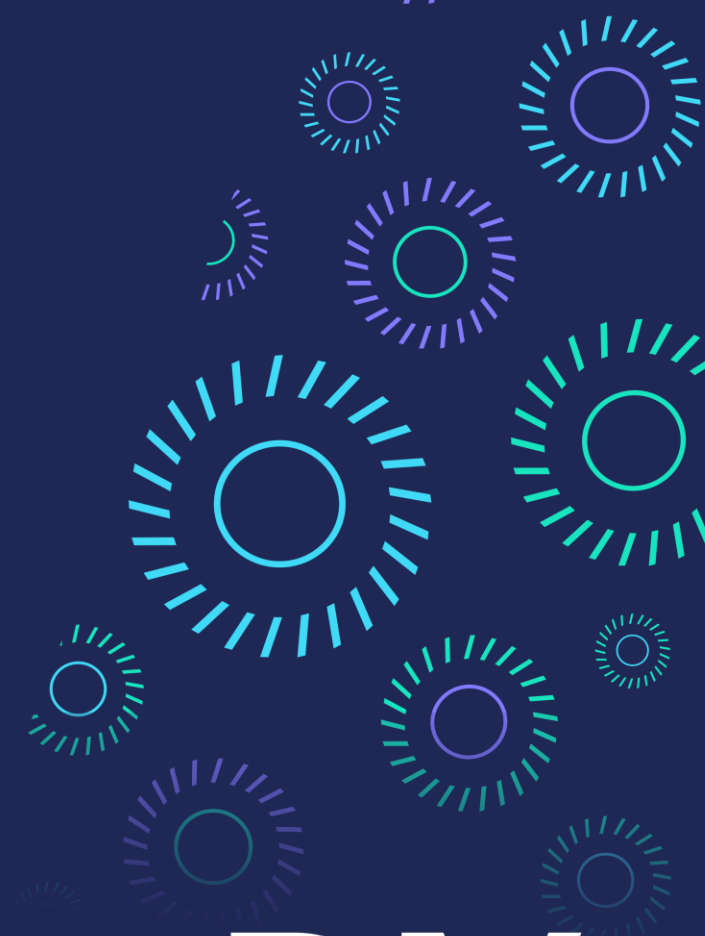


# / Coronavirus Survey: November 2020 Results

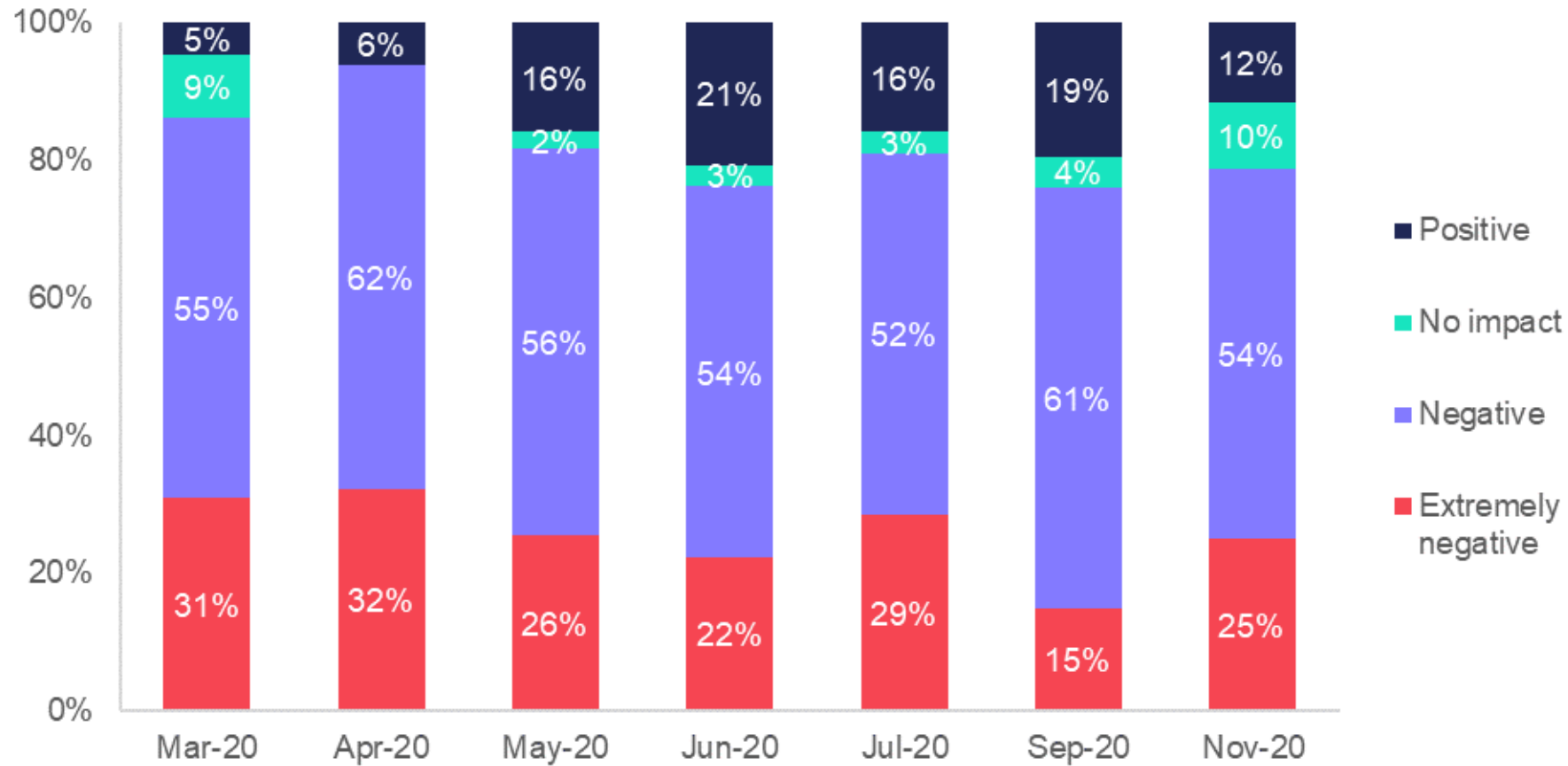


**DM**  
Data &  
Marketing  
Association **A**

# / Industry Impact

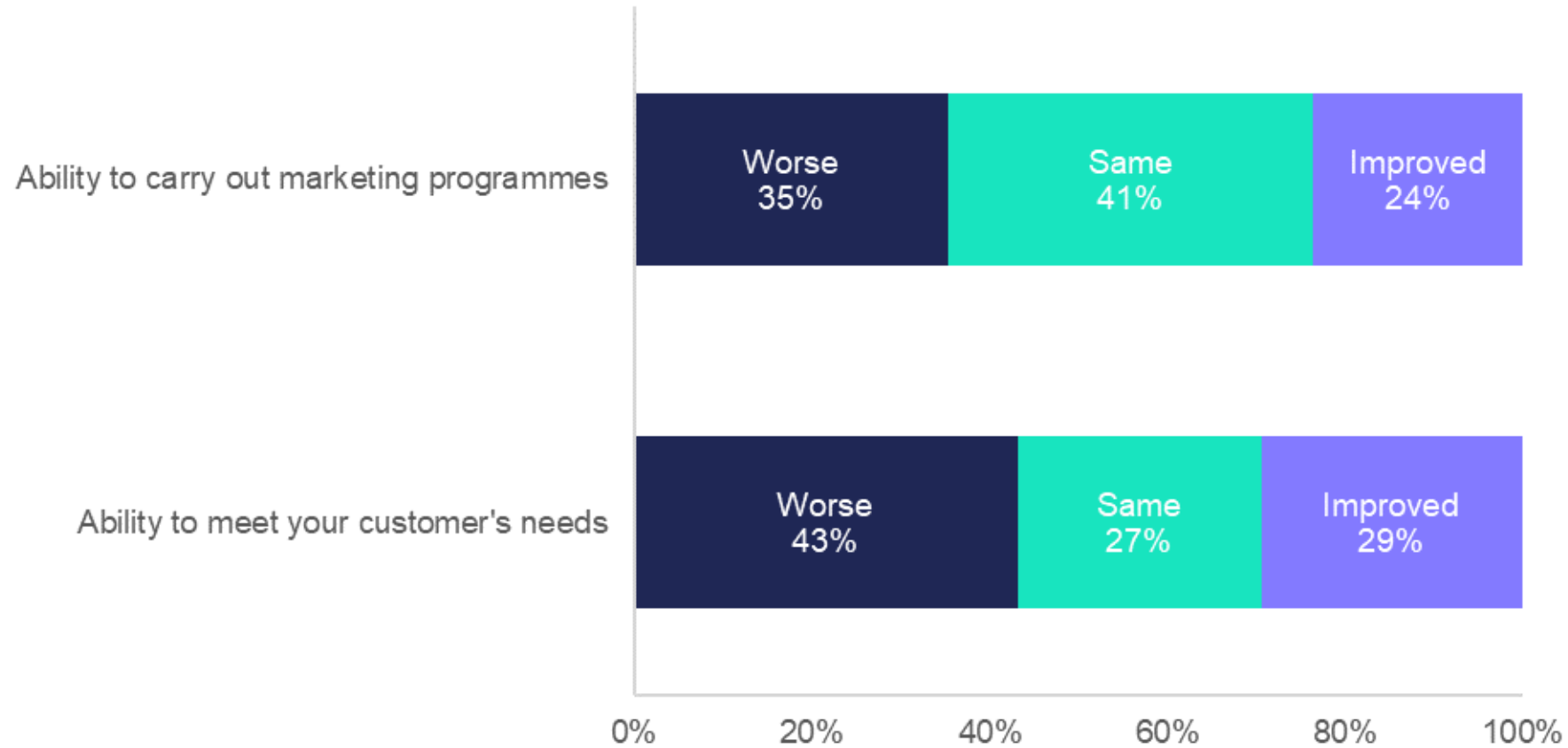


# / Negative Economic Impact Grows



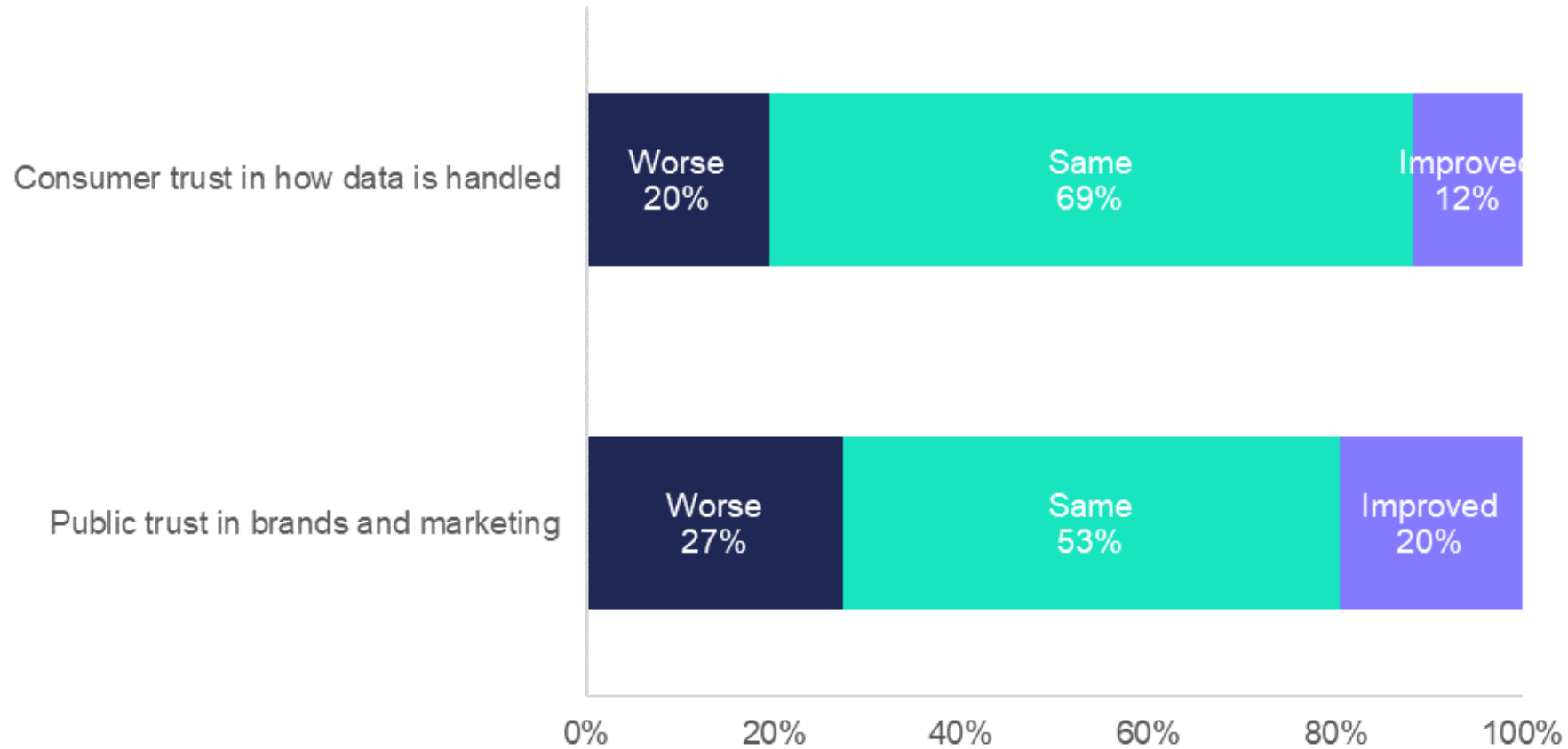
Q. Thinking about the economic effects of Coronavirus on your organisation over the coming months, how would you define the impact on your business?

# / Difficulties Serving and Marketing



Q. What impact has Coronavirus had on the following?

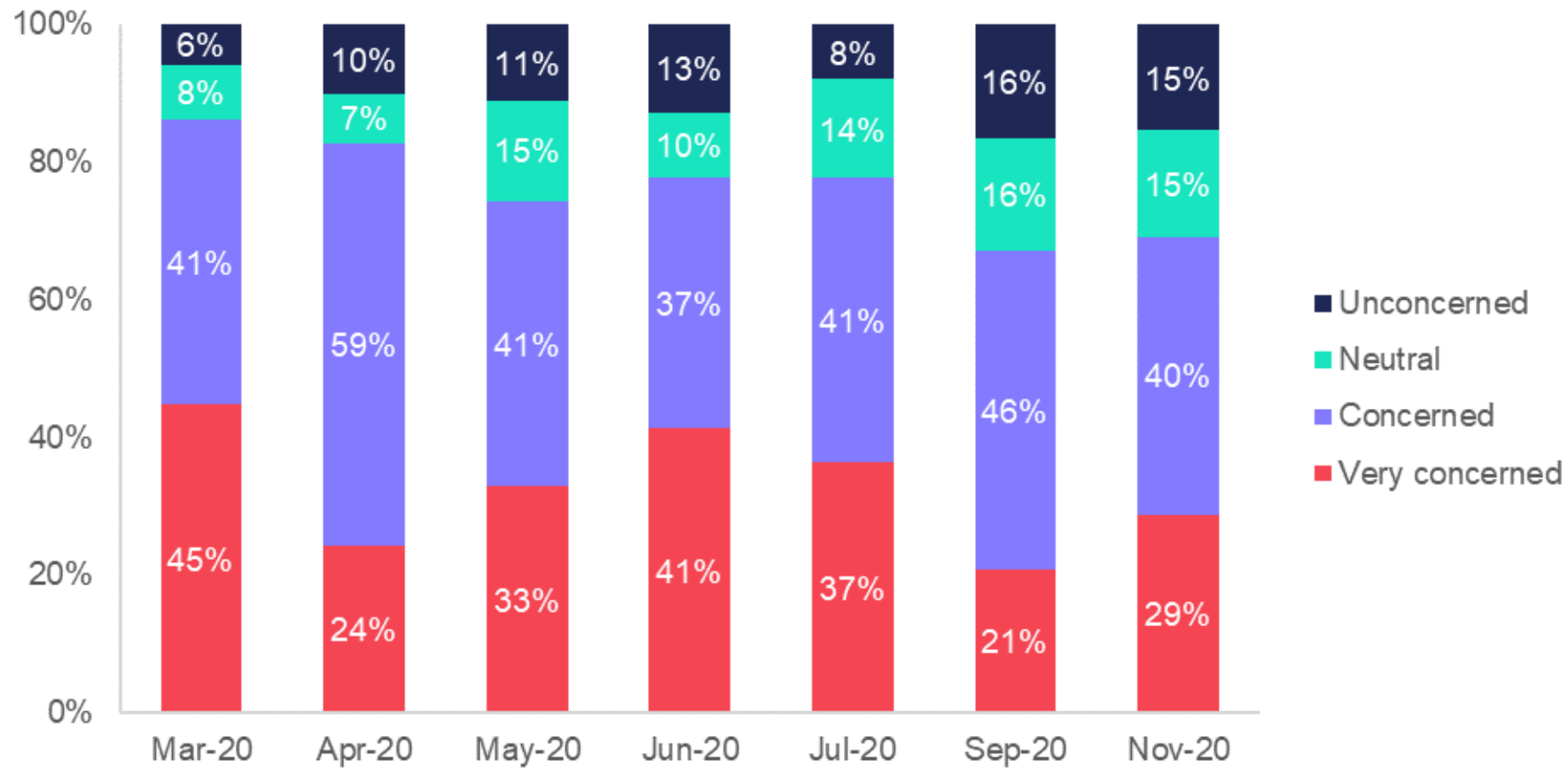
# / Impact on Consumer Trust is Divided



Q. What impact has Coronavirus had on the following?

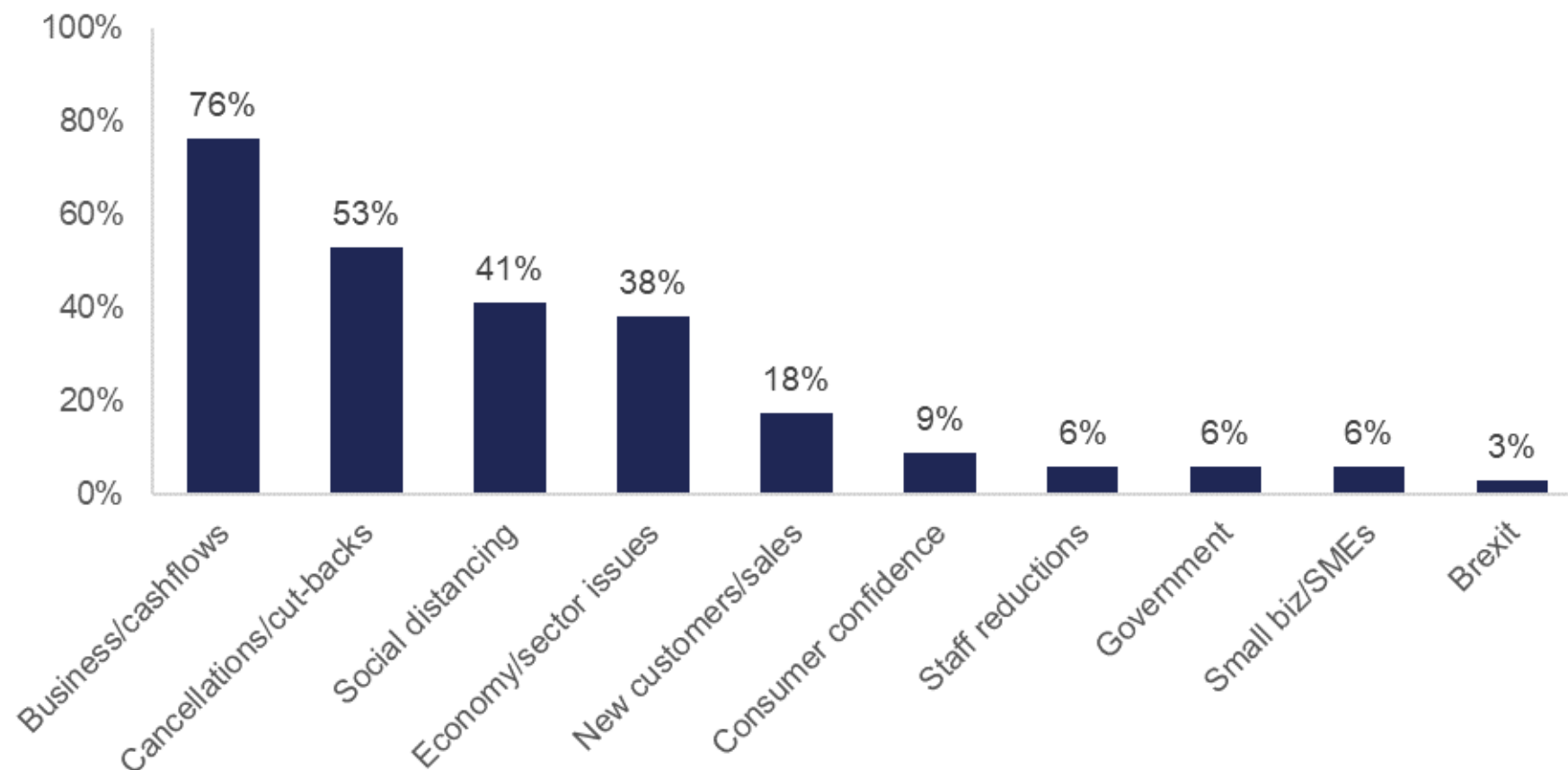
# / Key Business Issues

# / Business Concerns Remain Elevated



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

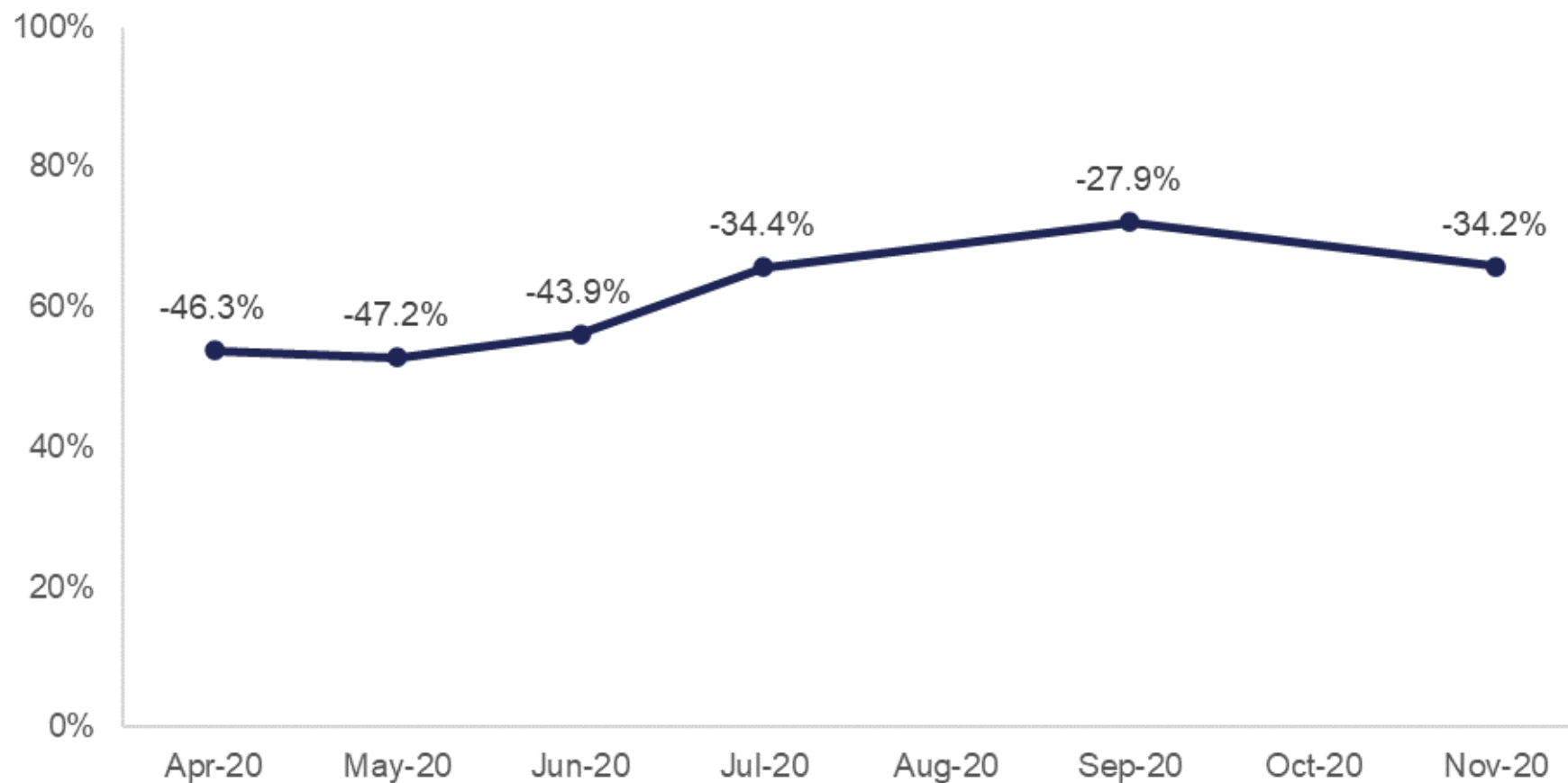
# / Impact of Restrictions a Growing Burden



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

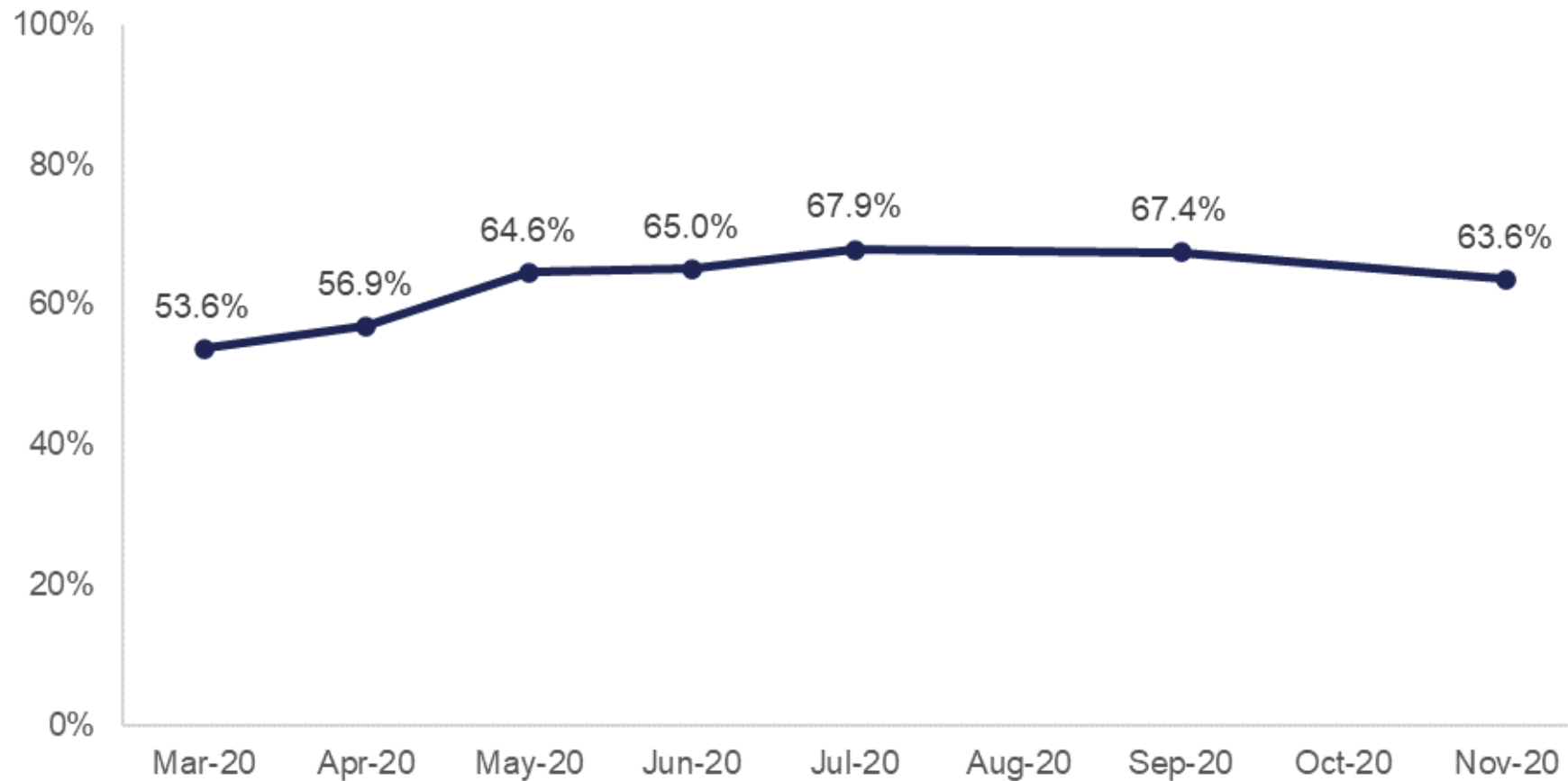


# / Revenues Remain Significantly Reduced



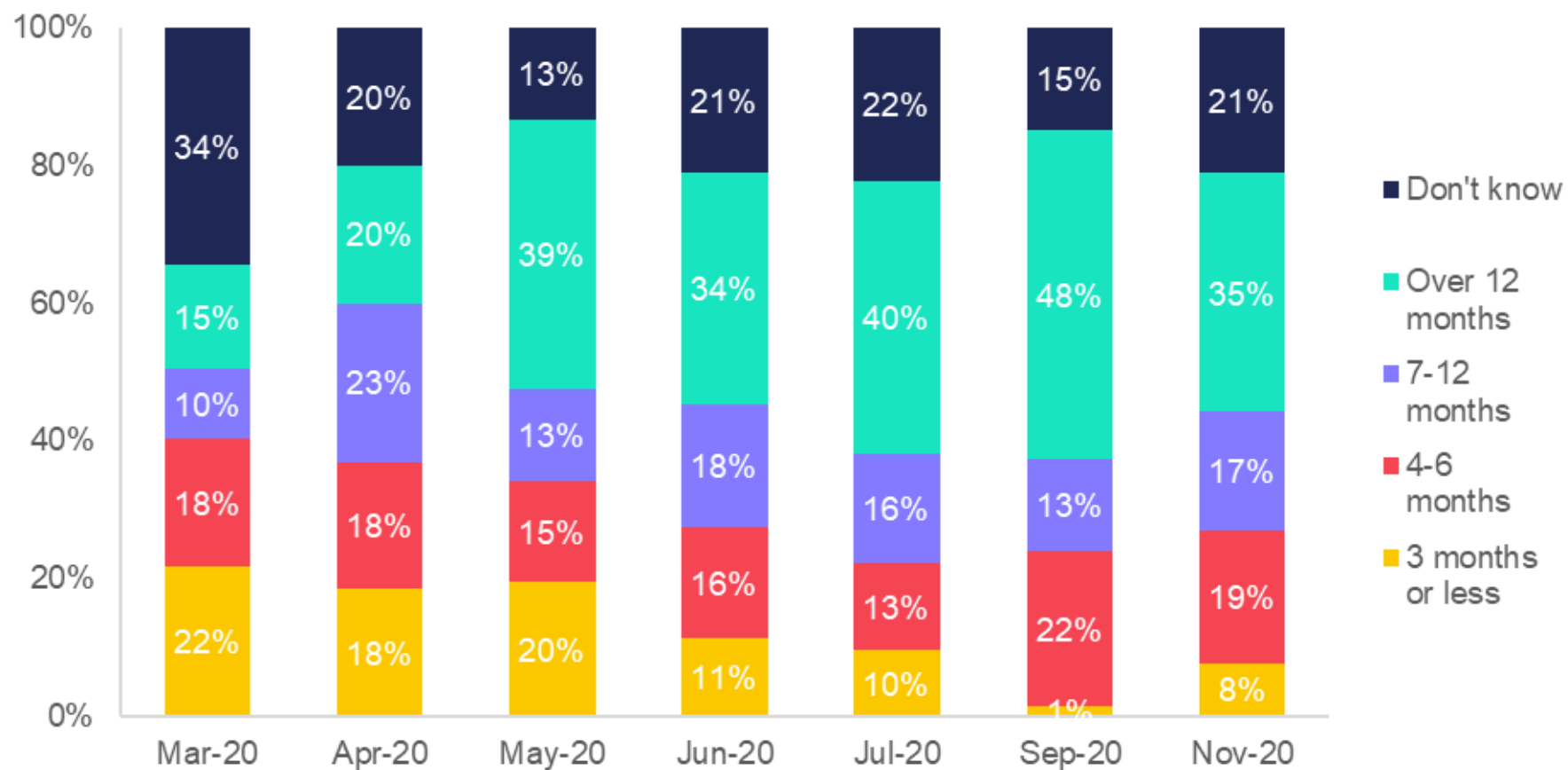
Q. How much would you estimate the revenue of your organisation, in percentage terms, has changed as a result of the current situation?

# / 'BaU' Steady at Two-Thirds of Normal



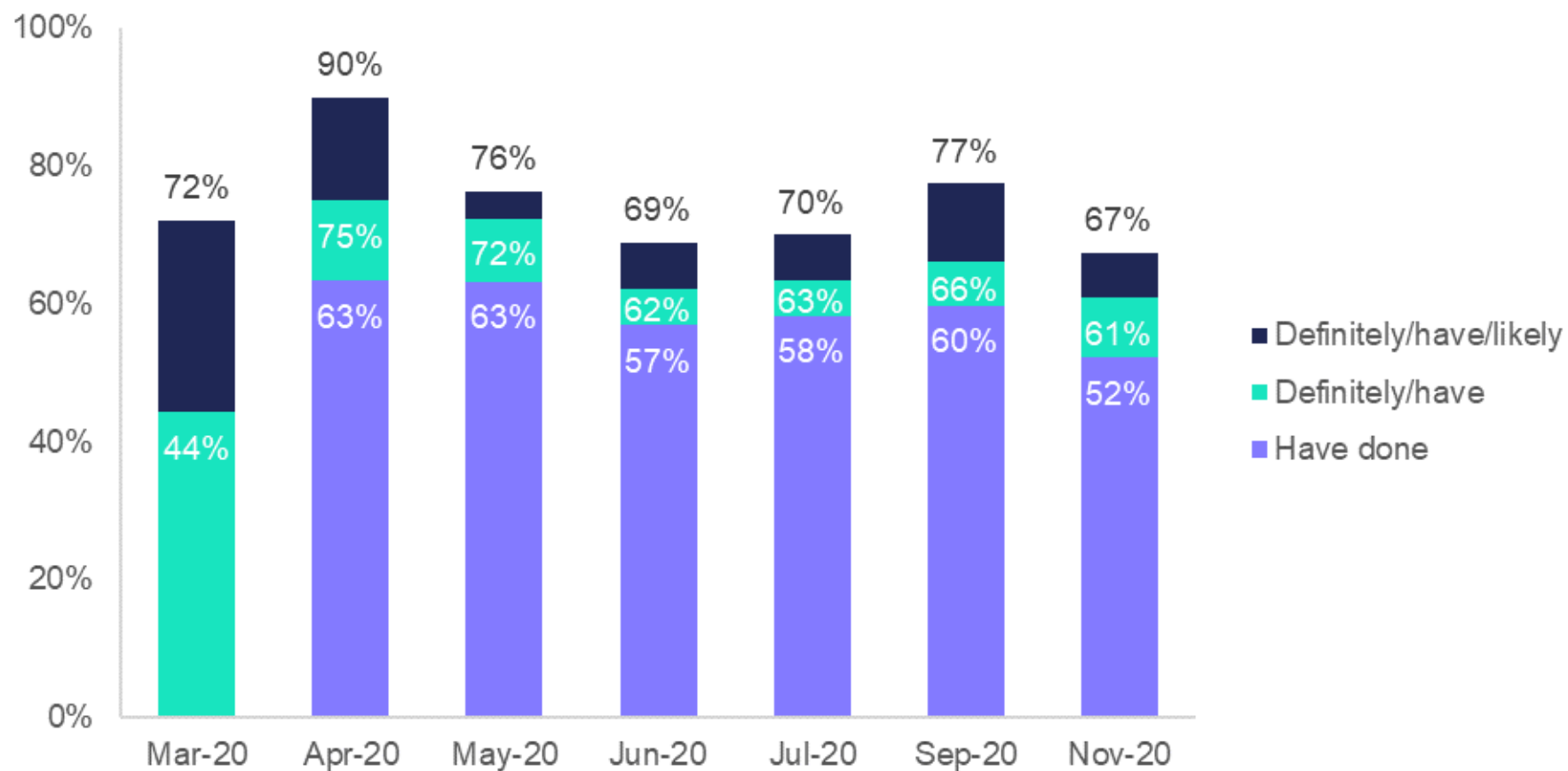
Q. Thinking about the financial implications of Coronavirus on your business. On a scale from 0% to 100%, how much do you estimate your organisation will be able to operate 'business as usual' over the coming months?

# / Confidence in Enduring Dips



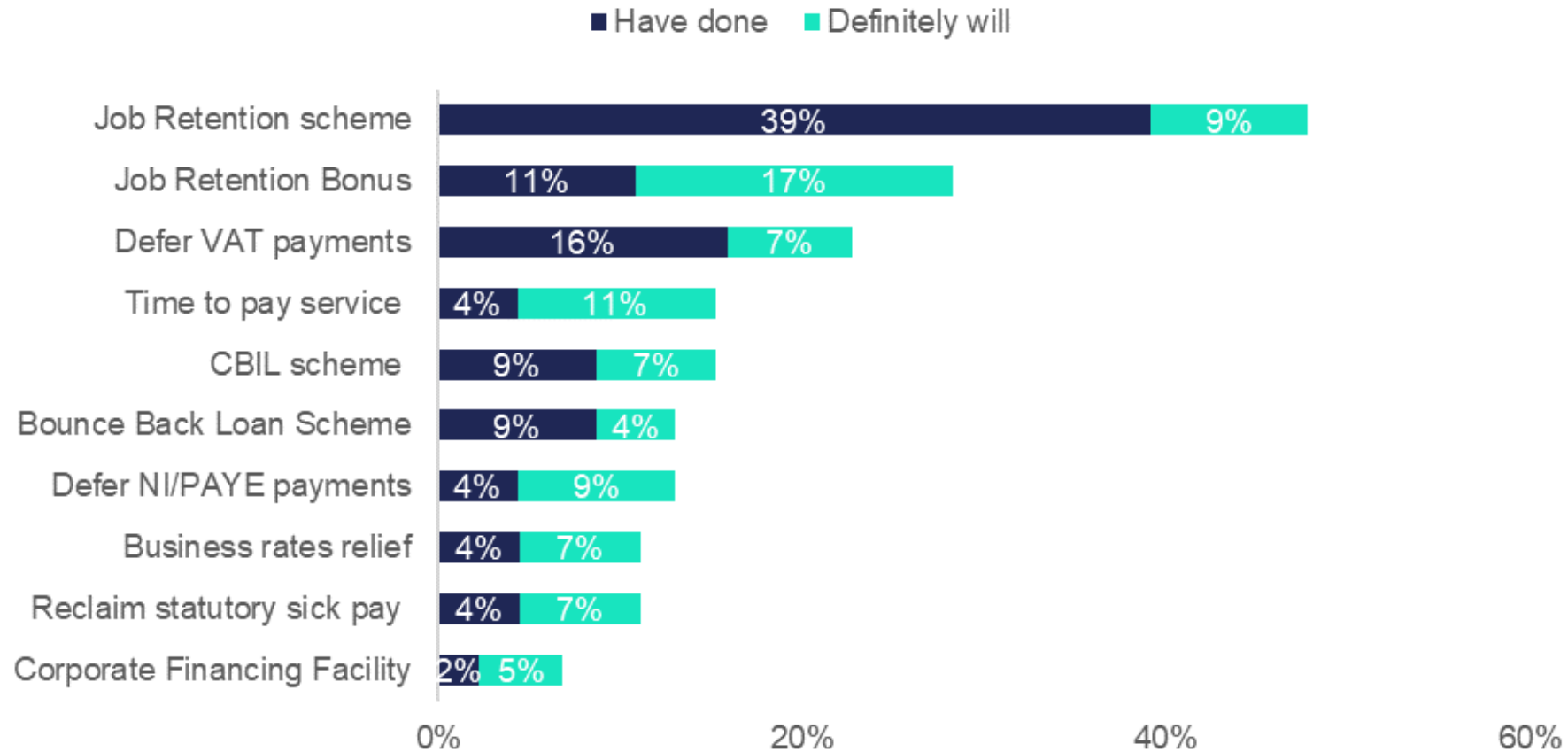
Q. How long could your organisation continue to operate financially given the implications of the outbreak?

# / Use of Government Schemes Continue



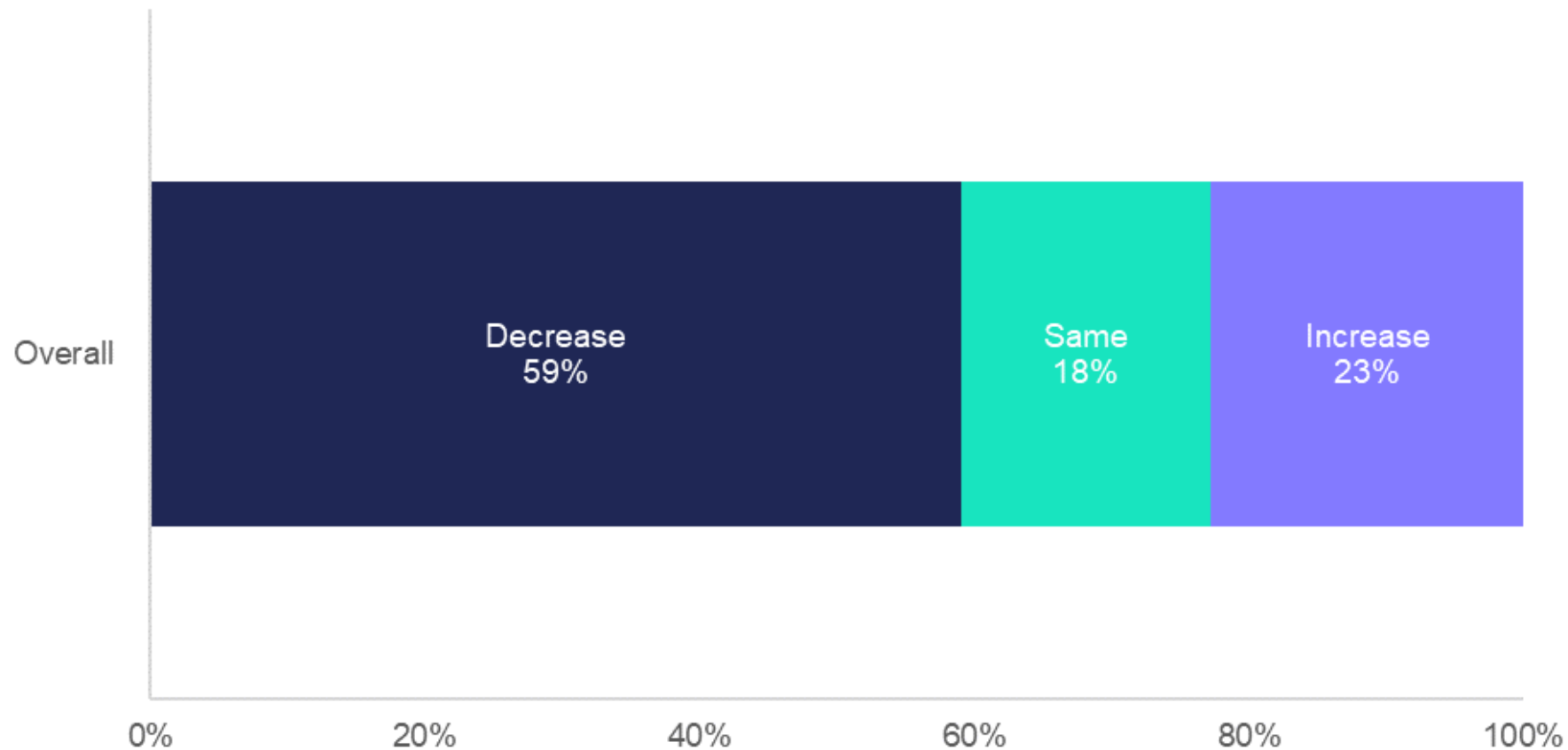
Q. How likely is your organisation to have to apply for or do any of the following over the coming months? [Selected at least once for any option]

# / Staffing and Tax are Key Areas



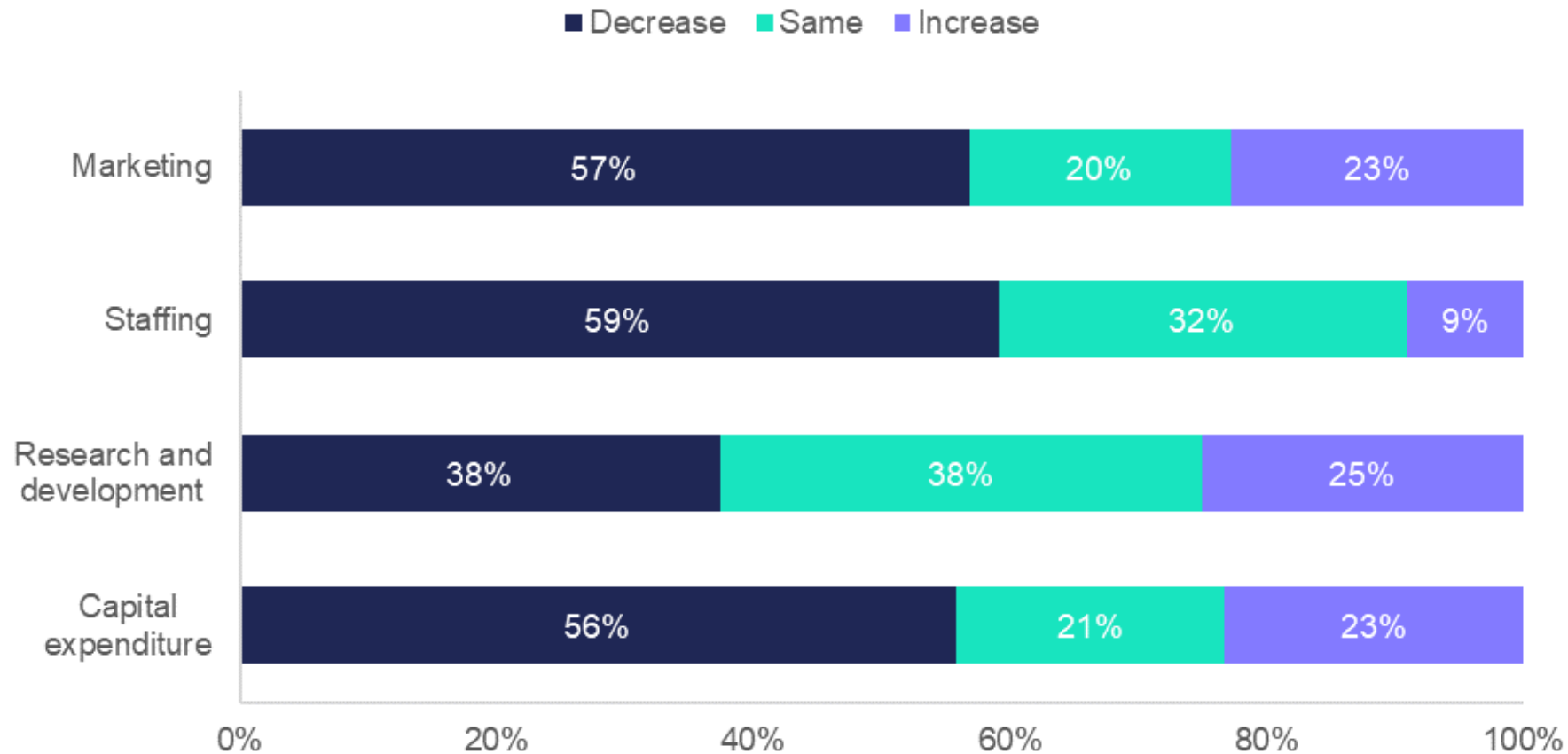
Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

# / Most Expect Future Budget Decline



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



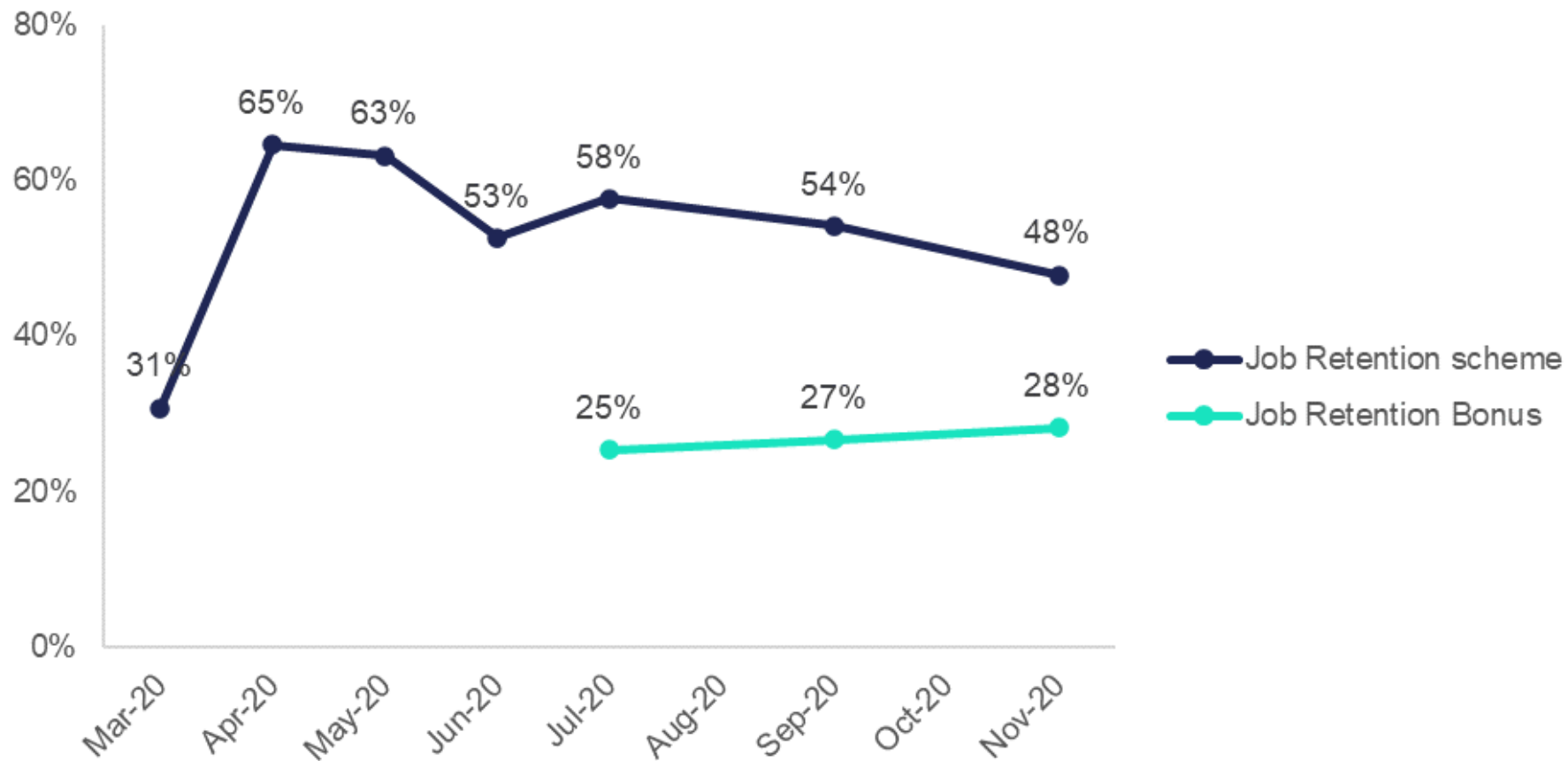
Q. Now thinking about your organisation's plans for the future and the next financial year, how would you expect your budgets to change in the following areas?

**/ Talent**





# / Focus Remains on Staff Retention



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

# / Some Already Asking Staff for Relief

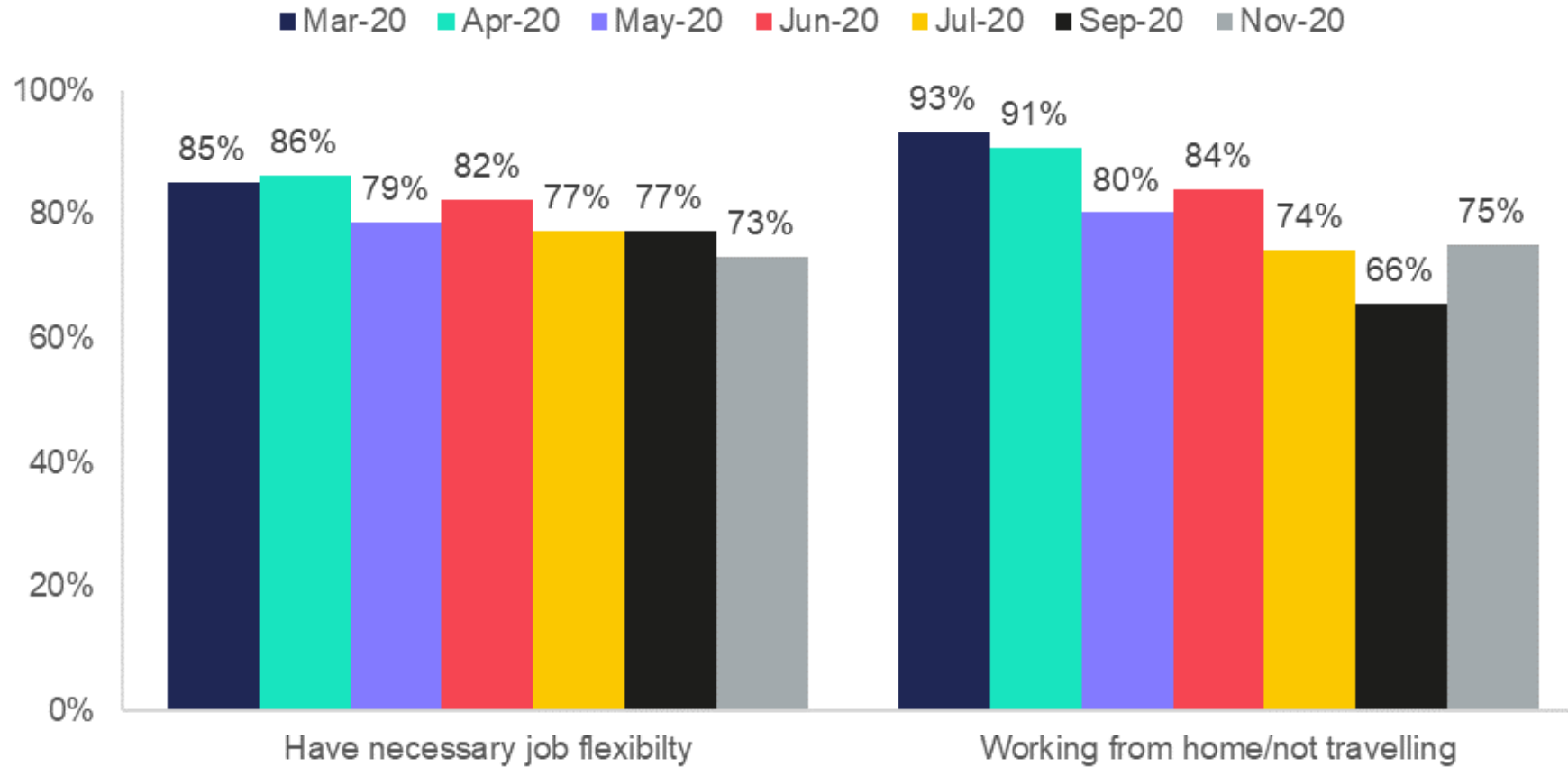


Q. How likely is your organisation to have to do any of the following over the coming months? (% Definitely/Have done)

# / Staff Continuity

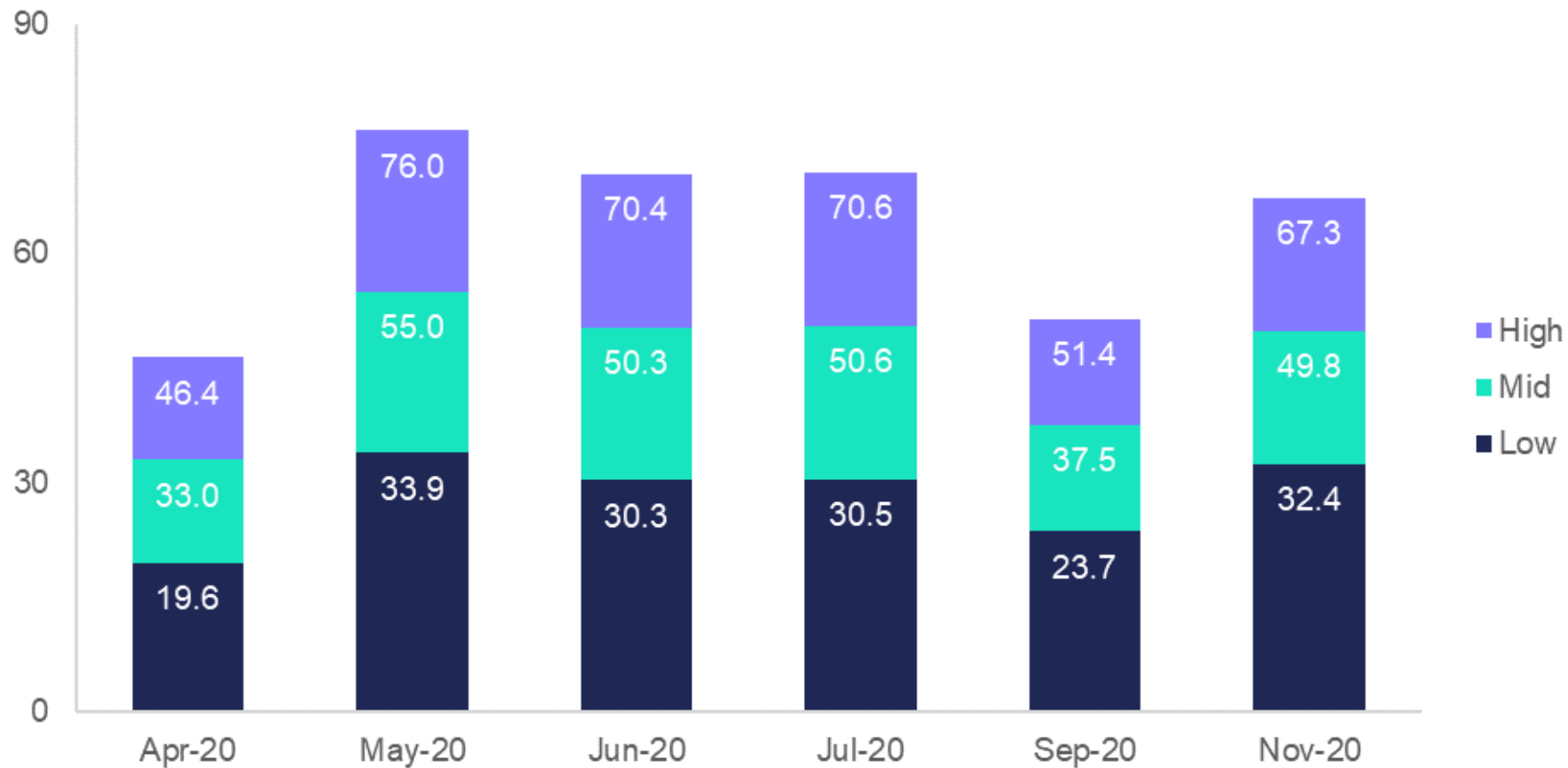


# / Home Working Makes a Return



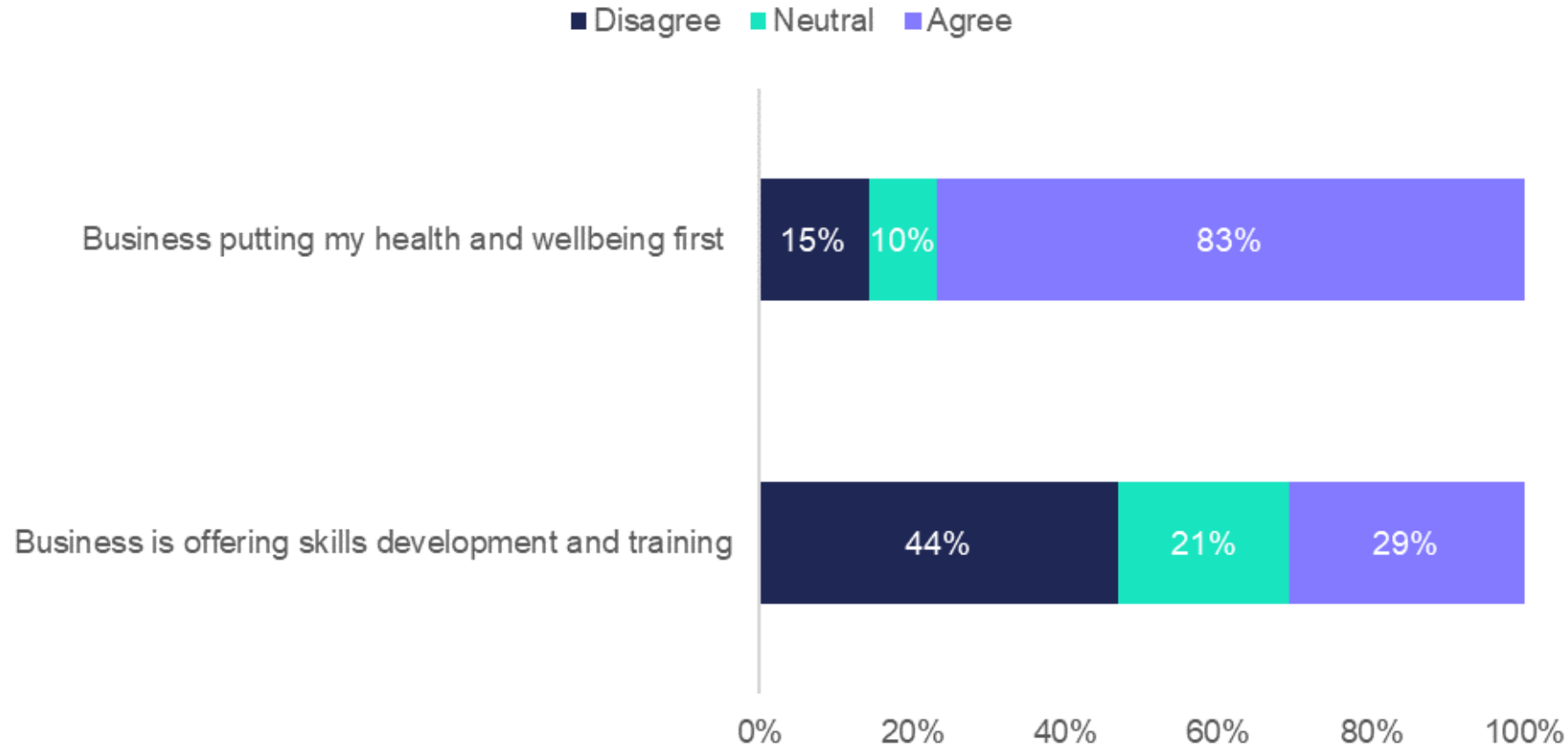
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Expect to Remain Well Into New Year



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)

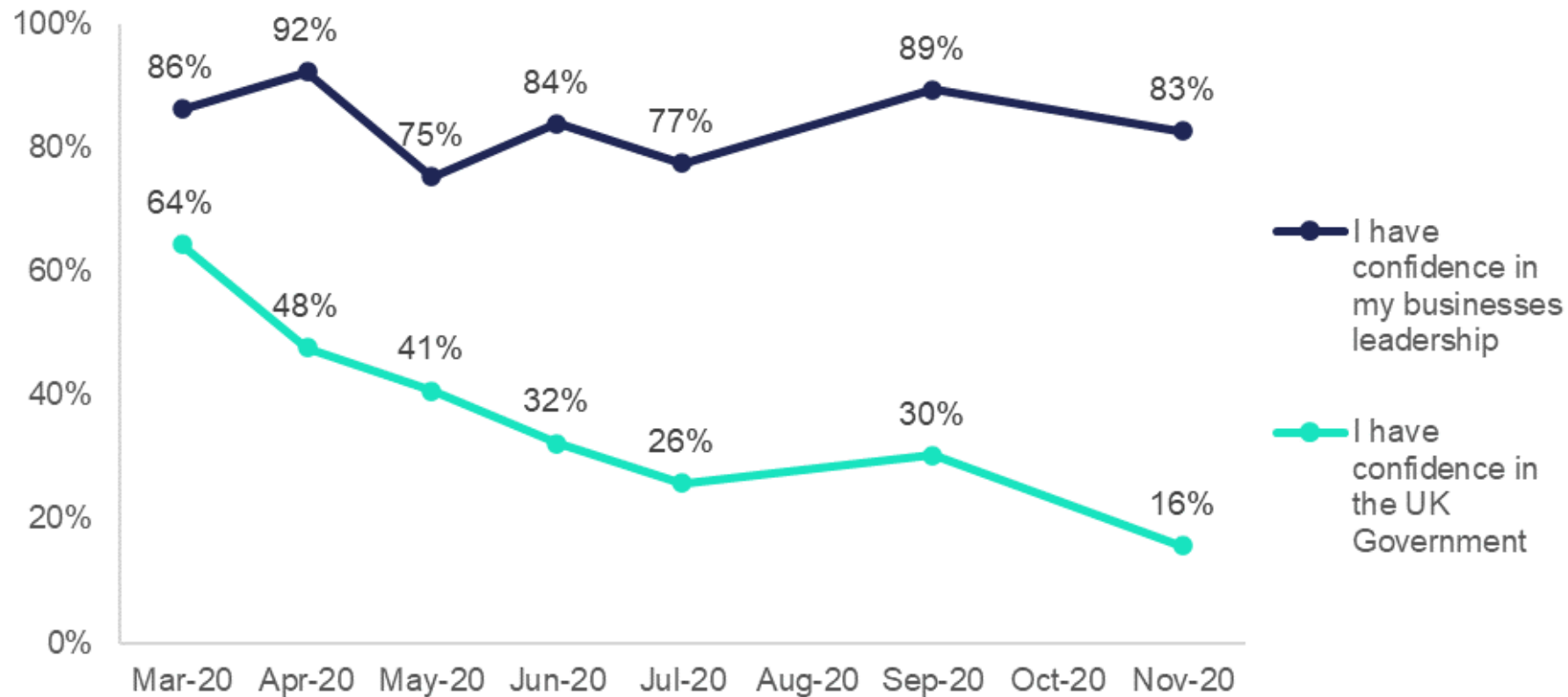
# / Business Missing Training Opportunity



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

# / Advice and Guidance

# / Falling Confidence in Government

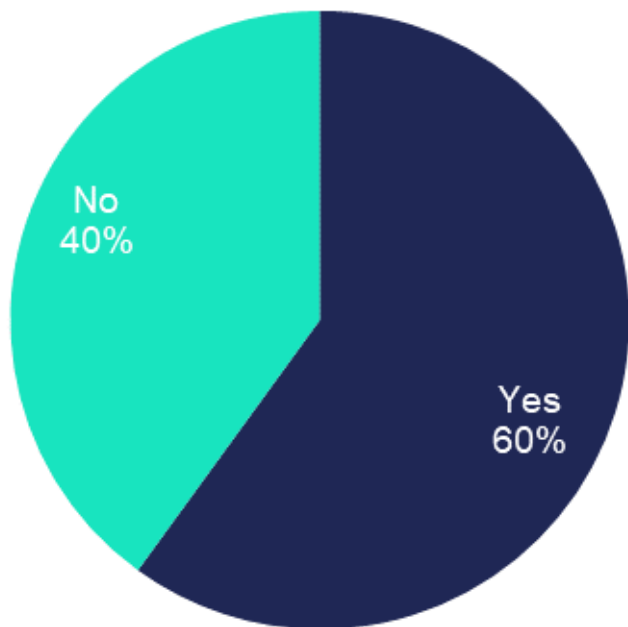


Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

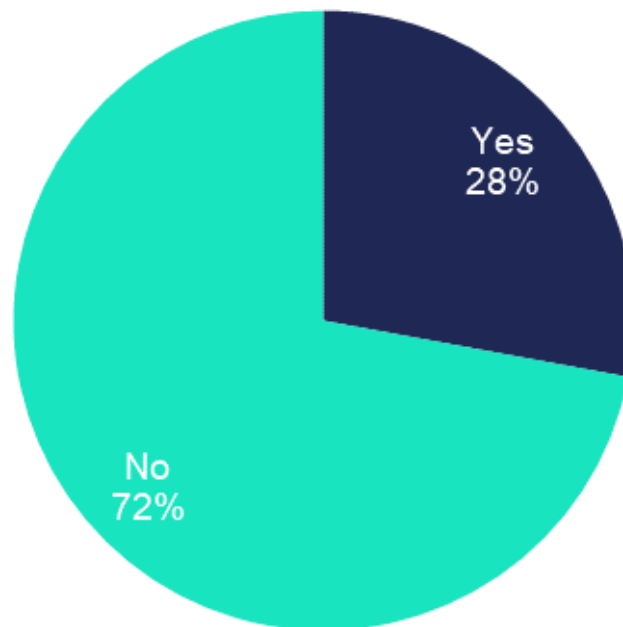


# / Most Feel Government Must Do More

Government

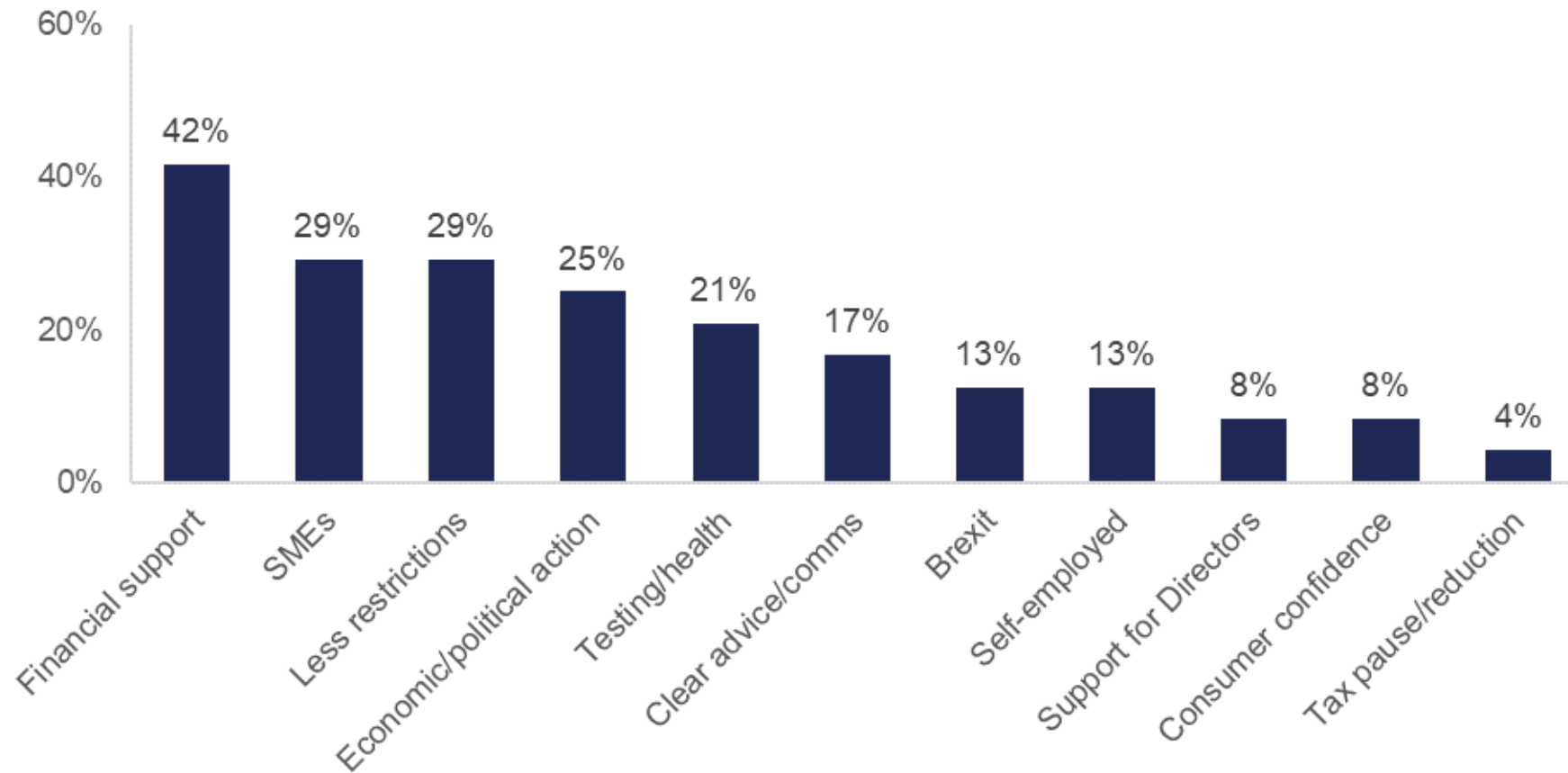


DMA



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](#)

