



ESSENTIALS
SYNDICATED



IPSOS ESSENTIALS

FAQ

A Guide for Subscribers

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GAME CHANGERS



What is Ipsos Essentials? How long has it been running?

Ipsos Essentials monitors how people in countries across the globe navigate the new rules of engagement including impacts on our state of mind, state of wallet, and future intentions as we look towards recovery. We have been surveying citizens and consumers since February 2020 and have been providing tracked data and insights to our subscribers going back to July 2020. It is a syndicated study, so we ask the same questions to respondents across the globe.

How many countries are we tracking, and which ones are they?

Ipsos Essentials tracks 16 countries. We survey 1000 people each wave in Canada, France, Germany, India, Japan, the UK and the US. In the same wave, in each of Australia, Brazil, China, Italy, Mexico, Russia, South Korea, South Africa and Spain, the sample size is 500.

How often does the study run, and how long does it take to get results?

We survey and report new insights every two weeks.

The
H2 | 2021 schedule
is as follows:

WAVE	CUSTOM QUESTIONS DUE FROM PREMIUM SUBSCRIBERS	FIELD DATES	REPORT PUBLISHED
44	Jun. 22	Jun. 28 – 30	Friday, Jul. 9
45	Jul. 12	Jul. 15 – 18	Friday, Jul. 23
46	Jul. 26	Jul. 29 – Aug. 1	Monday, Aug. 9
47	Aug. 9	Aug. 12 – 15	Friday, Aug. 20
48	Aug. 23	Aug. 26 – 29	Friday, Sep. 3
49	Sep. 3	Sep. 9 – 12	Friday, Sep. 17
50	Sep. 20	Sep. 23 – 26	Friday, Oct. 1
51	Oct. 4	Oct. 7 – 10	Monday, Oct. 18
52	Oct. 18	Oct. 21 – 24	Friday, Oct. 29
53	Nov. 1	Nov. 4 – 7	Monday, Nov. 15
54	Nov. 15	Nov. 18 – 21	Friday, Nov. 26
55	Nov. 29	Dec. 2 – 5	Friday, Dec. 10

What do you measure in the study?

Ipsos Essentials tracks citizens' top priorities and concerns, financial health and physical wellness, as well as people's routines and habits, consumer behaviours, category choices, and current work situation. We look at emotional response, government ratings, environment, sustainability, vaccination, current expectations and future outlook, among other areas. In addition to the online survey, we supplement the results with ethnographic videos posting consumer attitudes and behaviours.

Is the report available in multiple languages?

No. It is available in English only.

How much does it cost to subscribe? What are the deliverables?

We have two tiers of subscriptions. *Global Essentials* and *Premium Essentials*. Subscription price and deliverables are per two-week wave.

GLOBAL ESSENTIALS	PREMIUM ESSENTIALS
Global Essentials Report , across 16 countries	Global Essentials terms and deliverables, PLUS:
Global Data Tables	Country Data Tables
10% discount for 3-month subscription*	1 Custom Question each wave
15% discount for 6-month subscription*	Up to 3 Ad Hoc data cuts
* Multi-month subscriptions enables an online dashboard	Personal consultation , if needed
\$5,000 / USD Wave	\$8,000 / USD Wave

Are there any benefits to purchasing more than one wave?

Yes. We offer a 10% discount with a 3-month subscription, and a 15% discount with a 6-month subscription. Multi-month subscribers also get access to an online dashboard, where it is possible to create cross-tabs and generate custom slides using the raw data set, for their own country, or across multiple countries.

Do you offer an online dashboard?

Yes. See response to the previous question. Multi-month subscribers are granted full access to historical data, with the power to run cross-tabs within the full dataset. Within this tool it is possible to view results in aggregate or by country. Additionally, it is possible to view historical and trended results.

What if I only want to understand the results from one country?

Sometimes a company has a localized need. Each wave we create the data tables by country, though we only create country specific slides if there is a need. Please ask your Ipsos representative to contact a member of the *Essentials* team, or email us at essentials@ipsos.com for more information on what that might look like.

Does Ipsos host results presentations for subscribers?

Typically, no. In our *Premium Essentials* package we offer consultation hours, which can be used for a presentation if desired.

Can I have a copy of the data tables?

Yes. Full excel data tables are part of the subscription. See the table above...

What are the demographics you capture?

The standard demographics we report on are: Gender, Age, Generational Cohort, HH Income, Marital Status, Parents, HH Size, Education, Vaccination Status, Employment Status, Region, Urban/Rural, and Ethnicity.

Do you offer other products using Essentials information?

- Ipsos Strategy3 offers workshops that are custom to your team and your business. Workshops are preceded by stakeholder interviews. One of the outcomes is moving beyond the “So What?” of understanding change to the “Now What?” to prepare for the future.
- We offer and participate in speaking engagements.
- We offer “Travel Essentials” which is focused on behaviours and attitudes about travel, both domestic and international.

What categories are covered in the study?

We ask respondents about past 2-week purchase of the following categories:

Milk/ milk drinks	Beauty products
Pasta & Rice	Laundry detergents & softeners
Ready made meals	Cigarettes/ tobacco
Chocolate & Sweets	E-cigarettes, vapes and other
Savory snacks	non-combustible nicotine devices
Carbonated/fizzy beverages	Clothing/ footwear/ accessories
Non-carbonated drinks	PJs/ loungewear/ underwear/
Bottled water	socks
Coffee / tea	Toys, games
Beer	Cheese & Cream
Arts & crafts	Yogurt
Interior decoration	Over-the-counter medication
Infant milk formula	Nutritionals/ supplements/
Baby food	vitamins/ probiotics
Personal care products	Plant based beverages

Categories are rotated every other week such that each category will be covered once a month. Category coverage is largely guided by subscriber interest – if it is important for your category to be represented and it is not, please contact us to see if it can be added.

We also ask about past 6-month purchase of the following electronics categories:

Television	Tablet (e.g. iPad)
Smart speakers	Headset/Headphones
Smartphone	Printer
PC (desktop/laptop)	

In addition to the above categories, every other wave, we ask respondents to classify a broader list of 65+ categories as either an essential item, a treat, a postponable, or an expendable.

Do you ever modify the questionnaire?

Because we track behavior each wave, the questionnaire is about 90% consistent, within a two wave cycle, however, we often select themes that are relevant in current events.

For the core survey, the **H2 | 2021 schedule** is as follows:

WAVES 44 | 48 | 52

- Travel & Entertainment
 - Food & Beverage / Foodservice
 - Emotions
 - Health & Wellness
 - Return to Normal
 - Shifts in Time Spent
 - Category Purchases – Food & Beverage Categories
-

WAVES 45 | 49 | 53

- Shopping / Shifts in Spending
 - Finances
 - Health & Financial Impact
 - Environment & Sustainability
 - Category Purchases – Non-Food Categories
-

WAVES 46 | 50 | 54

- Travel & Entertainment
 - Food & Beverage / Foodservice
 - World of Work
 - Emotions
 - Return to Normal
 - Category Purchases – Food & Beverage Categories
-

WAVES 47 | 51 | 55

- Shopping / Shifts in Spending
- Category Prioritization
- Social Activities
- Health & Financial Impact
- Media & Information
- Category Purchases – Non-Food Categories

My company would like to add a custom question. Is that possible?

Subscribers have the option of adding a custom question as part of the Premium offering. Additional questions can be included, space permitting, for an incremental \$2K per question. The question is added to the global questionnaire, so respondents from all 16 countries are included.

For more information, or to subscribe, contact your local Ipsos representative or email essentials@ipsos.com