

Your Guide to Data Collection During the Global Coronavirus Pandemic



The Coronavirus global pandemic is no doubt impacting the world around us. Staying connected with consumers during these rapidly changing times is important to understand shifts in behaviours and attitudes – from general purchase behaviour to the specific needs and wants of your customers.

Face-to-face research may not be an option in today's environment, but research can still be conducted – **panels and online research play an important, stable role in today's unstable climate.**

During these unprecedented times, here is what you need to know about data collection throughout the Coronavirus global pandemic.

- **Conduct online surveys – they are available, even when face-to-face is not**
With self-quarantine and lockdown protocol in play across many countries, face-to-face research may not be possible. Instead, talk to your customers where they live online – their digital neighbourhoods. Double opt-in panels are stable and built for times like these.
- **Reach your customers through double opt-in panels**
It's clear the pandemic is changing rapidly, and daily routines are being impacted. People are finding themselves at home with more spare time – actively seeking out surveys! Kantar has not seen a decline in overall survey starts or completes since the onset of Coronavirus, and a recent poll amongst LifePoints members shows that 95% find online surveys to be a welcome distraction during today's climate and 96% believe it's important for brands to understand their consumer's needs today more than ever.
- **Utilise survey tools that produce an engaging experience**
because of the Coronavirus pandemic, many consumers are finding themselves restricted: they can't go out to dinner, go to a sporting event or meet a group for coffee. But they can take an enjoyable survey online. Build surveys for an engaging experience, regardless of device. Utilise different technologies, such as video open-ends, or gamify the experience to gain attention and extract valuable data.



- **Capitalise on data connections for added insights**

You can enrich people profiles and survey data with a wide variety of first, second and third-party data sources for data enhancement – including digital behaviours and metered insights. When you connect data sources, you obtain a more holistic view of your consumers.

- **Expect and monitor data shifts**

Panels will reflect the concerns and behaviour shifts of the general consumer population in each country or market where you collect data in. Be sure you are using a panel provider that employs stringent layers of data quality checks and closely monitors their panel metrics – so you can trust your data returns.

- **Remain sensitive and supportive to panel members**

Respondents are at the heart of online research – take a proactive approach to remaining sensitive and supportive however you are communicating with them. Keep in mind public concerns around health, the economy, isolation and government restrictions worldwide.

Stay safe and use this time to think and be creative. If you are looking for additional guidance and support, Kantar is here to help you understand your customers through safe online research.

For more information please contact your local representative or visit www.kantar.com