



# Total Industry

Industry Perspective on the Challenges of Today  
Week of 3/23/20



The information contained within this report represents a moment in time. It provides the collective voice of industry decision makers, influencers, and contributors. The results provide a unique understanding of where business is today, recognizing that change is rapidly occurring. From time of data collection to reporting it is possible that industry perception and opinion may shift. However this information should help shed light on where we've been, where we are today, and where we are going. Our intention is to update these results on a regular basis. Please feel free to share this content with others aligned to the industries represented within this report.

It is my hope that the data provided here will be thought provoking, help inform decision making, and provide some comfort as you learn what others are doing during this time of crisis. I truly hope that this content will inspire you to think of new ways to succeed in business during this challenging time.

Sincerely,

*Beth Surowiec - Executive Director - Clear Seas Research / BNP MEDIA*

[surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com)

The coronavirus outbreak is a human tragedy with very real business and economic consequences. Business leaders globally are in uncharted waters as together we face the challenges surrounding the recent pandemic and resulting economic impact. Insight into how others are reacting, overcoming current challenges, and planning for tomorrow can provide us with not only comfort, but a shared community of learning and preparation.

The bringing together of industry professionals to share their experiences with the Coronavirus / COVID-19 as related to business activities including planning, staffing, investing, and marketing in an online survey, provides a collective industry perspective. This is a perspective that will continue to change over time; a perspective that can help inform the business decisions we make today as well as our future plans. This is a perspective that can unite the industry and encourage collaboration; a perspective that will be monitored and reported as events continue to evolve.

Clear Seas Research (a BNP Media Company) is uniquely positioned to engage with industry professionals in niche market sectors, which are all impacted in different ways by this pandemic. The unrivaled industry access available to Clear Seas Research through myCLEARopinion Panel and BNP Media subscriber databases provides extensive reach to business thought leaders, decision makers, decision influencers, skilled trade professionals, and general employees of companies of all sizes.

Our research expertise and audience access enables us to collect, analyze, and report this information for the industries we serve. We are taking this opportunity to give back to those that have helped us be successful for more than 14 years. We hope you find the information contained within this report to be thought provoking, relevant, and insightful. We hope it brings you comfort and helps strengthen your resolve as you continue to face ongoing challenges in the days to come. We hope it provides you with insights that will help you continue to succeed in business.

This research addresses:

- Industry concern related to the pandemic and the impact on business and the economy
- The impact of the pandemic on industries targeted for this research
- Measures being taken to keep employees, customers, and others health/safe
- How industry professionals are managing current business activities and planning for the future

Individual market reports are available for the following industries: *AEC, Mechanical Systems, Food & Beverage Manufacturing, Manufacturing, Security/Critical Industries, and Gaming & Hospitality.*

## Study Details

**Target Audience:** Members of myCLEARopinion Panel and subscribers to BNP Media publications

**Sample Source:** BNP Media publication subscribers and members of myCLEARopinion Panel

**Survey Method:** Online

**Average Survey Length:** 10 minutes, 3 seconds

**Incentive:** Access to the results

**Fieldwork Dates:** March 24, 2020 – March 26, 2020

## Data Tabulation and Presentation

All closed-ended numerical data is tabulated using SPSS (a statistical software package), while open-ended questions are either summarized, coded, or included as written by respondents.

The data is presented in graphic and tabular format detailing the number of respondents who answered each question.

Sample sizes may vary throughout the report due to skip logic, data cleaning, or missing responses.

Some totals may not equal 100% due to rounding. Net values (e.g. top 2 box) may not match individual percentages due to rounding.

Fieldwork Summary	Total	AEC	Mechanical Systems	Food & Beverage Mfg.	Packaging	Mfg.	Security/ Critical Systems	Gaming & Hospitality
Number Contacted	138,228	28,410	23,689	20,203	8,643	32,408	14,919	9,956
Usable Completes <sup>1</sup>	705	292	87	103	18	126	26	43

<sup>1</sup>Total number of completed surveys after data cleaning



# Total Industry

Industry Perspective on the Challenges of Today

Findings: Week of 3/23/20

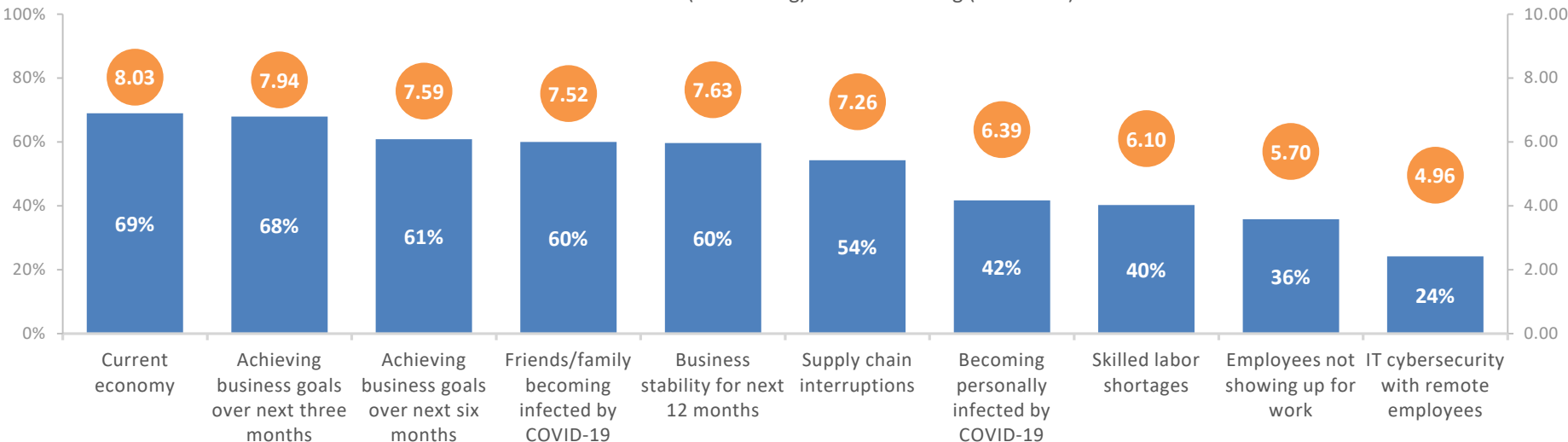


Research conducted by Clear Seas Research in partnership with...

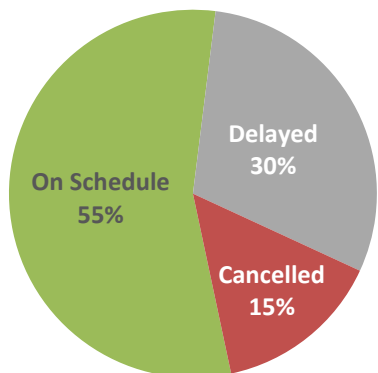


## Total Industry Areas of Concern

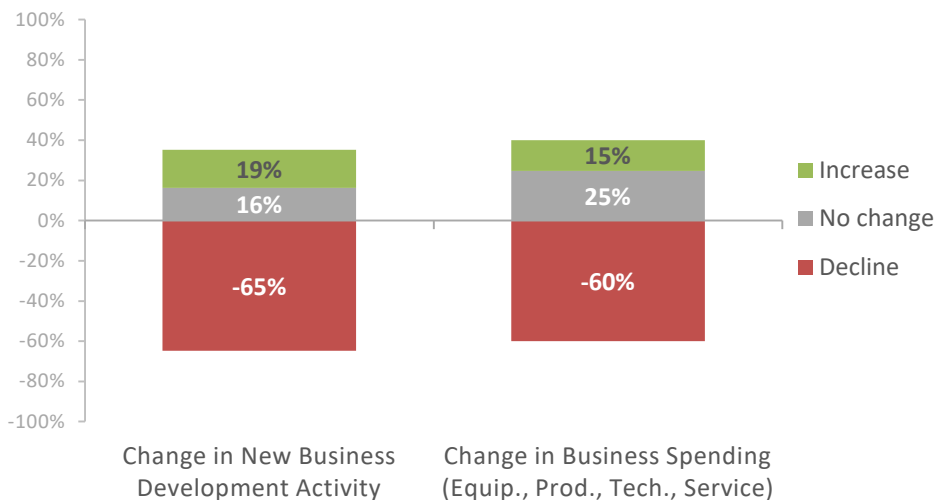
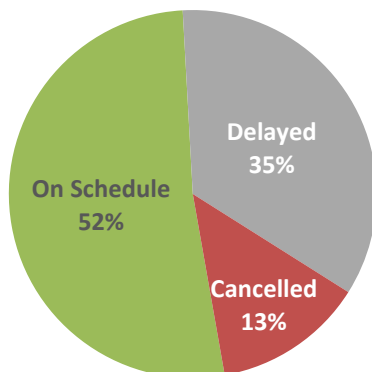
■ % Concerned (8-10 Rating) ● Mean Rating (1-10 scale)



### Active Business



### Planned Business



"Don't know/Doesn't apply" responses removed for analysis purposes

Q100. Please indicate your level of concern with each of the following: n=623 - 703

Q110. In light of recent events, what percent of...? n=639 - 656

Q120. Relative to one year ago, how is new business development activity being impacted? (Select ONE) n=665 - 667

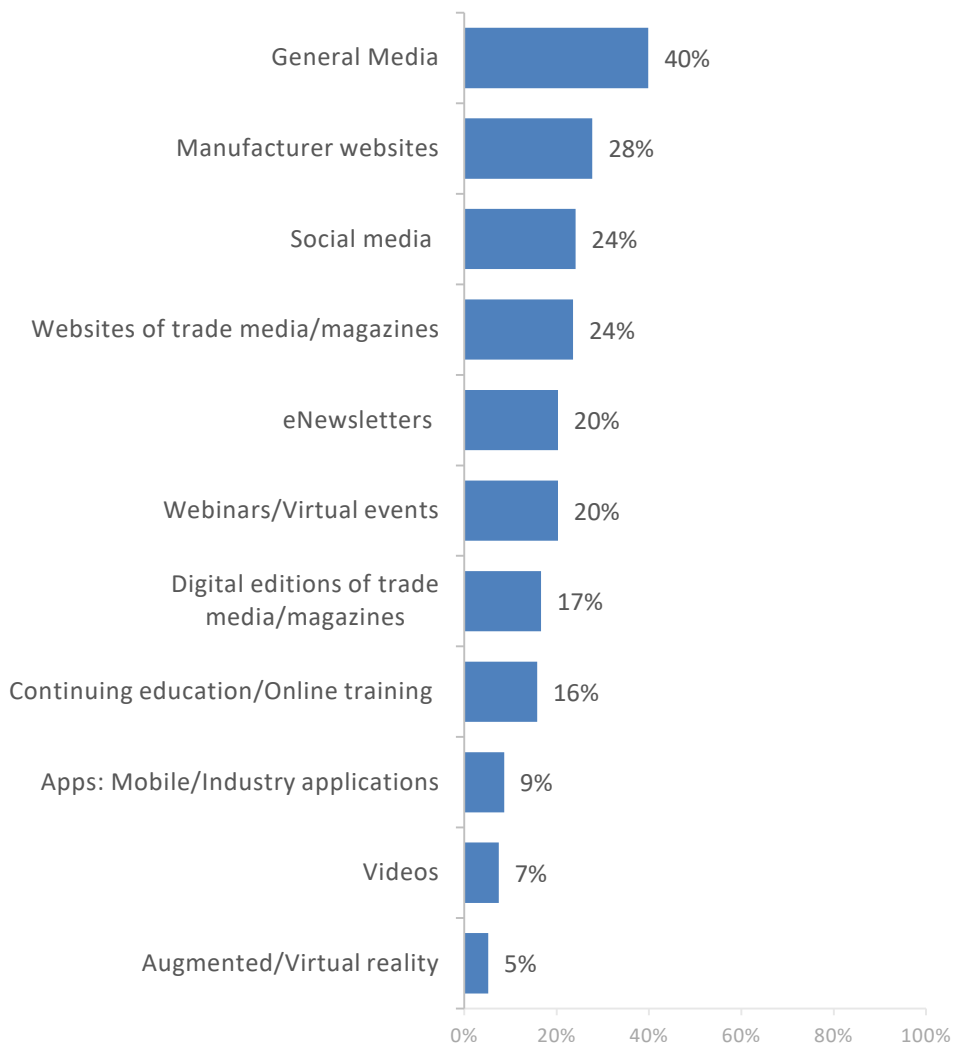
Q125. How is planned 2020 business spending on equipment, products, technology, services, etc. being impacted? (Select ONE) n=665 - 667

# Industry Relied Upon Information Sources

Week of 3/23/2020

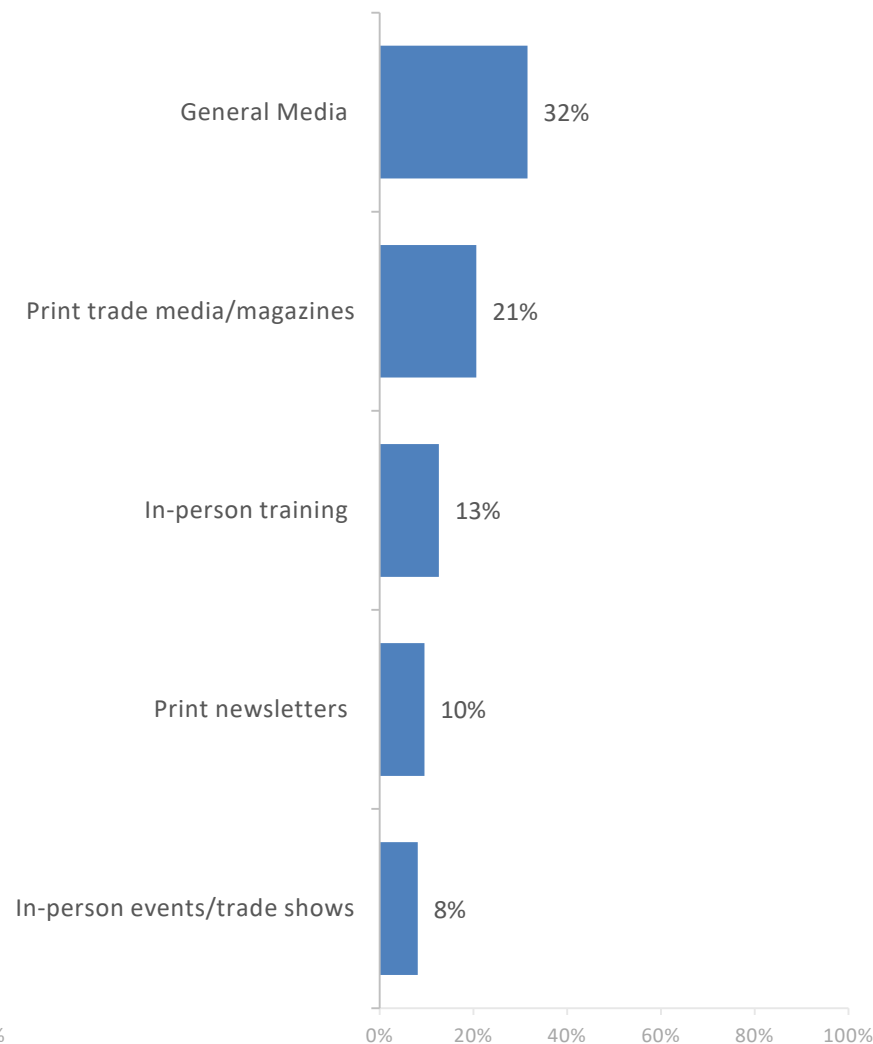
## Online Formats Used for Business Decision Making

(% Mention in Top THREE)



## Offline Formats Used for Business Decision Making

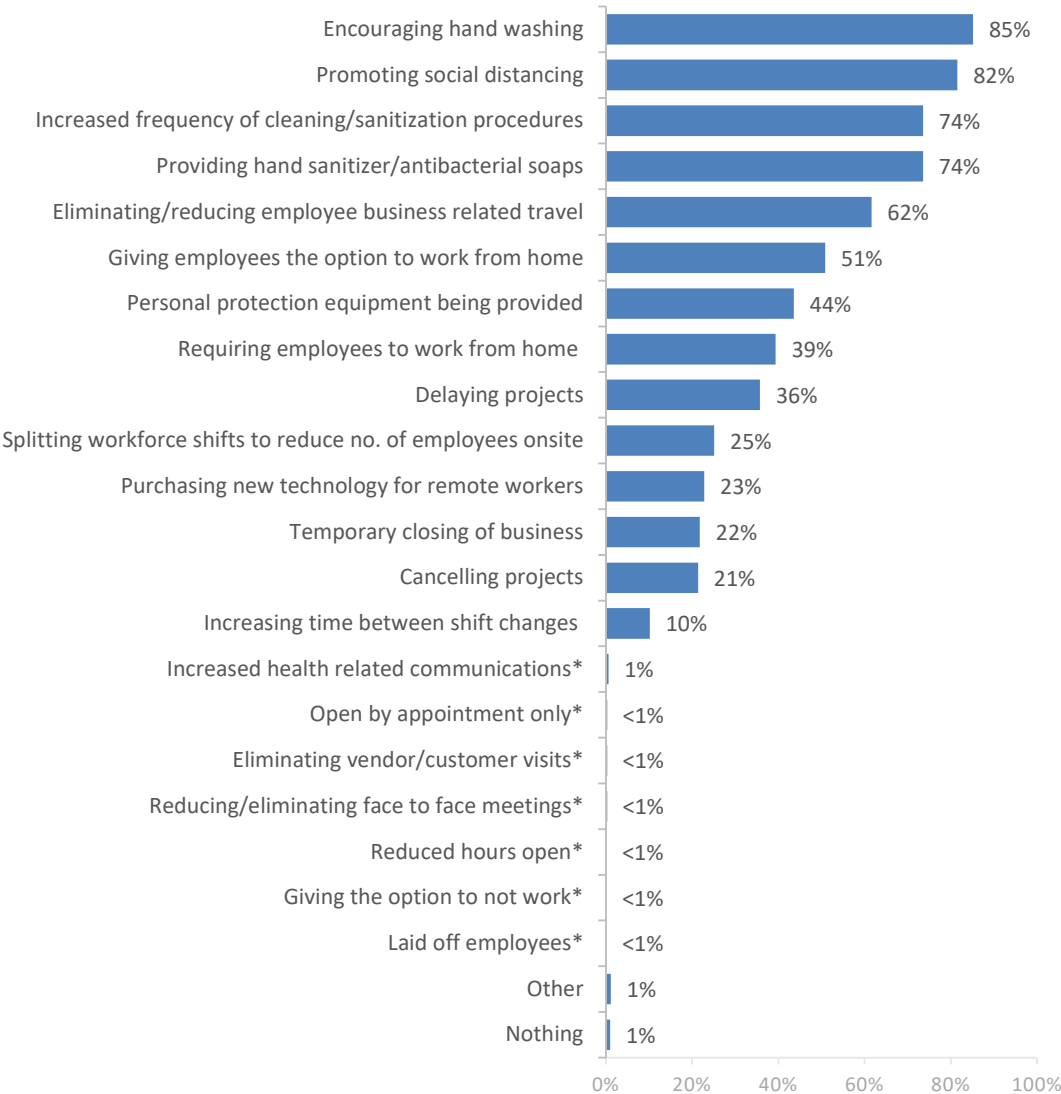
(% Mention in Top THREE)



"Don't know/Doesn't apply" responses removed for analysis purposes

Q150. Which THREE information sources are you relying MOST on to inform business decision making today? n=577

## Actions Being Taken To Keep Employees Healthy



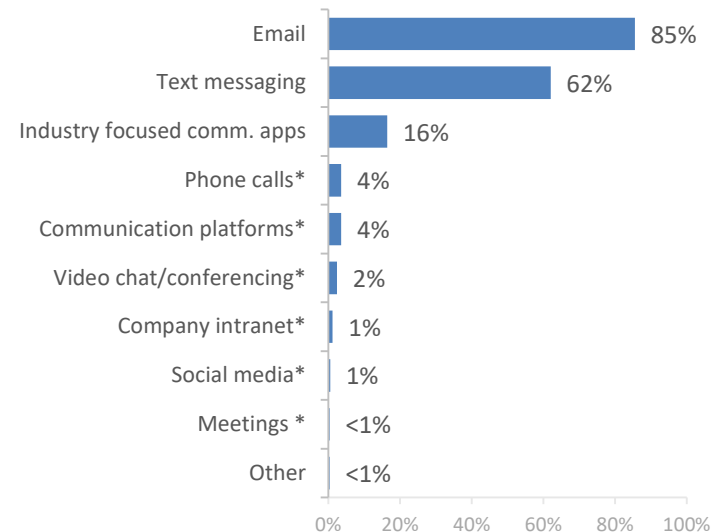
"Don't know/Doesn't apply" responses removed for analysis purposes

\*Code created from write-in response

## Anticipated Workforce Changes in Next 3 Months



## Employee Mass Communication Tool Implementation

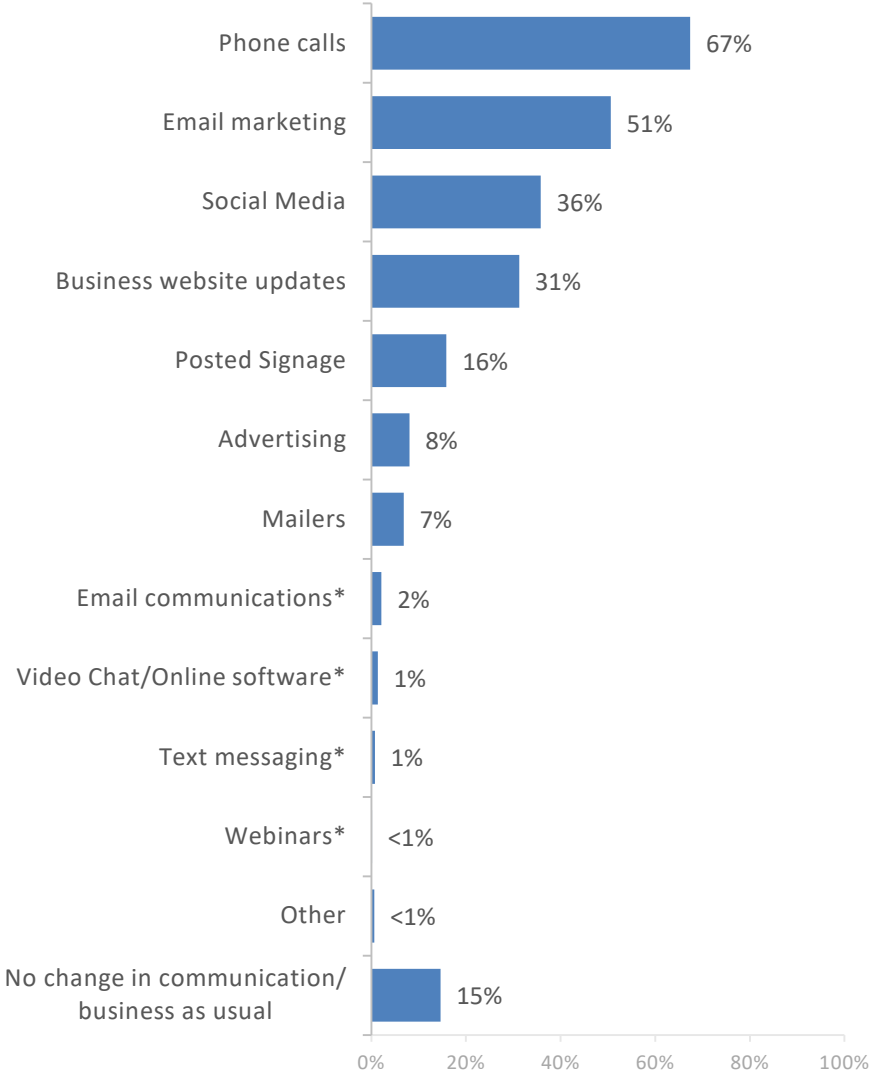


Q115. What workforce changes do you anticipate at your company in the next 3 months? (Select all that apply) n=570

Q130. Which of the following actions has your company recently taken to keep employees healthy? (Select all that apply) n=688

Q153. What mass notification tools have you employed to communicate quickly with remote employees? n=579

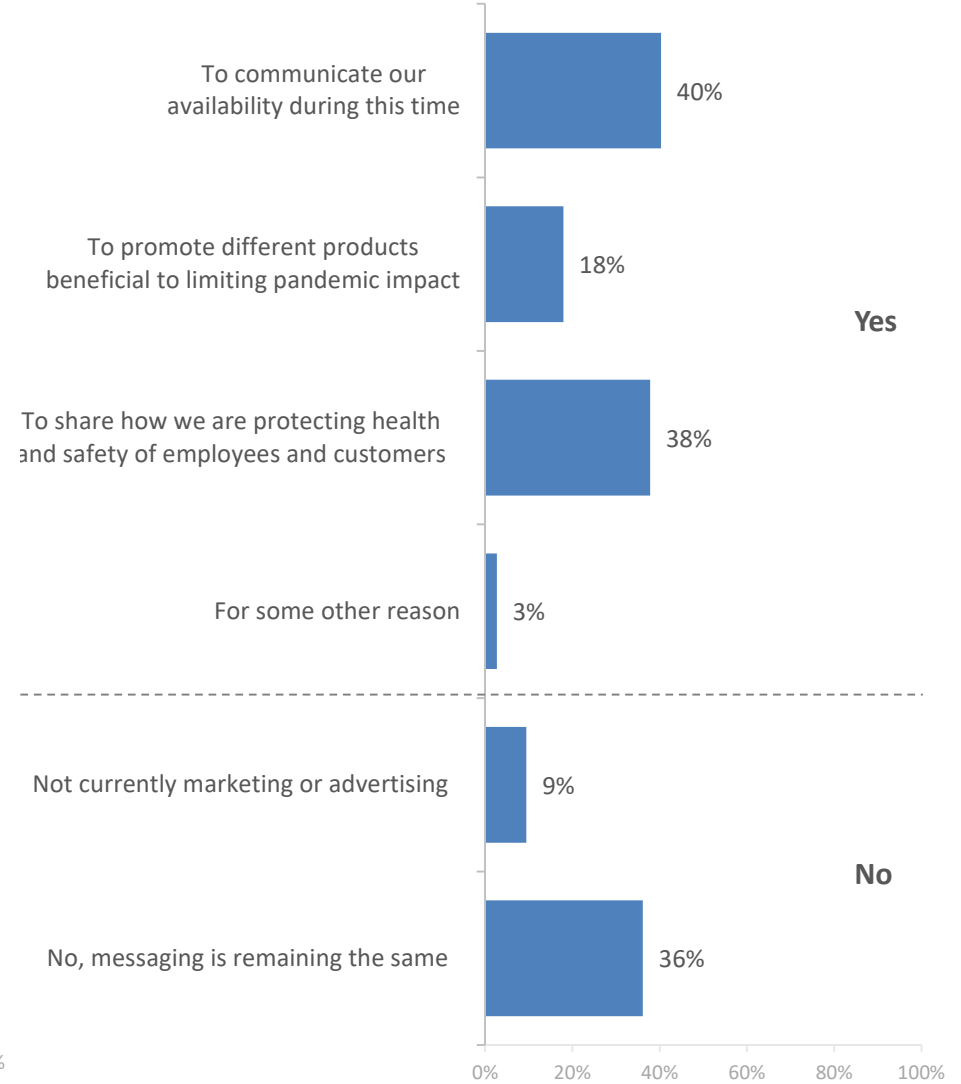
## Currently Communicating with Customers Via...



"Don't know/Doesn't apply" responses removed for analysis purposes

\*Code created from write-in response

## Changes in Marketing/Advertising



Yes

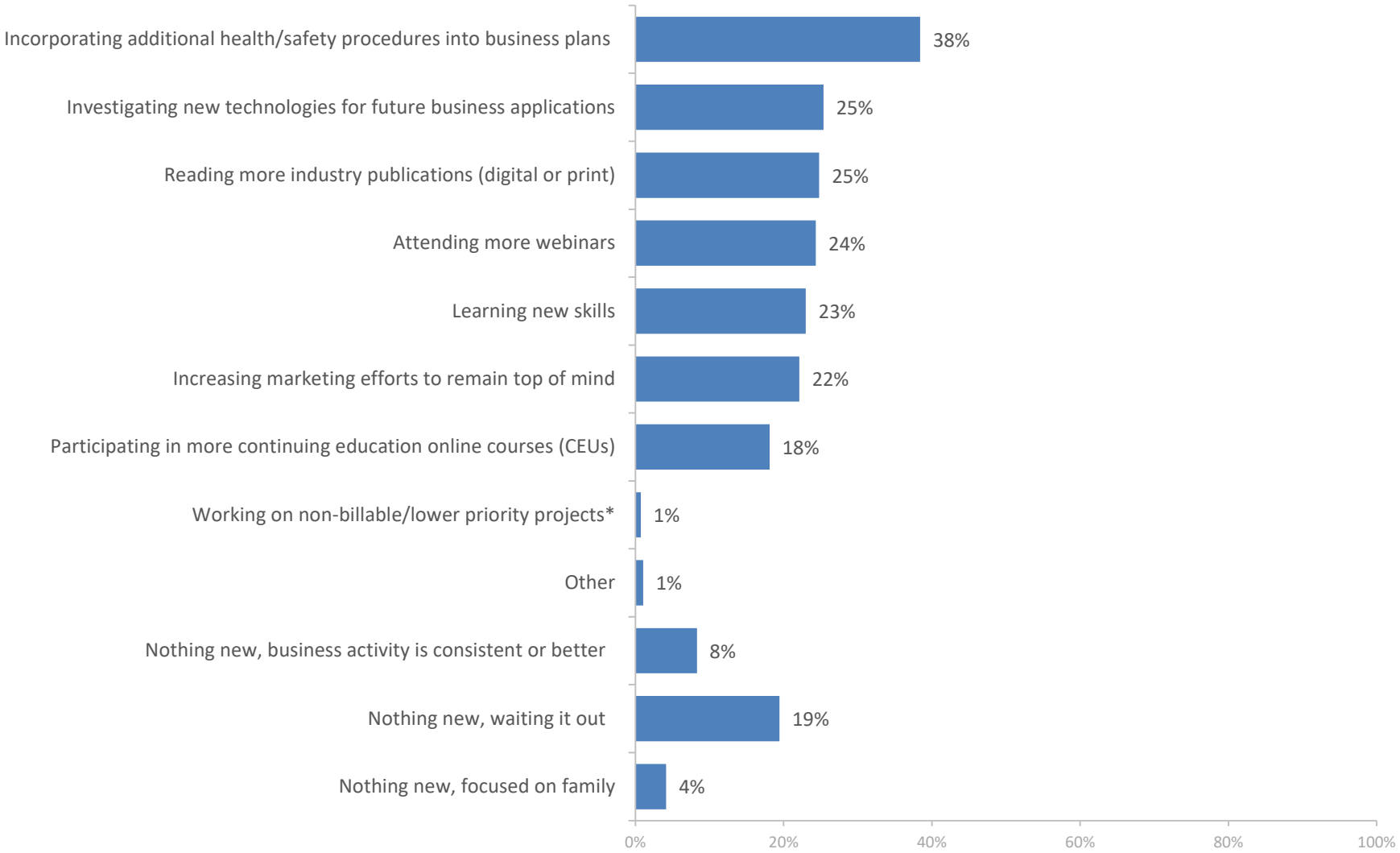
No

Q140. How are you currently communicating with your customer base during this time? (Select all that apply) n=656

Q145. Have you changed the company/brand message shared in marketing and advertising efforts as a result of the pandemic? n=603



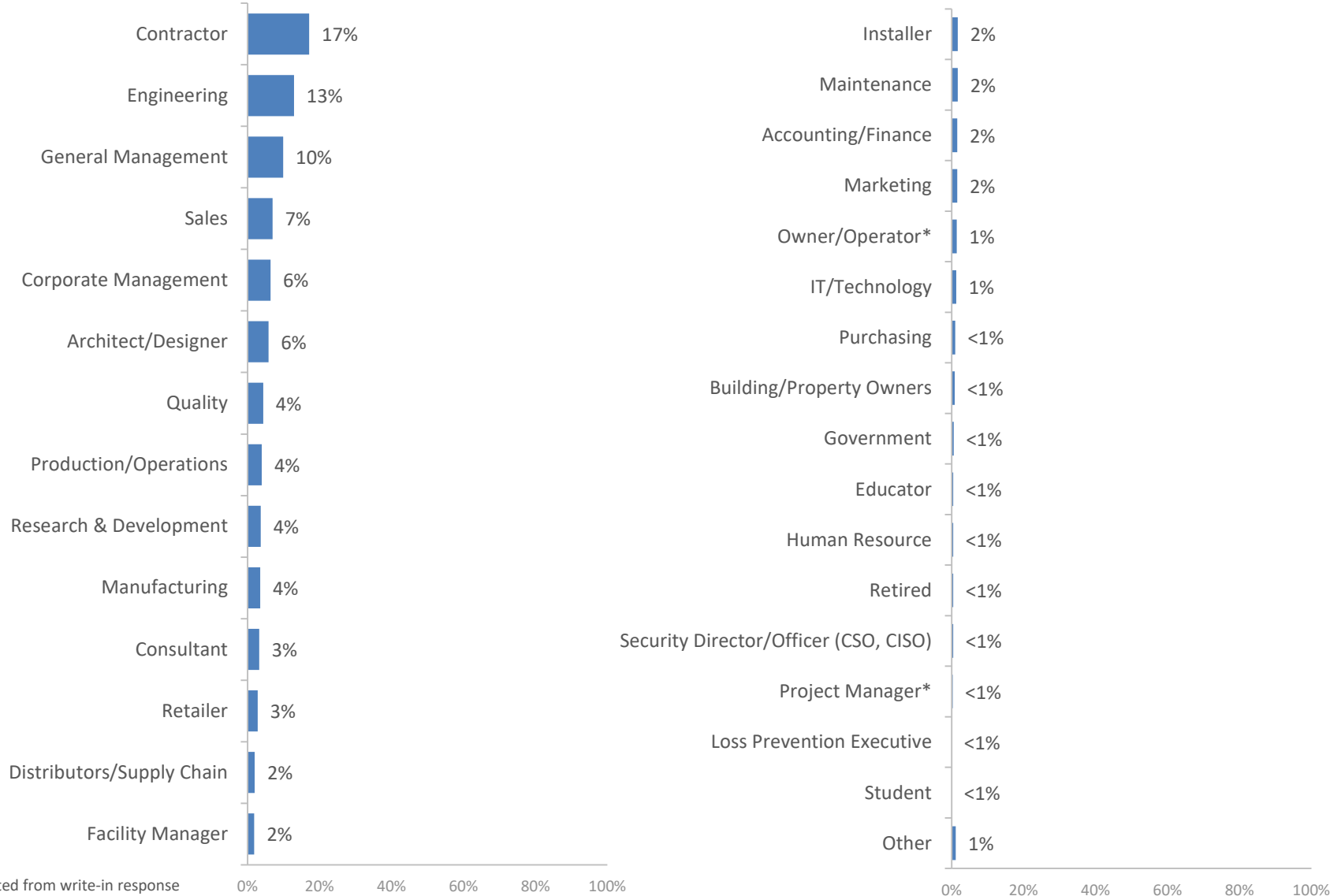
## Activities of Greater Focus Today Relative to 6 Months Ago



"Don't know/Doesn't apply" responses removed for analysis purposes  
\*Code created from write-in response

Q155. Which of the following are you doing MORE now than you were six months ago to prepare yourself and your business for when things turn around? (Select all that apply) n=674

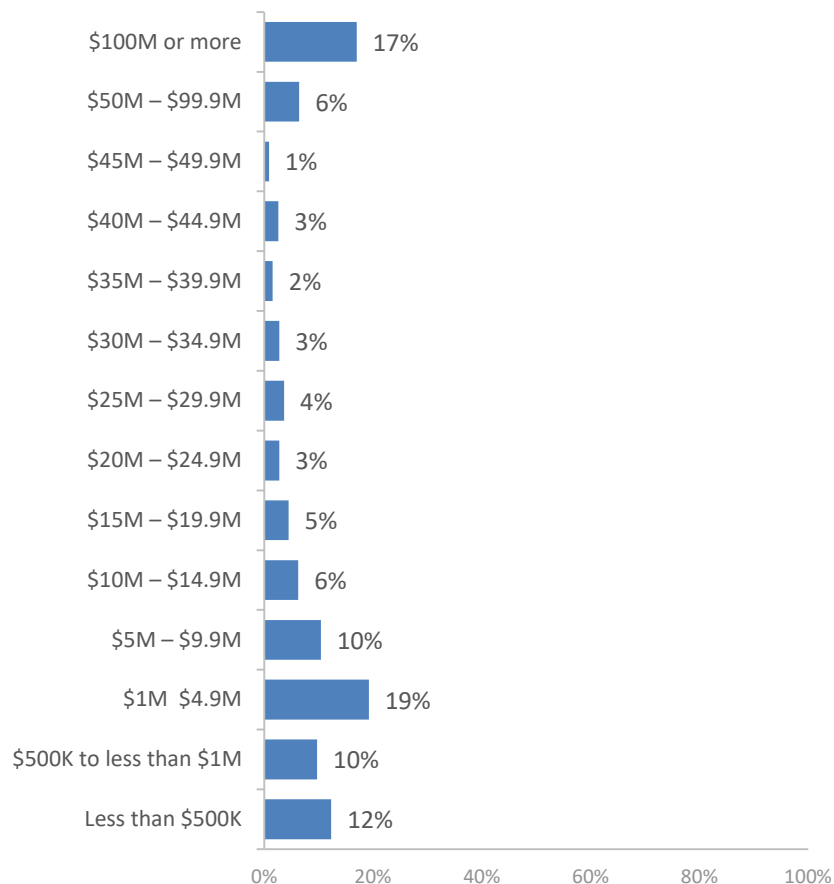
## Job Function



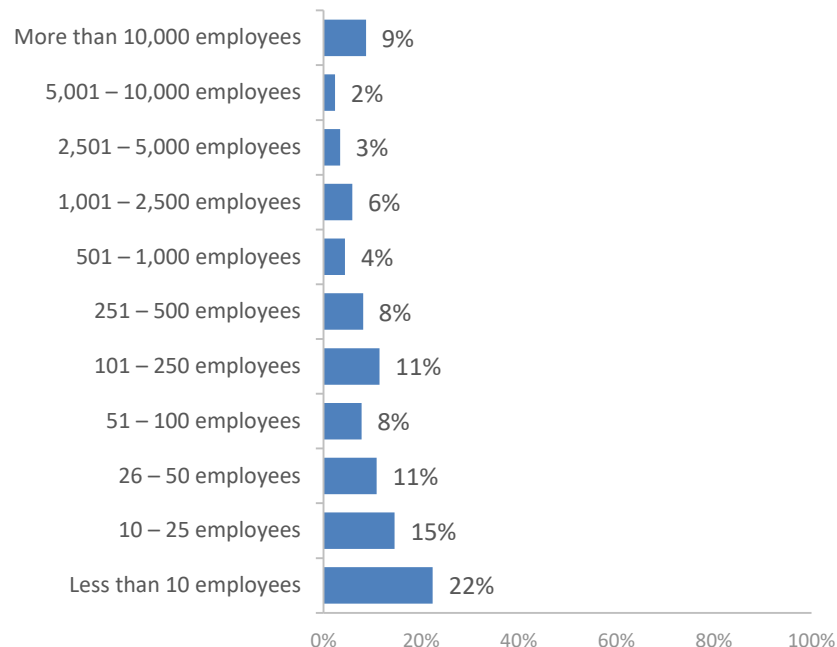
\*Code created from write-in response

QJob. Which of the following most closely describes your job function? n=705

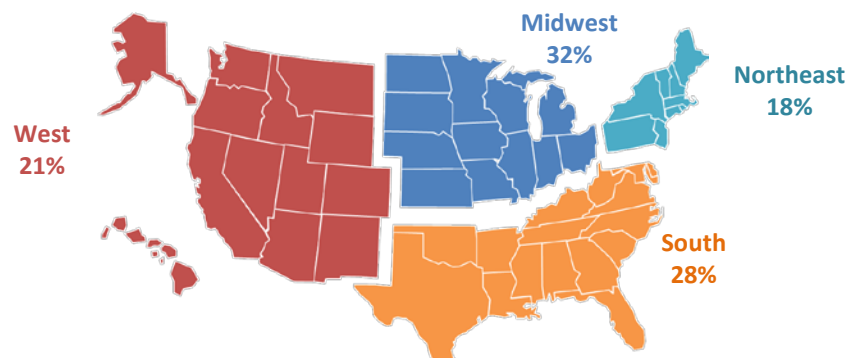
## Revenue<sup>1</sup>



## Company Size<sup>1</sup>



## Regional Representation



<sup>1</sup> "Prefer not to answer/Don't know" responses removed for analysis purposes

QState. In which state do you currently live? n=705

QRevenue. What was your company's total annual revenue for 2019? n=577

QEmployees. Including yourself, how many employees does your company employ, across all locations? n=679



# Clear Seas

## RESEARCH

*Making the complex clear*

### Industry Knowledge

Clear Seas Research's extensive network of industry experts and professional trade associations maximizes accuracy within studies and promotes interaction with the target audience. Utilizing a team of qualified, experienced market analysts Clear Seas Research provides actionable results with solid research recommendations.

### Clear Insight

Through expert insight and actionable results Clear Seas Research facilitates superior decision making in today's business world.

### For more information please contact:

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