



Returning to In-Person Research

OUR COVID-19 UPDATE

The priority of FUEL & Focus Room continues to be the health and safety of our clients, respondents, and employees. We also recognize the importance of our clients' work and the need for the return of in-person research.

While we continue to support you with our online research solutions, we are implementing processes internally to conduct in-person studies responsibly. Our leadership teams continue to monitor Centers for Disease Control and Prevention (CDC) guidelines for the US and the many different guidelines in Global markets. We are continually reevaluating all precautions as needed.

WHAT TO EXPECT

Communications

Our experienced Field Directors will consult with you on the feasibility of your project with attention to the COVID-19 enhanced health and safety procedures and recommend the most viable markets and methodologies for your project.

Please remember that these guidelines may be subject to change and adaptation as public health information shifts.

General guidelines

- Ensure physical distancing and keep the number of people in any space below maximum levels set by the state/locality.
- Any reasonably disposable items, such as paper and writing instruments, will not be reused
- Stringent check-in and check-out procedures for research participants and attendees for purposes of monitoring maximum occupancy levels per space (as determined by state/locality) and maintaining physical distancing.
- Staff will always wear facemasks.
- Staff will also wear gloves when preparing anything that will be handled by clients and/or participants.
- Food (whether for clients or participants) will be individually packaged, with beverages and snacks limited to single-serve portions. Individual meals will be served as delivered.
- Participant waiting areas and client rooms will be cleared of all candy/treat containers and periodicals/pamphlets or other paper materials to prevent them from becoming potential disease vectors.
- Disposable napkins, plates, cutlery, cups, and glasses will replace any non-disposable linens and items.
- Facilities will be stocked with additional hand soap, sanitizer, and wipes to enable DIY cleaning.
- Specific requirements of building owner / landlord will be followed.
- A liability release related to COVID-19 will be required of all respondents and clients to sign.
- Participants, staff, and clients will be informed about all new procedures, policies and risk-abatement measures in prior to their arrival on-site.

Research and Observation Room Guidelines

- Masks will be required on site for all attendees. If a mask is not available, one will be supplied for you.
- All rooms occupied will be cleaned and disinfected after each use, focusing on high-touch areas such as chairs, tables, and doorknobs.
- Facilities will be re-configured and reorganized to provide appropriate distancing in participant waiting areas. If available, office space and viewing/conference rooms will be converted into additional waiting areas to extend physical distancing.
- Group capacity will be maximized based on social distancing guidelines.
- Observation rooms will also be subject to social distancing guidelines. If available, other rooms may be utilized for viewing via monitors.
- Anyone who has been exposed to the virus in the past 14 days will not be allowed in the facility.

Screening of research participants

- Additional screening questions will be asked for any in-person/in-facility projects:
 - A participant who has encountered another person exposed to the virus within the last 14 days will be disqualified from in-person research.
 - A participant with any COVID-19-like symptoms will be disqualified from in-person research.
 - Temperature checks will be completed on arrival for facility visitors. Where a person's temperature is raised above 37.8°C / 100.4°F or higher, they will be not be permitted entry.
 - Where FUEL & Focus Room partners are being utilized, written confirmation that participants have been pre-screened, using the FUEL & Focus Room guidelines will be required.
 - All respondents must be willing to wear a mask within the common areas of the facility and remove during the group session or otherwise disqualified from in-person research. Actual in room mask removal will be at moderator's discretion.
 - All consents, non-disclosure agreements and liability agreements will be signed electronically prior to participation.

Our teams are here to help you in the planning and execution of your future in-person research projects. We have the knowledge to answer your questions about the latest market openings and the revised requirements within every market. Contact your FUEL & Focus Room Directors with any questions or to request support with your next in-person project.