

## MACCE Re-Opening Survey Results Media Addendum

### Additional Key Statistics:

- Nearly a quarter of the respondents identified as Cumberland County and almost 20% were from York County, the two hardest hit (and non-opening) counties.

- Percentage of business anticipated losses of over 50% in 2020 by industry:

(317) Lodging/Campgrounds	82.6%
(227) Restaurants/Café/Coffee/Caterer	64.3%
(191) Retailers Including Grocery	51.3%
(114) Non-Profits; Charitable, Comm. Org, Lib.	22.8%
(91) Finance & Insurance	18.7%

- Extremely Unlikely to Open this Summer (meaning they selected either 1 or 2 on a 1-10 scale) Below is the percentage of respondents by industry who said they'd be Extremely Unlikely to open this summer:

- Events/Event Planning & Weddings: 62.9% (22 of 35 industry responses)
- Arts, Theater, A/V technology and communications: 38.4% (25 of 65)
- Nature & charter based tourism, including excursions: 34.6% (18 of 52)
- Lodging & Campgrounds: 30.0% (95 of 317)

- Extremely Unlikely to Open this Summer (meaning they selected either 1 or 2 on a 1-10)

Below is the highest number respondents by industry who said they'd be Extremely Unlikely to open this summer along with the highest respondent counties:

- Lodging & Campgrounds: 95 responses (York 37, Hancock 24)
- Restaurants: 25 Responses (York 8, Hancock 7)
- Arts, Theater, A/V technology and communications: 25 Responses (Cumberland 7, Penobscot 6, Hancock 5)

- Those stating they are Extremely Likely to be open this summer (giving a ranking of 9 or 10) outweighed those Extremely Unlikely to be open this summer (giving a ranking of 1 or 2) almost 2.5-to-1. (611 vs. 235)

- Extremely Unlikely to be Open on this Date in 2021

Of the 120 respondents who said it was Extremely Unlikely they would be open on this date in 2021 (meaning they answered 1 or 2 on a 10 point scale), the highest number of respondents by industry was as follows with the highest result counties:

- Lodging & Campgrounds: 55 responses (York 23, Hancock 11, Cumberland 5, Piscataquis 5)
- Restaurants: 23 Responses (York 7, Hancock 4, Piscataquis 4)
- Retail: 17 Responses: (York 8, Penobscot 3, Hancock 3)

- Those stating they are Extremely Likely to be open on this date in 2021 (giving a ranking of 9 or 10) outweighed those Extremely Unlikely to be open on this date in 2021 (giving a ranking of 1 or 2) almost 6-to-1. (693 vs. 120)