

# COVID-19 Business Impact Survey

Our GPS technology is used by businesses in a variety of transportation and field service industries—industries currently feeling the effects of COVID-19. We wanted a deeper understanding of the concerns and challenges our customers are facing, so we asked our customers to let us know how the outbreak was affecting them. We think the insights that were so generously shared can be helpful as businesses begin to plan ahead for recovery and prosperity after the current crisis ends.

## Key findings:

98% of those surveyed said they are concerned about the effect of the outbreak on their business.

### Top concerns include:

- Short-term financial impacts due to a disruption in business.
- Long-term ability of the business to financially recover from these impacts.
- Potential reductions in workforce or layoffs during this time.

As of mid-April 2020, 89% of the businesses surveyed were still operational, but more than 75% of those businesses have made adjustments to operations because of the outbreak. Ten percent of the businesses surveyed have closed temporarily.

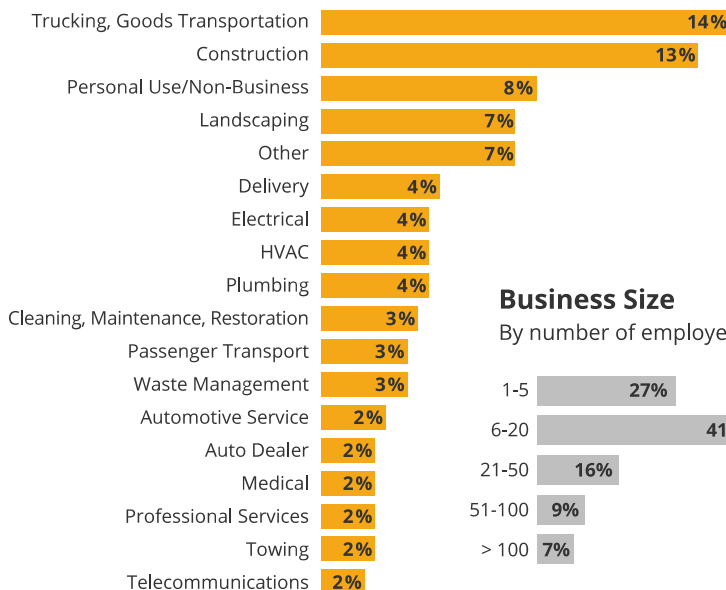
**“It has affected every area of our business, our operations, marketing, administrations as well as each of our personal lives.”**

- Survey Response

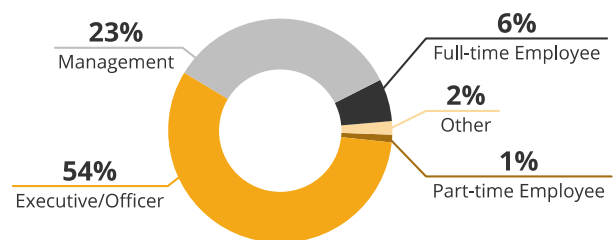
## Survey Demographics

**85%** of respondents work for an “essential” business

### Industry

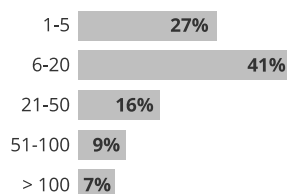


### Role of Respondents



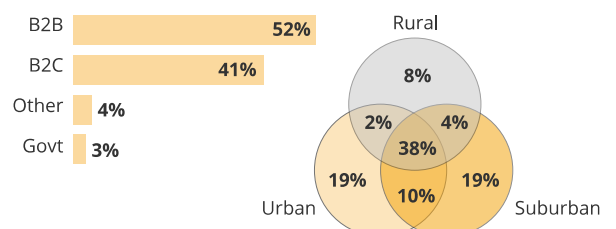
### Business Size

By number of employees



### Their Customers

Respondents serve a variety of populations



**“Customers ask if we provide gloves and masks for our employees to wear at their moving job. We tell them we do not have any, but if they do, to provide them to the movers when they arrive on site.”**

- Survey Response

### Most common adjustments to business include:

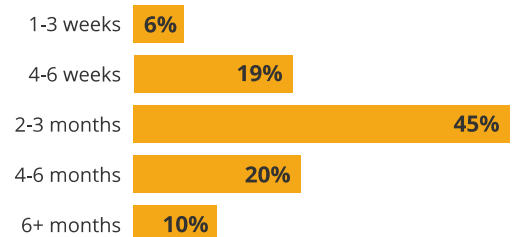
- Changes in number of employees.
- Reduction in spending on non-essential business items.
- Reduced work hours for retained employees.
- Precautionary measures for the health of employees including wearing PPE, social distancing, limiting services, and increased sanitation measures.

The majority of respondents anticipate these changes to remain in effect for a minimum of two to three months, and 80% expect a revenue decrease for the current fiscal year. Another key concern is the availability of PPE for employees.

### Do you feel like your business is taking enough action to minimize the impact of COVID-19?



### How long do you expect these effects or changes in daily operations to continue as a result of the outbreak?



## Landscaping

Both the timing of the COVID-19 outbreak and the seasonal nature of the landscaping industry are responsible for severe short-term impacts for these businesses. More than half (56%) of responding customers in landscaping have experienced at least one delayed or rescheduled project due to customer concerns around the outbreak; 38% have at least one cancellation of a scheduled project due to customer concerns. Additionally, 88% report a decrease in work orders, and most expect to continue to see a decline in orders for core services such as mowing, mulching, planting, and landscape design over the next 30 to 60 days.

## Construction

Long-term financial recovery is a primary concern for construction customers, and 79% report cancelled, suspended, or delayed projects due to customer concerns about COVID-19.

### Impacts on the industry include:

- Customer concerns about safety, health, and non-essential spending.
- Reduction in clients seeking construction services.
- Delivery delays and shortages of needed materials.
- Employee reductions due to layoffs and furloughs.

Many of the customers responding (66%) provide commercial construction services and anticipate seeing ongoing impacts of the outbreak for a minimum of 30 to 60 days.

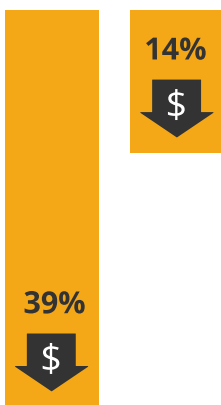
## Field Service

More than 95% of survey respondents in the field service industry provide services for businesses deemed essential during the COVID-19 outbreak. These businesses report greater concern with short-term financial impacts than long-term recovery. Reduction in hours for non-furloughed employees affects 63% of field service businesses in the survey, and 76% report a decrease in demand for services. The 74% of businesses still performing in-home services take increased safety measures; the remaining businesses are either limiting or eliminating services that require entrance to a customer's home.

## Trucking/Transportation

The impact to employee salaries was highest for the trucking and transportation industry—39% reported a reduction in pay rates compared to 14% for other industries in the survey. Additional changes included shorter trip distances, decreases in shipping demands, and an overall decrease in the availability of drivers, vehicles, and trailers. On a positive note, customers also reported a decrease in delays due to traffic congestion.

**In the trucking and transportation industry, 39% reported a reduction in pay rates compared to 14% for other industries in the survey**



**“Extremely stressful daily situations. Employees are concerned for their safety and also customers that are feeling the exact same way. A very fine line to balance the needs of our customers and the safety of our technicians in the field and also the office staff that has been isolated from the company as we speak.”**

- Survey Response