



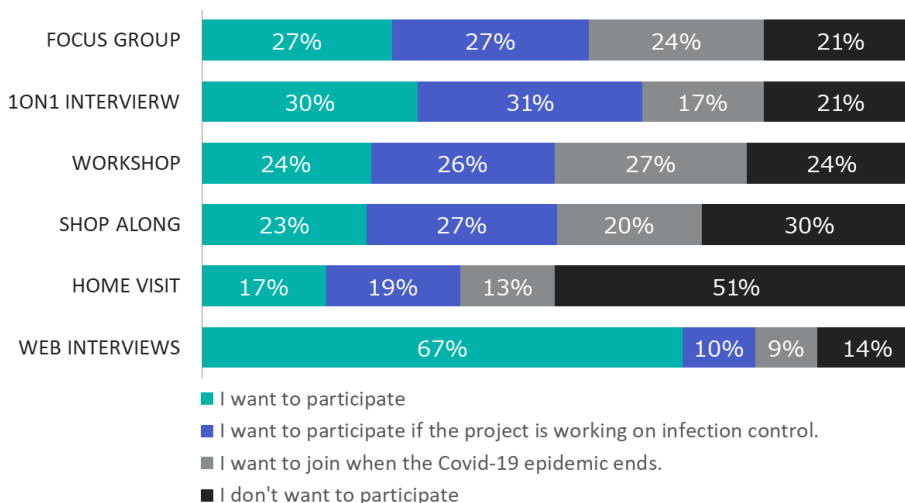
Due to the outbreak of Covid-19, **Ipsos UU** conducted a voluntary survey in a syndicated community in order to respond daily inquiries about research approach and project management.

In this survey, we collected frank opinions about participation from the viewpoint of consumers, who are not the organizers of the survey. The result shows that online interviews are preferred not only for convenience but also from a consumer perspective. We hope that it will give you an opportunity to use it as a reference to consider the transition to online and as one of the method of survey.

As a follow-up of this, we will conduct a survey on the theme of "Why consumers prefer to participate in Web Interviews" and send the result out later.

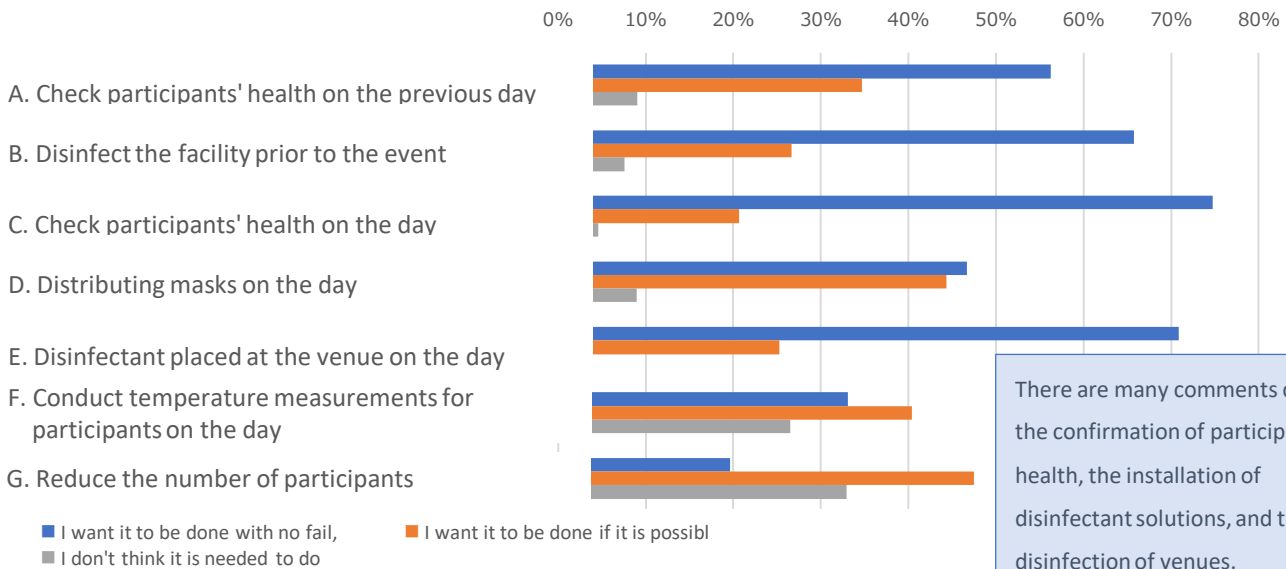
<excerpt of the survey results>

Currently, would you like to participate if you are offered for following projects?



- The cooperation rate of the Web interview is significantly high.
- In terms of Face-to-Face approach, the cooperation rate of 1on1 interview was slightly higher, followed by Focus Group and workshops.
- The cooperation rate tends to decrease as the number of participants per session increases.
- There are many people who don't want to participate in the home visit regardless of Covid-19 outbreak.

Under what conditions would you like to participate in the project?



There are many comments calling for the confirmation of participants' health, the installation of disinfectant solutions, and the disinfection of venues.

Is there anything else you are concerned about participating in? (OA excerpt)

A

I didn't care if the person with nasal voice didn't wear the mask before, but now I do want him/her to wear it even with having single cough

B

I'm worried about things that many and unspecified people touch; Doorknobs, tables, chairs and so on. I am also concerned being in a room where is not ventilated.

C

I'm concerned if there are people coughing in interview room. I don't want to have interview close to each other, but it's okay to have an interview with a person who is sitting on the side or away from splashes(from mouth)

<Survey outline>

- Objective : Understanding the intention of cooperation in each qualitative approach under the influence of Covid-19
- Participants: n=335, 20-60s male and female who are panelists of Ipsos community (Syndicated)
- Fieldwork : Mar.13 (Fri) – Mar.16(Mon), 2020

Please feel free to try the digital qualitative approach of Ipsos UU on this occasion!



For more details, please contact...

Ipsos K.K. | <http://www.ipsos.com/ja-jp>

- Junko Noguchi junko.noguchi@ipsos.com
- Hiroko Kitagawa | hiroko.kitagawa@ipsos.com