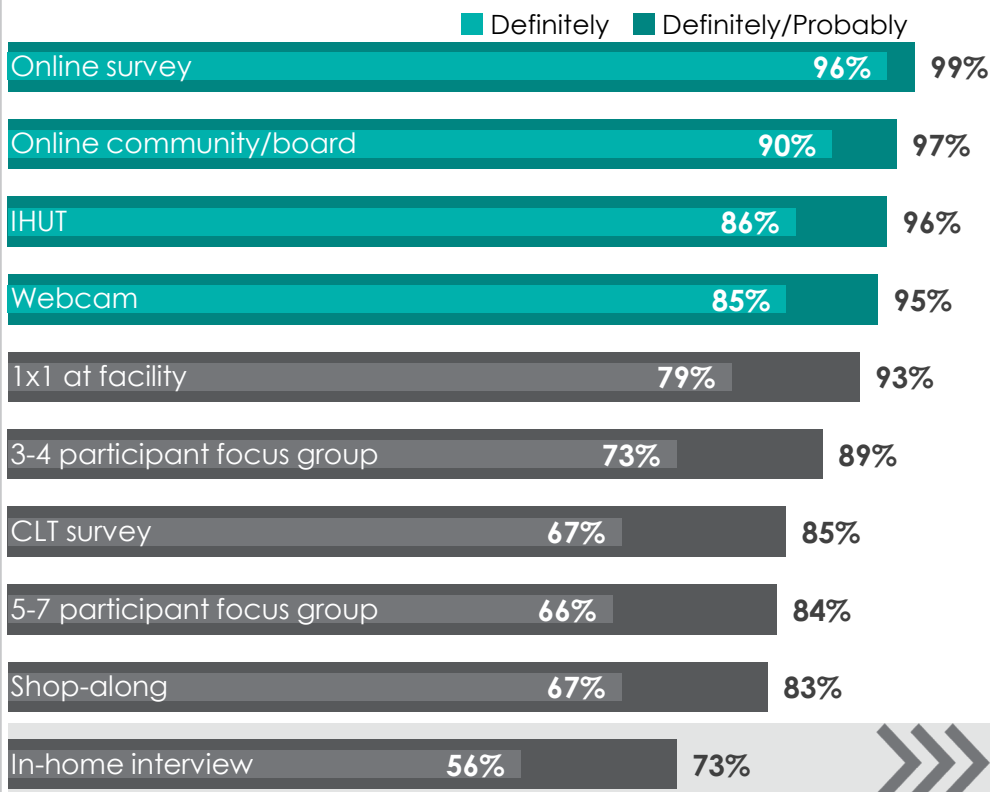


# IN-PERSON RESEARCH: What Consumers Say Mid-COVID

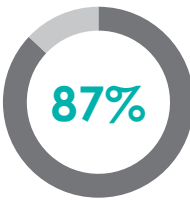
Online survey among n=1867 consumers from Fieldwork focus group facility databases in ten cities across the U.S.  
Fielded May 15-17, 2020

## Assuming all CDC & state/city safety measures are followed, would you participate in (type of research) when allowed?



Online survey methods are still most preferred among research participants, though the majority feel strongly about getting back to all kinds of research.

% Willing to participate in at least one type of in-person research



"Small focus groups of 3 or 4 people total, including interviewer is okay, I think. Not so much more."

"As long as all precautions are taken and facility does the proper/suggested cleaning, I would be willing."

➤➤➤ If 1-2 observers in addition to interviewer, interest declines 13 points

"I am **not sure** I would be willing to participate in any in-person research **until there is a vaccine since I am turning 66...**"

"It **really depends on size of room and location**: a small conference room with 4-5 participants with a closed door for 2 hours would be concerning, even if 6 feet maintained or masks worn. **You providing masks would be much preferred over letting people wear their own.**"

**AGE MATTERS:** 60+ year olds are significantly less likely to participate in-person across the board, and 50+ are less likely to do in-home interviews.

**HISPANICS & AFRICAN-AMERICANS** are equally or even more likely to want to participate in-person, even though they are disproportionately impacted by COVID-19.

Not surprisingly, those in the **NORTHEAST (Boston, NJ, NY)** ARE MOST HESITANT about in-person research.

And if the proper precautions are taken, respondents are willing to:

- ✓ Taste food/beverages (89%)
- ✓ Touch test products/appliances (89%)
- ✓ Try on clothes (74%)
- ✓ Test skin/hair products (73%)



While pen/paper is most preferred, **9/10 are willing to use computers/tablets** to answer questions at facilities.

### MUST HAVES for coming back to in-person research are easily attainable.

- ✓ Hand sanitizer available at all times
- ✓ Everyone seated at least 6 feet from anyone else
- ✓ Using hand sanitizer before entering session room

### NICE TO HAVES for most participants (and needed for about 1/3):

- ✓ Participants always wearing masks
- ✓ Interviewers always wearing masks
- ✓ Checking temperature before entering
- ✓ Ability to clean your area yourself

"I personally would protect myself if I was at your facility. I would just expect table and the arms of chairs to be wiped down. **This is going to be the new normal. Looking forward to doing studies again.**"

"As long as I have 6FT distance between me and the next person in the room, I am fine."

"I am pretty open to all you mentioned as long as social distancing, hand sanitizer and masks are in place."

"I think if we are wearing masks and are a couple seats apart it's sufficient. I just don't think we are at the point yet that we don't wear mask and physical distance. It stinks having to talk through a mask but necessary."

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