Online/Phone vs. In-person

Over the past 12 months, what percentage of your qualitative research was conducted online/telephone and what percentage was in-person?

Thinking about what you anticipate over the next six months, what percentage of your qualitative research work is likely to be conducted online/telephone and what percentage is likely to be in-person?

<table>
<thead>
<tr>
<th></th>
<th>Past 12 Months</th>
<th>Next 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online/Phone</td>
<td>46%</td>
<td>80%</td>
</tr>
<tr>
<td>In-Person</td>
<td>54%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Greatest Business Risks

Over the next six months, what do you foresee as your two greatest business/practice risks due to COVID-19?

- Postponed/cancelled projects: 37%
- Loss of revenue: 30%
- Increased stress levels/emotional distress: 15%
- Cash/liquidity issues affecting supplies, payroll, etc: 7%
- Other: Loss of capacity due to staff/contractor illness, Loss of capacity due to remote or limited staff/contractor access (e.g., shelter at home), Inability of clients to pay invoices, Loss of business growth after major investment (e.g., can’t repay loans/investors), Loss of job due to downsizing: 11%

How Can QRCA Help?

Which of the following, if any, are ways you would like QRCA to help you and your company/research department over the next six months?

- Introduce me to more methodologies for online/remote research: 12%
- None of the above: 25%
- Provide more local chapter programming (virtual): 16%
- Provide more virtual opportunities to network and build community: 22%
- Provide more online links to business resources: 23%
- Provide more online professional development education: 25%

Mitigate Risks of COVID-19

What steps are you taking or considering to mitigate the risks of COVID-19 for the survival of your company or research department?

- Learning new skills/methodologies that will be better suited to this environment: 18%
- Communicating more with your clients: 16%
- Increasing marketing and promotion of your business/practice: 12%
- Changing your business model/services/delivery model: 9%
- Changing your budget/reducing overhead: 9%
- Developing a response to help keep yourself/staff/contractors safe and healthy: 8%
- Communicating/planning more with your staff and contractors: 6%

Impact on Research Volume

How has COVID-19 affected your research volume to-date? Has your business...

- Picked up a lot: 0%
- Picked up a little: 5%
- Not changed at all: 16%
- Slowed a little: 27%
- Slowed a lot: 32%
- Stopped altogether: 20%

The respondent profile closely represents QRCA members. N = 245-268.