

/ Coronavirus: July 2020 – Business Impacts Barometer



Welcome to the findings of the DMA's fifth 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.

The fifth phase of the DMA's barometer of the key concerns and impact Coronavirus is having on the data and marketing industry reveals first signs of recovery. But despite these early indications concerns about difficult staffing decisions in the coming months also see a significant increase.

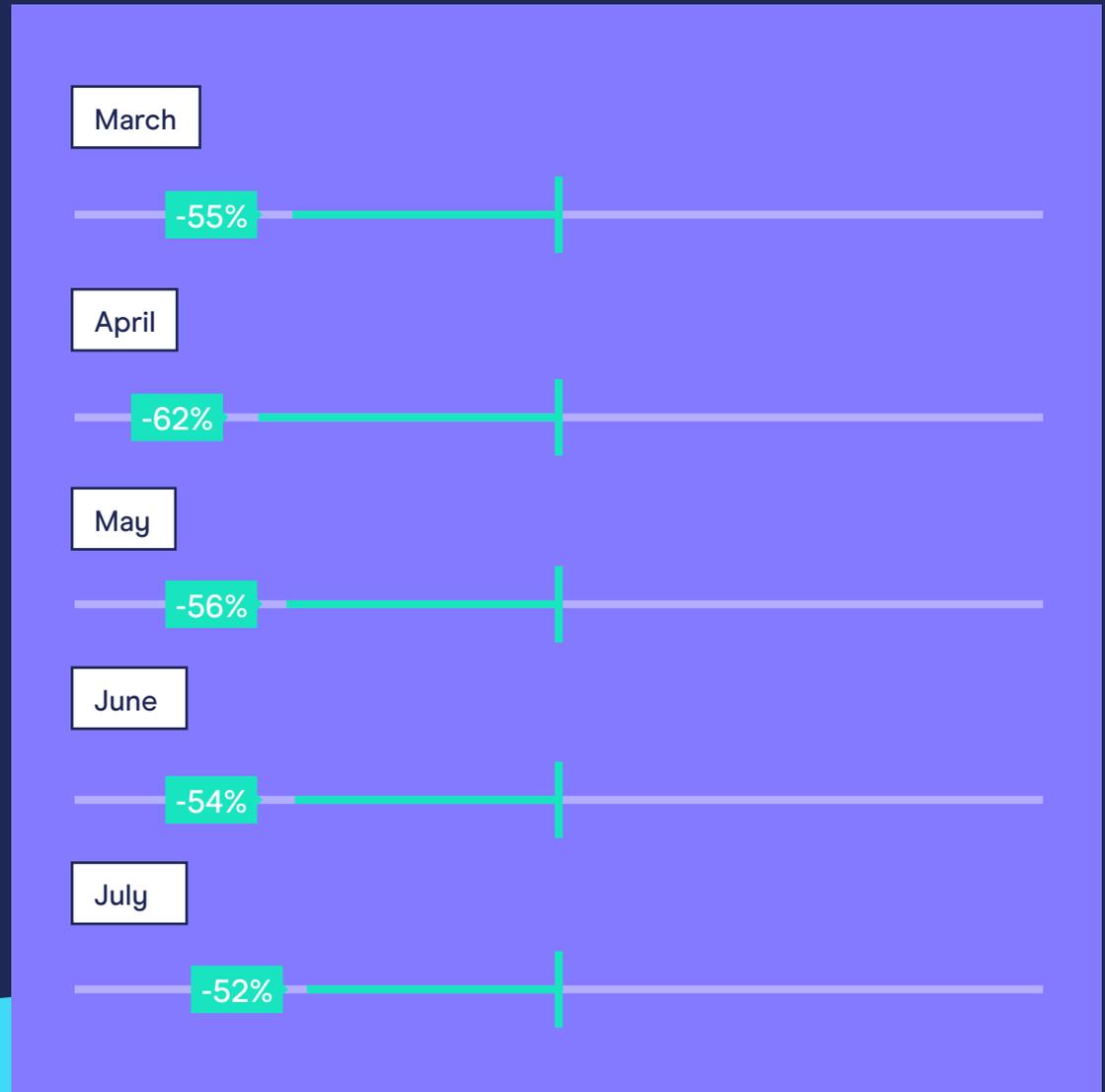
Organisations surveyed in July reported a significant increase in those believing they will or have already had to make staffing changes amid the pandemic.

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





Expectations remain pessimistic when thinking about the economic effect Coronavirus has had on businesses.



Consumer trust in brand has increased, with a growing belief that brands are handling consumer data correctly.



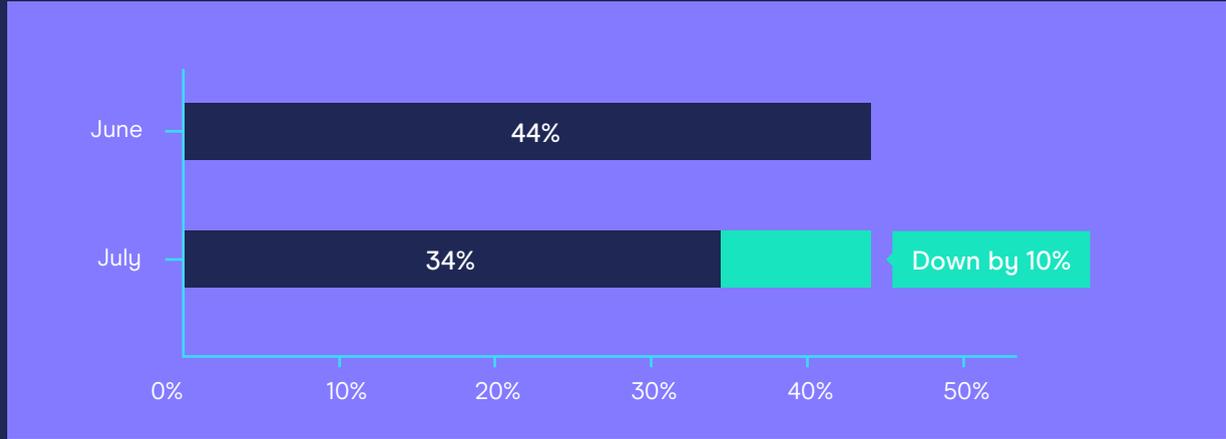
Public trust in brands and marketing has risen

Consumer trust in how data is handled:

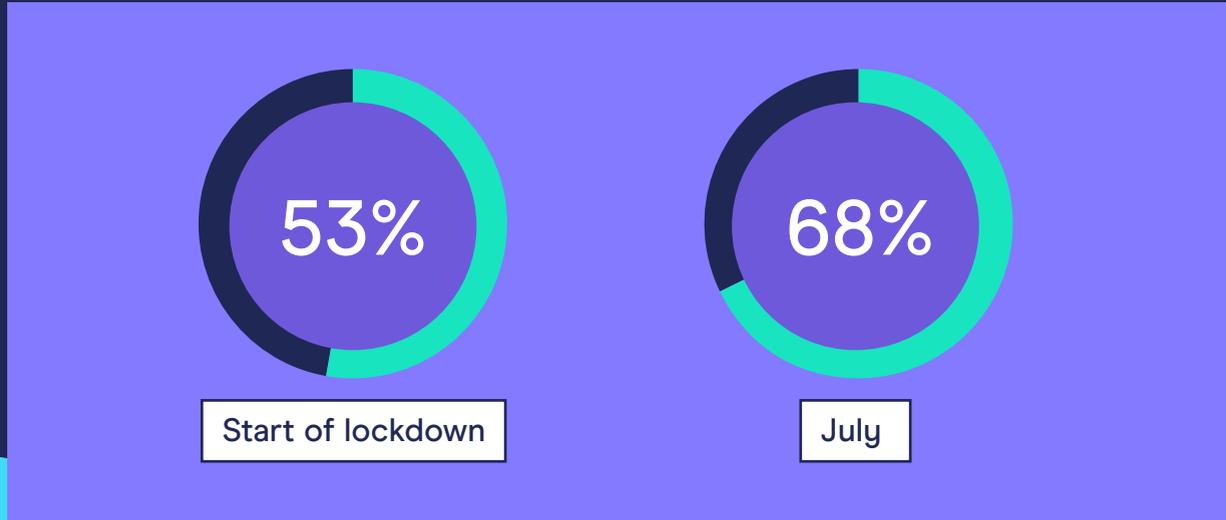




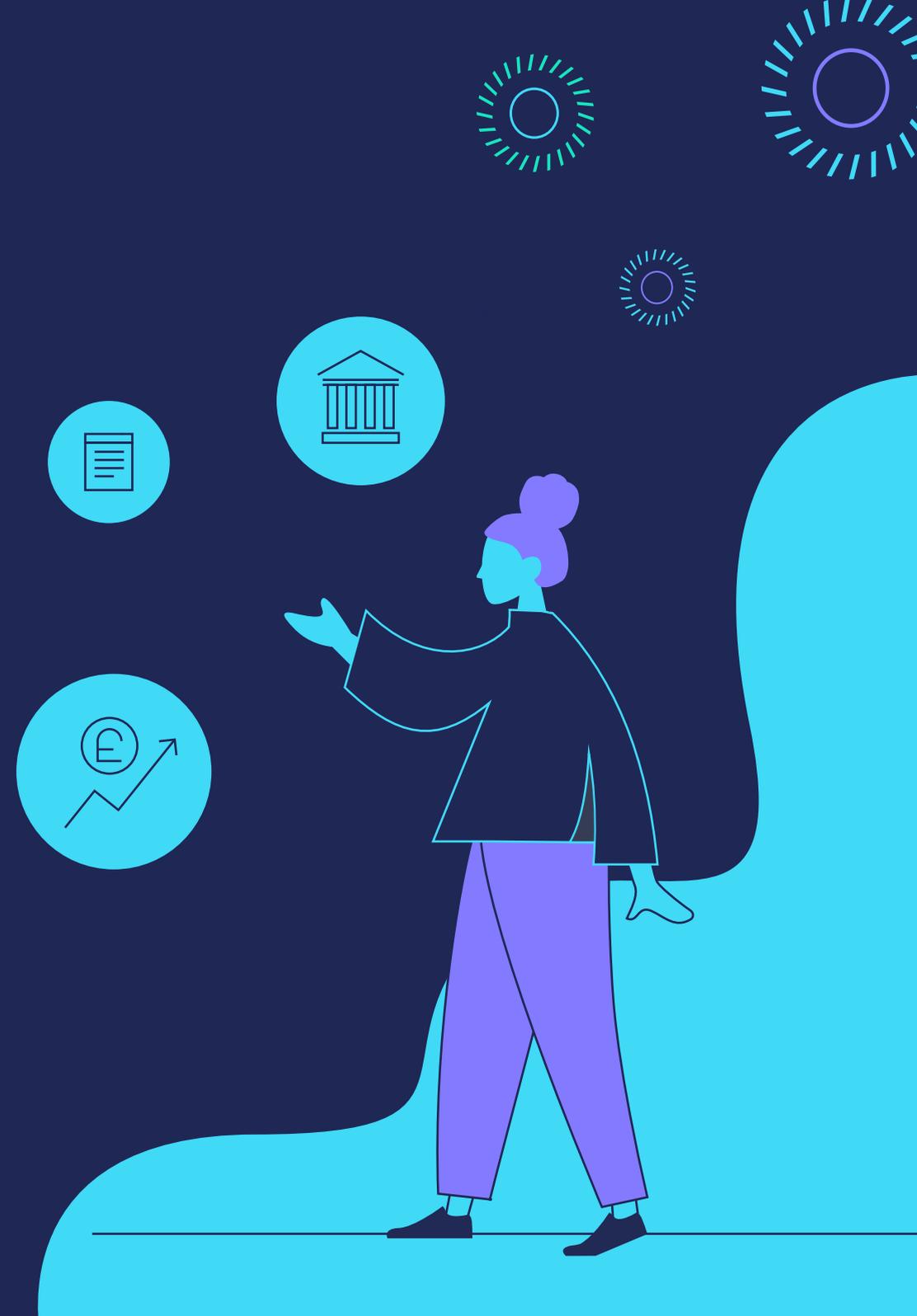
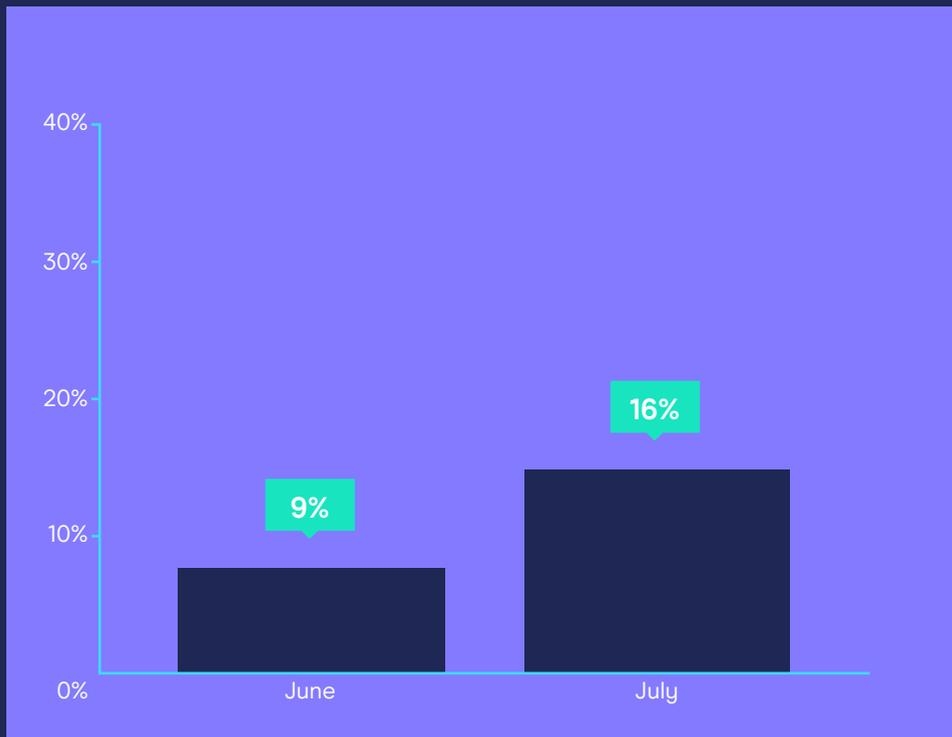
Trading revenues improved, while being down by a third is still a long way from normal trading, it will be welcomed by many.



This increase in revenues is also reflective of the gradual, but continued, return of 'Business as usual' capacity many are seeing

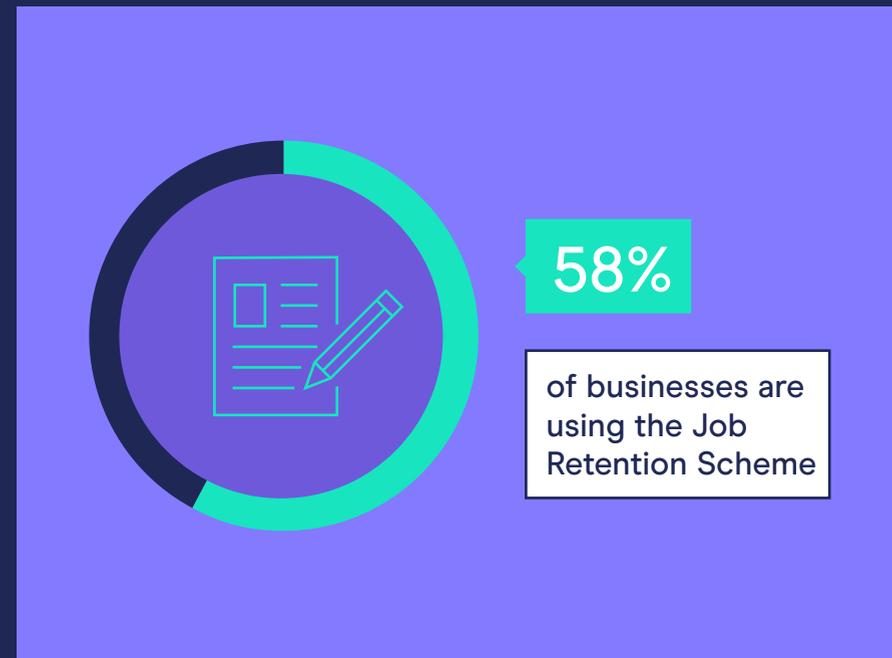
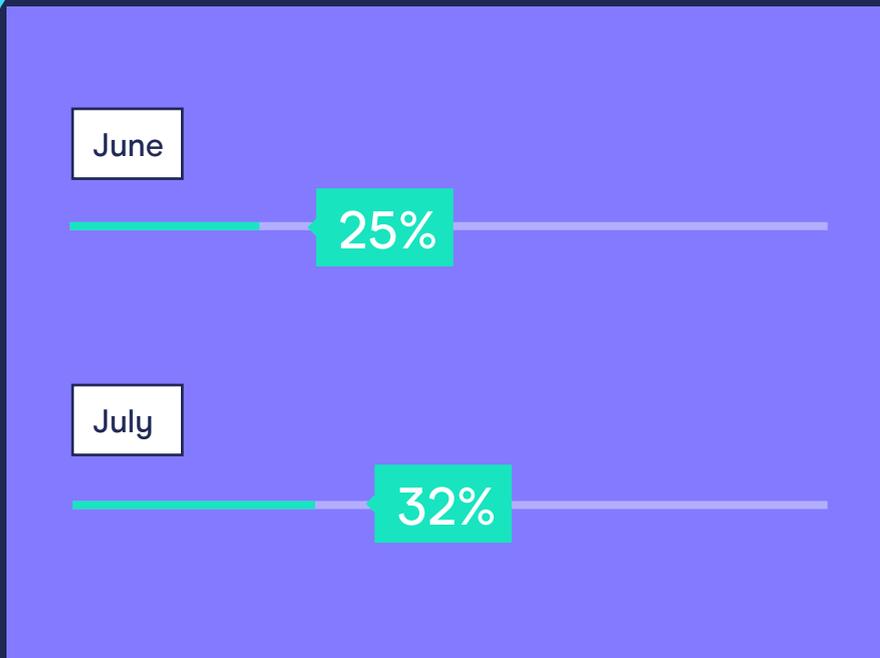


Concerns about the impact on businesses has remained high and the number of businesses applying for the UK Government's 'Coronavirus Business Interruption Loan Scheme' has increased markedly.



There is a rise in the number of organisations that have already or believe they'll definitely need to make permanent staff redundant in the coming months.

Businesses are, however, still clearly trying to avoid this outcome, with many continuing to use the government's Job Retention Scheme



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

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

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