

Marketing COVID-19

MARKETING DECISION MAKERS Sample: 14th - 20th May 2020



Total	Business Size (number of employees)					
	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)

Since the outbreak of the Coronavirus (COVID-19) in the UK, has your business been spending more or less money on marketing and advertising compared to before, or is it spending about the same?

	Total	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)
Base: All marketing decision makers	506	272	106	57	71	378	435
We have been spending much more money	4%	0%	5%	11%	11%	2%	3%
We have been spending a little more money	9%	6%	12%	14%	10%	7%	8%
We have been spending about the same amount of money	35%	43%	27%	19%	25%	39%	36%
We have been spending a little less money	15%	13%	16%	18%	23%	13%	14%
We have been spending much less money	35%	36%	38%	35%	25%	37%	37%
Don't know	3%	2%	2%	4%	6%	2%	2%

You previously said that your business' marketing spending has decreased since the outbreak of the coronavirus (COVID-19) pandemic. Which of the following marketing activities has your business decreased its spending on? (Please select all that apply)

	Total	Microbusiness (less than 10 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Large (250+ employees)	Net: Micro/Small (less than 50 employees)	Net: SME (1 to 249 employees)
Base: All marketing decision makers whose businesses have been spending less	254	133	57	30	34	190	220
Direct marketing	52%	58%	47%	47%	41%	55%	54%
Sales promotions	42%	46%	39%	37%	38%	44%	43%
Main media advertising	37%	37%	32%	40%	41%	35%	36%
PR	28%	26%	25%	37%	32%	26%	27%
Events	50%	39%	51%	67%	79%	43%	46%
Market research	20%	20%	14%	20%	26%	18%	19%
Digital marketing	40%	43%	42%	40%	26%	43%	42%
Other	6%	6%	4%	10%	6%	5%	6%
Don't know	2%	2%	2%	3%	3%	2%	2%

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Since the outbreak of the Coronavirus (COVID-19) in the UK, has your business been spending more or less money on marketing and advertising compared to before, or is it spending about the same?

Base: All marketing decision makers	506	272	106	57	71	378	435
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You previously said that your business' marketing spending has decreased since the outbreak of the coronavirus (COVID-19) pandemic. What are your business' reasons for limiting spending? (Please select all that apply)

Base: All marketing decision makers whose businesses have been spending less	254	133	57	30	34	190	220
Resources that would usually be used for marketing are being redirected to other parts of the business due to the coronavirus (COVID-19) pandemic	37%	36%	33%	37%	50%	35%	35%
Resources that would usually be used for marketing are being redirected to other parts of the business but NOT due to the coronavirus (COVID-19) pandemic	1%	1%	-	-	3%	1%	0%
Spending has been limited across the business due to the coronavirus (COVID-19) pandemic	53%	50%	56%	53%	56%	52%	52%
Spending has been limited across the business but NOT due to the coronavirus (COVID-19) pandemic	3%	3%	2%	3%	3%	3%	3%
Spending has been limited for the marketing team specifically due to the coronavirus (COVID-19) pandemic	19%	15%	21%	13%	32%	17%	16%
Spending has been limited for the marketing team specifically but NOT due to the coronavirus (COVID-19) pandemic	1%	2%	-	-	-	2%	1%
Other	15%	16%	18%	17%	6%	16%	16%
Don't know	5%	5%	2%	10%	3%	4%	5%

Since the outbreak of the coronavirus (COVID-19) pandemic in the UK, has the effectiveness of your business' marketing/ advertising campaigns been more or less effective compared to before, or is it about the same?

Base: All marketing decision makers	506	272	106	57	71	378	435
They have been significantly more effective	4%	2%	5%	5%	11%	3%	3%
They have been slightly more effective	13%	8%	18%	18%	18%	11%	12%
They have been as effective as they were before	35%	38%	31%	32%	30%	36%	35%
They have been slightly less effective	13%	11%	12%	16%	20%	12%	12%
They have been significantly less effective	16%	17%	16%	14%	13%	16%	16%
Don't know	20%	24%	18%	16%	8%	22%	21%

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Since the outbreak of the Coronavirus (COVID-19) in the UK, has your business been spending more or less money on marketing and advertising compared to before, or is it spending about the same?

Base: All marketing decision makers

506	272	106	57	71	378	435
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Compared to the beginning of this year (i.e. 2020), to what extent, if at all, would you say your business' marketing priorities have changed since the outbreak of the Coronavirus (COVID-19) in the UK?

Base: All marketing decision makers

506	272	106	57	71	378	435
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Our marketing priorities have significantly changed

30%	24%	36%	35%	38%	28%	29%
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Our marketing priorities have slightly changed

35%	30%	42%	46%	38%	33%	35%
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Our marketing priorities have not changed at all

29%	39%	23%	14%	17%	34%	31%
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Don't know

5%	7%	-	5%	7%	5%	5%
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Cell Contents (Column Percentages)