

/ Coronavirus Survey : June 2020 Results

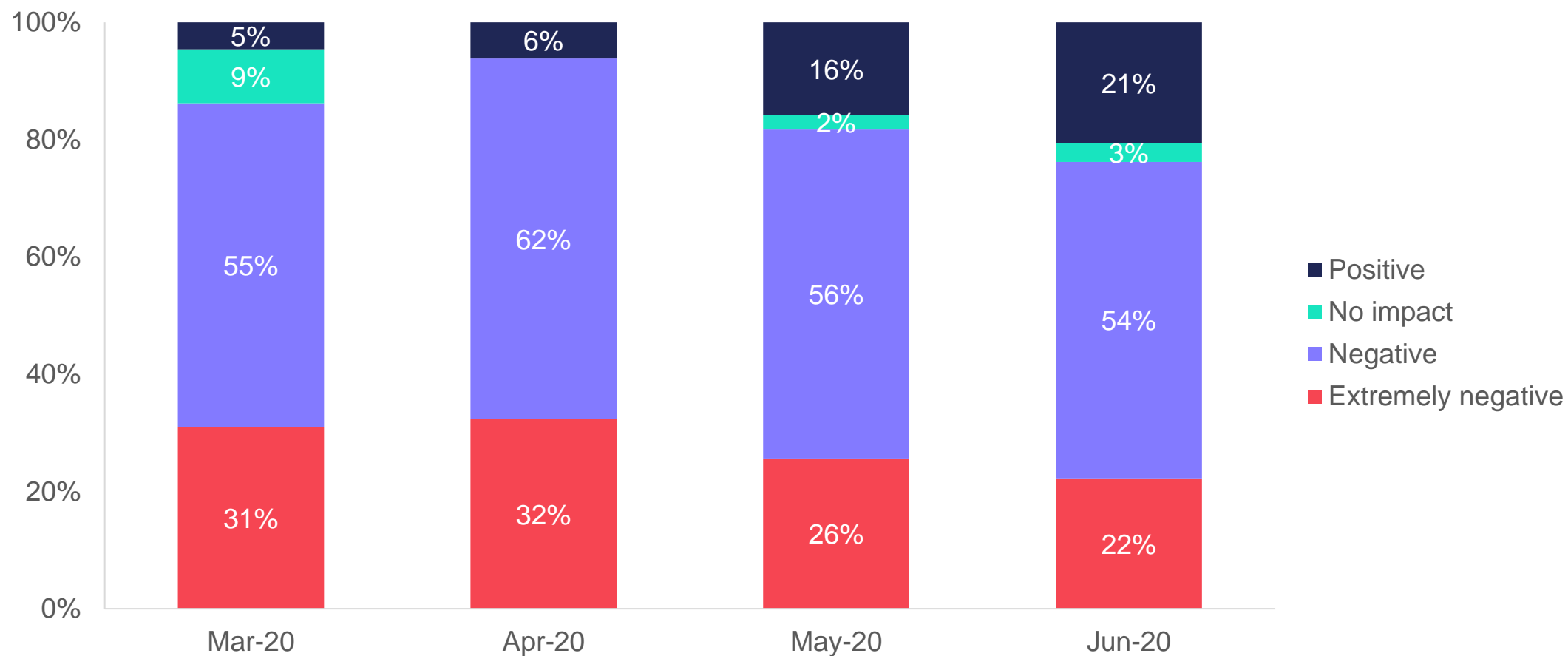


DM
Data &
Marketing
Association **A**

/ Industry Impact

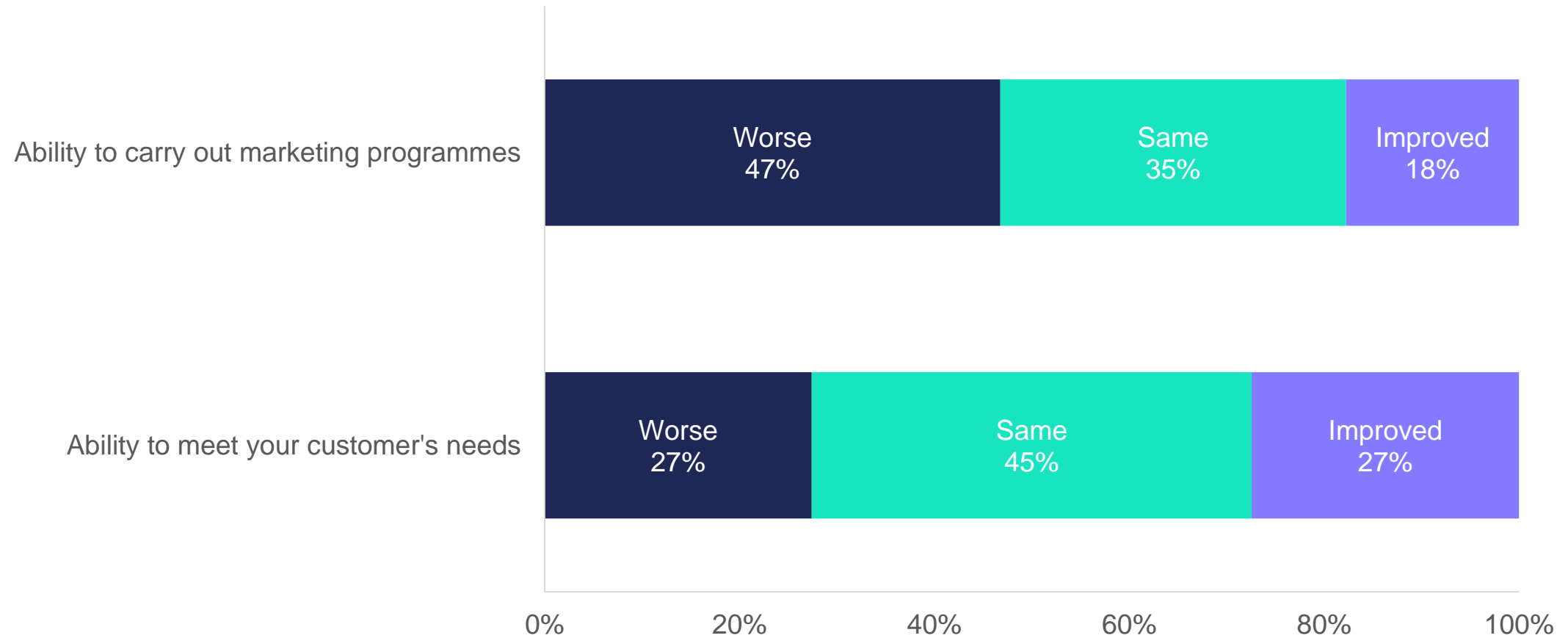


/ Changing Economic Expectations?



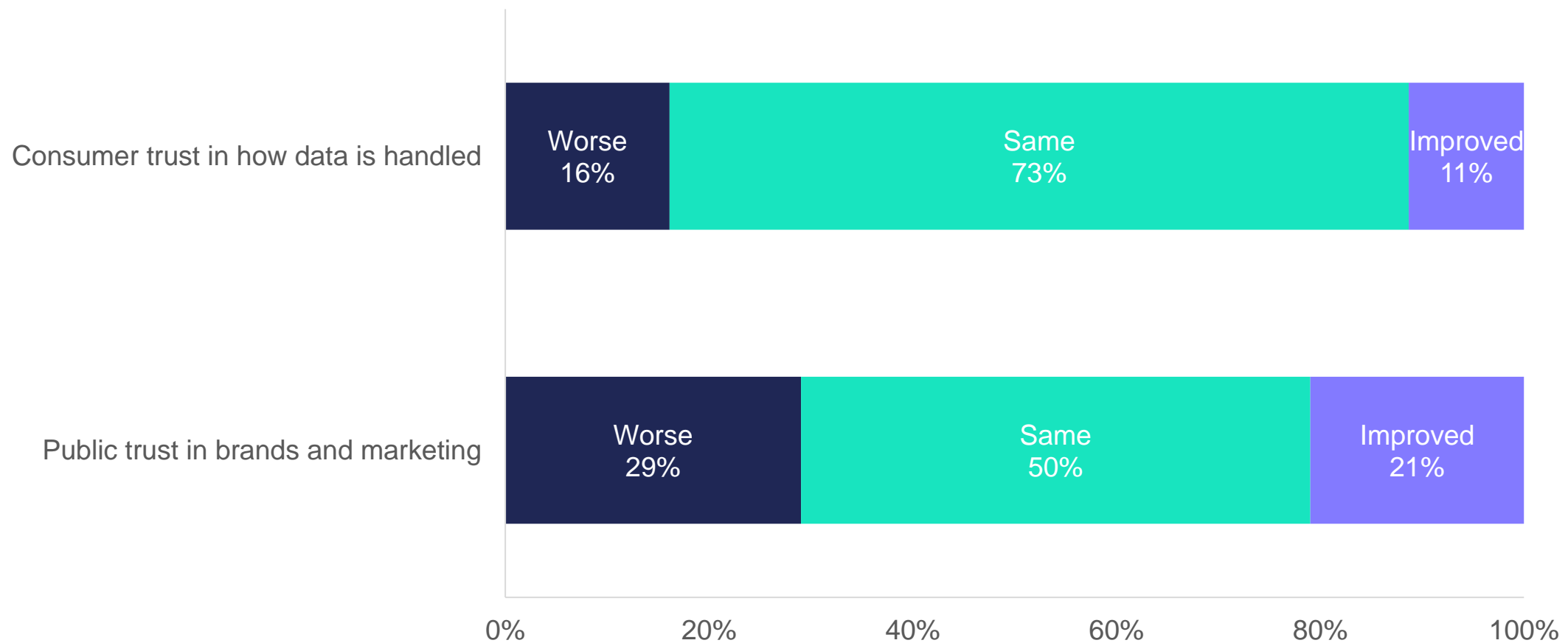
Q. Thinking about the economic effects of Coronavirus on your organisation over the coming months, how would you define the impact on your business?

/ Difficulty Carrying Out Marketing



Q. What impact has Coronavirus had on the following?

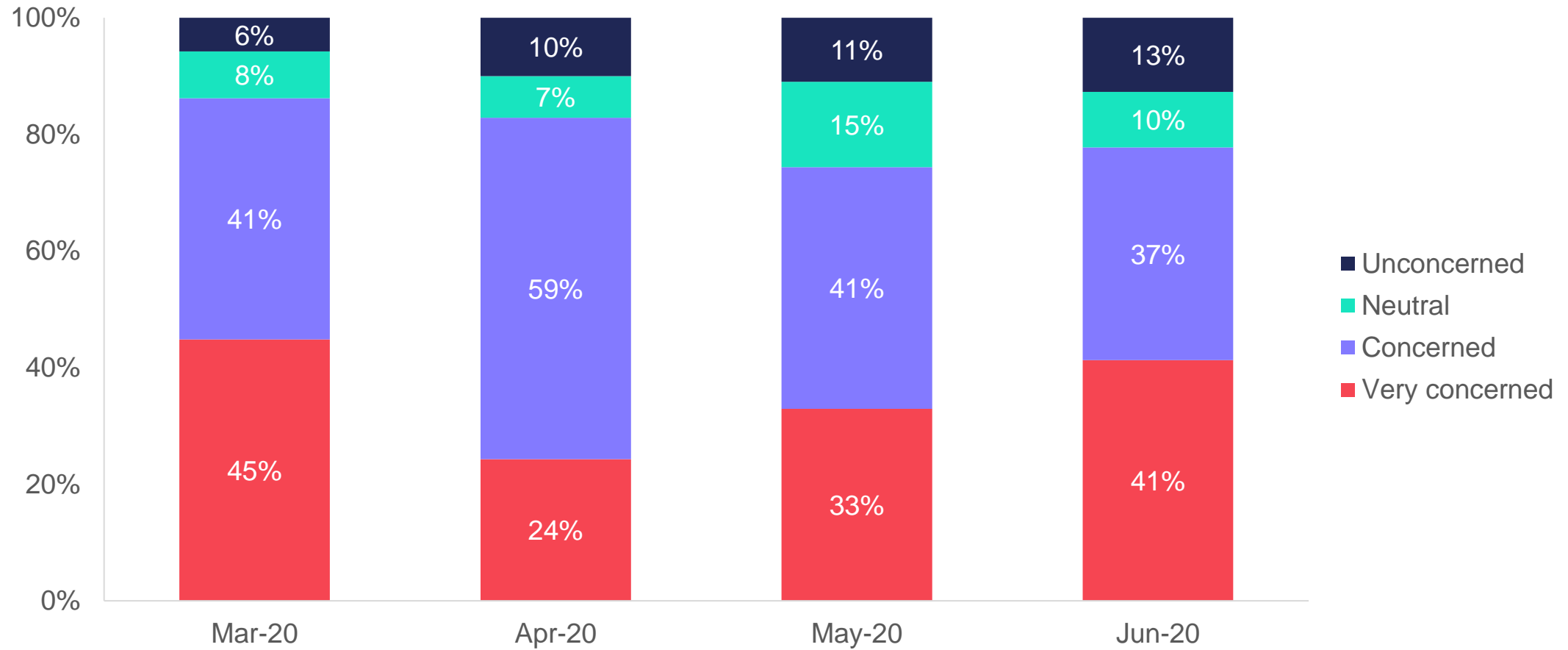
/ Polarised Trust in Brands' Marketing



Q. What impact has Coronavirus had on the following?

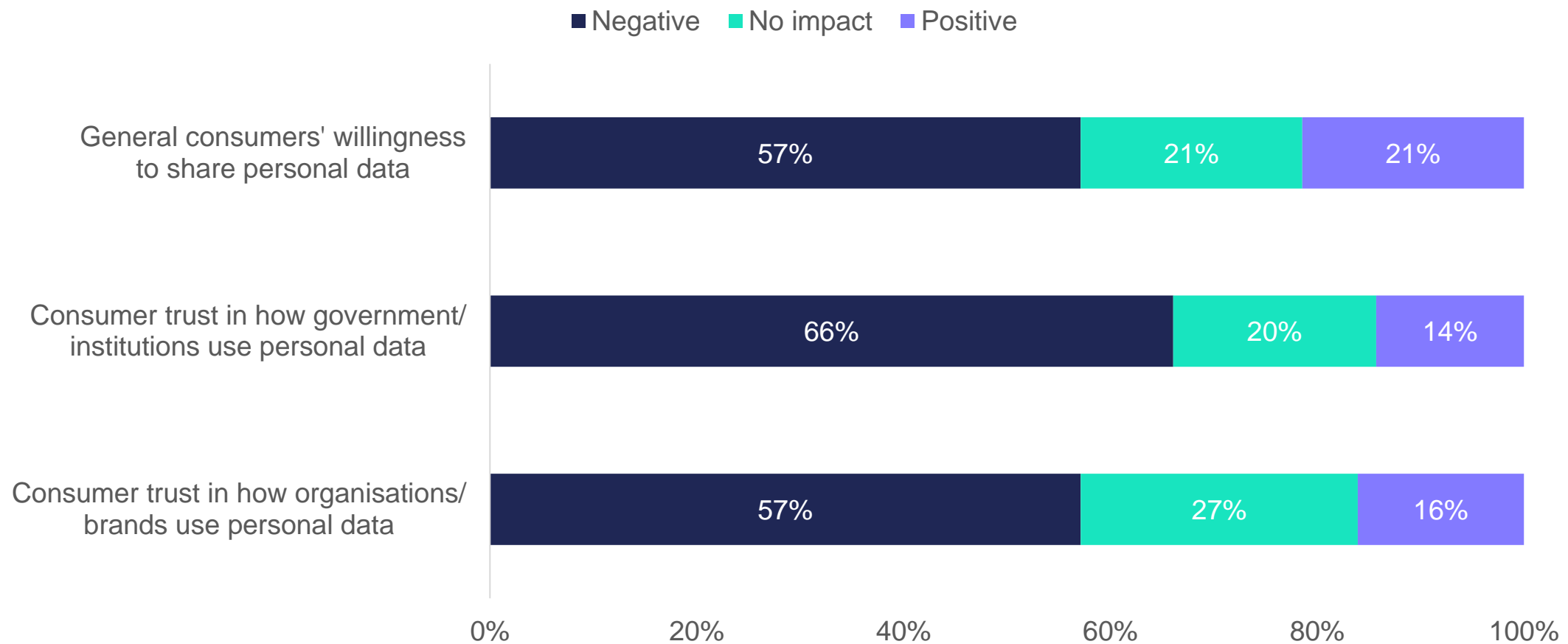
/ Key Business Issues

/ Increased Concern About Impacts



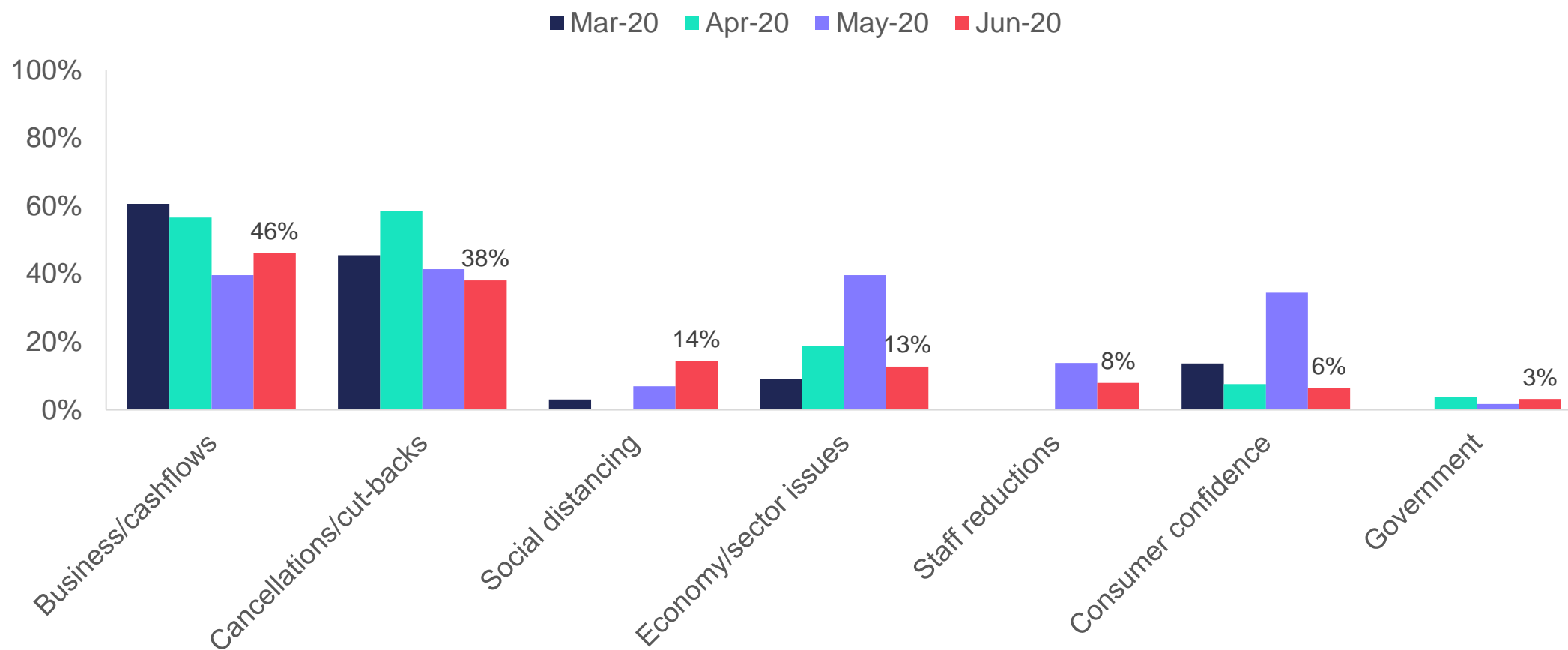
Q. At this time, how concerned are you about the impact of Coronavirus on your business?

/ 'Track & Trace' a Growing Concerns



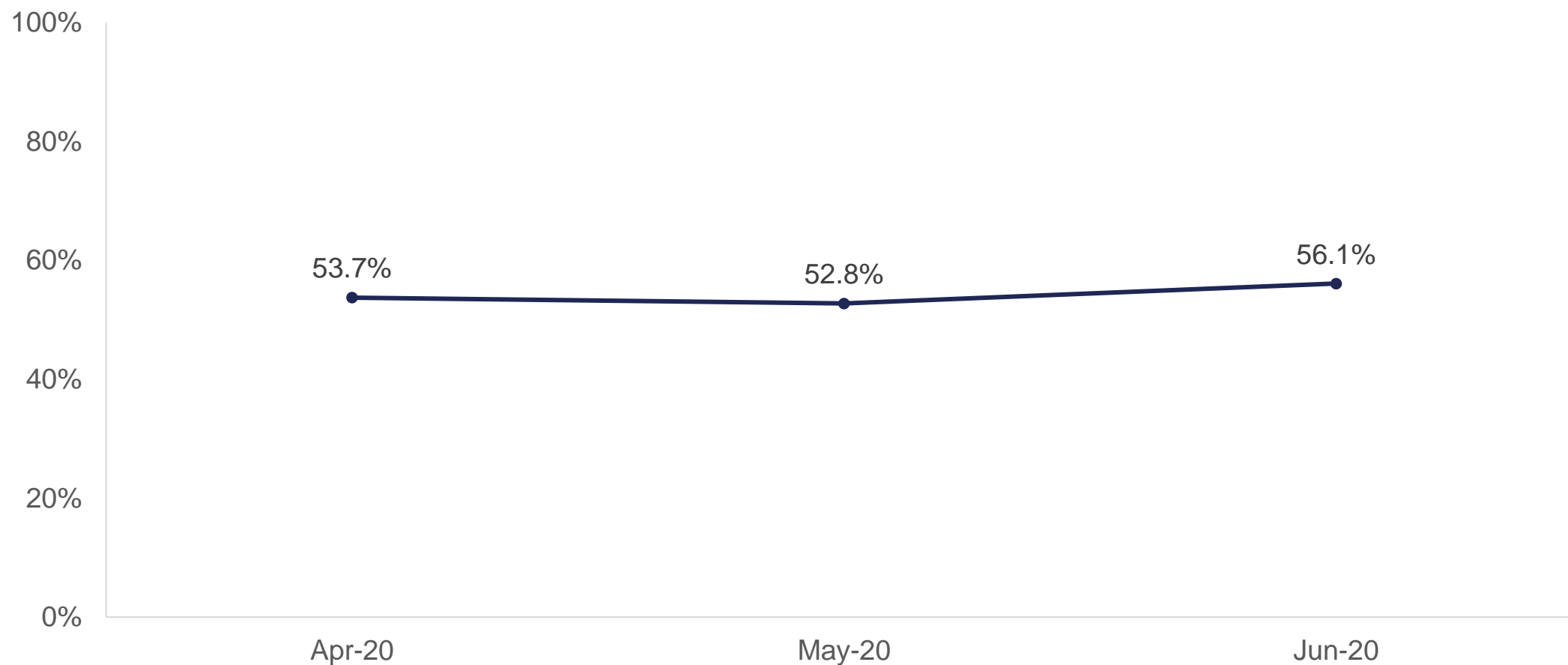
Q. Thinking about the UK Government's "test, track and trace" strategy (including rollout of the NHS COVID-19 App), how do you think this will impact the following?

/ Budgets and Cut-backs Also Worries



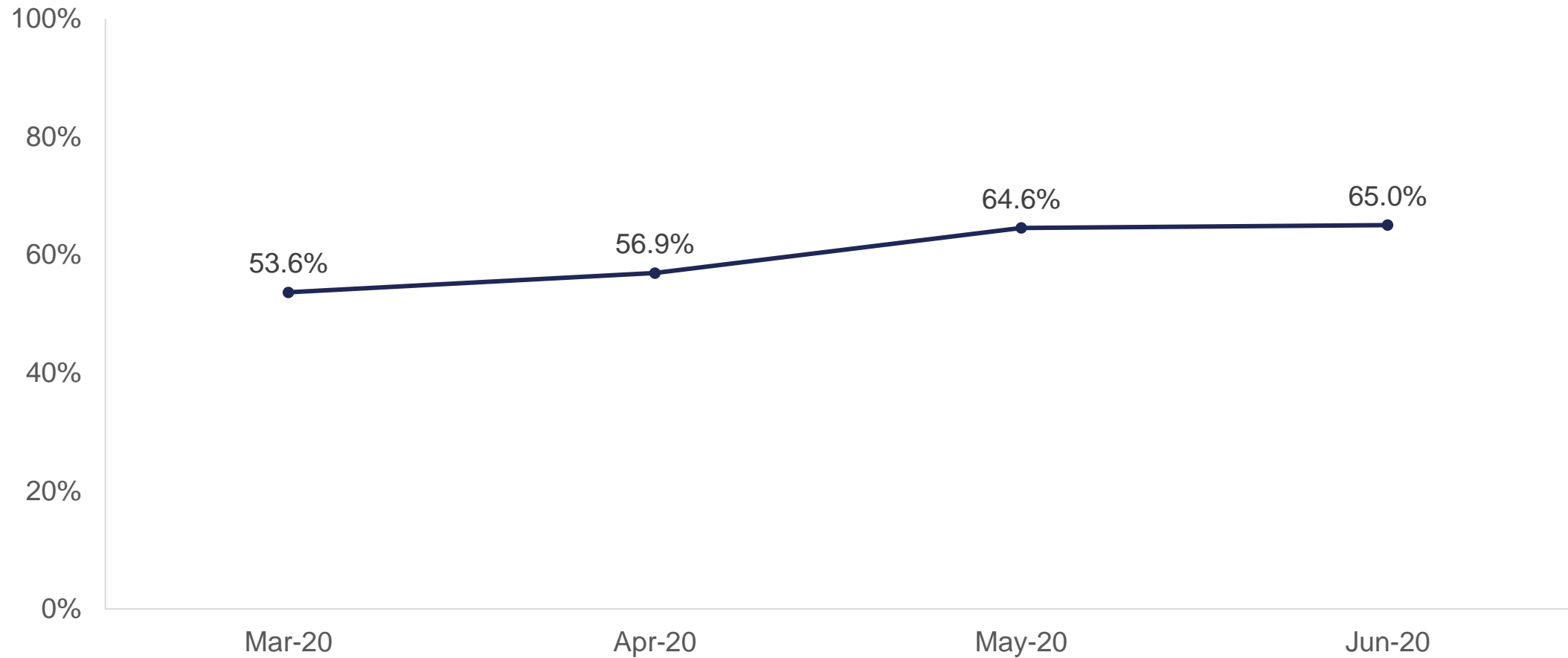
Q. You mentioned that Coronavirus will negatively impact your organisation.
Can you provide more detail on why you think this is the case?

/ Revenues Remain Reduced



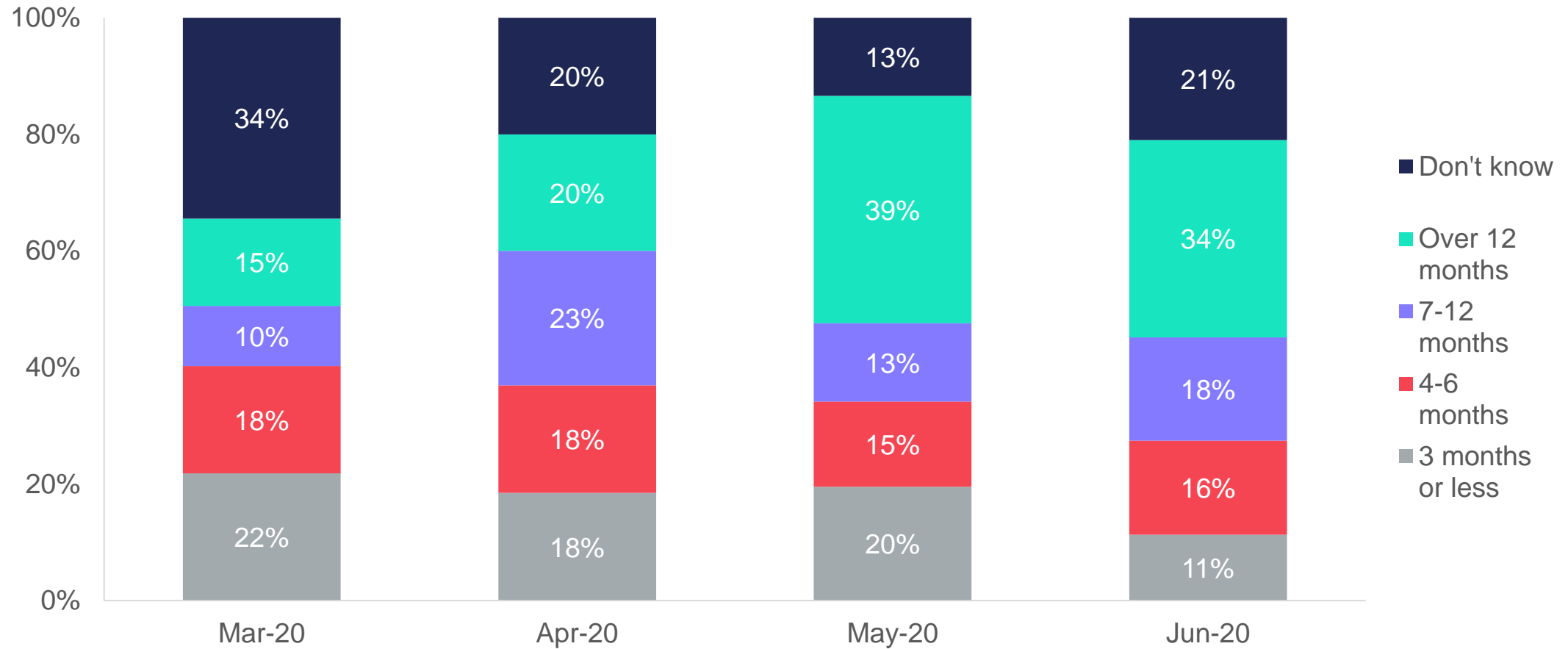
Q. How much would you estimate the revenue of your organisation, in percentage terms, has changed as a result of the current situation? (Where 100% means there has been no change)

/ 'Business As Usual' Also Steady



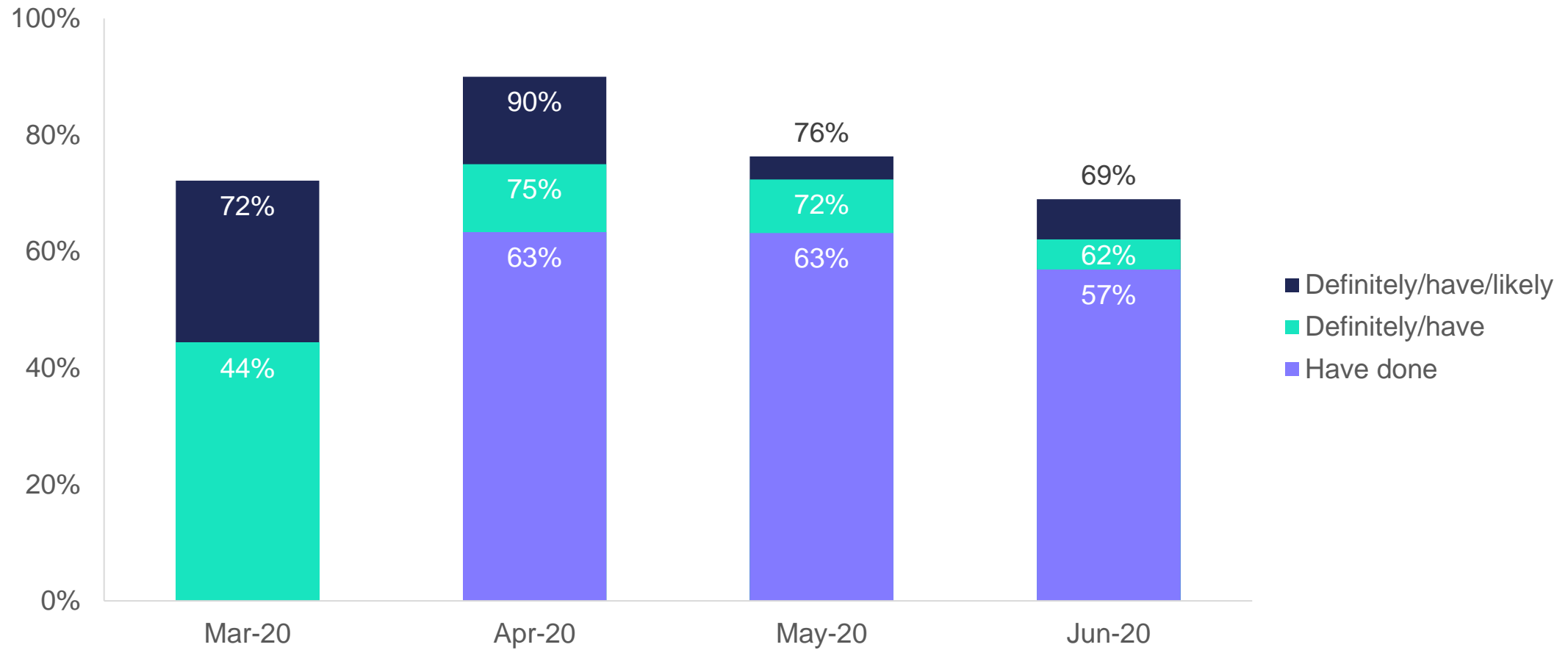
Q. Thinking about the financial implications of Coronavirus on your business. On a scale from 0% to 100%, how much do you estimate your organisation will be able to operate 'business as usual' over the coming months?

/ Growing Confidence in Lasting



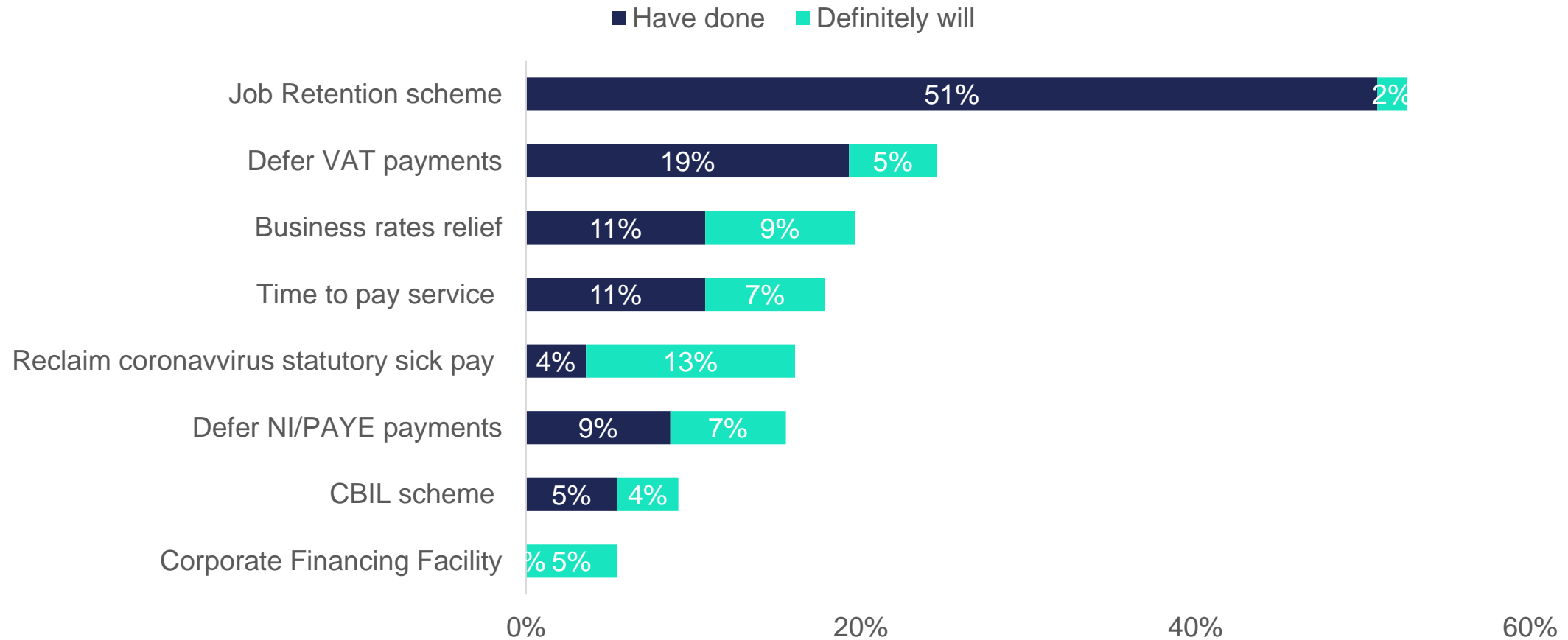
Q. How long could your organisation continue to operate financially given the implications of the outbreak?

/ Use Government Schemes Remain Key



Q. How likely is your organisation to have to apply for or do any of the following over the coming months? [Selected at least once for any option]

/ Job Retention Scheme Most Popular

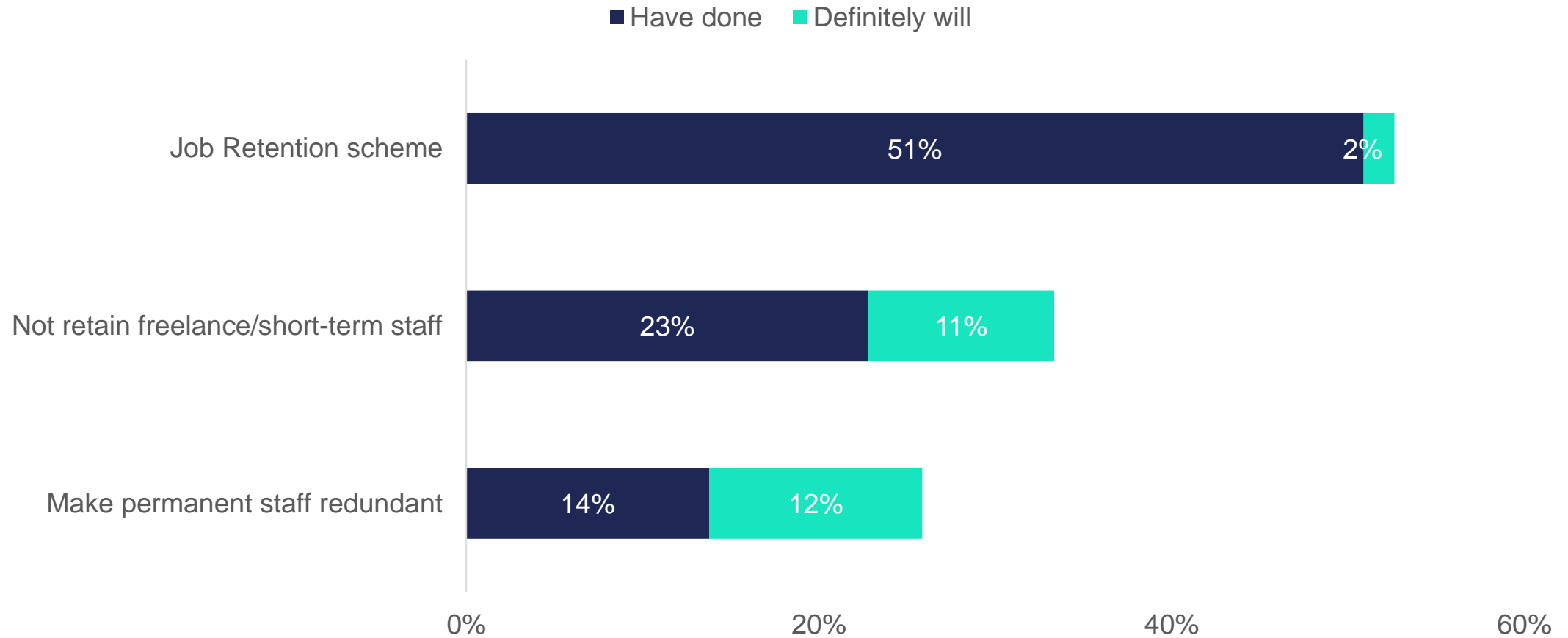


Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

/ Talent

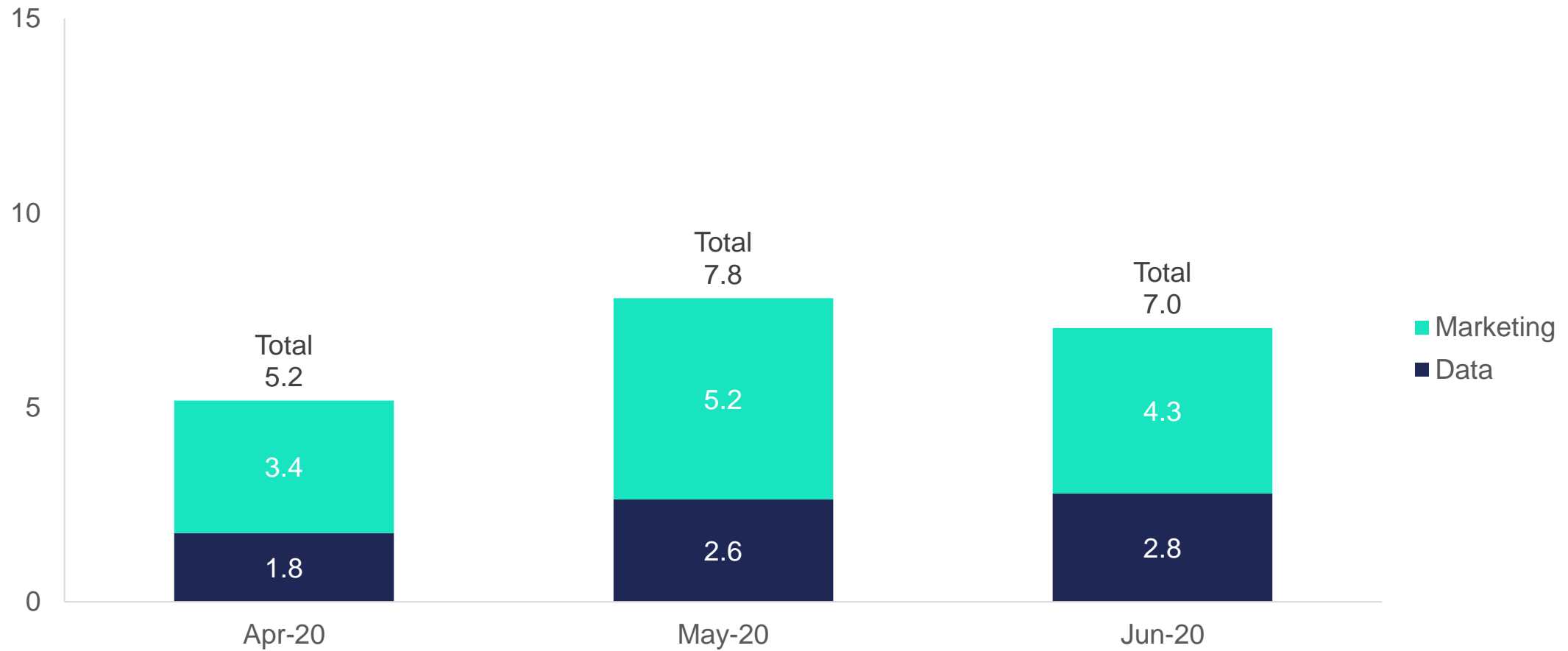
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/ Focus on Furlough Over Redundancy



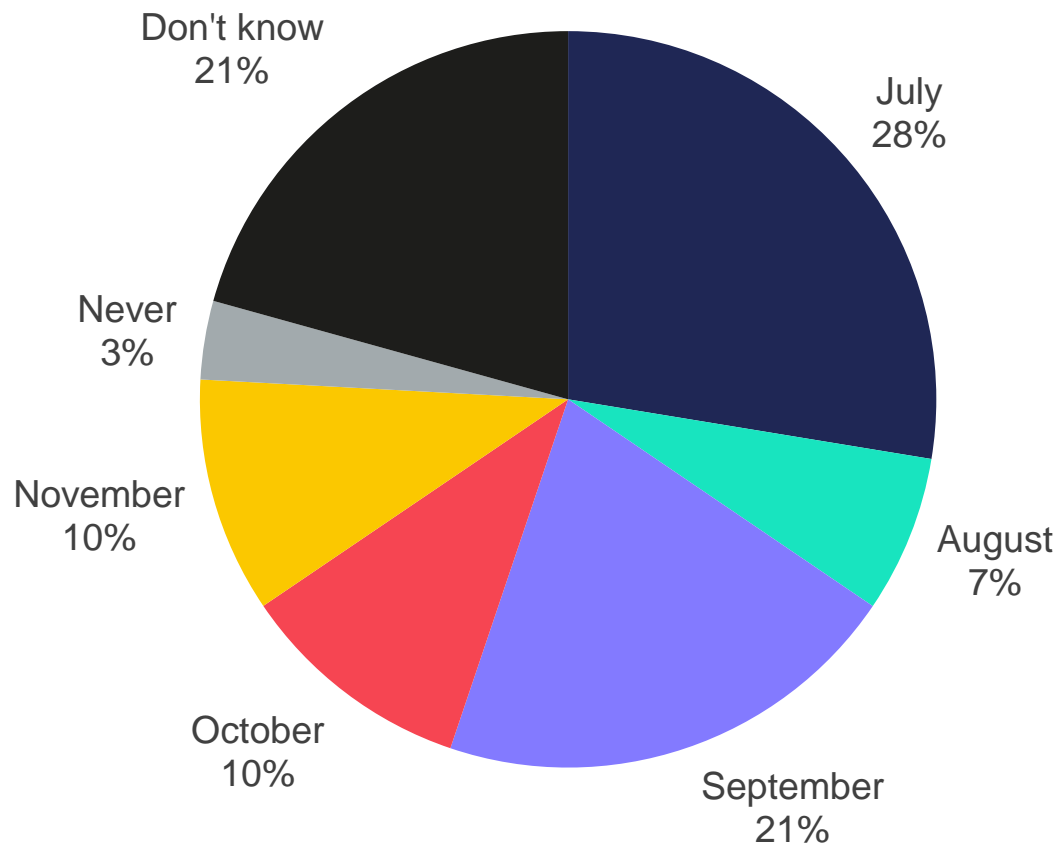
Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

/ Average Staff Placed on Furlough



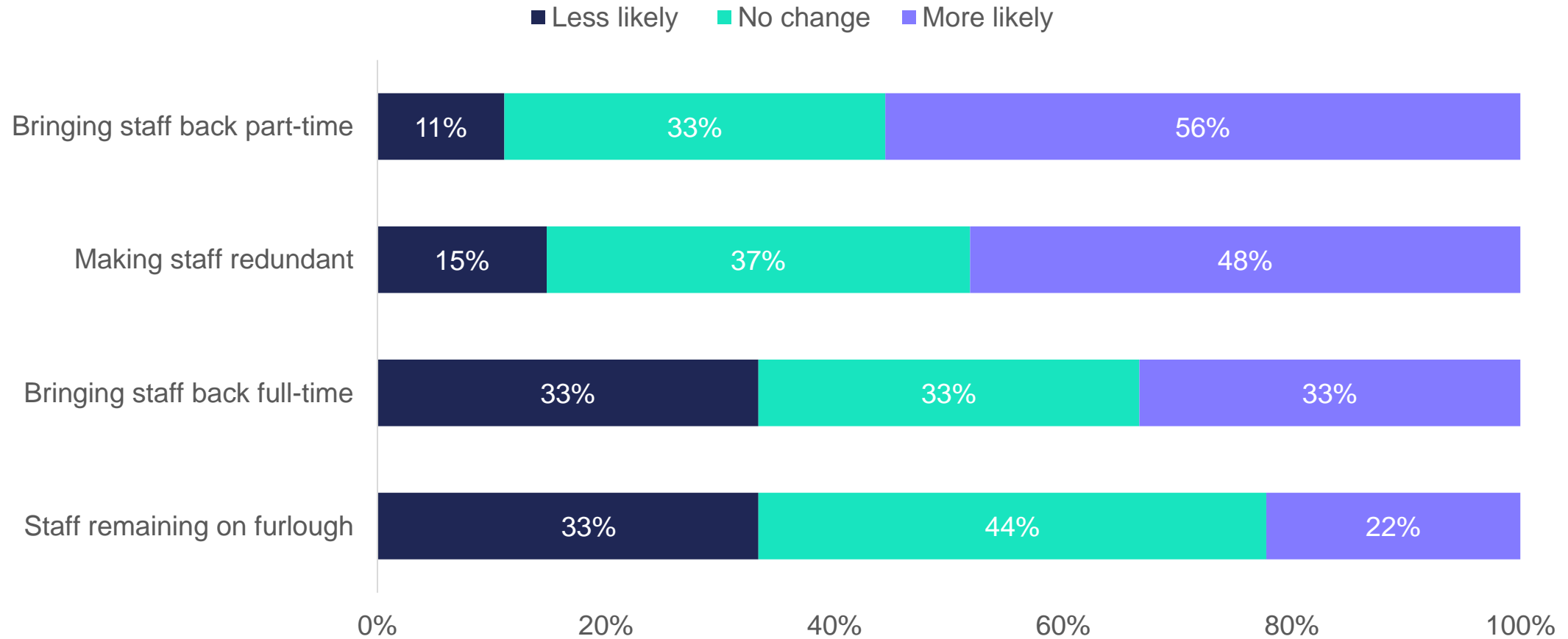
Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

/ Majority Expected to Return



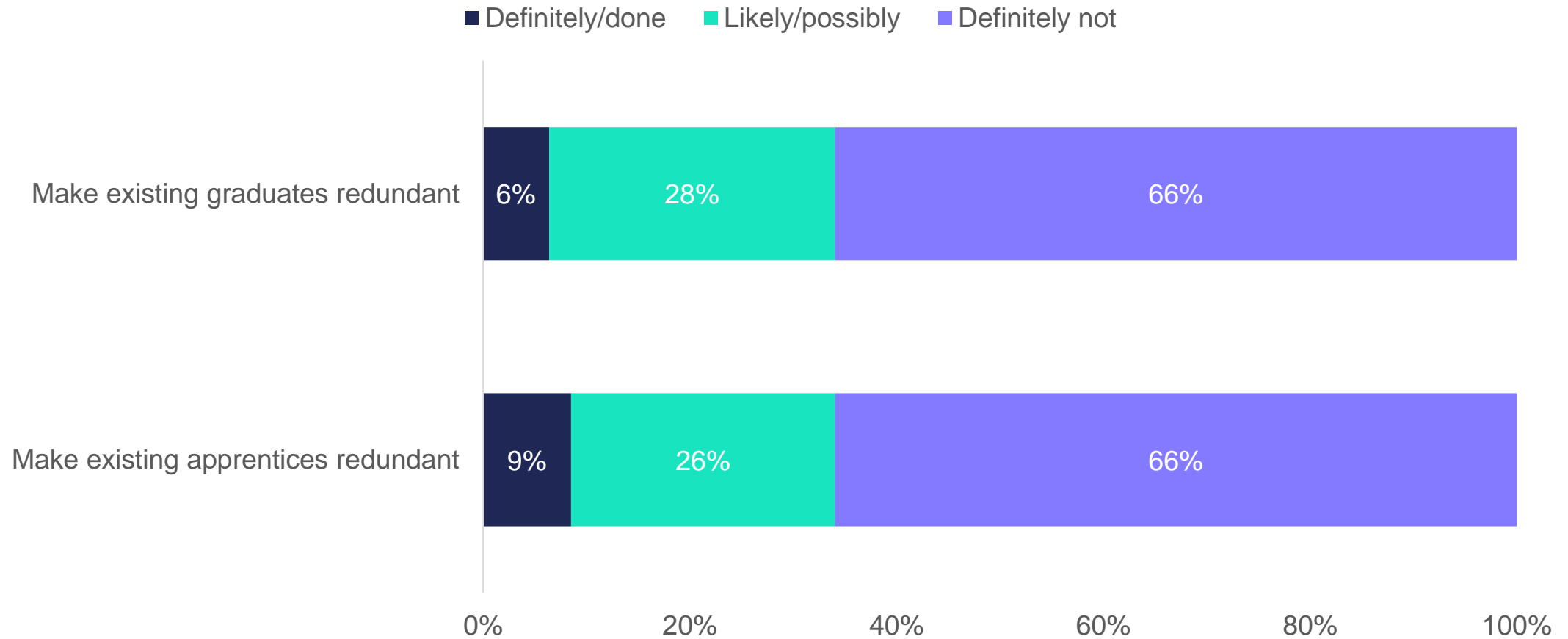
Q. Do you know when these team members are likely to return to the business on a full-time basis?

/ Part-Time Expected (Or Redundancy)



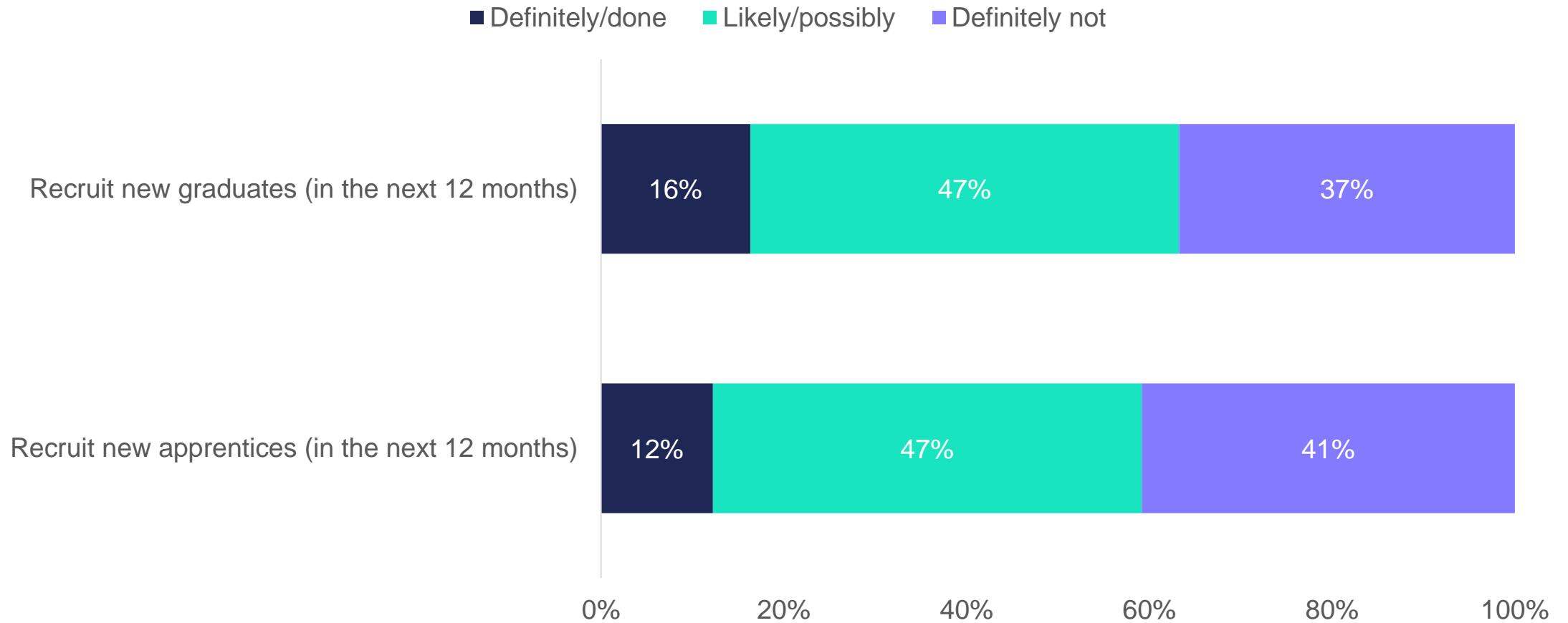
Q. From August businesses will be required to pay more toward furloughed staff. How do you think this will change your organisation's approach to staff currently on furlough?

/ Businesses Want to Retain Talent



Q. Thinking about your organisation's apprenticeship and graduate recruitment, how likely is your organisation to have to do any of the following?

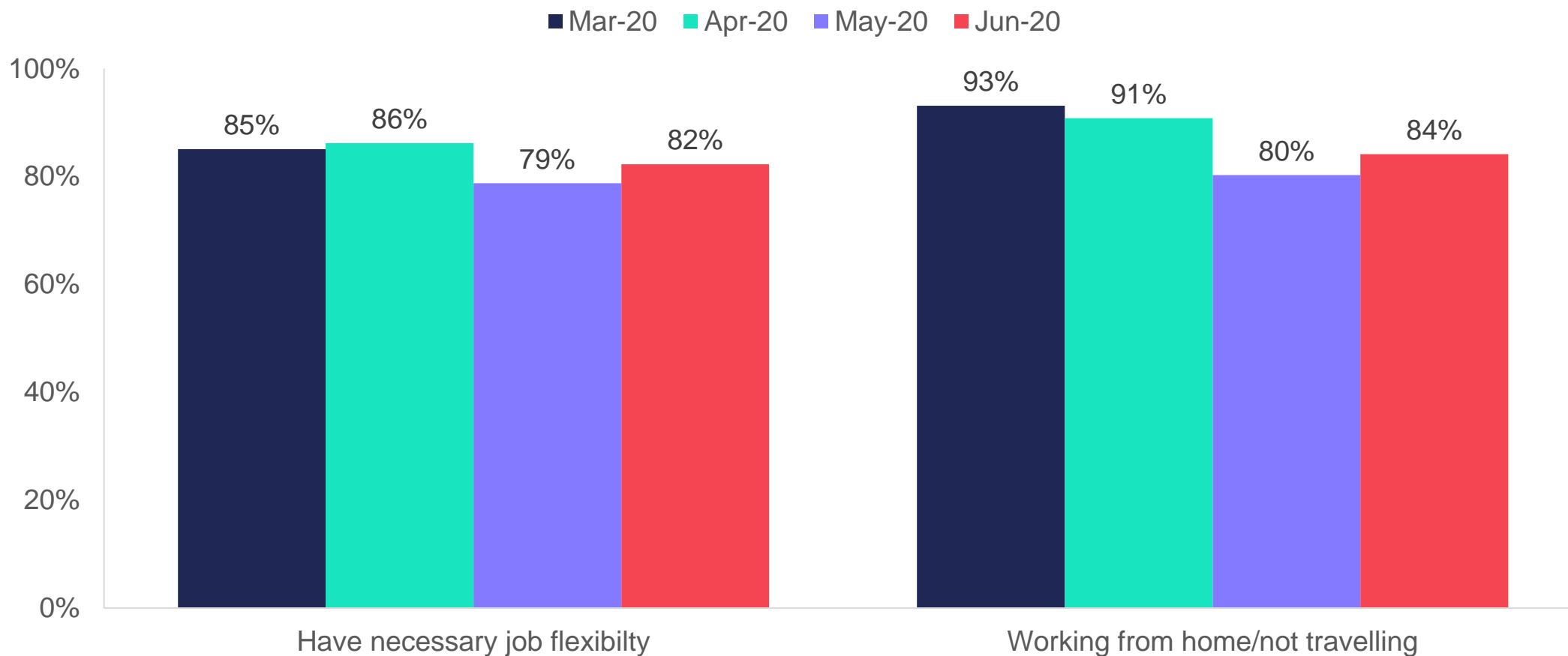
/ But May Have to Delay Future Hires



Q. Thinking about your organisation's apprenticeship and graduate recruitment, how likely is your organisation to have to do any of the following?

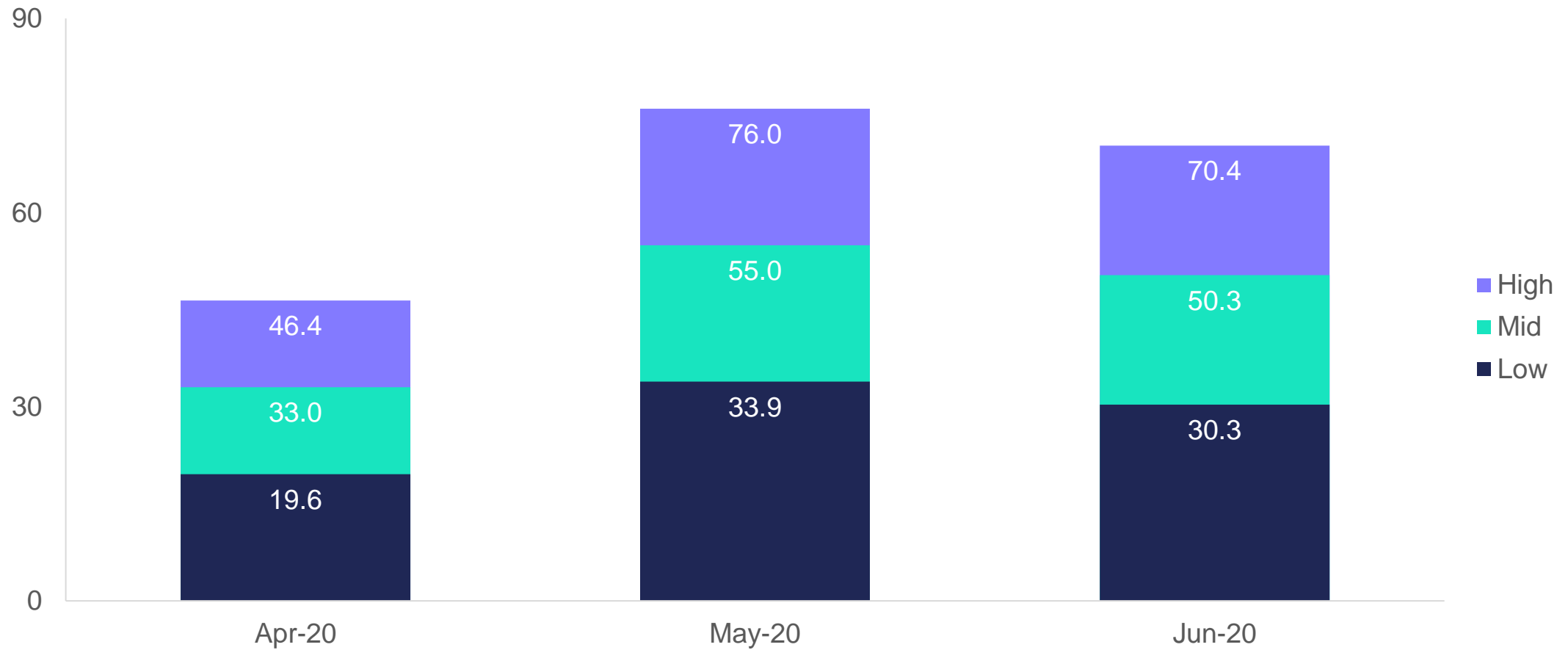
/ Staff Continuity

/ Majority are Still Working From Home



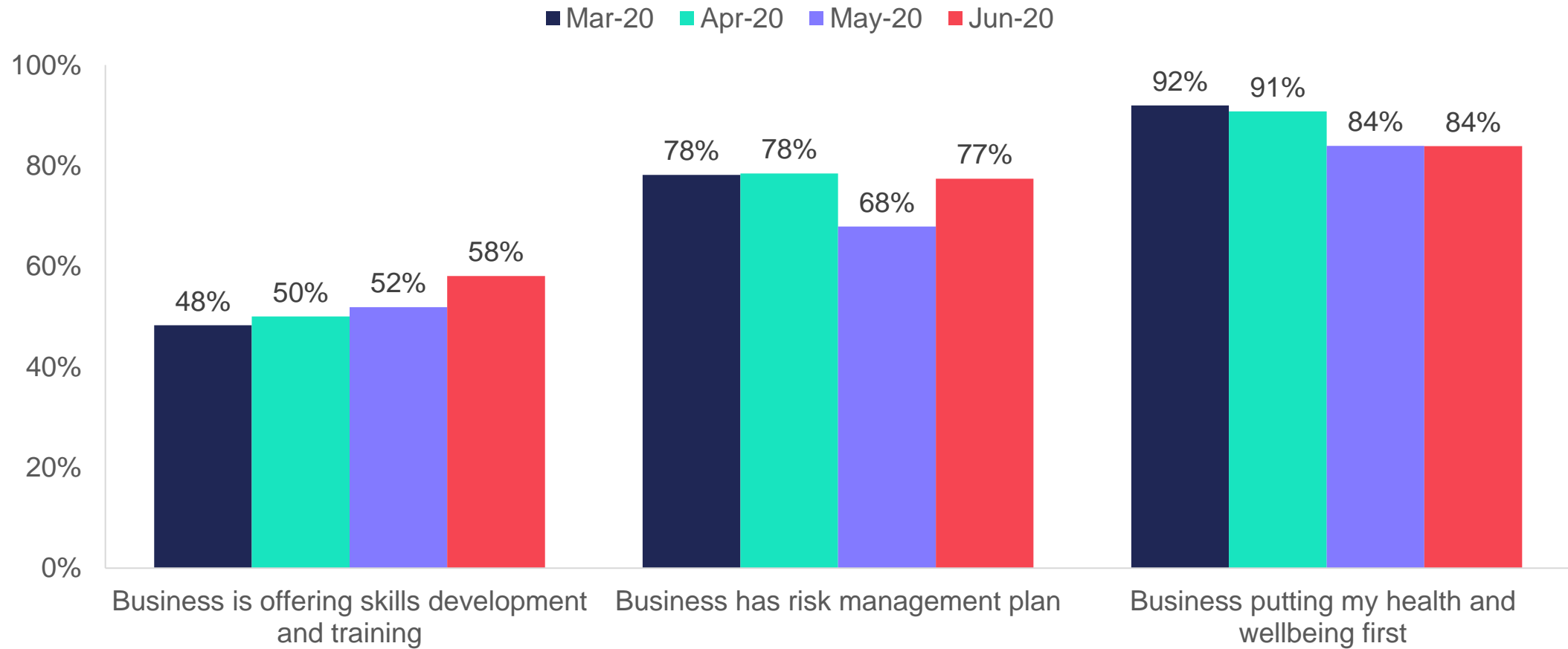
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

/ Will Remain Remote Beyond Summer



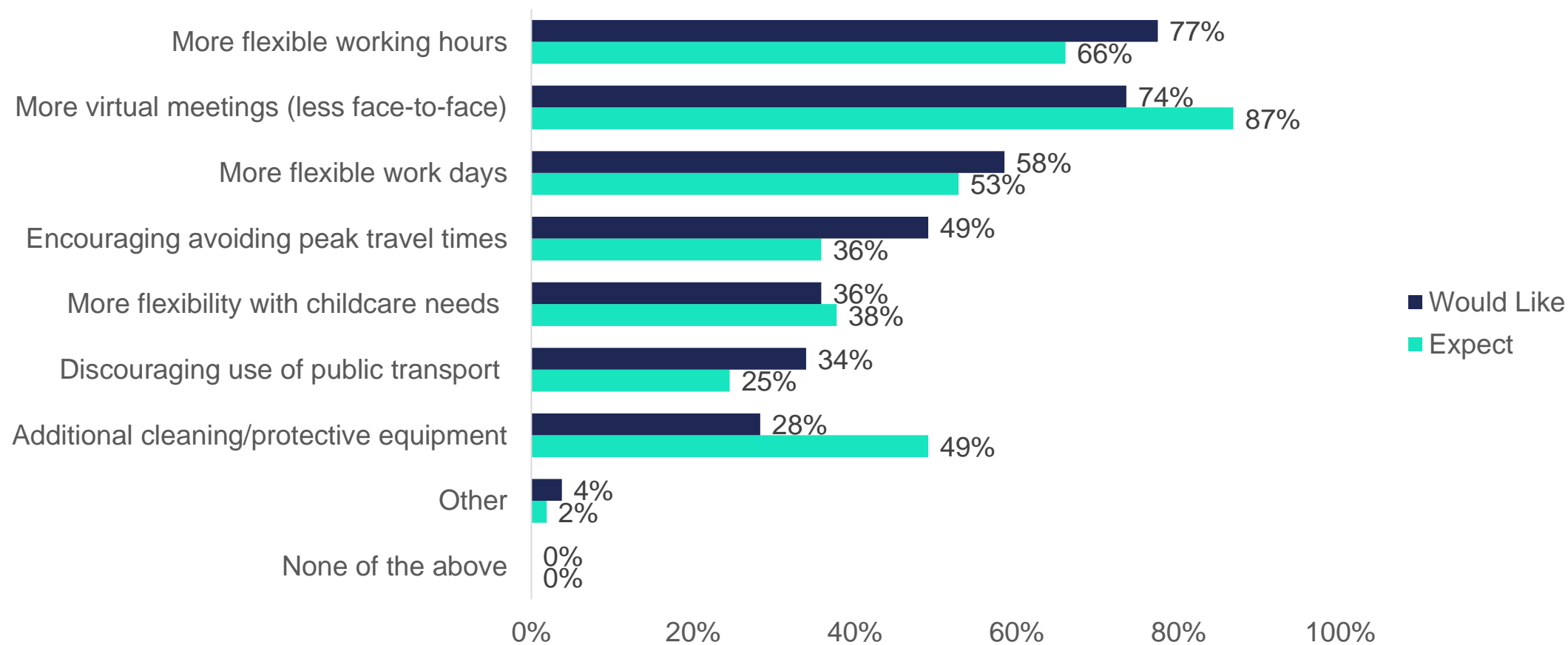
Q. You mentioned that you are currently working from home. How long do you expect your organisation to continue to ask staff to work remotely after the restrictions in the UK ease? (Average in days)

/ Training Continues to Grow



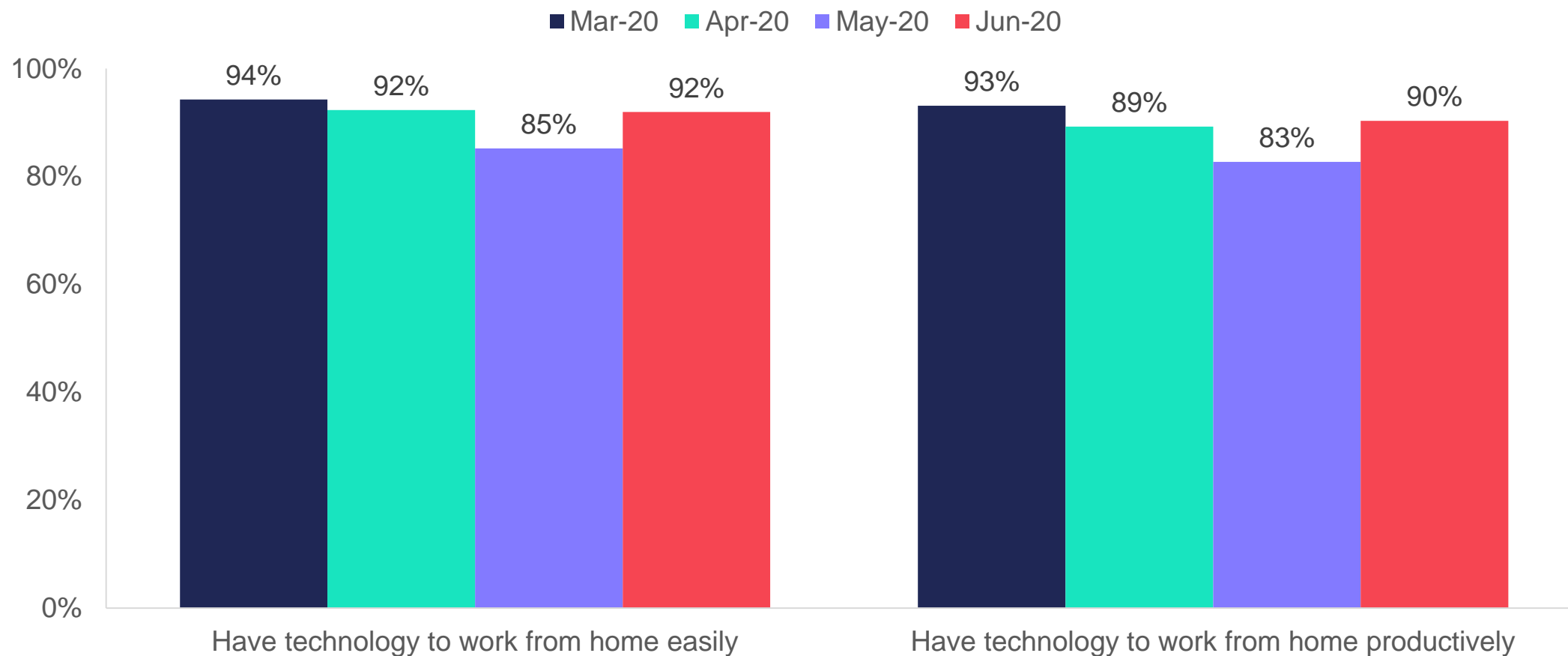
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

/ Workplace Changes Required



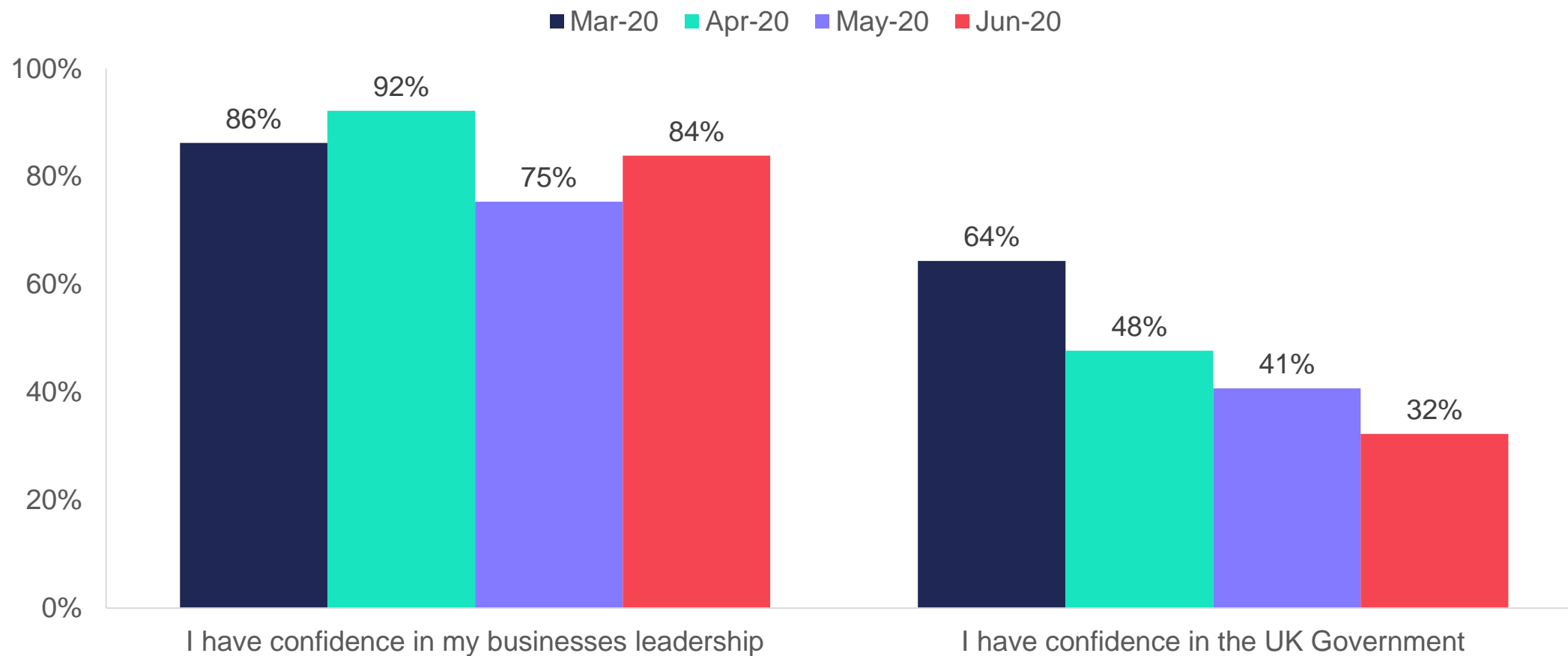
Q. Thinking about office working practices, which of the following would you like to become a permanent change and which do you expect your organisation to adopt post-Coronavirus outbreak?

/ Settling Back Into Remote Working



Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

/ Declining Confidence in Government

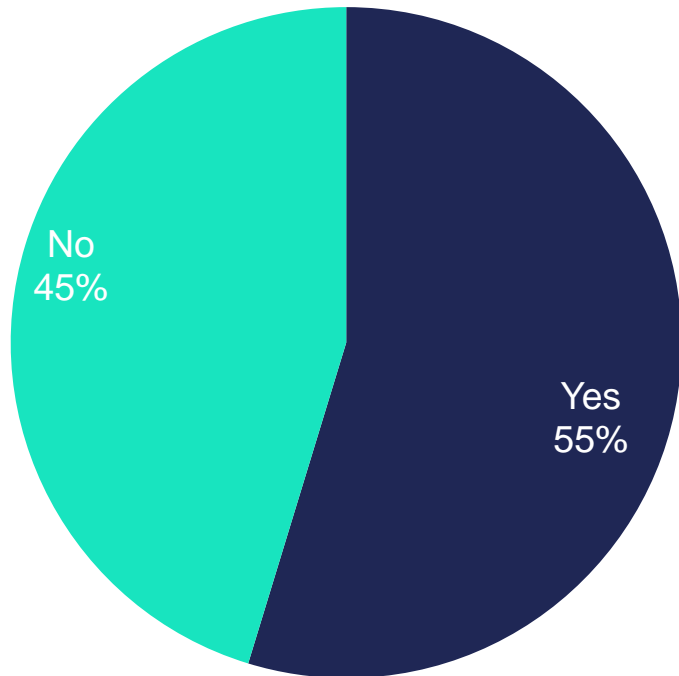


Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

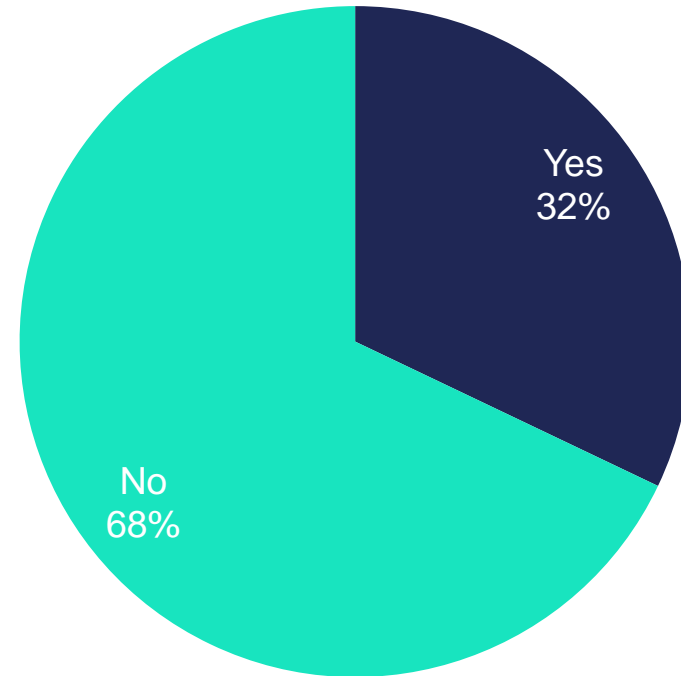
/ Advice and Guidance

/ Some Feel More Could Be Done

Government

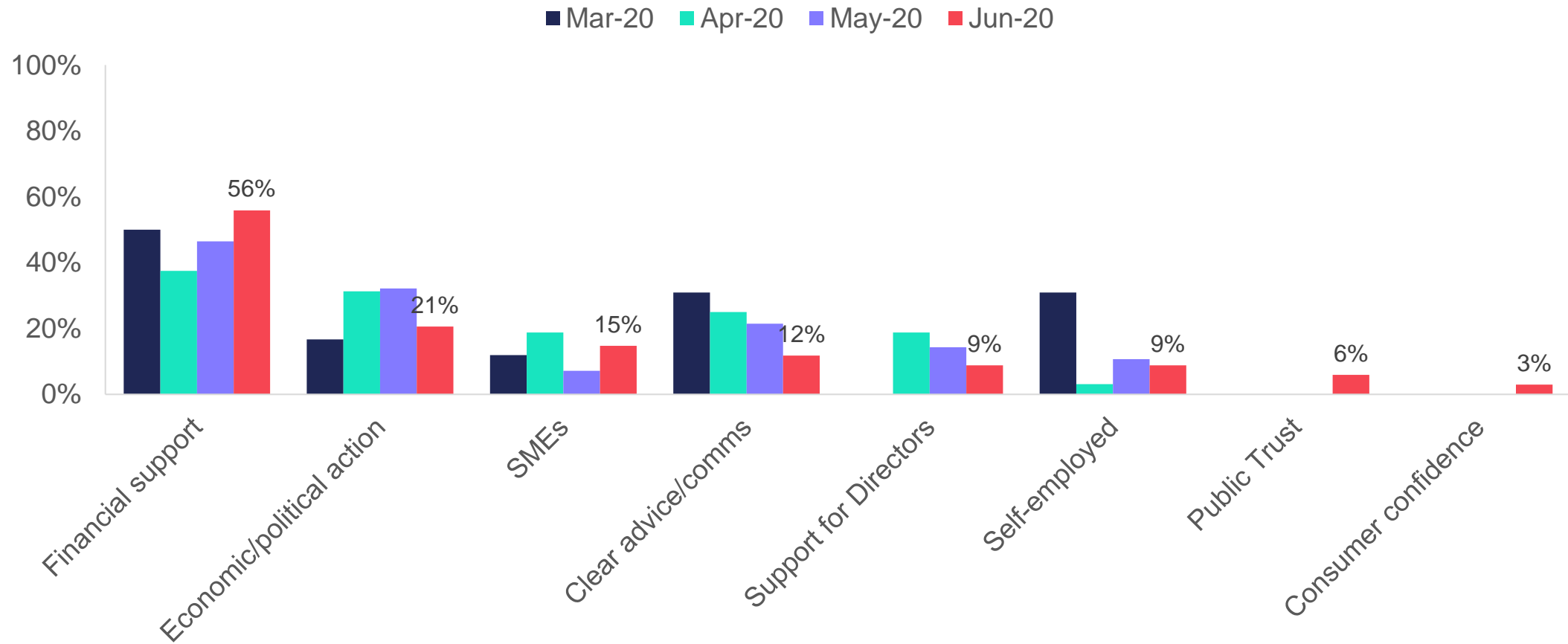


DMA



Q. Is there anything else you think the DMA/Government should be doing to support businesses?

/ Asks from Government



Q. Is there anything else you think the Government should be doing to support businesses? (Yes – please specify)

/ Find Out More

[Coronavirus: Advice and Help](#)

[Coronavirus: The Daily Digest](#)

