



**The impact of the Covid-19 crisis on the research industry –
One Minute Survey wave 4 findings (May 2021)**

Findings of the One Minute Survey in a nutshell



THE MARKET RESEARCH INDUSTRY IS FEELING MORE POSITIVE

- In April 2021, UK market researchers have become more optimistic about their own company's future and about the market research industry in general.

THERE ARE ALSO POSITIVE SIGNS IN THE BUSINESS SECTOR IN GENERAL

- UK GDP has recovered from the lows of 2020 and is tentatively moving into positive territory.
- Business confidence has also returned to positive territory.
- Business activity has grown in March and April 2021.

RESEARCHERS EXPECT THE WAY WE WORK TO CHANGE

- Researchers anticipate a hybrid working week in future and would like a working week of 3 days at home and 2 days in the office

THE WIDER BUSINESS SECTOR ALSO ENVISAGES A CHANGE IN THE WAY WE WORK

- Post-pandemic, employers expect an increase in home working with more hybrid working – a mix of home working and teamwork taking place in the office.



**The market research industry
is feeling more positive**

In April 2021 UK market researchers have become more optimistic about their own company's future

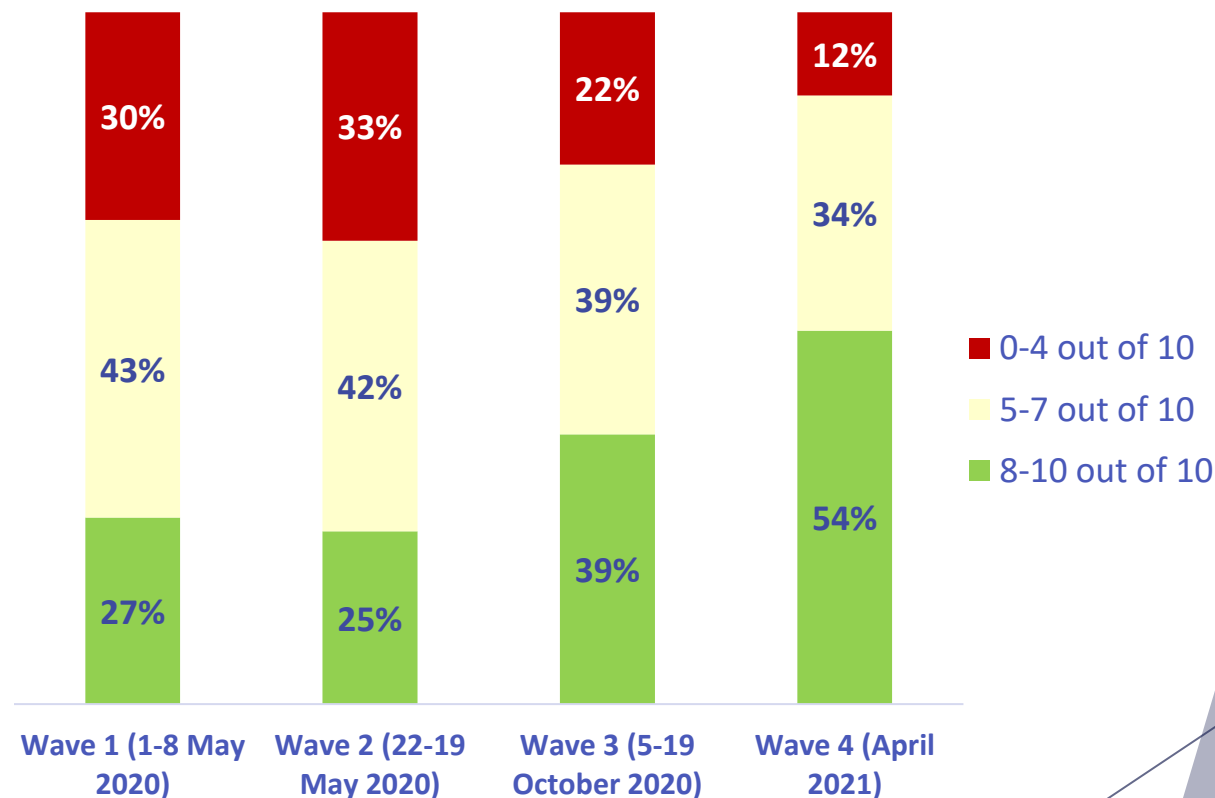
How positive are researchers about their own companies future in the next year (from 0 for very negative to 10 for very positive)?

In April 2021, researchers are much more positive than in any of the waves conducted in 2020.

In the latest wave of research, 54% are very optimistic about their own company's future (giving a rating of 8-10 on a 1-10 positivity scale).

Only 12% were negative i.e. gave a rating of less than 5 out of 10.

There is some uncertainty, with a third giving a modest 5 to 7 out of 10.



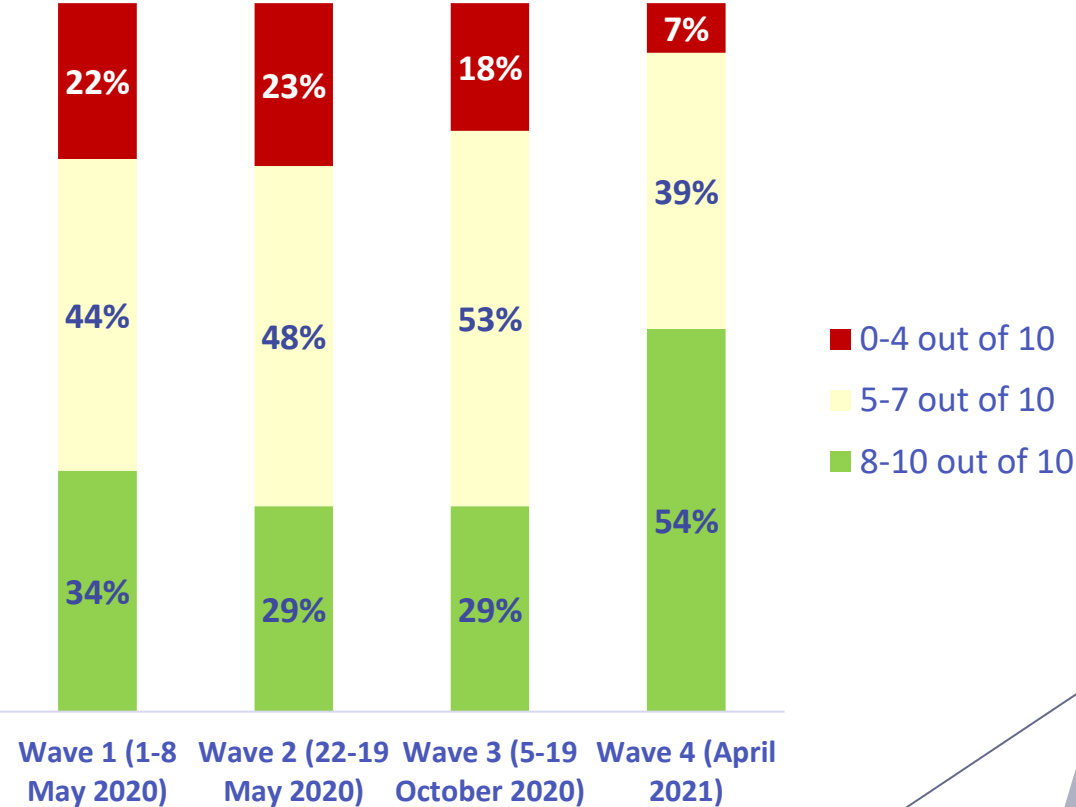
Source: Prevision One Minute Survey among researchers – wave 1 comprised 108 interviews / wave 2 comprised 67 interviews / wave 3 comprised 127 interviews / wave 4 comprised 74 interviews

The market research industry in general: researchers are more positive about the future of the research industry, although there are still some concerns

How positive are researchers about the future of the research industry in the next five years (from 0 for very negative to 10 for very positive)?

The percentage of researchers who are optimistic about the market research industry in the next five years has grown, with over half now giving the level of positivity about the industry at 8 or more out of 10.

There is still some uncertainty, with 39% giving a modest 5 to 7 out of 10.



Source: Prevision One Minute Survey among researchers – wave 1 comprised 108 interviews / wave 2 comprised 67 interviews / wave 3 comprised 127 interviews / wave 4 comprised 74 interviews



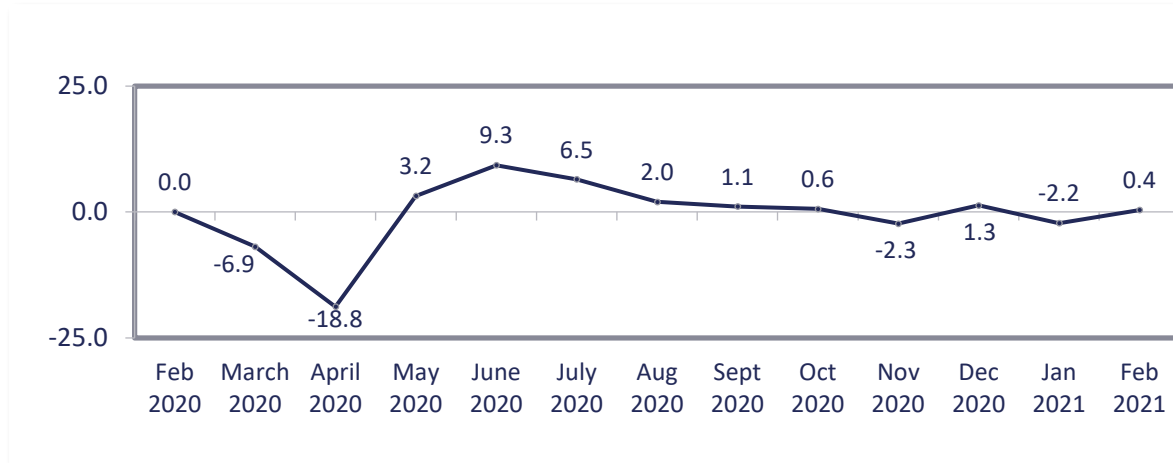
There are also positive signs in the business sector in general

The UK economy declined by nearly 10% in 2020, but has been more stable in 2021

The UK's Gross Domestic Product (GDP) fell by 9.9% in 2020, more than twice the decline recorded after the 2008 financial crash.

The economy has been flat since August 2020.

UK GDP monthly percentage change 2020 / 2021



GDP fell in March and April, with the April decline the greatest on record

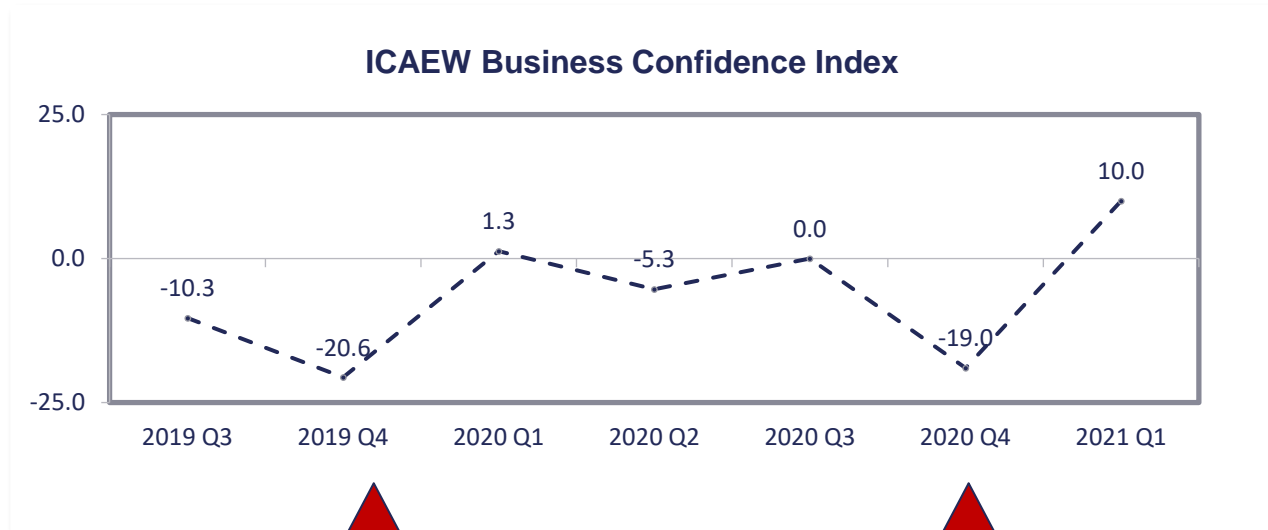
There was monthly growth in GDP May, June and July

The economy has been fairly flat since August 2020

Business confidence has been up and down – at the moment it's back up in positive territory

Institute of Chartered Accountants England and Wales (ICAEW) Business Confidence Monitor measures confidence among members.

The Business Confidence Index has returned to positive territory, with a score of +10.0 in 2021 Q1, boosted by the vaccine roll-out and the prospect of the lockdown being eased.



**Concern
about Brexit**

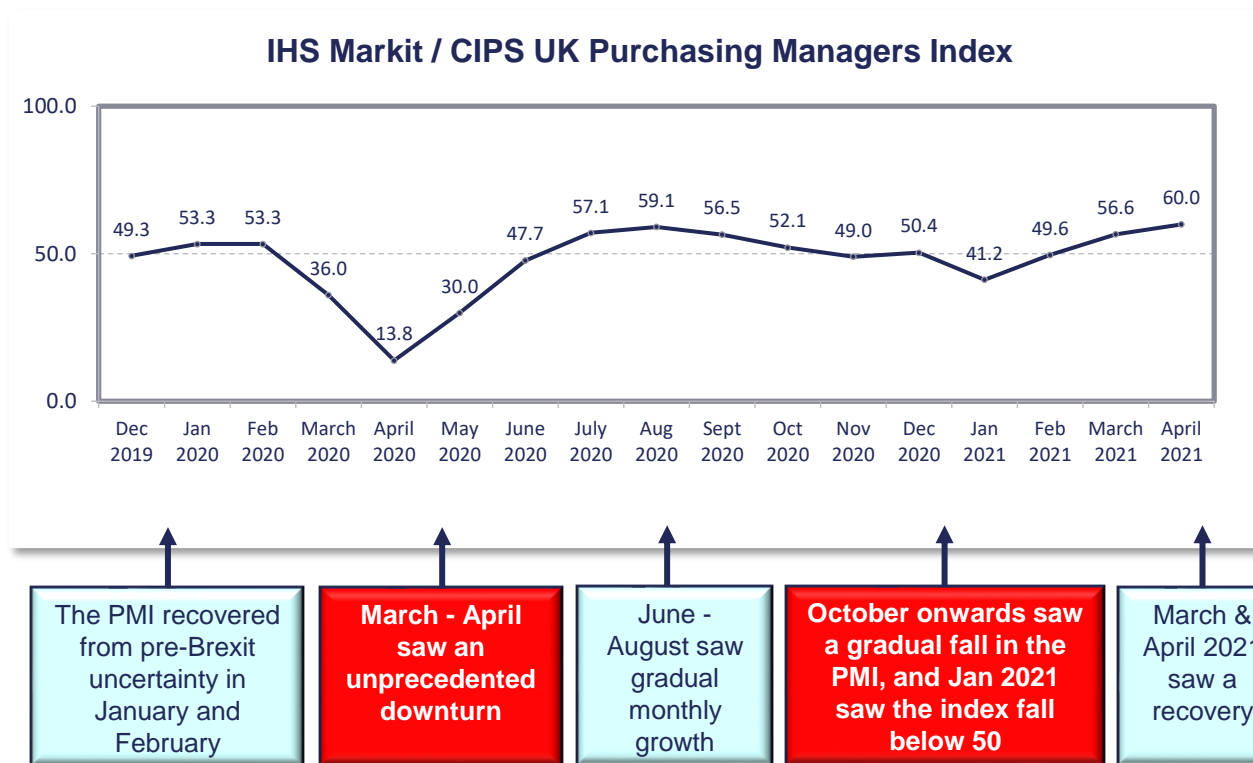
**Concern
about Brexit
and Covid**

Source: ICAEW Business Confidence Monitor (UK Business Confidence Monitor: National | ICAEW)

After a dip at the beginning of 2021, UK business activity recovered into positive territory in March 2021

The Purchasing Managers Index is indicative of the health of the UK economy. An index above 50 indicates business growth and an index below 50 indicates contraction compared to the previous month.

The PMI rose above 50 in March 2021 and April 2021 saw further growth.



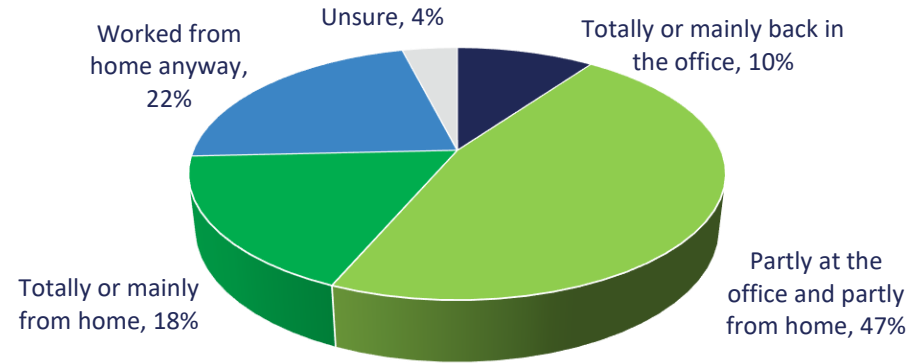
Source: IHS Markit / CIPS - survey of 400 UK purchasing managers in manufacturing and service industries



**Researchers expect the way
we work to change**

Researchers anticipate a hybrid working week in future

Post-pandemic how do researchers expect to work?

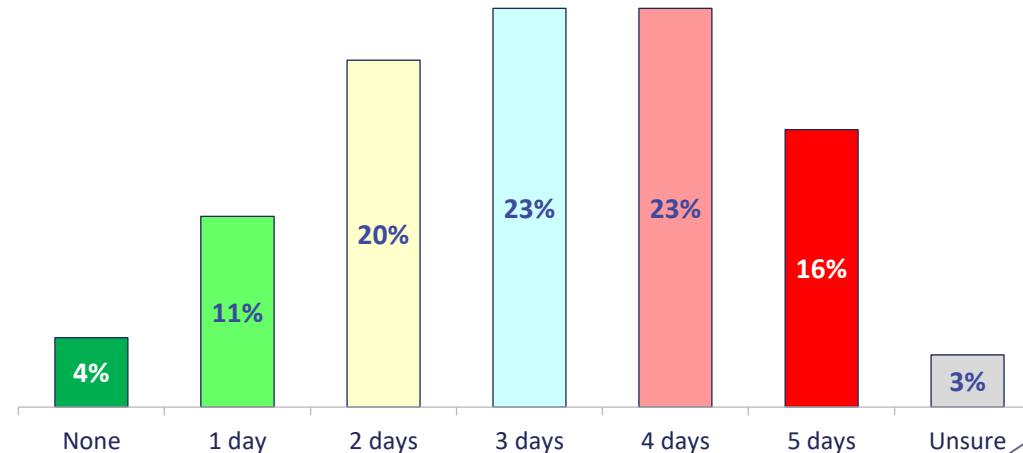


Only one in ten researchers expect to be totally or mainly back in the office post-pandemic.

Of all researchers, 22% already work from home, 18% expect to do so totally or mainly, and a further 47% expect a hybrid working life, partly from home and partly in the office.

Researchers would like to spend between 2 and 4 days of their working week at home, - on average that equates to 3 days of their working week at home and 2 days in the office.

How many days a week on average would researchers like to work from home?



Source: Prevision One Minute Survey among researchers wave 4 (n = 74 interviews)



The wider business sector also envisages a change in the way we work

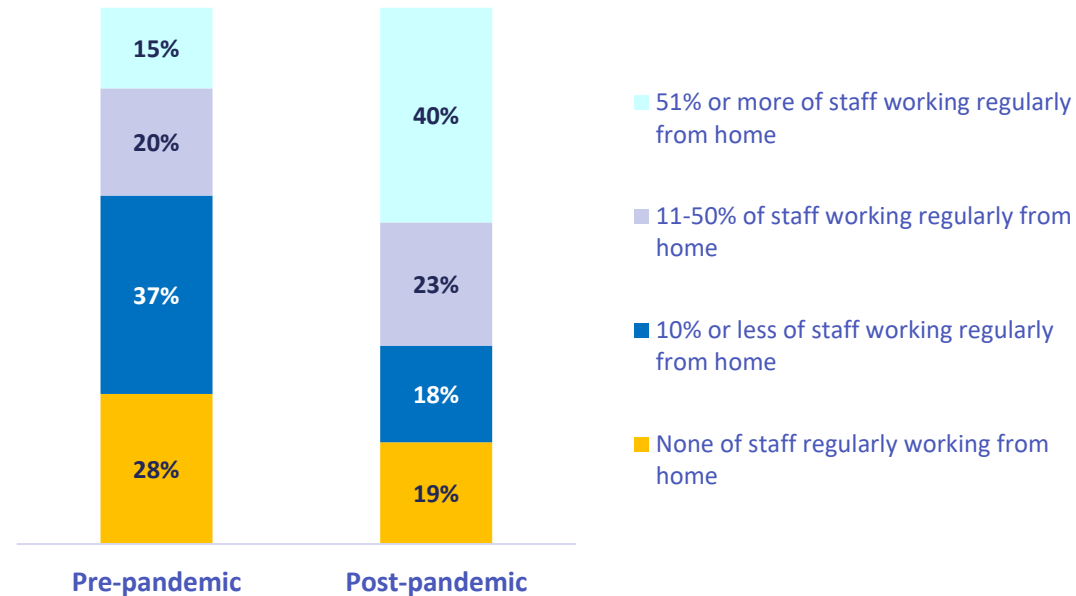
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Post-pandemic, 40% of employers expect over half of their staff to be working regularly from home i.e. at least once a week.

At the peak of lockdown, around 20m people were working from home in the UK (pre-Covid 19 there were around 1.7m home workers).

Senior HR and business leaders expect more **'hybrid' working** - a mixture of home and office working, with teamwork taking place in 'activity-led' workspaces (i.e. the office, as was).

Home working before and after pandemic



Source: Chartered Institute of Personnel Development / CIPD
(https://www.cipd.co.uk/Images/embedding-new-ways-working-post-pandemic_tcm18-83907.pdf)



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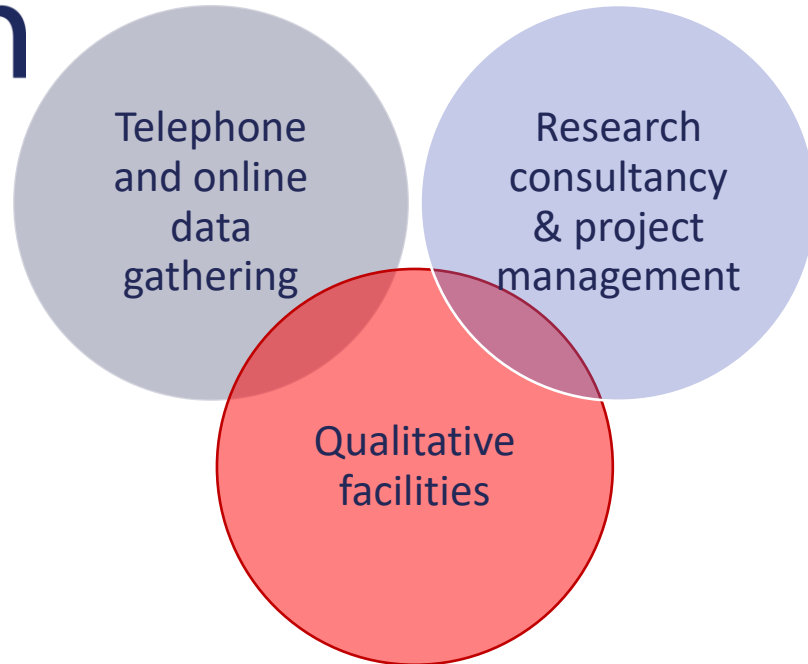
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