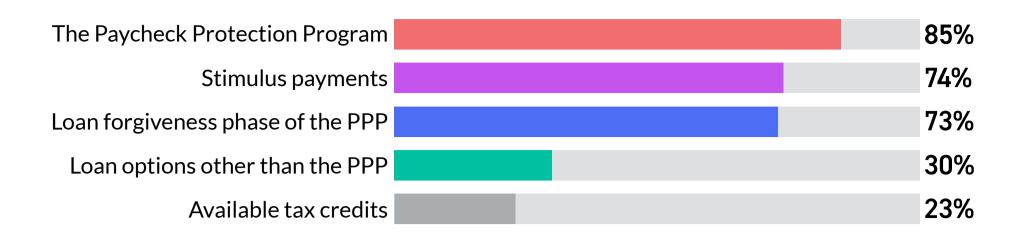
# COVID-19's Impact on You

The pandemic is impacting everyone in some way. We asked Accounting Today's readers a series of questions about this topic as it relates to your business.

Here's what you told us.

#### Areas You Are Getting the Most Questions About the Outbreak<sup>1</sup>



## How You Are Helping Clients with Accessing Stimulus Benefits/Other Loans<sup>2</sup>

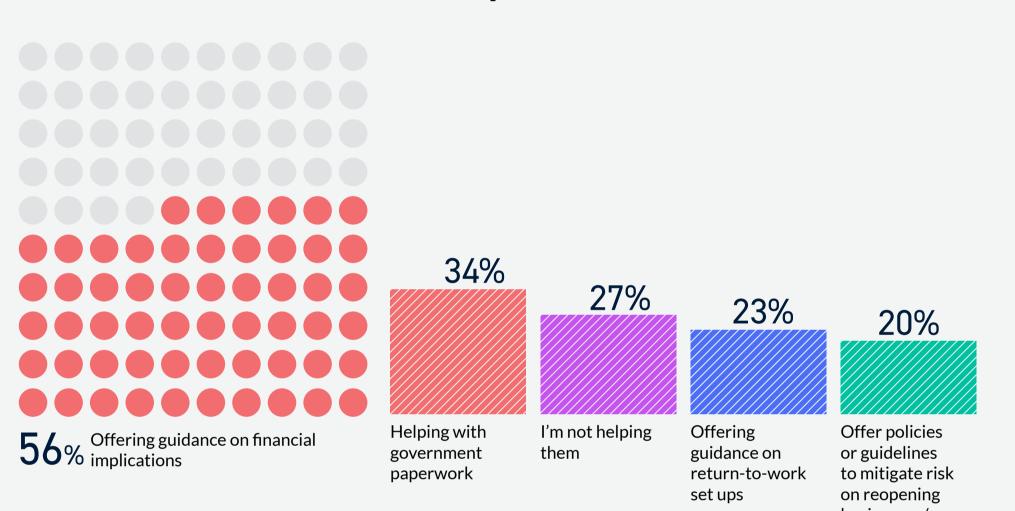




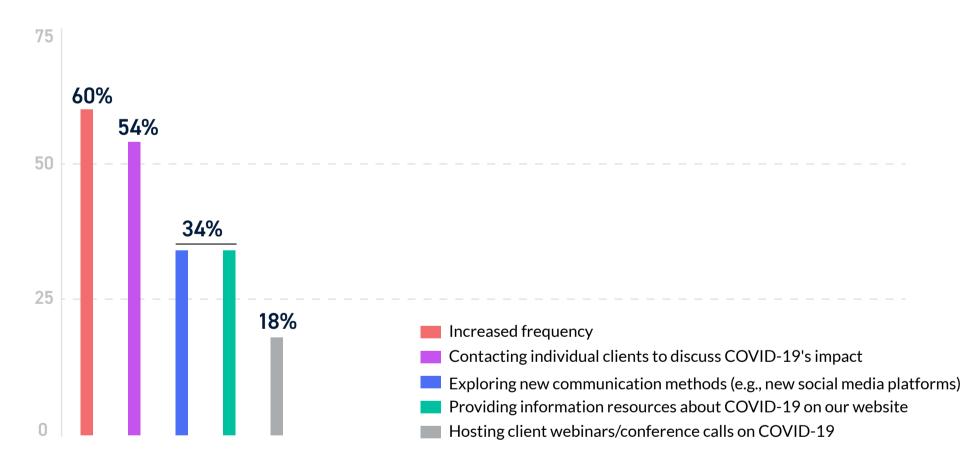
#### How You Are Charging Clients for New COVID-19-related Services<sup>2</sup>



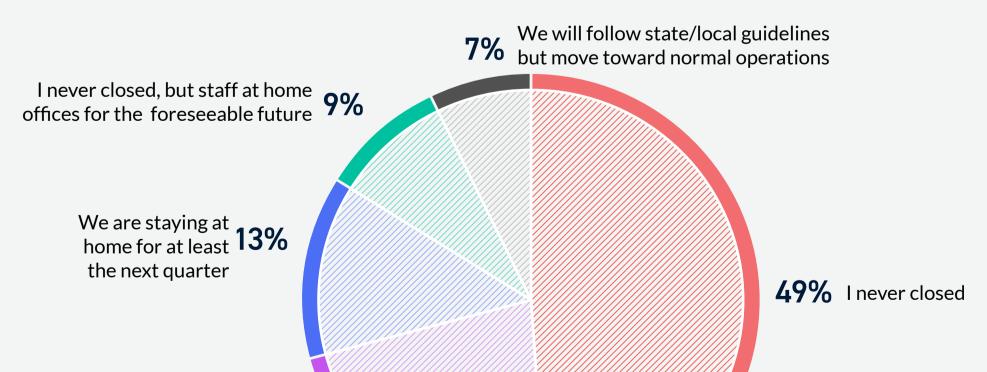
### How You Are Helping Clients with HR, Safety or Other COVID-19-related Compliance<sup>2</sup>



#### Changes to Your Client Communication Strategy Since the Outbreak<sup>1</sup>



#### Your Plans for Reopening Your Office<sup>2</sup>



We are going back slowly with social distancing/limited 22% client interaction

For more information about services and support that can help you better serve your clients during this time visit: adp.com/accountant

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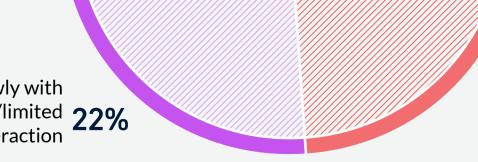
#### Methodology

In April<sup>1</sup> and June<sup>2</sup>, 2020, Arizent/Accounting Today conducted Accountants Confidence Index (ACI) studies online that included questions about the COVID-19 crisis. 142 and 154 professionals who work in public accounting responded. The ACI, conducted in partnership with ADP, is a monthly economic indicator that leverages the insights of accountants into the strength and prospects of businesses in the U.S. https://www.accountingtoday.com/collections/accountants-confidence-index

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# COVID-19's Impact on Your Clients

The pandemic is impacting everyone in some way. We asked Accounting Today's readers a series of questions about this topic as it relates to your clients' business.

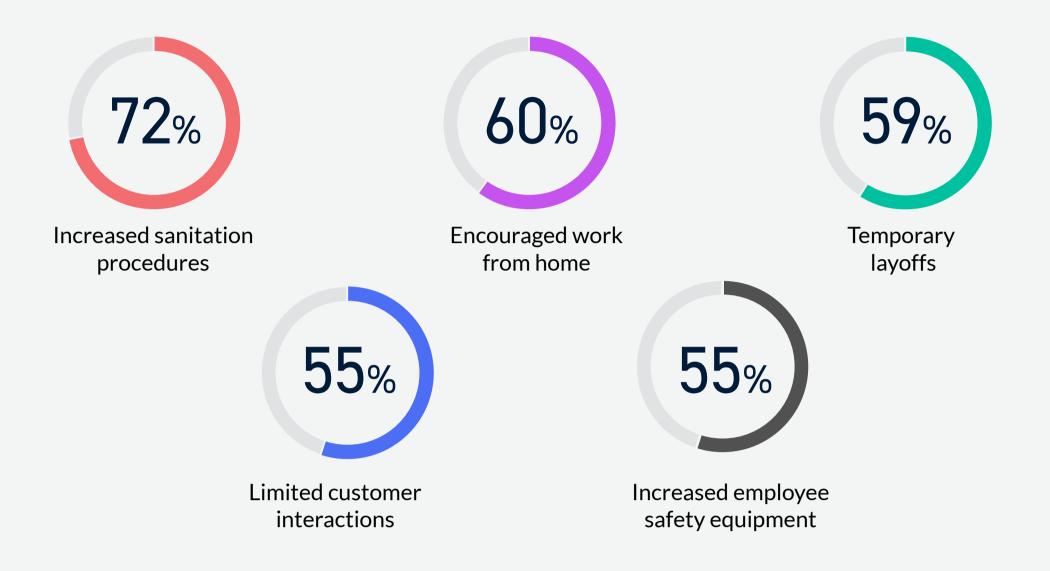
Here's what you told us.

#### **Primary Changes to Clients' Businesses Since the Outbreak<sup>2</sup>**

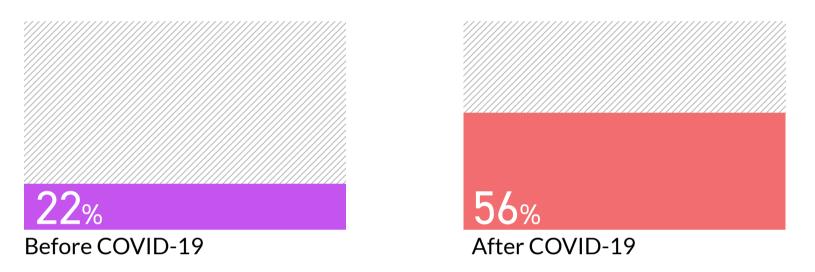
Took a PPP loan Increased sanitation procedures Temporarily closed down Changed the way they deliver product(s)/services Increased employee safety equipment and barriers

63%
56%
53%
<b>49</b> %
45%

#### Top Employee-related Actions Clients Have Taken<sup>2</sup>



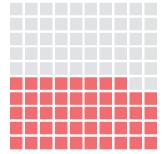
#### Percentage of Clients' Employees Working Remotely<sup>1</sup>



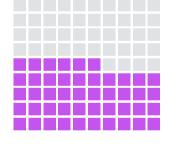
### **Clients Are Currently Taking Advantage of:**<sup>2</sup>



#### **Clients Top Business Priorities over the Next Quarter<sup>2</sup>**



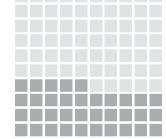
48% Keeping employees/ customers safe



**46**% Reopening offices/ locations



**40**% Keeping employees on payroll



35% Increasing revenue

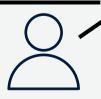


21% Improving sales

#### Your Words: Understanding Your Clients' Needs

I think many businesses may reconsider the traditional structure of having an in-house accounting department, so I think there are growth opportunities for my industry. Most of my small business clients are finding creative ways to adapt to the current environment. I believe their **innovation and adaptation will give them a leg up** in our changing world.

Americans will see a **strong rebound** after the COVID crisis. Significant government support for companies and individuals. Paying attention to human health and the big digital transformation plus technological industries. We see a fairly robust bounce back but **not all industries are participating** yet: trades are strong, real estate is firming up, retailers are ramping up, but airlines and hospitality are hurting. We also hear people won't leave unemployment without higher wages to entice them so businesses are struggling to staff.



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