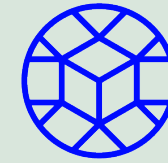


An update on Nationwide Marketing Group Members' perspectives and actions on the initial impacts and business impact of the coronavirus.

From March 23-24, Nationwide Retail Insights conducted a quick turn 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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633 respondents

provided full or partial feedback to nine inquiries related to how their business is navigating the COVID-19 outbreak. Nationwide Retail Insights found that:

38%

Thirty-eight percent of dealers have reduced their staff size through layoffs, furloughs, or terminations.

48%

Forty-eight percent of dealers have been impacted by a shelter in place or stay at home order in their area.

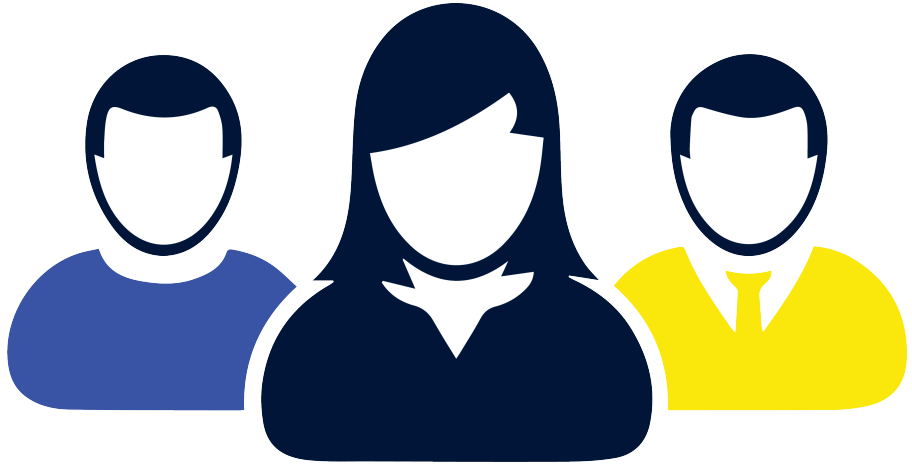
78%

Seventy-eight percent of dealers report maintaining or increasing their digital marketing investment.

11%

Eleven percent of responding dealers have already applied for financial assistance or relief.

Notable Operational Modifications



505 respondents

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

97%

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

89%

Eighty-nine percent of dealers have implemented a social distancing procedure in-store

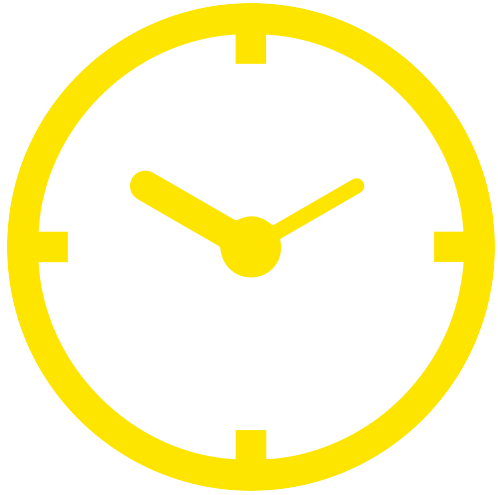
36%

Thirty-six percent of dealers have made enhancements to their websites to better serve shoppers since the onset of the outbreak.

81%

Eighty-one percent of dealers have enacted delivery screening and/or enhanced delivery and service procedural precautions.

Notable trends when compared to results from the 3/18 survey.



42% Have reduced store hours, up from 12% in the first study.

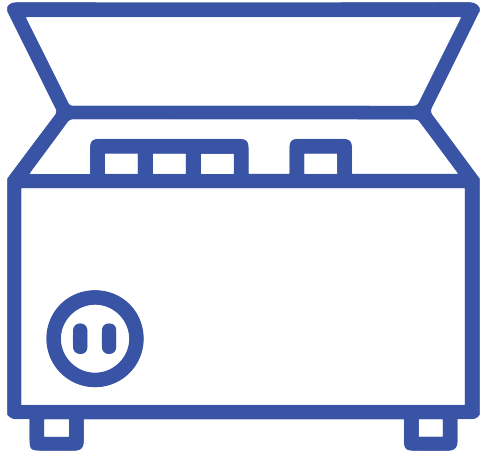
13% Have voluntarily closed at least one store with no government order to do so, up from 5% in the first study. Another 8% plan to do so soon.



97% Have increased the depth of cleaning and sanitizing in-store, slightly up from 95%.



What Products Are IN-DEMAND?



89.4%

Cite Freezers as their hottest product category.



16.7%

Cite laundry appliances as a hot product category.

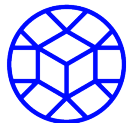


14.2%

Cite refrigerators as a hot product category.

<2%

All other categories reported at less than 2%.



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Effective Marketing and Messaging

21.2% Have found an effective message and marketing delivery venue to reach consumers during the COVID-19 outbreak.

61.4% Cite Social Media as their most effective marketing venue to reach consumers.

78%
Report their effective messaging centers on their efforts to provide consumers with a clean and safe shopping and delivery experience.

48.6% Shared that sharing communications around their response to the outbreak, including measures taken to address CDC guideline compliance are effective with shoppers.

Of the 11% of dealers who have applied for financial assistance or relief due to ramifications from the COVID-19 outbreak:



U.S. Small Business
Administration

68.2%

Have engaged the Small
Business Administration
(SBA).

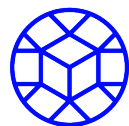
36.6%

Have engaged their
local banking institution



18.9%

Report engagement with their
inventory finance partner.



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RETAIL INSIGHTS

Regarding marketing investments in digital marketing efforts, dealers active in this channel shared that in the past 2 weeks:

21.9%

Have reduced their level of investment

63.3%

Have maintained their previous level of investment.

13.9%

Have increased their level of investment

0.9%

Began investing in this channel in response to the COVID-19 outbreak



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425 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding marketing investments in Broadcast Television dealers active in this channel shared that in the past 2 weeks:

52.4%

Have maintained their previous level of investment.

1.3%

Began investing in this channel in response to the COVID-19 outbreak



42.3%

Have reduced their level of investment

4.0%

Have increased their level of investment



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227 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding marketing investments in OTT Television (streaming, on-demand, etc.) dealers active in this channel shared that in the past 2 weeks:

45.8%

Have maintained their previous level of investment.

1.4%

Began investing in this channel in response to the COVID-19 outbreak

45.1%

Have reduced their level of investment

7.7%

Have increased their level of investment



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142 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding marketing investments in Print advertising dealers active in this channel shared that in the past 2 weeks: :

36.8%

Have maintained their previous level of investment.

1.6%

Began investing in this channel in response to the COVID-19 outbreak



59.3%

Have reduced their level of investment

2.2%

Have increased their level of investment



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182 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding marketing investments in Newspaper (ROP) dealers active in this channel shared that in the past 2 weeks: :

39.8%

Have maintained their previous level of investment.

1.3%

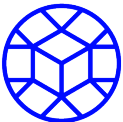
Began investing in this channel in response to the COVID-19 outbreak

56.2%

Have reduced their level of investment

2.7%

Have increased their level of investment



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226 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding marketing investments in Direct Mail advertising dealers active in this channel shared that in the past 2 weeks: :

40.0%

Have maintained their previous level of investment.

1.3%

Began investing in this channel in response to the COVID-19 outbreak

55.3%

Have reduced their level of investment

3.3%

Have increased their level of investment



150 dealers report activity in this channel

Regarding marketing investments in Outdoor (billboard) dealers active in this channel shared that in the past 2 weeks: :

67.9%

Have maintained their previous level of investment.

0.6%

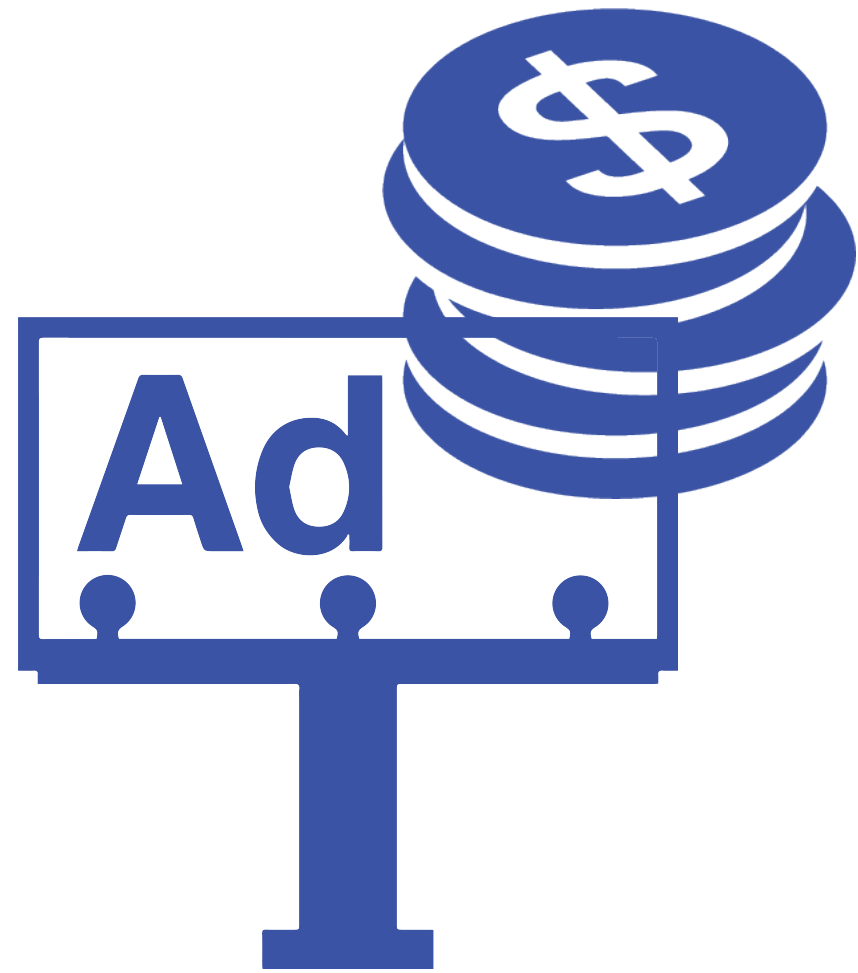
Began investing in this channel in response to the COVID-19 outbreak

26.3%

Have reduced their level of investment

5.1%

Have increased their level of investment



Regarding marketing investments in Local Radio dealers active in this channel shared that in the past 2 weeks:

54.4%

Have maintained their previous level of investment.

0.7%

Began investing in this channel in response to the COVID-19 outbreak

39.6%

Have reduced their level of investment

5.2%

Have increased their level of investment



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270 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding marketing investments in Digital Radio dealers active in this channel shared that in the past 2 weeks: :

38.4%

Have maintained their previous level of investment.

2.7%

Began investing in this channel in response to the COVID-19 outbreak



57.5%

Have reduced their level of investment

1.4%

Have increased their level of investment



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73 dealers report activity in this channel



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RETAIL INSIGHTS

Regarding changes made to operations over the past two weeks, dealers report that:

97% have increased the depth of cleaning and sanitizing procedures in-store.

96%: have increased the frequency of cleaning and sanitizing procedures in-store.

89%: have implemented a social distancing procedure in-store.

80%: have implemented additional safety precautions on delivery/service calls

57% have implemented a call-ahead screening process for delivery/service in-home visits

51%: have implemented curbside delivery options for customers.

41%: have reduced store hours

35%: have enhanced website functionality (added chat, e-commerce, etc.).

Among the 38% of dealers who report reducing staff size through layoffs, furloughs or terminations over the past 2 weeks:

74.2%

shared that they plan to rehire all staff, as possible, once the outbreak subsides.

48.6%

plan to stay in regular communication with impacted team members and provide regular updates and any possible assistance until able to rehire.

61.8% report they have assisted impacted team members in the process of filing for unemployment.



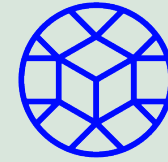
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191 dealers reporting layoffs and action plans



IN-DEPTH FINDINGS

In-Depth Findings



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RETAIL INSIGHTS



633 respondents

included dealers who offer appliances, consumer electronics, furniture and mattresses to consumers. Many dealers offer a combination of these categories. In the dealers who participated, the percentages who participate in each product category are:

58% APPLIANCES

26% CONSUMER
ELECTRONICS

60% FURNITURE

68% MATTRESSES

Appliance Operational Modifications



363 respondents

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

97%

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

89%

Eighty-nine percent of appliance dealers have implemented a social distancing procedure in-store

34%

Thirty-six percent of appliance dealers have made enhancements to their websites to better serve shoppers since the onset of the outbreak.

64%

Sixty-four percent of appliance dealers have enacted call-ahead screening processes for delivery repair service in-home visits.

CE Operational Modifications



162 respondents

who offer consumer electronics provided their top operational modifications as a result of the COVID-19 outbreak.

99%

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

90%

Eighty-nine percent of dealers have implemented a social distancing procedure in-store

41%

Thirty-six percent of dealers have made enhancements to their websites to better serve shoppers since the onset of the outbreak.

61%

Sixty-one percent of appliance dealers have enacted call-ahead screening processes for delivery repair service in-home visits.

Furniture Operational Modifications



383 respondents

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

97%

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

38%

Thirty-six percent of dealers have made enhancements to their websites to better serve shoppers since the onset of the outbreak.

88%

Eighty-nine percent of dealers have implemented a social distancing procedure in-store

53%

Fifty-three percent of dealers have enacted delivery screening and/or enhanced delivery and service procedural precautions.

Bedding Operational Modifications



366 respondents

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

97%

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

38%

Thirty-six percent of dealers have made enhancements to their websites to better serve shoppers since the onset of the outbreak.

89%

Eighty-nine percent of dealers have implemented a social distancing procedure in-store

51%

Fifty-one percent of dealers have enacted delivery screening and/or enhanced delivery and service procedural precautions.

Regarding changes made to operations over the past two weeks, appliance dealers report that:

98% have increased the depth of cleaning and sanitizing procedures in-store.

96%: have increased the frequency of cleaning and sanitizing procedures in-store.

89%: have implemented a social distancing procedure in-store.

83%: have implemented additional safety precautions on delivery/service calls

63% have implemented a call-ahead screening process for delivery/service in-home visits

53%: have implemented curbside delivery options for customers.

35%: have reduced store hours

34%: have enhanced website functionality (added chat, e-commerce, etc.).

Regarding changes made to operations over the past two weeks, consumer electronics dealers report that:

99% have increased the depth of cleaning and sanitizing procedures in-store.

98%: have increased the frequency of cleaning and sanitizing procedures in-store.

90%: have implemented a social distancing procedure in-store.

83%: have implemented additional safety precautions on delivery/service calls

61% have implemented a call-ahead screening process for delivery/service in-home visits

58%: have implemented curbside delivery options for customers.

45%: have reduced store hours

41%: have enhanced website functionality (added chat, e-commerce, etc.).

Regarding changes made to operations over the past two weeks, furniture dealers report that:

97% have increased the depth of cleaning and sanitizing procedures in-store.

52% have implemented a call-ahead screening process for delivery/service in-home visits

96%: have increased the frequency of cleaning and sanitizing procedures in-store.

53%: have implemented curbside delivery options for customers.

88%: have implemented a social distancing procedure in-store.

46%: have reduced store hours

78%: have implemented additional safety precautions on delivery/service calls

38%: have enhanced website functionality (added chat, e-commerce, etc.).

Regarding changes made to operations over the past two weeks, bedding dealers report that:

97% have increased the depth of cleaning and sanitizing procedures in-store.

96%: have increased the frequency of cleaning and sanitizing procedures in-store.

89%: have implemented a social distancing procedure in-store.

79%: have implemented additional safety precautions on delivery/service calls

51% have implemented a call-ahead screening process for delivery/service in-home visits

52%: have implemented curbside delivery options for customers.

44%: have reduced store hours

38%: have enhanced website functionality (added chat, e-commerce, etc.).

Among the dealers who report reducing staff size through layoffs, furloughs or terminations over the past 2 weeks, product categories served has made an impact:

30.7%

of appliance dealers
report staff
reductions



44.6%

of furniture
dealers report staff
reductions



33.6%

of consumer
electronics dealers
report staff
reductions



42.3%

of bedding dealers
report staff
reductions



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This is the **second 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.