



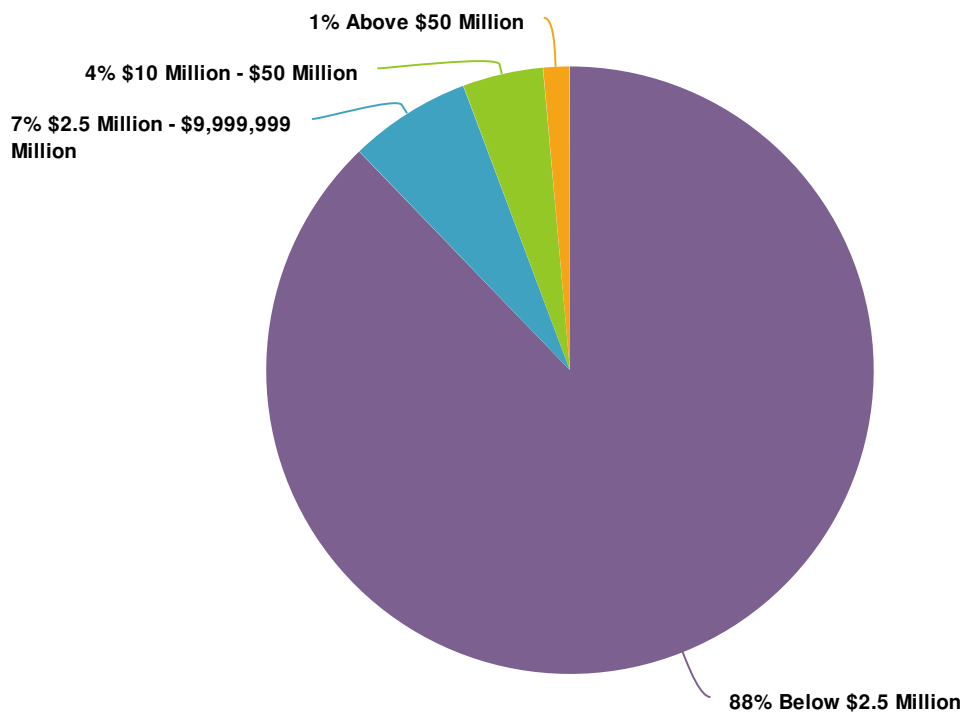
# **2021 Q1 Industry Sales Report Distributor Report**

This report is filtered

Only show: #2 Question "Which of the following describes your business type?" is one of the following answers ("Distributor")

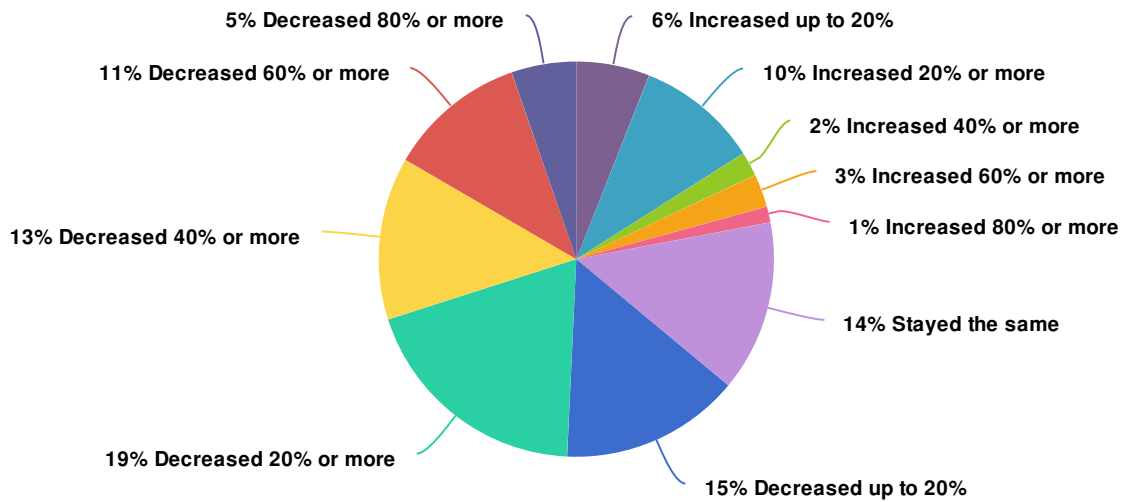
# Report for COVID 19 Impact - Q1 Sales Survey 2021 Distributor

1. What was your company's annual promotional product sales volume prior to COVID-19?



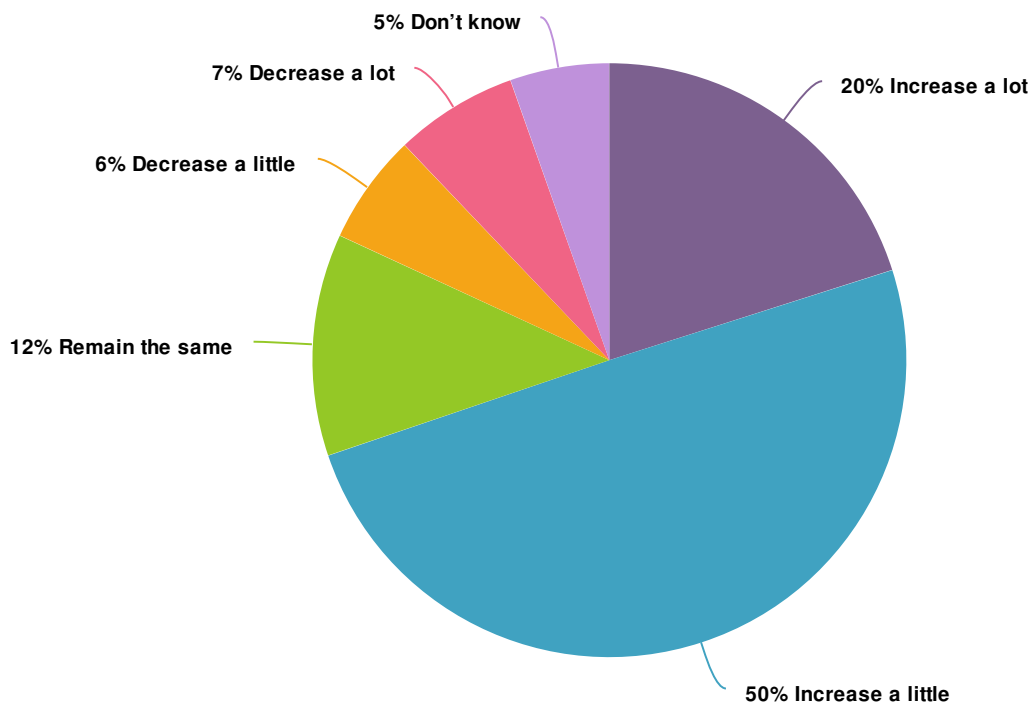
Value	Percent
Below \$2.5 Million	87.8%
\$2.5 Million - \$9,999,999 Million	6.5%
\$10 Million - \$50 Million	4.3%
Above \$50 Million	1.4%

2. By approximately what percentage did your overall sales change from Q4 of 2020 compared to Q1 of 2021?



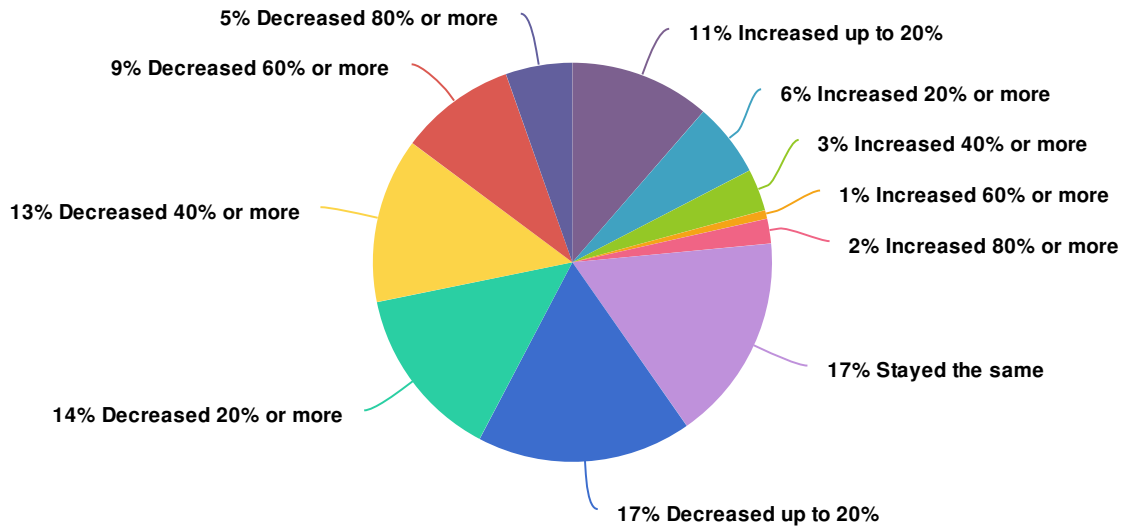
Value	Percent
Increased up to 20%	6.0%
Increased 20% or more	10.0%
Increased 40% or more	2.0%
Increased 60% or more	2.7%
Increased 80% or more	1.3%
Stayed the same	14.0%
Decreased up to 20%	14.7%
Decreased 20% or more	19.3%
Decreased 40% or more	13.3%
Decreased 60% or more	11.3%
Decreased 80% or more	5.3%

3. Thinking about Q2 of 2021 compared to Q1 of 2021, what are your sales expectations?



Value	Percent
Increase a lot	20.1%
Increase a little	49.7%
Remain the same	12.1%
Decrease a little	6.0%
Decrease a lot	6.7%
Don't know	5.4%

4. By approximately what percentage did your overall sales change from Q1 of 2021 compared to Q1 of 2020?

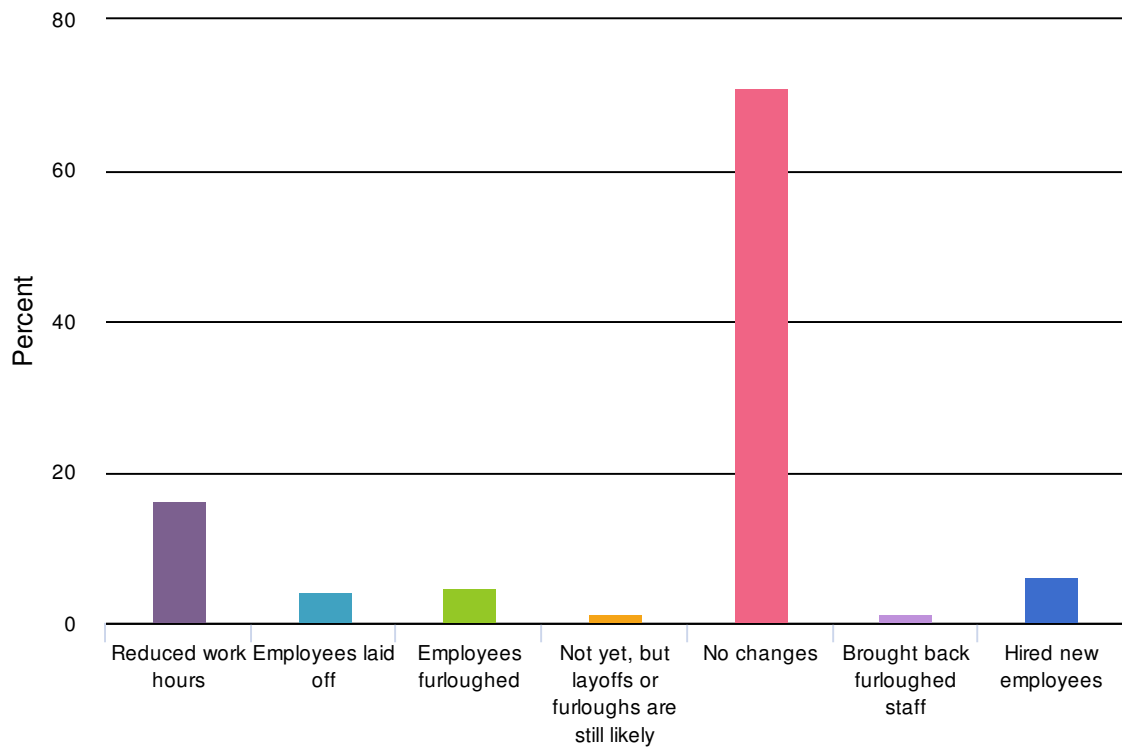


**Value**

**Percent**

Increased up to 20%		11.4%
Increased 20% or more		6.0%
Increased 40% or more		3.4%
Increased 60% or more		0.7%
Increased 80% or more		2.0%
Stayed the same		16.8%
Decreased up to 20%		17.4%
Decreased 20% or more		14.1%
Decreased 40% or more		13.4%
Decreased 60% or more		9.4%
Decreased 80% or more		5.4%

5. During Q1 2021, did you have to make any staffing changes?

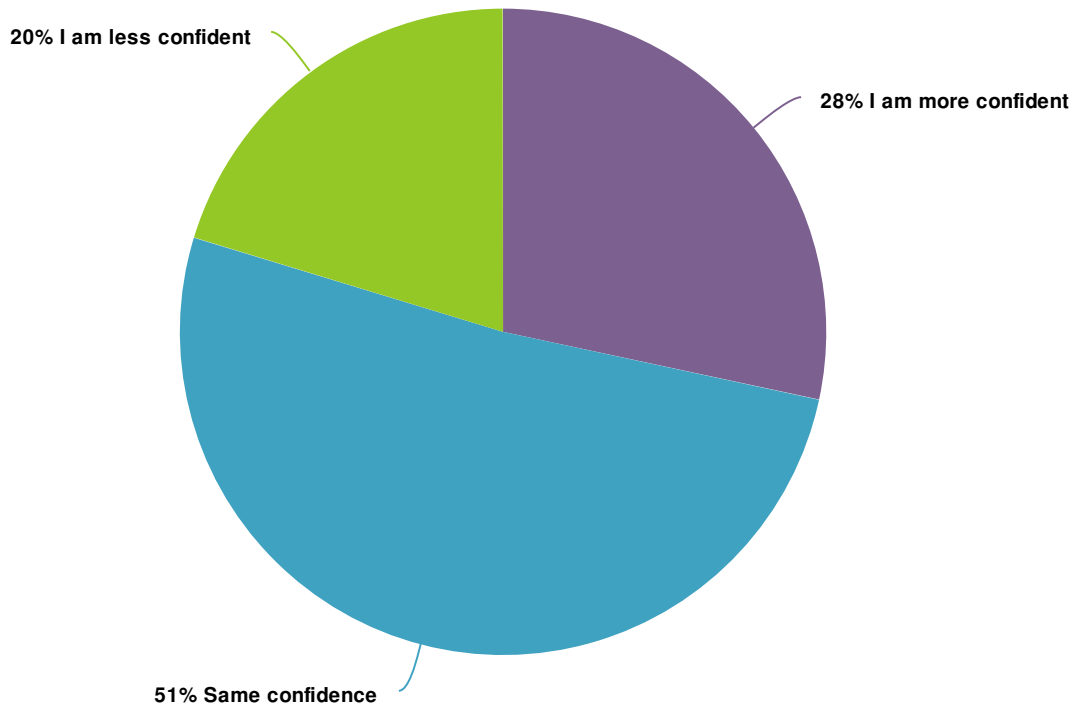


**Value**

**Percent**

Reduced work hours		16.2%
Employees laid off		4.1%
Employees furloughed		4.7%
Not yet, but layoffs or furloughs are still likely		1.4%
No changes		70.9%
Brought back furloughed staff		1.4%
Hired new employees		6.1%

6. Has your confidence level in your business's future viability changed during Q1 2021?



**Value**

**Percent**

I am more confident



28.4%

Same confidence



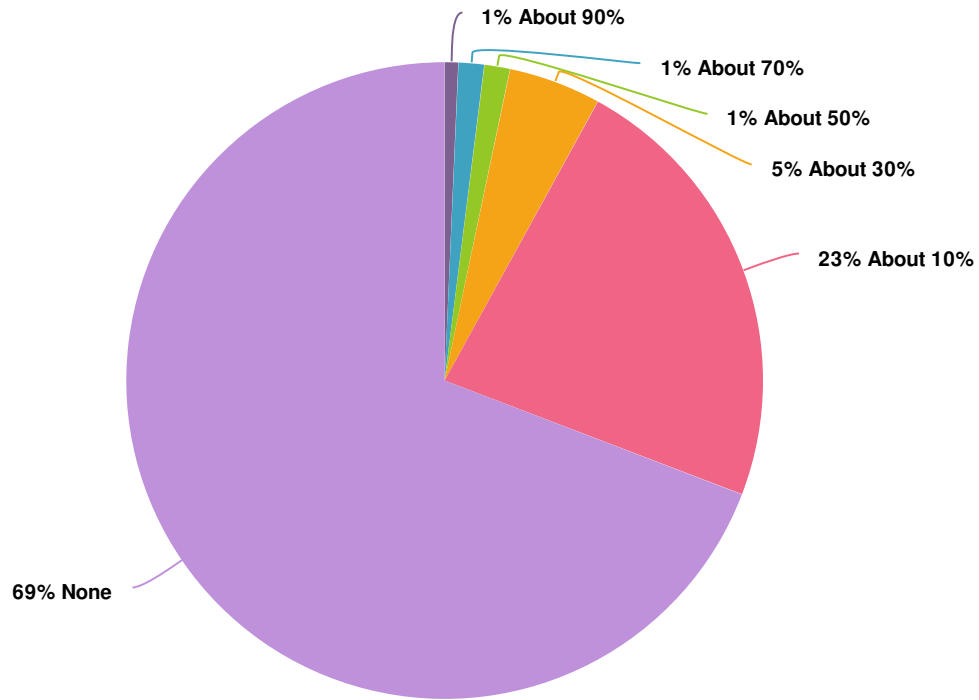
51.4%

I am less confident



20.3%

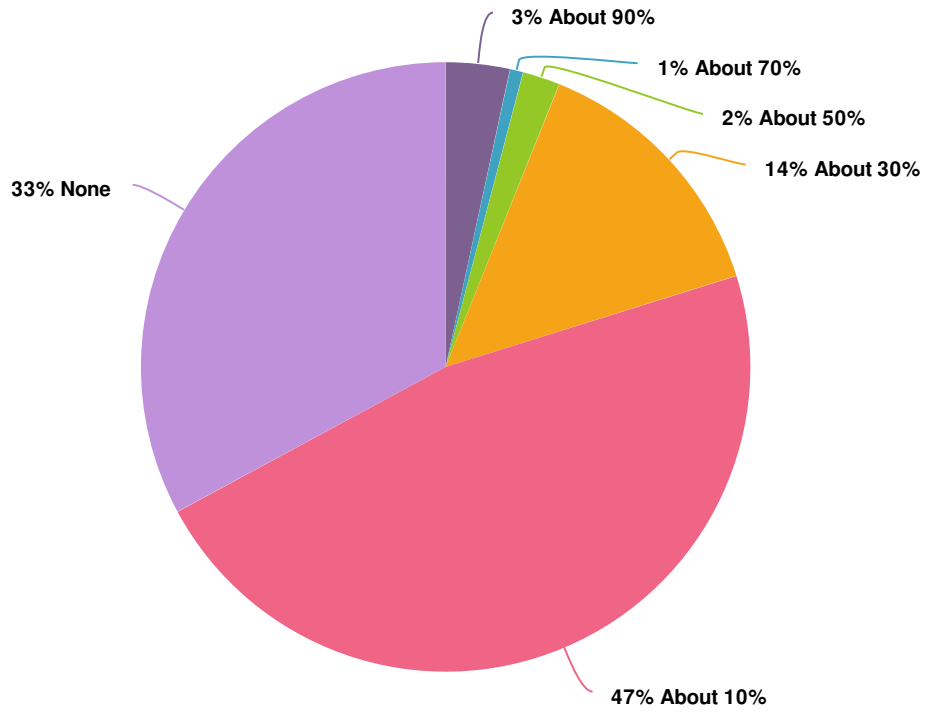
7. In Q1 2021, what percentage of your sales were in BLANK protective equipment (face masks, medical gowns, face shields, etc.) and hand sanitizer?



Value	Percent
About 90%	0.7%
About 70%	1.3%
About 50%	1.3%
About 30%	4.7%
About 10%	22.8%
None	69.1%

8. In Q1 2021, what percentage of your sales were in DECORATED personal protective equipment (face masks, medical gowns, face shields, etc.) and hand sanitizer?





**Value**

**Percent**

About 90%



3.4%

About 70%



0.7%

About 50%



2.0%

About 30%



14.1%

About 10%



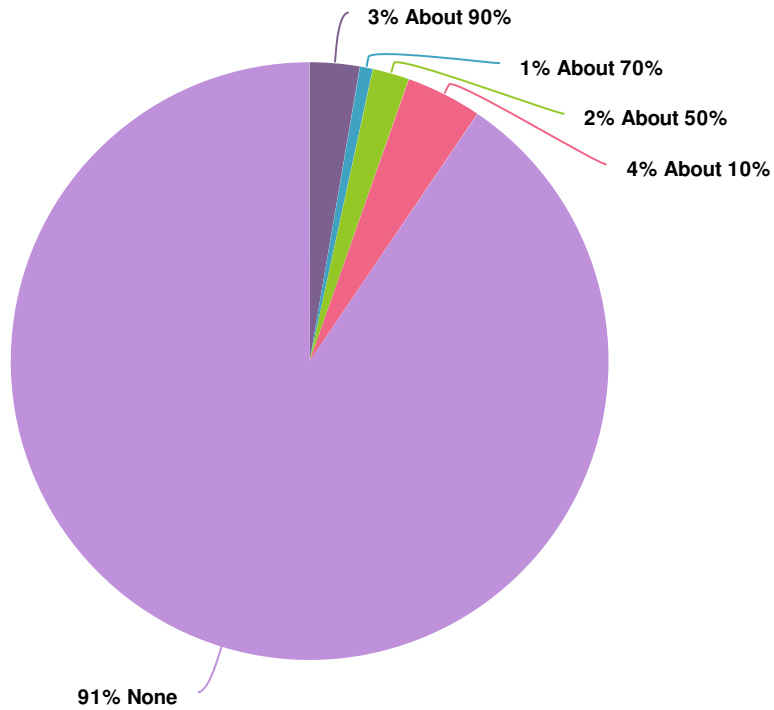
47.0%

None



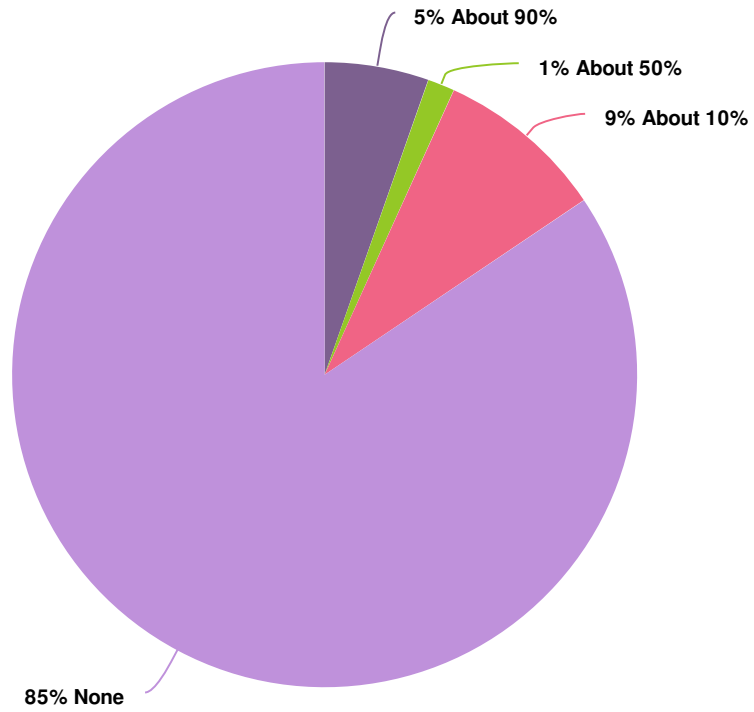
32.9%

9. What percentage of your BLANK PPE Q1 sales were sourced direct?  
(Not through traditional promotional products suppliers)



Value	Percent
About 90%	2.7%
About 70%	0.7%
About 50%	2.0%
About 10%	4.1%
None	90.5%

10. What percentage of your DECORATED PPE Q1 sales were sourced direct? (Not through traditional promotional products suppliers)



**Value**

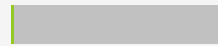
**Percent**

About 90%



5.4%

About 50%



1.4%

About 10%



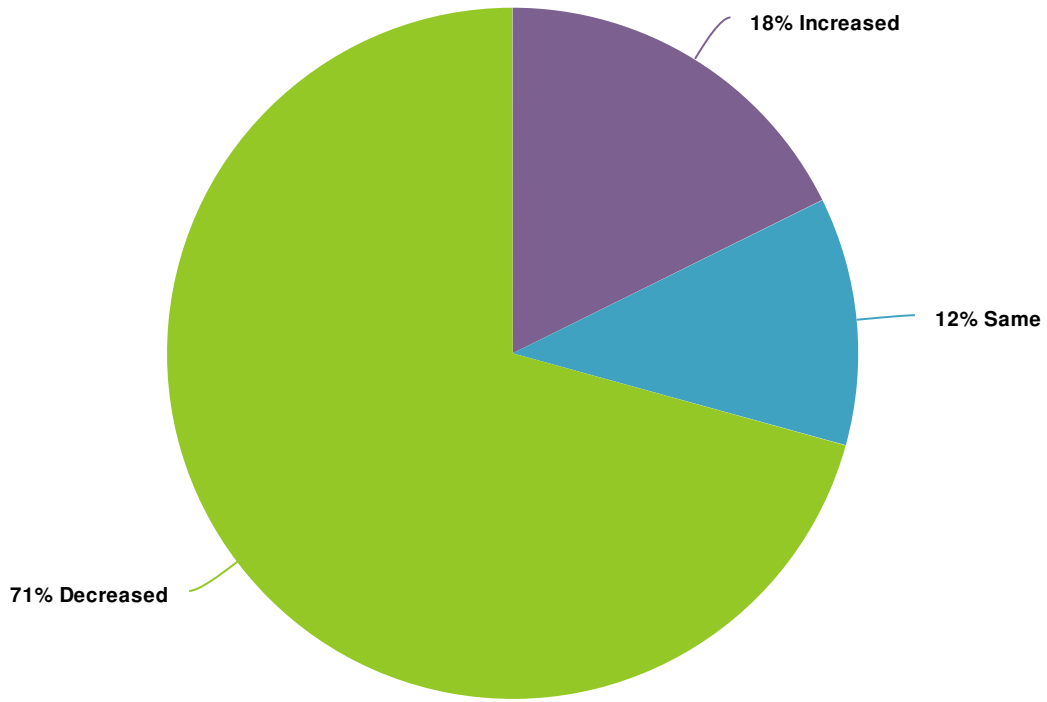
8.8%

None



84.5%

11. How did your company's total order count for Q1 2021 compare to Q1 2020?



**Value**

**Percent**

Increased



17.7%

Same



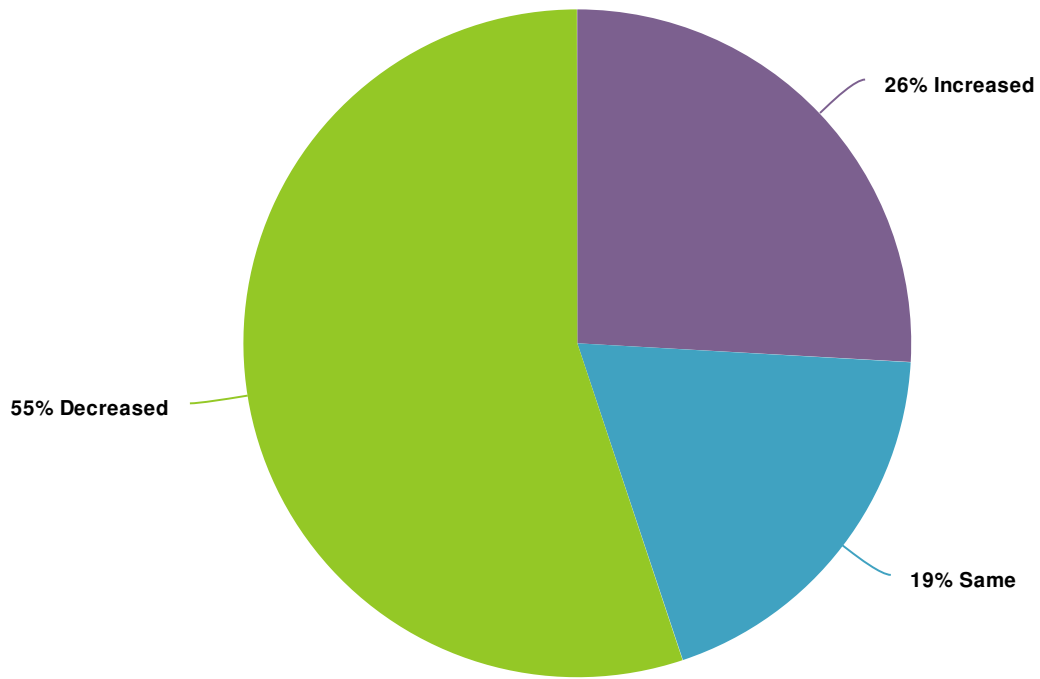
11.6%

Decreased



70.7%

12. How did your company's order size in Q1 2021 compare to Q1 2020?



**Value**

**Percent**

Increased



25.9%

Same



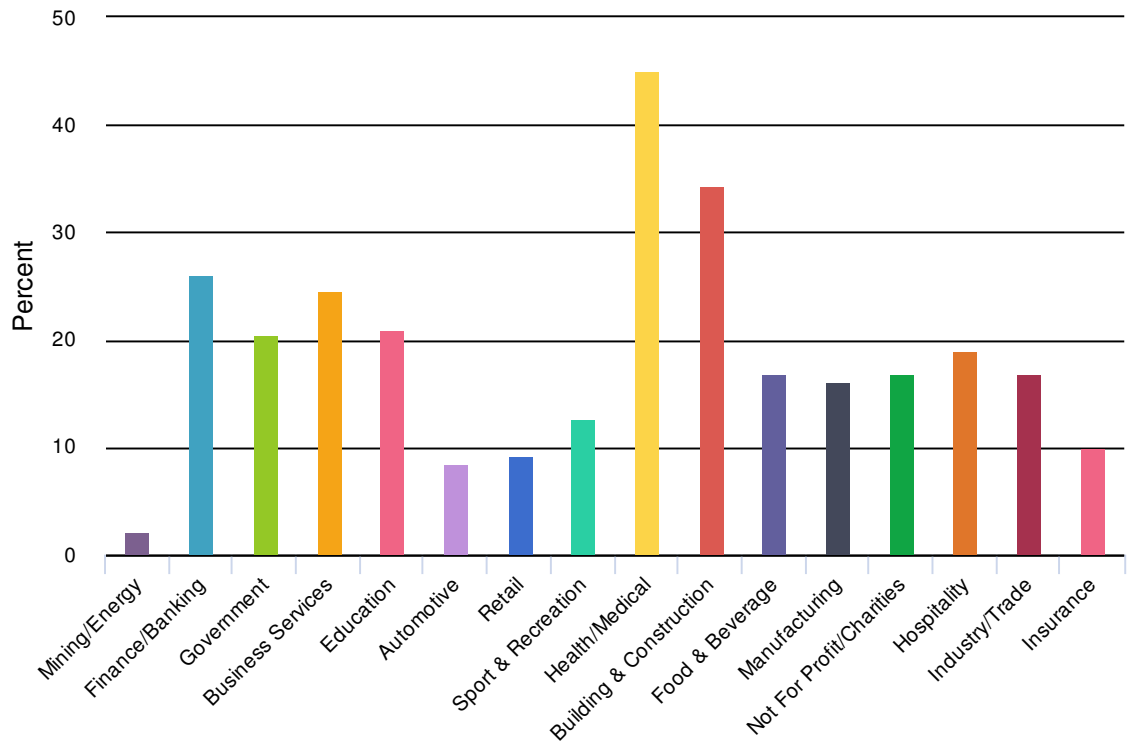
19.0%


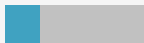










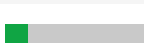
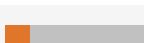
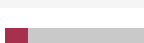

Decreased



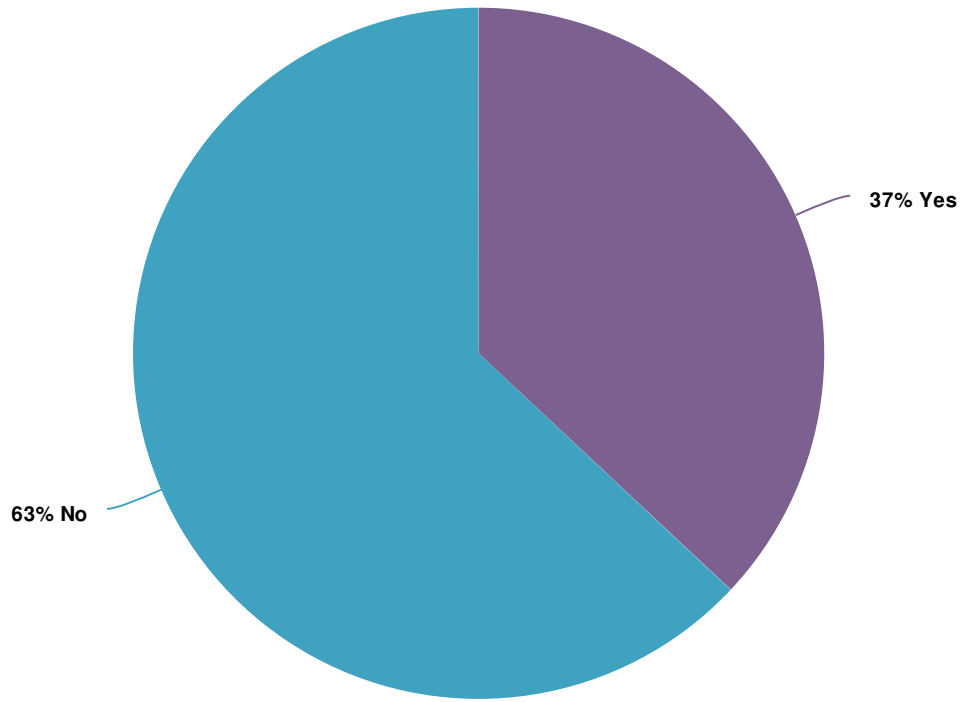
55.1%

13. Which three industries do you believe will generate the most sales for the promotional product industry during Q2 of 2021?



Value		Percent
Mining/Energy		2.1%
Finance/Banking		26.1%
Government		20.4%
Business Services		24.6%
Education		21.1%
Automotive		8.5%
Retail		9.2%
Sport & Recreation		12.7%
Health/Medical		45.1%
Building & Construction		34.5%
Food & Beverage		16.9%
Manufacturing		16.2%
Not For Profit/Charities		16.9%
Hospitality		19.0%
Industry/Trade		16.9%
Insurance		9.9%

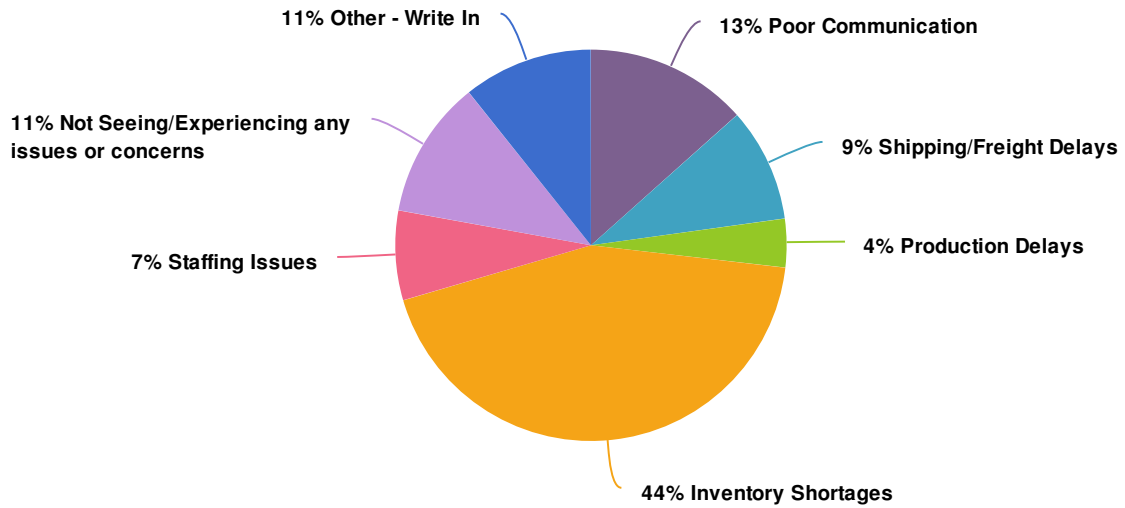
14. Are you meeting in person with salespeople or customers in their offices?



Value	Percent
Yes	37.0%
No	63.0%

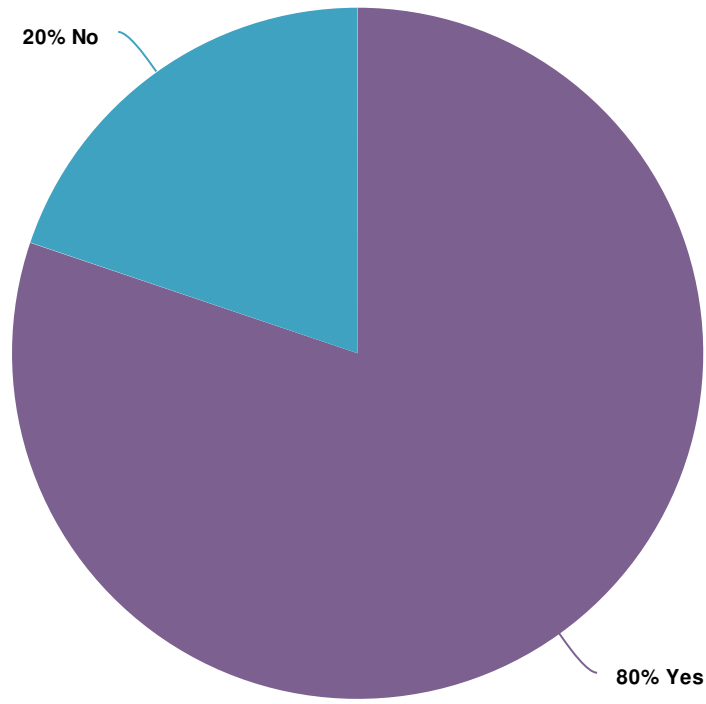
15. Recently, many have expressed concerns about the challenges of maintaining a strong supplier/distributor relationship. What do you think is currently the most challenging issue affecting supplier/distributor relationships?





Value	Percent
Poor Communication	13.4%
Shipping/Freight Delays	9.4%
Production Delays	4.0%
Inventory Shortages	43.6%
Staffing Issues	7.4%
Not Seeing/Experiencing any issues or concerns	11.4%
Other - Write In	10.7%

16. If you are experiencing any supplier/distributor relationship issues, do you think they are the result of COVID-19 challenges?



**Value**

**Percent**

Yes



80.2%

No



19.8%