

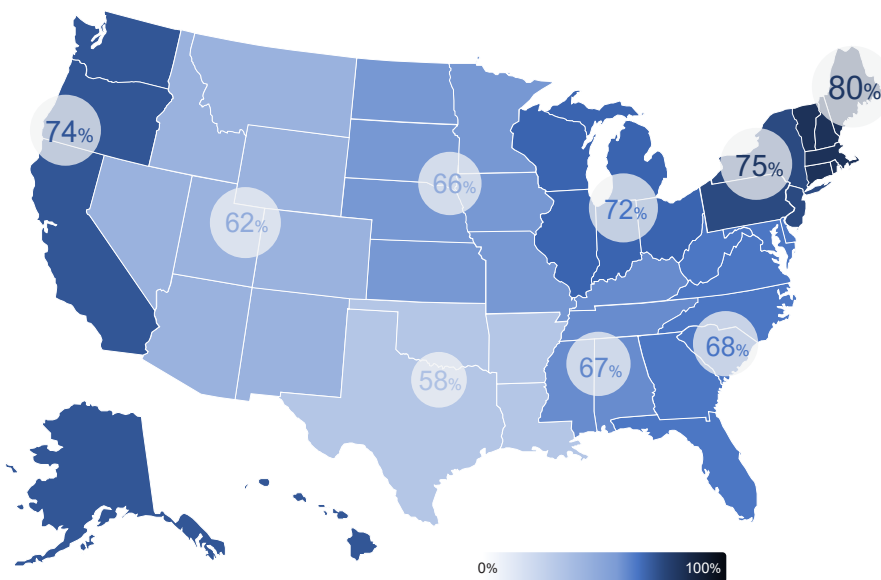
# COVID-19

## IMPACT AND IMPLEMENTATION SURVEY

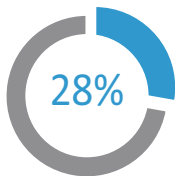
### EXECUTIVE SUMMARY

## IMPACT

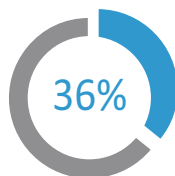
### Percent of Companies that Perceive the Medical Implications of the Coronavirus to be a Moderate or Major Issue



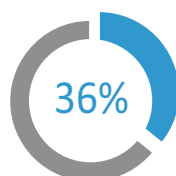
### What is your current opinion about the Coronavirus, in terms of its medical implications?



**Mild issue.** It will spread to most areas, though it will quickly pass (similar to influenza).



**Moderate issue.** It will spread country-wide and will cause a significant amount of sickness and death.



**Major issue.** A high portion of our country's population will be infected, causing major disruptions and strains on our healthcare system and economy.

*In terms of medical implications, 1.2% of respondents feel the coronavirus will not be a real issue.*

### About the COVID-19 Impact & Implementation Survey:

Results are based on surveys collected between Monday, March 16 at 11:00 am (Eastern) and midnight on Wednesday, March 18. More than 2,500 respondents from 25 client sectors and professions participated in the survey. Industry Insights compiled the information to help its clients assess their members' perceptions, impact, and action plans related to COVID-19. Links to an online questionnaire were distributed to member companies and contacts by the participating associations. A total of 2,762 respondents (of whom 63% were company executives or officers) participated in the survey. The sample was adjusted to better reflect the participating groups. Confidence intervals can change, depending on the aggregate's sample size and the response variance, though the overall survey portion of this research has a standard error of +/- 2.5% at a 95% level of confidence.

The survey sample includes manufacturers, distributors, retailers, and professional services organizations representing a diverse set of industries.

The *COVID-19 Impact & Implementation Survey* was compiled, tabulated and analyzed by Industry Insights Inc. ([www.industryinsights.com](http://www.industryinsights.com)), an independent research firm based in Columbus, OH.

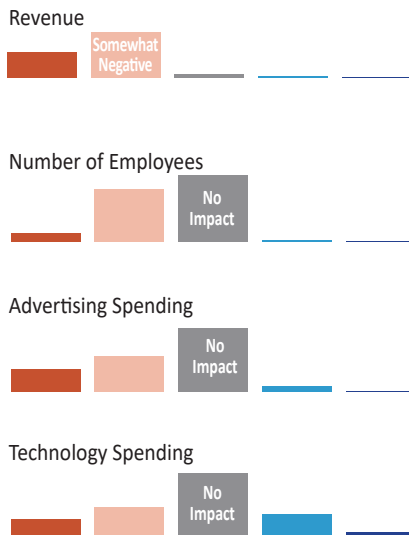
Survey Contact: Scott Hackworth  
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# IMPACT

## Expected Level of Impact on Company in 2020

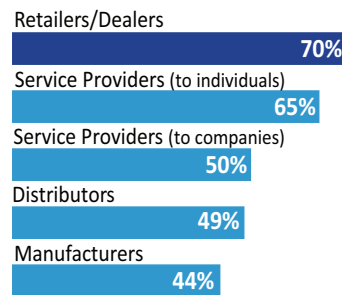


This visual represents the typical respondent's expectations

## Anticipated Length of Impact on Day-to-Day Operations (months)



## Percent of Companies Already Experiencing a Direct Negative Financial Impact



# COVID-19

## IMPACT AND IMPLEMENTATION SURVEY EXECUTIVE SUMMARY

### Impact:

More than 70% of respondents expect the medical implications of Covid-19 to be moderate or worse, with the impact lasting 2 to 3 months. Perceptions about the true medical impact vary by region.

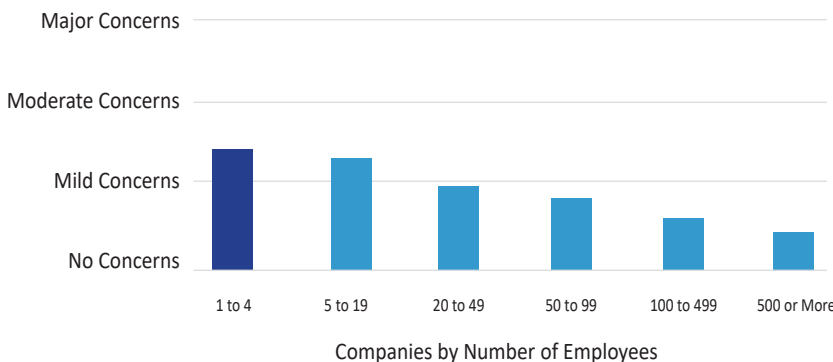
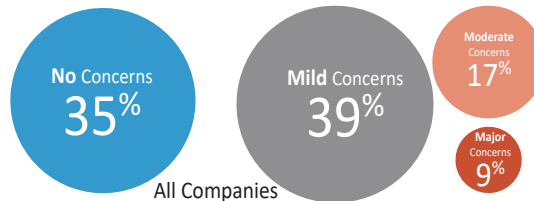
Smaller companies are most likely to have viability concerns, with 20% of those with 1 to 4 employees questioning whether they can remain in operation after the crisis. Companies involved in retail and those who provide services to individuals are struggling the most.

### Action Steps:

Nearly all companies have taken some new actions due to the coronavirus. Most have increased hand sanitizer and canceled large group events. They are also distancing employees and implementing daily office cleanings/sanitizations.

Approximately 40% of companies have instituted at least a partial work from home mandate. The percentage varies significantly by company size. Just 10% of companies with 1 to 4 employees have begun working from home. However, 70% of companies with 500+ employees are working from home more because of the virus.

## Extent of Long-Term Viability Concerns Due to the Coronavirus



## Coronavirus Related Delays in Receiving Materials/Products from Suppliers



- Of those experiencing delays, 65% have already experienced negative financial impacts.
- Of companies not experiencing delays, 45% reported negative financial impact.
- Retailers/Dealers have been most impacted with 41% of companies reporting delays.

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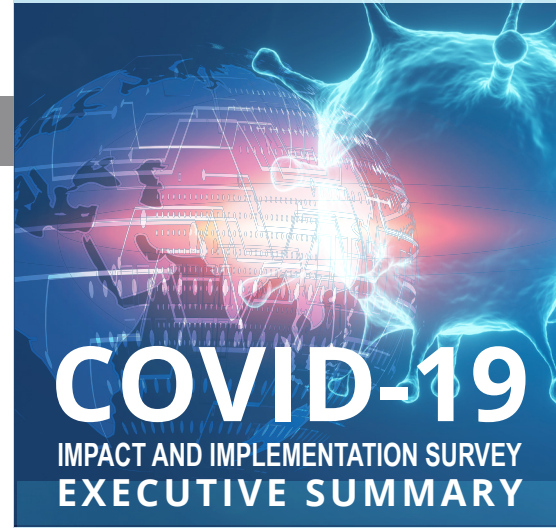


# ACTION STEPS

Which of the following is a new action your organization has put in place due to COVID-19?

**Top 10 Overall**

- 1 Hand sanitizer (increased availability) ..... 73%
- 2 Canceled all large group activities ..... 71%
- 3 Employee distancing (physical) ..... 67%
- 4 Daily office cleanings/sanitization ..... 62%
- 5 Posted reminders about proper hygiene ..... 52%
- 6 Eliminating visitors to office ..... 48%
- 7 Canceled all in-person meetings ..... 45%
- 8 Travel ban ..... 45%
- 9 Flexible work scheduling ..... 44%
- 10 Work from home (partial mandate) ..... 41%

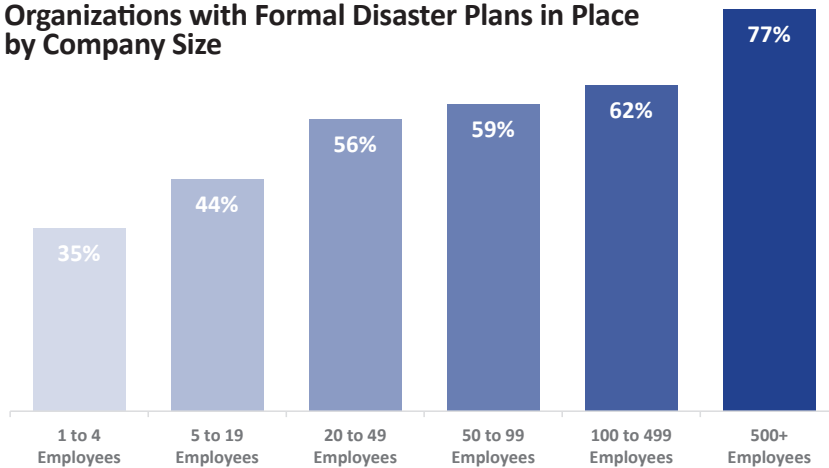


# COVID-19

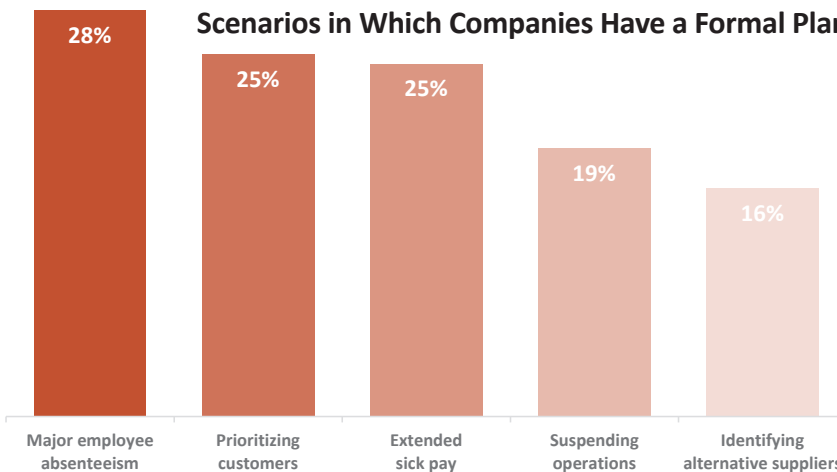
## IMPACT AND IMPLEMENTATION SURVEY EXECUTIVE SUMMARY

|   | Manufacturers                           | Distributors                            | Retailers/Dealers                       | Service Providers (to companies)        | Service Providers (to individuals)      |
|---|---|---|---|---|---|
| 1 | Hand sanitizer (increased availability) | Hand sanitizer (increased availability) | Hand sanitizer (increased availability) | Hand sanitizer (increased availability) | Hand sanitizer (increased availability) |
| 2 | Canceled all large group activities     | Canceled all large group activities     | Daily office cleanings/sanitization     | Canceled all large group activities     | Daily office cleanings/sanitization     |
| 3 | Employee distancing (physical)          | Employee distancing (physical)          | Employee distancing (physical)          | Employee distancing (physical)          | Employee distancing (physical)          |
| 4 | Daily office cleanings/sanitization     | Daily office cleanings/sanitization     | Canceled all large group activities     | Daily office cleanings/sanitization     | Canceled all large group activities     |
| 5 | Posted reminders about proper hygiene   | Posted reminders about proper hygiene   | Posted reminders about proper hygiene   | Posted reminders about proper hygiene   | Posted reminders about proper hygiene   |

### Organizations with Formal Disaster Plans in Place by Company Size



### Scenarios in Which Companies Have a Formal Plan



#### Formal Disaster Plans:

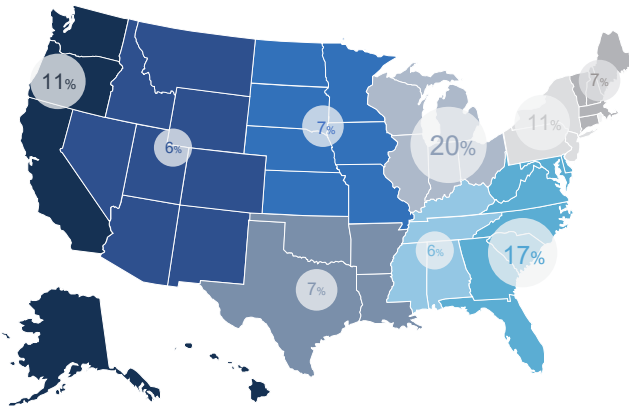
Nearly half of all companies do not have a formal plan in place for handling common disaster scenarios. As expected, the largest companies are most likely to have disaster plans (77%), while the smallest companies are much less likely to have created any formal plans (35% - 55%).

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# PROFILE

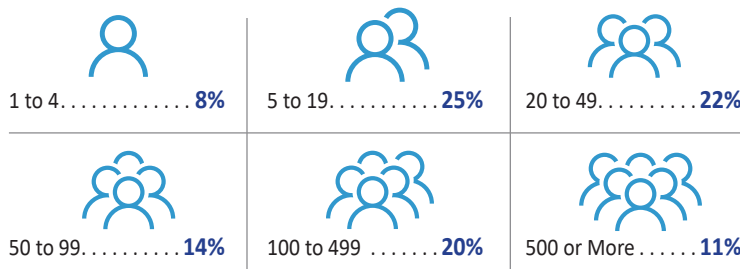
## Respondents by Region



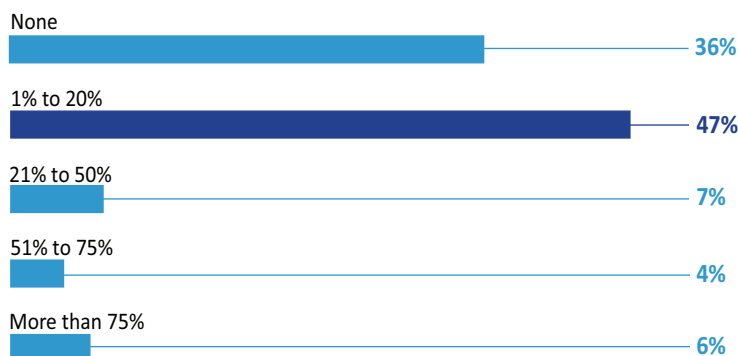
## Respondents by Company Type

|   |                                 |     |
|---|---------------------------------|-----|
|    | Manufacturer                    | 29% |
|    | Distributor                     | 21% |
|    | Retailer/Dealer                 | 9%  |
|    | Service Provider to companies   | 22% |
|  | Service Provider to Individuals | 4%  |
|  | Other                           | 15% |

## Number of Employees



## Portion of Employees that Worked Remotely in the Last Year



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## IMPACT AND IMPLEMENTATION SURVEY EXECUTIVE SUMMARY

### About Industry Insights, Inc:

Industry Insights is a research and data analytics firm that has been serving the research needs of trade and professional associations, dealer organizations and other affiliated groups since 1980. The firm specializes in providing high-quality research services that assist such organizations in better fulfilling the informational and educational needs of their members.

As a group of CPAs, Statisticians, and IT professionals with decades of experience in providing survey research solutions for trade and professional associations, Industry Insights excels in defining methods and tools that provide relevant and user-friendly information for each client. Industry Insights serves as an objective third party and ensures the confidentiality of respondents' data. Industry Insights welcomes questions about this survey. We may also be able to put you in contact with client contacts who could more specifically provide details and context regarding their members' strategies.

### Survey Contact:

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