



Ipsos Economic Context Report

Tracking the context in which people make economic decisions

about the report

Economic and consumer decisions are increasingly shaped by, and embedded in, their broader opinion and social environments. As the emerging field of Behavioural Science shows us, the era of consumer decisions being grounded solely in the 4 Ps (price, product, positioning, promotion) is long gone. Rather, how people feel about their country, the economy and their top issue concerns also shape their economic behaviour.

Understanding this context is key for organizations in developing effective positioning and communications initiatives. It can also be relevant in explaining trends in traditional customer satisfaction tracking. The Ipsos Economic Context Report has been created to provide clients with a cost-effective way to regularly monitor this context.

what's included?

Subscribers receive a monthly report which includes tracking from 2010, of opinions on 15 key metrics including:

- country satisfaction and right/wrong track;
- top national issue concerns;
- the national and regional economies;
- personal finances, sense of job security and perceived purchase and investment environment;
- tracking by sex, age, income, and region.

cost

The annual cost to subscribe is \$4,900 per year, plus applicable taxes for one country, \$3,900 per year, plus taxes for every additional country.

what's included in an annual subscription

Annual subscribers receive:

- A monthly PowerPoint deck, usually delivered at the end of each month;
- Flash reports of emerging issues that we see in related data.

methodology

Data for the report are gathered on a monthly study in 27 countries around the world via the Ipsos Online Panel system.

The Ipsos Economic Context report is available for: Australia, Canada, France, Germany, Great Britain, Italy, Japan, South Korea, Spain, Sweden, and the USA.

Each monthly wave consists of a sample of between 500 and 1,000 adults in each country for a total of 20,000 interviews globally per month. In Canada and the USA, 1,000 adults are surveyed in each country every month.

Weighting is employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to the country's most recent census data.

contact

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