TOP PERSONAL CONCERNS

- Stress levels have been incredibly high but more on the personal level than from a business perspective. My business does well in an economic downturn. The stress is more from concern for our health and safety and the loss of a family member.
  - Survey Participant

The highs and lows have been more intense. Smaller gems that I didn’t notice previously are now much more meaningful, along with any negativity or hardship can sometimes feel more intense.
  - Survey Participant

TOP THREE PERSONAL CONCERNS

- Selfcare 69%
- Homeschooling 50%
- Juggling Family Demands 14%

MOST EFFECTIVE COPING STRATEGIES

- Eating healthy 57%
- Exercising 53%
- Connecting with people 48%

The highs and lows have been more intense. Smaller gems that I didn’t notice previously are now much more meaningful, along with any negativity or hardship can sometimes feel more intense.
  - Survey Participant

I enjoy zoom “meetings” I’ve done with my siblings and friends near and far. And just like after 9/11, people are friendlier and kinder. So many people are out walking in the evening and most people greet the people they are passing. I do hope we hold onto that once things return to whatever normal is going to be.
  - Survey Participant

STRONGEST SOURCES OF SUPPORT

- Spouses/Partners 76%
- Parents and Older Relatives 51%
- Friends and Neighbors 44%

ONE WORD TO DESCRIBE HOW YOU ARE FEELING

- Positive 2/3 (e.g., optimistic, grateful, hopeful)
- Negative 1/3 (e.g., overwhelmed, frustrated, resigned)

Note: n=61; 91% USA-based firms; 56% in Wholesale/Retail Trade and Financial, Professional and Consumer Services; 88% with <$1 million revenue; 21% solopreneurs; 79% with <50 employees; 53% less than 5 yo; 12% VC-funded and 26% essential services; survey ran May-July 2020