



COVID-19 Economic Impact Survey

1085 respondents from 49 States

General Information

Number of Employees (FTE)

Mean	Median
10.2	4

Number of tasting rooms (primary and satellite)

Mean	Median
1.3	1

How many visitors do you normally see in a year (at all facilities)?

Mean	Median
24,111	5,500

Coronavirus-Specific Questions

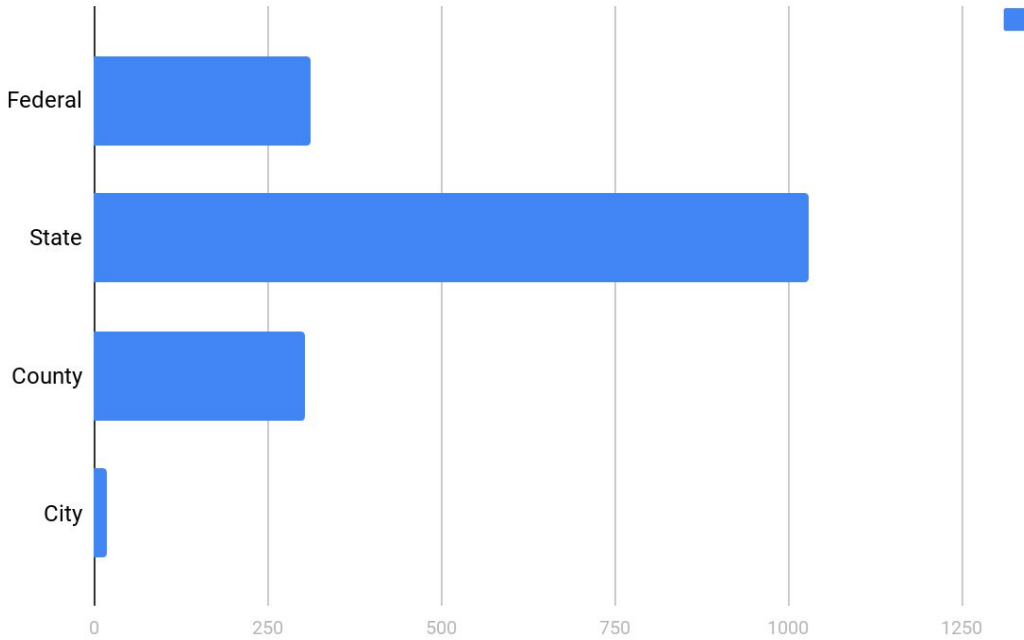
What change in percentage of your usual March visitors do you expect? (Calculated)

Mean	Median
-75%	-80%

Have you cancelled wine trail or winery-specific events in March, and if so how many?

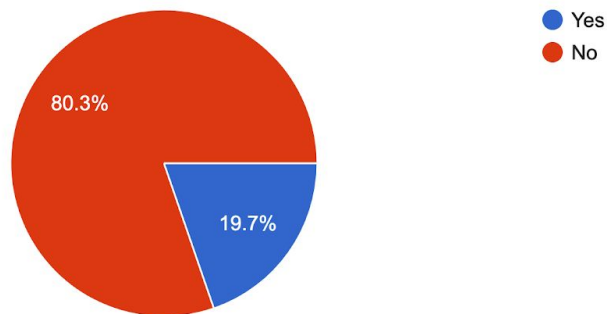
Mean	Median
4.2	3

Has one or more levels of government recommended or required that you reduce or cease operations for a period. (Check all that apply)

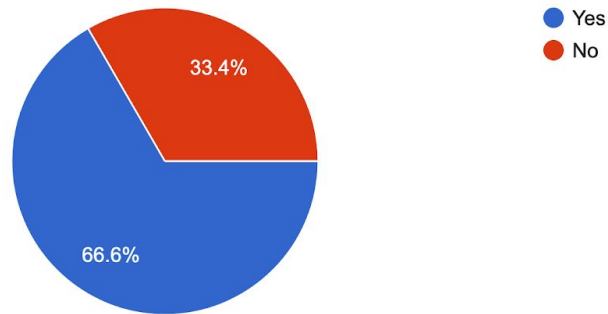


Federal	State	County	City
311	1030	305	19

Has your production stopped?



Has your production slowed?



Starting on March 1, how many employees (FTE) did you need to lay off, temporarily or permanently because of the coronavirus crisis?

Mean	Median
4.15	2

Starting on March 1, how much in unanticipated expenses did you incur for things like hand sanitizers, cleaning services, and other products and services that are not part of normal operations?

Mean	Median
\$776	200

What percentage of sales have you lost in your tasting rooms and/or wholesale for the month of March, as compared with earlier projections or based on year-over-year?

Mean	Median
63%	70%

Combining your lost sales and unanticipated expenses during March, what has been your total financial loss?

Mean	Median
37,375	15,000

What percentage of decreased sales do you predict over the next month (April 1-30th) based on projections or year-ago sales?

Mean	Median
-75%	-80%

If you were able to resume operations on April 30, how many weeks do you feel it would take you to return to normal business in terms of employees, visitors, sales, and other factors?

Mean	Median
12.1	8