

/ Coronavirus: March 2021 – Business Impacts Barometer



Welcome to the findings of the DMA's 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 a lot of businesses get the support needed throughout these times of change and hardship.

A year on from the first UK-wide lockdown, many businesses are reporting tentative signs of recovery and hope for the future.

Organisations surveyed in March 2021 show the majority of businesses are still being negatively impacted by the pandemic.

However, those reporting the economic impact as extremely negative has almost halved.

The insights presented helps to inform 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 visualiser are generated thanks to the kind contributions from across the DMA community.





The number of businesses that are affected extremely negatively is decreasing:



March 2020

31%

May 2020

26%

July 2020

29%

September 2020

15%

November 2020

25%

March 2021

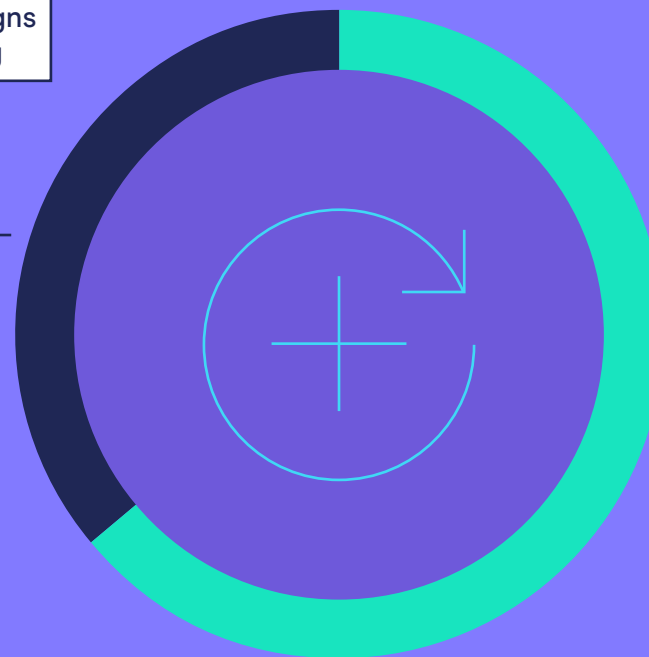
16%



Almost two-thirds of businesses negatively affected report signs of recovery compared to earlier in the pandemic:

36%

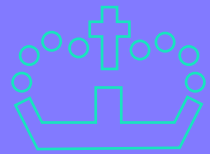
Not seeing signs
of recovery



64%

Recovering

The number of businesses using Government schemes has decreased:



Organisations using Government schemes

60%

Down to:

50%

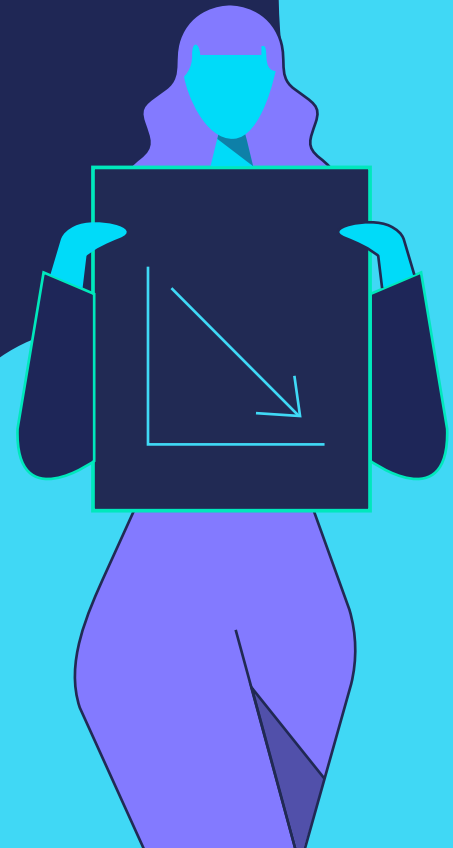
Confidence in the UK Government from businesses has returned:

November 2020

16%

March 2021

33%



The prospect of recruitment in the data and marketing industry is returning:

Companies suggest they will be hiring in the near future

50%

1 in 5 businesses are currently hiring



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're 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 via the **IDM Blog**.

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