

An update from UMR on Covid-19

To all our clients and our communities

We just wanted to update you on our response to the Coronavirus (COVID-19). During this challenging time, we want to continue to deliver quality insights to our clients while also looking after the safety and wellbeing of our staff and research participants.

Like everyone, we are monitoring the rapidly changing situation with COVID-19 and have taken action to provide a safe working environment while aiming to maintain continuity of business for ourselves, our clients and participants in our research projects.

All our staff are set up to work from home and we are trialling alternate days from next week.

To make sure we can continue to provide research services in a safe environment we have put in place the following processes:

- Our office premises are now cleaned daily
- A travel check and health check is in place for all recruited participants and moderators (which has been in place for the past three weeks) – which will extend to viewing clients
- Hand sanitiser is available at reception and in the focus group rooms
- Employees have been given guidance on responsible hygiene – and remain at home if unwell
- Catering for groups has changed to individual box options.

Many of our research services remain unchanged, but this is a rapidly moving situation and we will keep you updated. Alternatives to face2face research that we continue to provide include:

- Video focus groups: we now offer video-conferenced focus groups. This allows participants to take part at home via a desktop or laptop. Interaction is still free-flowing and respondents can see each other and the moderator on their screen. A separate window can be opened to show prompts or materials such as adverts.
- Online-Over-Time discussion boards: these are part of our qualitative offering and are now a preferred methodology for some research projects.
- Depth interviews: video-call or telephone interviews.
- Online surveys: these are running as usual.
- Telephone surveys: these are running as usual.

If you have any questions about conducting or participating in research during this time, do call our researchers to discuss.

We know everyone is dealing with the same challenges and reacting and adapting to the situation as it evolves.

Stay safe, and thank you for your continued support.

The UMR Research Team