



## L&E's COVID-19 Research

L&E Research recognizes the importance of our client's work, and the need to have a reliable partner in their qualitative research, ready to adapt and rapidly respond to the ever-changing environment we face. We are providing this data to help clients understand consumers desire to move forward with in-person research.



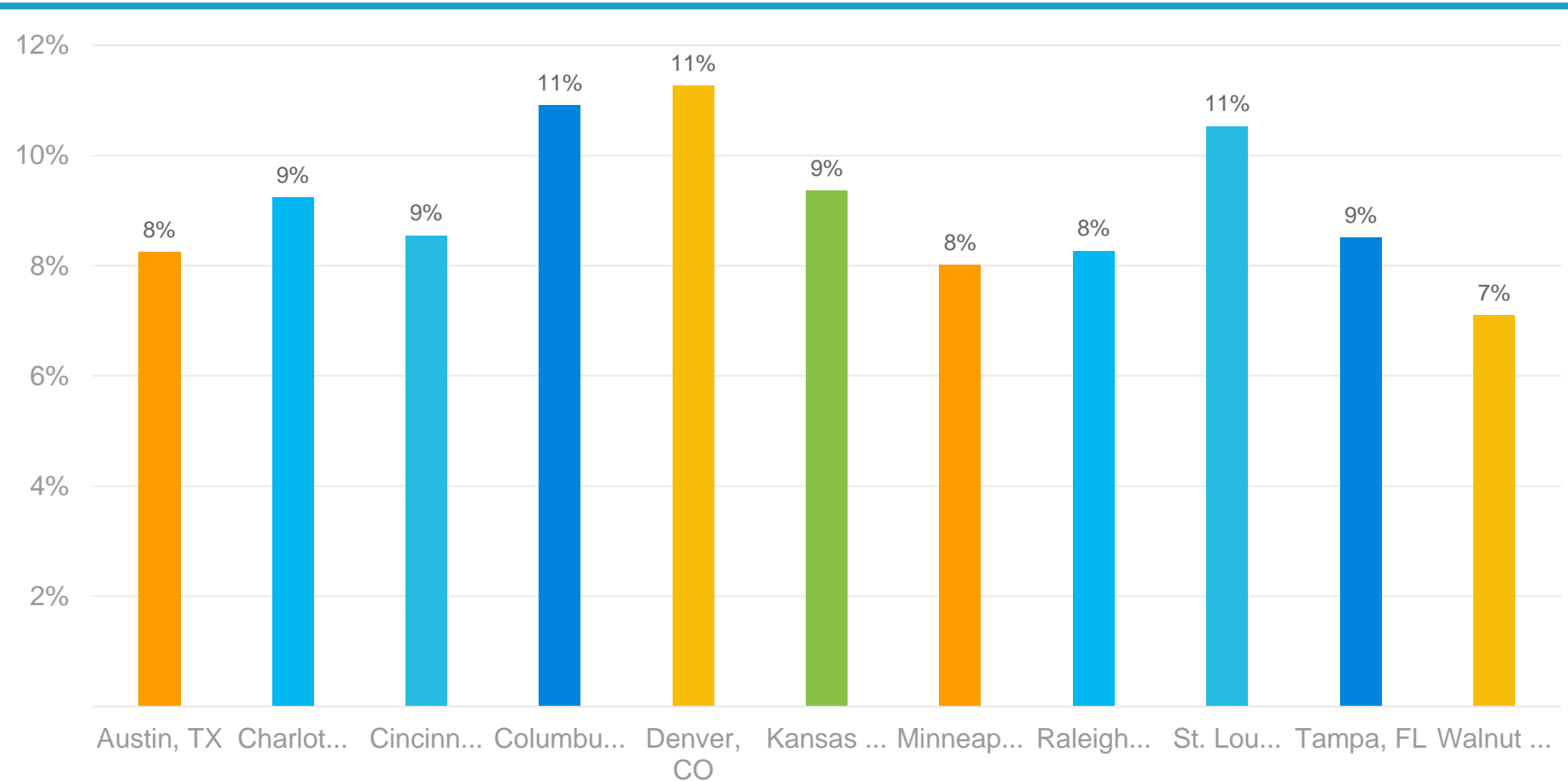
- **Method:** Online survey across 11 US markets (our 11 facility locations) in 2 waves of research from May 8, 2020 to June 2nd, 2020 using the L&E Research Member Panel
- **Sample:** 11,000 panel members surveyed in wave 1 and wave 2
- **Demographics:** Adults ages 18+ with mix of gender, age, ethnicity & region

# Background

- 73% of the panel we surveyed said that they have participated in an in-person study at an L&E Research facility
- 62% have children currently living in their household 50% of the time
- 89% have had children under the age of 18 participate in an in-person study at an L&E Research facility



# % of participants surveyed in each L&E market



# Demographics of our panel surveyed

- **72% female and 28% male**
- **Ethnicity of participants surveyed:**

White or Caucasian	<b>78.31%</b>
Black or African-American	<b>14.15%</b>
American Indian or Alaskan Native	<b>0.68%</b>
Asian	<b>2.46%</b>
Native Hawaiian and other Pacific Islander	<b>0.26%</b>
Part of some other ethnic group	<b>4.15%</b>

- **Marital/Household Status:**

Single (never married)	<b>21.64%</b>
Domestic partnership (living with someone, not married)	<b>8.83%</b>
Married	<b>53.02%</b>
Divorced	<b>12.27%</b>
Separated	<b>1.59%</b>
Widowed	<b>2.37%</b>
Other	<b>0.28%</b>

# Demographics Continued

## ➤ Age range of participants surveyed:

18 to 24	<b>3.77%</b>
25 to 34	<b>17.49%</b>
35 to 44	<b>22.11%</b>
45 to 54	<b>22.88%</b>
55 to 64	<b>23.44%</b>
65 or older	<b>10.3%</b>

## ➤ Level of education completed:

Some high school	<b>0.3%</b>
A high school or equivalency degree	<b>7.28%</b>
Vocational school	<b>2.97%</b>
Some college	<b>22.22%</b>
College degree	<b>40.09%</b>
Some graduate work	<b>6.02%</b>
Graduate degree	<b>21.1%</b>

# Demographics Continued

## ➤ Range of household income:

<15K	3.79%
15-24K	4.64%
25-50K	19.02%
51-75K	20.07%
76-100k	20.77%
101-150k	19.98%
150-250k	9.13%
251K+	2.6%

- L&E Asked respondents in our **Wave 1 survey**, “What does L&E need to do to make you more comfortable coming to the L&E Research facility to participate in an in-person interview?”

➤ **Key focus:**

**Needs to be on social distancing, followed by hand washing/sanitizing, and wearing masks**

Free form field. Most used phrases are as follows:		
Phrase	# of responses	
Provide Social Distance ability	6,693	
Provide Hand sanitizer/ wash hands	1,568	
Wear masks	1,198	
Limit Number in waiting rooms	165	
1 on 1 interview or small groups	170	
Wear gloves	250	
Follow CDC Guidelines	78	
Clean environment	173	
Total Comments	10,295	

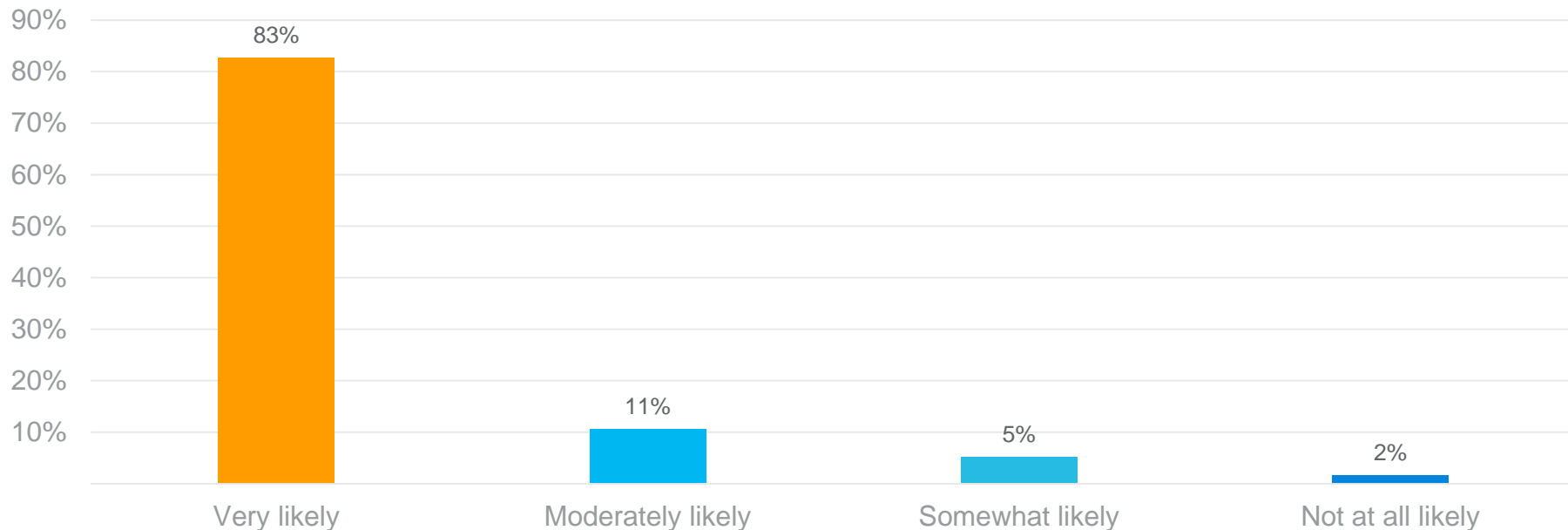




## L&E Safety Video

- ▶ Respondents then watched the following video demonstrating the newly revised L&E office set-up:  
<https://www.youtube.com/watch?v=qzKpYc05LVA>
- ▶ After having viewed the new L&E COVID-safe facility set-up, (and assuming local government allowed for participation), panel members answered the following questions:

## Now that L&E has implemented these safety procedures from the video... How likely would you be to participate in an in-person interview at the L&E facility with these safety procedures implemented?



In integrating the data from Wave 1 and Wave 2, an [average of 52%](#) advised they would be "Very Likely" to Participate in an in-person study with no changes made to the facility.

**82.65%** Responded they would be "Very Likely" to Participate in an in-person study after having viewed our new safety procedures.

Results show an increase of [30 percentage points](#) of those very willing to participate in in-person research from before the COVID-safe facility to after the safety procedures being implemented.

**(% By Market) Now that L&E has implemented these safety procedures from the video... How likely would you be to participate in an in-person interview at the L&E facility with these safety procedures implemented?**

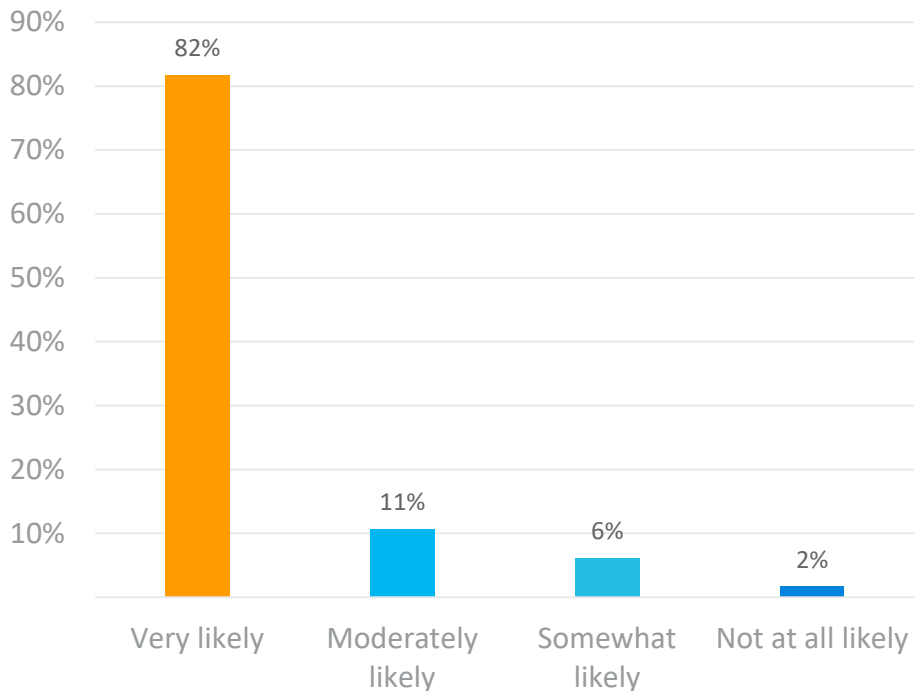
Summary: Those in the panel responded by the following % of “Very Likely” in each market.

- **Austin – 76%**
- **Charlotte – 86%**
- **Cincinnati – 86%**
- **Columbus – 86%**
- **Denver - 87%**
- **Kansas City – 85%**
- **Minneapolis – 77%**
- **Raleigh – 79%**
- **St. Louis – 84%**
- **Tampa – 83%**
- **San Francisco – East Bay Area – 79%**

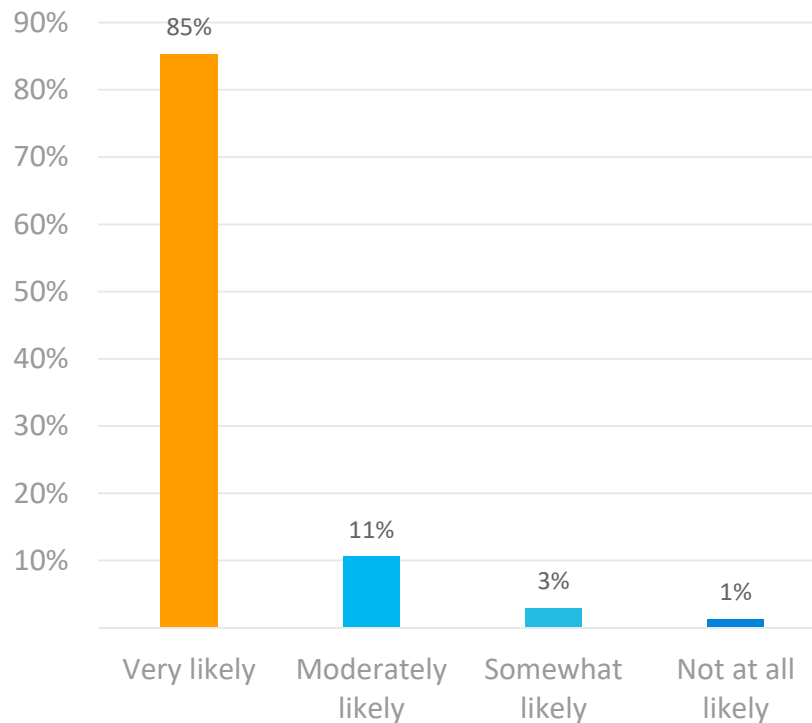
*\*If you would like the breakdown of each market’s percentage totals please let us know and the information can be shared.*

**(By Gender)** Now that L&E has implemented these safety procedures from the video... How likely would you be to participate in an in-person interview at the L&E facility with these safety procedures implemented?

Females



Males



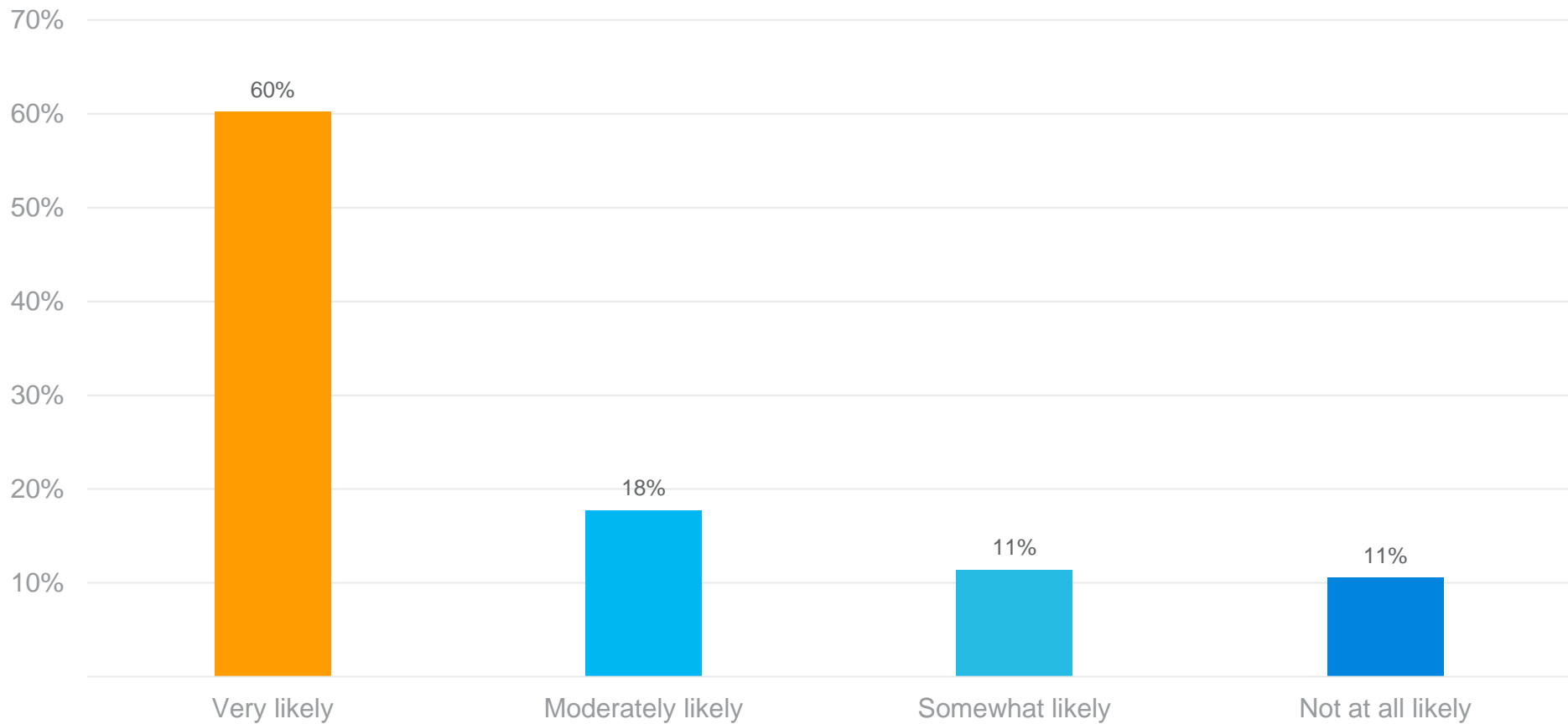
**(% By Age Range) Now that L&E has implemented these safety procedures from the video... How likely would you be to participate in an in-person interview at the L&E facility with these safety procedures implemented?**

Summary: Those in the panel responded by the following % of “Very Likely” by age range

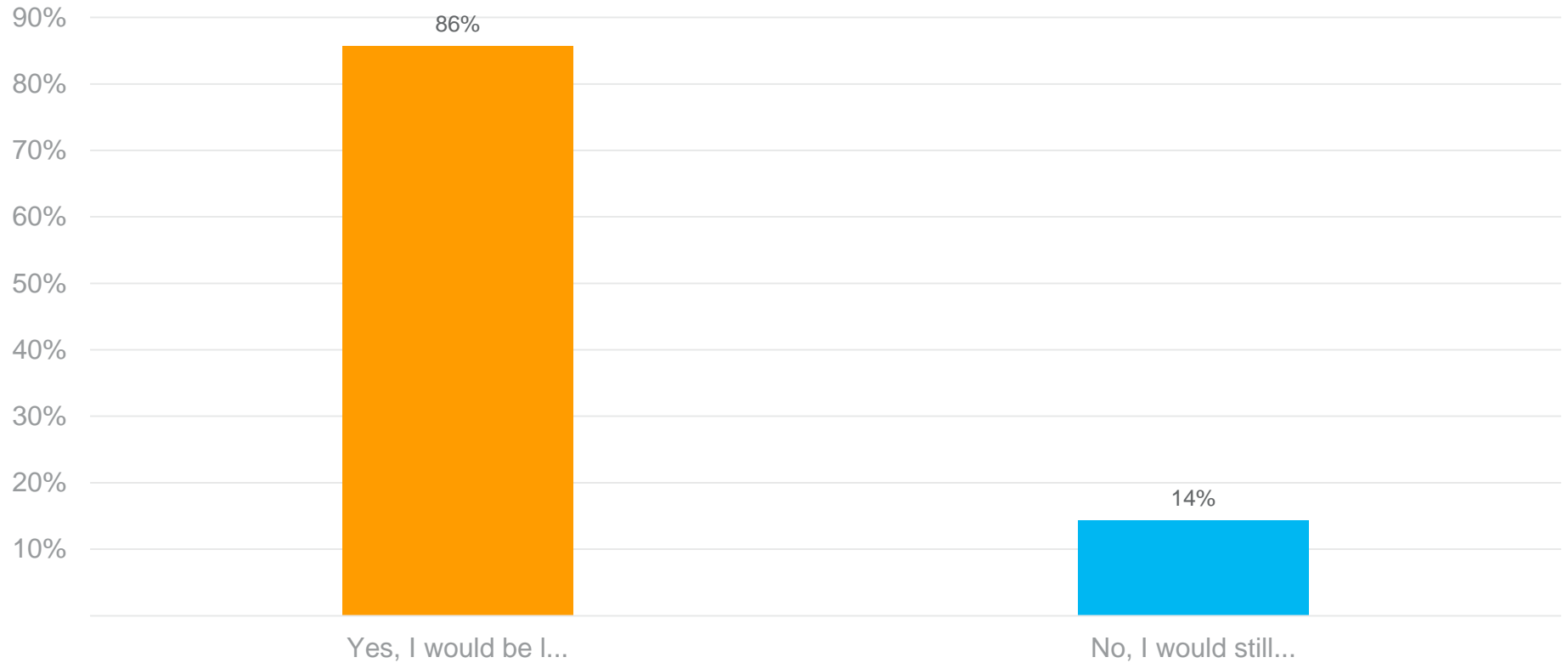
- 18-24 yrs old – 76%
- 25-34 yrs old – 79%
- 35-44 yrs old – 78%
- 45-54 yrs old – 85%
- 55-64 yrs old - 88%
- 65+ yrs old – 85%

*\*If you would like the breakdown of each age range’s percentage totals please let us know and the information can be shared.*

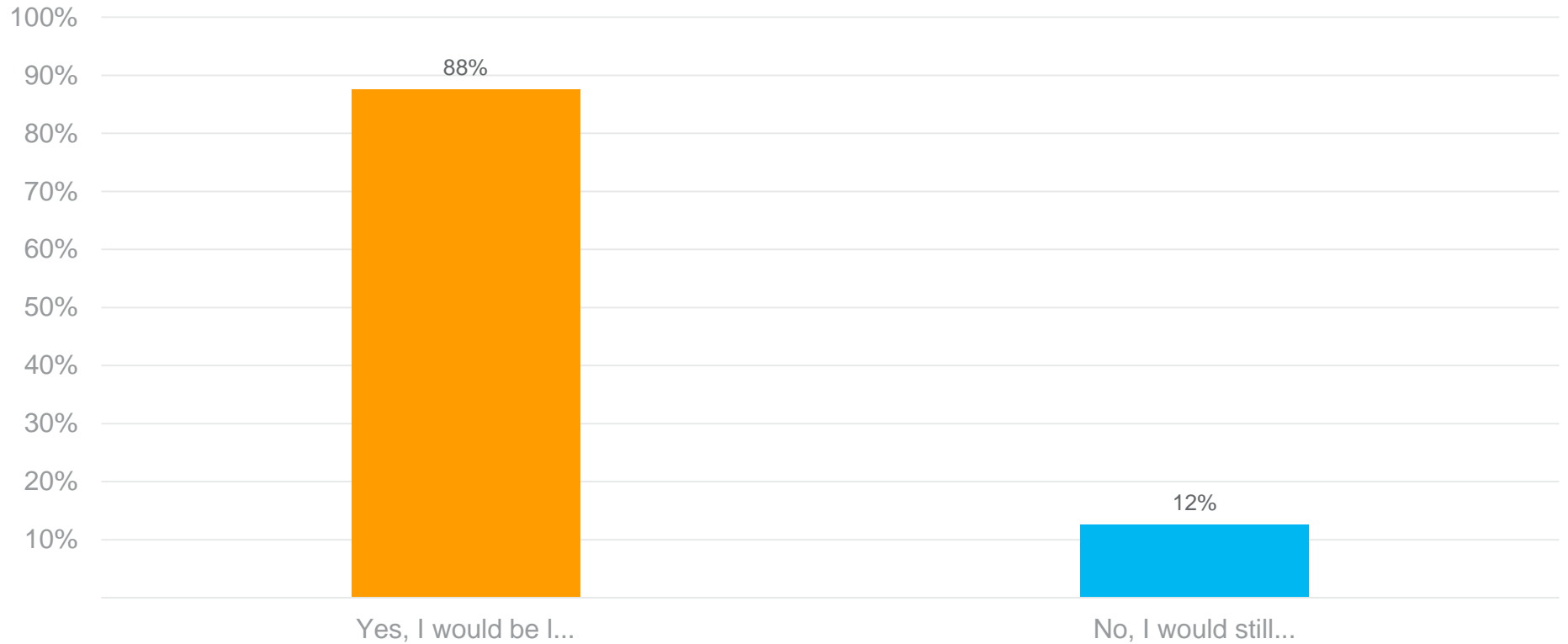
**For Parents: How likely would you be to allow your child between the ages of 4 and 17 to participate in an in-person interview at the L&E facility with these safety procedures implemented?**



For those who responded with "Moderately Likely," "Somewhat Likely," or "Not at all likely" to participate in an in-person study, L&E asked the follow-up question to those respondents : If we increased the incentive by 25%, would that affect your likelihood to participate in an in-person study?



For those who responded with "Moderately Likely," "Somewhat Likely," or "Not at all likely" to participate in an in-person study, L&E asked the follow-up question to those respondents : If we increased the incentive by 50%, would that affect your likelihood to participate in an in-person study?







**L&E Safety Video** - In addition to what was outlined in the video, what else does L&E need to do to make you more comfortable coming to the L&E Research facility to participate in an in-person interview?

**Key Findings:** Most used phrase out of the responses was to "Provide Hand Sanitizer," and all of our facilities have already instituted the use of hand sanitizer being readily available.





For questions or further  
details/segmentations of our research  
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