



THE IMPACT OF COVID-19 ON THE UK RESEARCH INDUSTRY

Summary of research conducted by Prevision Research and
analysed by Purple Market Research

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The impact of the Covid-19 crisis on the UK market research industry



This report has been compiled by Purple Market Research and Prevision Research

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

Analysis and reporting has been done by Purple Market Research

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



Findings of the One Minute Survey in a nutshell



THE FUTURE OF THE MARKET RESEARCH INDUSTRY

- Market researchers express uncertainty about their own business over the next year
- In the longer term, one third of researchers are optimistic about the future of the market research industry, although there is still considerable uncertainty about the future
- Most researchers believe that trading will recover eventually
- Half of researchers believe that trading will recover within a year, although some believe it could take up to 2 years
- MRS / Watermelon research confirms that the research industry has experienced significant decline in revenue and researchers are pessimistic about the next six months; there is some optimism in the longer term, although the next year is expected to be tough going

A CHANGING INDUSTRY

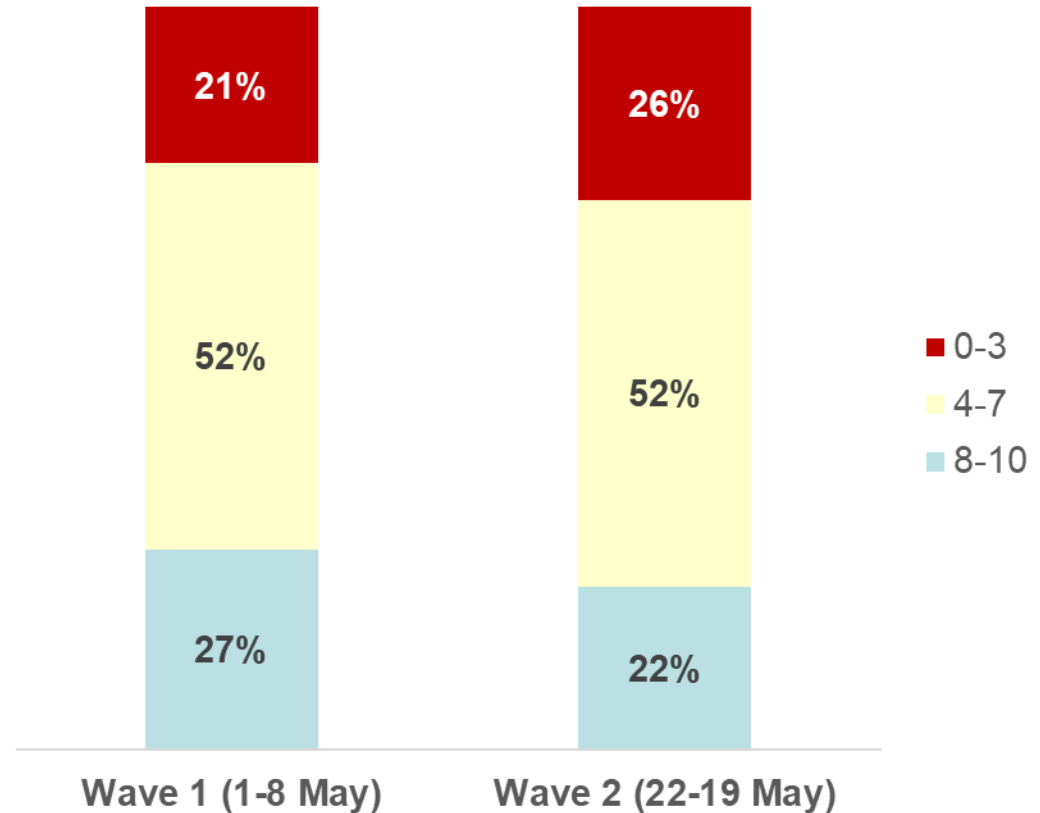
- Research methods involving personal interaction (physical focus groups and face to face interviewing) are expected to give way to online methods, AI and social media monitoring



UK market researchers are uncertain about their own future

How positive are researchers about their own companies future in the next year?

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



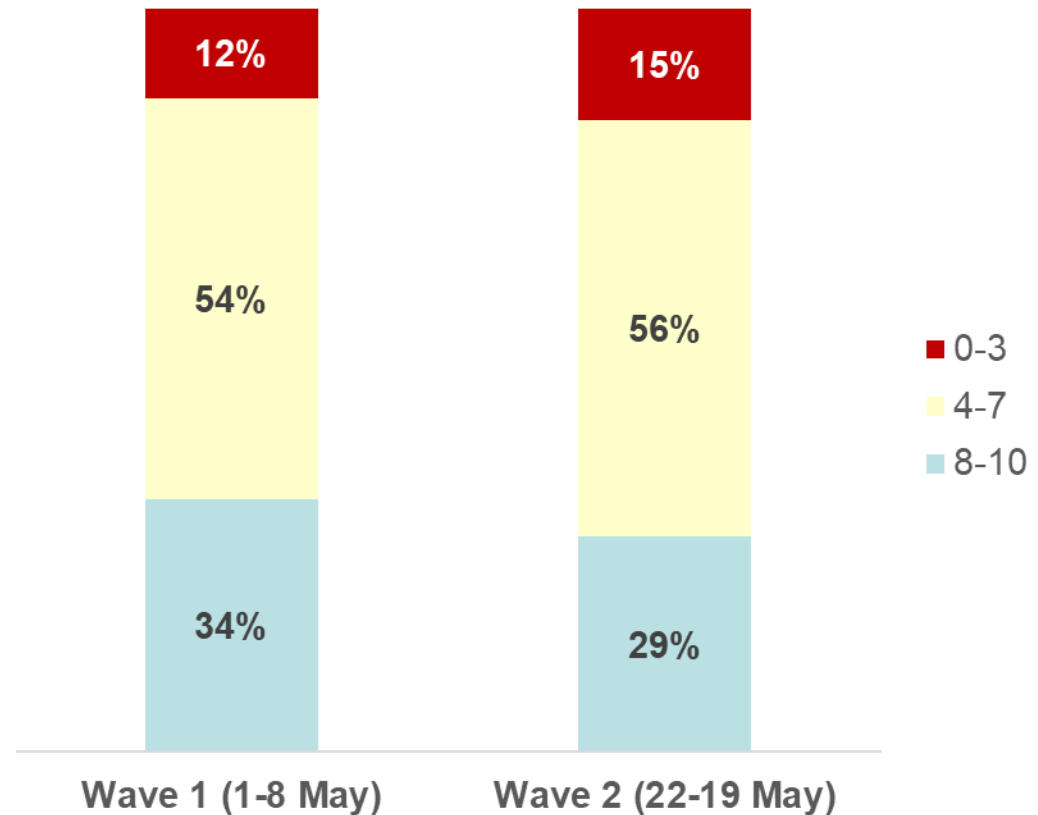
Source: Prevision One Minute Survey among researchers – wave 1 comprised 108 interviews conducted 1-8 May 2020 / wave 2 comprised 67 interviews conducted 22-29 May (scale used is 0 = very negative to 10 = very positive)



There is some optimism about the future of the market research industry, although there is still considerable uncertainty

How positive are researchers about the future of the research industry in the next five years?

In the longer term, one third of researchers are optimistic about the future of the market research industry
However there is still considerable uncertainty about the future



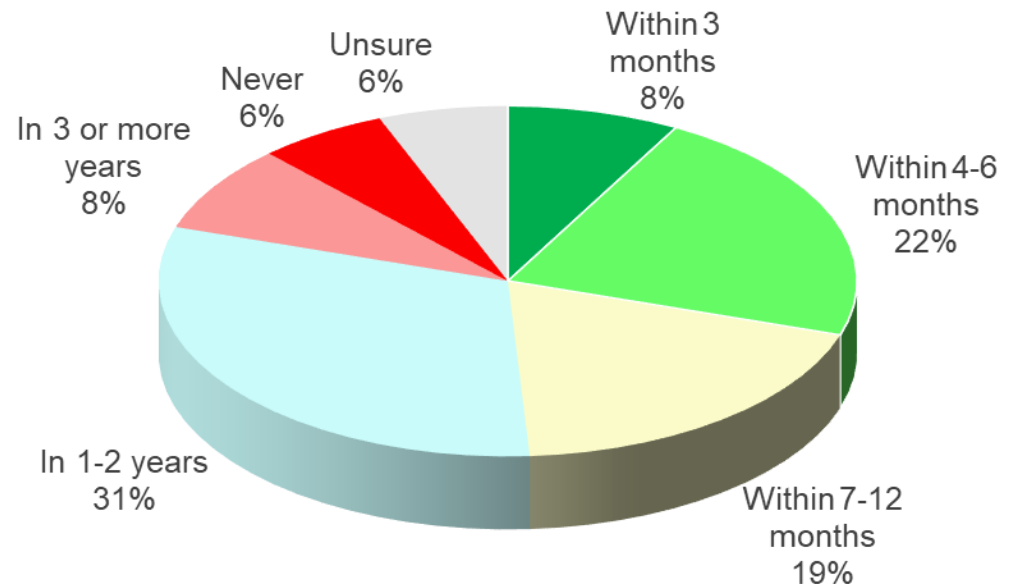
Source: Prevision One Minute Survey among researchers – wave 1 comprised 108 interviews conducted 1-8 May 2020 / wave 2 comprised 67 interviews conducted 22-29 May (scale used is 0 = very negative to 10 = very positive)



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

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

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)



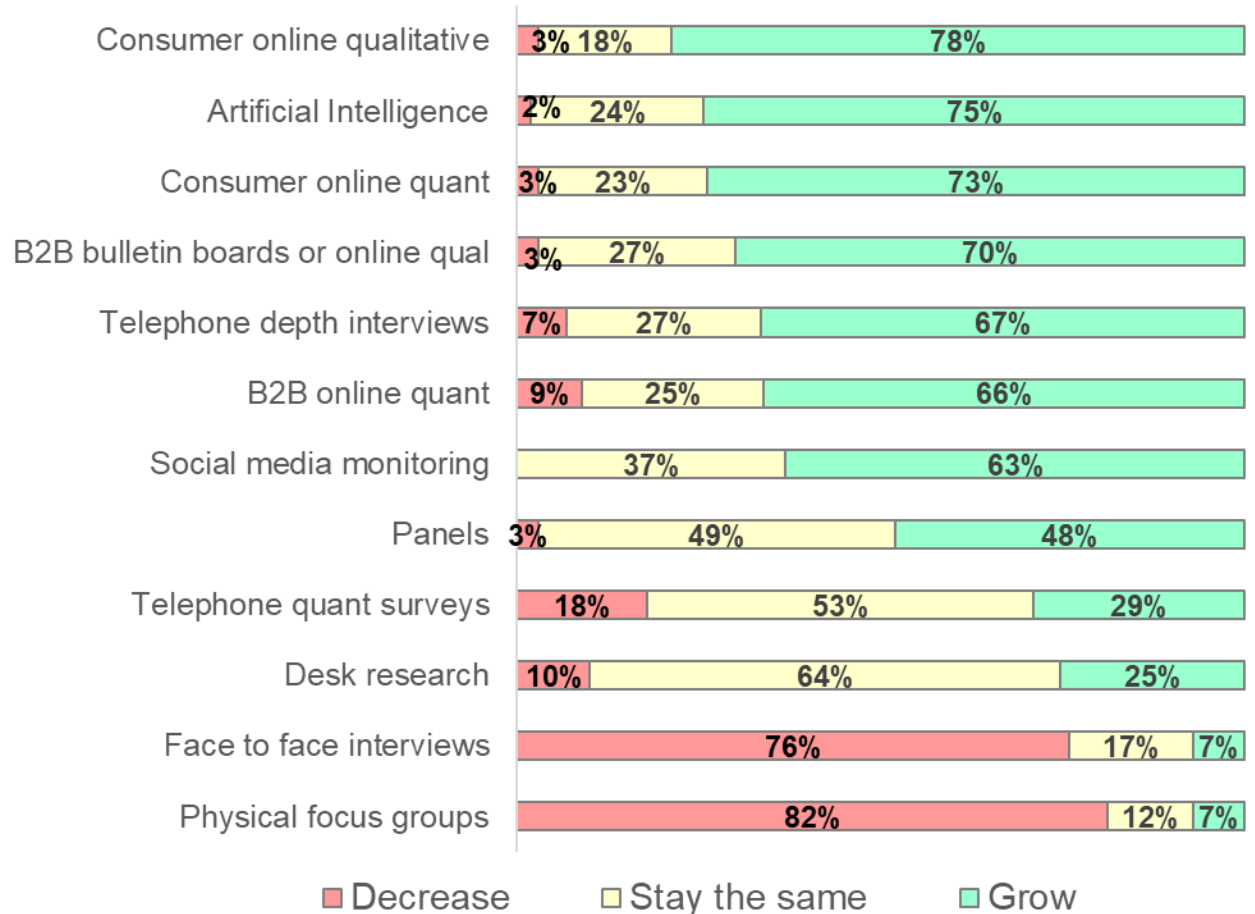
Source: Prevision One Minute Survey among researchers – wave 2 comprised 67 interviews conducted 22-29 May



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



Research by the MRS and Watermelon confirms that the present and future are challenging for the research industry

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, although the next year is expected to be tough going

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 (although 38% are fairly or very **optimistic** about the next 12 months)

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



Contact us

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research

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MARKET RESEARCH

- Prevision offers telephone and online data collection services to support researchers
- Prevision's sister company Purple is a research consultancy specialising in desk research and the analysis of research data

For more information:

www.previsionresearch.co.uk **and** www.purplemr.co.uk