### SURVEY: WOMEN ENTREPRENEURS IN A TIME OF COVID-19

Results from Survey 1: Creating a Pathway from Crisis to Opportunity

#### IMPACT OF COVID-19 ON BUSINESS REVENUE

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>67.4%</td>
<td>Revenue has decreased</td>
</tr>
<tr>
<td>8.1%</td>
<td>Revenue has increased due to product / service fitting needs in new remote environment</td>
</tr>
</tbody>
</table>

#### ACTIONS TAKEN

- 23% closed down businesses permanently
- 26% reduced employee hours
- 40% deferred or reduced executive pay
- 36% delayed payment for all or part of vendor bills and loan obligations

#### PREFERRED TYPES OF ASSISTANCE

- **38.4%** Low Interest Federal Loans
- **38.4%** Federal Wage Subsidies
- **30.2%** Deferred Rent Payments

#### SOURCES OF SUPPORT

- **67.4%** Other entrepreneurs & small businesses
- **37.2%** Local community

#### OPPORTUNITIES IDENTIFIED DURING THE CRISIS

- **23.3%** Online Services
- **15.1%** Online Marketing

---

Note: n=86; 65% USA-based firms; 40.5% in Professional and Consumer Services; 74.1% with <$1 million revenue; 93.9% with <50 employees; 26.7% less than 5 yo; 8.6% VC-funded and 34.4% "essential services."