



FOR IMMEDIATE RELEASE
March 19, 2020

Contact: MSRA Secretariat
Direct Phone: +254719769016
Email: info@msra.or.ke

Marketing and Social Research Association (MSRA) Statement on Corona Virus in Kenya

The Marketing and Social Research Association (MSRA), established in 1998 is Kenya's professional association for individuals and organizations involved in the practice and use of marketing and social research. It aims to create a forum for research practitioners within which members can maintain a spirit of cooperation, foster professionalism, offer support and promote mutual goodwill.

The Government of Kenya (GoK) received confirmation of the first case of COVID-19, also known as Coronavirus in Kenya on Friday March 13th 2020. The Government of Kenya (GoK) thus issued guidelines on the necessary containment and treatment protocols to be observed across the country.

MSRA acknowledges the impact of COVID-19 and subsequent protocols stipulated by GoK on the research industry in Kenya. MSRA therefore reassures the research fraternity and our clients that business continuity is of essence, and that research agencies are working to ensure minimum disruption of all research projects in Kenya.

The safety and well-being of research field staff and our respondents is paramount during this period. In aligning with government guidelines to minimize movements and promote social distancing, MSRA hereby suspends commissioning of new projects requiring Face-to Face interviewing until 30th April 2020. In consideration of client needs and investments, research agencies are advised to conclude already running Face to Face projects by 31st March 2020. Field staff must adhere to government guidelines in maintaining hygiene and social distancing to protect both enumerators and study respondents.

MSRA has initiated collaborative engagement amongst research agencies during this period to ensure minimal project disruption. The industry will innovatively lean to adopt alternative data collection methods including Computer Aided Telephonic Interviews (CATI), Interactive Voice Response (IVR) Surveys, Mobile phone SMS, Mobile Web surveys, amongst others.

MSRA is very aware that the Kenyan economy is facing uncertain and difficult times as a result of COVID-19; industries and companies, large and small are in particular facing unparalleled and disquieting times.

MSRA continues to sensitize members on necessary precautions against transmission of COVID-19 in order to protect the employees, clients, respondents and people in Kenya. Our support to the government and our clients during this time is actioned by our compliance and reiterated by efforts to collaborate on using data for decision making.

MSRA wishes to thank all research stakeholders and our clients for their continued support and understanding.