

COVID-19 Business Reopening Self-Certifications

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December 23, 2020 | 2020-R-0350

Issue

This report provides summary data on Connecticut businesses that have self-certified to reopen during the COVID-19 pandemic pursuant to the Department of Economic and Community Development's (DECD) Sector Rules.

Background – Business Reopening Timeline

Following Governor Lamont's [Executive Order No. 7PP, Phase 1](#) of the state's business reopening officially began on May 20, 2020, allowing certain non-essential businesses and nonprofits to reopen pursuant to [DECD's Sector Rules](#). Phases 2 and 3 of the reopening subsequently commenced on June 17 and October 8, respectively, expanding the sectors permitted to reopen and lessening restrictions on capacity. Due to increasing rates of COVID-19, Governor Lamont ordered businesses to roll back to Phase 2.1 rules – a slightly modified version of the previously enacted Phase 2 rules – effective November 6. A comparison of Phases 2, 2.1, and 3 rules can be found on DECD's ["Sector Rules and Certification for Reopen" webpage](#).

Throughout all phases of the reopening, DECD has required businesses to [self-certify](#) they are following specified safety guidelines before reopening. DECD provides an up-to-date [searchable list of self-certified businesses](#). Businesses are only required to self-certify once (i.e., a business that self-certified during Phase 1 is not required to do so again during future phases).

Business Reopening Self-Certification Data

Table 1 below provides summary data on businesses that have self-certified from May 22 to December 11, 2020. We have disaggregated this data by sector, industry, county, and whether self-certifying businesses are women-owned, veteran-owned, or a minority business enterprise. The data is generally presented in four-week increments, with the exception of the first dataset on May 22, which is five weeks prior to the next dataset on June 26. We include the May 22 dataset to capture the first wave of self-certifications leading up to the start of Phase 1 on May 20. Note, not all businesses that have self-certified are currently open. Businesses may have self-certified and subsequently closed, or self-certified and never officially reopened.

Summary

By May 22, 9,431 businesses had self-certified to reopen. Over the next four weeks, over 10,000 additional businesses self-certified, bringing the total number to 19,566. Following this initial surge preceding and during Phase 1 and the early weeks of Phase 2, self-certifications began to stabilize with 1,773 between June 26 and July 24 and 810 between July 24 and August 21. In the following four four-week periods between August 21 and December 11, self-certifications never exceeded 489. Additionally, there was no substantial uptick during the transition from Phase 2 to Phase 3 as DECD's Sector Rules generally changed to allow increased capacity as opposed to allowing a number of new sectors to reopen for the first time – as was the case during the transition from Phase 1 to Phase 2.

Following the start of Phase 2, the distribution of self-certifications by sector changed little over the remainder of the summer and fall. As of December 11, restaurants made up the largest share of self-certifications (23.7%), followed by offices (21.9%), retail and malls (17.2%), and hair salons and barbershops (14%). Similarly, the distribution of self-certifications by industry has generally remained stable throughout the pandemic, with "Other Services (except Public Administration)" and "Accommodation and Food Services" categories comprising well over 50% of total self-certifications. Geographically, businesses located in Fairfield (31.6%), Hartford (23.3%), and New Haven (21.3%) counties make up the highest shares of self-certifications. The shares of women-owned businesses (30.4%), minority business enterprises (11.9%), and veteran-owned businesses (2.2%) self-certifying has also remained steady over the course of the pandemic, though a slowly increasing share of businesses self-certifying have opted not to identify whether they fall into one of these three categories.

Table 1: Connecticut Business Reopening Self-Certifications Disaggregated by Selected Characteristics, May 22–December 11, 2020

SELF-CERTIFICATION BY SECTOR	22-May		26-Jun		24-Jul		21-Aug		18-Sep		16-Oct		13-Nov		11-Dec	
	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE
Amusement Parks	-	-	6	0.0%	9	0.0%	9	0.0%	9	0.0%	11	0.0%	12	0.1%	14	0.1%
Film, Television & Digital Media	-	-	11	0.1%	36	0.2%	50	0.2%	64	0.3%	82	0.4%	105	0.4%	111	0.5%
Hair Salons & Barbershops	2,033	21.6%	3,168	16.2%	3,262	15.3%	3,283	14.8%	3,244	14.4%	3,277	14.3%	3,308	14.1%	3,329	14.0%
Indoor Recreation	-	-	295	1.5%	377	1.8%	419	1.9%	449	2.0%	476	2.1%	504	2.2%	515	2.2%
Libraries	-	-	61	0.3%	116	0.5%	131	0.6%	140	0.6%	150	0.7%	153	0.7%	154	0.6%
Lodging/Hotels	-	-	271	1.4%	306	1.4%	319	1.4%	323	1.4%	328	1.4%	337	1.4%	338	1.4%
Museums and Zoos (Outdoor Only)	113	1.2%	130	0.7%	130	0.6%	127	0.6%	124	0.6%	124	0.5%	124	0.5%	124	0.5%
Museums, Zoos and Aquariums	-	-	46	0.2%	85	0.4%	92	0.4%	100	0.4%	107	0.5%	109	0.5%	110	0.5%
Offices	2,498	26.5%	4,337	22.2%	4,735	22.2%	4,895	22.1%	4,988	22.2%	5,076	22.1%	5,156	22.0%	5,192	21.9%
Outdoor Events	-	-	64	0.3%	122	0.6%	161	0.7%	186	0.8%	205	0.9%	211	0.9%	215	0.9%
Outdoor Recreation	47	0.5%	316	1.6%	359	1.7%	377	1.7%	385	1.7%	399	1.7%	405	1.7%	407	1.7%
Personal Services	-	-	1,641	8.4%	1,830	8.6%	1,919	8.7%	1,969	8.8%	2,024	8.8%	2,075	8.9%	2,099	8.8%
Restaurants	-	-	1,667	8.5%	2,105	9.9%	2,371	10.7%	2,519	11.2%	2,665	11.6%	2,819	12.0%	2,986	12.6%
Restaurants (Outdoor Only)	2,194	23.3%	2,695	13.8%	2,695	12.6%	2,690	12.1%	2,626	11.7%	2,626	11.4%	2,626	11.2%	2,626	11.1%
Retail & Malls	2,544	27.0%	3,698	18.9%	3,880	18.2%	3,989	18.0%	3,980	17.7%	4,016	17.5%	4,045	17.3%	4,080	17.2%
Senior Centers	-	-	-	-	-	-	-	-	10	0.0%	25	0.1%	28	0.1%	31	0.1%
Sports, Sports Clubs/Complexes, Gyms, Fitness Ctrs., & Pools	-	-	1,144	5.8%	1,275	6.0%	1,300	5.9%	1,330	5.9%	1,344	5.9%	1,366	5.8%	1,380	5.8%
University Research	2	0.0%	16	0.1%	17	0.1%	17	0.1%	18	0.1%	18	0.1%	18	0.1%	18	0.1%
Total	9,431	-	19,566	-	21,339	-	22,149	-	22,464	-	22,953	-	23,401	-	23,729	-

SELF-CERTIFICATION BY INDUSTRY	22-May		26-Jun		24-Jul		21-Aug		18-Sep		16-Oct		13-Nov		11-Dec	
	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE
Accommodation and Food Services	2,336	24.8%	4,771	24.4%	5,240	24.6%	5,516	24.9%	5,622	25.0%	5,780	25.2%	5,945	25.4%	6,107	25.7%
Admin. and Support and Waste Mngmt. and Remediation Svc.	19	0.2%	37	0.2%	42	0.2%	42	0.2%	41	0.2%	42	0.2%	43	0.2%	44	0.2%
Agriculture, Forestry, Fishing and Hunting	118	1.3%	191	1.0%	198	0.9%	207	0.9%	204	0.9%	209	0.9%	213	0.9%	215	0.9%
Arts, Entertainment, and Recreation	601	6.4%	2,099	10.7%	2,401	11.3%	2,505	11.3%	2,586	11.5%	2,668	11.6%	2,737	11.7%	2,774	11.7%
Construction	258	2.7%	325	1.7%	341	1.6%	349	1.6%	352	1.6%	360	1.6%	368	1.6%	368	1.6%
Educational Services	149	1.6%	572	2.9%	683	3.2%	709	3.2%	728	3.2%	747	3.3%	764	3.3%	768	3.2%
Finance and Insurance	280	3.0%	709	3.6%	787	3.7%	820	3.7%	846	3.8%	856	3.7%	873	3.7%	886	3.7%
Health Care and Social Assistance	791	8.4%	1,746	8.9%	1,872	8.8%	1,950	8.8%	1,961	8.7%	2,007	8.7%	2,047	8.7%	2,072	8.7%
Information	71	0.8%	130	0.7%	171	0.8%	181	0.8%	184	0.8%	190	0.8%	195	0.8%	197	0.8%
Management of Companies and Enterprises	98	1.0%	159	0.8%	165	0.8%	165	0.7%	163	0.7%	165	0.7%	165	0.7%	168	0.7%
Mining, Quarrying, and Oil and Gas Extraction	6	0.1%	8	0.0%	9	0.0%	9	0.0%	9	0.0%	9	0.0%	9	0.0%	9	0.0%
Other Services (except Public Administration)	3,344	35.5%	6,384	32.6%	6,826	32.0%	7,035	31.8%	7,090	31.6%	7,204	31.4%	7,282	31.1%	7,337	30.9%
Professional, Scientific, and Technical Services	693	7.3%	1,332	6.8%	1,419	6.6%	1,440	6.5%	1,450	6.5%	1,474	6.4%	1,496	6.4%	1,506	6.3%
Public Administration	37	0.4%	89	0.5%	111	0.5%	113	0.5%	119	0.5%	122	0.5%	125	0.5%	127	0.5%
Real Estate and Rental and Leasing	290	3.1%	534	2.7%	578	2.7%	599	2.7%	602	2.7%	608	2.6%	617	2.6%	620	2.6%
Utilities	67	0.7%	134	0.7%	140	0.7%	146	0.7%	145	0.6%	145	0.6%	146	0.6%	149	0.6%
Wholesale Trade	273	2.9%	346	1.8%	356	1.7%	363	1.6%	362	1.6%	367	1.6%	376	1.6%	382	1.6%
Total	9,431	-	19,566	-	21,339	-	22,149	-	22,464	-	22,953	-	23,401	-	23,729	-

Table 1 (continued)

	22-May		26-Jun		24-Jul		21-Aug		18-Sep		16-Oct		13-Nov		11-Dec	
SELF-CERTIFICATION BY COUNTY	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE
Fairfield County	2,962	31.4%	6,027	30.8%	6,640	31.1%	6,946	31.4%	7,086	31.5%	7,234	31.5%	7,361	31.5%	7,501	31.6%
Hartford County	2,215	23.5%	4,717	24.1%	5,088	23.8%	5,237	23.6%	5,269	23.5%	5,373	23.4%	5,460	23.3%	5,528	23.3%
Litchfield County	462	4.9%	959	4.9%	1,055	4.9%	1,085	4.9%	1,089	4.8%	1,117	4.9%	1,147	4.9%	1,160	4.9%
Middlesex County	560	5.9%	1,106	5.7%	1,179	5.5%	1,214	5.5%	1,223	5.4%	1,244	5.4%	1,264	5.4%	1,273	5.4%
New Haven County	2,037	21.6%	4,209	21.5%	4,567	21.4%	4,729	21.4%	4,797	21.4%	4,898	21.3%	5,006	21.4%	5,058	21.3%
New London County	732	7.8%	1,555	7.9%	1,710	8.0%	1,798	8.1%	1,846	8.2%	1,894	8.3%	1,940	8.3%	1,972	8.3%
Tolland County	233	2.5%	512	2.6%	554	2.6%	569	2.6%	578	2.6%	601	2.6%	608	2.6%	615	2.6%
Windham County	230	2.4%	481	2.5%	546	2.6%	571	2.6%	576	2.6%	592	2.6%	615	2.6%	622	2.6%
Total	9,431	-	19,566	-	21,339	-	22,149	-	22,464	-	22,953	-	23,401	-	23,729	-

	22-May		26-Jun		24-Jul		21-Aug		18-Sep		16-Oct		13-Nov		11-Dec	
WOMEN-OWNED BUSINESS STATUS	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE
Yes	3,132	33.2%	6,236	31.9%	6,659	31.2%	6,830	30.8%	6,875	30.6%	6,991	30.5%	7,124	30.4%	7,212	30.4%
No	6,063	64.3%	9,518	48.6%	10,152	47.6%	10,381	46.9%	10,446	46.5%	10,609	46.2%	10,739	45.9%	10,853	45.7%
Choose not to answer	236	2.5%	3,812	19.5%	4,528	21.2%	4,938	22.3%	5,143	22.9%	5,353	23.3%	5,538	23.7%	5,664	23.9%
Total	9,431	-	19,566	-	21,339	-	22,149	-	22,464	-	22,953	-	23,401	-	23,729	-

	22-May		26-Jun		24-Jul		21-Aug		18-Sep		16-Oct		13-Nov		11-Dec	
MINORITY BUSINESS ENTERPRISE STATUS	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE
Yes	1,098	11.6%	2,317	11.8%	2,493	11.7%	2,577	11.6%	2,608	11.6%	2,666	11.6%	2,751	11.8%	2,829	11.9%
No	8,040	85.3%	12,432	63.5%	13,171	61.7%	13,443	60.7%	13,484	60.0%	13,660	59.5%	13,809	59.0%	13,909	58.6%
Choose not to answer	293	3.1%	4,817	24.6%	5,675	26.6%	6,129	27.7%	6,372	28.4%	6,627	28.9%	6,841	29.2%	6,991	29.5%
Total	9,431	-	19,566	-	21,339	-	22,149	-	22,464	-	22,953	-	23,401	-	23,729	-

	22-May		26-Jun		24-Jul		21-Aug		18-Sep		16-Oct		13-Nov		11-Dec	
VETERAN-OWNED BUSINESS STATUS	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE	COUNT	SHARE
Yes	227	2.4%	428	2.2%	463	2.2%	477	2.2%	479	2.1%	499	2.2%	508	2.2%	521	2.2%
No	8,922	94.6%	14,481	74.0%	15,396	72.1%	15,727	71.0%	15,792	70.3%	16,017	69.8%	16,238	69.4%	16,407	69.1%
Choose not to answer	282	3.0%	4,657	23.8%	5,480	25.7%	5,945	26.8%	6,193	27.6%	6,437	28.0%	6,655	28.4%	6,801	28.7%
Total	9,431	-	19,566	-	21,339	-	22,149	-	22,464	-	22,953	-	23,401	-	23,729	-

Source: OLR analysis of [DECD Business Reopening Self-Certifications](#)

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