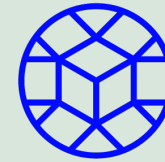


# An update on Nationwide Marketing Group Members' selection and progress with the PPP and EIDL opportunities.

From April 13-14, 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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## 354 respondents

provided full or partial feedback to nine inquiries related to how their business has selected and progressed with PPP and EIDL. Nationwide Retail Insights found that:

**89%**

of dealers report that they have completed the PPP Process Application.

**49%**

of responding dealers have applied for an Economic Injury Disaster Loan (EIDL).

**39%**

of dealers report having received PPP approval and an SBA loan number.

**3.5%**

of responding dealers have received funding through an EIDL.

# PPP Progress

# 290 respondents

report having applied for the Payroll Protection Program

**39%** of dealers who applied have received their approval and SBA loan number.

**96%** of dealers who have been approved received approval for the full loan amount of their application.

**38%** of dealers were with in-hand approvals have received their PPP funding.

**92%** of dealers were able to apply for the PPP through their existing banking relationships.

**54%** of dealers applied for loans of less than \$100,000.

**19%** of dealers applied for loans between \$100,000 and \$199,999.

# EIDL Progress

# 171 respondents

report they have applied for the EIDL

**79%** of dealers who applied for the EIDL also elected to apply for the \$10,000 advance.

**18%** of dealers report having received an update or approval from the SBA since their EIDL application.

**3.5%** of dealers who applied for an EIDL have received funding of their loan.

**92%** of dealers were able to apply for the PPP through their existing banking relationships.

This is the **fourth 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.

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).

