



# FOLLOW-UP BUSINESS IMPACT SURVEY

BRYAN-COLLEGE STATION  
SURVEY RESULTS

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**PRIVATE ENTERPRISE  
RESEARCH CENTER**  
TEXAS A&M UNIVERSITY

# SURVEY RESULTS

## BRYAN-COLLEGE STATION FOLLOW-UP BUSINESS IMPACT SURVEY

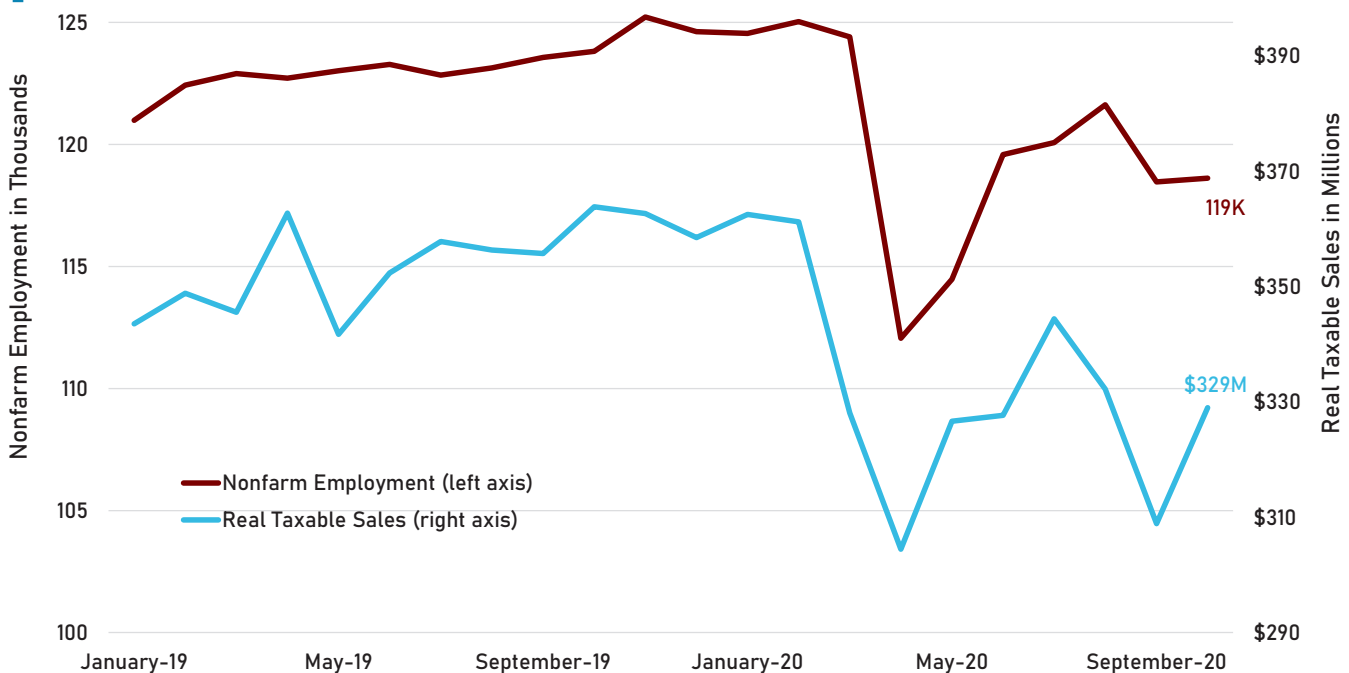
### OVERVIEW

- The follow-up Business Impact Survey was conducted November 2-6, 2020. This was the second of two surveys funded by the Office of the Provost at Texas A&M University. The first survey was conducted on June 8-16. The results of that survey are available [here](#).
- The Private Enterprise Research Center (PERC) designed the surveys and partnered with the Bryan/College Station (BCS) Chamber of Commerce to carry out the survey.
- The BCS Chamber of Commerce sent email invitations to the follow-up survey and called Chamber members throughout the survey period November 2-6, 2020.
- A total of 217 follow-up surveys were completed. There were 499 respondents to the initial survey.
- The follow-up survey had three sets of questions: operations and supply chain, workforce, and finance.

### LOCAL ECONOMIC CONDITIONS

The following figure summarizes the local economic conditions leading up to the follow-up survey. The figure depicts nonfarm employment and taxable sales in our local area. Nonfarm employment was 125,000 in February and by April had dropped to 112,100. By August, nonfarm employment had risen to 121,600, and by October it had fallen to 118,600. In October, nonfarm employment was 95% of February's nonfarm employment level. Seasonally adjusted local taxable sales fell by 15.7% between February and April, rose 13.1% between April and July, but by September, taxable sales fell again by 10.3%. In October, taxable sales rebounded 6.5% from September and were 91% of the February level. Also, the local unemployment rate was 2.8% in February, rose to 9.3% in April and by August, it had declined to 4.3%. September saw an increase to 5.6% in the unemployment rate, but the October rate fell to 4.9%. The unemployment rate for College Station-Bryan has been one of the lowest in the state throughout the current economic downturn.

#### NONFARM EMPLOYMENT & REAL TAXABLE SALES IN THE COLLEGE STATION-BRYAN MSA



Seasonally adjusted. Sources: Texas Comptroller for Taxable Sales. Bureau of Labor Statistics, Texas Workforce Commission; Federal Reserve Bank.

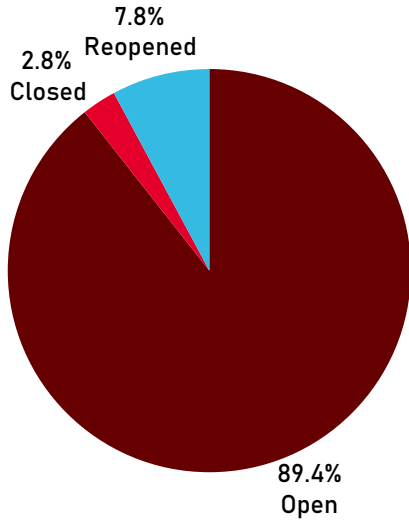
## **RESULTS**

The number of respondents to the November follow-up survey was 217. The initial June survey had 499 respondents. For the questions asked in both November and June, a table comparing the answers is presented along with the graphs. The second row of each table refers to the answers provided by a total of 93 respondents who were determined to have responded to both surveys.

## **OPERATIONS & SUPPLY CHAIN**

- 97% of the responding businesses were open or had reopened at the time of the follow-up survey. This percentage is similar to the percentage from the June survey.
- Half of the businesses were operating at above 90% in November. Less than 10% were operating below 50%. The average operating percentage in November was 81% or 6 percentage points higher than the 75% average in June.
- 59% of firms indicated they could receive more than 90% of their supplies in November, and less than 3% could receive less than 50% of their supplies. The average percentage of supply availability was 89% in November compared to 84% in June.
- 71% of firms indicated they could deliver above 90% of their goods or services in November. 4% reported that they could deliver less than 50%. The average percentage of goods and services local firms could deliver in November was 89%, up slightly from 87% in June.

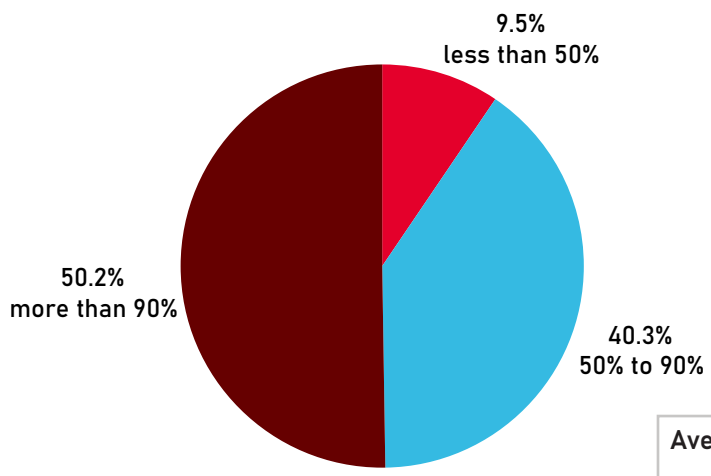
**WHAT IS THE CURRENT OPERATING STATUS OF YOUR BUSINESS?**



Percent Opened or Reopened		
	November	June
All Respondents	97.2%	96.8%
Respondents to both surveys	100.0%	100.0%

Note: Percentage of total responses depicted for each category. 217 responses.

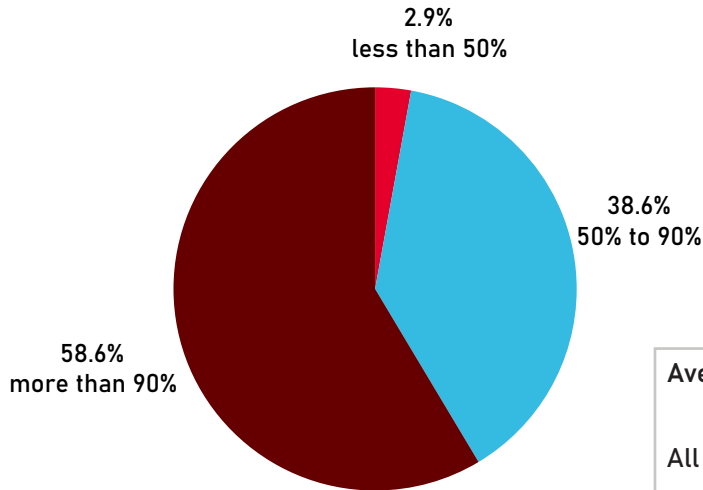
**WHAT IS YOUR CURRENT BUSINESS OPERATING LEVEL?**



Average current operating level		
	November	June
All Respondents	81.1%	74.5%
Respondents to both surveys	85.0%	77.4%

Note: Percentage of total responses depicted for each category. 211 responses.

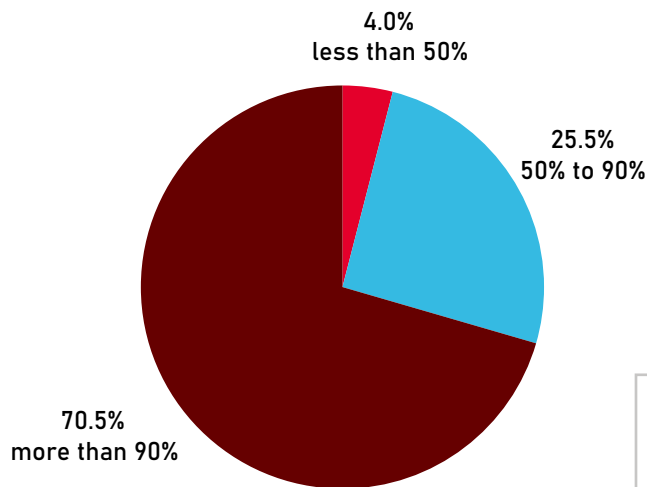
**WHAT PERCENTAGE OF YOUR SUPPLIES/SERVICES ARE YOU CURRENTLY ABLE TO RECEIVE?**



	November	June
All Respondents	88.7%	83.9%
Respondents to both surveys	90.8%	86.6%

Note: Percentage of total responses depicted for each category. 217 responses.

**WHAT PERCENTAGE OF YOUR GOODS OR SERVICES ARE YOU CURRENTLY ABLE TO SHIP/DELIVER?**



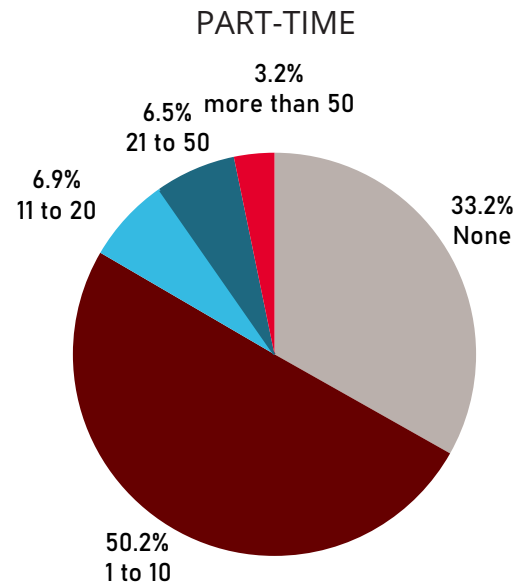
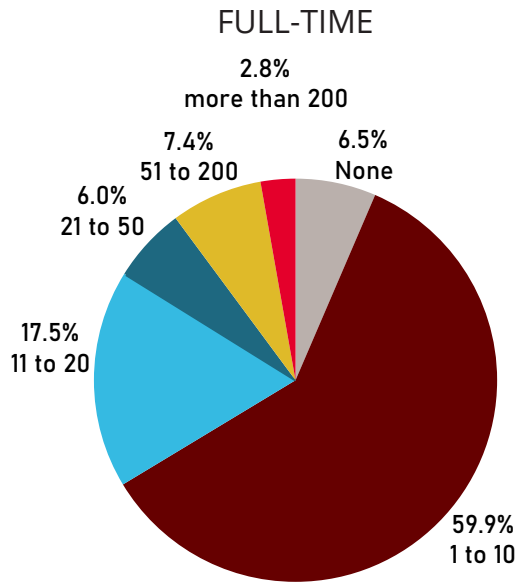
	November	June
All Respondents	89.1%	86.7%
Respondents to both surveys	91.1%	89.0%

Note: Percentage of total responses depicted for each category. 211 responses.

## WORKFORCE

- 60% of responding businesses in November had between 1 and 10 full-time employees prior to COVID-19. In June 62% of the responding firms had between 1 and 10 full-time employees prior to COVID-19.
- The average number of pre-COVID full-time employees per firm was 30 in November and was 33 among the June respondents.
- In November, 62% of firms reported currently employing between 1 and 10 full-time workers and 50% reported employing between 1 and 10 part-time workers. The average number of full-time employees in November was 28.
- 50% of November respondents had no change in pre-COVID to November employment numbers. 16% had an increase in employment and 24% had a decrease of more than 25%.
- In November, 12% of firms had employees not reporting for work. This compares to 25% of firms in June that reported having employees not reporting for work.
- Of the firms in November with workers not reporting for work, 67% were not paying the employees.
- Of the firms in November that responded to the question asking the percentage of a firm's workforce that was working from home, 74% had 0%-20% of their employees working from home, and 10% had 81%-100% of their employees working from home.
- On average in November, firms reported that 19% of their employees were working from home. In June, firms reported that 29% of their employees were working from home.
- "Fear of infection" garnered the most responses as the reason employees were working from home.
- In November 84% of businesses were opened to the maximum extent allowed. This is up from June when 80% of businesses were opened to the maximum extent allowed.

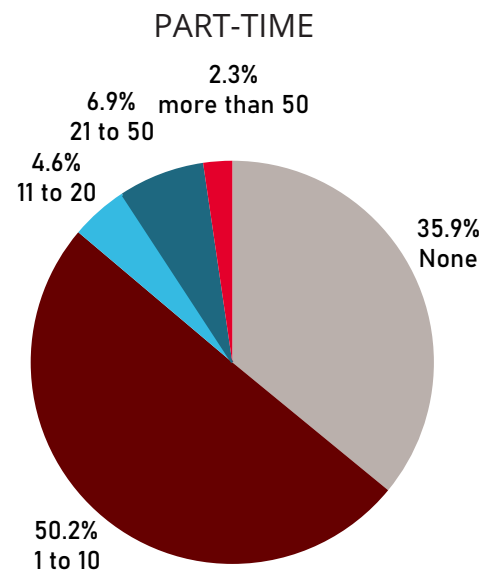
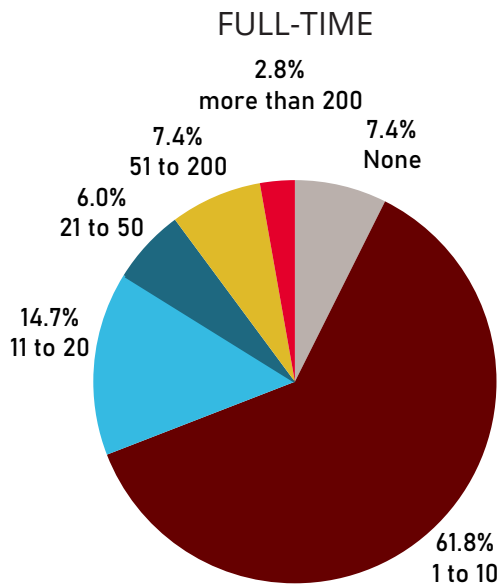
## WHAT WAS YOUR TOTAL EMPLOYEE COUNT PRIOR TO COVID-19?



Average pre-COVID full-time	November	June	Average pre-COVID part-time	November	June
	All Respondents	30.0		32.8	All Respondents
Respondents to both surveys	24.4	16.8	Respondents to both surveys	7.6	7.3

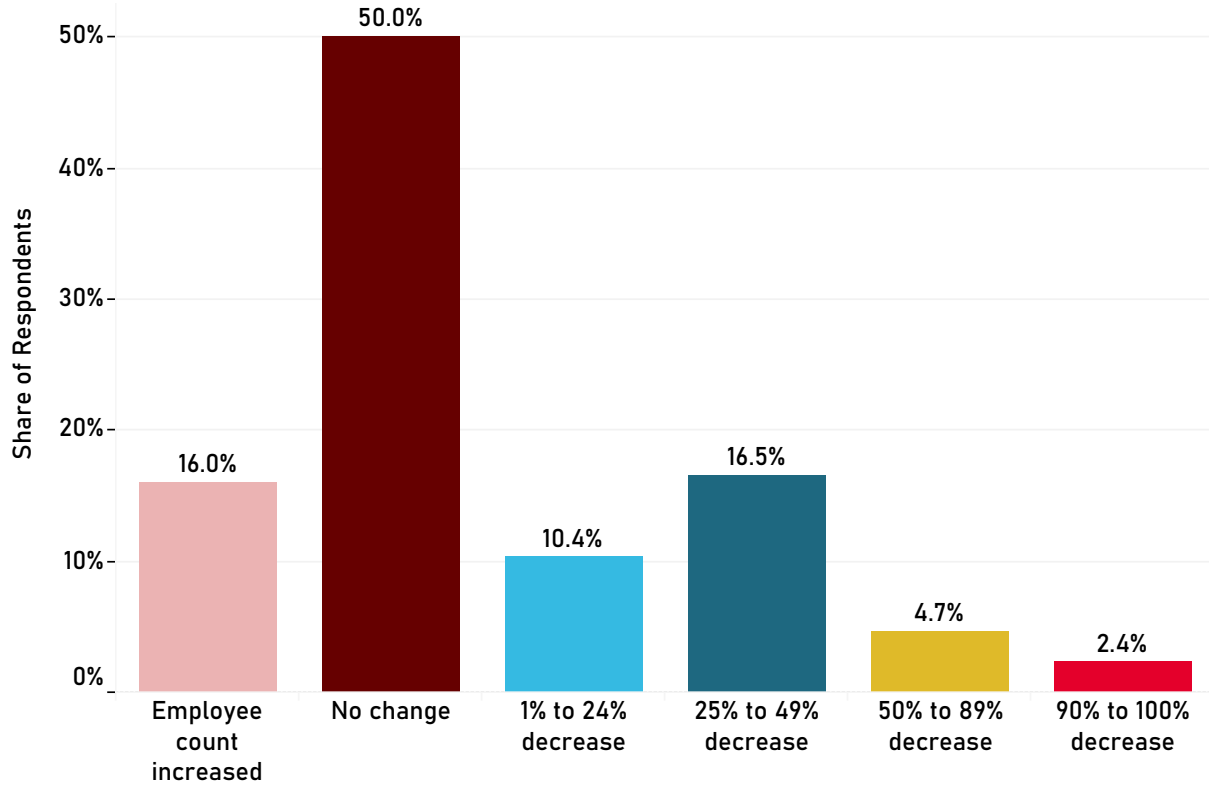
Note: Percentage of total responses depicted for each category. 217 responses.

## WHAT IS YOUR CURRENT TOTAL EMPLOYEE COUNT?



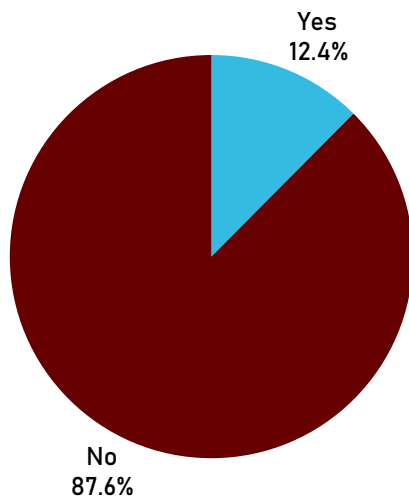
Note: Percentage of total responses depicted for each category. 217 responses.

### CHANGE IN EMPLOYEE COUNT (CURRENT COUNT MINUS PRE-COVID COUNT)



Note: Percentage of total responses depicted for each category. 212 responses.

### DO YOU HAVE EMPLOYEES TEMPORARILY NOT REPORTING TO WORK?

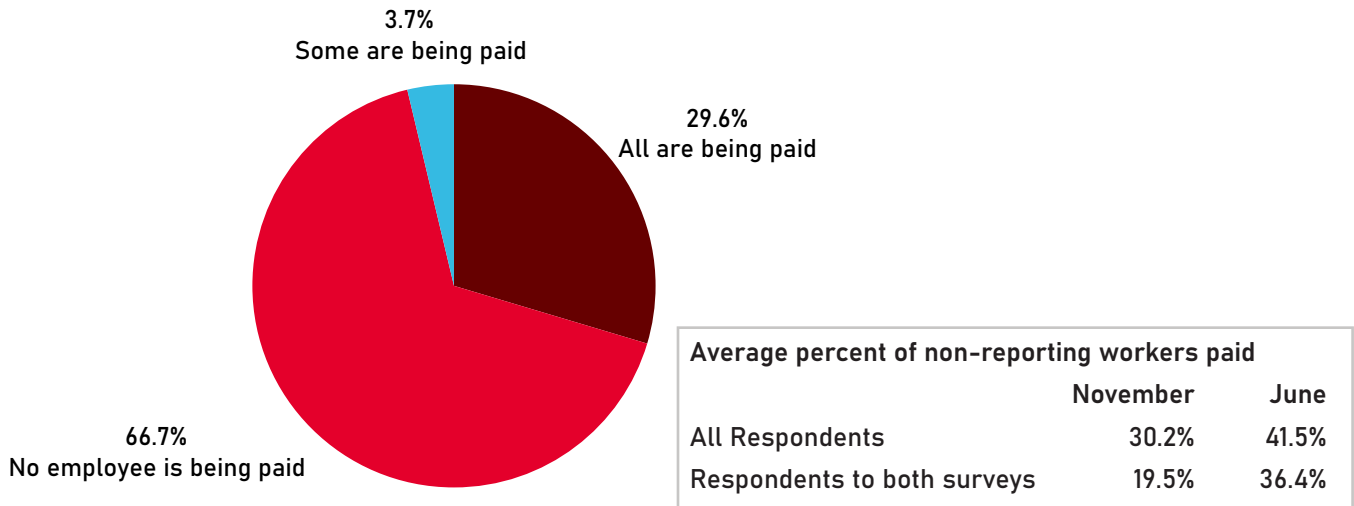


Percent of firms with non-reporting workers		
	November	June
All Respondents	12.4%	25.3%
Respondents to both surveys	11.8%	20.4%

Note: Percentage of total responses depicted for each category. 217 responses.

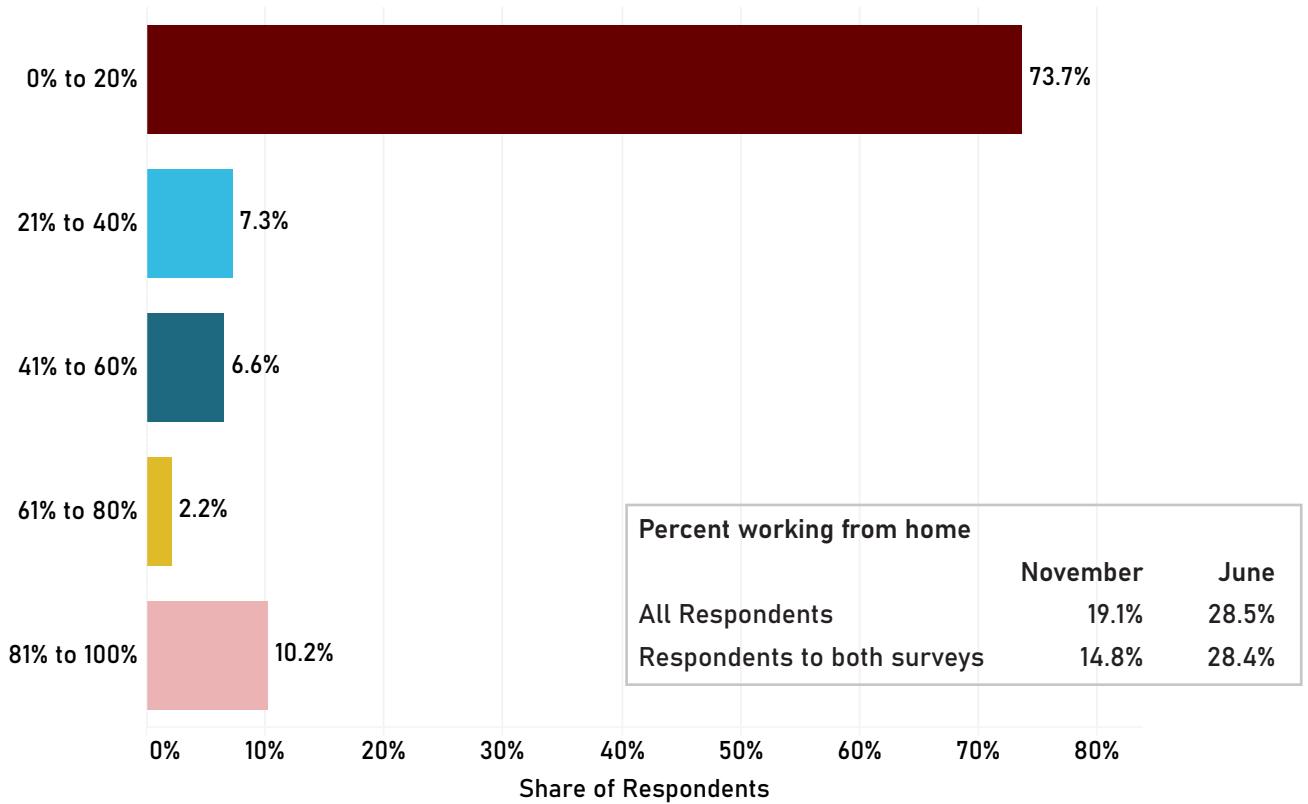


**IF EMPLOYEES ARE TEMPORARILY NOT REPORTING FOR WORK, WHAT PERCENTAGE ARE BEING PAID DURING THE WORK HIATUS?**



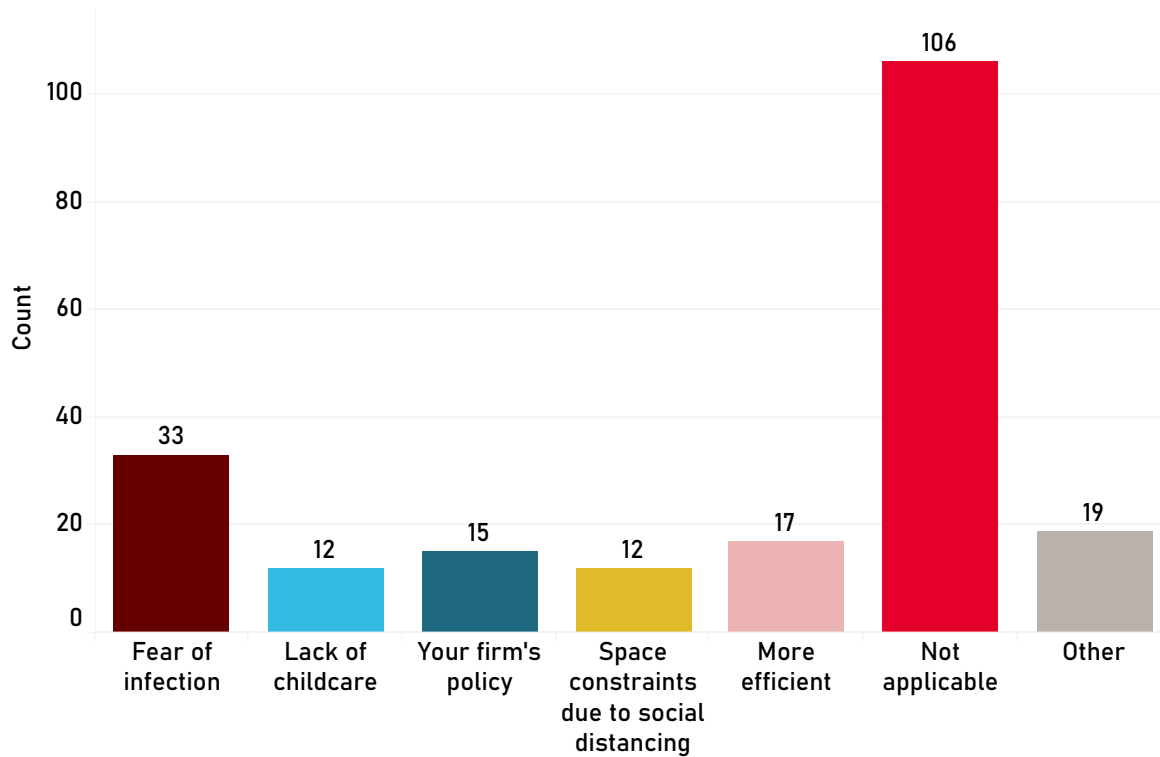
Note: Percentage of total responses depicted for each category. 27 responses.

**WHAT PERCENTAGE OF YOUR WORKFORCE IS CURRENTLY WORKING FROM HOME?**



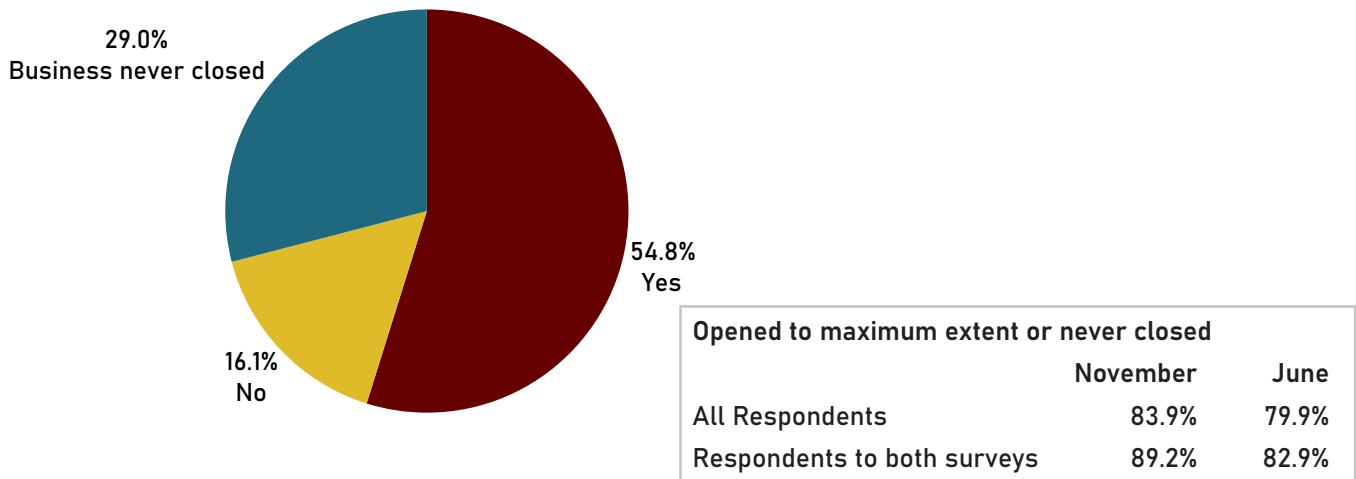
Note: Percentage of total responses depicted for each category. 137 responses.

**IF YOU HAVE EMPLOYEES WHO ARE WORKING FROM HOME, WHY ARE THEY WORKING FROM HOME?  
PLEASE SELECT ALL THAT APPLY.**



Note: Some respondents may have selected multiple answers.

**IS YOUR BUSINESS OPENED TO THE MAXIMUM EXTENT ALLOWED AT THIS TIME?**

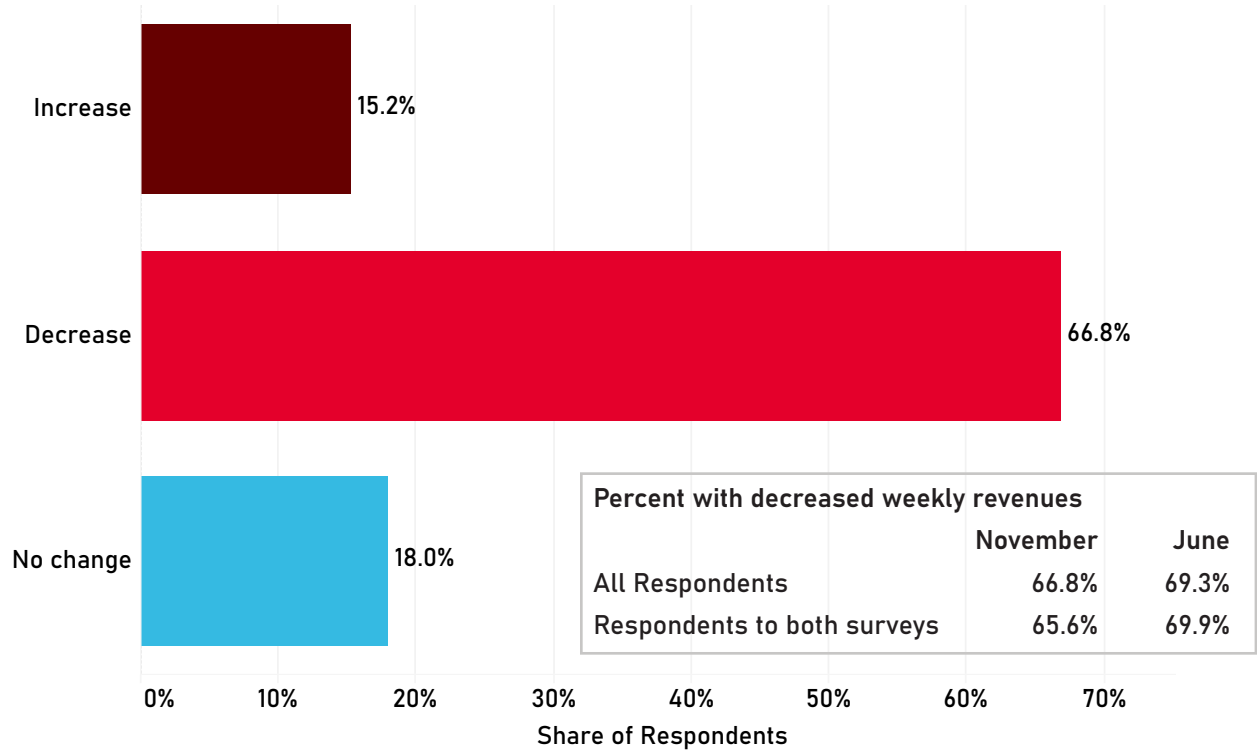


Note: Percentage of total responses depicted for each category. 217 responses.

## FINANCE

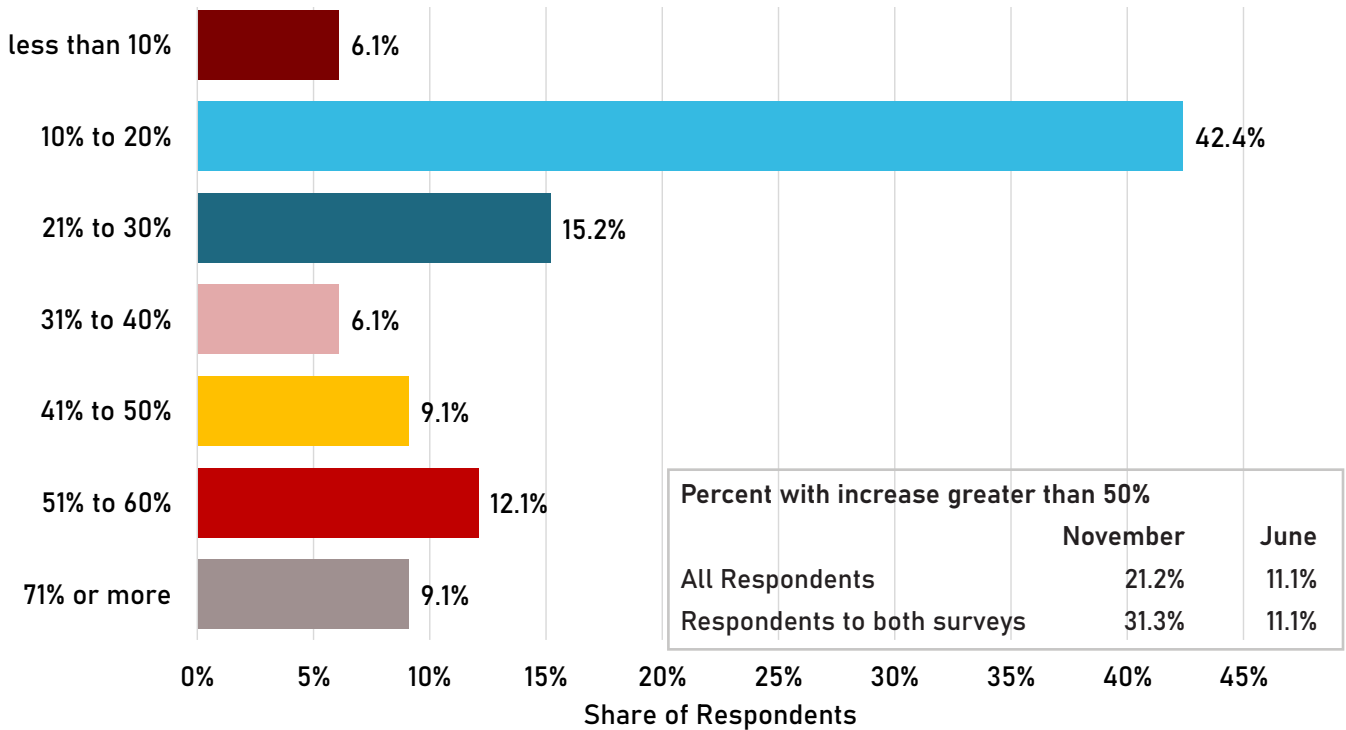
- 67% of the businesses that responded to the November follow-up survey reported that weekly revenues had decreased as a result of COVID-19, 15% reported a revenue increase, and 18% reported no change. In June, 69% of businesses reported decreased revenues due to COVID-19.
- Of the firms reporting decreased revenues, 26% reported a decrease of 50% or more. In June, 44% reported a decrease of 50% or more.
- 63% reported decreased revenues for the months of September - October compared to the same period in 2019. 25% reported increased fall revenues and 13% reported no change in fall revenues.
- In November, 32% of firms reported that their debts had increased compared to the same time last year. 54% reported no change in debt and 15% reported decreased debts.
- Of the firms reporting increased debt, 24% had an increase of 50% or more.
- 58% of November respondents had applied for the Paycheck Protection Program (PPP). The percentage of June respondents was about the same at 57%. Of the applying firms, 98% received PPP funding.
- 40% of the November respondents received PPP loans of \$50,000 or less and 40% received loans between \$50,000 and \$150,000.
- As of November, 54% of firms had applied for PPP loan forgiveness. Of these firms, 19% had the entirety of their loan forgiven, 69% had applied for loan forgiveness and were awaiting a response, and the remaining firms had a portion of the loan forgiven or had another outcome.
- Of the firms that had applied for PPP loan forgiveness, 38% submitted their application in October.
- 85% of the firms that received a PPP loan, but had not yet applied for loan forgiveness, plan to apply during the next three months.
- In November, 72% of firms reported that 0%-20% of their current revenues are related to direct business with Texas A&M University, the Texas A&M System, or its affiliates. The average percentage across firms was 18%, slightly lower than the 21% average among the June respondents.
- In November, 51% of firms reported that 0%-20% of their current revenues are related to students, events, or activities related to Texas A&M University, the Texas A&M System, or its affiliates. The average percentage across firms was 28% in November and was 34% in June.
- Among the November respondents, 36% expect they will be in better condition in 2021 than in 2019, 40% expect to be in worse condition, and 24% expect to be in the same condition. So, 60% expect to be in the same or better position in 2021 compared to 2019. In June, the percentage was higher at 65% of firms expecting to be in the same or better position in 2021 compared to 2019.

**HAS YOUR COMPANY'S WEEKLY REVENUE EXPERIENCED AN INCREASE OR A DECREASE AS A RESULT OF COVID-19?**



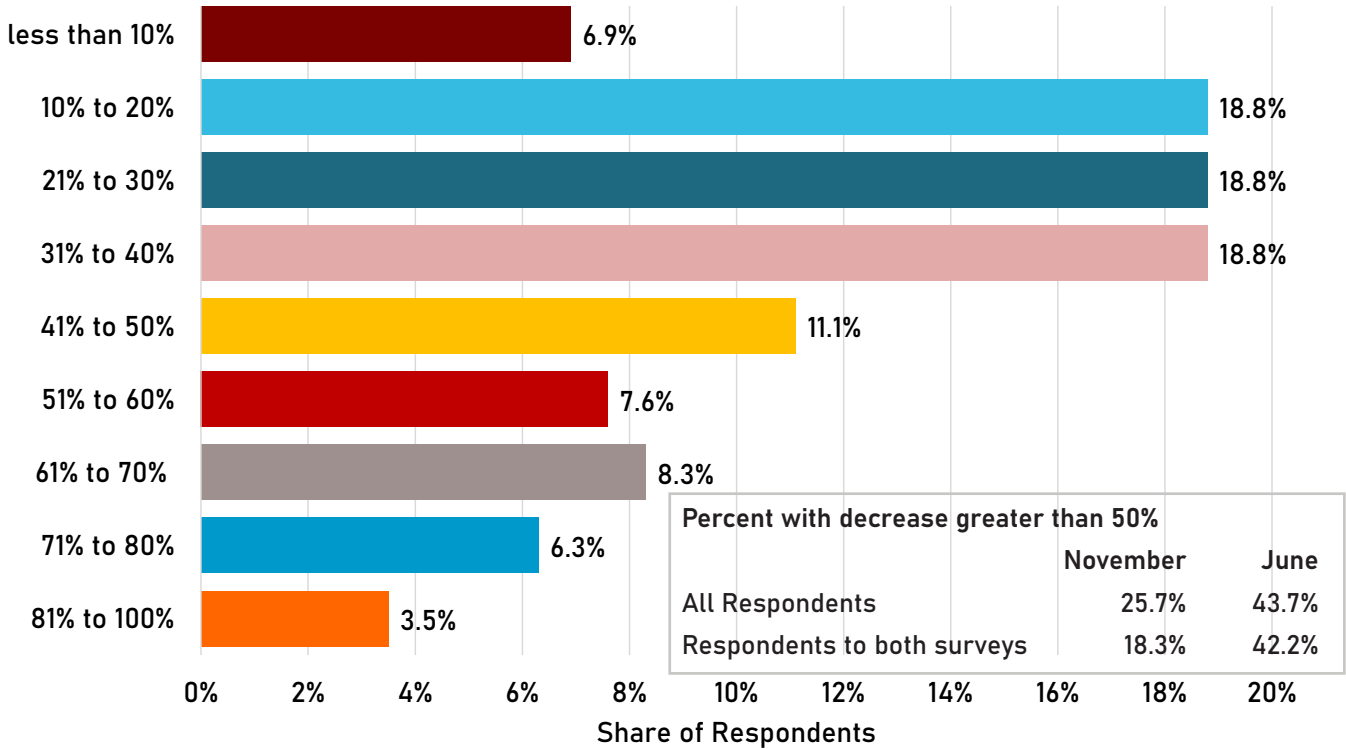
Note: Percentage of total responses depicted for each category. 217 responses.

**PLEASE ESTIMATE YOUR COMPANY'S PERCENT INCREASE IN WEEKLY REVENUE.**



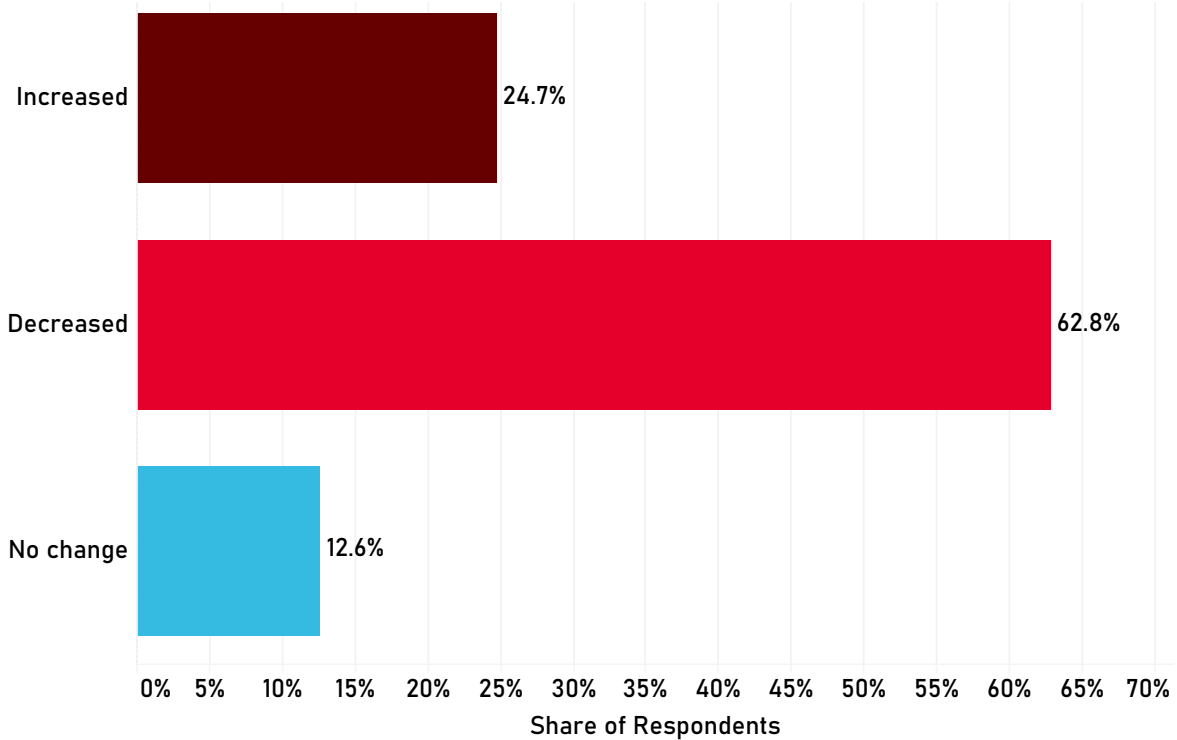
Note: Percentage of total responses depicted for each category. 33 responses

**PLEASE ESTIMATE YOUR COMPANY'S PERCENT DECREASE IN WEEKLY REVENUE.**



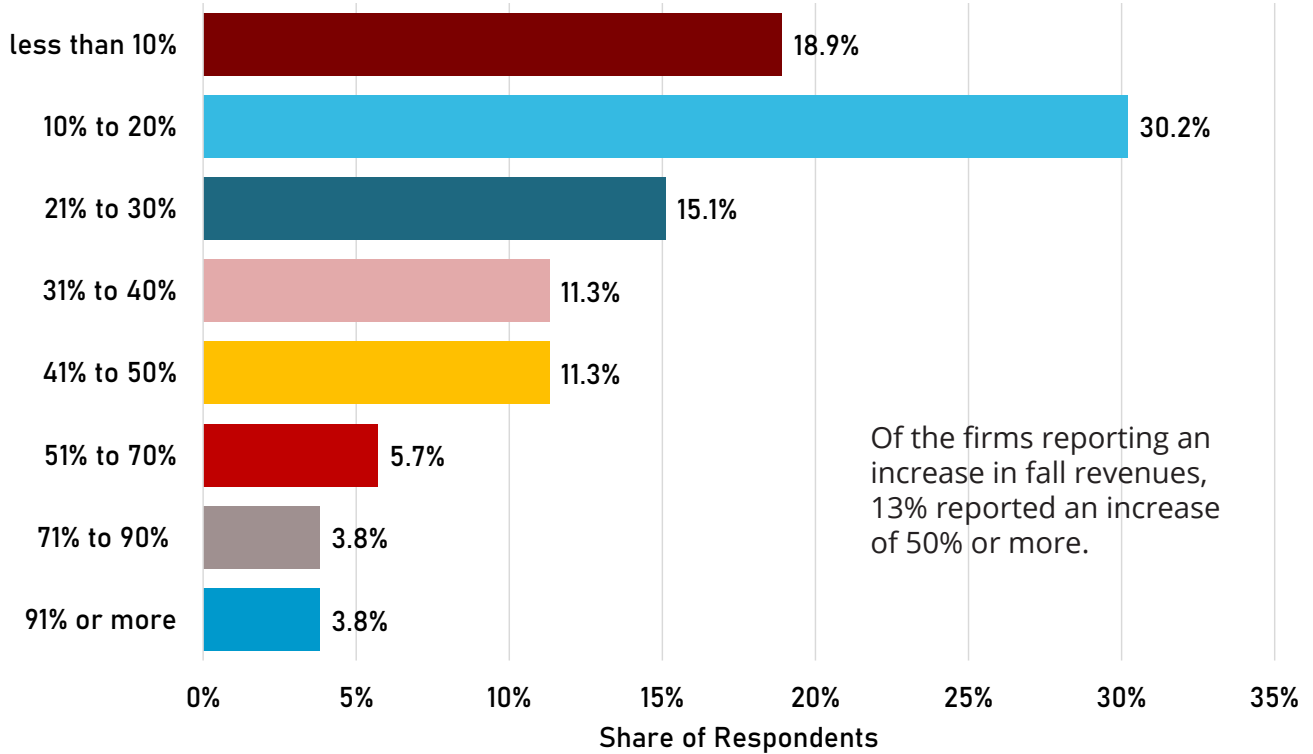
Note: Percentage of total responses depicted for each category. 144 responses.

**HAS YOUR COMPANY'S FALL REVENUES (SEPT-OCT) INCREASED OR DECREASED COMPARED TO THE SAME TIME PERIOD IN 2019 (SEPT-OCT)?**



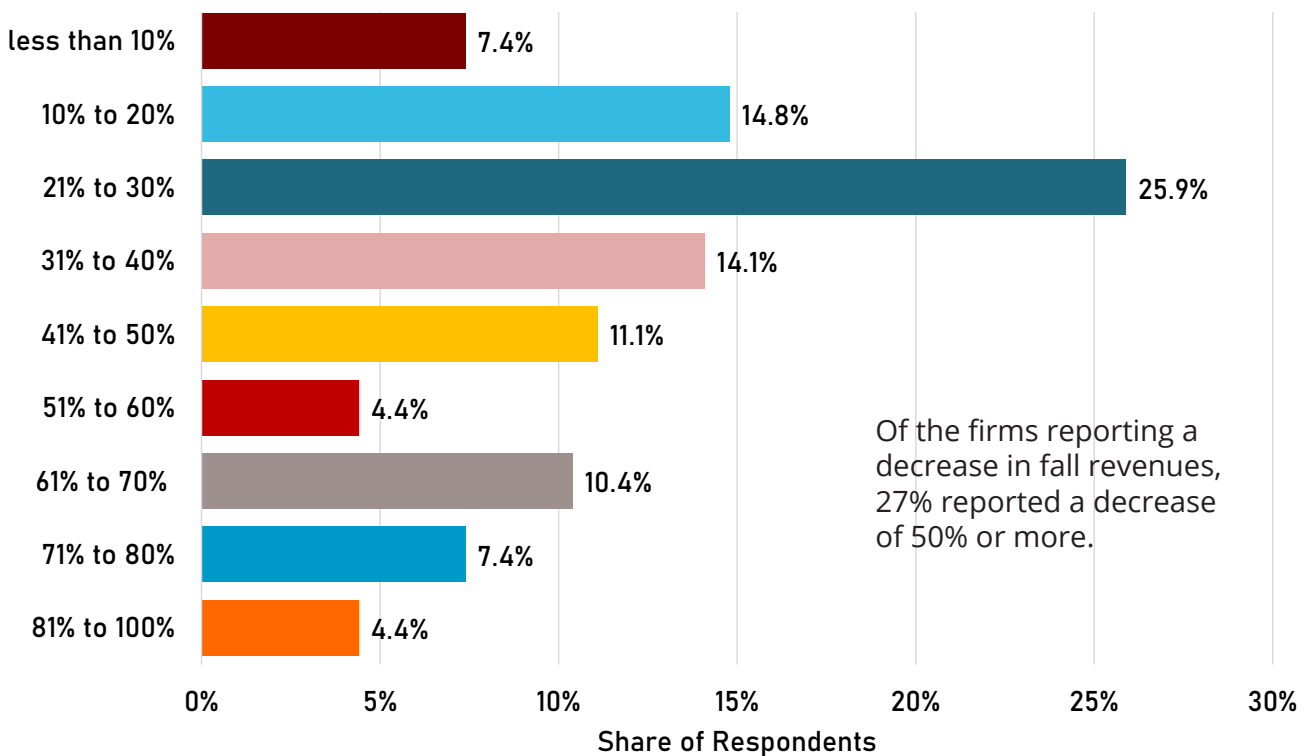
Note: Percentage of total responses depicted for each category. 215 responses.

**PLEASE ESTIMATE THE PERCENT INCREASE IN 2020 FALL REVENUES.**



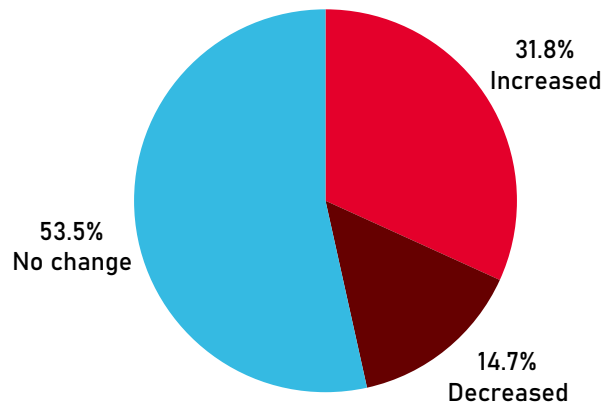
Note: Percentage of total responses depicted for each category. 53 responses.

**PLEASE ESTIMATE THE PERCENT DECREASE IN 2020 FALL REVENUES.**



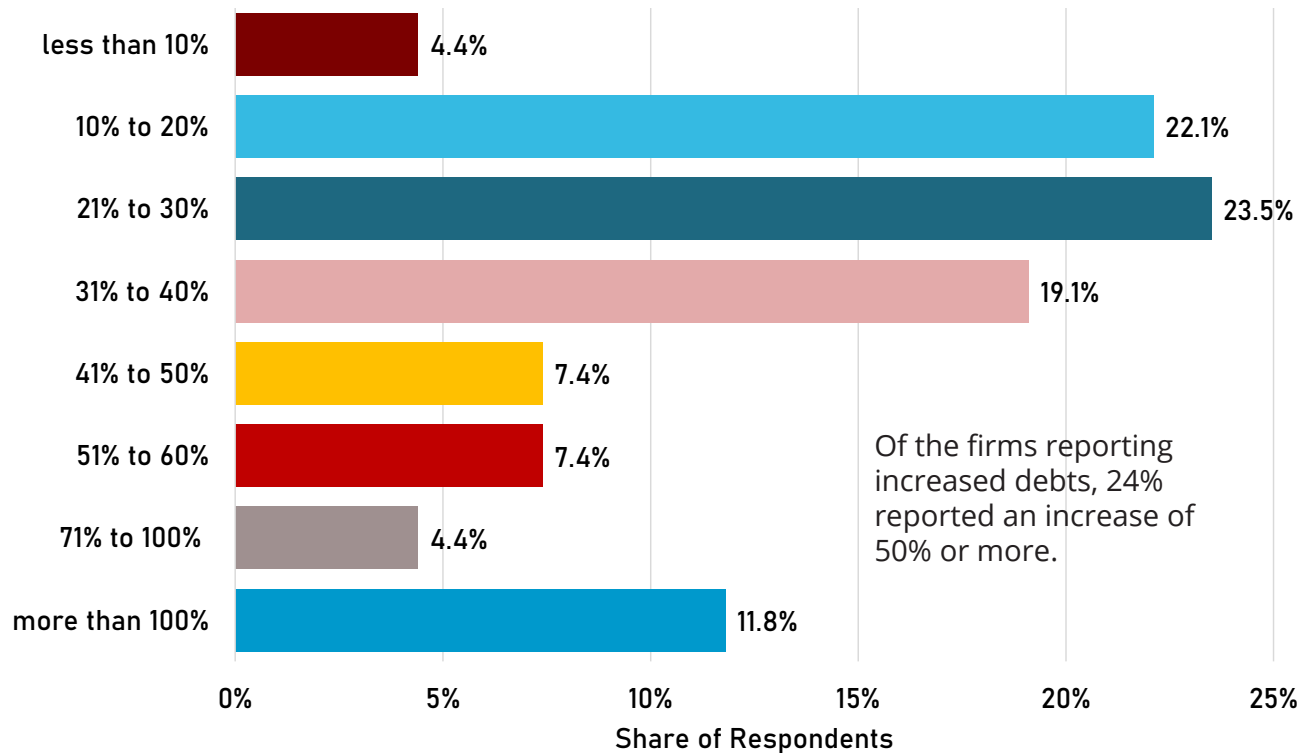
Note: Percentage of total responses depicted for each category. 135 responses.

**HAVE YOUR FIRM'S TOTAL DEBTS INCREASED OR DECREASED THIS YEAR COMPARED TO THE SAME TIME LAST YEAR?**



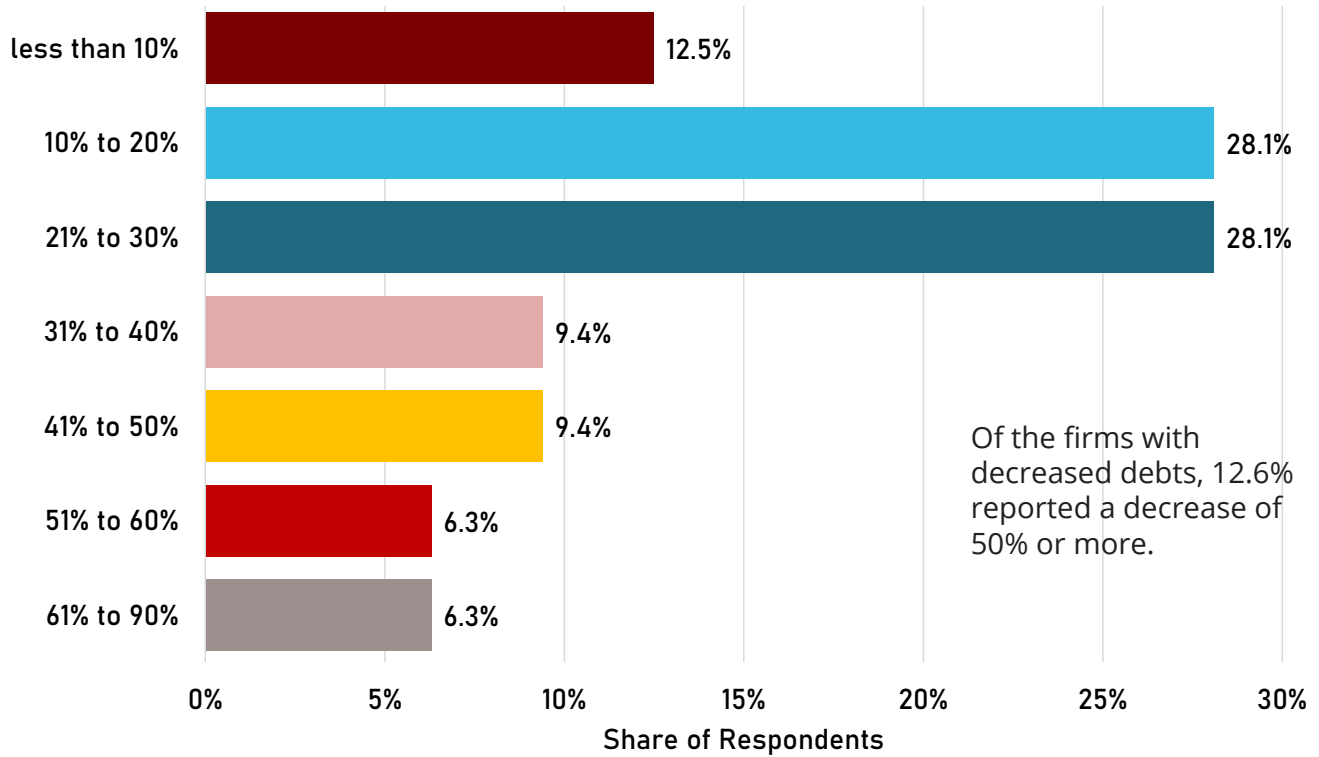
Note: Percentage of total responses depicted for each category. 217 responses.

**PLEASE ESTIMATE THE PERCENT INCREASE IN TOTAL DEBTS.**



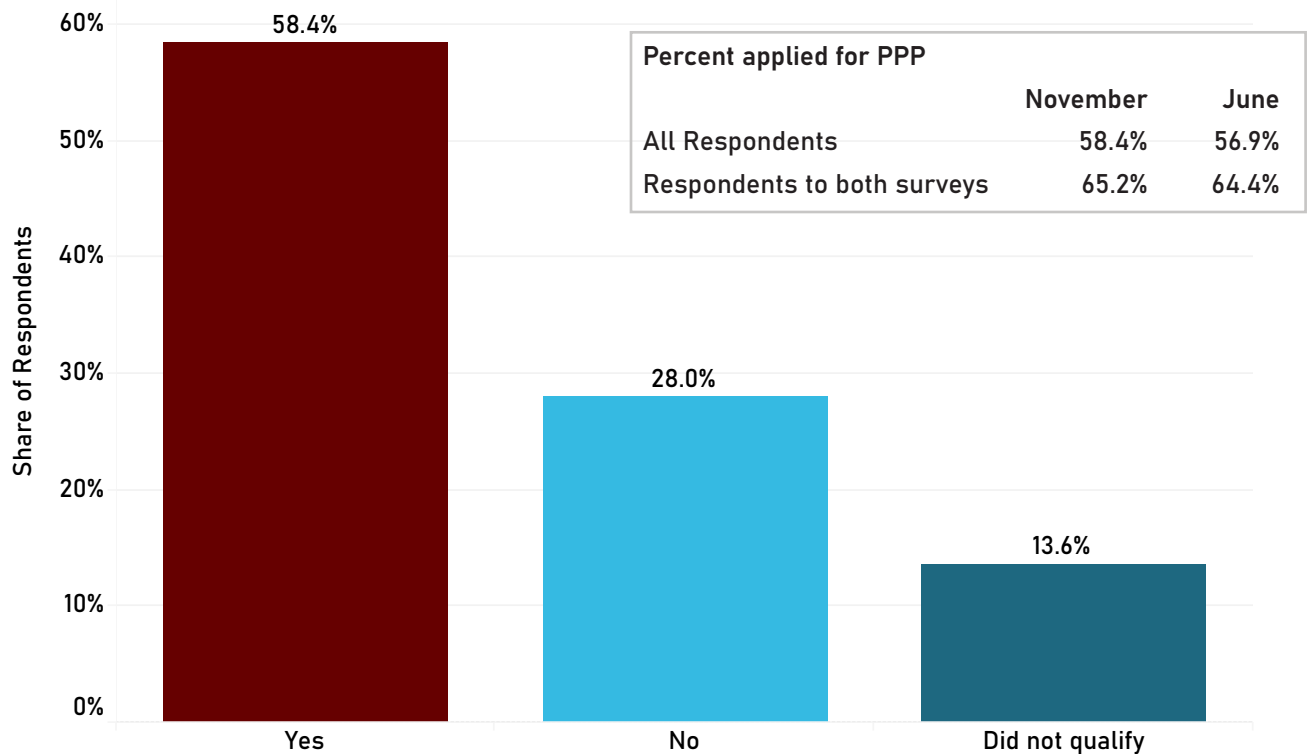
Note: Percentage of total responses depicted for each category. 68 responses.

**PLEASE ESTIMATE THE PERCENT DECREASE IN TOTAL DEBTS.**



Note: Percentage of total responses depicted for each category. 32 responses.

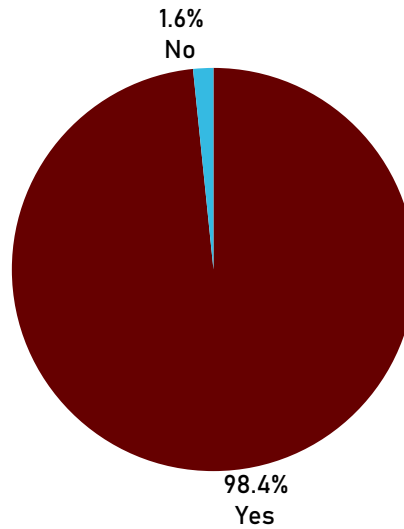
**DID YOU APPLY FOR THE PAYCHECK PROTECTION PROGRAM?**



Note: Percentage of total responses depicted for each category. 214 responses.

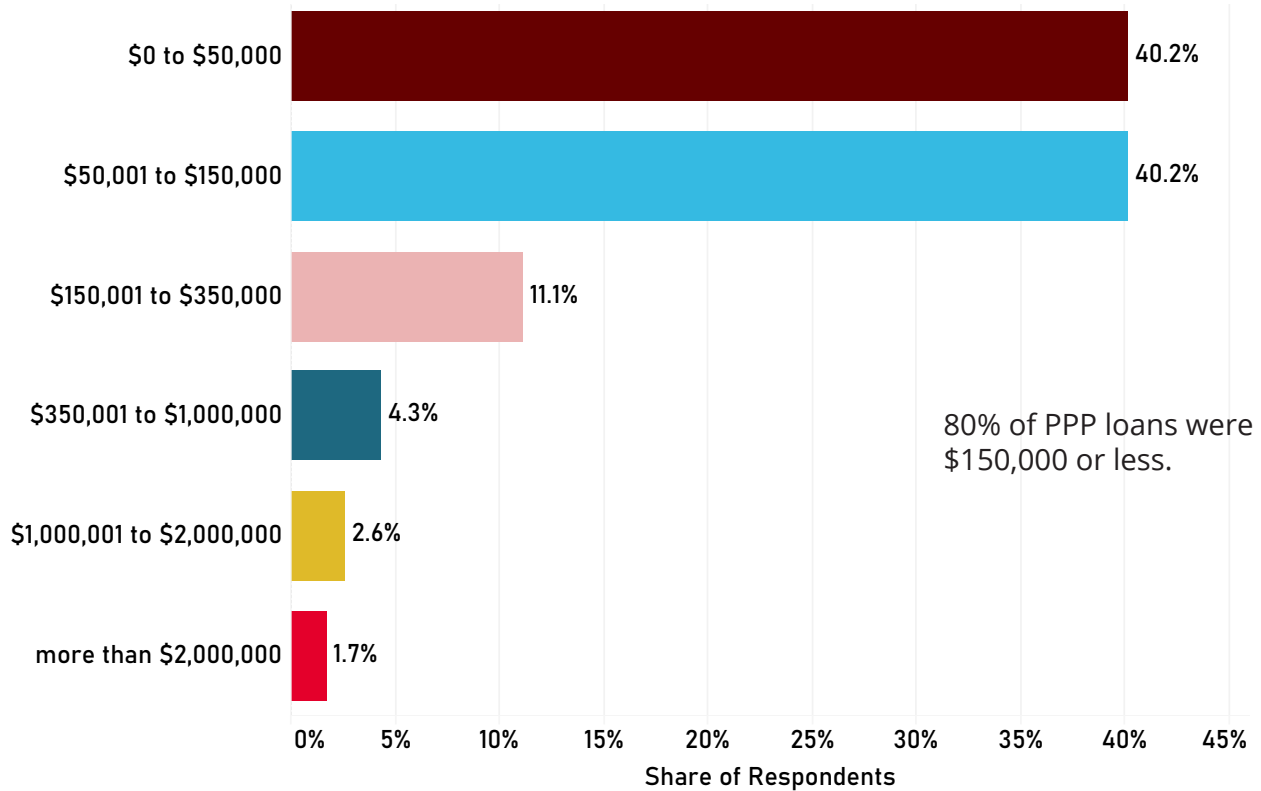


## DID YOU RECEIVE FUNDING FROM THE PAYCHECK PROTECTION PROGRAM (PPP)?



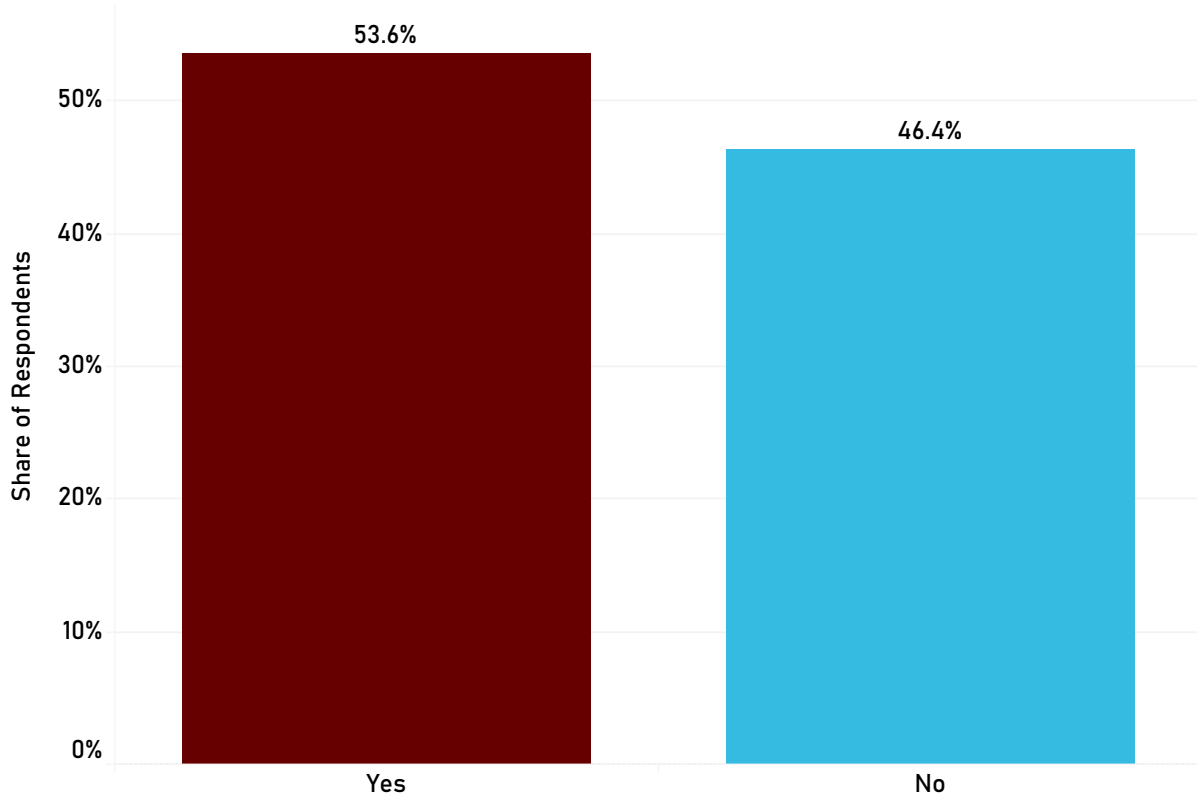
Note: Percentage of total responses depicted for each category. 124 responses.

## WHAT WAS THE AMOUNT OF THE PPP LOAN?



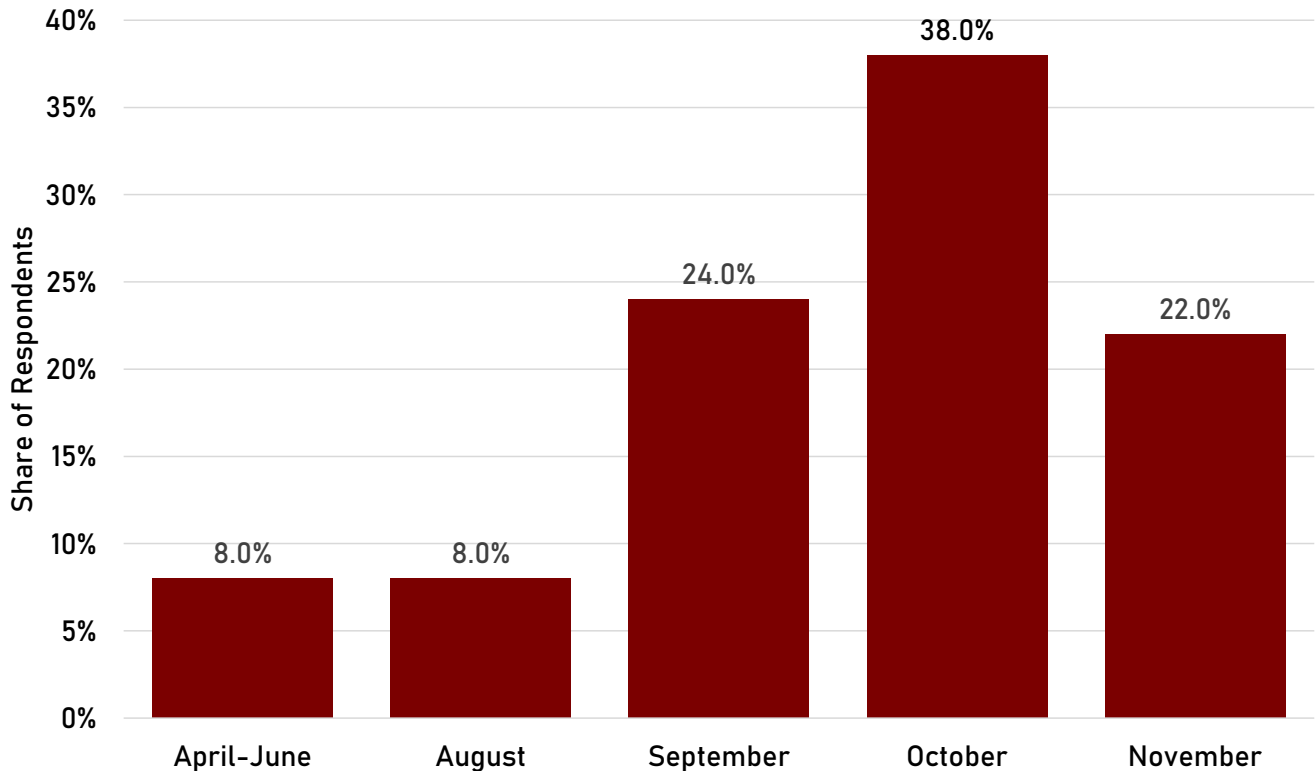
Note: Percentage of total responses depicted for each category. 117 responses.

### HAS YOUR FIRM APPLIED FOR PPP LOAN FORGIVENESS?



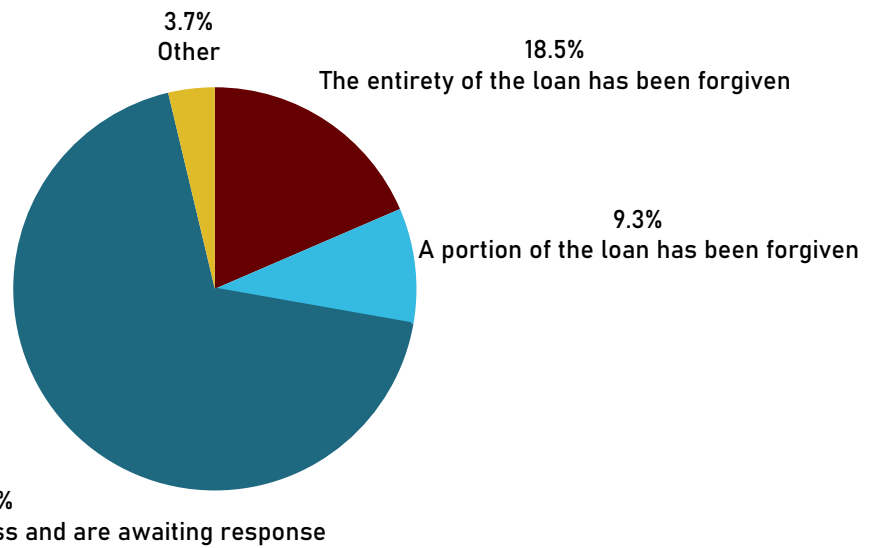
Note: Percentage of total responses depicted for each category. 110 responses.

### WHEN DID YOU APPLY FOR PPP LOAN FORGIVENESS? (IF YOU DO NOT RECALL THE EXACT DATE, PLEASE PROVIDE YOUR BEST ESTIMATE)



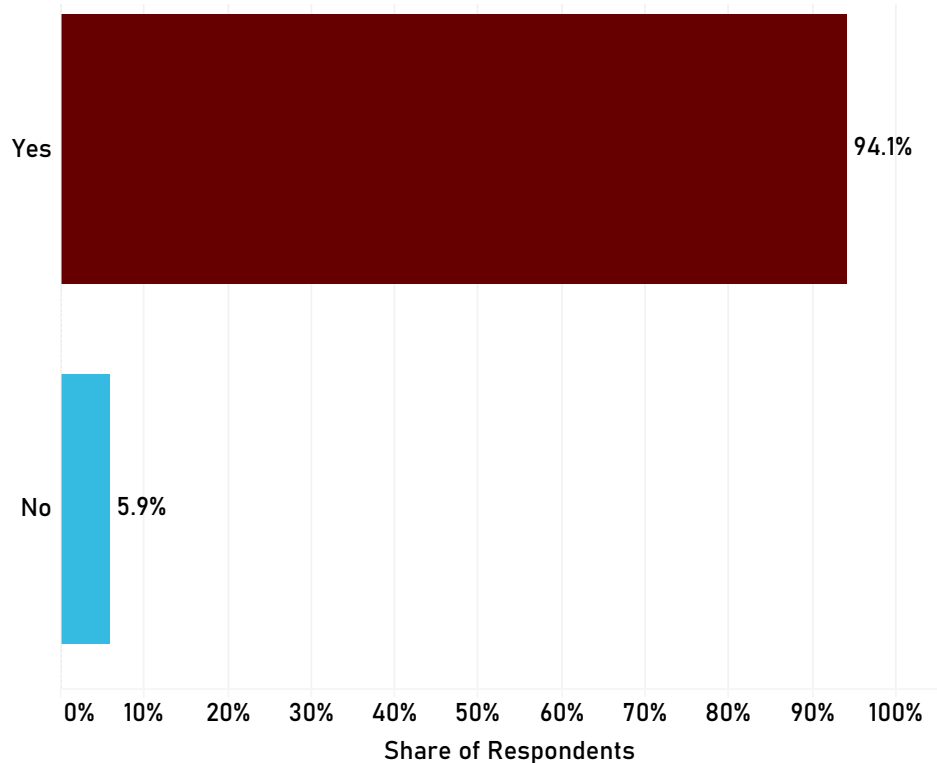
Note: Percentage of total responses depicted for each category. 50 responses.

## WHAT IS THE OUTCOME OF YOUR REQUEST FOR PPP LOAN FORGIVENESS?



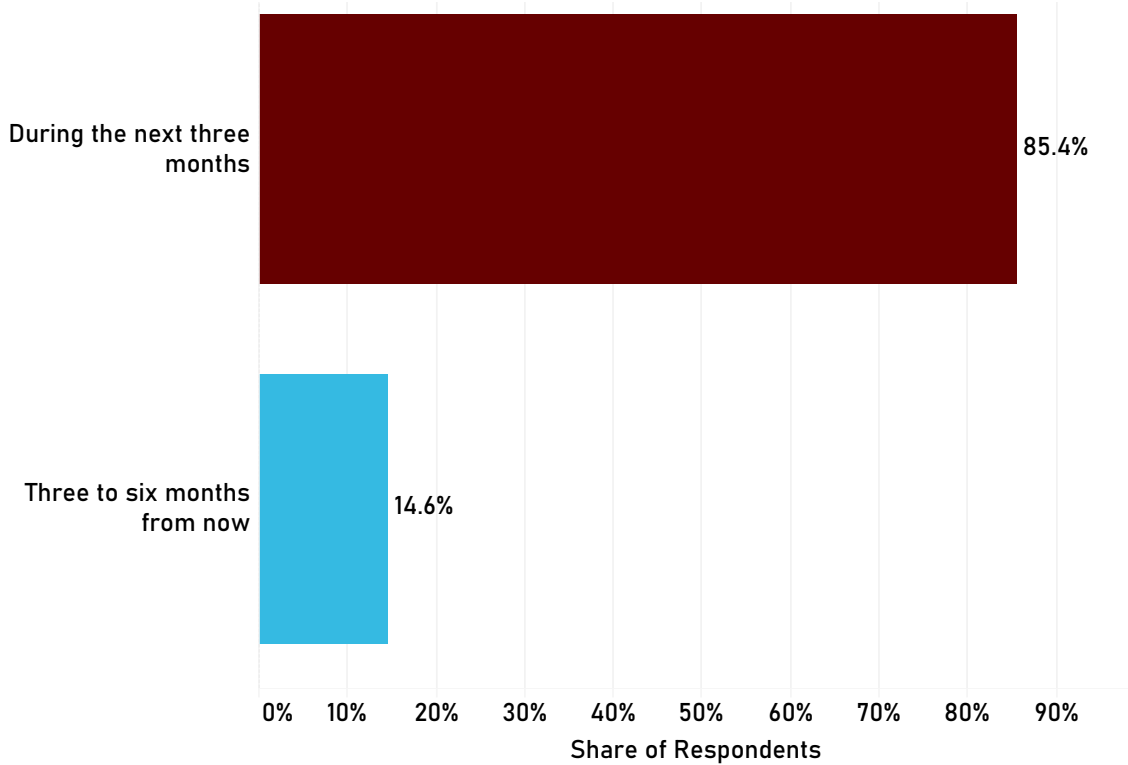
Note: No respondent answered that their loan forgiveness had been denied. 54 responses.

## DO YOU PLAN TO APPLY FOR PPP LOAN FORGIVENESS IN THE FUTURE?



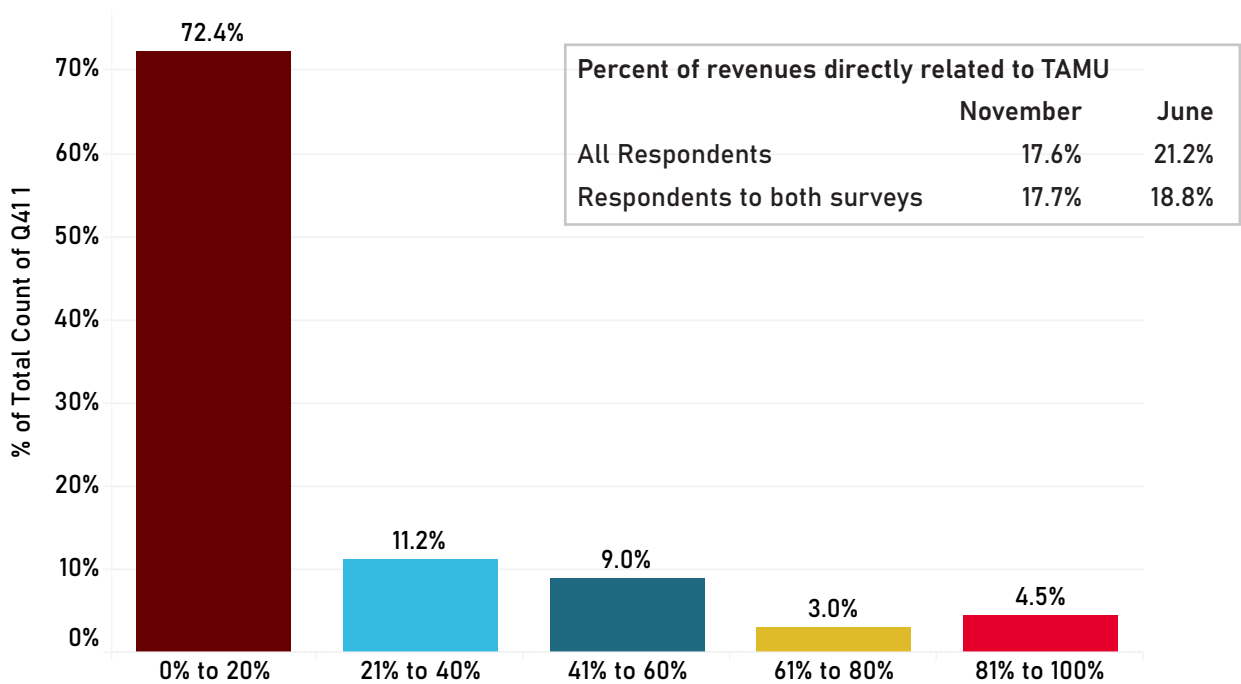
Note: Percentage of total responses depicted for each category. 51 responses.

**WHEN DO YOU PLAN TO APPLY FOR FORGIVENESS OF YOUR PPP LOAN? (PLEASE PROVIDE YOUR BEST ESTIMATE)**



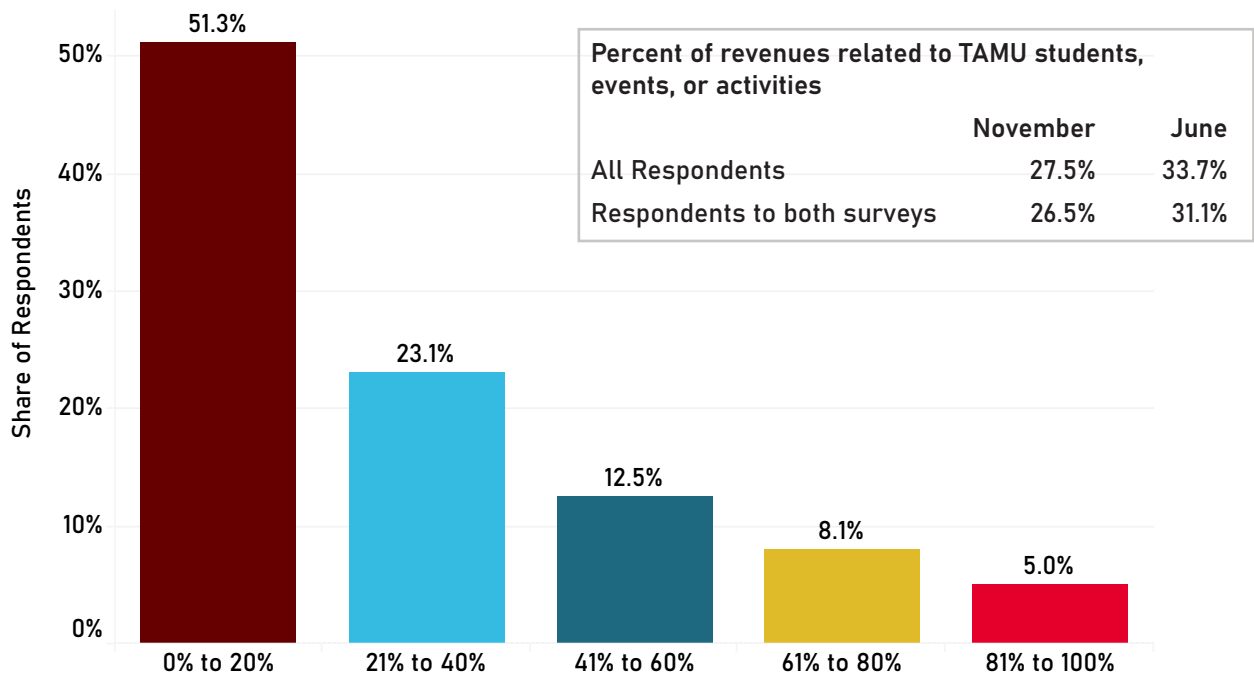
Note: Percentage of total responses depicted for each category. 48 responses.

**WHAT PERCENTAGE OF YOUR CURRENT REVENUES IS RELATED TO DIRECT BUSINESS WITH TEXAS A&M UNIVERSITY, THE TEXAS A&M SYSTEM, OR ITS AFFILIATES?**



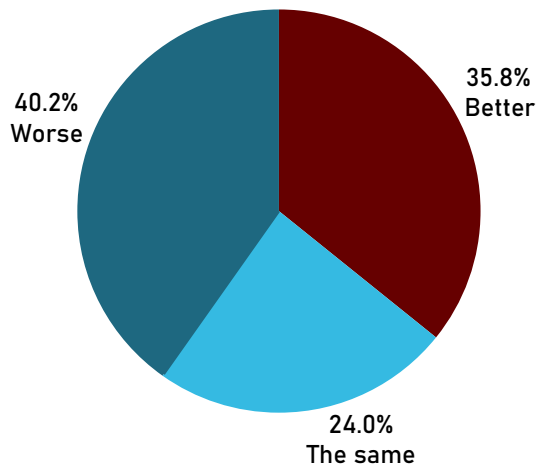
Note: Percentage of total responses depicted for each category. 134 responses.

**WHAT PERCENTAGE OF YOUR CURRENT REVENUES IS RELATED TO STUDENTS, EVENTS OR ACTIVITIES RELATED TO TEXAS A&M UNIVERSITY, THE TEXAS A&M SYSTEM, OR ITS AFFILIATES?**



Note: Percentage of total responses depicted for each category. 160 responses.

**COMPARED TO 2019, DO YOU THINK YOUR BUSINESS WILL BE IN BETTER OR WORSE CONDITION IN 2021?**



	November	June
All Respondents	59.8%	65.2%
Respondents to both surveys	59.1%	60.9%

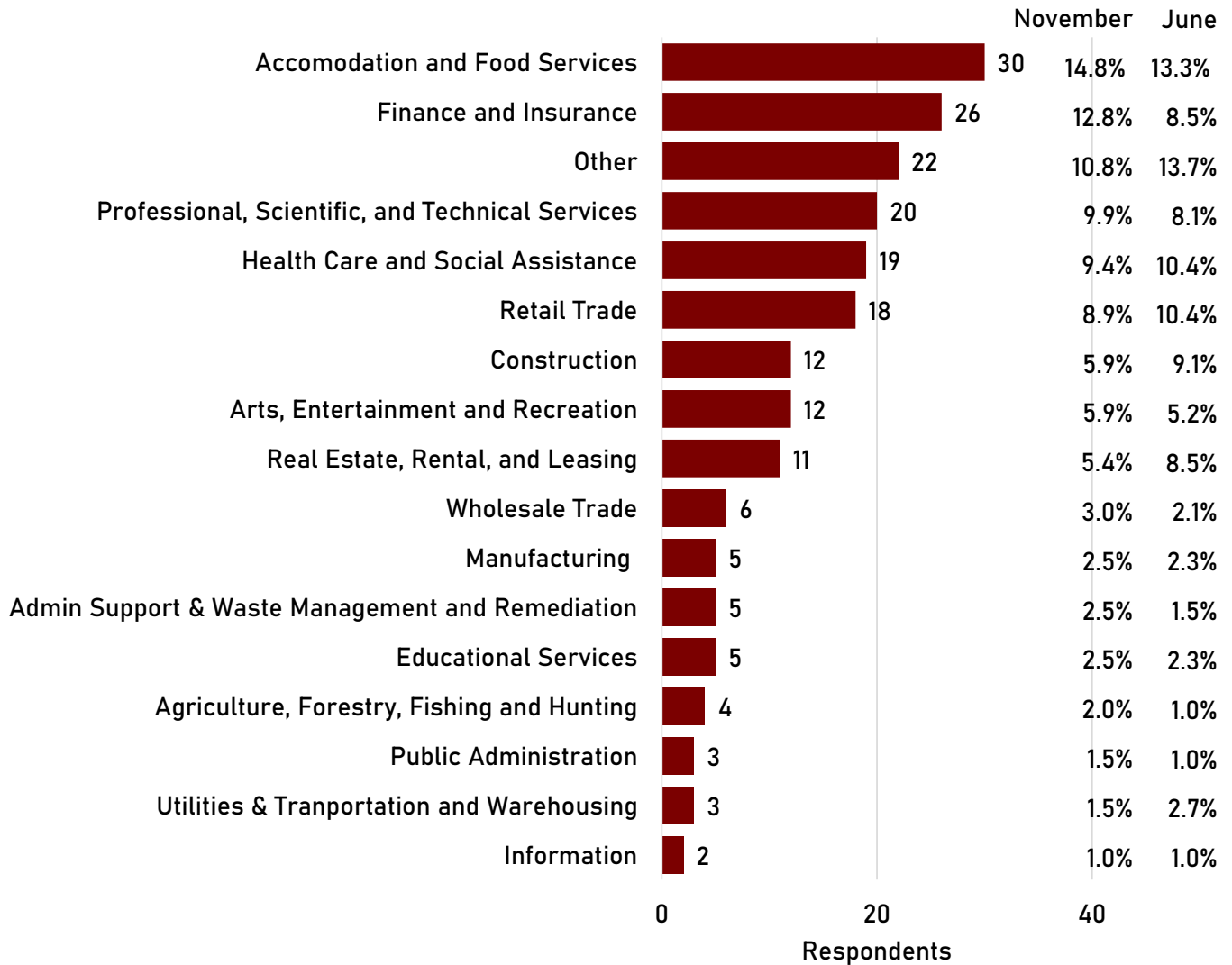
Note: Percentage of total responses depicted for each category. 204 responses.

## INDUSTRIES REPRESENTED

- The four largest industry categories in terms of respondents to the November follow-up survey were:
  - Accommodation and Food Services with 15%
  - Finance and Insurance with 13%
  - Other with 11%
  - Professional, Scientific, and Technical Services with 10%
- The four largest industry categories in terms of employees were:
  - Health Care and Social Assistance with 36%
  - Manufacturing with 12%
  - Accommodation and Food Services with 8.5%
  - Construction with 7.8%

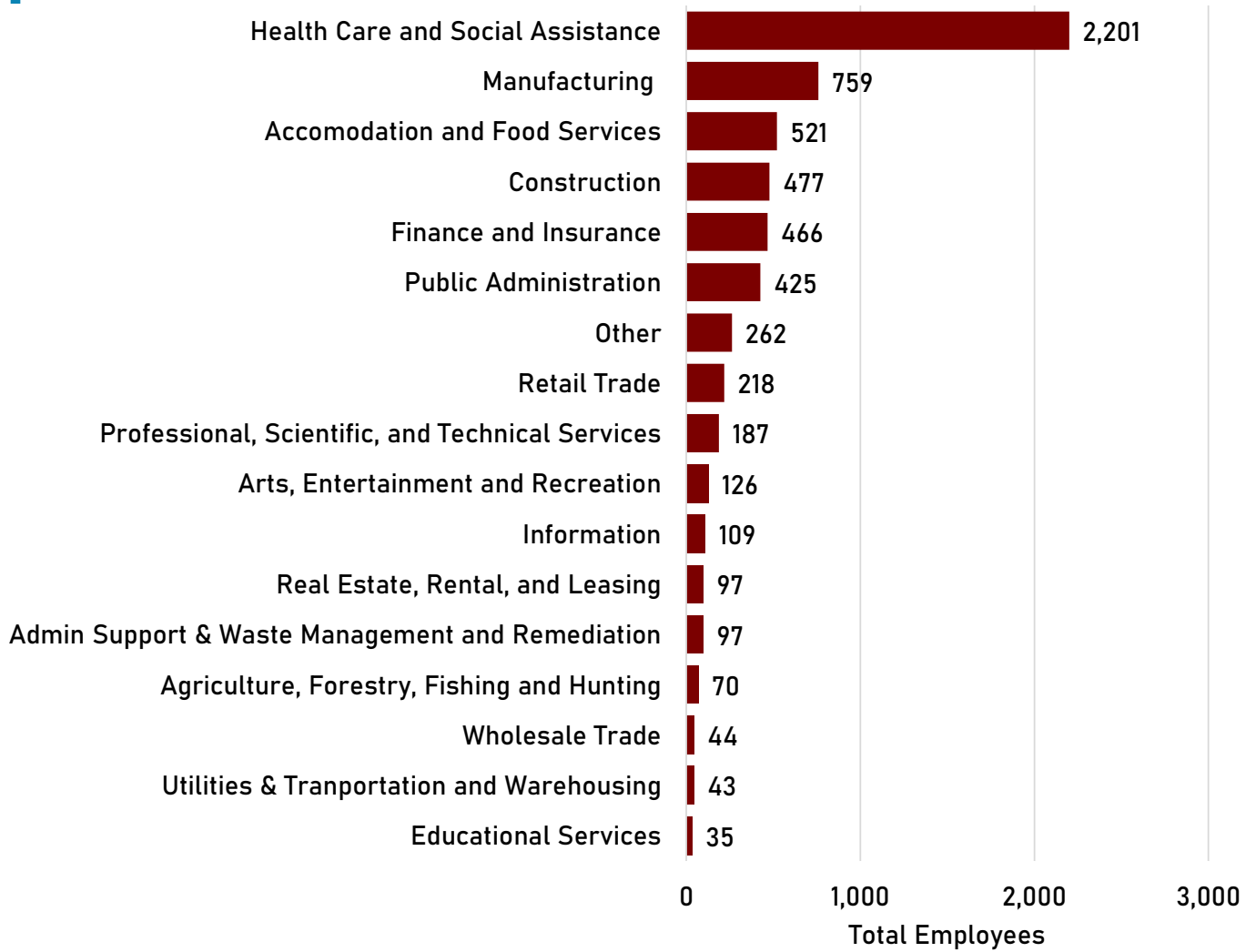
Note that another 1,546 employees were reported in unspecified industries.

WHICH ONE OF THE FOLLOWING BEST DESCRIBES YOUR ORGANIZATION'S PRIMARY INDUSTRY?



Note: Percentage of total responses depicted for each category. 203 responses.

## TOTAL EMPLOYMENT BY ORGANIZATION'S PRIMARY INDUSTRY



Note: 1546 employees were reported in unspecified industries.