



TOWN OF VIENNA

COVID-19 Business Impact Survey Results

Conducted April 22 to May 15, 2020

94

BUSINESS

Survey Respondents



Retail



Food



Service



Health



Wellness



Medical

75%

10 or fewer **employees**



80%

women-owned businesses

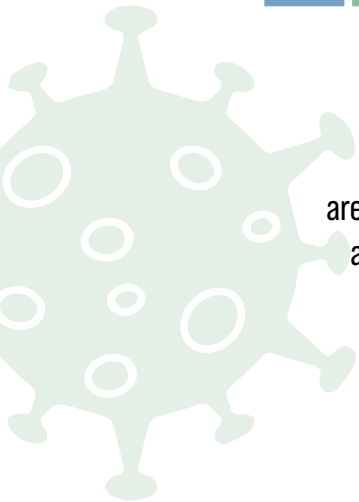
27%

minority-owned businesses



59%

are worried or very worried about **health crisis** and staying in business

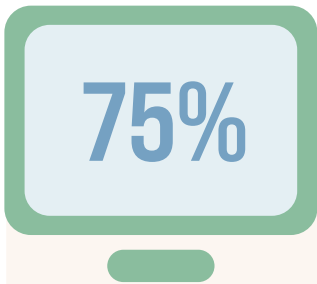


22%

concerned about their business being **viable** one to three months from now

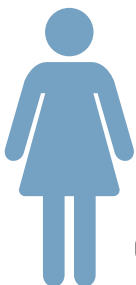
75%

indicated they would like **educational programming** support to help improve their business operations. Areas of interest: marketing and branding, navigating grants and other funding options



MAJORITY

have taken steps to adhere to **social distancing guidelines** for their business since the start of the crisis



businesses experienced a **revenue loss** of at least

71%

during the survey window

