

# **/ Coronavirus: May 2020 – Business Impacts Barometer**



# Welcome to the findings of the DMA's third monthly barometer on UK data and marketing industry's attitudes to the evolving coronavirus challenge.

The DMA speaks regularly to our community, so that we can better understand organisations' vital concerns and challenges. This way we can represent our industry effectively to Government and help businesses get the support needed throughout these times of change and hardship.

In this third May edition, the data highlights the mixed feelings of industry professionals as the UK enters a transition period – with the lockdown being eased and discussions taking place about returning to workplaces. The results also show the impact of the pandemic on organisations' revenues has been dramatic, causing concerns to remain high.

This insight informs our sustained lobbying on behalf of our industry, including ensuring businesses continue to put people first – both their customers and employees – as restrictions resume lifting in the UK.

Key findings from this third phase are generated thanks to the kind contributions of around 80 responses from across the DMA community.





People still concerned about the impact of the coronavirus on their business

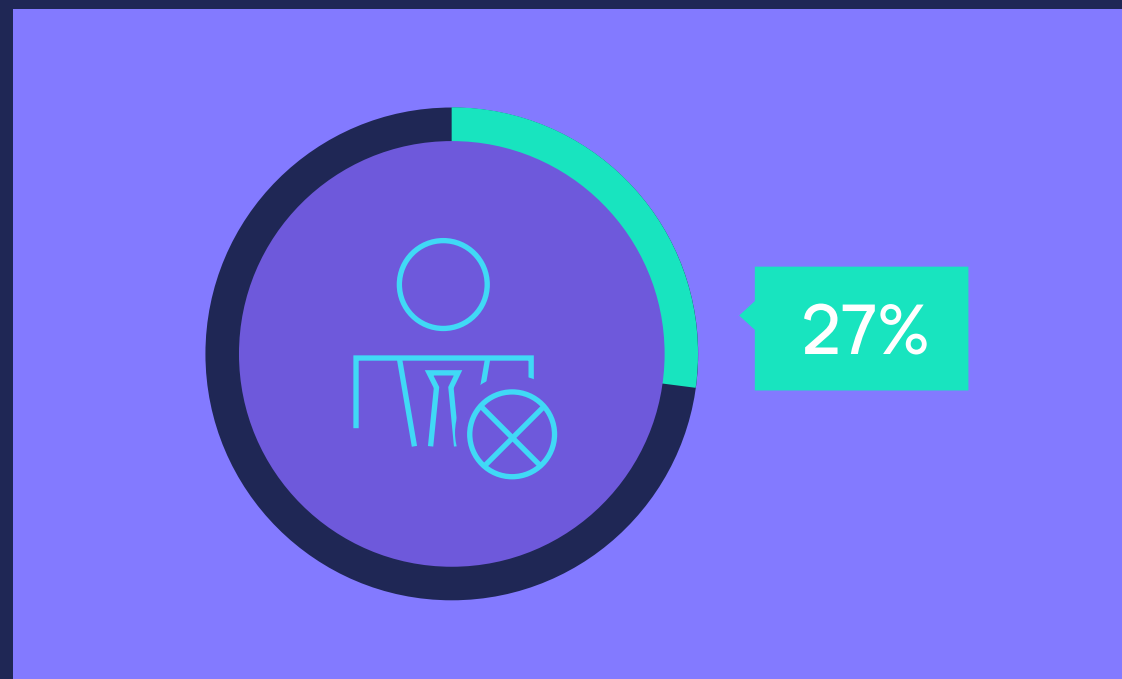
Very concerned

33%

Not concerned or neutral

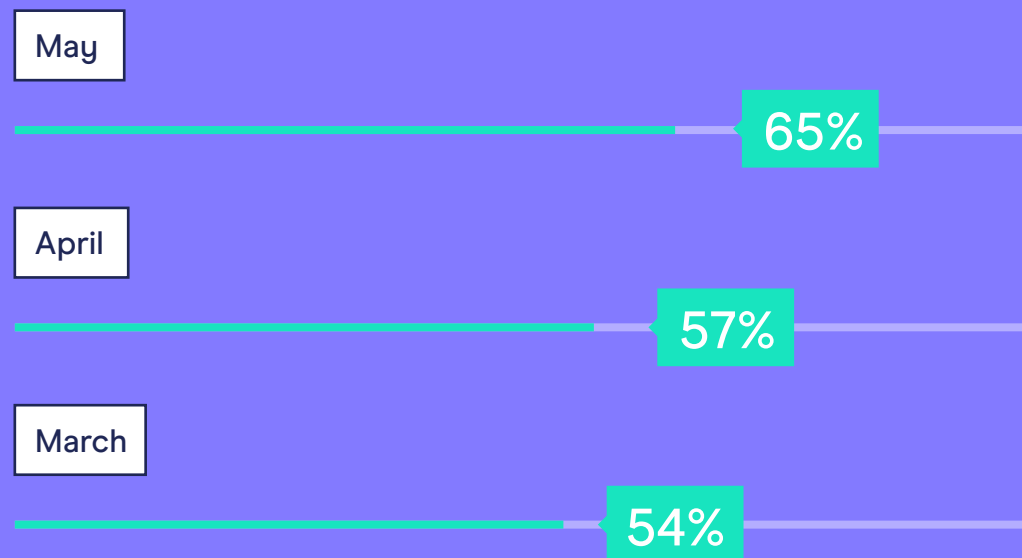
26%

Businesses who have or are expecting to make permanent staff redundant





Organisations who estimate operating 'business as usual' has increased since the start of this research series



## Employees who are still working from home



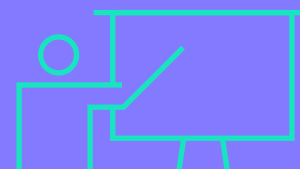
## Those who have the technology to work from home productively





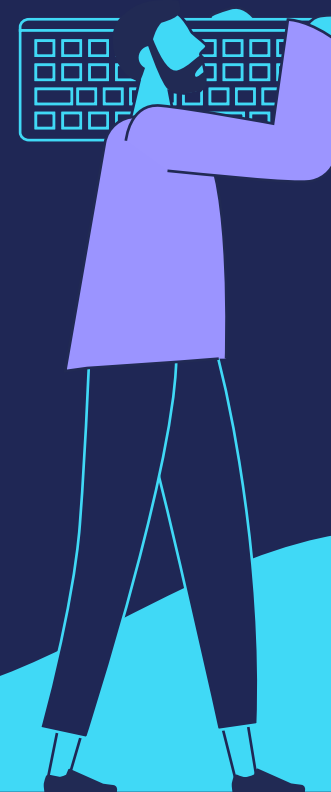
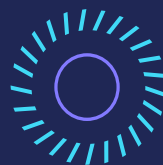
52%

Professionals who feel organisations are putting their health and wellbeing first during the pandemic



84%

Organisations offering skills development and learning opportunities during the lockdown



Professionals' attitudes towards the UK Government's 'Test, track, and trace' programme



42%

Those who believe it will have a negative impact on consumers' willingness to share data



32%

Those who believe in a positive outcome if handled correctly



# Coronavirus: Advice and Help

Stay connected to the DMA for the latest advice and help as the business impacts of the coronavirus make themselves heard across the UK data and marketing industry.

From insight on our lobbying efforts to round-ups on the latest political movements – as well as opportunities to make your voice heard and add to the debate – we are at the forefront of efforts to protect businesses and their people now and in the months to come.

To find out more, head to [dma.org.uk/coronavirus](https://dma.org.uk/coronavirus)

We also offer online learning through our world-renowned institute the IDM.

Our Virtual Classroom and Online Learning Portal help you, your teams, and your business continue building skillsets – and relationships – during a time when traditional working and learning contexts have been disrupted.

Explore our multiple online study options at [theidm.com/blog/idm-home-learning](https://theidm.com/blog/idm-home-learning)

**DMA**  
Data &  
Marketing  
Association

