

COVID-19 Feel, Behave, Think Omnibus Tracker

A daily read on key consumer attitudes, emotions, and behaviors in a changing world.

Here's how it works:

Daily Tracking (2x per week in UK)

We will speak with at least 1,000 Americans and 1,000 Canadians every weekday, and 1,000 in the UK twice per week. Each day, we will track how respondents are THINKING, FEELING, and BEHAVING during the coronavirus/ COVID-19 pandemic, including:

- Concerns with the economy, earning, food supply, finances, health, government, education, societal order, etc.
- General thoughts on societal reaction, safety of day-to-day activities, shopping, sports, government reaction, etc.
- How are consumers **FEELING**, across a broad range of 23 emotions and feelings
- Proportion who did activities in the past 24 hours: physical shopping, online shopping, public transit, streaming content, watching the news, talking with a doctor, etc.
- Proportion who **PLAN** to do activities in the next 24 hours (same list as above)
- Hours spent outside of the home, watching TV, streaming content, listening to radio/podcasts, online, socializing

Weekly Tracking

Once per week, a wider variety of attitudes and behaviors will be included for tracking:

- Where news is being sourced
- Products being stocked/hoarded, and products that have been difficult to find on shelves
- Altered entertainment and content consumption in the past month, and plans to alter in the coming month
- Perceptions of brands that have done a **GOOD** job, and a **BAD** job communicating during this pandemic
- Communications consumers want to be seeing and hearing from brands during this pandemic

Client Proprietary Questions

In addition to the tracked content, clients can place their own questions, available for them ONLY, on a daily, weekly, or periodic basis. These questions are available for placement on Monday, Tuesday, Thursday, or Friday, and must be received by around 11am in order to be fielded on that day.

Subscription and Pricing

Access to the Maru COVID-19 Feel, Behave, Think Tracker is available in a variety of ways:

- Proprietary questions: \$750 per day per country (+\$100 for each attribute in a multi-attribute table)
- Access to Maru daily/weekly content: \$1,500 per week, or \$1,000 per week for clients purchasing at least one proprietary question during the week

(e.g. to place 2 proprietary questions in one country, each twice per week PLUS to gain access to the entire week's Maru tracking content = \$4,000)