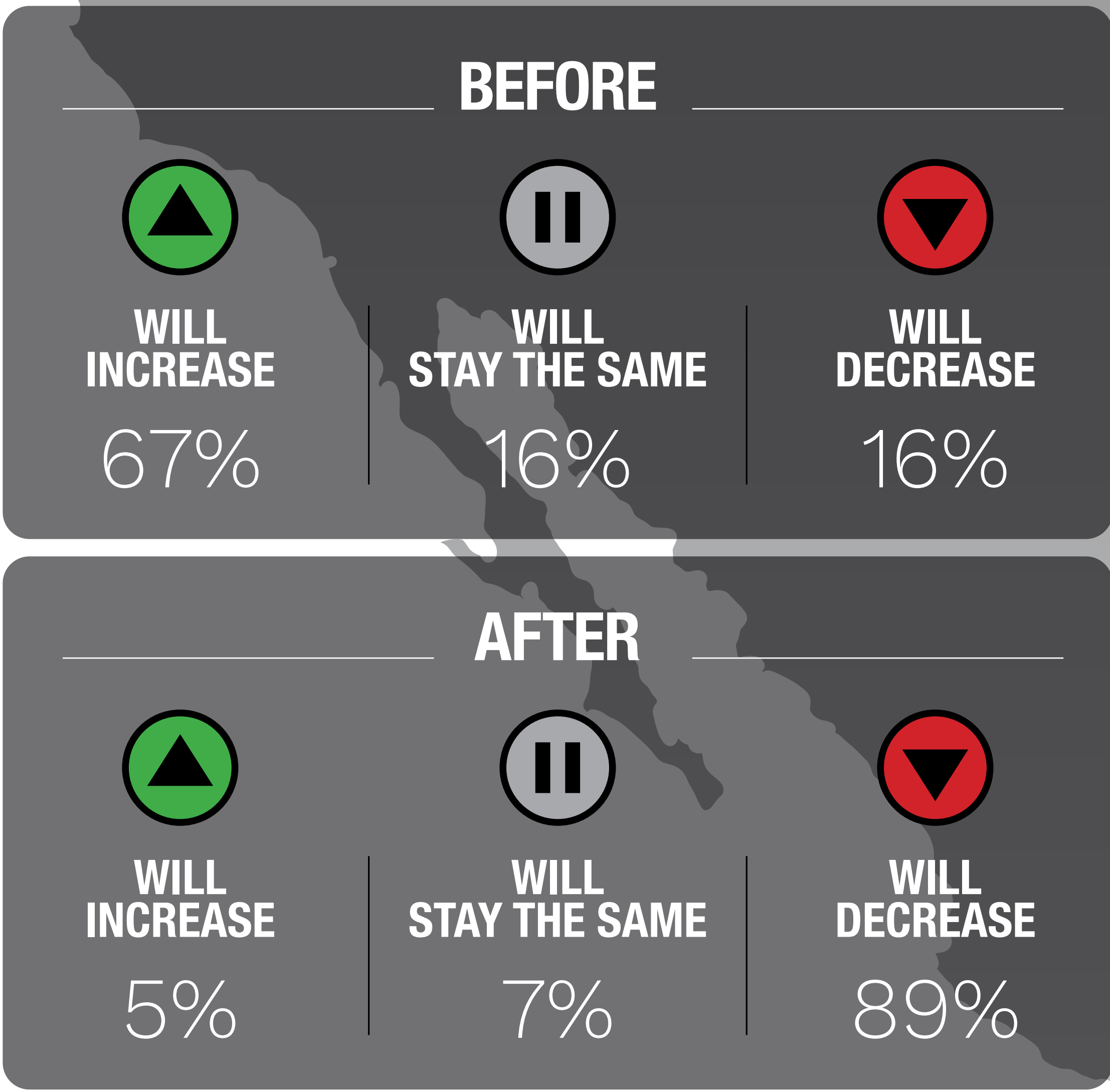
SHIFTING TIDES

One out of three small- to mid-sized businesses (SMBs) in the United States doubts it will weather the pandemic, and one out of four is confident it will not.

MITIGATING THE DOWNTURN

SMB owners are rapidly changing their operations to stay afloat during the economic slump.

SMBs’ YEAR-OVER-YEAR REVENUE OUTLOOKS BEFORE AND AFTER THE PANDEMIC BEGAN:



SMBs’ CONFIDENCE THAT THEY WILL SURVIVE THE PANDEMIC:



MEASURES SMBs HAVE TAKEN:



BRACING FOR AN UPHILL BATTLE

SMBs expect COVID-19’s economic impact to last nine times longer than the emergency cash reserves to which they have access.

HOW LONG SMBs BELIEVE IT WILL TAKE FOR LOCAL ECONOMIES TO RECOVER:



HOW LONG SMBs CAN STAY OPEN WITH THEIR CURRENT CASH RESERVES



Average: 178 days

Average: 20 days

WHEN BUSINESS GETS PERSONAL

Many SMB owners can only obtain emergency funding by tapping into their personal financial reserves.

