















































QUALITATIVE F2F RESEARCH IN TIMES OF COVID-19: COUNTRIES FEASIBILITY

Data updated as of: 26.05.2020	 Germany				 United Kingdom
	Hamburg	Berlin	Munich	Cologne	London
IDs in a facility					×
Focus groups in a facility	 x5 	 x5 	 x5 	 x5 	×
Ethnographic interview at respondent's house	 x10  x2 	 x10  x2 	 x10  x2 	 x10  x2 	×
Shop-along in stores	 x2 	 x2 	 x2 	 x2 	×
Co-Creation sessions	 x5 	 x5 	 x5 	 x5 	×

Notes:

-  Maximum # of people allowed
-  Maximum # of household allowed
-  Mask must be worn at all times
-  Social distancing rules apply (1.5m)

 Additional enforcement on health checks (ie. Temperature check, health check cards, etc.)

 Additional conditions for feasibility might apply (ie. Shopping mall requirement, certain target market restrictions, etc.)



• Please always check with local authority sources before acting on these updates since it may have changed since the update was published.

• Although all the information here are gathered from legitimate, reliable sources, this document is meant as a guide only, not a legal statement. WMM is not responsible for any decision made based on this guidance.

Please see next page for:





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Data updated as of: 26.05.2020	 Italy		 Spain		 France	
	Milan	Rome	Madrid	Barcelona	Paris	Paris
IDs in a facility	×	×	×	×		
Focus groups in a facility	×	×	×	×		
Ethnographic interview at respondent's house	×	×	×	×		
Shop-along in stores	×	×	×	×		
Co-Creation sessions	×	×	×	×		

Notes:

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-  Maximum # of household allowed
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 Additional enforcement on health checks (ie. Temperature check, health check cards, etc.)

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Data updated as of: 26.05.2020	 USA Los Angeles	New York	 China All cities	 Singapore	 South Korea Seoul
IDs in a facility	×	×		×	
Focus groups in a facility	×	×		×	
Ethnographic interview at respondent's house	×	×	×	×	×
Shop-along in stores	×	×		×	
Co-Creation Sessions	×	×	×	×	

Notes:

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-  Maximum # of household allowed
-  Mask must be worn at all times
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