Better Business Briefing

Perceived impact of COVID-19 and what industries may be projecting growth

Who was surveyed?
1,325 Accredited Businesses across North America
Survey data collected between March 23-27th, 2020

How has the COVID-19 outbreak impacted your business?

Perceived impact
Over the next 60-days

Significant negative Impact 70%

How do you think the outbreak could affect your business over the next 60-days?

Industries most likely to report positive impact

- 40% Construction, remodeling, and building trades
- 12% Professional services
- 9% Retail/E-Commerce (food, grocery, online purchases, etc.)
- 7% Healthcare

Businesses with less than 5 years in the market are more likely to perceive negative impact

For a complete guide on how your business can better respond the COVID-19 pandemic visit: BBB.org/smallbusiness