

America's Economic Engine: The State of Small and Medium-Size Business During COVID-19

PAIN POINTS AND SUPPORT

Key Findings

The fallout from the COVID-19 pandemic has hit small- and medium-sized businesses hard. Even more than finances, the uncertainty that SMB leaders face has been the most difficult challenge of all. Fortunately, in the face of this struggle and uncertainty, SMB leaders feel supported by both their colleagues and their local community.

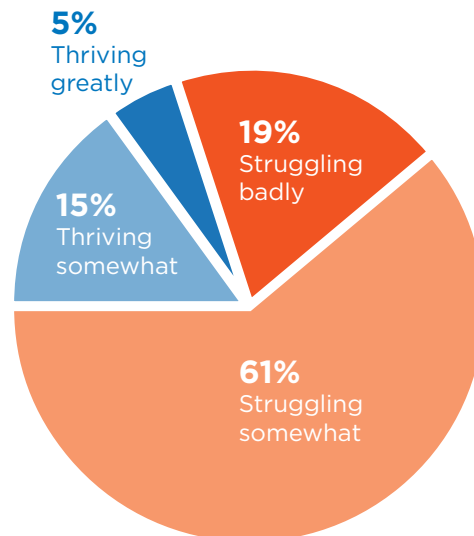
3 in 4 SMB leaders (77%) agreed that “Dealing with the pandemic has been the most difficult challenge my business has faced.” While many SMBs are struggling, a nearly equal number say they are thriving (20%) versus struggling badly (19%).



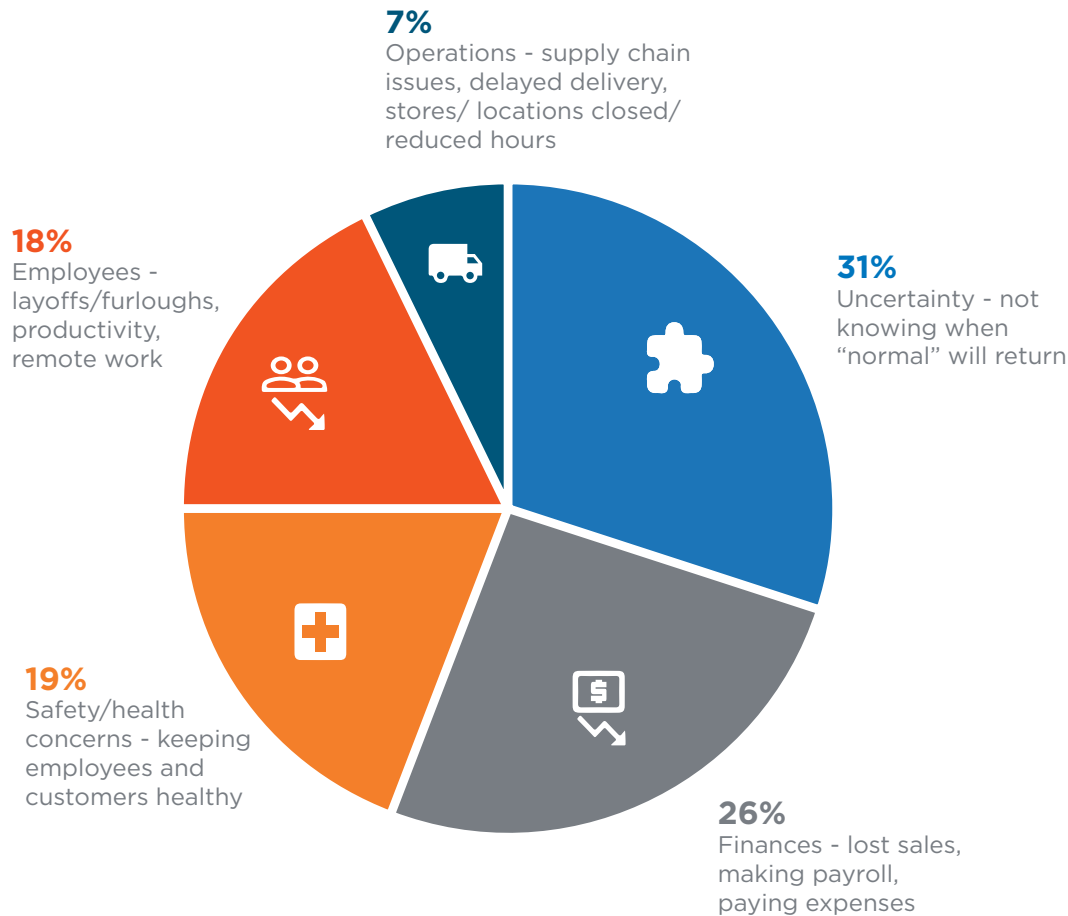
86%

of SMB leaders say their business has handled the challenges brought on by the pandemic well.

To what extent would you say your business is **struggling** or **thriving** during the pandemic?



What would you say is the **single most difficult area** of dealing with the pandemic for your business?



Challenges and Support

Uncertainty is the most difficult area for SMB leaders, specifically, not knowing when "normal" will return. Finances are the second most challenging aspect, including lost sales, making payroll, and paying business expenses.

In light of these difficulties, **86% of SMB leaders** say their business has handled the challenges brought on by the pandemic well. The support that SMB leaders feel from colleagues and community plays a big role: When it comes to the decisions they've had to make during the pandemic, 89% of SMB leaders feel **supported by other members of the company**, and 73% feel **supported by their local community**.

Methodology

TriNet is partnering with The Harris Poll to conduct an ongoing series of surveys with business leaders in companies of 5 to 249 employees. Business leaders are qualified as either owners/partners or C-level executives. Quotas are set by company size and industry for each wave.

We surveyed 194 SMBs in the latest wave of the research (April 30-May 3, 2020); actual distribution by company size and industry is as follows:

- 67 business leaders with 5-19 employees
- 99 business leaders with 20-99 employees
- 28 business leaders with 100-249 employees
- 51 business leaders in Main Street industries (such as automotive, construction, hospitality, manufacturing, real estate, retail, skilled trade, etc.)
- 143 business leaders in Technology, Financial Services, Professional Services, Life Science, Non-Profit, or other industries

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

About TriNet

TriNet (NYSE: TNET) provides small and medium size businesses (SMBs) with full-service HR solutions tailored by industry. To free SMBs from HR complexities, TriNet offers access to human capital expertise, benefits, risk mitigation and compliance, payroll and real-time technology. From Main Street to Wall Street, TriNet empowers SMBs to focus on what matters most—growing their business.

Go to **TriNet.com** to get started or speak with a TriNet representative at **888.874.6388**.

About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.