COVID-19 BUSINESS IMPACT SURVEY
MIDDLE EAST PR
APRIL 2020

How much has the industry been economically impacted by COVID-19?

- Immensely, and I'm not sure how long it will take for us to recover (9%)
- Hit hard, with potential big business consequences (66%)
- Too early to say (19%)
- Slightly but short term (6%)
- Not at all (0%)

What is your business outlook for your own organisation for the rest of 2020?

- Very Positive (+ +) (3%)
- Somewhat Positive (+) (11%)
- Neutral (○) (25%)
- Somewhat Negative (—) (48%)
- Very Negative (— —) (13%)

What measures are being considered by your organisation to mitigate the impact of COVID-19?

- Freezing recruitment (57%)
- Making staff redundancies (41%)
- Temporarily reducing salaries during the crisis (40%)
- Seeking rent reductions (25%)
- Permanently reducing salaries (8%)
- None of the above (21%)

What measures have already been taken by your organisation to mitigate the impact of COVID-19?

- Freezing recruitment (48%)
- Making staff redundancies (23%)
- Temporarily reducing salaries during the crisis (31%)
- Seeking rent reductions (25%)
- Permanently reducing salaries (3%)
- None of the above (31%)

Agency vs In-House responses

- % of respondents believe the PR profession will be: “Hit hard, with potential big business consequences”
  - Of Agency Respondents (79%)
  - Of In-House, Private Sector Respondents (50%)
  - Of In-House, Government / Semi Government Respondents (40%)

- % of respondents who say the business outlook is: “Somewhat Negative” for the rest of 2020, for their organisation
  - Of Agency Respondents (61%)
  - Of In-House, Private Sector Respondents (25%)
  - Of In-House, Government / Semi Government Respondents (40%)

- Organisations who have already made redundancies due to COVID-19 impact
  - Of Agency Respondents (24%)
  - Of In-House, Private Sector Respondents (31%)
  - Of In-House, Government / Semi Government Respondents (10%)

72 organisations surveyed