

# How Execs Expect Coronavirus Fallout To Affect Global Business

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**The coronavirus pandemic has sparked a public health crisis –  
the effects of which are now rippling throughout the global  
economy**

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Governments have taken drastic steps to halt the virus, like shutting down cities and limiting travel



Empty plaza by St. Mark's Basilica in Venice, Italy and empty streets near New York City's Port Authority Transit Hub

Source: Reuters, 2020

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And major central banks have begun to intervene in financial markets at levels unseen since the 2008 recession



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**The European Central Bank has launched a 'bazooka' \$820 billion pandemic fund to aid markets. 'There are no limits.'**



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**Fed announces \$1.5 trillion in capital injections to combat coronavirus fallout and 'highly unusual disruptions'**

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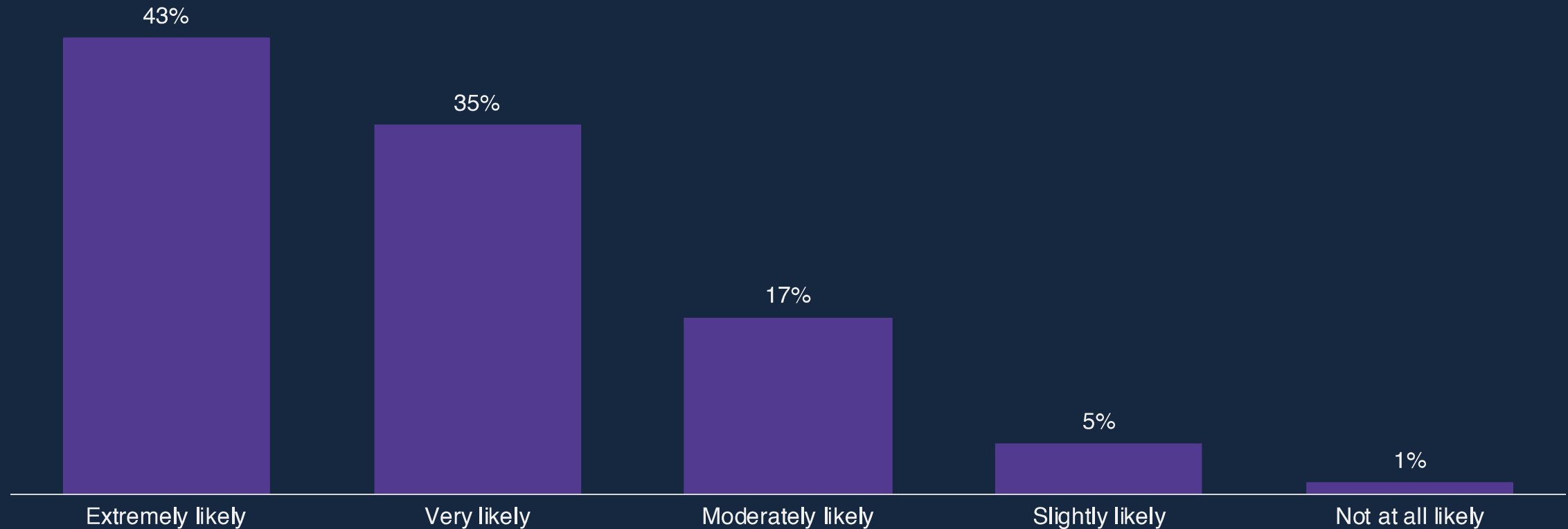
We surveyed executive decision makers from our  
Proprietary Panel to find out how they think the coronavirus  
pandemic and efforts to contain it will impact their  
companies and the economy as a whole\*

*\*See slides 20-24 for more information on the respondents' demographics and survey methodology.*  
*Proprietary Panel: Respondents to the online survey were members of Business Insider Intelligence's*  
*proprietary executive panel and tend to self-identify as working at forward-thinking companies.*  
Source: Business Insider Intelligence Coronavirus Business Impact Survey, n=439, March 2020

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# Nearly every exec we surveyed thinks we're heading toward a recession

*Q: How likely do you think it is that the coronavirus outbreak will trigger an economic recession?*



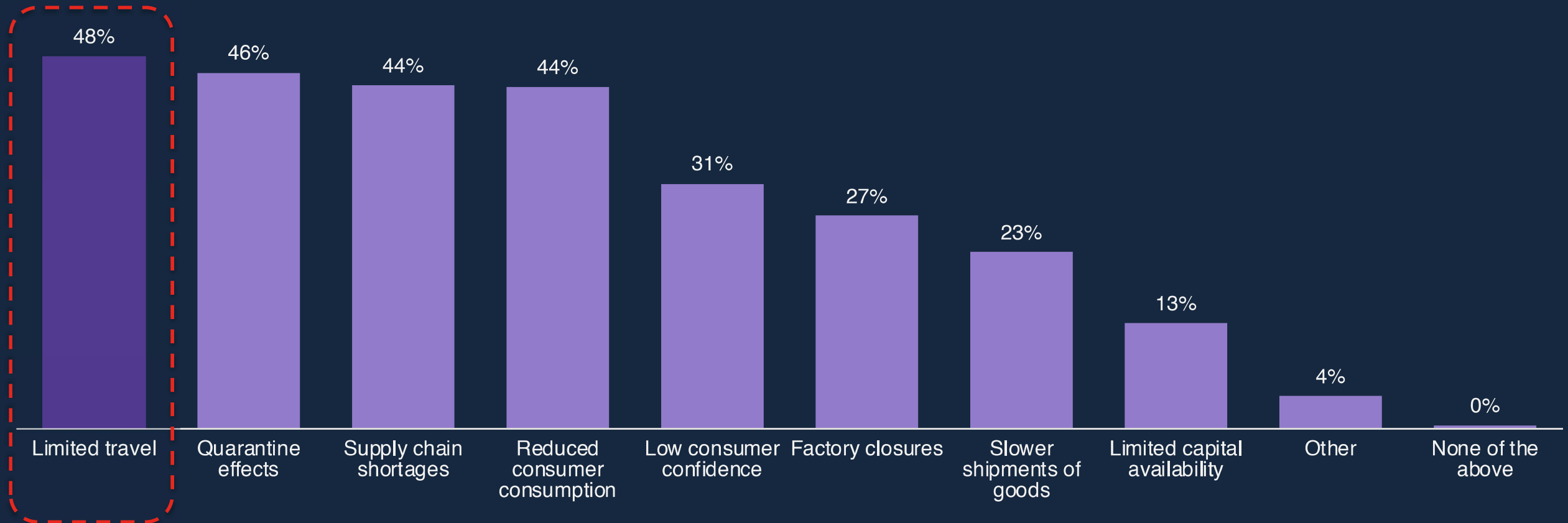
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# Our respondents are most concerned about the economic fallout of coronavirus-driven travel restrictions, which has broad implications on both the demand and supply side

*Q: Which of the following possible effects of the coronavirus outbreak do you think will contribute the most to worsening economic conditions? Select your top three.*

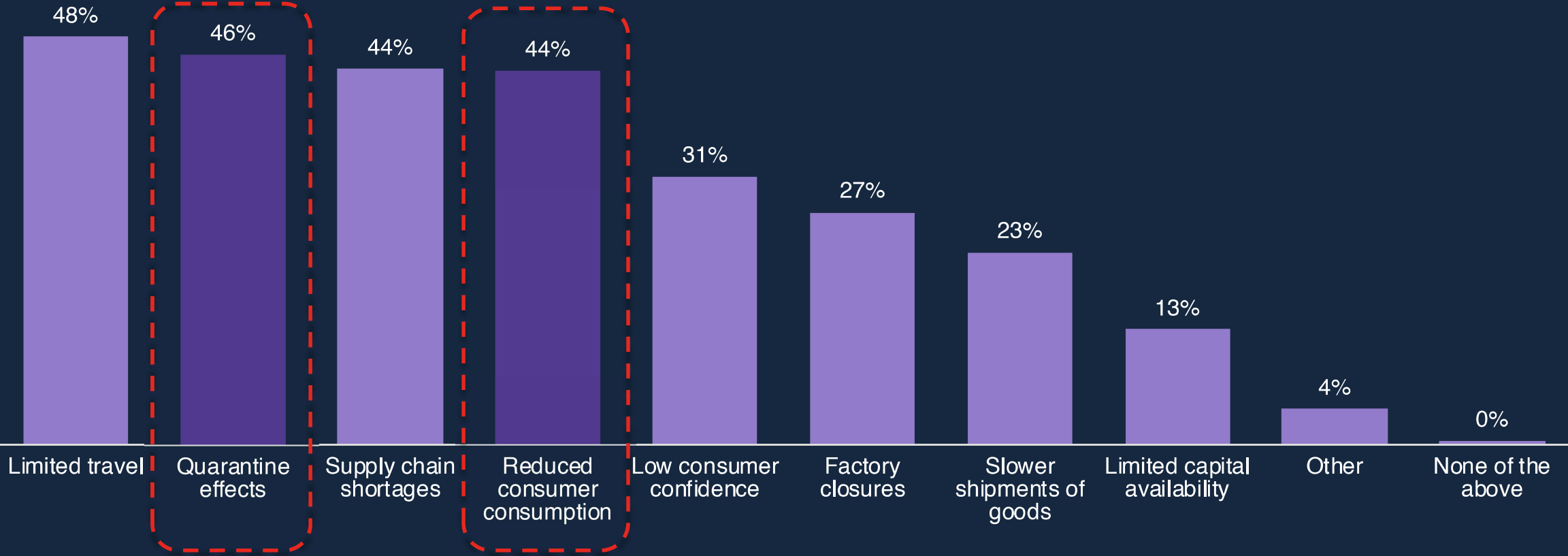


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Source: Business Insider Intelligence Coronavirus Business Impact Survey, n=430, March 2020

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# They're also worried about the demand shocks that will develop due to quarantines and social distancing, driving down consumption as a result

*Q: Which of the following possible effects of the coronavirus outbreak do you think will contribute the most to worsening economic conditions? Select your top three.*

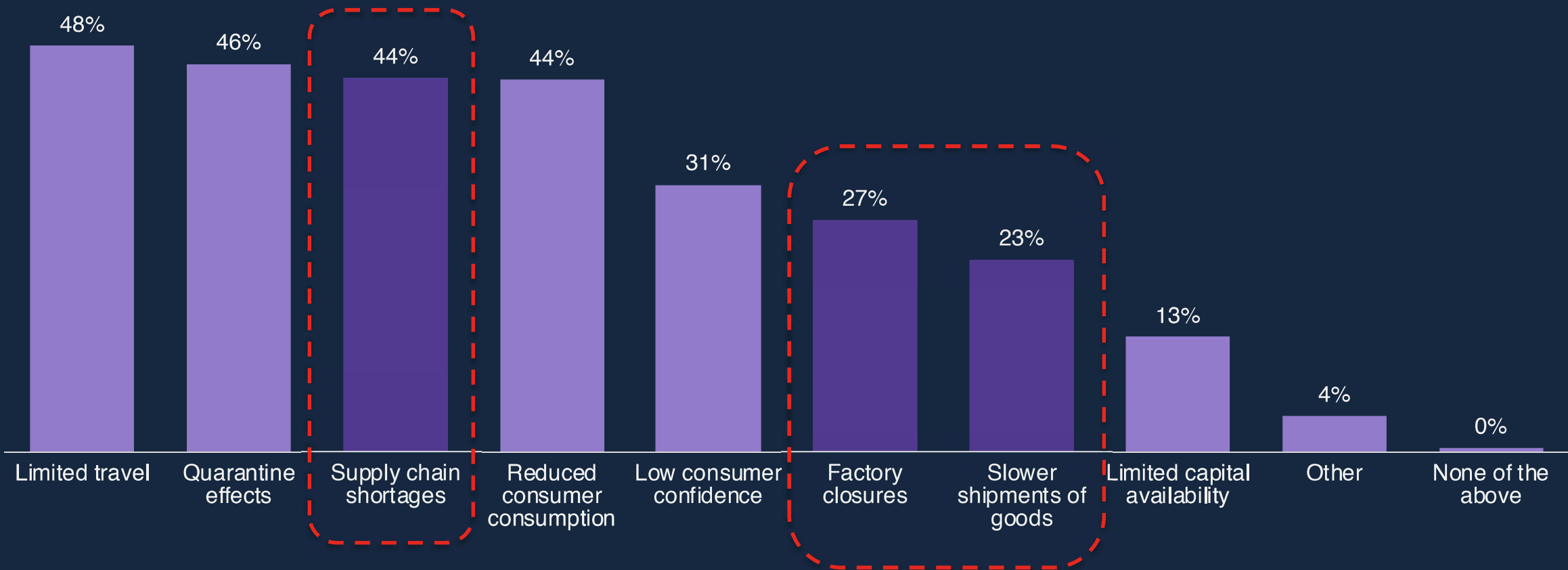


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Source: Business Insider Intelligence Coronavirus Business Impact Survey, n=430, March 2020



# Additionally, there is broad concern about the economic impact of coronavirus-driven supply chain interruptions

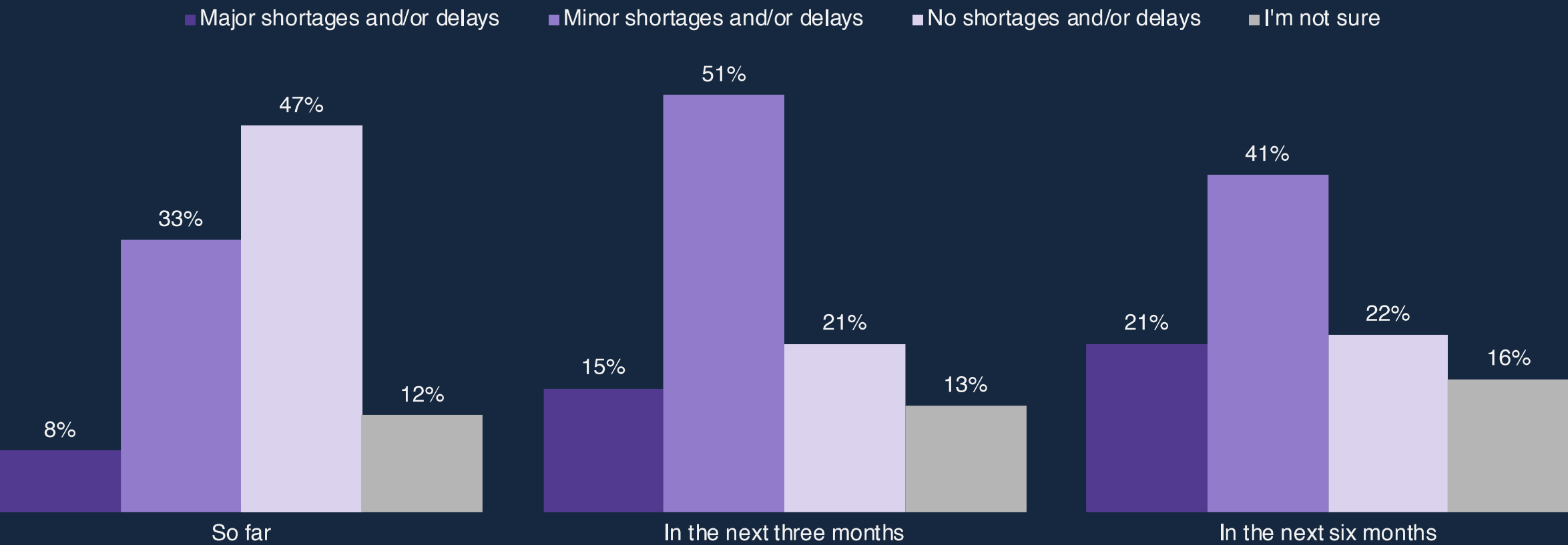
Q: Which of the following possible effects of the coronavirus outbreak do you think will contribute the most to worsening economic conditions? Select your top three.



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Source: Business Insider Intelligence Coronavirus Business Impact Survey, n=430, March 2020

# In fact, over 4 in 10 respondents in the connectivity, technology, and software sectors are already dealing with supply chain issues – and even more expect to face them soon

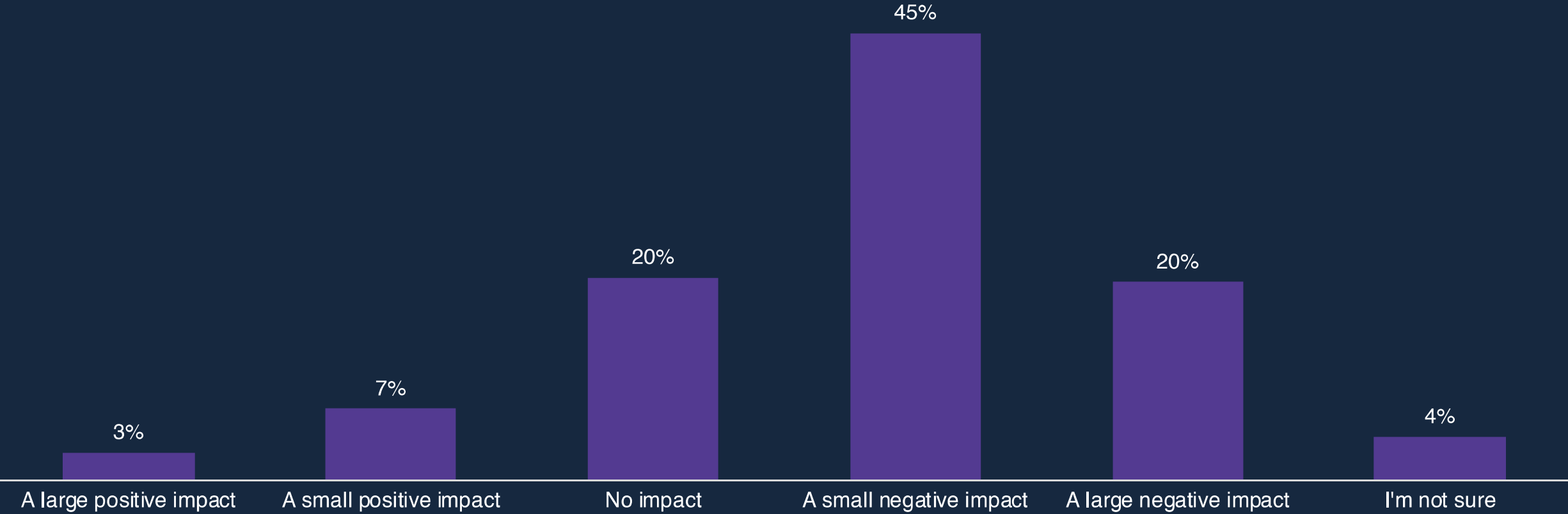
Q: Has your company experienced any shortages or delays in supply chains due to measures taken to combat the virus so far, or do you expect to experience them in...?



Note: Respondents to this question identified as working in the following industries: IT & software, industrial and manufacturing, telecommunications, and automotive.  
*Proprietary Panel:* Respondents to the online survey were members of Business Insider Intelligence’s proprietary executive panel and tend to self-identify as working at forward-thinking companies.  
Source: Business Insider Intelligence Coronavirus Business Impact Survey, n=93, March 2020

# More broadly, nearly two-thirds of all respondents have already observed a negative impact to their own business as a result of the coronavirus

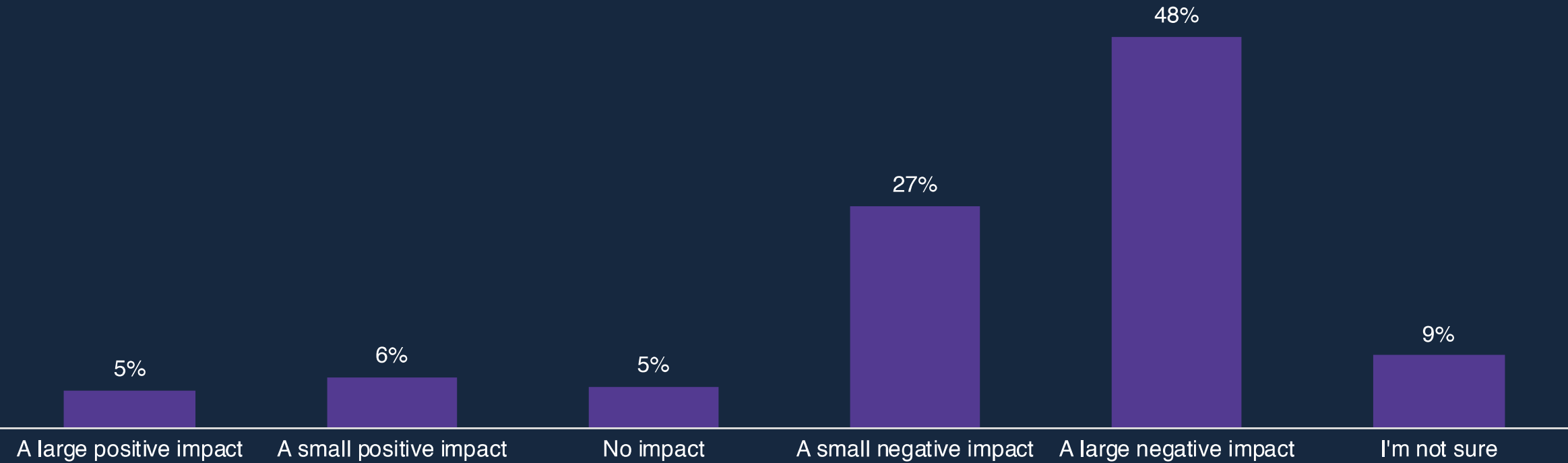
Q: How much of an impact has the spread of the coronavirus had on your company's business so far?



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Source: Business Insider Intelligence Coronavirus Business Impact Survey, n=430, March 2020

And we're likely still in the early days – half of execs expect their company to experience a large negative impact from the virus in the next three months

*Q: How much of an impact do you think the spread of the coronavirus will have on your company's business in the next three months?*



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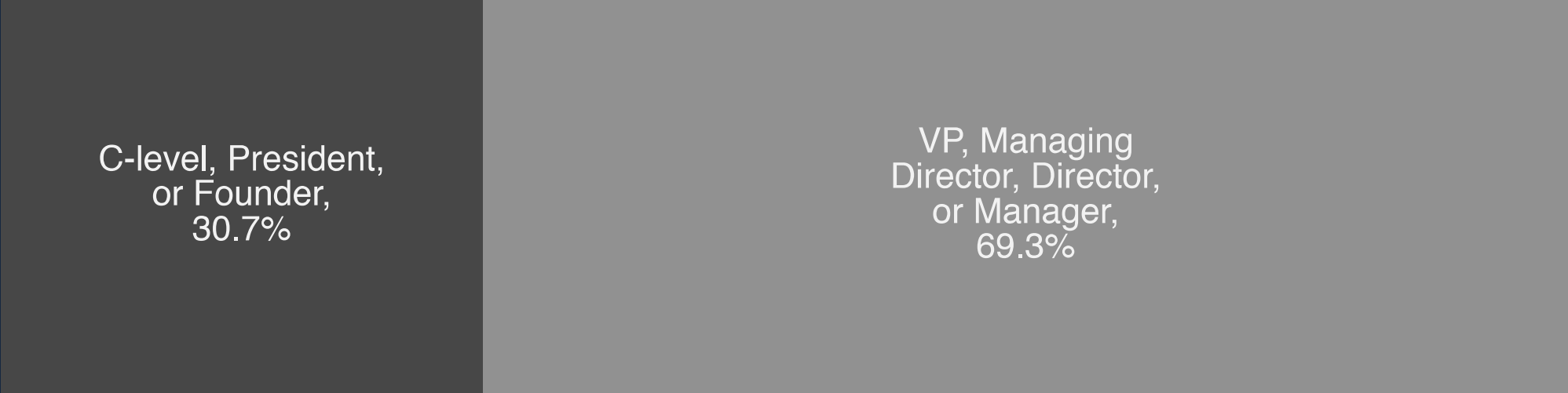


# DEMOGRAPHICS & METHODOLOGY

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# Demographic Summary Of Respondents

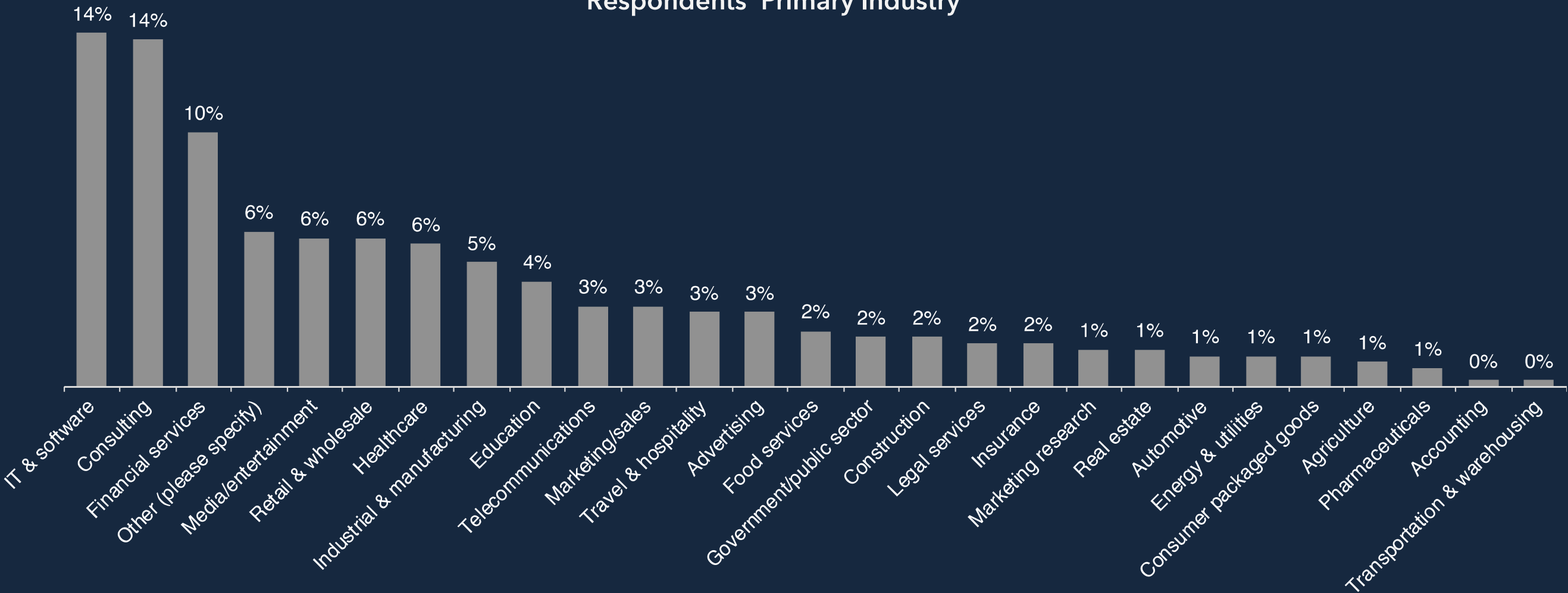
## Job Title



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# Demographic Summary Of Respondents

Respondents' Primary Industry



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## Survey Methodology

The survey data for this deck comes from Business Insider Intelligence's Coronavirus Business Impact Survey. Respondents to the survey are executives (manager-level or above) from Business Insider Intelligence's proprietary panel. Thirty-one percent of respondents are C-level executives, presidents, or company founders. Respondents from IT and software firms were most common (13.8%), followed by consultancies (13.6%) and financial services companies (10.0%).

The executives taking this survey are decision makers, the majority of whom self-identify as working at forward-thinking companies that tend to adopt new business technologies quickly. Our survey includes responses from executives around the world, though most (62%) are based in the US. Findings from the survey represent a snapshot of this group of executives' opinions and thoughts and can serve as an indicator of the business and economic outlook, but aren't representative of any particular industry, sector, or geography.

The survey was fielded by Business Insider Intelligence through an online survey platform via email to panelists' addresses. Responses were collected between March 12, 2020, and March 17, 2020.



# About Business Insider Intelligence

Business Insider Intelligence, a research service from Business Insider, provides in-depth insight, data, and analysis on digital transformation. Our research is fast and nimble, reflecting the speed of change in today's business. We give you actionable insights that enable smarter and better-informed decision-making. We publish in-depth reports, news, and an exhaustive library of charts and data focusing on key areas of tech: banking, connectivity, digital health, digital media, fintech, payments, and more.

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