

/ Coronavirus Survey: March 2021 Results

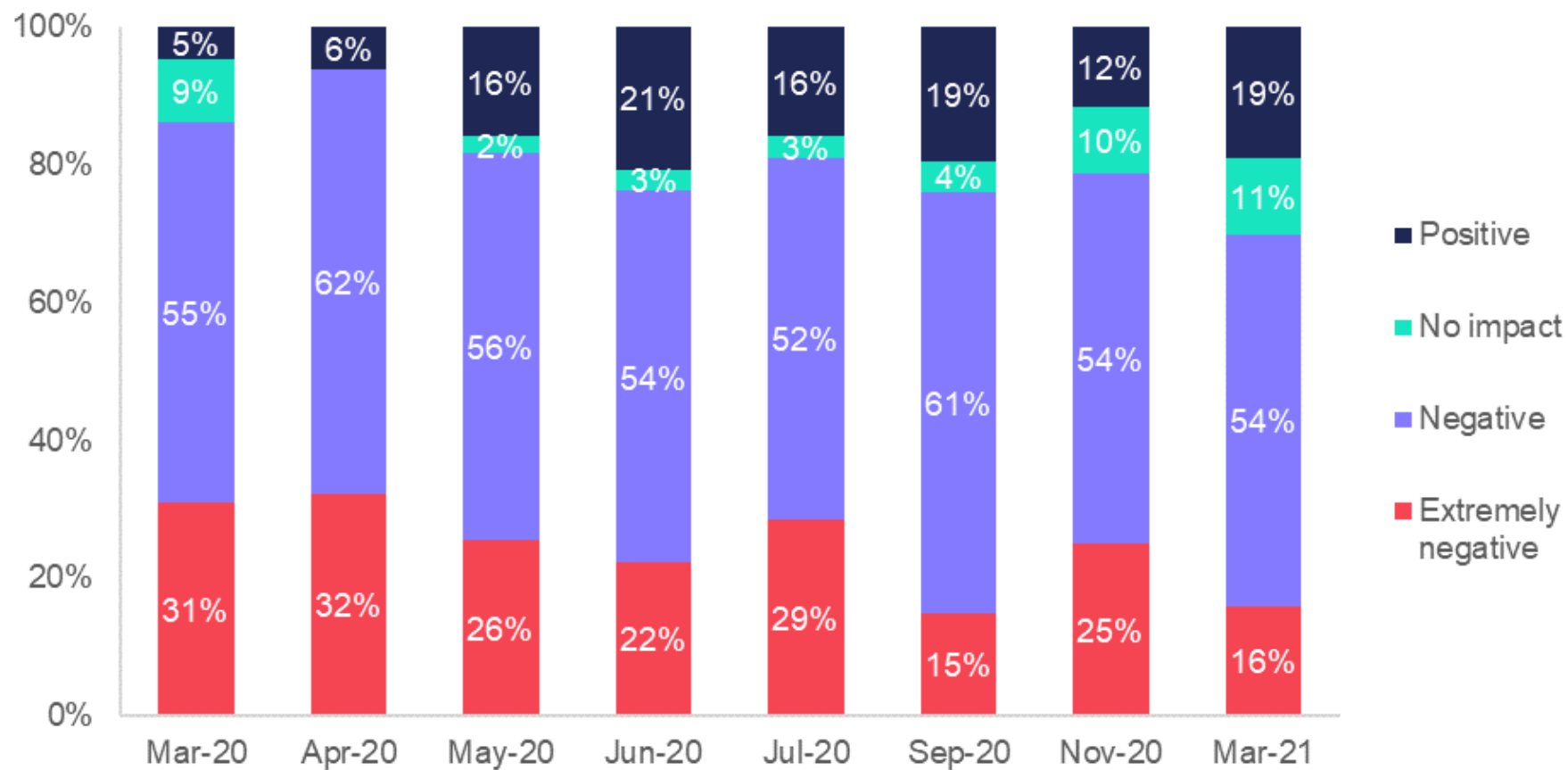


DM
Data &
Marketing
Association **A**

/ Industry Impact

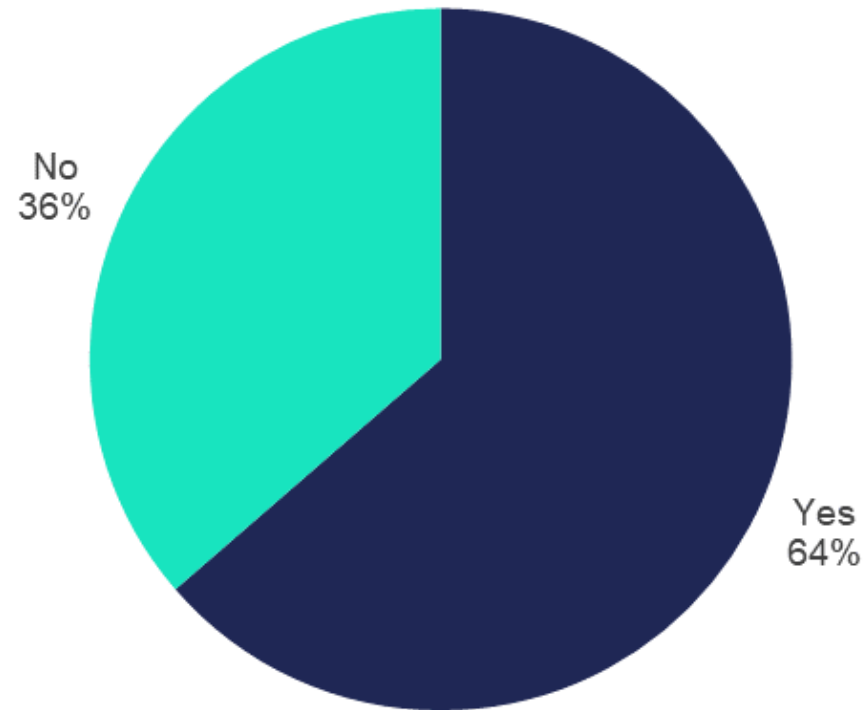


/ Negative Impact Decreases, Slightly



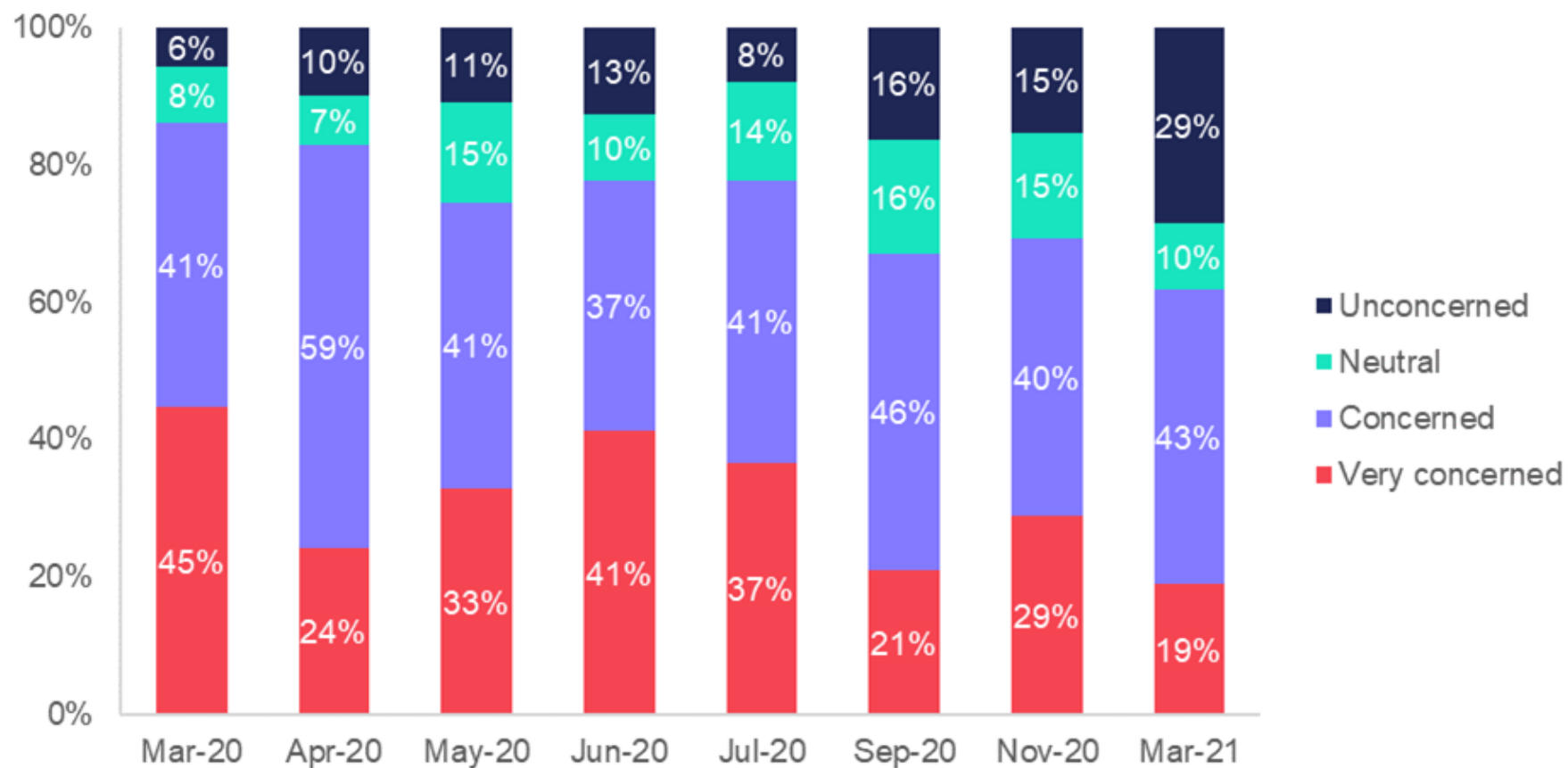
Q. Thinking about the economic effects of Coronavirus on your organisation over the coming months, how would you define the impact on your business?

/ With Signs of Recovery Being Seen



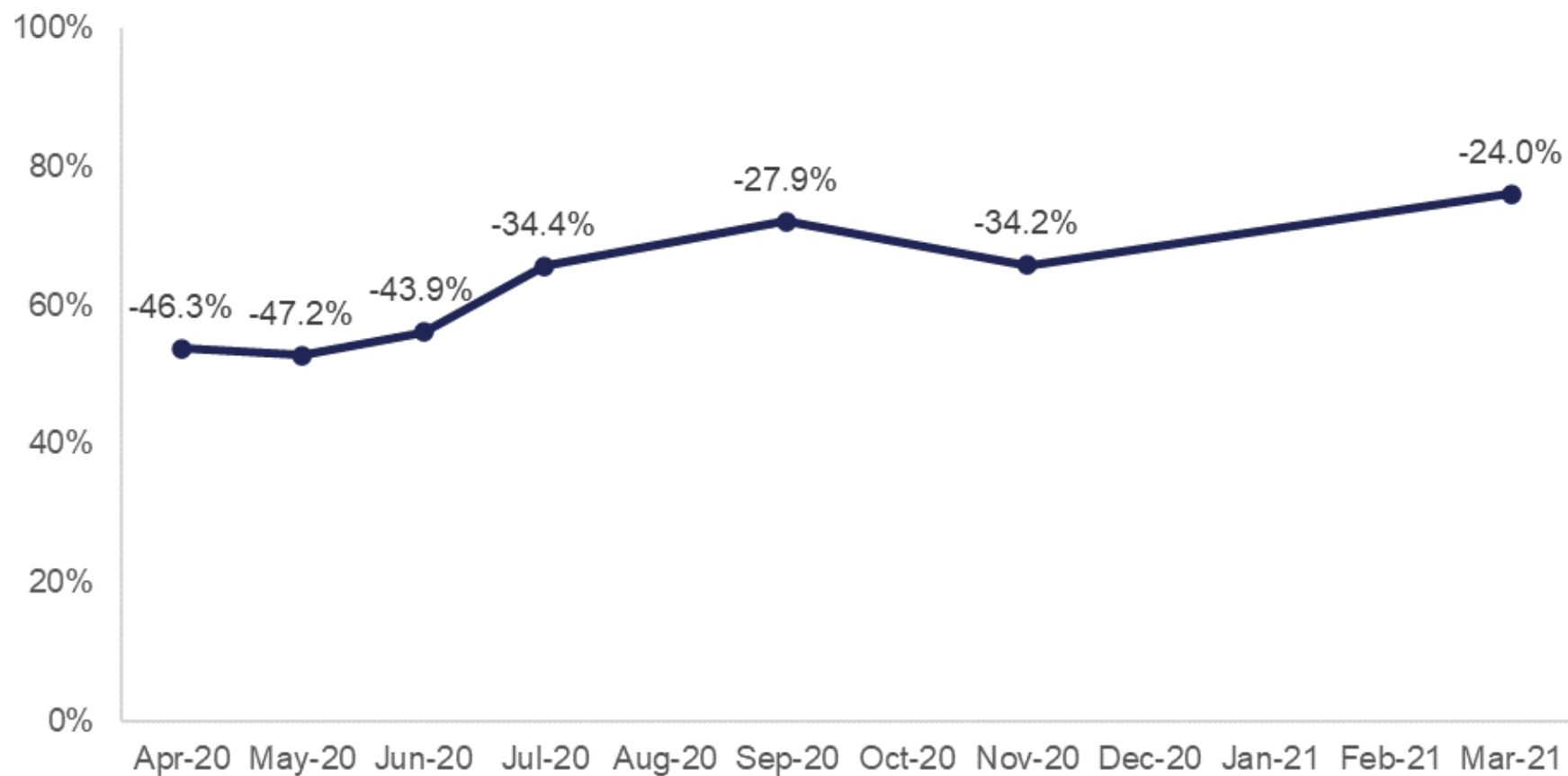
Q. You mentioned Coronavirus will continue to negatively impact your organisation, but are you starting to see signs of recovery compared to earlier in the pandemic?

/ Concerns Remain, But Lessening



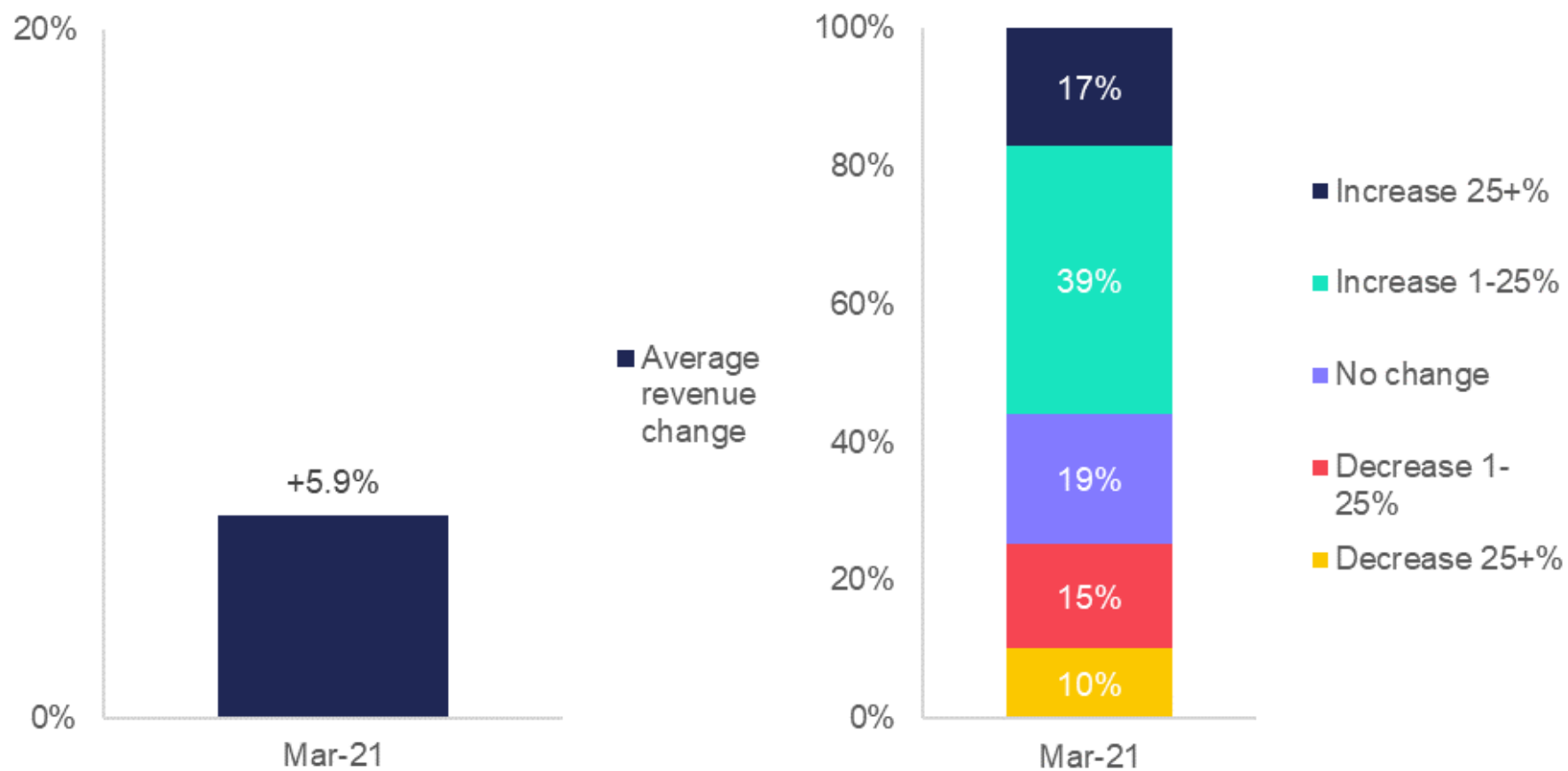
Q. At this time, how concerned are you about the impact of Coronavirus on your business?

/ Revenues Beginning to Return



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

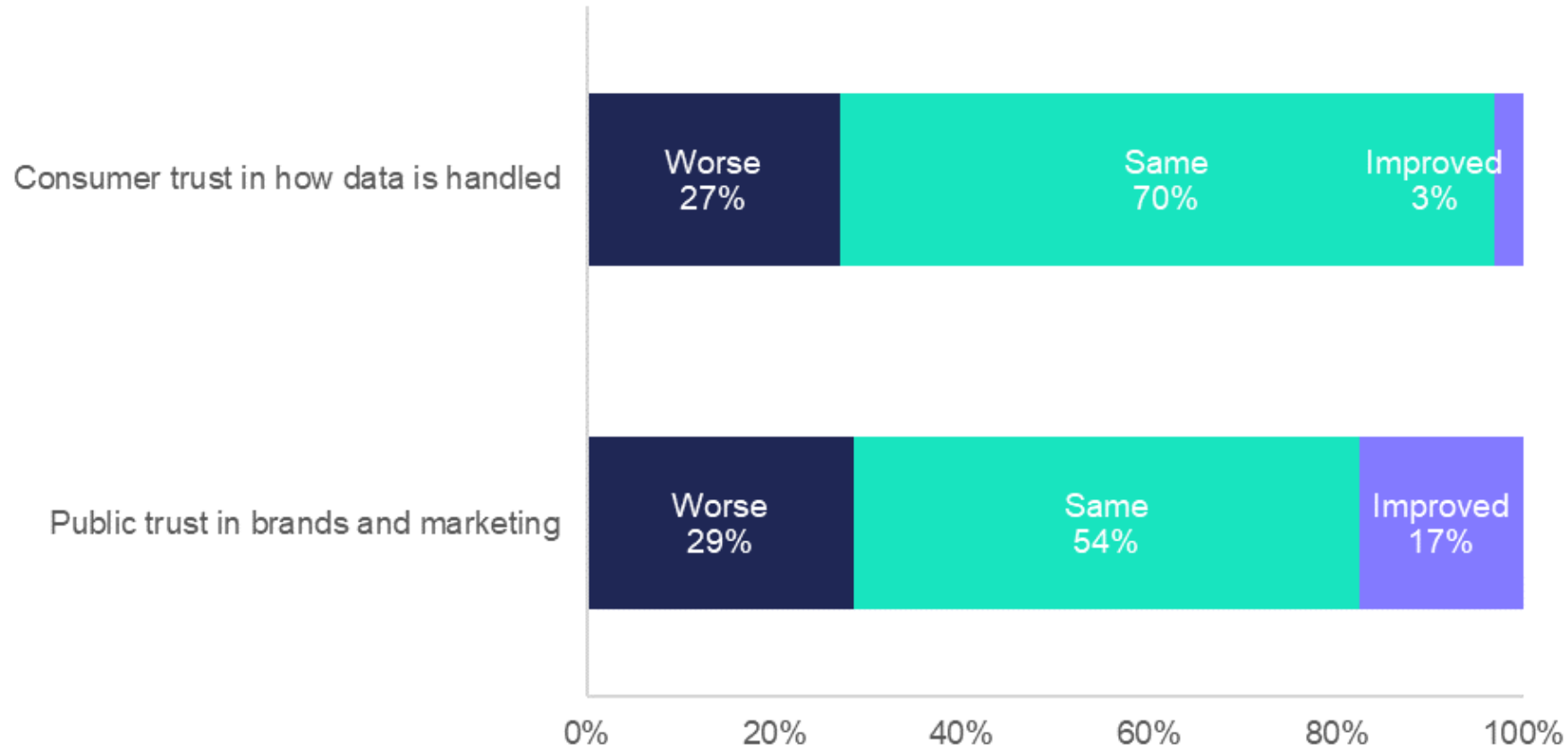
/ Revenue Positivity Also Forecast



Q. How much revenue growth is your organisation forecasting, in percentage terms, over the next 12 months?

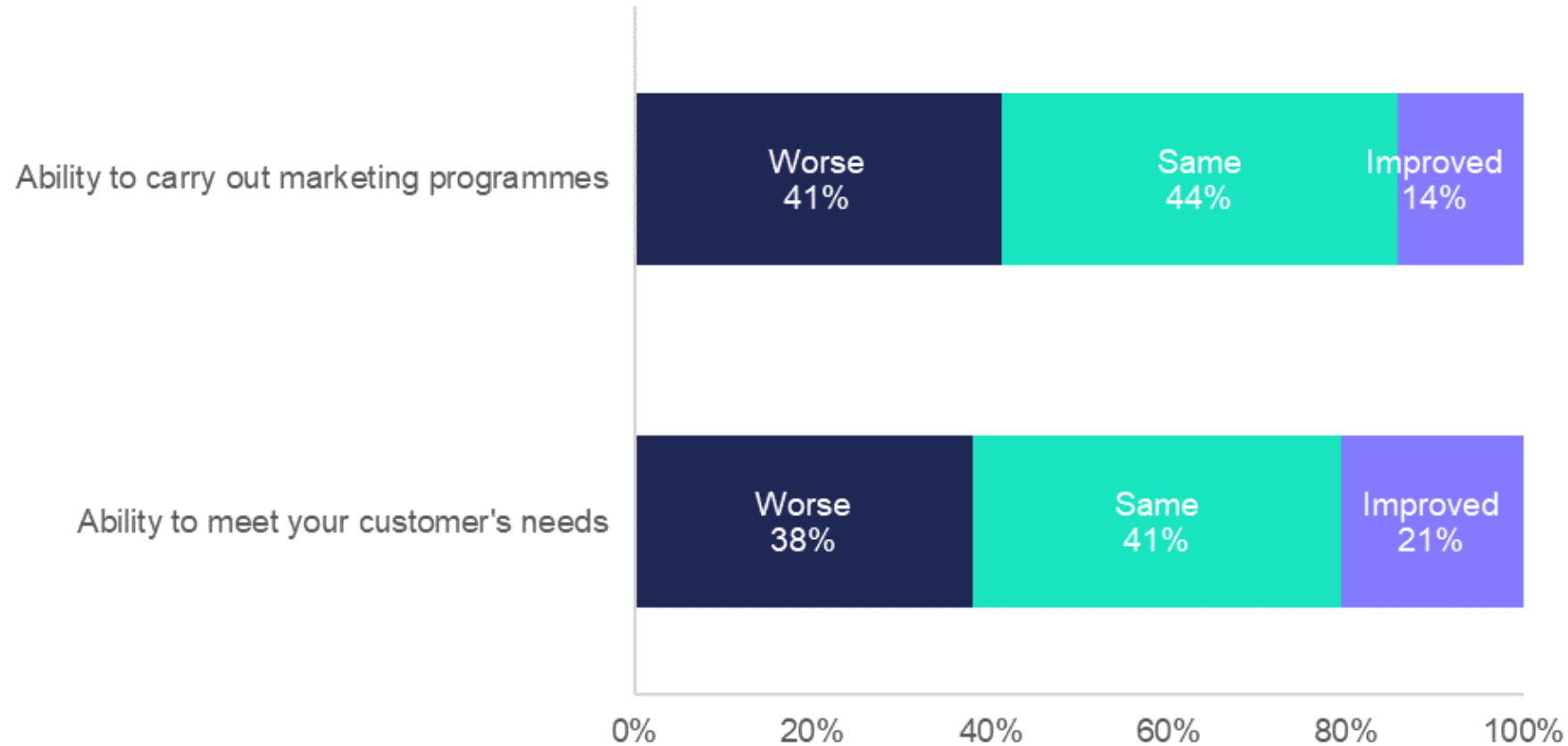
/ Key Business Issues

/ Negative Impact on Consumer Trust



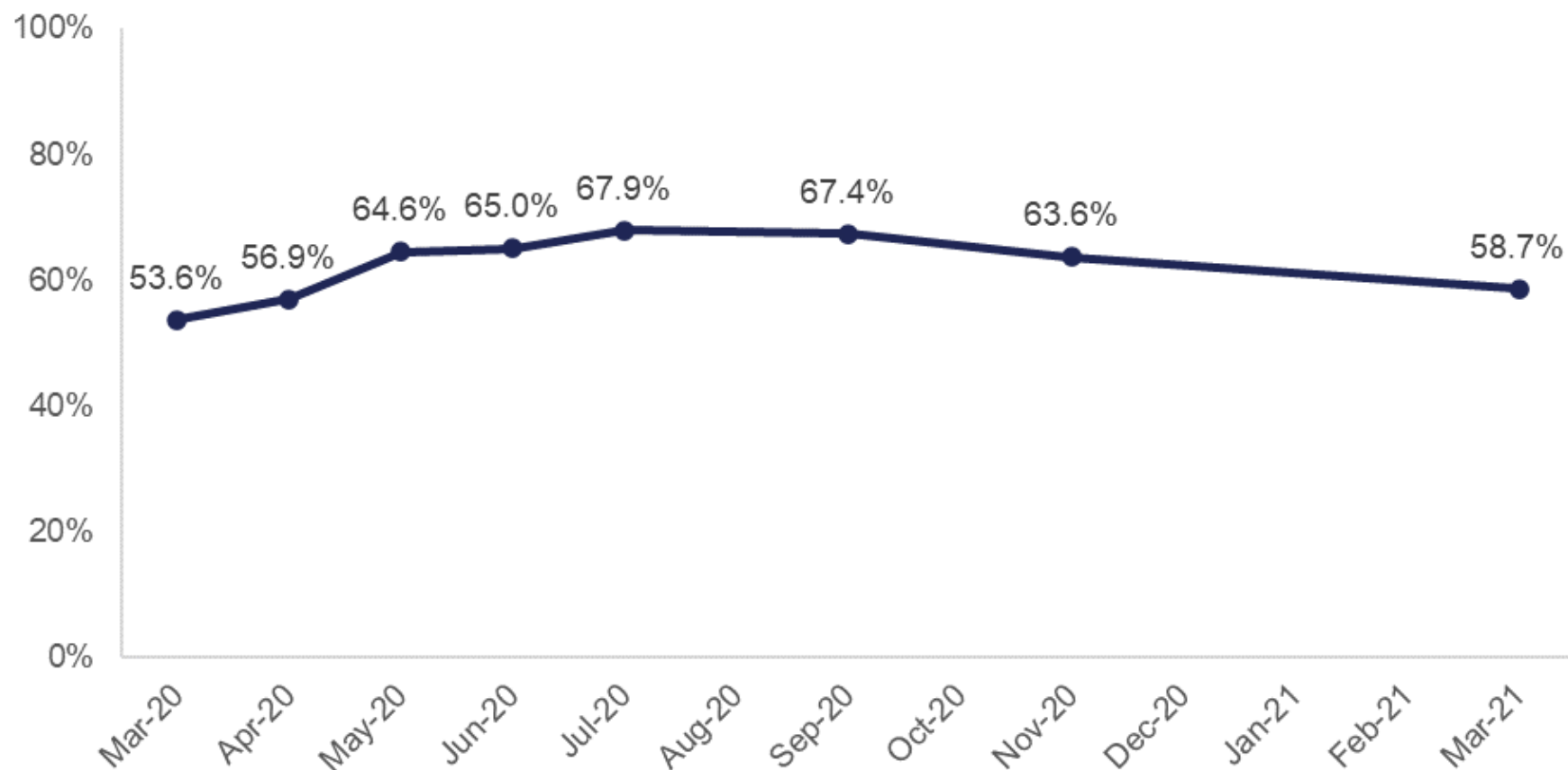
Q. What impact has Coronavirus had on the following?

/ Challenges Marketing and Serving



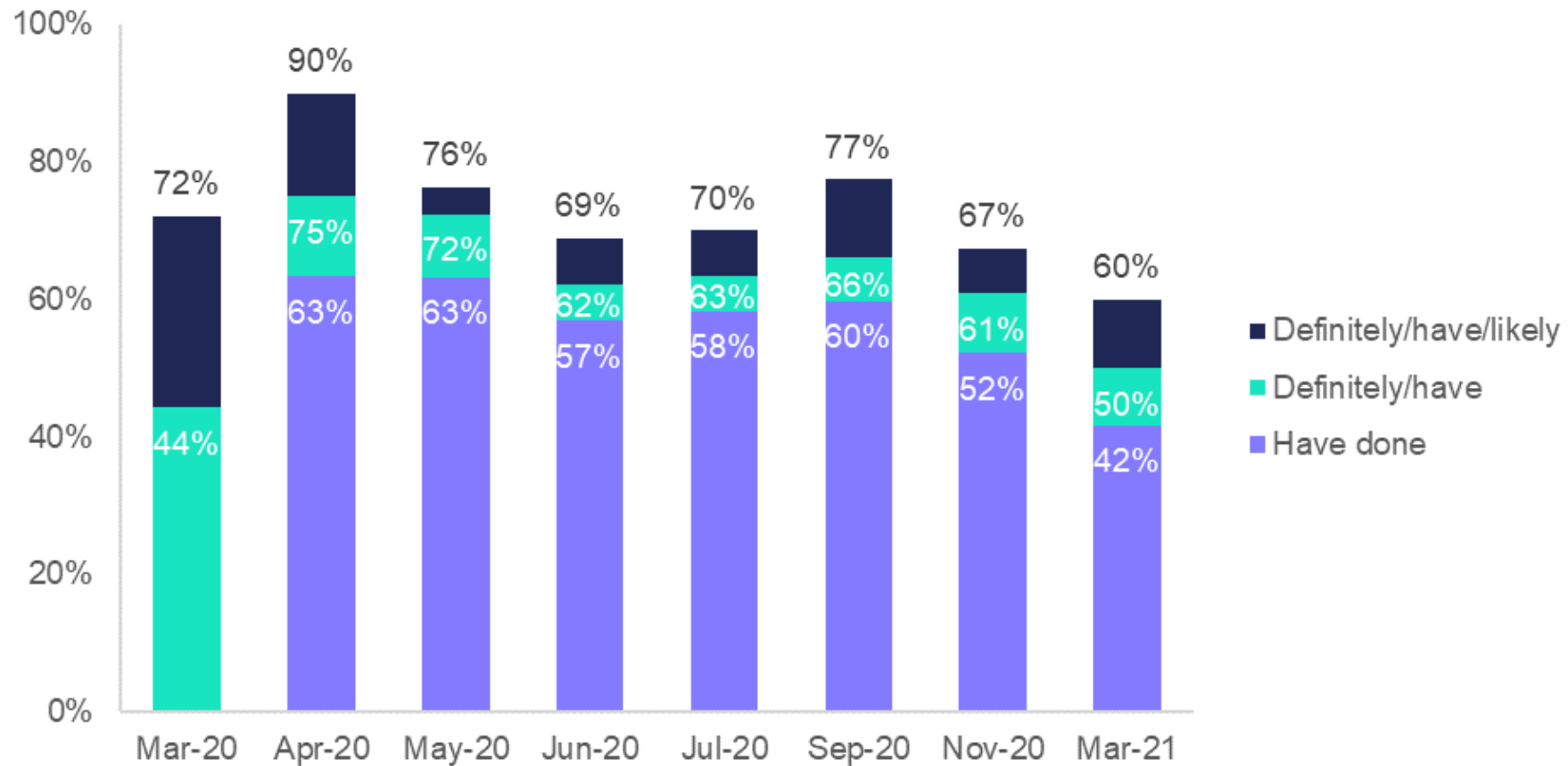
Q. What impact has Coronavirus had on the following?

/ Lockdown Has Restricted 'BaU'



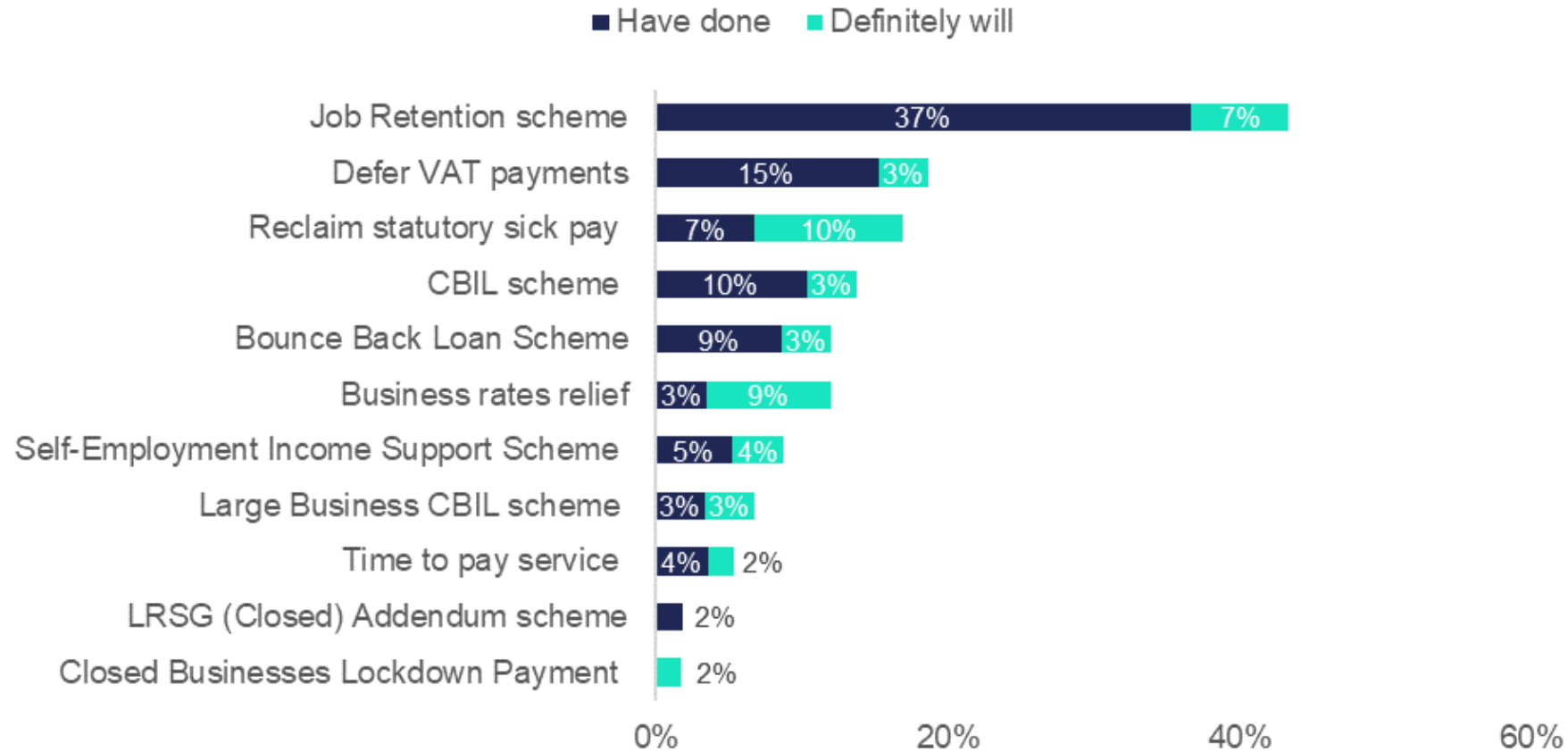
Q. Thinking about the financial implications of Coronavirus on your business. On a scale from 0% to 100%, how much do you estimate your organisation will be able to get back to 'business as usual' over the coming months?

/ Government Schemes Usage Reduces



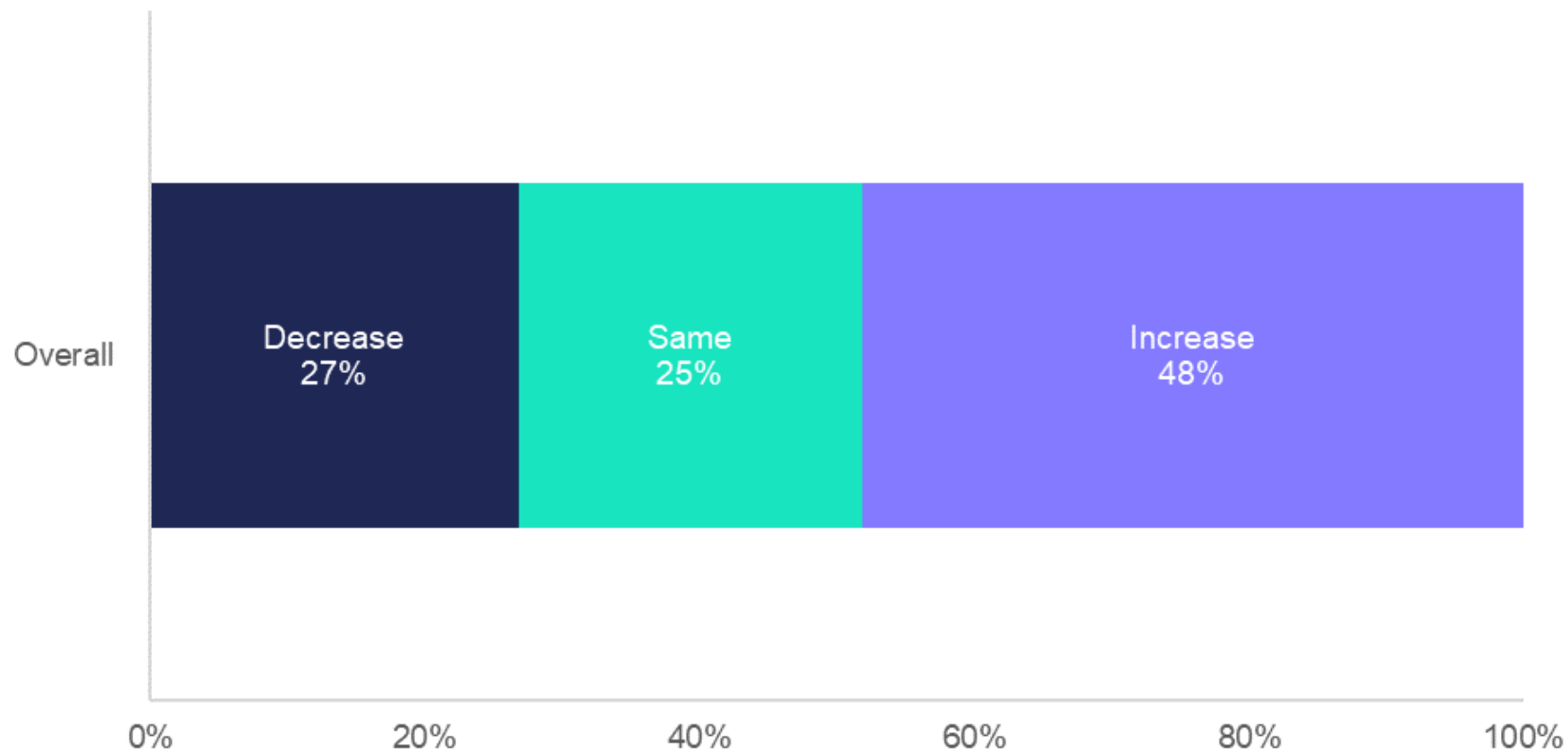
Q. How likely is your organisation to have to apply for or do any of the following over the coming months? [Selected at least once for any option]

/ Staffing and Tax Remain Focus Areas



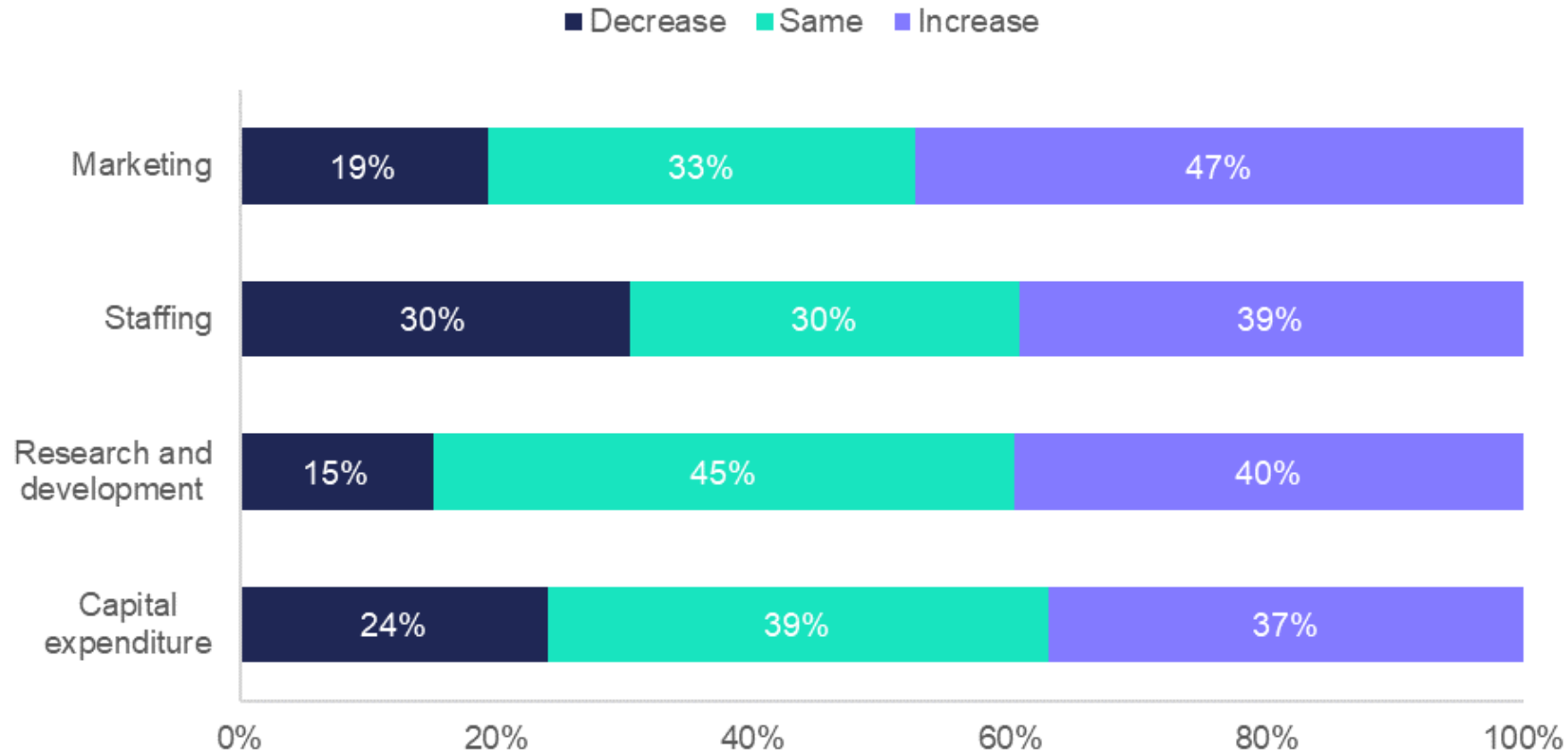
Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

/ Most Expect Future Budget Increases



Q. Now thinking about your organisation's plans for the future and the next financial year, how would you expect your budgets to change in the following areas?

/ Most Areas Could Be Impacted



Q. Now thinking about your organisation's plans for the future and the next financial year, how would you expect your budgets to change in the following areas?

/ Talent

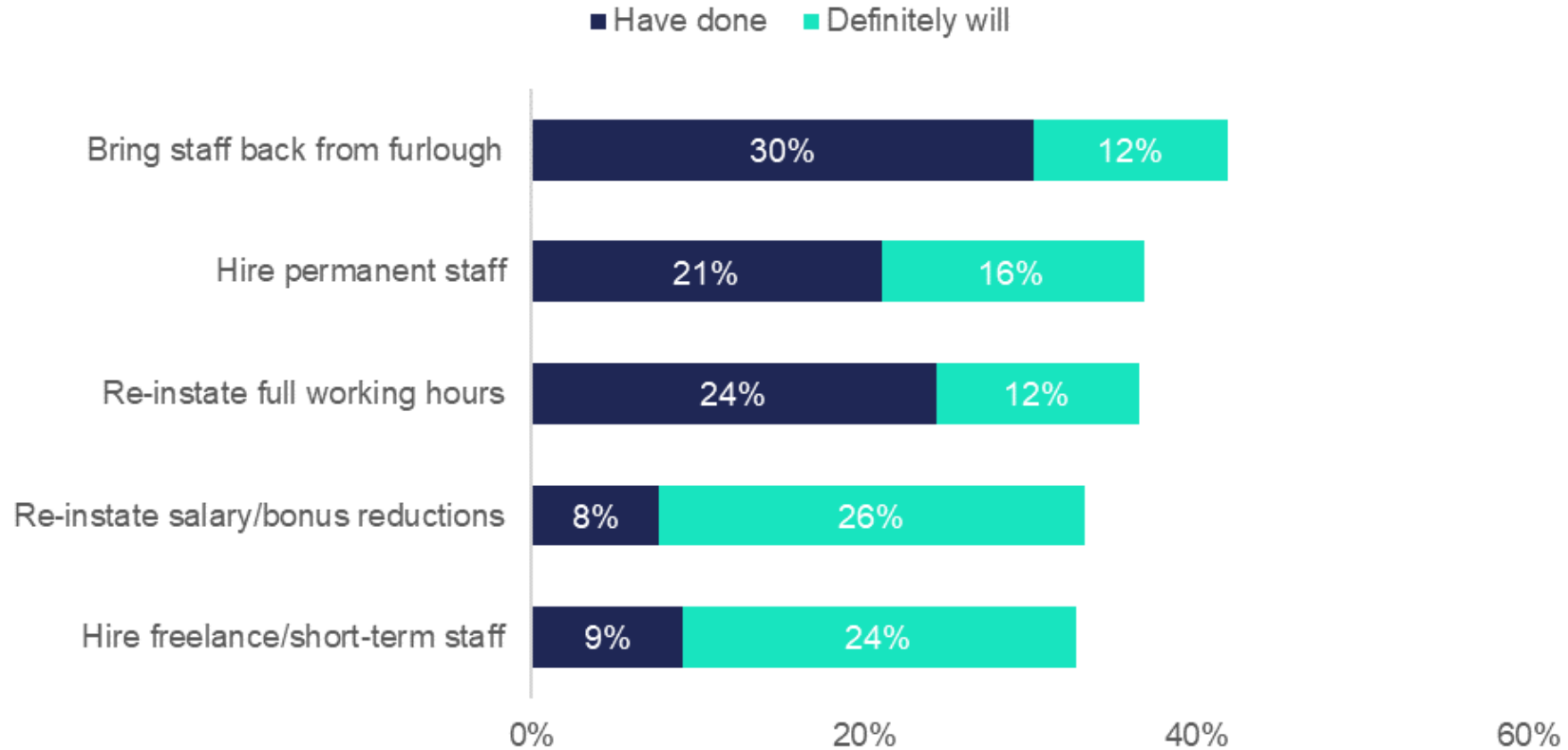


/ One in Five Asking Staff for Relief



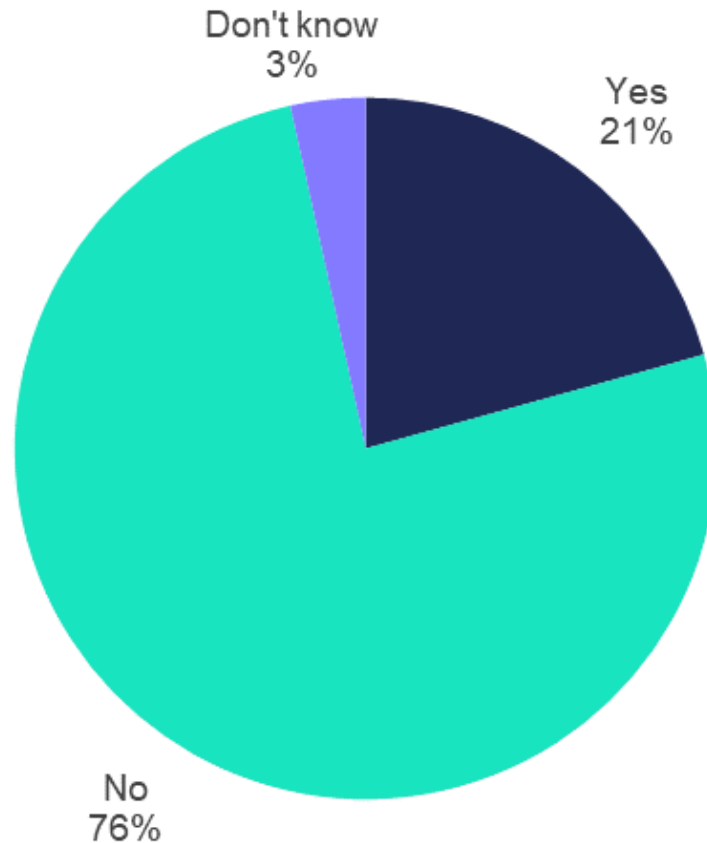
Q. How likely is your organisation to have to do any of the following over the coming months? (% Definitely/Have done)

/ But Hoping to Return to Normal Soon



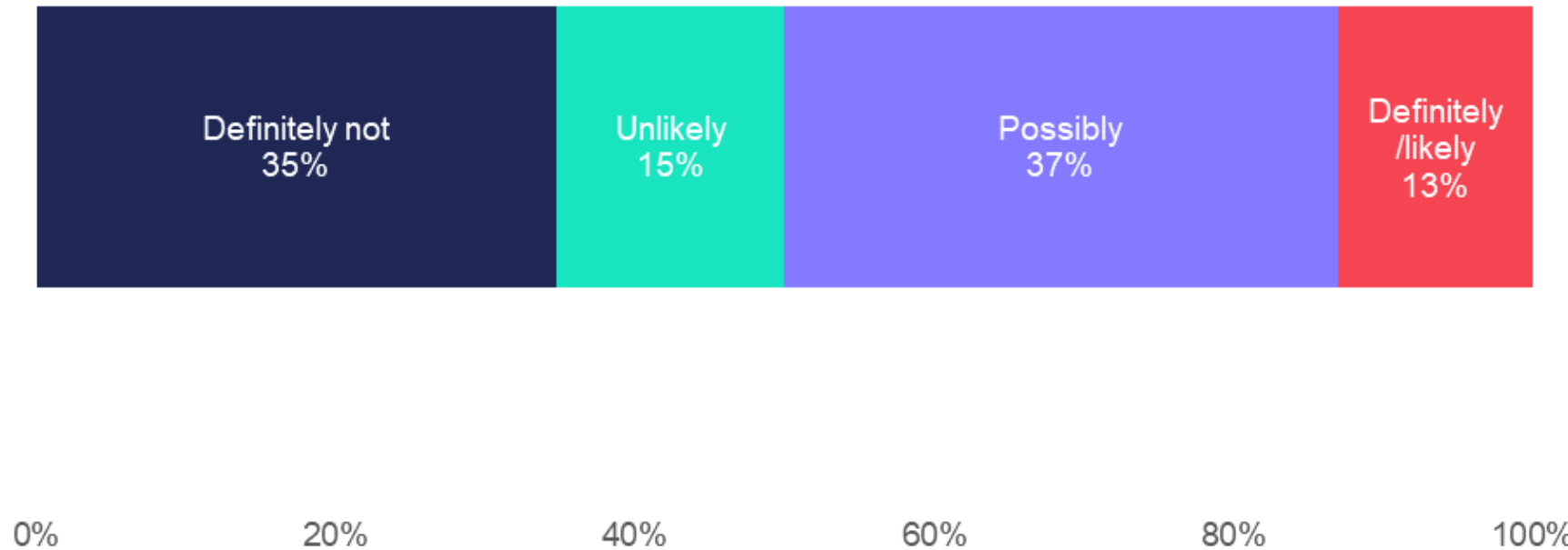
Q. And how likely is your organisation to do any of the following over the coming months/year? (% Definitely/Have done)

/ One in Five Currently Hiring



Q. Is your organisation currently recruiting for any data and/or marketing roles?

/ Half Expect to Recruit in Coming Year

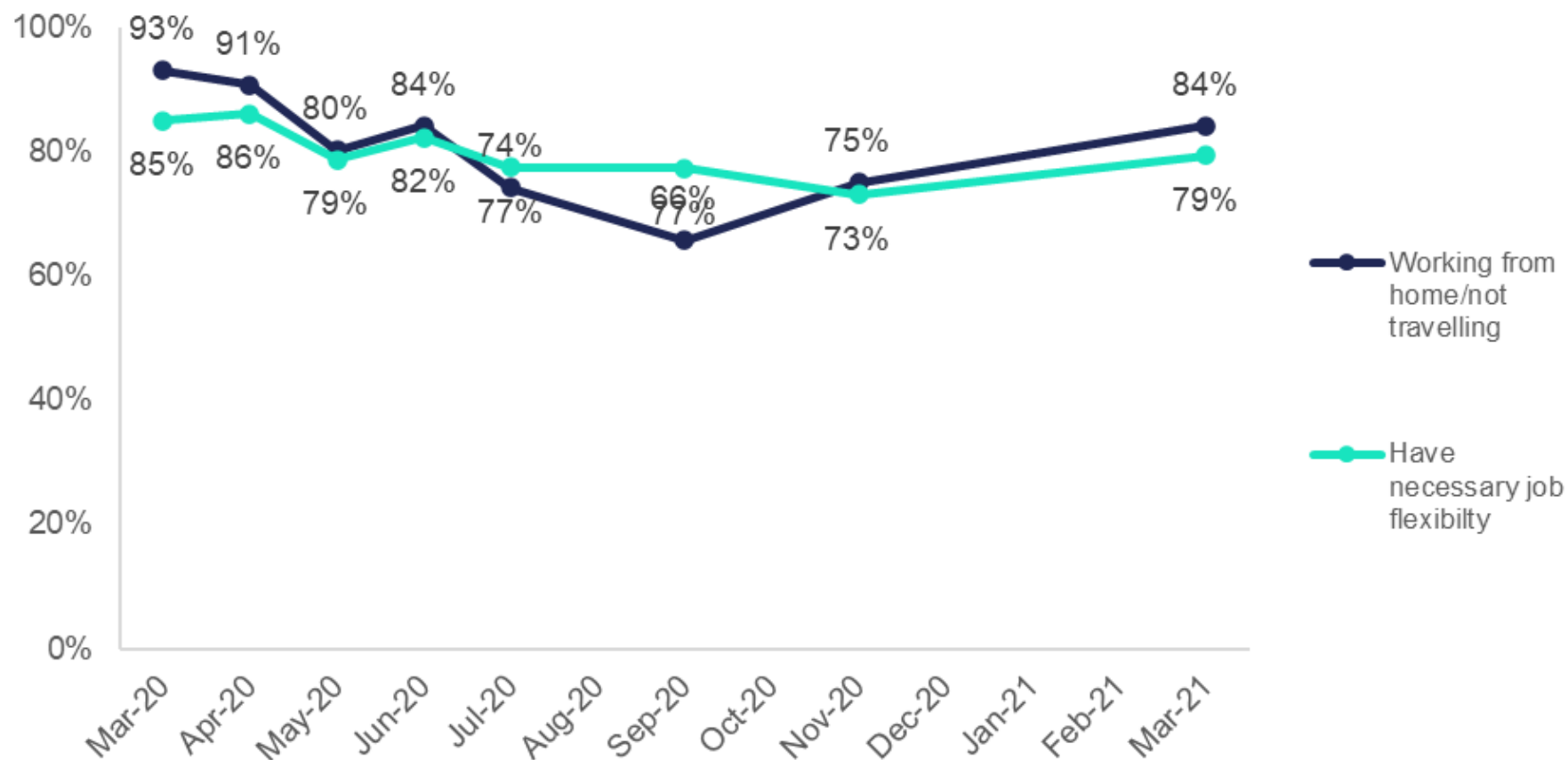


Q. How likely is your organisation to recruit for any data and marketing roles in the next 12 months?

/ Staff Continuity

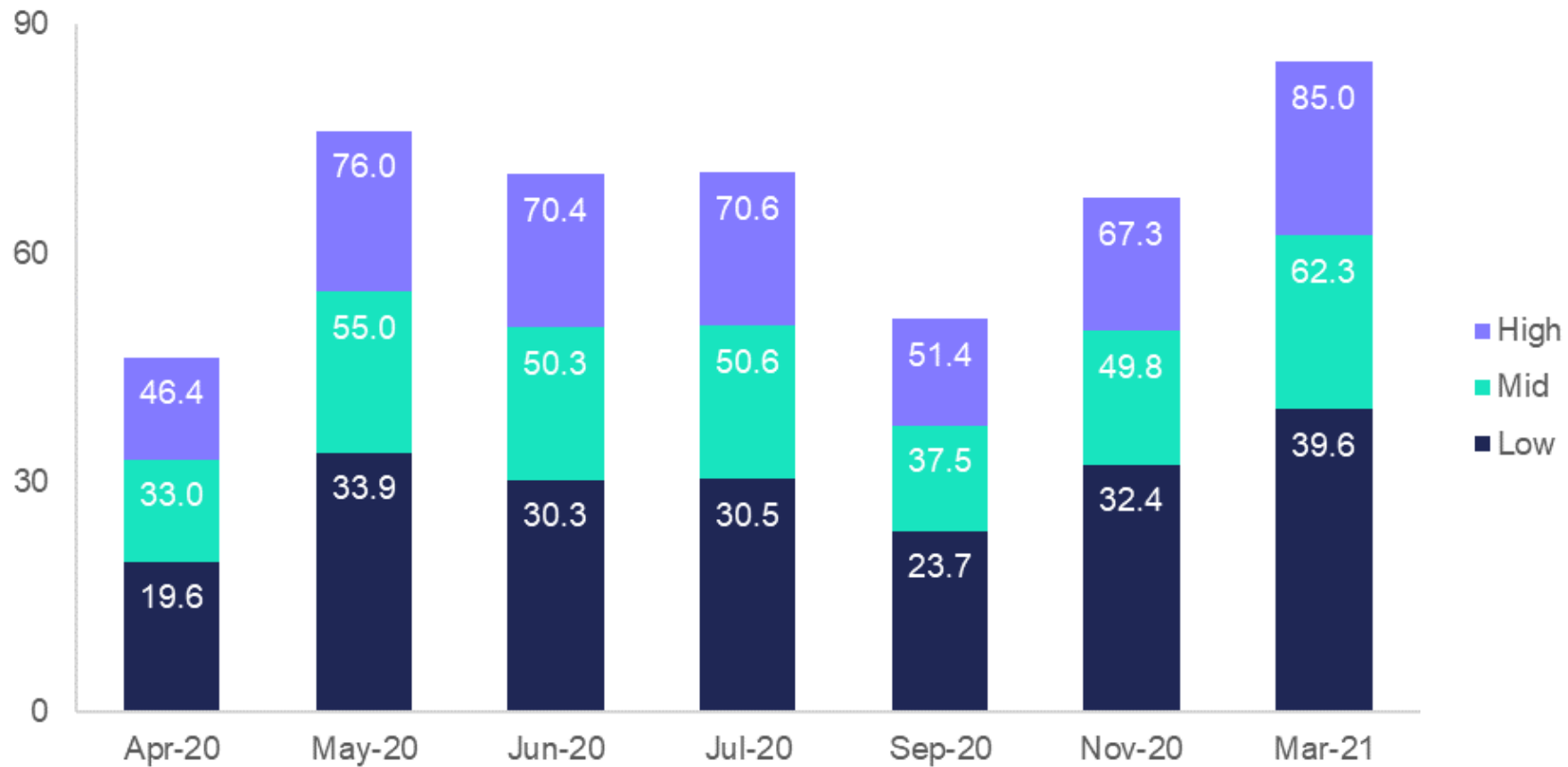


/ Home Working Remains the Norm



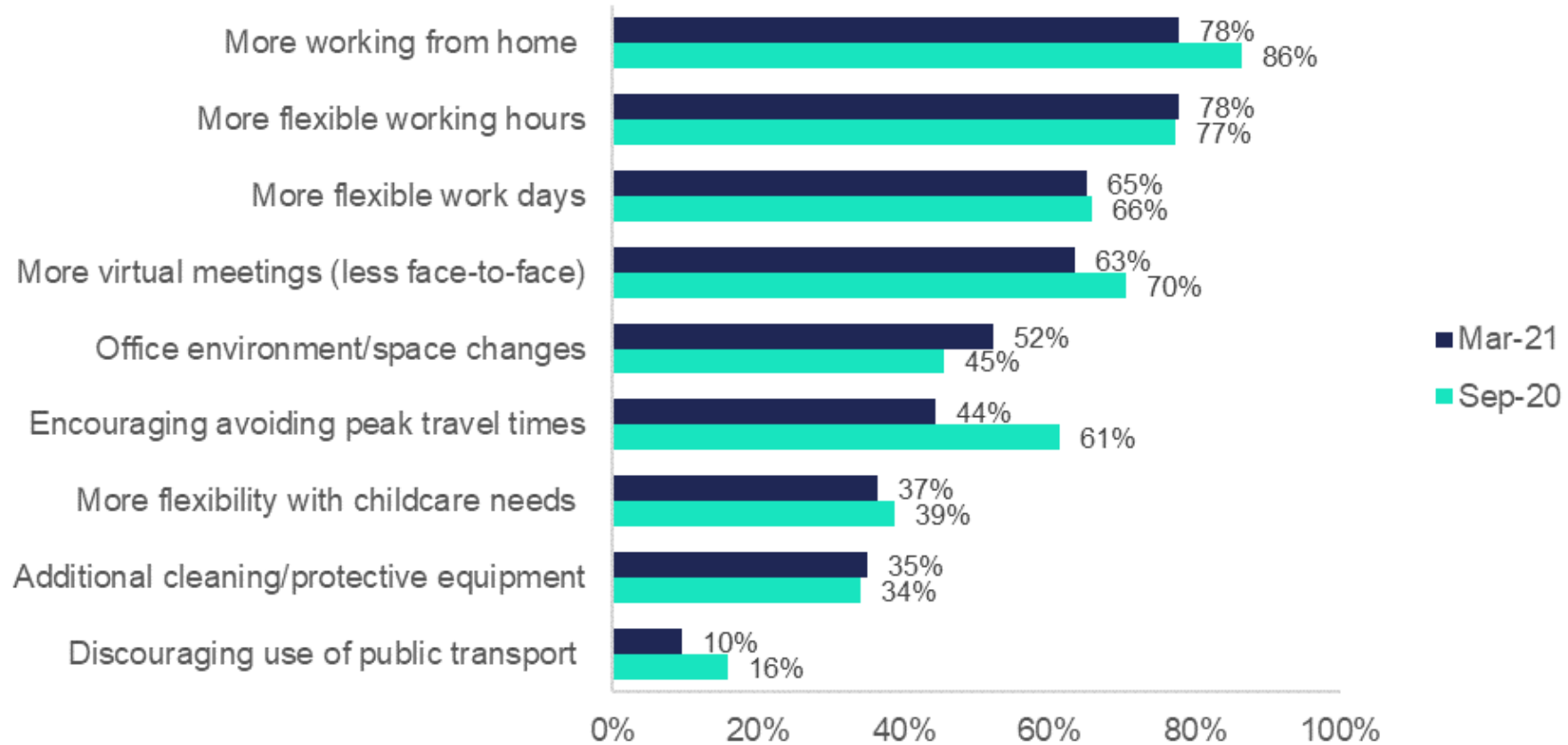
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

/ Expect to Remain Into Summer



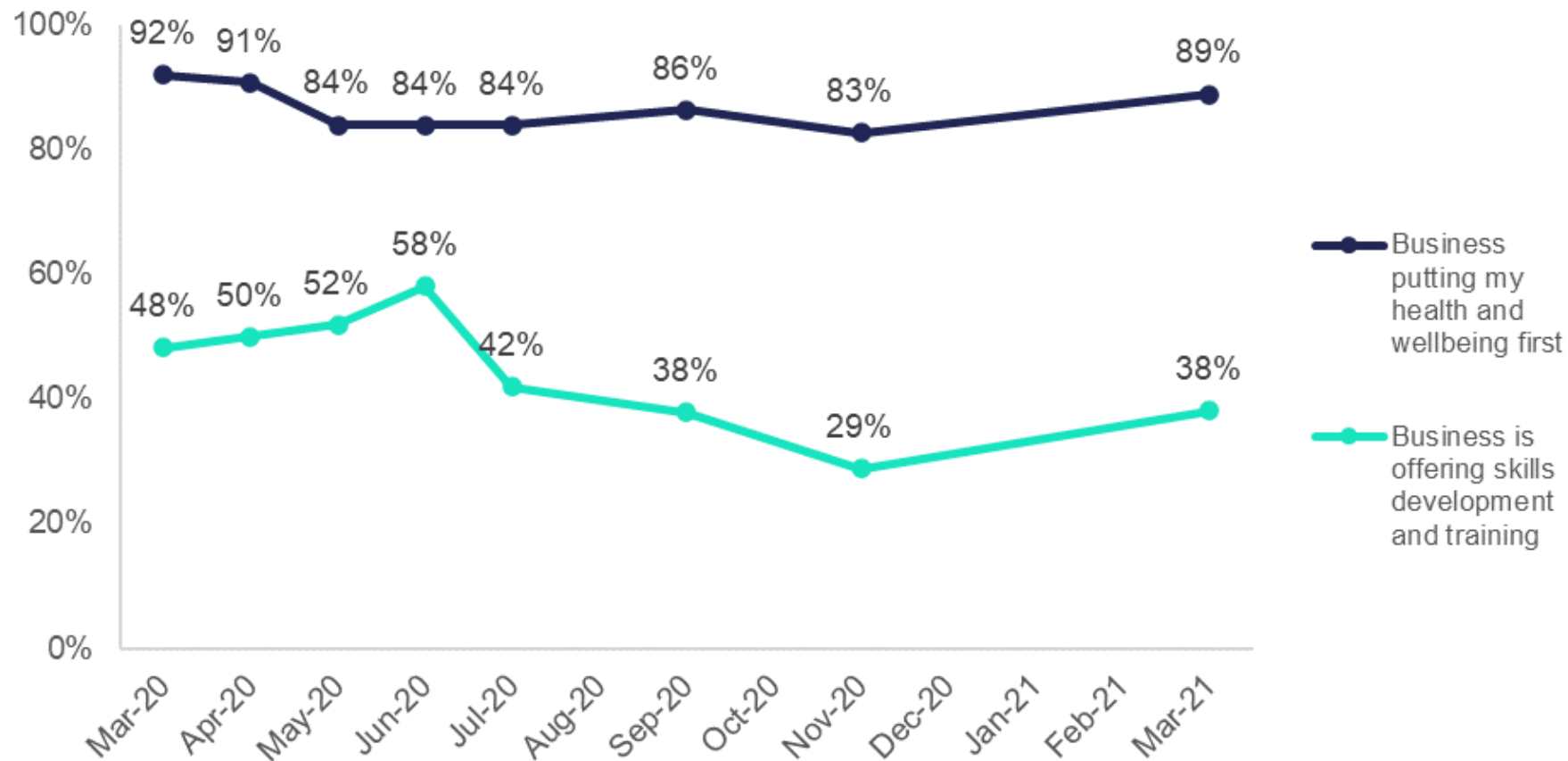
Q. You mentioned that you are currently working from home. How long do you expect your organisation to continue to ask staff to work remotely? (Average in days)

/ Long-term Changes to Working



Q. Thinking about office working practices in the future, which of the following would you like to become a permanent change?

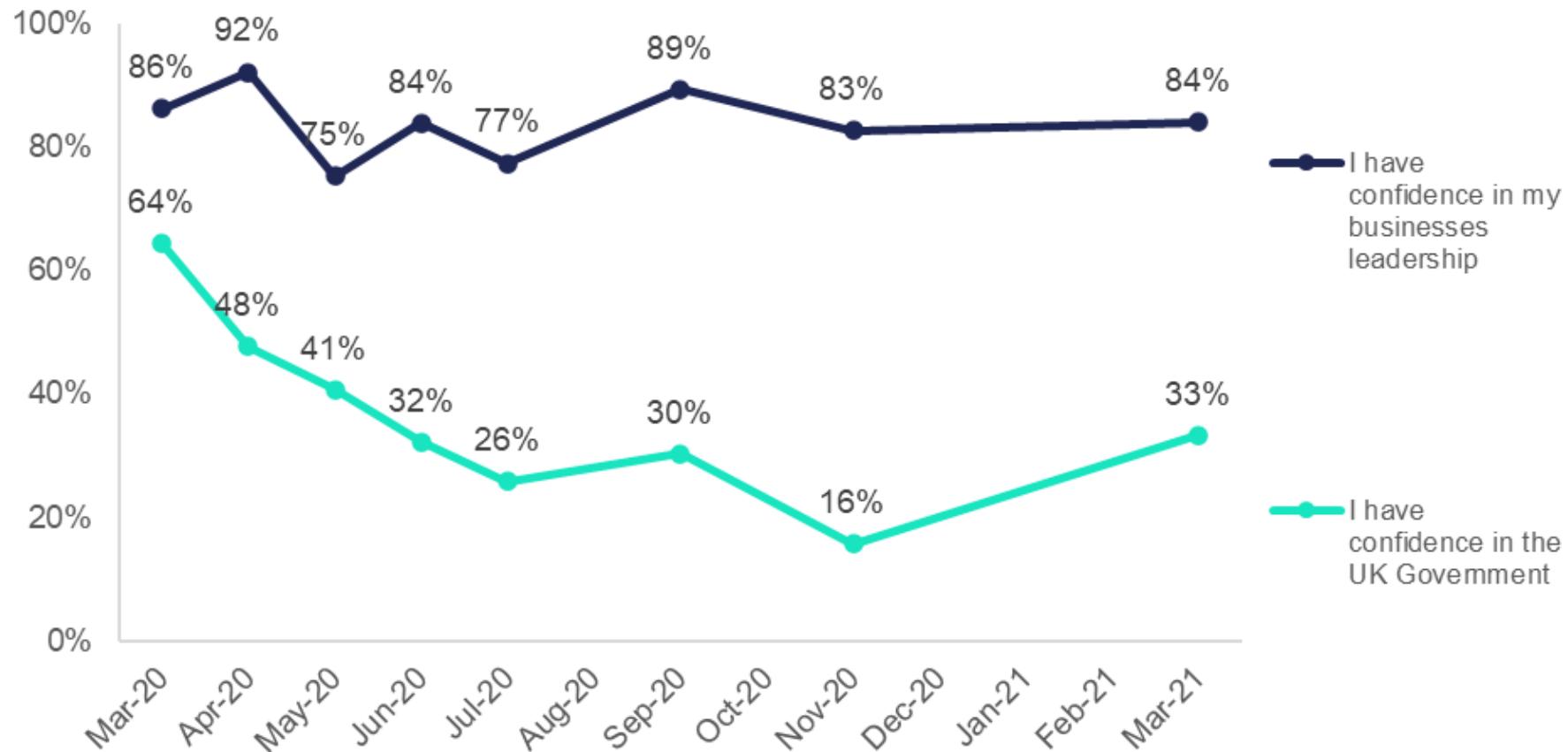
/ Some Offering More Training



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

/ Advice and Guidance

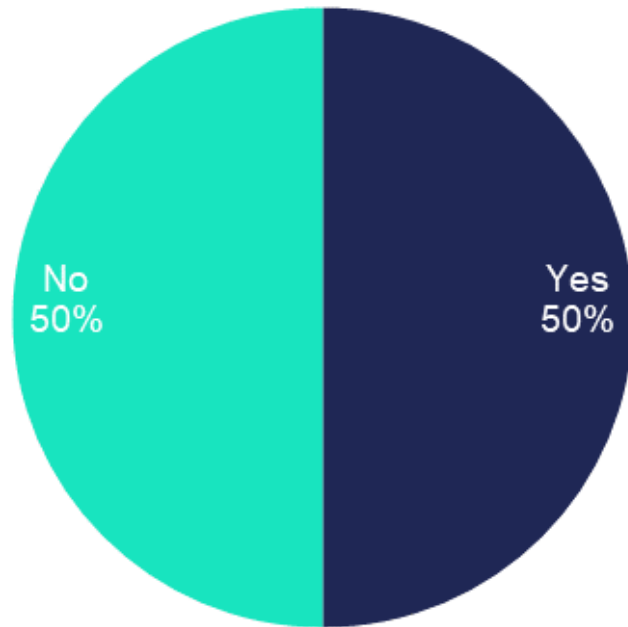
/ Vaccine Helps Government Confidence



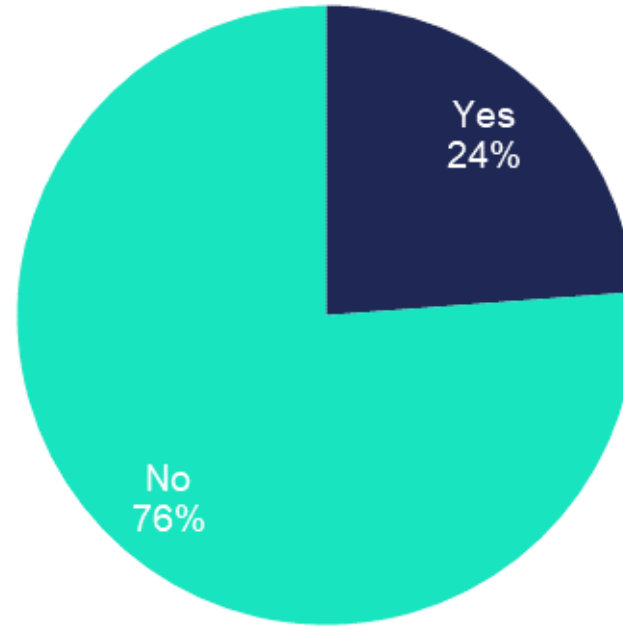
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

/ Half Feel Government Must Do More

Government

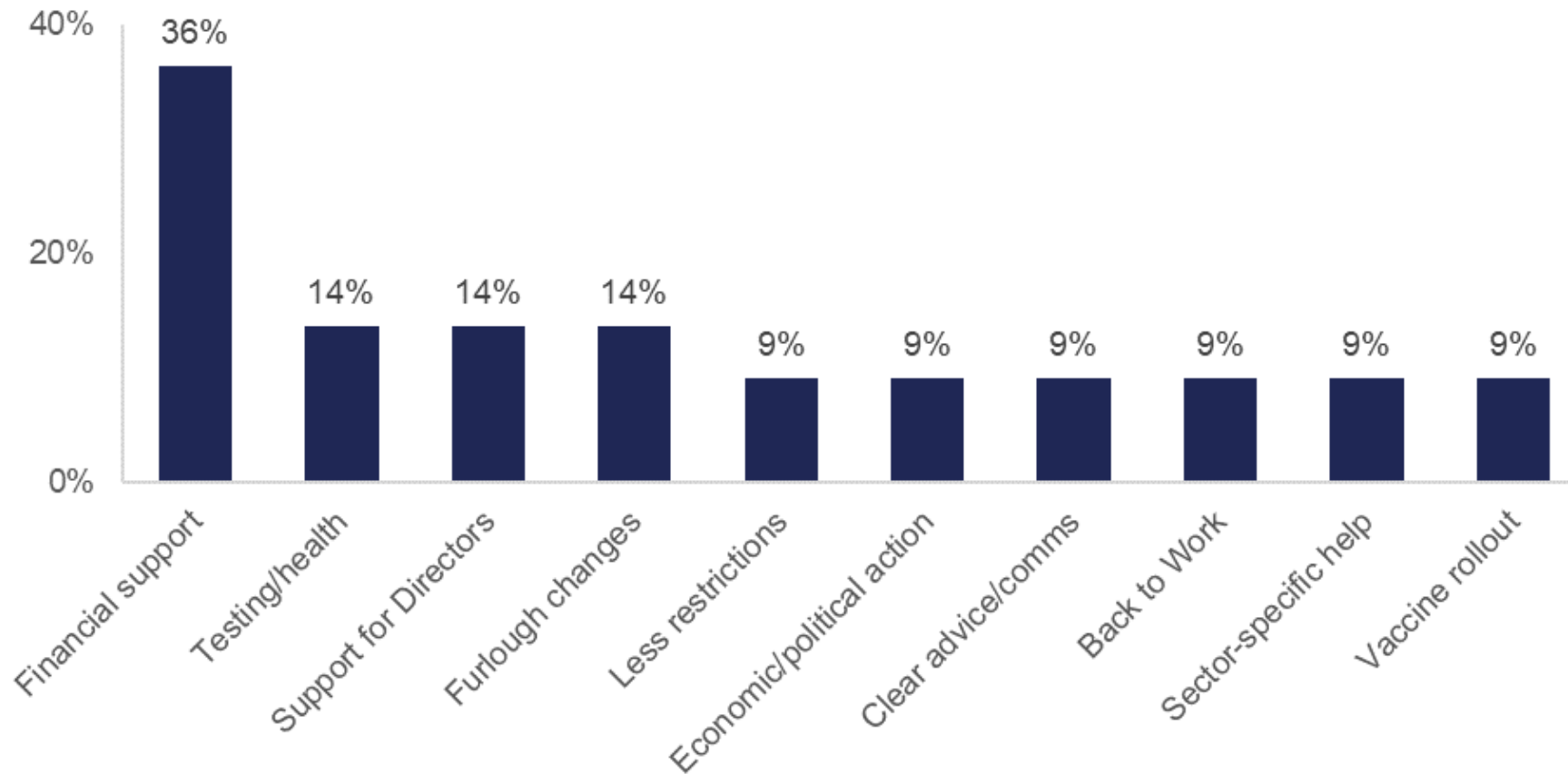


DMA



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](#)

