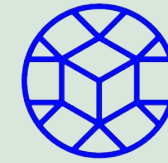


# An update on independent dealers' perspectives and actions on the initial impacts and business impact of the coronavirus.

From May 20-21, Nationwide Retail Insights conducted a quick survey of independent dealer 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. This is the fifth in a series of dealer surveys as we navigate the COVID-19 outbreak.

# Key Findings



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## 247 respondents

provided full or partial feedback to nine inquiries related to how their business navigated the COVID-19 outbreak in the month of April and the first half of May. Nationwide Retail Insights found that:

**40%** of dealers maintained normal operating hours.

**59%** of dealers reported that website traffic increased during this period.

**45%** of dealers reported an increase in store traffic during this period.

**48%** of dealers shared that sales were up YoY during April and the first half of May.

# Regarding retail operation, dealers:



**39.8%**

Maintained normal operating hours



**27.4%**

Moved to reduced operating hours



**19.5%**

Were closed under government order



**7.1%**

Were closed voluntarily.



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RETAIL INSIGHTS

Regarding **in-store** consumer traffic, in the covered period, dealers saw:

**24%** Traffic increase significantly



**21%** Traffic increase slightly



**9%**  
Traffic remain the same

**12%** Traffic decrease slightly

**21%** Traffic decrease significantly



**13%** Had no traffic due to closure

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

**38.7%**

Traffic increase significantly



**34.8%**

Traffic increase slightly



**18.2%**

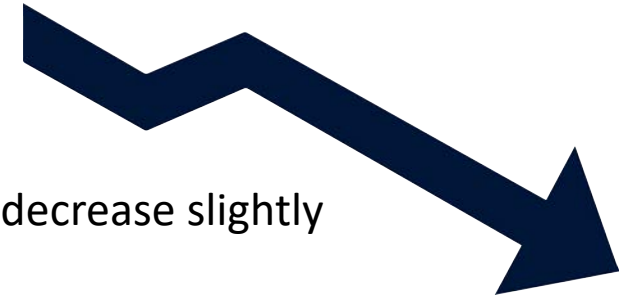
Traffic remain the same

**4.4%**

Traffic decrease slightly

**3.9%**

Traffic decrease significantly



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# Regarding YoY comp sales from April 1 – May 20, dealers report experiencing:

**18.8%**

Comp sales growth of more than 20%



**29.5%**

Comp sales growth of 1%-20%

**8.9%**

Comp sales were flat

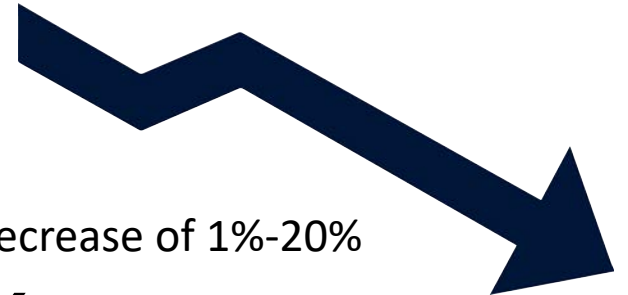


**12.1%**

Comp sales decrease of 1%-20%

**30.8%**

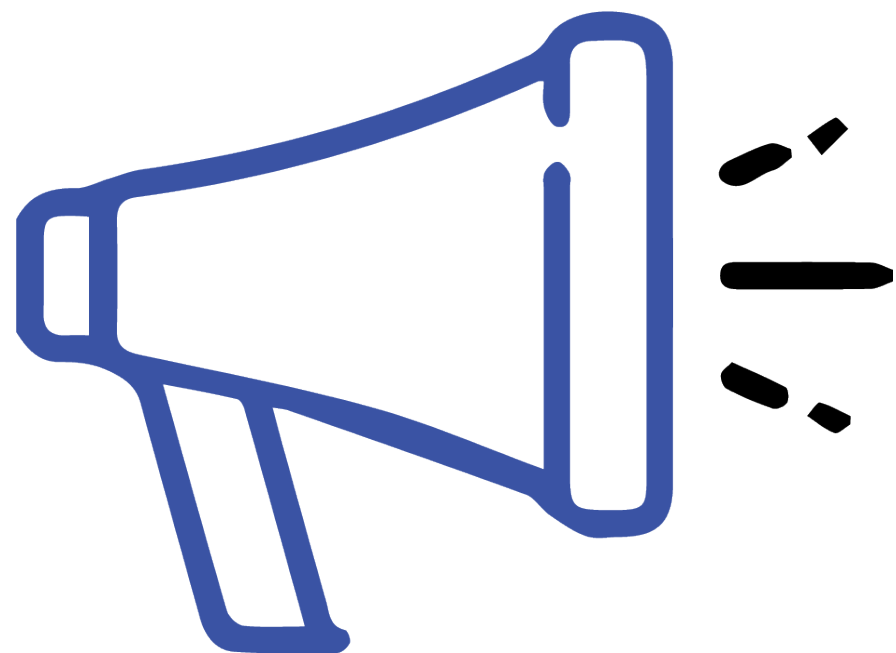
Comp sales decrease of more than 20%



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# Regarding marketing investments (across all channels), dealers describe actions during the covered period as:



**49.1%** We reduced our marketing spend.

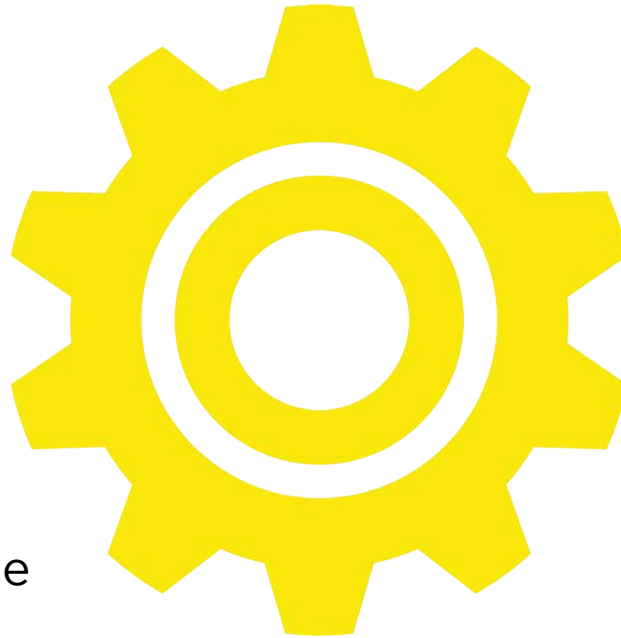
**42.4%:** We maintained our marketing spend.

**8.5%:** We increased our marketing spend.

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

**50%** of dealers have frozen hiring plans.

**34%** of dealers have created a continuity plan should the owner/key decision maker become ill or quarantined. Another 27% plan to do so.



**34%** of dealers have reduced their team size through layoffs, terminations, furloughs, etc.

**25%** of dealers have used collaborative video chat technology to communicate with customers. An additional 22% plan to do so.



# Dealers responded to an array of potential enhancements to their websites and reported that in the past two months:

**33%** have added e-commerce capabilities to their site.

**31%** have added online chat to communicate with shoppers.

**14%** are now offering live video interaction with their team to shoppers on their websites.

**35%** of dealers report no new enhancements, but many report e-commerce and chat capabilities already in place before the pandemic.

# Regarding economic support and relief efforts provided by the Federal Paycheck Protection Plan, dealers report:



**78.4%** Were able to successfully secure funding in the PPP.

**5.1%:** Were unable to secure PPP funding.

**14.2%:** Did not apply for funding in the PPP.

**2.2%:** Have applied for PPP funding but are still awaiting approval.

# Regarding economic support and relief efforts provided by the Federal Economic Injury Disaster Loan, dealers report:

**19.7%** Were able to successfully secure funding in the EIDL.

**15.6%:** Were unable to secure EIDL funding.

**55.5%:** Did not apply for funding in the EIDL.

**9.2%:** Have applied for EIDL funding but are still awaiting approval.



# This is the **fifth 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).