



RESEARCH
& INSIGHT

Business Outlook

April 2020

Prepared by: David McCarthy & Luke
Reaper

J.9055
www.banda.ie

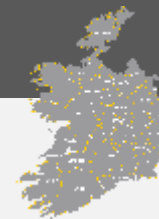
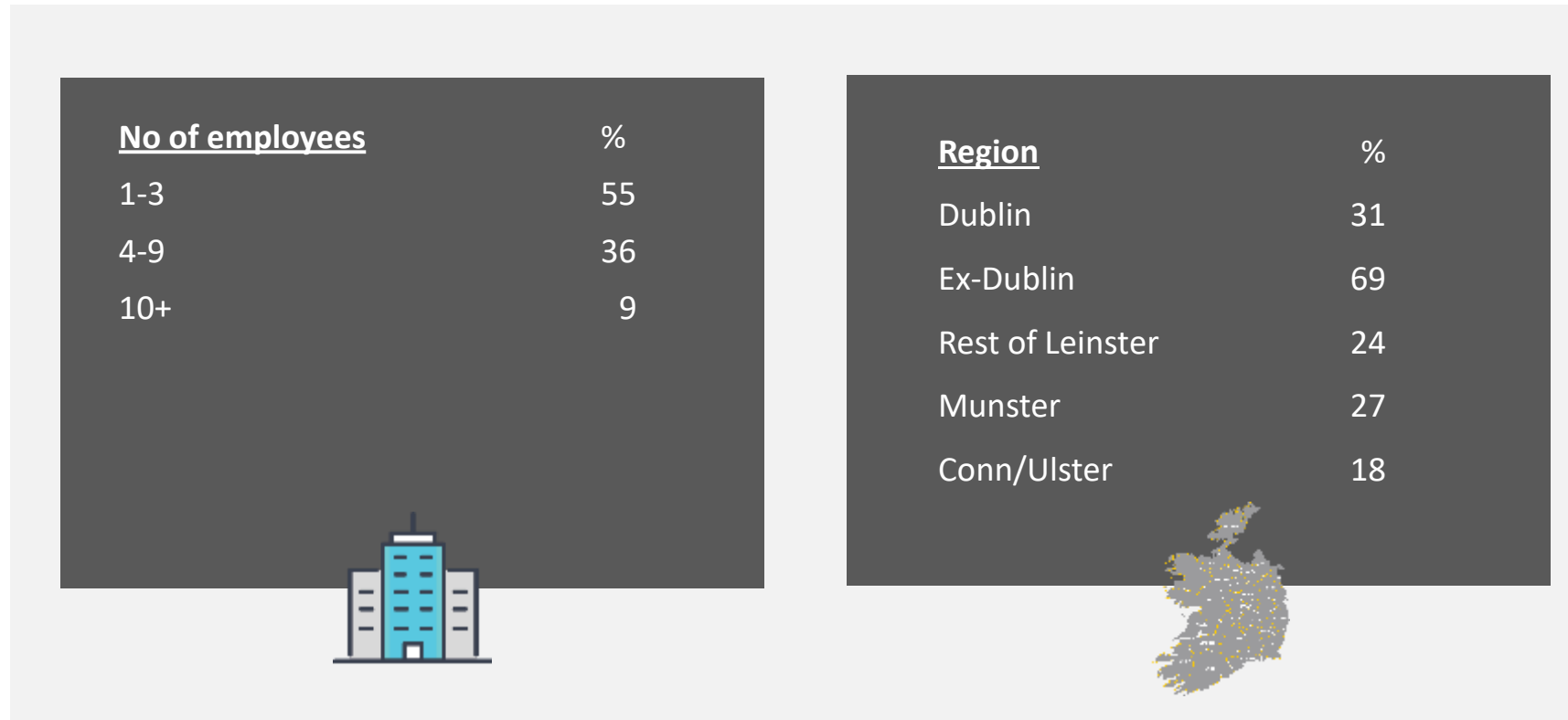


Introduction

- This telephone survey is conducted via telephone amongst a representative sample of 353 Business owners/Managers countrywide.
- The sample is quota controlled in terms of region and size of operation (employee numbers).
- Margin of error is $\pm 5\%$.
- Fieldwork conducted 16th -24th April 2020.



The chart below sets out the profile of business company size in Ireland (Source: CSO and Bill Moss).



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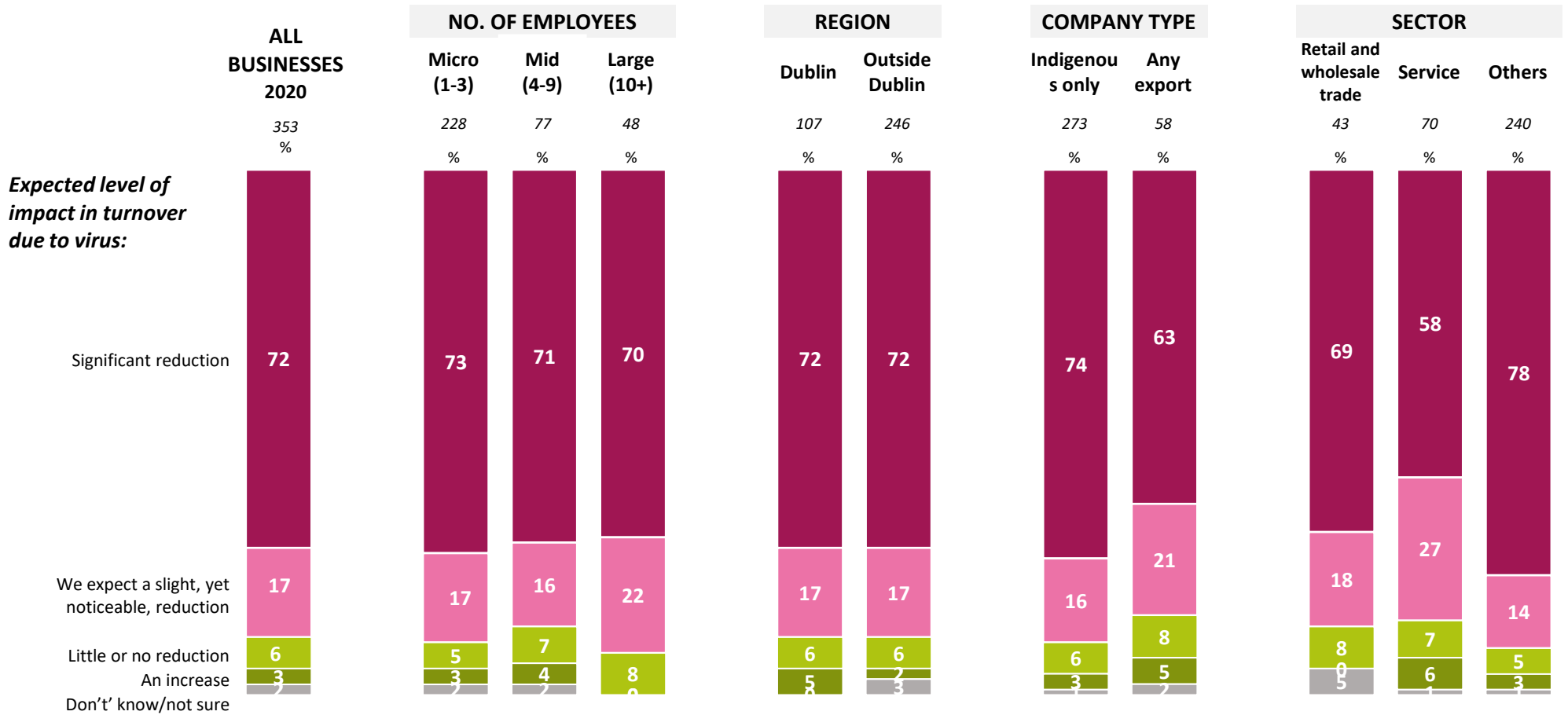


Findings

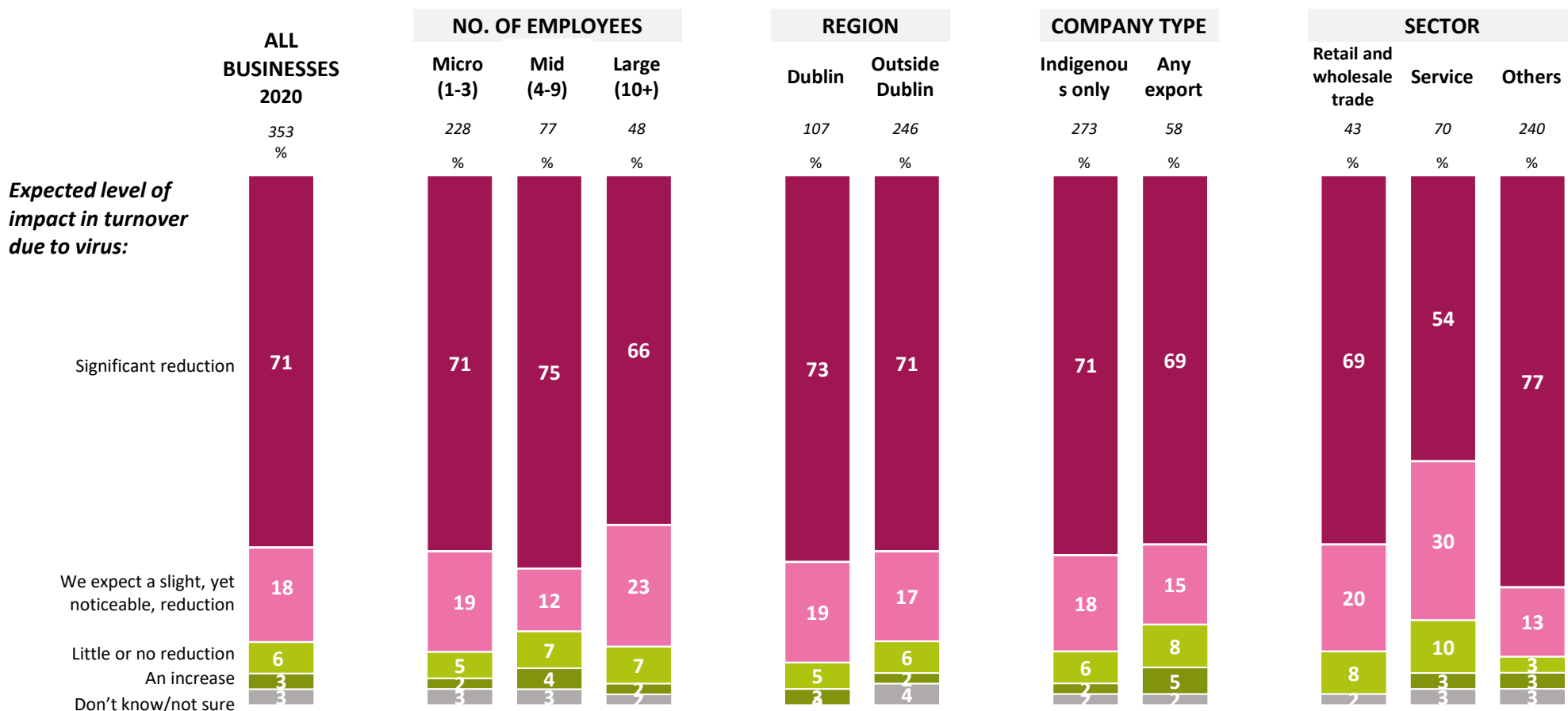
- 72% companies in Ireland expect a significant reduction in **turnover** due to Covid-19 pandemic.
 - ❖ Highest amongst indigenous companies -74%
 - ❖ 63% amongst exporting companies
- And 71% expect a significant reduction in **profitability** due to the virus.
 - ❖ Micro (1-3 employees) and Middle (4-9 employees) report more significant profitability impact;
 - 71% Micro
 - 75% Middle
 - 66% Larger



Expected level of impact Covid19 is likely to have on business turnover for the remainder of 2020



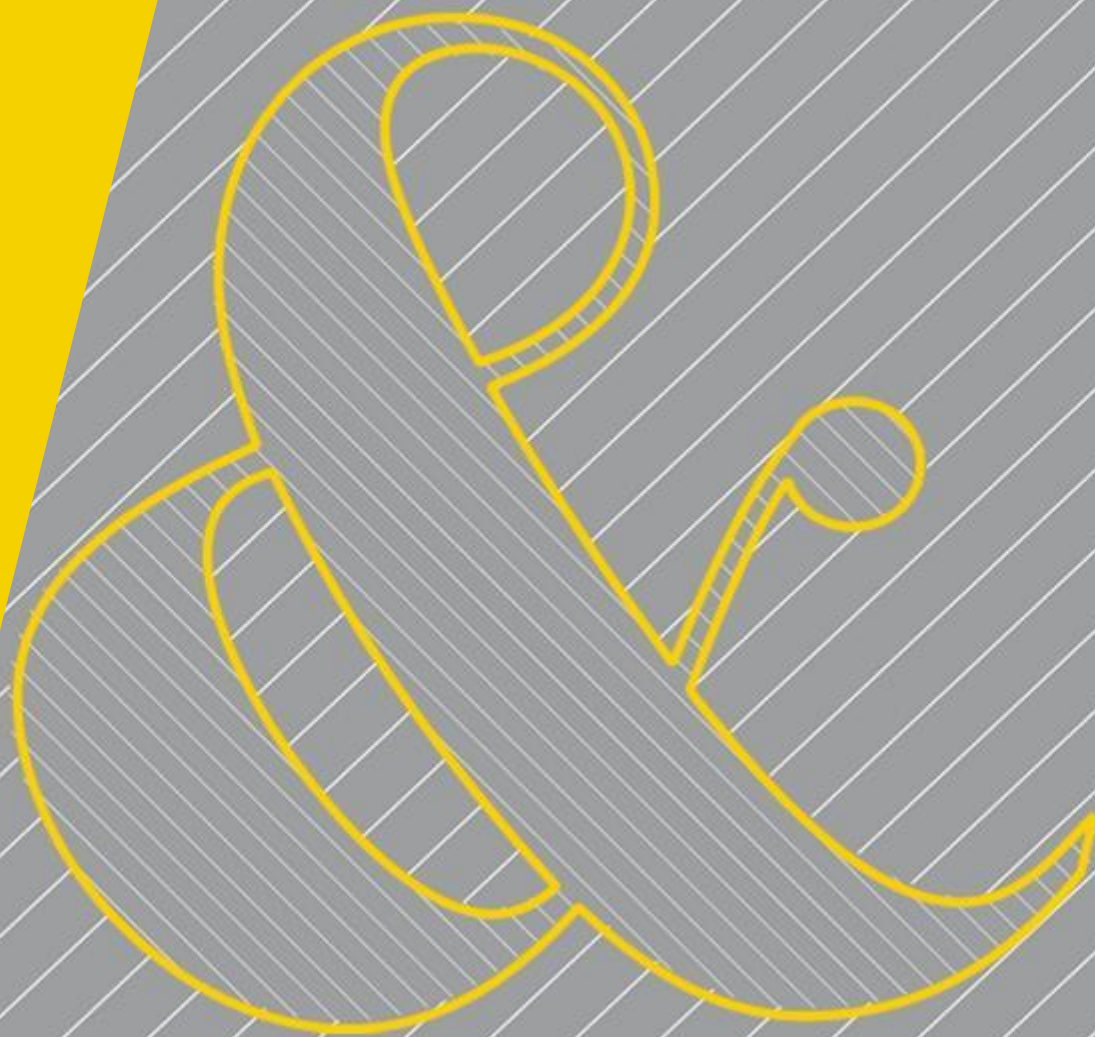
Expected level of impact Covid19 is likely to have on business profitability for the remainder of 2020



Thank you.



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Delve deeper

*Milltown House
Mount Saint Annes
Milltown, Dublin 6 - D06 Y822
+353 1 205 7500 | www.banda.ie*