



Market Research in 2020

Checking the Pulse – Panelist Survey April/May 2020



Knowledge is Power

As a bi-coastal data collection agency, Jackson has always been at the forefront of emerging trends. During this challenging time, we decided to check the pulse of our participants and clients to see how their perspectives aligned (or differed).

In April, we conducted concurrent studies to gain an understanding of the future of qualitative in-person research.

First, we launched a supplier/end user study about the future of qualitative research. The results of that study are available [here](#).

Second, we wanted to set a baseline so we could determine (and track) the attitudes of the public toward marketing research in our communities.

THESE are the results from that study.

Sample size 11,095

6494 from Atlanta

4127 from LA

474 unknown (no zip)



Participants Ready and Willing

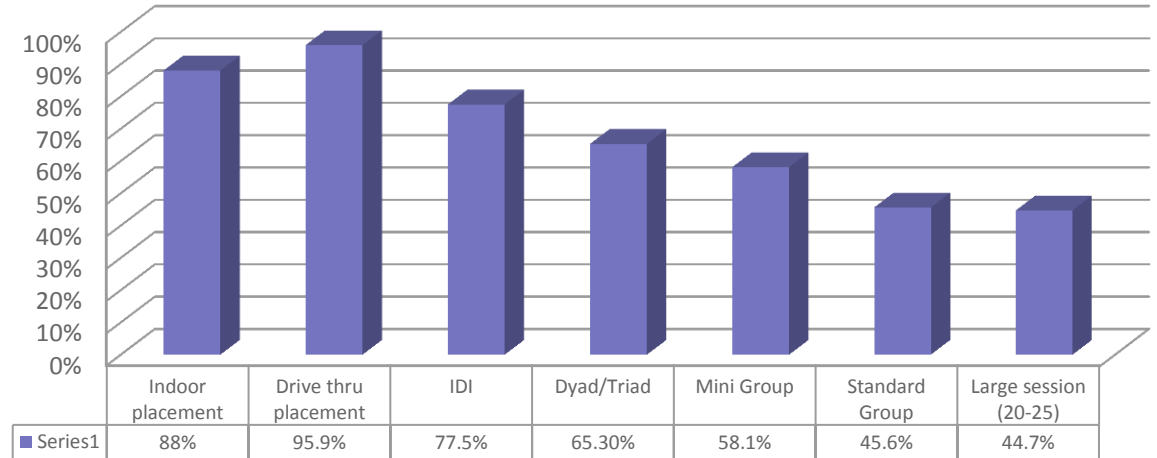
- 78% of consumers feel it is appropriate for them to be asked to do research at this time
- 75% are comfortable participating in in-person research
 - Males more than females (81.2% vs 72.3% top 2 box respectively)
 - In general, those ages 18-29 and 50-69 are somewhat more likely to participate in-person than other age groups
- Over 50% are comfortable with groups of up to four people for 2 hours
 - As group size increases, comfort decreases; however, even standard groups are acceptable to almost half our panelists



Open to All Types of Studies

- 88% of those surveyed are open to indoor placements, although more did prefer our drive-thru placement method (95.9%)
- 77.5% said they would participate in an IDI today if possible
- Of group options, dyads and triads are most appealing (65.3%) but there is little decrease once 4 or more in a group

Comfort Level



Summer should see significant upswing

Of those not comfortable with in-person research (25.1% of participants), 75.8% feel it will take greater than a month for them to be comfortable

- Those in Atlanta are significantly more optimistic than those in LA
 - 64.8% in LA believe it will be 4+ months before they are comfortable vs. 51% in Atlanta who feel that way
- Additionally, significantly more people in Atlanta will be ready by June (13.1% vs. 8.5% in LA)



Expectations of Facilities

- Hand sanitizer throughout the facility
- Seating to follow social distance guidelines
- Staff to wear masks (and to a lesser degree gloves)
- Many participants expect to have their temps taken
- In lieu of a mask, they are generally comfortable with a clear acrylic shield as an alternative



Editor's Note



It is intriguing to view the results of these concurrent studies together, as it shows a significant difference in attitudes from the public to the professional sector.

Participants are willing to take part in face-to-face research studies with people they don't know (as long as there are precautions in place,) but researchers are more reluctant to do so.

Both groups accepted the temporary need for virtual platforms, and both expected face-to-face to be more comfortable in the near future (within 4-6 months), but participants - especially those in the younger and older age ranges - appeared more interested in in-person connections even at the height of the pandemic.

It's possible, as more is learned about this particular virus, and states begin to open up, we will see the significance in their position come closer together, and we will let you know what we find.

We have always believed Jackson and its clients operate as partners, providing the information and insights corporations need to make decisions. We stand by that belief, and we are ready when you are.

To view the full panelist report, [click here](#).

