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Dec. 15, 2020



Based on the latest [Alignable Rent Poll](#), the ability of small businesses to pay their full rent in December continues to decline, as more COVID-related shutdowns occur. Overall, 35% of small business owners reported that they couldn't make rent this month (up 3% from 32% in November).

And for minority-owned businesses, the struggle is even more pronounced: nearly half (49%) report being unable to cover their rent in December.

That figure jumped 5% from [44% in November](#). And for women-owned

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Not surprisingly, in another survey, the [Affordable SMB Funding Needs Poll](#), paying rent was the second-most popular answer to a question asking how they would spend more federal funding if they receive it. That poll was conducted among 7,151 small business owners from 12/5-12/7/20.

While 19% of the polltakers answered “paying rent,” the top answer by just one percentage point was “paying my employees,” chosen by 20% of small business owners.

But when asked what additional help they'd like to receive beyond a potential new round of PPP funding, the No. 1 answer was “rent assistance” — chosen by 28% of those surveyed.

### Major Issue For Many Industries In December

Looking at different sectors, it's clear that money is growing even tighter in many B2C industries, and paying rent is becoming increasingly more challenging.

**Restaurants/bars top the list in December with 61% unable to cover their rent.**

(And that's up 19% since November). Nearly half of beauty salons (46%) had trouble paying the rent, as did 43% of travel/hospitality businesses. High percentages of small business owners in other industries also couldn't pay their rent in full, on time:

- 41% of gyms
- 40% of retailers
- 40% of massage therapists
- 36% of entertainers
- 32% of construction/home services firms.

Most noted that increasing restrictions based on COVID resurgences are causing

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matching or exceeding the overall, national U.S. average:

- NY — 43%
- AZ — 43%
- IL — 42%
- OR — 42%
- WA — 40%
- MD — 40%
- NJ — 39%
- PA — 39%
- CA — 37%
- VA — 36%
- GA — 36%
- MN — 36%
- FL — 35%
- SC — 35%

The following states are still struggling, but not as much as those listed above:

- TX — 34%
- MI — 34%
- OH — 32%
- MA — 31%
- CO — 29%
- NC — 27%
- MO — 20%

Shifting from the U.S. to Canada, we also witnessed quite a range of rent payment rates across the provinces. On one extreme, small businesses in British Columbia

appear to be weathering the COVID storm a bit better, with only 30% of them

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