

A CASE STUDY

Real-Time COVID-19 Consumer Impact

Delivering Timely Insights During Unprecedented Times

CHALLENGE

The social distancing orders put in place during COVID-19 have had a significant impact on consumer behavior and the worldwide economy. As the pandemic reshaped the world overnight, a GLG client needed real-time insight into unemployment statistics, consumer spending habits, and consumer sentiment to understand the immediate implications for the Consumer Good and Services (CGS) holdings in its portfolio.

THE GLG APPROACH

GLG Surveys designed and executed a 10-wave survey series over the course of three weeks. The series ran approximately every 36 hours, with 750 consumer responses per wave. Between waves, the client had the option of adding and removing questions as the situation evolved and layoffs were announced.

OUTCOME

The survey series helped GLG's client understand a rapidly evolving situation and gain insight into consumer behavior and the long-term impacts on consumer purchasing power. This clarity helped the client confidently make an investment decision before its competitors were aware of the shifts.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

Why GLG?

GLG delivered real-time updates on consumer sentiment and the job market during the early months of COVID-19 to help a client confidently make an investment decision.

Project Depth

10-wave survey series conducted with 750 consumer responses per wave.

Responsiveness

Approximately 36 hours between survey waves, which ran for three weeks.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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