

/ Coronavirus: April 2020 – Business Impacts Barometer



Welcome to the findings of the DMA's second 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.

In this second April edition, the data highlights that many organisations are utilising the schemes created by the UK Government to help them through the crisis. The results also show a continued decline in revenues and concerns about how long businesses can survive in the current conditions.

This insight informs our continued lobbying on behalf of our industry, including extending the job retention scheme and ensuring businesses can plan for a phased return to work, thereby avoiding inevitable redundancies.

Key findings from this second phase are generated thanks to the kind contributions of around 70 responses from across the DMA community.



Businesses who have applied to the UK Government's Coronavirus Job Retention Scheme

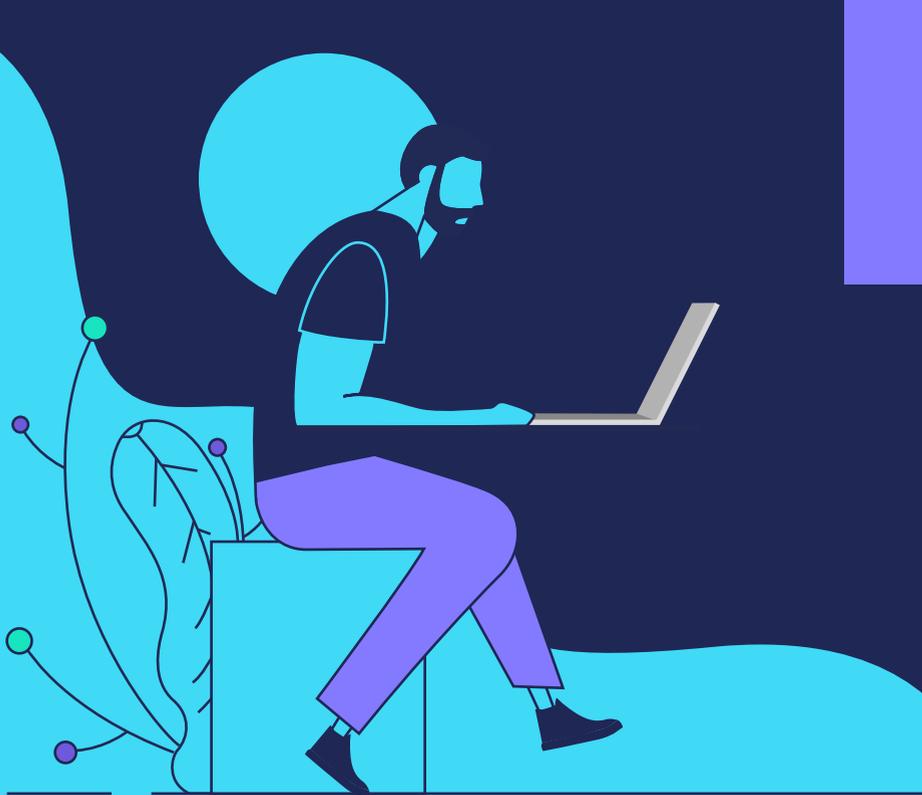
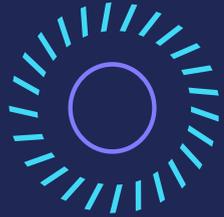


56%

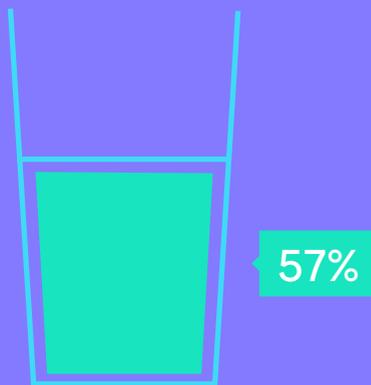
Have applied

8%

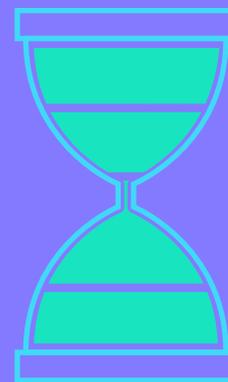
Will apply over the coming months



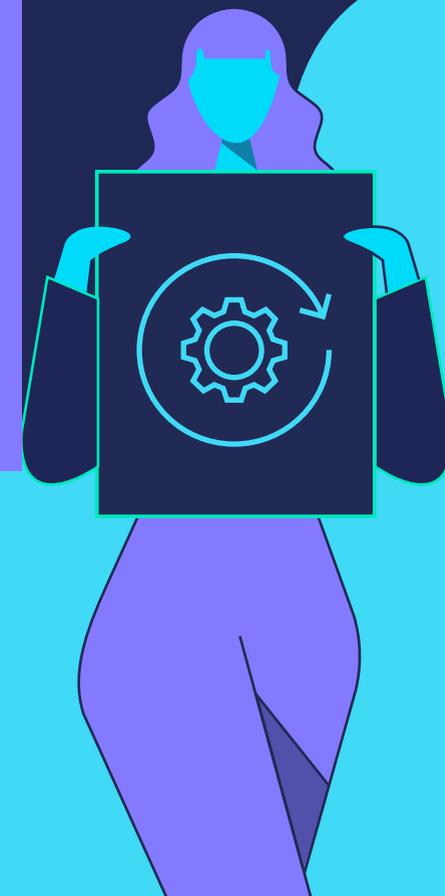
Organisations who estimate they are operating at just over half 'business as usual'



How long businesses can continue to operate financially



- 20% Not sure how long they might last
- 36% No longer than six months
- 23% Between 7-12 months
- 20% Over 12 months





Businesses reported being concerned about...



Cancellations and cutbacks

58%



Business in general and cashflows

57%

The retainment of freelance or short-term staff by businesses



Have not retained or will definitely not retain

46%

Conceded the above is likely or possible in the months to come

29%

Businesses who are looking to Government schemes for support



74%

The most popular for businesses

Job Retention Scheme

64%

Deferring VAT payments

30%

Reclaiming statutory sick pay

28%





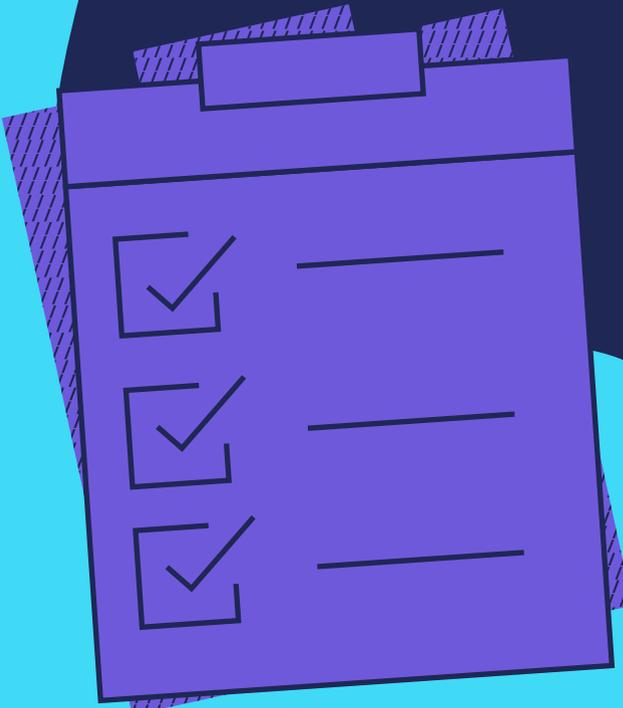
Most people surveyed agree...

They have the technology needed to easily work from home

92%

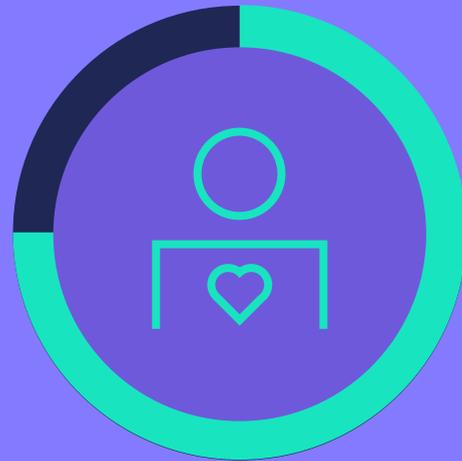
They have the technology needed to productively work from home

89%

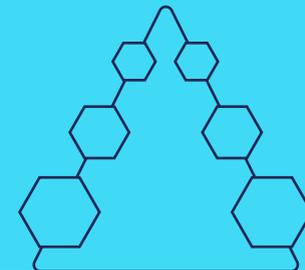




Employees who feel organisations are putting their health and wellbeing first during the pandemic



91%

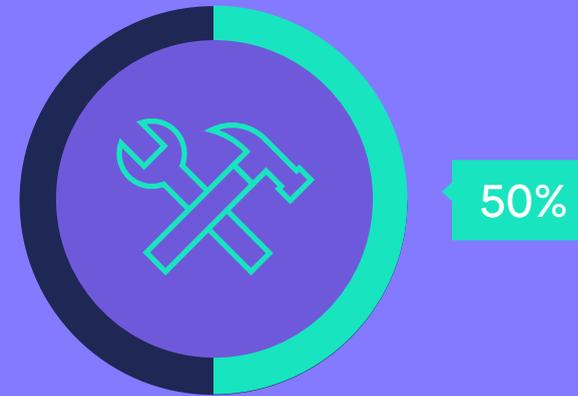




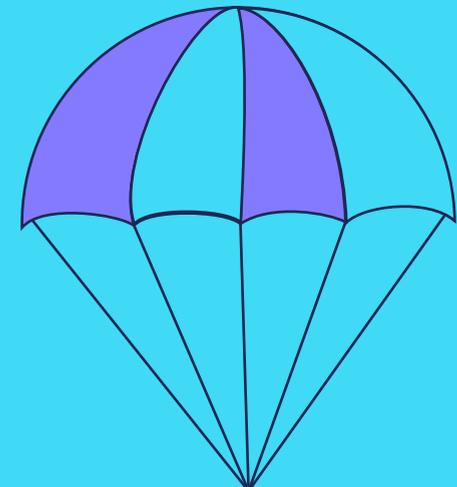
Staff who reported confidence in their organisation's senior leadership



Businesses who are offering skills development and training opportunities during the lockdown to their staff



Should the Government provide greater support for businesses? If yes, how?



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

