

#NewMR

Three Things to Read – June 2020

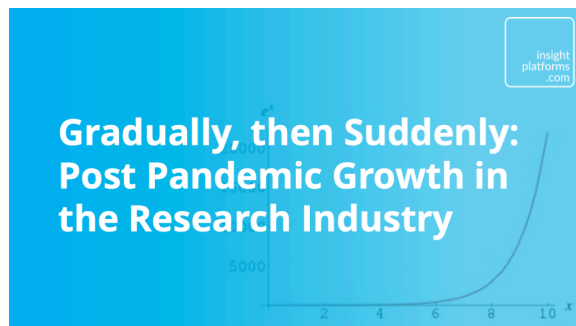
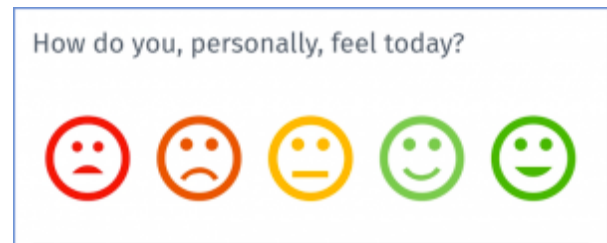
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As part of our service to NewMR Patrons (see our [supporting NewMR Page](#)) we produce a monthly summary of three things that you should read from the previous month, May 2020.

[Most researchers are coping, but not all of us](#)

Ray Poynter, 13 May 2020

NewMR have conducted two waves of research, looking at how the insights and research community is coping with the pandemic crisis. Both of the waves were global in their reach and both waves had more than 1000 responses. The key messages were that most researchers were coping, but about 20% were not, about half of the people working in our industry had seen their income fall.



[Gradually, then Suddenly: Post Pandemic Growth in the Research Industry](#)

Mike Stevens, InsightPlatforms blog, May 2020

'Gradually, then suddenly' is one of my favourite Hemingway quotes, and in this longish post Mike Stevens uses it to highlight the scale of change that has happened. Mike's article looks at topics such as Automated Surveys, Online Qual, and Qual at Scale and offers a view on whether the changes are temporary or whether things will go back to normal after the pandemic and recession is behind us. I

think Mike may be a little too bullish about the scale of the mid-term changes, but it is a scenario that is plausible, so we need to prepare for it.

[Insights in Times of COVID-19](#)

ESOMAR May 2020

ESOMAR have produced a substantial report looking at the predicted impact of COVID-19 on the research business, including estimated revenue effects for key markets. For example, it predicts a revenue decline in North America of 19%, and 32% in Europe.

Key findings include agencies reporting a drop in demand, a shift to digital, and recognition that they are outsourcing less.

