



COVID 19 IMPACT

INFLUENCE ON INDIVIDUAL/CONSUMER ATTITUDES, EXPECTATIONS AND TRENDS

DYM Institute multi-client project

GOALS



Understanding how the COVID crisis19 changes attitudes and consumer habits

The objective is to follow up on how the consumer will move from the current scenario to new and unknown scenarios.

The focus is on behavior.

STAGES



Collection of information in two stages:

PHASE 1: During Alarm State

- Daily life, consumption and expectations

PHASE 2: After Alarm State

- Consolidated changes and future trends

METHODOLOGIES



Two methodologies will be applied simultaneously:

QUANTITATIVE: Online (CAWI) and Telephone (CATI) Interviews

QUALITATIVE: Bulletin Boards and In-Depth Interviews (seniors)

HIRING (1ST APRIL DEADLINE)

Basic Module from 3.800 euros + VAT



Coordinator

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FOR MORE INFORMATION VISIT OUR WEBSITE

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