

*#NewMR*

# NewMR COVID-19 Impact 2020 Wave 1



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# 1 Introduction

The COVID-19 pandemic is a global health crisis and is leading to an economic recession.

NewMR would like to understand how we and the Research Associations and Organisations can help. To be able to offer help we need to understand how the crisis is impacting insights and market research professionals, in terms of how they are feeling, changes that are taking place in their work lives, and what assistance they think would be helpful.

This report is based on a study conducted globally from 29 March to 3 April to 2020, with 1014 market researchers and insight professionals. The responses were gathered via NewMR's database, support from several of the research bodies, and via social media – so the sample is not a representative sample, but we hope it will provide some insights into the sorts of things that are needed.

Visit <https://newmr.org/support-insights/> for further information.

The project was run by NewMR and supported by a wide range of people, to whom we offer our thanks.

## The Data

We have produced this report in just three days including checking and cleaning the data, so it is a very top-level report. However, we are happy to make the data available to anybody who wishes to conduct further analysis. To request a copy of the data file in SPSS format, email [admin@newmr.org](mailto:admin@newmr.org). The only two things we request are 1) Ensure that the anonymity of responses is maintained and 2) You may not charge anybody for the results of your processing of this data.

## Next Steps

We are conscious that the COVID-19 pandemic is creating an environment of rapid change and a state of flux. We intend to run another wave of this study next month, however, that may change as the situation changes. If you would like to be involved in future waves (next month and beyond), please contact us at [admin@newmr.org](mailto:admin@newmr.org).

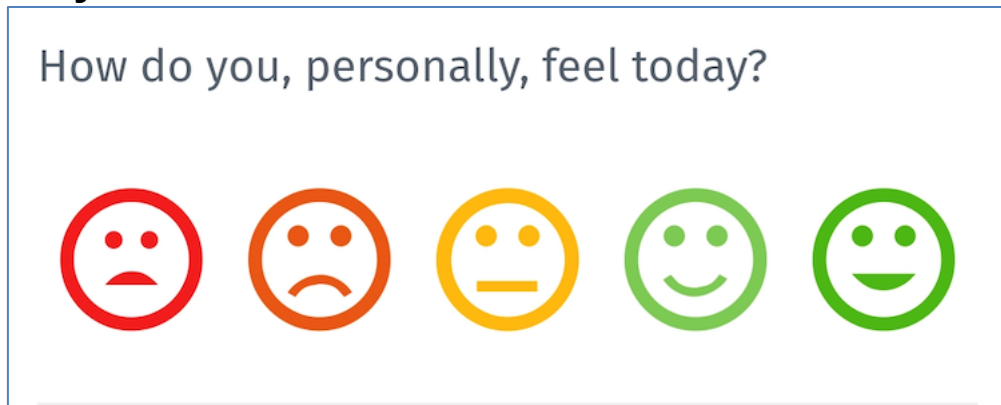
## Report Structure

The report follows the following outline:

1. Introduction
2. Summary
3. Key Narrative
- Appendix*
4. Study Details
5. The Data
6. Suggestions for Action by the Associations and Organisations
7. The Questionnaire
8. Acknowledgements
9. Country Data

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## 2 Summary



- Nearly half of the participants picked one of the Happy Face options when describing how they felt. However, about one-in-six chose one of the Sad Face options to describe how they felt.
  - From the open-ended comments in the survey, we can see a large number of people who are very worried and these should be the priority for action.
- The groups most likely to pick a Sad Face to describe how they felt were people who were Not Working (not employed, plus furloughed, plus freelancers with no work, etc.), or Not Employed, or for whom Home working did not suit. Companies and organisations need to support those not working and see if they can help with those struggling with working from home.
- Most people are working from home – which suits about 80% of them.
  - Which means 20% need more support/help/understanding etc.
- Only about one-quarter said they had a lot of spare time – so the demand for e-learning etc. may not be as large as some predicted.
- Many of the people working from home at the moment indicate they will need more support than they needed before the crisis and even with that support they may be less productive – this needs further investigation.
- Most people expect the disruption to their everyday lives to last between 3 and 6 months.
- Most people picked things they would do if they were free during the next month (e.g. 75% said Learning Opportunities) – but given the rarity of spare time and the levels of worry, this is probably an overestimate.
- There were a large number of suggestions for things the Research Associations and Organisations should do. Many of the suggestions are beyond the ability of the associations to deliver (e.g. money or jobs), but the organisations should look at the list and decide which ones they can deliver.
- The top two priorities that we would highlight are:
  - Lobbying governments to protect the people working in market research and insights.
  - Help support the wellbeing and mental health of people in our industry.
- NewMR proposes to keep blogging on important topics, provide webinars that will help with skill development, run further waves of this survey, and look into creating online learning opportunities.

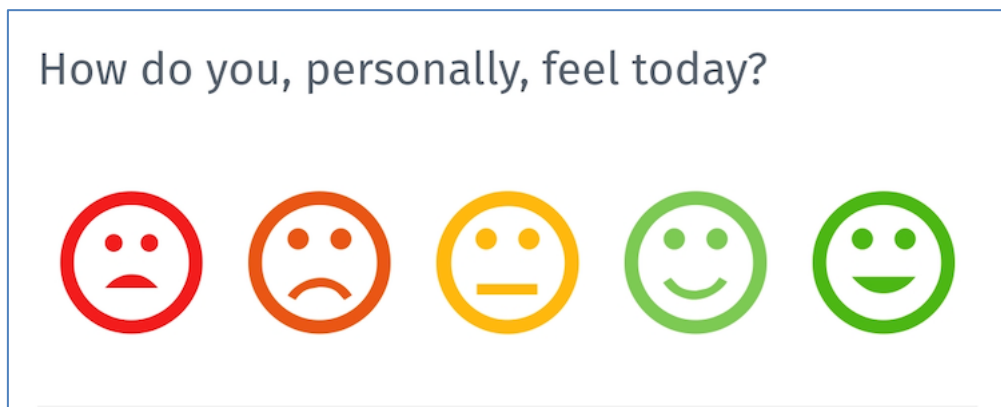
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### 3 Key Narrative

This section expands of the points highlighted in the Executive Summary.

#### How do you, personally, feel today?

Before we asked any other questions, we wanted to know how people felt. We wanted to make the question easy to answer (given that many people are probably on an emotional roller coaster at the moment) and we want as much as is possible to avoid the confusion that words can add, for example when thinking about the opposite to happy. So, this question used the five images shown below. In the analysis we added the labels Very Sad Face through to Very Happy Face – for ease of writing/processing.



How do you, personally, feel today?	Percent
Very Sad Face	2
Sad Face	14
Neutral Face	38
Happy Face	39
Very Happy Face	7
<i>Net Sad</i>	<i>16</i>
<i>Net Happy</i>	<i>46</i>
<i>Base: 1008</i>	
<i>Note, no questions were forced, so the bases vary by question.</i>	

Without earlier waves of data, it is not easy to interpret what this means. If people want to benchmark it against other measures of happiness, they could start with the World Happiness Report at <https://worldhappiness.report/>.

Our feeling is that fewer than half being Happy/Very Happy is worrying, and 16% being Sad is very worrying.

We looked at which groups of people were more likely to choose the Sad or Very Sad Face, compared with the 16% for the overall samples. The groups most likely to pick a sad face were:

<b>Who is most likely to choose a Sad Face?</b>	<b>Percent</b>	<b>Base</b>
Total	16	1008
Not working	28	114
Working from home does not suit	25	128
Africa, Middle East & Pakistan	24	45
Not Currently Employed	24	45
UK	23	208
People who think the disruption will last more than 6 months	23	115

Not surprisingly, those not working (e.g. not employed, freelancers without projects, furloughed staff, etc.) were the most likely to choose Sad Faces. People who say that working from home does not suit them and those who say the disruption to everyday life will last more than six months are also more prone to select a Sad Face.

At present we do not have a substantiated hypothesis for why the region Africa/Middle East and Pakistan was more likely pick a Sad Face, nor why the UK was more likely to.

The table below shows the percentage picking a Sad Face (Very Sad or Sad) for each Country/Region.

<b>Country/Region</b>	<b>Percent Sad Face</b>	<b>Base</b>
Africa, Middle East & Pakistan	24	45
UK	23	208
South & East Europe	19	54
Latin America	18	45
India	16	86
Canada	15	52
New Zealand	15	68
USA	13	157
Australia	12	66
East & South Asia	12	52
North & West Europe	10	125
<b>Total</b>	<b>16</b>	<b>1008</b>

Where countries have more than 40 responses, they are reported at the country level, in other cases the countries are grouped into regions.

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## Working from Home Doesn't Suit Everyone, but nearly Everyone who is Working is Doing it

Many insight and research professionals normally work from home (either mainly or sometimes), as the table below shows.

<b>Do you normally work from home?</b>	<b>Percent</b>
Yes	26
Sometimes	39
No	35
<i>Base</i>	<i>902</i>

When we asked whether people were working from home currently, 85% said they were working from home.

<b>Which of the following best describes your current (this week) work situation? Select all that apply</b>	<b>Percent</b>
Working in an office	5
Working from home	85
Other	3
Not Working	11
<i>Base (Total answering multi-select question)</i>	<i>1013</i>

11% said they were not working, this includes people not employed, furloughed staff, and freelancers without any projects.

When we asked whether working from home suited people, 79% said it did, but about one-in-five either said no, or that they were not sure if it suited them.

<b>At the moment, does working from home suit you?</b>	<b>Percent</b>
Yes	79
No	14
Don't know	6
<i>Base</i>	<i>902</i>

Some of the open-ended comments highlighted that people felt less productive because of the crisis and disruption to everyday life. For example “*Trying to work from home, but not managing to do so as I no longer have access to the server in the office and I am trying to home school children with challenging needs*” and “*I'd like to say I'd use resources, I know many are out there, but I'm too exhausted and depressed to feel like putting on my business game face...*”.

One of the comments we were hearing (in the lead up to the lockdowns and in anticipation of more people working from home) was that people would have more time. There were lots of suggestions about people watching more webinars or doing e-learning courses. However, some doubted this from the outset, so we included a question about spare time in the study.

<b>How much spare time do you have at the moment?</b>	<b>Percent</b>
Quite a lot	27
Some	39
Not much	30
None	4
<i>Base</i>	<i>1012</i>
Net Not much + No spare time	34

From this sample, only about one-quarter reported having quite a lot of spare time, with about a third saying they have *Not much* or *No spare time*.

Following up from the comments about struggling to work from home and the limited amount of spare time we (Ray Poynter) started a LinkedIn discussion about the issue of productivity, which quickly elicited a number of confirming responses. Several people who have worked from home for several years, for whom home was the preferred location, were finding that they are currently less able to work productively. You can see the discussion here [https://www.linkedin.com/posts/raypoynter\\_i-am-probably-one-of-the-most-productive-activity-6652553950878937088-Ao4N](https://www.linkedin.com/posts/raypoynter_i-am-probably-one-of-the-most-productive-activity-6652553950878937088-Ao4N)

Working from home is a reality, but employers and the Research Associations need to do what they can to make it work, they need to offer support, and recognise that some (perhaps most) people will be less productive and need more support than before. This needs further investigation.

### **How Might People use their 'Free' Time?**

The participants were shown a list of possible activities and asked if they would do them in the next month, if the options were available free.

<b>Which of these might you use in the next month - if they were available free?</b>	<b>Percent</b>
Learning opportunities e.g. eLearning, webinars etc.	75
Articles on Insights/Research	69
Recordings of presentations/webinars	65
Social networking opportunities	49
Business advice	43
Conference papers	36
Other	3
None of these	3
<i>Base (all answering multi-select question)</i>	<i>1011</i>

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Despite the earlier information about people tending not to have a lot of spare time and many people feeling less productive at the moment, the average number of items picked was 3.4 per participant. However, it is likely that there would be some people interested in all of the above, if they were made available for free. Perhaps one of the key requirements is to think about how to signpost resources so that people can find them.

Most of the Research Associations (for example, ESOMAR, MRS, AMSRS, RANZ, Insights Association etc) are doing a good job of creating a COVID-19 page, which contains (amongst other things) lists of resources – check them out.

### **How Long Will the Disruption Last?**

We have no idea how long the disruption to everyday life will last, but we can report on how long our sample thought it is likely to last. Note, we did not ask about how long the financial implications of the crisis would last.

The mean estimate was 5 months, with two-thirds of the estimates being between 3 months and 6 months. Fewer than 3% of people said they thought the disruption would last for a year or more.

People who think that the disruption will last more than 6 months are more likely to choose the Sad Face to describe how they are feeling than the rest of the sample (23% compared with 13% for the people who thought it would last less than 3 months).

### **Suggestions for Action by the Associations and Organisations**

We asked participants “What types of things could Research Associations & Organisations do to help in the current situation?” as an open-ended question. Over 700 responses were collected to this question representing a wide variety of perspectives and providing an extensive list of individual suggestions. A complete list of the responses is provided in the appendix, organised by country/region, to facilitate deeper understanding of the range of suggestions.

When we reviewed the open-ended suggestions, the following themes emerged. However, we encourage anybody interested in specific suggestions to read the responses in the Appendix.

#### **Training**

It is clear that many people feel that an obvious contribution for Research Associations to make is in the broad area of training. There are many facets to these suggestions, including online training and webinars, free training, training in online methods and training to build capacity and new skills while work volumes are reduced.

#### **Advocacy**

Another key contribution that associations are considered able to make is in the area of advocacy and lobbying. This is also a broad theme encompassing a range of suggested activities including highlighting the contribution that the research industry can make, the value of research (i.e. organisations should keep researching), presenting a unified voice, lobbying government for assistance packages and financial support, particularly for those who are not included in current government measures. The problems of freelancers, fieldworkers, and small companies were specifically highlighted.



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## **Advice, Guidance and Resources**

This theme focuses on associations providing advice, guidance, resources and support across a wide range of areas, including business advice, how to conduct research at the current time, best practice, advice on online and remote methods, lists of resources, lists of suppliers, job boards and much more. One key topic within this theme was wellbeing and mental health, with one of the suggestions being to promote opportunities to stay connected.

## **Use Research Expertise and Tools**

Many participants said they would like to see researchers use their skills, experience and capabilities in the current crisis. This could include synthesis of COVID-19 information, analysis of data, conducting research to understand and monitor consumers and the general public at this point in time, aid in efforts to communicate information and other areas where research skills were thought to be useful.

## **Financial Support**

Many people were looking to the associations to help financially. For example, 'don't charge me fees' and also 'give me free stuff', helping find projects and jobs, and even dispensing cash.

## **Avoiding Harm**

Another theme, and one contrasting with some of the others, was a call for the association to advocate (or rule) against doing harm. For example, not conducting inappropriate research, not sending out too many emails, especially emails trying to sell stuff, and lobbying against F2F research and in favour of online research.

## **Out of Scope Suggestions**

If you read the full list of suggestions, you will notice there are several that fall outside the scope of what the Research Associations (or indeed the whole industry) are able to do. For example, suggestions that a cure for the virus should be found. Our assumption is that these responses are a combination of lack of clarity in our questions and the immense importance of the suggestions being made.

## **Our Recommendations**

We think that Research Associations and Organisations should focus on:

1. Making the case that research matters - that decisions made without research are more likely to be wrong, and decisions made with research are more likely to be right.
2. Lobby for the interests of the research ecosystem, for example, ensuring that measures to protect individuals and small companies cater properly for people like freelancers and fieldworkers.
3. Provide resources, in terms of learning, business advice, and general research practices.
4. Help support the wellbeing of insight professionals, for example, with social networking and advice.
5. Help identify suitable and appropriate opportunities for research projects.

The trade bodies are working on most of these already, especially items 1 to 4 from this list, and other ideas too. Whether you are a member or not of an association, look at the resources and initiatives they are providing.

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## Our (NewMR) Actions

One of the reasons we ran this survey was to see what sort of things people needed and then to see if we could help with any of them. So, here are four things we plan to do:

1. Set up some learning opportunities. The first of these will be a read-a-long with Rachel Lawes and her new book *Using Semiotics in Marketing*. This will provide the chance for people to acquire some of the skills of semiotics.
2. We will continue to write blogs and posts that engage with the topics of the day, which will mostly be related to what we should be doing during this crisis and where we should be heading.
3. Collaborate with the Research Associations and Organisations to help publicise their work and to help wherever we can.
4. We will also run another wave of this survey at the start of May to provide people with an update.

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## Appendix

### 4 Study Details

#### Key Details

1014 interviews, collected from 29 March to 3 April 2020, from links shared on social media, via NewMR newsletters, through personal contacts, and with the help of some Research Associations and Organisations such as: ESOMAR, RANZ, MRSI, GreenBook, Merlien, and Quirks, which is a bias in the data. The survey was only available in English, which will be another source of bias.

#### Countries

The table below shows the number of interviews received from 70 different countries. There were also people who did not specify a country. Note, since we used the strict Anonymity option in the survey platform, we did not collect location via passive measures.

Country	Count
UK	209
USA	158
India	87
New Zealand	68
Australia	66
Canada	52
Germany	32
Brazil	21
Italy	21
France	19
Netherlands	16
Mexico	14
Romania	14
Philippines	13
South Africa	13
Spain	9
Belgium	7
Egypt	7
Indonesia	7
Thailand	7
Singapore	6
Bulgaria	5
Ireland	5

Country	Count
Malaysia	5
Albania	4
Greece	4
Japan	4
Nigeria	4
Russia	4
Switzerland	4
UAE	4
China - Mainland	3
Colombia	3
Czech Republic	3
Finland	3
Poland	3
Serbia	3
Sweden	3
Argentina	2
Austria	2
Bangladesh	2
China - Hong Kong	2
Denmark	2
Estonia	2
Ghana	2
Hungary	2

Country	Count
Kuwait	2
Morocco	2
Myanmar	2
North Macedonia	2
Pakistan	2
Peru	2
Portugal	2
Slovakia	2
Slovenia	2
Turkey	2
Chile	1
Côte d'Ivoire	1
Croatia	1
Cyprus	1
Dominican Republic	1
Iceland	1
Iran	1
Malta	1
Norway	1
Saudi Arabia	1
Trinidad and Tobago	1
Ukraine	1
Vietnam	1

The sample over-represents the UK and the English-speaking world, and is drawn from invitations from people connected to NewMR and from people self-selecting from social media. It should be treated as a convenience sample.

#### Geographical Analysis Units

Because we did not want to analyse any cells with fewer than 40 responses (to protect anonymity and to avoid very low sample sizes) we have grouped countries where there were fewer than 40 responses. The table below maps the countries to the reporting units.

Countries	Group
Albania	South & East Europe
Argentina	Latin America
Australia	Australia
Austria	North & West Europe
Bangladesh	East & South Asia
Belgium	North & West Europe
Brazil	Latin America
Bulgaria	South & East Europe
Canada	Canada
Chile	Latin America
China - Hong Kong	East & South Asia
China - Mainland	East & South Asia
Colombia	Latin America
Côte d'Ivoire	Africa, Middle East & Pakistan
Croatia	South & East Europe
Cyprus	South & East Europe
Czech Republic	South & East Europe
Denmark	North & West Europe
Dominican Republic	Latin America
Egypt	Africa, Middle East & Pakistan
Estonia	South & East Europe
Finland	North & West Europe
France	North & West Europe
Germany	North & West Europe

Countries	Group
Ghana	Africa, Middle East & Pakistan
Greece	South & East Europe
Hungary	South & East Europe
Iceland	North & West Europe
India	India
Indonesia	East & South Asia
Iran	Africa, Middle East & Pakistan
Ireland	North & West Europe
Italy	North & West Europe
Japan	East & South Asia
Kenya	Africa, Middle East & Pakistan
Kuwait	Africa, Middle East & Pakistan
Malaysia	East & South Asia
Malta	South & East Europe
Mexico	Latin America
Morocco	Africa, Middle East & Pakistan
Myanmar	East & South Asia
Netherlands	North & West Europe
New Zealand	New Zealand
Nigeria	Africa, Middle East & Pakistan
North Macedonia	South & East Europe
Norway	North & West Europe
Pakistan	Africa, Middle East & Pakistan
Peru	Latin America

Countries	Group
Philippines	East & South Asia
Poland	South & East Europe
Portugal	North & West Europe
Romania	South & East Europe
Russia	South & East Europe
Saudi Arabia	Africa, Middle East & Pakistan
Serbia	South & East Europe
Singapore	East & South Asia
Slovakia	South & East Europe
Slovenia	South & East Europe
South Africa	Africa, Middle East & Pakistan
Spain	North & West Europe
Sweden	North & West Europe
Switzerland	North & West Europe
Thailand	East & South Asia
Trinidad & Tobago	Latin America
Turkey	Africa, Middle East & Pakistan
UAE	Africa, Middle East & Pakistan
UK	UK
Ukraine	South & East Europe
USA	USA
Vietnam	East & South Asia

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## 5 The Data

This section provides the key frequency counts for the questions asked in the survey.

<b>How do you, personally, feel today?</b>	<b>Percent</b>
Very Sad Face	2
Sad Face	14
Neutral Face	38
Happy Face	39
Very Happy Face	7
<i>Base</i>	<i>1008</i>
Net Sad	16
Net Happy	46

<b>Which of the following best describes your current (this week) work situation? Select all that apply</b>	<b>Percent</b>
Working in an office	5
Working from home	85
Other	3
Not Working	11
<i>Base</i>	<i>1013</i>

<b>Do you normally work from home?</b>	<b>Percent</b>
Yes	26
Sometimes	39
No	35
Other	0
<i>Base</i>	<i>902</i>

<b>At the moment, does working from home suit you?</b>	<b>Percent</b>
Yes	79
No	14
Don't know	6
<i>Base</i>	<i>902</i>

<b>How many people live in your home (including you) at this time?</b>	<b>Percent</b>
1, just me	11
2	29
3	22
4 or more	38
<i>Base</i>	<i>1014</i>

<b>How much spare time do you have at the moment?</b>	<b>Percent</b>
Quite a lot	27
Some	39
Not much	30
None	4
<i>Base</i>	<i>1012</i>
Not Much + None	34

<b>How many months do you think the disruption to everyday life will last?</b>	
N	957
Mean	5
Median	3
Mode	3
% of sample with values between 3 and 6 months	66%

<b>Which of these might you use in the next month - if they were available free?</b>	<b>Percent</b>
Learning opportunities e.g. eLearning, webinars etc.	75
Articles on Insights/Research	69
Recordings of presentations/webinars	65
Social networking opportunities	49
Business advice	43
Conference papers	36
Other _____	3
None of these	3
<i>Base</i>	<i>1011</i>

<b>Which best describes your organisation?</b>	<b>Percent</b>
Supplier of research or consultancy	63
Buyer/User of research	14
Supplier to the research industry	12
Other	6
Not currently employed	6
<i>Base</i>	<i>1009</i>

<b>How many people work in your organisation (including you)?</b>	<b>Percent</b>
1 - just me	15
2 to 9	19
10 to 49	22
50-99	7
100 or more	33
Other	1
Not currently employed	5
<i>Base</i>	<i>1004</i>

<b>Are you</b>	<b>Percent</b>
Male	47
Female	52
Prefer not to say/Other	1
<i>Base</i>	<i>850</i>

### **Accessing the Raw Data**

We have made the data available via an SPSS file. You can access it from <https://newmr.org/support-insights/>

The data is provided as is without warranty. If you conduct and share any analysis based on this data, please let us have a copy and please acknowledge the source and its limitations in terms of representativity and such. Two additional things we request are 1) you must ensure that the anonymity of responses is maintained and 2) you may not charge anybody for the results of your processing of this data.

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## 6 Suggestions for Action by the Associations and Organisations

One of the key questions we asked was an open-ended question asking “What types of things could Research Associations & Organisations do to help in the current situation?” The findings section earlier in this report outlines some of the main themes.

Below we have reported the raw comments, grouping them by country/region. Note, we do not report any country with fewer than 40 responses, so where countries had fewer than 40 responses we have grouped their data in regions or sub-regions.

It is clear from the data below that a) not everybody understood our intent when asking this question, b) many people made typing errors (people are stressed, they may have been using a mobile, and English may not be one of their preferred languages), c) some people may have felt it was important to pass a more general message, even if it was not, strictly speaking, an answer to the question we asked.

We have removed comments that reveal who somebody is, and negative references to individuals (but not negative comments about organisations).

### Africa, Middle East & Pakistan

- \*If we can tap on the past experiences of senior insights members that had experienced something similar and how they went about surviving such plagues in the past. What did they do differently? \*sending frequent mails to member to help their mental states.
- 1. As opposed to taking the approach of waiting for a client's RFP/RFQ, leverage on the association's reach to trigger multi-country remote research from the large clients - ensure that such surveys are done by a different partner in each country 2. Negotiate group discounts for remote surveys systems for members 3. Take advantage of the down-time to provide high quality e-learning
- Adapting to new methodologies
- As researchers, share data, analytics that will help alleviate the devastating effects of Covid 19. Sharing of resources among practitioners such as research panels, tools, methodology sharing.
- Support freelancers by giving them remote analysis and report writing tasks
- Channelize content on the current situation.. Pick up the best from the flurry being published - Any support, best practices and kind of program running in certain parts of the world to inspire others.
- Conduct online/ and or telephonic surveys with the medical frontliners or their family members, risking their lives everyday, and ask them what can the community do to help them pass this hard time
- Contact authorities to cover the losses of research companies For countries where online is not very common, generate a list of online data providers' list and coverage. And make a guide on how to select an online panel.
- Due to restrictions, all the people are asked to stay at homes no matter if they are running business or working in a workplace and this resulted in searching for new way of doing business in order to survive. Therefore, I would expect associations to offer new solutions to be applied during our research studies and ways to adapt companies these new changing research methodologies in the days ahead and also guide us to have an access to some resources (like on-line and technological platforms) that will facilitate conducting researched requested by our clients.



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- Exploring more usage of digital ; run different syndicated studies that could be used by different companies,
  - Help to safe life no social contact live at home = how to earn living expenses?
  - I have seen some really poor surveys on the crisis already - poor question wording, obvious agendas, glaring omissions, rubbish reporting. There is some good material but mostly from reputable research organisations, some really poor stuff from academics and think tanks. We need to be much more careful and take down poor material
  - It would be good to have online courses or webinar in applied subjects in good prices. sharing experiences with younger researcher like me in webinars in different research topics. by the way none of them work for me since I am from Iran and courses in many hubs are closed to my IP or I can not do any payment
  - Just spread awareness and help socially
  - Keep calm, continue online research. Treat the subject with objectiveness, still as a temporary sotuation
  - Keep doing surveys and share results with the community - share tips on working from home - share tips on remote research
  - Keep going!
  - Keep working to support companies to stay close to changing customer needs, and to keep the economy going
  - Keeping members abreast with innovative and feasible approaches in their work  
Constantly engaging members to understand their experiences during this period  
Encouraging clients to accept changes in approaches
  - Keeping us updated On daily basis on the status
  - Let the essential services people do their jobs and keep their employees at home, reducing strain on the those essential services workers.
  - Lobby for members to lower wage rates and increase contributors at lower rates  
Increase virtual working for members by widening service peovider pools and adjusting tools for multiple languages Find and arrange for the rescue of marooned market research professionals in different parts of the world  
Lobby for improved internet connectivity and unlimited access for market research professionals around the world
  - Make donations to worthy causes fighting the Covid-19 pandemic Pledge the free or discounted support of any resources they may have (e.g. fieldworkers, transport, analysts) to participate in worthy causes fighting the Covid-19 pandemic
  - move to online encourage clients to be less rigid on traditional face to face develop new methods
  - nothing
  - pay participants well and not take advantage of the situation. Use Local agencies and invest in their capabilities.
  - Promote the need for research.
  - Provide insights, data , and training
  - Provide perspective on emerging trends post COVID 19, and assess impact on business activities for the sector

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- Push for more telephonic interviews. Interviewers need to work too during this time and many are able to work from home with the right type of quality control. The industry needs a boost and neglecting interviewers and moderators will not be good for the economy as we need as many people working as possible in these times.
  - Reach out to clients for more remote work and collaboration across firms on online research.
  - search for vexing, right medicine, why should we lock at home?
  - Stop pushing products and services which are currently not relevant. We are not sure what is going to happen to our budgets and the business so rather support us with relevant info to support us in this uncertain time.
  - Support researchers with innovative ways and methodologies to continue to do work online
  - Supporting field teams and providing insights to policy makers at the state and national level
  - There's nothing anyone could do .. however if these associations could highlight research practices or habits or digital readiness that have helped organisations to swim through the NEW NORMAL it would help Also customer readiness to interact with any research is differing by region depending on which stage of pandemic they are in and the volumes of reported cases. Would help to know if there is a proven data to support the hypothesis.
  - Trainings, webinars, sharing knowledge
  - Use online research more

## Australia

- 1. Have more webinars so people can continue to upskill themselves 2. Have book / content recommendations 3. Offer online mentoring sessions
- Assist in understanding how people are adapting, look to the future to see how people will change their behaviour when this is all over
- Besides keeping a pulse on consumer behaviour, attitudes and changing needs? It's quite a big task! It depends on how wide we cast the net and what's included these days. A lot of CX/UX is needed right now in the digital space as many companies ramp up efforts there. Consumer experience surveys as people seek out more help and advice than they ever have before attempting new tasks they never usually do
- Central place for all resources / insights about COVID-19 to enable fast production of thought pieces. Support group Global info Sharing
- Champion local agencies and providers that pay tax.
- Clarity on government policies and implications for research Canvas industry and client reactions Share advice on navigating downturns
- Conduct community surveys to monitor how people are feeling through the pandemic
- Conduct more research and assessments on how people are currently being affected by the global health crisis, in order to provide more help and support in areas where it is most needed, in whatever form that may be.

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- continue information sharing - best approaches, technologies. Also promoting importance of MR during this time, through real life examples and consumer feedback.
  - Could be an opportunity to hold more web based training sessions... just like the cool things NewMR does!
  - Do studies that are a bit more thoughtful and less superficial than this
  - Get people to actually look at data/information and think about what it means for them. The slowness of individuals and businesses to grasp the gravity of the event with significant evidence available is astounding and shows the level of disregard of data, or intellectual laziness that has taken over business. .
  - Get recommendations for good podcasts
  - Guidelines for best practice in how to conduct research over this period Mental health online courses / remote working support for those not used to it
  - Help keep the community connected Offering training opportunities
  - help organisations understand the psyche of employees and consumers today and into the future as we come out of this crisis. Help organisations understand what is appropriate to research and measure in this climate
  - Help with employee engagement research
  - I believe initiatives are starting to build up, which is good. Keeping a finger on the pulse of changing behaviour. Everything is a-typical now, some of it will become normal later. There may well be a market research explosion towards the end of this crisis, lasting it out until then will be the trick. Some governments are generous in support, others less so. I think cash flow will be an issue, so organising smart payment schemes could be helpful, so that everyone can keep paying their bills and suppliers.
  - i think some of the hardest hit will be the contractor/freelance community, some of which are the industry's finest thinkers and some who've been in the industry for decades and these individuals should not be forgotten. we shouldn't let their minds sit idle so I'd be trying to think up ways to utilise them .... maybe someone could create a virtual talent demand platform which connects insights people with all kinds of work .... this could be direct from a client or agency that needs a hand. other than that, I think an amazing initiative would be for big 5-6 global research organisations get together and come up with a plan to all farm out some of their work to the insights freelance community whether this is at a reduced rate or just 1-2 projects per month ..... it's a win/win: leading agencies get access to great minds and our freelancers get at least some work to keep their heads above water. Goodness knows what will happen to these freelancers if they get absolutely no work for 4-6 months, doesn't bear thinking about.
  - Identify cues and messages which will restore business and consumer confidence. Start to paint out what the post-Covid world will look like.
  - Industry advice, short updates, cohesive voice.
  - It's hard to say. We don't know if people will feel confident in participating in research even if it's online from home because their minds may be somewhere else feeling anxious about the future in general
  - Keep a informed. Help us understand how consumers are feeling, if they feel doing research/advertising is appropriate and any change in mood.
  - Keep our jobs
  - keep promoting the need to continue to do research

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- Keep working, stay calm and proactively remind organisations that behaviour and attitudes are changing and reforming daily so you really need to be doing research to get a handle on these changes and the issues and opportunities that are being presented by this disruption
  - Lobby industry and government to continue spending their research budget to keep research & fieldwork agencies in business.
  - Look after freelancers ...
  - na
  - Not a lot
  - Not much. Perhaps try and get involved in more research and work to help with the COVID-19 situation.
  - Not sure yet
  - Offer bespoke solutions to businesses to gain case by case insights vs having to take critical decisions based on general research. Research the impact of the crisis in terms of long term behavioural change. Try and retain their employee...
  - offer free courses or recommend things to watch that enrichen one's life - there is only so much news or trash TV one can watch in a day. Create a forum for discussing topics.
  - Offer wellbeing programs and support to organisations to help them develop necessary skills for this new world
  - On line training, curating info on staying healthy, helping companies navigate rapidly changing government assistance packages
  - Online education/conference with interesting speakers from different categories (research and clients & tech?)
  - Plan for and foster more working at home after the 'return to the norm' ... or more likely the establishment of a new normal after this. We can now see its more possible than was previously widely acknowledged. It has benefits as well as drawbacks. Start getting the word out as to how it can be most optimally built in to the smooth of operation of the research and insights community.
  - Provide best practice guides Share results from large consumer research pieces to understand consumer behaviours, preferably from a national and international perspective Send out comms to organisations to show the value of insights and research associates
  - public advocacy & support of important role of insights
  - Push the need to research customer's lock in caused behaviour changes.
  - Scraping data would be one of the best sources of obtaining insights. I think what MR should look to do is move into online ethnographies of communities and provide interesting insights on different communities chatter in these times.
  - Stay afloat. Not try to gouge

- 
- Stop producing self-funded research on how covid-19 is impacting brands, which is essentially a sales pitch and focus on delivering for your clients. I've had two projects delayed because the agencies were making an adjustment working from home etc which was completely understandable, until I saw both had produced research papers on the impact on brands. My organisation is heavily impacted by covid 19, and I would have much preferred they help my organisation deal with it rather than try to win new business, or worse, continue the ego battle between their rival agencies. It amazes me how little customer centricity market research firms have sometimes.
  - Support members with guidance on all initiatives, collaboration, open up online learning at free/heavily discounted rates.
  - Support the industry. Reduce fees for the length of the crisis.
  - Tbc
  - Templates we can use to run our business, ways to keep connected and up to date
  - The current situation presents an opportunity for associations to help researchers invest down time in furthering their skill set whilst building their influence in the industry I would suggest: 1. Heavily discount memberships including for new members 2. Offer free online training opportunities for all levels of expertise 3. Provide a mechanism for matching suppliers with different yet complementary skill sets 4. Lobby business and government to support our industry
  - Think, plan and prepare for how business and governments are going to need our services in the recovery period, and how our industry needs to evolve permanently to be more resilient
  - Training webinars
  - Use research for a greater good - i.e. use it to understand corona virus better and publish results widely.

## Canada

- anything you can to shine a light on north american government corruption and incompetence.
- be mindful. it's not that important in these times. avoid putting out too much information. everyone is under information overload
- Collect data on what people are doing to manage their situation, if/how they are abiding by guidelines, how this is affecting their lives - publish widely so we can understand. Help health services with the conducting of a random survey of who has Covid, with tests. This is done in some other countries.
- Connect research freelancers with agencies, teach new techniques, help with business development, help us be ready for when things get back to normal(ish).
- encourage clients to spend money on research
- Find better way to integrate on home based working. Also mainly to improve productivity of the workforce by pooling in data through research.
- Get an accurate pulse of people's attitudes surrounding aspects of the crisis which would hopefully be of some use in informing policies that governments will put in place going forward
- Help connect supplies with clients. Promote suppliers via webinars, interview q&a, podcasts. Find out from brands what they need from market research firms.

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- Holding webinars. Using the pause to teach the basics but also focused on the needs of the world now and post the pandemic.
  - I don't think things will go back to the way they were: economy weak, close distance group events slow to start up (e.g. sports, concerts, movies, tourism), Lots more virtual contact e.g. more Zoom etc. Work from home will have proven itself for many companies.
  - I enjoy the presentation of results on how consumers are feeling/dealing at this time.
  - I find this a hard question to answer. I wish there were obvious things but the skills match doesn't feel easy. I'd love to hear what other people think.
  - I still have a ton of soliciting emails from various platforms asking me for meetings and to purchase their services, some completely ignoring COVID-19 and others leveraging it as sales rationale. It feels disruptive and to be honest, rude. It takes me away from my already huge workload and makes me more frustrated to read than it did during business-as-usual. I know this isn't a research association initiative, but I think it's important to reiterate some of what you've said in previous webinars and sessions - this crisis should not be used as a sales tool. It's insensitive and leaves a bad taste in recipients' mouths. On the positive side, I've been seeing quite a bit of proactive research executed by research organizations on the topics of consumer sentiment, behaviours, etc. This info has been incredibly helpful and I'm very grateful to the research firms I partner with who have proactively shared these types of results with us.
  - job boards career mentorship
  - Keep business going. Don't add more noise to already busy channels. Be supportive in the background. We are not COVID specialists so don't specialize in COVID - specialize in research techniques and understanding consumer behavior.
  - Learning opportunities
  - measure sentiment, measure appeal of new product/service opportunities
  - More data on the job market wrt recruitments, roles in demand, projections of salaries by industries etc
  - more free online training (companies are not likely to pay for training at this point, but it is a great time to refresh your skills)
  - MR has been going through a lot a change that causes a lot of uncertainty. And, the current situation just added to this kind of uncertainty about the future overall and that of MR in particular. What associations & organizations can do now is provide course/ skills upgrade training at reduced costs so that people can use their down time efficiently and be prepared for the post COVID 19 era.
  - na
  - Not sure
  - Not sure really... maybe suggest more online learning opportunities since we're all staying in the same place, and in front of our screens for longer periods.
  - Not sure.
  - Nothing
  - Nothing in particular. Not sure if publishing public opinion polls is that helpful. They are interesting (in Canada, seen 12% of people think it's overblown) but they often get quoted out of context, etc.
  - Offer their services with COVID-19 studies.

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- offer timely resources by way of access to knowledge resources and help support by region, also share a calendar of virtual events of interest and even books to read, giveaways, prizes etc.
  - Online training, Mastermind groups, encourage senior leadership to support the more junior
  - Orchestrate ways to support each other - emotionally, someone in the same and relatable position to talk to - and maybe reaching out to fellow researchers for help on projects. For example, using a qualitative moderator to help with note taking versus out sourcing transcripts to a transcription firm.
  - Provide access to journals and papers for free, offer free online learning opportunities, study impacts of inequality on health outcomes
  - provide more webinars, training opportunities to help teams level up their skills - even providing a list of webinars across organizations talk about things OTHER than the state of things (it is hard to be consistently reminded of it)
  - Providing industry specific use cases on how others approaching research this time. What types of methodology are better to use? How to approach with empathy?
  - Providing skills development. Support role of MR in reshaping the world when things start going to a new normal.
  - Remind clients to continue with research. Post useful questioning tactics to understand impact of Covid
  - Share ideas for healthy living,
  - Shed light on what the future of MR will be affected by all this. What are the scenarios. Help discover tools that can be useful in the new reality
  - sponsor webinars and articles
  - Show value of conducting research during these times
  - unsure
  - Use research resources to help determine community needs for services or goods.
  - Virtual meetings, chats to bring the social experience as close as possible
  - What brands/co's SHOULD be undertaking research and what kinds of things should they want to learn about - so we can be proactive about approaching them with suggestions.

### **East & South Asia**

- 1. Share how agencies are conducting surveys, problems being faced, and what to do if the situation gets worse 2. Help agencies to convince clients to be flexible with deadlines, to issue work orders before project initiation, not to cancel initiated projects and to pay on time 3. Create an emergency fund to support agencies in meeting certain part of their overheads for 2-3 months (loan of course).
- An Antedote for corona virus
- Analysis customer behavior in the situation, what change and what stand still; What would they do after pandemic end. This would help businessmen have information to refer for next plan.
- Developing online platform
- Encourage clients to do more research online, rather than postponing, and expecting things would get better soon. Also, assist and provide research

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community to have more effective and accessible digital platforms to conduct the work.

- Find a cure
- Find out ways to conduct research in a safe manner with current condition
- find out what people need in the longer run (e.g. mental health support, employment support, family counselling etc.)
- Free online training courses
- Help community e.g. share skills or identify coping mechanisms and shore those  
Come together as an industry to share with each other rather than compete
- Help everyone who is using or reading the massive amount of data available on coronavirus to better make sense of it to avoid the widespread misuse and misinterpretation of data we see. Never before has data based decision making had this level of awareness among the public. To a certain extent, this elevates the work that we do. As experts in sampling and data analysis we are well placed to educate all those using the data, including journalists, about the weaknesses of the current data (e.g. different testing regimes). That's for the quantities. For the qualities, who may consider themselves human experts, we can use our understanding of the ways in which culture and values dictate behaviour, as a means to show empathy and tolerance to others (across borders) who may behave differently. This crisis can be a breeding ground for racism and xenophobia and I believe research associations and professionals can be leaders in both helping the data be understood, preventing it being misused and countering unproductive negative attitudes. The other key area I see is the collating and curating of all the useful information out there as it relates to how people's value, concerns, needs and behaviours are shifting. As an industry we will hold huge amounts of data about how behaviour is changing (Kantar, Nielsen, Dunhumby for example for changes in shopping habits and media consumption). I would like to see this data being shared where it can help society recover in any way, or be better able to adapt. Now is the time for us all to contribute.
- Help field interviewers
- Help get a public sensing of things and through that, help policymakers design and implement the needed public policies & laws.
- Help market research professionals learn new skills related to their profession
- I dont know
- I dont know
  
- I've just moved to Thailand, and had a call with some research seniors about what we can do. We plan to collaborate with TMRS to share information and learning resources for the local research industry and to provide a series of online training sessions for the local community. We also talked about reaching out to local journalists and papers to provide help in how to interpret information on Coronavirus for both the public and the journalists themselves. I think that's a good start, and would be great if we can leverage resources across countries.
- Job Safety



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- Know how: - people are coping with quarantine - immediate plans of household when quarantine ends - mapping of areas hit by COVID, so as we do not do research there for safety and sensitivity reasons An internal means to gauge respondent psychological stability / readiness to participate in researches and surveys Alternative platforms to conduct interviews and focus group discussions that allows moderator to still read non-verbal cues
  - Launch e-learning modules, webinars, training, online conferences, send out surveys, publish best practices from different parts of the world for others to be motivated, send out surveys like this, best utilize the free time of the consumers, members as well as professionals.
  - Na
  - Need a comparison of softwares / tools available in the market to do studies online, free and paid, for both Qualitative and Quantitative studies, for every step of research, from designing to data collection, analysis, language translation, reporting, etc.
  - Not sure
  - Offering platforms for sharing experiences and best practices (kudos to Esomar for the swift action, for facilitating webinars) Offering industry's stand on Client FAQs across the globe Conducting global surveys among member countries and share results, seeing comparison across countries. Materials can serve as PR to clients
  - Provide a cure
  - provide analysis, examples of what brands are doing, reassure about the role of research in times of downturn and have a view on if/how the mindsets and behaviours of people will be affected in the long term
  - Provide information
  - Regular monitoring of the public mood and corona related actions, and efforts to leverage this for the public good as well as for profit. Appropriate inclusion of corona related questions in other research.
  - Remind managers that bad times are often good times for disruption. What I see is research providers circling the wagons and taking many short term actions that are likely to be seen negatively in the long run. Cutting pay, laying off junior staff, waiting for clients to approach them with RFPs. The winners will do things differently, invest in people and recognize that a short term hit can become a long term gain.
  - Sharing voices of researchers about what's going on.
  - Sorry, not sure
  - Suggestions as to how we can move business because economic downturn will surely impact us as well.
  - Survey among COVID-infected persons e.g how they get infected, how they feel, how they behave, changes in their behaviour or mindset after this. - Survey among those not COVID-infected e.g. what and how COVID gives an impact on their life, behaviour, mindset; what they would do after the pandemic subsides. what would be changed. - Can we use technology in research to track activities and locations of those past activities of infected persons, then announce it (anonymous of course) to the public as to call those involved to check or quarantine themselves.

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- Take a leadership role. Lobby governments on behalf of freelancers and SMEs. Collate information and reviews about online tools and disseminate that. Be less Euro-centric. Start engaging with clients about why they need to be conducting research now, and how it would work (more credible coming from an association than from an individual research company)
  - there is a lot of talk and measurement of all of the bad things, infections, deaths, cases accelerating, impact on the economy, 'fear' is the overarching message and models on facets of the fears. Can we also look at some of the positives, things that are being done well, models on economic recovery assumptions, percentages on survival rates and so on...some more hopeful news and takes on events.
  - They capture the mood and the tightness people may feel about the situation. They can propose the different angles of thinking in the situation to their counterparts. If it is to the client, it can be a good moment to think about the future with no boundaries. Some research people, I know, do not like the idea like this. Well, it is, to be honest, a great chance to step out of the existing boundaries.
  - To be more equipped in supporting WFH, but most critical on how to transition traditional face to face to Online. Online vendor should use this opportunity to accelerate their panel expansions as more request for online approach is likely.
  - To help others by encouraging, advising not to be panic and be careful about cleanliness by every half an hour in all respect.
  - To secure their employees so once this pandemic is over, employees may return the gratitude through loyalty and faithful service to the company
  - To show how consumer feel, what they need, especially mood or emotional side to be considered.
  - Understand people's pain points in these moments and start to engage the right partners to solve these pain points.... that could be material pain points or mental-emotional pain points related to the new context of the virus. Also I'm worried about the consequences this pandemic will have on racism.... how might we start to manage that
  - use questioning to help ground people - family and friends, help target vulnerable communities with comms, keep business going and money coming in for employees

## India

- 1: Solutions to buy/deliver fresh groceries 2: Product repair servicing in lockdown situations
- 1. Provide early insights in to what could be the new world order post Covid 2019  
2. Adapt to newer methodologies like online focus groups etc. 3. New skills training
- After this pandemic - association has to low down the entry fee for up coming conferences.
- Always stay at their own house
- Awareness to avoid mass movement of people
- Can donate money and check the awareness level as well as difficulties faced by the common people.
- Consolidate and make sense of the data about the spread of virus in different countries at different stages. Predict possibilities for countries who have just begun the journey to help those governments take corrective measures in advance to arrest the spread of the pandemic.

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- Corona vaccines, medical instruments for deduct corona soon,safety equipments for medical employees
  - Create more opportunities for executives to launch/sponsor MR campaigns. Create more interactive web forums, try to get more research done during this tough time.
  - Discourage PR. Encourage quality of data.
  - Do more online behavioural research. Develop additional insights from old existing data.
  - Enable digital interactions and dialogue
  - Enable real-time evaluations to understand prospective timeline till lockdown. This would serve in two ways: 1. Let people know how long they will have to face the quarantine scenario with every passing day. 2. Will possibly provide a dynamic evaluation as to how things are moving ahead in this period, thereby setting a positive mentality with positive results.
  - Encouraging end clients/brands to move offline studies to online wherever possible  
Projecting/estimating how industry is going to get affected and how to prepare for it  
Projecting/estimating sector wise de/growth Free courses through webinars
  - Everything important and updates
  - Find a vaccine against Covid 19
  - Finding appropriate vaccination
  - Firstly Psychological exercise to cope up with these difficult times now and tomorrow. All countries should come together for a concrete program to combat ,realising that these type of disaster may come in near future also.
  - Form filling work at home and online application
  - Gather more / better understanding of how people are feeling and what they need to overcome this situation. How can they help? How can they get help? The type of things that can cheer them and entire community up. How to engage them and harness their collective wisdom / effort to come out of this situation.
  - Global Survey
  - Help decision makers strategize their recovery.
  - Help educate people, donate and help in distribution of goods and services.
  - Help the needy or poor
  - Hospital, public health department and every single citizen of the country can help in that situation.
  - I am sure Research Association would be taking necessary steps perhaps they can share report on frequent basis which will help us to track things closely but the numbers should be fair and realistic.
  - I can do many things they can directly provide goods and other essential to the people DTH direct to Home some can do directly testing by going door to door and diagnose the patient and immediately I should let them eat decrease the intensity of infection
  - I guess nothing- they have done the best
  - I have no idea
  - In current situation we are fighting with Covid 19 that's why many workers of these industries are free and they dont know about own future so Research Association and organisations should be help them and avail work to do from home.

- 
- invent a vaccine for Corona Vaccine
  - Keep a tab on how and where the economy is going?
  - Keep the industry abreast of consumer sentiment
  - Knowledge
  - Knowledge sharing. Our industry (personal opinion) has been a laggard when it comes to adoption of technology or something new. Many researchers and large companies are reluctant to change. This is the best time for advocacy of newer tech and approach. Plus, with all the data collection work moving online, it's time the industry spoke about sample quality and addressed the issue of dubious panels and samples.
  - Lockdown
  - Mostly Investigators are suffering a lot due to this, through MRSI and ESOMAR we can provide some funds to them..
  - No
  - No idea
  - No idea
  - Not sure, because looking at the current situation spectrum of industries is likely to go into a recession which will lead to almost zero commissioning of new MR projects. Not sure, how the research associations & companies are going to cope with the same.
  - Nothing special
  - Online sessions and webinars on industry trends, new tech usage etc
  - Organise webinars as one has more time to attend them. That way, one can at least use the time more usefully.
  - Pool online field resources ? Brainstorm - client and agency- for temporary ways to continue research
  - Predicting the situation. Medicine growth
  - Provide medicine for covid -19 to save life.
  - Provide insightful solutions to clients and organizations.
  - Provide Insights related to the impact of Covid on different type of business, economies etc., Consumer patterns have changed already and the new era after this situation is going to be very different and probably little difficult too (at least for some time). So any foresight into probably type of changes will be good to understand, as we go along with it.
  - Providing useful data and forecasts
  - Publish Authentic research
  - Relax in home and make stragy for future of free lancer
  - Research companies should analysis the more opportunities for SME'S worldwide help the investor to show investments benefits in small enterprise and encourage. Technological advancements analysis for companies as well as for employees. Analysis the employment opportunities for coming 5yr for the undergraduates
  - Research organisations can run more related surveys to understand consumer behavior and provide that feedback to the organisations. They can run more Omnibus ans short surveys, also, can offer best and competitive cost to the organisations to match client limited budget.
  - Send more survey with extra or bonus points. Attractive gifts in return to points

- 
- Set up a one-stop, real-time dashboard of Covid-19 data.
  - Socio Economic studies to combat and also recover from covid 19 crisis.
  - Spread awareness against the disease
  - Stay at home ,clean and neat,
  - Take a break If at all, help at a humanitarian level I guess. Dont think people need marketing or related benefits today.
  - The economy should not be affected for this more job opportunities in the form of online surveys and research program given to people to engage themselves and earn out of it
  - They can change the pattern of market research interviews to save the interviewers so that they could continue the work and could earn.
  - They can help by providing essential information like whom to reach in emergency (genuine and factual information), different types of online e-commerce website which are taking orders for general utilities and vegetables in a particular area. And whichever way possible to keep us safe, knowledge and secure about the position people are in. The stage of the virus in India, etc
  - They should encourage people to work from home till the entire situation is sort out.
  - Update on new methodologies and techniques to adapt research in these strange times.
  - Update skills, be prepared for a new normal Build insights from social media understanding, been fascinated by the responses and the level of truth that surfaces on social media, vis-a-vis what people say in group sessions and depth interviews. Could you have a webinar (or a series of webinars) on this?
  - Work from home

## Latin America

- be online meaning conferences and seminars need to be placed online, be understanding of parents working with toddlers at home under their desk, noise on the phone or any other interruptions that normally not occur
- Campaigns showing the value of our work
- Communication: Clients must know why is important research in this moment.
- discounts on services
- Do not fire staff. Participate in studies that help people. Bigdata analysis
- Donate money, or food, or health products (masks, gloves, hand sanitizer, etc) for those in need; donate money or equipments to the hospitals that are going through shortages.
- Focus towards surveying society perception of change. Also trying forecasting future outcome of this situation based on opinion and reality from society and marketplace; this in a regionalization, and worldwide view.
- Free webinars, training for digital resources, a new plataform for jobs and projects,
- Generate insights to leave the life better to consumers Generate insight to companies to sell better in this time of changes
- help thinking of how this situation will impact us (analysis, foruns to discuss the present and the future) - work on online courses to help build new skills

- 
- Help us get more clients
  - I believe research associations could check out how the companies are going, through quick surveys like this one. Be opened to hear and produce quality content involving relatable themes to support somehow.
  - I don't know
  - I dont know
  - In unpublished situations only equally unpublished responses can be the answer. However, it is important to keep the community together and raise awareness about how important it is to obtain information in moments such as those we currently live in since they affect behaviors and the relationship with brands.
  - It should be free education and serious training in the new methodologies..
  - Keep is informed of the real situation
  - Keep telling people that isolation is necessary showing the consequences of social contact in a tragic way. Lots of people and companies are still not taking this serious. Unite with other entities in the research of a vaccine
  - labor orientation, economic aid
  - Link professionals working at distance in the same country or other countries Motivate players to create cooperative international projects with financial support from big multinationals clients Share with MR professionals an inventory of resources for working in the new environment Start creating a guideline for research in PostPandemia times (i.e. shortening at most the interviewing time) Collectively create a depository of insights about humans in Pandemia
  - Make Market Research relevant again. Show new ways to do things and real cases were MR was helpfull.
  - Modify research methods-migrate to digital-based procedures. New ways to perform product & sensorial testing
  - nothing
  - nothing
  - Offer a mirror of how other MR agencies are feeling, coping, undergoing/job & financial impact of current crisis, perceptions of staff & labor, projects demand, operational changes in short-medium term (segmented by size, I'm particularly interested in small-medium, I lead a 10 employee organization)
  - Offering data collection and analisis to generate insights that can help health institutions and goverments to deploy quick impact strategies
  - OMS, market research companies, Twitter
  - Papers, Best practices from other countries, round tables with different heads of agencies around the World, webinars and online methodologies
  - Provide information to customers more than to companies, to reduce anxiety
  - PROVIDE US FOR NEW SALES PITCHES FOR OUR CLIENTS USING NEW TECHNOLOGIES... AND SOME INFO ABOUT THE FUTURE OF MARKET RESEARCH AFTER COVID19
  - Release valuable data about how people are feeling and also do research to get to know what people need in the current situation. Study people's behavior in terms of crisis, especially if they are still buying online, what are they looking for on the Internet, etc.
  - Send me Jobs to do in my home in Brazil and online courses
  - Sorry, I do not have ideas.

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- The crisis shows that a lot of governments and companies don't know how to best adequately respond to the situation. With respect to companies, which are effectively our clients, we see that there is uncertainty on how to respond to the situation. The responses however are quite different per client and it reveals how adaptable these companies are to handle the situation; their resilience. The most important factor here is that we all need to learn how to deal with these crisis. What is the impact on consumers mindset? And how does this impact research we do? What are best practices, what are do's and don'ts? I strongly believe that the best way to approach the crisis is to keep going but adapt, and right now nobody knows how to deal with it. As a results, our clients are desperately seeking some guidance. For us, as a research agency, these are difficult times. Our teams are very flexible and have adapted well to the working from home situation, almost seamlessly... However, there is a lot of unclarity on our ongoing research projects and proposals due to the fact that our clients decide to 'wait and see'. I don't believe that sitting back is the right way to go, however, at the moment I lack some convincing arguments towards my clients. So I believe that for the sake of our clients as well as the agency world, this is the time to join efforts and investigate the current situation in the best way possible, so that we can benefit from some down time but also have a solid framework to go with that helps us and our clients to face any kind of these challenges and provides guidance in making the right decisions.
  - To bring even more content (videos, live talks and discussions, articles, essays...)  
To discuss good practices in a home office environment
  - Webinars, round tables, on-line couraces, tracking the situation

### **North and West Europe**

- addres importance & relevance to continue research
- as a lot of 'opinions' exist at the Moment by 'experts' it would be helpful if Research can support with facts
- be more flexible
- Be thought leader in the (public) discussion and demonstrate the value of research.
- Being more flexible regarding timing for web-meetings, calls, etc. (eg. also in the evening when kids are sleeping)
- business as usual. we have all the technology needed to do 95% of the research that is usually done. The 5% is where actual human contact is necessary. There are clear guidelines with a clear goal at hand: flatten or bend the curve. The actions taken are there to ensure one thing only: get the pressure off the ICU's and health care workers. It's the only 'fact' that we can predict with our current inside view. There is nothing else we can predict at this time (except economic consequences). The situation is unknown for us i.e. the Spanish flu was a hundred years ago, there are no experience experts alive from then. If the only fact known is in the health care centers... the only thing we can help are the health care workers. All the other stuff is money. If the billionaires of this world had the volition to stop any of the negative outcomes: unemployment, bankruptcies, devastation in the cultural sectors, etc. then they could: since all of those issues are solved with money.
- continu with webinars
- Convey positive messages, reminding that our activities are perfectly feasible when working from home

- 
- Convince end clients to field research still. Now is the time to do social and medical research
  - cost discounts web services
  - Display and support new online methodologies
  - Don't know
  - Don't know. Stop spamming me with cliches on 'this difficult time', or try to sell me another corona monitor. I could have purchased I don't know how many competing corona monitors by now :-)
  - Don't know
  - Don't know! It's too hard to answer
  - Don't know.
  - encourage public sector to set out RFQ/P for research projects
  - fast research and insights
  - For regional Projects you have to find regional Solutions. Associations can give a Frame but a world wide Frame is to open. For example the EU has specific rules and there are rules Country by Country and even splits in countries.
  - Give freelancers work! A lot of us are quite willing to move to online!
  - Give guidance Share knowledge and training Boost discussions and debates Defending the profession and professionals Defend the industry
  - Give tips how to cope with this unusual situations
  - Go on researching, but online. | Help participants to better handle online platforms | Do secondary research | use our competency as 'open' listeners to listen to the doubts and concerns of the global population
  - Help clients understand the importance of researching this new normal. Clients have to accept this new reality rather than waiting for this to pass
  - Help companies understand how consumer behavior is impacted and what companies can do to better serve their customers during these times
  - Help companies understand how people are living and adapting to this new reality and probably sharing results
  - Help people how to maintain normal daily routines to combat violence in the home, to make people still feel part of important social groups (i.e. Not lonely) and to help reduce the risk of alcoholism (people are at risk to routinely drink more at home)
  - Help to keep up the mood .. .. what your mother always did, isn't it?
  - I receive too many articles/ information saying the same things but I really appreciate regular and not too frequent webinar where you show a recap and your last thoughts ( a more digested information as you did this week) thanks
  - In general, help clients understand the impact on their customers and clients. Approach the situations respectfully.
  - Inform About financial help, Give Inspiration for new Business ideas, prepare for the next crisis



- 
- Inform as much as possible on current shifts in behaviors and attitudes; Help prepare for liberation day - forecasting how this crisis will impact on consumers - will it be a durable change? will it be temporary? how should brands react now and in the future?; Try and help brands plan the future and not get stuck in today's situation which will not last that long...
  - Inform members about the impact of the situation on the industry, communicate positive things & relevant insights
  - It would be interesting to study how people feel and behave during this situation.
  - Keep people together, bond
  - Listen to customers, adapting to the emergency and learn from what is happening distributing knowledge to companies
  - Look after my children while I'm working ;- ) More seriously, a synthesis of all insights reports about Covid-19 impact would be great. We are receiving dozen of reports from research agencies, consulting firms, trend companies... which are very interesting but quite overwhelming.
  - Make complex information comprehensible for bigger audiences; help with interpretation of models and calculations (and usage of right scales on the axes of graphs); provide insights for governments and institutions that are trying to communicate, convey knowledge, make people change behavior
  - Making polls concerning governments tasks against Corona
  - More lobby work. Put the political bodies under pressure and bring them closer to the socio-political role of market research. Establish a fund to support interviewers in financial need.
  - More online information, results, online Webinars discussions, chats
  - Move to online as much as possible
  - Negotiate special rates and discounts with digital platforms providers (e.g. Focus Vision - InterVu ) to be used by members during these difficult times Increase virtual contacts between members
  - Networking with end clients Suggest topics of survey to carry out right now...to the end clients Promote the necessity ti be aware of client and people mindset and expectations
  - Not sure
  - Nothing
  - nothing much more than they are already doing
  - offer insights about the current situations (in households, enterprises) and expectations for the future
  - Online seminar (obviously). Facilitate more interactive learning and exchange of knowledge and experience and ideas. Online workshop and roundtable formats....which really have not been explored successfully to my knowledge.
  - Online surveys
  - online training
  - Organise webinars to share knowledge / to stay updated
  - Organize courses/seminar for free.
  - Organizing webinars, offer support in online tools, sharing tips & tricks how to deal with the current situation, share ideas how to develop new business ideas/platforms, etc.
  - Promote the need for our clients to listen to consumers now more than ever.

- 
- prove that current spendings in MR offer a first mover advantage when the time comes for innovation and product launches create an awareness that MR in those times is the new normal and has to continue
  - provide free e-learning about research methods and also about new tools to make presentations as infographs, modern graphs, symbols and so on (the graphs of Excel are becoming old school...)
  - Provide insight into productivity levels when working from home and how best to improve them
  - provide politics with reliable data on covid19-effects on societies in real-time in order to enable them to make well-informed decisions (self reported infections, effect of measures taken, mood, commercial and employment consequences etc.)
  - Provide virtual training free
  - Providing data on respondents answering behaviour - is that changing? What are the new and emerging opportunities in terms of research sales?
  - Publish how engaged respondents are in taking part in studies in different areas including b2b
  - Realisieren the benefits of Home Office
  - Reflect their work. In case of underutilization think about meaningful work
  - Run a survey with manufactures to understand how this crisis is going to impact MR industry
  - sensitize companies about the importance of market research
  - share examples of what information people need
  - Share knowledge. Keep abreast of consumer/customer concerns and relay these to clients/governments.
  - Share real information together vs impact on activity (clients, employees...).
  - Common actions to defend our sector / activity. Ethic committee vs rules on how we sell without a loss (risk that lots of MR companies kill the cost in the next months). More information on MR sector coming from most 'resilient' countries (China).
  - Show best practices regarding remote interviewing & discussions / focus groups
  - show the insecurities and questions that both people and brands/companies have
  - start investigations on how attitudes and values change, especially with regard to lasting changes, e.g. if we are ready now to accept radical change in behaviour patterns and everyday life routines in order to mitigate climate change, too.
  - status and advice? Prev. research in similar situations?
  - Stay positive, provide clear information, help each other
  - stimulate clients to keep doing research help agencies to facilitate a further move towards online research
  - stimulate research buyers to adopt online tools; disseminate new, innovative online platforms to ESOMAR members etc
  - Stop f2f interviewing, donate
  - support creation and distribution of relevant data & insights
  - support with alternative methods
  - support with possible future after-covid scenarios
  - Tailor explanation of government support plans

- 
- Teach new research methodologies from web for free, train researchers. All of us needs to update our research skill especially in digital & data science & AI
  - Telling clients NOT to stop all activities would be great...
  - that is a question I am asking myself with no answer so far... may be session on well being when working at home or session on tools used by MR call center to deploy their technology/ process for interviewers working from home
  - This seems like a great time to share resources and knowledge
  - Tips for best online conferencing and working methods
  - Track feasibility of doing different types of research by specialty by geography. Also monitor how the industry can currently help HCPs.
  - Uncover special demands by customers due the changed circumstances.
  - use Social Media to reach respondents
  - We should think much more about joining forces, we need to find smart ways to learn together and from each other rather than generating knowledge only for our own businesses.
  - Webinars as they are doing now and switching any live events to webinar organized events
  - You could reach out with something more substantial than a 4 minute survey, for starters. This survey shows that you don't really want to know much about what's going on in detail. You just want some quick stats. Researchers need to bring more to this situation than cheap online surveys. Bad form, man.

## **New Zealand**

- Advice on how to keep in business over the next several months- relating to cash flow and also new opportunities.
- Advising on what sort of projects can be run during lockdown, providing resources or guidelines on running online surveys, encouraging business to run surveys related to the current situation
- Aiming to promote a balance of positive, negative and helpful pieces would ease the burden of consuming an overload of depressing content.
- As a researcher I need to access accurate current information of websites and other platforms. So associations and organizations need to ensure they update their info regularly. Also have visible contacts details for phone emails and support details. Perhaps also include resources or links to other organizations that would be of benefit to that industry and potential customers ie. MBIE. Or a page highlighting how the organization can help the community for free. Or what other organizations are offering to help. Maybe ask people to contact you if they need help.
- Connect brands to speedy customer insights. Help learn from past errors to avoid future errors. Correct misperceptions
- Connecting us as much as possible. The nature of our work suggests that we have a strong interest in what is going on, the current situation leaves many 'cut off' in a lot of ways. Connecting as humans - Humans of Research - as well as professionally, keeping in contact about what is going on. One additional note. Our qualitative professionals are successful because of their empathy and ability connect. At times of disruption and trauma we continue to do this and it can be detrimental to our own mental health. Look after your quallies even more than usual.

- 
- Distribute projects. Everyone needs more work, we have had 5 projects put on hold in a week that were about to kick off. There is going to be a lag time in getting new significant projects up and running.
  - Dk
  - Don't look to staff to make the cuts necessary - we know a lot of these large organisations have deep pockets - it's time for them to show compassion and care for staff not shareholders
  - don't know
  - Encourage research by publicly advising the steps people could take both clients and participants and advising what areas would still be relevant as well as getting a wide range of participants not normally available, and what is not necessary so indicative of the norm and thus good to research to see a trend or otherwise.
  - examples of platforms which can be used for more online/digital approaches
  - Facilitate matching needs with providers, like a great big virtual swap meet of commercial, professional, and personal services and connections. They need to stop large companies from simply holing up in their international support bunkers in solely self-preservation mode. They need to get them (and everyone) realising that the research and insights industry in any community and meaningful sense won't survive if just multinational organisations are in business at the end of the day. Neither will any of the research associations or organisations.
  - Finance support including negotiating insurance, bulk deals, useful training such as data, more diverse committees, more genuine integration with people who are ux service design etc
  - Free training
  - Free webinars, work/job network, vouchers
  - Guidance about online qual and info about what to do with trackers
  - Help keep insights and research professionals connected and up to date with information about the industry and how things are changing. Provide learning opportunities and highlight new ways of operating. Show case any innovations, new/helpful ideas etc.
  - I am not set up to work from home. What do I need. Where can I purchase online admin equipment eg printer etc.
  - I think keeping check on how everyone is feeling is a great start. Might pay to track how that changes over the next little while. Not sure about anything else sorry
  - I think there needs to be a good consultation and thought leadership around how to engage with difficult groups - those who are unemployed, farmers, SMEs. It is also super important for us to get a good understanding as an industry of the biases that we should be aware of - unless you come from a big research house, people might not be aware of these and how to manage them.
  - I wish I knew.
  - Keep up the comms specific to our industry. Share ideas on how to navigate the craziness and be a conduit for relevant information.
  - maybe see what is and what isn't working for people with an eye on what could maybe be improved once all restrictions are lifted, peoples ideas are likely to change as they adjust to the current state so responses will likely greatly vary from week 1 to week 4 for example

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- More facts translated into insights (seeing a lot of opinions at the moment, some based on dubious data) Incorporating geopolitical and economic data into insights Customer centric insights with genuine sentiments
  - More online professional development
  - Not really sure it can... just provide support and resources to those who need it and promote the industry and importance of still doing research to understand this new normal we are living in and likely to be living in post the pandemic being over/ controlled
  - Not sure
  - Not sure
  - Offer forums or opportunities to discuss best ways of handling certain research or research amongst certain groups of people. The current circumstances are unprecedented and you want to do research in the best way and support stakeholders, whilst knowing what action others are taking.
  - Online discussions/forums; training; upskilling opportunities - if some people are going to have a bit more time on their hands it is a great opportunity for training and development.
  - Online professional development
  - online webinars, sense of reassurance to brand clients (though many of them slash & cut commissioned work to save money)
  - Pool knowledge and expertise on Covid -19
  - Professional development. Sharing of resources. Insights both agency and client side. A white paper on - how useful is that research we did last year? and if we are going to use it what do we need to be thinking about? how we might want to test its reliability without spending a fortune (we don't have a budget for more).
  - promote research to shore up the industry. collective agreement on how best to research the current situation especially in small markets like NZ. Already ive seen a few tone deaf surveys that will give mixed messages and different data n the same topic
  - Promote the need for clients to continue to invest in insights
  - Provide a pulse of the nation - changes in attitude, emotions and behaviour
  - Provide advice or thought leadership in terms of how we can still operate successfully at these times when clients are cancelling projects etc. i.e. what other opportunities are there for the industry to move in?
  - Provide full list of suppliers/services available locally to deliver in current environment. Encourage/facilitate networking across members.
  - provide guidance on how to navigate through these uncertain times - especially as research professionals and the impact this situation has on day to day research operations/projects
  - Provide help readings
  - Provide insights about how people are feeling/they're needs at this time to help organisations to support them. Help prepare companies to support their workforce/adapt to the changes that will arise from the economic situation. Be sources of accurate, trustworthy data.
  - Provide templates and tools
  - providing trends, information, insight and predictions

- 
- Research will continue to be important during this time - we need to think outside the box about how we can continue to deliver value
  - show some winning examples of how to talk to clients / provide us with some stats that help persuade clients to not stop doing research / help us learn from other countries / provide all this insight into bite-sized chunks or 1 pagers
  - Suggestions as to how we can change the type of work we do to be more valuable to clients. run online training courses so we can get new skills when we don't have work coming in,
  - Talk to clients on our behalf - ascertain their ability and/or desire to get research up and running. I don't have a clear view of which clients are even surviving.
  - Webinars with experts Online short courses
  - While I'm fine, my concern are for other who need to be able to do in-person discussions/interviewing and some novel ways of addressing this will be helpful. Please keep in mind that some people don't have the right technology to do online conversations!

### **South & East Europe**

- 1, Recommend questions we should research. 2, Explain why it is so difficult to try to understand what is happening and forecast human behaviour. So my colleagues would understand it.
- Analyse people sentiment, difficulties, obstacles, does the environment around them favor working from home, pros & cons. Informative data and Analyse comparative similar situations.
- collaborate via syndicated surveys, provide support for different stages of the research process (sampling, panels etc.)
- Commission virtual and remote research that helps to keep smaller field agencies engaged when large quantitative surveys will not be possible. I don't work in markets where digital surveys offer representative samples but that is also an option -- think about an online sample rather than F2F or CATI.
- Contribute positively to the community especially those in need of help and medical aids. No selling or promoting or over-promising.
- Develop a vaccine faster
- Discounts for online platforms users :) Sending out really helpful materials related to how to deal with stress from sudden disruption of usual workflow, anxiety and other \_psychological\_ problems, because this far most newsletters only contain general tips for working from home but completely neglect the fact that they are caused by a dangerous situation and people are worried about the global situation, economy, their work and the future of their industry.
- Discover less obvious trends and research & publish effective solutions.
- do not panic maintain employment find alternative sources of business to maintain employment quickly re-organize business in general and data collection processes and sources in particular to find new sources of business stop dramatize - the world will change exactly as much as we allow
- Educate in data analysis and interpretation, provide useful data (attitudes, evaluation etc.) and find solutions on how to keep marketing research alive.
- Escalate the need for governmental support as our industry is also suffering

- 
- First, to keep their employees as the need for data and insights is increasing. I think they should focus on the social behavior-how are the people feeling, what are they doing at home, is everything ok ( I can think there are some people in toxic relations and I don't think they are doing well stucked home with people they don't usually feel fine). On the other hand, I would like to see some research studies focused on the bright side of things: how many people learn something new in these times, how many do sport at home, what are they cooking, how do they play with the children at home? How many people think about this time as an opportunity to change their life, their career?
  - Give the money
  - Have online education/trainings for their 'products'.
  - Help businesses adapt to the 'new normal' and re-shape their products and services.
  - Honestly, I do not know. Monitor the future plans of companies maybe.
  - how to help companies still achieve growth objectives - impact on economy growth, main impacted sectors - how to recover from the stagnation
  - i dont know
  - I have no idea
  - Lobby in the EU for more funding towards primary research
  - Make studies on the impact that this situation will have on the businesses and social life
  - monitor businesses at a large scale to measure economy health
  - n/a
  - Nothing
  - Offer online seminars/masterclasses/e-books for free
  - Promote the benefits of various research methodologies to encourage research buyers to buy research
  - Provide insights and data concerning the current everyday life (affected by covid19)
  - provide online research in form of diaries (combo of quant and qual questions) to people so they can track their own results in time. we're always talking about customer jounrney and how companies can learn from that and use the learnings to boost their performance; well, not we should talk about life journey. it's a challenging part of life, that is also interesting, we don't know how it will evolve; once it will be over, it will be interesting to look back and take a look how you handled it. give research to the people and show them, how they can learn about themselves and how they can use the learnings to boost their own performance
  - Provide technical support regarding implementation of measures proposed by governments. Exert pressure on client's association not to throw MRI under the bus..
  - Research on Research / work from home standards for researchers
  - share best practices and resources
  - Share insight about the consumer reactions during this period. Work together on understanding the changes in people's attitudes / motivations / priorities

- Share updates on the industry and how it is going through the current situation, the impact it has on consumers etc - organize webinars, share white papers. I think there's a lot of room for upskilling and professional development at the moment, and I'd personally want to take advantage of the time I have and spend it on this.
- The mental health changes in society.
- they could send more surveys in this time
- to investigate
- To show a starting point plus next step, no plans for future or complicated process. What to do to start and next? As if you invent pain killer, pain reliever or stop boredom in any area. My today's thought: all my life i did this and this, oh yes, i found some time to rediscover some activities for which I had had no time before - 2 weeks already, reconnected with some clients, maintained a new working process stay home. Now I need a simple change of state or approach while staying home - I believe a lot of people and brands need that. Change in focus.
- To tell the truth I do not know - maybe like ESOMAR ask Clients not stopping to conduct researches.
- Treat it as temporary, with objectiveness

## UK

- 1. lobby the government so that everyone who needs it gets help - for example people in 1- and 2-person limited companies, based in a home office, who have been excluded from government grants for small businesses and from the grants for the self employed. 2. being flexible about membership fees - reduce rates, allowing people to put membership on hold, etc 3. when the time is right, lobby client companies to start commissioning research again
- 1. shared experiences on : ways to keep clients commissioning; efficiencies, free and low price survey tools to replace expensive licence products. 2. Financial and mental support to individuals in the industry 3. Pressure on the govt to ensure there is an industry to come back to for interviewers, PMs, researchers, Ops and support staff now on furlough.
- 1. Support demand: write articles & op-eds for business and marketing media making the case for continued investment in research - and helping business leaders understand what they should be researching now. Share case studies of how research has helped brands at equivalent times of public crisis. (NB, NOT the research press - that's preaching to the converted.) 2. Share intelligence on 'where clients are at'. Interview senior research leaders in-house to understand how their research plans and procurement are being affected, and share this back to agencies and suppliers. Ask for their wishlists: what do clients most want suppliers to be doing right now? 3. Speak to research recruiters and big research agencies to understand the hiring market in research -- this is essential information for more junior researchers, but they're often left out of these industry conversations. Given the likelihood of promotion freezes etc, help younger researchers identify strategies for skill development at this time.
- 1st. Study the consumes and employees situation and include open-ended questions about their suggestions 2nd. Provide (un)paid research findings to various companies and public authorities in order to design adequate policies 3rd. Conduct online surveys with no/low incentives or prizes, asking general public higher involvement to support the better understanding of situation and design of response



- 
- A clear voice as to how we are managing the crisis as a profession - there are a lot of prophets out there so it's a potentially dangerous time
  - A mental health initiative. People are going to lose their jobs as a result of this
  - Anything that helps to foster mutual understanding of people's real needs and feelings
  - Anything. At the moment it feels like they're doing f all. Webinars ... who cares?
  - Appeal to government for financial support for sole director limited companies - we've paid our Corporation Tax (and all other taxes/ NI over the years).
  - Assimilating the emotional impact of the crisis and projecting how to communicate in the optimum tone for the times
  - assist with networking for freelancers. So many jobs cancelled or put on hold.
  - Avoid regurgitating information already shared by the Government and News channels - it just creates noise Talk about what research methodologies can be used in the current climate, and how they differ from more traditional ones Talk about anything that helps position research as something that can continue to happen
  - Be a hell of a lot quicker. The ESOMAR response was a joke. It took ages to write a letter than to do a video and then very basic webinars and stuff are being put together. And IA did a ridiculous webinar that suggested doing everything online. And there have been loads of complaints from all the telephone businesses that felt slighted. To be honest, these associations are going to suffer. People will ask - what the hell am I paying this fee for - and then realise it's only to get a cheap conference ticket. And these conferences will slowly die. Networking is going to be the only thing that gets them back together. But you asked what could they do ... a hell of a lot! And they're not.
  - Be empathetic to our clients, our participants, and to our fellow colleagues in the industry who may be struggling more than ourselves.
  - Be less doom and gloom in their messaging. We get it... Covid-19 is huge but let's be positive and try and keep everyone going.
  - Be talking generally to the industry about the need to keep on the pulse with how people are thinking and behaving, how they are judging brands and what they can do as a brand to build/retain loyalty
  - Be visible lobbying on our behalf (small/ micro businesses, limited company with 1/2 directors not qualifying for any gov support), raising awareness of research and consistently being the voice to question 'my mate says' on journalistic pieces etc. Just raising profile and raising understanding of what banded about numbers mean/ denote. Thank you for what you do - I appreciate it.
  - Best practices for remote working Creative ways to tailor research to a new situation
  - Bring competitors together to collaborate (a) in sharing resources to keep costs down and (b) innovating to ensure we not only survive but come out of this stronger... if we can
  - Building online communities, to share stories and ideas for supporting staff (e.g. have CATI call centres successfully moved staff to working from home?). Sustaining pressure on government to look after freelancers, zero hours staff, small businesses etc.
  - business advice and support on how to keep going as a small business Encourage clients not to cut projects/budgets get money from government to support sector?

- 
- Carry on as long as they are careful about the subjects being covered
  - Carry on providing interesting webinars etc for people to stay up-to-date with what is going on in the industry, maybe organise an online community for people to be chatting about specific topics and just overall so that we maintain a notion of belonging to a community even when working each and every one in our homes
  - Collaborative effort to monitor consumer sentiment, behaviour and trends, rather than offerings by each agency
  - Communicate industry specific issues (based upon latest Gvnt advice)
  - communicate to insight professionals how they should be adapting their research help us to understand if research is too intrusive amongst consumers atm encourage employers to let us work from home more often, as they can understand its efficiencies
  - Concise guidance for employers to highlight the role and value of insights to the organisation through this period of change, targeted at key business functions (e.g. new product development, organisational culture and change etc.)
  - Conduct research on coronavirus. Carry out webinars to help with professional development
  - Conduct social research on morale, find new ways to do remote research.
  - Conducting more research and providing people more realtime data and the impact rather than just telling the numbers of people suffering coz it creates only chaos.
  - Continuing training provision and perhaps more focused on digital platfomrs that might help working from home.
  - Delay payment for subscriptions
  - Demonstrate what we can be doing to continue to prove ourselves useful to clients and how to be successful winning work.
  - Divert resources to supporting government and health bodies or essential services in a pro bono basis
  - Don't fire employees
  - Don't panic and continue to buy and sell but be sensitive as the situation is impacting everyone. Look at more mental health research at this time
  - E-classes and zoom socialisation
  - Encourage businesses to go ahead with safe means of research like telephone and online
  - Encourage client businesses to pay their suppliers and partners outstanding invoices. Motivate users of traditional research processes (including online surveys) where there is value in doing the work to try a different approach (the new normal).
  - Encourage clients not to hold off on issuing briefs. And remind them (esp. public sector clients) not to cancel contracts once they are underway.
  - encourage clients to spend money
  - Focus on customers / human needs BUT also foresight the inevitable radical changes tha5 the global financial and economic system will face. That will shape customers needs even if the customers can't see it right now.

- 
- Free sessions
  - Give perspective on how this is impacting the industry - and perspective from clients too maybe?
  - Guidance and tools and techniques, especially the gdpr compliance aspect of platforms. Providing intellectual support on whether research is even appropriate
  - Guidelines, lobbying
  - Help brands and organisations understand how people feel and what they need in these uncertain times.
  - Help clients understand the need for research, especially tracking Keep providing robust and reliable data to support decision making Provide case studies of work happening at the moment
  - Help connect clients and researchers - pr the importance of research right now
  - Help educate clients about how to do research in those conditions, and that it is still wise to do
  - Help freelancers and contract workers ASAP. I was supposed to start last week and run a qual research project for a big fintech client and it didn't start. I'm working through a small branding agency and the founder and myself are both in limbo when it will eventually start, if at all. I reached out to a good contact of mine, who works for a boutique recruitment agency and I was led to believe that several of the big research agencies have immediately placed a moratorium for contract staff and freelances hires. Her words were ...'The work for freelancers and contract workers in market research has just gone off the cliff!'. It's not great news, but what can we do? That's why we need more help, guidance and support from organisations like the MRS, or when things like this happen the industry needs to stay TOGETHER and help us out. How long can we not work for?
  - Help log experiences and provide to government planners
  - Help organisations make sense of how priorities, mindsets, needs are changing. Understand the new normal when it's arrives
  - Help our clients understand what consumers and customers need so that they can stay relevant in changing times
  - Help promote the need for research at this time to encourage businesses to not cut all spending
  - help us understand what is going on with other people in the industry and their coping strategies
  - Highlighting virtual/online resources, perhaps
  - I don't know. I am a freelancer. I have lost 85% of my usual workload in the last couple of weeks and there is no government safety net for me. I have no expectation that I'll be able to replace the lost work any time soon. I'm not complaining as I understand the situation businesses are in and many of my clients have seen large drop offs in work such that they may struggle to survive. I don't think there is much I want research associations to do in this current time. I don't think there is much they could do. Maybe others want to use the time to hear from others through webinars and the like - personally that's low priority for me right now. What will help is when we start to come out the other side that work opportunities and networking is supported through the associations to help heal our industry and those affected by the current situation.
  - I don't really know!

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- I feel there's quite a lot already on offer in the way of talk and moral support, and what's harder is to think of anything really practical to do about the ol' finances... I think anyone with a chance to influence banks, landlords, government and others in similar positions that normally 'keep taking your money no matter what' should be trying to persuade them to give people (especially smaller businesses) a long payment freeze - if not a holiday as in scrapping the payments, then just a break with a long, long time to catch up. This by the way is what we're offering our advertisers, without having much choice to be honest. We might offer the top spot on the DRNO daily email for a couple of days a week for free to someone with a very helpful offer, or paid with the money going to a charity like the MRBA. What do you think? Nick
  - I have no idea. Not feeling creative love today. Sorry.
  - I think agencies have responded pretty well in terms of sharing free teasers for those of us with small budgets and sharing info on adapting methods. Many are reaching out to genuinely understand where I am at with budgets, planning and working arrangements, few are new business emails which is helpful as it's all up in the air. There is a lot of COVID related research out there, I'd be keen for more specificity in research questions (sector/product/action) or more cross source synthesis as I'm struggling to find time to do this for the business.
  - I think researchers can help to identify needs, help to predict attitudes and behaviour changes both during and after this, and track behaviour through this and after in order to calculate an impact
  - I think they are already doing everything possible - disseminating useful advice and support, changing meetings and training sessions to be remote.
  - I think they're already doing a lot, doing free webinars in place of conferences, sharing standards and being generally friendly
  - I would think guidance for independent contractors on where to find support would be appreciated from reliable sources. Myself as an researcher on the business side, I would appreciate both interesting content from reliable sources at times like these where conducting research can be somewhat of a challenge as well as best practice ideas for when reaching consumers can be challenging.
  - I'm not sure, we are here to provide a service to clients but clients don't know what they need at the moment as it is all so new and uncertain. Maybe we could help provide data to the government in some way to help with provisions of healthcare or food product/distribution, but it's difficult to see what that could be at the moment.
  - I'm really not sure. Webinars and other forms of online training / development would be good though I have to say our budgets have been cut to zero so it has to be free content.
  - I've got more time for webinars that would have been nice to attend, particularly on methods and thinking to help look at things a bit differently when things get back toward normal. Also hub points for insight and research development information.
  - identify and communicate clear needs, challenges, and solutions for their relevant sectors.
  - Identifying things that people want and need that aren't currently offered/available - could be from multiple perspectives - B2C goods and services, public sector, health
  - It will take time and sort it self out.

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- It would be great to receive regular industry insights and details of events taking place online instead of F2F
  - It's a good time to learn so providing thoughtful and varied content is useful
  - Just let us know how they think the market research industry will look like / cope at the end of this
  - Keep people connected Pro bono work for public health bodies as the crisis enters later phases
  - Keep promoting the industry and secure financial assistance to cover (some) loss of earnings for sole director limited companies (this may have now been resolved by UK Govt.)
  - keep publishing statistics
  - Keep researching. Finding way to keep their employees working and getting paid. Find useful topics to investigate and help to design adequate response and policies from government and business
  - Keep sharing good content in a variety of formats. Maybe discuss how research has a positive role to play to steer companies wisely through tough times.
  - Keep the webinars coming, I listen to them while walking the dogs. Thanks for all your hard work on these.
  - Keep the work coming and do best too support freelancers and smaller agencies.
  - Little more than they are already doing
  - Lobby for support for micro limited MR consultancy businesses
  - Lobby government for financial support
  - lobby Govt for support for directors of one person Ltd companies who gain most salary through dividends.
  - lobby the government to support directors of sole trader Ltd companies - open up platforms for free - highlight the importance of research during downturns
  - Lobbying to present the concerns of workers Summarising the financial options
  - Make sure they are paying suppliers, small and otherwise, even before the terms of payment if possible. We all need to be supporting all branches and areas of the industry to survive at this time. If you are a company with reserves - pay your suppliers who may not, to ensure their survival
  - Make sure they are sensitive about what to ask. But completing online surveys should be easier as many people have more time. So try out something new as long as it is in context
  - Measure
  - Monitor changing behaviours and opinions Gauge attitudes to marketing efforts (or lack thereof) of brands Accurately map the consumer needs in these times (for fun, for safety, for entertainment etc.)
  - Mood of the nation; bigger rewards/incentives for people participating and striving to recruit participants beyond the standard BC1C2 urban audience. Adopt a responsible view when designing surveys - make them more inclusive and reflective of where people's heads are at now eg acknowledging temporary unemployment/furloughs, thinking towards the future and how things MIGHT be and how that's the same or different vs before the crisis. Not asking frivolous questions when taking up people's time.
  - More help with how to use online methodologies

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- More interaction with / client focussed comms and events. Help agencies in how to talk to clients during this time, involve clients in discussions and communicate these types of surveys and outputs with them - a survey of clients.
  - MRS are doing a good job on lobbying and finding out more information and other associations could do the same - more information on the self-employed payment scheme would benefit the many freelancers working in MR
  - My main requirements are for IT equipment as working off a laptop at the kitchen table is killing my back! I really need a key board and mouse but we're not allowed to take them from our office.
  - need clients to keep doing their research. Not much others can do
  - Network of those looking for work who have lost roles in the industry. Look to some sort of fund to help out those who have lost work, jobs etc. Actively promote projects that are still running - or have been commissioned in this period
  - Not a lot more than they are doing.
  - Not a lot, most people will just get on with their work adapting the best they can and follow what their companies tell them to do. Most organisations cannot move quickly nor change the way people evolve and really do not have the gravitas to make a difference (despite their self importance). Unfortunately, they are often so self obsessed with selling themselves and their egos, they often miss the point. Some of the global organisation are absolutely pointless.
  - Not send out so many email communications trying to sell stuff -Work collaboratively for the greater good of the research industry - producing content that we can all use to stimulate client activity
  - Not sure
  - Not sure how to answer this as not sure whether you mean to help people generally, or to help employees. Perhaps fun surveys, which feel more of a game, to give people a diversion?
  - not sure if research associations could really do anything
  - Not sure really - make the case for businesses still spending on research?? Free training and upskilling in new techniques...
  - Not sure they are the institutions that can make a difference in the current era. Maybe more 'how to do online' webinars
  - not sure, lobby government as the MRS seems to have tried to do
  - Nothing
  - nothing!
  - Now more than ever it's important to maintain communication so carry on with free webinars and q&a panels
  - Offer additional work for people who want to work evenings or weekends
  - Offer conferences as webinar series Guidelines on how to do research under lockdown conditions
  - Offer short-term and temporary work opportunities for those many freelancers who are self-motivated, and can work happily on a project-by-project basis (some kind of work opportunities board but not a job board?)

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- Offer some sense of business as usual: 3 months of worry / sympathy will drive me crazy and offer no real help. Possibly communicate beyond research providers to research buyers - at present it seems they are afraid of spending. Some industries will be badly affected by this situation, others won't in the long term, and these latter need to be planning and commissioning
  - offer things for free
  - Offer virtual support groups which share findings, ideas, experiences and possible work opportunities.
  - Online happy hours / social events where we can speak with our colleagues / peers. Invite people to give brief 15 minute webinars on things they are passionate about, not just things directly related to COVID-19 - almost like a series of podcast episodes with the aim of cheering people up.
  - online learning
  - online meetings/webinars/discussion groups
  - Pressurise the govt. to provide funding relief to SME owners who take dividends in place of salary. Support owners' morale. Offer legal advice that's free/subsidised. Offer financial advice that's free/subsidised. Encourage hiring to happen at agencies who aren't running lean financially. Encourage big spending clients to keep doing research and be more reliable about committing to projects. Encourage big clients to pay quicker than usual. Create a union of sorts that all trading research agencies are heavily encouraged to pay dues to so that our staff have some kind of fallback financial support.
  - Promote collaboration into specific post pandemic forecasts and behavioural monitors
  - Promote the value of insight, continue migrating (if at least temporarily) to online, and be presence and talking.
  - Promote value of research in help government and business get through this.
  - provide confidence to clients / government
  - Provide forward-looking insight for health organisations, governments and brands to help everyone bounce back quicker
  - Provide learning opportunities for quiet moments - Speak to client-side companies to help us better understand their mood and priorities - Give us an overview on how people are changing their responses to surveys etc so we are informed when we look at our own data.
  - Provide online alternatives to standard methodologies Provide WFH part time roles
  - Provide up to date and transparent information on the situation facing client organisations. There is a lot of contradictory information / perceptions being peddled around right now. It would be good to fact based advice. For example I hear that some clients have budget freezes, others have a blanket ban on MR. It would be good to know if clients want to be approached during this period and for what (what is helpful).
  - Pull together. Forget about competition and help each other through this. Put your employees on furlough if you can't keep them
  - Put a halt to the webinar avalanche... save something for later :-)
  - Questionnaires and free samples

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- Re previous answer: I think the disease will last 6-9 months, but the disruption it'll cause will take at least 2 more years to start to work its way out of the system. The economic damage could go on for many more years. To answer this question: Lobby govt for the independents, the self-employed and the small ltd coys. Enhanced training/re-training at low cost for the technologically illiterate such as me. Keep comms channels open (ICG e-Group invaluable). Discourage govt from no-deal Brexit. Encourage EU/UK to ensure UK remains safe place for data to be transferred to.
  - Research changing trends, understand trade offs
  - Research companies and associations are very good at interpreting data. This is an opportunity for them to show that expertise, by actively commenting on data and graphs put out by media and social media. In practical terms, they can help by keeping freelancers and interviewers/coders on zero hours busy.
  - Research is always useful to understand the situation, how people / companies /public authorities are coping with, what solutions they suggest, etc. Research results can help the companies and public authorities to better respond, to design more people-centric policies and interventions, to tackle vulnerable groups, etc.
  - Research what companies are doing to mitigate the circumstances and avoid job losses
  - Run online training sessions, do a similar research to this one with research clients and share results
  - share the available data on how things are going - various agencies have dedicated trackers / adhoc studies in place and some publish the data, but they're not all equally visible.
  - share the valuable data and insights they have. partner with clients to help them make the right decisions
  - Sharing knowledge of remote research methods. Sharing knowledge of how to handle confidentiality when conducting remote research. Coming up with a plan to be used by all research companies about the importance of research (through fear that our industry will suffer and not be top priority)
  - Sharing tools and experiences.
  - Short online seminars, broken into bite-sized chunks..
  - Shut up shop and quit degrading the integrity of research. Stop concern trolling.
  - Speak and listen same as always
  - Start thinking more proactively about projects clients should be doing in a post COVID-19 world to really understand what consumers want from brands and how to communicate with them - it will be uncharted waters and I imagine things will start to move very quickly as consumers find their feet again. From my perspective, it would also be helpful for businesses to consider ways of on boarding new staff remotely or considering taking on more freelancers to cope with ad-hoc to keep recruitment moving.
  - Stats on perceptions vs reality are always useful to help people understand they might be over-reacting
  - Stay home. Provide end user specific insights or by industry insights for end users regarding covid not general stuff that is out there
  - Stop Pause Consider Respond



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- Stop running self-promoting surveys which ask people to answer poorly considered , over rationalised questions about a pandemic which people can not begin contemplate the scope of and the impact which it will have on their lives
  - Support business owners by providing meaningful advice Chair round table discussions with leaders not just the big agencies or the same old faces Communicate the role of insight to business on behalf of agencies Introduce prospective partners Support a fragmented freelancing base by connecting business with them - furthermore, support increasing numbers of employees with no work on how to set up as freelancers
  - Support businesses to understand and make use of government support measures
  - Support efforts to ensure ‘factful’ debates, by sharing robust information and insight to inform the media, politicians, the public - and where appropriate, brands
  - Support MR professionals by recommending actions to companies to strive for consistency across the industry. Publicise both the good and the bad (e.g. I've already heard of one global agency that has committed to topping up the difference between capped govt pay for those furloughed and their FT salary) in terms of agency reactions. Communicate good news stories as much as possible.
  - Supporting people who are being laid off or can't get freelance work to look for opportunities or build contacts. I had accepted a job to start in May and they have pushed the joining date back as they can't onboard people remotely, leaving me without income in the interim. So many research agencies are running corona trackers and research, maybe pooling the findings to create consolidated findings.
  - Talking to clients a out the importance of continued investment in research and consumer insight at this time
  - The information provided to date has been useful. A connection/community channel would be helpful to help stave of feelings of isolation.
  - the same as everyone else. stay at home, give clients good advice, treat clients and partners with respect
  - Tips for doing research online that used to be face to face, such as interviews, focus groups, user research. Ways for engaging clients remotely (e.g. remote workshop tools)
  - training, thought -sharing, lobby government to keep small businesses afloat
  - Try to gather accurate information on the commercial impact on the industry: for example, are other agencies seeing projects cancelled/changed, or are clients continuing with some existing projects and investing in new work to look at the impact of COVID on their brand? Presumably a bit of both, but it would be useful for planning purposes to know if the industry is going to be devastated or pull through with limited impact. Collate information on how this situation is affecting the way people respond to surveys. We've had a client express concern about doing research now because they don't know if the responses they get now will still be meaningful after the lockdown is lifted. If anyone knows the answer to this (or how the responses can be calibrated to adjust for this), it would help reassure clients and keep them spending. Similarly, if there are any emerging standards or conventions about how to do qual research via video while face-to-face contact is not permitted (beyond what is already standard practice) that could be a good role for industry associations.
  - Try to keep the wheels turning! Look on the bright side and redouble efforts to articulate the value that research agencies deliver their clients.
  - unsure

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- Unsure. My own company is focused upon survival, given the cancellation and postponing of several projects. Perhaps wellbeing surveys among general population and key subgroups. Encourage staff, especially those furloughed, to volunteer (ours did not need to be prompted).
  - Virtual pubs, chats etc., plus provide info to help cope with the situation, as the ICG is doing
  - We need to find how to work in this new world we are experiencing, I think it's important for brands/organisations to make insight led decisions where they are able to keep trading but times are hard so it's a difficult balance. We must keep moving.
  - Webinars on a variety of things - new techniques, interesting case studies, but also advice on government initiatives especially for small organisations, maybe some book clubs - assuming Amazon get their act together to resume near normal delivery
  - webinars: hints and tips sessions for MR professionals, mindfulness and wellbeing, volunteering advice
  - Working together not against each other an point scoring - which there is n underlying theme of here - Promoting the value of continuing research, moving online in a qual space not c
  - Would suggest facilitating forums for members to discuss issues exchange knowledge but other than that there is a plethora of information out there and its diffult to see the wood from the trees.

## USA

- 1. Keep us posted on how the pandemic is playing out across the globe. 2. Some help us keep our heads above water financially. 3. Demonstrate the social responsibility of our industry and profession, and the contributions we make to the common good.
- 1. We are in a major growing trust crisis and health crisis. Adversity brings forth our best humanity, something overlooked otherwise. While health is still #1, I see this as a time where we the people need to unite around what really matters towards creating a far more responsive corporate, government and global communities. Greed & control still manifest in ways that obstruct actions and values that need center stage attention. The Gov and Biz work for us or thrive when we feel inclusive. 2. Connect with people, such as myself, who have synthesized values that government, biz, education, even churches have all but ignored beyond lip service.. 3. Give proper credit to the need for human insights from people that have a track record of seeing and acting on what AI can verify after the fact, not so much before. 4. CEO's and C-Suite Managers need to shift to a mindset that is more common to design, systems & possibility thinking. More importantly, as that transformation is improbable, the work I did reveals a need for a more advanced design thinking and that addition adds the highest value today, especially in left brain dominated biz & gov cultures.. 5. The list of unmet needs is far longer than solutions. I see a better system and yes research plays a role as does conscious foresight, while I see how other forces need to integrate to shape a truly trustworthy path for all to earned significance. My associates and I are all about enabling others through greater attention to the Yin & Yang of their concerns, hopes, goals as clear implications to a broken system 'WE THE People' can unite around to help create, and support or condemn as yesterdays managers have failed to step up as true leaders. I see a path for them too as Fortune 100 CEO's who are open minded always invited dialog about what really matters. Let me know if you are open as well. I hope so.

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- 1) Publish free reports on the state of agencies v. DIY research during the virus 2) Connect employers with candidates looking for work as a result of layoffs 3) Highlight best practices on what is and isn't appropriate to study right now
  - 2 things come to mind--one from a client perspective, and the other from a global humanitarian perspective. For our clients, we need to be informed on the types of market research that are viable right now, both from a data perspective (make sure it's good / true), and from a logistical perspective. Clearly, digital is the way to go right now. We have a new client who is understandably cautious about conducting research right now, so we need to find a way to understand where the consumer respondents are coming from, so we can properly frame the data. From a global perspective, we have the power and the means to really understand people's concerns. We could track emotional (and physical?) health on a global scale to bring some order to the pandemic. This data could be used to allay fears and bring actual facts forward. And could be used for future (potential) situations.
  - Advertise the need for our services and how remote research is very effective
  - Articles or discussion boards around continuing panel research during this crisis--how to address with respondents, how to balance immediate with forward-looking research needs, etc.
  - Assure end clients in the US and worldwide that research insights can still be very successfully obtained using other options aside from face to face ones
  - Begin to transition to digital MR techniques...
  - Better assist those looking for work
  - Build list of independent contractors by specialty and geography. With more people working from home, it's going to become increasingly clear that many firms are overstaffed with office-based, salaried staff. As we realize that our work is heavily project based and so faces peaks and valleys in terms of staffing needs. I suspect that a notable proportion of those who are being furloughed/laid off won't be brought back as full-time salaried staff. Research firms may staff to minimal levels and rely on trusted contractors to catch overflow. But that means they'll need a known, or at least trusted/verified pool to draw from. Research associations can help be verifying contractor skills and reputation. Since there's virtually no cost of entry to calling oneself a researcher, it can be hard to assess contractor quality. It's hard enough to do that when hiring employees as well. I see this as a real need in this industry - verification or certification that is meaningful. The current situation is a good opportunity to raise this topic.
  - building benchmarks for when companies are ready to emerge from the crisis. Help parse the anxiety away from the reality.
  - Carefully engage segmented socio-economic groups on how these groups resonate with meaningful brands.
  - Clearly focus groups will be out for quite some time, along with ethnographic research. So helping to design new types of tools.
  - connect clients to smaller agencies and freelancers who need the work
  - Connect consultants/recently unemployed or firms struggling for business with companies looking for help. Create opportunities by doing RonR or research to feed marketing for our industry in general (using those consultants/recently unemployed or firms struggling for business).
  - Continue the content, webinars and sharing of trends/tips/use of online/mobile research

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- Continue to encourage people to share an industry POV in regards to conducting research. I have seen differing POV's which doesn't reflect well on our industry. Some companies are encouraging continuing with research under the guise of 'now, more than ever we need to conduct research' or 'response rates are consistent with pre CVirus...' and then other companies referencing the needstates of consumer have changed, and we should be cautious...
  - Continue to gauge the state of consumers, but also do more assessments of how COVID is impacting various industries and how they're coping (e.g., auto / dealerships, entertainment, creative, etc.)
  - Continue to offer free webinars and podcasts dealing with macro trends in the MR space, how specific industries are being impacted (good, bad or same as usual), etc. Also, keep the MR industry front and center as company leaders decide which areas or departments will see budget cuts. Advocate for us!
  - Continue to push the value of research to C-suite execs, and provide job leads to those of us whose employment has been cut.
  - Convince clients tom keep doing research
  - cross-cultural comparative surveys
  - Data on what's happening with the data. Job boards / job networking. There's going to be a lot of unemployed researchers. Discussions on retooling / pivoting use skills.
  - Develop a POV on the pros/cons of doing research presently. Develop a POV on best tools for online/distance qual
  - don't know
  - Educate buyers they need to need research now more than ever.
  - empathize with brands, help brands get closer to their customer by communicating - share info and move away form asking questions
  - Encourage End User companies to restart their research programs modified by developing an understanding of the new normal for their business
  - encourage our clients to pay their bills and to do research to understand the current environment and how it will affect their brand.
  - Figure out what companies need assistance
  - Find jobs for those who are temporarily unemployed. Identify companies that make non-essential items that could convert to producing PPE.
  - Find out what supplies. Food, etc are most needed by healthcare workers, first responders, individuals who work in food, pharmaceuticals, and other critical industries, plus delivery personnel, unemployed and underemployed and connect those that can help with those in need.
  - Free (or low cost) webinars to build skills and community.
  - Free wbinars, grants for research companies, discounts for future conferences
  - Free webinars and articles about market research methods.
  - Fund research on research on the new consumer Finally revisit the pay to play models that plague our conference circuits
  - Give Researchers rationale for continuing work
  - Have folks take surveys for money, everyone needs it now!!!
  - Help folks try to understand what the new 'normal' is
  - Help out small businesses and employers. Centralize job searches and help for employees.

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- Help people obtain unemployment assistance and business grants for relief.
  - Help their most troubled clients in any way possible. Stay ahead of potential future needs. Help clients measure their customer experience performance during this time.
  - Hobbies,
  - I am an independent consultant. My main concern is finding customers right now. Some sort of referral process would be nice.
  - I still don't have enough time to keep up with everything! So less info is more...if anything, send 3 short headlines/takeaways with option to read more. Thanks for asking!
  - I think organizations should be putting out articles/communication that marketers do not need to slash all their research right now. I'm just posting a blog article on the topic today. I also think its a good time for researchers to rediscover continuous education. You guys do a great job putting out webinars and i think the industry needs more like that. I saw your survey you did last year though that most researchers do very little to educate themselves. maybe now is a good time to get started?
  - I think they are doing all they can
  - I'm really not sure. I'm comfortable with online methodologies. My greater concern is a slow down in work.
  - In regards to COVID-19,
    - Understanding changing consumer behaviors
    - Understanding consumer moods and opinions
    - What information do consumers trust and from what source(s)?
    - What do consumers expect from companies/brands/organizations by industry (e.g. automotive, retail, media, etc.)?
    - How do consumers expect or prefer companies/brands/organizations to communicate with them (e.g. advertising on media platforms, email newsletter, virtual experience, etc.)?
    - What can we learn from similar crisis events from the past to guide business decisions today?
  - Just keep people informed and help make technology accessible to everyone.
  - keep doing the researc in health fields to get ahead of future viruses
  - Keep giving advice on how to conduct research during these times. I have some leaders who think we should keep our normal schedule with no indication that the world is challenging now and others that want to be sensitive. Any best practices as this thing evolves would be valuable.
  - keep in touch with their clients and be ready to engage research when appropriate
  - Keep suppliers informed of what clients are doing, esp. re: projects and budgets
  - KEEP US ABREASTS ON THE APPROPRIATENESS OF FIELDING RESERACH, CONNECTING RESEARCHERS TO CHAT ABOUT THE INDUSTRY SINCE WE MAY HAVE SOME DOWN TIME DUE TO BUDGTE CUTS OF PROJECT HOLDS, LEARNING OPPORTUNITIES
  - Keep us connected and learning from eachother. Sharing of knowledge
  - Keep us informed and keep the tone positive as i believe MR will by critical to navigate brands out of this.
  - Lobby for a prompt return to normalcy

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- Lobby with big businesses to do the right thing by smaller suppliers. We won a small piece of business last week, which is great! But the payment terms are 120 days. Get clients to understand that postponing is a major problem. It isn't getting paid, it is WHEN we get paid that matters. Postponing projects costs small businesses lots of money. We have teams ready to work that now are not able to and when the client wants the work we will need to employ freelancers to cover the increase in demand. Please tackle these issues!
  - Make public data around A&Us around consumers future intents
  - make sure you collect the best data and distribute it through different platforms. misinformation and infoxication come from lack of knowledge when reading insights!!! so a platform where people from the industry show the interpretation of trends, exponential results, and other social physics data, would be great
  - Maybe act as brokers to use regional firms. Organizations could provide opportunities for small firms to participate in large studies, either through analysis or fielding. There are strengths in diversity, and even though this might have quality control challenges, it could help support smaller firms in times when using off shore field houses that pay cheap wages make no sense.
  - Modify ad evaluation studies to track sensitivity of consumers and appropriateness of content in advertising to the new reality. Many brands have stopped their media flights. They need to figure out how to fine tune messages to an anxious and insecure audience.
  - More fun time
  - Most researchers, at least in the tech space and especially among smaller agencies, are well-suited to current conditions. Many already work remotely and under pressure. Most have the skills to adapt to changing conditions.
  - Not much. You can't control the economy or the virus. Don't kid yourself.
  - Not much. I don't believe that research associations & organizations have a role to play given that this crisis is health-related. While it is human to want to provide assistance, comfort and information during a crisis, injecting additional 'noise' is unlikely to provide benefits.
  - Not really sure!
  - Not really sure. Year started off with several opportunities which quickly went silent when people were ordered to work from home. Nothing new so far this year.
  - Not sure
  - Not sure
  - Not sure. Trying to maintain business pipeline is a struggle.
  - nothing
  - nothing
  - nothng
  - Offer free courses. I am currently doing a free trial of Research Rockstar classes but I would appreciate having access to more senior level classes as well.
  - Offer more tips/ideas on how to best apply online methodologies to traditional research.
  - Offer survey updates; provide metrics; online webinars
  - Offer to connect non-competes for dialogue and sharing research/strategy best practices during this time

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- Offer webinars for free; offer reduced fees for joining associations
  - Once we have lived through the most dire weeks, encourage engagement in consumer and B2B research to understand and plan for the new paradigm. Provide guidance on financial resources available to get through the economic crash. Help membership to anticipate, understand, and prepare for next generation market research/ insights needs. As we are extremely pressed for time at moment (home schooling, f-t wfh, meeting family/ kids' needs 24/7, pursuing information/ coaching, et.c) and sometimes chaotically so, repeat information and make it as concise and easy to digest as poss.
  - Police itself so that stupid polls (like the PR agency poll about Corona beer) are not conducted. Support the scientists worldwide, and promote that people listen to scientists in all countries, especially those where politicians are ignoring the crisis.
  - Preparing clients for changes in fmcg behavior
  - Promote truth and trust in science. The biggest threat to curbing the crisis, at least in the US, is willful ignorance and lack of trust in or understanding of science, even simple science. Research organizations are dedicated to objectivity, truth, and science; to the extent possible, they could get material out to the public that demonstrates how to be critical and objective. To the extent they are engaged with marketing, they could help overcome barriers to accepting the truth. Part of the challenge is how to convince people of something they are emotionally opposed to believing without making them feel stupid, uncomfortable, or insignificant. Research and marketing experts could help with this.
  - Provide access to online training, but allow access to those who worked in insights and research but are now unemployed. Many times the form required a work email and rejects gmail or other personal emails. It makes it difficult to maintain your skills and knowledge without access at time you need it most.
  - Provide advice on WHEN to conduct research now (and when NOT to), and how to adjust research to be sensitive to pandemic
  - Provide guidance on what topics/respondents we CAN survey, and those we cannot. Insight on how to interpret results gathered NOW to 'normal' times, and insights into how 'normal' will change, post Covid19.
  - Provide guidelines on self-care Declare a moratorium Redouble efforts to ensure participant quality in a humane and non-extractive way
  - Provide hope
  - Provide match making for companies looking for online research support and research practitioners able to support them. Continue to provide education and skills development for things like data science and data visualization. Provide data fluency mentoring to other non-research professionals and interested parties.
  - Provide more guidance as to how to continue with an annual survey program (client side). Suspend regularly-scheduled upcoming surveys because they may come across to clients as being 'tone-deaf'? Develop a pandemic-specific survey to understand how well our response to the pandemic is working for clients? Certainly struggling with how to maintain our VOC program yet be sensitive to what our clients are going through in their own businesses. Case examples are always welcome!
  - Provide pro-bono services to non-profits, support client shifts towards supplier consolidation for volume-based discounting, take responsibility over gathering and consolidating daily newsletters on the research being done by other institutions on a client's category or brand.

- 
- Provide researchers with tips and tricks for responsible research projects that could be conducted in this time
  - provide survey results that are informational and not marketing pieces
  - Provide the media with accurate data on people's attitudes and behaviors. They are using too much anecdotal information and using it as scientific fact. Provide qualitative data analysis. Provide better charting of data. The charting the U.S. Virus Task Force finally used yesterday was very poor.
  - Public service survey and reporting among impacted countries.
  - Question everything
  - Recognize the new normal and adjust your operations and functions with it.
  - Release some case stories and best practices and ROI estimates on how brands are connecting with their consumers during the crisis and learning from them
  - Share knowledge and points of view on how to conduct research during this time, best practices to think about, conversations to have with clients, etc.
  - Share news and trends, specific to the impact on research teams, clients, suppliers, etc. I've heard that some research suppliers are already starting to layoff staff and would like to know if this is widespread. Are clients reducing spend, is it likely to be short-term vs. long-term, what kinds of research are the most impacted (beyond the obvious - e.g. face-to-face).
  - Some thoughts .... 1. Encourage use of public opinion research (Pew, Kaiser, NORC in the US) in a unified manner, i.e. don't do additional unnecessary opinion survey research now especially, and post Covid-19. 2. CASE has been reporting issues on survey data quality. This should be addressed broadly; either by the industry associations (Insights Association, AMA, ARF, etc) getting behind it/to the bottom of it, or determining that random survey design for business is (near) dead. 3. Coming out of this Covid-19 mandated pause would be a great time to reset and reimagine the evolution of the MR profession encompassing data science, UX/CX, - perhaps as licensed professionals (like CPAs, Actuarials, Social Work). 4. There seems to be a proliferation of research products/panels/forums. They can't all be necessary/viable. Time will tell.
  - Stay on top of the impact this is having on our industry and report it out in a timely/frequent fashion.
  - stop pushing services - too many of us are either furloughed, unemployed or underemployed. We get the need to sell, but if I hear about another online research approach....
  - Stop sending incompetent and stupid surveys.
  - Stop telling people to stop doing research
  - Strong POV on what research can and should be done
  - Suggestions for tools to use during this crisis
  - Support their employees and help them through this with minimal impact on wages, benefits, etc.
  - surface new opportunities and training to use to build skills during downtime
  - Synthesize the various polls, secondary sources etc. into pithy updates on the state of the world. ESOMAR has a unique opportunity to do this with their global perspective and demonstrate what the future might look like for this countries months behind China.



- 
- That's a good question. One thing might be to point to resources for dealing with the financial impact for those on the supplier-side. Also help on making the best of conference calls/video calls. Also, promoting to the client-side that now is a good time to be tapping your customer and the market.
  - the ESOMAR paper was very helpful
  - the free webinars are great for freshening up skills, learning new things, staying in touch with industry colleagues. Sharing results of current findings from consumer confidence surveys, how respondents are or are not participating in various types of research during the crisis, and discussions about how we as researchers can add value to our businesses & internal customers while not intruding in respondents' lives or appearing to be insensitive might also be helpful.
  - Tips for working from home, meetings from home. Sources for conducting online research.
  - training, education, and contract work placement
  - Understand that moving in person to online is not the only solution and that what you did in person sometimes can't be moved to online or quant. May have to rethink the approach
  - Virtual networking Webinars Employment/freelance opportunities
  - Ways of working when completely distracted with world falling apart around us.
  - We have invited our clients to have me and my infrastructure help them out with respect to any work they need to have complete during this difficult time period. That includes any of the research project steps and phases that they themselves typically implement on their own, during and after all deliverables have been sent to them. As of now, we are undertaking several client presentations and dashboard creations-- things that they themselves would typically be doing. We have kept ourselves at the ready for potential Zoom meetings and stakeholder brainstorm sessions should they be needed. We just completed one of those earlier this morning. In sum, we have volunteered to help out in any area requested. Many of our projects which required online survey as a methodology are still in progress, still to be implemented. Several of our in-home extended usage product tests have been suspended, to be picked up at a later date.
  - We've already done over 17,000 interviews (US, UK, DE) on consumer reactions to the COVID-19 crisis to assist with strategic planning and messaging. We've restructured our rates to help one sector (hospitality), and we are looking at how we can restructure our rates and do more pro-bono work (while keeping our own business viable).
  - Webinars, discussions. I think ESOMAR is doing a pretty good job
  - Weekly tracker of sentiment by market. A way to measure changes in behavior
  - whatever they can to help find a cure and identify populations of need and what they need
  - With lay-offs becoming more prevalent, a transparent way for companies that are hiring to recruit, and publicize which openings are real vs. on hold

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## Suggestions from people who did not specify their location

- 1-like Insights association is doing on Fridays, we need a global forum and we need to hear what other research companies are doing 2-online conferences 3-access to experts to verify the baseline of the new normal (things we always assumed to be true) 4-love, so the silliness online such as the Rock Paper Scissors we have in the states where senior people play for 15 seconds online and share 5-training sessions on resiliency because some folks just don't understand that they are the line of defense at work and they have to bring themselves to work every day Thanks ray
- 1. Halt all face to face research 2. Do more of online research - using panels for small qualitative research 3. Abide with directives of governments and Health officials
- A campaigning to clients the importance to keep studying the consumer and the market.
- About nothing
- Any type that can assist businesses to continue functioning, i.e. what changes to make to fill the current market needs, and adjust to the future normal day-to-day. Also, it would be interesting to know what industries need not change almost anything in their offering except adjusting messaging or even increase production, such as perhaps IT, food processing, pharmaceuticals, biotech, financial services, etc.
- bring in online and mobile based solutions, develop platforms where online resources are available. reduce membership fee for individual researchers from 3rd world encouraging them to join so that they have access to these resources and library
- Cutting costs, shift to new methodologies, less in sample more in insight.
- Don't know
- Donation of relief goods
- encourage online studies
- Follow the behavioral change in the real time on various aspects of life
- Give me a part time job for at least a few weeks.
- Giving food to the poor
- guidelines on how to conduct online surveys, affordable and easy access online platform that can be used by respondents, newsletter that can be shared to the client to help ensure them to keep doing research at this time
- Help partner clients as well as Govt. s and ministries in their decision making through providing the right consultancy and being true partners (over and above projects/ data delivery)
- I am unsure to be honest - but perhaps have a real look at how people are working from home- maybe some depth work- for example I work at home from the end of May until early September most weeks- only entering to the office on 1 full day....yet this situation is completely different. I think sharing ideas - exploring the ways in which we might work differently - lets get some anecdotal stuff out there- tbh I am fatigued by the discussions on big data, AI etc - at the end of the day it all boils down to how some product, service or experience resonates with us on an individual basis. Now I think is the time to hone back into that.....
- I don't know
- keep us informed on how our customers are adapting to an environment where face to face research is not desired

- 
- Lend their callcentres to eshops and food delivery,
  - Make me proud. Showcase project, that contribute to society. Make sure our relevance for society and economy is communicated.
  - None
  - None
  - Online training for online research especially for those researcher that has limited skills and knowledge on it. It is time to learn these things
  - Please do not take any sponsorships and boycott organizations that are laying off employees and not cutting executive and board salary.
  - PROMOTING ONLINE SURVEYS WITH FINAL CLIENTS
  - Provide access to free online resources.
  - provide knowledge, guidance, new work
  - Providing online work facility or work from home
  - Real measurement of brand messaging. The response I'm seeing is very mixed but generally people want support from brands... Not selling but help
  - Sending encouragement, and sharing insights on creative ways of engaging the respondents.
  - share how the industry members are coping and what we can learn from times like these.
  - slow down prices of internet platforms
  - Social media listening to understand in real time feelings and emotions
  - Support local, small research agencies
  - Talk about our concern, and connect with people , gouvernement and client to tell how hard is the situation for our busines ; especially in developping countries
  - Things that can use our frontliners like doctors, nurse, military men, volunteers and others to keep them safe.
  - To know the every day needs of the people.
  - Update courses
  - what they awlays do- measure customer impact and market trends

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## 7 The Questionnaire

The questionnaire shown below is the version seen by most of the participants. The survey was soft launched on 29 March and this led to two or three tweaks to the wording to make our intent clearer and the addition of the gender question.

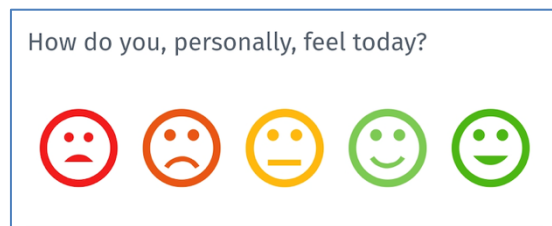
### Questionnaire Text

Hi, the purpose of this study is to a) find out how people are doing in these difficult times, and b) find out what sorts of things people think would be helpful. We are closing the survey end of Friday, April 3. We will publish the results on the NewMR.org website w/c 13 April. The survey takes about three to four minutes to complete. Your participation is voluntary and you can withdraw from the survey at any point. The survey is anonymous and is being conducted using QuestionPro's Survey Platform, hosted in the USA. If you have questions you can contact Ray Poynter at [ray@new-mr.org](mailto:ray@new-mr.org)

Start the survey by clicking on the Next button.

How do you, personally, feel today?

1. Very Sad Face
2. Sad Face
3. Neutral Face
4. Happy Face
5. Very Happy Face



The question was asked as per the image, with no words describing the meaning of the faces. The words (e.g. Very Happy Face) were added at the analysis stage.

Which of the following best describes your current (this week) work situation? Select all that apply

1. Working in an office
2. Working from home
3. Not working
4. Other, please specify \_\_\_\_\_

Do you normally work from home?

1. Yes
2. Sometimes
3. No
4. Other \_\_\_\_\_

At the moment, does working from home suit you?

1. Yes
2. No
3. Don't know

How many people live in your home (including you) at this time?

1. 1, just me
2. 2
3. 3
4. 4 or more
5. Other \_\_\_\_\_

How much spare time do you have at the moment?

1. Quite a lot
2. Some
3. Not much
4. None

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How many months do you think the disruption to everyday life will last? Please leave the box blank if you don't feel able to make an estimate

What types of things could research associations & organisations do to help in the current situation?

Which of these might you use in the next month - if they were available free?

1. Articles on Insights/Research
2. Business advice
3. Conference papers
4. Learning opportunities e.g. eLearning, webinars etc.
5. Recordings of presentations/webinars
6. Social networking opportunities
7. Other \_\_\_\_\_
8. None of these

Which country are you in?

1. Australia
2. Belgium
3. Brazil
4. Canada
5. China - Mainland
6. China - Hong Kong
7. France
8. Germany
9. India
10. Italy
11. Japan
12. Mexico
13. Netherlands
14. New Zealand
15. Russia
16. Singapore
17. South Africa
18. Spain
19. UAE
20. UK
21. USA
22. Other (please type in) \_\_\_\_\_

Which best describes your organisation?

1. Buyer/User of research
2. Supplier of research or consultancy
3. Supplier to the research industry
4. Other \_\_\_\_\_
5. Not currently employed

---

How many people work in your organisation (including you)?

1. 1 - just me
2. 2-9
3. 10-49
4. 50-99
5. 100 or more
6. Other \_\_\_\_\_
7. Not currently employed

Are you

1. Male
2. Female
3. Prefer to self-describe \_\_\_\_\_
4. Prefer not to say

Is there anything else you would like to tell us about this topic or this survey?

Thanks for taking part in our survey and thanks to NewMR Gold Sponsor QuestionPro for providing the survey platform.

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## 8 Thanks and Acknowledgements

We would like to thank everybody who helped make this project a success, including everybody who shared the survey link and completed the survey.

This project has been helped by the large number of people who provided support and assistance, and we would like to thank the following organisations: QuestionPro for the use of their data collection platform, everybody who helped distribute the survey, including ESOMAR, RANZ, MRSI, GreenBook, Merlien, and Quirks.

We'd like to mention five people who volunteered to review the draft of this report: Steve Needel, Kim Albert, Annoek Jansen, Mireya Ettlin, and Simon Chadwick.

And, everyone who shared the link in their networks and participated in this study and shared their feelings, thoughts, experiences and ideas, for example our Italian friends at IFF International. NewMR sends their best wishes to the global insights and market research community. Stay safe!

### **NewMR Sponsors**

The NewMR sponsors make everything we do possible and we'd like to thank Cint, Confront, Conjoint.ly, Further, Infotools, Netquest, QuestionPro, ecGlobal, E-Tabs, MRII at the University of Georgia.

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## 9 Country Data



Tables from NewMR COVID-19 Impact 2020 Study - Wave 1

Q3 Other-Which of the following best describes your current (this week) work situation? Select all that apply - Multi	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
Office	2%	9%	5%	6%	12%	5%	2%	7%	0%	17%	1%	6%	5%
Home	72%	82%	83%	88%	77%	73%	89%	91%	93%	74%	92%	89%	86%
Not Working	28%	18%	14%	8%	21%	23%	4%	6%	7%	11%	7%	8%	11%
Other	2%	0%	5%	2%	4%	0%	4%	3%	1%	4%	4%	4%	3%
Base	50	45	66	52	52	86	45	125	68	54	208	157	1008

Q4 Do you normally work from home?	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
Yes	28%	24%	22%	25%	27%	19%	19%	16%	24%	17%	32%	38%	26%
Sometimes	39%	35%	40%	40%	39%	34%	40%	54%	46%	35%	38%	29%	39%
No	33%	41%	38%	35%	34%	46%	40%	30%	30%	48%	30%	32%	34%
Other	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%
Base	36	37	58	48	41	67	43	120	63	48	195	146	902

Q5 At the moment, does working from home suit you?	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
Yes	74%	87%	83%	75%	80%	72%	81%	85%	84%	69%	76%	83%	79%
No	17%	3%	12%	15%	10%	22%	12%	12%	8%	25%	17%	12%	14%
Don't know	9%	11%	5%	10%	10%	6%	7%	3%	8%	6%	7%	5%	6%
Base	35	38	58	48	41	67	43	120	63	48	195	146	902

Tables from NewMR COVID-19 Impact 2020 Study - Wave 1

Q6 How many people live in your home (including you) at this time?	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
1, just me	10%	15%	6%	12%	23%	6%	9%	15%	3%	9%	8%	16%	11%
2	18%	28%	33%	35%	12%	11%	36%	29%	32%	33%	34%	35%	29%
3	20%	13%	26%	12%	21%	37%	18%	23%	19%	26%	20%	22%	22%
4 or more	52%	43%	35%	42%	44%	46%	38%	33%	46%	31%	38%	27%	38%
Base	50	46	66	52	52	87	45	127	68	54	209	158	1014

Q7 How much spare time do you have at the moment?	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
Quite a lot	40%	38%	32%	13%	31%	46%	14%	15%	22%	13%	30%	26%	27%
Some	36%	38%	35%	48%	46%	29%	34%	39%	50%	48%	33%	41%	39%
Not much	20%	22%	30%	35%	21%	24%	48%	38%	28%	37%	27%	31%	30%
None	4%	2%	3%	4%	2%	1%	5%	8%	0%	2%	9%	2%	4%
Base	50	45	66	52	52	87	44	127	68	54	209	158	1012

Q9 How many months do you think the disruption to everyday life will last? Coded	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
3 months or less	70%	68%	27%	45%	64%	72%	64%	61%	37%	80%	29%	51%	50%
More than 3 months to 6	23%	28%	52%	43%	30%	25%	23%	29%	40%	14%	54%	39%	37%
More than 6 months	6%	5%	21%	12%	7%	3%	14%	10%	22%	6%	18%	10%	12%
Base	47	40	63	49	44	69	44	124	67	50	207	153	957

Tables from NewMR COVID-19 Impact 2020 Study - Wave 1

Q12 Which best describes your organisation?	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
Buyer/User of research	4%	19%	15%	15%	12%	5%	11%	17%	24%	13%	9%	20%	14%
Supplier of research or consultancy	66%	70%	68%	65%	56%	44%	76%	65%	54%	61%	71%	58%	63%
Supplier to the research industry	12%	2%	9%	8%	6%	17%	11%	12%	18%	7%	14%	12%	12%
Other	6%	7%	3%	8%	8%	20%	2%	2%	3%	9%	3%	4%	6%
Not currently employed	12%	2%	5%	4%	19%	14%	0%	3%	1%	9%	3%	6%	6%
Base	50	43	66	52	52	86	45	127	68	54	208	158	1009

Q13 How many people work in your organisation (including you)?	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
1 - just me	13%	16%	21%	16%	17%	6%	7%	14%	15%	9%	20%	16%	15%
2 - 9	29%	23%	12%	8%	21%	16%	25%	17%	13%	17%	22%	18%	19%
10 - 49	31%	23%	29%	20%	19%	24%	43%	19%	22%	41%	17%	12%	22%
50 - 99	4%	9%	2%	4%	4%	2%	2%	10%	12%	7%	8%	6%	6%
100 or more	17%	23%	32%	49%	27%	42%	23%	35%	37%	20%	28%	42%	33%
Other	0%	2%	0%	0%	2%	0%	0%	1%	0%	0%	1%	1%	1%
Not currently employed	6%	2%	5%	4%	10%	9%	0%	3%	1%	6%	3%	6%	4%
Base	48	43	66	51	52	86	44	126	68	54	209	157	1004

Q16 Gender - Are you	Not Stated	Africa, MEP	Australia	Canada	E&S Asia	India	LatAm	N&W Europe	New Zealand	S&E Europe	UK	USA	Total
Male	30%	53%	43%	41%	30%	67%	49%	56%	36%	45%	49%	47%	47%
Female	70%	48%	53%	57%	68%	33%	51%	43%	63%	55%	49%	52%	52%
Prefer to self-describe	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Prefer not to say	0%	0%	4%	2%	2%	0%	0%	1%	2%	0%	1%	1%	1%
Base	43	40	51	44	47	70	39	115	64	49	149	139	850