



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.



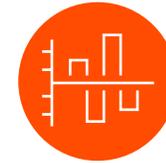
Business Outcomes

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