



The lifting of the emergency situation encourages consumers to participate in face-to-face interviews. This will allow the face-to-face survey to resume.

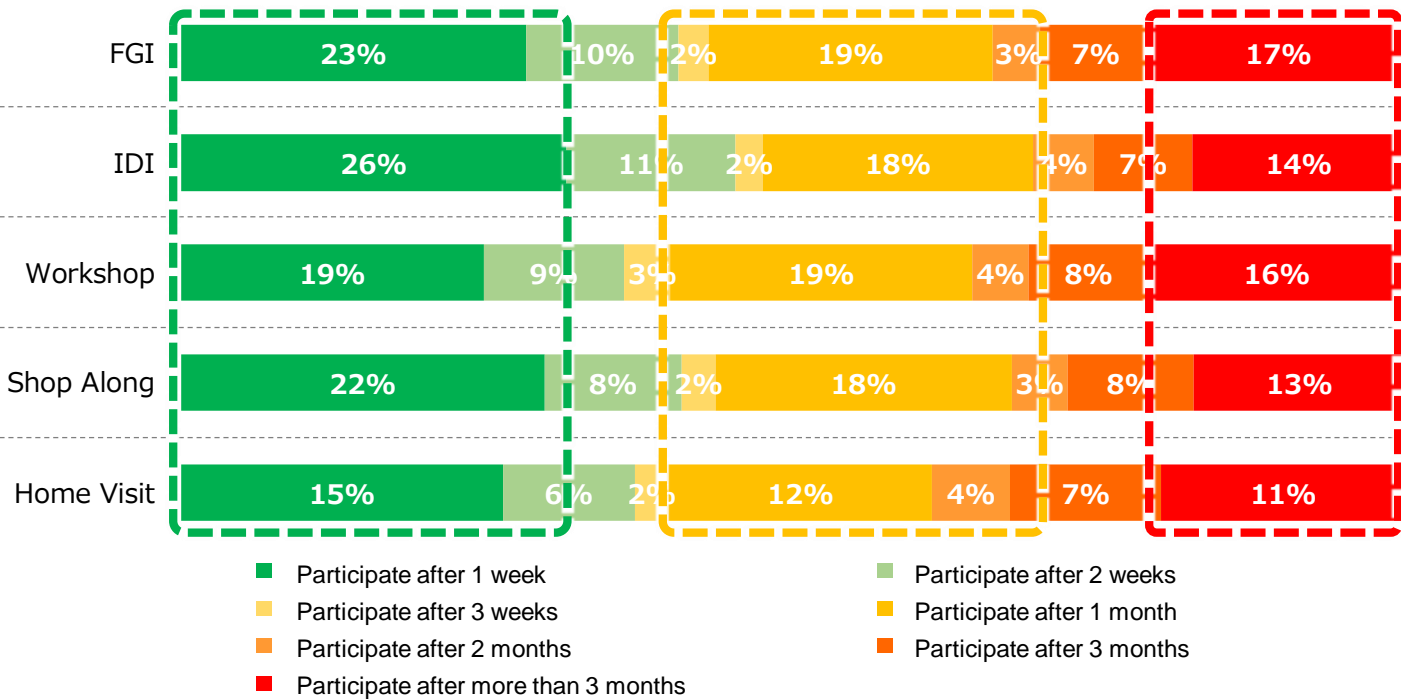


Ipsos UU Japan asked members of the syndicate community (495 men and women in their 20s to 60s), "How long do you want to participate in the face-to-face investigation after the declaration of emergency is lifted?". As a result, there were a certain number of people who said "I can participate in a week later." "I can participate in one month later." and "More than 3 months later."

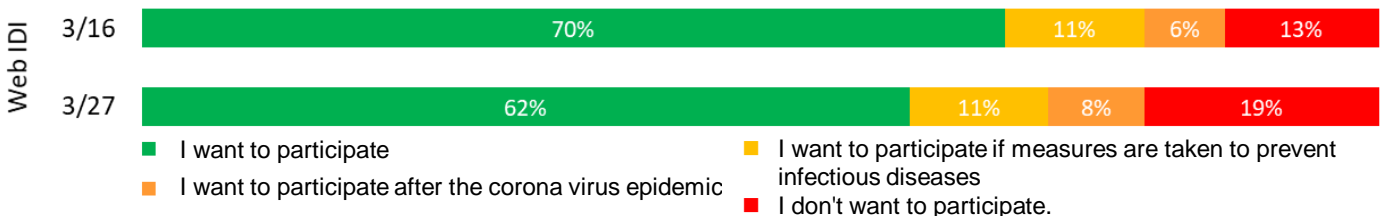
I can participate in a week later.

I can participate in one month later.

More than 3 months later.



Previous research has shown a high level of interest in WebIDI.





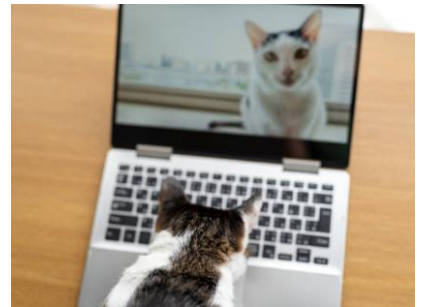
One week may be too early, but I will be suffocated by self-restraint, so I want to move anyway!



If there is a screen or an environment in which social distance can be maintained, I would like to participate after it is lifted.
I hope there will be such facilities for a while.



If it is clear that epidemic will end, I want to participate. If that happens, masks and hand washing will also prevent infection. Until then, online interviews are more reassuring.



I would like to participate in the face-to-face interview if I feel that the situation is coming to an end because the number of infected people has clearly decreased in the area where I live and in the whole of Japan, rather than how long after the emergency is lifted.

Please feel free to try Ipsos UU'S digital qualitative approach for your next research!



For more details, please contact...

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