



One Minute Survey on the impact of the Covid-19 crisis on the research industry – summary of findings (4 June 2020)

In this report...



The report summarises the findings of the second of a series of **One Minute Surveys** conducted online by **Prevision Research**

- The first survey was open 1-8 May 2020 and the second survey from 22-29 May
- 108 interviews were completed in wave 1 and 67 in wave 2

We have also referenced research conducted by the Market Research Society and Watermelon Research, published in May 2020

Analysis and reporting has been done by Prevision's sister company, research consultancy **Purple Market Research**

Findings of the One Minute Survey in a nutshell



A CHANGING INDUSTRY

- Research methods involving personal interaction (physical focus groups and face to face interviewing) are expected to give way to online methods, AI and social media monitoring

A CHALLENGING INDUSTRY

- Market researchers express uncertainty about their own business and the industry in general over the next year
- MRS / Watermelon research confirms that the research industry has experienced significant decline in revenue and researchers are pessimistic about the next six months; the next year is expected to be tough going

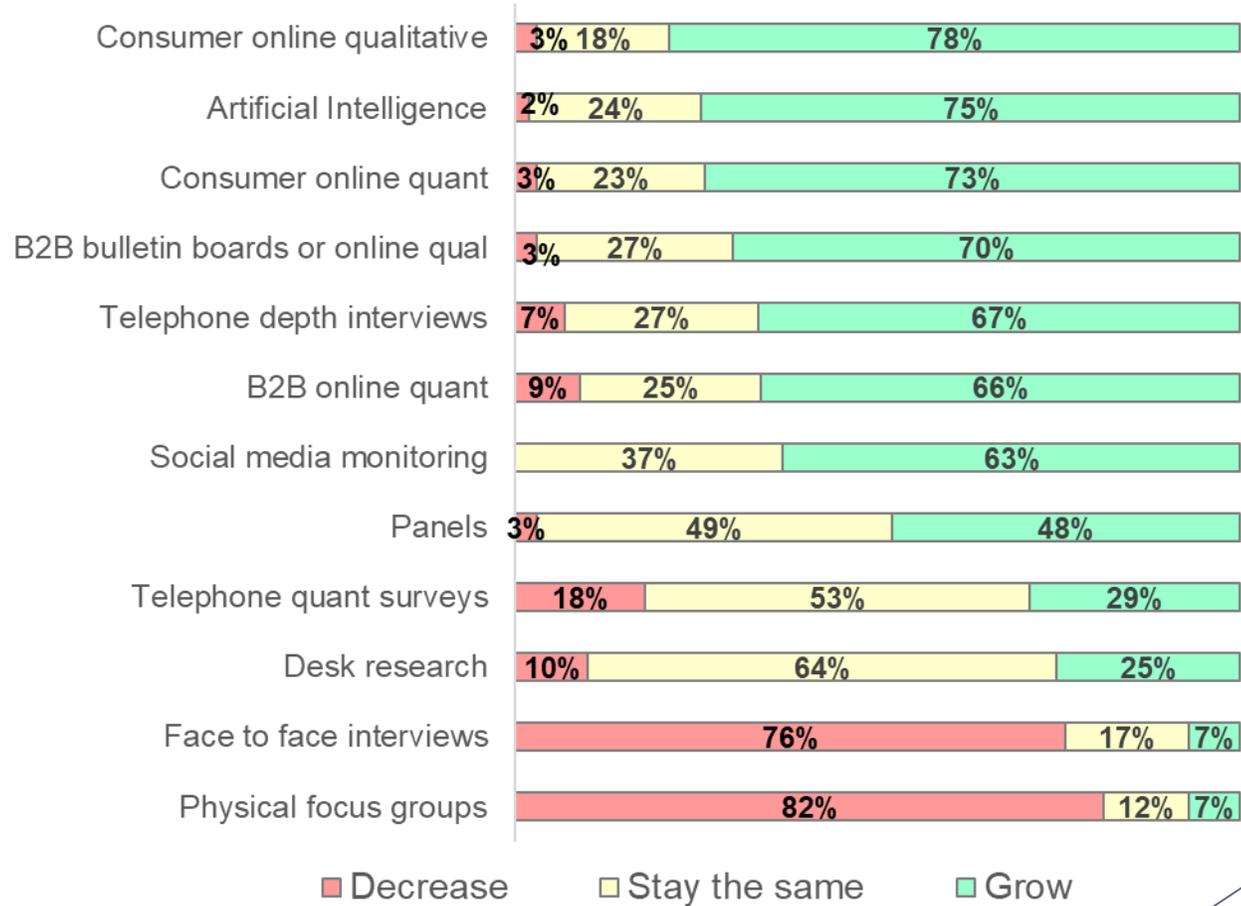
BUT SOME OPTIMISM IN THE LONGER TERM

- In the longer term, one third of researchers are optimistic about the future of the market research industry
- Half of researchers believe that trading will recover within a year, although many believe it will take longer
- Most researchers believe that trading will recover eventually
- MRS / Watermelon research confirms that there is some optimism in the longer term

Research methods involving personal interaction are expected to give way to online methods, AI and social media monitoring

Over the next four years which research methods will grow, stay the same level and decrease in use?

Researchers expect the use of online qual and quant, AI and SMM to increase at the expense of traditional methods (particularly F2F interviewing and physical focus groups)

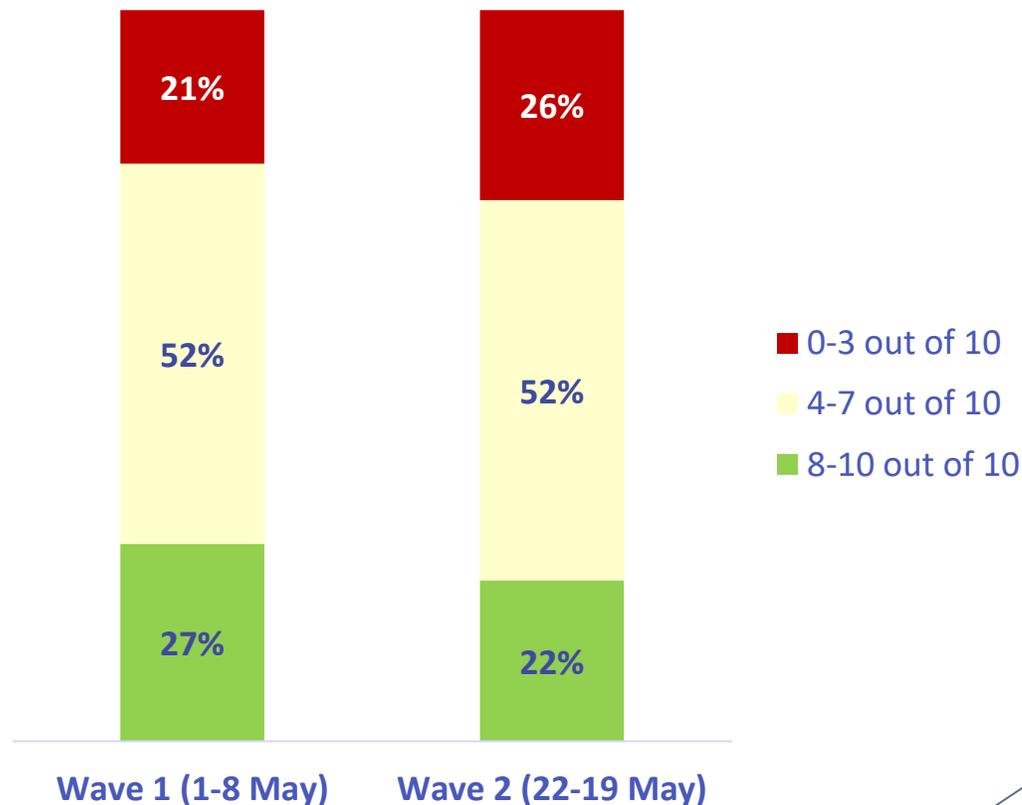


Source: Prevision One Minute Survey among researchers – wave 2 comprised 67 interviews conducted 22-29 May

UK market researchers are uncertain about their own future, although around one quarter are more optimistic

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

Market researchers express uncertainty about their own business over the next year
Researchers have become slightly more negative
Around one quarter are more optimistic



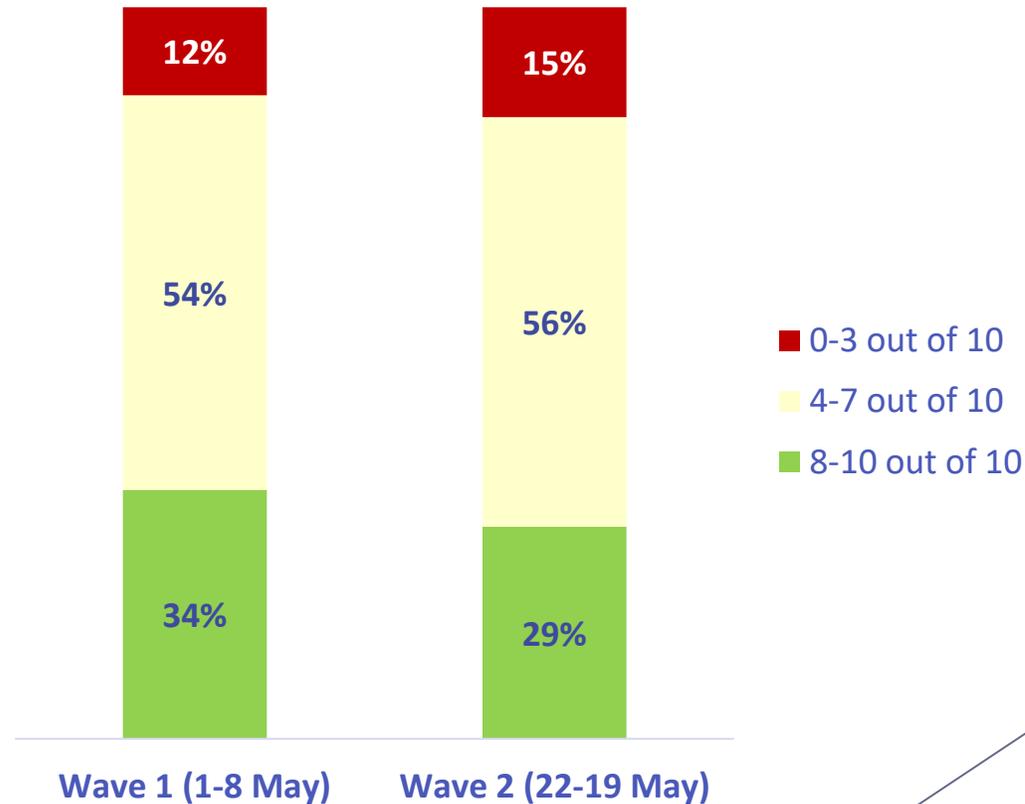
Source: Prevision One Minute Survey among researchers – wave 1 comprised 108 interviews conducted 1-8 May 2020 / wave 2 comprised 67 interviews conducted 22-29 May (scale used is 0 = very negative to 10 = very positive)

There is uncertainty about the future of the market research industry in general, but also some optimism in the longer term

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)?

There is still considerable uncertainty about the future of the market research industry

However, one third of researchers are optimistic about the market research industry in the next four years



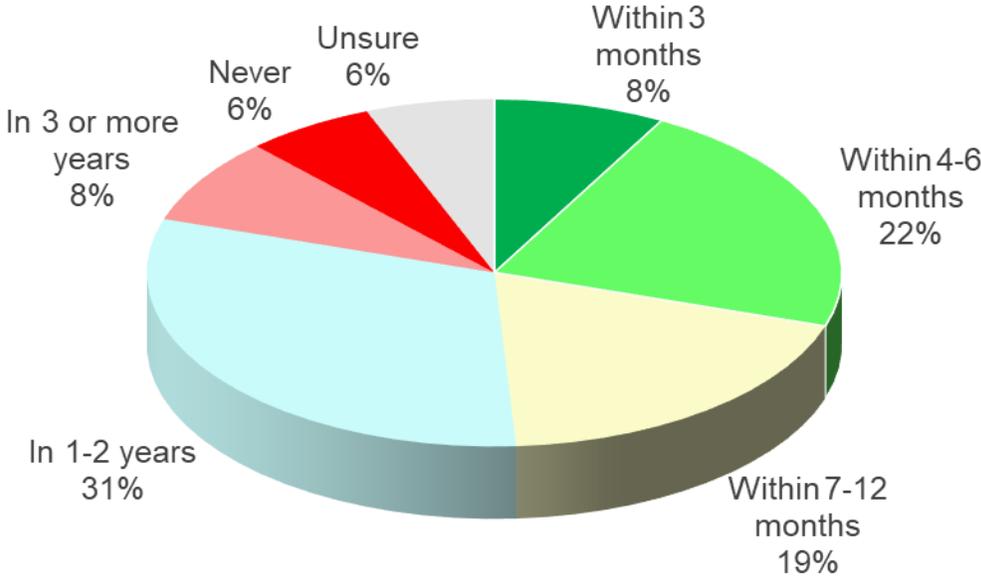
Source: Prevision One Minute Survey among researchers – wave 1 comprised 108 interviews conducted 1-8 May 2020 / wave 2 comprised 67 interviews conducted 22-29 May (scale used is 0 = very negative to 10 = very positive)

Most researchers believe that trading will eventually recover, but it may take some time

Half of researchers believe that trading will recover within a year

Most researchers believe that trading will recover eventually (although it may take two years)

When do researchers expect trading to return to the same level as it was before the Covid-19 crisis?



Source: Prevision One Minute Survey among researchers – wave 2 comprised 67 interviews conducted 22-29 May

Research by the MRS and Watermelon confirms that the present and future are challenging for the research industry, although there is again some optimism in the longer term

The MRS / Watermelon research indicates that the research industry has experienced significant decline in revenue and is pessimistic about the next six months

There is some optimism in the longer term

Of market researchers...

68%	have seen significant decline in revenue due to the Covid-19 crisis (with smaller companies particularly badly hit)
60%	have furloughed staff
69%	are fairly or very pessimistic about the next quarter (and 63% for the next six months)
41%	are fairly or very pessimistic about the outlook for the next 12 months
38%	are fairly or very <i>optimistic</i> about the next 12 months)

Source: Research among 176 MRS members conducted by the MRS and Watermelon May 2020

Prevision Research in a nutshell

We specialise in data collection in B2B and other difficult to reach markets

At Prevision, we work with our clients to design their projects to collect data by the most appropriate, cost-effective method.



Telephone Research



Online Research

Prevision Research – part of a research network

prevision
research

Fieldwork

purple
MARKET RESEARCH

Research consultancy
& project
management

MRS Operations Awards 2019
Winner
Best Viewing Facility

MRS Operations Awards 2018
Winner
Best Viewing Facility

i.view
LONDON LEEDS WARSAW

OPERATIONS AWARDS 2018 & 2019,
WINNER, BEST VIEWING FACILITY

Qualitative facilities

What our clients say:

T R I N I T Y
M Q U E E N

“The guys there seem to ‘get it’ - they know what we’re looking for.”
Andrew Magee – Research Manager



“They consistently provide a quality service at a competitive price, are highly responsive and are happy to make proactive suggestions.”
Debbie Kear – Director



“We enjoy working with Prevision for all the right reasons and they make doing so even easier by being nice people!”
Alan Hathaway – Director

prevision research



<https://www.previsionresearch.co.uk/>

Stephen Bairfelt, Director
[01908 278306](tel:01908278306) | stephen@previsionresearch.co.uk

Richi Turner, Operations Director
[01908 278305](tel:01908278305) | richi@previsionresearch.co.uk