

# / Coronavirus Survey: September 2020 Results

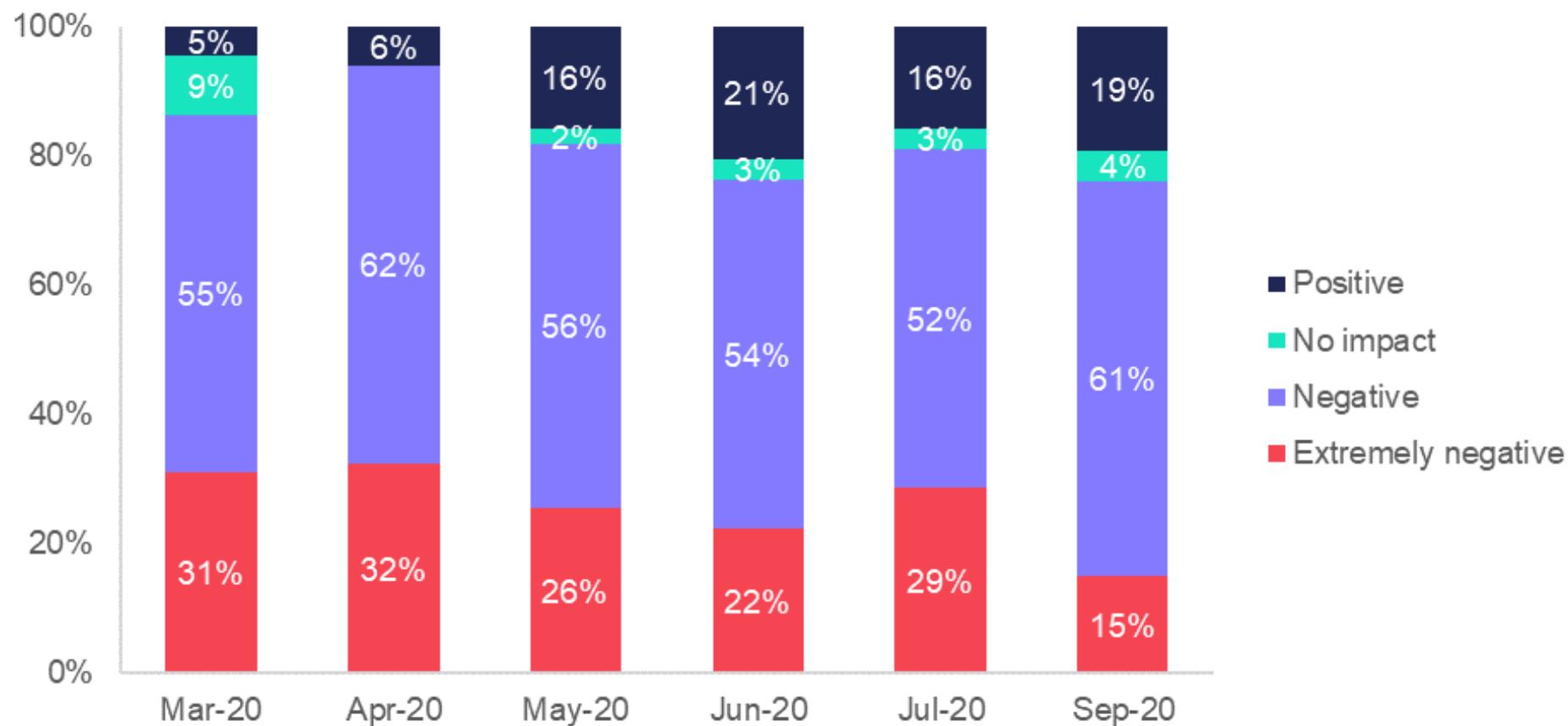


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Marketing  
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# / Industry Impact

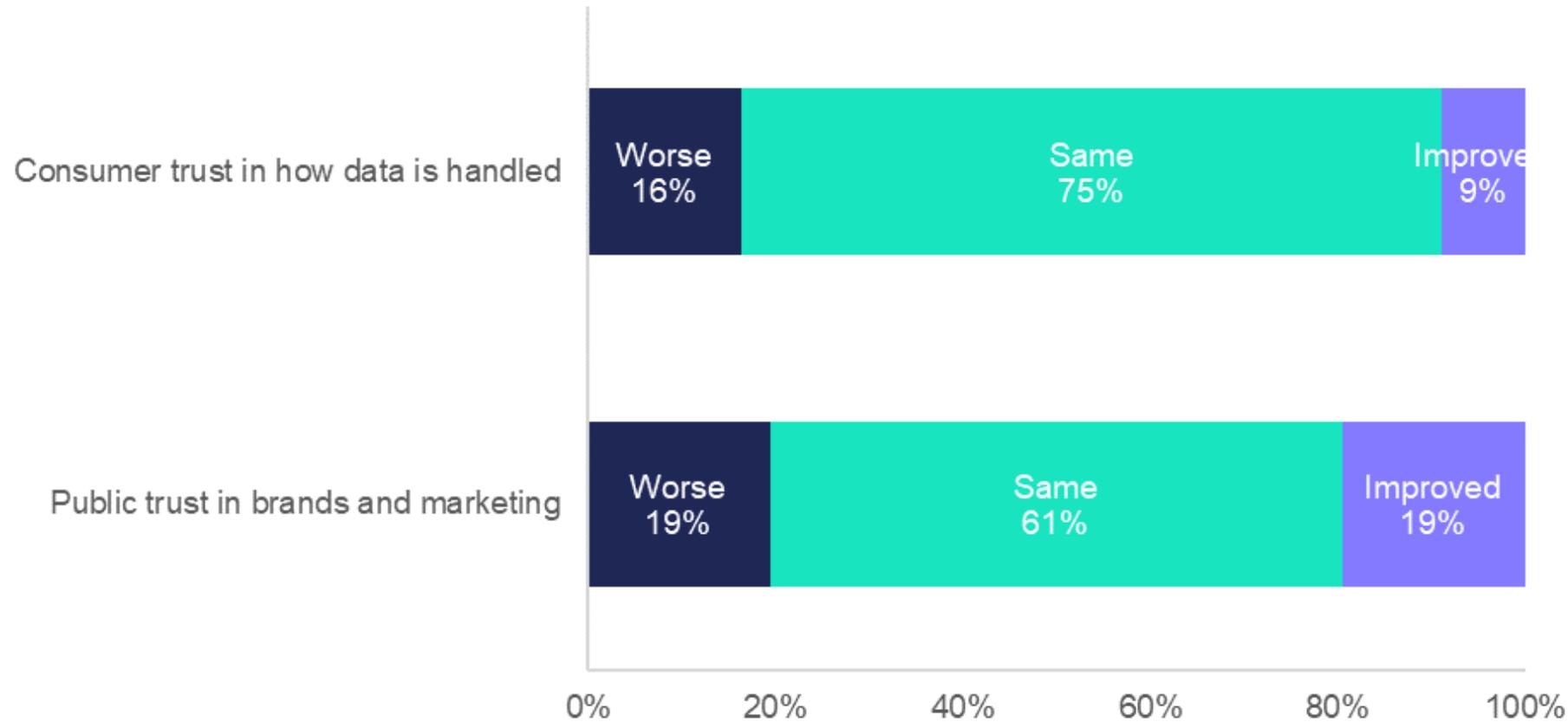


# / Economic Impact Remains Negative



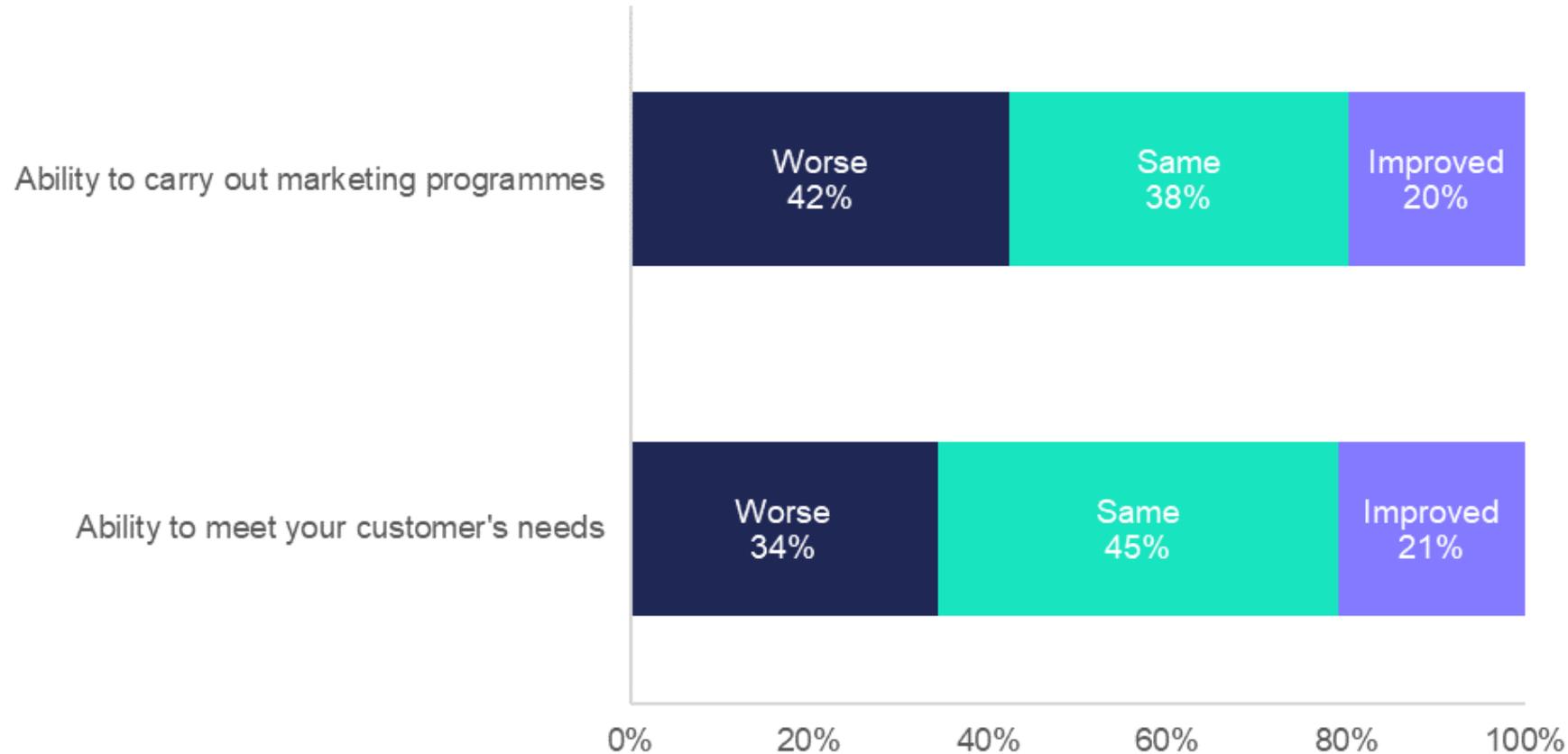
Q. Thinking about the economic effects of Coronavirus on your organisation over the coming months, how would you define the impact on your business?

# / Consumer Trust in Brands is Split



Q. What impact has Coronavirus had on the following?

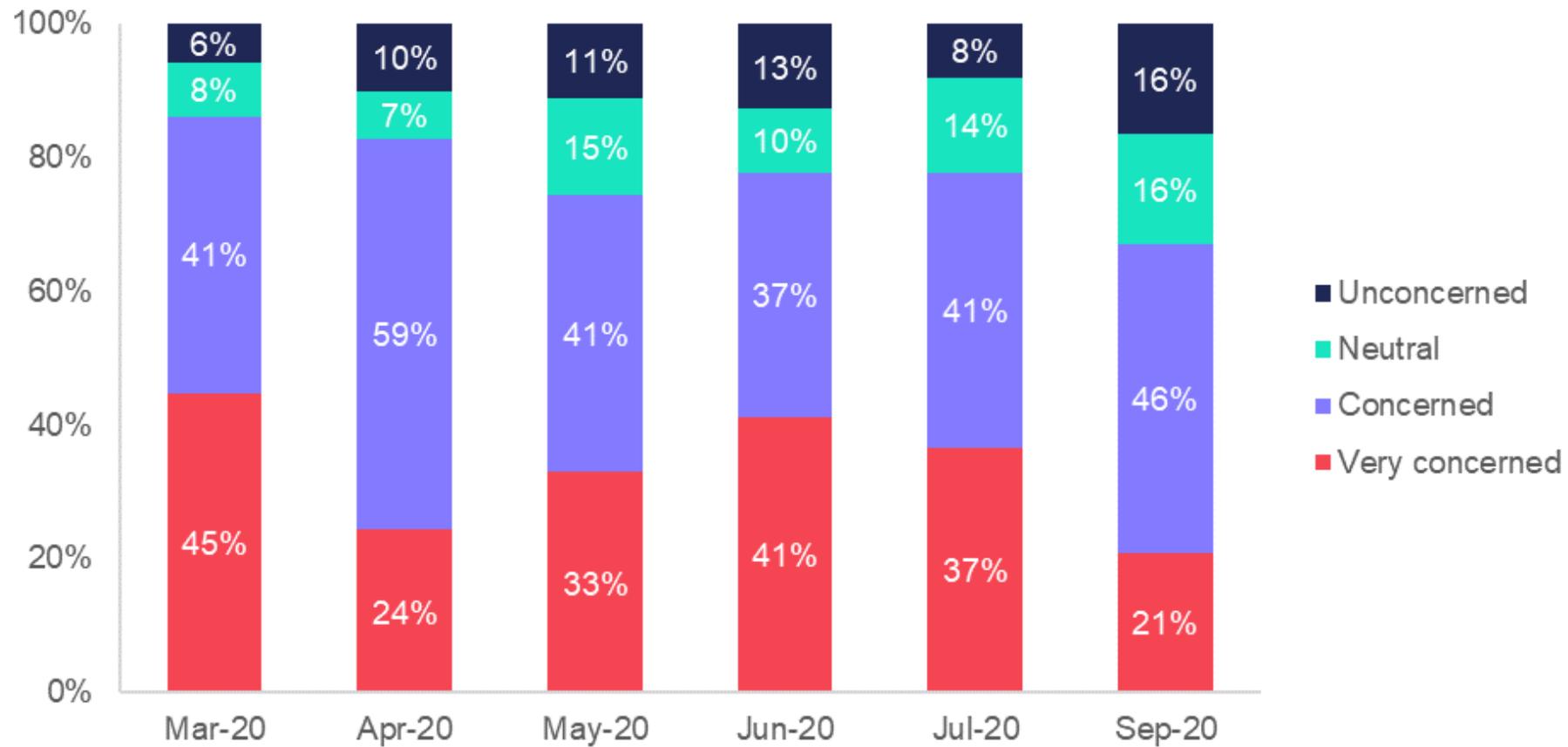
# / And Serving Customers a Challenge



Q. What impact has Coronavirus had on the following?

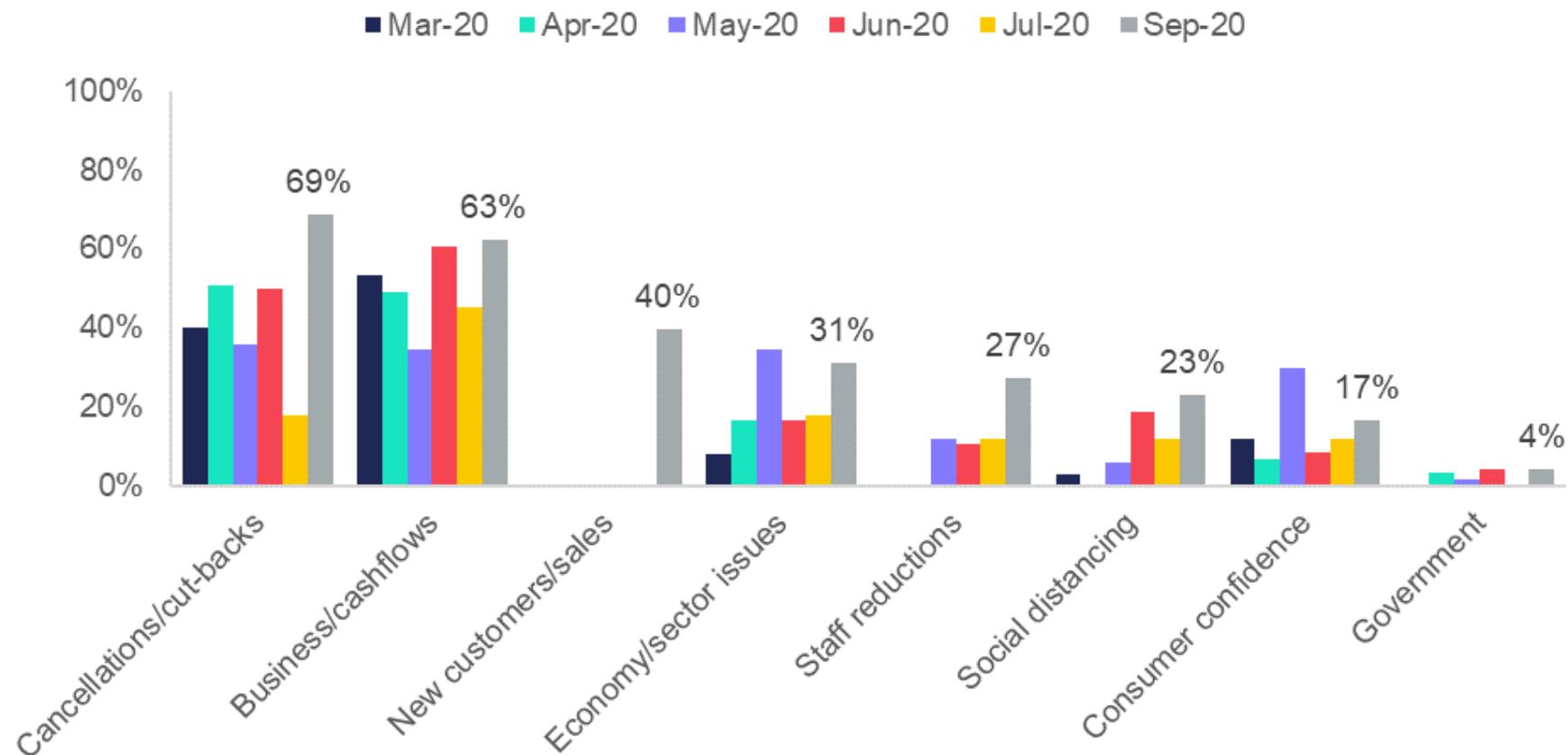
# / Key Business Issues

# / Concerns Remain, but Reducing



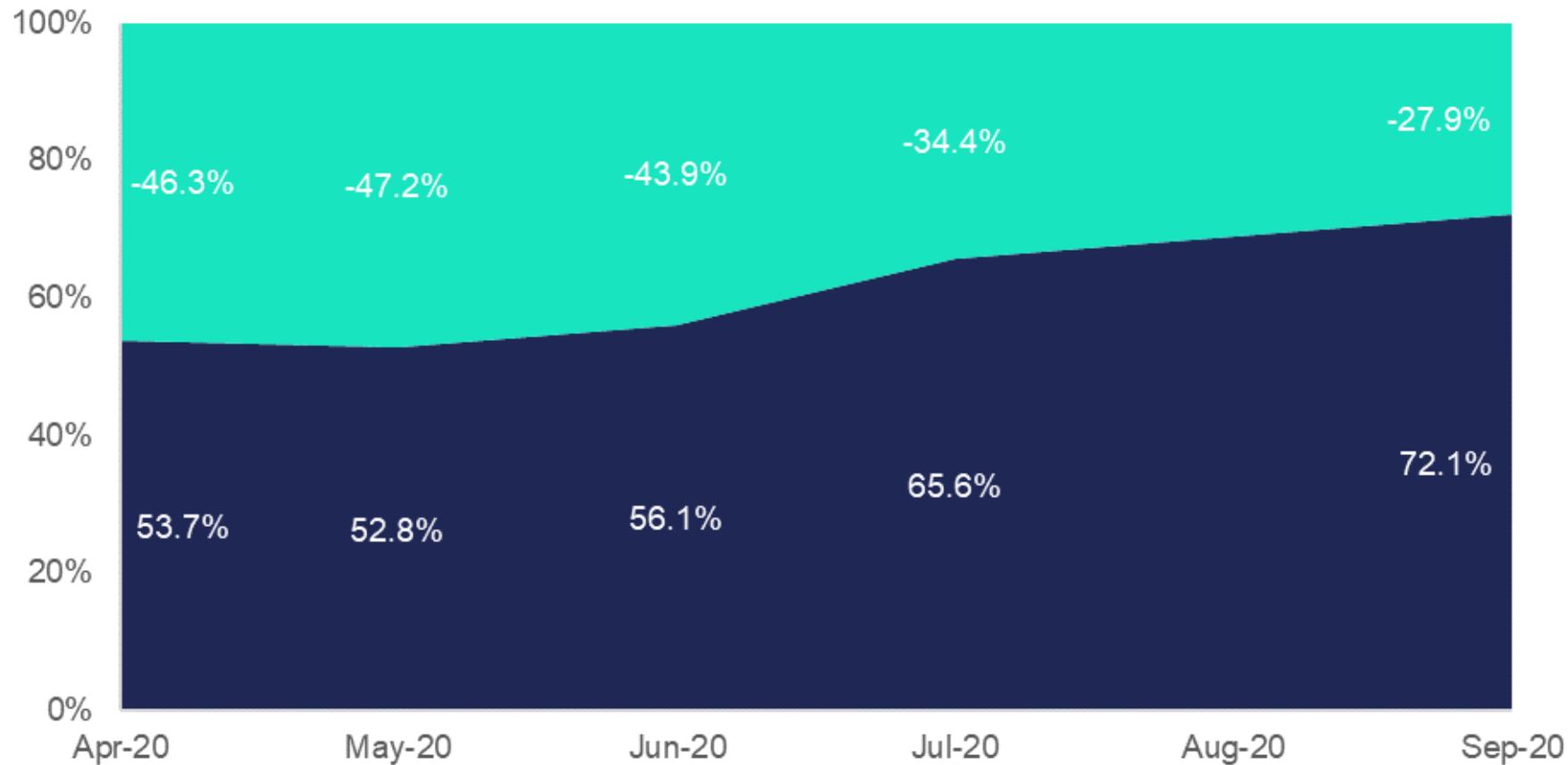
Q. At this time, how concerned are you about the impact of Coronavirus on your business?

# / Cancellations and Cash Are Worries



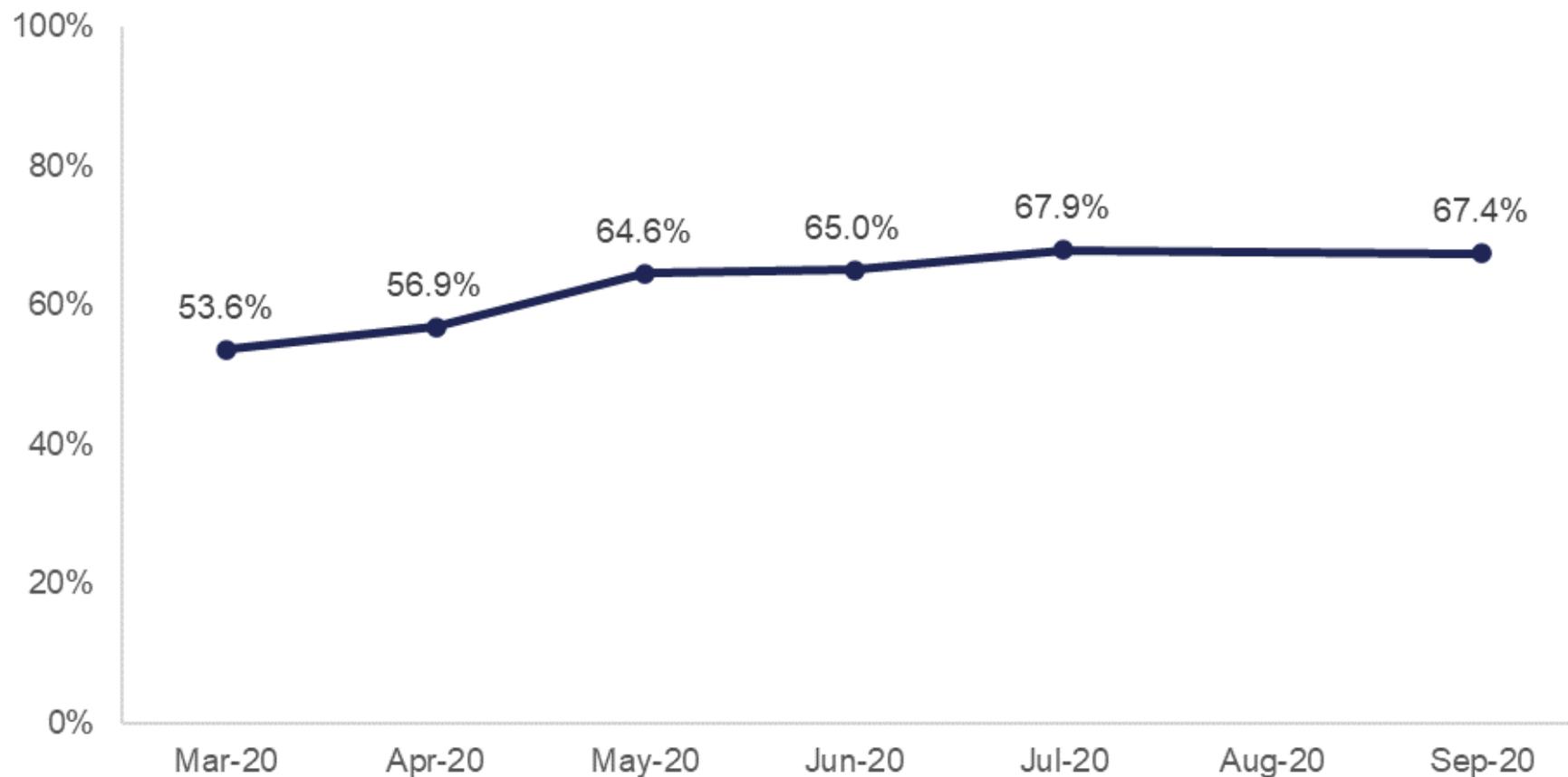
Q. You mentioned that Coronavirus will negatively impact your organisation.  
Can you provide more detail on why you think this is the case?

# / Revenues Continue to Grow (Slowly)



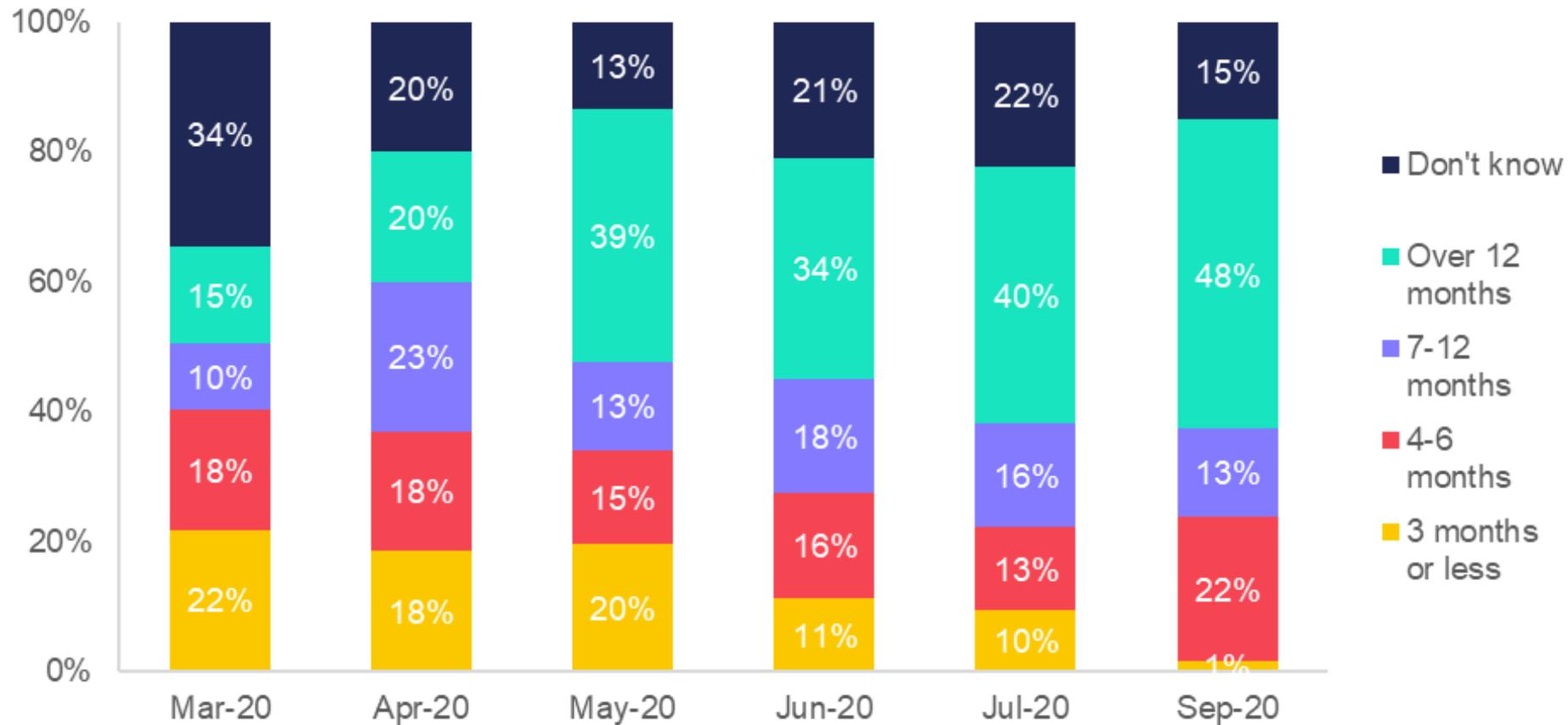
Q. How much would you estimate the revenue of your organisation, in percentage terms, has changed as a result of the current situation?

# / While 'Business as Usual' is Steady



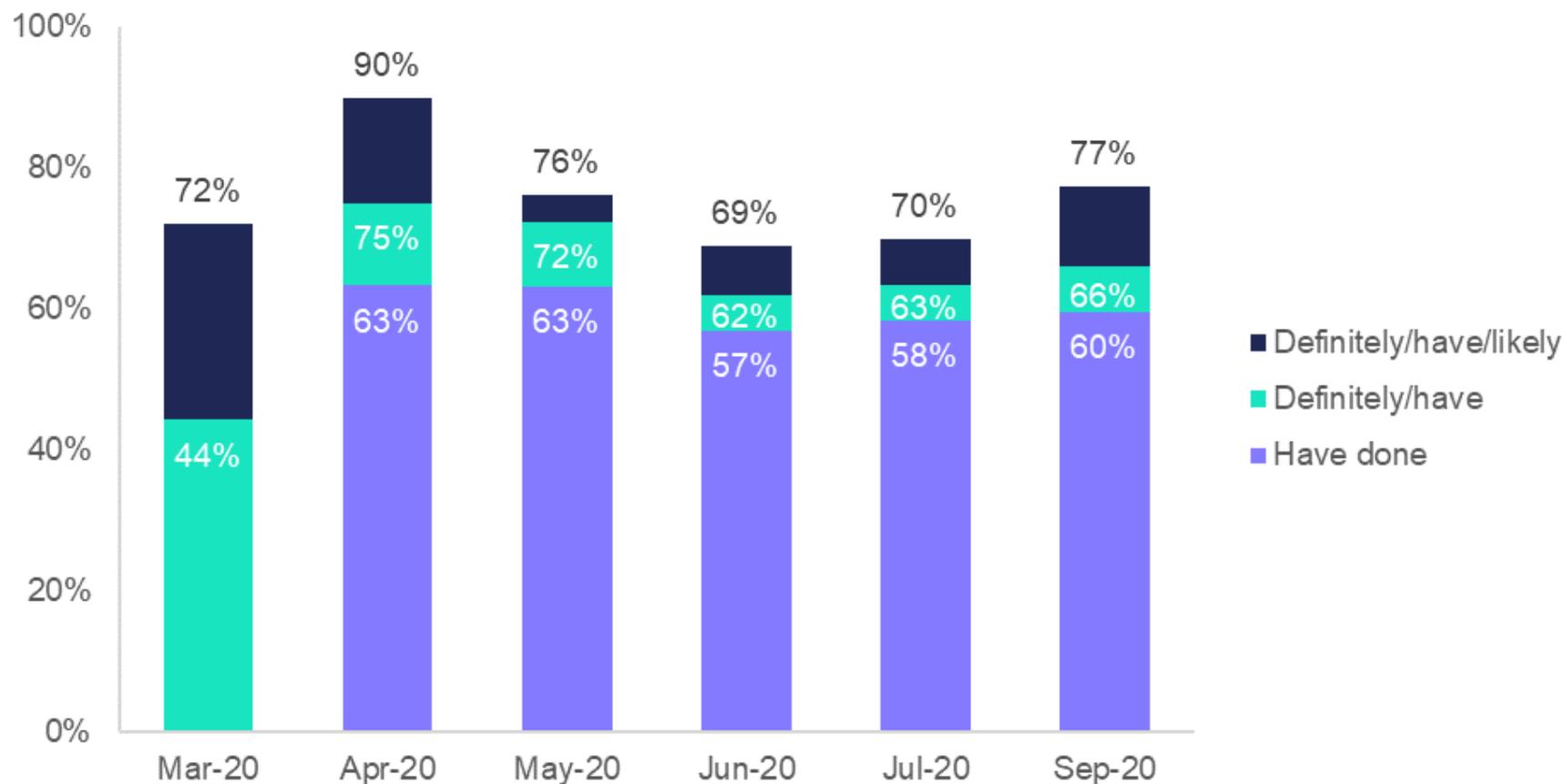
Q. Thinking about the financial implications of Coronavirus on your business. On a scale from 0% to 100%, how much do you estimate your organisation will be able to operate 'business as usual' over the coming months?

# / Most Confidence in Lasting So Far



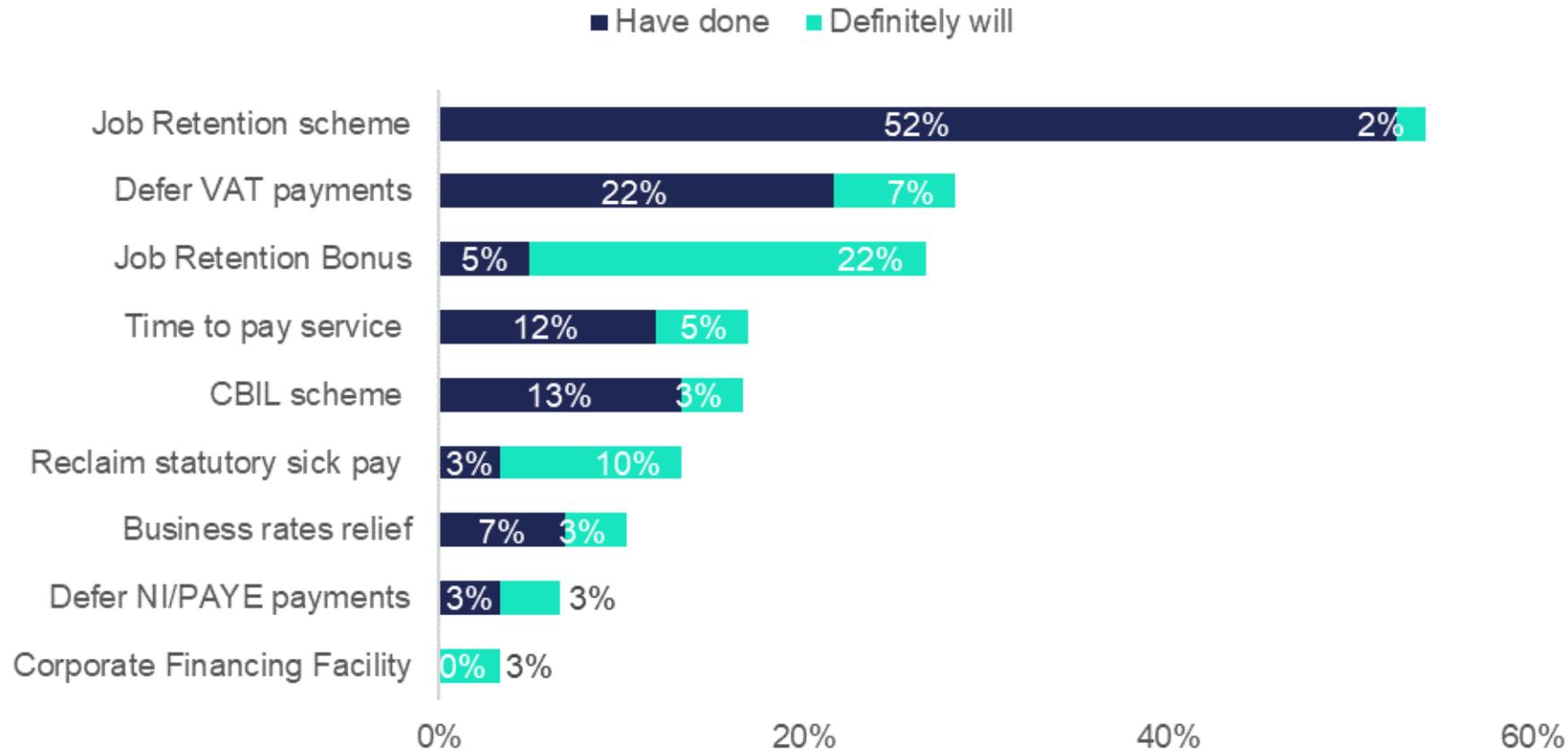
Q. How long could your organisation continue to operate financially given the implications of the outbreak?

# / 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]

# / Move from Staffing to Cashflows

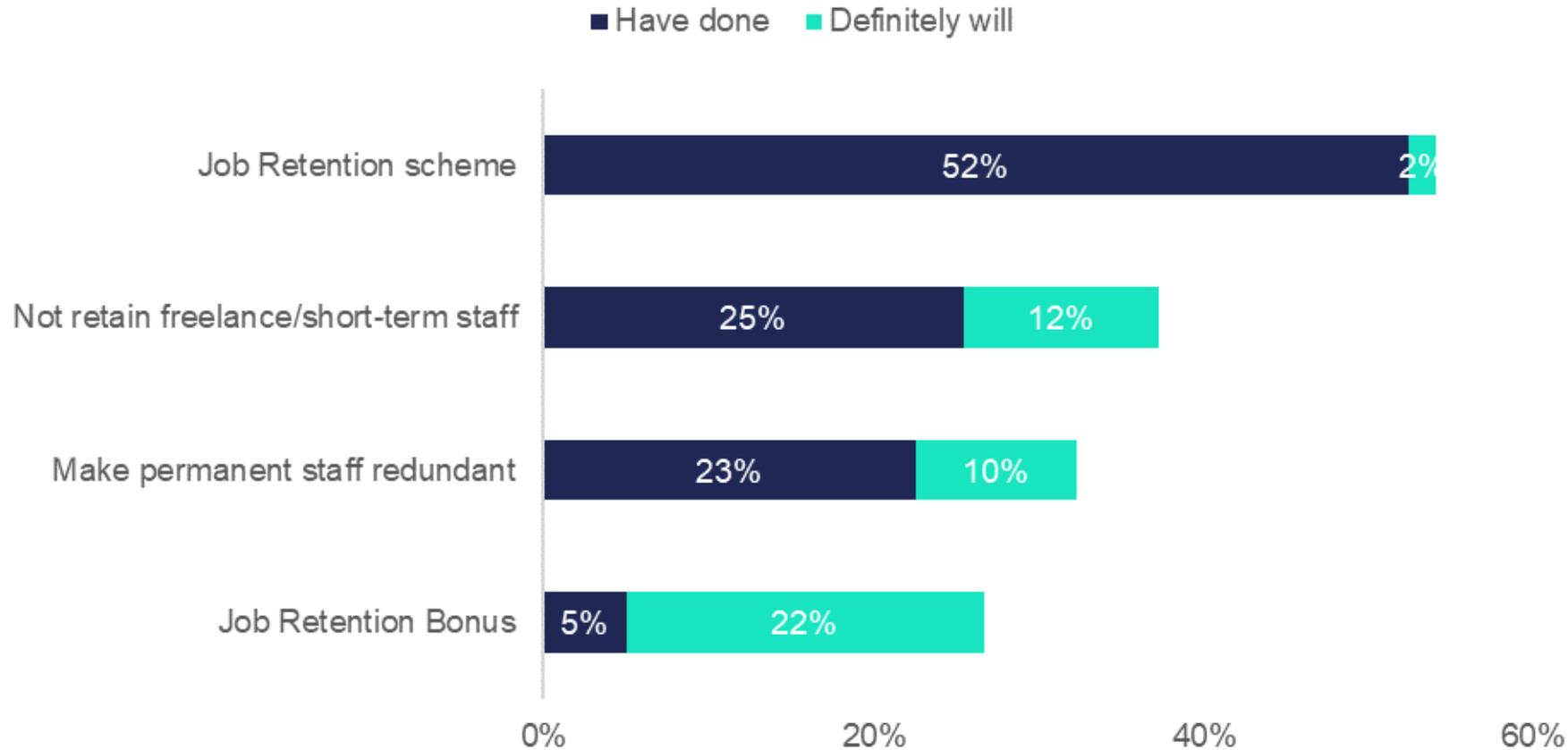


Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

**/ Talent**

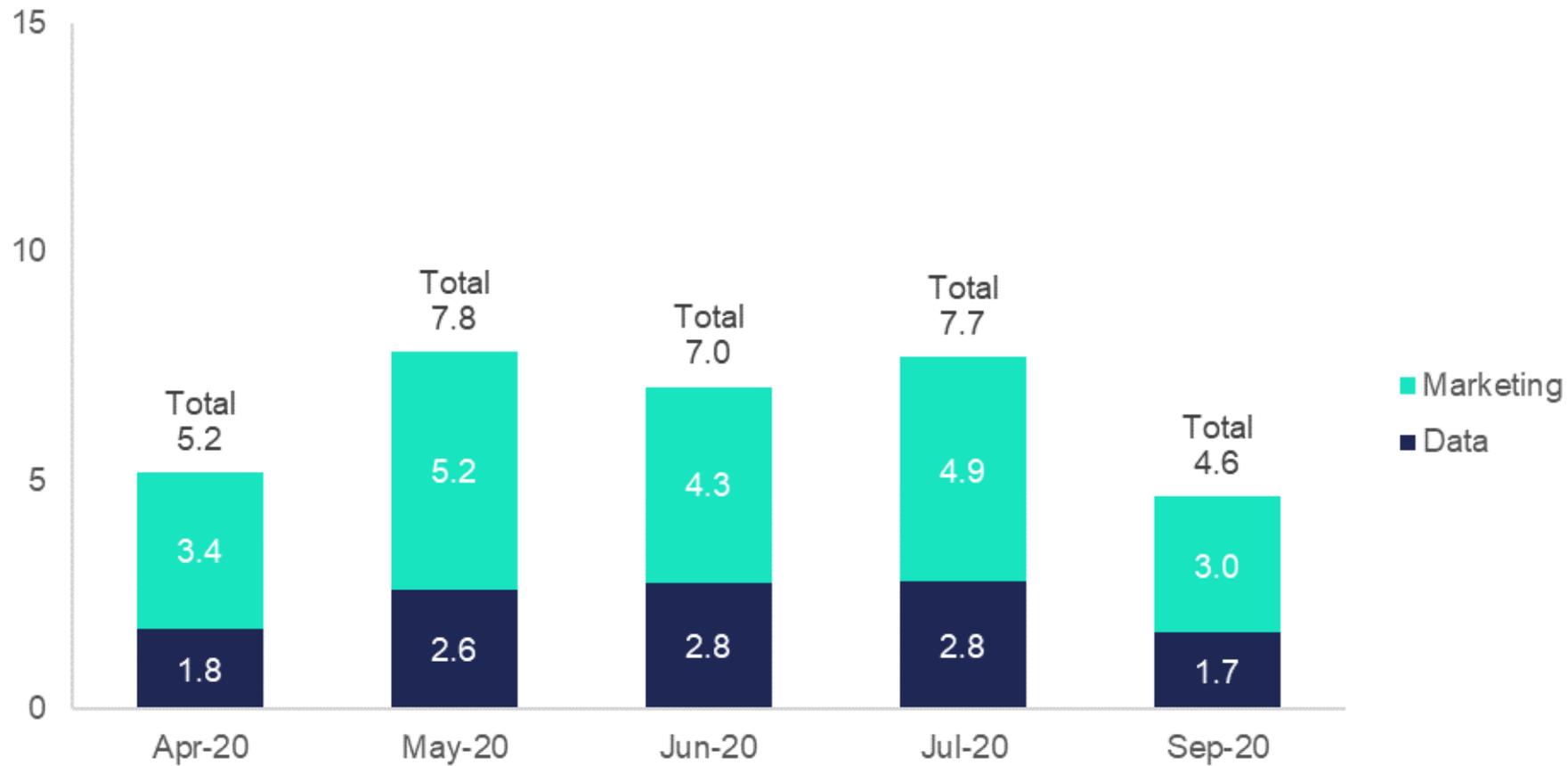
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# / Pressure on Staff Retention Continues



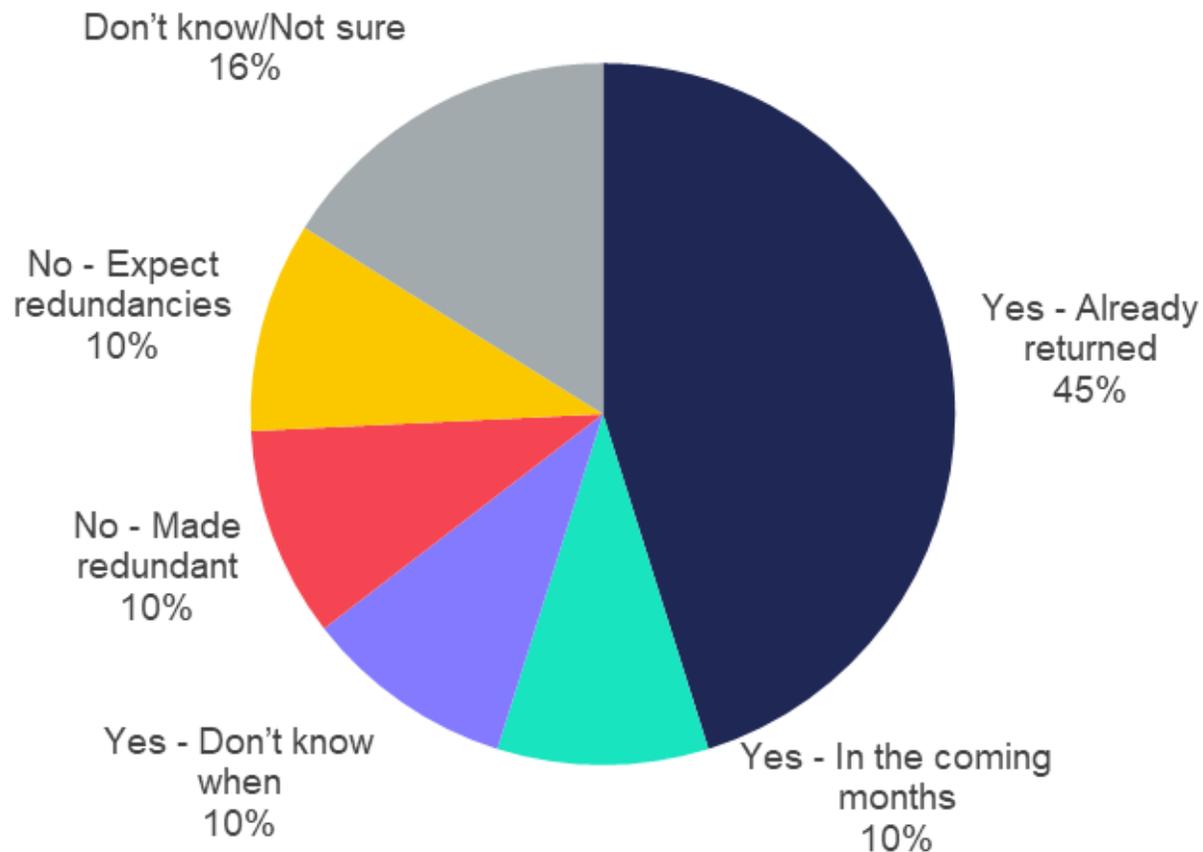
Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

# / Furloughed Staff Start Returning



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

# / Most Return to Work (Or Expect To)

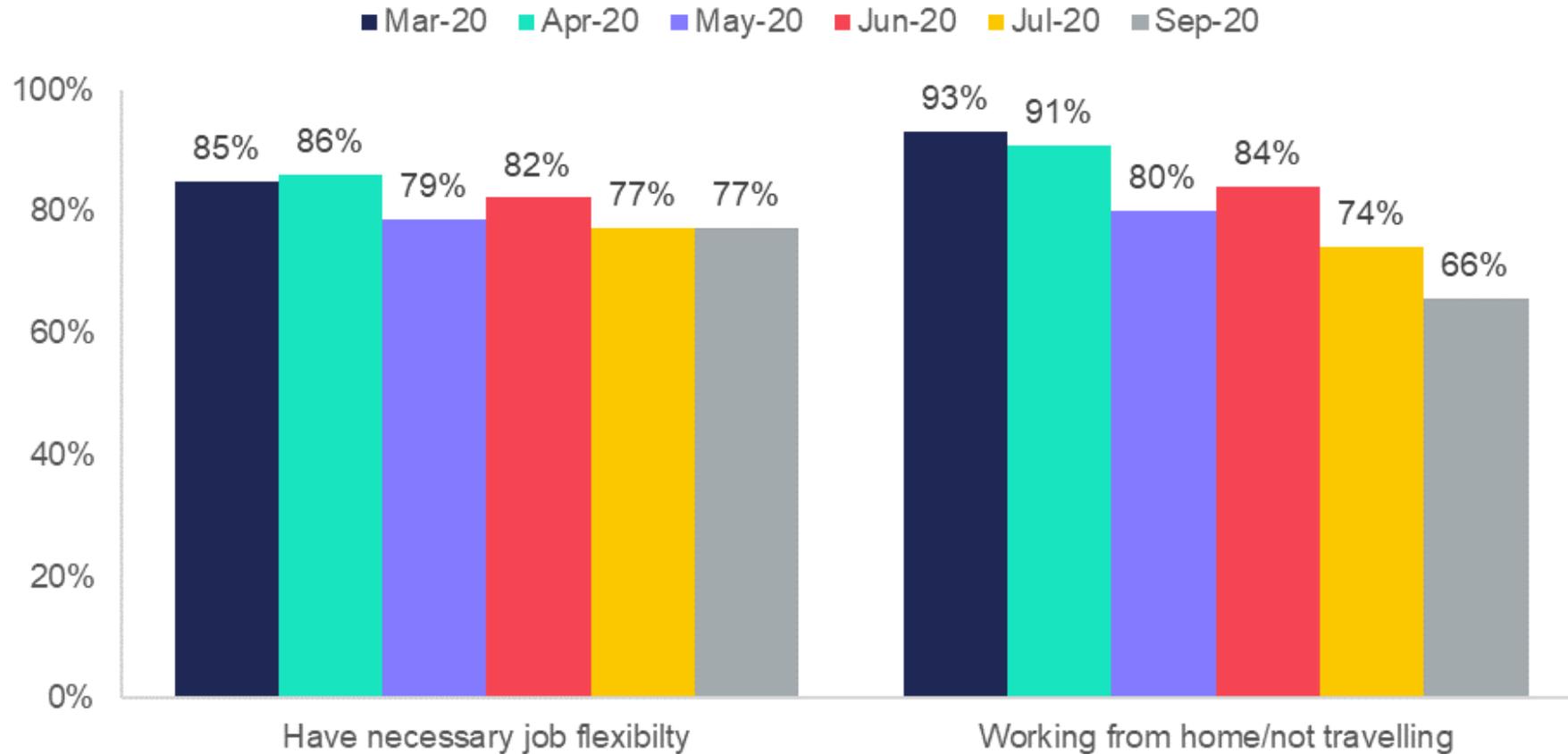


Q. Do you know whether these team members are likely to return to the business?

# / Staff Continuity

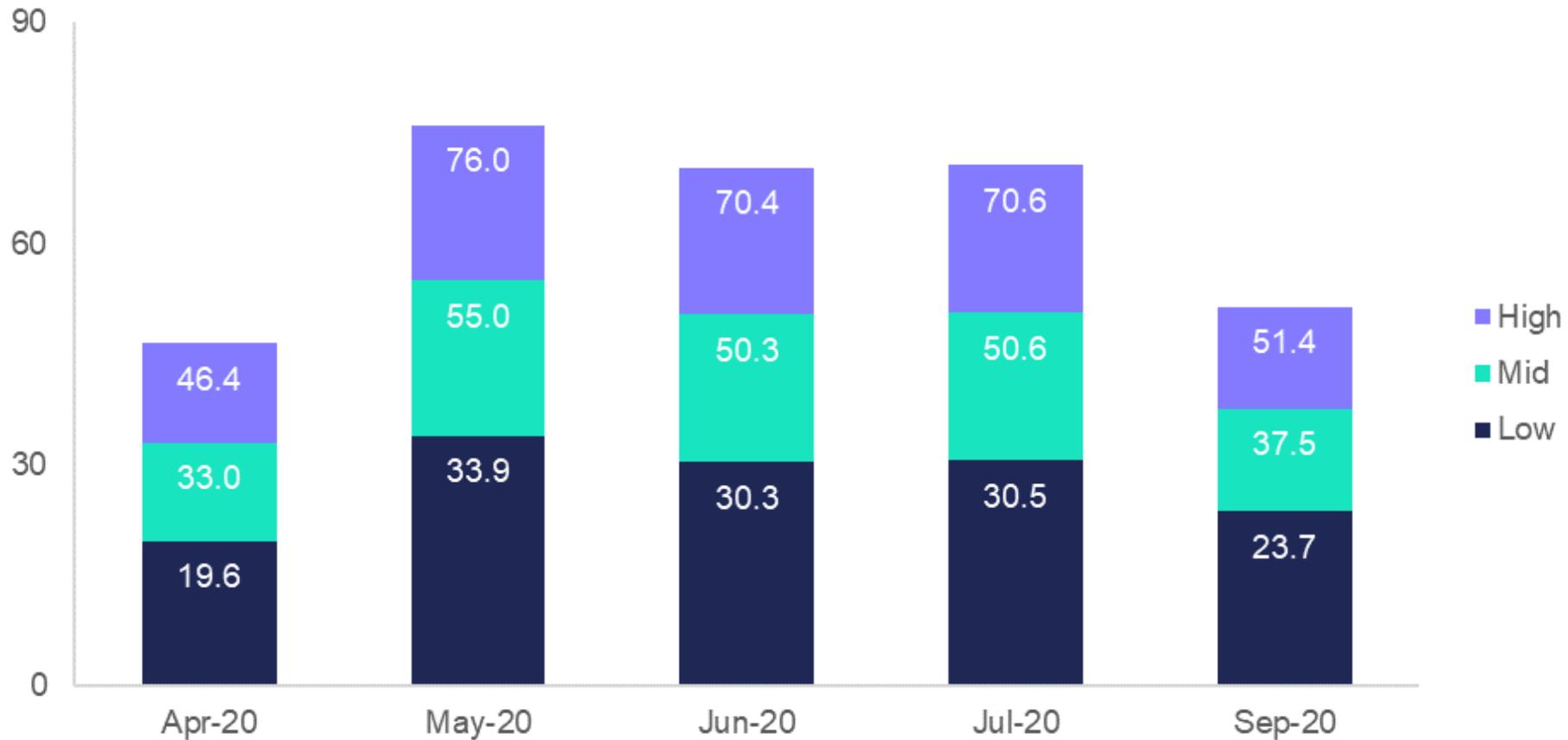


# / Working From Home Reducing



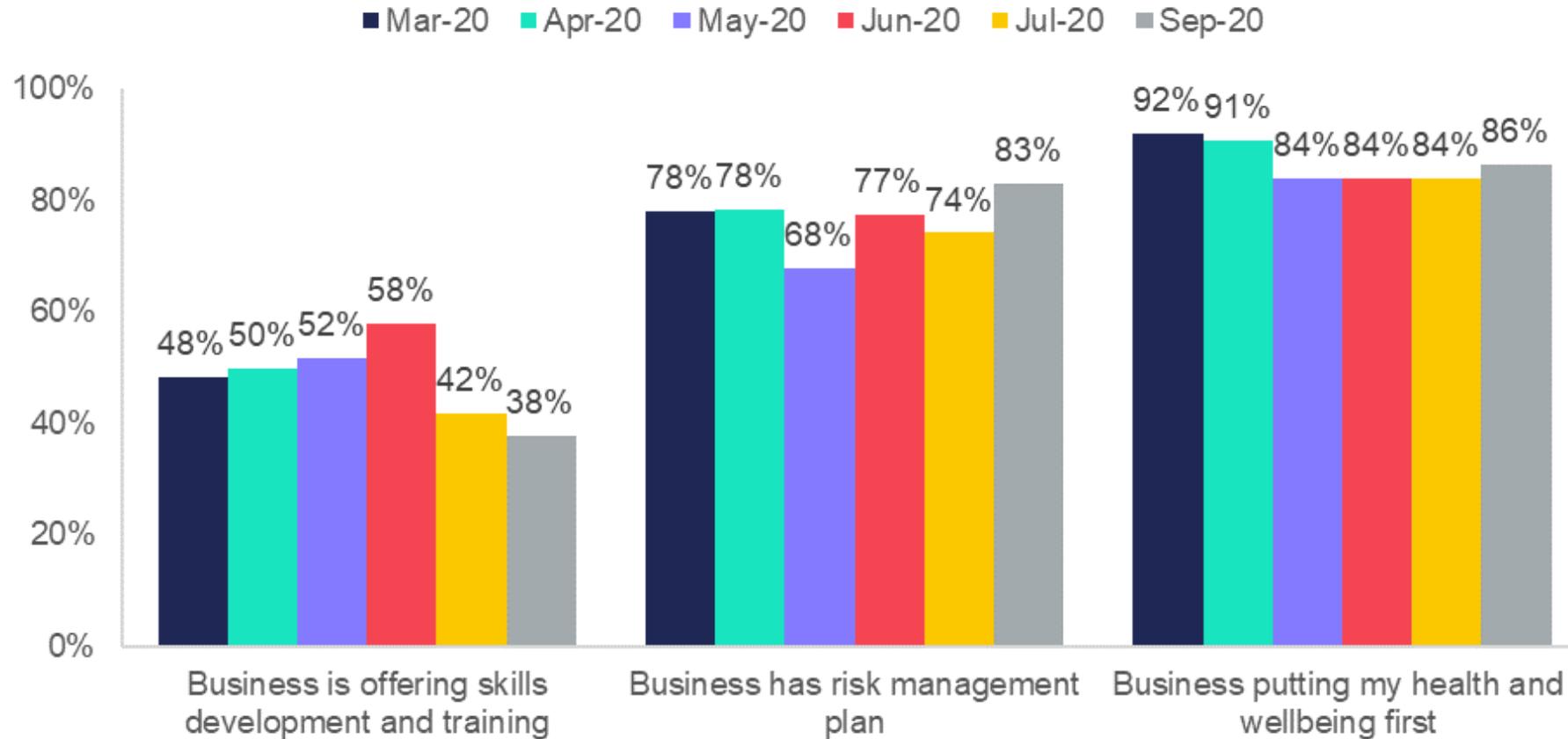
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Expect to Remain, For Now



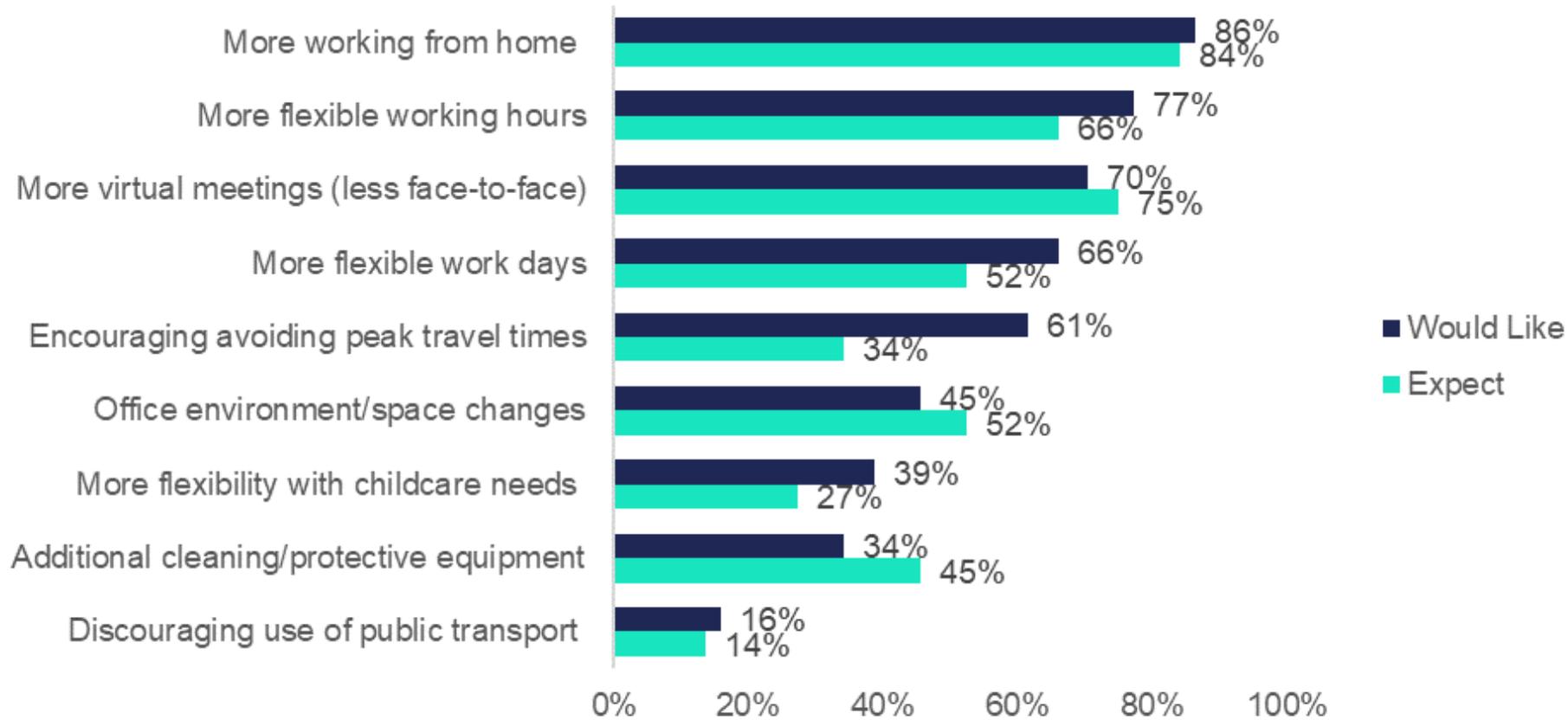
Q. You mentioned that you are currently working from home. How long do you expect your organisation to continue to ask staff to work remotely? (Average in days)

# / Training Availability Falls Further



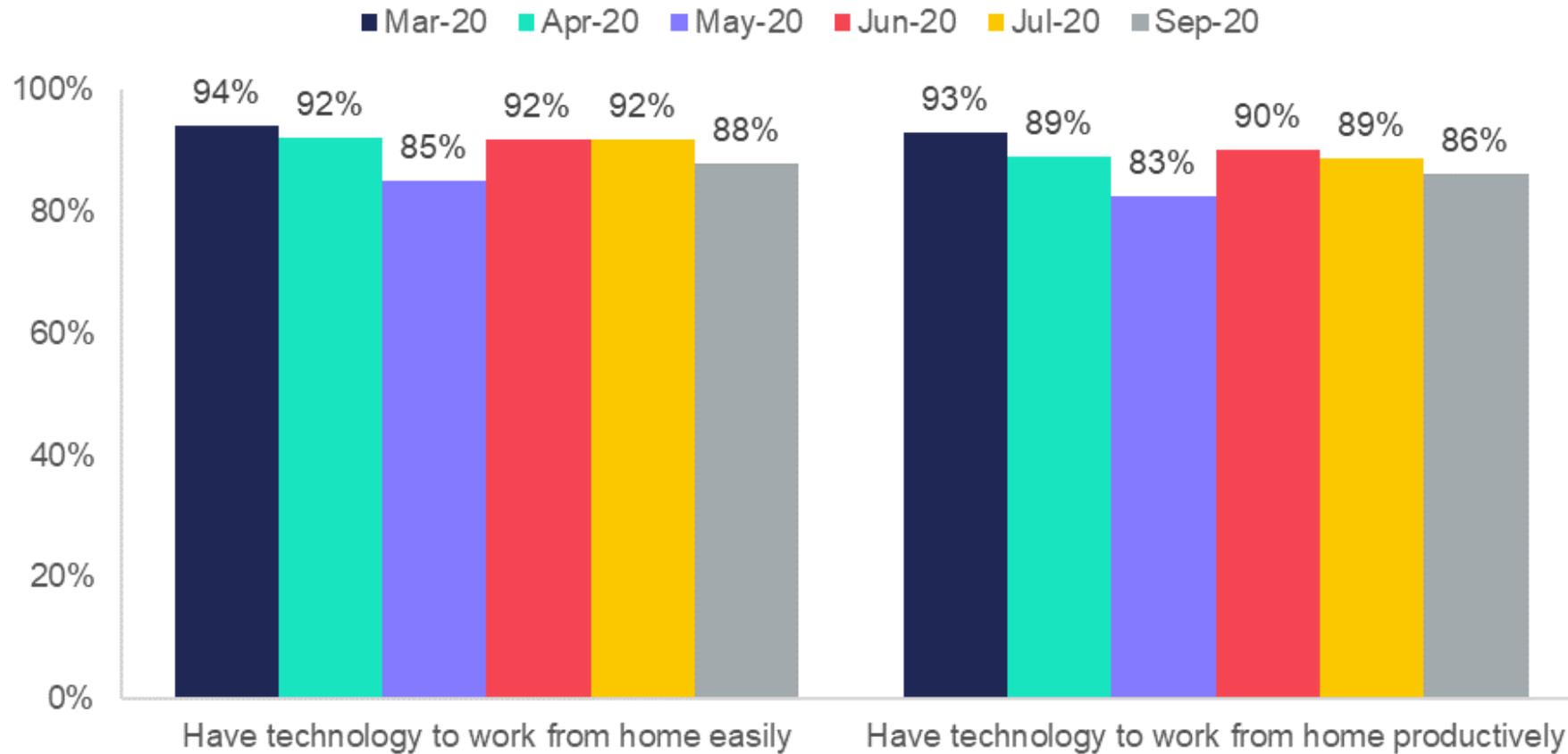
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Preferred Workplace Alternations



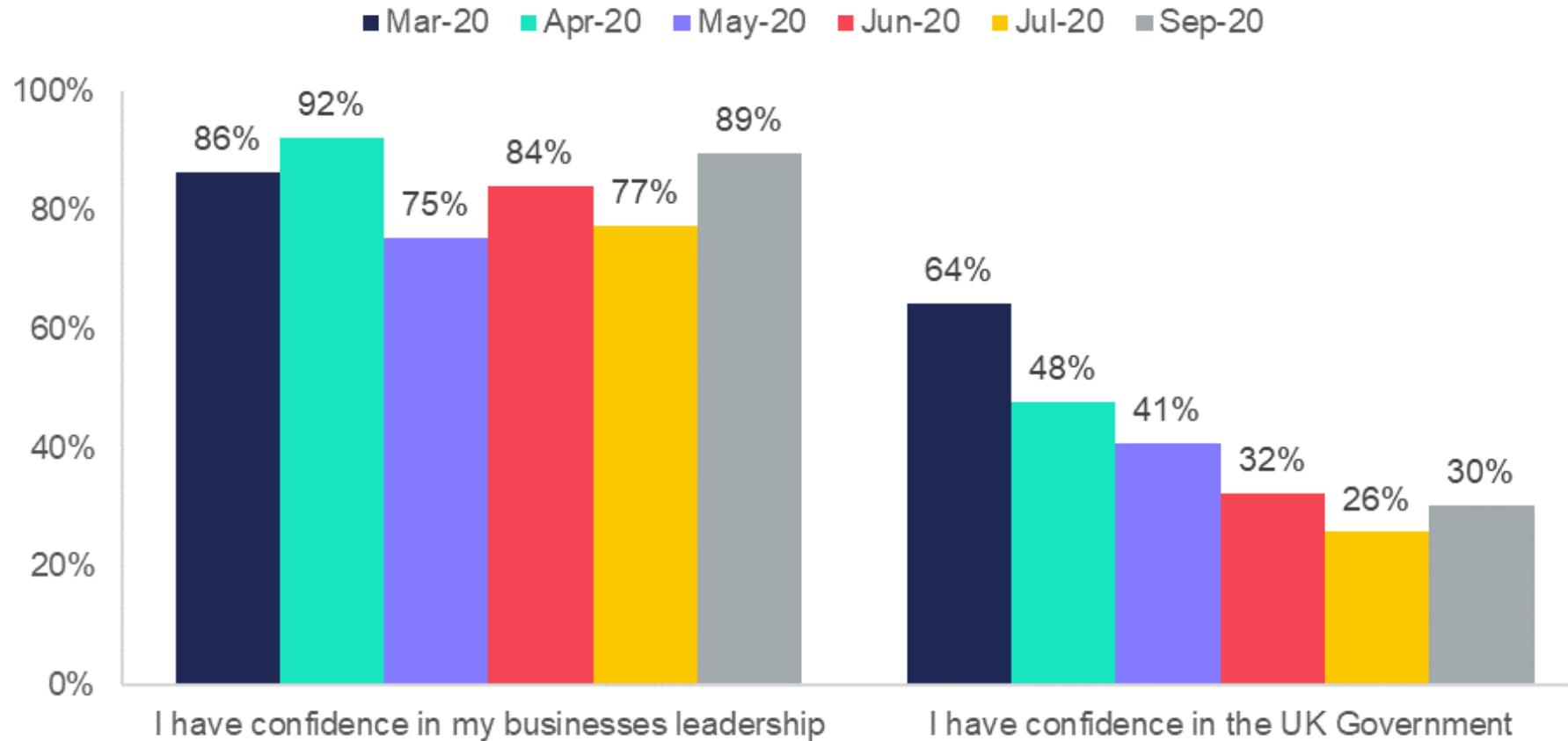
Q. Thinking about office working practices, which of the following would you like to become a permanent change and which do you expect your organisation to adopt post-Coronavirus outbreak?

# / Remote Working is Still Working



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

# / Belief in Government Remains Low

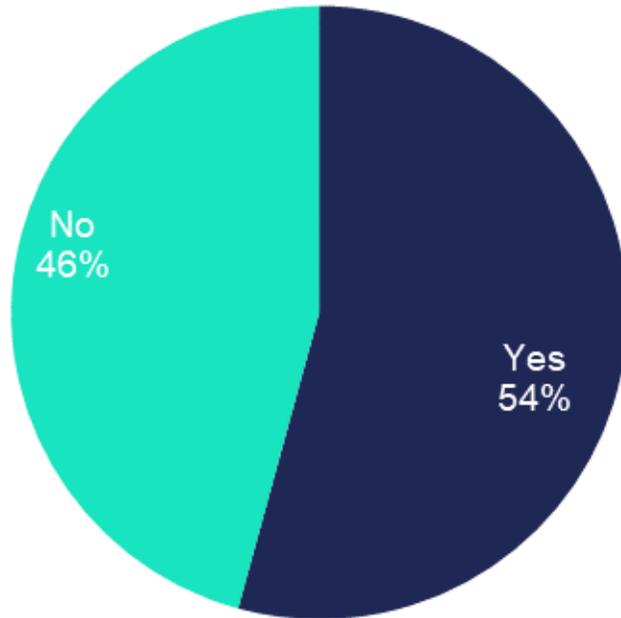


Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

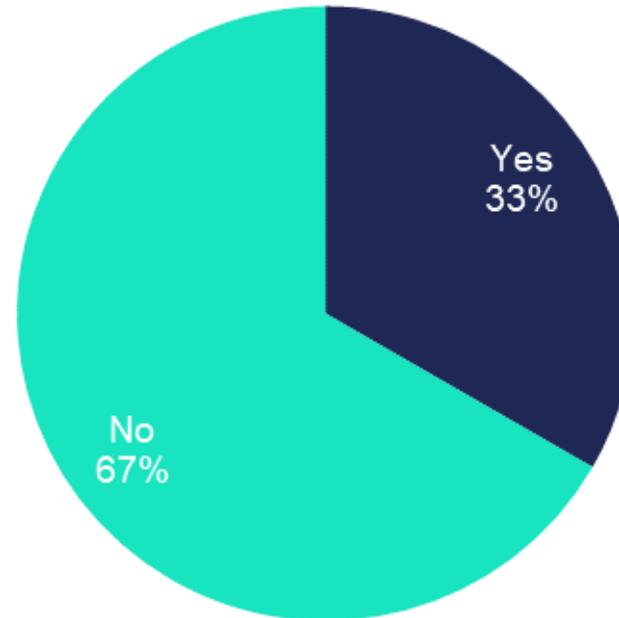
# / Advice and Guidance

# / Some Feel More Could Be Done

Government

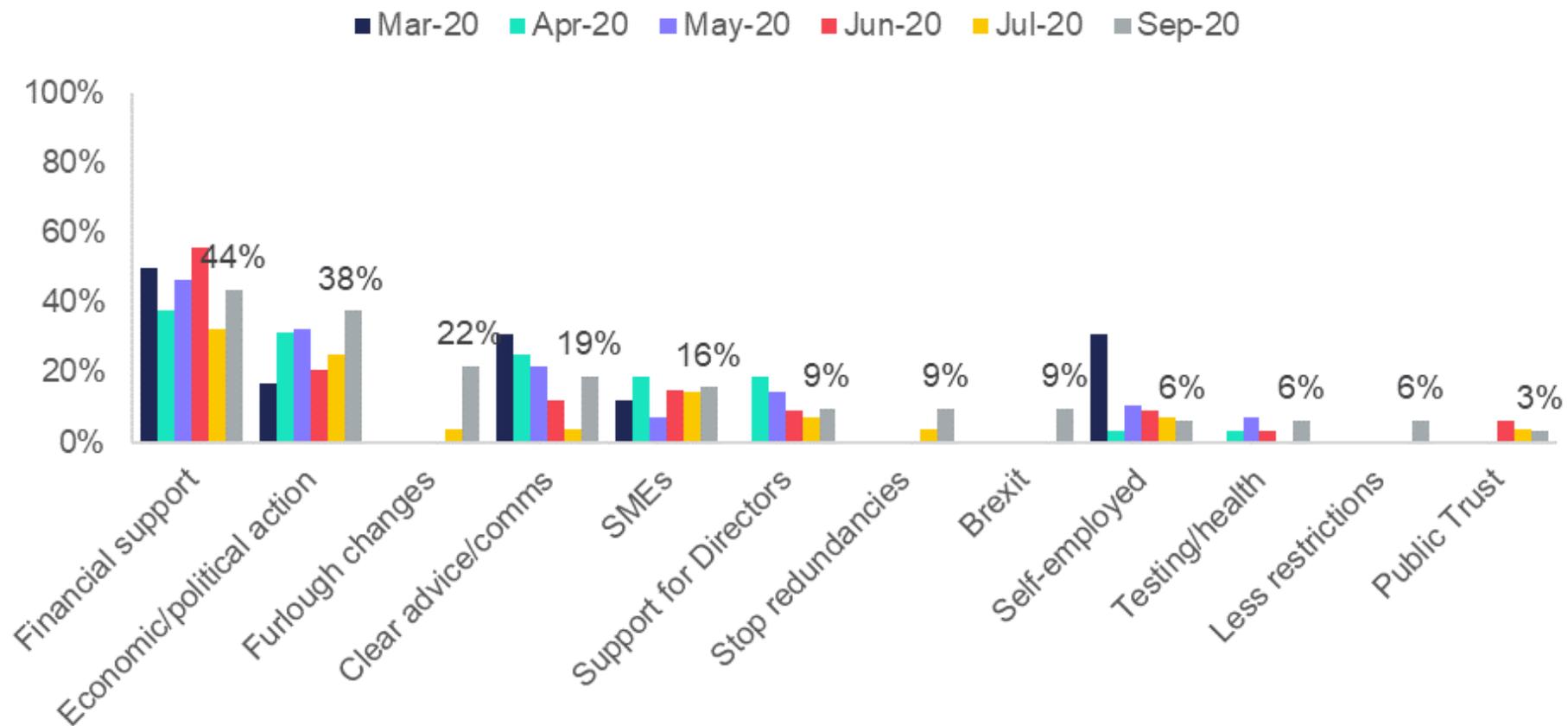


DMA



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](#)

