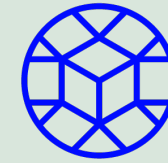


# An update on Nationwide Marketing Group Members' perspectives and actions on the initial impacts and business impact of the coronavirus.

From March 18-19, Nationwide Retail Insights conducted a quick survey of Member companies to better understand the impact of coronavirus, also known as COVID-19, on their businesses, employees, and retail operations in the United States.

Visit the Nationwide Marketing Group's coronavirus resource page for more information and breaking updates.

# Key Findings



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## 463 respondents

provided full or partial feedback to nine inquiries related to how their business is navigating the COVID-19 outbreak.

**67%**

Sixty-seven percent of dealers plan to maintain normal operating hours.

**52%**

Fifty-two percent of dealers report a significant decrease in traffic over the past week.

**76%**

Seventy-six percent of dealers report website traffic has remained the same or increased.

**55%**

Fifty-five percent of dealers report YoY comp sales from March 1 – March 16 have been flat or increased.

# Notable Operational Modifications



## 390 respondents

provided their top operational modifications as a result of the COVID-19 outbreak.

**95%**

Ninety-five percent of dealers cite increased cleaning and hygiene efforts in-store as a primary operational modification.

**21%**

Twenty-one percent of dealers have enacted formal social distancing measures.

**12%**

Twelve percent of dealers have enacted reduced retail operational hours.

**20%**

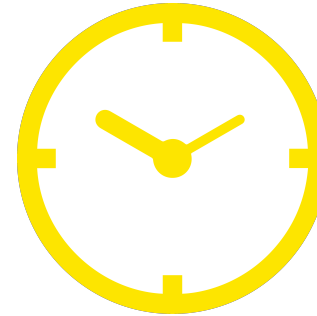
Twenty percent of dealers have enacted delivery screening and/or enhanced delivery and service procedural precautions.

# Regarding retail operation, dealers plan to:



**67.4%**

Maintain normal operating hours



**20.1%**

Move to reduced operating hours



**5%**

Close for a period of time



**7%**

Currently unsure



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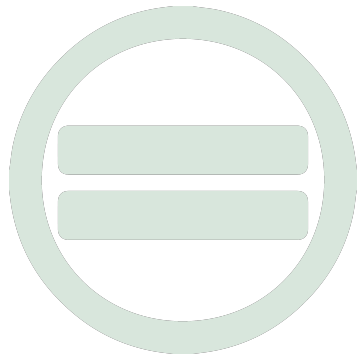


Regarding **in-store** consumer traffic, in the past week, dealers have seen:

**4.3%** Traffic increase significantly



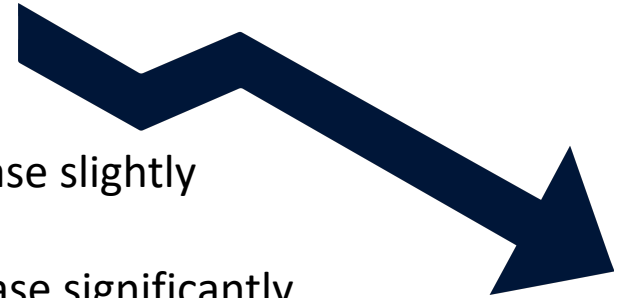
**3.4%** Traffic increase slightly



**11.9%**  
Traffic remain the same

**27.9%** Traffic decrease slightly

**52.4%** Traffic decrease significantly



Regarding **website** traffic, in the past week, dealers have seen:

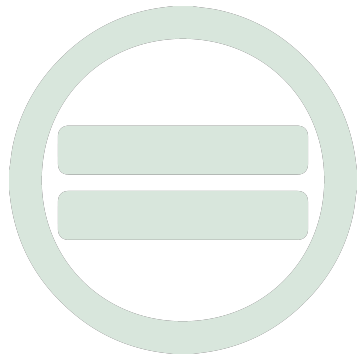
**6.4%**

Traffic increase  
significantly



**15.9%**

Traffic increase  
slightly



**53.9%**

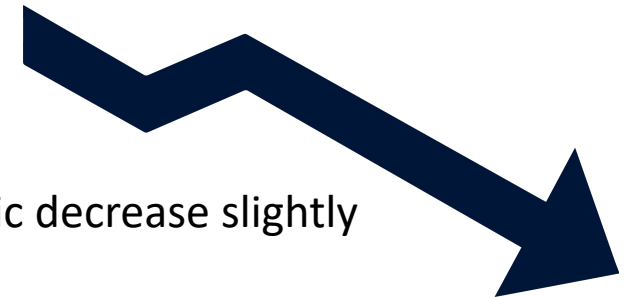
Traffic remain the same

**12.4%**

Traffic decrease slightly

**11.4%**

Traffic decrease significantly



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# Regarding YoY comp sales from March 1 – March 16, dealers report experiencing:

**5.8%**

Comp sales growth of more than 20%



**29.0%**

Comp sales growth of 1%-20%

**19.8%**

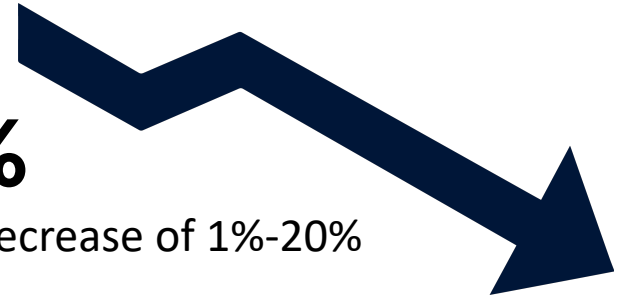
Comp sales were flat



**26.3%**

Comp sales decrease of 1%-20%

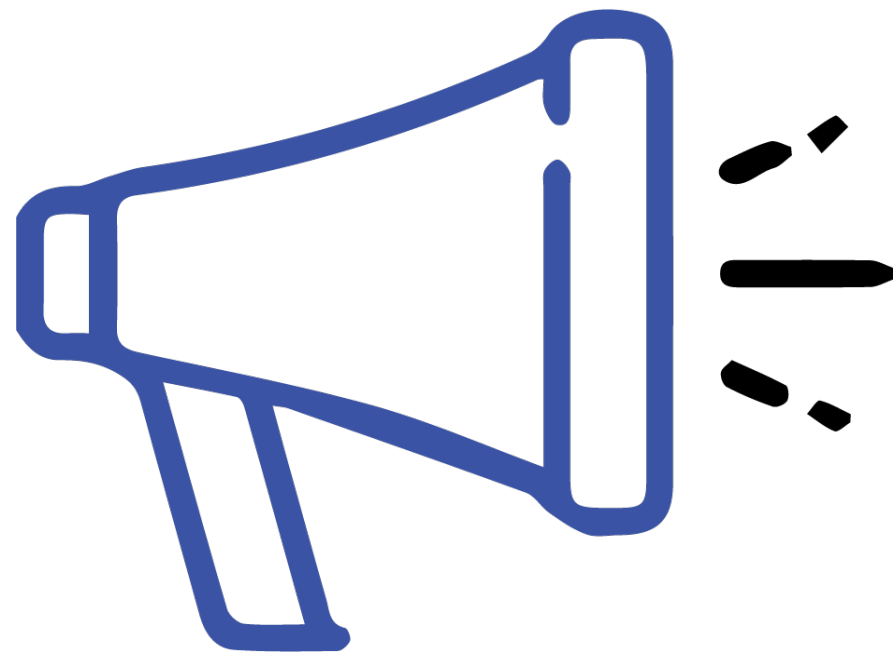
**19.1%** Comp sales decrease of more than 20%



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# Regarding marketing investments (across all channels), dealers describe their near-term plans as:



**51.6%** We plan to maintain our marketing spend in the near-term.

**38.0%:** We plan to reduce our marketing spend in the near-term.

**6.9%:** We're unsure at this time.

**3.7%:** We plan to increase our marketing spend in the near-term.



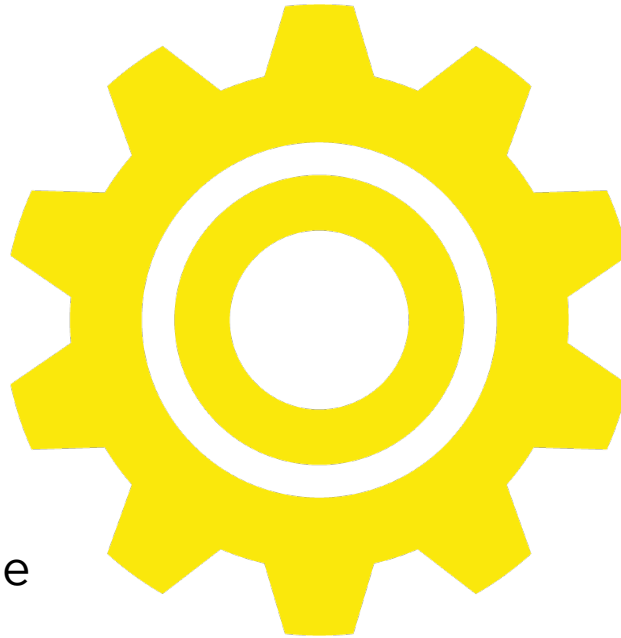
# Dealers responded to an array of potential actions in their operations, and share that:

**56%** of dealers have frozen hiring plans.

**77%** of dealers have cancelled business travel plans.

**37%** of dealers have created a continuity plan should the owner/key decision maker become ill or quarantined. Another 27% plan to do so.

**8%** of dealers have used collaborative video chat technology to communicate with customers. An additional 22% plan to do so.



# This is the **first in a series** of quick turn surveys and resulting insights as together, we face the Coronavirus outbreak. There will be more!

We hope that you found the insights in this study helpful as you make the best decisions for your business as the COVID-19 outbreak continues to develop.

In this study, we received many great questions that will be included as we move forward. Our only ask is that you participate as these surveys become available so that we may provide you with the most robust and useful insights possible.

As always, if you have questions or needs, please reach out to any NMG team member or email us at [ask@nationwidegroup.org](mailto:ask@nationwidegroup.org).

# In Depth Findings

In order to make this data even more relevant to your business, on the next few slides you'll find the data shared above in more specific formats. You'll see the data broken by business size (based on employee count) as well as by product categories (realizing that some dealers offer multiple categories). We hope you'll find these useful as you consider the current strategies and operational modifications, as well as current results across the independent channel.

## Regarding retail operation, dealer plans vary by company size.

### In companies with fewer than 10 employees:

**71.4%:** Maintain normal operating hours  
**15.9%:** Move to reduced operating hours  
**4.4%:** Close for a period of time

**8.4%:** Currently unsure

228 respondents

### In companies with 30-49 employees:

69.0%: Maintain normal operating hours  
21.4%: Move to reduced operating hours  
2.4%: Close for a period of time

7.1%: Currently unsure

42 respondents

### In companies with 100+ employees:

50%: Maintain normal operating hours  
33.3%: Move to reduced operating hours  
5.6%: Close for a period of time

11.1%: Currently unsure

18 respondents

### In companies with 11-29 employees:

**62.9%:** Maintain normal operating hours  
**24.5%:** Move to reduced operating hours  
**5.7%:** Close for a period of time

**6.9%:** Currently unsure

161 respondents

### In companies with 50-99 employees:

69.0%: Maintain normal operating hours  
20.7%: Move to reduced operating hours  
6.9%: Close for a period of time

3.4%: Currently unsure

29 respondents



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# Regarding retail operation, dealer plans vary by product categories offered.

## In companies that offer major appliances:

**72.8%:** Maintain normal operating hours  
**18.8%:** Move to reduced operating hours  
**2.8%:** Close for a period of time  
**5.6%:** Currently unsure

287 respondents

## In companies that offer consumer electronics:

**67.7%:** Maintain normal operating hours  
**20.2%:** Move to reduced operating hours  
**5.1%:** Close for a period of time  
**7.1%:** Currently unsure

99 respondents

## In companies that offer bedding:

**66.1%:** Maintain normal operating hours  
**19.5%:** Move to reduced operating hours  
**5.8%:** Close for a period of time  
**8.6%:** Currently unsure

292 respondents

## In companies with home furniture:

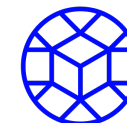
**63.3%:** Maintain normal operating hours  
**22.5%:** Move to reduced operating hours  
**5.4%:** Close for a period of time  
**8.8%:** Currently unsure

240 respondents

## In companies that offer outdoor living:

**70.2%:** Maintain normal operating hours  
**17.0%:** Move to reduced operating hours  
**2.1%:** Close for a period of time  
**10.6%:** Currently unsure

94 respondents



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# Regarding in-store traffic, dealer results vary by dealer size.

## In companies with fewer than 10 employees:

**4.9%:** Traffic increased significantly  
**2.2%:** Traffic increased slightly  
**12.4%:** Traffic remained the same  
**28.0%:** Traffic decreased slightly  
**52.4%:** Traffic decreased significantly 225 respondents

## In companies with 10-29 employees:

**5.2%:** Traffic increased significantly  
**4.5%:** Traffic increased slightly  
**12.3%:** Traffic remained the same  
**26.6%:** Traffic decreased slightly  
**51.3%:** Traffic decreased significantly 154 respondents

## In companies with 30-49 employees:

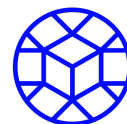
**2.6%:** Traffic increased significantly  
**0.0%:** Traffic increased slightly  
**7.7%:** Traffic remained the same  
**41.0%:** Traffic decreased slightly  
**48.7%:** Traffic decreased significantly 39 respondents

## In companies with 50-99 employees:

**0%:** Traffic increased significantly  
**8.0%:** Traffic increased slightly  
**16.0%:** Traffic remained the same  
**20.0%:** Traffic decreased slightly  
**56.0%:** Traffic decreased significantly 25 respondents

## In companies with more than 100 employees:

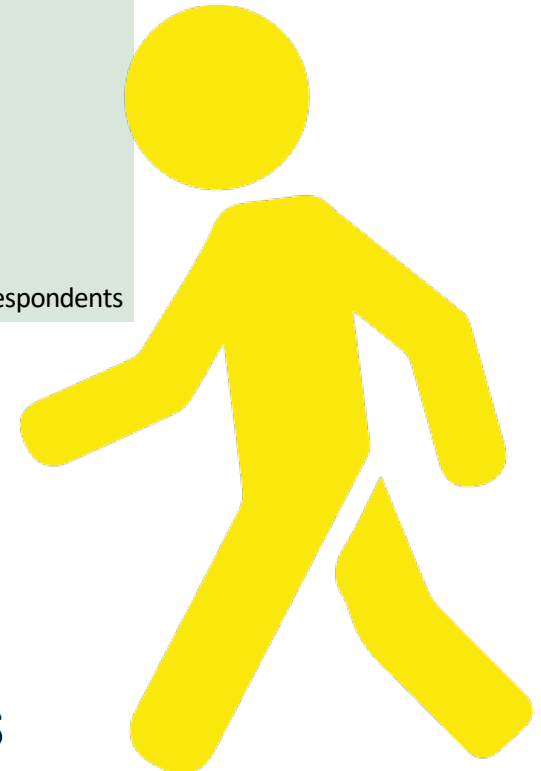
**0%:** Traffic increased significantly  
**6.7%:** Traffic increased slightly  
**6.7%:** Traffic remained the same  
**33.3%:** Traffic decreased slightly  
**53.3%:** Traffic decreased significantly 15 respondents



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# Regarding in-store traffic, dealer results vary by categories offered.

## In companies that offer major appliances:

**6.0%:** Traffic increased significantly  
**5.3%:** Traffic increased slightly  
**18.4%:** Traffic remained the same  
**32.0%:** Traffic decreased slightly  
**38.3%:** Traffic decreased significantly 266 respondents

## In companies that offer consumer electronics:

**2.1%:** Traffic increased significantly  
**7.4%:** Traffic increased slightly  
**16.0%:** Traffic remained the same  
**38.3%:** Traffic decreased slightly  
**36.2%:** Traffic decreased significantly 94 respondents

## In companies that offer bedding:

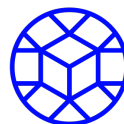
**2.5%:** Traffic increased significantly  
**2.5%:** Traffic increased slightly  
**7.6%:** Traffic remained the same  
**28.4%:** Traffic decreased slightly  
**59.0%:** Traffic decreased significantly 278 respondents

## In companies that offer home furniture:

**0.9%:** Traffic increased significantly  
**3.9%:** Traffic increased slightly  
**6.6%:** Traffic remained the same  
**27.1%:** Traffic decreased slightly  
**61.6%:** Traffic decreased significantly 229 respondents

## In companies that offer outdoor living:

**4.5%:** Traffic increased significantly  
**4.5%:** Traffic increased slightly  
**9.1%:** Traffic remained the same  
**27.3%:** Traffic decreased slightly  
**54.4%:** Traffic decreased significantly 88 respondents



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# Regarding online traffic, dealer results vary by company size.

## In companies with fewer than 10 employees:

**3.8%:** Traffic increased significantly  
**8.0%:** Traffic increased slightly  
**62.0%:** Traffic remained the same  
**12.7%:** Traffic decreased slightly  
**13.6%:** Traffic decreased significantly

228 respondents

## In companies with 11-29 employees:

**4.8%:** Traffic increased significantly  
**21.8%:** Traffic increased slightly  
**52.4%:** Traffic remained the same  
**12.9%:** Traffic decreased slightly  
**8.2%:** Traffic decreased significantly

161 respondents

## In companies with 30-49 employees:

**7.5%:** Traffic increased significantly  
**32.5%:** Traffic increased slightly  
**40.0%:** Traffic remained the same  
**15.0%:** Traffic decreased slightly  
**5.0%:** Traffic decreased significantly

39 respondents

## In companies with 50-99 employees:

**8.3%:** Traffic increased significantly  
**29.2%:** Traffic increased slightly  
**33.3%:** Traffic remained the same  
**8.3%:** Traffic decreased slightly  
**20.8%:** Traffic decreased significantly

25 respondents

## In companies with more than 100 employees:

**50%:** Traffic increased significantly  
**21.4%:** Traffic increased slightly  
**14.3%:** Traffic remained the same  
**0%:** Traffic decreased slightly  
**14.3%:** Traffic decreased significantly

14 respondents



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# Regarding online traffic, dealer results vary by categories offered.

## In companies that offer major appliances:

**6.0%:** Traffic increased significantly  
**5.3%:** Traffic increased slightly  
**18.4%:** Traffic remained the same  
**32.0%:** Traffic decreased slightly  
**38.3%:** Traffic decreased significantly

266 respondents

## In companies that offer consumer electronics:

**2.1%:** Traffic increased significantly  
**7.4%:** Traffic increased slightly  
**16.0%:** Traffic remained the same  
**38.3%:** Traffic decreased slightly  
**36.2%:** Traffic decreased significantly

94 respondents

## In companies that offer bedding:

**2.5%:** Traffic increased significantly  
**2.5%:** Traffic increased slightly  
**7.5%:** Traffic remained the same  
**28.3%:** Traffic decreased slightly  
**59.1%:** Traffic decreased significantly

279 respondents

## In companies that offer home furniture:

**0.9%:** Traffic increased significantly  
**3.9%:** Traffic increased slightly  
**6.5%:** Traffic remained the same  
**27.0%:** Traffic decreased slightly  
**61.7%:** Traffic decreased significantly

230 respondents

## In companies that offer outdoor living:

**4.5%:** Traffic increased significantly  
**4.5%:** Traffic increased slightly  
**9.1%:** Traffic remained the same  
**27.3%:** Traffic decreased slightly  
**54.5%:** Traffic decreased significantly

88 respondents



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# Regarding YoY Sales from March 1 – March 16, dealer reports vary by dealer size.

## In companies with fewer than 10 employees:

**4.9%:** Comp sales growth of more than 20%  
**2.2%:** Comp sales growth of 1% - 20%  
**12.5%:** Comp sales are flat  
**27.7%:** Comp sales decrease of 1%-20%  
**52.7%:** Comp sales decrease of more than 20%

224 respondents

## In companies with 30-49 employees:

**5.0%:** Comp sales growth of more than 20%  
**27.5%:** Comp sales growth of 1% - 20%  
**20.0%:** Comp sales are flat  
**37.5%:** Comp sales decrease of 1%-20%  
**10.0%:** Comp sales decrease of more than 20%

40 respondents

## In companies with more than 100 employees:

**21.4%:** Comp sales growth of more than 20%  
**35.7%:** Comp sales growth of 1% - 20%  
**7.1%:** Comp sales are flat  
**21.4%:** Comp sales decrease of 1%-20%  
**14.3%:** Comp sales decrease of more than 20%

14 respondents

## In companies with 11-29 employees:

**4.6%:** Comp sales growth of more than 20%  
**4.6%:** Comp sales growth of 1% - 20%  
**12.4%:** Comp sales are flat  
**26.8%:** Comp sales decrease of 1%-20%  
**51.6%:** Comp sales decrease of more than 20%

153 respondents

## In companies with 50-99 employees:

**4.0%:** Comp sales growth of more than 20%  
**32.0%:** Comp sales growth of 1% - 20%  
**20.0%:** Comp sales are flat  
**32.0%:** Comp sales decrease of 1%-20%  
**12.0%:** Comp sales decrease of more than 20%

25 respondents



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