

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



# Welcome to the findings of the DMA's sixth 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.

Post-summer figures reveal the need for continuing many of the support schemes launched by Government previously, which have helped businesses to survive to date.

Organisations surveyed in September reported a significant rise in those believing they will have to make difficult staffing decisions over the coming months. Increased restrictions will

only escalate concerns of the survival of many companies, particularly small- to medium-sized businesses.

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 sixth phase are generated thanks to the kind contributions of around 80 responses from across the DMA community.





Businesses that have defined the economic effects of coronavirus on their organisations as negative over the coming months:

March

55%

April

62%

May

56%

June

54%

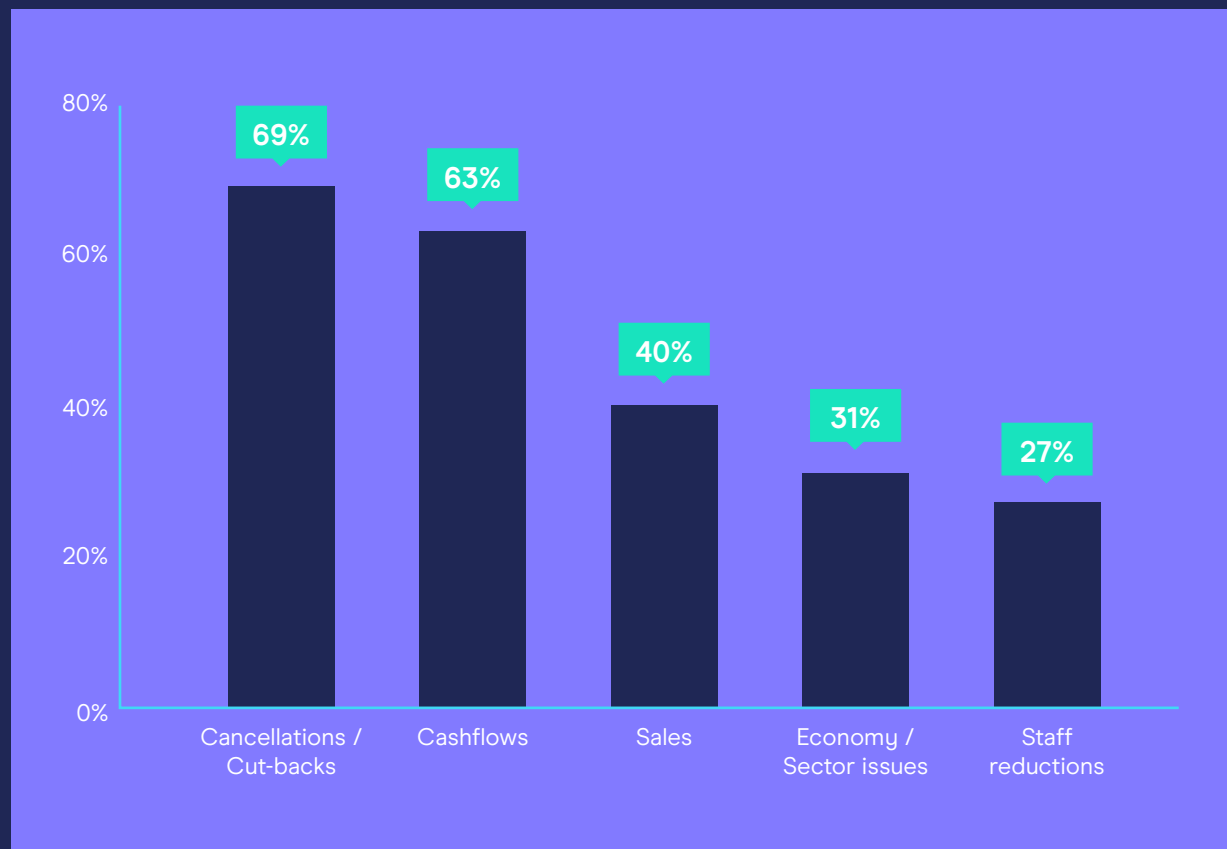
July

52%

September

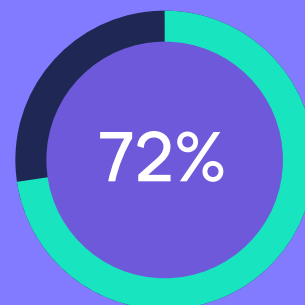
61%

Concerns around cancellations and cashflows are cited as the main reasons that coronavirus will negatively impact businesses:

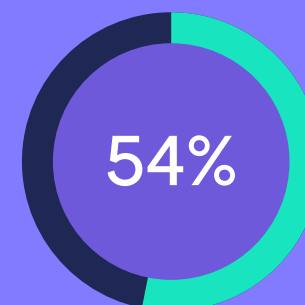




Revenues have improved, reflective of the gradual but continued return of 'business as usual' capacity:

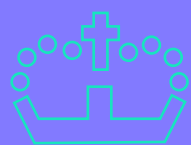


In September



At the start of lockdown

The number of businesses using Government schemes has increased:



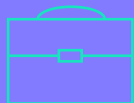
Organisations using Government schemes

60%

Likely to use in the future

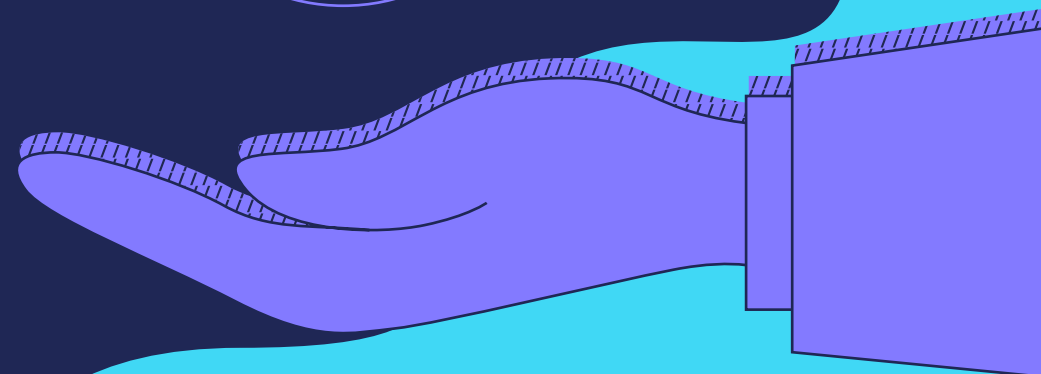
77%

Redundancies will likely increase with further strict measures on businesses, but organisations are trying to avoid this:



Businesses using the Job Retention Scheme

52%

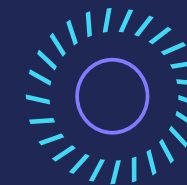
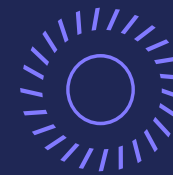


The previously thriving freelance economy around the industry continues to struggle:



37%

Organisations that haven't or don't expect to retain these positions over the coming months



# 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](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,  
[theidm.com/blog/idm-home-learning](https://theidm.com/blog/idm-home-learning)

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