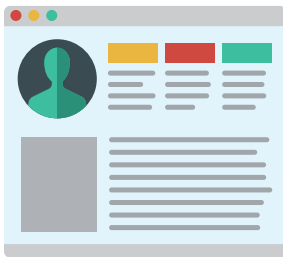
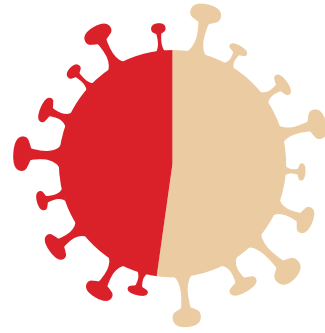


Pandemic selling by the numbers

Almost half of small and medium-sized business owners (**48%**) have experienced a severe decline in demand or have stopped operations altogether in response to the COVID-19 pandemic, while **56%** have pivoted to a new business model to survive.

These statistics are from a [survey of more than 1,200 business owners](#) about how the pandemic is affecting entrepreneurial behavior and performance. The survey was conducted in April by global creative platform 99designs in partnership with research firm Corus. Other findings:



Web work

66% of businesses that were not online before the outbreak are in the process of creating a website.

More than a quarter of businesses (**27%**) are looking at refreshing their existing website as a result of COVID-19.

Adding ecommerce

36% of companies had initiated ecommerce capabilities to an existing website before the outbreak.

25% added ecommerce capabilities to their website in response to COVID-19

21% of SMBs are **considering** adding ecommerce as a result of the pandemic.



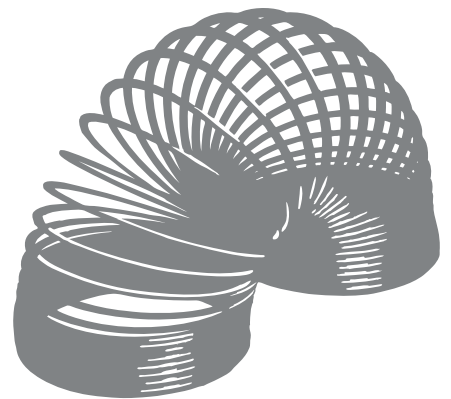
17% report **delaying** plans to add ecommerce as a result of the outbreak.

B2C having a tougher time of it



A higher proportion of B2C companies can't operate at all —

22% compared to **14%** of B2B brands



What will get them through

Flexibility was cited by **36%** of respondents as the characteristic that is most important for getting them through the downturn, while **28%** said **creativity** and **25%** said **resilience**.



Pivoting in the pandemic

Over half of entrepreneurs (**56%**) have pivoted their existing business model as a direct result of COVID-19.

A similar amount (**54%**) of those surveyed are also planning on starting a new business or side hustle during the COVID-19 outbreak, mostly because:

- they need the income **64%**
- they have more time..... **41%**
- they always wanted to **37%**

