

# / Coronavirus Survey : May 2020 Results

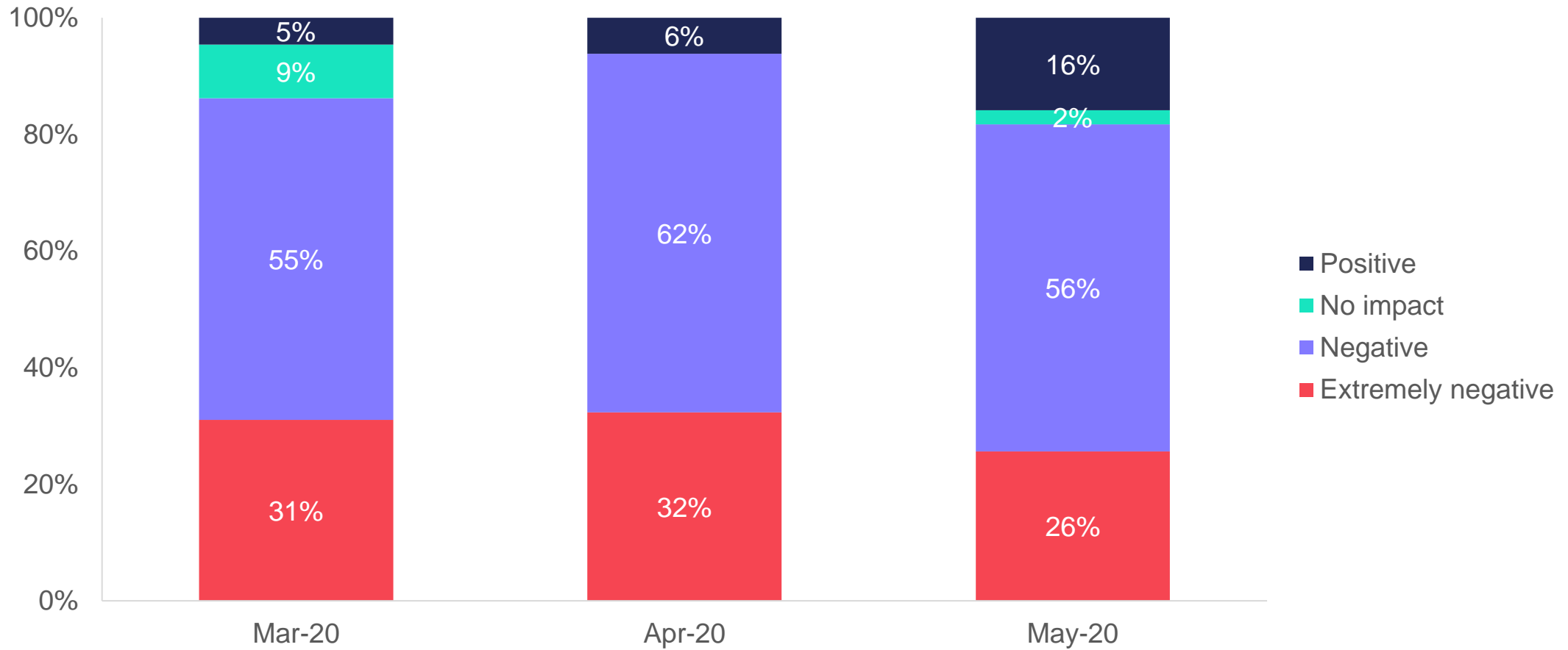


**DM**  
Data &  
Marketing  
Association **A**

# / Industry Impact

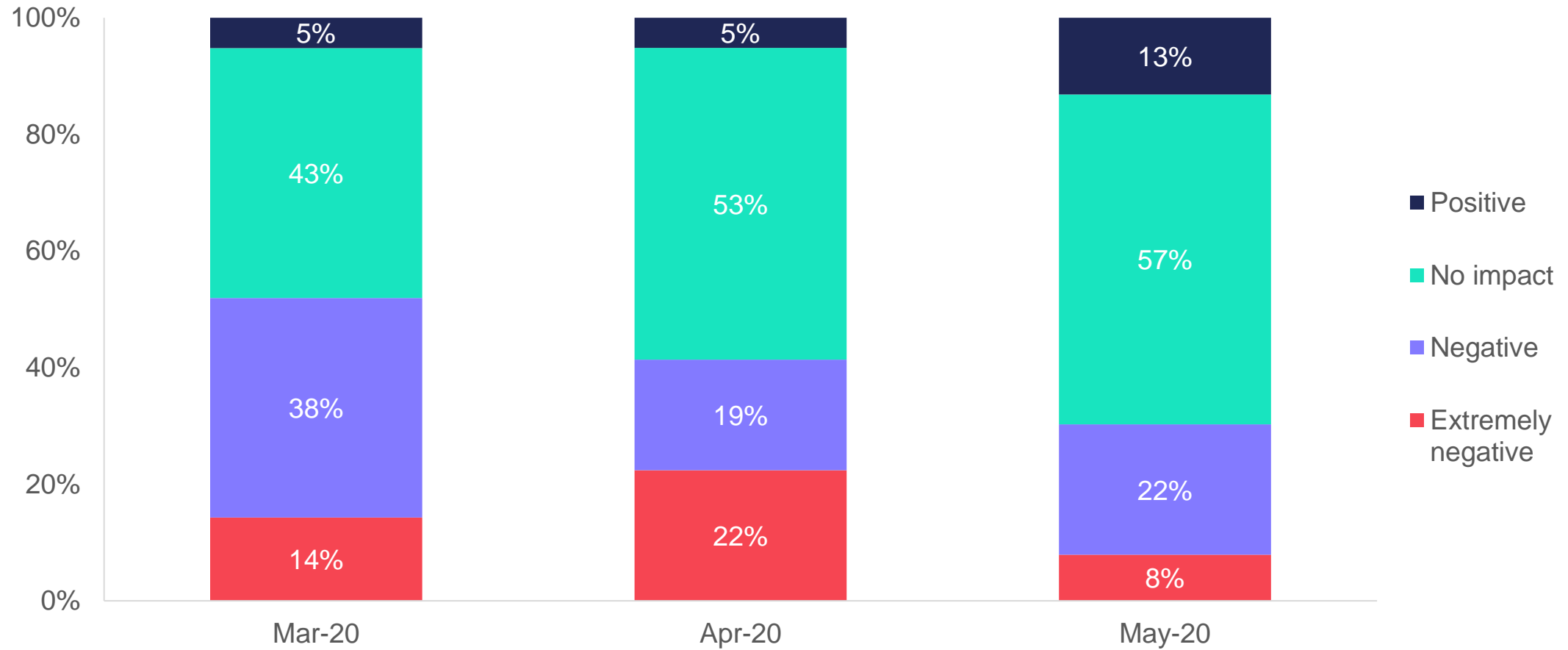


# / Changing Economic Expectations?



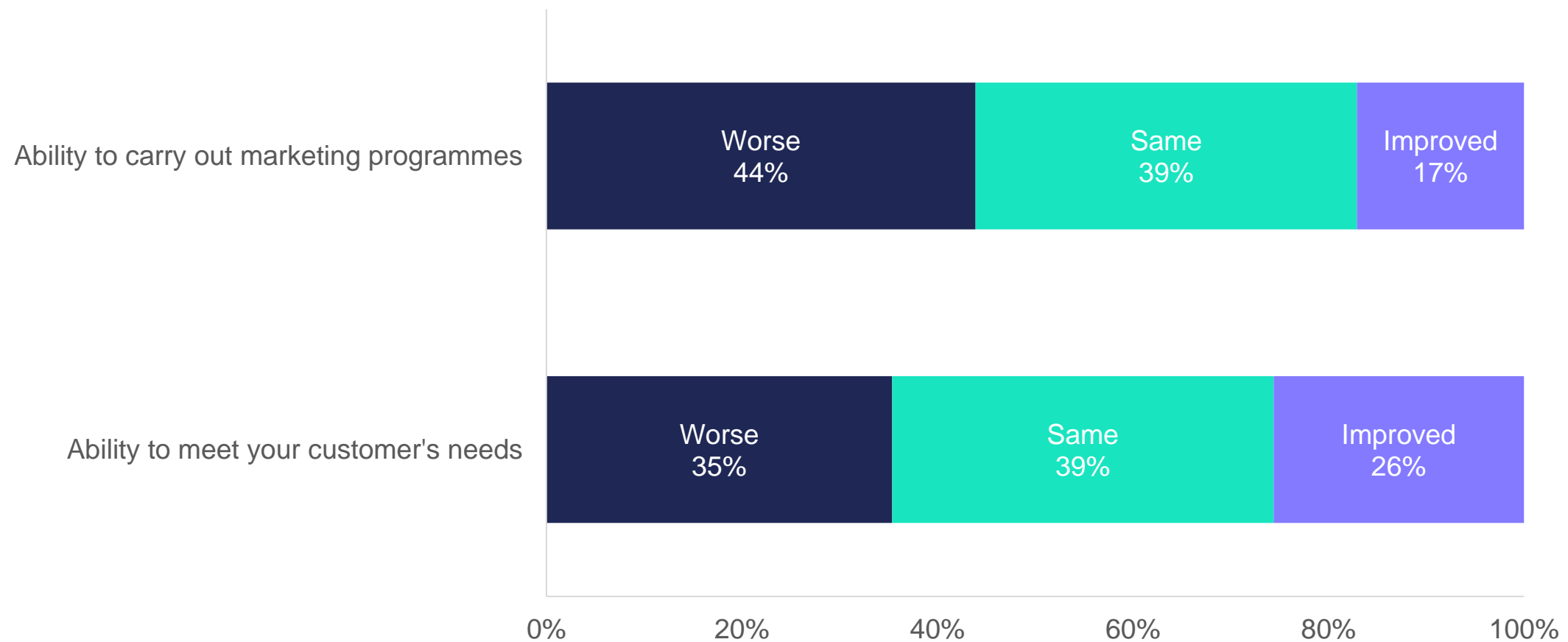
Q. Thinking about the economic effects of Coronavirus on your organisation over the coming months, how would you define the impact on your business?

# / International Trade Impact Reducing



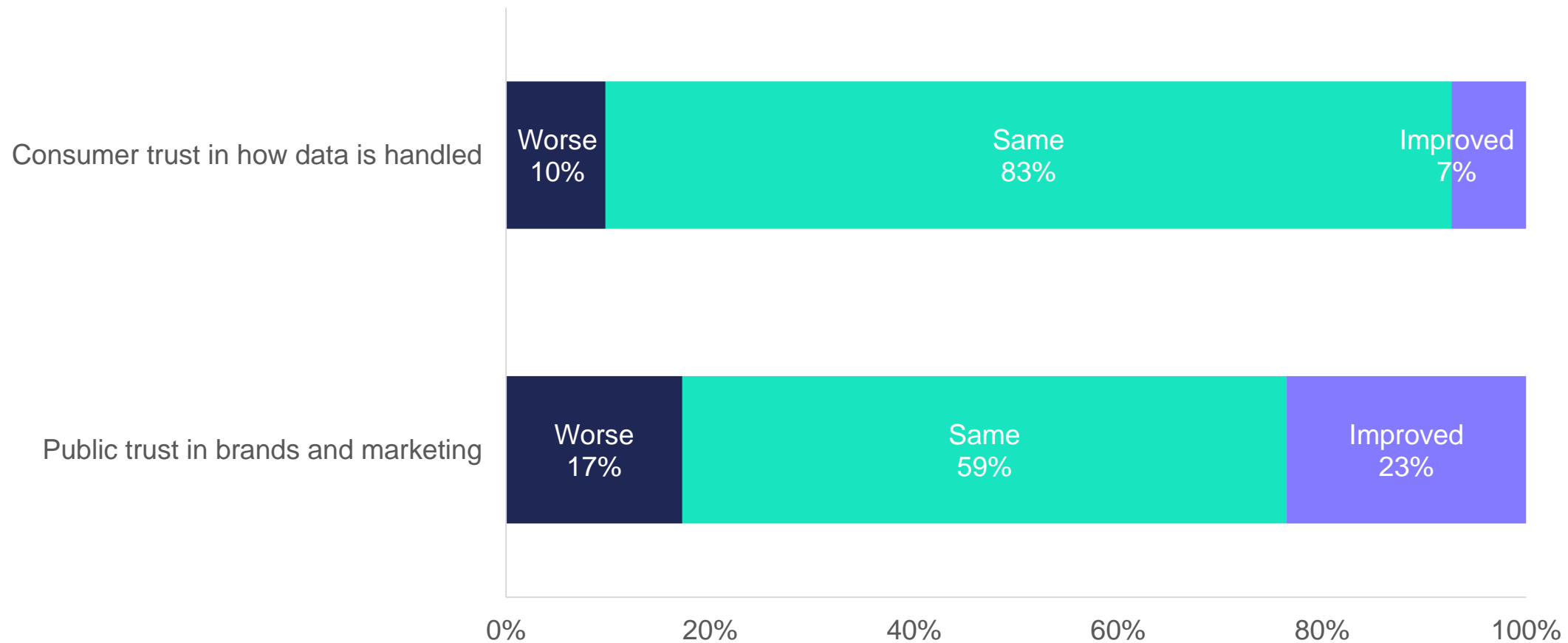
Q. How have the current business conditions, brought about by Coronavirus, changed the way your organisation is trading internationally?

# / Varied Impacts On Engagement...



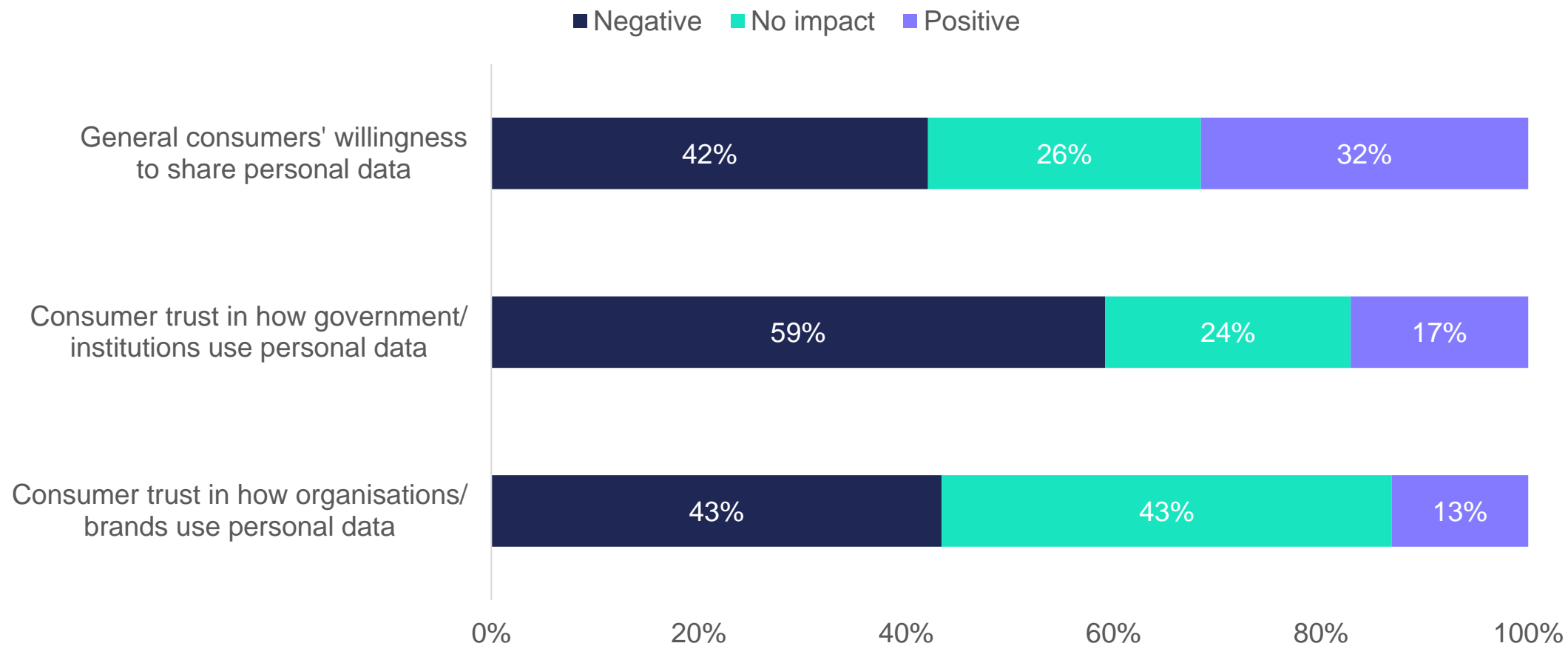
Q. What impact has Coronavirus had on the following?

# / ...with Possible Improvement in Trust



Q. What impact has Coronavirus had on the following?

# / Concerns About 'Track & Trace' Impact

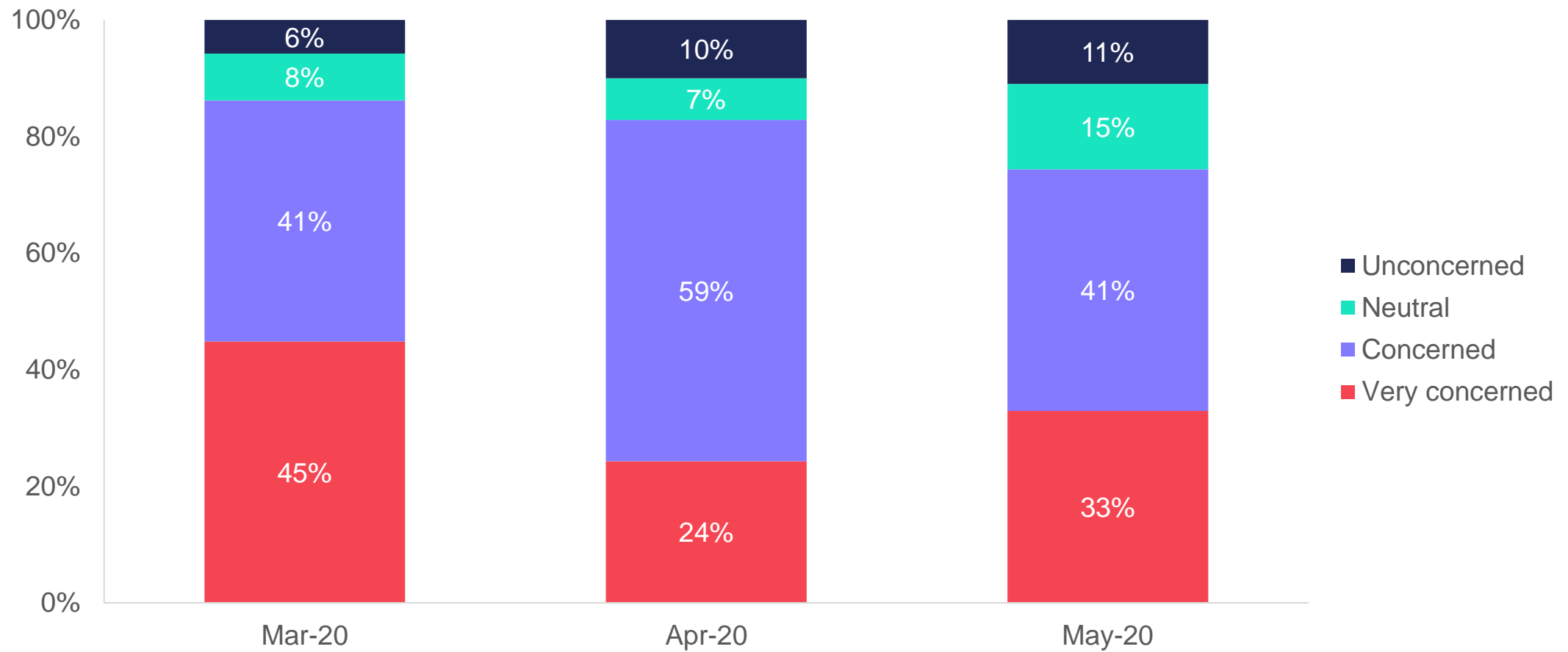


Q. Thinking about the UK Government's "test, track and trace" strategy (including rollout of the NHS COVID-19 App), how do you think this will impact the following?

# / Key Business Issues

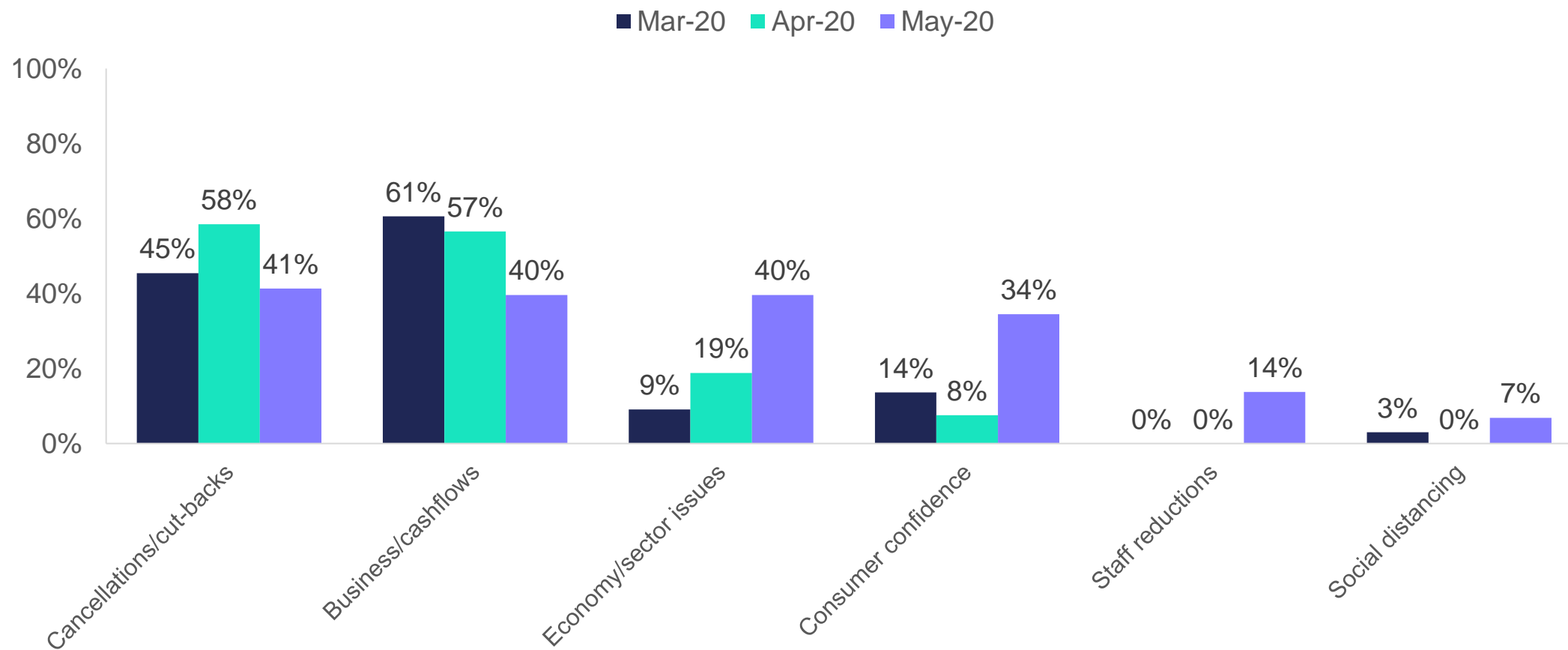


# / Concerns Remain, But are Reducing



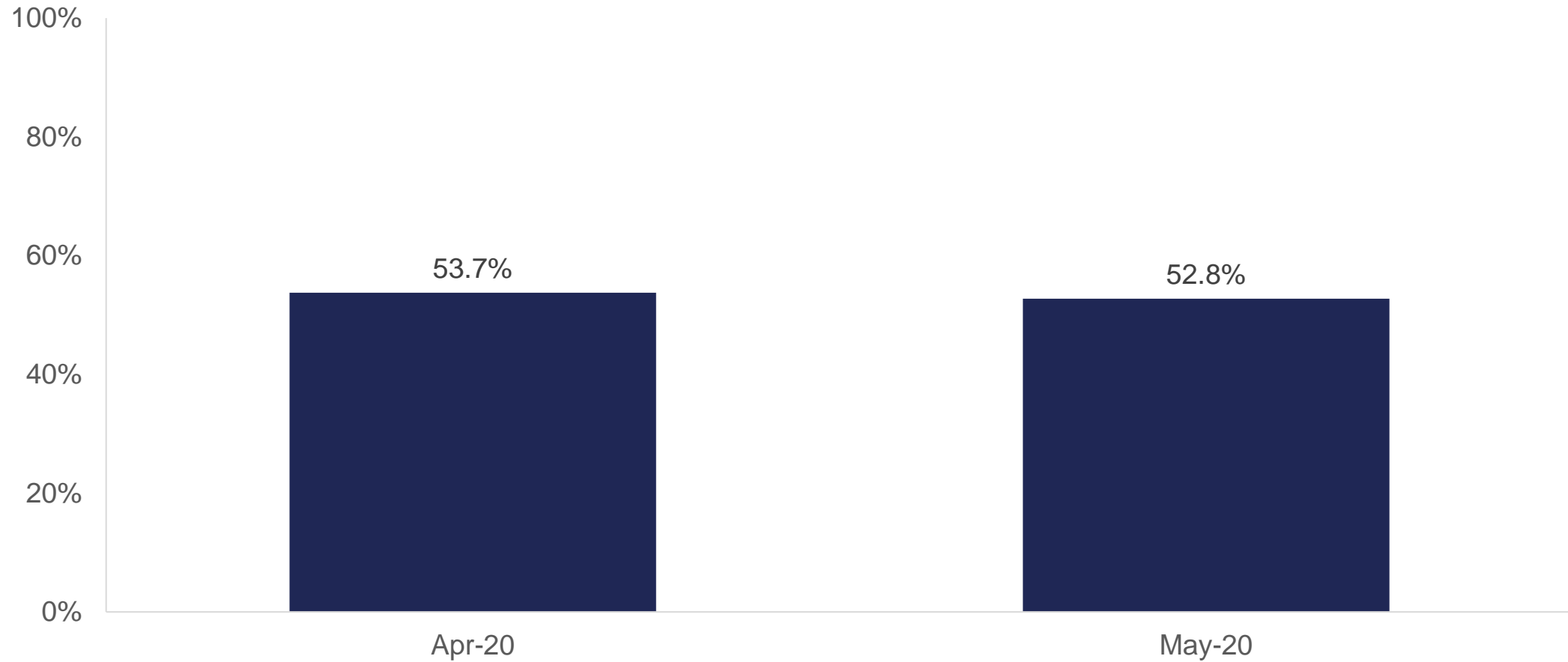
Q. At this time, how concerned are you about the impact of Coronavirus on your business?

# / Confidence and Economic Concerns



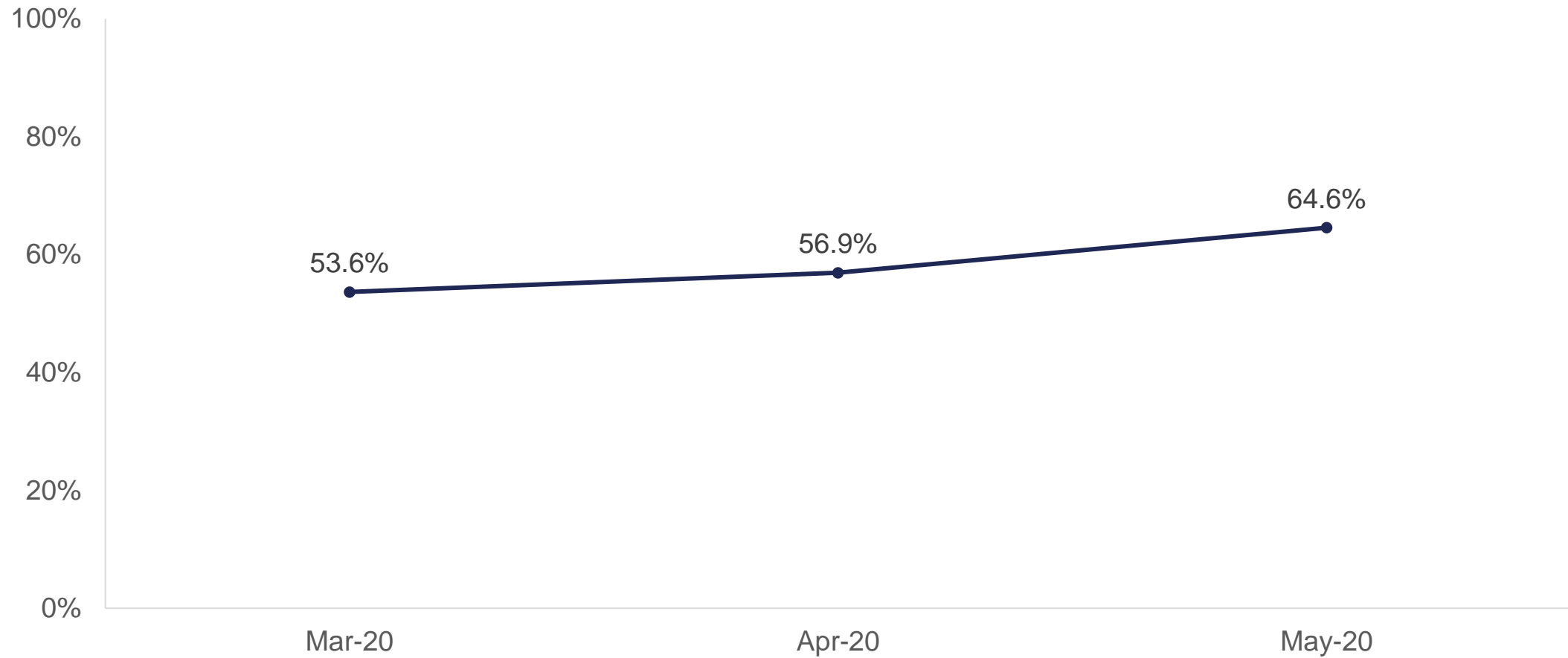
**Q. You mentioned that Coronavirus will negatively impact your organisation.  
Can you provide more detail on why you think this is the case?**

# / Revenue Has Halved...



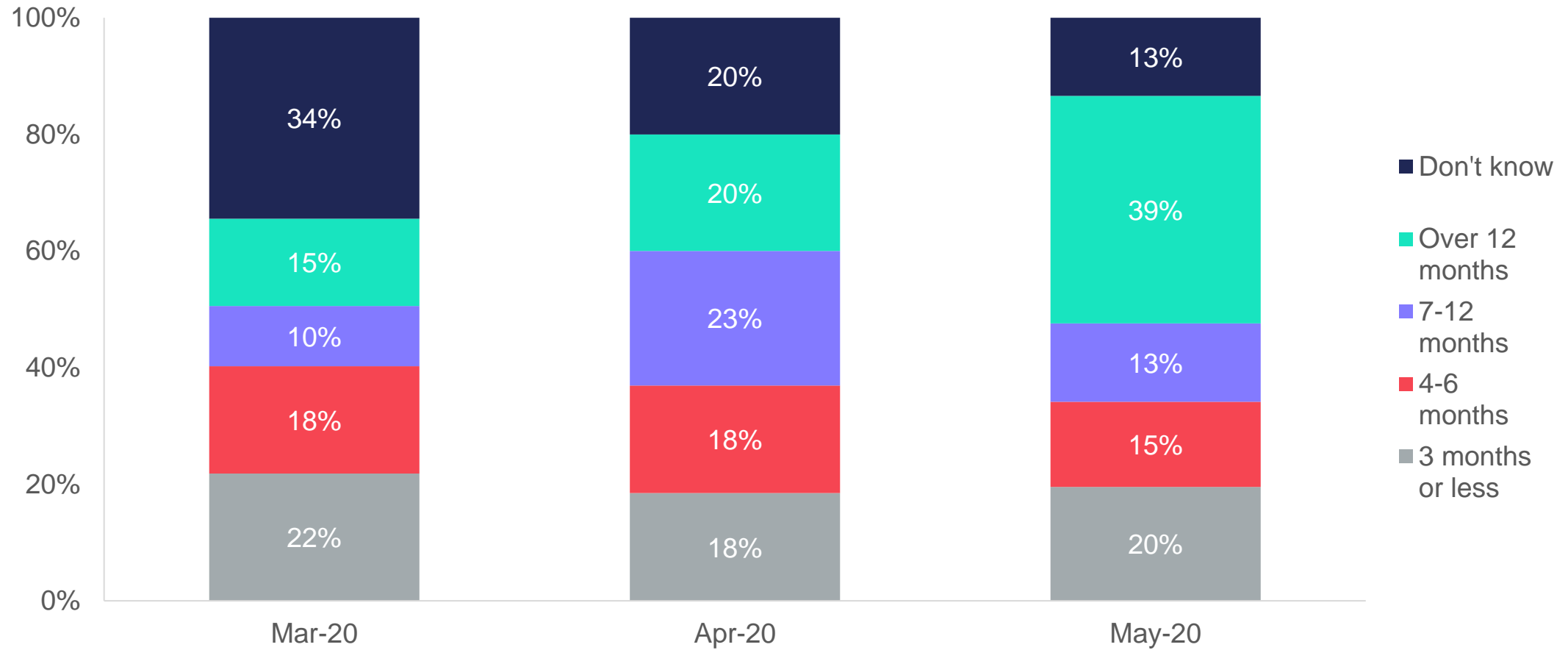
Q. How much would you estimate the revenue of your organisation, in percentage terms, has changed as a result of the current situation? (Where 100% means there has been no change)

# / ...but Capacity is Starting to Increase



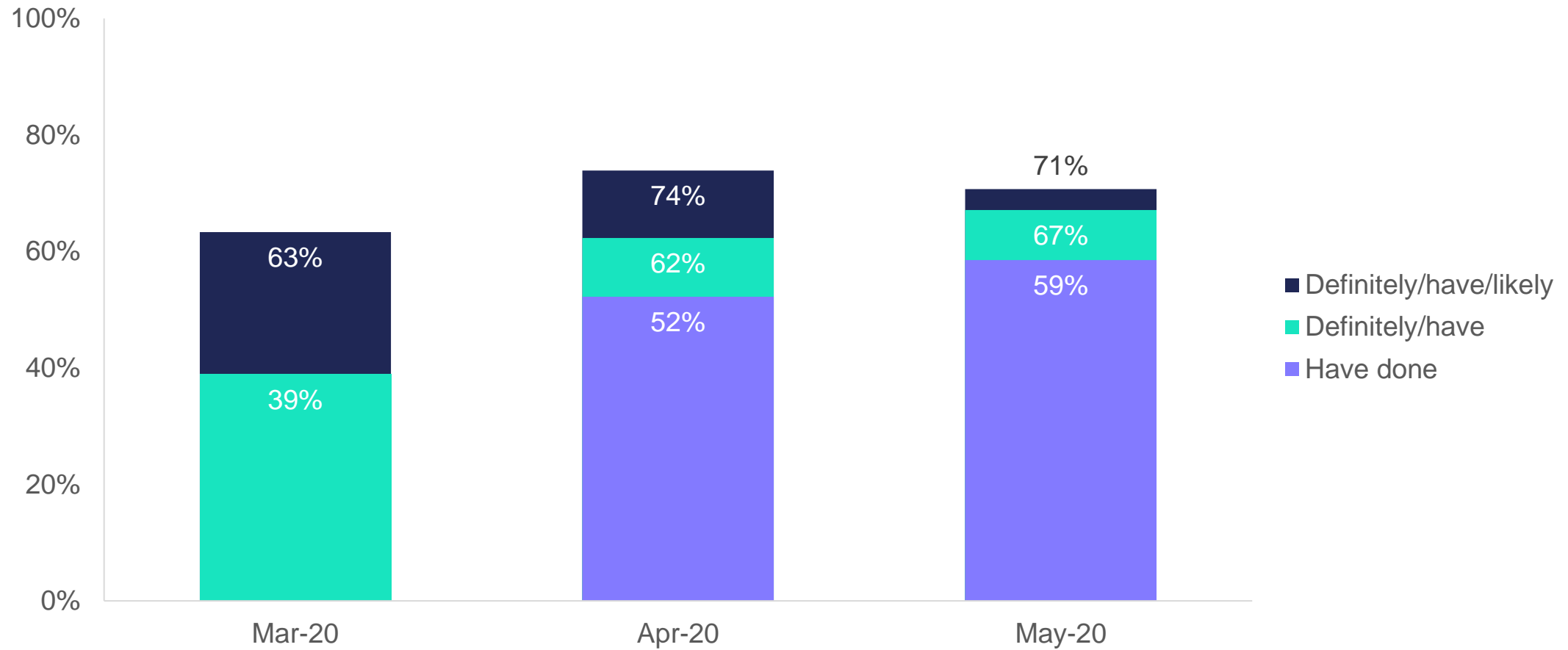
Q. Thinking about the financial implications of Coronavirus on your business. On a scale from 0% to 100%, how much do you estimate your organisation will be able to operate 'business as usual' over the coming months?

# / Growing Confidence in Lasting



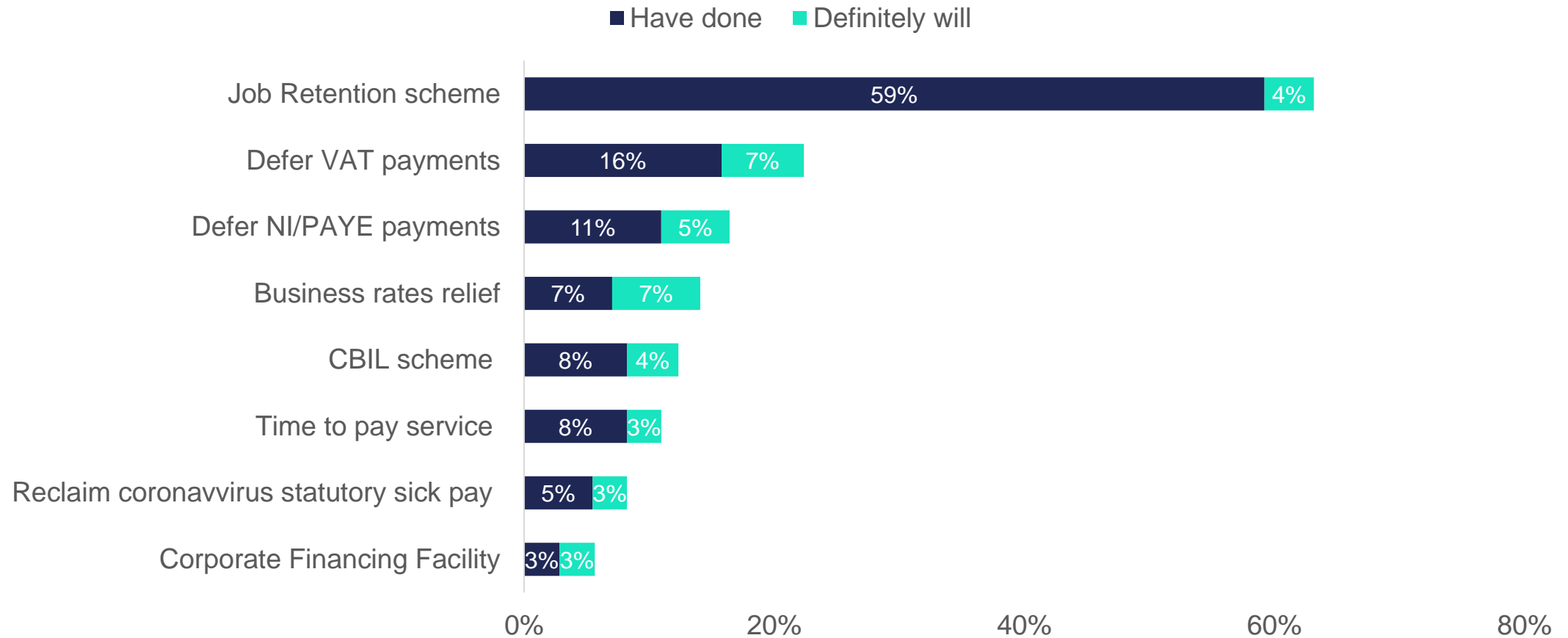
Q. How long could your organisation continue to operate financially given the implications of the outbreak?

# / Government Schemes Are Key



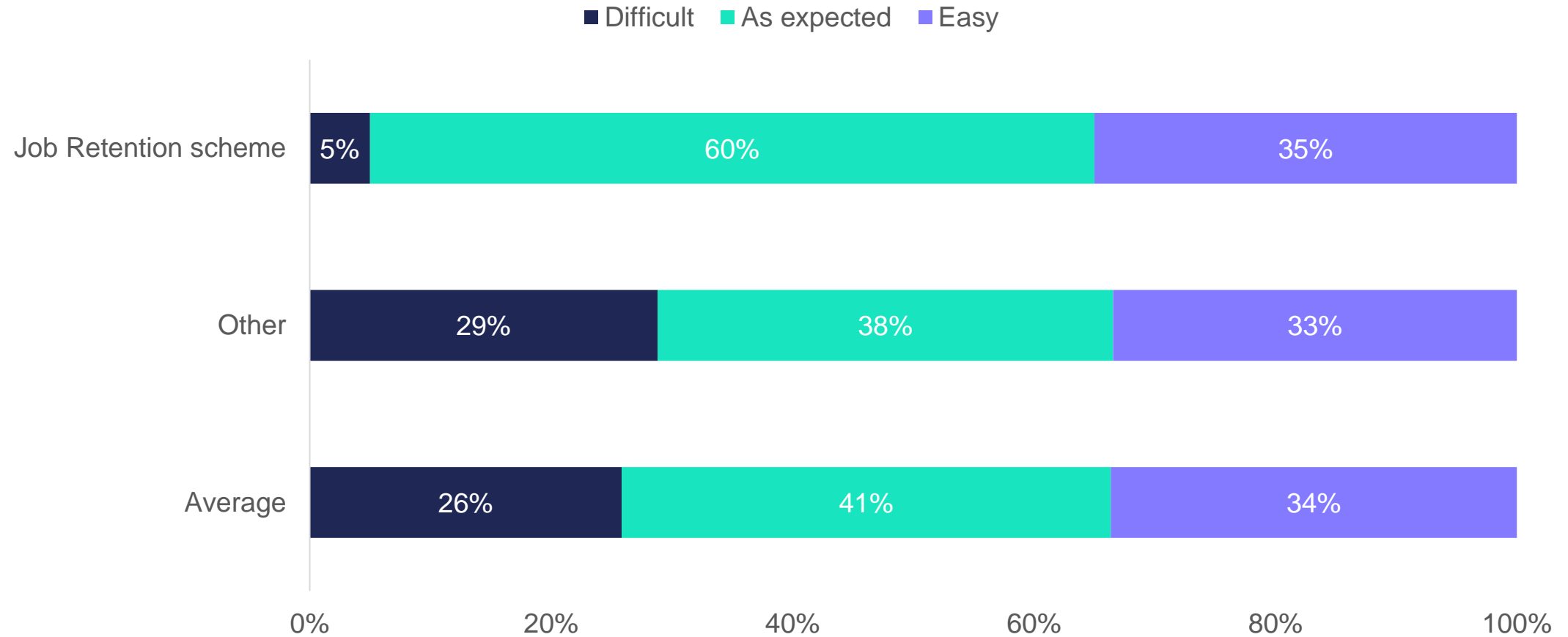
Q. How likely is your organisation to have to apply for or do any of the following over the coming months? [Selected at least once for any option]

# / Job Retention Scheme Most Popular



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

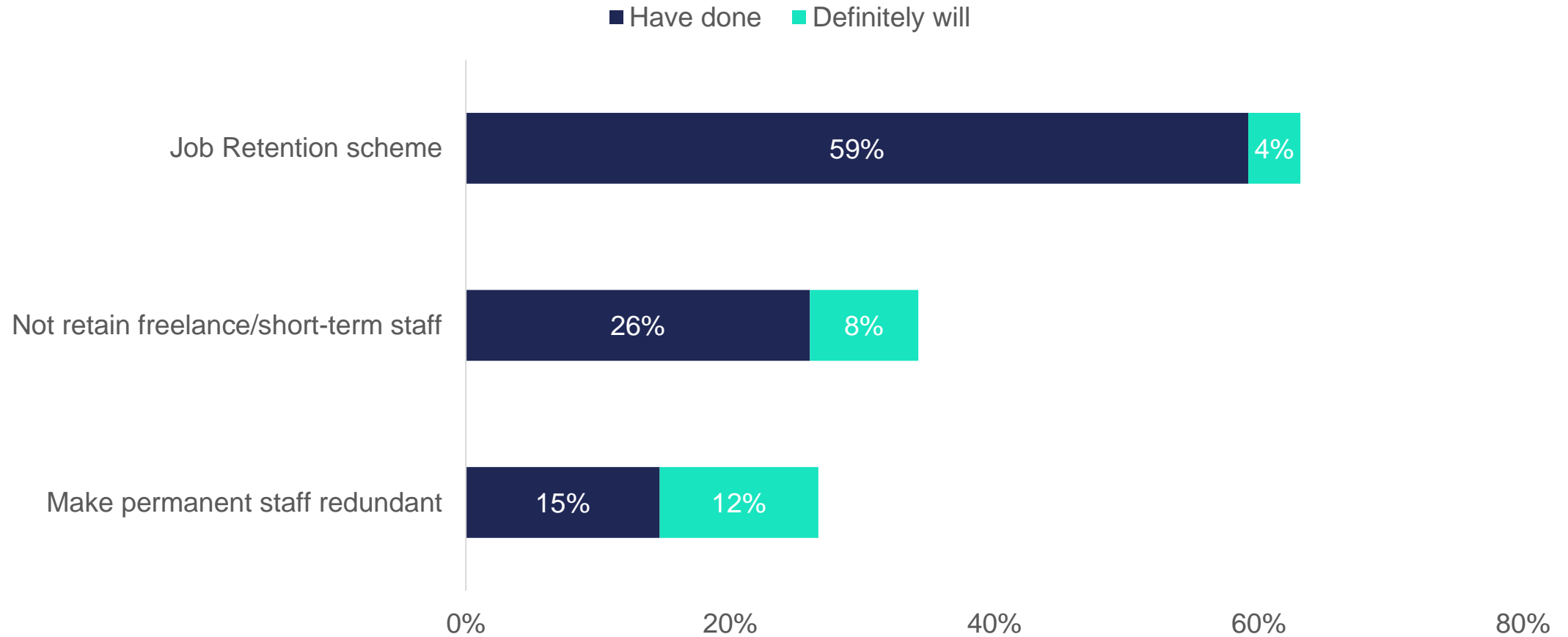
# / Process Largely as Expected (or Easy)



Q. How easy did you find the process of applying to these schemes?

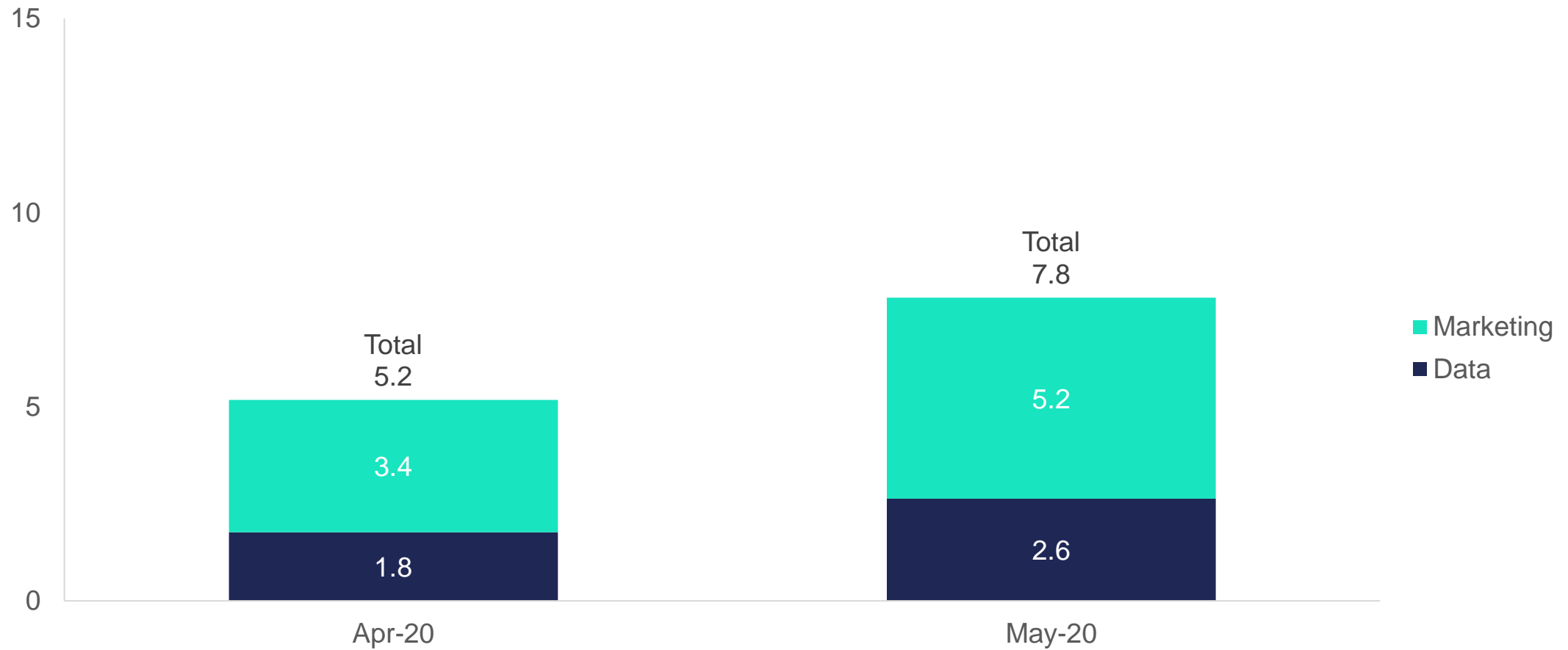


# / Focus on Furlough Over Redundancy



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

# / Average Staff Placed on Furlough

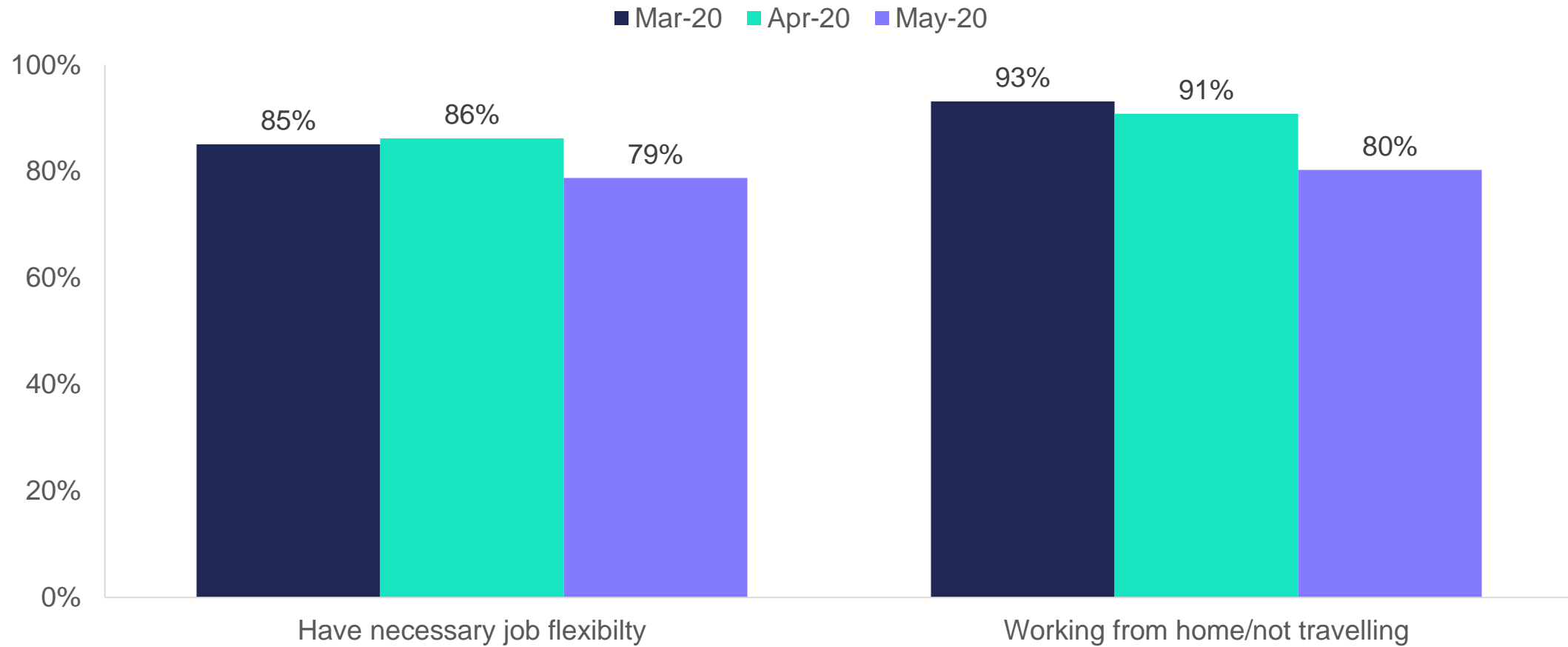


Q. How likely is your organisation to have to apply for or do any of the following over the coming months?

# / Staff Continuity

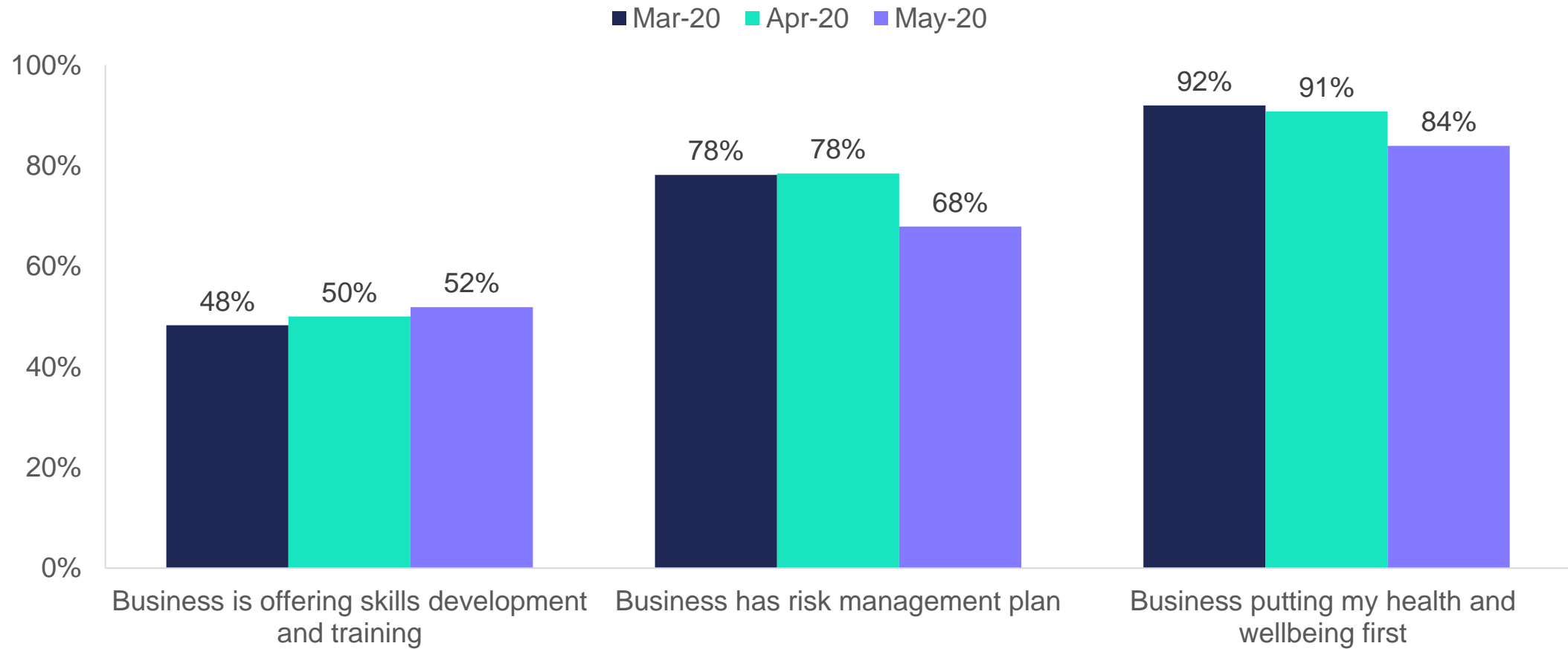


# / Majority are Still Working From Home



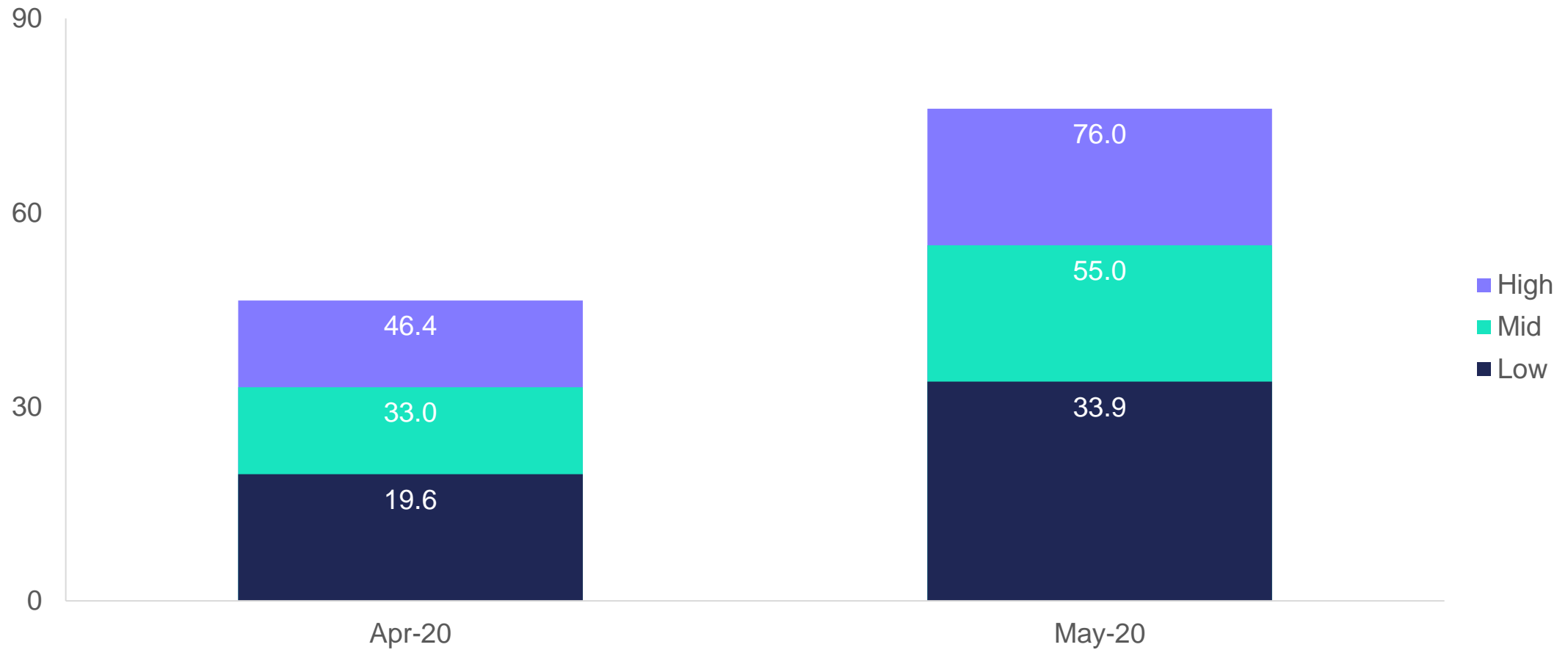
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Positive Skills Amid Health Concerns



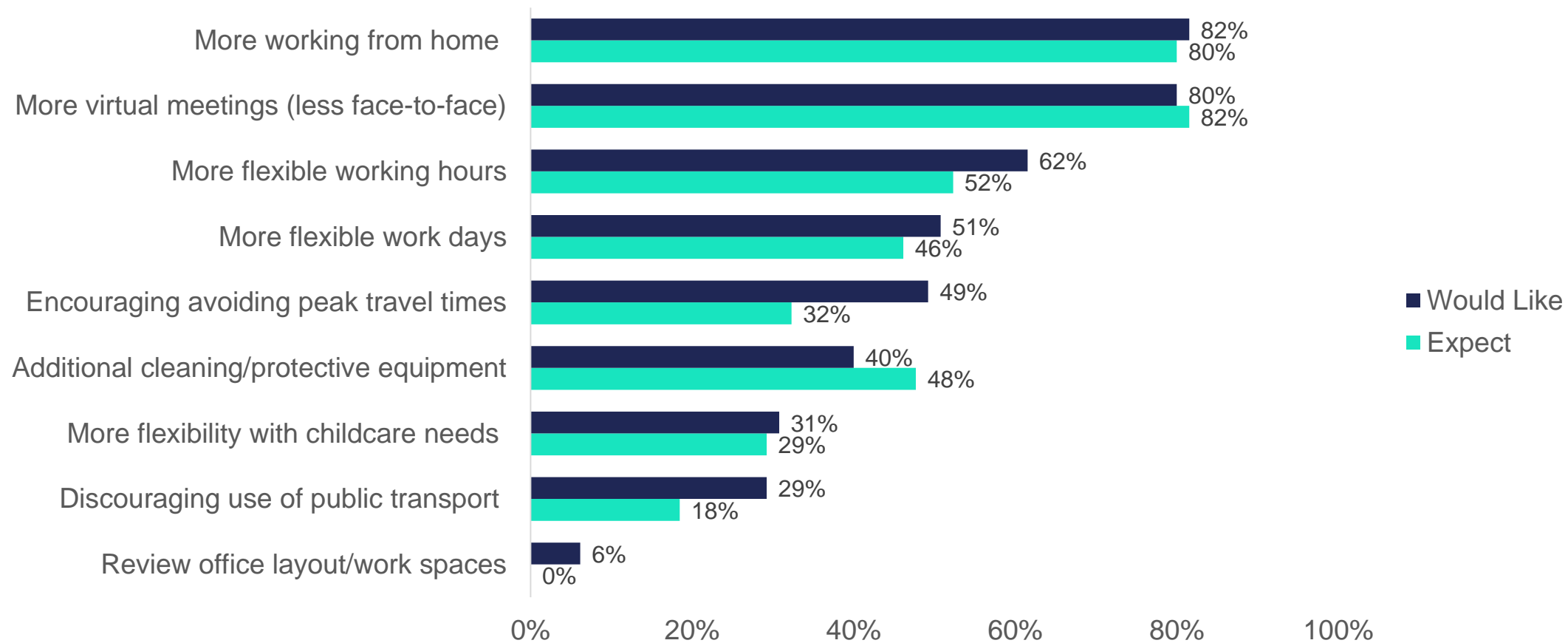
Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

# / Expect to Remain Remote Until Autumn



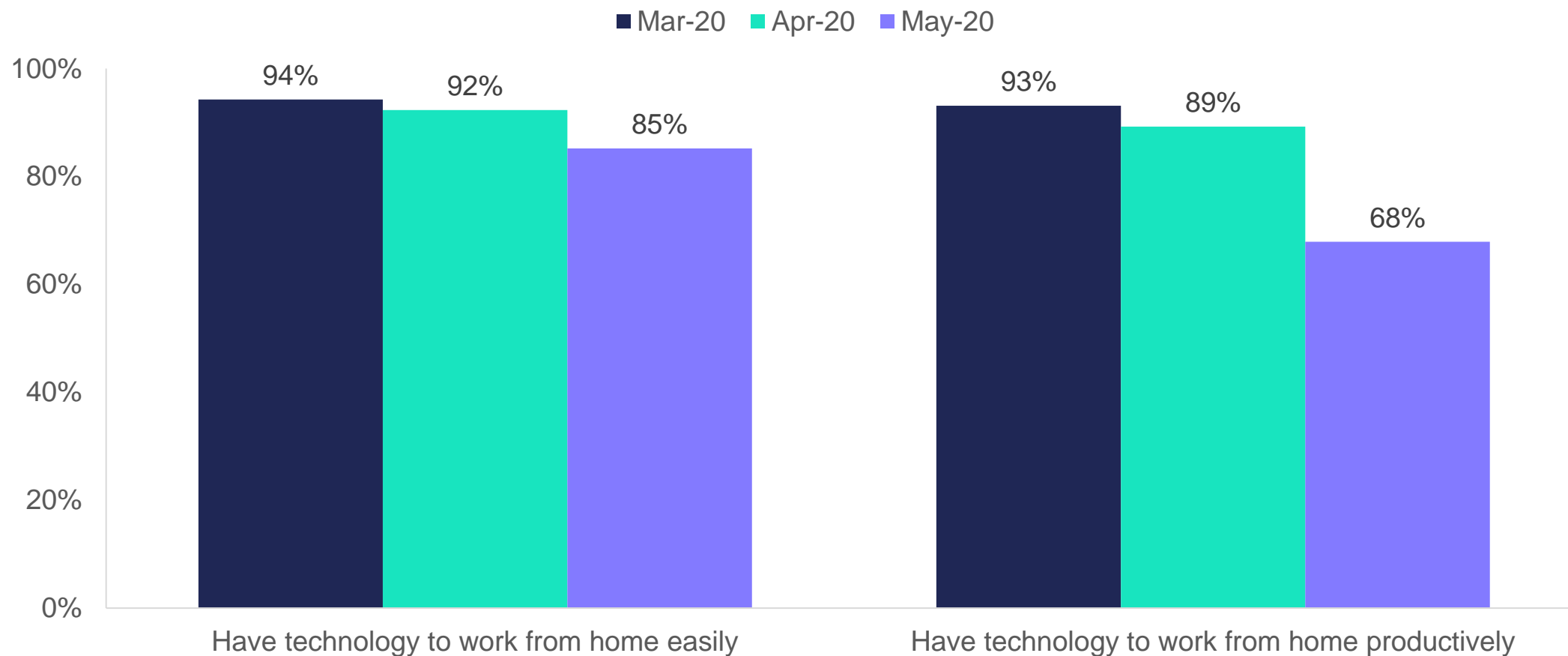
Q. You mentioned that you are currently working from home. How long do you expect your organisation to continue to ask staff to work remotely after the restrictions in the UK ease? (Average in days)

# / Workplace Changes Required



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?

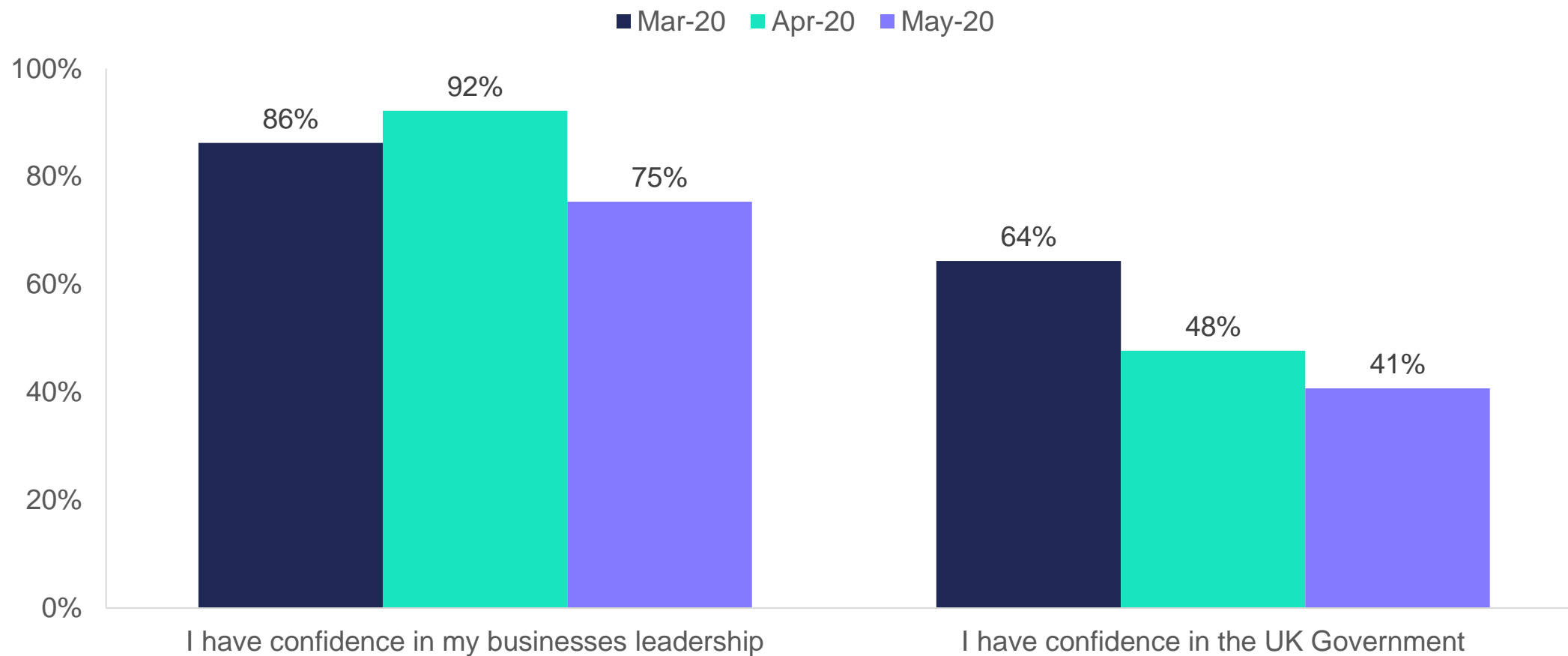
# / Technology Becoming a Concern?



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



# / Confidence in Government Reducing

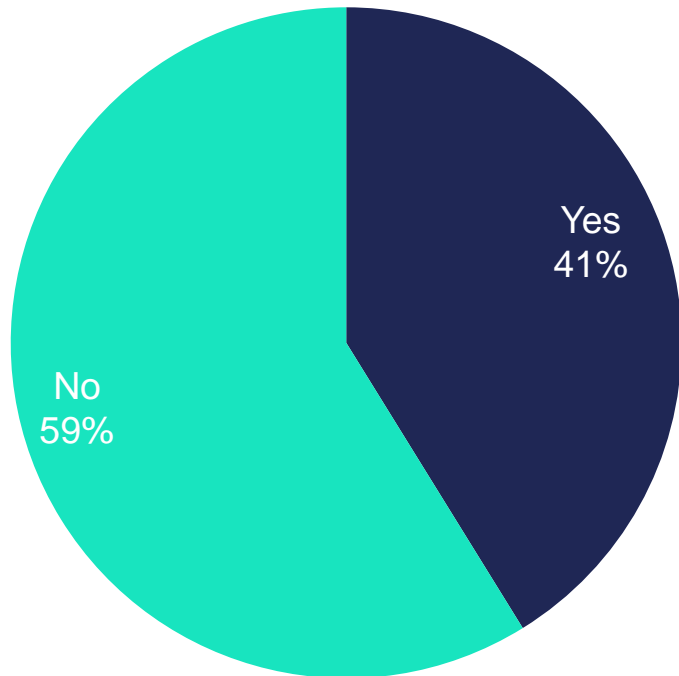


Q. How much do you agree or disagree that the following conditions apply to you? (% Agree)

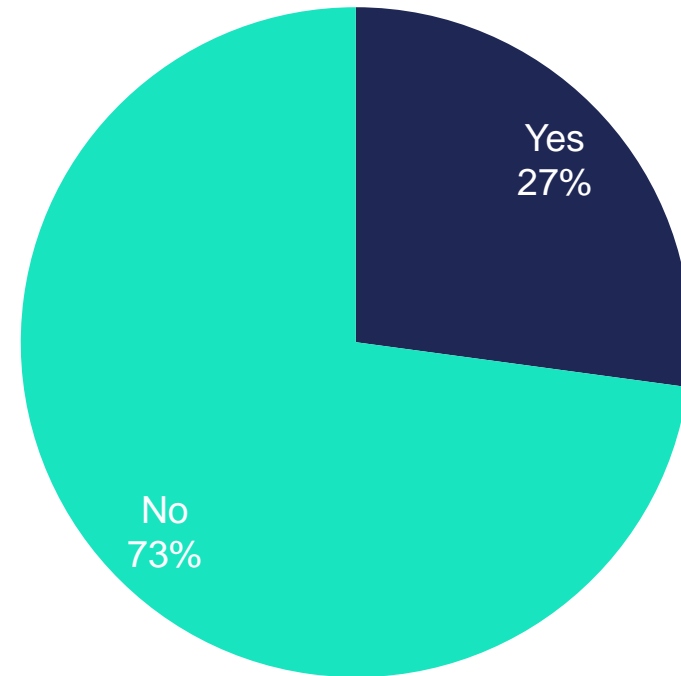
# / Advice and Guidance

# / Some feel more could be done to help

Government

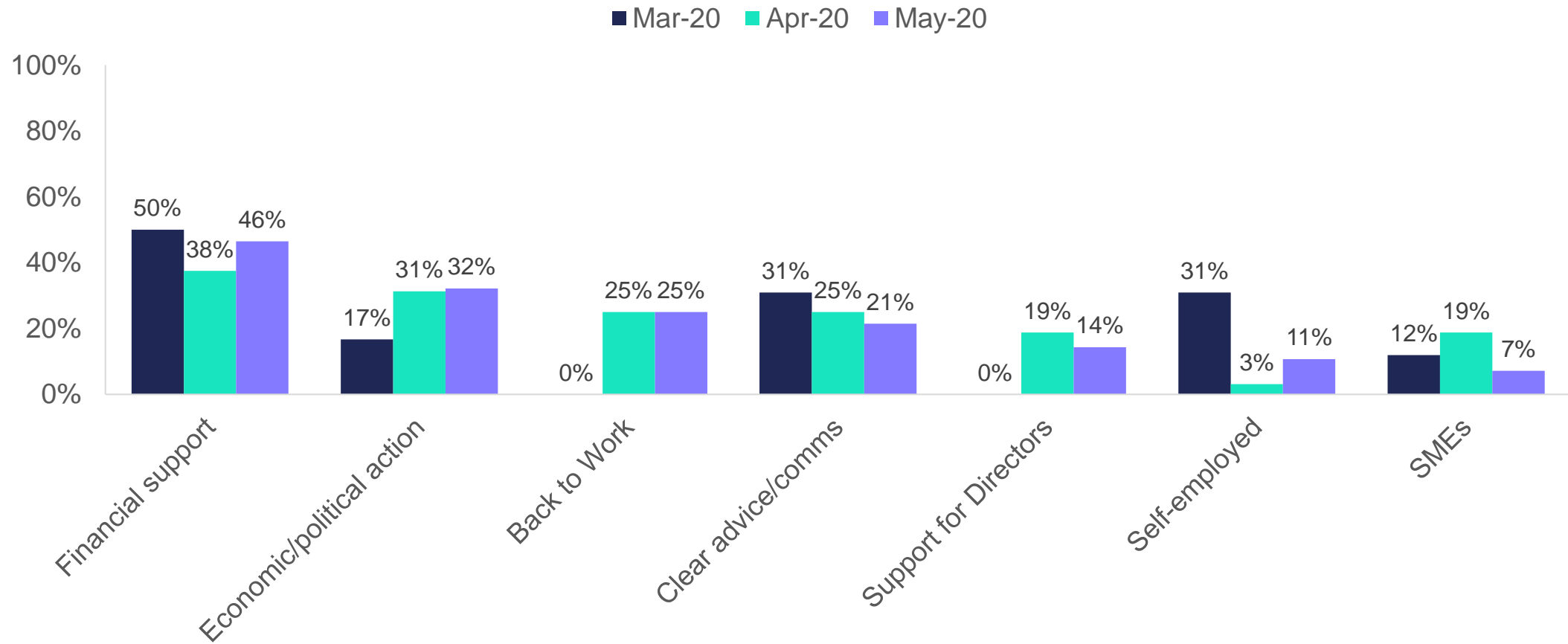


DMA



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](#)

