

# **/ Coronavirus Survey: July 2020 Results**

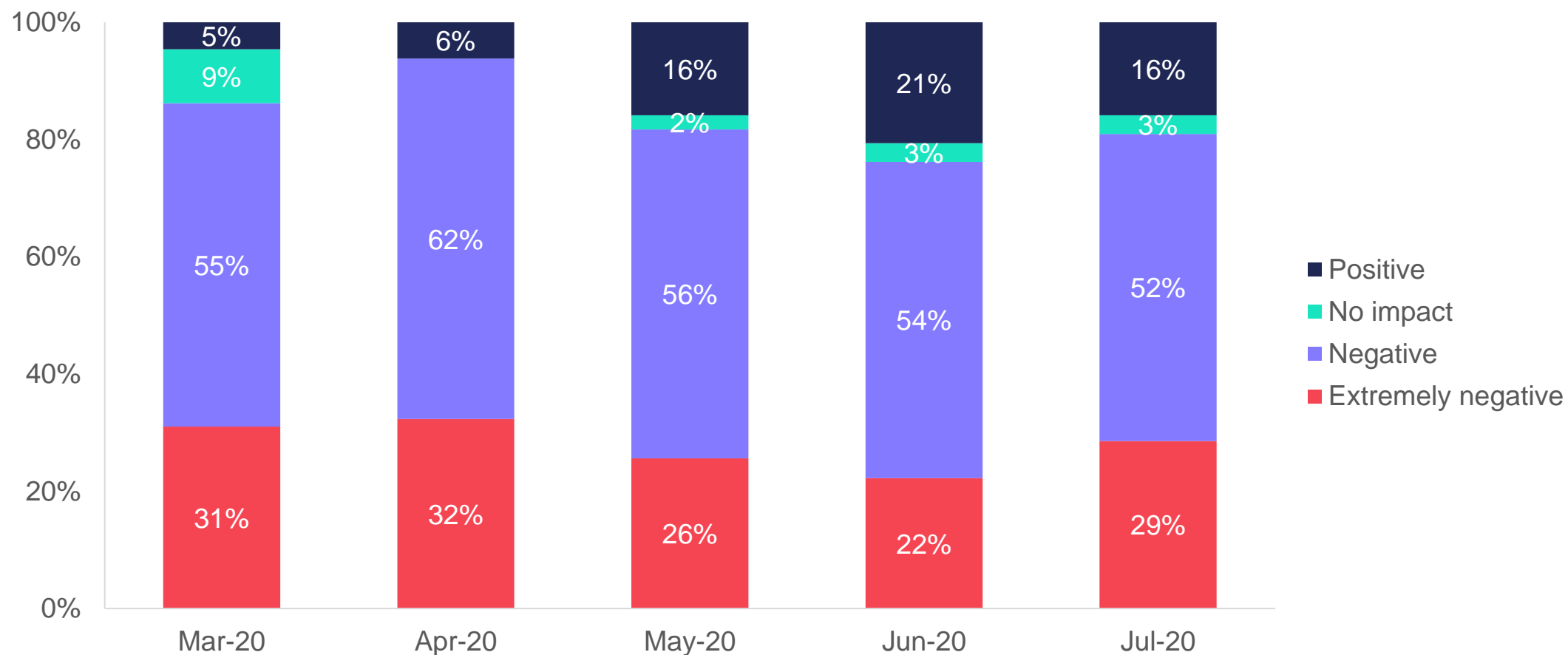


**DM**  
Data &  
Marketing  
Association **A**

# / Industry Impact

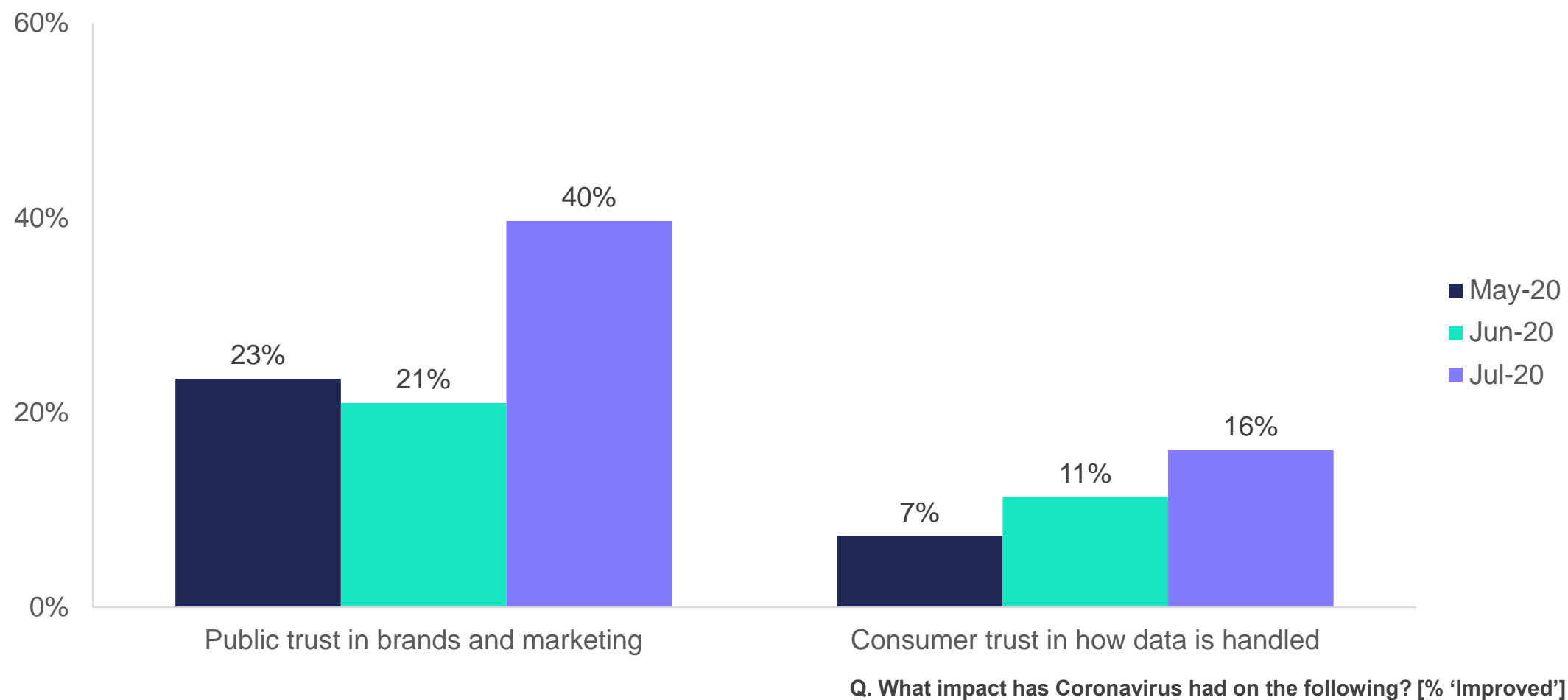


# / Expectations Remain Pessimistic

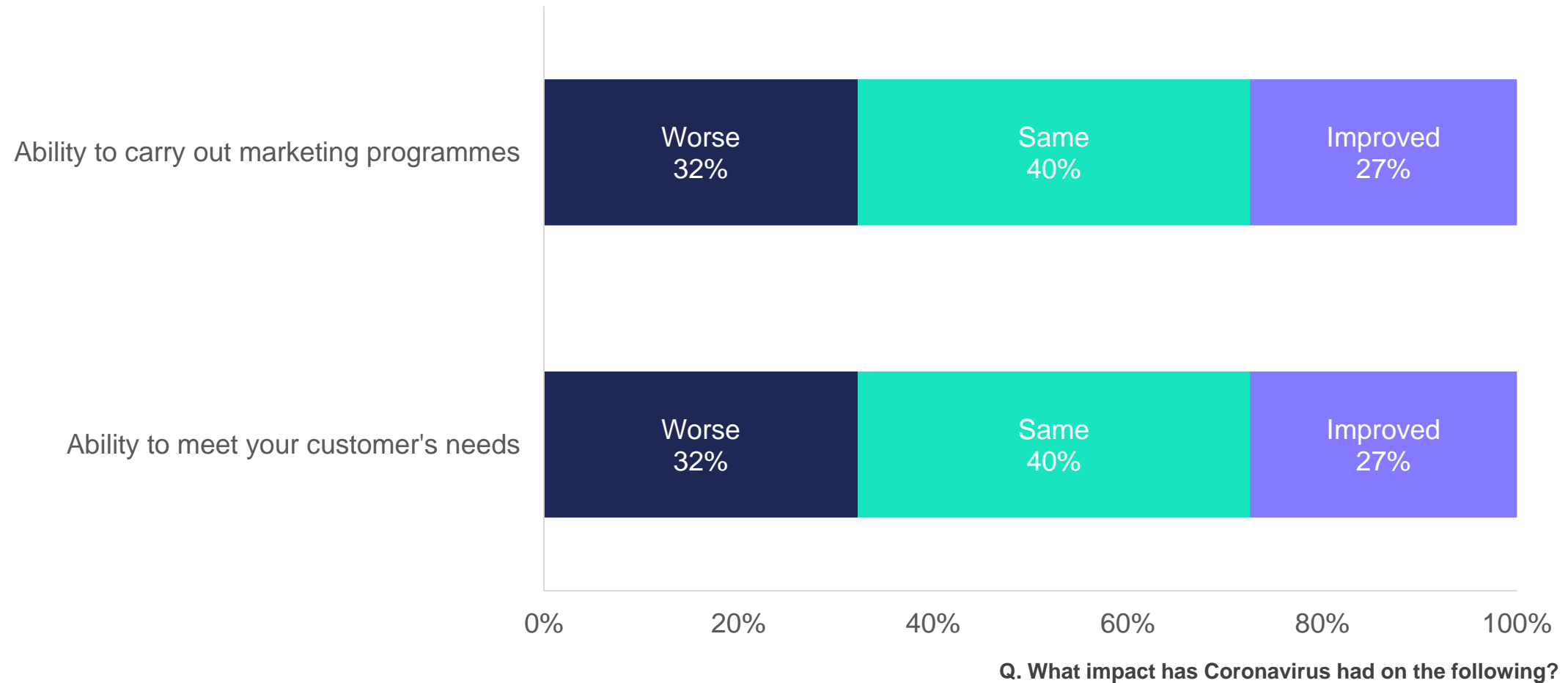


Q. Thinking about the economic effects of Coronavirus on your organisation over the coming months, how would you define the impact on your business?

# / Consumer Trust in Brands Increasing

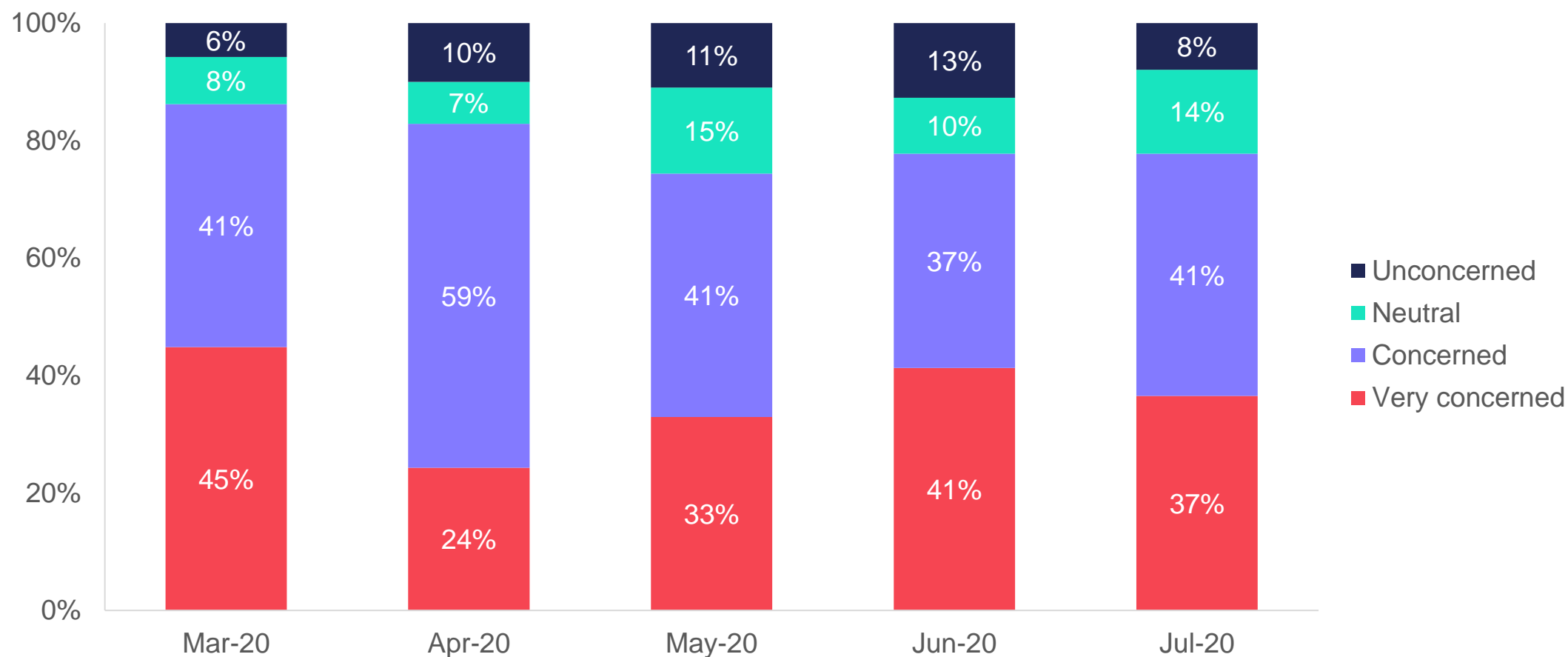


# / Ability to Market Remains Split



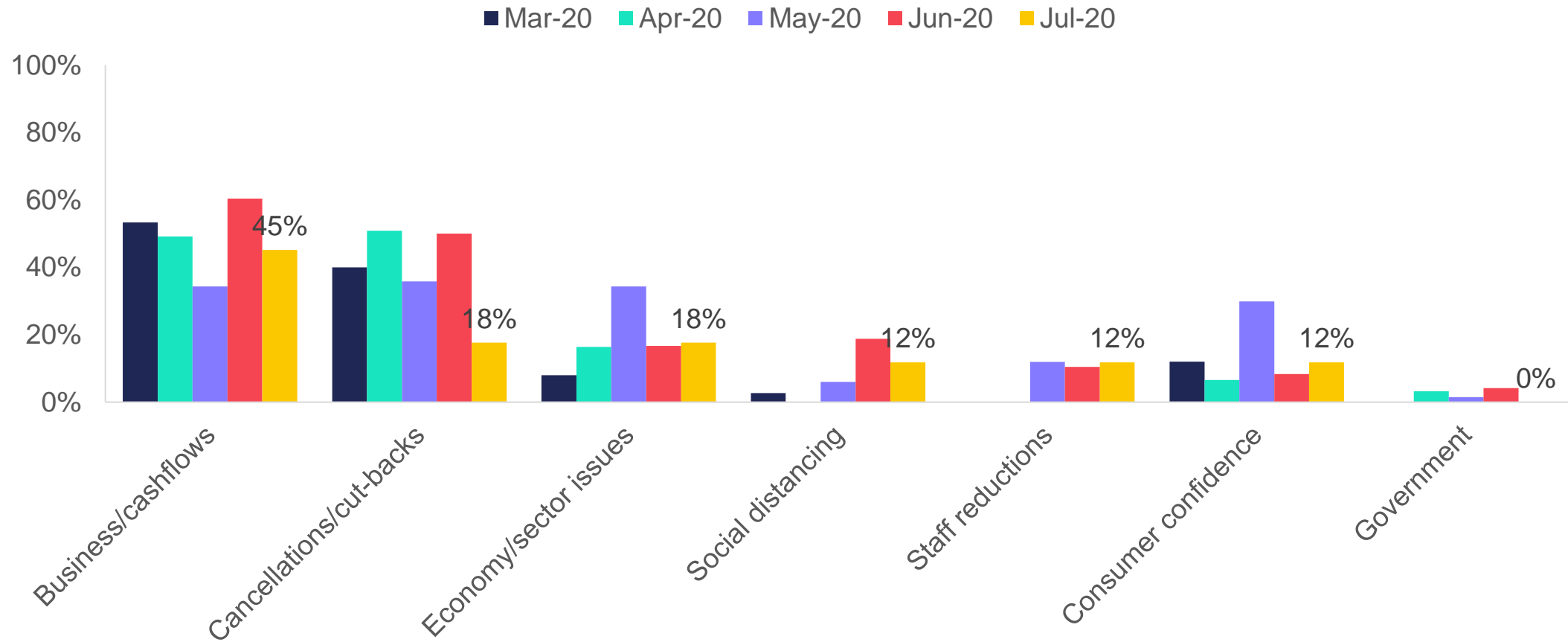
# / Key Business Issues

# / Concerns About Impacts Remain



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

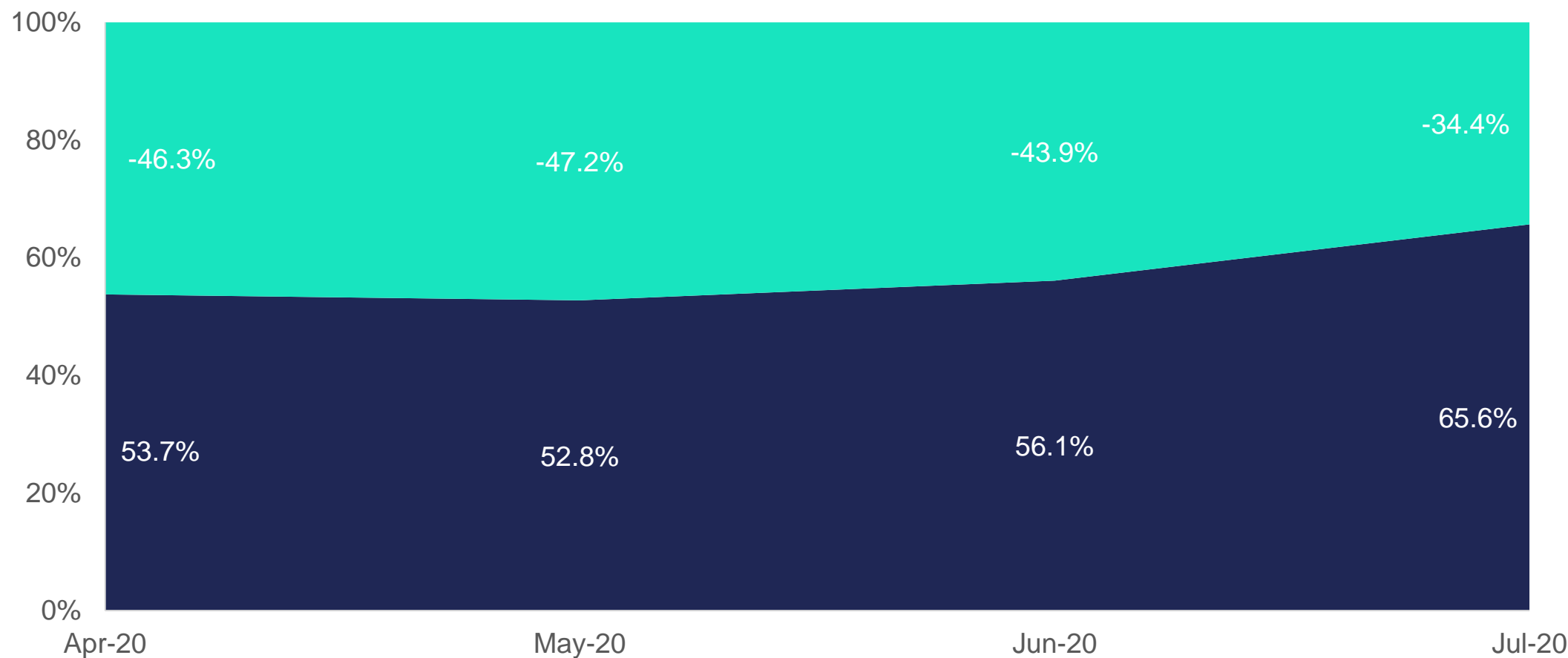
# / Budgets and Cash Biggest Worry



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

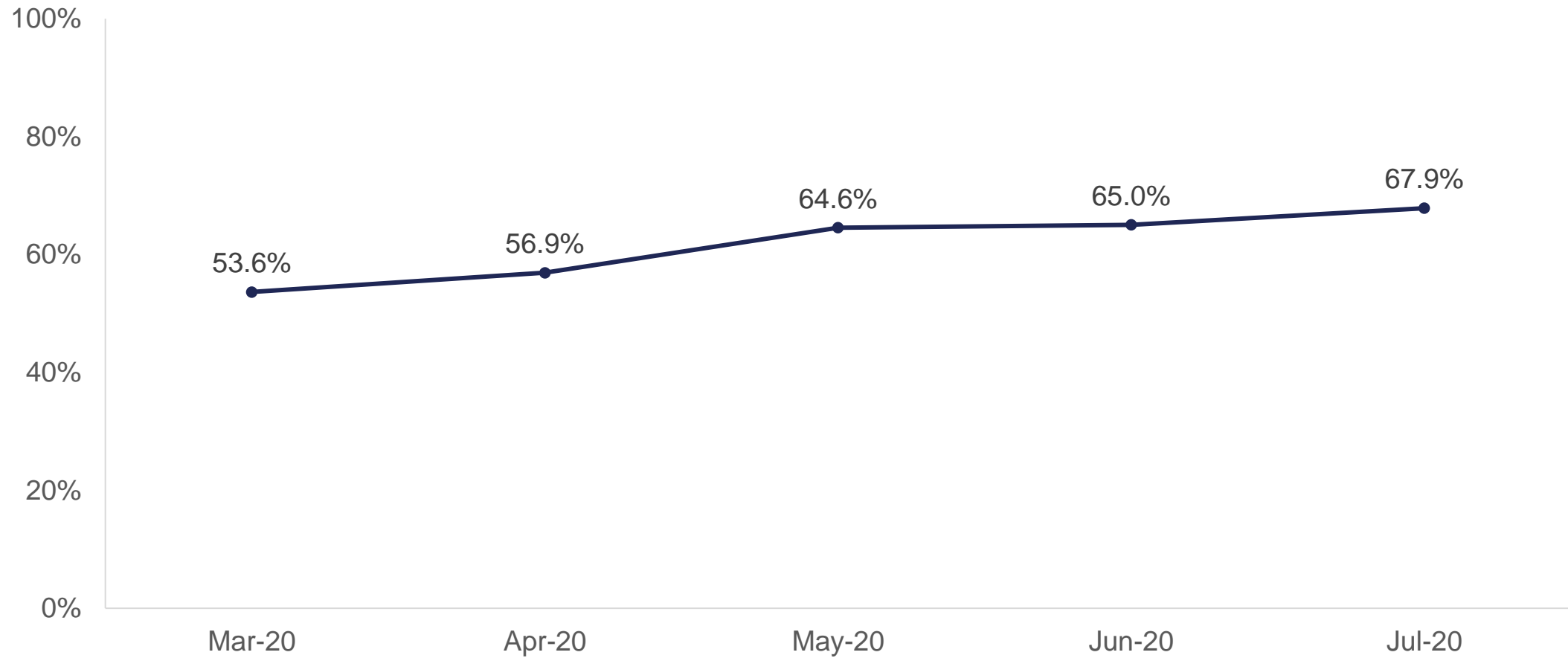


# / Revenues Show a Slight Increase



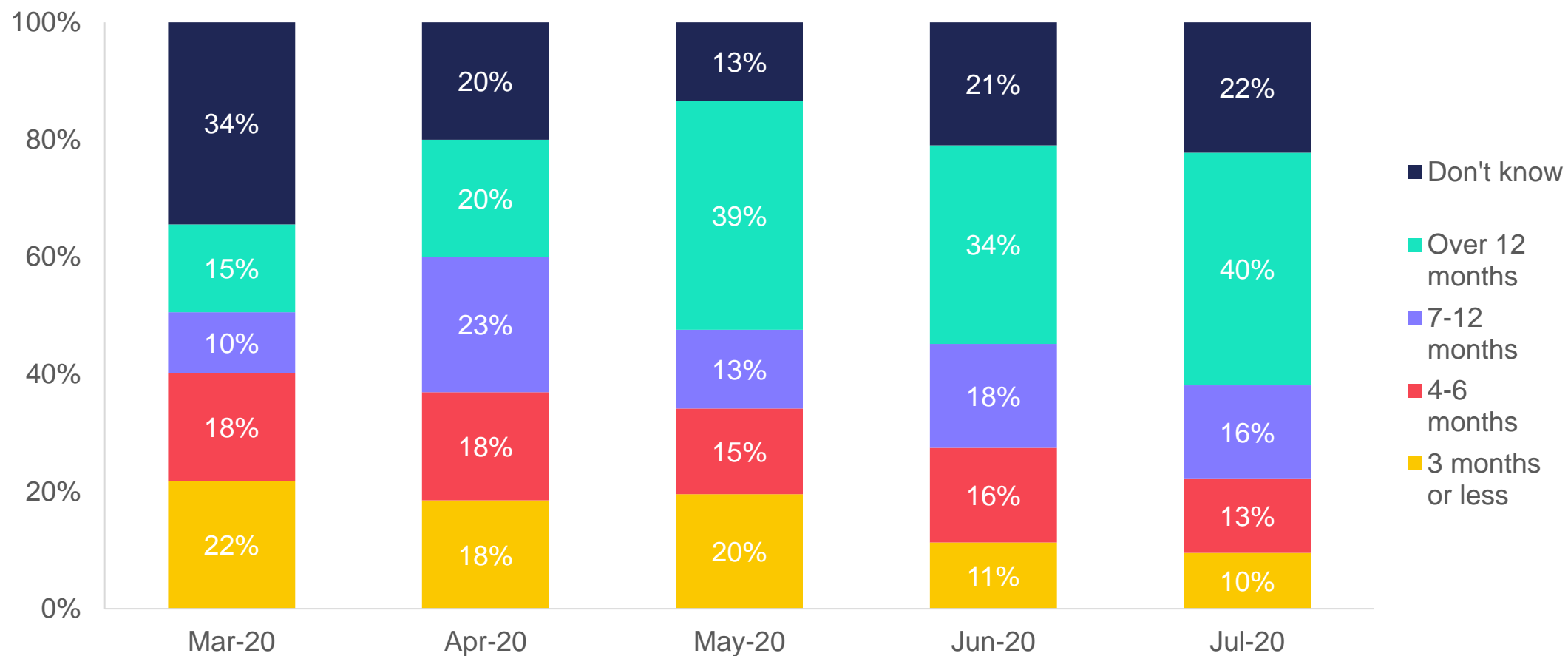
Q. How much would you estimate the revenue of your organisation, in percentage terms, has changed as a result of the current situation?

# / Capacity Also Steady



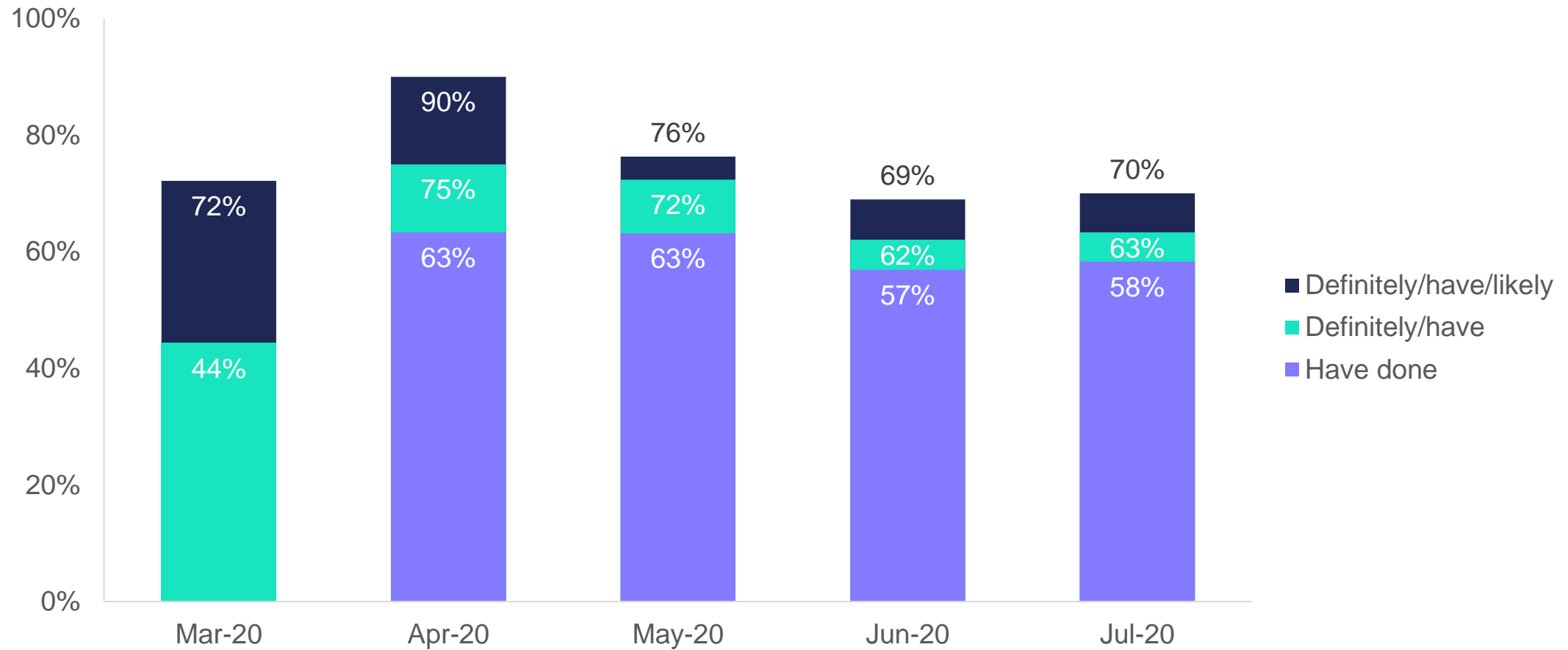
**Q. Thinking about the financial implications of Coronavirus on your business. On a scale from 0% to 100%, how much do you estimate your organisation will be able to operate 'business as usual' over the coming months?**

# / Confidence in Lasting Increasing



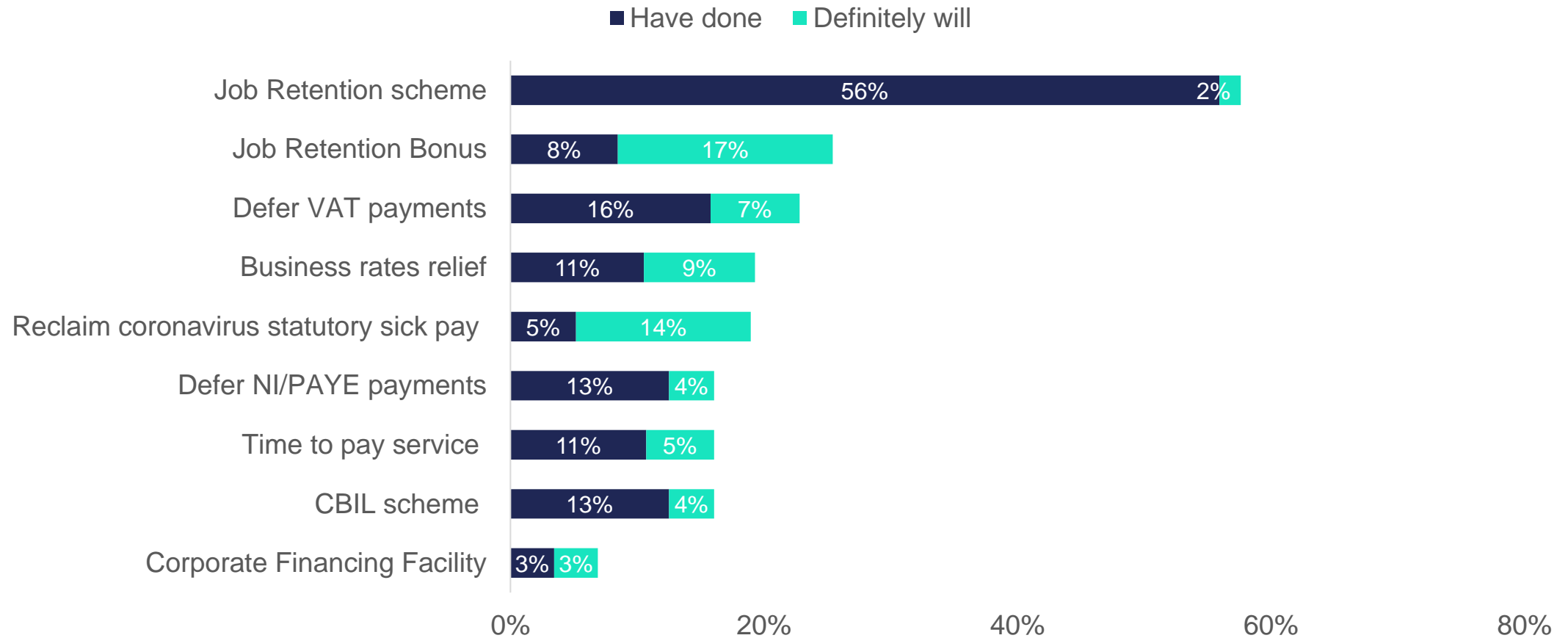
Q. How long could your organisation continue to operate financially given the implications of the outbreak?

# / Government Schemes Being Used



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]

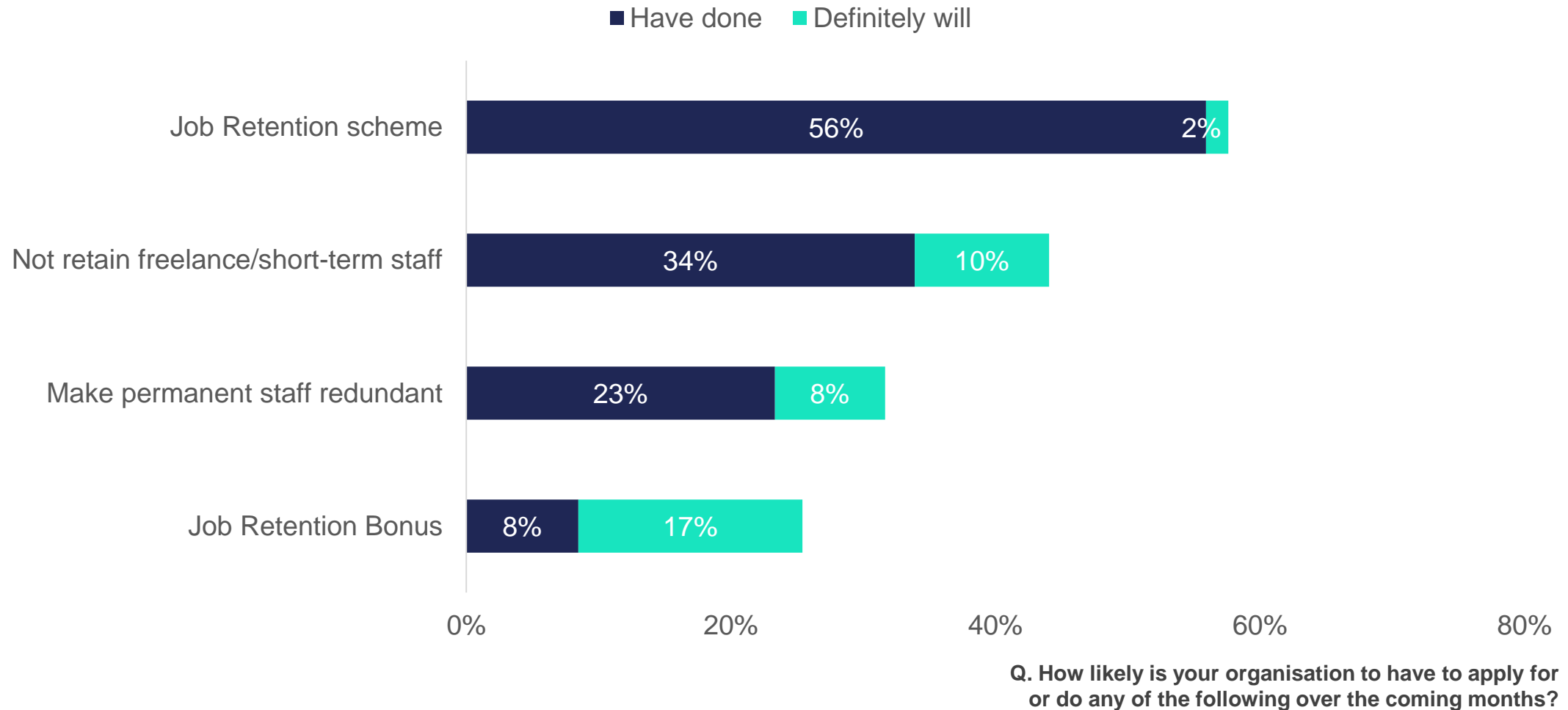
# / Staffing Support Still Most Popular



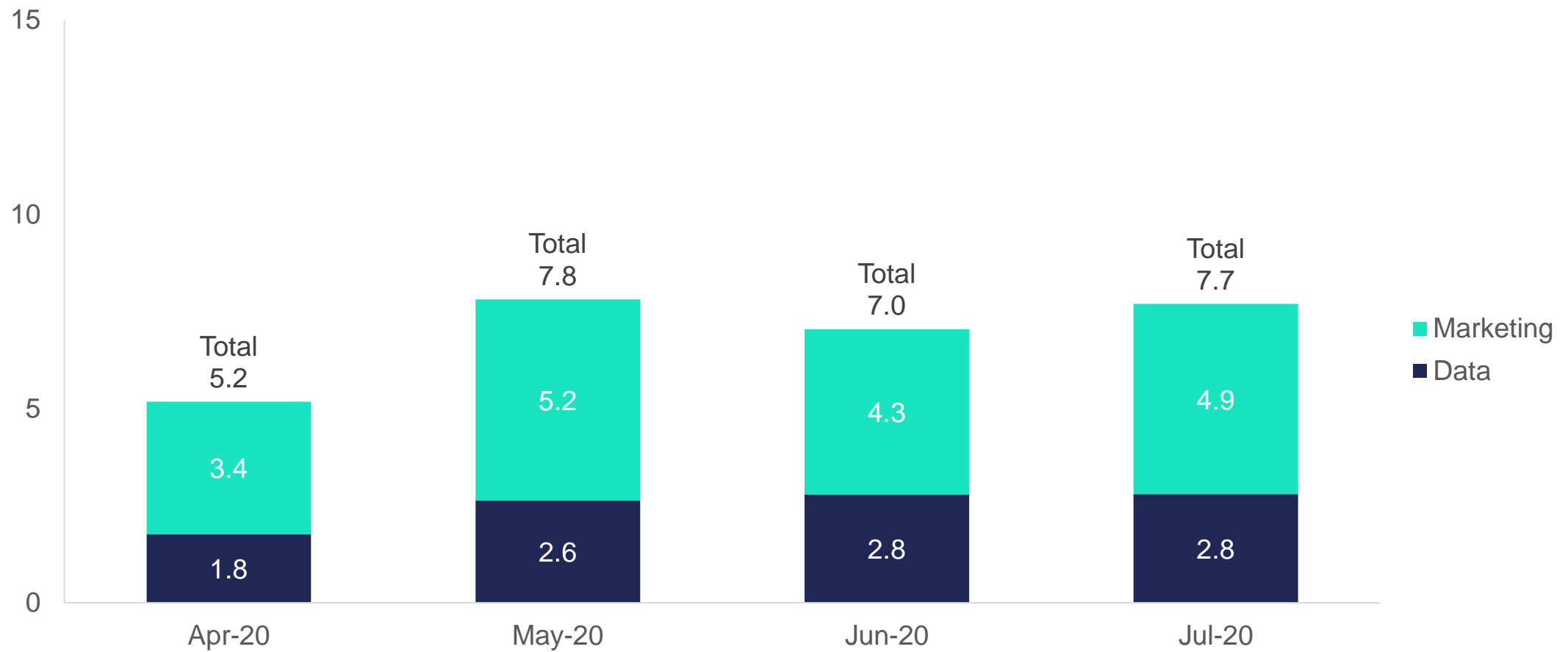
Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

/ Talent

# / Increasing Pressure on Staffing



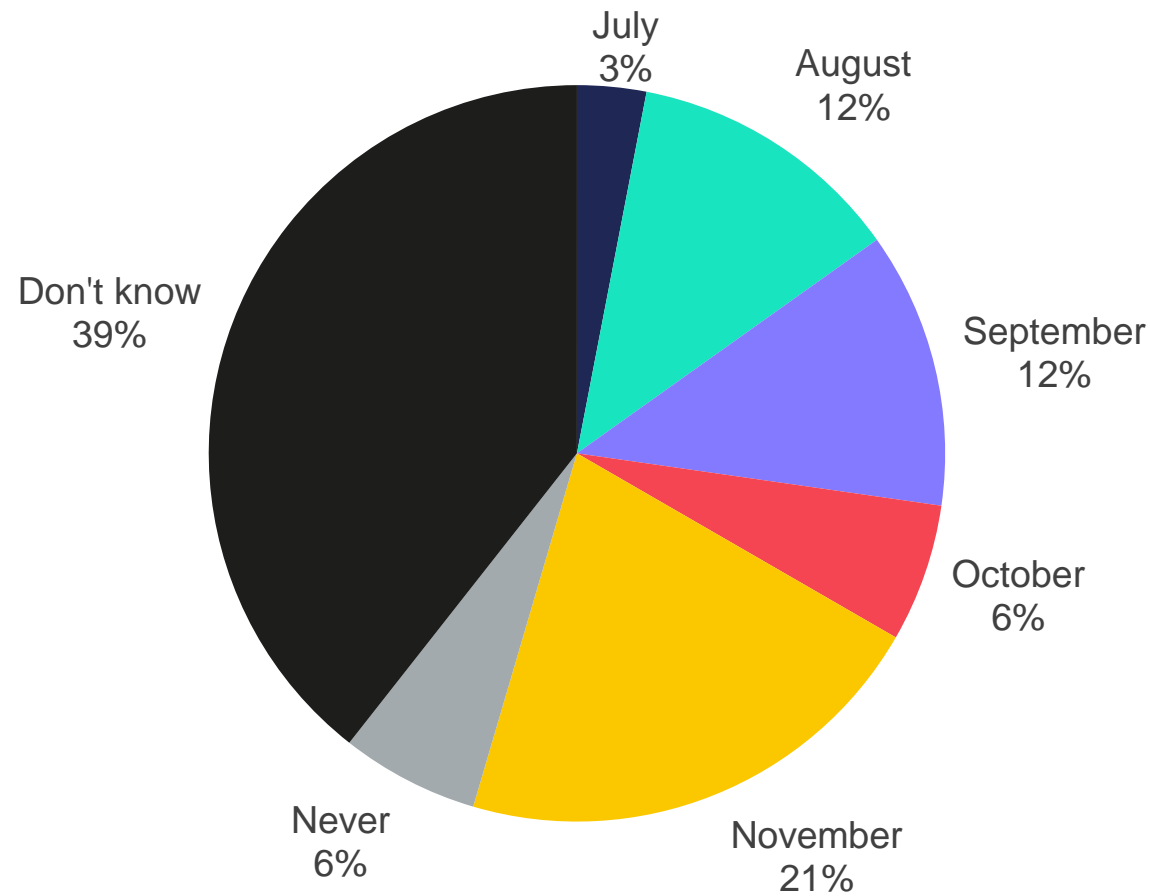
# / Furloughed Staff Levels Unchanged



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

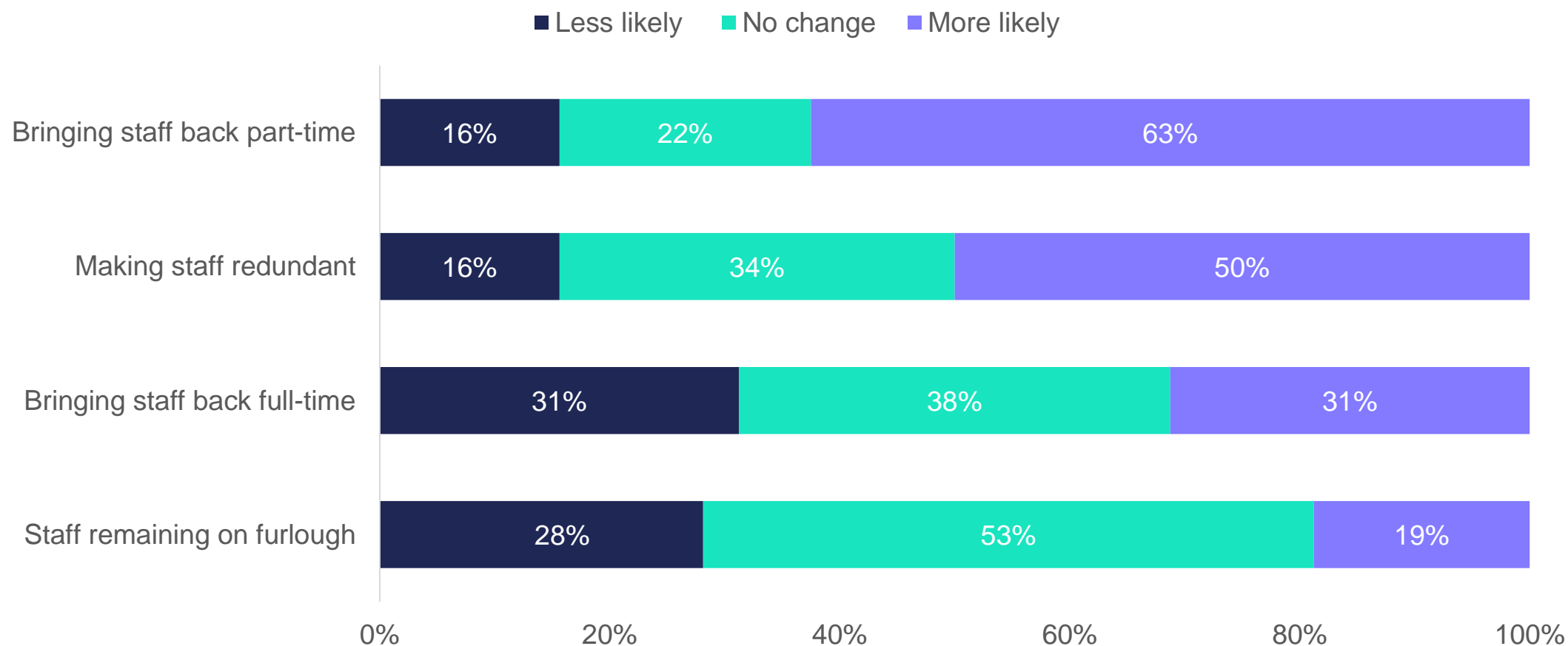


# / Furloughed Return Dates Varied



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

# / Most To Return Part-Time Or Not At All

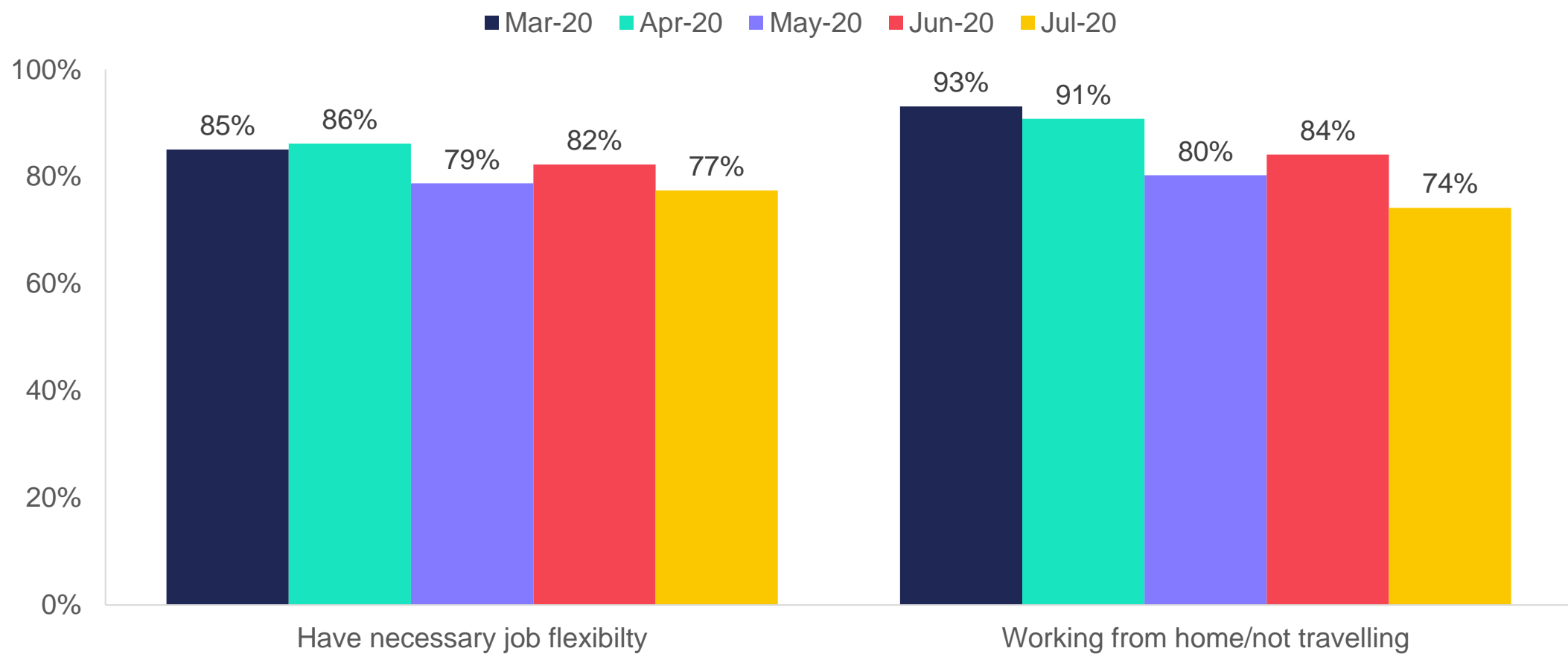


Q. From August businesses will be required to pay more toward furloughed staff. How do you think this will change your organisation's approach to staff currently on furlough?

# / Staff Continuity

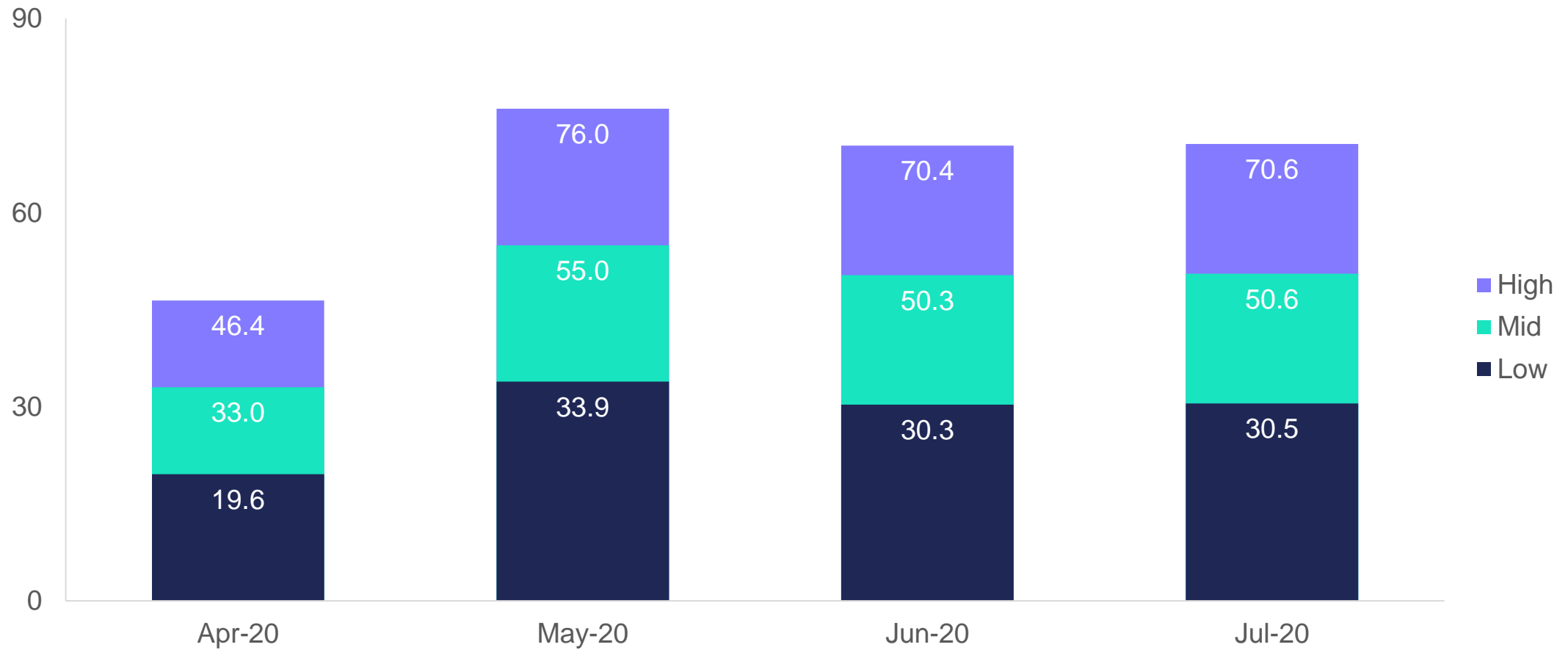


# / Working From Home Reducing



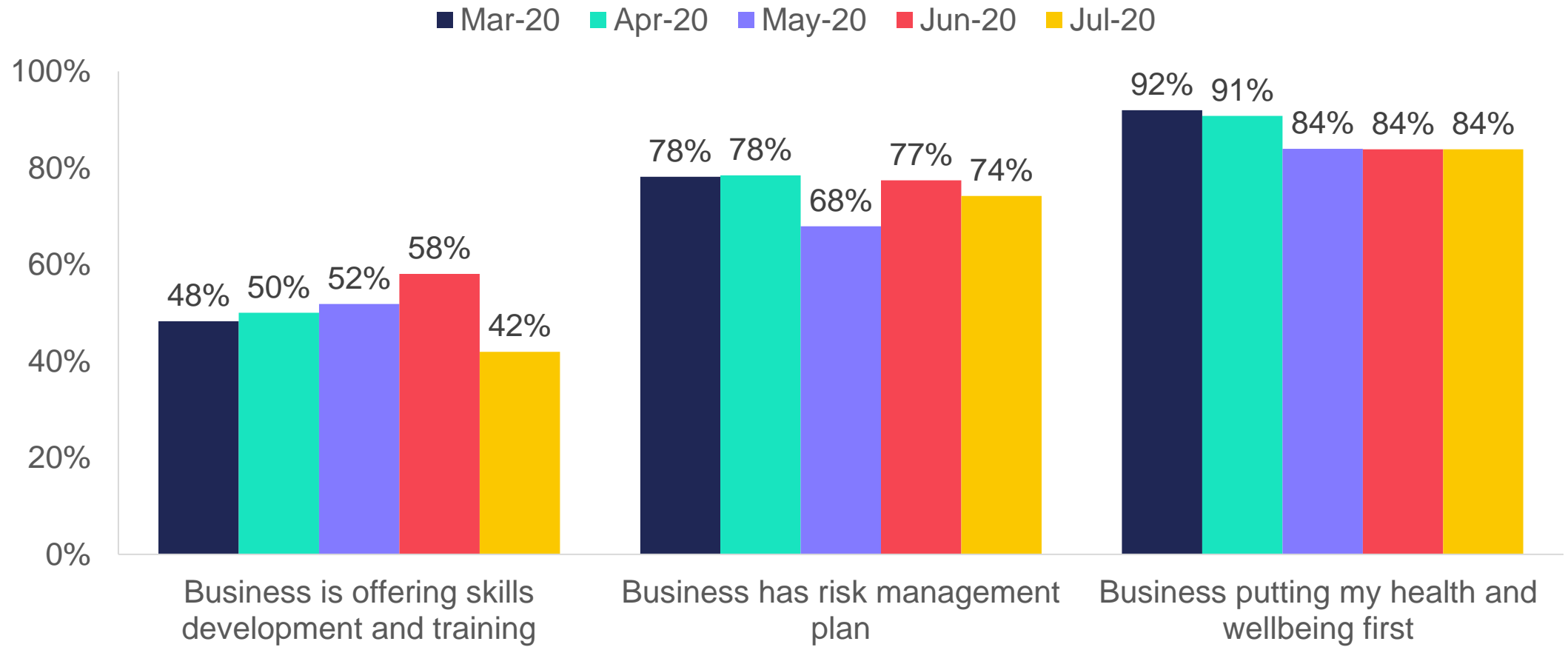
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Those At Home Expect to Stay There



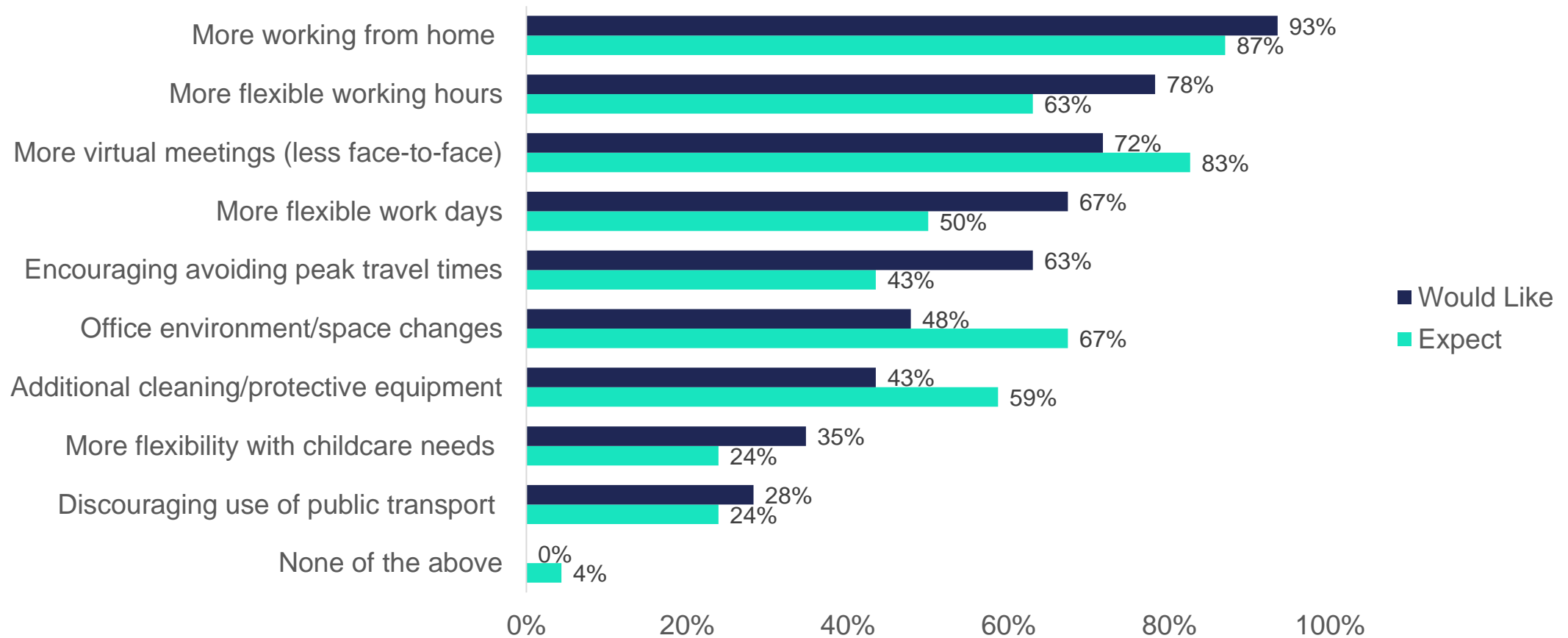
Q. You mentioned that you are currently working from home. How long do you expect your organisation to continue to ask staff to work remotely? (Average in days)

# / Training Availability Reduces



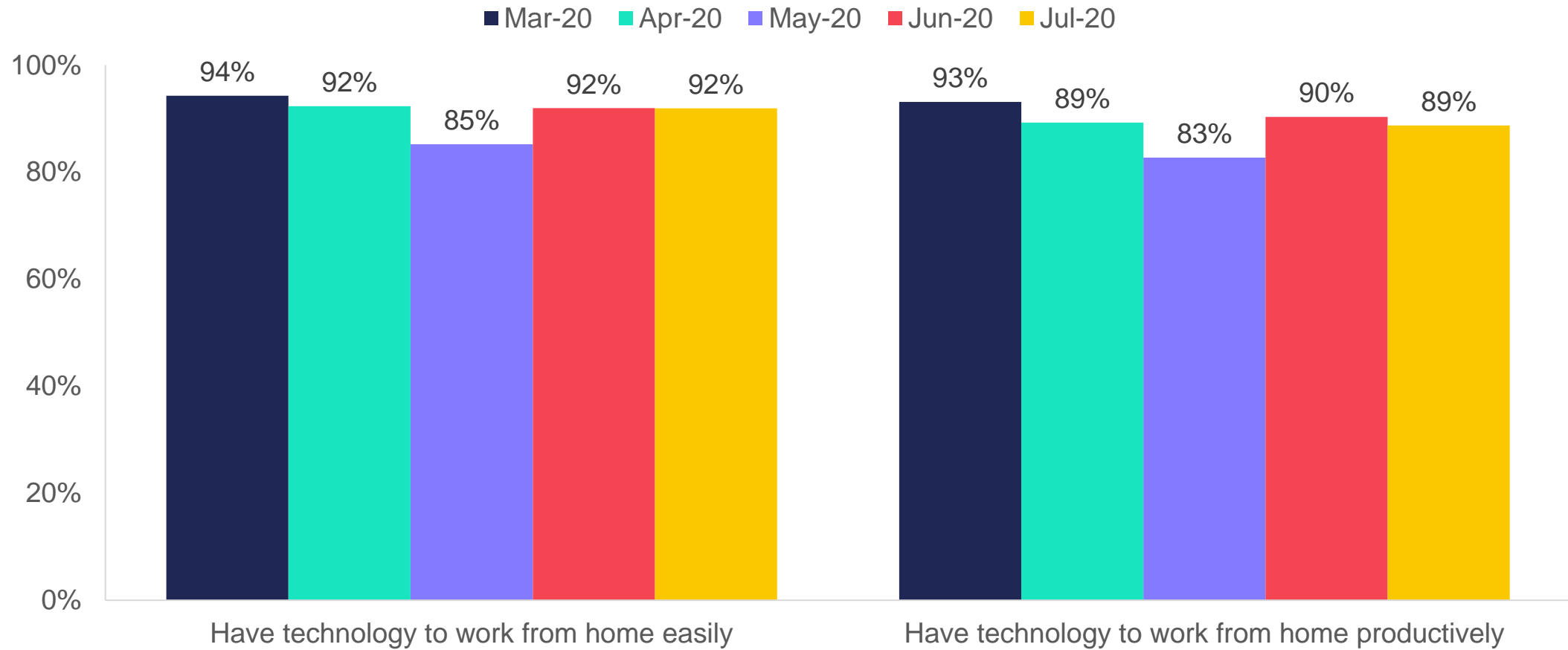
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Preferred Workplace Alternations



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?

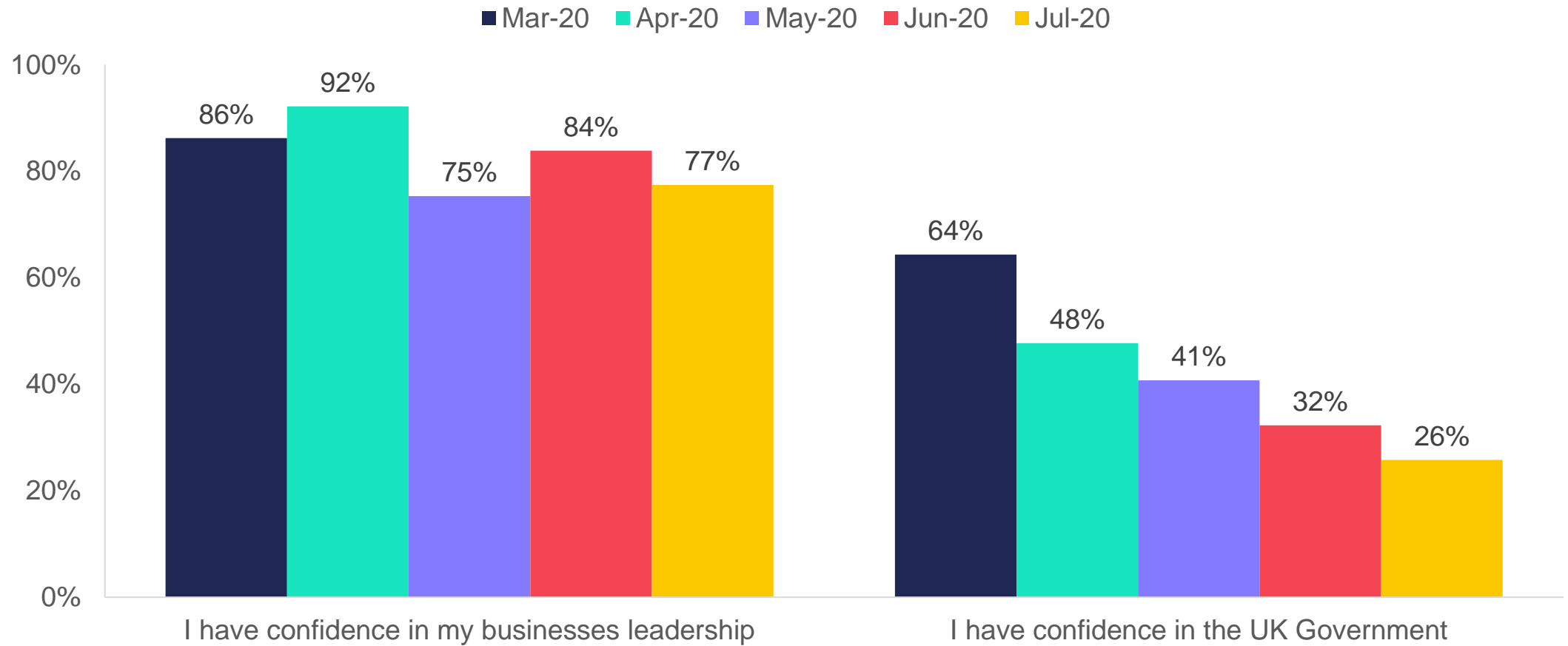
# / Working Remotely Still Working



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



# / Believe in Government Falls Further

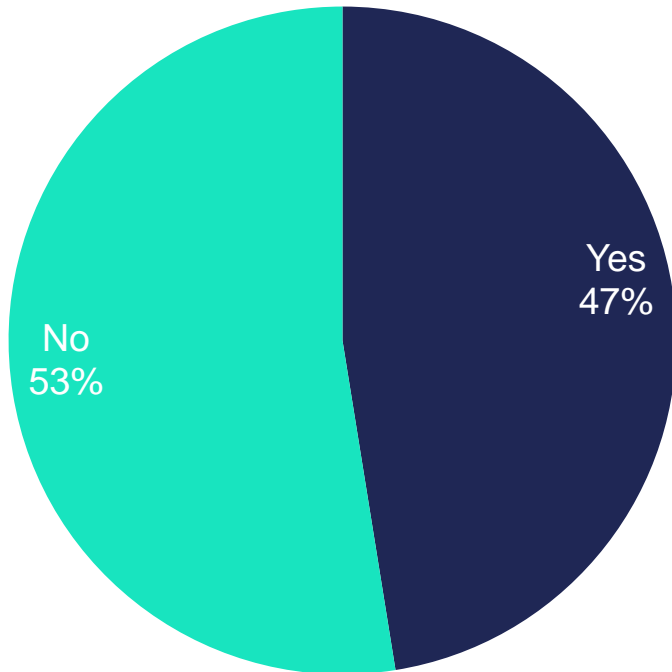


Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

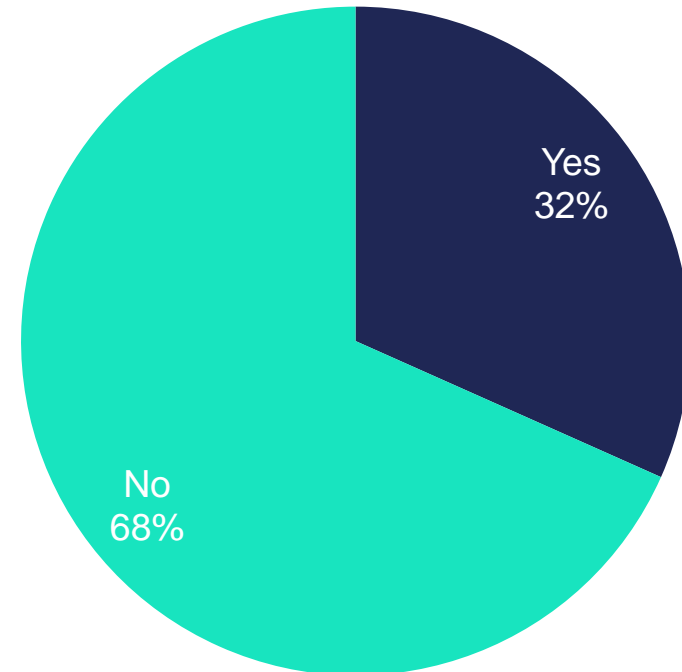
# / Advice and Guidance

# / Some Feel More Could Be Done

Government

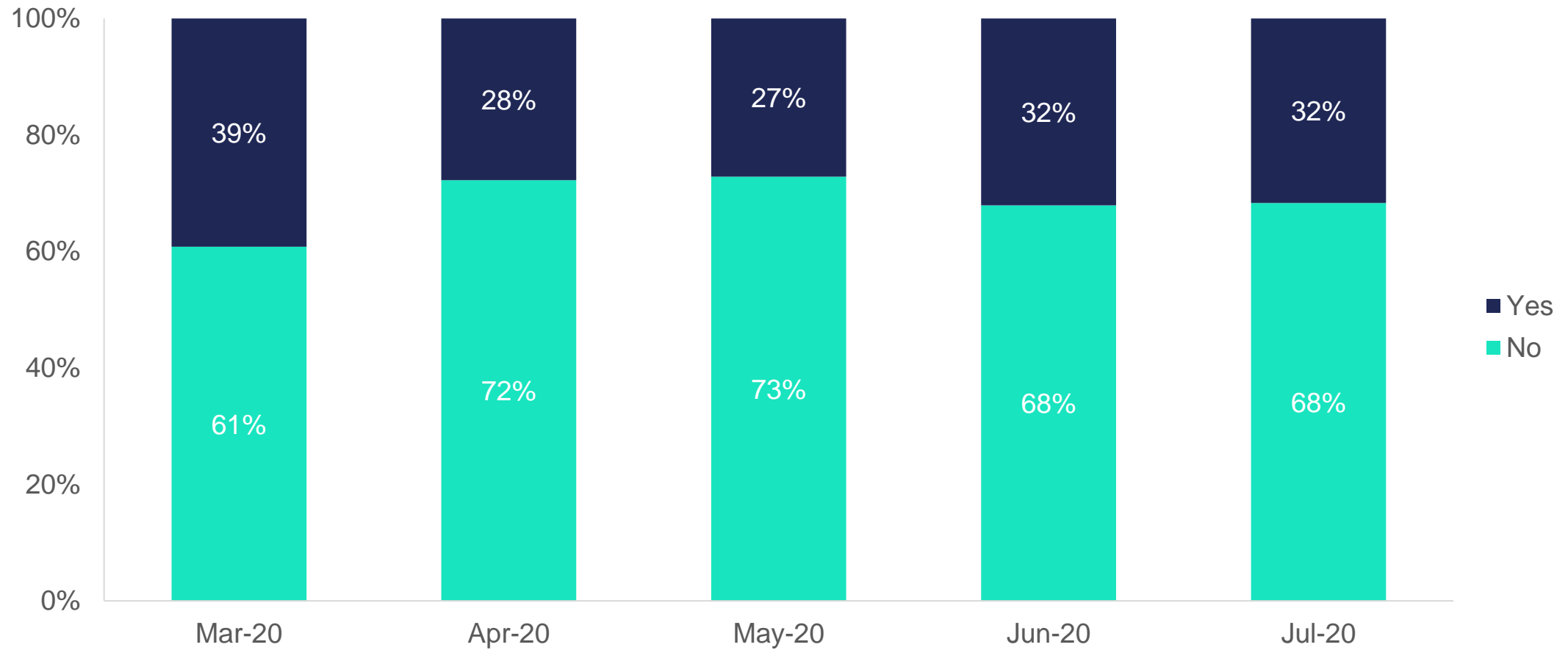


DMA



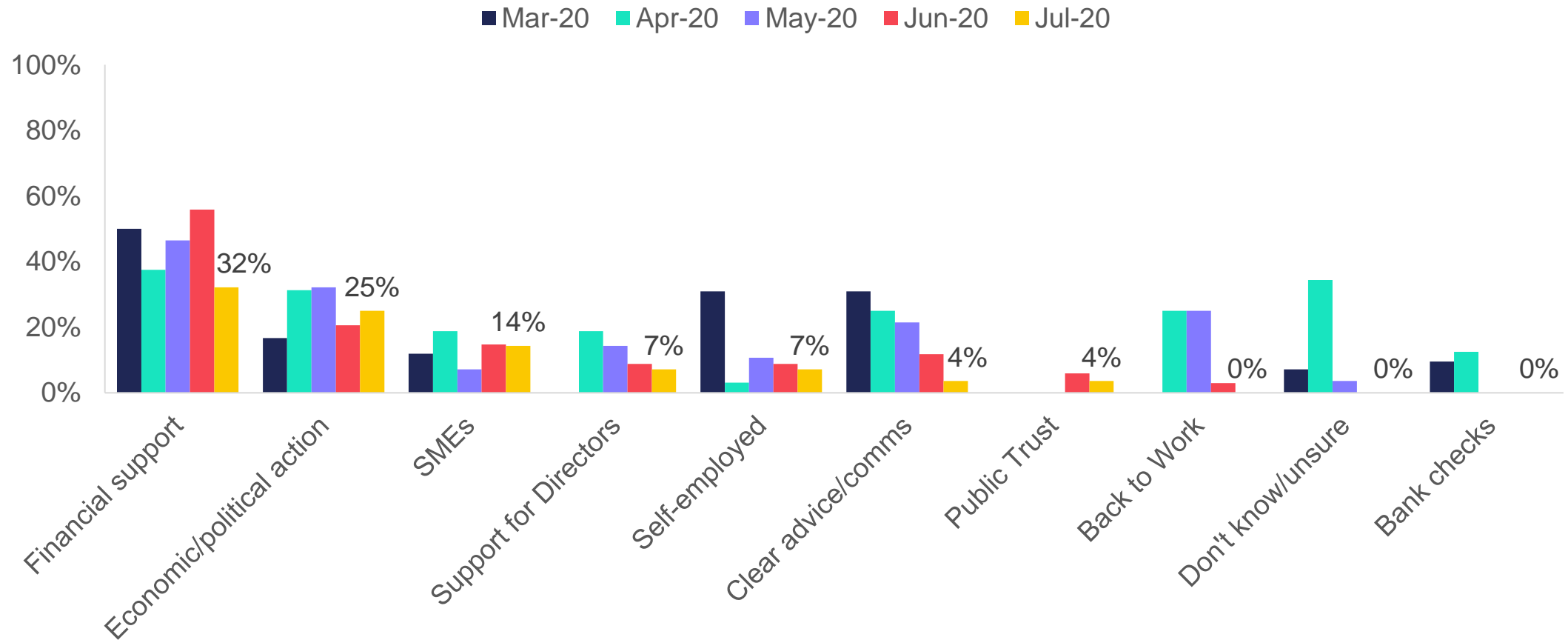
Q. Is there anything else you think the DMA/Government should be doing to support businesses?

# / Most Think DMA is Doing Enough



Q. Is there anything else you think the DMA 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](#)



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