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Response to question from Adam Creighton (The Australian) about how Roy Morgan is impacted by Coronavirus

Roy Morgan is a very people-focused business. We employ close to 1,000 people, including interviewers and researchers, and each year we interview almost 100,000 Australians personally, face-to-face in their homes. We also have human contacts in major clients across Australia. So the impact of a pandemic that requires 'social distancing' is a rare challenge.

Roy Morgan is, however, flexible and agile in how we respond to our own and our client's challenges. And, importantly, Roy Morgan is totally configured within the digital ecosystem.

How does this play out in real life?

Within 3 days our people were working remotely. Our interviewing is being conducted via telephone, online and mobile. We have mobilised our data science engine and are integrating machine learning and AI data coding and analysis to deliver even greater 'intelligence' critical to our clients at this time. In a time of unprecedented disruption everyone needs immediately to know what's happening and what's changing, so we're conducting daily [Roy Morgan 'Snap Polls'](#) of consumers and businesses to be able to report within hours of an issue arising.

While the coronavirus epidemic will be relatively short-term, the real focus for us and our clients is on the longer term economic challenges – now and as the inevitable recession really starts to bite.

Our deep data on consumers and businesses over decades allows us to analyse how Australia shaped up after the 1987 recession, the GFC, SARS, and other life changing and world shaping events like 9-11. And critically, allows us to identify the characteristics, drivers and mindsets of those consumers and organisations that emerged soonest and fastest from past economic crises. The lessons from the past and new data science will shape the future.

This truly is a 'strategic inflection' point for the Australian economy, and the gap between winners and losers has never been more stark. Everyone will emerge from the economic crisis changed. I believe those who emerge as winners will be those who act decisively; read the economic and business environment intelligently; and decisively shape the future they want.

We at Roy Morgan have pivoted and quickly shifted gears with a single-minded focus on the future. A changed Roy Morgan, ready to emerge from the pandemic and recession in a country that will, in many ways, be unrecognisable.

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About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

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