

/ Coronavirus: March 2020 – Business Impacts Barometer

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

We speak regularly to our community to try and understand the key concerns and challenges businesses are facing. That way we can represent our industry effectively to government and get the support you need.

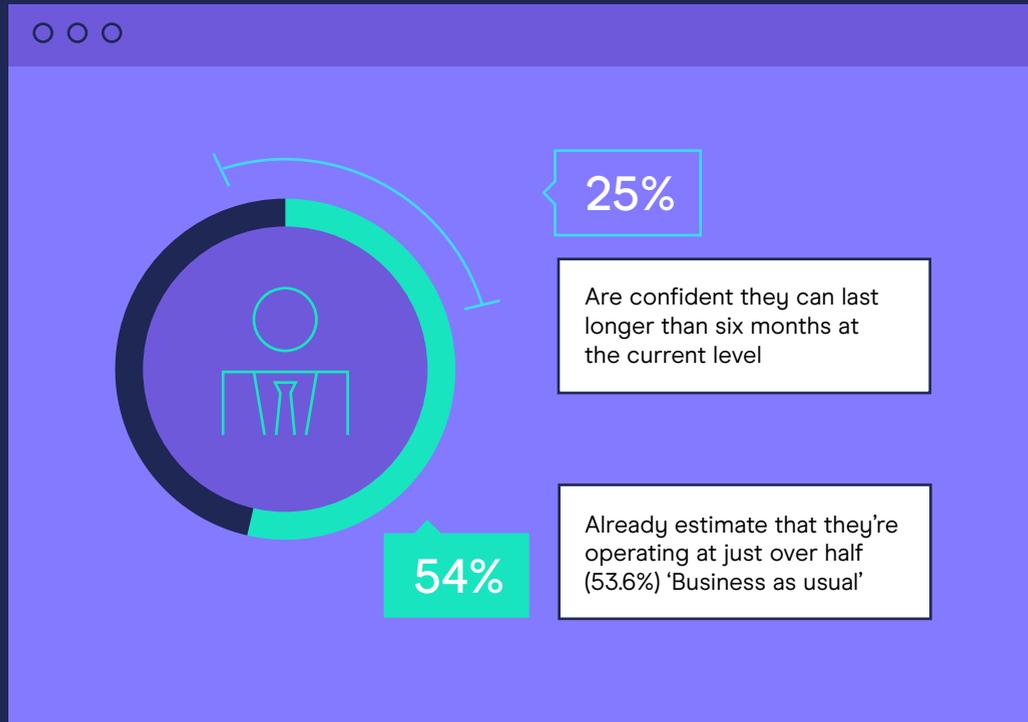
In this first March edition, findings highlight that many businesses in our community are not confident that they will survive the economic impact of the lockdown.

And this insight informs why the DMA continues to lobby UK Government to address key concerns of our industry, including extending the job retention scheme and ensuring businesses have additional support on business rates.

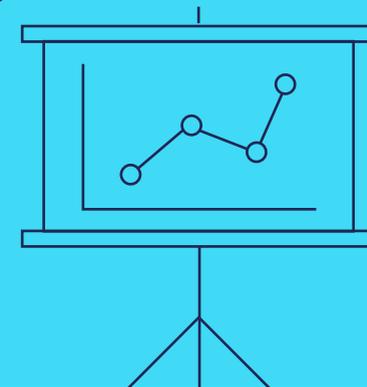
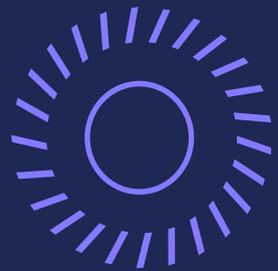
Key findings in this edition are generated thanks to the kind contributions of nearly 100 respondents from across the DMA community.



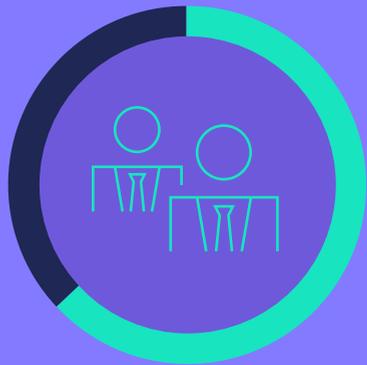
Estimation of how businesses will continue to operate



Businesses believing they can continue to operate at current levels for ...



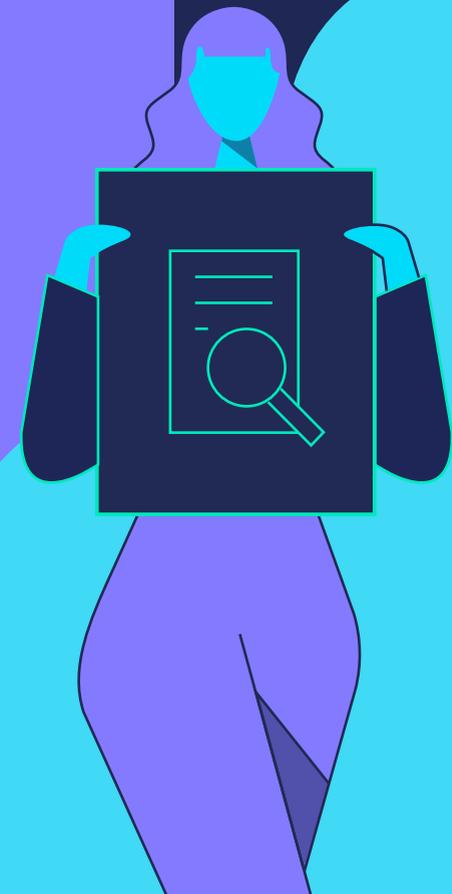
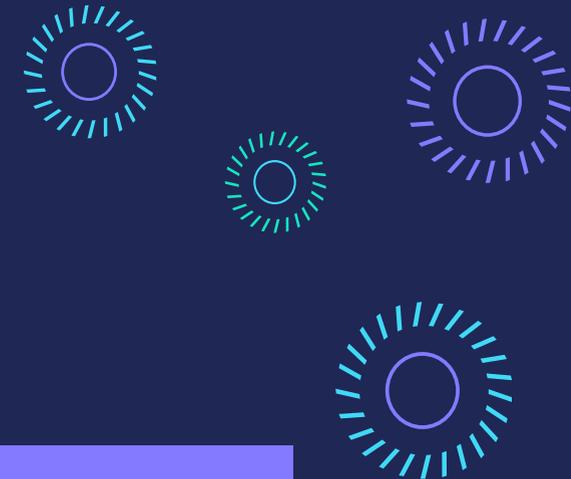
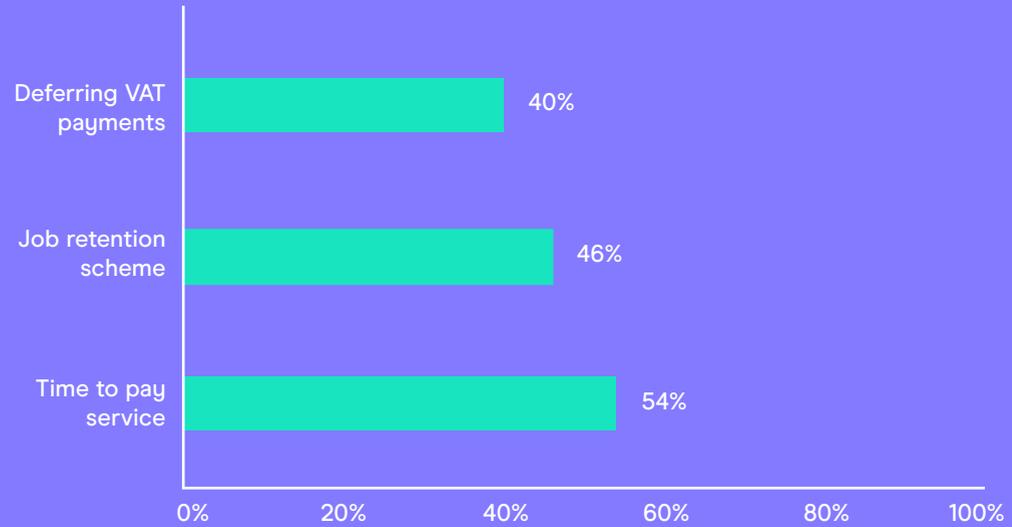
Nearly two-thirds of businesses are looking to government schemes for help



63%

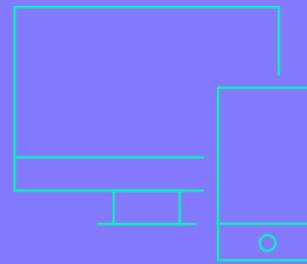
(Definitely/ likely applying for at least one)

Most common government schemes





Encouragingly, most staff feel they have the technology they need to make working from home both ...



Easy

94%

Productive

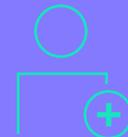
93%

Most people also report ...



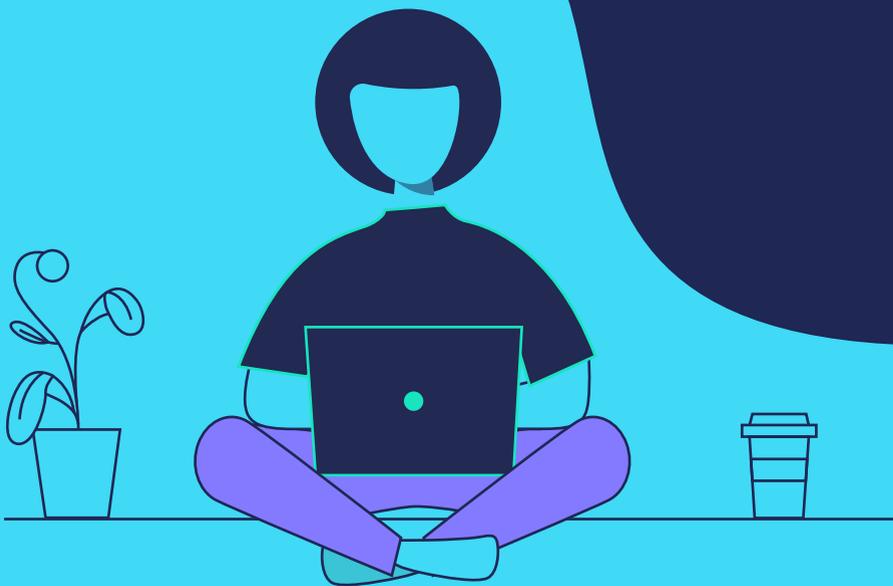
Having confidence in their business leadership

86%



Putting the health of staff first

92%



The majority of those surveyed ...



86%

Expect the financial impact on their businesses of Coronavirus over the coming months to be negative

Already seeing this concerning international trade

52%

Key concerns:

Businesses reporting being worried about the pandemic's impact

86%

Cancellation or cutting-back of client work/output

61%

The knock effect on the business/cashflow

46%

Coronavirus: Advice and Help

Stay connected to the DMA for the latest advice and help as the business impacts of 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.

We also offer research, insights and learning opportunities through our world-renowned Institute the IDM – bringing the classroom to you, wherever you are.

To learn more, head to dma.org.uk/coronavirus



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