



## **Covid-19 RAJAR Contingency**

The various Government directives intended to slow the spread of the Coronavirus by restricting non-essential activity and isolating the elderly have impacted both interviewer resources and the public's willingness to participate in Face-to-Face market research. The Market Research Society has advised that all Face-to-Face fieldwork be suspended. This affects the whole market research industry.

RAJAR is putting contingencies in place to ensure that we continue to provide audience data during the period of disruption caused by the virus.

As far as Q1 is concerned we are confident that we will have sufficient sample to provide published results as planned on Wednesday 13th May.

We have also been reviewing how we can continue to provide audience estimates to keep the industry functioning beyond Q1. There are several options open to us and the RAJAR Technical Management Group is working through the details with the research contractors. Please be assured that we will provide further information in due course