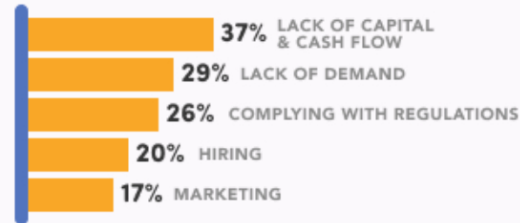


How COVID-19 hit SMALL BUSINESSES

and what BUSINESS OWNERS expect from 2021

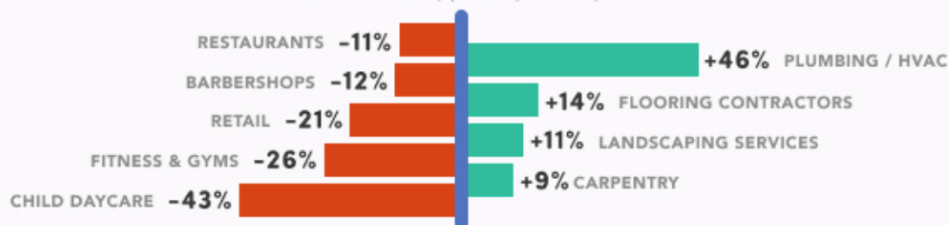
What were the major business challenges of the COVID-19 era?

Not all businesses were affected equally in 2020. Here are the big challenges small businesses faced—and the winning and losing industries of the COVID-19 era.



The winning and losing industries

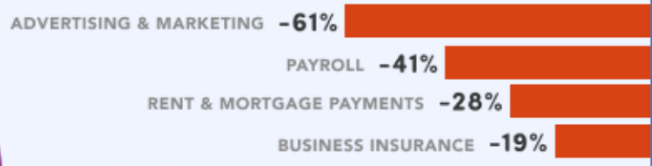
Active Huckleberry policies year over year



How small businesses adapted to COVID-19

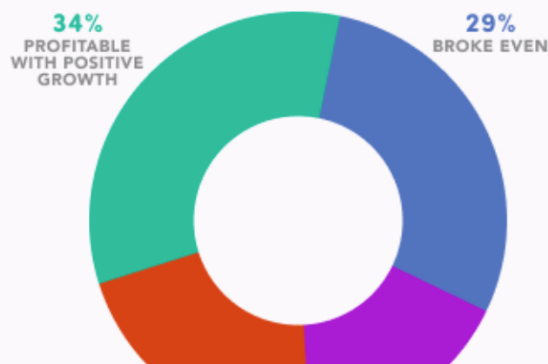
Retail stores **pivoted online** and adopted **in-store safety protocols**.
Restaurants added **curbside pickup**.
Gyms offered **remote classes**.
Most businesses **cut expenses**.

How businesses cut expenses



How did COVID-19 affect the bottom line?

No one knew how pandemic restrictions would affect business results in 2020, but 79% reported being profitable or breaking even.



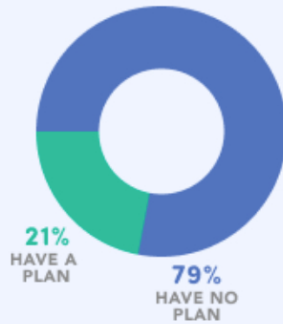
21%
OPERATED
AT A LOSS

16%
PROFITABLE
WITH NEGATIVE
GROWTH

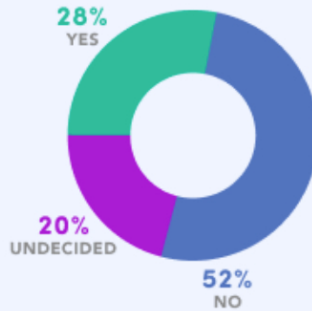
Small business prospects in 2021

The business community is feeling somewhat optimistic about 2021—but opinions are mixed and no one is planning too far ahead.

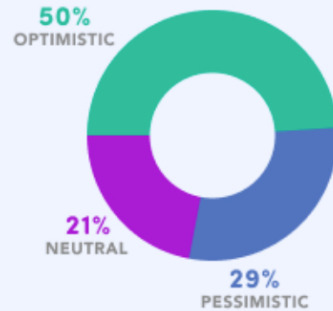
What happens if new COVID-19 restrictions are enforced?



Will small businesses require COVID vaccines for employees?



How do small business owners feel about their 2021 prospects?



Huckleberry

huckleberry.com

This survey was conducted February 2–4, 2020, on behalf of Huckleberry Insurance, using survey technology and infrastructure from Zoho. For the survey, a sample of 100 small businesses over from the continental U.S., Alaska and Hawaii were interviewed online in English. Full findings available upon request.