



# COVID-19 BUSINESS CONDITIONS DASHBOARD

Track COVID-19's impact on U.S. business outcomes and top- and bottom-line performance



As states develop plans and begin the reopening process, U.S. business leaders are optimistic about the prospects for recovery, but access to real-time data on the continuing impact of COVID-19 is essential to planning an effective path forward.

Hanover Research's COVID-19 Business Conditions Dashboard allows you to track your peers' and customers' perceptions of business conditions and their responses during this crisis. Hanover has created a dashboard that allows you to compare how your business is affected and how its crisis response compares to your peers both within and across industries.

## Dashboard Tracking Components



Business Outcomes



Top- and Bottom-Line Performance



Internal Operations



Positive and Negative Impact

## INSIGHTS FROM THE FIRST 8 WEEKS OF TRACKING THE COVID-19 OUTBREAK

- The impact on businesses outcomes stabilized (even with a slight decline) over the month of April.
- Less than a third (29%) of U.S. businesses currently see a major impact on their success metrics.
- While most U.S. businesses still report that COVID-19 is hurting top- and bottom-line performance, the percentage has been steadily declining since a peak in mid-April.

CONTACT US TO GET STARTED TODAY



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## DASHBOARD INSIGHTS

Hanover's **COVID-19 Business Conditions Dashboard** provides comprehensive insights and tracking over time for business outcomes and internal operations.



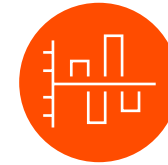
### Business Outcomes

Track the impact of COVID-19 on business outcomes (i.e., outputs or success), including response plan and timeframe.



### Internal Operations

See how your peers are responding to COVID-19 internally, including policies and employee communication.



### Top- and Bottom-Line Performance

Identify increases and decreases in top- and bottom-line performance, including timeline of impact.



### Positive and Negative Impact

Delve into the type and extent of impact COVID-19 has on business outcomes.

## DASHBOARD FEATURES

### Sample and Data Collection

- ▶ Data collection, via an online survey, launched March 16, 2020
- ▶ Data is refreshed biweekly (March-May data refreshed weekly)
- ▶ Each wave is statistically significant (n = 300)
- ▶ Sample is representative of U.S. businesses

### Tracking and Filters

- ▶ Business outcome impact and top- and bottom-line performance tracked over time
- ▶ Data can be filtered by:
  - ✓ Week/date
  - ✓ Commercial transaction
  - ✓ Industry
  - ✓ Region
  - ✓ Revenue
  - ✓ Company size (employees)
- ▶ Industry segments include:
  - ✓ For-Profit Education
  - ✓ Food & Beverage
  - ✓ Consumer Products
  - ✓ Professional Services
  - ✓ Software
  - ✓ Banks & Financial Services
  - ✓ Healthcare & Medical Technology
  - ✓ Manufacturing
  - ✓ Wholesale/Trade
  - ✓ Building Products