TRACKING CONSUMERS THROUGH COVID-19

COVID-19 PHASES

In addition to being a public health crisis and an economic crisis, COVID-19 is a cultural inflection point. Changes in consumer attitudes and behaviors usually happen over months and years. Now seismic changes are compressed into days and weeks.

As we move through the phases of the pandemic, new consumer behaviors and attitudes will emerge. As this happens, will your brands be ready? All sponsors of this study will receive in-depth tracking of consumer attitudes, behaviors and experiences.

THE STRUCTURE OF THE STUDY

3,000 INTERVIEWS IN CANADA
3,000 INTERVIEWS IN USA
FIELDING EVERY TWO WEEKS
FROM NOW UNTIL WE ACHIEVE A STABLE NEW NORMAL

We will combine survey data with publicly-available health and economic data. Learning the relationship between health metrics, economic metrics and consumer perceptions / behaviors will allow us to anticipate and understand the new normal. Subscribers to the study will have a single-source for up-to-date consumer data, economic data and health data.

CONSUMER EXPERIENCES, BEHAVIORS AND ATTITUDES IN EACH OF THESE CATEGORIES

FOOD AND BEVERAGES
- Alcohol
- Cannabis
- Chocolate
- Coffee
- Confectionery
- Cookies & crackers
- Frozen meals
- Frozen vegetables
- Restaurants / QSRs
- RTD beverages
- Salty snacks

NON-FOOD CONSUMER PRODUCTS
- Appliances
- Consumer durables
- Home improvement
- Household products
- OTC & Rx
- Personal care
- Pet food / supplies

RETAIL
- Drug stores
- E-commerce
- Grocery stores
- Shopping malls

SERVICES
- Financial services
- Telecommunications
- Travel (airlines)

ACTIVITIES
- Gyms
- Movies / streaming

The world has suddenly changed and panicked behavior ensues.
Coping behaviors and attitudes emerge as consumers deal with the ongoing situation.
As the health situation improves, consumers revert to some pre-crisis attitudes and behaviors, retain some coping behaviors and attitudes and establish some new behaviors and attitudes.
All that we know now is that the post-COVID-19 new normal will not be the same as the old normal. What will be different? How will that affect your business?

INTERESTED IN DIRECTLY TALKING WITH CONSUMERS ABOUT THEIR ATTITUDES, BEHAVIORS OR EXPERIENCES?

Ask us about our qualitative options (e.g., video IDIs, online bulletin boards). We will recruit participants from the quantitative research, allowing you to find hard-to-reach audiences efficiently and to follow-up on learnings from the quantitative research.

COST
$ Inquire

PER WAVE
PER COUNTRY

Discounts available for sponsors of multiple waves.

CUSTOM PROPRIETARY QUESTIONS

CLOSED/ENDED
OPEN/ENDED

$ Inquire
$ Inquire