

COVID-19 SURVEY

Introduction

At MIS Group, we put our online Quantitative services (Made in Surveys) at the disposal of our Viewing facilities (Made in Studios). This is to better understand the UK population's feelings when it comes to taking part in Face to Face research, given the current worldwide health situation.

As we also offer recruitment nation-wide, we believe it's important to assess how Covid19 impacts our feasibility when recruiting for Face to Face research.

The survey was administered to a UK nationally representative sample (age/gender/region/income) of 2,000 people using our UK triple opt-in panels.

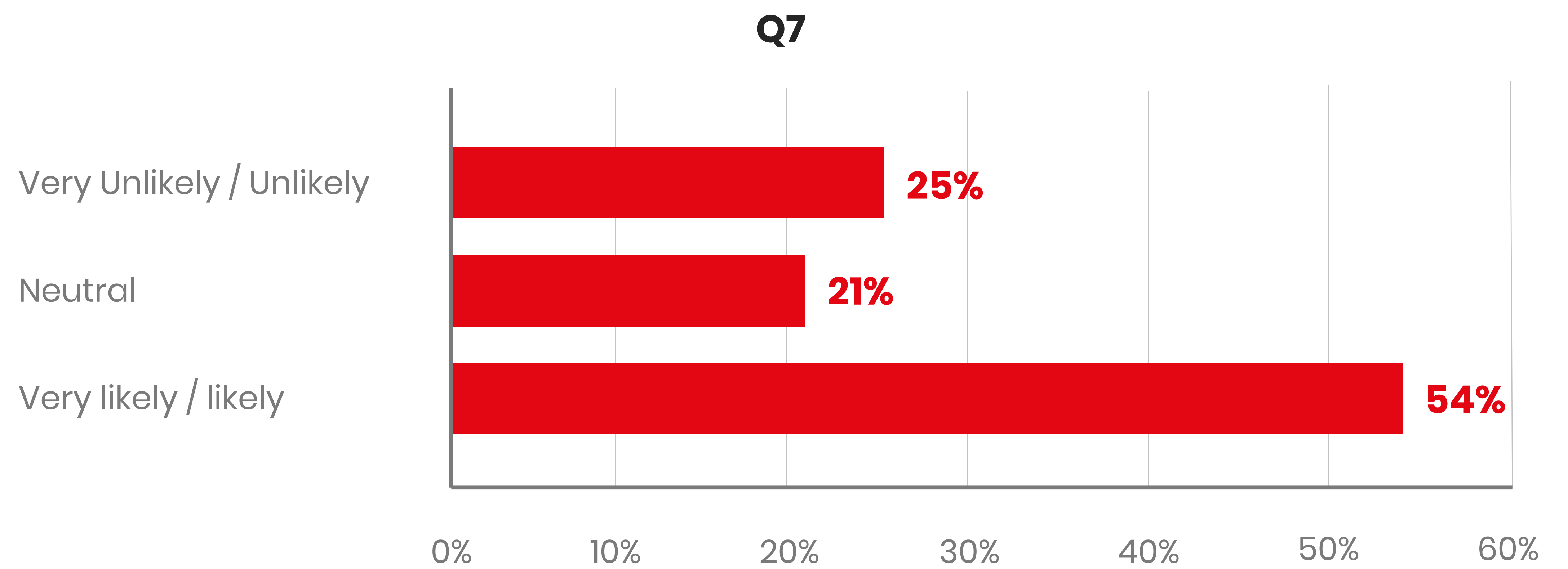
Question 7

“As things gradually and safely get back to normal, some of our clients are looking to start reorganising, Face to Face research (focus groups and individual interviews).

How likely would you be to take part if you were invited to do so?

Overall

Over half of the respondents (54%) said they would be “very likely” or “likely” to attend Face to Face research if they were invited to do so. A quarter (25%) of them stated it would be “very unlikely” or “unlikely”. Whilst this information is crucial, we thought it was even more relevant to understand the “why” behind those answers and also understand the demographics behind these.

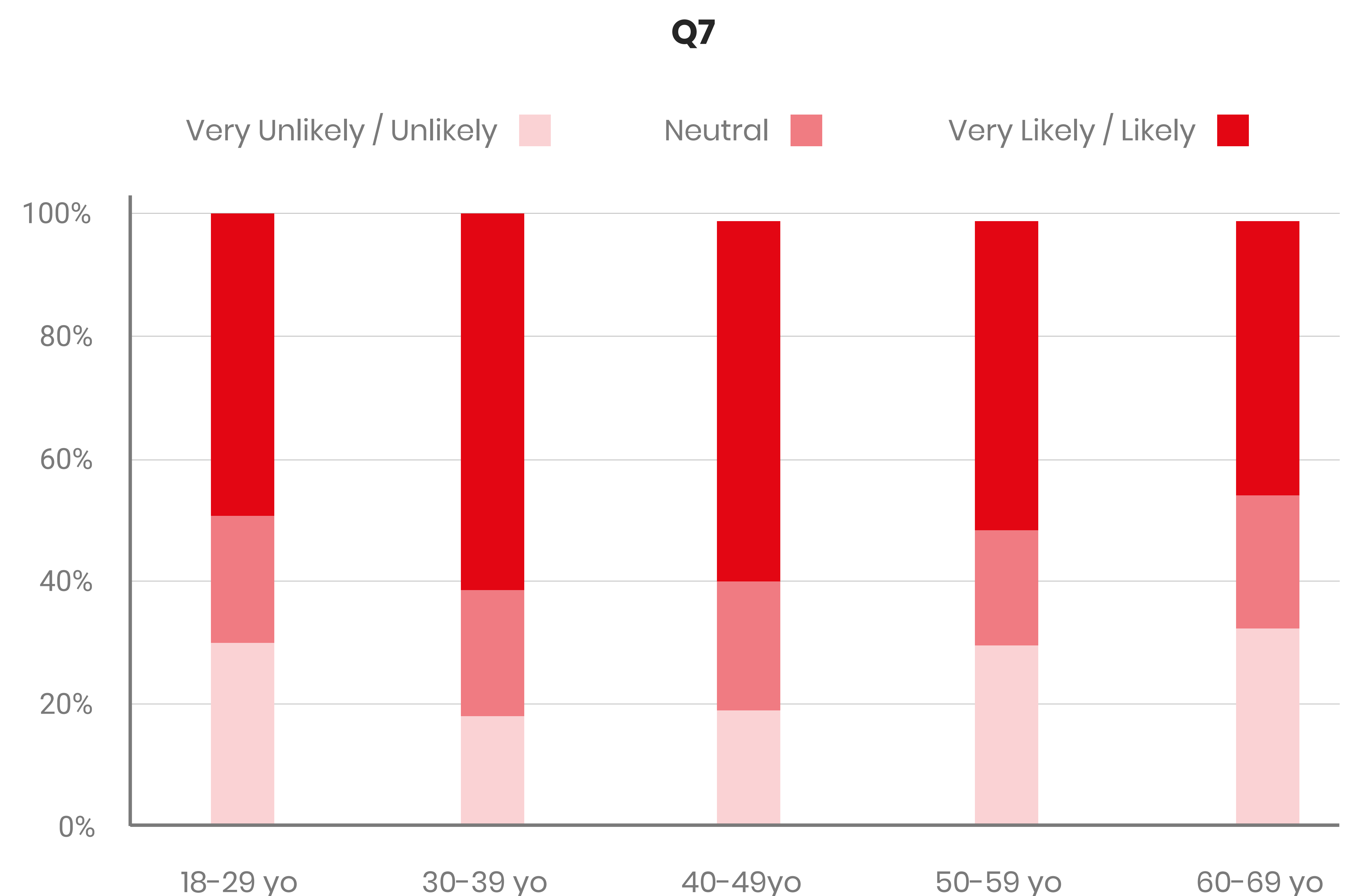


The age factor

We started looking into whether there was any correlation between willingness to take part and age.

As expected, the elder group and therefore the most vulnerable group to the virus are the less willing to take part. 32% of the 60 to 69 yo stating they were “very unlikely” or “unlikely” to take part and less than half (45%) said to be “likely” or “very likely” to take part (22% neutral).

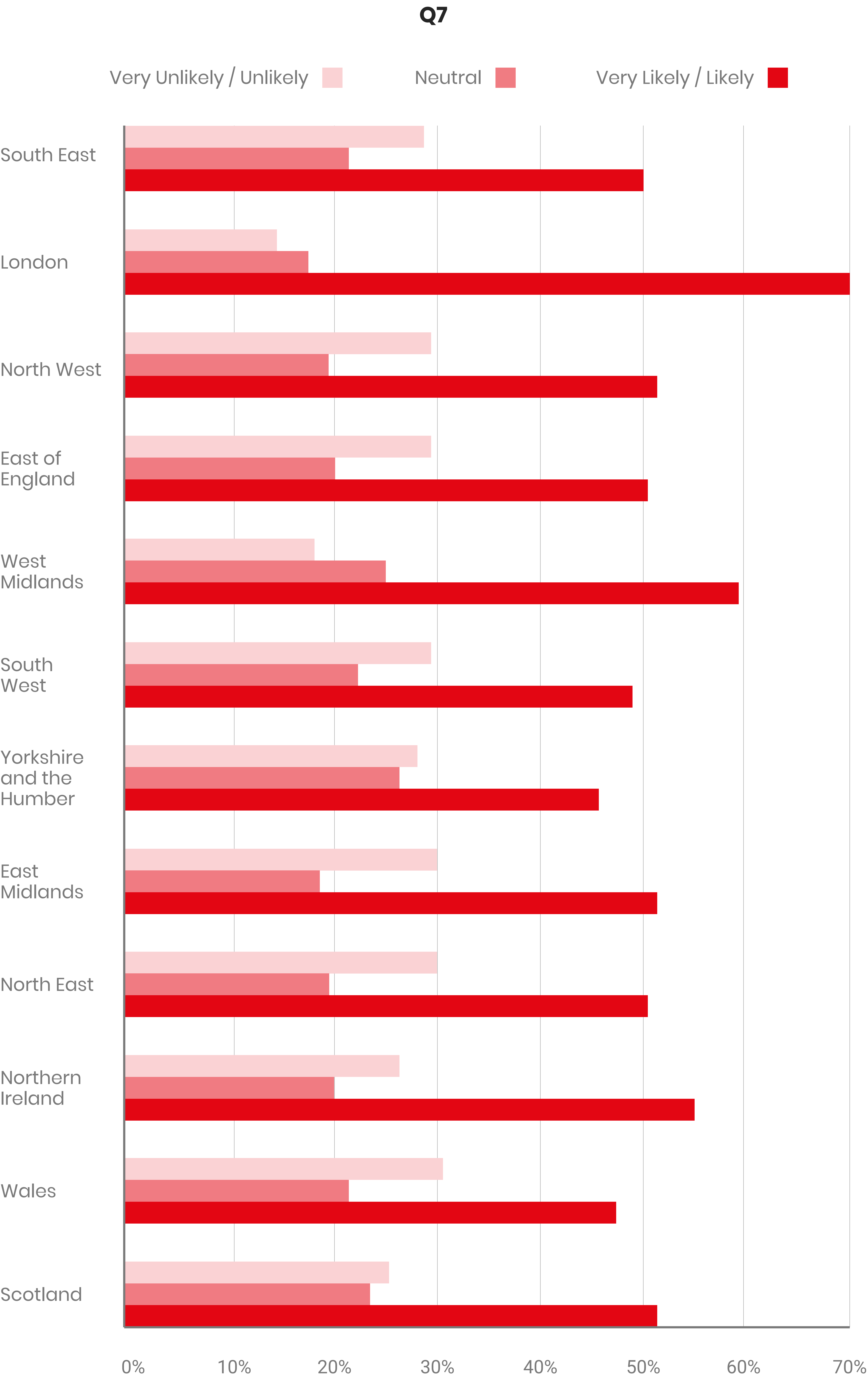
More surprisingly though, is the younger group, aged 18 to 29 yo, which have the 2nd highest rate of “very unlikely” or “unlikely” to take part (29%) and also have less than half of respondents “very likely” or “likely” to take part (49%) and 22% neutral.



Regions

Second point of interest was to look into whether specific regions are more inclined to take part than others.

Londoners are the most willing to take part with 70% of respondents willing to take part followed by the West Midlands (59%). The region with the most respondents not wanting to take part is Wales (31% are “very unlikely” or “unlikely” to take part).



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Question 11

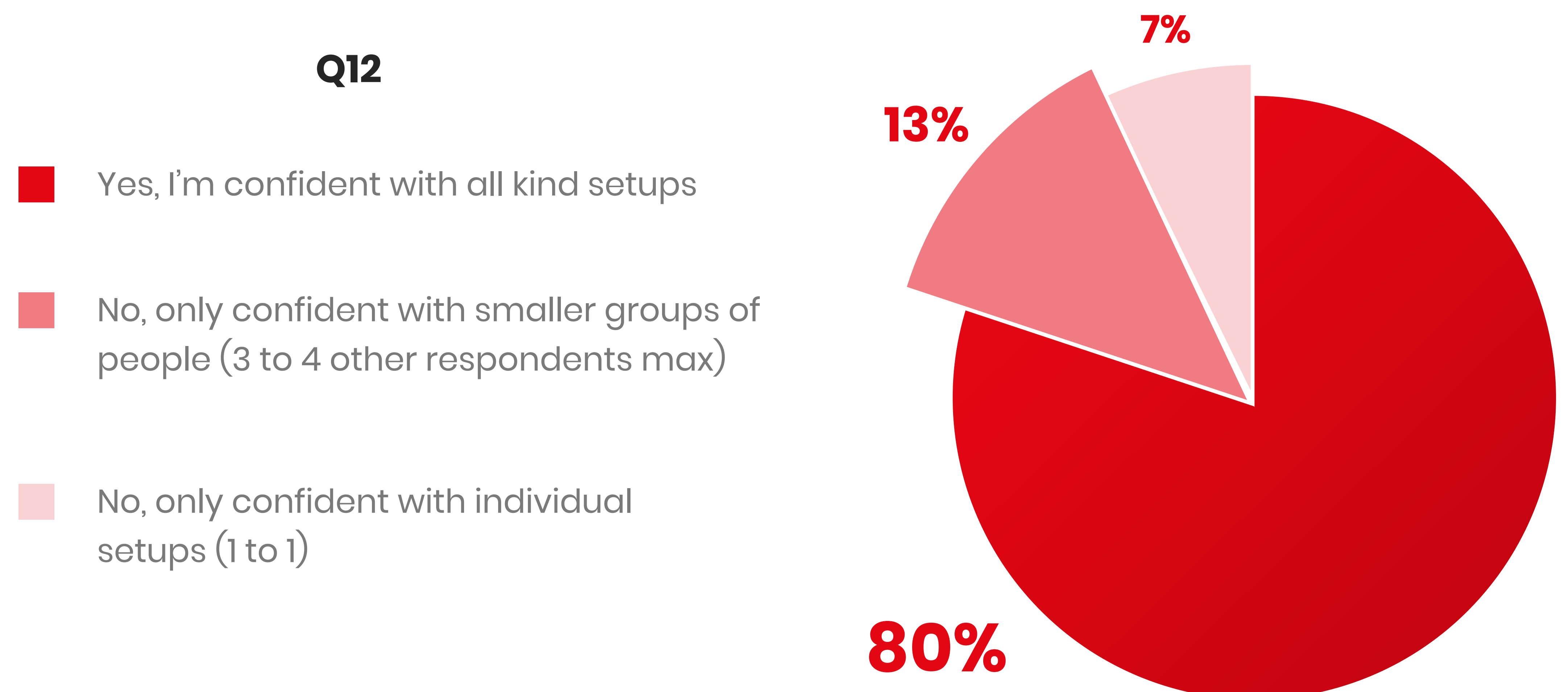
“What would make you likely to take part in Face to Face Research?”

Question 12

“Would you be willing to take part in all kind of setups? Again, please consider all government guidance is in place (social distancing etc.)”

Type of projects

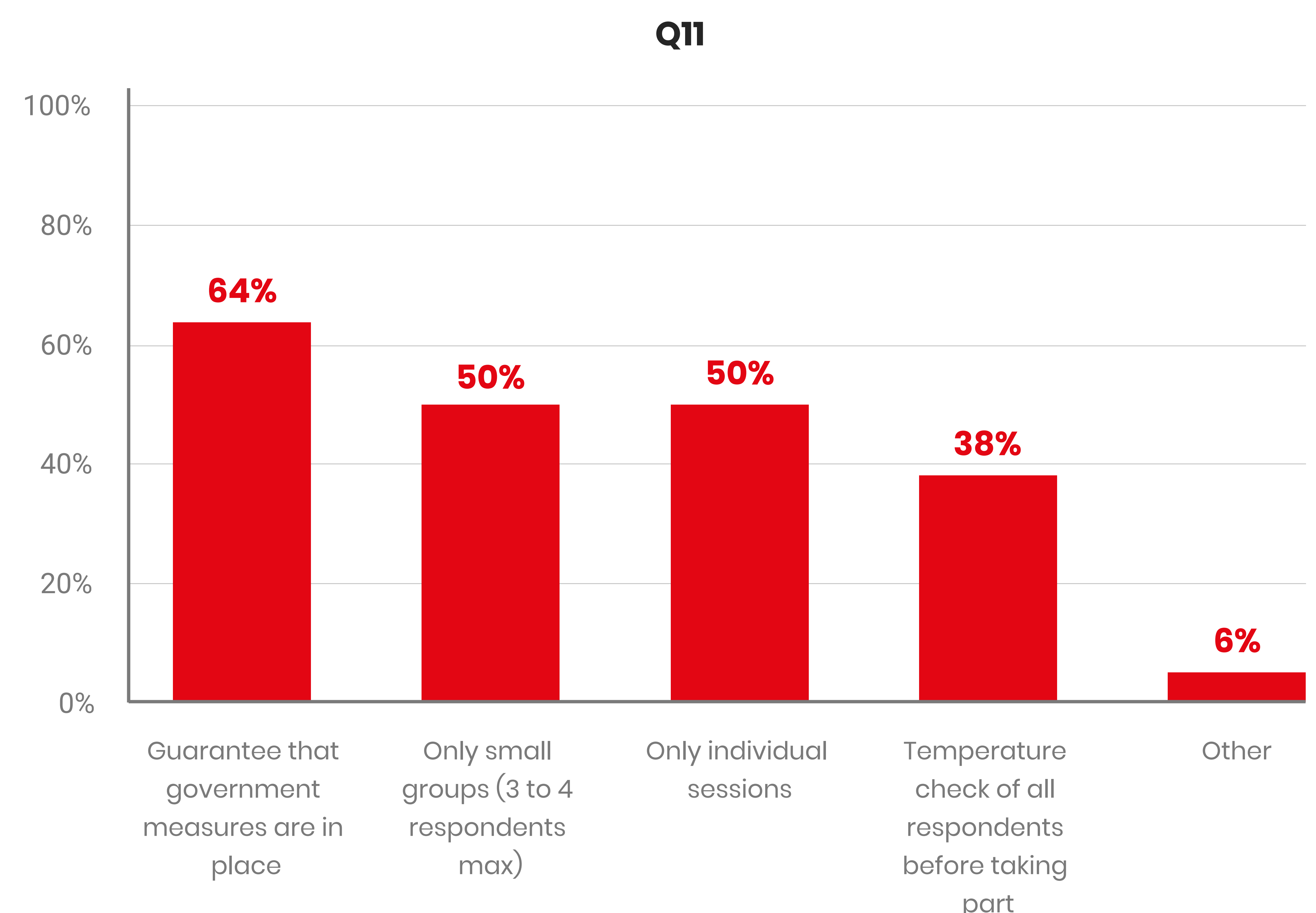
Next, we wanted to see what kind of groups the “very likely” and “likely” people would be happy to take part in. 80% are happy to take part in all kind of setups as long as government guidance is in place. 13% would only be confident taking part in small groups of people and 7% have said to only be comfortable with IDIs.



How to increase respondent confidence

Lastly, we wanted to know and understand what would help or support the respondents that had a neutral opinion on the matter (respondents who have answered 3 on the 5-point Likert scale).

The most important to 64% of them was the guarantee that government health and safety measures were in place and enforced followed by the offering of smaller groups only or individual sessions (50% of respondents).



Conclusion

The results of the survey show a promising but cautious sentiment from respondents.

As things gradually get back to normal, over half of the respondents (54%) are confident in taking part in Face to Face. It's important to note though that there are quite some discrepancies amongst the different age groups and regions.

Respondents have also showed to be sensitive to the government measures and have raised it to be the most important factor if they are invited to take part in Face to Face research.

Whilst online has been a great alternative during lockdown, our first clients back in our Birmingham facility have expressed how much they've missed the Face to Face and all the extra insights it brings.

Written and signed by

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