

/ Coronavirus: June 2020 – Business Impacts Barometer



Welcome to the findings of the DMA's fourth 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.

As of the end of June, when this survey was conducted, there were limited signs that easing of lockdown measures are improving the mid-to long-term outlook. This may change as the key sectors like hospitality and travel begin to return in July. The data show many are very concerned about the future.

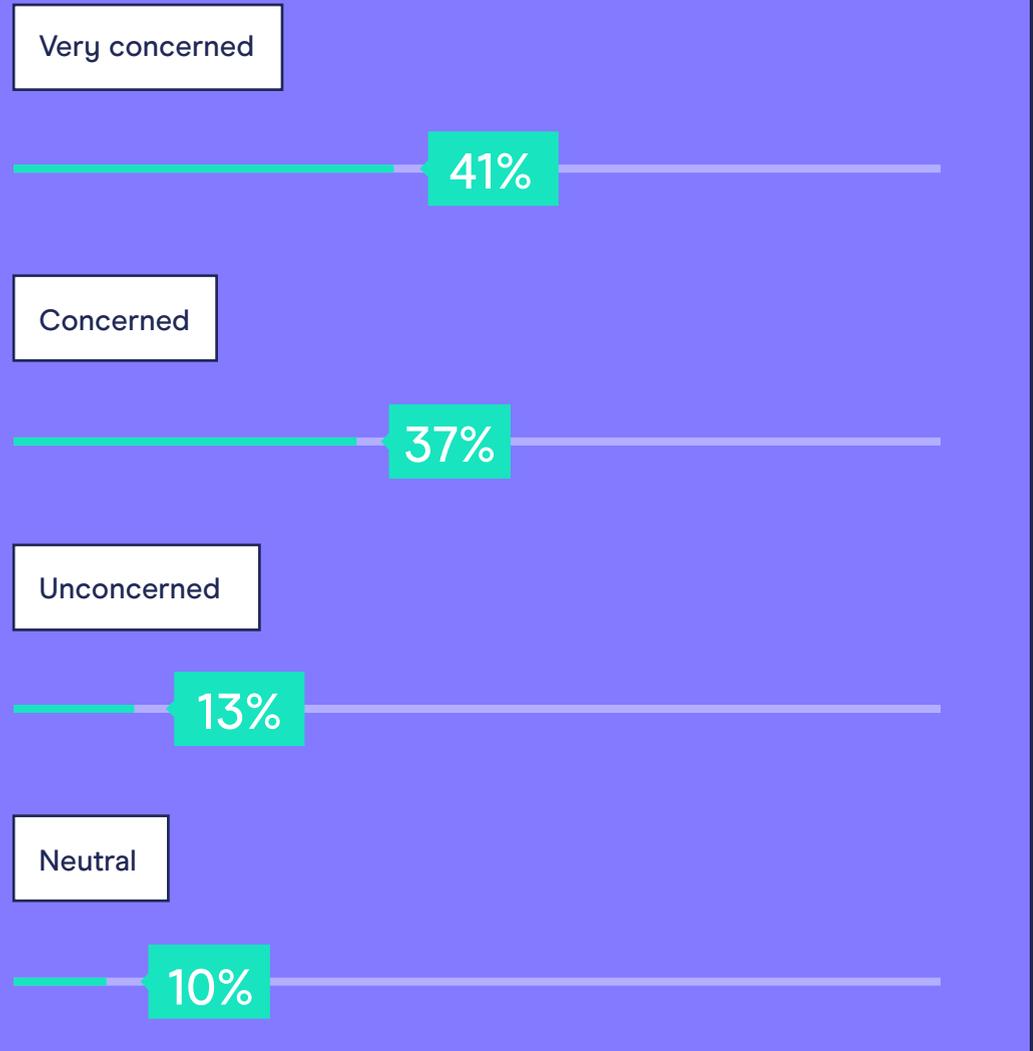
Revenues remain dramatically reduced and staff are understandably beginning to worry about the long-term impact on their organisations.

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

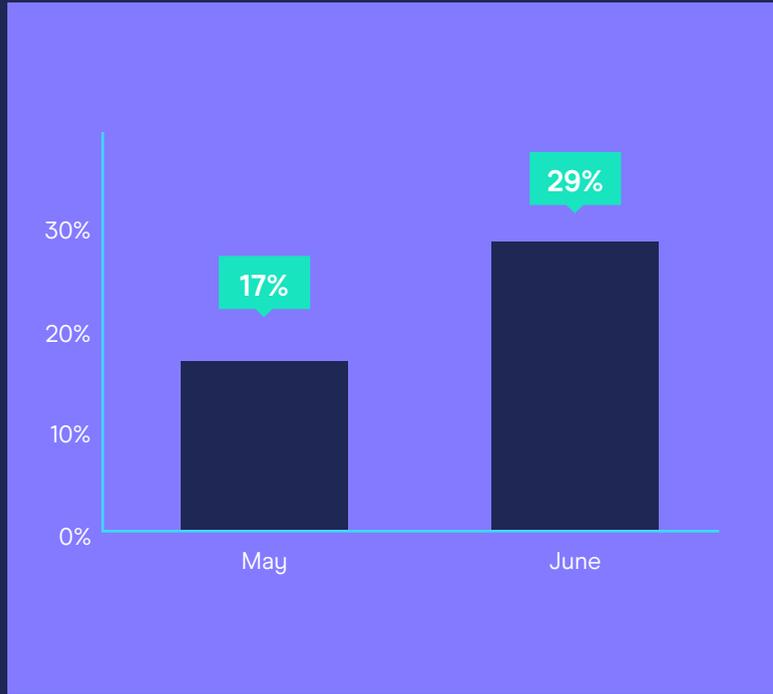




People still concerned about the impact of the coronavirus on their business

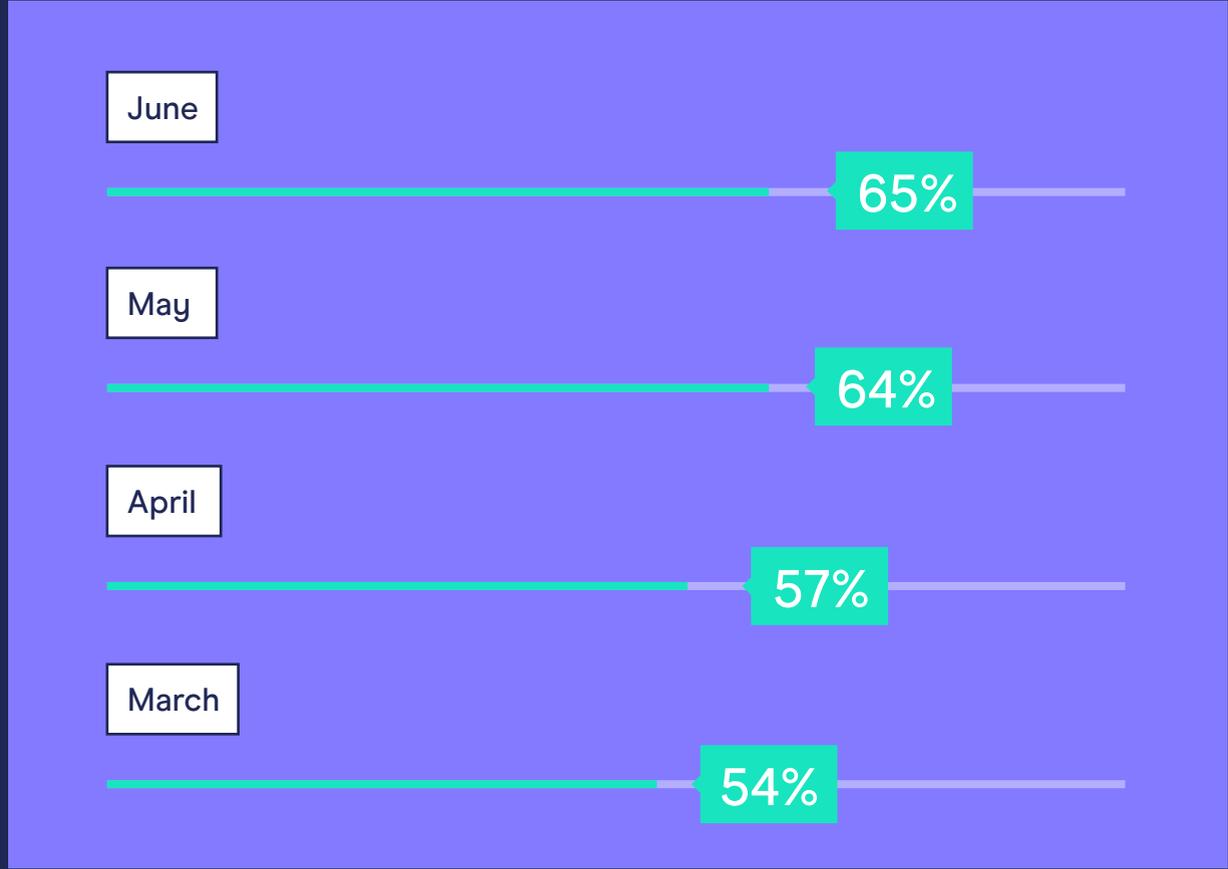


There has been an increase in the belief that coronavirus was harming public trust in brands and marketing

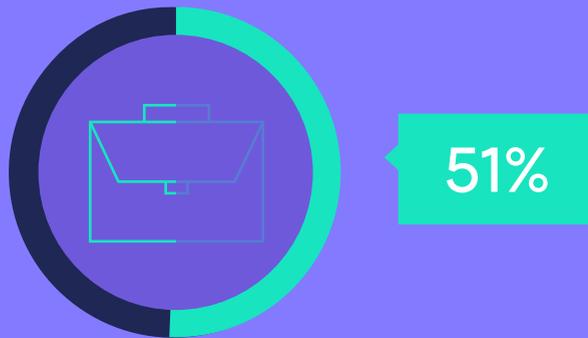




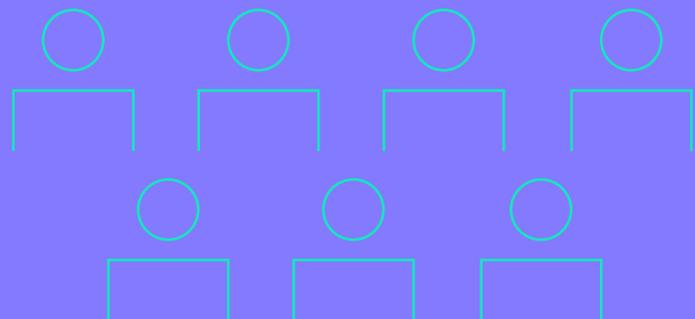
Organisations who estimate operating 'business as usual' has increased since the start of this research series



Half of businesses are utilising the government's furlough scheme



And estimate that they have around 7 members of staff set to return over the coming months





People saying marketing is now more challenging for them as an organisation

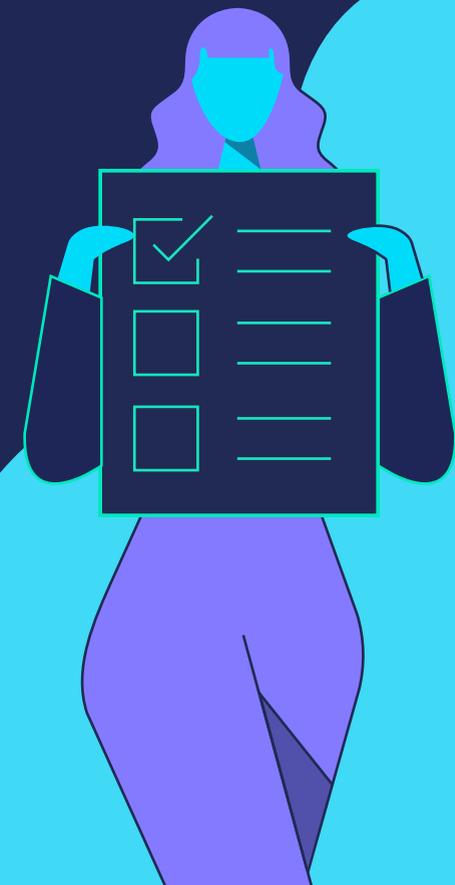


47%

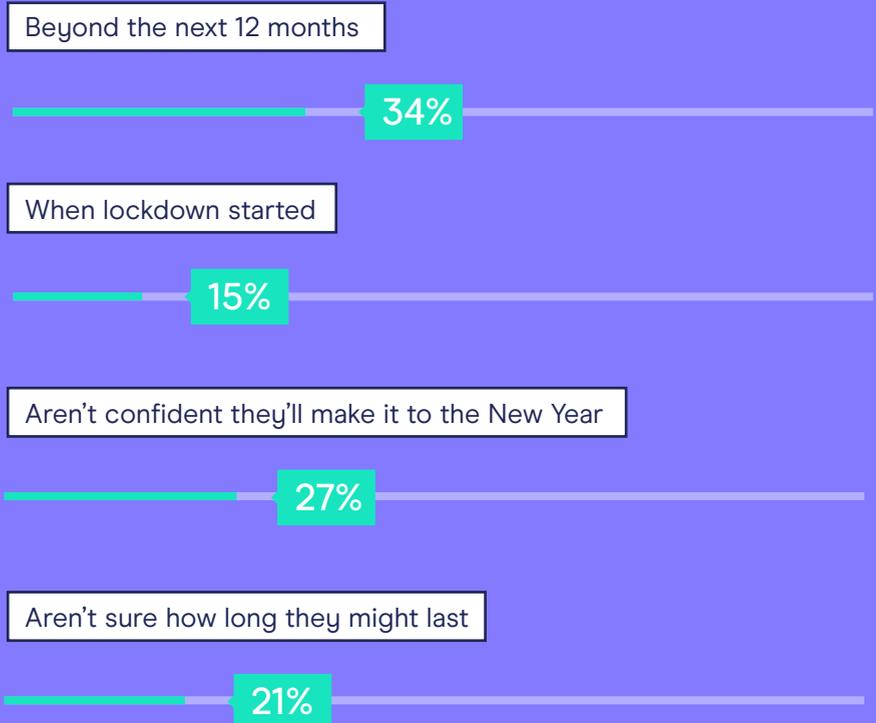
People suggested they found it challenging to meet their customers' needs.



27%



The duration businesses think they can last in these conditions



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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